



Llywodraeth Cymru  
Welsh Government

**Information pack for applicants**

**Creative Wales**

**Appointment of Non-executive  
Board Chair**

**Closing date: 4pm, 14 July 2025**

# Creative Wales

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# Making an Application

**Thank you for your interest in the appointment of a Chair to the to the board of Creative Wales**

The role of the Chair is to provide leadership for the Board ensuring that the Board takes proper account of statutory and financial management requirements and all relevant guidance including guidance provided by the Welsh Ministers;

## Key facts about the role

Location:	Meetings will generally be held at Welsh Government offices across Wales with at least two in the Cardiff area
Time commitment:	Approximately one day per month. Board meetings will be every two months.
Tenure of office:	Initial appointment of 3 years.
Remuneration:	<b>Chair</b> - £256 per day plus travel and other reasonable expenses within reasonable limits.

The attached Annexes provide detail on the role of the Chair the role and responsibilities of the Creative Wales Non-executive Board and the selection process.

To make an application, please visit the Welsh Government [vacancies](https://cais.tal.net/vx/lang-en-GB/mobile-0/appcentre-4/brand-7/xf-509f77e961d6/candidate/jobboard/vacancy/6/adv/) page.  
<https://cais.tal.net/vx/lang-en-GB/mobile-0/appcentre-4/brand-7/xf-509f77e961d6/candidate/jobboard/vacancy/6/adv/>

To apply for this role, click on the vacancy and click on 'apply' at the bottom left-hand corner. The first time you apply for a post, you will need to [register](https://cais.tal.net/vx/lang-en-GB/mobile-0/appcentre-4/brand-7/xf-4ac5797242e0/candidate/register) on the Welsh Government online application system. You will only need to register once, after which you can track the progress of your current application, and any future applications via your online registered account.  
<https://cais.tal.net/vx/lang-en-GB/mobile-0/appcentre-4/brand-7/xf-4ac5797242e0/candidate/register>

When you have completed registration, you will be able to access the application form. To apply, you will need to upload a personal statement and CV with your online application form.

## Personal Statement

The personal statement is your opportunity to demonstrate how you meet each of the criteria set out in the person specification. How you choose to present the information is your choice. You should, however, aim to provide detailed examples demonstrating how your knowledge and experience match each of the criteria, and your role in achieving a specific result. It will benefit the selection panel if you can be clear in which particular evidence relates to the criteria. Providing separate paragraphs in relation to each criterion is common practice.

Please limit your personal statement to no more than 2 (two) pages. Your application may be rejected if you exceed this limit.

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### CV

Please ensure your CV includes brief details of your current or most recent post and the dates you occupied this role. Please identify any past or present Ministerial appointments.

### Indicative timetable

Closing date	14 July 2025
Shortlisting	w/c 28 July 2025
Interviews	w/c 1 September 2025

### Diversity Statement

The Welsh Government recognise the value of having public bodies reflecting a wide range of cultures, identities and backgrounds. We encourage applications from all parts of society and want to appoint from the widest and most diverse pool of talent. We welcome applications from everyone regardless of age, marriage (including same sex marriage) and civil partnership, sexual orientation, sex, gender identity, impairment or health condition, race, religion or belief or pregnancy.

We are committed to recruiting women, Black, Asian and Minority Ethnic people, disabled people and members of the LGBTQ+ community, who are currently under-represented in board positions at public bodies.

### Disability Confident

The Welsh Government accepts the social definition of disability, in which it is recognised that barriers in society act to disable people who have impairments or health conditions, or who use British Sign Language (BSL).

We are committed to removing barriers so all staff can perform at their best. The Equality Act 2010 uses the medical definition of disability “a physical or mental impairment which has a substantial and long-term impact on a person’s ability to carry out normal day-to-day activities”.

We guarantee to interview anyone who is disabled, whose application meets the minimum criteria for the post. By ‘minimum criteria’ we mean that you must provide us with evidence in your application which demonstrates that you generally meet the level of competence for the role and any qualifications, skills or experience defined as ‘essential’.

We are committed to the employment and career development of disabled people. If you would like a guaranteed interview, please contact Stephanie Woodward via email at [stephanie.woodward@gov.wales](mailto:stephanie.woodward@gov.wales) to let them know.

If you have an impairment or health condition or use BSL and need to discuss reasonable adjustments for any part of this recruitment process, please contact Stephanie Woodward as soon as possible to discuss your requirements and any questions you may have.

### Contacts

For further information regarding the selection process, please contact Public Appointments Team  
Email: [publicappointments@gov.wales](mailto:publicappointments@gov.wales)

For further information regarding the role of Creative Wales Chair please contact Stephanie Woodward

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Tel: 07792 618831

Email: [stephanie.woodward@gov.wales](mailto:stephanie.woodward@gov.wales)

Should you need any further assistance with applying for this role, please contact [publicappointments@gov.wales](mailto:publicappointments@gov.wales)

For further information about Public Appointments in Wales, please visit [www.gov.wales/public-appointments](http://www.gov.wales/public-appointments)

## Appointment of a Chair to the board of Creative Wales

### Role description and person specification

#### The Chair's Responsibilities

The Chair has a particular leadership responsibility regarding:

- ensuring that the Board takes proper account of statutory and financial management requirements and all relevant guidance including guidance provided by the Welsh Ministers;
- promoting the economic, efficient and effective use of staff and other resources;
- promoting high standards of regularity and propriety;
- reporting to the Additional Accounting Officer.

The Chair must also:

- ensure that all board members are briefed fully on the terms of their appointment and on their duties, rights and responsibilities;
- ensure that they, together with other board members, receive appropriate training, including on the financial management and reporting requirements of public sector bodies and on the differences that might exist between private and public sector practice;
- ensure that the board has a balance of skills appropriate to directing the Creative Wales Internal Agency's business;
- assess the performance of individual board members in accordance with the arrangements agreed with the sponsor team.

#### Person Specification

We want people who will provide a different perspective, to be a source of fresh ideas and complement the skills of the other board members. We will also be interested to hear how candidates consider the experience of being a Non-Executive could be beneficial to them. We welcome applications from all backgrounds and experience, including those with a private sector background.

We are looking for board members with the following skills and qualities:

- well-developed interpersonal, communication and listening skills;
- ability to offer constructive challenge;
- good influencing and persuading skills;
- ability to work effectively as part of a team;
- ability to think strategically;
- sound analytical ability;
- ability to offer creative solutions to resolve complex issues;
- ability to work on the basis of strict political impartiality.

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To be considered, you must also be able to demonstrate that you have the qualities, skills and experience to meet all the essential criteria for appointment.

### Essential Criteria

We are looking for candidates who can provide evidence that they meet the e following criteria:

- extensive experience of the commercial creative industries in Wales;
- in-depth insight into the issues facing the Welsh creative industries and ideas for growing the sector; and
- an understanding of the government / public sector economic development landscape.
- experience in accessibility, diversity and inclusion to ensure there is diversity of experience and understanding on the Board.

The Board will work closely with the Welsh Government in delivering a substantial programme of change in support for the creative industries in Wales. We are thus looking for highly committed, enthusiastic and motivated individuals who can steer Creative Wales through the challenges facing the sector, but also exploit the many new opportunities, for example those being created through new technology and digital platforms. The Welsh Government is looking for people who recognise the significance of these opportunities and can recognise how to fully exploit their potential.

### Welsh Language

Although the Board is not public facing, there is a need for Welsh language skills on the Board to reflect the importance of the Welsh language to the creative industries sector. We believe that at least one post should be “Welsh - essential” but ideally there should be a further two members able to demonstrate some Welsh language skills (i.e. “Welsh – desirable”). The Welsh –essential and Welsh-desirable posts can be **any member posts**.

### Eligibility

*Any specific criteria which disqualify an individual from sitting on the board of the Body should be listed here. This might include specific disqualification or eligibility criteria or where the House of Commons Disqualification Act 1975 or Orders made under the Government of Wales Act 2006 apply.*

Candidates should also note that membership of (name of Body) is a disqualifying office for membership of the Senedd Cymru under the Senedd Cymru (Disqualification) Order 2020.

[The Senedd Cymru \(Disqualification\) Order 2020 \(from legislation.gov.uk\)](https://legislation.gov.uk)

### Conflict of Interests

When applying, you will be asked to declare any private interests which may or may be perceived to conflict with the role and responsibilities of Chair / Member of Creative Wales including any business interests and positions of authority outside of

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the role in the Creative Wales Non-executive Board

Any conflicts of interest will be explored at interview. If appointed, you will also be required to declare these interests on a register which is available to the public.

### **Due Diligence**

Welsh Government Public Bodies Team will undertake due diligence checks on all candidates successfully sifted to interview. This will include, but not necessarily be limited to, social media and internet searches. As a result, you may be asked questions at interview in relations to any findings from due diligence searches.

### **Standards in Public Life**

You will be expected to demonstrate high standards of corporate and personal conduct. All successful candidates will be asked to subscribe to the Code of Conduct for Board Members of Public Bodies.

[Code of Conduct for Board Members of Public Bodies \(gov.uk\)](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/270247/Code_of_Conduct_for_Board_Members_of_Public_Bodies.pdf)

## Creative Wales

### Annex B

#### The role and responsibilities of Creative Wales

The creative industry forms a crucial part of Welsh economy, creating jobs and supporting investment across Wales. It plays a vital role in contributing to our cultural identity, our social landscape and to a strong national brand that helps to promote Wales and its talent to the world as well as the ongoing sustainability and growth of the Welsh language, and furthering our ambitions as set out in *Cymraeg 2050*.

Since its inception in 2020, Creative Wales was launched as an internal agency of Welsh Government to champion the creative industries in Wales. Since then, almost two years was dedicated almost exclusively to responding with the COVID-19 response and supporting our creative industries through that unprecedented crisis. The pandemic was then immediately followed by the cost-of-energy-and-living crisis, which had significantly impacted the sector. Despite these challenges, Creative Wales has continued to deliver targeted support to the screen, digital, gaming, music and publishing sectors, and is making positive progress in all areas.

Creative Wales is continuing to work collaboratively with the sector to respond to the ongoing challenges and ensure the sector can retain Wales's position as the place for creativity, turning imagination into industry and delivering our ambitions for growth.

#### Creative Wales Ambition

***Our ambition is to position Wales as the best place for creativity to thrive by driving growth across the creative industries, building on existing success and developing new talent and skills.***

#### Priority themes [\(as set out in 2020\)](#)

1. **Focus on Growth** – to continue to drive the growth of the Creative sector in Wales with a targeted regional and sector focus.
2. **Supporting Skills** - to ensure that we develop the right skills across the sector to support continued growth and close working with the industry.
3. **Diversity for all** - promoting a diverse sector that provides opportunities and equality of outcome for all and in collaboration with industry, to raise standards and promote diversity and equality across the sector.
4. **Streamlined Sector Support** – to continue to respond and react to changing sector needs by developing funding schemes to target support for the creative industry and ensure that we can respond to the fast pace in which this sector moves in.
5. **Building on the Brand** – continue to develop the brand in the marketing and promotion of the creative industries in Wales to the world and the contribution that the creative sector makes to our global reputation and success.

These themes are all interdependent and this integrated approach is essential in enabling the creative industries in Wales to continue to thrive.

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The **Creative Wales Business Plan for 2025/26** focuses on ensuring that diversity and inclusivity are further embedded in all activity, in particular through the skills and talent development activity and through Creative Wales' ambitions to build on a more diverse team. This continued commitment will provide opportunities to address any inequalities that have been exacerbated by the recent cost of living crisis, including those related to gender and disability. It will also contribute to Welsh Government wide action to support this agenda, including through our contribution to the Welsh Government Anti-racism Wales Action Plan. It will support the development of skills, raise standards, and promote diversity and equality across the sector, work to remove barriers to entry and increase opportunities to work in the sector, simplify funding mechanisms and take a lead role in marketing and promoting the creative industries in Wales to the world.

It also includes maximising opportunities to promote the Welsh language as part of the contribution to *Cymraeg 2050*, the Welsh Government's ambition to reach one million Welsh speakers by 2050. In delivering the plan, Creative Wales will take action to support a sustainable creative industries sector in Wales, recognising the importance of this agenda both in response to the climate emergency and to ensure businesses can operate effectively in line with market expectations.

Creative Wales plans to build on its collaborative approach to policy development and delivery in line with the Well-being of Future Generations Act ways of working. The Business Plan delivers against a number of wellbeing goals, including 'a prosperous Wales' and 'a Wales of vibrant culture and thriving Welsh language'. The interventions seek to address the **long-term** challenges for the sector and will focus on prevention, to ensure challenges do not negatively impact the future of the sector in Wales. **Integration** and **collaboration** will be essential if Creative Wales is to achieve desired outcomes and we will work in genuine partnership with stakeholders to join up activity and identify opportunities for joint action.

Creative Wales will determine the creative sector response to the **fair work** agenda and work closely with the Social Partnership and Fair Work Directorate on any future approach to fair work for the creative industries sector. This will include engaging with union stakeholders and the industry to lead cultural change in making the industry fairer and one where mental health and wellbeing is valued. The plan will identify opportunities to promote and support **sustainability** in the creative industries in Wales. This will include action to raise awareness of good practice and opportunities to embed and promote positive action through our production funding.

It will adopt a **pan-Wales** approach continuing to support our regional partners to ensure opportunities are identified to grow the creative industries in a balanced way, including in north, west and mid Wales. We will support interventions across Wales and will ensure regional companies can benefit from an increased level of engagement and support from Creative Wales.

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Although Creative Wales was launched in 2020 as an internal agency, it operates within Welsh Government as a division and has no legal identity separate from the Welsh Ministers. Therefore the manner in which its officials engage is principally controlled by an overarching requirement not to prejudice or predetermine the final decision of the Welsh Ministers on any matter within their jurisdiction. Under the Government of Wales Act 2006 officials have authority generally to exercise functions on behalf of, and in the name of the Welsh Ministers (the Carltona Principle). However, cases that are considered to be novel, contentious, politically sensitive or likely to attract significant media attention are referred to the Welsh Ministers for decision.

### **Creative Wales Non-Executive Board**

Similar to arm's length bodies, Creative Wales appointed a non-executive advisory Board with an external Chair and Members recruited through an open process in 2020. In 2023, the seven original Board members tenure was reviewed and as a result, a number of vacant positions were advertised in the summer of 2024 for a three-year tenure.

In July 2024, five new members were recruited to the Creative Wales board. The recruitment panel were of the view that that the five shortlisted candidates would bring significant experience and expertise from within our priority areas and would therefore provide an invaluable insight for setting the direction of the board.

The recruitment panel also recommended that despite the high calibre of applications and experience of the five shortlisted candidates, that there was still a need to seek an additional specialist role with experience in accessibility, diversity and inclusion to ensure there is diversity of experience and understanding on the Board.

Since this recruitment exercise, the Chair who was reappointed for a second term in 2023, resigned from the role to take up a senior position within the sector and an existing member has agreed to act as interim Chair for a short-term period until a replacement Chair has been recruited.

### **Role of the Non-Executive Board**

The Board of Creative Wales is non-executive and advisory. It makes recommendations to Ministers and officials but not have any decision-making powers of its own. The civil servants who work with the Board, and receive their advice, will not be accountable to the Board in any way. The usual civil service lines of accountability via line management to Ministers, and taking due account of the position of the Principal and Additional Accounting Officers, will apply.

The role of the Board is to:

- provide effective leadership, defining and developing strategic direction and setting challenging objectives;
- scrutinise standards of public finance, upholding the principles of regularity, propriety and value for money;
- scrutinise the internal agency's activities in order to confirm they are conducted efficiently and effectively;
- monitor performance including financial performance, to ensure the internal agency fully meets its aims, objectives and performance targets;

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- advise on and take forward the strategic aims and objectives of Creative Wales consistent with its overall purpose and within the policy and resources framework determined by the Minister;
- scrutinise the business plan and budget;
- scrutinise business processes designed specifically to meet the business needs of Creative Wales;
- consider and advise on industry engagement, networking, marketing and other strategies needed to achieve the business plan and the strategic direction of the internal agency.

Due to the nature of the businesses and individuals in the sector and the need for what may be regarded as non-standard types of support, ensuring correct governance controls and performance management will be a major priority. When spending public money, appropriate control, scrutiny and monitoring mechanisms will all need to be in place.

The Board currently comprises :

- Non-Executive interim Chair (external)
- Non-Executive Members (two external until 2026)
- Non-Executive Members (five external recruited in 2024 until 2027)
- Director, Tourism, Marketing, Events and Creative (Welsh Government)
- Deputy Director, Creative Wales (Welsh Government)

The Board meets via hybrid and in person meetings every two to three months across Wales.

The two vacant Board member positions (Non-executive Chair and Non-executive member) will need to evidence up-to-date experience in the sector active engagement and leadership in the sector that would provide invaluable input in the Board.

## **Annex C**

### **The selection process**

#### **The selection process**

The interview panel will assess candidates' CVs and personal statements to determine who it believes best meet the criteria for the role, and who will be invited to interview. The panel will rely only on the information you provide in your CV and statement to assess whether you have the skills and experience required. Please ensure that you provide evidence to support how you meet all of the essential criteria.

The selection panel will be chaired by the interim chair of Creative Wales Non-Executive Board and will also comprise Deputy Director of Creative Wales, and Geraint Evans as an Independent Panel Member. Senior Independent Panel Member.

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Your application may be “long listed”, subject to the volume of applications received, before it is passed to the selection panel for consideration. You should be aware that in this situation, your application may not be considered in full by all of the panel. We anticipate that during July 2025 the panel will have decided who will be invited for interview in September 2025. It is our intention that interviews will take place via Microsoft teams/ in-person (if in person, Cardiff, Welsh Government offices, Cathays Park).

The panel will select for interview only the strongest applicants who it feels have demonstrated that they best meet the criteria set out in the person specification. However, if you have applied under the guaranteed interview scheme and you meet the **essential minimum criteria** for the post, you will also be invited to attend an interview.

If you are invited to interview, and the date of the interview is not already provided in this information pack, we will aim to provide you with as much notice as possible of the interview date. If you are unable to make the arranged date, we will endeavour to re-arrange it, but it may not be possible due to time constraints within the appointment timetable or selection panel availability.

You will receive email communication from Welsh Government’s application centre to let you know if you have been invited to interview.

If you attend an interview, the panel will question you about your skills and experience, asking specific questions to assess whether you **meet the criteria** set out for the post.

Candidates who the panel believe are ‘appointable’ will be recommended to Ministers, who will make the final decision. The Minister may choose to meet with appointable candidates before making their decision. If they do, they will meet all candidates in the presence of the panel chair, or their nominated representative. There will be a time gap between interview and a final appointment decision being made. Candidates who have been interviewed will be kept informed of progress. If you are successful, you will receive a letter appointing you as Chair of the Creative Wales Board, which will confirm the terms on which the appointment is offered.

If you are unsuccessful at interview, you will be notified through the Welsh Government’s application centre. We appreciate it takes a lot of time and effort to apply for roles and that feedback is a valuable part of the process. As a result, the letter will provide the details of who you may approach for feedback on your application and interview, should you so wish.

## Creative Wales

### Queries

For queries about your application, please contact [publicappointments@gov.wales](mailto:publicappointments@gov.wales)

### If you are not completely satisfied

Welsh Government will aim to process all applications as quickly as possible and to treat all applicants fairly, and with courtesy. If you have any complaints about the way your application has been handled, please contact [publicappointments@gov.wales](mailto:publicappointments@gov.wales) .

Additionally, you can write to the

**Office of the Commissioner for Public Appointments**, Ground Floor, 1 Horse Guards Road, London, SW1A 2HQ, or via email at [publicappointments@csc.gov.uk](mailto:publicappointments@csc.gov.uk)