

Culture in Common

New Forest
Creative People and Places
Programme Director



About Culture in Common

Culture in Common is the Creative People and Places (CPP) programme for the New Forest. We were successful in our bid to Arts Council England. Now we need a brilliant Programme Director to shape our business plan and work with communities to bring Culture in Common to life.

Our New Forest consortium, led by Energise Me, has secured £1m from Arts Council England. The investment covers the first three years of a 10-year vision to bring communities together to enjoy Culture in Common.

Culture in Common is one of 11 new projects funded in the latest round of Arts Council England's CPP programme.

CPP focuses on parts of the country where involvement in arts and culture is below the national average. Since 2012, over 7.4million people have engaged with CPP projects across England – 83% people who were not engaging regularly with arts and culture.

New Forest has 179,700 residents, including Gypsy Traveller and Commonwealth communities. It has 8,000 businesses over 290 square miles. The district boasts rural, urban and coastal landscapes. Manufacturing, marine and oil refining industries mingle with micro-businesses and cutting-edge technology. The working forest, with its unique traditions and varied landscape, connects and physically separates the residents - 70% of whom live in the towns at the edges of the district.

Culture in Common will be a colourful journey of discovery and co-creation, engaging the New Forest District's diverse communities in collective cultural endeavour. Rooted in the Forest's ancient tradition of commoning, the programme will foster mutual support and experimentation to enable a shared vision of arts and culture to flourish.

Culture in Common will ride local tensions between young and old, contemporary street arts and ancient crafts, to create something extraordinary. It'll strengthen a shared cultural identity aligned to the New Forest and develop intergenerational approaches, which respond to shared needs whilst enabling the unique character and collective make-up of each community to shine.

We'll learn from and enable communities to enjoy, commission and create their own artistic opportunities - first within their familiar spaces and then on a larger scale. The investment will benefit the whole district with activities for everyone to participate in and enjoy.

Culture in Common will begin in Totton and Waterside and grow and 'drift' through the district to New Milton and Avon Valley. The initial period of funding will culminate in three outdoor events celebrating people and place and the transformation of the district into a vibrant and connected hub for arts and culture.

Our 10-year vision is to spark widespread engagement in a sustainable, inclusive and locally inspired offer that makes arts and culture as synonymous with the district as the iconic New Forest pony.

Our People



Culture in Common is led by [Energise Me](#) and a new consortium made up of [Folio](#), [New Forest District Council](#), [New Forest National Park Authority](#) and [The Handy Trust](#).

The consortium blends arts, community engagement, heritage, physical activity and health expertise. We are all passionate about collaborating and building authentic relationships with the least engaged communities of the district.

We also have a fantastic team of supporters who have helped us to develop Culture in Common. These include professionals who

work in social prescribing, military welfare, arts, and community support roles. They have helped us recruit local people to join our community panel, which sits at the heart of the programme.

Our community panel will act as Custodians, protecting the community's vision of arts and culture throughout the programme.

Ultimately, our intention is for the Custodians to replace original consortium members and become the driving force behind Culture in Common. Supported by the Programme Director, they will shape the programme and encourage people across the district to get involved.

Candidate



We are looking for a creative leader and enabler who is genuinely curious about people and place and excited about pushing the boundaries of what artistic quality means.

The ideal candidate will have the ability to provide strong, ambitious and imaginative leadership to deliver Culture in Common.

You will be passionate about involving diverse communities in the creation and curation of their own distinctive cultural offer.

You will have the ability to influence and instigate long-term change, leaving a lasting cultural legacy for future generations.

The ideal candidate will have experience in developing and managing teams, setting strategy, managing budgets, and working across sectors.

You will have the ability to implement a radically different artistic vision in true collaboration with communities, partners and stakeholders.

You will be open-minded and adventurous in pushing the boundaries of artistic quality and supporting communities to do the same.

You will have the ability to both lead strategy and address the detail in a small team focused on delivery.

Your firm belief in the value of arts and culture in people's lives will make you a powerful advocate, striving to make a difference.

We actively encourage people from a variety of backgrounds with different experiences, skills and stories to apply for this opportunity.

Key Purpose and Tasks

Key Purpose

- Provide leadership of the Culture in Common CPP programme.
- Champion genuine community engagement and empowerment - placing community voice at the heart of a programme that pushes the boundaries of what artistic excellence can be.
- Lead on a fundraising strategy for Culture in Common to enhance the programme of activity and to develop funds for future phases of activity beyond 2025.
- Develop key partnerships in the New Forest district and beyond that will support the sustainability of the programme.
- Oversee the effective management of the financial resources of the programme, setting and monitoring budgets and ensuring efficiency and value for money.
- Embed an innovative and useful programme of research, monitoring and evaluation across Culture in Common with learning, data and insight used to develop the programme and to contribute to national learning.
- Lead on further fundraising for Culture in Common to secure necessary match-funding, enhance the programme of activity and develop funds for future phases of activity.

Key Tasks

- Lead the development and implementation of a three-year business plan (and review and refresh it annually).
- Drive the successful delivery of an adventurous and inspirational arts and cultural programme.
- Create trust and build positive connections with community leaders and groups in the district.
- Develop and maintain strong relationships with key stakeholders and partners across the New Forest and beyond and with the national CPP network.
- Recruit and manage the Culture in Common programme team – full-time Administrator and freelance Facilitators – providing inspirational leadership, encouraging creativity and enterprise, and creating an environment where the team can flourish.
- Establish a strong relationship with Arts Council England and ensure that the programme meets the delivery and reporting conditions required in an accurate and timely manner.
- Manage the relationship with the Consortium and Culture in Common panels, providing regular and appropriate reporting to inform effective decision-making.
- Ensure that all programme activity complies with necessary policies and procedures and current legislation including (but not restricted to) Equality, Health and Safety, Safeguarding, GDPR/Data Protection and insurances.
- Represent Culture in Common at relevant events and opportunities to contribute to public profile and advocate for its work.
- Any other duties as reasonably required in the delivery of the programme.

How to apply

Terms and Conditions

To apply for the Culture in Common Programme Director position please download and complete the Energise Me Job Application form.

Please give particular attention to the **'Reason for Applying'** section to tell us why you're interested in this opportunity and to demonstrate that you clearly meet the requirements of the role and possess the experience, knowledge and attributes we're looking for.

Please send your application via email to recruitment@energiseme.org

Deadline for applications: **10AM Monday 7th February 2022**

Interviews will take place in **February 2022**. The appointment of our chosen candidate will be a joint decision made by members of our Consortium, Arts Council England and our Community Panel.

For an informal chat about the role and the programme, please contact Penny Woods, Strategic Lead - Programmes at Energise Me:
07540 238139
penny.woods@energiseme.org

If you require this application in an alternative format, please let us know.

Responsible to:	Chair of the Culture in Common Consortium
Responsible for:	Programme Administrator, Freelance Facilitators and Artists, Subcontractors and Volunteers
Based in:	New Forest (with some days at the Energise Me Office in Winchester)
Salary range:	£40k-£45k per annum (depending on experience)
Contract:	Contract offered by Energise Me on behalf of the Culture in Common Consortium. Full-time position. Three-year fixed term contract starting March/April 2022.
Notice period:	Three months on either side following successful completion of six-month probation. One month during probation.
Hours of work:	35 hours per week, worked flexibly to fit in with the needs of the project. This will include work at evenings and weekends.
Holiday:	25 days paid holiday per year plus Bank and public holidays.
Pension:	Energise Me will comply with the employer pension duties applicable to your employment.
Eligibility:	Applicants must have the right to work in the UK.

All appointments are subject to a Disclosure and Barring Service check (DBS)



Photo courtesy of Forest Arts

Person Specification

EXPERIENCE

Essential

Recruiting talented individuals and leading teams

Developing and sustaining arts, cultural and/or creative initiatives and programmes that push the boundaries of artistic excellence

Track record of engaging communities as decision-makers and leaders in creative projects

Experience of working in areas of low arts engagement with diverse communities

Managing large-scale projects with significant budgets

Track record of fundraising and income generation

Experience of monitoring and evaluation processes including effective data collection, analysis and reporting

Desirable

Senior management experience

Previous experience of work in Creative People and Places programmes

Experience of working across multiple art forms

Networks in the New Forest, Hampshire and Dorset

Managing volunteers

SKILLS

Essential

Excellent communication, negotiation and advocacy

Strong financial management and the ability to set and analyse budgets

Strategic planning and ability to translate national aims/aspirations into a deliverable local programme

Ability to broker and develop effective stakeholder relationships and complex partnerships

Curious, creative and innovative thinker, including effective problem-solving skills

Full UK driving licence

Person Specification

KNOWLEDGE

Essential

Understanding of and commitment to a broad range of art forms

Detailed understanding of programming/producing/curating/commissioning professional arts projects

Understanding of the development of marketing and audience development strategies

Understanding of culture-led and place-based regeneration

Understanding of aims and objectives of Creative People and Places

Knowledge of UK and international arts landscape – professional networks, artists and organisations

Understanding of action research projects

Desirable

Knowledge of the New Forest

Detailed understanding of programming/producing outdoor arts events

Well networked in cultural and creative sector

PERSONAL QUALITIES

Essential

Enabler and facilitator

Able to work under pressure, multi-task and to set and meet strict deadlines

Enthusiasm and determination

Charismatic personality, able to engage with and inspire a wide range of different people

Open-minded and adventurous

Risk aware but not risk averse

Commitment to inclusion, diversity and equality

Entrepreneurial

