

# ST. MARGARET'S HOUSE

Candidate pack:  
Executive Director (co-CEO)





# Welcome

St. Margaret's House is a vibrant, independent Arts and Wellbeing Community Hub in Bethnal Green, East London.

This is an exciting place to work. We have arts and wellbeing shops, a vegan café, community halls and meeting rooms, dozens of workspaces, a Georgian terrace, a peaceful garden and an amazing, eclectic mix of people and projects. More than thirty like-minded charities, community groups and social enterprises are based here supporting a very wide range of initiatives.

We were delighted to receive Arts Council England National Portfolio Organisation status in April 2023 and this is taking us on a fantastic journey, providing the opportunity to elevate all we have achieved so far to another level and bring new energy and creativity to all we do.

Funding from the Thriving Communities programme brought to life our Health Tree project. NPO funding now establishes the Creative Health Tree as a permanent feature of our programme, providing low cost, affordable classes, workshops, talks and events in yoga, massage, acupuncture, a broad spectrum of arts practices and more. Working with social prescribers and other health professionals we aim to develop Creative Health Zones that enrich our local communities.

In partnership with Tower Hamlets Council we are supporting a nearby community hub: the Tramshed. Working in the space during the week and on Saturday mornings, we can offer a range of community activities, everything from social activities for the East London Pensioners to circus skills for children and their families.

St. Margaret's House was established in 1889 and has a brilliant history of service and achievement. Join with us and let's make a difference.

Eugene Lowrie  
Chair of Trustees



# Where we are

St. Margaret's House is located in Bethnal Green, on Old Ford Road.

The settlement comprises five office buildings, the Chapel, the Mulberry Hall, the Gallery Café, Ayoka charity boutique, The Canvas and The Create Place.

We are fortunate to have a wide variety of charity and community interest tenants working across the settlement all of whom, alongside our staff team, facilitators and participants, make SMH the vibrant community hub it is today.

Within a 5 minute walk of SMH you can get to:

## Green spaces:

- Victoria Park
- Bethnal Green Gardens
- Paradise Gardens
- Museum Gardens

## Local facilities and cultural spaces:

- Young V&A
- York Hall – Gym, Swimming Pool and Spa facilities and events
- Bethwall climbing centre
- London Buddhist Centre
- Bethnal Green Underground station
- Cambridge Heath Overground station

## Local amenities:

- Sainsbury's Local
- Co-op Local
- A variety of local pubs including the Approach Tavern, Camel, Florists Arms, Salmon & Ball, Mother Kelly's
- A variety of places to eat including the Gallery Café, Arepa & Co, Chiringuito, Sager + Wilde



# Vision, Mission & Community

## **Vision**

Creating healthier and happier communities.

## **Mission**

Our mission is to promote positive social change by creating arts and wellbeing opportunities for people to come together and play a more active part in their community. Our projects anchor us in the community, providing spaces for residents to eat, shop, learn, create, and enjoy a diverse cultural programme.

We have 31 community, arts, and wellbeing tenants based in our hub. Community tenants working locally include the Bangladeshi Parents & Carers Association, Tower Hamlets Friends & Neighbours, and IWGB, who also have a national remit; arts tenants include Grand Union Orchestra, Fevered Sleep, and Freshwater Theatre, with wellbeing tenants encompassing a wide range of therapeutic practices from psychotherapy to acupuncture. We support the ecology of the arts, wellbeing and community sector by providing our tenants with some of London's lowest rents, as well as opportunities for project collaboration, local connections, and funding opportunities.

We deliver mostly in Tower Hamlets, but through partnerships with London Arts and Health and as part of our Arts Council National Portfolio Organisation status, we will be working more in Newham and Barking and Dagenham over the next three years.

# Brief history

St. Margaret's House has existed since 1889 and was set up by a group of amazing women. Throughout the years there has been a strong history of serving the communities of Tower Hamlets through arts. From the craft and sewing workshops set up early in its life to increase local women's skills to performances in our Hall of 'Pilgrim's Progress' and a street carnival. Even Queen Mary was inspired to come and visit our hall and garden.

Today's world is much changed and so is Tower Hamlets, an increasingly diverse borough. St. Margaret's House has delivered activities throughout the years, evolving with the times.

Through the NPO funding for 2023-27, St. Margaret's House is excited to evolve again and fulfil more of its potential. Over the last five years, we have developed artistically, embraced digital ways of working and talked a lot about how we want to develop into the future.

We are really excited to reach out further in Tower Hamlets, work with more communities and reflect our borough's diversity but also think about how we reach further into East London.

Over the last three years we have benefited from increased engagement with trusts and foundations and we look to increase this to build on our artistic and wellbeing quality.

We have for a long time championed the link between arts and health and through our project, The Creative Health Tree, have forged strong relationships with social prescribers across Tower Hamlets as well as begin a network for Arts and Health across the borough.

We are celebrating the delivery of arts and wellbeing in our spaces which are completely non-traditional and we are building plans so that more people use and hire them.

We are a 'hub' and within these plans we hope to build this community so that more people will benefit from St. Margaret's House making healthier and happier communities.

Tony Hardie  
Outgoing CEO

# The future at SMH

2024-2025 is a transition year for SMH as we say farewell to our long-standing CEO, solidify our relationship with Arts Council England and look to the future with the appointment of new staff members.

The Executive Director will be key to us uniting and expanding all the work we do, from our charity shop, Ayoka, to the Gallery Café, our many tenants, the unique spaces we have for meetings, workshops and events and the outreach work we do in Tower Hamlets and beyond.

Our buildings are our greatest resource and we will be investing time and energy into repair and renovation, supported by wide-ranging fundraising. We have made commitments to making our building more sustainable and more accessible and we need to drive that change forward with business planning that makes our organisation fit for the future.

We will focus our efforts on communicating who we are and who we support, identifying the new audiences we aim to reach and how we can best do that. We will ensure our evaluation is rigorous so we can share what we do and how it contributes to the regional and national Creative Health agenda. And we will continue to build our connections with many organisations across Tower Hamlets to look for the innovative ways in which arts, wellbeing and community can intersect, offering unique experiences which support the health and happiness of all of our local community.

Beccy Allen  
Arts and Wellbeing Director / Interim CEO

# Key Activities



## Arts and Wellbeing Event programme

- Creative focused workshops and events, including crafting, beading, woodwork, book club, zine making, pottery, creative writing, fashion and sewing.
- Wellbeing activities, including a variety of yoga, gentle exercise, Acupuncture, Massage Shala, and free legal advice.
- Live events, including Mindful Music, Open Mic nights, gigs, dance, theatre and poetry and spoken word.

## Space hire

- The Mulberry Hall, the Anson Room, the Chapel, the Cabin, the Canvas, the Create Place, the Gallery Café, and the Tramshed are all spaces we have available to hire. This enables us to accommodate a variety of events, activities and provide catering via the Gallery Café, if required. Each space offers something different and we work with all our hirers to ensure they are hiring the most suitable space for their event.

# Core Values

## Community

- Tower Hamlets has a wonderfully varied community, and we endeavour to make St. Margaret's House a community hub; a place where people can come together to meet, create, learn, eat, and discover.

## Opportunities

- Creating opportunities for people to come and experience things new or familiar to them, in a safe and welcoming environment is the foundation of our work.

## Discovery

- With every project we do, people we meet and exhibitions displayed, we discover something new about the area and our community - and we never want this process of discovery and learning to stop!





# What is it like to work at St. Margaret's House?

*Working here at St. Margaret's House is like being part of a large compassionate family.*

*My volunteering team and I work together for the progress and prosperity for the community we serve; we are part of the glue that holds a community together. Volunteering allows us to connect to our wonderful community and make it a better place for all. Even helping with the smallest tasks can make a real difference to the lives of people in need.*

*Volunteering is the very core of being human. As Oscar Wilde said, "The Smallest act of kindness is worth more than the grandest intentions."*

Nigel MacMillan  
Ayoka Manager

*The people really make St. Margaret's House the brilliant place it is to work. The wide range of events, exhibitions, and activities programmed are great to participate in, and Ayoka is an absolute treasure trove! The settlement comprises a range of buildings and architecture, as well as a beautiful garden, which we are working hard to make step-free and a multi-purpose space for our community to enjoy.*

Emily Jones  
Operations Manager

*St. Margaret's House is an exciting place to work where no day is the same - we're committed to supporting our communities and see a range of artists, participants and community groups come through our door every day.*

Laura Furner  
Arts and Wellbeing Producer



# Job Description

St. Margaret's House (SMH) are looking for a dynamic Executive Director (ED) to join our senior leadership at an exciting time in the organisation's development. The ED will work collaboratively with the Arts and Wellbeing Director to fulfil the vision, mission and strategic objectives of SMH, taking on the role of Co-CEO following the departure of our long-standing CEO.

We are looking for someone with varied fundraising, finance, human resources and business development experience to implement a vision for the future growth of the charity with particular reference to improving our buildings and directing the retail and hospitality areas of work.

|                               |  |
|-------------------------------|--|
| <b>Role</b>                   | Executive Director (co-CEO)                          |
| <b>Location</b>               | St. Margaret's House, 21 Old Ford Road, E2 9PL       |
| <b>Reporting to</b>           | Trustees   |
| <b>Salary</b>                 | £50,000  |
| <b>Hours</b>                  | 35 hours per week                                    |
| <b>Leave</b>                  | 28 days plus Bank Holidays                           |
| <b>Staff Responsibilities</b> | Line management for Finance, Premises and Commercial |

## Key Purpose

The Executive Director serves as the joint leader of the organisation reporting to the Board of Trustees. The Executive Director works collaboratively with the Arts and Wellbeing Director to fulfil the vision, mission and strategic objectives of St. Margaret's House (SMH). The Executive Director has responsibility for fundraising, financial stewardship, human resources and business development. Alongside the Arts and Wellbeing Director, the Executive Director leads decision-making to ensure the long-term viability and future growth of the charity.

## **Income Generation and Finance**

- Research and write funding applications for a variety of sources including regional and national trusts and foundations;
- Lead on funding and income strategy;
- Lead on maintaining relationships with current funders;
- Lead the overall financial strategy for SMH, including overseeing the budget, payroll, VAT and internal and external audit;
- Ensure the effective financial management of Ayoka charity boutique and the Gallery Café;
- Ensure efficient and sustainable financial management of SMH, including making payments and supporting financial procedures where necessary.

## **Business Development**

- Maximise the potential of our charity boutique and volunteer staff team;
- Maximise the potential of the vegan café;
- Maximise the revenue generated from tenancies and hires across the SMH Settlement;
- Oversee all capital development works.

## **Shared Role Responsibilities with the Arts and Wellbeing Director**

- Set the strategic direction of the charity to ensure SMH creates a sustainable business model with an innovative and forward-looking artistic programme;
- Take overall responsibility for risk management for SMH;
- Oversee the development, updating and implementation all SMH policies;
- Provide pastoral support for all staff including actively promoting professional development opportunities;
- Oversee the company-wide appraisal procedure, including staff development plans;
- Provide support to individual line managers in the resolution of management issues and oversee the resolution of any human resource issues.
- Create an energised working environment for all staff to be able to achieve their potential;
- Promote and maintain an inclusive, collaborative, safe and supportive organisational culture (using the Equality, Diversity and Inclusion Action Plan) which seeks to deliver the highest standards for staff, tenants, customers, audiences and participants;
- Lead on developing the aesthetic, sustainability and accessibility of the buildings and venues used by our staff, tenants, customers, audiences and participants;
- Lead weekly and monthly staff meetings, providing opportunities for other staff to take the lead wherever possible;

- Conduct or oversee the recruitment, interviewing and appointment for all posts;
- Attend meetings with the Board of Trustees, creating all required papers and providing all necessary administration for Companies House and the Charity Commission;
- Facilitate the collaborative relationship between the Board of Trustees and the staff team.

### **General**

- Take overall responsibility for compliance and contractual obligations;
- Attend training when required to develop the role;
- Keep up to date with best practice in the arts, wellbeing and charity sectors;
- Undertake any other duties reasonably requested by the Board of Trustees.

# Person Specification

**It is expected that the post hold should:**

## **Essential**

- have at least seven years' experience of professional experience (including arts/charity or field with transferable skills), including three at a senior/strategic level;
- have managed budgets and supervised others when working within agreed budgets;
- have a proven track record in fundraising and organisational development;
- have experience of managing a cross-functional team;
- have experience of commercial delivery;
- have good oral and written communication skills, including report writing;
- have experience of financial strategy, management and forecasting;
- have an appreciation of SMH's work and a good knowledge of the wider sector context;
- have the capacity to work in a busy, diverse and multi-faceted environment.

## **Desirable**

- have a qualification in finance, business or arts administration;
- have experience of working with the public, ideally within a venue context;
- have experience of retail and/or hospitality operations;
- have experience of working with Arts Council England or equivalent public funding bodies;
- have a track record in capital fundraising;
- have experience of building and property management, including listed buildings;
- have knowledge of good employment practice;
- have experience of using financial software (for example, Sage).

# Application process

If you would like to apply for the role of Executive Director (Co-CEO) at SMH, please email:

- A concise cover letter outlining how your skills and experience to date fit both the job description and St. Margaret's House; (maximum one page of A4)
- Your CV (maximum 2 pages of A4)

Candidates should address their emails to SMH's Chair, Eugene Lowrie at [recruitment@stmargarethouse.org.uk](mailto:recruitment@stmargarethouse.org.uk)

The deadline for applications is 9am on Monday 17th June 2024.

Shortlisted candidates will be invited for interviews at St. Margaret's House on Friday 28th June. Second round interviews will be on Thursday 4th July. Please state on your application if you would have difficulties with either of these dates.

Research tells us that people from under-represented groups tend to only apply for roles when they meet every criteria. If you think you have what it takes, but don't necessarily meet every single point on the job description, we would still love to hear from you. This may include people of global majority or working class backgrounds and/or with characteristics protected under the Equalities Act, including race, disability, sex, gender, sexual orientation, gender reassignment, and religion and belief.

We ask that as part of your application, you complete our Equal Opportunities monitoring form:

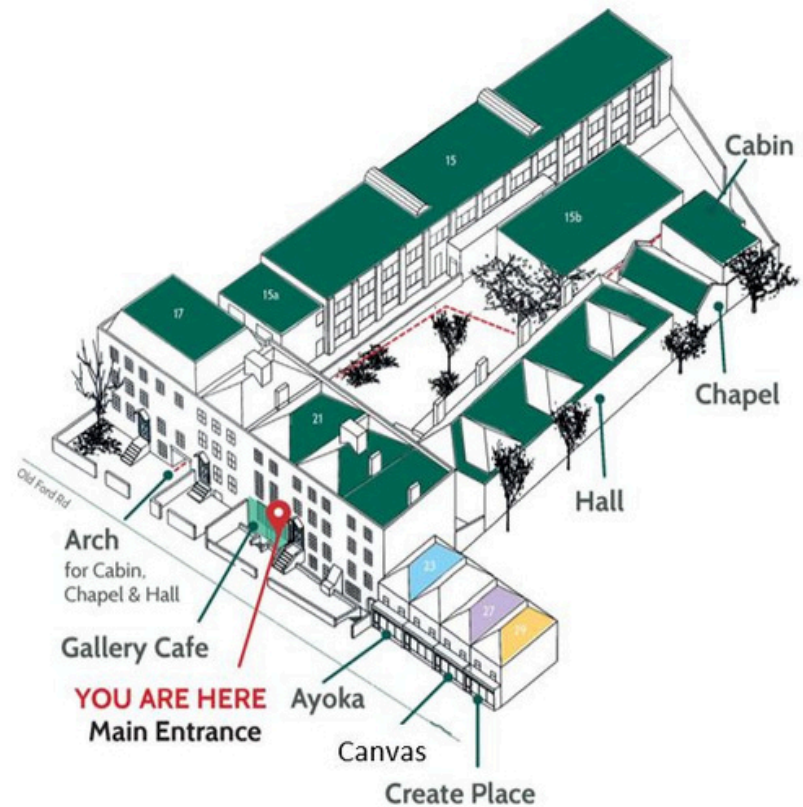
[SMH Equal Opportunities monitoring form \(Culture Counts\)](#)



Thank you for your interest in the role of Executive Director (Co-CEO) at St. Margaret's House.

We hope you have found this candidate pack useful in deciding whether you would like to apply for the role, and if so, it will be great to hear from you.

Very best,  
SMH Team



Participants wearing their headpieces created in a Fix Up, Look Sharp! workshop



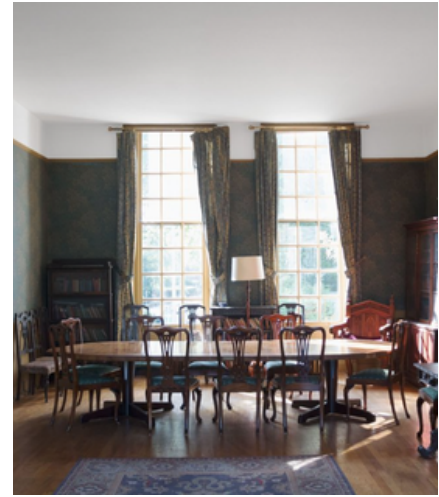
# SMH in a few photos



L - R:  
Ayoka  
exterior and  
Ayoka  
interior with  
a happy  
customer  
modelling  
their new  
jacket!



L - R:  
LGBTQ+  
printmaking  
workshop,  
Vinyasa  
Yoga, the  
Anson Room



L - R:  
Beading,  
Crafting and  
Photography  
workshops



L - R:  
Circus  
workshop at  
the  
Tramshed,  
Vegan  
breakfast,  
Gallery Café

