

The Gregynog Trust

Candidate Brief for the role of Chief Executive

The Chair and Trustees of the Gregynog Trust are seeking a talented, dynamic and imaginative Chief Executive for the Gregynog Hall and Estate at a key stage in its history.

The Chief Executive shall display strong, strategic leadership and relish the opportunity to build on Gregynog's history and importance in the social, political and cultural life of Wales.

About Gregynog

Located at the heart of Wales in the outstanding setting of rural Montgomeryshire, Gregynog Hall is a large Grade II* listed country mansion that dates from the 1840s. Its 750-acre estate includes Grade I listed gardens designed by William Emes as well as woodlands, tenanted farms and a designated National Nature Reserve.

Originally occupied by the Sudeley and Blayney families, Gregynog has an important history. In 1924 the Hall became home to philanthropists, social entrepreneurs and art collectors Gwendoline and Margaret Davies and remained so until their respective deaths in 1951 and 1963. They shared a vision for Gregynog as a place of cultural, social and educational initiatives for public good.

Gwendoline and Margaret's passion for music, literature and the fine and decorative arts was articulated through life at Gregynog. The sisters' commitment to enriching lives through public benefaction made Gregynog a nationally and internationally recognized centre for culture and discourse. It housed an important collection of art, books and furniture. It was also the home of the Gregynog Press which the sisters founded.

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Together with their brother David, they played a crucial role in the founding, development and support of several of Wales' national institutions. Theirs is one of the defining stories of Wales and it has inspired the vision and purpose of the Gregynog Trust.

Notes to further reading about Gwendoline and Margaret Davies are included in [Appendix 1](#).

Further background for candidates

In 1960 Margaret Davies transferred Gregynog Hall in trust to the University of Wales. As custodian of this important asset, the University ran Gregynog as a conference centre for the five Colleges within the University. In more recent years the operational team at Gregynog has been successful in attracting a variety of grant project funding, achieving designated nature reserve status for parts of the Estate, and developing accommodation, wedding, room hire, conference and café income.

The Hall is already the venue for a wide variety of events, concerts, professional seminars, conferences and training courses, but there is significant scope for business development, drawing on Gregynog's rich history while upholding the ethos of the Davies sisters in support of the arts and education in accordance with the terms of the Deed of Gift to the University (and the University's own charitable objects).

- Being socially responsible, involving the local community and encouraging the use of Gregynog Hall as a connection point and catalyst for ideas.
- Maintaining stewardship of the environment, conserving the natural diversity of the Estate.
- Ensuring equality and social inclusion.
- Preserving a sense of place, communicating Gregynog's history and cultural significance.

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Following the re-organization of the University of Wales, and the University's commitment set out in *The Wales Pledge-Adduned Cymru*, [Appendix 2](#), the Hall and Estate will transfer, with the support of the Gwendoline and Margaret Davies Trust, to the ownership of the new Gregynog Trust. The purpose of the transfer is to safeguard and develop a successful future for Gregynog, one which builds on its cultural, social, political and environmental importance to Wales.

It is proposed that ownership of Gregynog Hall and Estate will be transferred to Gregynog Trust Ltd which was registered in November 2016. The detailed Objects and Powers of the Trust are set out in its establishing Memorandum and Articles of Association. [Appendix 3](#)

A Chief Executive is now sought to refine and develop an outline strategy established by Trustees, develop a detailed strategic business plan, and lead the evolution of the Trust's vision to successful outcome and subsequent business delivery.

About the Role

As the first Chief Executive appointed to the Trust you will understand Gregynog's historic importance and exciting future prospects as a place of inspiration and connection at the heart of Wales. You will work with Trustees, staff and stakeholders to pursue the Trust's vision to establish Gregynog as a crucible in Wales for creativity, leadership and learning. You will be wholly committed to this task and relish addressing the attendant challenges.

Gregynog's recent history has been characterised by change and the uncertainty which accompanies it. You will build on the work already done by Trustees and staff to combat this, working closely with them to successfully realize their vision and maximize the potential of the hall and estate.

You will be responsible for the development and refining of a strategic and operational business plan to meet the vision of the Trust. The plan, as well as including the charitable Objects of the Trust, will consider how best to maximise the potential of the large and multi-faceted estate.

Within the operations team, a key aspect will be to develop a common purpose and sense of inclusiveness among staff and to build a group that is appropriately skilled and confident and which operates within an open and positive culture.

You will be clear in communication and imaginative in problem solving in order to establish a new momentum at this pivotal point in the history and legacy of the Estate.

As well as strengthening relationships with existing stakeholders, you will build new partnerships and collaborations, both within Wales and beyond, as a necessary condition of fulfilling the Trust's vision.

In order to meet these objectives, you will be required to demonstrate significant executive level experience in the cultural, charitable and or corporate sectors and the ability to align operational resources with strategic objectives. You will have experience of team building within an organization and forming partnerships with key external organizations.

You will be accountable to the Board of Trustees and will work closely with them to refine, develop and deliver a comprehensive business plan which reflects the Trust's vision, incorporating the charitable purpose along **with** the necessary income generation.

You will share the passion which the Trustees and many others have for Gregynog and your role will be instrumental in providing it with a safe and creative future for the nation and future generations.

Key requirements include:

- The development and refinement of a strategic business plan reflecting the Trust's vision and integrating income generation with charitable purpose, clearly responding to the Objects of the Trust.
- To enhance and shape human resources within a positive culture according to strategic and operational needs.
- To take responsibility for high quality strategic and operational priorities in the delivery of the detailed strategic business, fundraising and engagement plan.
- To work with, report to and support the Chair and Board of Trustees in the interest of the success of The Gregynog Trust and in order to safeguard Gregynog for the nation and for future generations.

Principal Terms and Conditions:

Title:	Chief Executive
Contract Status:	Full-time permanent contract, subject to satisfactory completion of a six-month probationary period
Responsible to:	Chair and Trustees, The Gregynog Trust LTD
Location:	Gregynog Hall, Tregynon, Nr Newtown, Powys SY16 3PW and at locations throughout Wales, as necessary.

Annual Leave:	25 days plus 8 public holidays and 7 discretionary days per annum, pending formal agreement on appointment.
Remuneration:	c£70K per annum. Future awards in line with remuneration policy and as determined by the Board of Trustees.
Pension Scheme:	To be discussed
Accommodation:	It may be possible to offer use of accommodation on site, subject to further discussion and individual requirements.
Equal Opportunities:	The Gregynog Trust is committed to equality of opportunity in all aspects of its work and all personnel carry out their duties in accordance with this commitment and our Policy.
Notice period:	Employer – Three months Employee – Three months

Detailed terms and conditions will be discussed and agreed in the event of a formal offer and be provided in the contract of employment and are expanded upon in the Gregynog Trust Staff Handbook, Policies and Procedures.

Appendix 1

Further Reading:

Things of Beauty: What two sisters did for Wales

ISBN 978 – 0-7200-0581-3 National Museum Wales Books, 2007

The Spiritual Pilgrims, Ian Parrott, Published by Christopher Davies, 1969

Gregynog edited by Glyn Tegai Hughes, Prys Morgan and J Gareth Thomas,
ISBN 0-7083-0634-9 University of Wales Press, 1977

A Gift of Sunlight: The fortune and quest of the Davies Sisters of Llandinam

Trevor Fishlock, ISBN 978-1-84851-811-7 Gomer press, 2014

An Elusive Tradition: Art and Society in Wales 1870-1950

Eric Rowan and Carolyn Stewart, ISBN 0-7083-1769-3 University of Wales Press,
2002

Great Women Collectors Charlotte Gere and Marina Vaizey, ISBN 0-85667-503-2,
Philip Wilson Publishers, 1999

Appendix 2

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Appendix 3

The Gregynog Trust Memorandum & Articles of Association PDF

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