



TRUSTEE RECRUITMENT PACK

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A WELCOME FROM THE CHAIR, AVA PLOWRIGHT

Dear candidate,

Thank you for your interest in becoming a trustee of Awen Cultural Trust.

As Chair, I am proud to lead a dedicated and passionate board that shares a strong commitment to our purpose, 'making people's lives better'. At the heart of this is our ambition to create culturally vibrant communities where everyone feels they belong.

This is an exciting time to join Awen. Following the reopening of Maesteg Town Hall and Y Muni in Pontypridd, and with the £26 million redevelopment of the Grand Pavilion in Porthcawl currently underway, we are transforming our cultural offer and strengthening our role at the heart of communities across South Wales.

Each year, we engage with over one million people through our libraries, theatres, country park, work-based training programmes for adults with learning disabilities and community outreach programmes. Whether someone is attending a performance, visiting a library, enjoying our green spaces, participating in a workshop or developing skills through our training schemes, every individual and community matters to us.

Awen operates in a rapidly changing environment, responding to financial pressures, evolving community needs and the wider challenges facing the charity, and arts and cultural sectors. In response, we continue to adapt and innovate, finding new ways to use our spaces, extend our reach, celebrate Welsh culture and language, and champion equality, diversity, inclusion and environmental sustainability.

Becoming a trustee of Awen offers a rewarding opportunity to contribute to a values-led charity with significant social, cultural and community impact. Trustees will gain valuable insight into the governance of a complex, multi-site charity and a wholly owned trading subsidiary. The role also provides exposure to major cultural regeneration programmes and capital developments, including projects that are enhancing important community assets across South Wales.

As a trustee, you will have the opportunity to develop your board-level experience, broaden your understanding of charity governance, partnership working, risk, inclusion, sustainability and social impact, and play a meaningful role in shaping Awen's future. Trustees are supported through induction, training, mentoring and opportunities to visit and experience our venues first hand, enabling them to grow in confidence while making a lasting contribution to the organisation.

We are now seeking trustees with specific expertise in Health and Social Care, Strategic Communications, Digital or HR,

People and Organisational Development, to support the board in providing effective oversight of the organisation and its trading subsidiary. We are looking for individuals who can bring strategic insight, sound judgement and a collaborative approach; people who are confident in challenging constructively and who are wholly committed to supporting Awen's long-term success.

As well as governance expertise, we value individuals who bring strong connections and networks, and who can act as an advocate for Awen, helping to build partnerships, raise our profile and open up new opportunities for the organisation. We are looking for people who are curious, open-minded and committed to Awen's values of being creative, collaborative, empowering and fair. You do not need to have all the answers, but you should be willing to ask thoughtful questions, listen to different perspectives and bring constructive challenge in a supportive way.

We value trustees who can work as part of a diverse team, respect the views and experiences of others, and use their own knowledge, networks or lived experience to help shape Awen's future. We encourage applications from individuals of all backgrounds, particularly those who may feel currently underrepresented.

Our trustees are supported through training and mentoring, enabling them to make a meaningful and lasting contribution. While these roles are voluntary, reasonable out-of-pocket expenses are reimbursed to support accessibility and inclusion.

We hope you will consider joining us and look forward to hearing from you.

Ava Plowright
Chair



ABOUT AWEN CULTURAL TRUST

OUR **PURPOSE** IS TO

MAKE PEOPLE'S LIVES BETTER

OUR **VISION** IS TO

CREATE CULTURALLY VIBRANT COMMUNITIES
WHERE EVERYONE FEELS THEY BELONG

OUR **VALUES** ARE



CREATIVE

Exploring fresh, creative ways to continually improve its operation, championing innovation and responding to the changing world.



COLLABORATIVE

Developing positive relationships internally and externally with colleagues, stakeholders and partners.



EMPOWERING

Empowering people to achieve their potential and make good things happen.



FAIR

Striving to be fair in all its dealings, respecting one another and the community.

Awen Cultural Trust is a registered charity. Our purpose is to **make people's lives better**. We do this by providing opportunity for people and communities to experience, enjoy and be inspired together, by culture.

Awen works with partners in several sectors and is proud of the three local authority partnerships with Blaenau Gwent, Bridgend and Rhondda Cynon Taf councils. Through these partnerships we operate a range of cultural facilities and activities, which include theatres, libraries, community centres, a country park and two work-based projects for adults with learning disabilities.

Awen also has a wholly owned trading subsidiary, Awen Trading Ltd, which manages Bryngarw House with the

aim of generating healthy profits which in turn are Gifted Aided back to the parent charity.

To read our most recent Report of the Trustees, Strategic Report and Consolidated Financial Statements, please visit the Charity Commission website: <https://register-of-charities.charitycommission.gov.uk/> and search for charity number 1166908.

AWEN STRATEGY 2025-2030

With the launch of Awen's new five-year strategy in October 2025, this is a particularly exciting time to join the Board of Trustees.

The strategy sets out a clear ambition to create culturally vibrant communities where everyone feels they belong, with priorities spanning the environment, vibrant places, skills and purpose, healthy communities, and organisational sustainability. New trustees will have the opportunity to help shape how this strategy is delivered in practice, bringing fresh insight, challenge and expertise at a pivotal stage in Awen's development.

The role also offers the chance to be involved with an organisation that is making a visible difference across South Wales. Awen engages with over one million people each year through its libraries, theatres, country park, work-based training programmes for adults with learning disabilities and community outreach work. At the same time, Trustees will gain exposure to major cultural regeneration programmes, including the regionally recognised, Maesteg Town Hall and Y Muni, Pontypridd and the current £26 million redevelopment of the Grand Pavilion in Porthcawl – a milestone project for us.

For those looking to develop as board members, Awen offers experience of governing a complex, multi-site charity with local authority partnerships, diverse services, a wholly owned trading subsidiary and a strong social purpose. Trustees are supported through induction, training, mentoring and opportunities to visit and experience Awen's venues first hand, making this a valuable opportunity both to contribute to Awen's long-term success and to grow in confidence as a strategic leader.

Our Strategic Strands

The strategy outlines our priorities under five main outcomes. These have been informed by the delivery requirements of our major funders – Blaenau Gwent, Bridgend and RCT local authorities and Arts Council of Wales – alongside creative and organisational priorities that will ensure the future success of Awen Cultural Trust.

1. A Healthy Environment

A healthy environment where future generations will benefit from a cleaner, more resilient and better understood planet.



2. Vibrant Places to Live and Work

Vibrant places to live and work with growing local economies, a proud sense of identity and where everyone has the opportunity to achieve their potential.



3. Engagement and a Sense of Purpose

Everyone has the opportunity to feel engaged and live with or develop a sense of purpose, with access to skills, support and help when they need it.



4. Healthy Communities

Healthy communities where everyone has the chance to lead healthy lives.



5. A Sustainable Organisation

A sustainable organisation, with Awen viewed as a responsible, fair, trusted employer and a partner of choice.



OUR IMPACT IN NUMBERS 2025-26



OVER 1 MILLION

Individuals who have engaged with our work



108,784

People who attended events at libraries

Events at libraries are vital because they bring new and existing library members into the space, reduce social isolation, and create opportunities for people to learn, connect and engage with their community in meaningful ways.



382,382

Library items borrowed.

Helping people to enhance their physical and mental health by preventing cognitive decline, increasing empathy, building their vocabulary, reducing stress, aiding sleep, alleviating depression, and enjoying escapism through the pleasure and experience of reading.



515,081

People who visited the library.

Ensuring everyone has equal access to the power and pleasure of reading, information and ideas, experiencing new ideas, getting lost in wonderful stories, meeting new people, while at the same time providing a sense of place.



184,303

Visits to Bryngarw Country Park.

Evidence shows that enjoying the great outdoors and engaging in our natural environment has many social, physical and mental health benefits, contributing to a healthier Wales.



1,158

School children attending our environmental education programme at Bryngarw Country Park.

Studies show that outdoor learning has a wide-reaching positive impact on children and young people's health and wellbeing, wider achievement, attainment levels and personal development.



19 (WOOD-B) 34 (B-LEAF)

Trainees at Wood-B and B-Leaf.

Our trainees are adults of all ages with learning disabilities, who are supported to achieve their full potential, and helped to lead confident, healthy and independent lives within a safe and nurturing work-based setting.



92,796

Number of people who attended events or participated in activities at: Maesteg Town Hall; Blaengarw Workmen's Hall; The Met, Abertillery; Y Muni, Pontypridd; and Awel y Môr, Porthcawl.

Our venues are warm, welcoming and accessible community spaces where people of all ages and background can connect and enjoy shared social experiences.



289

Hynt tickets issued.

Hynt is national access scheme that works with theatres and arts centres in Wales to make sure there is a consistent offer available for visitors with an impairment or specific access requirement, and their carers.



10,251

Number of people who attended Welsh language or bilingual events at our venues and libraries.

We are committed to increasing our Welsh language programming across all venues, working in partnership with Y Mentrau Iaith, local Welsh language schools and creative partners from across Wales.



OVER £35 MILLION

Since 2015, with our partners, we have overseen applications and secured multi-million-pound funding for redevelopments and significant improvements to our cultural and heritage spaces.

These include: Betws, Pen-coed, Pyle and Sarn Libraries; Y Nyth Education and Wellbeing Centre at Bryngarw Country Park; Maesteg Town Hall; Y Muni in Pontypridd; and the Grand Pavilion in Porthcawl.



22,090

Audience members of participants in Creative Wellbeing projects.

This work seeks to make a significant and lasting health, social and wellbeing impact on communities, groups and individuals. We do this through providing access to creative workshops, performances, outdoor arts and learning opportunities that are usually free or at a low cost.

OUR TRUSTEE OPPORTUNITIES

Awen is governed by a voluntary board of trustees who are responsible for leading the charity and ensuring it is fulfilling its objectives.

Trustees offer a wide range of skills, attributes, lived experience and community knowledge that collectively enable them to provide leadership, strategic direction and good governance.

We are looking for individuals to join the board and bring with them specific skills and experience in **Health and Social Care, Strategic Communications, Digital or HR, People and Organisational Development.**

All trustees will play a vital role in the oversight of the charity ensuring that it delivers against its charitable objectives, is financially sustainable, has strong governance and safeguards the name and values of the organisation.

COMMITMENT TO DIVERSITY AND INCLUSION

We are committed to ensuring our board of trustees is representative of our communities and offers a diversity of ideas in support of what we do. As an employer, we are proud of our Disability Confident Leader status and our current and past involvement in the Pathways to Board scheme.

We are constantly seeking new and innovative ways to reach more people, embracing our Welsh identity, culture and language, championing diversity, equity, inclusivity and accessibility, and demonstrating our commitment to environmental sustainability.

We encourage applications from individuals of all backgrounds, particularly those who may feel currently underrepresented.



BEING A TRUSTEE

At Awen, we value fresh perspectives and new ideas, as well as experience. As a trustee, your time and contribution to the charity's ongoing success will be greatly valued. All applications will be treated equally.

FURTHER INFORMATION ON THE ROLE OF A TRUSTEE

For more information on the role of a trustee and wider charity governance, please review the Charity Governance Code at: www.gov.uk/guidance/charity-trustee-whats-involved

TIME COMMITMENT

Board meetings are usually held in person, at least quarterly and usually in the evening. Hybrid options are available to support participation when circumstances dictate. You may also be called to attend very infrequent 'special meetings', either online or in person, if there is an issue that needs immediate discussion or needs additional time that a board meeting would not allow. On average, the board meets for around 2.5 hours every two to three months. Trustees are expected to spend time reading the board papers in advance of the meetings and keeping up-to-date with Awen's activities.

Awen also has a Trading board and other sub-committees for Risk and Audit, and People and Inclusion. Most trustees sit on one of these, depending on their skills and development opportunities, but trustees may be invited to attend as an observer in the first instance.

Trustees play an important ambassadorial role for Awen and it is expected you will attend a variety of events throughout the year. Trustees are invited to attend special occasions throughout the year, such as the annual pantomime at the Grand Pavilion, the celebration evening for B-Leaf and Wood-B trainees, and opening and anniversary events across our venues. They are also expected to engage with our work and be visible at venues, for example as a member of a local library or theatre attendee, at other times.



"Being a trustee of Awen has given me exposure to a really diverse range of activity, from oversight of significant regeneration programmes to inspiring community-based work like B-Leaf. Awen is deeply rooted in the communities it serves, and that connection really comes through in the role. As a trustee, I'm involved both at board level and through committee work and regularly have the opportunity to attend events and see the impact first-hand."

Daniel Taylor,
former Awen Trustee



"Joining the board has been an incredibly positive experience. From the outset, I found Awen to be welcoming, inclusive and genuinely supportive, it's a place where you feel comfortable contributing, regardless of your background or experience. There's a real culture of listening, where different perspectives are valued and my voice is heard, which builds confidence and encourages constructive discussion. I would strongly recommend the role to anyone looking not only to make a difference, but also to learn, grow and develop as a board member alongside a passionate and collaborative team."

Carly McCreesh,
current Awen Trustee



TRAINING

To support your professional development, a comprehensive training and induction process will be provided to all trustees on appointment. This will include access to all current policies and procedures, governing documentation, and copies of annual reports and accounts.

New trustees may also be assigned a mentor – another experienced trustee on the board – to provide support and guidance for up to a year.

There is also an annual Away Day for trustees, where additional training courses and seminars may be provided, as well as opportunities to visit and experience our venues first hand.

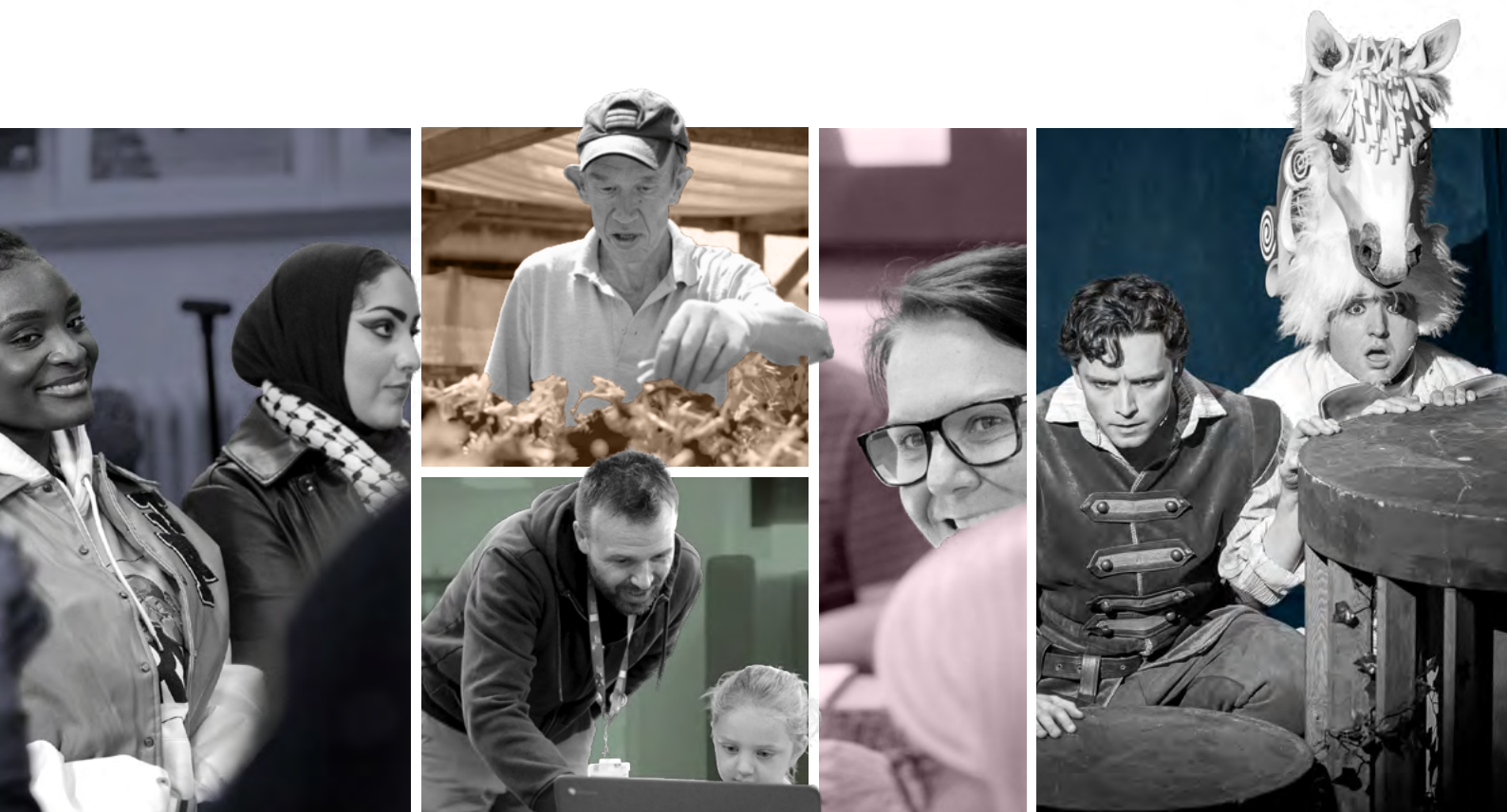
OTHER SUPPORT FROM US

All meetings are conducted in an inclusive way, with regular rest breaks and refreshments.

Specific, reasonable adjustments for communication can be provided.

EXPENSES

Charity law in the UK does not allow trustees of a charity to be paid to be a trustee. However, to support inclusion we will cover **travel, subsistence and childcare costs**, to attend meetings, away days, training etc. *and we will pay these in a timely manner.*



PERSON SPECIFICATION

The Charity Commission outlines the six main responsibilities of trustees:

1. Ensure your charity is carrying out its purposes for the public benefit.
There's no legal definition of public benefit, but generally your purposes must be charitable, beneficial and benefit the public or a sufficient section of it.
2. Comply with your charity's governing document and the law.
3. Act in your charity's best interests.
4. Manage your charity's resources responsibly.
5. Act with reasonable care and skill.
6. Ensure your charity is accountable.

Along with your specific skills, the following outlines our expectations of all Awen trustees.

Applications will be assessed on your potential contribution to the board, not just your previous experience. Overall, a willingness to work together as part of a board committed to helping Awen achieve its aims is critical.

- Committed to Awen's vision, mission and values. Able to communicate this enthusiastically to others.
- A passion for Awen's work within the arts, culture, heritage and creative industries.
- A willingness to learn about the legal duties, liabilities and responsibilities of trustees and clear on the difference between governance functions and management functions.
- Able to work well as part of a diverse team of trustees.
- Respectful of the opinions and ideas of others.
- A willingness to contribute work or lived experience to help inform strategy development.
- A good communicator with excellent interpersonal skills, able to both empower and challenge supportively.
- Willing to engage with contacts and networks, and/or fulfil an ambassadorial role for the benefit of Awen, including attending events and activities.
- A willingness to learn more about the context in which Awen works.
- Able and willing to devote the necessary time to the role and a willingness to travel to visit Awen's sites and activities.

APPLICATION PROCESS

If you would like to have an informal discussion with the Chair or Chief Executive before applying, please email izabella.evans@awen-wales.com to make arrangements.

You can apply using any of the following formats:

WRITTEN

CV and covering letter including how you match our requirements and what you would bring to the board.

VIDEO

Via YouTube or Vimeo.

AUDIO

Via a sound file.

Please email to izabella.evans@awen-wales.com using 'Trustee Application' as the subject line.

If you are submitting a large file, please send it via the free sharing platform [WeTransfer](#), but let us know by email so we can download it.

The closing date for applications is **Friday 21st August.**

Interviews will take place during the week commencing **Friday 11th September.**

If there is anything we can do to make the recruitment process more accessible or inclusive for you, please let us know.

awen



INVESTORS IN PEOPLE®
We invest in wellbeing Gold
Rydym yn buddsoddi mewn llesiant Aur

INVESTORS IN PEOPLE®
We invest in people Silver
Rydym yn buddsoddi mewn pobl Ariar



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Rhif gofrestredig / Company number: 09610991

Mae Ymddiriedolaeth Ddiwylliannol Awen wedi'i chofrestru yng Nghymru fel cwmni cyfyngedig drwy warant.
Awen Cultural Trust is registered in Wales as a company limited by guarantee.