

ANNUAL GENERAL MEETING NOMINATIONS 8th February 2025

CBA Trustee and CBA Honorary Treasurer

Nominee Name: Amanda Jones

Personal Statement:

I am an experienced board member and senior director specialising in the arts, heritage and charity sectors for over 30 years. As a KPMG alumnus and a Fellow of the Institute of Chartered Accountants, I have been passionate throughout my career in helping arts and heritage organisations achieve long-term financial sustainability and deliver real impact. I believe strongly in promoting the role of culture and heritage as central to our population's wellbeing and to a thriving economy – and act accordingly.

I hold a first-class honours degree in Accounting with Computing from the University of Ulster together with a postgraduate diploma in Professional Accounting from Queens University Belfast and an MSc in Innovation, Leadership & Management from the University of York. I have particular experience in delivering organisational change through extensive modernisation programmes and leading major capital redevelopment and regeneration projects.

Currently, I chair the Council of Trustees for The Sussex Archaeological Society and am a director of Coast to Capital LEP (chairing its Audit & Risk Committee), a member of the Executive Board of the Brighton & Hove Economic Partnership, Associate Director of Brighton Dome & Festival and Chair of Good Space (www.goodspace.org), the South East's volunteering and wellbeing hub.

Election statement:

It is an honour to have the opportunity to put myself forward for your consideration to become a Trustee of the CBA.

I believe I can bring a range of relevant skills and experience to support the Chair, Chief Executive and wider colleagues at this time, particularly as they manage and deliver the Reconnecting Archaeology project aimed at strengthening the CBA's leadership and networking role within the heritage sector – and in so doing improve its resilience and its understanding and engagement with new audiences.

I am an experienced board member and senior director specialising in the arts, heritage and charity sectors for over 30 years. As a KPMG alumnus and a Fellow of the Institute of Chartered Accountants, I have been passionate throughout my career in helping arts and heritage organisations achieve long-term financial sustainability and deliver real impact - bringing extensive experience in financial management and planning and in delivering major fundraising initiatives. I believe strongly in promoting the role of culture and heritage as central to our population's wellbeing and to a thriving economy – and act accordingly.



I hold a first-class honours degree in Accounting with Computing from the University of Ulster together with a postgraduate diploma in Professional Accounting from Queens University Belfast and an MSc in Innovation, Leadership & Management from the University of York. I have particular experience in delivering organisational change through extensive modernisation programmes and leading major capital redevelopment and regeneration projects.

Before moving to Sussex from my native Northern Ireland, I was Director of Finance & Planning for National Museums Northern Ireland where I was the Finance Director for the £19m redevelopment of the Ulster Museum, winner of the prestigious Art Fund Prize. More recently I led development of the Masterplan for the Royal Pavilion Estate in Brighton which has recently celebrated the re-opening of the Grade 1 listed Corn Exchange and Studio Theatre after a substantial £38m restoration project.

In 2019 I became a Trustee of The Sussex Archaeological Society and in 2020 appointed as its Chair. My work there is focused on helping the organisation establish a truly impactful and affordable operating model – one that can lead to long-term sustainability and success. I am a director of Coast to Capital (LEP), chairing its Audit & Risk Committee and a member of the Executive Board of the Brighton & Hove Economic Partnership. I am an Associate Director of Brighton Dome & Festival and Chair of Good Space (www.goodspace.org), the South East's volunteering and wellbeing hub.

I believe passionately in the ability of the UK's heritage sector to play a leading role in the social and economic well-being of our amazing country. I would be committed to seeing the CBA deliver against its vision and values – in particular to enable anyone to have the opportunities to tell the stories of the people and places that connect us to our world and make it a better and more inclusive place for all.

I hope you will support my application.

CBA Trustees

Nominee Name: Mary Haworth

Personal Statement:

I joined the University of York in 2011 as Director of the Office of Philanthropic Partnerships and Alumni Engagement. I am responsible for the development of fundraising strategy and building a culture of philanthropy. I was responsible for developing York's first ever institutional campaign, York Unlimited in 2016, which raised £120M and unlocked 120,000 volunteer hours. The aim of the Campaign was to develop major philanthropy and to extend York's community fundraising, including York's first global Giving Days - which have since raised more than £1M over the past six Giving Days.

I began my fundraising career at Newcastle University as a fundraiser in for the Faculty of Arts and Humanities and later became Deputy Director of Development. I began my career as a graduate trainee with Selfridges and worked in sales for around 10 years before shifting career path. I have an MSc in Charity Marketing and Fundraising from the Centre for Charity Effectiveness, Bayes Business School,



and I am a fully certified member of the Institute of Fundraising Management. I am founding Director of the Centre for Digital Innovation in Philanthropy and Fundraising at the University of York, former Trustee of the York Museums Trust (2016-2022) and Trustee of the Morrell (2024-present).

Election statement:

Living, working and raising children in the historical city of York, I am reminded on a daily basis of the relevance, beauty, value and importance of archaeology. But, through my work as fundraiser involved in widening access to education and working in and for communities across York and the coastal communities of the Humber region, in particular, I am also extremely aware that not all opportunities to engage in our history and heritage are accessible to everyone equally across our community. I strongly believe that it is in our collective gift to change this and have experience of developing access and community initiatives that are philanthropically funded.

In my work, I am particularly motivated to explore the opportunities for digital technology to widen access and participation and to ensure relevance to audiences. I have actively done this in both my fundraising work through use of digital engagement tools for alumni engagement and in order to serve the learning, careers and networking needs of our 150,000 strong global alumni community at the University of York, through the York for Life project.

I would be honoured to bring by fundraising skills and expertise to help the Council deliver its own fundraising goals and to act as front door into partnership-building with the wider University of York. In a post-COVID world, I am particularly aware of the need for organisations to pool their resources, develop true partnerships and innovative collaborations. This is something that is required more than ever by funding partners but it is also critically important in engaging key stakeholders and audiences.

I am extremely impressed by the Council's sense of purpose and mission and its effective approach to Trustee engagement and development. The Council clearly has a clarity of purpose and strong community on which to deliver its mission and goals to widen access, remain relevant for future generations and to extend its community and reach. Having had trustee experience, I very keen ensure that I work with an organisation that is transparent, committed to EDI and where there is a shared vision and sense of working together as a community of shared purpose.

Nominee Name: Guy Schofield

Personal Statement:

I am an artist, researcher and educator with 25 years' experience in designing, building and delivering innovative, digitally mediated experiences in heritage settings. As a freelance artist/designer/maker my practice involves installation, film, sound, music, physical computing, VR, animation, and games. I have developed and presented digital artworks, technology demonstrations and practical workshops at conferences, festivals and exhibitions in the UK, Europe, USA, South Africa, and Asia. Much of my



practice involves community co-creation and participatory approaches to digital media and I have extensive experience in working with immersive technologies in heritage spaces. I have worked with museums and heritage organisations including Tyne and Wear Archives and Museums, York Museums Trust, Cambridge Archaeological Unit, Tullie House Museum, Wakefield Museum.

As a senior lecturer in the Department of Archaeology at University of York, I contribute to strategies for teaching and learning in Archaeology and Heritage and teach digital skills at undergraduate and postgraduate level. I have co-authored conference and journal articles on the use of immersive media in heritage and archaeology and have participated in research projects exploring how heritage organisations can use immersive media technologies in their public-facing work. I am an artist, researcher and educator with 25 years' experience in designing, building and delivering innovative, digitally mediated experiences in heritage settings.

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Election statement:

My experience and connections in digital innovation in Higher Education, in the heritage sector and in the arts are particularly appropriate to helping the CBA develop its work in Digital Engagement. I am already familiar with some of the work the CBA is carrying out in this area, through my involvement in a research project led by University of York which explored engagement with new audiences through Cinematic Virtual Reality and interactive documentary. This work has given me an insight into how different elements of the CBA approach Digital Engagement, communication and innovation, especially in engaging new audiences with issues that the CBA considers significant.

For many years, my arts practice has been concerned with facilitating the co-creation of digital media with heritage organisations and hard to reach audiences, while my research work in interaction design at Culture Lab, Newcastle and at University of York has focused on innovative strategies for



approaching storytelling through digital media. As such I am well-placed to help the CBA achieve goal 5 of its strategic priorities and can advise on strategies for clearly communicating the Council's vision of a socially engaged, deeply participatory archaeology to an increasingly diverse audience.

In assisting the CBA towards goal 3 of its strategic priorities, I am able to draw upon my extensive experience of working with children and young people, especially those from low-income backgrounds. I have also worked with participant groups including elderly people, recent immigrants to the UK, young people from rural communities and young people at risk of offending. I hope to be able to contribute to developing strategies to engage people from these groups and others through low-cost, high-impact digital media both online and at events, helping the CBA to achieve goal 1 of its strategic priorities.

My research work in the field of commissioning digital media and my experience advising grass-roots creative organisations will enable me to provide guidance on how the CBA might work with technology developers, artists, festivals and other groups to extend its reach. As a Knowledge Transfer Partnership supervisor, I have first-hand experience of the challenges facing organisations working with digital agencies, developers and technologists, especially in specifying projects and communicating objectives. I hope to contribute insight on these issues with which the CBA might optimize audience engagement through digital media, identifying specific skills and areas of knowledge that might benefit CBA staff and volunteers.

In line with goal 2 of the CBA's strategic objectives, my expertise in participatory design with community organisations will enable me to help guide the Council in drawing on existing knowledge and skills within its membership and from staff and volunteers, ensuring that the CBA is able to develop increasingly cohesive, participatory approaches to Digital Engagement.

I am particularly passionate about the challenges facing archaeology due to the climate crisis and am currently developing connections with organisations such as the Leverhulme Centre for Anthropocene Biodiversity for developing ways of using immersive storytelling to communicate information about the climate crisis to a range of audiences. I hope to use these connections to help the CBA achieve goal 4 of its strategic objectives.

CBA Trustees for Re-election

Nominee Name: Sefryn Penrose

Personal Statement:

I am a heritage consultant with significant experience in building heritage strategy – particularly regarding climate change and heritage of the recent past. Having straddled academia and professional practice (with Atkins Heritage) for many years, I have a strong theoretically informed understanding of how the archaeology and heritage sector work, and of current pressures. I have worked – with Atkins, for Historic England, and with my company, ButCH – on addressing sectoral needs for climate-related



issues, including developing “loss” management methods. I have also worked throughout my career on improving representation and on broadening access, as well as building interdisciplinary approaches. I bring sectoral understanding, a commitment to developing the inclusivity and accessibility of our sector, our institutions and our practices, and a commitment to working collaboratively within the sector and with its many publics.

Election statement:

Over the last three years as a trustee, it has been my privilege to support the CBA in its mission. The CBA has worked hard to build an organisation that has the future of archaeology in Britain at its heart, while expanding that heart and that future to become more inclusive, relevant, and – crucially – important to the sector. In delivering its vision and in upholding its values, the CBA – in common with all organisations – is weathering difficult times. I want to continue in my role as a trustee for a second term in order to help to build on the work that the CBA has been doing, to continue supporting it as a member of its finance committee, and in working with colleagues to ensure that the CBA can continue being an essential voice and vision for archaeology and its constituents. My experience with key current work, regarding climate, regarding inclusion and diversity, and regarding the work of the sector in a period of turbulence provides a useful skillset for the CBA and I hope to continue offering my support as it charts a strong course for the next three years.

CBA Trustees and CBA Honorary Secretary for Re-election

Nominee Name: Philip Pollard

Personal Statement:

I have worked in the heritage sector for over 12 years, including a stint at the CBA managing the Community Archaeology Training Placements. I currently work as Heritage Career Pathways Manager at Historic England and oversee strategies to enhance heritage workforce skills and careers. I chair the Historic Environment Trailblazer, who have developed 7 new apprenticeship standards, and am Vice Chair of the CfA/UAK Degree Accreditation Committee.

I also chair the Historic Environment Skills Forum, which recently published a Skills and Careers Action Plan for England, which I wrote. I have a comprehensive understanding of archaeology and its workforce which can contribute to CBA’s efforts to make the sector more inclusive and participatory. I also have experience in designing and delivering training on heritage and planning and so could provide some support for the CBAs role as a National Amenity Society.

I have a range of experience in strategic planning as well as project management, both in implementation and monitoring and evaluation; and have skills relating to people management and development. I also bring experience of working in the charitable sector, applying for, and managing grant funding, and engaging and influencing government.



Election statement:

I have been a Trustee of the CBA since 2021 and am running for a second term. I currently hold the Officer position of Honorary Secretary and would like to continue in this role.

I bring over 12 years' experience of working in the heritage sector to the CBA Board of Trustees and have particular knowledge and experience around developing skills and careers pathways; aiming to make for a more representative and resilient workforce. This aligns well with the CBA's Mission in inspiring people through archaeology, making connections and championing fresh perspectives.

In my role as a trustee over the past few years I have worked particularly in the area of strengthening the CBAs governance and I took the organisation into the Boardroom Apprenticeship scheme; a national programme to give a diverse range of candidate's practical experience in being a Board member.

I believe I have helped to further strengthen the relationship between Trustees and the CBA staff and I would like to continue and improve on that work. I am particularly keen on supporting the Reconnecting Archaeology project and looking at building on the relationship between CBA and its members.

Having been involved in the creation of the CBA values, I fully endorse these and try to live the behaviours. I am curious and I love to collaborate, both with CBA staff, my fellow trustees and the rest of the archaeological community. I always strive for inclusivity in the work I do and will ensure the CBA remains an inclusive organisation. I also enjoy being creative and looking for innovative ways to do things, e.g. through digital engagement. As a trustee I am committed to exploring ways to raise funds to help deliver and increase the work.

