

NICKY GOULDER

Co-Founder and Chief Executive, Create



PROFILE

Nicky co-founded Create in July 2003, following the vision she had in December 2002 of a charity that would use the power of the arts to transform lives. She is motivated by her longing for a fair, caring, inclusive society in which every individual can fulfil their potential. She is a highly motivated, creative and entrepreneurial leader with 15 years' experience at executive level in orchestral and arts education charities. She has well developed strategic, financial, business management, artistic, fundraising, marketing and HR skills; and is a strong team player with a passion for people, a commitment to social justice, a sense of humour and a love of the arts.

KEY SUCCESSES AT CREATE INCLUDE ...

- Developing from scratch the strategic direction, artistic vision, financial management and organisational structure that have enabled Create to become a highly successful, award-winning charity in 11 years.
- Devising and running more than 5,000 creative arts workshops that have delivered 198,000 contact hours with more than 28,000 disadvantaged and vulnerable participants since 2003, and extending the programme's breadth and depth each year. In 2013/14, 98% of community partners rated its programme successful.
- Devising and implementing a high quality evaluation methodology for every programme that has been praised by funders, community partners and artists alike, and enables the charity to learn continually. In June 2013, Cass Business School described it as "probably as good as you can get".
- Developing a successful fundraising approach, committed funding partners and rigorous financial management that enabled Create to increase its income by 18.5% in 2013/14 (£514,157 up from £433,346).
- Securing the support of eleven high profile Patrons, and regularly attracting MPs and Mayors to projects, helping to raise participants' self-esteem and increase the charity's profile.
- Recruiting and nurturing an Advisory Council, Creative Council, Development Council, PR Council and in-kind sponsors who provide product, professional services and advice free-of-charge, saving the charity tens of thousands of pounds each year.
- Securing a grant of £480,000 over three years in 2013 from The Queen's Trust that is enabling a step-change in the way Create works, including increasing by 280% its programmes with young offenders, young carers and young people with disabilities by 2016.
- Securing a £35,000 gift-in-kind from BrandPie Foundation that enabled the development of a new visual identity by BrandPie in 2013/14.

MEDIA COVERAGE / PUBLICATIONS (SINCE 2012)

- 2014 *Unheard voices of homelessness* Homeless Link (18/08/14)
- 2014 *Nicky Goulder talks about "creative:connection"* joereddington.com (11/08/14)
- 2014 *Create: transforming lives through the arts* totally4women (07/03/14)
- 2013 *Adopting a rigorous to being professional* Charities Management (09/10/13)
- 2013 Interview on Roberto Perrone's *Drivetime*, BBC Three Counties Radio (23/08/13)
- 2013 Feature about Nicky in Mail on Sunday's *You Magazine* and online (16/06/13)
- 2013 Feature about Create's adult carer project in *Art of England Magazine* (07/13)
- 2013 *A founding Chief Executive's view on fundraising*, UK Fundraising (07/05/13)
- 2013 Feature about Create in *International Garden Photographer of the Year collection 6*.

CREATE

ARTS.ORG.UK

2012 Feature about Nicky in Art of England Magazine (11/12)

AWARDS: PERSONAL / CREATE

- 2014 Create is recognised with 12 Koestler Awards in four categories for work produced during its *Inside Stories* project for young fathers at Isis and Rochester Prisons.
- 2014 Create is shortlisted for the Children & Young People Now "Young Carers" Award (to be announced 20/11/14)
- 2014 Nicky is shortlisted for the Charity Times "Rising CEO Star" Award (to be announced 22/10/14)
- 2014 Create is shortlisted for the "Organisational Achievement" Signature Award (to be announced 10/10/14)
- 2013 Create is shortlisted for the Charity Times "Charity of the Year: with an income of less than £1million" Award.
- 2013 Nicky is shortlisted for the Charity Times "Rising CEO Star" Award.
- 2013 Create is recognised with five Koestler Awards (including a Platinum) for work produced during its *Inside Stories* project for young fathers at Rochester Prison.
- 2013 Create's *art:space* project for young carers wins Business in the Community's prestigious "South East Local Impact Awards, Building Stronger Communities" which is presented to sponsor British Land.
- 2013 Nicky wins Clarins Most Dynamisante Woman of the Year Award 2013 (including £30,000 prize)
- 2012 Create is recognised with three Koestler Awards for work produced during its *Inside Stories* project for young fathers at Rochester Prison.
- 2012 Create's *creative:u~turn* project for vulnerable women in East London wins the prestigious "Lord Mayor's Dragon Award for Social Inclusion", which is presented to sponsor Reed Smith.

CAREER DEVELOPMENT

- 1999 – 2003 Chief Executive, Orchestra of St John's
- 1995 – 1999 Development Director, City of London Sinfonia
- 1994 – 1995 General Manager, New London Orchestra
- 1992 – 1994 Development Manager, Manchester Camerata
- 1986 – 1989 Marketing Executive, KPMG

VOLUNTARY POSITIONS

- 2013 – present Vice Chair, The Queen's Nursing Institute
- 2009 – 2013 Trustee, The Queen's Nursing Institute
- 2007 – present Leader, YouthXpress (11-18 year olds), Southwark Cathedral
- 2002 – present Samaritan/ various leadership/support roles, Lewisham Samaritans
- 1998 – 2002 Co-Chair, London Development Forum, Arts & Business
- 1993 – 1999 Counsellor, Childline
- 1988 – 1991 Counsellor and service Coordinator, Lancaster University Nightline

EXTRA-CURRICULAR

Nicky was born in Guildford, Surrey. She has a First Class BSc (Hons) in Management Sciences: Marketing (with arts) from Lancaster University; the Chartered Institute of Marketing Diploma; and Certificates in History of Art (Distinction) and in Theology & Religious Studies from Birkbeck College, University of London. In June 2013, Nicky was recognised as Clarins Most Dynamisante Woman of the Year.