

# OUR HINTERLANDS PROGRAMME DIRECTOR JOB PACK



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# OVERVIEW

**Thank you for your interest in becoming the first Programme Director of Our Hinterlands in the former Selby District.**

The Programme Director will lead a bold new cultural programme putting rural communities at the centre of decision-making. Together, we co-design a creative programme that brings people together to celebrate and explore their stories, ideas and place.

Our Hinterlands is a new Creative People and Places (CPP) project funded by Arts Council England and supported by North Yorkshire Council. We have been awarded £750,000 over three years to empower our community through culture.



Image by Kirkpatrick Photography

We are recruiting an experienced leader to build deep relationships across the area. You will co-design a long-term cultural vision and then work together with the community to make it a reality.

This is a rare opportunity to shape a new, place-based programme where local people are central. We are looking for a visionary and collaborative leader who can inspire communities, deliver artistic excellence and build a strong team and partnerships that ensure long-term impact.

The post is offered until 31st March 2029, with the ambition of an extension, subject to renewed Arts Council England funding.

**Deadline for applications:**  
Monday 14<sup>th</sup> September 9am

**First round interview online:**  
Tuesday 29<sup>th</sup> September

**Second round interview in person in Selby:**  
Tuesday 13<sup>th</sup> October

Please let us know if you are unable to make these dates when you apply.

# LOCATION

The distinctiveness of our place is shaped by local traditions, landscapes and industry, such as the behemoth breweries (Tadcaster has three!) and power stations, that loom large both today and in our history. Geography plays a huge part in our story - we are based in the flood plains of four major rivers - these points of inspiration offer opportunities to celebrate our uniqueness within the vastness of North Yorkshire and its other, often more celebrated, cities and towns.

The former Selby District, which existed until 2023, is situated in the southernmost part of North Yorkshire, covering roughly 600 square kilometers. It is a predominantly rural district characterized by the low-lying, flat landscape of the Humberhead Levels, rising gently in the west onto the southern magnesian limestone plateau. This geography, marked by large arable fields, dykes, and major rivers like the Ouse, Wharfe and Derwent, means the area is prone to flooding – sometimes catastrophically as with the floods of 2015 which famously saw the collapse of Tadcaster bridge.

The district's population reached nearly 92,000 in 2021 and is one of the fastest-growing in the region. Key settlements include the market towns of Selby, Tadcaster, and Sherburn in Elmet, in addition to over 60 villages and hamlets which embody the district's rural character.



Historically reliant on agriculture, coal mining, and energy, the economy remains diverse. Farming still dominates the landscape but also featured is a large manufacturing sector and major industrial sites, including Drax power station, British Gypsum and three breweries in Tadcaster. Weekly earnings are the highest in North Yorkshire, with good transport links leading almost half of employed residents to commute out, mainly to York and Leeds.

Selby town itself is famous for its grade 1 listed Abbey, a major historic feature that houses the Washington Window, often cited as an influence on the design of the US Stars and Stripes flag. Tadcaster to the north is world renowned for its beer brewing and is home to Yorkshire's oldest brewery, Samuel Smith's. And in the middle lies Sherburn in Elmet, the fastest growing of all the towns and including North Yorkshire's largest industrial estate.

But despite (or because) of its easy access to major metropolitan areas, cultural opportunities in the former district are limited and this is reflected by a lack of a unifying cultural identity – Selby perhaps more than any other former district in North Yorkshire, needs to find and express that identity.



# ABOUT THE PROJECT



Image by Kirkpatrick Photography

Arts Council England's Creative People and Places projects focus on parts of the country where involvement in creativity and culture is significantly below the national average. It funds partners in local areas to empower residents to decide what kind of creative activity they want to experience on their doorstep.

In this moment of the new North Yorkshire unitary authority, Our Hinterlands provides an opportunity for the former district to rediscover its identity, bringing towns and villages closer together, honouring heritage, stories, culture and identity through shared creative experiences.

Our Hinterlands will offer local residents the chance to take part in culture and creativity, particularly those who might not have felt included before.

The programme will be built by, for and with communities from the whole of the former Selby District. Its primary focus will be the rural areas, including the many villages, hamlets and rural areas between and around the towns of Tadcaster, Sherburn and Selby. Residents will become organisers, decision-makers, collaborators and hosts.



Image by Kirkpatrick Photography



# BACKGROUND

North Yorkshire Council has published a cultural strategy, focused on supporting and collaborating with communities and the cultural sector.

[North Yorkshire Cultural Strategy May 2026](#)

The Programme Director won't be starting from scratch. Some foundational work developing culture and creativity in our area has already taken place. Priority Place Partnership programme, 'Now Then!' has delivered cultural experiences for two years in Tadcaster, Sherburn and Selby. For more detail, look at the Now Then! Story So Far: [Online Flipbook](#) and [film](#).

Tadcaster Cultural Strategy provides a starting point for the town's cultural ambitions.

[Tadcaster Cultural Strategy 2019.pdf](#)

Research from arts organisation AMP has explored the barriers to cultural engagement for young people living in rural locations.

[Gone in the Air - AMP](#)

Before Now Then!, Selby 950 and Selby's High St Heritage Action Zone created an appetite for culture in communities.

An example of resident-led initiatives is [Our Zero Selby](#), delivered by Up for Yorkshire, which centred community voices to drive both priorities and delivery. Engagement with over 500 residents developed a community-led portfolio of 25 priorities, which then formed the foundation for a range of off-shoot projects delivered over the following two years.



Image by Kirkpatrick Photography



# ABOUT THE CONSORTIUM

Our Hinterlands is supported by a consortium of organisations who are invested in the area and local people. The consortium provides oversight and scrutiny of the programme much like a board of trustees, supporting the Programme Director to succeed.

## **ARCADE – Consortium Lead**

ARCADE is a producing company who support communities to get involved in art and creativity, with delivery of much of our work on the North Yorkshire coast as well as undertaking special projects or commissions across the region. ARCADE is part of the Arts Council England National Portfolio.

As the lead consortium partner, ARCADE holds the grant on behalf of the consortium, will employ the programme team and line manage the Programme Director.  
[www.hello-arcade.com](http://www.hello-arcade.com)

## **UP FOR YORKSHIRE**

This registered charity has a commitment and track record for empowering communities and co creation. As a community anchor organisation and infrastructure organisation they aim to enable the voluntary and community sector to grow and flourish, whilst at the same time supporting an inclusive community for everyone.  
<https://upforyorkshire.org.uk/>



## **TADCASTER AND RURAL COMMUNITY INTEREST COMPANY**

Tadcaster and Rural CIC are also a community anchor organisation and run The Barn, a former Council building, which plays a vital role in supporting community well-being through its dynamic range of programmes and initiatives. It serves as a welcoming hub for residents of Tadcaster and its neighbouring villages. The space is designed to foster personal growth, learning, and social connections for all age groups. <https://tadcasterbarn.co.uk/>

## **NORTH YORKSHIRE COUNCIL**

North Yorkshire Council's Culture and Archives service is dedicated to enhancing the cultural landscape of the county. They aim to create a distinctive region where culture and heritage are central to improving people's lives. Other services in the council team will also offer support or access to their teams if appropriate.  
[www.northyorks.gov.uk](http://www.northyorks.gov.uk)

# ROLE TERMS & CONDITIONS

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**Job Title: Programme Director: Our Hinterlands**

**Salary:** £45k-48k per annum (depending on experience)

**Hours:** 37.5 hours per week to be worked flexibly depending on needs of the programme, which may include evenings and weekends.

This is a fixed Term contract, starting no later (ideally) than 30th October 2026 until 31st March 2029 with a strong ambition for extension, funding dependent.

We will consider proposals for pro-rata 0.8, or job share.

**Location:** Hybrid working possible with an expectation of 3 days a week in Selby.

**Holiday:** 25 days plus 8 bank holidays, with discretionary office closure between Christmas and New Year depending on activity delivery.

**Line Management:** You will have regular access to ARCADE.Co-Artistic Director & CEO

**Available Support:**

Relocation budget.

Training & Development CPD opportunities through Creative People and Places Network.

Wellbeing budget

Regular supervision sessions with the Independent Chair

**Pension:** All eligible staff are automatically opted in for the ARCADE basic pension scheme under auto enrolment legislation. 4% employer contributions.

**Access:** We do our best to support your personal access requirements.

**Induction:** You will receive an induction to Our Hinterlands and your role.

**Eligibility:** Applicants must have the right to work in the UK.

All appointments are subject to a Disclosure and Barring Service check (DBS) and references.





# ABOUT THE ROLE

You'll then ensure that more people experience, make and shape culture in the places they value, and in locations that are new to them.

The Programme Director will be the lead for Our Hinterlands. You will guide the programme from planning to delivery, ensuring it is collaborative, inclusive and transformational. You will be motivated by a belief in the power of creativity to benefit communities and that cultural democracy can create lasting, positive change.

You must be inspired by the opportunity to manage complexity. You will be a self-starter, able to work independently while responding to the input of community members and consortia. You are a decisive leader but also able to adapt and be curious, taking others on the journey. As a skilled and confident leader, you will have rich experience to draw on and be generous in how you use this knowledge.

This role balances the skills of strategist, producer/project manager and relationship-builder. In your first few months, you will prioritise time listening to and meeting people, accessing existing research, mapping local energy and building trust. Your learning will inform your plan for action, including a three-year business plan and a long-term vision, community-led decision-making structures, programme approach and measures of success.

Across the life of the programme, you will grow partnerships, support artists and residents to collaborate and shape a programme that ranges from micro-commissions to community feasts. As all Creative People and Places programmes are action research programmes, you will also ensure that learning and evaluation are embedded, using insight to improve standards of delivery, build inclusion, and tell the story of Our Hinterland's impact.

Our Hinterlands is hosted by ARCADE, but operates as a distinct, arm's-length programme with its own identity and governance, developed with the consortium and communities. As Programme Director, you will be the key connector between residents, partners, the consortium, ARCADE and Arts Council England. You will lead with transparency and generosity, building a programme that can generate joy and confidence, bringing towns and villages closer together, honouring heritage, stories, culture and identity through artistic endeavour.

This role will be supported by a small team, likely to include: Producer F/T, Operations Manager P/T, freelance marketer, evaluator and fundraiser support. ARCADE will provide a finance and HR function, as well as line management and support for the Programme Director.

# JOB DESCRIPTION

If you have any questions about the role, you are very welcome to get in touch with Sophie Drury-Bradey on [sophie@hello-arcade.com](mailto:sophie@hello-arcade.com)

## 1. Programme Leadership and Strategic Development

- Translate the consortium and local people's ambitions into a programme plan, including priorities, timelines, delivery frameworks and decision-making processes.
- Provide leadership for the Our Hinterlands team, establishing the programme's identity, values and ways of working that are rooted in co-creation and community decision-making.
- Shape and oversee a programme that grows participation across the district, with a focus on being relevant, inspiring and responsive.
- Balance projects with district-wide initiatives, addressing reach, impact and legacy.
- Embed environmental responsibility, access, inclusion and safeguarding from the outset
- Consider legacy from the outset, horizon scanning and building a pathway to continued funding beyond 2029.

## 2. Artistic programming and community decision making

- Programme in partnership with local people, using community-led decision-making.
- Lead and manage the commissioning of a programme aligned to the needs and requirements of decision-makers and funders.
- Build and manage partnerships with stakeholders, from funders and artists, to local decision-makers to national networks.

## 3. Team Leadership

- Recruit, lead and develop the team and partners, building a culture that is community-centred, rigorous and ambitious.
- Provide day-to-day line-management enabling the delivery of the programme and objectives.





# JOB DESCRIPTION

## 4. Operations, Finance and Risk

- Oversee programme planning, resource allocation and risk management, ensuring activity is delivered safely, effectively and on schedule.
- Manage budgets and financial reporting in line with funder requirements and ARCADE's systems, ensuring strong governance and value for money.
- Ensure robust operational policies and procedures are upheld across the programme, including safeguarding, health & safety, equality and data protection.

## 5. Fundraising, Advocacy & Sustainability

- Develop and deliver an income strategy that supports programme resilience.
- Advocate for Our Hinterlands across sectors, building support, visibility & partner commitment.
- Develop a network of contacts to extend the programme's legacy beyond the first funding period.
- Hold a relationship with Arts Council England and ensure a strong position to secure funding.

## 6. Consortium Working & Governance

- Work closely with the consortium to maintain clear, transparent governance and accountability.
- Set up and maintain effective meetings, reporting and decision-making processes, ensuring partners are informed, engaged and able to contribute meaningfully.
- Act as the key link between the consortium and ARCADE as host organisation, ensuring strong alignment while protecting Our Hinterland's distinct identity.
- Build relationships with funders, ensuring compliance and effective programme stewardship.
- Work closely with the Independent Chair, ensuring they are informed and utilised to support the success of the programme.



# JOB DESCRIPTION

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## 7. Evaluation, Learning and Reflective Practice

- Develop and implement a robust monitoring, evaluation and learning framework of participation, reach, inclusion and impact, meeting funder requirements.
- Embed reflective practice and iterative learning to shape continuous improvement of the programme and demonstrate value.
- Share learning locally and through relevant CPP networks, contributing to wider sector knowledge around co-creation and community-led culture.

## 8. General

- This role will evolve as the programme develops and will be subject to annual review and revision by the consortium in collaboration with the Programme Director.



Image by Jemison Photographer





# PERSON SPECIFICATION

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## **KNOWLEDGE of:**

- Co-creation and community decision-making, including practical delivery experience
- Audience development and engagement, with a deep understanding of how to identify, reach and grow diverse and under-served audiences
- Programming performances or other artistic works that deliver ambitious and artistic excellence in a variety of settings and at a variety of scales.
- The process of bringing innovation and local connection to arts initiatives and programmes to develop and sustain creativity and engagement.
- Monitoring and evaluation frameworks, and experience of using them to develop programmes as well as inform reporting to public bodies.

## **SKILLS in:**

- Leadership of arts or community development projects, PAYE teams and freelance staff.
- Inclusive practice, particularly with those facing barriers to cultural participation.
- Excellent communication skills and able to adapt these for different audiences/settings.
- Facilitation and leadership in a range of settings, with a focus on growing agency in others.
- Financial management of complex projects, including managing diverse income generation.
- Partnership development and management, including negotiation and persuasion.
- Management of multiple projects with a common goal, including ability to plan and organise own workload, meet deadlines and work under pressure on own initiative.



# HOW TO APPLY

If you'd like to talk to us about the role, email [sophie@hello-arcade.com](mailto:sophie@hello-arcade.com)



## HOW TO APPLY

Email [info@hello-arcade.com](mailto:info@hello-arcade.com) with PROGRAMME DIRECTOR APPLICATION in subject line. Please include the following:

- Your CV
- A cover letter of no more than 2 pages, including a summary of why you are right for this role and an explanation of how your skills and knowledge meet the person specification
- Confirm you are available for the interview dates below
- Complete and attach the Equal Opportunities Form, downloadable [HERE](#)
- If you have any access requirements for the interviews

If you'd prefer to apply in an alternative format for access reasons, please email [info@hello-arcade.com](mailto:info@hello-arcade.com)

### **Deadline for applications:**

Monday 14<sup>th</sup> September 9am

### **First round interview online:**

Tuesday 29<sup>th</sup> September

**Second round interview in person in Selby:** Tuesday 13<sup>th</sup> October

Please let us know if you are unable to make these dates when you apply.





# RECRUITMENT PROCESS

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Having a fair, open and transparent recruitment process is very important to us. We commit to conducting our recruitment for this role in the following manner:

- Your equality monitoring form will be kept separate from your application. No one within the selection process will view your monitoring data.
- Your application will be scored on how well you demonstrate that you meet the essential criteria detailed within the person specification.
- We process applications in ways that remove unconscious bias, with regards to gender and race, this includes where possible removing your name from your application.
- If selected to come for an interview we will provide you with the interview questions in advance, giving you plenty of time to prepare your responses. At the interview we will be happy to answer any questions that you may have for us too.
- References will only be contacted with your express permission.