

“Let
not
our
fairies
starve”

Alfred Denville MP and Actor Manager
upon the opening of Denville Hall in 1926



Appeal Director

Candidate brief ▶

February 2024

DENVILLE HALL

Contents

- 3 Welcome**
- 5 About Denville Hall**
 - 7 – Our capital appeal
 - 9 – Our fundraising
 - 10 – Our centenary 2026
- 13 Job description**
- 19 Person specification**
- 21 How to apply**





Welcome

My fellow trustees and I are delighted that you are interested in joining with us to deliver what promises to be a very exciting and unique capital appeal.

Denville Hall is one of two adult social care facilities in the UK that is dedicated to the support of members of the theatre dance and music professions. While some achieve notable success, there are many who do not and pursuing a career in theatre and the arts can be a precarious business.



We are there to support members of the arts professions who have worked either in the limelight or behind the scenes to bring so much joy to others, when they need the care that so many of us will also.

The need for sheltered housing accommodation is clear and present. Quite simply, people are living longer and like all of us, they want to be independent as possible for as long as possible.



Denville Hall already provides a range of residential care services that are tailored to individual need and wishes, which can support people over time. The addition of sheltered accommodation offers the opportunity for us to extend the length of care and support that we are able to offer members of the arts professions whom we exist to serve.

We have the plans and all the necessary planning permission for what we anticipate will be a very successful and high-profile capital appeal. Already we have support promised from some of the UK's household names and are hopeful that we will also receive support from trusts and foundations dedicated to the support of the arts.

All that is needed now is an Appeal Director to deliver on all the promise that exists and that will leave a last legacy for both Denville Hall for the next 100 years as we will celebrate our centenary in 2026.

We look forward to hearing from you.

Joanne Benjamin

Chair of Trustees

About Denville Hall

We are the residential home for all members of the theatrical, music and dance professions.

Opened in 1926 as the 'Haven for elderly actors & actresses', Denville Hall has been providing care for actors and members of the wider theatrical industry ever since.

Our core values at Denville Hall:

Care

Happiness

Dignity

We strive to create a special atmosphere for actors and other members of the entertainment industry. Denville Hall is very much a home from home and each resident has the opportunity to shape it to suit their everyday lives, to feel relaxed and enjoy their time here.



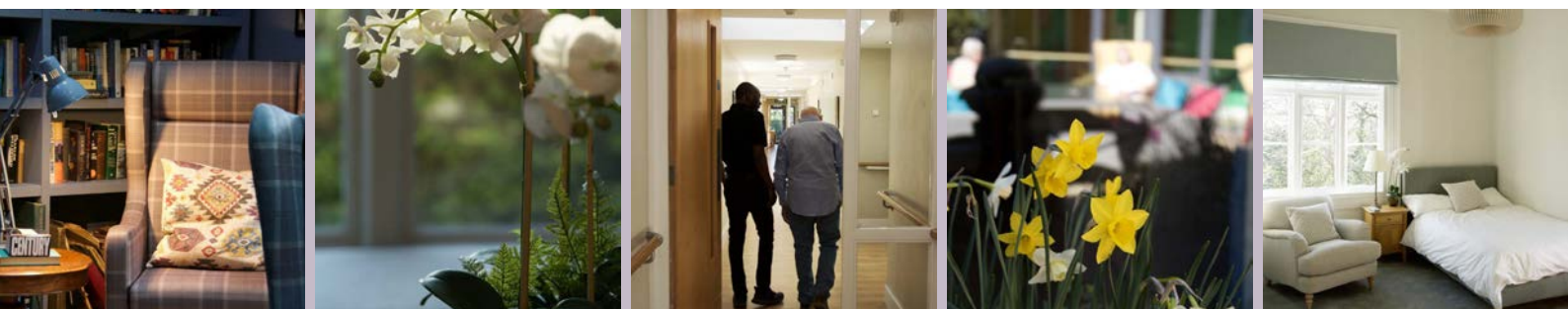
We pride ourselves on the extensive care we provide; to create a safe, friendly, environment where the comfort and happiness of our residents is our aim. Some of our residents are still working actors and are free to come and go whenever they need to.

The care that we provide is differentiated to individual need and when needed:



Find out more about who we are and the care that we currently provide at the **Denville Hall** website.

Our latest Care Quality Commission inspection, which was conducted in January 2022, rated all areas of our practice as GOOD. Read the full **Inspection Report**.





Our capital appeal

Over the past 10-15 years we have noticed that our residents at Denville itself have changed, in that we are now getting older applications and these residents come in much later in their life, and are mostly unable to look after themselves and/or require the care in our dementia wing.

Having taken soundings in our industry we are finding that there are a large number of older actors and professionals at the end of their career, who are living on their own, either because they have never married, or because a partner has passed away. Previously they would have come into the home at this stage, but now many people wish to live an independent life for longer, but are lonely.

If they have had a career which has made them known to the public they are generally not willing to go to a facility for the general public as they do not want to be seen and recognised as this is stressful to them. They need company of those who are in the same position as they are and live alongside those of a similar background, would have interests in common. This provides them with a great living atmosphere to retire to (or not – as some of our residents still go out and work!).



About four years ago, knowing we had two derelict buildings on our land, we started to look at what was possible and having talked to many people in and out of the profession, they had all intimated to us that a sheltered housing facility such as this would be incredibly welcome and was much wanted. Hence our journey to getting to this stage.

In November 2023 we were successful in securing planning permission for the development, which are estimated to cost around £12m once we take into account rising labour and materials costs and inflation.





Our fundraising

To date Denville Hall has been in the extremely fortunate position of being able to operate by virtue of the income derived from a £10m endowment which enables us to both subsidise the residents in the Hall, and to cover the annual running costs of the Hall. This endowment will continue to be a source of stable income for the future notwithstanding the fluctuations that can occur with investments.

Because of this endowment, we do not have a dedicated fundraising function within our current staffing structure at the Hall. However, we are able to count upon the active support of very high profile patrons and celebrities in the arts, who will support the Appeal Director, and which offer every prospect of a swift and successful capital appeal.

Our current **Patrons** include some of the most well-known stars of stage and screen.



Our centenary 2026

Opened in 1926 as the ‘Haven for elderly actors & actresses’, Denville Hall has been providing care for actors and members of the wider theatrical industry ever since.

Alfred Denville MP, Actor Manager with a countrywide string of theatres, bought Denville Hall (a Victorian Gothic Mansion) in 1924 – and opened it as a ‘Haven for Actors’ in 1926. His publicity described ‘sylvan glades’ and ended with the plea to ‘let not our fairies starve’!

We’re lucky enough to have a record of the opening by the Princess Royal, albeit without sound, filmed at the time for Pathe News, which you can view on the **About Denville Hall** page on our website as well as the visit to the home by Sir Stanley Baldwin in 1930.

The planned capital appeal will coincide with our centenary in 2026, which offers us a spectacular opportunity to not only see the capital appeal through to successful conclusion but also to use it to help secure the Hall for the next 100 years and beyond.

Beyond the lifetime of the appeal, we expect that there will be a fundraising legacy giving us a sustainable mix of voluntary income streams to go towards the increased running costs of the new facilities, protect us from fluctuations in the investment market and enable us to provide the very best care that far exceeds minimum standards and expectations.



Job description

Job title	Appeal Director
Salary up to	£70,000
Hours	35 hours – worked flexibly to meet the demands of the role with an optimum on-site presence
Location	62 Duck's Hill Rd, London, Northwood HA6 2SB
Contract	Initial two years with a review after 12 months to extend
Reports to	Chair of Trustees
Responsible for	Assistant (TBC)

Job purpose

To lead and implement Denville Hall's £12m capital appeal for the planned sheltered housing provision taking it through from the establishment of an Appeal Committee to the private phase, which is then followed by a public campaign to successful completion of the appeal and leaving the charity with an ongoing fundraising legacy for the future.

Key areas of responsibility

Appeal strategy development and delivery

- In collaboration with the Trustees and Patrons, to lead the development of the capital appeal strategy through the private phase and to the public campaign with clear milestones;
- Translate strategic objectives into workable personal objectives and targets;
- Develop, refine and articulate the case-for-support that is tailored to donor aspirations and requirements;
- Develop the fundraising propositions and opportunities for donors to support;
- Maintain an overview of trends and developments in philanthropic giving by individual, organisational and institutional donors;
- Contribute fundraising forecasts to the annual and longer-term strategic business planning process.

Donor engagement and relationship management

- In close collaboration with the board and the appeal committee, steward relationships with major individual donors, Patrons, supporters and key decision makers in trusts, foundations and corporates;
- Personally make the 'ask' or support others to do so peer-to-peer;
- Research and prospect donors and supporters and create a pipeline of donor acquisition;
- Ensure effective CRM measures are in place and produce timely and relevant communications to engage and thank donors for their support;
- Develop the associated supporting materials that communicate the 'case-for-support' and that is then differentiated to align to meet donor requirements and perspectives;
- Manage planned donor engagement events.



Governance and reporting

- Ensure all fundraising activity is fully compliant with relevant UK charity and financial management regulation;
- Report to the Chair, Trustees and the Appeal Committee on the roll-out of the appeal strategy highlighting variance and recommending action where necessary;
- Contribute to the production of the Annual Report and Accounts.

Team-working

- Lead the development of the charity as a ‘fundraising aware’ organisation where everyone understands that they have a part to play;
- Collaborate with colleagues to develop and produce funding propositions and the case for support;
- Champion the professional integrity of Denville Hall.

Person specification

Essential knowledge and experience

- Experience of fundraising appeal development comparable to the scale of the planned appeal for Denville Hall;
- Experience of personally managing relationships with high value individuals, organisational and institutional donors;
- Knowledge of the practical application of effective CRM systems in support of philanthropic donor relationship management;
- Knowledge of standard project management techniques and software applications;
- Knowledge of the legislation governing philanthropic fundraising activity by charities in the UK.

Desirable knowledge and experience

- Experience of managing a capital appeal in an arts/heritage context, which could include the performing arts and/or a site of historical importance.

Qualifications and memberships

- Professional development and memberships relevant to the level and scope of the role.

Skills and abilities

- Ability to provide strategic leadership and translate this to deliverable plans;
- Highly organised with the ability to prioritise own workload;
- Empathy and social skills in order to build effective working relationships with donors, supporters, colleagues and external partners;



- Effective negotiating, influencing and persuasion skills;
- Excellent oral, written communication and presentation skills including the ability to differentiate appropriately to the audience;
- Effective team-working and collaboration skills;
- Ability to identify solutions and opportunities for innovation and creativity;
- Numerate skills to be able to properly understand the budgets and financial requirements for the project.

Special conditions

- Willingness to undertake work outside normal office hours and to travel as required within the UK.



How to apply

For an informal conversation about the role, please contact our recruitment partner, NFP Consulting:

Simon Lloyd Director | NFP Consulting
07961 988 523 simon.lloyd@nfpconsulting.co.uk



Apply online at www.nfpconsulting.co.uk/denvillehall

Application is by way of CV and a Supporting Statement, which should outline your motivations for wanting to be our Appeal Director and set out your credentials.

Closing date: Tuesday 2nd April

There is a two-stage selection process.

First interviews: week beginning 8th April

The first round will be conducted via video by NFP Consulting.

Second interviews: week beginning 15th April

The final stage will involve a panel interview conducted by trustees along with the opportunity for candidates to meet a selection of stakeholders.

Accessibility

Please let us know if you have any special requirements which we might need to consider in relation to the selection process. Any requests will not affect the decision making itself.

Please let us know if you would like to receive this information in a different format.