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Advisory Board information pack

Thankyou for your interest in joining the new Advisory Board for Lakeside Arts at the University of Nottingham.

Lakeside is the University of Nottingham's public arts and culture programme. We were established in 2001 when the D H Lawrence Pavilion first opened to the public, adding the Djanogly Theatre, Wallner and Weston Galleries to the pre-existing and nationally recognised Djanogly Art Gallery (1992) and Djanogly Recital Hall (1994). Lakeside audiences have grown considerably over time, from 70,000 visitors in 2001-02 to 185,000 in 2018-19 (the last full year of operation pre-Covid).

During lockdown Lakeside applied for and was successful in receiving Arts Council Emergency Funding and two rounds of Culture Recovery Funding. This money supported artists' fees, artist development time, commissions and co-productions; it enabled the purchase of new digital equipment and supported staff upskilling in digital capabilities during this challenging period. Most importantly in the context of the decision to recruit an Advisory Board, it also allowed us to work with a consultant to reimagine Lakeside's Plan in the context of the University Strategy and the Arts Council Strategic Plan *Let's Create*. All Lakeside staff were actively involved in this work and together we arrived at a new vision, mission and 5 clear goals. Considerable progress was delivered in our baseline year 2021-22 during which we submitted an application to Arts Council England to become a National Portfolio Organisation (NPO).

We now wish to recruit an Advisory Board to help us deliver our ambitious plan and make this next step change in Lakeside's evolution. An Advisory Board is a governance requirement of all Arts Council NPO funding recipients, but whether or not our application is successful, we want to be able to better amplify and engage others with Lakeside's work: internally amongst University staff and students and externally amongst diverse audiences including businesses, partners, artists, funders and different communities. We therefore seek members who will be active advocates, can support our team with key expertise and contacts, and will hold our leadership to account against existing goals and any future Arts Council funding agreements.

I hope you will find the information you need in this pack to help you make the decision to apply. If you would like to have an informal conversation, please feel free to contact Rachael Green (Rachael.green@nottingham.ac.uk) who is supporting Lakeside with the development and recruitment of our new Advisory Board, James Parkinson, Head of Business & Development (james.parkinson@nottingham.ac.uk) or myself (Shona.powell@nottingham.ac.uk). We'll be very pleased to arrange to speak to you.

Thank you again for your interest

A handwritten signature in black ink that reads "Shona Powell".

Shona Powell OBE
Director, Lakeside Arts

Who we are and what we do?

Lakeside's vision is to enrich lives through creativity and culture.

Our mission is to champion and nurture talent and engage diverse audiences with inspirational creative experiences.

Our goals are to:

- Create transformative experiences for children and families
- Be more relevant to diverse communities
- Introduce, inspire, innovate
- Develop new skills, increase knowledge and encourage aspiration
- Support professional development in the creative sector

The appendix to this document details progress to date against these goals.

The Opportunity – Advisory Board

Lakeside Arts has been part of Nottingham for 21 years. As we begin the next phase of our evolution we are looking to create an Advisory Board to help us achieve our ambitious plans. We are seeking approximately 8 individuals who can provide advocacy and advice, help monitor progress and hold us to account against business plan goals, as well as offering particular expertise to support the work of the executive and Lakeside teams as a whole.

We have recently applied for Arts Council National Portfolio Organisation funding which, if successful, would require an Advisory Board to be in place as part of the governance structure within Lakeside Arts.

This role is voluntary and unpaid.

What does the role entail?

We are looking for individuals who can bring diverse experience, fresh outlook, and a wealth of professional expertise to Lakeside Arts. We would expect members to be part of the board for a 1, 2 or 3-year term which can be renewed once (for a maximum of 3 years).

Members would be responsible for supporting the leadership team by bringing their perspective, experience and expertise to support the Lakeside Business Plan. We are looking for volunteers to provide advocacy, networking and advice, specific expertise and support on due diligence including progress against the business plan and supporting leadership.

What is the time commitment required?

The Advisory Group will meet routinely 4 times a year (2 in person, 2 virtual - January, April, July and October). Each meeting will last for approximately 2 hours with some pre-reading and preparation time required. In addition, Advisory Group members may be asked to sit on/advise time-limited working groups as and when required.

What specialisms and skills are we looking for?

- Communications and PR (strengthening our messaging/storytelling across stakeholders and audiences)
- Education – schools/home-education (supporting and evaluating our increasingly strategic approach to embedding creativity in primary curriculum)

- UoN – Higher Education (capitalising on our unique position to broker relationships between artists, academics, partner cultural organisations, students)
- Programming and audience development (helping us think differently about our offer in the context of being more relevant to diverse audiences)
- Philanthropy/Fundraising (shape and help deliver a plan and events to increase philanthropic giving at medium/high levels)
- Equality, Diversity and Inclusion (challenge and support for diversification of recruitment, audiences, programme)
- Sustainability/Environmental/biodiversity (challenging practices in programming and operations)
- Creative/Artist (extending our reach and knowledge of new work/emerging artists and how we can effectively support them)
- Student representative (engaging more students with Lakeside opportunities)
- Audience representative (improving and extending our reach to different children/families)

The group will be supported by University of Nottingham Finance Officer, and can access support from University Legal Services, Estates (capital projects & sustainability) where required

Who can be an Advisory Group member?

Anyone over the age of 17 who has a passion and enthusiasm for Arts and the Creative sector.

We welcome applications from everyone and value varied perspectives and experiences a diverse team can bring. We share a passion for bringing different ideas and value volunteers who come from a mix of cultures and backgrounds.

We are looking for individuals with relevant skills and experience to support the Group including alumni, members of the local Nottingham community and students.

Support for the role

- Check-ins with the Leadership Team at Lakeside Arts
- Expenses as per the University of Nottingham Volunteering Policy
- Support from the central University of Nottingham Volunteering and Advocacy team including invitations to relevant events, parking permits and wider stewardship of volunteers

How to apply?

- Recruitment open until midnight Sunday 27 November 2022
- Expressions of interest sent to Rachael Green, Head of Volunteering and Advocacy (Rachael.green@nottingham.ac.uk)
- A short informal chat will be arranged with the Leadership Team at Lakeside Arts followed by confirmation of Terms of Reference of the group
- Confirmation of role – January 2023
- Familiarisation and inductions from January 2023
- First meeting April 2023