



Llywodraeth Cymru
Welsh Government

Information pack for applicants

Creative Wales

**Appointment of Non executive
Board Members**

Closing date : 4pm, 3 October 2022

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Making an application

Thank you for your interest in the appointment to the Creative Wales Board to represent the Music Sector. The attached Annexes provide details on the role of the non-executive board members, the person specification, the role and responsibilities of Creative Wales and the selection process.

To make an application please complete the application form, including your CV and personal statement and submit these via email to:

Gerwyn.Evans@Gov.Wales by 4pm on Monday 3 October.

Personal Statement

The personal statement is your opportunity to demonstrate how you meet each of the criteria set out in the person specification. How you choose to present the information is up to you. However, you should aim to provide detailed examples that demonstrate how your knowledge and experience matches each of the criteria, and which describe what your role was in achieving a specific result. It will also benefit the selection panel if you can be clear which particular evidence you provide relates to which criteria. Providing separate paragraphs in relation to each criterion is common practice.

Please limit your personal statement to two pages. Your application may be rejected if you exceed this limit.

CV

Please ensure your CV includes brief details of your current or most recent post and the dates you occupied this role. Please identify any past or present public appointments.

Indicative timetable

Closing date:	3 October 2022
Shortlisting:	w/c 3 October 2022
Interviews:	w/c 17 October 2022

The shortlisting and interview dates are indicative and may change.

Diversity Statement

The Welsh Government believes that public bodies should have board members who reflect Welsh society - people from all walks of life - to help them understand people's needs and make better decisions. This is why the Welsh Government is encouraging a wide and diverse range of individuals to apply for appointments to public bodies. Applications are particularly welcome from all under-represented groups including women, people under 30 years of age, black, Asian and minority ethnic people, disabled people, lesbian, gay, bisexual and transgender people.

Guaranteed Interview Scheme - Positive about Disability

The Welsh Government operates a Positive about Disabled People scheme and welcome applications from people with disabilities. The scheme guarantees an interview to disabled people if they meet the minimum criteria for the post. The

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application form also enables you to detail any specific needs or equipment that you may need if invited to attend an interview.

Contacts:

For further information regarding Creative Wales and the role of the board, or you need any assistance in applying for this role, please contact:

Gerwyn Evans, Deputy Director Creative Wales

Tel: 03000 615648/ 07795 122165

Email Gerwyn.Evans@gov.Wales

For further information about Public Appointments in Wales, please visit www.gov.wales/publicappointments

Appointment of a non-executive member to the board of Creative Wales to represent the Music sector.

Role description and person specification

Role and responsibilities

We are seeking applications for a **Member** of the Board to represent the Music sector to serve for three years.

We are looking for candidates who have:

- experience of the commercial creative industries in Wales; and
- insight into the issues facing the creative industries in Wales with experience in the music sector and ideas for growing the sector.

These positions provide an exciting opportunity to become involved in setting the future direction for supporting and growing the creative industries sector in Wales.

We want to hear new ideas, get new insights into the industry, and identify new opportunities for developing the sector. We value advice and opinions from those with inside experience of the industry in Wales.

Compliance and standards

In undertaking their duties and responsibilities the Chair and Board Members shall:

- comply at all times with the Welsh Government's Code of Conduct for Board Members, and with the rules relating to the use of public funds and conflicts of interest;
- not misuse information gained in the course of their public service for personal gain or political profit, nor seek to use the opportunity of public service to promote their private interests or those of persons or organisations with whom they have a relationship;
- comply with the Welsh Government's rules on the acceptance of gifts and hospitality, and of business appointments; and
- act always in good faith and in the best interests of the Welsh Government;
- adhere to the Seven Principles of Public Life set out by the Public Standards Committee (the Nolan Principles):
 - Integrity;
 - Selflessness;
 - Objectivity;
 - Accountability;
 - Openness;
 - Honesty; and
 - Leadership.

Person Specification

We want people who will provide a different perspective, to be a source of fresh ideas and complement the skills of the other board members. We will also be interested to hear how candidates consider the experience of being a Non-Executive could be beneficial to them. We welcome applications from all backgrounds and experience, including those with a private sector background.

We are looking for board members with the following skills and qualities:

- well developed interpersonal, communication and listening skills;
- ability to offer constructive challenge;
- good influencing and persuading skills;
- ability to work effectively as part of a team;
- ability to think strategically;
- sound analytical ability;
- ability to offer creative solutions to resolve complex issues;
- ability to work on the basis of strict political impartiality.

To be considered, you must also be able to demonstrate that you have the qualities, skills and experience to meet all the essential criteria for appointment.

Essential Criteria

We are looking for candidates who can provide evidence that they meet the following criteria:

- extensive experience of the commercial creative industries as a whole and more specifically the Music sector in Wales,
- in-depth insight into the issues facing the Welsh Music sector and creative industries and ideas for growing the sector; and
- an understanding of the government / public sector economic development landscape.

The Board will work closely with the Welsh Government in delivering a substantial programme of change in support for the creative industries in Wales. We are thus looking for highly committed, enthusiastic and motivated individuals who can steer Creative Wales through the challenges facing the sector, but also exploit the many new opportunities, for example those being created through new technology and digital platforms. The Welsh Government is looking for people who recognise the significance of these opportunities and can recognise how to fully exploit their potential.

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Welsh Language

Although the Board is not public facing, there is a need for Welsh language skills on the Board to reflect the importance of the Welsh language to the creative industries sector. Welsh language capabilities are desirable

Key facts about the post

Location:	Meetings will generally be held in the Cardiff area
Time Commitment:	Approximately one day per month. Board meetings will be quarterly.
Tenure of office:	Initial appointment of 3 years.
Remuneration:	£198 per day plus travel and other reasonable expenses within reasonable limits.

Conflict of Interests

You will be asked to declare any private interests which may, or may be perceived to, conflict with the role and responsibilities of a Member of the board of Creative Wales, including any business interests and positions of authority outside of the role.

Any conflicts of interest will be explored at interview. If appointed, you will also be required to declare these interests on a register which is available to the public.

Standards in public life

You will be expected to demonstrate high standards of corporate and personal conduct. All successful candidates will be asked to subscribe to the Code of Conduct for Board Members of Public Bodies, you can access this document at:

<http://www.bl.uk/aboutus/governance/blboard/Board%20Code%20of%20Practice%202011.pdf>

The role and responsibilities of Creative Wales

Creative Wales is an internal agency in the Welsh Government.

The creative industries has been one of the fastest-growing part of the Welsh economy for nearly a decade. The sector doesn't just create jobs and wealth; it contributes to a strong national brand and promotes Wales in the world. Creativity in the form of TV, music, the visual arts and digital platforms where we share interact, work and play – can also promote a more inclusive society.

Many creative roles are among the least likely to be lost to automation in the future; creative people and their businesses are often the exploiters - not the victims - of new technologies.

To date, Welsh Government has predominantly focused support in areas where it was considered would have the best economic impact, namely high-end television drama. This decision has delivered results, with Wales now being a real competitor in these areas which has led to a significant increase in the amount of money these businesses spend in Wales on the Welsh supply chain, and in the wider Welsh economy. For example, in 2018-19 alone, film and TV productions made here spent over £55M on Wales based suppliers of goods and services. The impact of these successes extends beyond the industry into all parts of our economy; hospitality, tourism, construction and transportation all benefit from the presence of a successful creative industries sector.

However, since 2015, industry growth has changed the landscape considerably and it has been recognised that whilst the support we provide remains effective, there are further sub-sectors within the creative industries that require our support and investment. We also need to be much better able to respond flexibly to a sector that moves quickly and sometimes unpredictably. This new approach includes an improved focus on skills and talent, raising employment standards and more flexible routes to funding.

Creative Wales is our vehicle for doing this, offering a streamlined, dynamic and innovative service to this sector.

Creative Wales has repositioned Welsh Government's approach to the development of the sector – demonstrating agility and market flexibility on the one hand; and a more strategic, proactive and long-term approach on the other, signifying our commitment to the creative industries as a leading sector for Wales.

Creative Wales is more accessible, recognising the truly pan-Wales nature of the creative industries sector, and embraces the synergies between economic and Welsh culture and talent. It is truly cross-sectoral and more focused on promoting from the grass-roots, prioritising the promotion of Welsh culture and Welsh talent

Cross cutting themes are also a part of the organisation's underpinning ethos, with Creative Wales contributing to the equality and tackling poverty agendas and supporting a more diverse pool of decision-makers in public life and public appointments and helping people to take up job opportunities and earn an income.

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Although Creative Wales operates within government, it is structured for delivery in a way not dissimilar to an arm's length body; it has a non-executive advisory Board with an external Chair and Members recruited through an open process.

Although Creative Wales is an internal agency, as a division of the Welsh Government it has no legal identity separate from the Welsh Ministers. Therefore the manner in which its officials engage is principally controlled by an overarching requirement not to prejudice or predetermine the final decision of the Welsh Ministers on any matter within their jurisdiction. Under the Government of Wales Act 2006 officials have authority generally to exercise functions on behalf of, and in the name of the Welsh Ministers (the Carltona Principle). However, cases that are considered to be novel, contentious, politically sensitive or likely to attract significant media attention are referred to the Welsh Ministers for decision.

Along with other public bodies in Wales, Creative Wales, as part of the Welsh Government, is subject to the Wellbeing of Future Generations Act and to the Welsh Language Standards, both of which require the Civil Service to work in new and different ways to improve policy development and the services delivered to the people of Wales.

The Board of Creative Wales is non-executive and advisory. It makes recommendations to Ministers and officials but does not have any decision making powers of its own.

The civil servants who work with the Board, and receive their advice, are not accountable to the Board in any way. The usual civil service lines of accountability via line management to Ministers, and taking due account of the position of the Principal and Additional Accounting Officers, will apply.

The role of the Board is to:

- provide effective leadership, defining and developing strategic direction and setting challenging objectives;
- scrutinise standards of public finance, upholding the principles of regularity, propriety and value for money;
- scrutinise the internal agency's activities in order to confirm they are conducted efficiently and effectively;
- monitor performance including financial performance, to ensure the internal agency fully meets its aims, objectives and performance targets;
- advise on and take forward the strategic aims and objectives of Creative Wales consistent with its overall purpose and within the policy and resources framework determined by the Minister;
- scrutinise the business plan and budget;
- scrutinise business processes designed specifically to meet the business needs of Creative Wales;
- consider and advise on industry engagement, networking, marketing and other strategies needed to achieve the business plan and the strategic direction of the internal agency.

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Due to the nature of the businesses and individuals in the sector and the need for what may be regarded as non-standard types of support, ensuring correct governance controls and performance management will be a major priority. When spending public money, appropriate control, scrutiny and monitoring mechanisms will all need to be in place.

The Board comprises:

- Non-Executive Chair (external)
- Non-Executive Members (up to five)
- Director, Culture, Sport and Tourism (Welsh Government)
- Deputy Director, Creative Wales (Welsh Government)

The Board has been operating since Spring 2020.

The selection process

The interview panel will assess candidates' CVs and personal statements to determine who it believes best meet the criteria for the role, and who will be invited to interview. The panel will rely only on the information you provide in your CV and statement to assess whether you have the skills and experience required. Please ensure that you provide evidence to support how you meet all of the essential criteria.

The selection panel will be chaired by the Director of Culture, Sport and Tourism and will also comprise Deputy Director, Creative Wales and the Chair of the Non executive board .

Your application may be "long-listed", subject to the volume of applications received, before it is passed to the shortlisting panel for consideration. You should be aware that in this situation, your application might not be considered in full by all of the panel.

The panel will select for interview only the strongest applicants who it feels have demonstrated that they best meet the criteria set out in the person specification. However, if you have applied under the guaranteed interview scheme and you meet the minimum essential criteria for the post, then you will also be invited for interview.

If you are invited to interview and if the interview date is not already provided in this information pack, we will aim to provide you with as much notice as we can of the interview date. If you are unable to make the arranged interview date, we will endeavour to re-arrange it but it might not be possible due to time constraints within the appointment timetable or selection panel availability.

You will receive email communication to let you know whether or not you have been invited to be interviewed. It is our intention that interviews will take place in October 2022.

If invited to interview, the panel will question you about your skills and experience, asking specific questions to assess whether you meet the criteria set out for the post.

If you are successful, you will receive a letter appointing you as member of the Creative Wales Board, which will confirm the terms on which the appointment is offered.

If you are unsuccessful at interview, you will be notified by Welsh Government. We appreciate it takes a lot of time and effort to apply for roles and that feedback is a valuable part of the process. As a result, the letter will provide the details of who you may approach for feedback on your interview and application, if you so wish

Queries

For queries about your application, please contact Gerwyn.Evans@gov.wales