



CREATIVE
AND PEOPLE
PLACES



Supported using public funding by
**ARTS COUNCIL
ENGLAND**

WARWICKSHIRE & SOLIHULL

CAVA

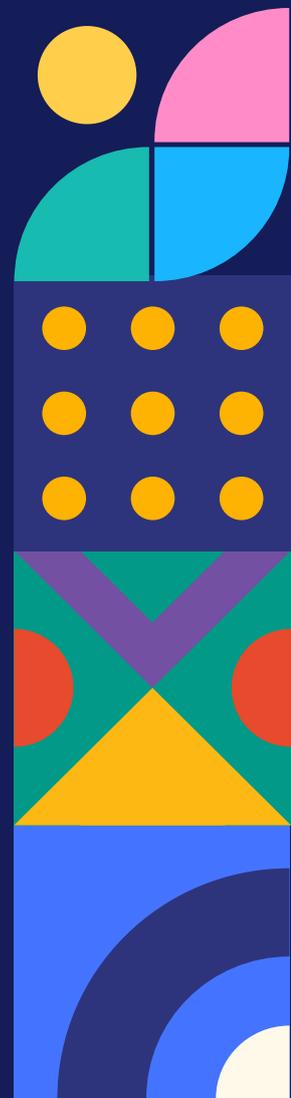


COMMUNITY & VOLUNTARY ACTION



APPLICATION PACK

Programme Director:
Rooted in Nuneaton & Bedworth



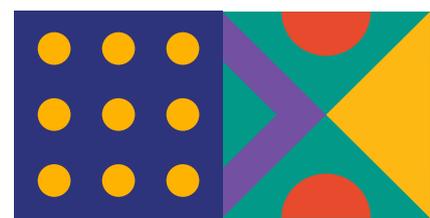
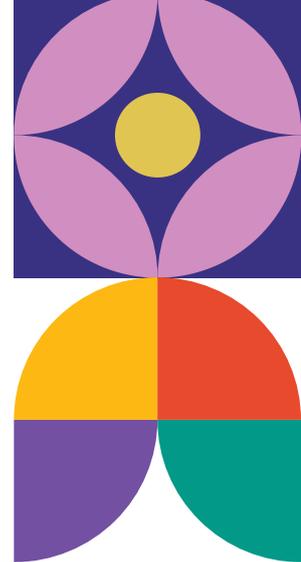
WELCOME

Thank you for your interest in becoming the first Programme Director of Rooted in Nuneaton and Bedworth. As one of twelve new Creative People and Places (CPP) projects funded by Arts Council England, Rooted marks a new chapter for Nuneaton and Bedworth, its people and place. Our shared mission is simple: to increase participation in arts and culture, especially among those least likely to take part, and to celebrate creativity as an essential part of everyday life.

Together, as a Consortium of civic, social and cultural partners, we are building a project that places creativity directly in the hands of the people who live and work here through co-creation. The Programme Director will lead in bringing this to life, managing a small team, working with residents, artists and partners to co-create a programme that builds pride, connection and opportunity. You will help write the next chapter of our story at a moment of real transformation in the Borough.

You must be passionate about driving positive change within communities and the Voluntary, Community, Faith and Social Enterprise (VCFSE) Sector, thrive in collaborative environments, and be a motivated, dynamic individual with strong management experience to join our team. If you share our belief that community participation and creativity can transform people and places we would love to hear from you. In return we can offer a competitive salary and benefits package.

The deadline for applications is 9am, Friday 10th April 2026. Interviews will be 20th or 21st April 2026 in Nuneaton.



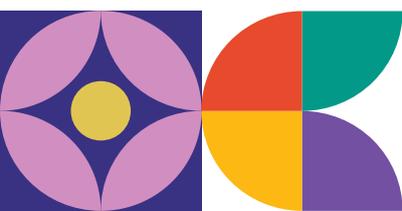


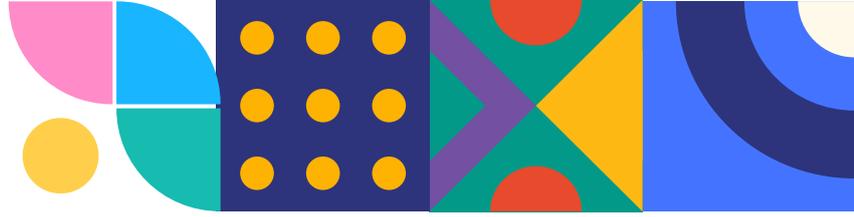
ABOUT ROOTED IN NUNEATON & BEDWORTH

Creative People and Places (CPP) is an Arts Council England (ACE) initiative designed to increase participation in the arts in areas where people are least involved. Each programme is unique to its place, shaped by local people and partnerships, and focused on long-term, community-led change. At its heart, CPP champions cultural democracy: supporting communities to make, share and experience creativity on their own terms, so that art becomes a part of everyday life.

Rooted is one of twelve new CPP programmes. Nuneaton and Bedworth Borough was eligible to apply for CPP funding in this round, and the Consortium came together to develop a compelling application that identified local need and established a strong framework which you will take forward.

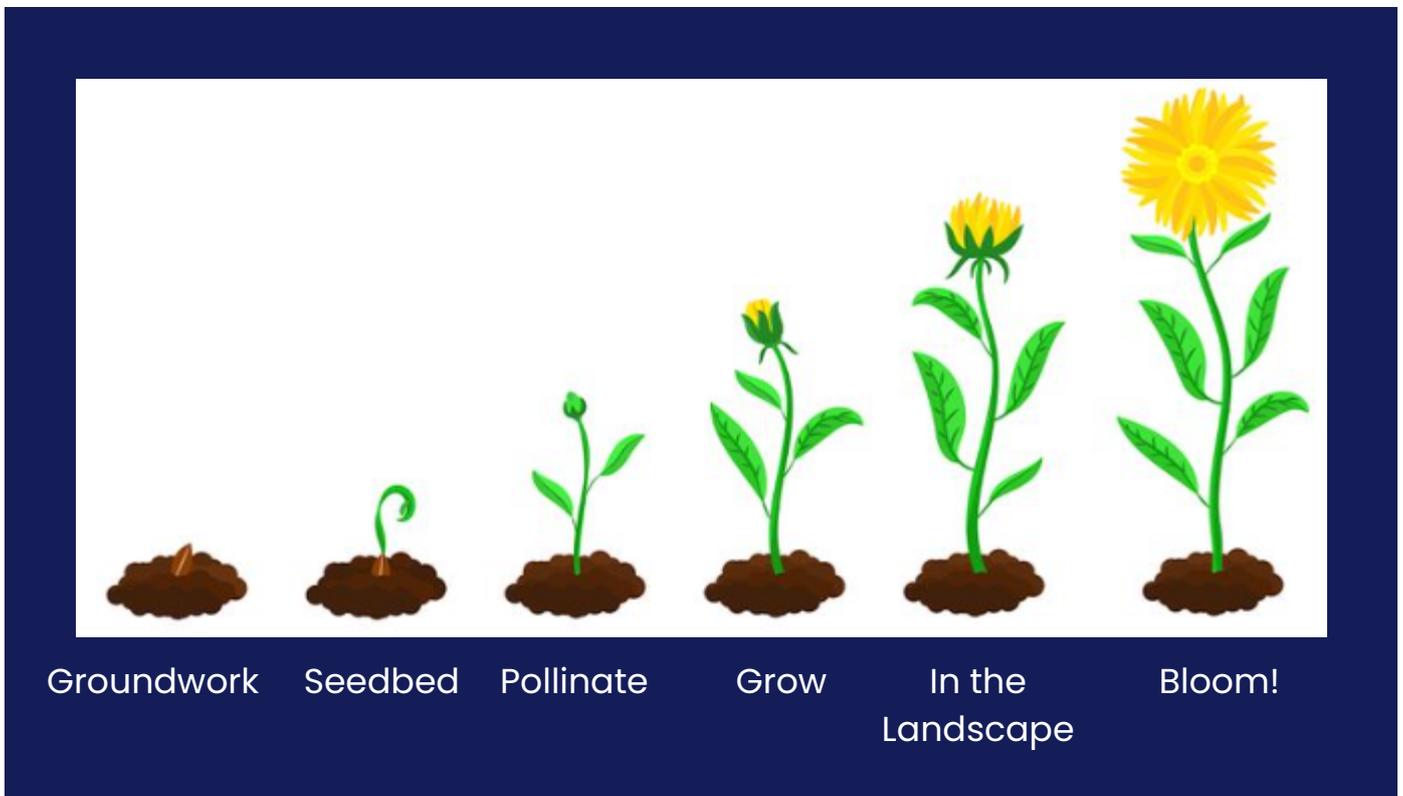
The programme will receive £750,000 from ACE over three years, 2026–2029, with additional match-funding confirmed from Nuneaton and Bedworth Borough Council. It also benefits from in-kind support from across the Consortium, including resources, infrastructure, financial systems, and executive support by the Consortium Lead, Warwickshire and Solihull Community and Voluntary Action (CAVA).





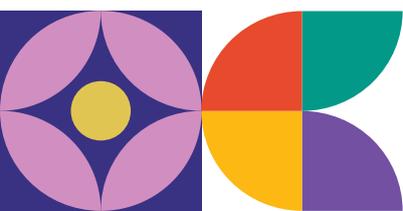
WHY ROOTED?

We are a proud area, steeped in tradition, history and a strong working-class identity; the name therefore reflects the sense of place in the Borough. We also think it's about foundations, and the ability to inspire and grow potential through CPP, aligning this with other growth and change in the Borough. Following the theme, we have split delivery into phases:



A key question for us is:

What's our story?



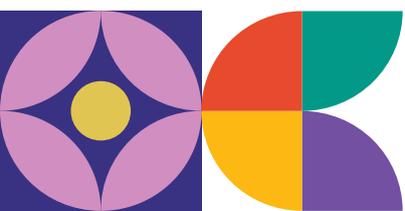


ABOUT NUNEATON & BEDWORTH

Nuneaton and Bedworth is a proud, post-industrial borough in north Warwickshire, located in the heart of the West Midlands with strong transport links to Coventry, Birmingham and Leicester. With a population of around 135,000, it is made up of the market towns of Nuneaton and Bedworth and the large village of Bulkington.

Historically shaped by coal mining, textiles and manufacturing, the area retains a strong working-class identity, deep community roots and a powerful sense of local pride. Famously the birthplace of creative giants like George Eliot and Ken Loach, it is known for its longstanding civic traditions and community spirit.

The borough is home to a predominantly White British population alongside growing and established communities, including residents with South Asian heritage and a significant Nepalese community. While many neighbourhoods demonstrate resilience and strong social networks, parts of the borough experience higher levels of socio-economic deprivation, with lower than average incomes and historically limited access to arts and cultural provision. The area presents both opportunity and responsibility: an area rich in stories, heritage and community energy, where creativity can strengthen belonging, amplify under-represented voices, and contribute meaningfully to local regeneration and wellbeing.



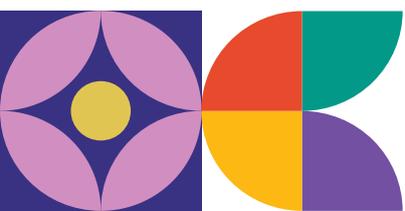


ABOUT THE ROLE

As Programme Director you will **build and line-manage a newly established delivery team**, which will include Development Workers/Producers, Administration and Marketing support and an Apprentice. These new roles will be shaped by you, in collaboration with the Consortium, CAVA and ACE. We would welcome applications for co-Directors or flexible working.

Rooted will begin by working intensively in a small number of neighbourhoods across the borough, having 'seedbed' conversations to **understand stories of people and places**, building activity that reflects the areas' individuality. From that, the programme will support the formation of **community steering groups**, giving residents real influence over ideas, commissions and priorities, creating connections and building ambition.

You will be based in the Newtown Centre in Nuneaton, a multipurpose community centre, and office for CAVA's Nuneaton and Bedworth team. You will work with and be supported by colleagues from across CAVA, reporting to CAVA's North Area Manager who is also the Consortium Lead. As CAVA is the accountable body for Rooted, you will play a **vital role in maintaining transparency, accountability and collaboration** between the organisation and the Consortium, ensuring alignment with CAVA's charitable objectives and values.



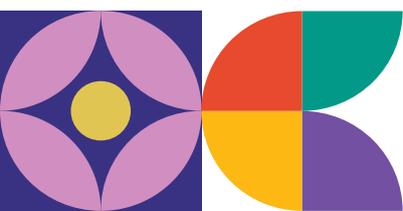


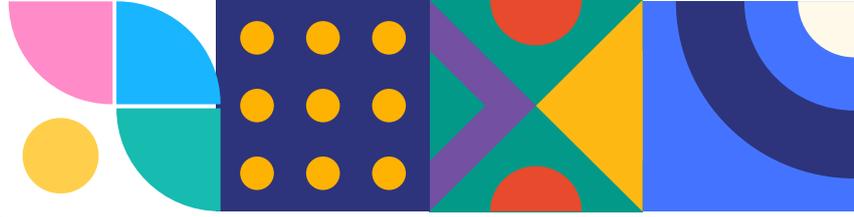
ABOUT CAVA

Warwickshire and Solihull Community and Voluntary Action (CAVA) will host the Rooted programme. CAVA is the local Voluntary, Community, Faith and Social Enterprise (VCFSE) Sector infrastructure organisation for Warwickshire and Solihull, providing vital support to the volunteers, groups, organisations, social enterprises and charities who are working to strengthen all our communities.

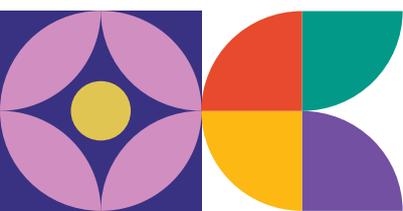
Every year our dedicated teams of staff and volunteers help lever in significant investment into the area. In 2024/25 the collective value of funding secured for the VCFSE sector was nearly £6m, and the economic value volunteering opportunities we brokered was just under £5m. We are committed to providing all our services locally and accessibly, whether a group or individual need support accessing volunteering opportunities, developing a community group, accessing funding or strengthening governance, we have a local office and dedicated team within easy access.

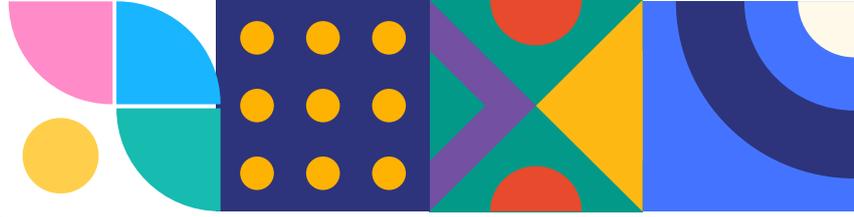
CAVA is charitable company limited by guarantee, registered in England & Wales, no. 06531268. Registered charity number 1123402.





- **Salary:** All new starters commence their employment on the entry level of the salary scale with an annual incremental increase. CAVAs Board of Trustees may from time to time consider the application of cost of living increases.
- **Contract Term:** Whilst this is a fixed-term contract until the end of the current funding period (March 2029), there may be potential to extend the role subject to securing further investment in following funding rounds. All appointments are subject to the satisfactory completion of a 6-month probationary period.
- **Annual Leave:** 26 days plus bank holidays plus an extra day for each completed holiday year of service to a maximum of 5 additional days after five holiday years of service. Entitlements for part time employees are pro rata to hours worked.
- **Additional Leave:** Supportive policies around sick leave and pay, unpaid leave, compassionate leave and dependent care leave.
- **Pension:** Minimum 5% employee contribution and 3% employer contribution, with an ethical investment policy option.
- **Expenses:** Reasonable out of pocket expenses are paid, including mileage costs associated with carrying out duties of the role.
- **Employee Development:** There will be training, development and support opportunities through CAVA and CPP networks.
- **Flexible Working:** We are open to discussions around flexible working opportunities, e.g. job sharing, term-time working, that meet the needs of both the organisation and the individual.
- **Health and Wellbeing:** Regular health and wellbeing days and an employee assistance package.
- **Safeguarding:** The role involves regular engagement with community members; appointment is subject to a satisfactory Enhanced DBS check.





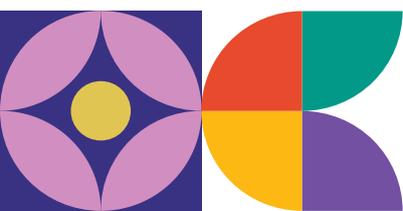
What our team say about working with us:

*“Being part of a team who work well together and are supportive of each other professionally and personally. Also varied nature of my role and **great work/life balance**. I also really appreciate the good holiday allowance, sickness terms etc.”*

*“The **variety of the job**, the office environment, good team working and opportunities for development I also appreciate the opportunities I have to be creative in terms of being able to suggest new ideas/projects etc.”*

*“I love the vibrant environment of working with people who are as passionate about the sector as I am. I always feel like I am **treated as a ‘whole person’ not just an employee**. I always do and always have loved worked for CAVA. Teamwork is always positively encouraged and respected and as such, ‘We’ make a very strong team.”*

*“The atmosphere in the organisation – one which is **understanding, flexible, adaptive, inclusive, and interested in people** (both its’ customers/clients, and employees and volunteers) – makes working for CAVA a joy and a privilege.”*



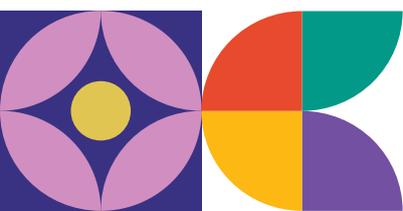


THE CONSORTIUM

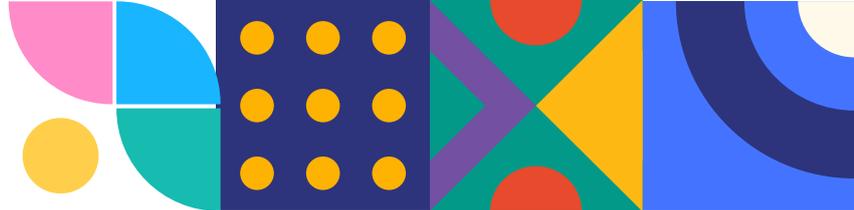
You'll work with the Consortium, who each bring experience, insight and commitment to Nuneaton and Bedworth's communities.

- Warwickshire and Solihull Community and Voluntary Action (CAVA) – lead organisation and accountable body.
- Warwickshire County Council, Libraries NPO – the only library service in the West Midlands to have NPO status, and are funded by ACE to develop a bold, innovative, and dynamic offer that promotes libraries as places for communities to experience, access and co-create art, culture and heritage.
- Nuneaton and Bedworth Borough Council – have adopted an Arts and Cultural Strategy for 2023–28, which echoes our CPP aspirations to raise civic pride and enhance cultural engagement opportunities. Also, a recently funded ACE 'Priority Place', bringing experience in monitoring, evaluation and reporting.
- Nuneaton Arts CIO – an established trustee-led organisation, committed to supporting community-led activity, and responsible for 'The Abbey', Nuneaton's only dedicated theatre space.
- Nuneaton Muslim Women's Group – As a grassroots community organisation, their role will focus on ensuring that community voice is heard, with an ability to show support for community-led activity and that residents remain a key part of decision-making.

These partners will be your key collaborators, offering strategic guidance, creative support and shared purpose as you lead Rooted.



JOB DESCRIPTION



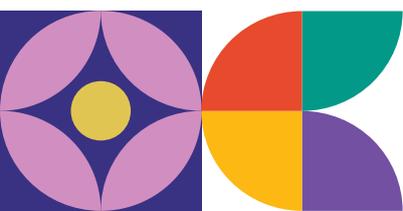
Post Title	Rooted Programme Director
Responsible To	Rooted in Nuneaton and Bedworth Consortium
Reports To	Area Manager, North (CAVA Lead Consortium Partner)
Direct Reports	Staff and volunteers within the Rooted in Nuneaton and Bedworth project as agreed
Hours	37 hours per week, with some evenings and weekends
Location	Office/Hybrid (The Newtown Centre, Nuneaton) with regular travel across the Borough of Nuneaton & Bedworth
Duration	Fixed Term to 31 st March 2029
Salary	£45,088 per annum

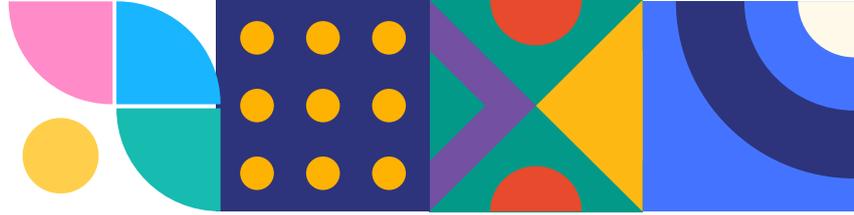
Main Purpose of the Job

The Programme Director will lead the strategic delivery of Rooted in Nuneaton and Bedworth project, a newly funded Creative People and Places (CPP) programme from Arts Council England. The programme aims to create places which thrive through a collaborative approach to culture, where everyone can develop and express creativity throughout their life.

The first year will be focused on setting firm foundations for long-term, community-led cultural growth, and subsequently, promote partnerships, whilst embedding co-creation and inclusion at all levels.

The Programme Director will lead a small team and support the connections between the Consortium and the communities the programme will serve in Nuneaton and Bedworth.





JOB DESCRIPTION

Values and Attitude

All employees are expected to demonstrate CAVA's values by working positively as part of a team, delivering high quality services where all are supported and encouraged and to promote an ethos which values and encourages equality and diversity within the organisation. The Role holder will continue to support the relationships and respect held by CAVA throughout the Voluntary, Community, Faith and Social Enterprise (VCFSE) sector in Warwickshire and Solihull.

Main Duties and Responsibilities

Team and operations:

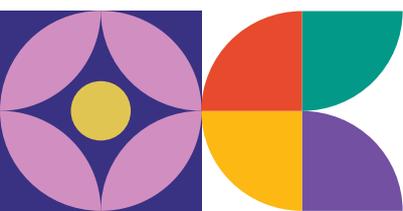
- Recruit, lead and manage the project staff, volunteers and any freelance team members.
- Work closely with the Rooted Consortium, ensuring transparent governance, shared decision making and accountability.
- Ensure Consortium meetings and any sub-groups are well-organised and informed by accurate reporting.
- Provide regular updates to CAVAs leadership team, trustees and members as necessary.
- Ensure the timely delivery of reports to funders and maintain accountability.
- Act as the representative and spokesperson for the Rooted project and partnership.
- Ensure all delivery programmes meet safer recruitment and safeguarding good practice

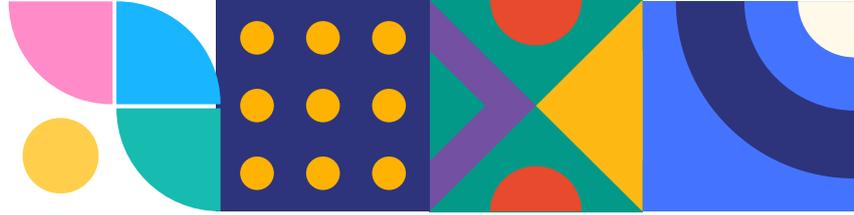
Lead on artistic programming and community decision making:

- Embed co-creation and cultural democracy in all stages of planning and delivery.
- Establish and support community steering groups to take leadership roles in programming, commissioning and evaluation.
- Ensure artistic quality across the reach of the programme.
- Develop briefs for open, transparent and inclusive artistic community programming, liaising with commissioned providers to deliver programme objectives.
- Build and sustain local, regional and national partnerships.

Develop and implement strategic and project plans:

- Lead strategic planning focused on arts delivery, partnerships, engagement, and audience development.
- Launch and oversee new projects and initiatives.





JOB DESCRIPTION

Oversee the effective management of resources to deliver programme objectives:

- Take operational leadership of the Rooted budget.
- Develop and deliver a comprehensive fundraising strategy to meet match-funding/ income target requirements.
- Supported by CAVA colleagues, ensure that the programme meets its financial targets and responsibilities.
- Work with CAVA colleagues to initiate new funding streams and attract partnership funding through joint bids and initiatives where appropriate.
- Undertake regular reporting on project finances with CAVA and to the Consortium.

Lead on partnerships and stakeholder relationships:

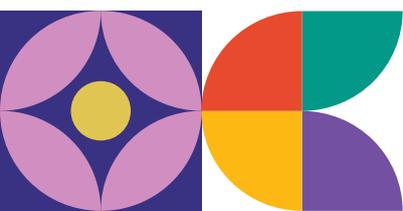
- Develop and maintain partnerships and stakeholder relationships.
- Lead partnership projects alongside key stakeholders where they meet Rooted ambitions.
- Act as the key contact for CPP programme funder Arts Council England.
- With support as necessary, develop and lead on a responsive and inclusive marketing and engagement strategy for communities in Nuneaton and Bedworth.

Lead on action research and sharing learning:

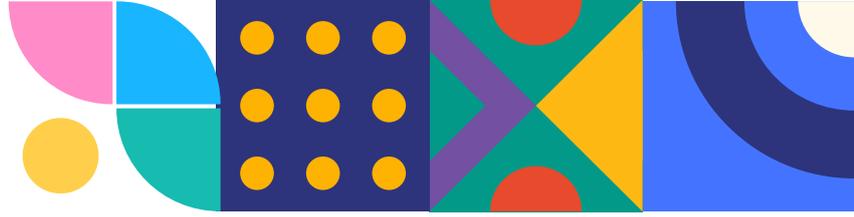
- Develop and implement a rigorous evaluation framework aligned with ACE CPP requirements, including effective use of the Impact & Insight toolkits, alongside any external commissioned support partners.
- Lead comprehensive data collection and engagement monitoring to assess impact and ensure the CPP is achieving its intended outcomes.
- Ensure that project learning is shared with the wider arts community locally and nationally.
- Participate in the CPP Peer Network and other peer learning forums.

General

- Ensure Rooted activities work towards the objectives for delivery of Arts Council England 'Let's Create' strategy.
- Ensure the work of the Rooted is compliant with relevant regulations, policies, and procedures, including data protection, health and safety, and funding requirements.
- Adhere to the policies and procedures of CAVA.
- Undertake training and development as appropriate and actively participate in performance management reviews.
- Contribute towards wider CAVA and partner events and activities as appropriate.



PERSON SPECIFICATION



Essential Work Experience:

- Minimum three years' management experience in an arts or community organisation, with demonstrable strength in project and programme management.
- Experience of managing a team of people and HR processes.
- Working in areas of low arts engagement with diverse communities.
- Familiarity with the principles of asset-based community development, using a place-based approach to work, with an emphasis on community leadership
- Engaging communities as decision makers, developing, managing and delivering creative or participatory programmes that respond to local needs.
- A strong understanding of evaluation methodologies and action research, with demonstrable experience of designing and implementing evaluation frameworks and using data, insights and analysis to drive decision making and evidence programme impact.
- Strong financial management skills, including responsibility for large budgets and reporting.
- Proven ability to develop, sustain and collaborate across complex partnerships, including civic, cultural, community and voluntary-sector partners.
- Experience of managing complaints, conflicts and scrutiny.
- Experience in fundraising and delivering successful income-generation or match funding strategies.

Essential Knowledge & Skills:

- Ability to work with IT systems and processes such as Microsoft 365.
- Excellent stakeholder management skills, with the ability to engage confidently with a wide range of partners.
- Commitment to equality, diversity and inclusion across all aspects of work.
- Strong leadership skills with the ability to inspire, empower and support others to achieve shared goals.
- Excellent communication skills, both written and verbal, with experience in report writing and strategic level presentation.
- Friendly, approachable and objective both within partnership working and as a team-member.
- Self-motivated with ability to work to deadlines as an individual and alongside partners and stakeholders.

Desirable Experience, Knowledge & Skills:

- Experience of working in a VCFSE sector setting at a programme manager level.
- Knowledge of Nuneaton and Bedworth, Warwickshire or the West Midlands cultural landscape.
- Understanding of marketing and audience development strategies.
- Familiarity with Arts Council England's funding frameworks.
- Media skills, speaking to press and taking part in interviews.



HOW TO APPLY

CAVA is an equal opportunities employer – ‘Putting Equality, Diversity and Inclusion into Practice’. We value diversity in our workforce and positively encourage applicants from all sections of the community.

To apply, please send:

- Your CV and a covering letter (please bear in mind the cover letter should evidence your ability to meet the requirements of the role, and forms an essential part of our shortlisting process);
- Details of 2 referees; and
- A completed Monitoring Form downloadable from our website

To **recruitment@wcava.org.uk**.

The deadline for applications is **9am, Friday 10th April 2026**.

Interviews will be **20th or 21st April 2026 in Nuneaton**.

Our recruitment process is made up of a formal interview with the Consortium and a second stage which includes a Community Panel made up of local participants, artists and partners. Shortlisted candidates will take part in an informal facilitated session with the panel, designed to explore communication style, listening and collaborative working rather than technical competence. Feedback from the Panel will form a formal part of the appointment decision.

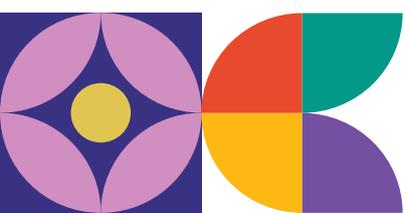




PHOTO CREDITS

Page 1: Artichoke – Babylon Gamelan, Bedworth 2024

Page 3: Claire Harrison, Coventry Live – Art on the Streets, Nuneaton 2024

Page 5: Claire Harrison, Coventry Live – Art on the Streets, Nuneaton 2024

Page 6: Andrew Moore, Coventry Live – Imagine Bamboo, Nuneaton 2024

Page 7: Shout Out For The Arts – Creative Explorers, Nuneaton 2024

Page 10: Alison Thompson – Art on the Streets, Nuneaton 2024

Page 15: Andrew Moore, Coventry Live – Imagine Bamboo, Nuneaton 2024

Page 16: Andrew Moore, Coventry Live – Artichoke, The Sanctuary, Bedworth 2022