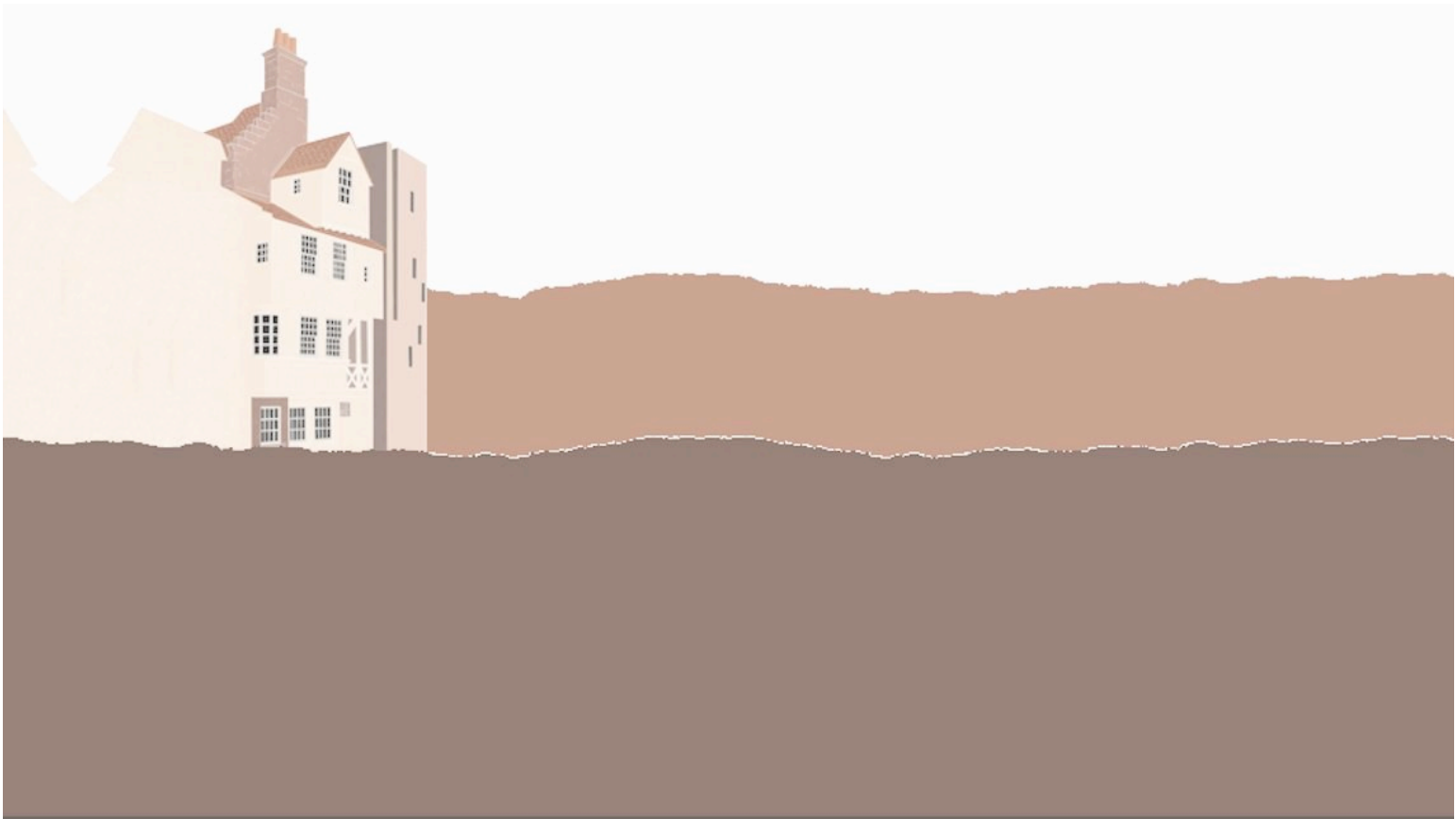
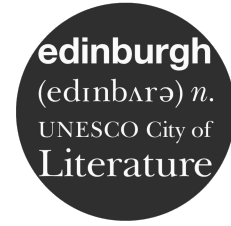


# Edinburgh City of Literature Trustee Information Pack



## **This pack contains the following:**

Message from the Chair	Page 3
About Edinburgh UNESCO City of Literature Trust	Page 4
Role Description and Person Specification for the Role of Trustee	Page 5
Equal Opportunities Policy	Page 7
Programme Information	Page 8
Other Information	Page 10

June 2020

**Dear Applicant,**

Thank you for your interest in becoming a Trustee of Edinburgh UNESCO City of Literature Trust.

Please find below information about our company and the work that we do. I hope this will give you a better sense of our organisation and the opportunities which lie ahead, including our ambitious project to create a Literature House for Scotland on Edinburgh's Royal Mile.

We are looking to appoint new Trustees who have the skills and ability to support our organisation in its work to champion our City of Literature and take it to the next stage of its development. In particular, we are seeking those with experience in one or more of the following areas: finance, large scale building projects, community engagement, and human resources.

This is a voluntary, unpaid role (although some expenses are covered, see information below) and we are very grateful for all the work our Trustees do to help the Trust achieve its objectives.

First and foremost, it is important that you have the chance to get to know us a bit before committing to this role, and that the existing Trustees and Director, Ali Bowden, get the chance to talk with you and ascertain how your skills and expertise might apply to this demanding yet rewarding role.

If you would like to apply to join our Board of Trustees, please send a CV and a short covering letter to [edinburgh@cityofliterature.com](mailto:edinburgh@cityofliterature.com) by **3<sup>rd</sup> July 2020**, telling us why you would like to get involved and what you think you can offer. We will review all applications carefully and shortlisted candidates will be contacted to arrange a convenient time for them to meet (via Zoom) with myself, our Director and other Trustees. This will be an opportunity for us to find out more about each other and see what is possible.

I hope you will consider applying for this role.

Yours sincerely,

**Ruth Plowden**

Chair

Edinburgh UNESCO City of Literature Trust

*On behalf of the Board:*

Ruth Plowden (Chair)

Lord Provost Frank Ross

Professor James Loxley

James McVeigh

Lois Wolffe

Rachel McCrum

Vineet Lal

Di Speirs

Lianne Lodge

<https://cityofliterature.com/our-board/>

## About the Edinburgh UNESCO City of Literature Trust

The City of Literature Trust is an independent company and charity based in Edinburgh and since our launch in 2004 our programme has been creative, prodigious and far-reaching.

Our activities range from high profile citywide reading campaigns to one-day spectacles honouring our famous authors; from international exchanges to local residencies; from one-off conferences to monthly Literary Salons. We arrange press tours, and promotions to support emerging writers; build digital hubs, and inscribe quotes on prominent city locations; we coordinate behind the scenes, and also lead an international network of Cities of Literature.

Our programme generates creative and economic benefit for our city through our literary tourism work; our award-winning Words on the Street programme is transforming the literary city, shaping its landscape and the way in which people enjoy, understand and access literature. Our citywide heritage campaigns, collaboration and programming networks and creative residencies support our local literary community by providing spaces to connect.

Through our work Edinburgh was awarded the UNESCO City of Literature designation and as the founding city of the Creative City Network, we provide leadership on international collaboration.

We do this so everyone everywhere has opportunities for literature to be part of their lives. We believe literature in its broadest sense enriches the soul, brings joy and is a true way to understand and celebrate ourselves, our city, and our nation.

### **Our Approach and Our Team**

We are independent, creative and open-minded by nature, and our programme is characterised by strong partnerships and strategic collaborations. We opt for local resources and creative talent to deliver our work, striving for the highest possible quality in all that we do.

Our work is known for its innovative and creative approach and the UNESCO City of Literature designation is recognised as a mark of excellence. We embrace literature in its broadest and most glorious definition and seek to widen access to it so everyone can enjoy its creative expression.

Edinburgh UNESCO City of Literature Trust is the operating name of Edinburgh World City of Literature Trust which is a company limited by guarantee (No. 270581) and registered as a charity (SC035697).

*Edinburgh UNESCO City of Literature Trust would like to acknowledge and thank the City of Edinburgh Council for support with its programme of work.*

## Role Description

### Summary

The role of the Board of Trustees is to determine the overall direction of the charity, provide leadership and uphold public confidence in the charity. Trustees will work together to ensure these responsibilities are met.

### Key Duties

The duties of a Trustee (from the National Council for Voluntary Organisation's *The Good Trustee Guide*) are:

- To ensure that the charity complies with its constitution, charity law, company law and any other relevant legislation or regulations
- To ensure that the charity pursues its objectives as defined in its governing document
- To ensure that the charity applies its resources exclusively in pursuance of its objects i.e. the charity must not spend money on activities which are not included in its own objects, no matter how worthwhile or charitable those activities are
- To contribute actively to the role of the Board of Trustees in giving firm strategic direction to the organisation, setting overall policy, defining goals, setting targets and evaluating performance against agreed targets
- To safeguard the good name and values of the charity
- To ensure the effective and efficient administration of the charity
- To ensure the financial stability of the charity
- To protect and manage the property of the charity and to ensure proper investment of the charity's funds
- To appoint the Director and other staff and to monitor their performance

In addition to the above statutory duties of all Trustees, each Trustee should use any specific knowledge or experience they have to help the Board to reach sound decisions. This will involve scrutinizing papers, leading discussions, focusing on key issues, and providing advice and guidance requested by the Board on new initiatives, or other issues relevant to the area of the charity's work in which the Trustee has special expertise.

### Time Commitment

The Board of Trustees meets four to six times a year, usually in the centre of Edinburgh but at present we are meeting online via Zoom. Trustees are expected to attend these meetings and get involved in other ways as appropriate and if they have time. This might include getting involved in a particular area of the Trust's project work, fundraising or development.

### Expenses

This is an unpaid post. The Trust will reimburse Trustees for all reasonable and properly documented expenses that Trustees incur in performing the duties of their office, as per the terms of the Board Members' Expenses Policy.

## Person Specification

### Essential

You have a commitment and passion for our work, a love of literature, and of Edinburgh as a city. You are enthusiastic about working to develop the city's literary character, engage people with what it has to offer, and be a part in telling its fascinating story. You are committed to the role of the voluntary sector in providing public benefit.

### Specialist skills

- You have an understanding and acceptance of the legal duties, responsibilities and liabilities of trusteeship.
- You are financially literate, with experience of financial management and the ability to assist with budget preparation.
- You can think creatively and strategically, and contribute towards the development of a clear strategic vision.
- You perhaps additionally have skills or experience in one of the following areas that relate to our work:
  - Finance
  - Large-scale building projects
  - Community Engagement
  - Human Resources

### Communication and Interpersonal skills

You work effectively as a member of the team, and as part of a meeting, and are comfortable with participating via online meetings.

### Working Style and Attitude

You adhere to the Nolan Committee principles for those in public life: Selflessness, Integrity, Objectivity, Accountability, Openness, Honesty, Leadership. You are willing to devote the necessary time and effort to the role of trustee and can prepare well for board meetings. You have good independent judgment and the ability to think creatively.

### Note

It is a legal requirement that Trustees of Edinburgh UNESCO City of Literature Trust are over the age of 18 and are not disqualified by law from being a Trustee (for example as a result of unspent convictions for offences involving deception or dishonesty, by being an undischarged bankrupt or by being disqualified from being a company director). If you need more information, please contact the Director ([ali@cityofliterature.com](mailto:ali@cityofliterature.com)).

[www.cityofliterature.com](http://www.cityofliterature.com) @EdinCityofLit tel. 0131 557 9850

Offices: Top Floor Office, John Knox House, 45 High Street, Edinburgh, EH1 1SR.

Edinburgh UNESCO City of Literature is the operating name of Edinburgh World City of Literature Trust which is a company limited by guarantee (No. 270581) and registered as a charity (SC035697).

## **Equal Opportunities Policy**

Edinburgh UNESCO City of Literature Trust is committed to promoting literature as an activity for all and to have a positive social impact and make progress in terms of access, inclusion and integration within the arts. To this end, Edinburgh UNESCO City of Literature Trust consults with a wide range of people, agencies, arts officers, and writers' and reading groups.

It is our intention not only to ensure that our services are accessible, barrier-free and avoid discrimination to users and potential users on the ground of ethnicity, disability, gender, age or sexual orientation, but also to build constructive relationships and take positive action to encourage participation in our literature activities from under-represented groups.

Edinburgh UNESCO City of Literature Trust offers the same opportunities to all regardless of gender, age, colour, race, ethnic origin, disability or sexual orientation. Our pay structure is based on qualifications and experience, and is equal for all employees at similar positions within the company.

It is Edinburgh UNESCO City of Literature Trust's policy to interview all candidates qualified for positions advertised, encouraging applications from under-represented groups. However, with regards to recruitment, all decisions will be made according to experience and qualification. No other variable is considered when offering a position within Edinburgh UNESCO City of Literature Trust.

### **Implementation of the Policy**

It is the responsibility of the Company Secretary/Administrator to monitor effectiveness and develop where necessary the Equal Opportunities policy. Each member of the company has responsibility for their own compliance.

Edinburgh UNESCO City of Literature Trust believes that the value of an Equal Opportunities Policy lies not merely in its intention but in its practical delivery. It is therefore important that this policy is reflected within the company's programme of work.

### **Scope of the Policy**

The policy applies to all: all staff, including project/temporary staff, volunteers and job applicants.

### **Definitions**

Edinburgh UNESCO City of Literature Trust recognises discrimination as being a process of acting unfairly against an individual or group by exclusion, verbal comment, denigration, failure to appreciate needs or the assumption of such needs without consultation.

### **References**

It should be noted that for the purposes of this Equal Opportunities Policy the term 'race' should be taken to include colour, nationality, ethnic and/or national origins as outlined by the Race Relations Act 1976.

Race Relations Act 1976

Sex Discriminations Act 1975

Equal Pay Act 1970

Disability Discrimination Act 1995

## Programme Information

### SIGNIFICANT ACHIEVEMENTS OVER THE YEARS

The City of Literature title was devised in Edinburgh by our Founding Trustees who conceived the title as permanent and non-competitive, recognising outstanding excellence in the field of literature. The title was presented to UNESCO who enshrined it in their Creative Cities Network and designated Edinburgh as the world's first UNESCO City of Literature in 2004. The network now stands at 180 cities spanning the globe. Our office was set up in 2005 following Edinburgh's designation.

Through our work, and in collaboration with our partners, we give literature a profile to the city's 500,000 residents and 3.85 million visitors (2017-ETAG Facts and Figures Report) and we reach a global audience through our digital presence and membership of the UNESCO Creative City Network.

Between 2011 and 2015 we worked with 161 partners delivering 230 events and projects, reaching an audience of 300,000 and millions more through our on-street installations.

In 2014, to mark the 10th anniversary of our UNESCO City of Literature designation we launched Great Scott! and covered the floors, walls and windows of Edinburgh's Waverley Station - the only railway station in the world named after a novel - with the wit and wisdom of the writer of that book, Sir Walter Scott. The project also marked the 200th anniversary of the publication of Waverley and the opening of the Borders railway line. Great Scott! won The City Award 2014 from Creative Edinburgh, which recognises an outstanding creative contribution to the city. The public response to the installation was so positive that the station owners are maintaining the installation presenting that work daily to an annual footfall of 23 million people at the station.

For over ten years our Literary Salon has provided a vital hub and contact point, helping stimulate new work, initiatives and collaborations and improving people's access to the city's literary community: since 2015 it has inspired seven more Salons in cities across the UK and since 2018 has been community-led.

In 2016 we celebrated 10 years of our Story Shop programme which has supported 136 emerging writers from Edinburgh, 68 (50%) of whom have gone on to win awards and publish novels. Through our partnership with the Edinburgh International Book Festival, Story Shop writers have been given an international platform at the world's largest public celebration of the written word.

We created Edinburgh's first citywide reading campaign and published the world's first Scots-language and first Gaelic-language graphic novels; through four subsequent reading campaigns we have worked with 65 partner organisations, given away 93,000 free books, welcomed 11,500 people to 92 public events and received 185,800 visitors to our campaign web pages and micro-sites.

In 2016 we assisted with the development of The Super Power Agency, a new creative writing and mentoring centre which improves levels of literacy, self-esteem and fosters aspiration among under-resourced students from 8-18 years old.

Our Words on the Street campaign saw a major public-private partnership which secured £25,000 for a community engagement project which included collaboration with international screenwriter,



filmmaker and artist Terry Gilliam. A 10-metre long illuminated light installation featuring a quote selected by Gilliam and inspired by Miguel de Cervantes' book Don Quixote was installed on Jeffrey Street in the heart of Edinburgh's Old Town for 28 days. Terry Gilliam declared himself an ambassador for Edinburgh as a City of Literature, helping us to reach a more diverse audience and widen the traditional view and definition of literature.

To complement our work with Gilliam, an illuminated lightbox trail – Canongate Stars and Stories – was created for Edinburgh's Old Town, shining a light on over 500 years of print and publishing history and displayed in the Winter months between 2016 and 2018. The trail featured 24 literary quotations and phrases drawn from famous books and writers across the ages, which were put on display in the windows of 22 retail and hospitality businesses along the Old Town's Canongate area on the Royal Mile. The trail was accompanied by online resources, a printed trail, briefing packs and free walking tours, with the aim to bring literature to Edinburgh's streets in a friendly, accessible and inviting way. It won a VisitScotland Thistle Award 2017 in the 'Working Together' category.

We lead Edinburgh's literary tourism work, securing it recognition in the Edinburgh Tourism Strategy 2020. We have worked to develop a business opportunities guide and resource kit and created a £20,000 fund which led to seven new literary tourism products being launched.

In 2015, with our partners the Scottish Storytelling Centre and TRACS, we established a Scottish Charitable Incorporated Organisation for the Literature House project, underpinning the creation of a new literary centre and information point on the Royal Mile; in 2016 this work won a Co-operative Development Scotland Collaboration Prize.

## **FUTURE PLANS**

2020-2022 will see us focus on our Literature House project, with the ambition to launch the Literature House in 2022 as part of a wider Literary Quarter development. This is a highly ambitious project and will be a point of transformation for Edinburgh as a UNESCO City of Literature in terms of profile, access and engagement.

We will continue to develop our international programme and support the UNESCO Cities of Literature network.

In the next twelve months staff and board will be involved in creating a new business plan and reviewing and refreshing the company's strategy.

## Other Information

To find our more about Edinburgh City of Literature please visit:

Website: [www.cityofliterature.com](http://www.cityofliterature.com)

Twitter: @EdinCityofLit

Facebook: EdinburghCityofLiterature

For information about our current Trustees please go to:

Website: <https://cityofliterature.com/our-board/>

For information on the UNESCO Creative Cities Network please go to:

Website: [www.en.unesco.org/creative-cities/home](http://www.en.unesco.org/creative-cities/home)

Detailed guidance on the role of Trustees is available from OSCR:

Website: <https://www.oscr.org.uk/guidance-and-forms/guidance-and-good-practice-for-charity-trustees/>