

RURAL MEDIA

# TRUSTEE RECRUITMENT PACK

MARCH 2021



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*“Rural Media’s work has made a significant contribution to the lives of those in the communities it serves and well beyond.”*

**LORD PUTTNAM CBE**



## WELCOME TO RURAL MEDIA

Rural Media is at a hugely exciting stage of development and over the coming six months we are seeking to expand and strengthen our voluntary Board Management, and I am writing to you to enquire if you might consider becoming a Trustee.

"Over the last two years alone we have invested £180,000 in new equipment and working spaces; launched a trading arm, Rural Media Productions; and over the last three years been awarded Royal Television Society Midlands awards in five categories: New Talent, Diversity, Short Form, Animation, Off-screen Breakthrough.

If you are interested in joining us on this next leg of our journey please see below for more information about the roles and responsibilities of being a Rural Media Trustee, together with how to apply.

Thank you for your time, and I look forward to hearing from you."

**ANDREW  
THORMAN, CHAIR,  
RURAL MEDIA  
CHARITY BOARD OF  
TRUSTEES**

# ABOUT THE ORGANISATION

Rural Media is an award-winning media and digital arts charity and a wholly owned production company, producing digital content for local, regional and national audiences. Founded in 1992 by its current CEO, Nic Millington, Rural Media is held in high regard for telling powerful stories from unheard voices, nurturing creative talent and advocating for the role of creativity and culture across all aspects of society.

As an Arts Council England funded National Portfolio Organisation (NPO), Rural Media works closely with a wide range of partners including British Film Institute, National Lottery Community Fund, National Lottery Heritage Fund, Herefordshire Council, colleges and universities, broadcasters, local authorities, trusts, foundations and charities.



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With offices and studios based in the centre of Hereford, the charity employs an in-house team of 15 comprising producers, journalists, editors, marketing and development staff and employs more than 60 freelance arts and media professionals per year.

# ABOUT THE ORGANISATION

## RURAL MEDIA CHARITY - CREATE, EDUCATE AND CHANGE

Rural Media Charity's vision is 'A society where everyone has access to film, digital arts and media to communicate, create and learn.' To deliver this vision we have identified five strategic priorities: Celebrating Place; Participation and Voice; Talent and Skills / Careers; Audience and Exhibition; Sustainability and Growth.

The charity works with individuals and communities, schools & Further and Higher Education institutions; public and voluntary sector service providers to invest media and communication skills, and to create issue-driven films, heritage and digital art projects that raise awareness, inform policy and service development, influence change and celebrate rural life.

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## RURAL MEDIA PRODUCTIONS - A PRODUCTION COMPANY WITH A CONSCIENCE

Rural Media Productions produces film, TV, audio and interactive content for broadcasters and public and commercial sectors. The company also delivers annual talent and skills development programmes across the Midlands in partnership with BBC, Channel 4, Arts Council England and The British Film Institute. Rural Media Productions covenants profits to Rural Media Charity thereby enabling more communities to benefit.



# VISION, MISSION & VALUES

## VISION

A society where everyone has access to film, digital arts and media to communicate, create and learn.

## MISSION

To empower people in rural communities, particularly the most disadvantaged, to develop understanding, self-confidence and skills to enable self-expression through participation in digital arts and media activities.

## VALUES

### **Creative Excellence**

We value innovation and artistic ambition in all that we do. We strive for excellence and believe that film and digital arts give people uniquely memorable experiences, stimulating life choices, and a sense of pride.

### **Partnership and Collaboration**

Success depends on partnership working. New and sustainable partnerships with organisations large and small, including those in the public, voluntary and private sectors, are at the heart of our practice. We thrive on collaboration with other creative and cultural practitioners and organisations.

### **Diversity, Equality and Inclusion**

Everyone has a voice and we strive to make sure they all get heard with equal force. We support social justice and empowerment for all those who experience prejudice and discrimination and promote participation for all wherever and whenever we get the chance.

### **Fun and Passion**

We make our community work popular and challenging, injecting energy and passion into everything we do.

### **People First**

We believe in being grounded, approachable and people-focused. We value peoples' diverse skills and talents and believe in investing time and energy in supporting each other and sharing our knowledge and experience.

### **Authenticity**

Our work doesn't shy away from sensitive or controversial issues, and we strive to represent communities fairly and accurately, treating issues in a thoroughly researched and balanced manner.

# OUR RECENT SUCCESSES

**RURAL MEDIA HAS GROWN SIGNIFICANTLY OVER THE LAST THREE YEARS AND IS NOW HIGHLY REGARDED FOR ITS WORK AT A LOCAL, REGIONAL AND NATIONAL LEVEL.**

## **RECENT SUCCESSES HAVE INCLUDED:**

1. Establishment of a trading subsidiary, Rural Media Productions, which generates commercial income in support of Rural Media Charity.
2. A two-year BBC Arts commission throughout 2019-21 to support young artists and deliver film, audio and interactive content for broadcast across BBC platforms.
3. Installation of broadcast-standard film and audio production, post-production and outreach facilities.
4. Appointments of talented professionals with backgrounds in film and TV, journalism, publishing, heritage and cultural development.
5. Five Royal Television Society awards for our work: digital creation; diversity; animation; short-form film; support & training for young artists across the Midlands.
6. A reach of over 20M people in 2020/21 with our films, print and web journalism.
7. Awards of over £3M since 2017 for major multi-annual arts, heritage and equality projects.
8. Lead writer/producer of Herefordshire Council endorsed Herefordshire Cultural Strategy 2019-29.
9. Commissioned and published independent report 'Cultural Uses of Spaces & Places in Hereford City'.
10. Maintaining full production services throughout the Covid-19 pandemic using pioneering socially distanced production techniques.
11. Successful fundraising for a three-year programme 2020-23 designed to enable young people to produce and disseminate influential creative content about growing up in rural areas.

# OUR BOARD OF TRUSTEES

We currently have seven Trustees on our board who bring a wide range of strategic and management experience – see Appendix 2 to read more about them. We are committed to the diversity and youth of the region and, as we seek to strength our Board, we are particularly interested in receiving applications from under-represented groups.

Trustees are responsible for ensuring the strong and effective governance of Rural Media, its financial sustainability, and compliance with all relevant legislation. As a Trustee, you will be involved in strategic planning and help shape Rural Media's longer term development, powerfully advocating and championing the charity.



Trustees meet four times a year, including attendance at an AGM and an annual Staff and Board Development day. Board meetings usually take place at Rural Media's office in Hereford although highly effective remote meetings have been taking place due to Covid-19, and post-Covid we are likely to continue to meet remotely on some occasions. Board members are encouraged to attend screenings, premieres and other events. We also encourage trustees to offer additional time to meet staff members, learn about and support specific areas of work relating to their experience. An individual trustee may contribute more to a specific area than another depending upon their skills and experience.

# OUR BOARD OF TRUSTEES

The following areas are normally covered by trustees:

- **Governance** - to ensure proper governance of the organisation and that Rural Media operates within the statement of its mission, vision and values
- **Legal and Financial** - to ensure prudent financial management and operation in accordance with Company and Charity Law
- **Management** - to act as a line manager to the Chief Executive Officer
- **Policy and Strategy** - with the CEO and senior team define and develop Company policies and strategic priorities
- **Advocacy** - to act as an enthusiastic ambassador for the company at all times
- **Artistic** - to approve Rural Media's annual creative and development programme

We are particularly interested in hearing from candidates with knowledge and experience of one or more of the following areas:

- **Media Development and Production** – film, TV & radio, journalism, interactive and immersive
- **Senior Management** responsibility within voluntary, public, or commercial sectors
- **PR, Marketing & Comms** – campaign building and profile-raising within the public, voluntary and commercial sectors
- **Audience Development**, exhibition and distribution
- **Arts, Heritage and Media** practice with young people, diverse, or disadvantaged communities
- **Fundraising and/or Commissioning** including from trusts & foundations, public and private sectors, including commercial sponsorship
- **Policy Awareness** at regional and national level in one or more of the following areas: cultural, rural, social, economic, diversity & inclusion



# HOW TO APPLY

If you're interested in applying, but would like to know more, you can arrange a pre-application conversation with either the Chief Executive or Chair of Rural Media's Board. Please contact Richard Deane on 01432 344039 or RichardD@ruralmedia.co.uk to arrange.

To apply, please complete the Trustee expression of interest form found [here](#). Make sure include an up-to-date CV and an expression of interest, addressing your suitability with reference to the areas of expertise outlined on page 8. Please be sure to have read the full role description included in Appendix 1. Please be sure to complete the Equal Opportunities Monitoring section of the form.

Alternatively, those interested in applying can submit a short (max 3 minutes) video or audio statement.

Applicants requiring any assistance to complete their application should also contact Richard Deane. If there is anything about this recruitment process or the way that we have promoted the opportunity that has created any barriers to you applying please let us know.

We particularly welcome applications from those whose backgrounds are currently under-represented on both our Board and in the arts and media more widely. We want to encourage socio-economic diversity on the Board, as well as representation from Black, Asian, or other Minority Ethnic groups and/or people who identify as having a disability.

## CLOSING DATE

The closing date for applications is **Friday 30th April**.

Interviews will take place w/c Monday 10th May. We will cover expenses incurred linked to the interview. We hope to conduct interviews in person in Hereford although if restrictions demand interviews will take place via Zoom.

## REMUNERATION

Membership of the Board of Trustees is voluntary although travel expenses for board meetings are reimbursed and does not constitute employment. In the event of the charity being dissolved, serving Trustees would each be financially liable for the sum of £1.

## PRIVACY NOTICE

Rural Media will collect and maintain some personal information about you throughout the recruitment and selection process. The charity is committed to being transparent about how it collects and uses that data and to meeting its data protection obligations.

# ROLE DESCRIPTION

## APPENDIX 1

### SUMMARY

The role of a Trustee is to ensure that the organisation keeps within its charitable objectives

### MAIN TASKS

- To take part in formulating and regularly reviewing the strategic aims of the organisation.
- With other Trustees, to ensure that the policy and practices of the organisation are in keeping with its aims.
- With other Trustees, to ensure that the organisation functions within the legal and financial requirements of a charitable organisation and strives to achieve best practice.
- With other Trustees, to promote and advocate for the organisation.

### MAIN DUTIES

#### 1. Formulating strategic aims

- Consider the organisation as a whole and its beneficiaries, whether as a member of the Board of Trustees or any of its sub-groups
- Reflect the organisation's vision and principles, strategy and major policies at all times
- Contribute specific skills, interests and contacts and support the organisation in fundraising activities.

#### 2. Ensuring policies and practices are in keeping with aims

- Follow the code of conduct at all times, particularly when exercising the functions of the Trustees, or any of its sub-groups.
- Attend (remote and face-2-face) meetings of the Trustees.
- Reflect the Trustees' policies and concerns on all its sub-groups.

### MAIN DUTIES

#### 3. Ensuring best practice

- Be an active member of the Board in exercising its responsibilities and functions
- Maintain good relations with the Chief Executive and Senior Management Team
- Take part in training sessions provided for the benefit of the Trustees
- Where possible attend events and screenings pertaining to the work of Rural Media

#### 4. Promotion of the organisation

- To assist in promoting Rural Media Charity to a wider audience
- To provide advocacy for the organisation

# ROLE DESCRIPTION

## APPENDIX 1

### TRUSTEE PERSON SPECIFICATION

All candidates must have a demonstrable commitment to Rural Media Charity.

All candidates must be able to demonstrate the following core governance and management skills:

- Ability to think strategically, creatively and for the long-term
- Knowledge of and ability to discharge the core responsibilities of being a charity Trustee
- Willingness and ability to commit the time to the Board as indicated below
- Willingness and ability to serve on appropriate sub-groups
- Willingness and commitment to absorb information about Rural Media so as to be an effective ambassador for the organisation

### SKILLS, KNOWLEDGE AND EXPERIENCE

Desirable candidates should be able to demonstrate skills in at least one of the following:

- Media development and production – film, TV & radio, journalism, interactive and immersive
- Senior management responsibility within voluntary, public, or commercial sectors
- PR, marketing & comms – campaign building and profile-raising within the public, voluntary and commercial sectors
- Audience development, exhibition and distribution
- Arts, heritage and media practice with young people, diverse, or disadvantaged communities
- Fundraising and/or commissioning including from trusts & foundations, public and private sectors, including commercial sponsorship
- Policy awareness at regional and national level in one or more of the following areas: cultural/rural/social/economic/diversity & inclusion



# CURRENT BOARD OF TRUSTEES

## APPENDIX 2

### ANDREW THORMAN

#### Chair of Trustees

Andrew is a former senior executive at the BBC who as Head of Rural Affairs created and delivered some of Britain's most popular environmental and factual radio and television shows, including BBC1's Countryfile. He was responsible for the leadership, finance and editorial direction of one of the Corporation's largest and most successful in-house production teams employing more than 100 staff.

"As Chair, it's so rewarding to support arts and media projects which help rural communities prosper." Andrew Thorman

### MARTIN HITCHIN

Martin is Chief Executive at REHAU Ltd and an experienced senior professional with a successful 30-year track record in the manufacturing and construction business. In 2007 Martin became CEO and is also responsible for operations in Scandinavia and Sub-Saharan Africa.

Martin's interest in the arts and education has been a consistent theme throughout his life. REHAU were sponsors of H-Art in the past and personally, Martin has worked with local artists to help their work obtain a wider reach. Recently Martin became a trustee at NMITE supporting the development of a new university in Hereford teaching a radical and diverse new programme of engineering.

### ELONKA SOROS

Elonka is a diversity and inclusion specialist who works with companies in the broadcast media and associated creative industries. She is a former BBC journalist and programme maker. As Editor Diversity and Communities, she ran the BBC English Regions network of specialist community programmes and partnerships with Arts Council England and the Community Media Association. Elonka left the BBC in 2016 having spent two years in the Director General's office developing and delivering an innovative Corporation-wide diversity action plan. She is currently engaged in projects with European broadcasters and organisations where her particular interest is in the portrayal and media participation of minority communities including Gypsy, Roma and Travellers.



# CURRENT BOARD OF TRUSTEES

## JOHN BATEMAN

John spent most of his career employed in the Third Sector with the last 17 years as CEO of UK Youth. In recent years John has been the President of the European Confederation of Youth Clubs, Vice Chair of the National Council of Voluntary Youth Services, a founding trustee of the Foundation for Outdoor Adventure, a Director of Youth FM, and a member of the Advisory Board of Whole Education. He is currently Chair of Governors of The University of Worcester and a Fellow of the RSA. In 2002 he was awarded the OBE for services to young people.

“Being a Trustee of Rural Media enables me to support the great work of a committed group of innovative and creative people who give a voice to rural communities.” - John Bateman

## JO DAVIDSON

Jo is a highly experienced strategic leader with extensive local government, private company and community and voluntary sector experience. She's been a local government chief officer for 15 years, leading children's and adults services. Jo has had board director experience of two companies and runs her own management services company. She's also been a secretary of an industrial provident society running a rural village shop and runs a fundraising business.



## DAVID HOLDSWORTH

David is a journalist who worked in newspapers and commercial radio before joining the BBC where he ended up running the Corporation's local and regional television, radio and online services across England. In recent years he led the BBC licence fee initiative to improve coverage of local democracy on newspapers.

“I believe that we need to find more ways to give people in rural communities the opportunities they deserve and the kind of digital media work that Rural Media is leading helps to achieve that.”

- David Holdsworth.



## MATT HAYES

Matt is a partner of Harrison Clark Rickerbys solicitors, head of the firm's Hereford Office and leader of the firm's Real Estate team. The Hereford office employs over 50 staff and the Real Estate team more than 100, across some eight offices nationally. Matt's personal cases are very much engaged in and around Herefordshire's rural economy where he has been practicing for over 15 years. For the firm, he is key to business development and strategy and is proud to have his outstanding growth areas credited to his work in this field. Matt loves creating clear objectives and then engaging with his teams and clients to work collectively to deliver results.

