



Sefydliad
Cyfarthfa
Foundation



Cyfarthfa Foundation

Appointment of Trustees

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Saxton Bampfylde



An introduction

The Cyfarthfa Foundation, a company limited by guarantee and a registered charity, was established in 2021 to realise a 20-year vision for Cyfarthfa Castle and Park at Merthyr Tydfil – a site that has been described as the ‘crucible of the industrial revolution’.

The vision – The Cyfarthfa Plan – envisages the transformation of Cyfarthfa Castle and Park into a museum and art gallery of national significance set in an enlarged 100-hectare park. The land also encompasses the 260-year-old Cyfarthfa furnaces, once part of the largest iron-making complex in the world.

The sole focus of the Foundation will be the development of Cyfarthfa to maximise the benefits for the community and the nation – economic, educational, social, environmental and cultural.

The plan is built around the three themes of history and heritage, the natural environment, and fostering creativity, and aspires to international quality in all things including an exemplary approach to community engagement. As part of this vision, the Foundation is also bidding to be the anchor site for the proposed National Contemporary Arts Gallery for Wales.

The Welsh Government has funded the development phase of the project, including the expert preparation of the Foundation’s bid to be the anchor site for the proposed National Contemporary Arts Gallery for Wales.

The historic assets and park are currently owned by Merthyr Tydfil Council and are leased to and operated by the Merthyr Tydfil Leisure Trust, but it has been agreed in principle by all parties that the ownership and operation of these assets will be transferred to the Foundation.

This phase of the Cyfarthfa project is centred on land and heritage buildings/structures. As a result, the Foundation has appointed a number of trustees and a Chief Executive with extensive experience of the built environment, as well as strong local representation. The Foundation also has an initial staff of four, led by the Chief Executive, Anna Baker.





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The Foundation's Board

The Foundation is governed by a Board of Trustees that draws together representatives of the community with the best expertise possible. The board is comprised of fourteen Trustees including five founding directors including two representatives of Merthyr Tydfil Council. Two of the independent Trustees are stepping down and are to be replaced through this search.

Current Trustees:

Dr Carol Bell

Carol Bell, originally from Felindre, Swansea, is an experienced industrialist, financier and charity trustee. She is a board member of the Development Bank of Wales, council member of Research England, Vice President of National Museum Wales, Vice Chair of the Wales Millennium Centre and the first female board member of the Football Association of Wales. Carol currently serves on three public company boards: Bonheur (Norwegian renewable energy), Tharisa (platinum miner in South Africa) and the BlackRock Energy and Resources Income Trust.

In 2019, she was one of the founders of Chapter Zero, part of the World Economic Forum's Climate Governance Initiative, which helps non-executive directors to integrate climate risk into strategy and investment plans.

Her academic interests, based at UCL, include the development of metal smelting and trade in metals in prehistory. She chairs the British School at Athens and is Treasurer of the Institute for Archaeo-metallurgical Studies. She lives in London and Cardiff.

Geraint Talfan Davies (Chair)

Geraint Talfan Davies is a writer and broadcaster who has had a long involvement with public policy and the arts in Wales. He is the instigator of the current project to develop Cyfarthfa Castle and Park at Merthyr Tydfil. His career

has spanned newspapers and broadcasting in both ITV and the BBC. A former Controller of BBC Wales and a past Chairman of Welsh National Opera, the Arts Council of Wales, and Cardiff Bay Arts Trust, he is also the co-founder of the Institute of Welsh Affairs. He is a non-executive director of Severn Screen Ltd. and an Honorary Fellow of the RIBA.

Rowland Davies (Vice Chair)

Rowland Davies is a solicitor and the former head of the real estate practice of Geldards LLP where he specialised in major long-term projects for the public, private and third sectors. At Geldards, he led the team that assembled the land for the Millennium Stadium and has acted on various Cardiff Bay developments. He also represented the local authority in the Coed Darcy Urban Village development at Swansea as well as the acquisition and development of MoD St Athan. He now works as a consultant for Geldards overseeing the Plasdŵr Garden City development and is also Head of Strategic Land for the Marcol Estate.

Rowland is a former Trustee of Ty Hafan children's hospice and the Artes Mundi International Art Prize, and currently Vice-Chair of the Contemporary Art Society for Wales, a Trustee of the Cardiff Blues Regional Benevolent Trust, and a Trustee of the Plasdŵr Community Fund.

Sarah Hopkins

Sarah Hopkins is Headteacher at Bishop Hedley Catholic High School, Merthyr Tydfil – a school that serves the wider Heads of the Valleys area. Sarah graduated in Religious Studies at Cardiff University and worked in the NHS before moving into teaching. She has taught in Cardiff and Merthyr and was appointed Assistant Head at Bishop Hedley School in 2012, Deputy Head in 2017 and Head in 2018. Sarah has led the school's improvement journey and has represented the education sector on many boards including Qualifications Wales and Welsh Government and local authority panels. She lives with her husband and two children in Aberdare.

Geoff Hunt

Geoff Hunt is a Senior Director and Board member at Arup in the UK and was its Chief Operating Officer from 2016-2022. In that role, he had full operational responsibility for 6,000 staff in six countries. As a corporate director in the private and charitable sectors, he has a keen interest in business planning and governance both at organisational and project level. He is a chartered civil and structural engineer and has spent his career in civil and structural engineering as a contractor, designer and business leader. He retains an interest in historic buildings and civil engineering. Geoff is a graduate of Swansea University and lives in Porthcawl. He is a previous board member and Chairman of Groundwork Wales.

Sir Simon Jenkins

Simon Jenkins is a journalist, author and broadcaster and has served as the Chairman of the National Trust and, previously, as Deputy Chairman of English Heritage. He was political editor of The Economist for five years, and went on to be editor of The Times and the Evening Standard. He now writes twice weekly for the Guardian and regularly for the Evening Standard.

He has been a board member of British Rail, London Transport, Faber and Faber and the Pevsner book trust, and a Trustee of the Millennium Commission, the Museum of London, Somerset House, the South Bank Centre, SAVE, the Thirties Society, and the RIBA drawings collection.

He has written books on churches, houses, London and Welsh architecture, as well as on politics and a Short History of England. His next book is on station architecture. He was knighted in 2004 and is a fellow of the Society of Antiquaries and the Royal Society of Literature. He lives in London and Wales.

Ewan Jones

Ewan is a Welsh architect, born in Newport and raised in Porthcawl, where many of his family still live. He is a Partner at Grimshaw, an international architectural practice with studios in Europe, Australia and USA, and designers of the Eden Project.

Working on complex projects, in public and private sectors, Ewan is an experienced designer and director. His architecture carefully integrates engineering and construction, all contributing to each other's success. Leading teams with a flair for creative attention to detail, the results are distinctive, award-winning structures across a range of scales and sectors.

Ewan has worked with the Design Commission for Wales since 2005, including a ten-year term as a board member. He continues to chair design reviews for the Commission and assists with advice to clients and government.

Hanif Kara

Prof. Hanif Kara is co-Founder and Design Director of AKT II, a design-led structural and civil engineering firm in London. With his creative lead the practice is associated with many innovative construction projects at different scales, winning over 350 design awards, including the RIBA Stirling Prize on three occasions, as well as the RIBA Lubetkin Prize for the UK Pavilion at Shanghai Expo in 2010.

Hanif has gained international standing in the built environment, through practice, pioneering research and education in interdisciplinary design. A tireless passion for a 'design-led' approach has allowed him to work on numerous exemplar and pioneering projects at the forefront of many challenges facing the built environment in the past two decades, including the climate crisis.

He is also Professor in Practice of Architectural Technology at Harvard Graduate School of Design and advisor to the Aga Khan Development Network. He is also a member of the UK Government National Infrastructure Commission Design Group.

Helen Protheroe

Helen Protheroe is Executive Director Global Partnerships and Philanthropy at The Allen Institute in Seattle and a member of the Allen's C Suite. Her focus is on building the Allen Institute's global community and extending its impact in understanding life and transforming human health. Prior to this appointment she had been Director of Development and Alumni Relations at The Royal College of Art and a member of the college's leadership team. Born in Merthyr Tydfil, Helen has also undertaken executive roles for Royal Welsh College of Music and Drama, LAMDA, the Wales Millennium Centre, The Homeless World Cup (Wales), Royal Opera House and the Design Museum. She is a board member of RCAUSA and of the Aspen Institute UK.

Cllr. Lisa Mytton

Lisa Mytton is Leader of Merthyr Tydfil Council and the former Cabinet Member for Learning. She has been the elected member for the Vaynor ward since 2008. In 2012-13 she became the youngest ever Mayor of Merthyr Tydfil. She has worked for more than 20 years in post-16 education, dealing mainly with apprenticeships, and more recently as an Estyn Peer Inspector. She is a governor of Cyfarthfa Park Primary School and has also represented Merthyr Tydfil on the Welsh Joint Education Committee and the Welsh Local Government Association.

Dr. Marion Loeffler

Marion Loeffler is an historian and broadcaster and Reader in Welsh History at Cardiff University specialising in the industrial and cultural history of modern Wales in its European, empire and global contexts. She is also a member of the Women's Archive Wales Committee and Assistant Editor of the Dictionary of Welsh Biography.

Originally from Berlin and an alumna of Humboldt University, she speaks Welsh fluently, has presented television documentaries on historical themes for S4C and Germany's ORB, and regularly contributes to Radio Cymru and Radio Wales.

Robert Rummey

Robert Rummey is an architect and landscape architect with expertise in re-purposing historic assets for regeneration, tourism, educational and environmental benefit. His practice is currently applying this approach to three castles in the UK and one in Italy, as well as at Bletchley Park, balancing historic exactitude with the need for visitor revenue. The practice has also designed a 120-hectare park at Betteshanger Colliery in Kent and other land-based regeneration, development and recreational initiatives.

Cllr. Geraint Thomas

Graint Thomas is Deputy Leader of Merthyr Tydfil Council and Cabinet Member for Regeneration, Transformation and Commercialisation. He has been an Independent Councillor for the Cyfarthfa ward since 2017. He was educated at Cyfarthfa High School and Merthyr College and worked in the family's coal mining business before establishing a recycling business providing safe surfaces for children's play areas.

Sara Turnbull

Sara Turnbull is a chartered environmentalist, social entrepreneur and an award-winning leader in sustainability and social value. She has more than 22 years of experience of leading and shaping social enterprises, charities and other organisations committed to creating a more sustainable world. She has worked internationally in community engagement and regeneration, often mentoring social and green start-up businesses.

Sara lives in Swansea and is a non-executive director of the Swansea-based Coastal Housing Group - that has 6,000 homes in south Wales - Chair of the Creative Workspace Resilience Fund for the Greater London Authority, a member of the Sustainable Development Board of Transport for London and a non-executive director of the Covent Garden Market Authority. She also led on the development of social sustainability policies for Foster + Partners. She is the Founder and Director of Workwild and Better Off Edits and was the Founding Chief Executive of the Creative Land Trust, as well as a former Vice Chair of the European Sustainable Development Council of the Urban Land Institute.



The Roles

The Foundation is now seeking to make three Board appointments, two of which will be to replace the retiring Trustees and one being an additional Trustee. They will cover the following fields:

Legal Expertise

Following the retirement of Rowland Davies, an experienced property lawyer and charity trustee, the Foundation is now seeking to appoint someone with similar high-level experience and professional expertise, to guide the Board during a period of intensive negotiations with Merthyr Tydfil Council and the Merthyr Tydfil Leisure Trust to transfer the historic assets to the Foundation.

The appointed person will be expected to:

- assist and advise the Board and the Chief Executive on all legal matters. (Note: The Foundation has also appointed external solicitors to advise it generally and to undertake the asset transfer negotiation);
- act, as needed, as an interface between the Board and its external legal advisers;
- be the Board lead for the Foundation on the proposed asset transfer from the Council and Leisure Trust;
- be a member of the Foundation's Finance and Audit Committee.

Development

Following the retirement from the Board of Helen Protheroe, a very experienced director of philanthropy, the Foundation is seeking to add to its board-level development expertise. With fundraising staff yet to be recruited, the appointed person will lead on the development of fundraising strategies and relationship building with philanthropic and commercial organisations and will support fundraising activity in the early stages. The appointee will also advise on staff recruitment and/or consultant appointments and will provide support thereafter.

Museum and Gallery Leadership

The appointed person will be expected to have extensive knowledge of the museum/gallery sector and current best practice in curation, programming, engagement and visitor experience. Although there is an existing museum and gallery at Cyfarthfa, the Foundation will be looking to create a museum and gallery of national significance, whether or not the National Contemporary Arts Gallery for Wales bid is successful.

It is anticipated that existing staff will transfer to the Foundation, but it is highly likely that additional staff will be required to meet the aspirations of the Foundation. The appointed person will advise the Board on such staffing.

The appointed Trustee will also advise the Board on the business planning required to operate the museum/gallery sustainably, including critiquing projections of visitor numbers, business development considerations etc.

Marketing and Communications

The appointed person will be expected to have director level experience in marketing and communications, possibly in a business development environment, bringing a commercial approach to the project. Experience of the cultural sector would also be an advantage.

The Foundation is proposing to appoint a Marketing & Communications Manager, and an early task for the appointed Trustee will be to assist the Chief Executive and the Board on making that appointment and, following the appointment, to provide guidance to such manager.

The Foundation is in the process of developing new branding and has appointed consultants to advise on this. The Foundation also intends to run a programme of public events in summer 2025 to celebrate the bicentenary of Cyfarthfa Castle, and see effective communication and marketing of these as critical to their success.

General Requirements

Each Trustee should have the general skills required to be an effective non-executive trustee of a registered charity, with experience of corporate and charity governance. Attendance at Board meetings (six per annum) will be a prerequisite and it should be assumed that there will be some involvement in Board Committees as well as providing assistance and advice to the Chief Executive and other staff, as required from time to time.

In addition to a diversity of skills, the board's membership will be expected to demonstrate diversity in gender and ethnicity.

The Foundation is, therefore, seeking applications from people with the knowledge and experience of best practice in start-up enterprise and/or the development of major visitor attractions as sustainable businesses that can both celebrate the past and be a springboard for economic, social, environmental and cultural development in an historically disadvantaged community.



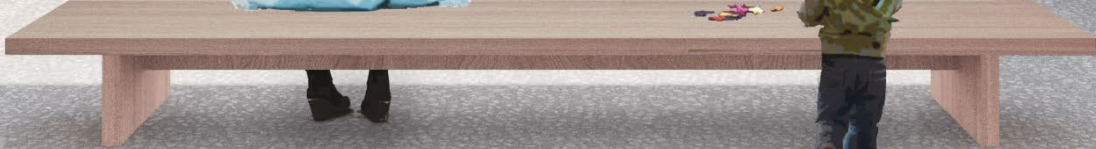
Role Description and Person Specification

The role of a Trustee is to:

- To work with Board colleagues to set the Foundation's vision, values, mission, strategy and high-level policy;
- To ensure all decisions made are guided by a clear, shared understanding of the Foundation's mission, culture and values;
- To ensure the effective and efficient running of the charity in accordance with its strategy, budgets and policies;
- To ensure the financial stability and sustainability of the Foundation;
- To ensure that the charity complies with its governance framework, charity law, company law and any other relevant legislation or regulations;
- To protect and manage the assets of the organisation and to ensure the proper investment of the charity's funds;
- To be an advocate and ambassador for the Foundation and the Cyfarthfa Project, which may include support in fundraising;
- To safeguard the reputation and values of the Foundation;
- To ensure that the Foundation pursues its objectives as defined in its governance framework;
- To ensure that the charity uses its resources exclusively in pursuance of its objectives;
- To appoint executive staff, support them in their role and monitor their performance.

Alongside the professional expertise sought as detailed above it is hoped candidates will bring the following general skills and experiences to the role:

- A passion for the work and the project;
- Experience in and understanding of strategic planning and resource management;
- Experience of organisational governance;
- The ability to analyse and review complex issues and weigh up conflicting opinions;
- Financial acumen;
- The ability to act as an ambassador and champion for the project;
- The highest standards of integrity and honesty.



Terms of appointment

Attendance at Board meetings (six per annum) will be a prerequisite and it should be assumed that there will be some involvement in Board Committees as well as providing assistance and advice to the Chief Executive and other staff, as required from time to time.

These are unremunerated Trustee roles, though reasonable expenses may be claimed.

How to apply

Saxton Bampfylde Ltd is acting as an employment agency advisor to the Cyfarthfa Foundation on these appointments.

Candidates should apply for this role through our website at www.saxbam.com/appointments using code **EAPAHB**.

Click on the 'apply' button and follow the instructions to upload a CV and cover letter, and complete the online equal opportunities monitoring* form.

The closing date for applications is noon on **Friday 13th October 2023**.

** The equal opportunities monitoring online form will not be shared with anyone involved in assessing your application. Please complete as part of the application process.*

GDPR personal data notice

According to GDPR guidelines, we are only able to process your Sensitive Personal Data (racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, genetic data, biometric data, health, sex life, or sexual orientation) with your express consent. You will be asked to complete a consent form when you apply and please do not include any Sensitive Personal Data within your CV (although this can be included in your covering letter if you wish to do so), remembering also not to include contact details for referees without their prior agreement.

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