



Hoxton Street Monster Supplies

ESTD 1818

~ Purveyor of Quality Goods for Monsters of Every Kind ~

**CHAIR OF DIRECTORS**

# Hoxton Street Monster Supplies

## Chair of Board of Directors

### Introduction

[Hoxton Street Monster Supplies](#) (HSMS) is the only shop in the world to cater to the everyday needs of every imaginable kind of monster.

We have been serving London's monster population (and the occasional human) since 1818. In 2024 we featured in [Time Out's 100 Best Shops in London](#).

We are a purveyor of quality goods for monsters of every kind - from Sugar Dusted Bogies to Thickest Human Snot - but due to a very inconvenient Curse, all the profits from the sale of monster supplies support free creative writing and mentoring programmes for young people at our charity, [Ministry of Stories](#).

The young humans who attend our writing programmes go through the shop's secret door to enter into the workshops of the Ministry of Stories. For these young humans, the shop acts as a bridge between the real world (school, home, Hoxton) and the world of their imagination, where anything can happen.

Co-founded by author Nick Hornby in 2010, our charity helps young people discover their confidence, imagination and potential through the power of their writing. One of our original founders, Alistair Hall, continues to work closely as Art Director for Hoxton Street Monster Supplies.

The shop's retail presence continues to be an important part of the charity, providing a warm welcome to children and their families. It also supports our ambition to diversify our financial mix and demonstrates how seriously we take play and imagination.

HSMS is a core part of our charity's identity, garnering attention for the work we do and as a public face for the charity. The more the shop can grow, the more stories we can help bring to life.

Over the past few years, we have increased our following on social media and increased our online sales. We were also invited to host a pop-up shop at the prestigious Leadenhall Market in 2022 and 2023. We have also worked hard to attract high profile wholesale partners including Liberty, The Old Operating Theatre Museum, National Museum of Scotland and Ethical Superstore.

We are a tiny store with big, hairy ambitions. Over the next three years, our plans include:

- Growing our online presence and increasing our online sales
- Continue to make HSMS a popular destination shop in London
- Building partnerships to grow our profile
- Inventing more unique products
- Creating a strong connection between our shop and our work with young people in east London

All this while maintaining the good humour of our brand, providing wonderful in store experiences for our customers and helping more young people to unleash their imaginations.

## **Opportunity to join the Hoxton Street Monster Supplies Board of Directors as our new Chair**

Hoxton Street Monster Supplies (HSMS) is looking for a new Chair of Directors. This is a volunteer leadership role. We're looking for someone who shares our vision and excitement to deliver a great retail experience, grow customer loyalty and increase sales, all motivated to support the Ministry of Stories. Profit from the shop, which is given back to the charity each year, helps to inspire and fuel young people's ideas, imagination and voice through their creativity and writing.

As Chair of Directors, you will have the skills, time and passion to be an important part of our small but mighty shop and help us to continue to grow and develop, while keeping young people and creativity at the heart of our motivation for retail success. You do not need previous experience as a Chair.

## **About the role of Chair**

Hoxton Street Monster Supplies Ltd (company number 08472232) runs the charity's retail operations. A robust governance structure is in place to ensure that HSMS Board gives due consideration to the gift aiding of profits to the charity and explores how the HSMS shop can support the charity in meeting its charitable objectives beyond funding.

The HSMS Board holds the governance responsibility of the retail operation and comprises of four to six Directors at any one time, including the Director of the Ministry of Stories and at least one Ministry of Stories Trustee. The remaining are non-executive directors who are drawn from varied backgrounds with differing specialisms.

The role of the Chair is to lead our Board of Directors, key responsibilities include:

- Chairing our Board of Director meetings, ensuring everyone has the opportunity to contribute and decisions are taken in the best interest of the shop and the charity.
- Supporting our HSMS Directors in their roles.
- Supporting our HSMS staff team, specifically Laura our Deputy Director and Regan our Retail Manager. You can read their profiles [here](#).
- Overseeing the effective financial management of the shop including reviewing quarterly financial reports.
- Supporting the staff team to develop new products, form new partnerships and market the shop to grow sales.
- Oversee our business plan, ensuring effective delivery of actions and KPI tracking.

## **Valuing diversity and equal opportunities**

Our community in Hoxton, Hackney is vibrant and diverse, and we are committed to creating a Board that reflects this. We welcome a conversation with you if you are inspired by our shop, our values and feel you can add value – we understand you may not have been a Chair before or think you meet all the desired skills.

We also recognise there can be barriers to taking on a volunteer role and we are keen to remove as many as possible – such as supporting travel costs or childcare. We particularly welcome candidates who define themselves as:

- People of Colour
- From our local area (Hackney, Tower Hamlets and Islington)
- Working class
- Disabled

## **Appointment terms**

The Chair of Directors serves an initial three-year term and is then eligible for re-appointment for a second three-year term, subject to Shop Board approval. All Directors are volunteers and therefore the positions are unpaid.

## **Commitment**

The full board meets four times per year (usually 6-8pm on Tuesdays in person at Hoxton Street Monster Supplies, 159 Hoxton Street, London N1 6PJ). Attendance in person is expected.



One to two hours for reading papers prior to each meeting is normal. Quorum at meetings is two directors. Visiting Hoxton Street Monster Supplies shop and attending Ministry of Stories events is encouraged where possible. The role is unremunerated but reasonable expenses will be reimbursed with agreement.

## About you

### Experience

- An understanding and appreciation of small charities, trading arms of charity, retail or small business including ecommerce.
- An area of specialism from: Ecommerce, Retail, Social Media, Product Development, Brand, Marketing or PR.

### Person Specification

- Ability to lead a meeting, ensuring everyone has the opportunity to contribute and decisions are taken collaboratively
- Ability to provide strategy, scrutiny and support to our staff team to enable effective business planning and delivery
- Ability to act as a critical friend for proposals and discussions
- Motivated to support the delivery of the charitable mission of the Ministry of Stories through the trading arm

### What we offer

- In return for your effort and enthusiasm, you will become part of a supportive and skilled Board of Directors, you can read the biographies of our other Directors and Ministry of Stories Trustees [here](#)
- We will value your contributions and welcome your ideas for the shop and the wider charity
- We are also keen to support your professional development and can explore these opportunities with you

### Next Steps

To apply, please send to [jobs@ministryofstories.org](mailto:jobs@ministryofstories.org):

- A short expression of interest (no more than one side of A4) that outlines why you are interested in the role, and the skills and experience you bring
- A CV or professional biography
- A completed diversity monitoring form available from our website [here](#)

Deadline for all applications is (of course) midnight on Halloween, 31st October 2025. We will aim to carry out interviews in the week commencing 3rd November.