



Board Member Recruitment Pack



Beans On Toast at O2 Ritz - Manchester Folk Festival 2018

Welcome to English Folk Expo

Thank you for your interest in joining the English Folk Expo Team as a Board Member.

English Folk Expo supports the English folk, roots and acoustic music sector through a broad programme of showcases, festivals and events, artist mentoring, industry training, audience development, international partnerships and brand advocacy.

We are actively looking to expand our governance team to encompass a wider range of skills. As a result, we are recruiting for new board members **including at least one professional musician**.

Since joining Arts Council England's National Portfolio in 2018, English Folk Expo has undergone significant change and growth, moving from a showcase event to a broader organisation supporting the complete development of the English folk, roots and acoustic music industry for the public benefit.

The organisation is in a process of applying to the Charities Commission for charitable status. If the application is successful, the Board Members would become Trustees.

To Apply

Please submit a CV and short covering letter (of no more than 2 sides of A4) explaining why you are interested in becoming a board member, how you meet the criteria set out in the role description and the level of commitment you are able to make in this voluntary role.

For an informal conversation about the role, please arrange a phone call with our Chief Executive, Tom Besford.

Application deadline: 5pm, Friday 10th January 2020. Shortlisted candidates will be invited to an informal interview, either in person or via Skype. Successful applicants will be invited to attend the board meeting at 6.30pm on Tuesday 18th February 2020 in Manchester.

Contact: tom@englishfolkexpo.com

Our Board

Name	Role	Experience
Estelle Rowe	Chair	Finance Director, Link4Life
Keith Harris OBE	Board Member	Chair, UK Music Equality & Diversity Taskforce
Mark McGreevy OBE	Board Member	Group Chief Executive, DePaul International
Richard Haswell	Board Member	Head of Programme, Liverpool Philharmonic Hall
Kellie While	Board Member	Head of Creative, 7digital
Jo Kay	Board Member	Audience Development Consultant
Phil Richardson	Board Member	Partner, Stephenson Solicitors LLP
Tom Besford	Chief Executive	
Terry O'Brien	Sales Director	Founder

In addition, we have observers at our board meetings from EFDSS, Arts Council of England and key EEx staff members.

Our Mission, Vision and Values

Our Mission

For the public benefit, English Folk Expo supports the growth and development of the English folk, roots and acoustic music sector.

Our Vision

English Folk Expo makes a positive difference to the worldwide distribution of the live performance, profile and careers of English folk, roots and acoustic artists by upskilling artists and the industry, creating more and new opportunities for musicians to work in the UK and beyond, cultivating new audiences and strengthening the perception of English folk, roots and acoustic music. All of this directly promotes and educates the public about folk music.

Our Values

Artist development

- English folk, roots and acoustic musicians should be supported to understand their role in the context of the UK and international music industry, enabling them to make informed and appropriate choices about their careers.

Audience development

- More public audiences should be introduced to folk, roots and acoustic music to broaden the size of the audience. This may involve working cross genre or reaching out to new audiences to inspire and introduce them to this genre of music.

Industry development

- The music industry should be supported in promoting and working more closely with folk, roots and acoustic musicians. This could be done through two routes: engaging with existing industry to work more with artists from the genre, and supporting individuals into roles in the music industry such as promoters, agents, labels, management and more.

Advocacy and brand recognition

- We want as many people as possible to enjoy and learn about folk music. One identified barrier to this is in the perception of the words 'English folk'. We will actively work to promote a positive perception of these terms both within the music industry, politically and publicly.

International development

- International development is an essential part of a thriving sector. Partnerships, reciprocal showcasing and cross-border networking will be developed to reach new audiences internationally. We will also support the creation of new touring opportunities for English folk, roots and acoustic musicians internationally and introduce UK audiences to new music from across the world.



EFEx Commission – Rising Up! Peterloo 2019

Board Member Role Description

Responsibilities

- 1) Ensure that English Folk Expo complies with its governing document; charity law, company law and all other relevant legislation
- 2) Ensure that English Folk Expo delivers activity which meets its core objectives
- 3) Contribute to the Board's role in giving strategic direction to English Folk Expo, approving overall policy, defining goals, setting targets and evaluating performance against targets
- 4) Safeguard the name and values of English Folk Expo
- 5) Ensure effective and efficient administration of English Folk Expo
- 6) Ensure the financial stability of English Folk Expo
- 7) Ensure the proper investment of English Folk Expo's funds
- 8) Appoint the Chief Executive and monitor his/her performance
- 9) Use any specific skills or expertise to help the Board to reach sound decisions



Trade Fair at EFX Showcase 2017

Time Commitment

The board meets three times a year, usually in Manchester but occasionally in London. There may be additional sub-groups created on a task and finish basis as required.

Each board member serves a term of three years. They can serve a maximum of two terms. A further term may be served if approved by the rest of the board.

Board members receive a delegate pass to EFX Showcase in Manchester each October.

Whilst this role is voluntary, any direct costs incurred whilst carrying out board duties (including travel and subsistence) can be reclaimed from the organisation.

Our projects

Below is a list of programmes either currently being delivered or worked up for delivery in the near future. This is not an exhaustive list and certain programmes may grow, shrink or change entirely.

EEx Showcase

English Folk Expo provides industry professionals with the opportunity to see large numbers of different English folk, roots and acoustic artists performing at a singular annual showcase running alongside a public festival in Manchester each October. We want the music industry to see great artists, work with them and grow their careers ie through booking them for festivals, signing them to rosters or building their public profile.

Manchester Folk Festival

In order to present such a wide array of amazing artists to the EEx Showcase delegates, Manchester Folk Festival acts as the vehicle for the industry showcase. However, it also delivers much more than this. The aim of the festival, is to present to the public the huge range of music described as folk, and bring audiences the best of the current scene.

Artist Mentoring

With the increased profile and popularity of folk, roots and acoustic music, we need to ensure there are clear pathways to support the growing number of professional artists to sustain and develop their careers. We deliver an annual programme for selected artists involving mentoring, showcasing, networking and business development skills. In addition to this programme, we deliver a number of other mentoring and training activities throughout the year.

Industry Training

We want the wider music industry to be highly skilled, well connected and supported to deliver for the artists and public they work with and for. To this end, we deliver a series of training programmes which will enable the music industry to diversify and to grow.



18/19 Artist Mentoring programme at FOCUS Wales

- Promotor Training Programme & Rochdale Folk Festival

We are running a programme to train five new concert promoters. This will involve the creation of a new folk festival in Rochdale, alongside a new partnership with the Beverley Fringe Festival. The new Rochdale Folk Festival will take place in June 2020 and will include free music, song and dance throughout Rochdale town centre alongside the concerts promoted by the promoter programme participants.

Audience Development

We are developing programmes to actively build audiences for the genre. This will include cross pollination of audiences from other genres of music, introducing relevant artists to audiences we feel may be favourable. Alongside this, we continue to have conversations with our existing and potential audiences to learn from their experiences to bring audiences with us for the journey and more.

- Promotions Programme

We run a year round programme of promotions in venues across Greater Manchester and potentially beyond. The purpose of this is to actively seek to build new audiences for the genre, find better ways of working and cultivate the sector.

- Official Folk Charts

Working with the Official Charts Company, we have developed the algorithm for a monthly Official Folk Chart for albums. This chart would require independent funding support to deliver, however if a sponsor could be found, it would promote the work of artists to new audiences and raise the profile of the folk music sector.

EFEx Digital

EFEx Digital is an online membership model to provide support, networking, resources and opportunities to artists, industry and the general public. The platform targets three distinct audiences; industry, artists and fans. It has a specifically tailored offer comprising various modules open to different membership types.

Commissions

Linked to our drive to promote the brand and grow audiences, we work with partners to commission new work within the genre. The explicit aim of these commissions is to broaden the audience base of folk music, reach new groups of people and offer artists support for the next steps in their career. In 2019 we delivered a small pilot of this through a new commission 'Rising Up: Peterloo 2019' which was a combined theatre and folk song piece that toured UK venues in October 2019.

International

International touring has become a particularly important part of the careers of many artists within the genre. EFEx's showcase each October has played a significant role in opening new markets in Europe, Canada and beyond. However, there is more to be done in terms of working internationally and supporting artists to find new markets overseas.

- Music Cities Network
Manchester is a new member of the Music Cities Network. We are actively working with different genre partners to consider projects across international cities in this network and beyond.
- WOMEX 2024
Early conversations have begun about leading a bid to bring WOMEX to Manchester in 2024. WOMEX is one of the world's largest music conference, showcase and trade fair.

Company Structure

