

James McCormick



I would like to stand for election as a Trustee of the Llangollen International Musical Eisteddfod.

I want to help deliver the festival, contribute constructive feedback and use my professional skills to support our transformation and long-term future. As we move beyond our 80th anniversary, I believe we need a clear and sustainable plan that allows us to thrive into the 2030s and beyond while protecting our central message of peace and international friendship.

I am already actively involved across several areas of the festival. I serve as Music and Staging Secretary, work with the Grounds Team as Site Aesthetic Coordinator, support the Pavilion Support Group and help administer the Pavilion website. I am always willing to lend a hand with tasks both large and small. This involvement has given me a practical understanding of how the festival operates and of the commitment required from staff, volunteers and supporters throughout the year.

Professionally, as an IT professional working in the software industry with previous experience in the finance, health, and cloud hosting sectors, I bring experience in teamwork, leadership and business planning. I have helped teams plan and deliver their annual OKRs (Objectives and Key Results), supported colleagues in a distributed working environment, coordinated priorities and worked across different departments and time zones to deliver results. These experiences have taught me how to turn broad objectives into practical plans, measure progress and bring people together around shared goals.

I believe the festival needs a clearer understanding of its target audiences, including who they are, where they come from and when they are available. Better audience insight would help inform programming, marketing and commercial decisions. I would champion stronger coordination between the festival's different staff and volunteer teams.

One practical improvement I would champion is a single, year-round online volunteer platform. This could improve communication, reduce duplication, maintain accurate volunteer information and make it easier for teams to work together throughout the year.

As a Trustee, I would be analytical, collaborative and practical. I would ask constructive questions, challenge assumptions where necessary and focus on turning decisions into achievable actions. I already understand the realities of delivering the festival, but I can also bring a strategic and business-focused perspective to its longer-term development.

My commitment would be to focus on the festival's long-term future, help the organisation become more resilient and improve how it assesses financial sustainability, profitability and performance. By strengthening the organisation behind the event, I hope we can ensure that the Eisteddfod's message of peace continues to reach people for many generations to come.