THE TOWN HALL TROWBRIDGE

Chief Executive Officer (CEO) Recruitment Pack



Market Street
Trowbridge
Wiltshire
BA14 8EQ

Email:
info@trowbridgetownhall.com
Phone:
01225 774306

Our Purpose

Inspiring a vibrant creative hub at the heart of the town - nurturing local talent, connecting community, and honouring the building's original purpose: 'for the benefit of the inhabitants of the town forever.'

Our Values

Togetherness: we enable activities that bring people into shared physical space.

Empathy: we encourage people to see and appreciate other lived experiences.

Innovation: we are inspired by the past to improve lives in the future and present.

Generosity: we share what is ours.

Nurturing: we enable growth, both individually and collectively.

Openness: we welcome everyone.







COMMUNITY OWNED, COMMUNITY LED.

Registered charity no: 01157085. Registered company no: 08142832.

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BACKGROUND INFORMATION

Trowbridge

Trowbridge is the county town of Wiltshire, with a population of around 40,000. Located on a direct rail line to Bristol and Bath, the town flourished in the 19th century thanks to its thriving textiles industry. As a result, Trowbridge boasts many beautiful historic buildings, several of which are listed.

The town's cultural and community offer is steadily growing, with live events hosted at venues such as The Civic, Emmanuel's Yard, and The Pump. Visual arts thrive at Court Street, SILT and Drawing Projects, complemented by a wide range of active community groups.

Trowbridge has been awarded £16.3 million through the Future High Streets Fund, aimed at reimagining and revitalising the town centre. Trowbridge Town Hall sits at the heart of this transformation, receiving a significant share of the funding, which has enabled an ambitious 20-month refurbishment project, coming to an end in May 2025.



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Trowbridge Town Hall

The Town Hall was opened in 1889, funded by local philanthropist and mill owner William Roger Brown. A statement of civic pride, the building was dedicated for "the benefit of the inhabitants of the town for ever". Its marble pillars, sweeping staircase and stunning stained glass evidence its intrinsic aesthetic quality.

For the first 80 years of its life, Trowbridge Town Hall was at the centre of civic, cultural and social life, housing the town's first public library, hosting public meetings, dances, performances and concerts. As late as the 1960s, the building's epic ballroom – the Great Hall – played host to bands such as The Who.

In 1973, the building was converted into a magistrate's court. The building was altered, most significantly in the Great Hall, which was subdivided into ten smaller spaces with a staircase and lift shaft puncturing the floor.

After a brief spell as a coroner's court, the building was without a use. In 2011, a public meeting was held to explore running the Town Hall for, and by, the community.

Trowbridge Town Hall Trust

Following the public meeting, a group was formed which became Trowbridge Town Hall Trust. In 2012, it became a company limited by guarantee and, later, a registered charity. The aims of the Trust were – and remain – to restore the historic building and to support artistic, community and heritage activity.

Within months, the Town Hall was again hosting public activity, from performances to gigs, films to exhibitions, most of which were programmed by Trowbridge Arts, backed by funding from Arts Council England.

In 2016, the Town Hall Trust chose to incorporate Trowbridge Arts and, for the next three years, traded as Town Hall Arts with the aim of being a professional arts centre. Creative studios were opened in the building and a rolling calendar of exhibitions launched. However, a series of unsuccessful funding bids led to a rethink, and, under new leadership, the organisation broadened its remit by returning to its founding purpose: "for the benefit of the inhabitants of the town for ever".

From 2019, the Town Hall saw a significant rise in activity, with increased community use, a growing programme of cultural events, and the addition of The Free Range Café - an

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outsourced food and drink offer. Successful funding bids enabled the organisation to deliver a vibrant regular programme, including live music, film screenings, visual art exhibitions, community outreach projects, and in-house theatre productions. A highlight was a landmark partnership with the National Theatre, in which the Town Hall was one of just five venues nationwide to help bring Homer's Odyssey to life. Building on this success, the organisation is now a proud member of the Theatre Nation Partnerships network and continues to expand its outreach and participation programme.

In 2023, thanks to the Future High Streets Fund, the building closed for a transformative 20-month restoration. During this time, the Trust retained a small core team of staff who continued to deliver community and outreach projects, and began planning for the future.







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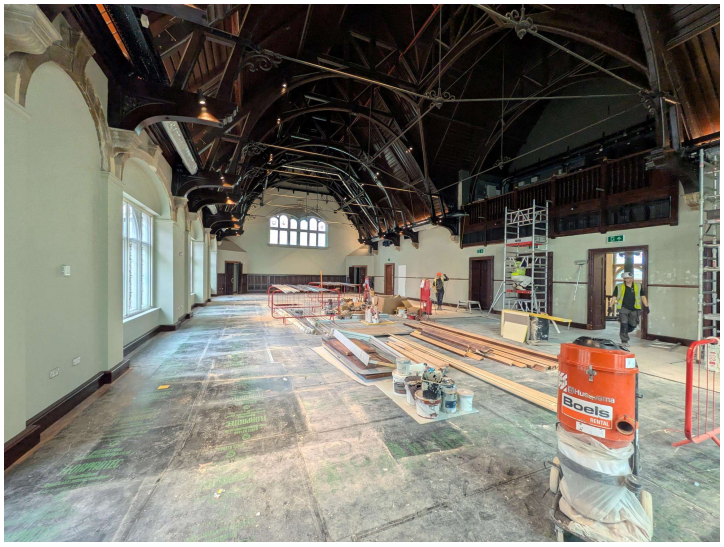
The Refurbishment

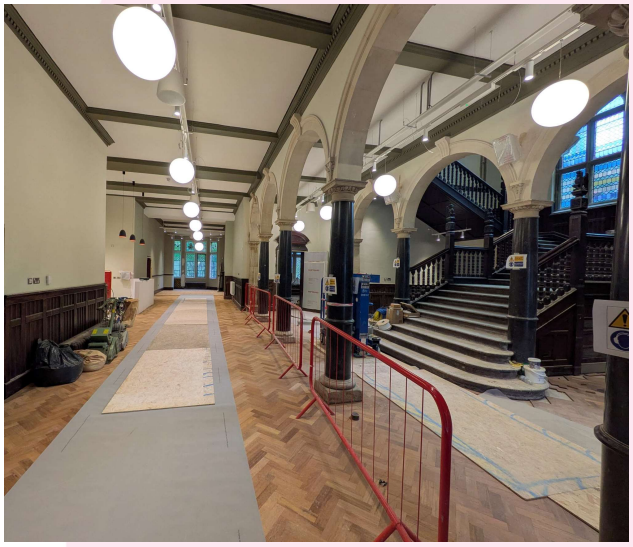
In July 2023, Trowbridge Town Hall closed its doors for a long-awaited and much needed refurbishment. Owned by Wiltshire Council, the building had been showing significant signs of deterioration. Key services were nearing the end of their life, accessibility was limited, and outdated facilities no longer met the needs of the community.

Wiltshire Council led the refurbishment in partnership with contractors Beard. To ensure the project delivered on the specific needs of the organisation, the Trust appointed its own Project Manager to oversee the process and support alignment with the Trust's future use of the building.

Key elements of the refurbishment included the restoration of the Great Hall as a live performance space, the installation of a professional-grade kitchen and bar, the transformation of basement rooms to accommodate a recording studio, rehearsal spaces, an overhaul of services and insulation improvements to make the venue more sustainable and cost efficient to run, as well as major accessibility improvements - including a new lift, entrance ramp, and Changing Places facilities.

Now, with completion fast approaching, the project has progressed incredibly smoothly thanks to the dedication and collaboration of all involved. The baton now passes to the Trust to undertake the internal fit-out and prepare the building for its next chapter.





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The Future

Our gift to you is not only an incredibly beautiful, efficient, inspiring building, but also an outstanding team of people who have developed real expertise in their areas of work and have demonstrated an unwavering commitment to the Old Town Hall and the community of Trowbridge.

As the building reopens, a new chapter begins - and leading the way will be our new CEO. This is a unique opportunity for a visionary, community-minded leader to shape the future of Trowbridge Town Hall.

Building on the momentum of our successful refurbishment, community impact, and growing national partnerships, the CEO will lead the organisation into its next chapter. We inherit a beautifully refurbished but empty shell - a blank canvas full of possibility. With space to rethink, grow, and reimagine our programme, partnerships, and presence, the new CEO will lead the development of a bold new strategy. There is scope to expand the team, build new income streams, and grow our impact - and fundraising will play a key role in unlocking that potential. Building on what has already been achieved, the CEO will ensure the Town Hall continues to thrive as a vibrant, inclusive hub “for the benefit of the inhabitants of the town forever.”



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JOB DESCRIPTION

Job title: Chief Executive Officer (CEO)
Pay scale: £40,000-45,000 starting salary
Pension: The People's Pension (3% employers' contribution)
Hours: Full-time (37.5 hours) – some evening and weekend work will be required
Location: Trowbridge, Wiltshire

Responsible to:

- Trowbridge Town Hall Trust Board of Trustees; the Chair of the Board will act as the CEO's line manager.

Responsible for:

- Core
  - Operations Director
  - Head of Outreach and Community Engagement
  - Finance Manager
  - Marketing Assistant
- Freelance
  - Freelance creatives and project leads
- Capital
  - Project Manager

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RESPONSIBILITIES

Main areas of responsibility

- Lead the staff team by supporting and empowering them
- Create and implement strategies to increase earned income
- Hone the artistic programme
- Develop and maintain exemplary community engagement
- Lead the organisation to secure funding for ongoing use

Other tasks and responsibilities:

Strategic

- With the Board, review and develop the strategic plan for the Trust
- With the Board, design and implement the strategy and business plan to ensure long term financial viability
- Identify and engage new partners, in sectors including artistic, community, education and heritage
- Ensure that we are an inclusive organisation across all aspects of our work, both internally and externally
- Lead the development and delivery of a clear, impactful communications strategy that supports organisational goals
- Report to the Board, preparing papers in a timely and clear fashion
- Develop strong relationships with stakeholders, including funders and local authorities
- Prepare reports for stakeholders and funders as appropriate

Creative

- Develop and implement the artistic vision of the Trust
- Lead on creation of new work, with a focus on co-creation between artists and communities
- Programme work and lead a team of producers or curators when necessary
- Review options for creative programme post-development
- Monitor and evaluate the artistic and engagement programme to ensure it delivers the vision of the Trust within the context of the community and its needs
- Ensure a balance between artistic and commercial elements of the programme so artistic objectives are fulfilled and income targets achieved

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Fundraising

- Secure ongoing funding from lottery funders and Trusts and Foundations
- With the Board sub-group, develop opportunities for regular donations, including a membership scheme
- Review and grow individual giving, including major donors
- Revise and implement the fundraising strategy for the fit-out
- Explore opportunities for business support

Leadership and Personnel

- Be the principal public advocate for the Trust, representing the organisation locally and nationally
- Ensure that public engagement with the Town Hall is vibrant and part of our DNA, and that we have a thriving membership programme
- Provide inspiring leadership to paid employees and volunteers to enable them to work together as a team to achieve common goals
- Plan professional development for the employed staff and volunteers to enhance their performance
- Ensure all staff have appraisals and development plans
- Recruit new staff, with the support of the Board when required
- Act as the Trust's Safeguarding Officer
- With the Finance Manager, ensure that all policies are adhered to and that there is an effective process for policy review

Financial

- With the Finance Manager and Finance subgroup, create and monitor annual budgets
- With the Finance Manager, prepare regular reports for Board and subgroup meetings
- Lead on development of earned income from a range of areas
- Control expenditure to minimise waste and maximise efficiency

Building Development & Maintenance

- Maintain a positive relationship with the landlord, Wiltshire Council
- With the Operations Director, ensure that the condition of the Town Hall is effectively maintained, escalating issues to the Board as necessary
- With the Operations Director, ensure Health and Safety procedures and policies are developed, updated and followed

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PERSON SPECIFICATION

Skills & Qualities

- Inspiring leader, able to develop a vision and culture in which everyone can follow
- Brings drive and energy to strategy delivery
- Creative thinker, with ability to find unexpected solutions to problems
- Excellent communication skills, with the power to listen and persuade
- Entrepreneurial mindset, with an enjoyment of generating income from a variety of sources
- Effective delegator, able to clearly pass on activities and monitor results
- Instinctively collaborative with ability to find and build beneficial partnerships

Experience

Essential

- Either four years working in a leadership position; or managing complex projects with budgets in excess of £150,000
- Experience developing and delivering a business plan to ensure long-term financial viability
- Delivery or facilitation of creative/community projects
- Financial management, budget setting and monitoring
- Fundraising track record, either personally or with a team
- Experience of developing new projects and income streams
- Successful management of a complex project
- Successful team leader

Desirable

- Leadership in the cultural sector
- Working within historic buildings
- Reporting to a charitable board

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HOW TO APPLY

We are an equal opportunities employer committed to fostering an inclusive, diverse, and supportive workplace where everyone can thrive. We celebrate differences and ensure that all qualified applicants receive fair consideration, regardless of background, identity, or experience. Wellbeing is at the heart of our culture - we actively promote a healthy work-life balance, provide mental health support, and create an environment where everyone feels valued and empowered to reach their full potential.

To apply, please send your CV and covering letter to recruitment@trowbridgetownhall.com
Your covering letter should include a bit about yourself and explain why you're interested in the role.

Deadline: 5pm, Monday 16th June
Interviews: Week commencing 23rd June

If you'd like to have an informal conversation in advance of applying, contact Tracy Sullivan, Interim Director on tracy@trowbridgetownhall.com

Images by Simon Taylor, Benny J Johnson & Brinkhoff/Moegenburg.

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