

persona arts | ...

Trustee Pack

Help us to deliver
**quality opera and
choral arts** in the
heart of diverse
communities across
the West Midlands.

www.personaarts.org.uk



Persona Arts has at its helm the international opera singer, Byron Jackson FRSA. Born, raised and trained in Birmingham, he has excited audiences all over the world with his powerful stage presence and voice. Recognised also for his passion in bringing the opera arts and classical music to new audiences and communities.

Welcome from the Artistic director

Thank you for taking an interest in our organisation. Over a 10-year period, our predecessor company BJ Music Events was a catalyst for the innovative contributions of Persona Arts, which continues a legacy of development, credibility, and uniqueness.

We believe that opera, classical and choral performance can unite people regardless of ethnicity, social background, or religious faith. It is our aim to encourage and inspire new audiences across a wide and diverse demographic and increase attendance for opera performances across the West Midlands' BME communities.

This is an exciting time to be involved in Persona Arts. Over the next 7 years we will continue to develop a rich and exciting programme of productions and events in collaboration with outstanding arts organisations in our thriving region.

Currently, we are planning a production of *The Flying Dutchman* by Richard Wagner, which will be sung in German. As our first stage production, this is an ambitious and formidable work and our largest project yet. We will be drawing on musical forces from Birmingham, Wolverhampton, the Black Country and beyond.

This 2-year project has already started and has already generated a lot of interest and support across the West Midlands music community.

We are seeking to recruit enthusiastic and dynamic individuals, passionate about increasing diversity and accessibility in the arts, to join our Board of Trustees as we continue to develop and grow.

We welcome applications from individuals with a variety of qualities and skills from all professional and advisory sectors.

If you have any questions about the role or if you would like to arrange an informal discussion, please contact us at info@personaarts.org.uk

I look forward to hearing from you.

Byron Jackson FRSA
Artistic Director

Our History

Originally known as BJ Music Events (BJME), it was founded in 2008 as a not-for-profit initiative to bring opera as an art form to the people of Birmingham in their communities. Co-founders Byron Jackson and Amanda Doyle recognised that there was a need for engagement with the classical arts through awareness, audience development and direct participation.

Since then, BJME has held music events across the West Midlands, including 'come and sing' workshops, opera concerts, recitals, and live music nights, facilitated by some of the country's top performing artists.

An opera concert in a central community venue in 2009 was a sell-out, raising hundreds of pounds for charity. Workshops in local primary schools over the following two years were also a success.

In September 2012 BJME hosted a 'come and sing' *Messa di Gloria* by Puccini with conductor Colin Baines. We had over 80 singers participating in this event from across the West Midlands and beyond.

In 2015, BJME hosted an opera gala in the former prestigious concert venue, the Adrian Boult Hall. Four top British opera singers performed an exciting range of music with the Sinfonia of Birmingham. This was led by the renowned opera and symphonic conductor Michael Lloyd. Over 50% of the audience came from BME communities.

In 2019 BJME held an open workshop in Gospel music, led by Carol Brewster. Gospel music has a powerful, spiritual and vocal message which should be accessible to all, not just within the Black Church community.



Role Description

At its simplest the role of the Board of Trustees is to receive funding and assets from donors and sponsors, safeguard them and apply them to the charitable purposes of Persona Arts. The Board of Trustees must always act in the best interests of Persona Arts. The Board of Trustees must act as a group with collective responsibility and not as individuals. Being a trustee is a voluntary position, but can be useful to enhancing a CV or your current job role.

The duties of a trustee board member are to:

- Ensure that Persona Arts complies with its governing document, charity law, company law (where applicable) and any other relevant legislation or regulations
- Ensure that Persona Arts pursues its objects as defined in its governing document
- Ensure Persona Arts applies its resources exclusively in pursuance of its objects. For example, it must not spend money on activities which are not included in the objects, however worthwhile they may be
- Contribute actively to the board of trustees by giving firm strategic direction to Persona Arts, setting overall policy, defining goals, setting targets, and evaluating performance against agreed targets
- Safeguard the good name and values of Persona Arts
- Ensure the financial stability of Persona Arts

In addition to the above statutory duties, each trustee should use any specific skills, knowledge or experience they have to help the Board of Trustees reach sound decisions. This may involve leading discussions, identifying key issues, providing advice and guidance on new initiatives, and evaluating or offering advice on other areas in which the trustee has particular expertise.

Minimum Time Commitment

Trustees are expected to attend five board meetings a year at a suitable location within 30 miles of Birmingham or via digital means, which includes the AGM.

Person Specification

Each trustee *must* have:

- A commitment to the mission of Persona Arts
- A willingness to meet the minimum time requirement
- Integrity
- Strategic Vision
- Good, independent judgement and thinking
- The ability to think creatively
- A willingness to speak their mind
- An understanding and acceptance of legal duties, responsibilities and liabilities of being a trustee
- An ability to work effectively as a member of a team and to take decisions for the good of Persona Arts

The Board of Trustees collectively *needs* skills and experience in these areas:

- Financial management, income generation and enterprise
- Public policy and public affairs
- Events management
- National and local governmental and statutory bodies
- Funding/sponsorship
- Volunteering management and brokerage
- Collaborative partnerships
- Education liaison

It would be *desirable* (though not essential) for trustees to have a connection with the West Midlands and/or with BME communities and an awareness of local, regional, national and international issues impacting on BME communities in the arts.

We have a strong policy of diversity and inclusion within our organisation and welcome enquiries and applications from all individuals.

Our Board

Byron Jackson FRSA
Artistic Director
International opera singer

Toni-Perry Thomas
Secretary
Business Consultant

Andrew Simpson
(Interim) Treasurer
Chartered Accountant

James Oldham
Composer, performer and theatre artist

Julia Handelman-Smith
Arts professional

“Looking around the audience you achieved a wide range of folk, many or most of whom I guess would normally never attend an opera performance.

Hearty congratulations on this important enterprise and on making Verdi live!”

Jeremy Patterson
Hon Fellow, Royal Birmingham Conservatoire

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Get in touch

info@personaarts.org.uk

Visit our website

www.personaarts.org.uk

BOARD OFFICERS REQUIREMENTS

The Treasurer shall;

- i Present accounts and financial reports at annual general meetings.
- ii Be responsible for the finances of PERSONA ARTS.
- iii Perform such duties as may be assigned by the Board.
- iv Keep proper books of accounts preserve the books and make them available for inspection by those authorised to do so.
- v Receive and disburse money belonging to PERSONA ARTS and shall obtain receipts for all money paid out by him/her.
- vi Collect all subscription fees and donations and all other money to which PERSONA ARTS is entitled.
- vii Deposit cash and cheques of PERSONA ARTS to the bank agreed upon by the Board.
- viii Be a mandatory signatory to all financial documents of PERSONA ARTS.
- ix Not keep in either his official or personal custody any organisation money received or not spent for a period exceeding five working days unless as may otherwise be authorised by the Board.

The Secretary shall;

- i Keep up-to-date register of all Trustees, subscribed informal members and associate members of PERSONA ARTS.
- ii Give notice of meetings.
- iii Take, keep and distribute minutes of all meetings.
- iv Perform other duties as may be assigned by the Board.
- v Be a signatory to the PERSONA ARTS bank account.

Trustee Skills: Any of the following

- o Bid Writing**
- o Fundraising**
- o Marketing and Publicity**
- o Business Development**
- o Charity Law and Regulation**
- o Finance and Accountancy**
- o Music Librarianship**
- o IT**
- o Education Outreach / Community Engagement**