



NICKY GOULDER

Co-Founder & 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 17 years' experience at executive level in orchestral and arts education charities. She has well developed strategic, financial, business management, artistic, fundraising, communications 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 14 years.
- Devising and overseeing more than 7,200 creative arts workshops that have delivered 242,000 contact hours with more than 33,000 disadvantaged and vulnerable participants since 2003, and extending the programme's breadth and depth each year. In 2015/16, 99.6% of community partners rated their programme "successful overall". In 2015 Create was recognised as a national charity.
- 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 66% between 2013 and 2016 (£719,776 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, Communications 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 enabled 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.
- Launching *Nurturing Talent* in 2016, a CPD programme for emerging artists.
- Being invited to Australia in 2016 to give the International keynote presentation *Strategic Governance for Income Generation* and a follow-up workshop at Akolade's NFP Income Generation conference.

MEDIA COVERAGE / PUBLICATIONS (SINCE 2012) ~ ABOUT OR BY NICKY

2017	<i>How Making Art can Create a Fairer and More Caring Society</i> The London Economic (21/02/2017)
2016	<i>On Culture and Caring</i> Arts Council England (09/09/2016)
2016	<i>How to ... Run Wellbeing Boosting Arts Projects</i> Arts Professional (02/09/2016)
2016	<i>Government Celebrates the Arts Yet Pushes Students Away</i> The London Economic 02/09/2016
2016	<i>Don't Deny the Arts to People Who Need it Most</i> Huffington Post (01/07/2016)
2016	<i>How Charities can Build Resilience in the Face of Cuts</i> Charity Times
2016	<i>Music in Hospitals: A Life-Enhancing Combination</i> Huffington Post (22/02/2016)
2016	<i>The Arts in Green Spaces</i> Arts Professional (02/02/2016)
2015	<i>The Chance to make it</i> Arts Industry (15/12/2015)
2015	<i>Arts and Ability</i> Not Shut Up Magazine (01/11/2015)
2015	<i>Should Free Time be a Right?</i> Huffington Post (24/11/2015)
2015	<i>It's not easy being a Young Carer but what's the Alternative?</i> Huffington Post (06/10/2015)

CREATE

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- 2015 *We Must Tackle Disability Prejudice if all Young People are to Enjoy the Arts* The Guardian (09/04/2015)
- 2015 *Skills for the Job: Tackling Disability Prejudice* Children & Young People Now (17/02/2015)
- 2015 *The Last Arts Barrier* Arts Industry (19/02/2015)
- 2015 *Inside Stories* Not Shut Up magazine (31/01/2015)
- 2014 ITV News; Sky News; BBC News x 2
- 2014 *Good Parenting from Prison* Arts Professional (20/10/14)
- 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 *A founding Chief Executive's view on fundraising*, UK Fundraising (07/05/13)
- 2012 Feature about Nicky in *Art of England Magazine* (11/12)

AWARDS: PERSONAL / CREATE ~ HIGHLIGHTS

- 2017 Nicky is runner up for the Directory of Social Change *Influencer Award*.
- 2016 Create wins the Children & Young People Now *Arts & Culture Award*.
- 2016 Create wins the Creative Vision award.
- 2016 Create is shortlisted for the Third Sector *Charity of the Year Award*.
- 2015 Nicky is one of 30 #SocialCEO award winners.
- 2015 Create wins the Charity Times *PR Team of the Year Award*.
- 2014 Nicky wins the Charity Times *Rising CEO Star Highly Commended Award*.
- 2013-16 Create is shortlisted for the Charity Times *Charity of the Year Award* (2013, 2015, 2016).
- 2013 Create's *art:space* project for young carers wins *Business in the Community's 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)
- 2012-16 Create is recognised with 60 Koestler Awards for work produced during its *Inside Stories* project for young fathers in Prison.
- 2012 Create's *creative:u~turn* project for vulnerable women in East London wins the *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

EDUCATION

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 Theology & Religious Studies from Birkbeck College, University of London.