

Peg Alexander – Curriculum Vitae

Base:	Leeds. Able to travel and work nationally and internationally		
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Professional Experience:

Jan 11 to date	<p>Freelance TV and Radio Presenter /Journalist and Producer</p> <ul style="list-style-type: none"> Award winning Current Affairs & Politics Presenter and producer on Made in Leeds TV (Nov 14 to date). Reporter for BBC 1 Inside Out Documentary maker – currently filming a documentary about People Powered Housing – how there’s a quiet revolution where communities are creating their own new housing solutions. Broadcast Journalist for BBC Radio Leeds since Oct 2013. Work for BBC R2 and R4 Volunteer Presenter on BCB Radio, the community radio station in Bradford. Regular slots - Breakfast show, Drive news show, mid morning magazine show. <p>Winner - Best Team at O2 Media Awards - for Made in Leeds news & current affairs team. Nominated for Best TV presenter by the Royal Television Society, Highly Commended Best Presenter at O2 Media Awards.</p>
Jan 2011 to date Oct 04 - May 06	<p>Owner / Director, Smile Consultancy</p> <p>Consultancy services to public, voluntary and community sector organisations and multi agency partnerships in the areas of:</p> <ul style="list-style-type: none"> Strategy and Business Planning – from engagement of stakeholders / partners in defining strategy and direction, through to producing written strategy and business/implementation plans. Interim management & delivery / project and organisational start up. Organisational/service development, review, change and improvement. Partnership and network development. Training and development. Mentoring, one to one coaching and support. Needs analysis, evaluation and review. Marketing, PR, presentations, using social media, public speaking support and training.
Jan 11 to date	<p>Writer and Inspirational Speaker. Weight, health, making life changing decisions, making life happen, starting again over 40.</p>
2012 / 2013	<p>Globe Trotter. Spent a year traveling around the world on a self titled mid-life crisis trip.</p>

<p>June 09 to Jan 11</p>	<p>Director, UNESCO's Bradford City of Film.</p> <p>Founding Director of major cultural regeneration initiative in Bradford – Bradford's award as the world's first official UNESCO City of Film. I developed the vision, strategy, action plan, activities and gaining district-wide partner and public buy-in.</p> <p>This was a high profile project in partnership with all the major institutions in the City – from The National Media Museum to the Council to the city's small and large businesses – with a Board chaired by film producer Steve Abbott. I was responsible for all aspects of the project on a day to day basis and was the public figurehead.</p>
<p>June 06 to June 09</p>	<p>Senior positions, Children's Workforce Development Council</p> <p>CWDC was a national Government agency set up to improve the way professionals (such as teachers, health workers, police, childcare workers etc) worked with children and young people and to make sure that they worked together to help protect children in line with The Children Act.</p> <p>Head of One Children's Workforce</p> <p>(Dec 07 to June 09) Responsible for developing strategy for and directing activity undertaken by all of England's local authorities Children's Services departments. Co-created The One Children's Workforce Framework and planning tool which was rolled out in all local authorities to join up their local children's workforce. Managed a range of support services to local authorities and local areas/partnerships and networks. Support included directing local strategy, developing tools and new working methods, and managing many £millions of funding to local authorities, voluntary sector and individual businesses.</p> <p>Development Manager – Third Sector</p> <p>(Aug 06 to Dec 07) Providing direction, support and funding to children's agencies in the third sector across England. Development and delivery of CWDC's national 3rd Sector children's workforce strategy.</p>
<p>Oct 04 to May 06</p>	<p>Smile Consultancy – See above</p>
<p>Nov 01 to Sept 04</p>	<p>Chief Executive, Voluntary Action Wakefield District</p> <p>Head of medium sized infrastructure charity which existed to support voluntary and community groups so they could be as good as possible. Delivery of a range of direct services.</p> <p>Represented the voluntary and community sector and local communities on local strategic bodies and acted as a voice for the sectors.</p> <p>Creation and delivery of a number of district wide strategic partnership initiatives to include communities in public services, partnership decision making and in the civic life of the area.</p>
<p>97 to 98</p>	<p>Finance and Management Coordinator, Green Party of England and Wales.</p> <p>Responsible for managing all Party staff and finance.</p>
<p>Nov 06 to Oct 01</p>	<p>Project Management Officer, Bradford Council</p> <p>Responsible for day to day oversight of Council funding to the local voluntary and community sector. Provided on-going management support, direction and development assistant to funded and non funded groups.</p> <p>Developed Funding policy and established monitoring systems.</p>

	Worked on regeneration and local development projects and strategy for the local area and specific local communities.
Jan 94 to Oct 96	<p>National Coordinator, National Group on Homeworking Headed up UK-wide non party political campaign to improve the rights of industrial homeworkers through changes to policy, legislation and service delivery, and by providing support and advice to homeworkers.</p> <p>Created, devised and delivered the national campaign which resulted in the word 'worker' being used in legislation which is currently at the heart of many legal challenges by workers in the gig economy.</p>
94 to 96	<p>Principal Speaker, Green Party of England and Wales National public face of the party - forerunner to the Leader position, including a national European election campaign.</p>
March 91 to Dec 93	<p>Social Policy Coordinator, Calderdale Citizens Advice Bureau Responsible for Social Policy work in 5 separate CABx using the experiences of clients to gain changes in policies and practices to address the issues that caused people to seek CAB help. Directly developed and implemented policy research and follow up campaign work.</p> <p>Ran campaigns to encourage take up of unclaimed benefit.</p>

Charity Trustee and Board of Director roles:

2017 - date	Bradford Citizens Advice and Law Centre Trustee / Member of the Board of Directors.
2009 - 2012	Leeds Citizens Advice Bureau Trustee / Member of the Board of Directors.
2002 - 2005	Fit 4 Funding (Charities Information Bureau) Trustee and Board Member. Chair for 2 years, overseeing re-branding and re-launch
1998 – 2000 2004	Football Supporters Association (now FSF). National Committee Member. Responsible for raising funds and establishing the England Football Fans Embassies. Helped staff embassies during Euro 2000 and Euro 2004.
1995 - 2004	Calderdale Citizens Advice Bureau Trustee / Member of the Board of Directors.

Training and Education:

- Diploma in Management Studies (Post graduate level in strategic management)
- Certificate in Management Studies (Graduate level in operational management)
- HND in Fashion Design from the Institute of the Arts London – London College of Fashion
- National Diploma in Fashion Design from Leeds College of Art
- Extensive radio and broadcast training including BBC training, BCB training.
- Extensive management and work training over the years

References and Testimonials:

Individual relevant referee contact details can be provided.

There are 25+ references/recommendations on my LinkedIn profile at <https://www.linkedin.com/in/peg-alexander-20a4722a/> .

Here are some covering various jobs:

“Peg is very creative, very good at coming up with innovative solutions to complex problems, often on a national scale but in a way that could be understood at the frontline. She translated the "virtual" and made it a reality. Her positive attitude washes off on those around her. She is focused yet mindful and considerate of others.”

“Peg has a real talent supporting creative artists to clarify their vision and understand precisely what needs to be done to achieve those goals. Her perspective from a regeneration and the public sector is invaluable to someone like myself involved in the arts.”

“I have known Peg now for a number of years. Peg is an inspiration, always positive, always smiling and always going the extra mile. Peg is creative, personable and has some brilliant stories to tell. Peg has some brilliant experience which she is happy to share. A real character in life. Highly recommended.”

“Peg is a great communicator. She is an amazing people person, gaining respect and friends where ever she goes. Her work capacity is brilliant - she works hard, with determination and enthusiasm, even when workloads seem unmanageable, has a great attention to detail and never leaves a job unfinished.”

“If you are looking for someone who is creative, strategic, insightful, a great networker, who delivers high level projects with integrity, then Peg is the person. I should also mention she is great fun to work with and always has the gift of a smile for everyone.”

“Passion, enthusiasm, commitment and energy are the words to best describe Peg. Peg is a smart, mature and dependable individual who always leads by example and her inclusive and collaborative style of working encourages the broadest support and 'buy-in' making her an asset to any organisation.”

“She is clear, collaborative and creative. I really admired her dedication to the mission which was clearly reflected in her decision-making. Peg manages to be deeply strategic in a fun way which is too rare a thing my view!”

“Peg has a focused and positive approach to all she encounters. She is not daunted by seemingly insurmountable tasks and works tirelessly to enlist support from people in all walks of life. She lights up a room with her energy and 'can do' approach and inspires others to follow her lead.”

“Peg has a fantastic mix of creativity and clarity of purpose. Peg will think how to do a task in a way that challenges but at the same time gets a clear result.”