

Appointment of  
**Chief Executive**

July 2024

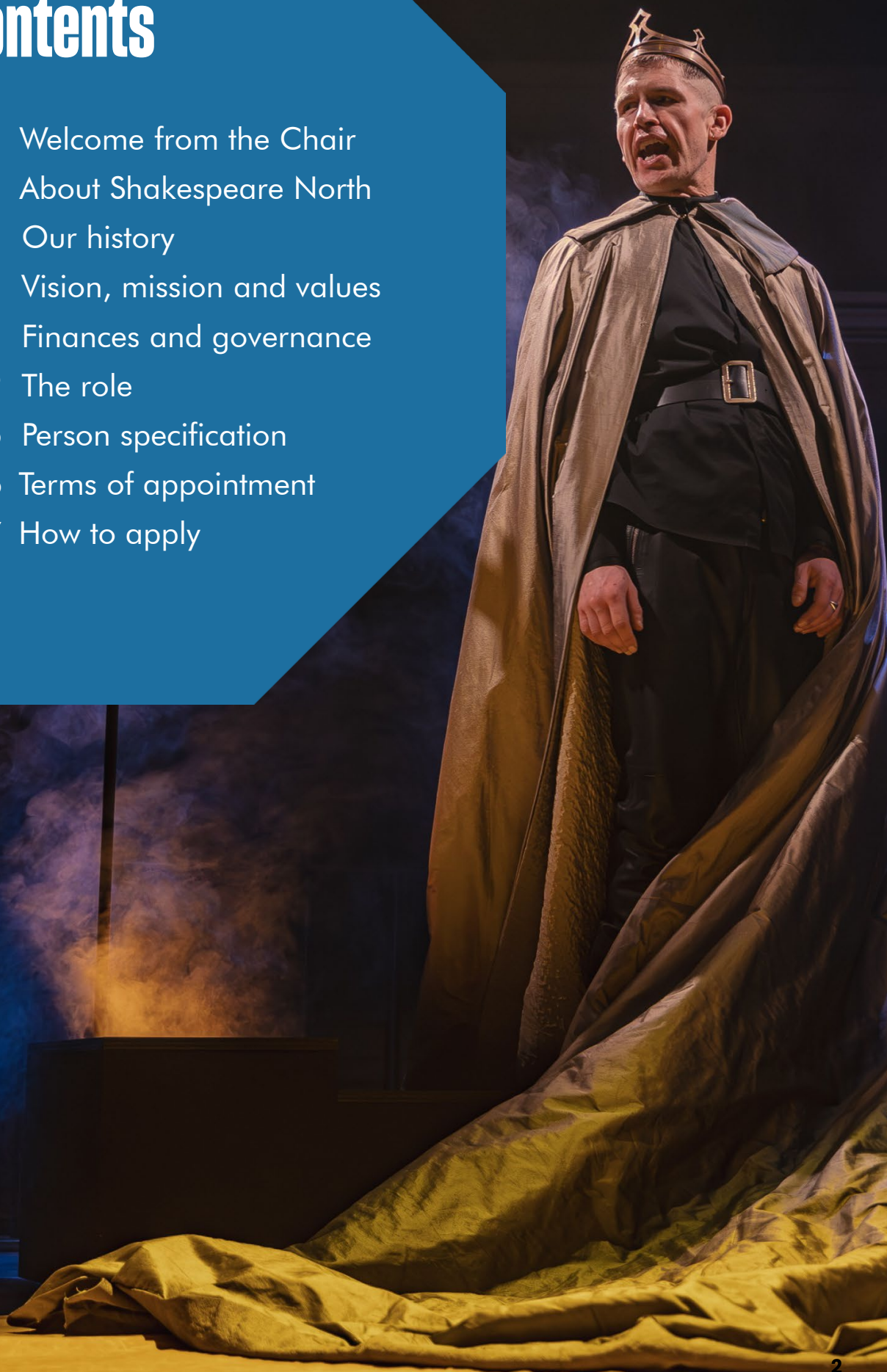


**SHAKESPEARE  
NORTH  
LAWHOUSE**

Saxton Bampfylde

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# Welcome from the Chair

Thank you for your interest in the Chief Executive role at Shakespeare North Playhouse; I am delighted you are considering joining the Trust at this extremely exciting time.

Having opened in 2022, Shakespeare North is a unique new arts venue that combines a deeply historic narrative with an ambitious and forward-thinking mission. Located in the heart of Prescott, we aim to bring people together to participate in a unique programme of performance, activities and conversations, inspired by Shakespeare and relevant to all of us.

In our short history, we have already won a string of awards, including The Stage's *Theatre Building of the Year 2023*, and our performances and programme have made their mark already, garnering 4- and 5-star reviews. This should come as no surprise – we are bold and brave, committed to sharing stories far and wide, opening doors, inviting debate, inspiring a love of learning and bringing joy.

As Melanie Lewis steps down as Chief Executive, having led us through the formative years of opening, we are enormously thankful for everything she has helped us achieve thus far. With the strong foundation that Melanie has help build, we now look ahead to the next chapter of our exciting development – one of continued ambition and boldness.

The stage is set at Shakespeare North for us to continue to grow our impact locally and nationally, grow our range of productive and meaningful partnerships, and our new Chief Executive will help us further establish our compelling programme of entertainment and learning within our local community. You will also help us grow our profile nationally, placing Prescott and Shakespeare North evermore firmly on the map as a place of artistic excellence.

If you are excited by the opportunity to take a vibrant arts venue – a one of its kind in the area – to the next level, as we continue to grow and develop, and you bring the right mix of skills, experience, approach, and energy, we can't wait to hear from you.

We very much look forward to receiving your application.



**Max Steinberg**  
Chair, Shakespeare North Trust





**“You walk in there and you feel like we’ve taken culture back. A major cultural icon coming to a most unexpected place – it’s going to be monumental for us. Let’s make it up North, let’s do it up North. We breed talent here so let’s celebrate it.”**

*Johnny Vegas*





# About Shakespeare North

Shakespeare North Playhouse in Prescot presents a vibrant contemporary cultural and learning programme featuring co-produced and visiting performances, as well as comedy, music, community work, hire and events and a range of education and training activities.

At its heart is a traditional 470 seat timber framed Shakespearean theatre, an exhibition gallery, Studio and the Sir Ken Dodd Performance Garden, creating an accessible space full of joy and creativity, where everyone is welcome.

Inspired by Prescot's historic connections to William Shakespeare and a real love of storytelling, Shakespeare North Playhouse is central to the ongoing regeneration of Knowsley; a place full of brilliant people with

a story to tell. This is particularly apt as Prescot was the only place outside London to have a purpose-built theatre in Elizabethan times. This fact, and the area's fascinating links to Shakespeare himself has paved the way for this major cultural development.

Working together with audiences, artists and its local communities, the creative programme, learning opportunities and social spaces help to open doors, invite debate and inspire a love of learning that will reach far beyond the walls of Shakespeare North Playhouse.

[Shakespeare North website](#)



# Our history

In the 1590s, a remarkable theatre stood in the town of Prescot.

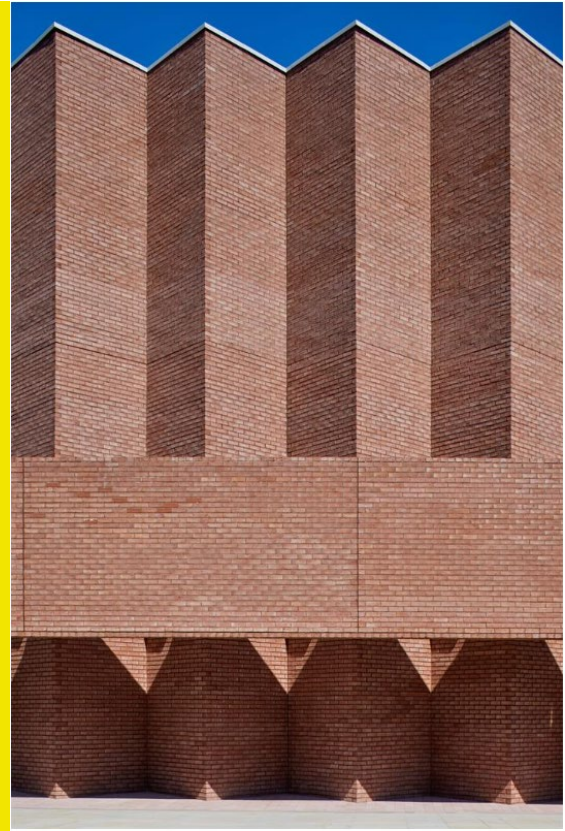
The playhouse hosted performances made possible by the Earl of Derby, resident at Knowsley Hall. It is thought that it was the only purpose-built indoor playhouse outside of London.

Players brought with them new shows from a popular playwright of the day, William Shakespeare, and were grateful for the Earl's support.

This is the inspiration for Shakespeare North Playhouse, which is based on the Cockpit-in-court theatre 1630 and earlier designs by the celebrated architect Inigo Jones.



**Read more about the history of Shakespeare North Playhouse [here, in this interview](#) with architect and academic Dr Nicholas Helm.**







# Since opening in 2022...

**224,184**  VISITORS

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 **29** AWARDS 

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**123,742**  
TICKETS SOLD

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**16,577**  
PAY WHAT YOU DECIDE  
TICKETS

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MORE THAN **70%** AUDIENCES  
FROM KNOWSLEY AND  
LIVERPOOL CITY REGION

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**3,894**  
PERFORMANCES

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**324**  
EVENTS

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ALMOST **50%** FIRST  
ATTENDERS AT SHAKESPEARE  
NORTH PLAYHOUSE



## OUR VISION

Inspired by Shakespeare. Bringing Joy: Together, we tell stories that feel like our own, that change the way we see the world - opening doors, inviting debate, inspiring a love of learning, and bringing joy to this place; Our Shakespeare North Playhouse.

## OUR MISSION - THE BIG GOAL

We share world-class theatre, activities and conversations inspired by Shakespeare and relevant to all of us.

## OUR PROMISE

We commit to being 'Bold and Brave'. It is a promise we make to each other internally as a team, to our visitors, patrons, and partners, and to all our artists and makers as we all come together to create a wonderful place.

## OUR VALUES AND BEHAVIOURS

The organisational values define Shakespeare North Playhouse. They create a framework for the way in which the organisation wishes to achieve the vision and objectives. The team are firm in the belief that what is achieved is only half of the plan, as how success is attained is of equal importance. It is critical that there is a framework of how people will thrive together, as a team, with partners, visitors, and audience.

**Innovative - Honest - Collaborative Creative - Equal  
Supportive - Accountable - Useful**

## By 2026 we will...

- Be a vibrant, fun, busy, cultural centre in the North of England.
- Be established as a welcoming venue for all, where we can all be brave and bold.
- Make people feel safe as part of something that belongs to them.
- Have a stellar record of excellent theatre, writing, creative practice and a reputation for trying new things.
- Be a place where education, exploration, and learning thrive.
- Be a place where people want to be.

## By 2030 we will...

- Build on our success, holding firm to our belief that people and community are at the heart of all we do.
- Expand our reach in terms of the people and communities we serve, geographically, in discipline, and partnerships.
- Deliver our digital aspirations.
- Have delivered our objectives in relation to sustainability and will be helping our neighbours and partners to achieve the same.









# Finances & governance

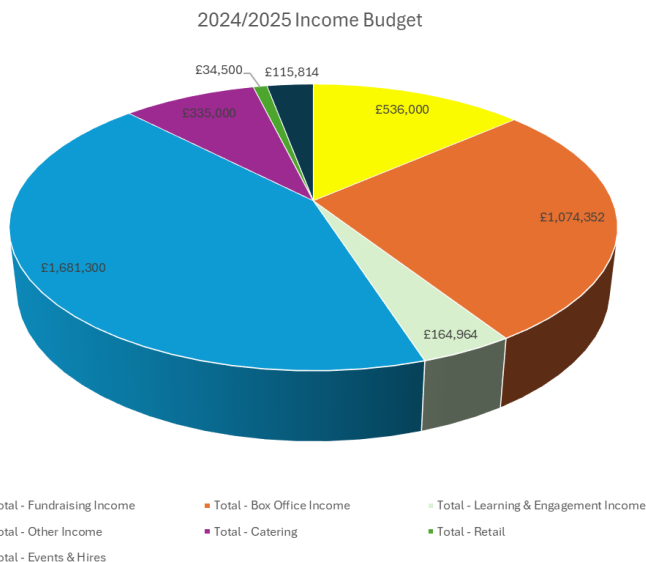
Shakespeare North Trust (SNT) is the Charitable organisation which is the operator of Shakespeare North Playhouse. The Trust also has two wholly owned subsidiaries within the Group structure. The subsidiaries are limited companies.

The President of Shakespeare North Trust is the 19th Earl of Derby, Edward Stanley, who lives locally. It is a wonderful historical link; where the creativity began 500 years ago, it remains, steadfast and enthusiastic today.

SNT has three Honorary Patrons: Dame Judi Dench, Dame Vanessa Redgrave, and Glenda May Jackson CBE. All of whom have been with the project for many years. They advise and give volunteer support at events and via programming of content.

The Board of SNT currently consists of ten Trustees and is chaired by Max Steinberg. The profiles of the current Trustees can be viewed [here](#).

INCOME	Total
Total - Fundraising	£ 536,000
Total - Box Office	£ 1,074,352
Total - Learning & Engagement	£ 164,964
Total - Other	£ 1,681,300
Total - Catering	£ 335,000
Total - Retail	£ 34,500
Total - Events & Hires	£ 115,814
<b>TOTAL INCOME</b>	<b>£ 3,941,930</b>





# The role

The Chief Executive provides strategic vision and leadership for Shakespeare North Playhouse, ensuring creative excellence, social impact, and education and skills development for the people it serves, alongside its long-term success as a financially sustainable leading regional theatre with a strong local presence and a growing national and international reputation.

The Chief Executive reports to the Shakespeare North Trust Board through the Chair and is responsible for delivering an ambitious and robust Strategic Plan and Business Plan which embodies the vision, mission, promise, and values of the Charity.

**Responsible to:**  
**Responsible for:**

The Shakespeare North Board of Trustees through the Chair  
4 direct reports – Creative Director, Director of Corporate Services, Director of Marketing & Commercial, Executive Assistant and Office Manager, other fixed term senior posts and consultants as required.

## Main Duties

### Leadership

- Lead the creation and delivery of the Strategic Plan for Shakespeare North Playhouse, working in collaboration with the Board, Leadership Team, staff, volunteers, the community, and key stakeholders;
- Provide clear vision and direction for the staff and volunteer team to meet the organisation's goals, and foster a positive, inclusive culture based upon shared organisational values;
- Ensure that Shakespeare North Playhouse has robust business planning, and the necessary resources to deliver against its vision;
- Hold the main ambassadorial role for the organisation across Knowsley, Liverpool City Region Combined Authority, the North, nationally and internationally and navigate stakeholder relationships in a positive and inclusive way to ensure maximum impact for Shakespeare North.
- Be an advocate and champion for

Shakespeare North and the wider sector with a focus on equity, inclusion, social impact, skills cultivation, and regeneration.

- Position Shakespeare North Playhouse as a leading and vital resource and a role model in arts and cultural development.
- Ensure that diversity is embedded in Shakespeare North Playhouse's plans and that the organisation strives for best practice in all aspects of inclusion and accessibility.

### Producing, Audience and Creative Development

- Work with the Creative Director to develop and deliver the best possible creative programme, ensuring that, alongside creative ambition, learning and engagement, audience development, and customer focus are central to the organisations plans;
- Agree budgets, schedules, contracts, and licenses in relation to the creative programme, in agreement with producing partners.



- Ensure that work for and with children and young people, and the engagement of local communities, remains integral to the organisation
- Lead partnerships and collaborations with the education sector to provide opportunities for young people;
- In conjunction with the Creative Director and Head of Audiences, produce an effective and ambitious audience development strategy in order to grow and retain a sustainable and diverse audience.

#### Financial and People Management

- Oversee and develop income generation from a range of sources with an entrepreneurial and creative approach to diversifying income streams;
- In conjunction with the Director of Corporate Services, effectively plan, manage, monitor, and control the company's finances, ensuring that appropriate systems are in place;
- In conjunction with the Director of Marketing and Commercial, develop and implement effective commercial strategies, including growing box office and earned income, and identifying new opportunities.
- In conjunction with the Head of Fundraising, develop and implement an effective fundraising strategy and lead relationships with major funders and donors;
- Lead, develop and motivate the team. Ensure that effective strategies and systems exist for people management, including legal compliance and the adoption of best practice;
- Manage relationships and negotiations with trade unions and employee representatives as necessary.

#### Capital Resources Management

- Develop the long-term capital plan for the organisation to provide fit for purpose facilities that can deliver the organisation's vision.
- Support the Leadership Team in the delivery of capital projects, including as necessary: developing their viability, achieving the necessary resources, procurement, and the

direction of contractors and specialist teams.

- Ensure that contracts and lease agreements are robustly negotiated and achieve maximum value for money.

#### Stakeholder Engagement

- Lead and develop effective relationships and negotiations with existing stakeholders including Arts Council England, National Heritage Lottery Fund, Knowsley Council and Liverpool City Region Combined Authority.
- Develop new relationships and opportunities across the public, charitable and private sectors.
- Act as a figurehead for the organisation along with Trustees and Leadership Team, representing Shakespeare North Playhouse in a range of settings, including with the media; and lead the organisation's reputation management including the response to any critical incident with media and stakeholders.

#### Governance and Accountability

- Work with the Chair of Shakespeare North Trust, The Director of Corporate Services and the Board to ensure an efficient governance cycle of meetings, reporting as required on progress against objectives.
- Lead effective business evaluation and thorough risk assessment processes of the organisation, discussing and monitoring this closely with the Board.
- Be the accountable officer for the organisation with ultimate management responsibility
- Act as the signatory for financial transactions and contracts and manage procurement, subject to delegated levels of authority.
- Act as a director of Shakespeare North Playhouse Production Ltd, and SNT Trading Ltd.



**'LET ME BE  
THAT I AM,  
AND SEEK  
NOT TO  
ALTER ME'**

Much Ado About Nothing  
Act 1, Scene iii

SHAKESPEARE  
PLAYHOUSE

**LGBTQ+  
PEOPLE  
HAVE ALWAYS  
EXISTED**

SHAKESPEARE  
PLAYHOUSE



# Person specification

The ideal candidate will be a collaborative leader with a passion for the vision, mission and values of Shakespeare North, and the dedication to lead it into the next stage of its development.

They will bring all or most of the following attributes:

## Experience

- Proven successful leadership, or significant senior management experience in a relevant context.
- Experience of complex external stakeholder management.
- Experience of developing and implementing a clear, multi-faceted strategy;
- An understanding of charities and charity law.
- Experience of effectively managing budgets.
- Delivery of equity, equal opportunities, environmental sustainability, and cultural diversity.
- Experience of external advocacy and representing an organisation on a national level
- Delivery of robust, multifaceted management of a diverse team, including but not limited to employees, volunteers, freelancers, consultants etc.
- Experience of working with a non-executive Board and the associated governance structures.

## Skills

- Ability to balance commercial strategic imperatives with cultural integrity and charitable objectives.
- Effective and persuasive communication skills;
- Strong interpersonal and leadership skills with the ability to manage and motivate staff, inspire excellence, and lead a high-profile organisation.
- Demonstrably strong organisational skills



and attention to detail, with the ability to prioritise and work effectively to tight deadlines.

- Ability to develop strong relationships and network effectively both within the arts national and in a regional community.

## Knowledge

- A thorough knowledge of the theatre, wider arts, education, leisure sectors.
- Understanding of audience/consumer development.

## Personal Qualities

- Understanding of, and passion for inclusive creative and community development.
- An emotionally intelligent and collaborative leadership style.
- Entrepreneurial flair and a commitment to innovation.
- Commitment to equality of access and diversity in all aspects of the business.
- Commitment to empowering and developing individual staff, volunteers and supporters
- High levels of self-awareness and the ability to create the structures required within the role for personal resilience and wellbeing.





# Terms of Appointment

**Contract:** Full-time; permanent.

**Hours of Work:** 37.5 hours gross (5 days) per week. At this level however it may be necessary to work beyond the contracted hours to fulfil the requirements of the role.

**Salary:** £75-80k per annum

**Pension:** The Shakespeare North Trust offers a contributory pension scheme (3% from the employer).

**Annual Leave:** 24 days per annum plus statutory Bank Holidays

**Notice:** Six months' notice on either side.

**Probation:** All appointments are subject to satisfactory pre-employment checks, further details of which will be provided when an offer of employment is made. The probation period for this post is 6 months, with one month's notice

**Place of Work:** The Chief Executive Officer is employed by the Shakespeare North Trust and the primary place of work is Shakespeare North Playhouse in Prescot. The post holder will be expected to travel to achieve the remit of the job.

**Relocation:** A relocation contribution of £2000 will be made if the successful applicant has to move their primary residence to take up the position

# How to apply

Saxton Bampfylde Ltd is acting as an employment agency advisor to Shakespeare North Trust on this appointment.

Candidates should apply for this role through our website at [www.saxbam.com/appointments](http://www.saxbam.com/appointments) using code **JBPFA**.

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

<https://forms.office.com/Pages/ResponsePage.aspx?id=pOwPEHq1YEuijokq3QGv8P-tOA1qRsdLuaKsVIA5UX5UMTFNVUgwSUtQMEYyTTI0S0VKUVpTTFNWUCQIQCN0PWcu>

The closing date for applications is noon on **Friday 26<sup>th</sup> July 2024**.

*\*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.*

## Key Dates

Preliminary interviews with Saxton Bampfylde: w/c 29<sup>th</sup> July & 5<sup>th</sup> August 2024

First round interviews with Shakespeare North: Wednesday 21<sup>st</sup> August 2024 in person in Liverpool

Second round interviews with Shakespeare North: Friday 30<sup>th</sup> August 2024 in person in Liverpool

## Equality

Shakespeare North Trust believes in the employment and advancement of people solely on their ability to do the job required. When recruiting people, we will therefore disregard their gender, marital status, race, age, colour, nationality, ethnic origin, religion and sexual orientation. There will be no unfair discrimination on the basis of disability.

## 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.

## Due diligence

Due diligence will be carried out as part of the application process, which may include searches carried out via internet search engines and any public social media accounts.





Saxton Bampfylde

SHAKESPEARE **NORTH** PLAYHOUSE