

Would you like to help us shape the
future of this iconic, open-air theatre?

About Us

The Minack Theatre is a unique organisation. Attracting over 200,000 people a year to the far western tip of Cornwall, we operate as both a performance venue and a tourist attraction. The creation of the theatre by Rowena Cade is an inspirational story of imagination, determination and perseverance, from its beginnings in the 1930s through to the 1970s when she gave the theatre to a charitable trust.



The Minack is run as a charitable incorporated organisation (CIO) and is financially independent of public subsidy or reliance on fundraising from outside bodies.

The central purpose of the charity, as determined by Rowena Cade, is to educate people in the dramatic and operatic arts. We deliver this through three core objectives.

- **Engage** the public through creative performance and the living and visual arts embodied in the Minack Theatre.
- **Enhance** people's lives through the shared experience of live performance and of visiting the Minack Theatre.
- **Inspire** people by the remarkable story of Rowena Cade, and young people especially through active participation in creative activities.

engage

enhance

inspire

200,000+
people visited the Minack or
saw a show here in 2023

Our charitable aims

1. **Programme a wide range of theatre** and other events to engage a diverse audience and enable active community participation while maintaining standards of excellence.
2. **Provide creative opportunities**, to inspire people, particularly Cornish children and students, to learn and develop all skills associated with live performances.
3. **Educate visitors about Rowena Cade**, her story and that of the Minack. Inspire them through creative presentation of exhibitions, live narration and digital interpretation.
4. **Develop and nurture the natural environment** of the Minack, especially the gardens, to enhance the experience of visiting the theatre and inspire people through its unique balance of natural and human art.
5. **Provide sustainable, modern facilities** for audiences, visitors, staff and performers that are suitable to the unique environment of the Minack and reflect its status as an attraction of international repute.
6. **Develop and support an outstanding team** of versatile people to ensure visitors, performing companies and participants enjoy a life enhancing experience at the Minack.
7. **Develop retail and catering strategies** to meet the reasonable expectations of visitors given the nature of the site and generate funds to support aims 1 to 6.
8. **Generate sufficient funds** through core activities to achieve aims 1 to 6 in a viable manner for the very long term.

91%

of audience members rated our shows as
Good or Excellent



The Minack Today

Over recent years we have expanded our performance programme to include a greater breadth of events and creative activities, enabling us to engage more fully with the public throughout the year.

We work extensively with schools and community groups in Cornwall to enhance engagement with the performing arts through workshops, festivals and participation in live performance. We also offer a range of practical activities in which individuals of all ages can take part, from creative workshops to supporting emerging writers, while our Acting and Musical Theatre Academies give young people unique opportunities to develop skills to further their own careers.

4,000+

**engagements with our
education programme in 2023**

Thousands of visitors to Cornwall are drawn to the Minack by its wild beauty and the inspiring achievement of Rowena Cade. We are constantly developing new ways to tell our story, through tours, live interpretation, digital experiences as well as in a traditional exhibition narrative.

The Minack is also recognised for its beautiful sub-tropical garden and became a member of Great Gardens of Cornwall in 2023.





'This is officially the most beautiful theatre in the UK.' Time Out, November 2022

How we are funded

The Minack operates within the income earned from ticket sales to audiences and visitors along with profit on food, drink and gift sales. We are committed to running the Minack without external funding from the government, its agencies, the local authority or other charitable trusts and foundations.

Our financial prudence enables us to achieve our aims including subsidy of our education and producing programmes and the freedom to undertake capital

development projects prioritised through our Estates Management Strategy.

Over the Covid-19 pandemic the Minack received funds to pay furloughed staff under the Coronavirus Job Retention Scheme and support grants from Cornwall Council, but did not require, nor were we entitled to, Cultural Recovery Fund support.

Minack Productions Ltd is supported by Theatre Tax Relief.



**'Any show staged at the open
air, clifftop Minack has instant
atmosphere – but Calvino Nights
fully utilises the setting. It's
theatre that sharpens the senses.'**

The Guardian, May 2022



Current Governance structure

The director reports to the trustees. There are currently seven trustees who work together to carry the responsibility for the governance and strategic direction of the Minack.

Specific trustee responsibilities include the following:

- Ensuring that the Minack Theatre is carrying out its purposes for the public benefit.
- Ensuring that the charity complies with its governing document and the law and is held appropriately accountable.
- Managing the charity's resources responsibly, ensuring its effective and efficient administration as well as its financial stability.
- Safeguarding the reputation and values of the organisation.
- Acting in the charity's best interests and with reasonable care and skill.
- Playing a collaborative, engaged, and committed role in the long-term growth and development of the organisation, providing guidance, advice and constructive challenge as required and appropriate.

The role of the Director

The Board of Trustees of The Minack Theatre Trust CIO are seeking a new director to lead the organisation. This is a full time role based at the Minack Theatre in Cornwall.
Salary: £60,000 - £75,000 depending on experience.

The director will be responsible for the following:

Strategy

1. Agree annual budget and plan with the trustees and deliver.
2. Manage estate strategy and projects.
3. Plan forward programme of plays and events.
4. Observe the charity's objectives and aims.

Operations

5. Focus on visitor experience from start to finish, including accessibility.
6. Supervise the Minack Theatre's responsibility for visiting companies, Minack productions (inhouse), Taking Part (education) and events.
7. Deliver an attractive and profitable retail and catering offering.
8. Develop continuous gathering of customer feedback.
9. Care for the Minack Theatre's reputation at all times and act as ambassador.
10. Expect to act as duty manager from time to time.

The Minack Team

11. Ensure the staff structure is appropriate and resilient.
12. Manage training, internal communication, contracts, appraisals and disciplinary processes when required.

Governance

13. Support the trustee board meeting process.
14. Manage bank relationships.
15. Manage policies including: health & safety, safeguarding, food & hygiene and risk.

Finance

16. Prepare monthly management reports and accounts for the trustees.
17. Prepare the annual report and accounts for audit.
18. Manage capital expenditure, PAYE and VAT accounting and insurance.
19. Ensure financial control is fully observed.



93%

of visitors would
recommend the
Minack to friends

'Every child who performed was buzzing with excitement...at the end of the performance and all learned so much from the experience'
Head Teacher, St Hilary School



Essential experience

This experience is essential for anyone applying for this role:

1. A demonstrable interest in the performing arts including production.
2. At least five years senior management experience in a tourism, cultural, heritage or events management environment.
3. Experience of leading a multi-faceted organisation, with delegation.
4. Experience of working on setting future strategic direction for an organisation of at least £1m turnover.
5. Experience of setting, managing and reporting against budgets.
6. Ability to manage a finance system.
7. At least three years experience of managing a building or site, ideally in the cultural or heritage sectors.

8. An understanding of Health & Safety management of a public building or site.
9. An understanding of the safeguarding needs in an organisation which works with young people and/or vulnerable adults.

Desirable experience

Some or all of the following skills would be desirable:

10. Experience of producing theatre or other live events.
11. Experience of coaching and motivating teams to perform to their best.
12. Experience of engaging and working with freelancers.
13. Governance experience (e.g. as a trustee of a charity, director of a CIC or school governor).

How to apply

To apply for this role please send your CV to the email address below, together with a covering letter explaining why you are interested in the role and how your experience meets the person specification

Applications should be sent to melissa@minack.com

Application deadline
Midday on Friday 9 February 2024.

Shortlisted candidates will be invited to an interview.

Appointments will be at the discretion of the trustees.

The Minack Theatre Trust CIO
Registered Charity No: 1166799
Registered in England & Wales

Principal Office:
The Minack Theatre,
Porthcurno,
Penzance,
Cornwall. TR19 6JU
01736 810181
minack.com

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'Staff superb. Theatre is magical. We live here in Cornwall and even by its high standards, a top notch experience!' **Visitor comment**