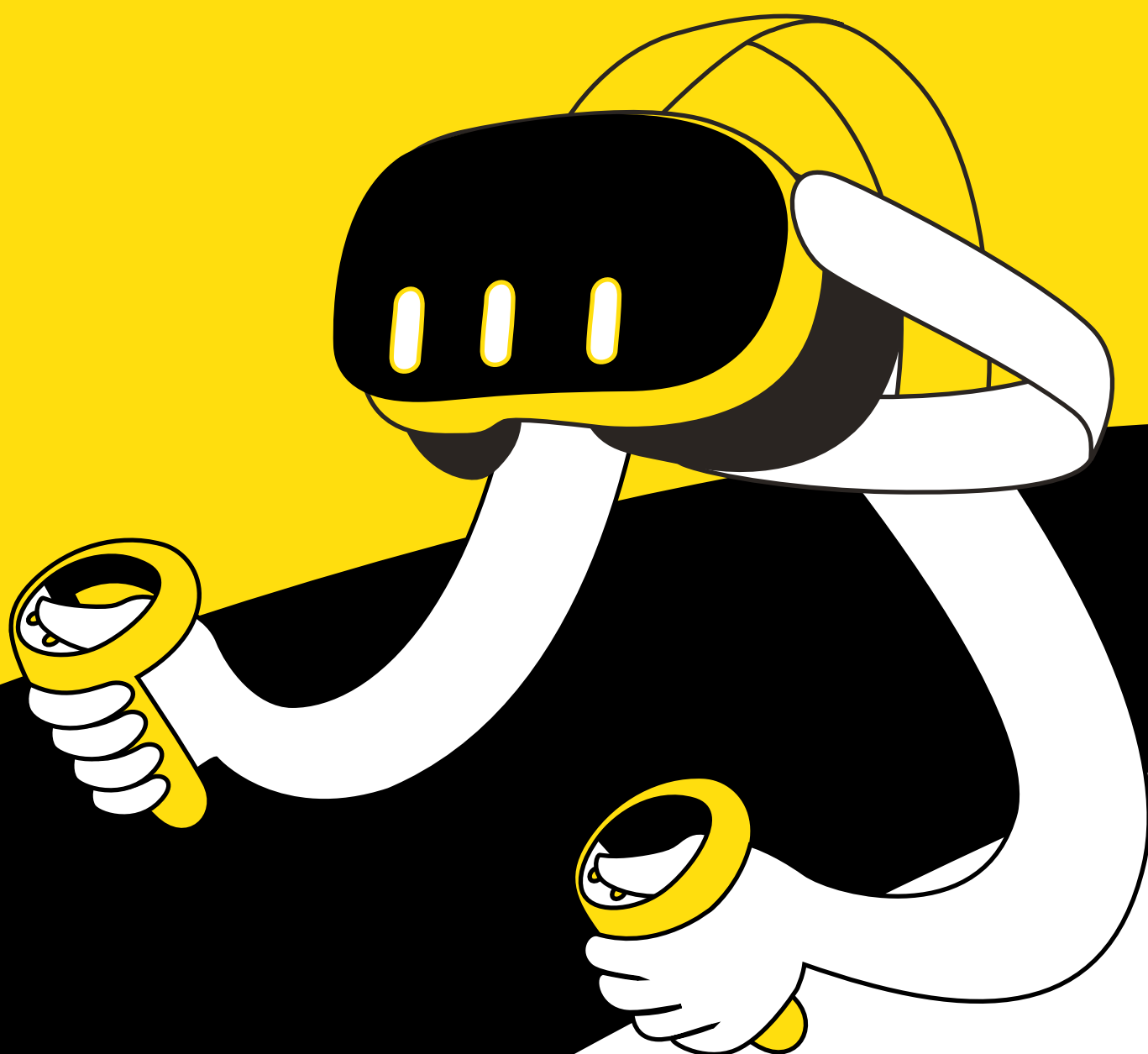


BOM Birmingham Open Media Trustee Recruitment Pack





Empowering communities through immersive innovation and learning

A 'Smart' Queen's Baton

Birmingham 2022

Commonwealth Games





Hidden Kingdoms

A travel companion app



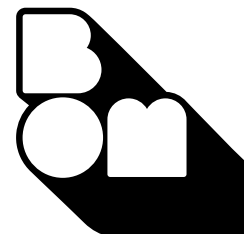
Contents

Welcome to BOM	04
About BOM	05
Operating Model	07
Board Structure	08
Role Description	09
Details for Applying	12

Learning Programme

Immersive Arts Bootcamp showcase





Welcome to BOM

Thank you for your interest in the role of Trustee of the BOM (Birmingham Open Media) CIO.

This is an incredibly exciting time for the organisation, following our merger with an immersive studio and doubling our core team in the last year. We are now focusing on our commitment to growing our social and community impact, and are embarking on the journey to establish our own registered charitable entity.

The wheels are already in motion, and we have a group of talented Directors who will remain in position to oversee the work of BOM CIC, which will deliver our commercial activities moving forwards. The new charity will become a platform for us to grow our reach and impact, delivering transformational immersive technology experiences and skills programmes to communities across the West Midlands and beyond.

We are looking for exceptional candidates to become the first Trustees of our new CIO, providing strategic guidance and oversight during this crucial transition.

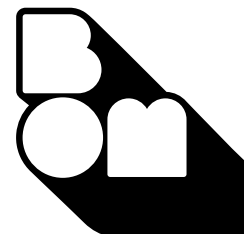


Learning Programme

Immersive Arts Bootcamp



BOM Team



About BOM

BOM is an immersive arts organisation, engaging and empowering communities through innovation with immersive technologies and inclusive learning programmes.

We innovate with virtual and augmented reality, games and other interactive content to create dynamic immersive experiences with strong social purpose. Our track record of award-winning inclusive innovation includes:

Beholder

A virtual reality experience exploring autistic perceptions of beauty (ST+ARTS European Media Prize) which toured globally

Mood Pinball

A playable pinball machine gamifying urban data for the Open Data Institute

A 'smart' Queen's Baton for the Birmingham 2022 Commonwealth Games

Launched by the Queen, capturing the heartbeats of thousands of changemakers across the Commonwealth

Hidden Kingdoms

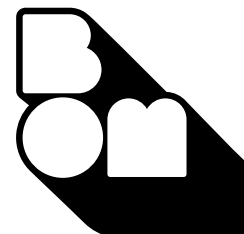
An assisted travel app to help people with travel anxiety make everyday journeys from A to B

Mother Nature

A mobile game engaging global youth in climate justice through spectacular gameplay

Various VR and AR commissions

For healthcare, education and cultural sectors



As a diverse-led, engagement-driven organisation, we're on a mission to diversify our creative digital industries. We run inclusive learning programmes that enable underserved creative talent to overcome barriers and realise their potential, creating pathways to employment. Currently we deliver learning programmes to over 1,500 underserved children and young people each year, as well as around 100 adults completing DfE funded intensive bootcamps.

Our learning programmes include:

Formal Education: Targeted schools programmes in Inclusive Growth Corridors (economically disadvantaged areas) where there are high proportions of Black, Asian, mixed ethnic and special needs children, curriculum responsive immersive skills programmes;

Formal Education: Immersive Arts Bootcamps, NVQ5 level DfE funded intensive training programmes where unemployed and underemployed adults learn the skills they need to progress into junior developer roles or similar. Around 70% of our adult learners are neurodivergent;

Informal education: Annual Summer Camp, exploring art and electronics for 7-11 year olds, young people's and family workshops, careers events;

Community Events: Targeted community outreach seeking the involvement of communities in the design and development of immersive experiences we're developing, as well as Immersive Arts Meetups and community-building events.

Immersive Commissions: BOM commissions and develops artistic work with immersive technology for public audiences. We work in collaboration with artists, cultural organisations and communities to create work with strong social value and artistic excellence. We do this as part of our funded activity as an Arts Council England National Portfolio Organisation.



Beholder
VR experience

Mood Pinball

Digital pinball machine
and mobile game





A 'Smart' Queen's Baton

Birmingham 2022
Commonwealth Games

Mother Nature

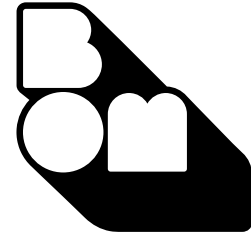
A mobile game inspired
by climate change





Hidden Kingdoms

A travel companion app



Operating Model

BOM has operated to date as a CIC social enterprise (Community Interest Company) with a mixed income business model. We derive income from a number of different sources, including immersive development services, virtual production studio hires, ticketed events and workshops.

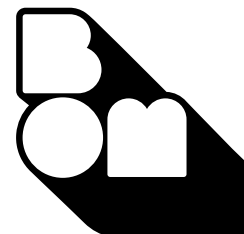
Immersive development services - our studio team are the silent workhorse for other organisations wanting to create their own immersive experiences. We regularly deliver, under commercial contracts, development of VR, AR, games and other interactive content for clients - most often arts and cultural organisations, creative practitioners, education, healthcare and engineering sectors. Clients range from artists to universities, NHS Trusts, colleges and universities, museums and galleries, car manufacturers, engineering companies etc.

BOM also hires its spaces at a commercial rate, including a new Virtual Production Suite for clients looking to access motion capture facilities as a dry hire space or with a fully supported tech team.

Once the new Charitable Incorporated Organisation (CIO) is established, BOM CIC will be used to channel its commercial activities, working closely with the new registered CIO charity, potentially delivering joint programmes and sharing resources. There will be representation from the CIC Board of Directors on the CIO Trustee Board to ensure that there is clear strategic alignment and collaboration.

The BOM CIO is being set up to further our social mission and artistic excellence. Over the years we have secured long-term (often 3 year) funding agreements with Arts Council England, Paul Hamlyn Foundation, National Lottery Community Fund and West Midlands Combined Authority, as well as receiving regular grants income from trusts and foundations.

We aim to expand our community and educational programmes, and following a rigorous process, have made the decision to register the new CIO which operates alongside, and in full collaboration with BOM CIC.



Board Structure

The CIO Board of Trustees will be made up of two Directors of BOM CIC, to foster joint working principles and strategic alignment. We are seeking at least three independent Trustees from a diverse range of backgrounds and experience, including:

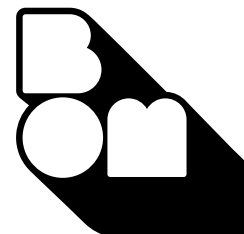
- **Growing a Charity/Charity Governance**
- **Finance**
- **HR**
- **Creative Industries**

We are also keen to attract Trustees with lived experience of the communities we work with, and the challenges facing them. This includes low socio-economic background, racial barriers and neurodivergence.

Governance Structure

The Trustee Board will meet quarterly to review progress against the business plan which is updated annually. Key company policies are also updated annually to endeavour to ensure that BOM is legally compliant. The Board is also responsible for ensuring compliance with Charity Commission requirements and regulations.

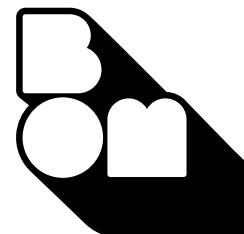
BOM CIC's CEO also sits on the Trustee Board and will provide regular updates on the strategic direction and activities of both the CIC and CIO.



Role Description

Duties and responsibilities

- Support and provide advice on BOM CIO's purpose, vision, goals and activities.
- Approve operational strategies and policies, and monitor and evaluate their implementation.
- Oversee BOM CIO's financial plans and budgets and monitor and evaluate progress.
- Ensure the effective and efficient administration of the organisation.
- Ensure that key risks are being identified, monitored and controlled effectively.
- Review and approve BOM CIO's financial statements.
- Provide support and challenge to the executive team in the exercise of their delegated authority and affairs.
- Recruit key members of staff and monitor their performance.
- Keep abreast of changes in BOM CIO's operating environment.
- Contribute to regular reviews of BOM CIO's own governance.
- Attend Board meetings, adequately prepared to contribute to discussions.
- Use independent judgement, acting legally and in good faith to promote and protect BOM CIO's interests, to the exclusion of their own personal and/or any third party interests.
- Contribute to the broader promotion of BOM CIO's objects, aims and reputation by applying your skills, expertise, knowledge and contacts.
- Jointly with other Trustees, to hold the charity 'in trust' for current and future beneficiaries.

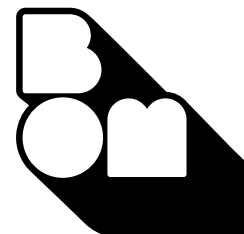


Personal skills and qualities

- Willingness and ability to understand and accept their responsibilities and liabilities as trustees and to act in the best interests of the organisation.
- Ability to think creatively and strategically, exercise good, independent judgement and work effectively as a board member.
- Effective communication skills and willingness to participate actively in discussion.
- A strong personal commitment to equity, diversity and inclusion.
- Enthusiasm for our vision and mission.
- Willingness to lead according to our values.
- Commitment to Nolan's seven principles of public life:
 - selflessness
 - integrity
 - objectivity
 - accountability
 - openness
 - honesty
 - leadership

Support

- BOM CIO is committed to developing and supporting our Trustees throughout their time on the Board, from initial induction to training and mentoring.



Conflicts of interest

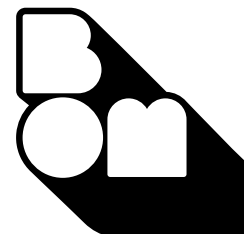
- Trustees should avoid putting themselves in a position where their duty to the charity conflicts with their interests or loyalty to another person or body, and to receive no benefits from the charity unless it is properly authorised and is clearly in the charity's interests. This includes anyone who is financially connected to you such as a partner, child or business partner.
- Where a Trustee is also working for the charity, either in a paid or a voluntary role, particular care must be taken to avoid and, where necessary declare, any conflicts of interest whether these are financial, professional or personal.

Time commitment

- Trustees are volunteers. You should be able to commit at least half day a month (4 hours) to support the work of the charity. This will include keeping abreast of the work of the charity through reading staff reports and attending Trustee Board meetings four times a year, responding to emails and providing advice and support to staff as necessary. In addition, you should be able to attend at least one full Board Development Day per year.

Term of office

- Trustees are appointed for a three year term of office.



Details for Applying

Please send a CV and cover letter (no more than 2 pages) that describes what you would bring to this role, to: Karen Newman, CEO at karen@bom.org.uk

Deadline: Friday 7th February 2025

Birmingham Open Media CIC

Registered Office: 12 Dudley Street, Birmingham, England, B5 4EA

Registered Number: 08823230. Registered in England & Wales.

