
Unique opportunity to contribute to the development of one of Wales' prime cultural assets

Non Executive Directors Gregynog Enterprises Ltd

Welcome

Thank you for your interest in joining the Board of Gregynog Enterprises Ltd as a non-executive director.

Gregynog Enterprises Ltd is a wholly-owned subsidiary of the Gregynog Trust, the charity which owns Gregynog Hall and Estate, and plays a major role in trading and income-generating activities for the Trust.

Founded in November 2016, the Gregynog Trust, which took ownership of the estate in June 2019, aims to secure a sustainable, prosperous future for Gregynog as a welcoming and inclusive place dedicated to the enjoyment of the arts, creativity and nature, embracing and drawing on its distinctive history, secluded rural setting and the natural beauty of our estate. To achieve these aims, the development of a thriving commercial trading subsidiary, Gregynog Enterprises Ltd, is essential.

Gregynog Hall, the centrepiece of the estate, a Grade II listed mansion set in formal Grade I listed gardens within an extensive landscape setting and an estate that extends to 750 acres, sits at the heart of rural mid-Wales and the county of Powys. One of Wales' premier country estates, Gregynog is most well known as the former home of renowned art collectors, public benefactors, and sisters Gwendoline and Margaret Davies. The hall and estate, including agricultural land, woodland, National Nature Reserve, and Site of Special Scientific Interest (SSSI), offer a welcoming setting for everyone to stay, discover, experience, and be inspired by the enjoyment of creativity, nature, and the arts.

Despite this rich inheritance, like many other organisations, we have not been without our challenges in recent years. However, we have big ambitions. New brand and communications work has been completed; we have appointed a key role in Business Development, Events, and Marketing and with the recent arrival of an Interim CEO to bring clear and effective leadership and management to the team, we now relish the opportunity provided to build on Gregynog's history and importance in Wales's social, political, and cultural life.

Gregynog Enterprises Ltd.

Gregynog Enterprises Ltd exists to develop trading and commercial operations that generate income for the Trust to support the delivery of its strategic goals.

These appointments also come at arguably one of the most exciting times in the Trusts and Gregynog Enterprises' short history as we embark on a two-year business stabilisation plan. The plan sets out our commitments and priorities along with a range of activities addressing the Trust's public purpose but also identifying income-generating activity to be pursued by Gregynog Enterprises Ltd to ensure our long-term success.

During the initial six-month period of the two-year plan, we will look to improve the profitability of Gregynog Enterprises, placing it on a more sustainable footing, with strategies developed, defined, and prioritised by the Trust for the long-term future of the Gregynog buildings and estate.

Our plans include a well-defined compelling experience unique to Gregynog, communicating it to existing and new visitors through a renewed brand, position, identity, marketing platforms, and an attractive events programme. We will prioritise major capital projects and accelerate refurbishment to support a compelling offer combining inclusive events and significant fundraising to protect and enliven this important landscape and heritage asset for the enjoyment of everyone.

We also have an ambition to realise the potential of our rich archives, library, and intellectual property, which are currently underused, by moving beyond simple venue hire and returning Gregynog to its true status as a place of creative spark, inspiration, and ideas, once again originating a rich and inclusive programme of cultural, creative and educational events.

Director, Gregynog Enterprises

We seek new non-executive Directors with skills, knowledge, and experience appropriate to income generation and trading activity in the hospitality or visitor experience settings to support the growth and development of Gregynog Enterprises.

Directors who will be able to demonstrate independence of thought, diversity of perspective and sensitivity towards the distinctive context of Wales, its rich language and heritage; who meet the role description below and who bring a successful track record of achieving business growth and development, innovation in product and service development and attracting new and more diverse audiences.

They will bring constructive challenge, professional insight and independent judgment to bear on issues of strategy, performance and resourcing, impartiality and objectivity to the decision-making process provide creative and informed contributions to objectives and strategy devised by the executive management team.

Directors of Gregynog Enterprises Ltd also fulfil specific duties and responsibilities for effective governance in terms of the inter-company relationship between Gregynog Enterprises Ltd and the Gregynog Trust, acting at all times in the interests of the success of the company, recognising its relationship to and independence from the Gregynog Trust. An understanding of the relationship between charitable Trusts and Trading subsidiaries would be an advantage, as our new non executive directors will play an important independent role on behalf of Gregynog Enterprises Ltd, as well as a supporting role to Dr. Liz Siberry OBE, the Trustee representative from the Gregynog Trust on the Board of Gregynog Enterprises Ltd.

Responsibilities

- Ensure that Gregynog Enterprises Ltd carries out its duties effectively in relation to its primary function in developing and generating income for Gregynog Trust.
- Ensure a constructive working relationship exists with the Gregynog Trust and the CEO.
- Ensure that the GE Ltd Board recognises and accepts collective responsibility and provides clear strategic direction for the company and all commercial trading activities.
- Ensure that the Board regularly reviews all risks and associated opportunities and satisfies itself that systems are in place to take advantage of opportunities and manage and mitigate the risks.
- Ensure that the Board fulfils its duties to ensure the company's sound financial health, profitability and success.
- Ensure that the Board fulfils its duties and responsibilities for the effective governance of the company with care, diligence and skill.
- Ensure that the company complies with all legal and regulatory requirements.
- Ensure that the company has satisfactory governance and systems of control covering financial, quality, health and safety, workforce and risk management.
- Ensure the company discharges its obligations effectively.
- Ensure that the company generates the maximum financial return while enhancing the reputation of the Gregynog Trust.
- Monitor the performance of trading activities against specific aims and objectives.

Skills & Attributes

Our expectations are high. As a new Director, you will need to evidence and demonstrate commitment and, be fully engaged and motivated by our vision and bring the necessary experience, expertise, and energy to the task. You will be entrepreneurial, with the ability to successfully navigate strategic, financial, operational, and reputational challenges. You will bring sound independent judgement and the ability to think creatively, along with strong financial and business acumen and the duties of company directors. Experience of serving on boards with a good understanding of charity and company governance will be advantageous.

Terms

Remuneration:

The role is offered on a voluntary basis. However, Directors can claim reasonable expenses for attending meetings and functions on behalf of Gregynog Enterprises Ltd.

Time Commitment :

The time commitment is approximately 15 days annually for an initial 3-year term. You will also need to be able to commit the necessary time to prepare for and attend meetings, having carefully reviewed the supporting papers. Attendance at Gregynog events is also welcomed.

Meetings:

Meetings of the Board of Directors of Enterprises Ltd are held quarterly in advance of the meetings of the Trust Board.

How to Apply

If you would welcome the opportunity to apply, please forward:

- A CV outlining your career history, achievements, and academic and professional qualifications.
- A supporting statement (maximum 2 x A4 pages) demonstrating your motivation, skills, experience, and any other information relevant to the role.

Your completed application should be sent to philip.nelson@thehiringdept.com.

Please also let us know if you need any special provisions should you be called forward for an interview.

Published Closing Date: Sunday 1st October at 9.00 am

Preliminary Interviews: Wednesday 11th & Thursday 12th October

Final Panel Interview Date: Friday 3rd November

For an informal and confidential discussion, to ask a question on any aspect of the appointment process, or for additional information, please contact our advising consultant, Philip Nelson, on 020 3590 9978 or via email at philip.nelson@thehiringdept.com.

About Gregynog

During its long history, which dates back to the mid-15th century, Gregynog was home to the Sudeley and Blayney families and was, for some time, a much larger, economically important estate.

In 1920, sisters Gwendoline and Margaret Davies made it their home, establishing Gregynog as a place for the encouragement of the arts and the enrichment of people's lives. Granddaughters of industrialist David Davies of Llandinam, the 'Top Sawyer' who later became Lord Davies, 'Gwen & Daisy' became internationally renowned art collectors and socially conscious philanthropists. Their work and use of the fortune they inherited from their grandfather made possible many nationally and internationally important aspects of Wales's society, culture, and education.

The 'Misses Davies' founded an international music festival, a unique fine press and hosted eminent artists of the era here at Gregynog. They experienced two world wars and offered refuge and respite to many at Gregynog. Gwendoline and Margaret's art collection, including Botticelli, Monet, Renoir, Van Gogh, and Cezanne, transformed the potential of the National Museum of Wales. The Davies Collection, which once hung in Gregynog Hall, was bequeathed to the museum in Cardiff by Margaret in her will of 1964. It is among the most important collections in the world.

Gregynog Today

Gregynog Trust now owns Gregynog. We aim to offer a welcoming setting in which everyone can discover, learn, experience, enjoy, and be inspired by the arts and natural environment. The Hall accommodates a wide variety of guests, and our handsome Music Room has been the venue for concerts and forums for more than a century.

In more recent years, the team at Gregynog has been successful in attracting a variety of project funding, achieving designated nature reserve status for parts of the estate, and developing wedding, accommodation, room hire, conference, and café income. The Hall is a popular venue for a wide variety of events, concerts, professional seminars, conferences, and training courses.