

# EXCITING OPPORTUNITIES

APPOINTMENT OF

**Three new Trustee roles**



## The Opportunities

We are seeking candidates for the Trustee positions of:

### Visitor Attraction Enterprises Finance Museum Leadership

2024 is an exciting time for The Bowes Museum and offers an outstanding opportunity to help drive the long-term strategy to ensure our relevance and impact in the years ahead.

### DELIVERING TRANSFORMATION

Following a period of challenge during which the board of trustees were often required to act in an executive position, a new Executive Director and Senior Leadership Team were recruited in 2022/23, allowing the board to return to an oversight role.

A governance review included a reduction in the number of trustees, the creation of a pool of trusted advisors, and an emphasis on clear roles and responsibilities between the board and the executive team.

A 2023-2028 business plan is in place and significant work has already improved the visitor experience, facilities, commercial activities, and workforce conditions.

New development projects are underway and we are about to embark on a two-year review of our funding model, digital and technology, and environmental sustainability, as well as further our plans for capital investment and workforce development, thanks to funding support from the Heritage Fund.

We are seeking three new trustees to join the board of trustees and work with the Senior Leadership Team to help further our ambitions and ensure we are realising the full potential of The Bowes Museum as a significant northeast cultural anchor, an Arts Council England National Portfolio Organisation, and a nationally and internationally connected museum.

## A future-thinking museum of artists, designers, and makers, created to support and uplift people and places.

The story of The Bowes Museum is like no other: uniquely, the idea of a woman, Joséphine Bowes, an artist and patron of the arts. Her determination and passion for creating a museum were shared by her husband John, who was born in Teesdale.

The Museum stands proudly in the heart of Teesdale, an area of outstanding natural beauty.

### MISSION, VISION, AND VALUES

**Our mission** as a future-thinking museum of artists, designers, and makers is to support and uplift the North East through our spirit of generosity and collaboration.

Through this aim to achieve **our vision** of unlocking people's potential to shape a more interesting, equitable and sustainable world.

**Our values** underpin our work. We aim to be adaptable, collaborative, creative, experimental, fun, responsible and welcoming.

### COLLECTION

We hold the spirit of our founders, Joséphine and John Bowes, within our collections. Joséphine's interests are reflected in the collection, particularly her love of fine porcelain, fashion, and art. She was a recognised artist who acquired the work of her contemporaries during a vibrant cultural period in 1800s Paris.

Our collecting policy, associated programming, and display reflect Joséphine's interest in the present and the new, celebrating creativity, design, and artisanship.

### VISITOR EXPERIENCE

We seek to welcome all, support and celebrate artists, cultivate creative exchange, deliver inspirational learning, and be a place that is used and loved by the people of Teesdale and visitors from further afield.

We aim to put people first by understanding their needs and motivations. We do this by knowing and speaking to our audiences and making our exhibitions and events accessible, inclusive, and relevant. We view our programming 'in the round' and want to extend it beyond our building. Recognising that engagement is digital and physical, we aim to connect with people where they are. We support artists, makers and designers, current and aspiring, through our programmes, exhibitions and partnerships.

Learning is at the heart of The Bowes Museum. We work extensively with children, young people, educators and older people to raise aspirations and support education for life. Our incredible volunteers are a vital community, working with us in mutually-beneficial ways to support people and places.



Our grounds are a welcoming space for everyone. We have over 20 acres for local people to call their own. They include a mixture of formal planting and woodland arboretum, with avenues of trees and a terrace, from which visitors can admire the spectacular views of the surrounding countryside. Our shop offers unique pieces inspired by our collections and exhibitions and features local artists and makers. As the Museum feeds the soul, our café feeds the body with its wonderful local and seasonal produce championing producers from Teesdale.

#### **TRADING AND OPERATIONS**

Today the Museum employs 80 staff and has a turnover of approximately £2.6m in the charity and £880k in the Enterprises Trading Company. Our team is responsible for a broad spectrum of work across operations, finances, exhibitions, programmes, commercial activities, marketing and collections. As an Arts Council England (ACE) National Portfolio Organisation (NPO), we are proudly contributing to ACE's 'Let's Create' mission.

Our marketing approach is informed by research and visitor insight. Our audiences' needs, voices and responses are vital to our success. We aim to ensure our audiences recognise and celebrate the Museum and its collections as vital to them. There are many parallels between the time of our founders and issues affecting society today.



## Role overviews

### **Trustee: Visitor Attraction Enterprises**

You will help oversee The Bowes Museum's commercial and revenue-generating activities. Your retail, commercial products, food and beverage expertise will help identify and develop new growth opportunities. You will chair the Enterprise Committee and oversee Bowes Museum Enterprises Ltd., supporting strategies to enhance the visitor experience and support the museum's growth and sustainability.

### **Trustee: Finance**

You will be pivotal in overseeing the museum's financial health. Your expertise will guide financial planning, budgeting, and compliance, ensuring the museum's resources are managed effectively and sustainably. Your strategic insights will help align financial practices with the museum's goals, supporting its mission and growth towards a stable and sustainable future.

### **Trustee: Museum Leadership**

You will provide invaluable strategic guidance on the museum's direction and operations. Your current or recent leadership within the museum and heritage sector will help enhance The Bowes Museum's sector connections and support project and programme development. You will also facilitate connections with other institutions and funders, ensuring compliance with industry standards and fostering valuable partnerships.

## Role Description

### Trustee:

#### Visitor Attraction Enterprises

As a Trustee with experience in visitor attraction enterprises, you will help oversee The Bowes Museum's (TBM) commercial and revenue-generating activities. Your expertise in retail, commercial products, food, and beverage will help identify and develop new growth opportunities. You will chair the Enterprise Committee and be a director of our trading company, Bowes Museum Enterprises Ltd., supporting strategies to enhance the visitor experience and support the museum's growth and sustainability.

### ROLE REQUIREMENTS - What do we need?

#### Responsibilities:

- As part of the 'Enterprises Committee' and director of Bowes Museum Enterprises Ltd., TBM's trading company, provide strategic guidance on museum enterprise activities, including retail, food and beverage (F&B), and commercial product strategies.
- Chair the Enterprise Committee and oversee the activities of Bowes Museum Enterprises Ltd., TBM's trading company.
- Working with the Executive Director, Chief Operating Officer and Commercial Manager, identify and develop opportunities for revenue growth through merchandise, partnerships, and other commercial ventures.
- Advise on effective marketing and sales strategies to enhance the visitor experience, and drive sales and other income-generating activities.

#### Qualifications:

- Proven experience in retail, product development, or commercial business development and strategy, particularly within the visitor attraction sector.
- Strong track record of supporting organisations in driving revenue through innovative and effective commercial strategies.
- Understanding of marketing principles and consumer behaviour to optimise sales and visitor engagement.
- Ability to inspire and support teams to achieve commercial success while maintaining the museum's cultural integrity.

#### Commitments:

- Director role of Bowes Museum Enterprises Ltd.
- Attendance at quarterly Committee meetings.
- Attendance at quarterly full board meetings.
- Attendance at annual AGM meetings.
- Attendance at extraordinary meetings, as and when required.

## Role Description

### Trustee: Finance

As a Trustee with professional finance experience, you will be pivotal in overseeing the museum's financial health.

Your expertise will guide financial planning, budgeting, and compliance, ensuring the museum's resources are managed effectively and sustainably. Your strategic insights will help align financial practices with the museum's goals, supporting its mission and growth towards a stable and sustainable future.

### ROLE REQUIREMENTS - What do we need?

#### Responsibilities:

- Oversee the museum's financial planning, budgeting, and reporting processes, working with the Chief Operating Officer, Head of Finance and Resources and Executive Director.
- Provide strategic guidance on all financial matters to help ensure the museum's economic sustainability and growth.
- Ensure the museum's compliance with financial regulations and reporting requirements.
- Collaborate with other trustees and the senior leadership team to align financial strategies with the museum's goals.

#### Qualifications:

- Extensive experience in finance, accounting, or related fields, ideally within non-profit and/or charity organisations.
- Member of a professional UK Chartered Accountancy Body - such as ACCA, CPFA or similar.
- Strong understanding of non-profit financial management principles and practices.
- Proven ability to provide strategic financial oversight and guidance.

#### Commitments:

- Attendance at quarterly Committee meetings.
- Attendance at quarterly full board meetings.
- Attendance at annual AGM meetings.
- Attendance at extraordinary meetings, as and when required.



## Role Description

### Trustee: Museum Leadership

As a Trustee with current or recent museum leadership experience, you will provide invaluable strategic guidance on the museum's direction and operations. Your leadership within the museum and heritage sector will help enhance The Bowes Museum's sector connections and support project and programme development. You will also facilitate connections with other institutions and funders, ensuring compliance with industry standards and fostering valuable partnerships.

### ROLE REQUIREMENTS - What do we need?

#### Responsibilities:

- Help guide the museum's overall strategy, development, and operations, advising the Senior Leadership Team as and when required.
- Facilitate and nurture connections with other museums and cultural institutions to foster partnerships and collaborations.
- Ensure the museum adheres to accredited standards and best practices within the museum and heritage sector.
- Support projects and programmes, including exhibitions, collections, educational programmes, and capital projects.
- Support the nurturing of funder and donor relationships.

#### Qualifications:

- Significant leadership experience within the museum and heritage sector, preferably in the context of the United Kingdom.
- In-depth knowledge of museum operations, including exhibitions, collections management, and educational initiatives.
- Strong network within the museum and cultural heritage community nationally and internationally.
- Ability to contribute to visionary leadership and strategic direction of The Bowes Museum.

#### Commitments:

- Attendance at quarterly Committee meetings.
- Attendance at quarterly full board meetings.
- Attendance at annual AGM meetings.
- Attendance at extraordinary meetings, as and when required.

## Benefits and Impacts

### WHAT DOES A TRUSTEE ACHIEVE?

#### Contribution to Society:

- **Supporting people:** You will directly contribute to our activities to support and inspire people in our communities, including our workforce, volunteers, and people at the heart of our vision, such as children and young people, artists, designers, and makers.
- **Heritage and Culture Preservation:** Your efforts help preserve important heritage and cultural assets and their stories for future generations.
- **Educational Support:** Trustees support our educational initiatives that benefit schools and the wider academic community.
- **Economic Impact:** The Bowes Museum contributes to local and regional economies through tourism and job creation, and your work supports these economic benefits.

### WHY BE A TRUSTEE?

#### Personal benefits:

- Lifelong learning - engagement with our activities, collections, and site can enhance your knowledge and appreciation of the arts and cultural heritage.
- Sense of fulfilment supporting well-being - contributing to the sustainability and promotion of art, culture and heritage and how the organisation delivers its mission can provide a deep sense of satisfaction and purpose.
- Community Impact - playing a vital role in a North East institution that educates, supports, and enriches the community can foster a strong sense of civic pride and responsibility.

#### Professional benefits:

- Networking opportunities - engaging with fellow trustees, museum professionals, and cultural leaders can expand your professional network and open doors to new opportunities.
- Leadership experience - serving on a board can hone your leadership and governance skills, providing valuable experience that can be applied in other professional contexts.

- Strategic insight - involvement in strategic decision-making processes can enhance your ability to think critically and develop long-term plans.
- Reputation enhancement - association with a respected cultural institution can elevate your professional profile and reputation within your industry and community.

#### Practical Benefits:

- Free entry to the museum - including access to exhibitions, events, and private viewings, offering unique cultural experiences.
- Professional development - training and development opportunities, helping you grow your expertise and knowledge.
- Collaborative environment - working with diverse individuals in the workforce and on the board fosters a collaborative spirit and the exchange of innovative ideas.

## Terms of appointment

Being a trustee is a voluntary role based at The Bowes Museum, Barnard Castle, Co. Durham. Board meetings are primarily conducted in-person, with some committee meetings online as and when required.

The initial term for trustees is three years. Further terms will be subject to review.



Scan code to here more from the Chair and Executive Director.

## How to apply

You can hear more from the Chair of the Board, Peter Mothersill, and the Executive Director, Hannah Fox, by visiting this link: [videoask.com/fjc4hpnmx](https://videoask.com/fjc4hpnmx) or scanning the QR code below left. If you have any questions, please just email [simone.wain@thebowesmuseum.org.uk](mailto:simone.wain@thebowesmuseum.org.uk).

If you decide to apply, we want to hear how you think you are the right person for the Role and why you feel The Bowes Museum is the right place. To give yourself the best opportunity, consider how you fit the Role Description outlined in the Recruitment Pack and share your response to this in a **cover letter, video, or voice recording. Please also send your CV.**

The closing date for applications is 9 am, Friday 1 November 2024.

We anticipate that interviews will be in person, unless otherwise requested, and will take place the week beginning 18 November 2024. Interviewees can claim reasonable travel expenses.

**Please email your application or any questions to [simone.wain@thebowesmuseum.org.uk](mailto:simone.wain@thebowesmuseum.org.uk)**

We believe that diversity and equality within our workforce, programmes and approaches are crucial to our mission of being inclusive and relevant to our communities. We want everyone to feel welcome. We, therefore, particularly welcome applications from candidates under-represented at The Bowes Museum and within the heritage sector, including Global Majority candidates and/or candidates with disabilities.

**We can't wait to  
hear from you.**