

# Hay Festival *Global*

**Trustee Recruitment Pack:  
Chair of the Finance, Resources  
and Audit Committee**  
*March 2025*



## **ADVERTISEMENT INFORMATION**

**Job Role:** Trustee – Chair Finance, Resources and Audit Committee

**Company:** Hay Festival Foundation Ltd.

**Location:** Corporate Centre: Hay-on-Wye; Applicants are not geographically restricted

**Employment Type:** Voluntary: Board Position Salary: Unremunerated, with reasonable expenses. Closing Date: 25<sup>th</sup> April 2025

Hay Festival Foundation Ltd (HFF) is an internationally recognised charity, founded in Hay-on-Wye in Wales 38 years ago, operating in the UK and abroad. As a charity, we have a commitment to literature, culture, arts and ideas, expanding, sharing and contributing to the development of the arts, creativity, talent and skills through our activities (festivals, education, fundraising and trading). We are seeking a dynamic Trustee with expertise to join the Board.

Hay Festival editions take place in Wales, UK and internationally, currently in Mexico, Peru, Colombia, USA, Africa, Ukraine and Europe.

We are seeking a Trustee with skills in the following areas: Strategic Finance, Accounting and Audit

For more information, to talk through the role and to apply, please see our Trustee recruitment pack.

## **Chair's Welcome**

**Dear Candidate,**

This is a hugely important time for The Hay Festival Foundation, an extraordinary organisation, delivering over 70 days of 'festival' activity every year in multiple locations across the world. We are constantly evolving in Wales, the UK and internationally to champion freedom of expression in an ever-changing world. Over 40 years, The Hay Festival Foundation has become a beacon, an international symbol of hope for the collective, creative imagination and a better future. We want our global audiences to feel empowered to live differently and we want to be a catalyst for change through literature, arts and ideas.

As I start my tenure as Chair, I am focussed on building a financially sustainable charity for the long term, through focussed fundraising, diversifying our income and building on the success of our global events. To help with that important work, we are now looking to appoint a Trustee as Chair of our Finance, Resources and Audit Committee, who will bring a variety of attributes including excellent strategic financial planning experience alongside superlative audit and accounting skills.

We believe ideas can change the world for the better and advance humanity. Our mission is to share perspectives through creative expression and encourage global audiences to imagine a more thoughtful future. The Hay Festival Foundation is a dynamic and inspiring organisation and I hope you will be excited by the prospect of joining us to advance this important work.

**With best wishes,**

**Jay Hunt  
Chair – Hay Festival Foundation**







## Overview

As an independent charity with a global reach, regulated by the Charity Commission, Hay Festival Foundation is governed by a Board of Trustees. The Board determines policy and, together with the leadership team, sets the strategic direction of the organisation and oversees the management of the activity. The Board collectively develops strategy, approves resource allocations, represents Hay Festival Foundation Ltd externally and monitors the organisation's performance against agreed objectives.

Trustees of HFF have a statutory duty to ensure the charity complies with its governing document, charity law and other legislation, that the organisation pursues its charitable objects by ensuring resources are used to achieve charitable activities, to set the strategic direction and ensure the effective administration of the organisation, safeguarding the good name and value of HFF.

To fulfil these duties, Trustees meet a minimum of five times a year to scrutinise and discuss Board papers, key issues, and provide expert guidance on new initiatives related to the approved strategy and business plan.

The current Board is led by Jay Hunt, the Chair, and at full strength will have up to 15 Trustees. Trustees attend five board meetings a year, including a strategy away-day and are asked to participate in sub-committees (Finance, Resources and Audit; Nominations and Advisory Council and working subgroups on various strategic threads). The term of office is three years and Trustees can be appointed for up to three consecutive terms.

Trustees receive a full induction into the organisation, mentor support and ongoing training and development opportunities in respect of governance.

### **Who are we looking for:**

We are looking for a Trustee to provide financial, operational, and strategic oversight as a member of the Finance, Resources, and Audit (FRA) Committee of the HFF, ensuring the charity's compliance with legal and regulatory standards, financial integrity and effective risk management. In addition, an interest in and passion for creativity, the arts and wider subject matter that could incorporate science, politics, environmental sustainability, nature and history would be advantageous. HFF strives for diversity in its audiences, staff and volunteers and would also like to reflect this diversity on the Board.

You are joining HFF at an interesting time in its journey, as we seek to make a positive impact on culture and the arts, education, and the spread of ideas for the widest possible audiences – in the UK and globally. We want to nurture creativity and widen access through recruiting trustees with a mix of skills, networks, experiences and voices.

We are looking for candidates with enthusiasm and relevant knowledge who are open to innovative and entrepreneurial ideas and able to think through policies, strategy and governance, fairly and innovatively.

HFF is a UK-based charity; international festivals are operated in conjunction with foreign entities.

# Hay Festival *Global*

We are especially interested in engaging candidates who have a strong connection to our core purpose of Hay Festival and who are willing to open their networks to HFF. First-time trustees with the relevant skills and commitment will be welcomed and supported to develop in this non-executive role.

HFF is committed to representing the experiences and identities of staff, volunteers and the diverse communities they serve across the organisation – especially at board level – and welcome applications of interest from people representative of all communities and experiences.

For further information about the role is on page 7 of this pack. If you would like to arrange a confidential discussion on the role prior to your application, you will find contact details at the end of this pack.

## **About the Organisation**

**HAY FESTIVAL VISION:** ‘Hay Festival is a beacon, an international symbol of hope for the collective, creative imagination and a better future. We want our audiences to feel empowered to live differently.’

**Belief:** We believe that ideas can change the world. By coming together to offer different perspectives through literature, art, ideas and creative expression, we can find truth and hope.

**Purpose:** We share knowledge, opinions, ideas and a love of learning; a collaboration with others to imagine a more creative and thoughtful future.

## **Our Brand and Ethos - Hay Festival Brand Statement:**

We provide a place for creativity and curiosity to thrive. A space to come together to share ideas, different perspectives and to express our creativity. In a time of division and polarity, we provoke collective conversations that create a better world.

## **MISSION: We will collaborate with audiences, artists and partners to:**

- Share literature, arts and ideas to amplify imagination and empower people to take action to realise their potential (Wales, UK and internationally).
- Create spaces for accessible, inclusive and representative creative experiences where curiosity thrives, built on a foundation of learning, social justice and wellbeing.
- Connect global communities through the extraordinary exchange of ideas, lived experiences and our combined reimagination of the future.

## **OUR VALUES**

### **In the context of Wales, UK and internationally we value:**

#### **Creativity and Connectedness**

We gather the world’s most exciting writers, thinkers, pioneers, innovators and artists to share their stories and ideas across the world. We believe creativity makes a significant difference to people’s lives and supports innovation and artistic excellence.

# Hay Festival *Global*

## **Fearlessness and Democracy**

We are a catalyst for change. We break down barriers, exercising freedom of thought to protect and enliven the republic of knowledge across the world. We believe in freedom of expression and learn from the people we work with, being self-critical and willing to learn.

## **Authenticity and Inclusivity**

We listen. We collaborate closely with audiences and communities enabling their voices to be heard, actively seeking to reach and engage new audiences. We value the different strengths of partners – we believe that working together delivers impact. We continually strive to ensure that our work remains accessible to all.

## **Sustainability and Innovation**

We ensure our own environmental impacts are curtailed or mitigated. We work to the highest professional standards and use resources responsibly, efficiently and effectively. We explore all aspects of building a sustainable society through our operations and programming.

## **About Hay Festival**

Hay Festival was originated in Hay-on-Wye, Wales, the world's first book town, in 1987 by the Florence family and Hay Festival supporters. This increasing circle, the Hay Family, has developed over the years. The festival in Hay-on-Wye is recognised as one of the best literature and ideas festivals in the world.

The festival has moved from this founder-led, not-for-profit model to that of a fully operational charity (formed in February 2022). As a charity, Hay Festival Foundation Ltd, the organisation is further evolving, professionalising and becoming more impactful.

Festivals inspire, examine and entertain globally, inviting participants to imagine the world as it is and as it might be. Nobel Prize winners and novelists, scientists and politicians, historians, environmentalists and musicians take part in the festival's global conversation, sharing the latest thinking in the arts and sciences with curious audiences.

Since its inception, the festival has travelled to editions in 30 locations, from the historic town of Cartagena in Colombia to the heart of cities in Peru, Mexico, Spain and the USA. The organisation now reaches a global audience of millions each year and continues to grow and innovate, building partnerships and initiatives alongside some of the leading bodies in arts and the media. Over the past year, the festival earned 1+ million web visits and passed one million event views online, while its social media following climbed to 503,031, making it one of the most impactful literary events in the world.

Alongside its hybrid events, Hay Festival runs a series of digital initiatives to expand its global audience, including the Hay Festival Podcast in English and Spanish, the Imagina El Mundo film series, and the Hay Festival Book of the Month offering. Meanwhile, thousands of audio and film recordings from the Hay Festival archive can be enjoyed on Hay Festival Anytime ([hayfestival.com/anytime](https://hayfestival.com/anytime)).

A wide programme of education and outreach work runs alongside all of the festival's events, earning multiple awards over the years, including Festival of Sanctuary status from refugee charity City of Sanctuary UK and, in 2020, Spain's Princess of Asturias Award in Communication and Humanities.

# Hay Festival *Global*

**Coming up...** Hay Festival, Wales (22 May-1 June 2025); Hay Festival Querétaro, Mexico (4-7 September 2025); Hay Festival Segovia, Spain (11-14 September 2025); Hay Forum Dallas, USA (17-19 October 2025); Hay Festival Arequipa, Peru (6-9 November 2025); Hay Festival Winter Weekend, Wales (27-30 November 2025); Hay Festival Jerico, Colombia (23-25 January 2026); Hay Festival Cartagena de Indias, Colombia (29 January–1 February 2026)  
Hay Festival [www.hayfestival.org](http://www.hayfestival.org)



## **TRUSTEE ROLE DESCRIPTION**

### **HAY FESTIVAL FOUNDATION LIMITED (THE CHARITY)**

Following a review of the Charity's short- and long-term needs, the Board will, from time to time, look to recruit specific skills to supplement the Board and aid with succession planning, and to suit specific areas of strategy.

The Trustees have recognised a need to recruit a Trustee and Chair of the Finance, Resources and Audit Committee.

#### **Purpose of the Role**

To provide financial, operational and strategic oversight as a member of the Finance, Resources, and Audit Committee (FRA) of the Hay Festival Foundation (HFF), ensuring the charity's compliance with legal and regulatory standards, financial integrity and effective risk management.

#### **Key Skills and Experience**

The ideal Trustee will bring a combination of expertise and a commitment to the values and vision of HFF. Key skills and experience required include:

##### Financial Expertise

A professional qualification in finance, accounting or a related field (e.g., ACA, ACCA, CIMA).

Strong knowledge of financial management, budgeting and forecasting in a professional or charity context.

Experience in preparing, reviewing and interpreting management accounts, financial statements and audit reports.

##### Audit and Assurance

Those with experience as an Auditor will be prioritised. A comprehensive understanding of audit processes and ensuring timely implementation of audit recommendations will be essential.

Familiarity with governance best practices and tools to enhance operational accountability.

##### Risk and Governance

Experience with risk identification, mitigation and the development of risk registers.

Familiarity with internal control systems, governance frameworks and regulatory compliance.

# Hay Festival Global

Demonstrable experience in supporting organisational oversight, ideally as part of a committee or board.

Understanding of charity finance regulations in the UK, including reserves policies and compliance with the Charities Act.

## Business Acumen

Broad understanding of operational charity management, including oversight of salary structures, insurance, banking and cost controls.

Knowledge of revenue generation, including funding models, sponsorship or grant oversight is desirable.

## Interpersonal and Leadership Skills

Ability to work collaboratively with Trustees, staff, and external advisors to ensure clear oversight and shared accountability.

Confidence in challenging proposals constructively while fostering a positive and cooperative team environment.

The ability to explain complex financial details to a Board of Trustees with varying levels of financial understanding.

## Additional Attributes

A demonstrable commitment to the Charity's mission to inspire and educate through cultural programming.

Acting as an ambassador for HFF, championing its objectives and maintaining the highest ethical standards.

Welsh language skills would be desirable.

## Commitment

Trustees are expected to attend all Board meetings. The Board of Trustees normally meets five times per annum, ideally in person in either Hay-on-Wye or London, and attend one away-day a year. The FRA Committee meet formally prior to each Board meeting and are currently meeting monthly for shorter informal updates.

Trustees may also choose or be asked to join certain sub-committees, to which they will be expected to contribute. Trustees will be invited to attend and participate in planning and development events and a range of Trustee development activities. Trustees will be expected to devote appropriate preparation time ahead of each meeting.

Supporting the CEO and Director of Finance in ensuring robust financial and operational controls.

Acting as an ambassador for HFF, championing its objectives and maintaining the highest ethical standards.

# Hay Festival *Global*

Willingness to travel to Hay Festival offices to meet the relevant Executive team members as and when required (close proximity to Hay would be desirable).

## **DUTIES OF A TRUSTEE**

The Board of Trustees takes on the ultimate legal and fiscal responsibility for all the activities of the Charity. The Trustees maintain an overview of policy and strategic direction rather than being involved in day-to-day operations. The duties of Trustees are summarised below.

The duties of a Trustee are to:

- Ensure that the Charity pursues its stated objects (purposes) for the public benefit, as defined in its governing document.
- Ensure that the Charity complies with its governing document (i.e., its memorandum and articles of association), charity law, company law and any other relevant legislation or regulations.
- Ensure that the Charity makes efficient and responsible use of resources, that all monies are applied to its objects, agreed plans and budgets.
- Ensure that risks to the Charity, staff, volunteers and visitors to the events are at an acceptable level and are efficiently managed.
- Provide strategic direction, determine overall policy, set targets and evaluate performance.
- Safeguard the good name and values of the Charity.
- Act exclusively in the best interests of the Charity and not in their own personal interests.
- Ensure the financial stability of the organisation.
- Protect and manage the property of the Charity and ensure the proper investment of the Charity's funds.

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.

Trustees will be expected to keep themselves informed of the activities of the Charity and the wider issues that affect its work.

### Ways of Working

- A commitment to Nolan's Seven Principles of Public Life: selflessness, integrity, objectivity, accountability, openness, honesty and leadership. A willingness to devote the necessary time and effort as a volunteer.

# Hay Festival Global

It is desirable that you are familiar with the work of Hay Festival and have attended a festival.

Trustees are not paid for performing their duties. They may claim expenses, within specified limits, for travelling and subsistence associated with attendance at meetings, training events and conferences.

Further details regarding the role of Trustee are set out in the Charity Commission document, The Essential Trustee:

[https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/866947/CC3\\_feb20.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/866947/CC3_feb20.pdf)

## The Application Process

### Application – Deadline 25<sup>th</sup> April 2025

Please send us a copy of your CV with a covering letter outlining:

- Why you are interested in joining the HFF Board.
- Any relevant skills, interests or experience (professional and/or personal).
- Details of at least one referee.

Interview and Selection Process – Interviews W/C 16 June (with a view to the preferred candidate attending as an observer to the FRA Committee meeting on 7<sup>th</sup> July)

This is a relaxed interview, and a fantastic opportunity to gain experience more about the role from the Chair, Trustees and CEO. We will be interested to hear about:

- Why you applied for the role and how you meet the skills required.
- What skills, interests or experiences (professional and/or personal) you could bring to the Board.
- Level of charity trustee experience or a statement on why this role is of interest in gaining skills as a Trustee.
- The topics that are important to you and issues you would like to give voice to on the Board and how they can build impact for the Charity.
- How you will contribute to our mission, vision, values and strategic development.

Please inform us of any access needs you may have when attending interviews.

### Appointment – 21<sup>st</sup> July – at the HFF Board Meeting

Preferred candidates will be recommended to the Board for appointment at the next appropriate Board meeting.

Application enquiries and submission to: [sian@hayfestival.org](mailto:sian@hayfestival.org) (Corporate Administrator Hay Festival).



