



# TRUSTEE RECRUITMENT PACK



## WELCOME TO ENGLISH FOLK EXPO

Thank you for your interest in joining the English Folk Expo Team as a Trustee.

English Folk Expo champions the folk, roots and acoustic music sector in England through a broad programme of showcases, festivals and events, artist mentoring, industry training, audience development, international partnerships and brand advocacy.

We are seeking at least two Trustees to join our charity in 2022, specifically to join as ‘**Trustee Champions**’ in two essential areas of our work:

- Equality, Diversity & Inclusivity
- International Development

Since joining Arts Council England’s National Portfolio in 2018, English Folk Expo has undergone significant change and growth, moving from an annual showcase event to a broader organisation supporting the complete development of the English folk, roots and acoustic music industry for the public benefit.

We are a registered charity (#1192064) and a company limited by guarantee (#9929705)

### TO APPLY

Please submit a CV and short covering letter (of no more than 2 sides of A4) explaining why you are interested in becoming a board member, how you meet the criteria set out in the role description and the level of commitment you are able to make in this voluntary role.

We also ask that you complete and return the [Equality, Diversity & Inclusivity Monitoring Form](#) alongside your letter.

For an informal conversation about the role, please arrange a phone call with our Chief Executive, Tom Besford.



*Former Artist Mentoring Programme Participant Lady Nade recording a Virtual Showcase.*

**Application deadline: 5pm, Friday 21<sup>st</sup> January 2022.** Shortlisted candidates will be invited to an informal interview, either in person or via Zoom. Successful applicants will be invited to attend the virtual board meeting at 6.30pm on Tuesday 15<sup>th</sup> February 2022.

Contact: [tom@englishfolkexpo.com](mailto:tom@englishfolkexpo.com)

## OUR BOARD

Name	Role	Experience
Kellie While	Chair & Trustee	Head of 7digital Creative
Keith Harris OBE	Trustee	PPL / Management / Lecturer
Angharad Jenkins	Trustee	Musician
Richard Haswell	Trustee	Head of Programme, Liverpool Philharmonic Hall
Gavin Sharp	Trustee	CEO, Inner City Music (Band on the Wall)
Jo Kay	Trustee	Audience Development Consultant
Freyja Handy	Trustee	Senior Legal Counsel, ASM Global
Tom Shallaker	Trustee	Development Manager, Lighthouse Poole
Tom Besford	Chief Exec & Trustee	
Terry O'Brien	Sales Director & Trustee	Founder

In addition, we have observers at our board meetings from Arts Council England, other core funders and key EEx staff members.



*Beans on Toast at Manchester Folk Festival 2019 in the O2 Ritz*

## OUR MISSION, VISION AND VALUES

### OUR MISSION

For the public benefit, English Folk Expo champions the growth and development of the folk, roots and acoustic music sector in England.

### OUR VISION

English Folk Expo makes a positive difference to the worldwide distribution of the live performance, profile and careers of English folk, roots and acoustic artists by upskilling artists and the industry, creating more and new opportunities for musicians to work in the UK and beyond, cultivating new audiences and strengthening the perception of English folk, roots and acoustic music. All of this directly promotes and educates the public about folk music.



*John Kelly at Manchester Folk Festival 2019*

### OUR VALUES

#### ARTIST DEVELOPMENT

English folk, roots and acoustic musicians should be supported to understand their role in the context of the UK and international music industry, enabling them to make informed and appropriate choices about their careers.

#### AUDIENCE DEVELOPMENT

More public audiences should be introduced to folk, roots and acoustic music to broaden the size of the audience. This may involve working cross genre or reaching out to new audiences to inspire and introduce them to this genre of music.

### INDUSTRY DEVELOPMENT

The music industry should be supported in promoting and working more closely with folk, roots and acoustic musicians. This could be done through two routes: engaging with existing industry to work more with artists from the genre, and supporting individuals into roles in the music industry such as promoters, agents, labels, management and more.

### ADVOCACY AND BRAND RECOGNITION

We want as many people as possible to enjoy and learn about folk music. One identified barrier to this is in the perception of the words 'English folk'. We will actively work to promote a positive perception of these terms both within the music industry, politically and publicly.

### INTERNATIONAL DEVELOPMENT

International development is an essential part of a thriving sector. Partnerships, reciprocal showcasing and cross-border networking help to reach new audiences internationally. We also support the creation of new touring opportunities for English folk, roots and acoustic musicians internationally and introduce UK audiences to new music from across the world.

## BOARD MEMBER ROLE DESCRIPTION

### RESPONSIBILITIES

- 1) Ensure that English Folk Expo complies with its governing document; charity law, company law and all other relevant legislation
- 2) Ensure that English Folk Expo delivers activity which meets its core objectives, including those agreed with core funding partners ie Arts Council England
- 3) Contribute to the Board's role in giving strategic direction to English Folk Expo, approving overall policy, defining goals, setting targets and evaluating performance against targets
- 4) Safeguard the name and values of English Folk Expo
- 5) Ensure effective and efficient administration of English Folk Expo
- 6) Ensure the financial stability of English Folk Expo
- 7) Ensure the proper investment of English Folk Expo's funds
- 8) Appoint the Chief Executive and monitor his/her performance
- 9) Use any specific skills or expertise to help the Board to reach sound decisions



*Goat Roper Rodeo at Rochdale Folk Festival 2020*

### TRUSTEE CHAMPIONS

At the October 2021 Board Meeting, Trustees agreed to create a series of 'Trustee Champion' roles who would support cross cutting thematic areas of our work, and to provide Trustees with greater input into the wide ranging and rapidly changing programme plan.

**Trustee Champions** may meet directly with specific team members, attend training or conferences in these areas, or provide additional guidance and support to the work of the team where appropriate. **Trustee Champions** do not necessarily need direct experience in their specific area, but are there to ensure that their thematic leads are embedded throughout the work of English Folk Expo.

### EQUALITY, DIVERSITY & INCLUSIVITY

Trustee Champion: **VACANT**

This post will prioritise our commitments set out in the [EDI Action Plan and Policy Statement](#).

### INTERNATIONAL

Trustee Champion: **VACANT**

This post has oversight and offers support around sourcing international delegates, finding international partnerships, building and developing our international networks for showcasing, collaboration and export opportunities.

## **CLIMATE EMERGENCY**

Trustee Champion: Freyja Handy

This post ensures we are doing everything we can to reduce our carbon footprint and tackle the challenge of the climate emergency.

## **SAFEGUARDING**

Trustee Champion: Kellie While

This post considers our responsibility and progress in ensuring artists, industry, staff, volunteers and audiences are appropriately protected and supported. This post works alongside our Chief Executive as the designated lead for safeguarding.

## **ORGANISATIONAL SUSTAINABILITY**

Trustee Champion: Richard Haswell

This post considers our financial structure and planning. They work with the Chief Executive to ensure we have robust financial procedures and that the organisation's financial position is secure.

## **OUR PEOPLE**

Trustee Champion: Tom Shallaker

As our team grows with more staff on different types of contract, this post ensures staff are supported, appropriately remunerated and have relevant CPD opportunities.

## **TALENT DEVELOPMENT**

Trustee Champion: Angharad Jenkins

This post challenges us to ensure that we are leaders in best practice on all our talent development programmes both for artists and industry.

## **AUDIENCES**

Trustee Champion: Jo Kay

This post is responsible for providing guidance and scrutiny as to how we engage with our audiences and cultivate new ones.

## **TIME COMMITMENT**

The board meets approximately three times a year virtually and once in person for our AGM in Manchester. There may be additional sub-groups created on a task and finish basis as required.

Each board member serves a term of three years. They can serve a maximum of two terms. A further term may be served if approved by the rest of the board.

Board members receive a delegate pass to EEx Showcase in Manchester each October.

Whilst this role is voluntary, any direct costs incurred whilst carrying out board duties (including travel and subsistence) can be reclaimed from the organisation.



*Afro Celt Sound System at Manchester Folk Festival 2017*

## OUR PROJECTS

Below is a list of some of our programmes. EFEx is dynamic and responds to the needs of the sector. This means that individual programmes may be changed or created as capacity, funding and demand allows in line with our mission, vision and values.



*Trade Fair at EFEx Showcase 2021*

### EFEX SHOWCASE

English Folk Expo provides industry professionals with the opportunity to see large numbers of different folk, roots and acoustic artists performing at a singular annual showcase running alongside a public festival in Manchester each October. We present artists who are English or based in England. We want the music industry to see great artists, work with them and grow their careers ie through booking them for festivals, signing them to rosters or building their public profile. This event generates approximately £2mill across the sector each year [source: the hub]

### MANCHESTER FOLK FESTIVAL

In order to present such a wide array of amazing artists to the EFEx Showcase delegates, Manchester Folk Festival acts as the vehicle for the industry showcase. However, it also delivers much more than this. The aim of the festival, is to present to the public the huge range of music described as folk, and bring audiences the best of the current scene.

### ARTIST MENTORING PROGRAMME

With the increased profile and popularity of folk, roots and acoustic music, we need to ensure there are clear pathways to support the growing number of professional artists to sustain and develop their careers. We deliver an annual programme for selected artists involving mentoring, showcasing, networking and business development skills. In addition to this programme, we deliver a number of other mentoring and training activities throughout the year.

### INDUSTRY TRAINING

We want the wider music industry to be highly skilled, well connected and supported to deliver for the artists and public they work with and for. To this end, we deliver a series of training programmes which will enable the music industry to diversify and to grow including Promoter Training and more.

### ROCHDALE FOLK FESTIVAL

This broad festival in Rochdale town centre provides free music and activities for the public. It is also the vehicle for many of our direct industry training outcomes. For example, young people on our Event Managers' programme in 2022 will gain experience in promoting and running events through working with us on this festival. We are also able to use this event to support those artists who might aspire to perform on Manchester Folk Festival stages.

## FOLK TALK ACADEMY

As part of our comprehensive response to the pandemic, we produced the free online resource Folk Talk Academy for anyone building a career in the music industry. This unique platform features hundreds of hours of talks, webinars, conference panels and more alongside essays from sector leaders to provide information and learning about the music industry. As part of this platform we also run online conferences (Folk Talk Live) and facilitate online networks both directly and indirectly through partners (Folk Talk Together). These networks currently include Booking Agents, Programmers, Artists, Access & Disability and Educators (through EFDSS)

## PROMOTIONS PROGRAMME

We run a year-round programme of promotions in venues across Greater Manchester and beyond. The purpose of this is to actively seek to build new audiences for the genre, find better ways of working and cultivate the sector, and to maintain relationships with key partners including our international partnerships. Some of these promotions may also be live streamed.



*Mark Radcliffe presenting the live stream launch of the Official Folk Albums Chart*

## OFFICIAL FOLK ALBUMS CHARTS

We commission the monthly UK Official Folk Albums Chart from the Official Charts Company. We work in partnership with Folk on Foot who deliver the accompanying chart show.

## EFEX DIGITAL

EFEx Digital is an online membership model to provide support, networking, resources and opportunities to artists, industry and the general public. It has a specifically tailored offer comprising various modules open to different membership types.

## VIRTUAL SHOWCASES

We continue to produce a range of dedicated virtual showcase films which are presented at online virtual industry events. These short high quality films are intended to introduce artists to music industry audiences year round.

## COMMISSIONS

Linked to our drive to promote the brand and grow audiences, we work with partners to commission new work within the genre. The explicit aim of these commissions is to broaden the audience base for folk music, reach new groups of people and offer artists support for the next steps in their career. In 2019 we delivered a small pilot of this through a new commission 'Rising Up: Peterloo 2019' which was a combined theatre and folk song piece that toured UK venues in October 2019.

## INTERNATIONAL

International touring has become a particularly important part of the careers of many artists within the genre. EFEx's showcase each October has played a significant role in opening new markets in Europe, Canada and beyond. However, there is more to be done in terms of working internationally and supporting artists to find new markets overseas. To this end, we are actively seeking programmes and opportunities with international export organisations.

## GLOBAL MUSIC MATCH

We are a founding partner of Global Music Match which has to date brought 172 artists from 17 countries together in a massive online programme of musical discovery, networking and collaboration. This initiative won the WOMEX Award for Professional Excellence in 2021.

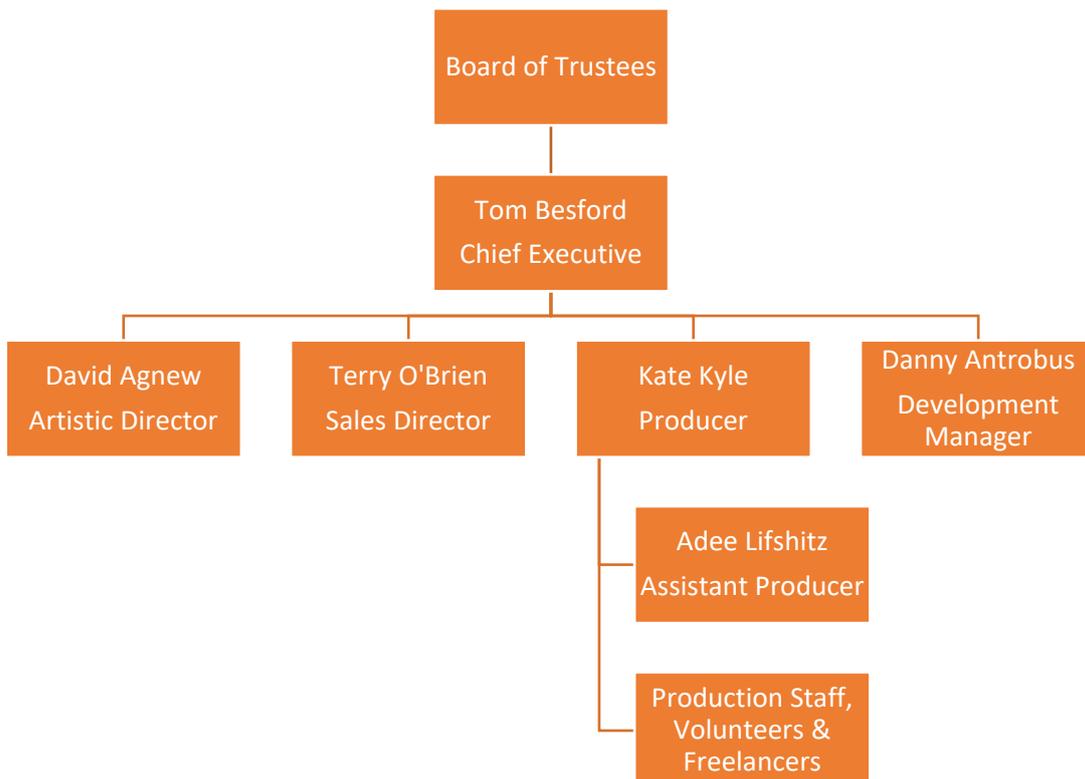
## MUSIC CITIES NETWORK

Manchester is a member of the Music Cities Network and through our Chief Executive we are a member of this Steering Group. We are actively working with different genre partners to consider projects across international cities in this network and beyond. As part of this programme, our Chief Executive is a participant in the first European Music Business Task Force.

## WOMEX 2024

We are a lead partner in Manchester's bid to host WOMEX in 2024

## CHARITY STRUCTURE



*Global Music Match winning the WOMEX Professional Excellence Award 2021*