

## INFORMATION PACK

### Application for the position of Voluntary Director

#### Beverley & East Riding Folk Festival

##### FESTIVAL BACKGROUND

Beverley and East Riding Folk Festival (BERFF) was established in 1983 as an annual celebration of folk music and dance and since then has established itself as a landmark event in the national folk and regional cultural calendars. In 2007, approximately 7500 people benefited from the festival (2650 ticket buyers, 350 participants and artists, 3.500 attendees of free events, fringe events and street entertainment and a further 1,000 audience at pre-festival promotions and events.)

Over three days and nights in June, the Minster town of Beverley resounds to some 50 headline artists, bands and dance teams, alongside a full programme of workshops and children's entertainment. The 2008 artistic programme is building on previous years' commitment to presenting a diverse mix of English and British folk, root, contemporary and acoustic music alongside the best of world music from leading international artists. The Festival is committed to presenting a culturally diverse programme.

2008 is an exciting time in the development of the festival, as it marks its 25<sup>th</sup> anniversary and will programme a celebration of the success of previous festivals and promote emerging artists and performers of the future.

Our aims are:

- To produce a top quality portfolio of projects incorporating folk, roots, contemporary, world and related music, plus other relevant activities, with leading regional, national and international artists;
- To move as a sustainable organisation into the future, with staff resources in place to operate efficiently and effectively;
- To provide artist development opportunities to local, amateur and new artists, through collaborations and performance opportunities;
- To present a programme with appeal to a broader audience in terms of geographic range, age, interests and social background;
- To develop a strong year-round education and outreach programme linked to the Festival which will serve the whole region of East Yorkshire, especially those normally excluded from such events due to rural isolation or social exclusion;
- To present a Festival that will attain national and international recognition, and further establish Beverley and the East Riding as an important centre for the arts;
- To involve the local community as much as possible in order to give the Festival the feel of a community-led event;
- To develop our role as a year-round arts provider, and communicate this successfully to stakeholders (audiences, artists, funders, sponsors, volunteers, partners, media, local community, schools);
- To maximize opportunities for audience development.
- To further develop our links with the former (Whitby) Musicport Festival, moving to Bridlington in 2008.

2008 will be an exciting time for the festival and directors as a feasibility study will be conducted to explore the possible relocation of the festival to a green field site or Bridlington Spa development.

The festival employs 2 part time administrative staff, a fundraiser, artistic programming services and various other services such as design, printing, sound & PA etc. The festival also benefits from the commitment of over 120 volunteers, including a year round volunteer working group.

More details can be found at [www.beverleyfestival.com](http://www.beverleyfestival.com).

## THE ROLE OF DIRECTOR

The directors meet every two/three months and are responsible for:

- The strategic management of the festival
- Future planning of the festival
- Monitoring of the festival budget and financial direction of the festival
- Project progress against funding requirements
- High end business partnerships and sponsorship relationships
- The legal requirements of the company.

Beverley & East Riding Folk Festival is a not-for-profit company limited by guarantee.

All directors work on a voluntary basis.

## WHAT WE LOOK FOR IN A DIRECTOR

The festival would like to recruit new directors who have proven experience and/or qualifications in one or more of the following areas:

- Business Development
- Sales & Marketing
- Arts Management
- Accounting / Finance
- Education
- Law
- Fundraising & Business Partnership Development
- IT / Web Development

## WHAT DO YOU GET IN RETURN?

- An annual festival weekend pass
- The chance to be involved in an established and nationally renowned organisation constantly looking for ways to develop and improve
- Be a part of an already dynamic team

## HOW TO APPLY

Please send or email a cover letter and CV (including details of referees) to

Chris Wade

Beverley & East Riding Folk Festival

The Stables

Westwood House

Main St.

North Dalton

Driffield

East Yorkshire

Tel: 01377 217 569

Email: [info@beverleyfestival.com](mailto:info@beverleyfestival.com)