



2026
CHEAD Co-opted Trustee
for Business Development
Pack

Thank you for your interest in this opportunity to play a significant role in the direction of an engaged, dynamic and active organisation, passionate about arts and design higher education.

CHEAD provides leadership and an inclusive, cohesive body for and on behalf of higher education art & design and creative disciplines in the UK, advancing knowledge and understanding in the sector and promoting the sector's interests to others.

The role of the CHEAD Board of Trustees is to carry out CHEAD's charitable purposes for the public benefit and represent and respond to the demands of the membership.

This pack aims to help you decide whether this role and its responsibilities are right for you and provide information on the elections process.

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The Co-Opted Trustee for Business Development Role

The role of the Co-opted Trustee for Business Development is to support the financial sustainability of CHEAD through business development and income generation.

- **Develop a financial strategy and plan**, aligned with CHEAD's strategic plan 2025-2030 that explores balanced and sustainable revenue, reducing dependency on any single source.
- **Review** CHEAD's current income streams, horizon scanning to identify areas and opportunities for growth and enhancement and / or developing new products and services offering value to its membership.
- **Identify** potential sponsorship, partnership or funding opportunities that align with CHEAD's goals and objectives.
- **Identify** any staffing capacity considerations needed to deliver growth plans.
- **Contribute** to investment and financial decision-making.

The Trustee Role

As a trustee, the co-opted trustee for business development is also expected to carry out the duties of a CHEAD trustee board member:

- **Ensure that CHEAD is carrying out its purposes** for the public benefit.
- **Ensure that CHEAD complies** with its governing document (its Constitution), charity law and any other relevant legislation or regulations.
- Ensure CHEAD **manages its resources responsibly** and exclusively in pursuance of its objects.
- **Contribute actively** to the board of trustees' role in giving firm strategic direction to CHEAD, setting overall policy and defining goals.
- **Act with reasonable care and skill**, making use of skills and experience and taking appropriate advice when necessary.

In addition to the above statutory duties, each Trustee should use any specific skills, knowledge or experience they have to help the Board of Trustees reach sound decisions.

We are
looking for
people who can
help us
continue to
grow our
reach, influence
and impact

The Co-opted Trustee for Business Development Person Specification

The Co-opted Trustee for Business Development should be able to demonstrate the following skills, knowledge and experience

- Entrepreneurship / sponsorship / resource generation and / or business development experience.
- Strong commercial acumen, with experience in sponsorship acquisition, revenue generation, and / or developing financially sustainable initiatives.
- Demonstrated success in increasing revenue.
- Innovative mindset with the ability to identify and capitalise on new opportunities.
- Excellent networking, influencing and communication skills.
- Comply with the regulations and laws of charity business development.

Trustee Person Specification

- **A demonstrable breadth and depth of experience** in Art, Design or a creative discipline in HE, encompassing management, administration and teaching.
- **A commitment to the mission of CHEAD** and a willingness to devote the necessary time and effort.
- **An understanding of the responsibilities** of a charity trustee and to familiarise themselves with the necessary guidance and regulatory requirements.
- **A demonstrable commitment to championing diverse and inclusive practice** and to uphold CHEAD's commitment to diversity.
- **An awareness of the issues facing the sector** including strategic risks.
- **Independent judgement, strategic vision and analytical skills**
- **An ability to work respectfully and effectively** as a member of a team and to take decisions on behalf of the CHEAD membership.
- **Strong leadership skills.**



Expected Commitment

Trustees are expected to:

- **Attend and actively contribute to every CHEAD Board of Trustees meeting.** There are normally 4 meetings, which are held in November, February, May and a residential away day in June.
- **Participate in CHEAD events, especially the Annual Conference** which is normally hosted and/or organised by a member organisation.
- **Fulfil trustee duties**, such as chairing sessions, welcoming new members, guests and speakers, hosting tables at the official dinner of the annual conference.
- **Actively participate in and support the ongoing work of CHEAD** including representation, research, general HE policy discussions, preparation of position papers and reports.
- **Give your time to CHEAD pro bono.** It is expected that your home institution will normally underwrite travel costs incurred however, CHEAD will cover reasonable out-of-pocket expenses if not covered by member institution.



Who are we looking for

At CHEAD, we are committed to ensure that at all levels within the organisation, we are working towards equity, diversity, and inclusion. This means that we particularly want to ensure the organisation's Board is reflective of our mission to dismantle institutional models and hierarchies that embed inequality and discrimination within art & design and creative disciplines.

We believe art & design and creative disciplines are essential and this anchors all our EDI commitments to be a truly intersectional organisation of distinction, trust, and activism. We believe that challenging patriarchal narratives through a people and planet-centred approach to art & design and creative disciplines is key to solving our national and global challenges.

By compassionately challenging ourselves and art & design and creative disciplines in HE to learn new intersectional narratives and ways of working that embrace and empower diverse communities, we hope to pave the way for more equitable across the art & design and creative sectors.



Eligibility

To be eligible to apply for this role, you must work within a CHEAD member institution.

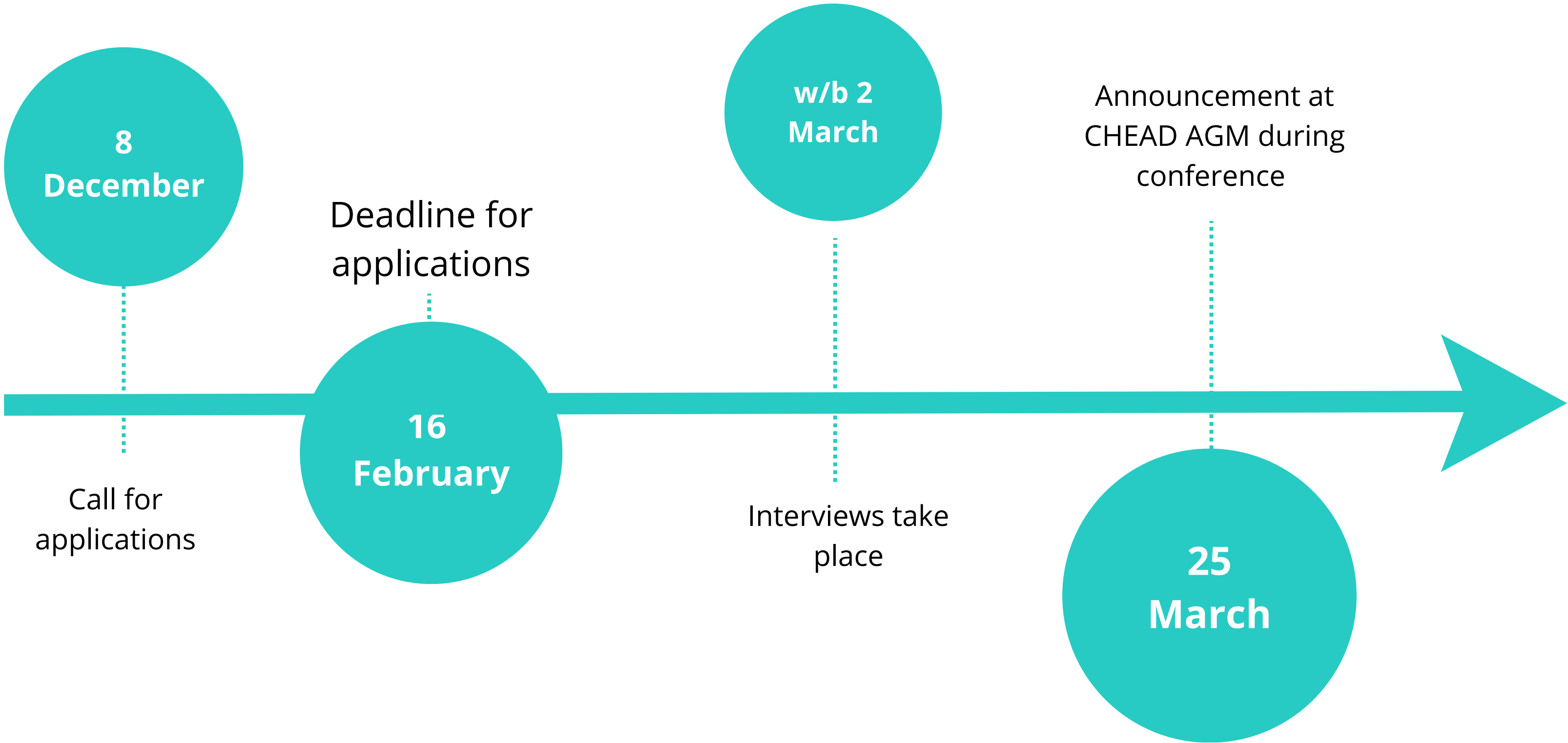
Applications are welcome from academic and professional services colleagues. You should discuss and seek support from your main member representative listed on the [CHEAD members directory](#).

No single institutional member may be represented by more than one trustee on the Board.

Individuals wishing to submit an application should complete a form including a statement which can be submitted in **written, video or audio format** via the CHEAD website.



Application Process



CHEAD's Board of Trustees

CHEAD's Board of Trustees is currently made up of twelve people drawn from our member institutions alongside two directors working across a diverse range of programmes and projects.

Up to:



Professor David McGravie Chair	Dr Jacqueline Butler Vice Chair	Dr Rod Adams Treasurer	Professor Shelley McNulty Trustee
Professor Catherine Dormor Trustee	Roger Bateman Trustee	Professor Dan Allen Trustee	Dr Kai Syng Tan Trustee
Abid Qayum Co-opted Trustee	Professor Paul Springer Co-opted Trustee	Louise O'Boyle Expert Trustee	Dr Sian Vaughan Co-opted Trustee

The profile of each of CHEAD's current Board of Trustees can be found on [CHEAD's website](#).

Benefits For You

Some of the benefits former trustees have reported include:

- Satisfaction of being closely involved in the strategic planning and decision-making of a national body.
- Having the latest information and news of the sector.
- Being aware of latest government and funding council policies and decision making.
- Invaluable networking opportunities inside and outside of HE.
- Opportunities to speak to national and international peers.
- Professional development opportunities, e.g. presenting and speaking at events, acting as a specialist advisor, involvement in case studies, meaningful consultation as an advocate and making useful new contacts through public engagement.

Benefits also include opportunities to align your interests with one of CHEAD's strategic themes all of which are underpinned by advocacy:

- Research, Innovation and Knowledge Exchange
- Learning and Teaching: Creative Education
- EDI
- Creative Leadership

There are opportunities to join working groups such as:

- Women in Leadership
- CHEAD Annual Conference
- Creative Leadership
- Green Design Skills Framework
- Advocacy and PR

Many Trustees say that serving on a board is the best education they have received in dealing with real and often complex strategic, organisational and policy issues.

Benefits For Your Institution

There is a compelling argument for institutions to support employees to take on trustee roles. There are many benefits to both individuals and the institution in doing this including:

- Employee fulfilment
- Develop networks in the sector
- Cost effective personal development
- Gaining knowledge of art & design and creative discipline higher education sector issues

Institutions benefit as their employees gain board and networking skills and are giving something back to the sector.

Institutions recognise that supporting staff to take up trustee roles is a good way for their staff to share their knowledge and experience, while also offering them an exciting, alternative professional development opportunity, providing them with skills they couldn't gain from traditional management training.

Institutions benefit as their employees gain board and networking skills and a sense of satisfaction and accomplishment they are giving something back to the sector.

CHEAD

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