

# Appointment of Trustees Barbican Centre Trust

May 2022

Reference: PABDICD

## Welcome from Chair of Barbican Centre Trust, Farmida Bi CBE

I'm delighted that you are considering joining the Barbican Centre Trust. From its iconic site in the heart of the City, the Barbican is driving one of the world's most dynamic artistic communities through its inspiring staff, fantastic programme and widening reach with communities across London and beyond. It could not be a more important time to become a Trustee, as the Barbican marks its 40<sup>th</sup> anniversary and looks for new supporters to help it achieve its true potential as the leading multi-arts centre in Europe.

The Barbican is going through an exciting period of change as a result of new leadership, with the arrival of Will Gompertz as Artistic Director and Claire Spencer as the first ever CEO, combined with an ambitious plan to renew the physical building, with the appointment of a design team led by Allies and Morrison and Asif Khan studio. The group has also had a significant amount of change recently. I joined the Trust last year, together with five other new Trustees, so you will be joining an enthusiastic and diverse Board that is keen to support the Barbican on its journey into the next forty years. We are also very fortunate to work with a fantastic development team led by Natasha Harris.

The focus of the Trust is to improve the development and understanding of the arts, including by supporting the Barbican's outstanding work through encouraging those with the capacity and inclination to help to provide new or additional sources of funding. The Barbican has an ambitious vision for further integrating the Barbican's artistic offering into local communities, as well as increasing the Barbican's global connections. We are looking for new Trustees who want to help support that vision to become a reality.

As the nation and the world recover following the difficulties we've experienced during the pandemic, the Barbican's role in the City of London, the surrounding boroughs as well as the wider UK and globally, has never been more important. Over the coming years, we aim to make a unique artistic, creative and civic contribution to our collective renewal and reinvigoration.

I hope you are as thrilled by the challenge as I am and will join us.

## **Introduction from Chief Executive Officer, Claire Spencer and Artistic Director, Will Gompertz.**

We are delighted you are interested in joining the Barbican group at such an important time for the institution. In March this year we celebrated our 40th anniversary with an extraordinary programme ranging across the art forms and ages– from a truly joyous hip-hop theatre show to a marathon 6-hour piano recital in our spectacular Conservatory. It was at once a special occasion and a typical Barbican weekend of multi-arts, multi-platform, multi-sensory arts and culture. This is what we do, and what we have done for four decades. And this is what will continue to do - presenting and providing memorable artistic experiences that entertain, enable, enrich, and educate our many audiences. But we are also changing. We have an ambitious three-pillar transformation strategy through which we will become a more inclusive, diverse, and enterprising arts centre, rooted in our local communities while reaching out to the world.

Our famous Brutalist architecture will be revitalised, refurbished and rethought in a major building project. Our working culture will become more equitable with the support of a new People, Inclusion & Culture department. And our new Artistic Vision will unite our world class arts activity with a sector-leading creative education programme, and the facilities and resources needed to encourage and support cultural enterprise. We will be a home to bold, boundary-pushing ideas that resonate across our audiences and the globe. We believe that working and learning in partnership with our artistic associates, neighbours, community organisations and the wider industry is vital for developing brave, inclusive, sustainable projects and networks that grow communities and diversify audiences.

Millions of people with a range of different tastes, backgrounds and expectations, come together at the Barbican every year to enjoy the unique shared experience only the arts can offer, from a Ballet Black premier in our theatre to an LSO concert in our hall; from a Jean Michel Basquiat exhibition in our galleries, to a season of rarely seen Indian arthouse films in our cinemas. We have dedicated programmes for schools, families, communities, and young people – all of which are designed to broaden access and provide opportunities.

We identify new talent, nurture emerging artists and support innovative work that reflects and responds to today's world. We actively invite fresh perspectives that provoke conversations. We are currently developing new partnerships and products that will see the Barbican become not only an international centre for the arts, but also a recognised centre for creative education, and cultural enterprise.

We not only entertain audiences, but also provide opportunities and possibilities for young people and local communities to find and express their talent and ideas. The Barbican is an arts institution that seeks to make a positive and lasting social and civic impact. We achieve this through artist development, community collaborations, innovative education programmes, and systemic change within the organisation that opens it up to a diverse and dynamic workforce.

The transformed Barbican will be a vital and vibrant local, national and international institution. It will be a place for everyone, in which everyone has a place. We have set ourselves ambitious targets, which we very much hope you will help us achieve.



## Introduction

The Barbican is one of Europe's largest and most innovative arts centres, with an international reputation across all the art forms, creative learning, community engagement, and commercial events. We believe the arts have a critical role to play in the recovery from the Covid-19 pandemic, and we are now planning for the next era of the Barbican's growth.

The Barbican is committed to identifying new talent, nurturing emerging artists and supporting innovative work that reflects and responds to today's world; it is a place that invites fresh perspectives and provokes conversations, inspired by local and international talent. As a not-for-profit arts centre, we are committed to offering the widest possible access to culture, giving everyone the opportunity to encounter and enjoy creativity.

For further background information please visit the Barbican website [here](#). A copy the Barbican's latest annual report is also available [here](#).



## The City of London Corporation

The City of London Corporation is the founder and principal funder of the Barbican Centre; the Barbican operates as a department of the City Corporation. The principal governing body of the Corporation is the Court of Common Council, whose Members are elected by the residents and businesses of the City. The Barbican Centre Board is the governing body of the Barbican Centre, working within the framework of the Corporation's committee structure, responsible for setting the strategy and scrutinising the performance of the Centre and its activities.

## **Barbican Transformation**

We are investing in the future of our people and our communities, through a radical programme for change, called Barbican Transformation. This programme will bring together three parallel strands of activity, all of which have organisational transformation at their heart. Barbican Renewal will see a reimagining of our physical buildings, our dynamic EDI programme will deliver lasting cultural change, and the new Creative Vision will lead to a more inclusive, equitable and all-encompassing artistic programme for the centre going forward. More information can be found online [here](#).

## **Equity, Diversity & Inclusion**

We're committed to becoming an anti-racist organisation, which will not tolerate discrimination, bullying or prejudice. It's important that each and every person who works at the Barbican feels safe, valued, and respected. If we're alerted to any offensive, threatening, or intimidating behaviour – by either a colleague, audience member, or collaborator – we'll be quick and firm in addressing the issue. The Barbican is a place where everyone should feel they belong, a place where fairness and equity of opportunity exists; where creativity is encouraged, enterprise is supported, education is readily available, and artists can achieve their most ambitious projects. More information can be found online [here](#).



## The Barbican Centre Trust

A fundamental tenet of the Barbican Centre's philosophy is that we want to offer the widest possible access to culture, giving everyone the opportunity to encounter and enjoy creativity.

To keep our programme accessible to everyone, and to invest in the artists we work with, we need to raise more than 60% of our income through ticket sales, commercial activities and fundraising every year.

The Barbican Centre Trust is the Barbican Centre's charitable and fundraising arm, and we work to cultivate and grow our community of major supporters, corporate sponsors, and grant makers. Their donations and other funding enable us to continue investing in our arts and learning programme. The Barbican Centre Trust and its Trustees have separate responsibilities to the Barbican Centre Board, which is responsible for the oversight of the Barbican Centre as a department of the City of London Corporation. However, the Chair of the Centre Board and the Chair of the Trust Board have ex-officio seats on both bodies, and there is an excellent and productive dialogue between them.

Led by the Chair, our Trustees lead the way in making introductions and strengthening connections with individuals, corporates and trusts who can help us achieve ambitious fundraising targets. Trustees use their networks and expertise to help us unlock transformative opportunities, securing crucial income for the Centre's work.

Our key income streams are:

- Individual Giving
- Grants and Trusts
- Corporate

The Centre's Development Team is led by Development Director, Natasha Harris – a highly experienced and successful fundraising professional, with a track record of sustained success. In tandem with Natasha and her team, the Trust develops and optimises major donor relationships by introducing, cultivating and closing key gifts with high net-worth individuals and corporates.

## **Funding the Future**

The City of London Corporation's core funding to the Barbican's overall budget has reduced in recent years. In response to this direction of travel, the Barbican has been building a more diversified business model for the past decade, transitioning from 60% Corporation funding and 40% earned income, to less than 40% Corporation funding and more than 60% earned income.

The Barbican is one of Arts Council England's National Portfolio Organisations over 2018-23, receiving a grant of £488,832 annually for work with east London communities, schools and young people. These co-created programmes are investing in the artists of tomorrow and platforming the creativity of our local communities, to ensure the Barbican is relevant and accessible to all. The Barbican is also investing in creating new audiences for the future through Young Barbican, a free membership scheme offering reduced price tickets for 14-25 year olds, which is extremely well-used.

The Centre is diversifying its income through rolling out a range of commercial activities, as well as expanding our approach to fundraising and relationships with leading grant-makers, individuals, and the business community. Trustees are central to this effort, and there are inspiring opportunities for Trustees to engage with Barbican programmes and involve their networks more closely.

Over the coming period, an inspiring new vision of the arts will be required which is responsive to changing culture, audience behaviour, the challenges of Brexit, and the post-pandemic economic situation. It will involve re-imagining the Barbican's role as a creative leader in London, the UK and internationally.

In its nearly forty years of operation, the Barbican has acquired a unique international reputation, bringing together leading companies, artists, ensembles and communities to serve the widest public. As we look to the future, it's essential that our fundraising is as leading-edge as our artistic programming. We need to focus on growing our Development capacity and activity, supported by an active, engaged and visionary Trust Board.



## Trustees

We currently meet four times a year, and as one of our Trustees, you'll support the Chair and Development Team, playing your part in an active, energised fundraising function. You may not have extensive experience in charitable fundraising, but it will be a great help if you've had some experience of making 'the ask' in another context. The task is greatly helped by the Barbican's outstanding programming and international reputation – for those with philanthropic inclinations, the opportunity to become affiliated with one of the UK's major artistic institutions is very attractive.

As the cultural oasis at the heart of the City of London, we have the potential to build relationships with a wide range of professional service, financial and other corporate firms. Decision-makers from many of these companies make up a significant proportion of our audiences and supporters. Trustees are likely to be trusted colleagues and friends of this group, able to open a conversation about support. They may also identify particular areas of interest for individuals so we can create positive introductions to others, such as one of our Art Form heads. Whether it's showing a potential supporter around the Centre, joining a learning project in a school or visiting an off-site community-event, you'll relish sharing your own enthusiasm and passion for our work (including our outreach, education and learning), and finding out what could encourage someone to contribute.

There are four-year terms for Trustees, with the option to extend one term. Most Trustees enjoy the role so much they serve for several years and we hope to find candidates who will be happy to do the same. Our Board is constantly evolving to make sure we have the best collective skills to serve our mission, and each Trustee has an annual appraisal with the Trust's Chair, with the Chair being appraised by a fellow Trustee.

## Role Specification

Trustees will play a proactive role in supporting the Trust's ambitions to grow their fundraising targets and act as ambassadors, advocates and champions for the Barbican. They will work with other Trustees to maintain the Charity's mission and vision, and contribute to the effective governance of the charity. It is essential that Trustees share the Centre's commitment to equality, diversity and inclusion, and we would particularly like to hear from candidates whose professional and personal experience will bring new perspectives, understanding and capacity to the Board.

## Key responsibilities

### Fundraising and ambassadorial:

- Act as an advocate and champion for the Barbican, promoting awareness of the Centre and its fundraising activities, including within your networks;
- Attend and engage with the Barbican's work, across the breadth of its artistic, learning and community work;
- Attend regular events and development activities, working closely with the Development team and senior staff to foster excellent relationships with potential and existing donors in attendance;
- Proactively support annual fundraising targets, including leading by example by supporting the Trust financially;
- Examine and develop ways in which the Barbican can significantly increase income to the Trust;
- Provide advice and leadership on planning, identifying and soliciting significant gifts, working with the Development team and Directors to

make introductions and close key gifts with individuals, corporates and trusts;

- Act as a sounding board for the Barbican's development planning and projects, advising on fundraising policy, campaigns and how philanthropy can maximise the Barbican's potential Governance;
- Attend regular Trust meetings and take responsibility for all aspects of the charity, including governance, financial reporting and risk;
- Contribute to the Barbican Centre Trust's future strategic direction through active participation in discussions about strategy, policy and planning;
- Uphold the Barbican Centre Trust's principles of good governance and its charitable mission, fulfilling duties in line with the organisation's Articles of Association;
- Champion equality, diversity and inclusion within the Trust, and proactively support it within the Barbican; and
- Contribute to the development of robust policies, risk management, charitable accounting practices and internal controls to ensure the Trust maintains its organisational resilience Barbican Centre Trust Trustee role description.

## Person specification

We are looking for Trustees who have expertise, networks and influence in at least one of our key income streams:

1. Individual Giving – helping to develop the Barbican's pipeline of major gifts and Patrons by introducing, cultivating and closing key gifts with high net-worth individuals.
2. Grants and Trusts – helping to develop the Barbican's grants pipeline by introducing, cultivating and closing key gifts with grant-making trusts and foundations (in particular networking with the individuals/families often behind them).
3. Corporate – helping to develop the Barbican's sponsorship and corporate membership pipeline by introducing, cultivating and closing key gifts with corporates.

In addition, we are looking for Trustees with the following attributes:

- Passion for the performing arts and a conviction that the arts have the power to transform lives and communities, including an interest in the power of creative learning to connect with young people;
- Some knowledge and experience of high-level fundraising, and the willingness to broker conversations with personal and professional contacts to support the Barbican Centre Trust, including with one or more of these key groups: high net-worth individuals, grant-making trusts and foundations, and corporates;
- Willingness to support the Trust financially;
- The highest standards of integrity; willing and able to represent the mission and vision of the Barbican Centre Trust and uphold its reputation along with demonstrable commitment to diversity and inclusivity;

- Track record of successful senior leadership in a collaborative style, ideally with experience at Board level;
- An ability to work effectively as a member of a team;
- A charismatic style, with strong networking capabilities;
- Sound judgement and the capacity for strategic thinking; and
- Time commitment; individuals will need to demonstrate the willingness and commitment to meet the needs of this role, which is likely to require a commitment of 1 day a month.



## Terms of appointment

- Trustees will serve an initial term for four years, with the option for one more consecutive term of four years;
- There are currently four Barbican Centre Trust board meetings;
- Trustees are invited to attend Barbican events: press nights, fundraising events, and other meetings and/or events as appropriate;
- Meetings are held at the Barbican Centre;
- The role of Trustee is a voluntary position and not accompanied by any financial remuneration.

## How to apply

Saxton Bampfylde Ltd is acting as an employment agency advisor to Barbican Trust on this appointment.

Candidates should apply for this role through our website at [www.saxbam.com/appointments](http://www.saxbam.com/appointments) using code **PABDICD**

Click on the 'apply' button and follow the instructions to upload a CV and cover letter, and complete the online equal opportunities monitoring\* form.

The closing date for applications is noon on **Monday 30<sup>th</sup> May 2022**.

*\* The equal opportunities monitoring online form will not be shared with anyone involved in assessing your application. Please complete as part of the application process.*

### GDPR personal data notice

According to GDPR guidelines, we are only able to process your Sensitive Personal Data (racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, genetic data, biometric data, health, sex life, or sexual orientation) with your express consent. You will be asked to complete a consent form when you apply and please do not include any Sensitive Personal Data within your CV (although this can be included in your covering letter if you wish to do so), remembering also not to include contact details for referees without their prior agreement.

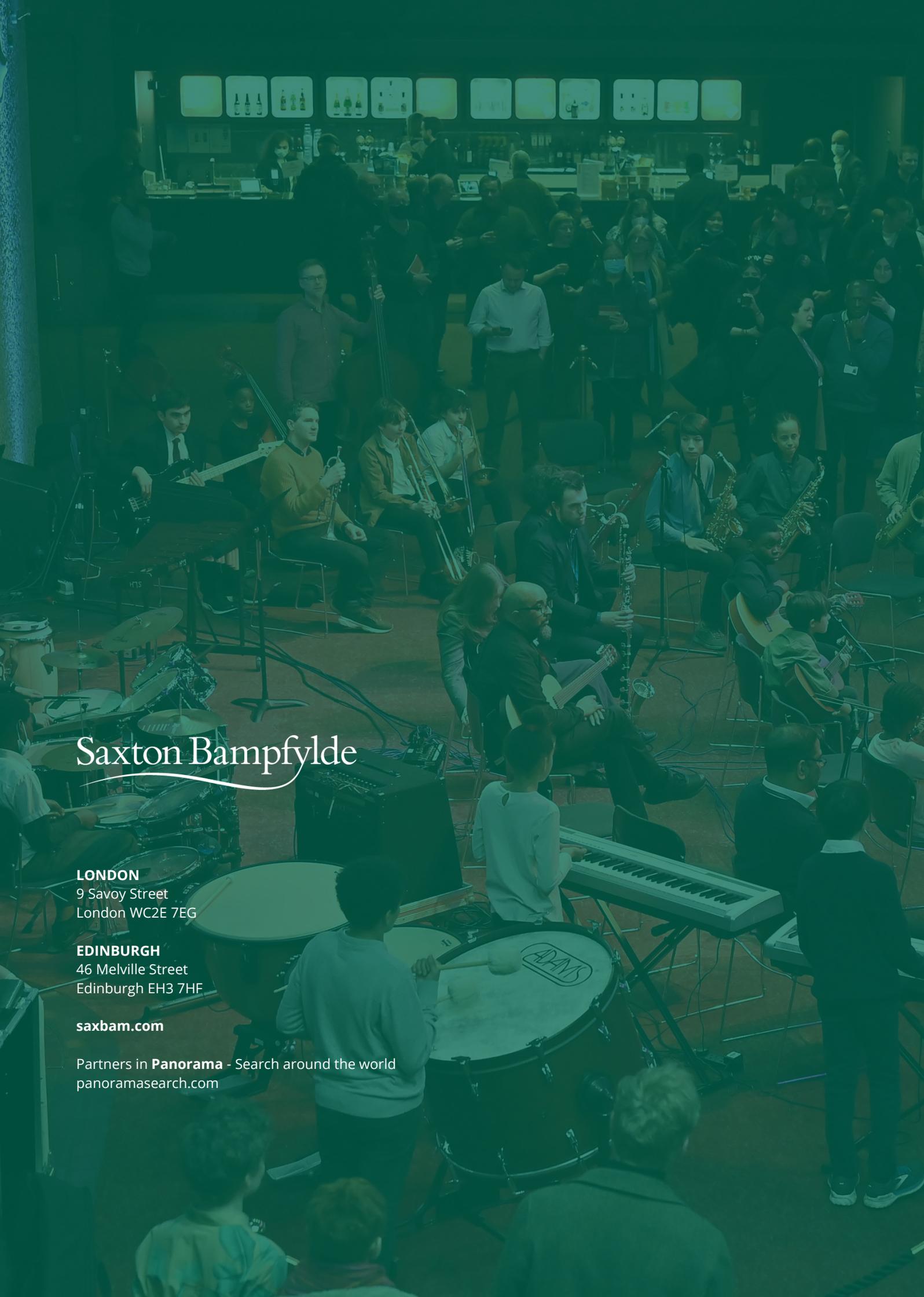
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