

# CEO

## Information Pack



## About Arty-Folks

**Art requires the courage to let go of certainties and not being afraid to fail.**

Founded 1995 as a self-help group by users of mental health services who felt disempowered by their diagnosis and written off by society in collaboration with a community artist.


We believe that most mental distress is caused by life experiences and circumstances often outside the person's control. We also believe that within everyone lives a spirit of inquiry that can lead to extraordinary insights and breakthroughs and will build people's resilience to cope with change and withstand setbacks.

Based in Central Coventry, Arty-Folks has grown to inspiring per year over 700 adults of working age in the CV postal code area to rebuild their lives through

- a visual arts programme structured into stepping stones to recovery that promotes self-reflection and personal growth
- creative peer support groups that offer a safe space with like-minded people
- 1:1 mental health coaching to grow through challenging times and map a new way forward
- 1:1 solution-focused support to resolve practical issues and start volunteering, education, or employment



***“Arty-Folks helps clear the clutter from your mind and gain some perspective on what really matters. Seeing your deepest thoughts and feelings express in pieces of art is an extremely cathartic and therapeutic experience.”***



***“I recognised my mental health was getting worse and I couldn’t wait any longer for help. Luckily a friend told me about Arty-Folks and I joined the art studios within a couple of weeks.***

***I loved my weekly class straight away. Over time I learnt so much about art, myself, and my mental health. I am so much more confident and better equipped to meet the challenges life will throw at me.”***



# Our Vision & Mission

## Vision

We are working towards a world that understands creativity is not just a 'nice to have' but is the foundation of good mental health.

The visual arts have an amazing ability to bring people together, enabling us to find strength in ourselves and each other, and create a genuine sense of belonging with profound impact on our sense of wellbeing and purpose in life.

## Mission

We reach out to people trapped in mental ill health and we empower them to turn their stories and messages into compelling works of art that challenge established thinking patterns, transform lives and create social change.

We bring people together to share life experiences and reclaim a sense of 'norm' and through the creative process strengthen identity and control over their lives and futures.

## Values

At Arty-Folks there are no passive 'service users' and there is no 'us' and 'them'. We encourage all to have and exert influence with a voice that is heard throughout our charity, from Peer Volunteers, members of staff, to Advisers and Trustees to the Board.



***“Attending Arty-Folks allowed me to express my inner world within a supportive and understanding community. It was a revelatory experience and gave me a great sense of achievement.”***

# Our Recent Work

## Coventry Art Studios

From our studios, **we run a year-round programme of progression-focused groups** as well as a number of projects:

- **New Perspectives IV** (the fourth consecutive year funded through ESF) enabled us to provide enhanced support to a small group of 10 of our most vulnerable and disabled participants that enabled them to access volunteering, education, training or employment.
- **Cost of Living Fund** supported 50+ members through the worst of the cost-of-living crisis by offering a warm hub, healthy meals, and wrap-around support during the winter months.
- **Coventry City Council Youth Employment Initiative** supported a group of 18-29yrs old to step closer to creative career paths. Arty-Folks was chosen for the quality of our art programme, our experience of running similar projects with young people since 2016, and for our extensive knowledge of the local creative sector.
- **Unseen Stories Vol.II** members created photographs, animations, and short films charting their mental health journey. 16 films were screened to an audience of 50 family, friends, and supporters to mark Mental Health Awareness Week.

## Warwickshire Art for Wellbeing

A 2.5year programme during the Covid'19 pandemic offered early intervention and prevention support to adults in Warwickshire with low to moderate mental health needs.

Over 1200 participants attended on-line and in-person courses and workshops. A data analysis by Coventry University showed significant improvements in participants' mental, social, and creative wellbeing.

## Current Projects:

### Warwickshire - Lillington

Funded by Warwick District Council, we are working at grassroots level in Lillington to tackle the stigma surrounding the area and promote pride of place through a programme of resident-driven community arts and events.

### REACH Peer Support

Working with Rethink and the VCSE Mental Health Alliance we employ a Peer Support Worker to use their lived experience to empower adults with severe mental illnesses step down from statutory services and anchor in the community.

**Arty-Folks has built an evidence-based approach and track-record of transforming the lives of the most vulnerable and hardest-to-reach in a sustainable way.**

**"Art has the power to heal wounds, mend broken hearts, and ignite the spark of hope within us."**



# Future Plans

Since the pandemic, Arty-Folks has more than tripled the number of people we support, and demand for our service that provides immediate access continues to grow. Our new CEO will lead our expansion plans which will include:

## Young People

This year we will lower our age-remit to include young people 16+ years old who are waiting to transition from children to adult mental health services, and those struggling to adjust to adulthood.

## Community Work

We will expand our engagement across Coventry&Warwickshire to reach those most isolated, ignite their creative spirit, and create lasting social change.

## Peer Support Work

We want to support more members to gain employment in a field where their lived experience is an asset. We will support their Peer Support Worker training and career pathways as it is key to changing how mental health services are delivered.

## Research

Building on our outcome and impact measurement we will continue working with Coventry University to research how the creative process promotes good mental health and the drive to thrive.



## Growing the Arty-Folks Team

Our current CEO and Founder is seeking to retire in the next 2-3years.

Our new CEO will build the team and organisational structure that will take Arty-Folks forward.

We envisage the management team to comprise of the following roles within the next 2 years:

- CEO
- Artistic Director
- Programme Manager
- Communications Officer
- Finance Officer



# CEO Recruitment

**We are seeking an exceptional candidate who can hold fast to all that is unique and special about Arty-Folks. As a personality you are level-headed, empathic and people-focused, and committed to help Arty-Folks flourish within both the mental health and creative sector in Coventry and Warwickshire.**

The role requires strategic leadership and operational oversight that ensure the charity's growth and ability to handle increasing demand, while maintaining the high quality of its services.

It is essential that as the head of a small team our CEO is closely connected to our day-to-day operations whilst maintaining a strategic viewpoint that drives innovation, co-production, fundraising, and collaborations.

## Essential Knowledge and Skills:

- Committed and passionate about mental health, the visual arts, and putting people first.
- Leadership experience & team mgt.
- Ability to create plans, budget and manage financial controls
- Demonstrable success in fundraising.
- Experience of working in a similar sector.
- Strong knowledge of the Coventry / Warwickshire area.

**As CEO, you will be responsible for:**

## Strategy

- Working with the Board to articulate a clear and compelling vision for growth with realistic and measurable goals for scaling our program and social impact.
- Communicating effectively between the Board of Trustees and our team, and ensuring daily activities align with the organisation's strategic plan and KPI's.
- Working with the Board of Trustees to mitigate organisational risks and enable decisions that will protect against major business disruption
- Ensuring business plans progress efficiently while ensuring required resources are available.
- Developing effective collaborations with VCSE organisations, the NHS, Public Health and community partners to provide our members access to a wide range of services.

## Stability

- Overseeing the development and optimisation of the organization's infrastructure, including technology, facilities, and human resources, to support increased capacity.
- Overseeing the robust financial management of our finances to ensure long-term sustainability, compliance, and efficiency.

- Developing and executing a comprehensive fundraising strategy that builds and nurtures strong relationships with existing and prospective funders.
- Building capacity by recruiting top talents as Trustees, staff or volunteers, offer training and support to equip them with the skills needed and to develop their leadership skills.
- Supporting our staff team with professional development, good working conditions, supportive management, and regular performance appraisals.

## Scalability

- Ensuring evidence-based systems for monitoring and evaluating the impact of our service are implemented, using service user data and feedback to make informed decisions and adjustments.
- Writing high quality impact reports that are comprehensive, transparent, and well-structured to effectively communicate outcomes and social return on investment

You will be supported by and work alongside our Artistic Director who will be stepping down from her current CEO role.

# Terms & Conditions

## Name of Employer

Arty-Folks

## Location

Office-based:  
Eaton House  
1 Eaton Rd  
Coventry  
CV1 2FJ

## Hours of Work

Equivalent to a 0.6 contract of 3 days a week.

The postholder will be expected to work such reasonable hours with flexibility, as the post demands including evenings for Board Meetings.

## Overtime

No overtime is paid.

## Annual Holiday

29 days including statutory holidays

## Period of Notice to Terminate

3 months

## Probationary Period

6 months

## Rate of pay

£36,000 per annum pro rata

## Pension

The company has a contributory pension scheme with NEST.

## Reports to:

Arty-Folks Board of Trustees

## Employment terms

Employment with Arty-Folks will be subject to the following checks prior to a start date:


- A satisfactory police record check to include a Disclosure and Barring Service (DBS) check
- Receipt of satisfactory references
- Proof of eligibility to work in the UK

## How to Apply

Submit your CV and covering letter to **info@arty-folks.org.uk**

We will conduct a rolling interview process so candidates are encouraged to apply as soon as possible.

## Find Out More

 074436 43634

 <https://arty-folks.org.uk/>

 [info@arty-folks.org.uk](mailto:info@arty-folks.org.uk)