



# Board Members

Role pack

December 2018

Thank you for your interest in joining the Board of **Bureau of Silly Ideas**.

This is an exciting time for the Bureau of Silly Ideas (BOSI) - financially stable as an Arts Council funded NPO with a small, high performing team developing and delivering extraordinary national and international outdoor arts. If what follows interests and excites you, we'd love to receive an expression of interest from you.

Following, we hope, is all the information you might need at this time:

- Role Description
- Person Specification
- Overview of the company, vision mission and values.

For more information on the company including current and past productions, please visit our website [www.bureauofsillyideas.com](http://www.bureauofsillyideas.com)

If you have any questions not answered here or on the website, please feel free to email me at [roger@bureauofsillyideas.com](mailto:roger@bureauofsillyideas.com) - I'm happy to arrange a telephone call if you'd prefer.

We're inviting you to apply for this role by submitting your CV and a brief covering letter explaining what you feel you can bring to this role.

Following this we will be inviting prospective members to meet with our Producer Caggy Kerlogue and myself to explore your interest in the role further.

Please submit your application preferably by email to [roger@bureauofsillyideas.com](mailto:roger@bureauofsillyideas.com) or by post addressed to me at: Bureau Of Silly Ideas, Silly Towers, 18 Valentia Place, Brixton, London

We look forward to hearing from you.

Very best wishes,

Roger Hartley  
Artistic Director

## **SPECIFICS OF THE ROLE - BOARD MEMBER**

**Summary:** Board membership is an active role and as a board member you will be called upon both during board meetings and at other times to support the rest of the Board and BOSI team. There will be an expectation that you will contribute your particular skills, expertise and knowledge should the Board and/or BOSI team require. BOSI will undertake a skills audit of the Board and you will be asked to complete and update this annually and to participate in an annual Board review process.

**Legal role:** You will be registered with Companies House as a Director of the Company and with the Charity Commission as a Trustee, you will be asked to confirm that there is no legal reason that will prevent you from registering as a Director.

### **Key responsibilities:**

- To support the strategic development and direction of the company set by the Artistic Director (AD) and uphold our Vision and Values (contained in our Business Plan and below).
- To take responsibility of oversight of our business model, including transparency, accountability and assessment of risk and viability.
- To attend Board meetings (4 a year) regularly and participate fully, relevant to your skills and abilities.
- To participate in any training and development as identified by the Chair or AD.
- To act as an ambassador for BOSI, promoting and representing the company to external contacts and bodies and at events as appropriate.
- To monitor activity and progress against the Business Plan.
- To seek out and recommend fundraising and company development opportunities.
- To support staff and other board members, in conjunction with the Chair.
- To adhere to the Board's responsibilities and to balance requirements for accountability, discretion and confidentiality.
- To comply with the company's Memorandum & Articles of Association and policies.

### **Advocacy**

- To positively promote the company and its work at events and through personal networks
- To use your influence to develop and broker new relationships, partnerships, potential supporters and commissioners of BOSI.

### **Time commitment**

- To attend BOSI events where possible.
- To be available for consultation by the BOSI team for support, guidance and advice if necessary.
- To attend all board meetings and where appropriate prepare certain items ahead of a meeting.
- To be prepared to spend additional time supporting the company where particular opportunities or challenges require requisite skills and expertise.

## PERSON SPECIFICATION

As part of our process for becoming a registered charity in 2018, the following Board skill gaps were identified:

- Financial skills
- Legal skills
- Digital Marketing
- Industry “mover and shaker” – someone well connected who can position BOSI in ways that help with financing and producing our work
- Connected influencer – someone who can connect us more widely to partners, donors and opportunities to present our work.

Board members will preferably have one of the above categories as background. The skills and experience we are looking for are:

- Understanding of, or willingness to learn, the roles and duties of a charity trustee including company policies, structures and liabilities
- Ability to work as part of an effective committee of volunteers
- Willingness and availability to represent the company at some events
- Willingness to take an active role in understanding the company and contributing to our journey
- Sharing of BOSI vision, values and commitment to mission
- Availability and capacity to attend four Board meetings a year
- Availability to take part in other activity outside Board meetings as appropriate to member’s specific skillset
- Passion for outdoor arts and silliness in particular

## INTRODUCTION TO THE COMPANY AND ETHOS

**Vision:** Bureau Of Silly Ideas create community cohesion, provide non-traditional paths out of inner-city poverty traps and improve well-being by making people smile around the world.

**Values:** We believe in using the arts as a platform for audiences to engage with big ideas that question the world around them.

We believe that without artists and artistic ideas, the overall quality of life of a community would be considerably poorer.

By actively working with partners we help people question their surroundings and inspire them to make positive inclusive change.

We turn the street into both gallery and theatre, covertly making general public engage in arts.

Using fun theory, play and the power of silliness, BOSI is serious about the role of arts in society; a world that is currently under a great deal of economic and environmental strain. Thought provoking live experiences that challenge and entertain are used as the basis to address the current values, attitudes and preoccupations of wider society.

Access for all is a core value. We reach an incredibly wide and diverse audience, working with well-known institutions to help widen that reach, partnering with global experts on interaction and leaders in the use of digital for cross platform narratives.

Through a programme of performance, education and mentoring activities, we reveal the process of creating contemporary performance and attempt to show, in a wider sense, the positive and creative force the arts can play in society.

### **What we do:**

Bureau Of Silly Ideas deliver inspired madness and controlled chaos in the public realm. We challenge, inform, surprise and delight through the creation of original, live contemporary street art that uses innovative technology. By encouraging audiences to look at the everyday in new ways, we engage people in a conversation that impacts genuine social change and improves well-being.

We work across arts, heritage and public spaces with local authorities, communities and businesses to deliver humour and surprise in everyday places for the widest possible audience. We create engaging, thought provoking installations and surprising art interventions that bring magic and silliness to the mundane.

We use 'silliness' to question the status quo, engage, provoke and stimulate individuals to challenge pre-conceived ideas of civic living. Public spaces, e.g. parks, shopping centres and high streets are given new life by the energy and animation of our events. We use our creativity, expertise and knowledge of the area to make a transformational difference. Our work is usually free to access, fun and entertaining.

BOSI have over 15 years offered unique projects that are at the forefront of contemporary art and have influenced successive generations of arts practitioners. We support the development of independent artistic practice and devise opportunities for emerging artists to develop new creative ideas and further their professional skills.

**BOSI Repertoire** includes all BOSI's small to mid-scale work that is regularly presented in public spaces. It stands alone or can be made as part of other projects, delivered as small scale interventions via commissions or partnerships. The Repertoire includes: The Menagerie (Roving machines, Sid and Nancy wheelie bins etc); Michael Foot; Custard Pie Throwing; Mobile Phone; Hole Job; Pineapple Car; Shirt or Squirt and occasionally smaller stand-alone machines from other larger productions such as United Nations Board Of Significant Inspiration (UNBOSI) and Stroller Coaster.

**United Nations Board Of Significant Inspiration** Muse Catching (UNBOSI) is a little known department of the United Nations, we research monitor and harvest 'Inspiration' across the globe in order to support the good ideas of future generations - an existing, scalable project that can work across communities, heritage, commercial and cultural partnerships. [here is a link to a video](#)

**Stroller Coaster** is an immersive baby experience and live show for adults that develops online sharing of cute images and uses digital technology to control the ambient environment in response to the baby's facial expressions to aid cognitive development. It is the outcome of research on early years brain development. We create a fictional dialogue between baby, parent and the audience.

**Club Silly** is a membership based network (cira 300) of emerging and experienced circus, street, outdoor and theatre makers and producers - a community of collaborators in the heart of Brixton. Club Silly is a creative learning and skills development resource for emerging and diverse arts practitioners and a space and resource for talent to develop their work, skills and audience. BOSI is one of three equal collaborators that are responsible for the organisation and management of Club Silly. This gives opportunities to those local to South London who may not have clear pathways for employment in the sector or are unable to easily access careers in the arts. We offer facilities, curate and programme events and run regular 'Club Silly' evenings.

***BOSI is a Company Limited by Guarantee and a Registered Charity. We are currently an Arts Council of England National Portfolio Organisation (NPO) with funding secured through to March 2021 and will be submitting a further NPO application for 2021/22 onwards.***