

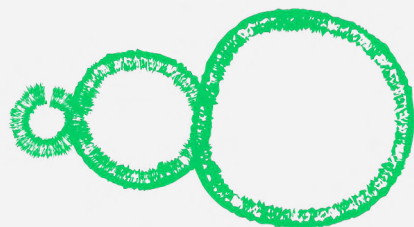
JULIE'S BICYCLE

APPOINTMENT OF

CHAIR OF TRUSTEES / DIRECTORS

OCTOBER 2025





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WELCOME LETTER



Dear Candidate,

Thank you for your interest in joining Julie's Bicycle's Board of Trustees and supporting our team of passionate, committed and dedicated staff. Our mission has never been more important.

This is a pivotal moment for the creative and cultural community. For decades, Julie's Bicycle has championed the vital role of culture - heritage, arts and creative industries - in climate action. We have worked directly with organisations to understand the practical and conceptual changes needed, translating that knowledge into insights that inform policy and funding. Now, the potential of culture to contribute to a just and thriving future is being widely recognised.

Our previous Co-Director, Natalie Highwood, expertly steered the company through the first stage of post-Covid recovery and a new strategy, and we have now welcomed a new Managing Director, Laura Pando, from Climate KIC where she ran the flagship 30mil EU programme Pathways2Resilience. We are also energising our board. To that end we are seeking to appoint a Chair, a Treasurer and up to three new Trustees who share our vision, values, and passion to build on the successes of the past 17 years.

Julie's Bicycle is deeply committed to becoming a more diverse and inclusive charity - this is one of our central priorities. We welcome applications from everyone who shares this commitment and particularly encourage applications from young people, members of the global majority, and disabled communities whose perspectives are central to climate justice and who may be disproportionately affected by climate-related issues.

This is a unique opportunity to help lead a pioneering not-for-profit organisation that mobilises the arts and culture to take action on the climate, nature, and justice crises. We hope you are interested in joining us in this vital work and look forward to hearing from you.

Warm wishes,
Alison Tickell, CEO and Founder



Julie's Bicycle (JB) is a pioneering not-for-profit organisation, mobilising the arts and culture to take action on the climate, nature and justice crisis.

JB combines cultural and environmental expertise to support high impact programmes, build community and generate useful insights for policy-makers and enablers.

We have partnered with over **2,000 organisations** and are part of a highly networked community of international change-makers.

PROGRAMMES

- **Creative Climate Change-makers** - Empowering creative leaders for climate action.
- **Creative Green** - Consultancy and training for a sustainable cultural sector.
- **Arts Council England** - Embedding sustainability in cultural infrastructure.
- **Music Programme** - Advancing greener practices across the music industry.

POLICY & ADVOCACY

- **Co-Chair** - Creative Industries Council Climate Group (UK).
- **Knowledge Partner** - Group of Friends of Culture-Based Climate Action.
- **Founding Partner** - We Make Tomorrow: a global call to place culture and the arts at the heart of climate policy (with the Climate Heritage Network, Europa Nostra, Petra National Trust, and others).



MISSION: MOBILISE ARTS AND CULTURE TO ACT ON THE CLIMATE, NATURE, AND JUSTICE CRISIS.

VALUES:

The Climate Crisis is a Cultural Crisis

Real change requires shifting cultural attitudes, narratives, and practices to build consensus for rapid climate action.

The Power of Culture

Arts and culture inspire, challenge, and transform - shaping new ways of living, working, and thinking.

Science, Data, and Expertise

Our work is grounded in robust research, evidence, and expert knowledge.

Justice and Fairness

We champion climate justice, recognising that the climate and ecological crisis disproportionately affects those who contributed least.

It Takes Everyone

Collective action drives impact. By uniting diverse voices and perspectives, the cultural community expands what's possible.



STRATEGIC PRIORITIES

STRENGTHEN CREATIVE RESPONSES

Julie's Bicycle will continue to empower new creative responses to the climate, nature, and justice crisis. We'll restate our role as a trailblazer, seek out new changemakers, and build legacy strategies for projects ready to thrive independently.

DRIVE POLICY CHANGE

We'll strengthen our influence with policymakers - connecting cultural and environmental policy and showing what integrated action can achieve. Our work will engage at international, national, and local levels to drive systemic change.

SCALE IMPACT ACROSS THE SECTOR

We'll help the creative community deepen and expand its climate response, delivering flagship programmes such as our Arts Council England partnership, scaling through digital innovation, and exploring new approaches within the EU.

GROW CLIMATE LEADERSHIP

Through our Creative Climate Changemaker programme, we'll build a powerful international network of skilled, connected leaders rooted in collaboration and shared purpose.

MEASURE, COMMUNICATE, AND LEARN

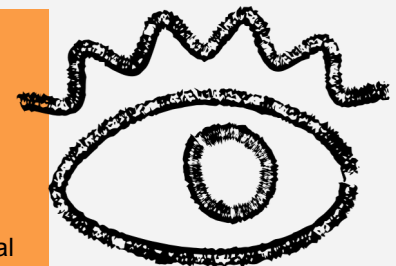
We'll evidence and communicate the impact of our work with clarity and ambition - driving further action, strengthening our partnerships, and informing our fundraising strategy.

OUR IMPACT AT A GLANCE

- 50,000+** - People engage with our programmes, projects, events and campaigns each year
- 90,000+** - Users reach our digital platforms annually
- 2,000+ organisations** - Across 20+ countries track their environmental impact with our Creative Climate Tools
- 250 alumni** - Creative Climate Leadership alumni across 26 countries
- 50+ events** - We speak externally each year to champion culture's role in climate action
- 50+ organisations** - Supported by our Creative Green team in 2024-25 to strengthen environmental action
- 65+ countries** - Where JB has delivered projects, partnerships, and events
- 1M+ people** - Reached by Season for Change through media and public engagement
- 231,000 participants** - Engaged directly through commissions
- 100 artists** - Supported with paid culture-climate opportunities
- 250+ resources** - In our Resource Hub, the world's largest environmental library for arts and culture

IMPACT HIGHLIGHTS:

- **59%** of organisations have appointed board level champions to oversee environmental progress.
- **72%** have taken steps to be more energy efficient.
- **68%** of organisations collaborate with other cultural organisations on environmental solutions.
- **71%** of organisations have produced work exploring environmental themes.
- **47%** have experienced financial benefits from their environmental progress.



ROLE OVERVIEW

Julie's Bicycle is seeking an outstanding **Chair to lead our Board of Trustees**, providing **strategic vision, governance, and oversight**. The Chair will ensure the charity fulfils its mission: mobilising the arts and culture to take action on the climate, nature, and justice crisis.

Working closely with CEO Alison Tickell, MD Laura Pando, the Board, and key stakeholders, the Chair will champion JB's work at the highest levels - contributing to policy, advocating for change, and fostering collaboration.

We welcome candidates with expertise in climate change, climate diplomacy, policy, and/or finance.

CANDIDATE PROFILE

We are particularly keen to hear from candidates with:

- **Proven senior leadership and governance experience**
- **Strong strategic thinking and decision-making skills**
- **Excellent communication and interpersonal abilities**
- **Expertise in environment and climate issues**
- **Financial acumen and business understanding**
- **Experience in building stakeholder relationships**
- **Commitment to diversity, equity, and inclusion**
- **Knowledge of the cultural and creative industries**
- **Understanding of relevant regulations and compliance**
- **Fundraising or philanthropy experience**
- **A strong professional network**



KEY RESPONSIBILITIES

STRATEGIC LEADERSHIP

- Shape and oversee JB's long-term strategy with the CEO, MD, and Board.
- Monitor organisational performance against strategic objectives and KPIs.
- Identify risks and opportunities, taking decisive action when needed.

BOARD GOVERNANCE

- Chair Board meetings efficiently, ensuring active participation and high-quality decision-making.
- Recommend and support the appointment of new trustees, and oversee induction and performance evaluation.
- Maintain the right mix of skills, experience, and diversity on the Board.
- Ensure robust risk management, ethical governance, and compliance with laws and regulations.

FOSTERING BOARD CULTURE

- Build a collaborative, open, and inclusive board environment.
- Promote diversity, equity, and inclusion at all levels.

EXTERNAL ADVOCACY & REPRESENTATION

- Represent JB externally, championing our mission and values.
- Speak publicly, host events, and participate in strategic stakeholder meetings.

RELATIONSHIP MANAGEMENT

- Act as a trusted partner to the CEO and MD, providing guidance.
- Liaise between the Board and executive team to ensure alignment and effective decision-making.

ROLE OVERVIEW

The **Treasurer** ensures Julie's Bicycle's **financial health and accountability, overseeing financial management, reporting, and compliance**. Reporting to the Board of Trustees, the Treasurer guarantees **robust financial controls, policies, and procedures** to support JB's mission: mobilising arts and culture to tackle the climate, nature, and justice crisis.

We welcome candidates with experience in strategic finance, governance, and risk management, ideally with knowledge of charity or SME operations.

CANDIDATE PROFILE

We are looking for someone with:

- Strategic finance experience at board level
- Senior leadership and governance expertise
- Knowledge of charity finance or commercial experience with SMEs
- Strong risk management and strategic judgment
- Ability to communicate financial information to non-specialists
- Experience in forecasting, budgeting, and liaising with auditors
- Commitment to acting in the charity's best interests
- Ability to think creatively and strategically in a values-led environment



KEY RESPONSIBILITIES

FINANCIAL OVERSIGHT & REPORTING

- Present budgets, management accounts, and annual financial statements to the Board.
- Ensure proper accounting records and that resources are well-managed, invested, and spent wisely.
- Advise Trustees during the formal approval of annual reports and audited accounts.

POLICY DEVELOPMENT & IMPLEMENTATION

- Lead development of financial reserves, cost-management, and investment policies.
- Ensure robust financial policies are in place and effectively implemented.

FINANCIAL VIABILITY & RISK MANAGEMENT

- Monitor the charity's financial health and advise on strategic plans.
- Oversee risk management processes, balancing opportunity and prudence.

LIAISON & COMMITTEE WORK

- Work closely with finance staff and external auditors.
- Chair finance committees, reporting outcomes to the Board.

OPERATIONAL & STRATEGIC INVOLVEMENT

- Act as a counter-signatory on cheques and funding applications.
- Oversee budgeting and planning, challenging assumptions constructively.
- Advise on pensions, reserves, and other strategic financial matters.

ROLE OVERVIEW

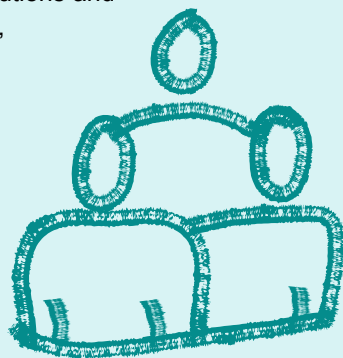
Board members play a vital role in guiding Julie's Bicycle, ensuring **robust governance, strategic oversight, and responsible management of resources**.

All trustees collectively support JB's mission to mobilise arts and culture to act on the climate, nature, and justice crisis.

CANDIDATE PROFILE

We're looking for candidates with experience in:

- **Climate Change:** Deep knowledge and practical experience in climate action.
- **Music Industry:** Expertise in production, live events, talent management, or publishing.
- **Fundraising:** Proven success with grants, philanthropy, sponsorships, or individual giving.
- **Artists & Creative Industries:** Experience as an artist or working closely with artists across sectors.
- **Climate Justice:** Commitment to equitable solutions and understanding of intersecting social, economic, and environmental issues.
- **Governance:** Strong background in organisational governance, strategic planning, and risk management.



KEY RESPONSIBILITIES

GOVERNANCE & COMPLIANCE

Ensure JB complies with charity guidelines, legislation, and regulations.
Monitor financial health, resource management, and accountability.
Safeguard the charity's reputation and ethical standards.

STRATEGIC LEADERSHIP

Contribute to developing policies, goals, and strategic plans.
Support board decision-making and provide guidance on initiatives.
Maintain confidentiality on sensitive information.

ENGAGEMENT & EXPERTISE

Participate in working groups, seminars, and networking events.
Bring specialist knowledge in areas such as science, policy, advocacy, fundraising, or stakeholder engagement.
Lead discussions and offer guidance on projects and new initiatives.

EQUALITY, DIVERSITY & INCLUSION

Champion equality, diversity, and inclusion across the Board and organisation.

CHAIR RECRUITMENT

PROCESS:

As part of the application process, we are open to informal chats from prospective candidates. If you'd like to have an informal chat to discuss the role, please get in touch with our MD: laura@juliesbicycle.com.

As part of a formal application, please submit the following:

- **Your CV**
- **A letter of interest** addressing the following questions:
 - Why are you interested in becoming the Chair of our small charity?
 - What difference do you believe you can make at the intersection of climate and culture?
- **A Declaration of Eligibility form**, confirming that you are not disqualified from acting as a trustee. This includes confirmation that you do not have unspent convictions for dishonesty, are not an undischarged bankrupt, and are not disqualified from company directorship. The link to this form is located on our website.

All formal applications should be submitted via [our website](#).

TIMELINE:

- **Informal chats:** Ongoing while the role remains open
- **Deadline for CV and letter of application:** 23rd November 2025
- **First-round interviews:** Weeks commencing 1st and 8th of December 2025
- **Second-round interviews:** Week commencing 12th of January 2026
- **Formal offer made to the successful candidate:** By 31st January 2026



BOARD RECRUITMENT - INCLUDING TREASURER

We are currently prioritising the recruitment of our Chair of Directors. While we are very keen to hear from candidates interested in joining the Board, please note that formal interviews will not take place until early February 2026. Candidates can expect to be notified by the end of December 2025 if they have been selected for interview.

PROCESS:

As part of the application process, we are open to informal chats from prospective candidates. If you'd like to have an informal chat to discuss your potential fit, please get in touch with our MD: laura@juliesbicycle.com.

As part of a formal application, please submit the following:

- **Your CV**
- **A letter of interest** addressing the following questions:
 - Why are you interested in becoming the Chair of our small charity?
 - What difference do you believe you can make at the intersection of climate and culture?
- **A Declaration of Eligibility form**, confirming that you are not disqualified from acting as a trustee. This includes confirmation that you do not have unspent convictions for dishonesty, are not an undischarged bankrupt, and are not disqualified from company directorship. The link to this form is located on our website.

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TIMELINE:

- **Informal chats:** Ongoing while the role remains open
- **Deadline for CV and letter of application:** 23rd November 2025
- **First-round interviews:** February 2026 (candidates will be informed of interview selection by the end of December 2025)
- **Second-round interviews:** Early March 2026
- **Formal offer made to the successful candidate:** By 31st March 2026

ROLE SPECIFICATIONS

TERMS OF APPOINTMENT

Term:

An initial **three-year term**. Board members may be re-appointed to the Board of Trustees up to a **maximum of two terms**.

Location:

Hybrid. Board and Subcommittee meetings are held either in person (primarily in London or at venues across the UK) or remotely.

Remuneration:

This is a **voluntary, unpaid position**. Reasonable expenses, such as travel costs, will be reimbursed where applicable.

Time commitment:

- **Chair:** 2-3 days per month
- **Treasurer:** 1-2 days per month
- **Board members:** 1-2 days per month

EQUALITY AND DIVERSITY

We **actively encourage** applications from people of all backgrounds. We are committed to building a workforce which is representative of our society, and to bringing together individuals with a wide range of perspectives, skills and experiences.

We are particularly keen to hear from people of colour and those who self-identify as disabled.

As an **Equal Opportunities Employer**, we welcome applications from all suitably qualified individuals regardless of race, gender, disability, culture, religion/belief, sexual orientation, or age.



A NOTE FROM TONY WADSWORTH CBE, CHAIR OF JULIE'S BICYCLE

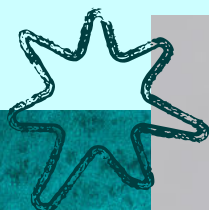
Coming from the music business, I feel proud that it was the music industry that took the initiative to create JB with Alison Tickell almost 20 years ago. I have worked with JB throughout that time, latterly as Chair.

I have seen it grow from an idea sparked by music industry ideals into an organisation today that has supported and embraced almost all creative industries and the cultural sector; not just in the UK but worldwide.

JB has been and still is an innovator in ideas and actions and its impact can be seen in the way that the cultural sector now addresses climate goals as an integral part of its work. Many new, young organisations have come about as a result of JB's early initiatives and they themselves add to the sector's response to the climate crisis.

I have chaired the board for more years than I care to count, and few things have given me more fulfillment than working with the JB team, led by our founder Alison. But now it's time for someone else to have all the fun!

If JB is going to grow into its third decade, as vital as it has been to date, it will need fresh ideas and energy, and a refreshed board with a new Chair will be part of that.



A NOTE FROM ALISON TICKELL, FOUNDER AND CEO OF JULIE'S BICYCLE

Tony has led JB with steady, warm and expert guidance for many years, keeping us true to our mission and values. He has been an outstanding support to me personally and to the rest of the JB board and team, steering the company through countless challenges, and leading our achievements.

We are excited to be welcoming a new Chair and new Trustees to join us now, at a time when action on climate has never been more important and culture's potential to contribute is, finally, gaining traction.

The next few years are full of creative possibility.

The new Chair and the new Trustees will be leading an organisation of passionate, smart and pioneering people dedicated to culture's extraordinary power to make the world a better place.

