



Help Musicians NI  
NI Chapter Member/Trustee  
Information Pack

**Deadline for applications is 12 noon Friday 15<sup>th</sup>  
June 2018**

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## Foreword from Graham Sheffield, CBE

Dear Applicant

I am delighted that you are interested in becoming a Chapter Member in Northern Ireland (“NI”) at Help Musicians UK – Britain’s leading independent music charity. It is an exciting time for the charity as we seek to build on our success to date.

We are aiming to recruit up to **eight** new Chapter members with a diverse set of backgrounds, skills and experiences to enable us to be the best we can be.



In return we will keep you informed about our work, seeking your engagement and input. We will provide you with a full induction to the charity’s work and we will support you in your role as a Chapter Member.

Since 1921 Help Musicians UK has had the incredible opportunity and mandate to support musicians at all stages of their lives and careers.

With a head office in London’s Kings Cross and regional offices in Belfast and Glasgow, we are consolidating our place as the leading charity for the industry with UK wide reach. A branch in Cardiff will open later this year and a further branch will open in Dublin in 2019.

In 2017, we impacted over 14,000 people in the music industry, covering a wide range of profiles, ages and professional skills, whether it be support back into work after an injury or illness, a grant to receive professional development, or access to subsidised hearing protection.

The last few years have seen tremendous growth for the charity: in 2015 we welcomed a new CEO, in 2016 we introduced an ambitious five-year strategy leading up to our centenary, Agenda 2021, which outlines how we can extend our reach and support to musicians across the UK. In 2017, we launched the most comprehensive mental health service the industry has ever seen – Music Minds Matter.

Through Agenda 2021 strong foundations have been laid for the future, as we modernise and evaluate how we can provide the best tailored support to musicians going forward – from the way we fundraise, campaign and communicate, to our grants and support capabilities.

As we look to increase our reach and impact across the UK (underpinned by a £21 million fundraising target), you would be joining us at a time of further change and opportunity.

We are looking to build a diverse yet robust chapter in NI to be fully reflective of today's music industry. We are looking for highly motivated individuals who are keen to bring their passion, expertise and networks to the table.

As a new chapter in NI we have a unique opportunity to build an impactful cohort of passionate and driven individuals from a wide spectrum of experience. This will be a wonderful opportunity to contribute to our strategic plan and provide fresh insights and input to inform and guide our work at a local level.

It is a privilege for me to chair a charity that, as it approaches its centenary, is still testing the boundaries, advancing and challenging what has been achieved to date.

A background to our organisation, our vision, mission and values, along with an organisational chart is detailed below. We hope you will want to join us and help us shape the strategic direction of Help Musicians NI as we step forward.

I am delighted that we are working with Chief Officers 3rd Sector (CO3), to help with the recruitment process. If you have any initial queries relating to the post in the first instance please contact Daniel McVicker at [daniel@co3.bz](mailto:daniel@co3.bz) or telephone 028 90 245356.

Yours sincerely



Graham Sheffield CBE, Chair, on behalf of the Help Musicians UK Board

## Message from Richard Robinson, Chief Executive

2017 was a monumental year for the charity. Just shy of two years into our five-year strategic plan, *Agenda 2021*, we have



transformed from a grant-making trust to a campaigning powerhouse – underpinned by an innovative Creative Programme and a life-changing Health & Welfare provision. Strong foundations have been laid for the future as we modernise and evaluate how we can provide the best, tailored support to the industry going forward – from the way we fundraise, campaign and communicate, to our grants and support capabilities.

This charity is 97 years old, but it's not slowing down.

We are pleased to announce and confirm that in 2017, we impacted over 14,000 people in the music industry. This is a record number for the charity and over five times the number of musicians (2,552) we impacted in 2014. Despite this dramatic increase, this figure is expected to rise even further in 2018, as Help Musicians UK's recently reviewed eligibility criteria will result in more music professionals being able to access the charity's grants than in previous years.

Campaigning and advocating around issues that affect musicians continues to be high on our agenda. We were proud this year to launch the final phase of the *Can Music Make You Sick?* commissioned research, and to announce Music Minds Matter, a 24/7 mental health support line for the whole UK music industry. This is the most comprehensive service the industry has ever seen. Offering listening, signposting, counselling, and advice on debt, welfare and legal issues, this service is arriving at a pivotal time in the industry and it will change lives.

This year we also saw new doors open to strategic partnerships. From the Q Awards and mixing with the brightest in contemporary music talent, to a groundbreaking partnership with the global non-profit Women in Music initiative, we continue to align with like-minded organisations to inform and deliver our work.

As we strived to reach our ambitious vision and targets as part of *Agenda 2021*, we welcomed the charity's first Director of Fundraising and International Music Liaison Executive to the team to drive us towards our £21 million fundraising goal by our Centenary year, 2021.

With our Northern Ireland office celebrating its first year and Help Musicians Scotland launching early in 2018, we truly have cemented our place as the leading charity for the industry with national reach.

A handwritten signature in black ink, appearing to read 'Richard Robinson', written over a horizontal line.

Richard Robinson, Chief Executive, Help Musicians UK/NI

## Background to Help Musicians UK

Help Musicians UK (“HMUK”) is an independent charity that supports musicians from starting out through to retirement.

Although the name Help Musicians UK was only established in 2014, the pedigree of this charity dates back to 1921. After the tragic death of English tenor Gervase Elwes, his friends set up a fund for musicians in his name. In 1930 this became the Musicians Benevolent Fund. In 2014 the name was changed to HMUK to bring the message of to a wider range of musicians and supporters.

HMUK is there to offer support to the following:

- Emerging professionals to develop their talent and get started in their professional career
- Music professionals who hit a crisis in their lives
- Music professionals with long-term or terminal illness
- Music professionals<sup>1</sup> in retirement and those needing special help as they grow older.

As the leading UK charity for musicians, in 2017 HMUK spent £3.2 million supporting musicians through its Health & Welfare provision and Creative Programme. This can be broken down as follows:

- 2,982 musicians through its Health & Welfare services, spending over £1.7 million.
- 256 grants and awards to musicians and organisations through the Creative Programme, spending upwards of £1.2 million through five strands of activity.
- 2,154 musicians and those working in the industry in accessing the Musicians’ Hearing Health Scheme.
- 603 musicians with visits in their homes (including initial, crisis, annual, and befriending visits)
  - As visits range between 60 and 90 minutes, over 600 hours were spent with musicians in their homes in 2017.
- Over 90 enquiries to the Music Minds Matter support line and service (only one month into its operation).

## HMUK’s Vision, Mission and Values

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<sup>1</sup> Note that the term ‘musician’ refers to the artists, managers, producers, production staff, live crew, publishers and others in the industry. As of 2017, HMUK has supported this diverse range of music professionals.

The HMUK staff team undertook a review of the organisation's vision and mission statement. New statements were created reflecting a keen and unified commitment to empower musicians and ensure their needs drive the decisions of the organisation.

## **Vision**

A world where music thrives.

## **Mission**

Help Musicians UK provides help, support & opportunities to empower musicians at all stages of their lives.

## **Values**

To ensure we are a high performing organisation we will underpin our work with a strong values-based culture, our values will be central to how we work externally and internally.

The following values were arrived at following staff consultation:

- Making a difference
- Positivity
- Passion
- Trust
- Collaboration

Impressively, the patron for HMUK is Her Majesty the Queen.

Although the charity currently has an existing board of trustees in England, they are looking to recruit specific Chapter Members in NI to help springboard the organisation's reach and impact locally.

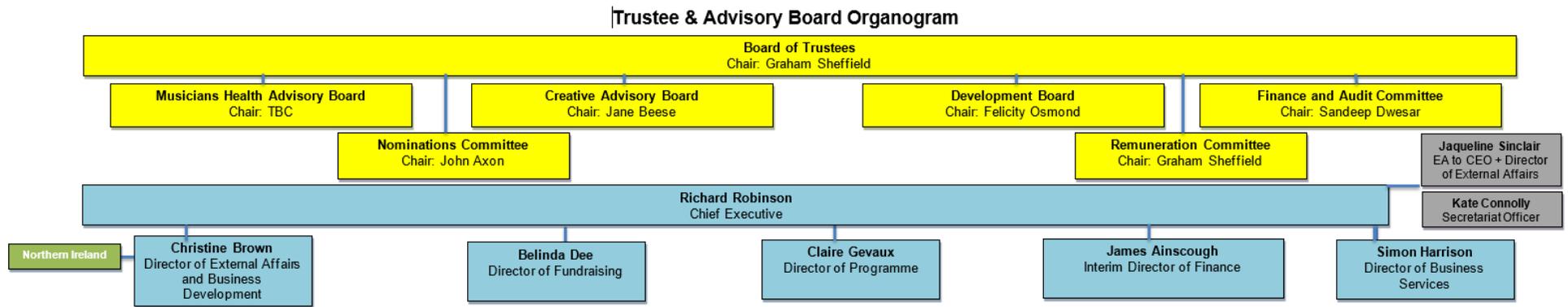
HMUK wishes to recruit Chapter Members with the following specialisms and backgrounds:

- Finance and Governance
- Legal
- Fundraising
- A musician or significant Music industry experience
- Commercial business and/or creative enterprise/social enterprise
- Health and Social Care or Welfare
- Marketing, Communications and/or PR
- Lobbyist or advocacy

This is not an exhaustive list and if there are other skills and qualities that you feel relevant, would add value to the HMUK Chapter in NI, please make an application.

HMUK is committed to diversity and equality of opportunity and welcomes applications from all sections of the community. In particular, we are seeking applications from young people, women, people with a disability and ethnic minorities.

# Organisational Structure



## Current Trustees of Help Musicians UK

### **Chairman - Graham Sheffield CBE (Chair of Remuneration Committee)**

Graham became Chairman on 15 April 2014. He is Director Arts at the British Council and responsible for leading and developing global arts policy and programmes across the Council's 110 country operation. Graham was Music Director at the South Bank Centre and Senior Music Producer at BBC Radio 3 before becoming Artistic Director of the Barbican from 1995 – 2010. He was chairman of the Royal Philharmonic Society, chairman of ISPA, the International Society of Performing Arts, and CEO of the West Kowloon Cultural District, Hong Kong. He was awarded a CBE in the 2010 New Year's Honours list for services to the arts.



### **Chairman of the Finance & Audit Committee - Sandeep Dwesar (Chair of Finance and Audit Committee)**

Sandeep is Chief Operating and Financial Officer of the Barbican Centre and Guildhall School of Music and Drama. A chartered accountant, Sandeep has worked for British and American multinational companies in UK and Europe, as well as undertaking consultancies for local government projects including business process engineering and privatisation initiatives. He moved to the Barbican in 1999, and in 2008 began working with the Guildhall School. In 2010 Sandeep assumed his current role, with oversight of strategic planning and operational leadership; he is responsible for all non-artistic activity across both organisations.



### **John Axon (Chair of Nominations Committee)**

John joined the board in 2006. He qualified as a chartered accountant in the 1970s, moving on to financial posts in brewing and retailing. Most of his career was spent with PRS for Music, the mutual association that licences premises, broadcasters, phone and cable services for the public performance of music and lyrics: then passing on its revenues to composers and publishers as royalties. In senior roles he gained considerable experience of the business side of music, an awareness of the variability of musicians' earnings, and hence the problems that arise when their incomes fall and health fails.



### **Kathryn Langridge**

Kathryn became a trustee in 2010 after a number of years as a trustee for the Alexandra Rose charities. She is a Fund Management director with Jupiter Asset Management with more than 25 years of investment experience. She



has two adult children involved in the arts and has a strong, lifelong, amateur enthusiasm for music.

### **Felicity Osmond (Chair of Development Board)**

Felicity became a trustee in 2012. She began her career as a singer with Scottish Opera, Garsington Opera and Glyndebourne. She gave recitals at Wigmore Hall, Purcell Room, Bridgewater Hall, Flanders Festival and appeared as a soloist with Royal Scottish National Orchestra, BBC Scottish Symphony Orchestra, Scottish Chamber Orchestra and Northern Sinfonia. Felicity joined Help Musicians UK in 2002. Since then, she has concentrated on arts and educational fundraising, working with Scottish Ensemble, Royal Conservatoire of Scotland. Currently Head of Individual Giving at Scottish Opera, Felicity lives in Glasgow with her husband and three young children.



### **Suzi Williams**

Suzi is a business & brand leader with a 20-year history of delivering commercial impact, marketing innovation and business transformation on major global brands and businesses. She is skilled in balancing art and science to deliver purposeful growth and change in organisations of all sizes. In her current role as BT's global brand chief, she oversees BT's marketing and brand strategy and has driven its brand value to a ten year high of fifteen billion dollars. Suzi started her career in brand management at Procter & Gamble, before a mix of media and technology roles across Orange, the BBC, and Capital Radio Group. Suzi was awarded Sponsorship Personality of the Year 2012 by Hollis and is a Fellow of the Marketing Society.



### **David Williams**

David became a trustee in 2016. David is a solicitor who has worked in the City of London since 1998. Since 2012, David has been a partner in the Investment Funds team at the leading City firm, Simmons & Simmons. His expertise is in transactional, advisory and regulatory work in the asset management and investment fund sector and David has a broad range of experience across the funds industry.



David has a particular focus on matters relating to private equity, real estate, infrastructure, debt and other alternative asset classes. As well as advising investment fund managers and promoters, David also regularly advises some of the world's largest institutional investors – including charities, sovereign wealth fund and pension funds - on the legal aspects of their investments, highlighting legal risks issues and negotiating protections. David has a long-standing interest in music, and is proud to be able to contribute to the work of Help Musicians UK.

### Alex Spofforth (Deputy Chairman)

Alex joined as a trustee in 2017 after a period as an advisor on the financial side of HMUK. Alex is a Chartered Accountant who has worked in the Entertainment and Media sectors as well as with a number of charities for many years. He is also currently Chairman of Trustees at The Officers' Association, a military service charity looking after the welfare and transition of officers into civilian life. Alex also lectures on charity finance and governance topics.



Alex has been a pianist for over 50 years, working in Butlins, cruise ships, musicals, jazz & funk bands, and has a number of compositions and contributions to CDs to his name. Realistic about his own talents, he decided to join the family accountancy business and look after musicians far better than himself. His clients include a very active orchestra, the Coldstream Guards Regimental Band, and musicians who work in the gig economy on that well-known hand to mouth basis.

### Richard Wigley (Chair of NI Chapter)

Richard joined as a trustee and Chair of the NI Chapter in 2018. Richard is the Managing Director of the Ulster Orchestra in Belfast. He has considerable experience of providing high-level support for clients including the Netherlands Symphony Orchestra and leading the Association of British Orchestras' mentoring scheme for emerging leaders. He has also worked for the Halle Orchestra in Manchester and spent a decade as the General Manager of the BBC Philharmonic.



### Jane Beese (Chair of Creative Advisory Board)

Jane became a trustee in 2018. Jane is Head of Music at The Roundhouse. She is an experienced programmer and producer of live performance, working with contemporary music, cabaret, comedy, theatre, visual art and installation. In her career across the performing arts world, she has worked on all art forms, with a particular focus on contemporary music and festival creation.



### Stephen Daltrey

Stephen became a trustee in 2018. He is one of the most experienced coaches in the UK and an expert in the delivery of executive coaching having achieved the magical '10,000 hours' of experience in international coaching and coaching-related practice. He provides a specialist coaching service to celebrities and high-profile individuals in diverse fields such as business, music, entertainment and sports.



## The Role of a Chapter Member

### Role context

**Goal 1****Broaden our ability to support musicians through increased awareness and visibility of Help Musicians UK****Three headline objectives:**

1. We will tell as many of the musicians in NI as possible about why the charity exists and how we help.
2. To build and sustain relationships with organisations and individuals who are significant players in the NI music industry.
3. To reach out to the significant volume of music consumers in NI who value music with the aim of developing awareness of musicians and their working lives to attract more donations and gifts in wills.

**Goal 2****Provide relevant, high quality interventions to support musicians throughout their careers****Three headline objectives:**

4. Underpin and expand our existing services.
5. Further develop a programme of Health and well-being in partnership with others.
6. Further develop a programme of Advice and guidance in partnership with others.

**Part 1. Role Requirements**

<b>Job title</b>	Chapter Member
<b>Department</b>	NI Chapter
<b>Commitment</b>	3 years
<b>Location</b>	Oh Yeah Music Centre, 15-21 Gordon Street, Belfast, BT1 2LG
<b>Reports to</b>	Board of Trustees
<b>Role Description</b>	<p>The role of the Chapter Member is important in taking oversight of our activities and performance; to the development of our services in NI and for enabling our organisation to fulfil its mission and values.</p> <p>Chapter Members should focus on the strategic direction of Help Musicians UK, and avoid becoming involved in day to day operational deliberations.</p>

<b>Role purpose</b>	<ul style="list-style-type: none"> <li>• To agree and regularly monitor the Charity’s strategic directions and ensure that it pursues its objectives in keeping with these strategic directions.</li> <li>• With the other Chapter Members, ensure that the organisation functions within the legal, charitable and financial requirements of a charitable organisation and strives to achieve best practice.</li> <li>• To actively contribute in giving firm strategic direction to the organisation and the Charity, setting overall policy, defining goals and setting targets and evaluating performance against agreed targets.</li> <li>• To act in the interests of Help Musicians UK as a whole and musicians.</li> <li>• To ensure effective and efficient administration of the Charity.</li> <li>• To ensure the financial stability of the organisation and the proper investment of funds in accordance with the charity’s stated aims and objectives and relevant legislation.</li> <li>• To appoint the Charity’s Chief Executive and monitor his/her performance.</li> <li>• To use any specific skills, knowledge and experience to help the Chapter Members reach sound decisions (this will include the scrutiny of proposals, leading and initiating discussions, providing advice or guidance on new initiatives and utilising any specialist expertise and experience.)</li> </ul>
<b>Duties of Chapter Members</b>	Chapter Members have, and must accept, responsibility for directing the affairs of HMUK in NI, ensuring that it is well-run, and delivering the charitable outcomes for the benefit of the public for which it was set up. You need to keep in mind the following areas of responsibility:

<b>Ensuring compliance</b> Chapter Members must ensure that their charity:	
	<ul style="list-style-type: none"> <li>• Charity law, and the requirements of the Charity Commission as regulator; in particular you must ensure that the charity prepares reports on its work, and submits annual returns and accounts as required by law.</li> <li>• The requirements or rules, and the charitable purpose and objects, set out in the charity’s own governing document. All Chapter Members will be provided with a copy of this document and be familiar with it.</li> <li>• The requirements of other legislation and other regulators (if any) which govern the activities of the charity; these will vary according to the type of work the charity carries out, and whether it employs staff or volunteers, for example Employment law.</li> <li>• The requirement for Chapter Members to act with integrity, and avoid any personal conflicts of interest or misuse of charity funds or assets.</li> </ul>
<b>Duty of Prudence</b> Chapter Members must:	

	<ul style="list-style-type: none"> <li>• Ensure that the charity is and will remain solvent; this means that you need to keep yourself informed of the charity’s activities and financial position.</li> <li>• Use charitable funds and assets wisely, and only to further the purposes and interests of the charity.</li> <li>• Avoid undertaking activities that might place the charity’s property, funds, assets or reputation at undue risk.</li> <li>• Take special care when investing the funds of the charity, or borrowing funds for the charity to use.</li> </ul>
<p><b>Duty of care</b> Chapter Members must:</p>	
	<ul style="list-style-type: none"> <li>• Exercise reasonable care and skill as Chapter Members, using personal knowledge and experience to ensure that the charity is well-run and efficient.</li> <li>• Consider getting external professional advice on all matters where there may be material risk to the charity, or where the Chapter Members may be in breach of their duties.</li> </ul>

**Part 2. Person specification**

<b>Who cannot stand as a Chapter Member?</b>	<ul style="list-style-type: none"> <li>• Anyone who has an unspent conviction for an offence involving deception or dishonesty.</li> <li>• Anyone who is an undischarged bankrupt.</li> <li>• Anyone who has been removed from a trusteeship of a charity by the Courts of Charity Commission for misconduct or mismanagement.</li> <li>• Anyone who is disqualified from being a company director under the Company Directors Disqualification Act 1986.</li> </ul>
<b>Essential skills and abilities</b>	<ul style="list-style-type: none"> <li>• A commitment to the aims and objectives of Help Musicians UK and to promoting the interests of musicians.</li> <li>• A willingness to devote time and effort.</li> <li>• Strategic vision.</li> </ul>
	<ul style="list-style-type: none"> <li>• Good, independent judgement.</li> <li>• An ability to think creatively.</li> <li>• An understanding and acceptance of legal duties, responsibilities and liabilities of membership.</li> <li>• An ability to work effectively as a member of a team while contributing an independent perspective.</li> <li>• A commitment to Nolan’s seven principles of public life: selflessness, integrity, objectivity, accountability, openness, honesty and leadership.</li> <li>• The specific skills required by the organisation.</li> </ul>

<b>Terms of Appointment</b>	<p>The term of appointment will be 3 years from 2018. Retiring members of the Chapter are eligible for re-appointment, but may serve for no more than two consecutive terms.</p> <p>You will be required to attend at least 4 meetings of the board a year (including a two-day event) and to attend further meetings and events, some of which will be held outside Belfast You must therefore be able to commit up to approximately 14 days each year.</p> <p>You will be expected to attend training events relevant to the role, as necessary. Whilst the role is normally unpaid, reasonable expense are payable in line with The Charity's standard expenses policy.</p>
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## To Apply

Please submit a CV of not more than three A4 pages. This will be followed up with a conversation with Daniel McVicker from CO3 to talk you through the main roles and responsibilities.

## Essential Dates and next steps

1. Please submit your CV to Daniel McVicker by 12 Noon on Friday 15<sup>th</sup> June.

Either

**Email:**

[daniel@co3.bz](mailto:daniel@co3.bz)

Or

**Post:**

Daniel McVicker  
Executive Recruitment Director  
CO3  
34 Shaftesbury Square  
Belfast  
BT2 7DB

2. This will be followed by a conversation with a purpose with the Chair, Director of HMNI, Chief Executive Officer and Director of External Affairs and Business Development to see 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.
3. There will be an opportunity for successful candidates to meet the full Board before they make a commitment to join.