**Creative UK is recruiting for board members**

**Information Pack**

**ADVERT**

About Creative UK: Creative UK is the national membership body for the Cultural and Creative Industries.  We exist to champion creativity in its widest form - representing world-leading organisations from sectors as diverse as advertising, animation, architecture, broadcasting, crafts, design, digital, education, fashion, games, heritage, museums, music, performing arts, photography, publishing, theatre, TV, visual art and more.

We are an independent not-for-profit, which uses the insight and experience of our members to help shape relevant government policy and advocate for meaningful change. Change that will benefit UK businesses, citizens and communities.

Our vision is a world where creativity is valued and recognised as the driving force for our future. We’re so passionate about this that we put our money where our mouth is: through own landmark investment funds, we’ve directly invested millions of pounds into creative businesses over the last decade.

Our team is based across the UK, and we work closely with Local and Combined Authorities to support creative talent, whilst delivering hands-on support – spanning business diagnostics, mentoring and investment readiness.

Our Filming in England service is a dedicated and bespoke production service to feature film and high-end TV productions looking to film in England, outside of London.

Interested? Read through this info pack before submitting a CV, letter and/or 2 minute video explaining why you wish to be a Board member and the qualities and skills you feel you can bring to Creative UK.

**Our Values**

Everything we do is rooted in a people-centric, future-forward philosophy. Our values steer the way we work; *how* we do things is just as important as what we do.

**We join the dots - collaboration is in our DNA.**

We bring creative people together, from all disciplines, turning up the volume on their voices, providing a platform for their creative ideas and projects, ultimately empowering them to amplify themselves.

**We support and empower - we’re here to accelerate change.**

We’re on a journey to rear a new era of creative communities across the UK, built on the foundations of inspiration, camaraderie, and collaboration.

**We are curious, open and honest - our knowledge is for sharing.**

We represent a broad industry of myriad skills and talent, made up of diverse individuals from all walks of life. We build strong and supportive communities where ideas can flow freely. We seek out new talent, new ideas, and new ways of doing things, consistently challenging the status quo – just like the creative sector we stand for

**We celebrate difference - respecting the humanity and creativity in everyone.**

Fierce representation matters, which is why we seek out diverse voices and stories, as these narratives are integral to the development of our collective work. We know that we’re working with an uneven playing field and we’re here to drive movement towards wider diversity and inclusivity.

**The Role**

We are looking for new board members who are passionate about the potential of the creative sector to drive both economic and social prosperity. You will be a leader in the business and/or creative sector with strong coaching and influencing skills and comfortable using your own public profile to support the cause. Our board members are collaborative, creative thinkers able to dedicate time and energy to supporting Creative UK as we build a commercial model to support our not-for-profit objectives.

Your skills will complement our existing expert board members. We are particularly keen to recruit UK based influential practitioners across Games, Education, Fundraising, Charitable Foundations and Trusts, Theatre and Performing Arts, Talent Agents, TV/Film, Strategic HR and Legal.

You should be a natural networker, who understands the power, reach and impact a more prosperous, inclusive and diverse creative community can have to improve people’s life chances and the UK’s prosperity.

**BOARD MEMBERSHIP**

As a Board member you will be expected to attend approximately four board meetings per year and some additional time will be required to review papers and provide strategic guidance to the board and executive team. The appointment will be for a term of 3 years, with the option to be renewed for a second term.

Creative UK is committed to a Board that exemplifies the diversity of the English regions, the UK’s nations and the industry it represents.  Minimum qualifications are:

* To be / have been in a senior influential role in your particular sphere of activity
* Have expert sector knowledge, with a good operational network of contacts
* Demonstrate commitment to and understanding of the growth of opportunities, business and infrastructure development for the creative industries throughout the whole of the UK
* Have a genuine comprehension of the barriers faced by disadvantaged and socially excluded groups together with an understanding of and commitment to equal opportunities and best practice.

**Note**: The role is unremunerated although reasonable expenses to attend board or committee meetings shall be reimbursed.

**HOW TO APPLY**

Please apply by CV and cover letter, explaining why you wish to be a Board member and the qualities and skills you feel they can bring to the organisation. You can also submit a 2-minute video if preferred to replace your cover letter. We are able to make adjustments where requested for the application and selection process.

Please send applications by email to [caroline.hinds@wearecreative.uk](mailto:caroline.hinds@wearecreative.uk). Selection calls will take place on a rolling basis subject to application receipt with a final closing date of end May 2025. You will receive an acknowledgement email to confirm receipt of your application and next steps.

*We value difference and celebrate the creativity that it brings. We are committed to improving diversity and inclusion across our organisation and industry by championing a variety of backgrounds, perspectives, identities, talents, and physical and cognitive differences.*

**CREATIVE UK BOARD**

**CURRENT BOARD MEMBERS OF CREATIVE UK**

**Belinda Budge, Chair**

Belinda Budge is a textile maker and Founder of StudioBudgeBudge, a working design studio.

For over 30 years, Belinda was a luminary of the book publishing industry, working for both The Women’s Press and Virago in the 1980’s, and co-founding the start-up feminist publishing company, Scarlet Press. In 1992 she joined Harpercollins Publishers where she worked with many talented authors and honed her love of storytelling. As Group Publisher and Main Board Director she provided creative, strategic, commercial and operational leadership to the worldwide business. Her vision and passion for building businesses, creative cultures and innovating made her a respected voice within publishing. In response to the then existential threat to her industry of digital and self-publishing, Belinda focused on putting innovation at the heart of the business by re-imagining the relationships between writer, publisher, retailer and audience.

Belinda is Co-Founder of the IDA Project, an irreverent conversation for women in their 60-90’s.

Belinda joined the Board of Creative England as a non-executive director in 2014 and was Chair from 2017-2020. Following the integration of the Creative Industries Federation with Creative England, Belinda was Vice Chair of the newly formed Creative UK. She took over as Chair of Creative UK in Autumn 2022.

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Description automatically generatedCaroline Norbury OBE, CEO Creative UK**

Caroline Norbury, OBE is the founding Chief Executive of Creative UK.  Dedicated to championing the creative industries, Creative UK invests in and supports creative ideas, talent and businesses, harnessing the power of the creative sector to build a fairer, more prosperous world.  Creative UK has leveraged over £100m into creative businesses and projects across the country and uses its extensive membership and networks as a change maker and advocate for a world where creativity is valued and recognised as a driving force of our future.

Caroline began her career working in community arts before becoming a film and TV producer, focusing on supporting new talent and those whose voices had traditionally been absent from mainstream media and storytelling.

A member of BAFTA and the Royal Society of Arts, Caroline sits on the Creative Industries Council and co-chairs the Growth working group of the Council.  Caroline is a founding board member of the Creative Industries Independent Standards Agency, (CIISA) and Chairwoman of the cross-industry “Roundtable” group focused on reducing bullying, harassment, and discrimination in the Creative Sector.

Caroline is also a trustee of the PRS Foundation, supporting the development of new music and musicians, and previously Chairwoman of The Music Works, a small charity in Gloucestershire supporting young people in challenging circumstances to have better lives through music.  She has two honorary doctorates from the University of Essex and Arts University Bournemouth and is a newly appointed member of the Board of Trustees at Aardman.

A person sitting at a table

Description automatically generated**Sir Peter Bazalgette**

Sir Peter Bazalgette has a distinguished career as a senior broadcasting executive. He is a non-executive board member of the Department for Education, Chair of the Royal College of Art and co-Chair of the Creative Industries Council, the joint forum between industry and government which helps the UK’s world-leading Creative Industries to flourish. Sir Peter has an extensive career in the Creative Industries, initially as an independent television producer and inventor of internationally successful television formats.

Sir Peter led the landmark Independent Review of the Creative Industries commissioned by the government which has shaped the Creative Industries’ policy landscape over the past few years, with recommendations being taken forward in the 2018 Sector Deal. He served as President of the Royal Television Society and Deputy Chair of the National Film & TV School. He is experienced in leadership roles, working together with government and industry, having co-founded the Creative Industries Federation, which joined forces with Creative England in 2020 to become Creative UK. Sir Peter is currently Chair of ITV, a former Chair of Arts Council England and until recently, was a Board member of UKRI.

A person with long hair smiling

Description automatically generated with low confidence**Karen Blackett CBE**

**Karen Blackett:** is a proven business leader with a track record in creating vibrant cultures, energising teams, and consistently delivering business growth and success. She is the former UK President for WPP, the world’s largest marketing services group, and responsible for driving growth in WPP’s second largest market of 12,000 people . Former GroupM UK CEO, Karen was selected to turnaround the business over 2.5 years at a critical time, during the COVID global pandemic and the subsequent impact of the killing of George Floyd.

As a long-term champion of the Creative Industry sector in the UK, since 2014 Karen has been a NED for Creative UK, a not-for-profit organisation that champions, connects, supports & invests in creative people & businesses.  In June 2014, Karen received an OBE in the Queen's Birthday honours and topped the Power List, being the first businesswoman to come in at number 1.  In the recent 2025 New Year's Honours list she has become a CBE.

Karen was appointed Chancellor of The University of Portsmouth in 2017, the first Alumna to become Chancellor.

Karen founded The Black Equity Organisation in 2022, alongside David Lammy MP, David Olusoga OBE, Kwame Kwei-Armah OBE, Ric Lewis and Dame Vivian Hunt. BEO is an independent, national Black civil rights organisation created to dismantle systemic racism in Britain, drive generational change and deliver better lived experiences for Black people across the country.  In November 2022, Karen received Power List’s Outstanding Contribution Award in recognition of her continued exceptional achievements.

In June 2023, Karen was appointed a NED for Diageo (a FTSE Top 10 company) and was a former NED of The Cabinet Office.  Karen was honoured by INvolve – The Inclusion People’s List and came in at #1 for the Top 100 Women Executives in October 2023. In April 2024, Karen was awarded Freedom of the City of London.

**Pardeep Duggal, Product & Marketing Director, Bupa Global**

Pardeep is an experienced marketing and digital director for global organisations across banking, energy, international healthcare insurance and retail. With a track record of achieving growth through senior roles at E.ON, CVS, Santander, Barclaycard, and high-performing private equity companies.

MSc. And BSc. Qualified. Commercially focused, extensive experience in digital transformation, customer experience, business strategy, data, martech and product. Pardeep has a reputation for delivering results and driving best practices and is passionate about diversity and fostering high performance.

**A person in a green blouse

Description automatically generated with low confidenceTanya Joseph, Corporate Affairs specialist**

Tanya Joseph is a corporate and public affairs specialist, providing strategic advice and counsel to a range of clients, helping them understand and navigate the arenas in which they operate, their stakeholders and people dynamics.

Tanya's expertise is drawn from experience of working at the highest levels of government and a wide variety of sectors including health, retail, FMCG, sport, financial services, designing and implementing strategies to influence, educate and change behaviour. She has a wealth of communications experience having worked for the private, public and NGO sectors supporting them across communications.

Among her other non-executive roles, she is Chair of the Cherie Blair Foundation for Women and sits on the board of the London Philharmonic Orchestra, Transport for London and Project Everyone.

A picture containing person, person, wall, posing

Description automatically generated**Jude Kelly CBE, Founder Women of the World**

Jude Kelly is the founder of WOW Foundation – Women of the World Festival to celebrate the achievements of Women and Girls. Starting at the Southbank Centre London in 2010 the Festival now takes place in 25 countries across 5 continents. In February 2013 she was assessed as one of the 100 most powerful women in the United Kingdom by Woman’s Hour on BBC Radio 4.

Jude is the recipient two Olivier awards, a BASCA Gold Badge Award winner for contribution to music, a Southbank Award for her opera work, Red Magazine’s 2014 Creative Woman of the Year, CBIs 2016 First Woman Award winner for Tourism and Leisure and in 2017 won the inaugural Veuve Clicquot Woman of the Year Social Purpose Award. Kelly’s talk at a 2016 TED conference, Why women should tell the stories of humanity, has been viewed more than 1.2 million times as of July 2019. She has founded a range of arts institutions including the international artists space METAL. In September 2018, to mark Time Out magazine’s 50th anniversary, she was one of 50 people featured as helping to shape London’s cultural landscape and “make the city awesome”.

On the international stage, she has recently been honoured by the Finnish government in 2019 for her work with women and girls as well as being made a Knight of Denmark in 2018. She has also Chaired the Women’s Prize for Fiction.

Before founding the WOW Foundation Jude was the Artistic Director of the Southbank Centre in London for 12 years. Southbank Centre is Europe’s largest Arts Institution and London’s 3rd biggest tourist attraction. In 1997, she was awarded an OBE for her services to theatre and in 2015 she was made a CBE for services to the Arts.

**Medium shot of a person smiling

Description automatically generatedTari Lang, Communications & Strategic Leader; Chair of Lyceum Theatre, Edinburgh**

Tari Lang has had an international career advising blue-chip corporations and government leaders. She was CEO of Edelman Public Relations Worldwide and Founding Partner of ReputationInc. Her expertise lies in reputation risk, scenario planning and infrastructure development. She has a non-executive portfolio on the boards of several major arts and culture organisations, which has included the Edinburgh International Festival, the Royal Conservatoire of Scotland and the National Theatre of Scotland. She currently chairs the board of The Royal Lyceum Theatre and is on the board of the Edinburgh Fringe Festival.

**A person in a sweater

Description automatically generatedMervyn Lyn, Partner, Strategic Partnership Solutions Ltd**

Mervyn Lyn has been at the coalface of contemporary music for over 35 years, helping break some of the most iconic artists in the world. Mervyn set up his company in 2012 helping brands partner with talent in music, sport and entertainment to amplify their messages. His first clients were MasterCard and he completed successful partnerships around The BRITs, UCL Final, Rugby World Cup and Priceless Surprises comprising their Priceless Gigs series.

**Neil Rami, Chief Executive, West Midlands Growth Company**

Supported by central and local government, universities and a wide range of regional businesses, the West Midlands Growth Company was established in 2017 to expand existing businesses and attract new inward and capital investment and leisure and business visitors to the region. Its plans are aligned to the ambitions set out in the West Midlands Plan for Growth.

Neil led the trailblazing Business and Tourism Programme for the Birmingham 2022 Commonwealth Games; a unique partnership between DCMS, VisitBritain, the Department for Business and Trade and the West Midlands Combined Authority.

Previously, Neil held similar economic development and regeneration roles in Liverpool and Newcastle upon Tyne. He is a member of the UK Visitor Economy Advisory Council, the UK Real Estate and Infrastructure Advisory Board, Creative UK Board and the Foreign Direct Investment Leaders Network. Neil is a former Governor and Director of the Royal Shakespeare Company.

**A close-up of a person

Description automatically generatedGideon Spanier, UK Editor-in-chief at Campaign and chair of British Society of Magazine Editors**

Gideon Spanier is an award-winning business journalist, speaker and event organiser with a focus on the creative industries. He joined the advertising magazine, Campaign, in 2015 after previously working for the London Evening Standard, The Times and CNN. Gideon is a committee member for the British Society of Magazine Editors, a national association of magazine editors and art directors associated with Campaign. He became one of three vice-chairs and Head of Communications of the BSME in January 2023 and the Chair in February 2024.

**A person in a suit

Description automatically generatedVanessa Spence, Executive Vice President, Creative**

Vanessa Spence is an experienced fashion industry professional with 20+ years’ experience. Vanessa leads creative initiatives at ASOS as their Senior Creative Director, working across all owned brands and sub-brands including Collusion and Topshop and was instrumental in creating the successful ASOS brand portfolio.. She is an expert in design, studio, and content/campaign creation for multiple channels. Vanessa is a collaborative leader with strong ties to marketing, merchandising, buying, and technology. Committed to fostering inclusivity and equity in the fashion industry, her expertise lies in creating and presenting innovative ideas to contribute to strategic revenue growth and organisational progress.

A person smiling for the camera

Description automatically generated with medium confidence**Andrea Stark, Director Islington Council**

Andrea Stark has held senior roles in the creative industries sector, national funding bodies and local government in Scotland, English regions and London. She has led large-scale strategic partnerships between creative and cultural enterprises, educational institutions and governmental bodies to place creativity, skills and job creation at the heart of local regeneration.

Andrea devised a partnership that saw the Royal Opera House move its set building and costume-making workshops out of London, to form a new centre for education and vocational training in creative production, transforming a 14-acre derelict site in the Thames Gateway regeneration area. She initiated Arts Council England’s first national apprenticeship programme to open up progression routes into the cultural sector, and also established a new regional Creative Industries Business Leaders Network, which successfully shaped regional economic strategy, attracting investment to grow the creative economy in locations across East and South East England.

Andrea recently retired from her role as Director of Employment, Skills and Culture with the London Borough of Islington to focus on advisory and non-executive roles. She is Chair of The Culture Trust, Luton , Chair of Metal Culture and an independent Governor of London Metropolitan University.

A person sitting on a bench

Description automatically generated with medium confidence**Paul Thompson, Chair at British Council**

Dr Paul Thompson is a leading authority on art and design having worked at the intersection of culture and education for three decades. Throughout his leadership of three international institutions – the Royal College of Art, the National Design Museum in New York, and the UK’s Design Museum – he has championed the best of design and fostered a positive environment for artists and innovators to flourish.

Dr Thompson was former Vice-Chancellor of the Royal College of Art, the internationally renowned art and design postgraduate university, from September 2009 until April 2024. He instigated strategic shifts in the academic vision of the institution, most notably, introducing scientific members of faculty (in computer science, materials science, and robotics) alongside the ‘traditional’ craft-based practitioners in glass, ceramic, print and painting.

Prior to the RCA, Dr Thompson was Director of the Smithsonian’s Cooper-Hewitt National Design Museum in New York (2001–9). Here, he expanded nationwide education services, instigated the ‘Design for the Other 90%’ research programme, and appointed the world’s first museum curator of socially responsible design.

Dr Thompson is a Chair at the British Council, a 90 year old institution operating in over 100 countries globally and has former experience as a Trustee of the Victoria and Albert Museum; Board Member of Universities UK and Chair of Universities UK’s Specialists Institutions Forum; Chair of the Creative UK Creative Education & Careers Working Group, Adjunct Professor at the Institute for Global Health Innovation at Imperial College London; Executive Committee Member of SHAPE (Social Sciences, Humanities & the Arts for People and the Economy); and served on the Ashmolean Museum’s governing body at the University of Oxford from 2012-2018.

** Jack Pepper, Composer, Broadcaster, Writer**

Jack is a composer, broadcaster and writer. He is one of the UK’s youngest commissioned composers and the UK’s youngest-ever national radio presenter.

In his teens, Jack composed for the Royal Opera House, Royal Liverpool Philharmonic, Classic FM, Bournemouth Symphony Orchestra, The Band of HM Royal Marines and for the official Canada 150 Celebrations in Trafalgar Square. He has performed everywhere from Wembley Arena to the Roundhouse.

Aged 19, Jack helped plan and launch Bauer Media’s Scala Radio. He now presents on its successor station, Magic Radio’s Magic Classical; past guests include Gary Barlow, Lang Lang, Cameron Mackintosh and Nicola Benedetti. He has also presented specials for Magic at the Musicals and Jazz FM, and hosts the musical theatre show for British Airways and Aer Lingus in-flight entertainment. In 2019, he was named one of the ReelWorld Radio Academy’s 30 Under 30.

Jack writes regularly for Gramophone and Musicals Magazine, is an ambassador for Music For Youth and sits on voting panels for major awards including the BRIT Awards and Royal Philharmonic Society Awards.

**Isaac Huxtable, Freelance Writer & Curator**

Isaac Huxtable is a Yorkshire-born, London-based writer and curator. He works across the photographic medium with a central focus on Blackness and realism. Isaac is currently an Assistant Curator in Photography at the Victoria and Albert Museum. He studied at the Courtauld Institute of Art, followed by roles at the British Journal of Photography, the Photographers' Gallery, and the art agency Artiq. His words have featured in the British Journal of Photography, Elephant Magazine, Galerie Peter Sillem, The Photographers' Gallery, and The South London Gallery. He is particularly interested in documentary practices, race, gender, class, and the body.