



**BURTON  
AT BIDEFORD**

# **The Burton at Bideford**

**Director Recruitment Pack**

# Welcome from the Chair

We are The Burton at Bideford, an art gallery and museum based in North Devon, situated on the water's edge in the historic town of Bideford where craft, agriculture and maritime connections are woven into its DNA.

As a proud National Portfolio Organisation (NPO), The Burton is at a pivotal moment as we seek new leadership for the next part of our story. Inspired by others who are delivering compelling programmes with alternative leadership models, we are encouraging applications for either a single director or a co-directorship job share model.

Now is an exciting time for The Burton and the local area. North Devon has been recognised as part of the Government's levelling up programme and is one of the Arts Council's priority places. Recently commissioned by North Devon and Torrington District councils, strategic work is taking place to support cultural, creative and economic development in this special area. The ambition is that "in the



next five years, northern Devon will be locally, nationally and internationally a place where creativity thrives in unison with its landscapes and communities"\*. The Burton truly believes in the uplifting power of creativity to effect positive social change and our leadership should share this belief.

If the role appeals to you we'd love to hear from you. I encourage you to either contact me to have an initial chat about The Burton and the role and/or call in and have a look around.

**Robert Millward**  
**Chair of Trustees**  
[chair@theburton.org](mailto:chair@theburton.org)

\* Flourishing Culture - The Northern Devon Culture Strategy 2022-2027

# About the Burton

The Burton at Bideford Art Gallery and Museum is a vibrant and family-friendly cultural hub situated within the picturesque setting of Victoria Park in the historic port town of Bideford, North Devon. Entrance to the gallery and museum is free.

The Burton was purpose-built as a gallery over 70 years ago and is run by a committed team of staff and volunteers. It has been celebrating, exhibiting and nurturing artists since the gallery opened on 31 October 1951.

Following an extension in 1994 The Burton now has three exhibition spaces and the Bideford museum collection. There is also a renowned and successful commercial craft gallery, showcasing the best of contemporary craft, a thriving shop, the town's Tourist Information Centre, an ever popular café (which is sub-let to a separate business) and a dedicated education/workshop space used for all ages throughout the year. Over the past 12 months 160,000 people visited The Burton.

The Burton Art Gallery was owned and operated by Torridge District Council (TDC) until 2016. In that year The Burton at Bideford, a company limited by guarantee with charitable status, was created to take over operations.

The Friends of The Burton, established in 1952 and a separately registered charity, supports The Burton by fundraising and through subscription. The Burton is generously supported by TDC and by Arts Council England (ACE) as a National Portfolio Organisation (NPO).

The Burton is renowned and valued in the South West as a community venue for everyone to love and access freely. It strives for excellence in being a creative destination that can both inspire and challenge.



Ceramics by Clive Bowen, Craft Gallery



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# About this role

We're a small, committed team seeking leadership that inspires and motivates our community inside and outside of the building. The Director(s) will report to the Board of Trustees and be a Director of Burton Enterprises Limited. We need both practicality and vision - the right candidate(s) will be as comfortable leading the team and delivering the strategy as they are turning off the lights and locking up at the end of the day. A strong balance of creativity and commercial acumen is also required to ensure that our operations and our programmes are equally inspiring and robust.

## Job details

**Job Title:** Director

**Contract:** This position is full-time - 37 hours a week — either as a single post or as a job share

**Hours of work:** The gallery is open 7 days a week and the hours can be worked flexibly over the full week dependent upon operational need

**Salary:** £47,000 - £53,000 per annum (pro rata for job share)

**Benefits include:** 20 days paid annual leave plus statutory and other public holidays. Pension contribution and life assurance cover (after probationary period)

**Responsible to:** Board of Trustees

**Directly manage:** Exhibitions and Collections Manager, Learning and Engagement Manager, Commercial and Operations Manager, Finance Officer, Marketing Officer

**Staffing:** Currently a team of 12 part-time staff supported by around 50 volunteers.

**Location:** Bideford, North Devon. Occasional flexible/home-working is offered but the majority of the working week will be at The Burton

# Job purpose

Provide strategic, artistic, operational and commercial leadership to the organisation and the dedicated and talented team to maximise its impact by inspiring staff and stakeholders, building key relationships, generating income and effectively managing financial and other resources. The successful candidate will work with Trustees and Directors of Burton Enterprises to meet the charity's agreed aims and objectives.

## Key responsibilities

### Strategy and Business Planning

Work with Trustees, staff and key stakeholders to produce a long-term strategic plan and annual business plans for delivery of the agreed objectives

Develop and deliver discrete projects in line with objectives

### Exhibitions and Collections

Be responsible for the overall curatorial direction of exhibitions, the museum collections and events programmes

Oversee a programme of ambitious, high-quality activities which supports the mission of The Burton within timing, budget, and resource constraints, with appropriate risk management arrangements in place

Develop mutually beneficial creative partnerships with other arts and heritage organisations as well as groups and bodies working outside the cultural sector

### Learning and engagement

Oversee the planning and delivery of a programme of public participation, encompassing visual and performance arts practice development, arts education and community engagement, including with hard-to-reach groups

Ensure that the involvement of artists, freelancers and associates is actively encouraged, openly and inclusively managed

Ensure that appropriate safety measures are in place, including compliance with statutory requirements for health and safety, safeguarding and privacy



'Works on Paper' Ian Davenport, 2023

## People and operations

Ensure that visitors are at the heart of The Burton's operation and that staff and volunteers deliver a professional and personal service, both in retail activities and the provision of visitor information and support

Establish and maintain a culture which engages and inspires individuals, ensures effective teamwork and supports optimal performance

Lead, inspire, develop and direct staff and volunteers in order to foster excellent individual and organisational performance

Ensure that equality and diversity are respected and inclusion is at the heart of the organisation

Ensure that operational best practice is defined, implemented and embedded in all aspects of the day to day running of The Burton

Be responsible for the management and maintenance of The Burton building, liaising with Torridge District Council on relevant building and lease-related matters

Ensure all insurances, health and safety and other policies and wider building management checks are in place

Overall management of Burton's staff, volunteers, freelancers and associates including recruitment, performance management, training and developing with the support of our third-party HR support service

## Relationship building

Actively promote The Burton to enhance its public profile

Build and maintain key partnerships regionally, across the UK and abroad

Build positive relationships with local partners and stakeholders, including the Friends of The Burton, TDC and Arts Council England

## Fundraising and income generation

Lead on the development and implementation of a fundraising strategy to include support for capital projects, through grant applications, donor relationship-building and partnership working, as well as individual and corporate sponsorship

Lead on fundraising bids, ideas development, applications and, where successful, delivery and reporting

Work with The Burton Enterprises board to optimise the commercial offer including the shop and craft gallery



Ceramics Gallery

## Marketing and communications

Promote The Burton and its strategic aims through close collaboration with Trustees, staff, stakeholders, partners and the public

Implement a communications strategy and action plan

Develop creative promotional initiatives, partnering with others where appropriate, that are aligned across the organisation to encourage new and repeat visitors

## Finance and information technology

Ensure that the appropriate financial controls, targets and other internal performance measures and indicators are in place to deliver plans and budgets

Work with the third-party IT support service to ensure that the IT and digital requirement of the organisations are delivered

## Governance, risk management and accountability

Support and collaborate with the Board of Trustees to enable the Board to meet all statutory and regulatory obligations as a registered charity, employer, recipient of public monies and property manager

Ensure that there is a comprehensive policy framework in place, that policies are regularly reviewed, that staff are appropriately trained and that compliance is routinely monitored

Ensure that museum accreditation and other relevant sector standards are met in all areas and by all of those who work or volunteer at The Burton

Evaluate and provide timely and accurate reporting to funders and stakeholders on programme activity to demonstrate impact

Prepare and present budget, performance and risk reporting as required to Trustees, Burton Enterprises board, and other internal or external stakeholders

Provide the Board of Trustees with timely management information on operational, financial, risk, governance and other relevant matters

Establish effective, proactive working relationships with the Chair, Board of Trustees and fellow directors of Burton Enterprises

Support the Chair in the management of an effective committee structure, agenda-setting and preparation of papers and attend Board and Committee meetings as required



# Person specification

Potential candidates may already be in a similar role or be ready to take the next step in their careers. Experience of working within the cultural sector will be a distinct advantage but not a requirement, although a strong, demonstrable and enduring passion for art, craft and design is. Character, commitment and the ability to build trust and loyalty matter just as much as experience.

## Our next Director(s) will:

Have knowledge and/or experience of working within the arts, craft and heritage collections sector and an understanding of the value of galleries and museums within a community

Be an authentic and confident leader with integrity, credibility and capable of gaining trust

Have a combination of strategic and creative mindsets

Be able to demonstrate a track record of fundraising, generating income and managing risk

Be able to balance the commercial and charitable objectives of an art gallery and museum

Have a track record, either within or outside the workplace, of working with diverse artists and audiences and a commitment to inclusion, relevance and diversity

Have an enthusiasm for working collaboratively as part of a small team with an open and flexible approach – equally comfortable with leading on strategic decisions, talking to visitors and locking up at the end of the day

Be empathetic, have strong communications and interpersonal skills, including public speaking

Have strong stakeholder engagement skills and the ability to network and build relationships

## Our next Director(s) might also have

Experience of working within the charity sector with a Board of Trustees and a senior staff team

Prior experience of working within an ACE NPO or with equivalent type of statutory funding

Knowledge of regional arts and culture landscape in the UK

Strong project management skills



# How to apply

The Burton at Bideford is an equal opportunities and Disability Confident employer who understands the benefits of diversity so that everyone – irrespective of individual identities, background, or any personal characteristics – receives fair and equal treatment in a safe, welcoming, and enjoyable environment.

Take the leap, you never know, you might just be the right person even if you don't match 100% of the person specification. To respect our candidates' time and effort, we will ensure we provide feedback and make our hiring decisions as quickly as possible.

To apply for the position, please email [secretary@theburton.org](mailto:secretary@theburton.org) with a CV and a covering letter telling us why you'd like this role and what you can bring to it. If you are applying as a job share, please outline how you would share your role with reference to the job description.

If you would prefer, your cover 'letter' can be delivered in video or audio format – no longer than 4 minutes please.

## Process

If you'd like to have an informal discussion about the role with the Chair of Trustees before applying please email [chair@theburton.org](mailto:chair@theburton.org) to arrange a call.

**Application deadline:** 5pm on Friday 31 May 2024

**In person interviews:** Wednesday 19 June 2024



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