

THEATRE BY THE LAKE



TRUSTEE RECRUITMENT PACK

AUTUMN 2024



WE'RE LOOKING TO APPOINT NEW TRUSTEES TO OUR BOARD

We're looking for new Trustees who share our passion for theatre and the transformational power of the arts. This is an exciting time to join Theatre by the Lake as we plan for the future with ambition and focus.

This year we're marking our 25th anniversary. We're celebrating our history, connecting with past, present and new audiences and supporters and looking ahead to the next 25 years of theatre in Cumbria.

What do Trustees do?

Trustees are actively involved with the theatre's vibrant management team, particularly with our co-Chief Executives Liz Stevenson (our Artistic Director) and Simon Stephens (our Executive Director) in:

- **Developing our strategy and focus.** Our direction has evolved rapidly over the last few years, and we are still in the early stages of a new approach. We continue to review our progress against our vision.
- **Extending our reach,** through broadening our audiences, supporting creative talent locally and from further afield, and taking the work that we produce beyond our own building into communities in Cumbria and more widely.
- **Ensuring our long-term sustainability.** We need to be sure that we are responsive to the communities that we serve, and that we are positioned to do so for many years in the future. This means extending our reach in a prudent financial way. It also means being sure that we are environmentally sustainable.

Trustees also retain the normal fiduciary duties that are common for Trustees and Directors. If you would like to see these, let us know. We'll also provide them to those that come for interview.



Steel, 2024. Photography by Chris Payne

What skills and experience are we looking for?

We're particularly looking for applicants with the following skills and backgrounds:

- **Marketing / sales:** As TBTL looks to strengthen its connection to current and new theatregoers, candidates will have a strong understanding of how to engage with audiences whether via marketing or sales strategies. An applied understanding of digital capabilities and data analysis in this context would also be welcome.
- **Fundraising:** Philanthropy plays an important role in enabling TBTL's artistic and community aims. To provide support and challenge its developing in-house fundraising capacity (with a new Head of Development to be appointed in the coming months), applicants will have experience of working with trusts / foundations and individual giving, and a broad understanding of capital projects in this context.
- **Inclusivity:** Candidates will have experience of driving people or organisational development strategies, and will be able to act as the inclusion champion on the Board.

Theatre by the Lake strives to present a vibrant and diverse programme. We believe that we can do this most successfully if our Trustees and workforce encompass a broad range of vantage points. We therefore warmly welcome interest from everyone, regardless of age, gender, ethnicity, sexual orientation, religious belief or disability.

Given their under-representation at Board level, we are particularly keen to encourage applications from those under the age of 30, from the Deaf and disabled community, or who identify as being of Global Majority heritage. As an organisation rooted in place, we are also looking for people who live in or have an affiliation with Cumbria.

This pack

This pack contains:

- Background information about our organisation
- Information about the role
- The application process

This recruitment pack is also available in accessible formats including large print. If you would benefit from an accessible recruitment pack please contact:

jobs@theatrebythelake.com



TBTL and Derwentwater. Photography by Tom Kay

THEATRE BY THE LAKE IN NUMBERS

We've changed substantially since the start of the pandemic, and will continue to do so as audiences return and grow.

In the past year...

- 72,000 people came to see 380 performances over 67 shows
- 187 volunteers donated 9,400 hours (almost an entire year) of their time to the theatre
- Theatre by the Lake productions toured to London, Bolton, Hull, Ipswich, Scarborough and Windsor
- Pupils from 104 schools came to see a show at Theatre by the Lake
- 60 young people took part in week-long masterclasses during the summer holidays
- Our world premiere of **Steel** toured to communities in Maryport, Egremont, Millom, Carlisle and Workington following its run here in Keswick
- Our Give the Gift of Theatre at Christmas campaign brought 250 people who would not otherwise be able to attend to see our 2023 Christmas show **A Little Princess**
- 17 Cumbrian artists were supported with opportunities to connect, develop and perform as part of our inaugural **CumbriaFest**
- 28 young people formed our new youth theatre, **Company 25**, learning about all aspects of theatre-making
- 37 people from West Cumbrian communities formed the Steel Choir and co-created an original song to feature in the show
- We supported Cumbrian artists with 600 hours of free research and development space
- We were nominated for Best Community Project at the 2024 Stage Awards for our production of **Every Brilliant Thing**
- 15 young people joined us for ProjX work experience week
- 6 local Secondary Schools joined our new Schools Partnership Scheme, starting with a teachers day and a visit to see **Romeo and Juliet**



A Little Princess, 2023. Photography by The Other Richards



Little Shop of Horrors, 2024. Photography by Pamela Raith

ABOUT US

Our Vision (the big idea that our brand delivers on)

Theatre enriches the lives of everyone in Cumbria, and theatre made in Cumbria is celebrated on the national stage.

Brand Promise (what audiences get from us)

Come together and experience the power of live theatre in an extraordinary place.

Brand Belief (what we believe)

We believe theatre transforms lives, creates communities and helps us to understand our place in the world.

Personality (our unique personality and cut-through attitude)

We're brimming with imagination. Our enthusiasm is infectious. We want you to be a part of it.

Essence (felt through every brand expression and experience)

Theatre made with passion in an extraordinary place.

OUR STORY

At our home in the Lake District and out across Cumbria, we produce and present nationally acclaimed theatre, made with passion, which is seen by audiences from across the globe. Our work is rooted in our location, looking out over the idyllic Derwentwater lake, and aims to be both relevant and accessible to the communities around it. We're a champion of Cumbrian creativity.

We believe theatre has the power to transform lives and so create vital opportunities for Cumbrian artists, young people and communities to come together, be inspired and explore their creativity. At our venue and out across a county which is England's second largest and yet second least populated, we strive to make and share great theatre which tells stories, builds communities and celebrates its place. TBTL is Cumbria's only regular producing theatre and its largest Arts Council National Portfolio Organisation.

From origins as 'The Blue Box', the theatre was willed into existence by the local community and opened by Dame Judi Dench in 1999. Since then, TBTL has established itself as an integral part of the UK regional theatre network, becoming a major attraction for both Cumbrian residents and visitors to the Lake District. The theatre has a flexible Main House with 400 seats. It also operates a 100-seat Studio, allowing for events of all shapes and sizes. Together, these host almost 400 performances each year. We also generate income from an adjacent and beautifully situated café, enhancing the experience for audiences and visitors, helping to support our long-term resilience and supporting our important role as one of the major tourist attractions in the Lake District.

The Guardian



“a production alive with movement
and community spirit”
(Brassed Off, 2024)

The Stage



“Beautiful and breath-stopping”
(Steel, 2024)



Brassed Off, 2024. Photography by Pamela Raith



Simon Stephens, Chief Executive & Joint CEO and Liz Stevenson, Artistic Director & Joint CEO.
Photography by Amy Bateman

OUR ORGANISATION

Theatre by the Lake is the trading name of Cumbria Theatre Trust Ltd. (CTT), a company limited by guarantee and registered charity. We also have a trading subsidiary TBTL Services Ltd., which oversees the catering and other commercial services.

The governing body of CTT is the Board of Trustees who are simultaneously directors of the company and Trustees of the charity.

The Board delegates the management and artistic operation of the company to our joint chief executives, Simon Stephens (our Executive Director) and Liz Stevenson (our Artistic Director).

Our eight Trustees have served for varying terms, with none for longer than six years. Charles Carter and Kate McLaughlin-Flynn assumed the roles of Chair and Vice Chair respectively in August 2019.

FURTHER INFORMATION

Further information is available on the TBTL website.

Our history: theatrebythelake.com/about-us/history

Our team: theatrebythelake.com/about-us/team-contact-new

Our Board: theatrebythelake.com/about-us/Board

Our report and accounts: find-and-update.company-information.service.gov.uk/company/01874868/filing-history

TERMS

This role is unremunerated. Reasonable, pre-agreed domestic travel expenses will be reimbursed.

Board meetings take place every 2 - 3 months, with an annual Away Day. Most meetings take place at Theatre by the Lake, and are scheduled for Saturday mornings. Committees meet every 2 - 3 months, usually on weekday evenings.

The Board is open to virtual attendance and most meetings are hybrid but Trustees attend at least two of these per year in person, as well as the Away Day. Trustees need to have direct experience of the work we produce and are warmly encouraged to attend performances and other key events during the year.

The appointment is for an initial term of 3 - 4 years which can be renewed once at the discretion of the Board.

HOW TO APPLY

PRE-DISCUSSIONS

If you would like a confidential and informal discussion about the role of Trustee, please contact Simon Stephens at simon.stephens@theatrebythelake.com or 0176 820 6063

If appropriate, Simon will arrange for you to speak to the Charles Carter, Chair.

APPLICATIONS

To apply for the role, please submit:

- a short CV together with a covering letter or email that explains why you are interested in becoming a Trustee and what you might bring to the role. If you are more comfortable, you might instead want to make a short video that gives us your details.
- Please also complete our online Equal Opportunities and Monitoring Form which you can find on the listing page.

Please send your application to jobs@theatrebythelake.com or post to Simon Stephens, C/O Theatre by the Lake, Lakeside, Keswick, Cumbria CA12 5DJ.

CLOSING DATE

This is an open-ended recruitment with no closing date.

INTERVIEWS

Successful applicants will be asked to attend an interview with Trustees.

SALARY

Trustee/Director posts are unremunerated.

 **017687 74411**

 **THEATREBYTHELAKE.COM**

LAKESIDE, KESWICK, CUMBRIA, CA12 5DJ

     **TBTLAKE**

Cumbria Theatre Trust is a Company Limited by Guarantee.
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