



**PLAS Y BRENNIN**

NATIONAL OUTDOOR CENTRE

**CHIEF EXECUTIVE OFFICER**

**Candidate Pack**



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## Welcome From Fiona Sanders – Chair Mountain Training Trust.

Thank you for your interest in this exciting role as the CEO of the National Outdoor Centre, Plas y Brenin. As we enter the final stages of agreeing a five-year extension to continue operating Plas y Brenin on behalf of Sport England, we also turn a new chapter in the illustrious history of Plas y Brenin.

This contract renewal has led to the development of a comprehensive five-year business plan, helping to secure capital investment, and has clear financial projections to ensure long-term sustainability of the centre. We have also reflected deeply on our identity as a charity, what we deliver, and how we remain financially resilient.

The next chapter begins with renewed focus on what we do best: delivering high-quality outdoor experiences in innovative and effective ways to a broad and diverse range of participants.

Our new business plan, financial projections, and organisational structure has laid strong foundations to provide for the future. Notably, our winter mountaineering programme sold out for the first time in many years, a vital step toward offering a full range of viable programmes that challenge and inspire clients of all abilities.

We now need a CEO who can bring this plan to life, creating a culture rooted on personal development, career growth and safety, who is committed to our team to help them be the best so they can build the next cohort of outdoor leaders.

If this sounds like an opportunity too good to miss, you're right! And we would love to hear from you!

Best,

**Fiona Sanders, Chair - Mountain Training Trust**



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**MOUNTAIN  
TRAINING  
TRUST**

## About Mountain Training Trust.

Plas y Brenin is managed by the Mountain Training Trust (MTT), a charity founded in 1997 to inspire and educate through adventure. Widely recognised as the heart of British mountaineering, the centre is managed on behalf of Sport England and has long been a place where outdoor leaders, coaches, and instructors are trained to a high level of skill and professionalism.

MTT was created by three founding organisations – the British Mountaineering Council, Mountain Training UK & Ireland, and Mountain Training England – following a tender process in 1996 to take over the management of Plas y Brenin from the Sports Council. Alongside MTT, our trading subsidiary Mountain Training Limited (MTL) was established to deliver the operational contract and continues to support our charitable objectives.

We support programmes like the James Brownhill Memorial Fund, which provides subsidised places on winter mountaineering courses, and the Mountain Adventure Fund, launched in 2024 to give young people from disadvantaged backgrounds the chance to experience outdoor adventure through fully funded residential programmes.

Our instructors contribute to national training resources, support governing bodies, and deliver programmes from Eryri (Snowdonia) to Scotland, Europe, and beyond. With your support, we can continue to open up the outdoors to more people, regardless of background or circumstance.





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## A passion for the outdoors

Are you someone who truly understands the outdoors? Do you appreciate the concept of safety within an often-challenging environment? Do you recognise its potential to foster participants personal growth, mental health, and future career opportunities?

Then read on.

This is a once in a lifetime opportunity for a dynamic leader to empower our organisation to help our clients achieve their personal best in the outdoors while strengthening the financial resilience of the charity.

We are looking for someone with the vision and drive to lead this historic institution into its next chapter, ensuring our National Outdoor Centre remains relevant and accessible to the diverse community of outdoor adventurers today.

## Background

While Sport England continues to provide support, financial sustainability remains essential. To achieve this, we undertook a restructure in late 2025, which did not land as intended. Embedding a strong, positive culture will therefore be a critical responsibility for the new CEO built around three pillars:

- A culture of safety
- Improving access to courses, and delivering appropriate, engaging and market-leading outdoor experiences
- Re-establishing our leading edge in education, personal development, and team and client growth

Our facilities also play a key role in the success of our delivery. Though historic, the building faces challenges, however with Sport England's investment, we have completed fire safety improvements and upgraded the courtyard building into a dedicated Schools and Groups space. We are now working on a comprehensive capital programme to support our five-year plan, an exciting opportunity for the new CEO to shape the future of our facilities.

The outdoor sector has evolved significantly over the past 20 years. We need a leader who can identify opportunities, build strong relationships across the sector, and ensure our National Outdoor Centre strengthens our position as a true centre of excellence, adaptable to different activities and levels of expertise.

This is a pivotal moment to make a lasting impact: to shape the future of Plas y Brenin and contribute to the local community and employment.

## Key Responsibilities of the Chief Executive

Working with the leadership team and wider Plas y Brenin community, the CEO of Plas y Brenin will need to ensure delivery across the following areas:

### **Business Growth**

Drive the implementation of the five-year business plan to strengthen financial viability, enhance independence, and deliver social impact.

**Course Innovation:** Ensure Plas y Brenin remains at the forefront of outdoor education and training by developing new courses that attract diverse participants and grow skills.

**Charitable Delivery:** Expand our reach to fulfil charitable objectives, both through the courses we offer and the communities we serve.

**Commercial Development:** Strengthen revenue streams through schools, apprenticeship schemes, corporate groups, and other partners.

**Hospitality & Events:** Grow income from bar, restaurant, accommodation, and events to subsidise charitable work and maximise centre utilisation.

### **Operational Excellence**

Guarantee exceptional experiences for all visitors from casual bar customers to elite mountaineers and paddlers, cementing Plas y Brenin's reputation as a centre of excellence.

### **Safety Leadership**

Maintain a first-class safety record across all activities, both on-site and in the field.

Ensure safety systems evolve to support new communities and activities, modelling inclusivity and best practice in outdoor safety.

### **Team Development & Culture**

Lead a strong team development agenda, investing in future skills and breaking down silos to create a unified "One PYB" culture.

Build a shared vision for success, fostering collaboration and constructive problem-solving.

Ensure instructor teams maintain leading-edge technical and educational capability.

### **Sector Partnerships**

Work closely with National Governing Bodies for mountaineering, paddlesport, and mountain biking to remain central to sport development and qualifications.

Position Plas y Brenin as the home for major national events.

Strengthen collaboration with Sport England, Welsh Government, our founder members and other education partners.

Broaden engagement with NGBs to maximise opportunities for public participation in the outdoors.

### **Income Diversification**

Develop charity fundraising capability to reduce reliance on a single funding source and support new communities.

Build strategic commercial and charitable partnerships.

### Facility Development

Oversee Sport England's major capital investment programme, ensuring projects are delivered on time, on budget, and aligned with business objectives.

Shape improvements that make Plas y Brenin fit for the future and compliant with evolving legislation.

### Long-Term Business Model

Use the five-year extension to grow the business, rebuild reserves, and define the right long-term operating model in partnership with Sport England.

Lead capability development to ensure future success.

### Stakeholder Engagement & Advocacy

Build a strong coalition of support for the centre's future beyond the current contract.

Engage partners across the political spectrum and the outdoor sector.

Maintain and strengthen relationships with Sport England and founder members to ensure alignment and shared success.

## Personal Specification

### EXPERIENCE

#### Essential

A genuine passion for the outdoors, with personal experience in outdoor activities or achieving excellence in a sporting field.

Proven expertise in maintaining and promoting a strong safety culture.

Proven ability to lead and sustain organisational change and embed an empowering culture.

Demonstrated success in leading and developing senior teams to deliver both strategic and operational objectives.

Experience in driving diversity and inclusion initiatives and widening participation for a broad range of customers or service users.

Evidence of success in motivating teams, fostering collaboration, and building strong relationships with a wide range of organisations.

Track record of business development in a customer-focused environment, including building productive commercial relationships with companies and/or individual consumers.

Experience in managing substantial budgets and working effectively with accountants and auditors.

#### Highly Desirable

Experience in managing public sector funding relationships and navigating associated reporting structures.

A proven track record of successfully leading organisations in sport, education, or outdoor activity sectors, where safety and people development are central to success.

Senior management experience within a charitable organisation that operates a trading subsidiary as well as a good eye for effective governance as a charity.

#### Desirable

Experience of working collaboratively with Trustees and Directors, leveraging their expertise for the benefit of the organisation.

Experience within an organisation offering a diverse range of activities and services.

Knowledge and experience of fundraising, grant applications, and generating commercial revenue

## Personal leadership capabilities

### Essential

Ability to passionately articulate the benefits of education and the outdoors.

A resilient and inspirational leader with an approachable, dynamic, and inclusive leadership style.

Excellent communication skills, with the ability to present complex ideas and issues clearly to diverse audiences.

Strong networking skills, able to engage effectively with a wide range of stakeholders, clients, and customers even where priorities may compete.

An analytical, numerate, and disciplined thinker who can assess challenges and develop effective solutions promptly.

High-level negotiation skills across varied contexts.

Decisive and assured in decision-making, with consideration for strategic implications and overall impact.

Politically and commercially astute with an ability to be adaptable.

### Desirable

Welsh language skills.

Ability to engage confidently with the media.

## Terms:

**Salary:** Circa £70,000 to £80,000 per annum (dependent on experience).

**Contract:** Permanent, full-time position.

**Benefits:** Staff discounts, free lunch, access to on site gym, climbing wall and pump track, Employee assistance programme and well being benefits. Life assurance and 28 days holiday.

**Pension:** Contributory pension scheme through NEST (National Employment Savings Trust).

## Location:

The role is based at Plas y Brenin, Capel Curig, Betws-y-Coed LL24 0ET. It will involve regular off-site work to build strong relationships with partners and suppliers.

We are open to discussing flexible working patterns and have some overnight staff accommodation on site. However, visible leadership at the National Outdoor Centre is a key part of the role, so regular on-site presence will be norm.

## Compliance:

MTT is committed to safeguarding, equality, diversity, and inclusion. Appointment to this role is subject to:

- Satisfactory completion of an enhanced DBS check
- Companies House verification
- Two appropriate references

## Application Process and Timeline

### How to Apply

Please submit the following:

- An up-to-date CV.
- A supporting statement (maximum two pages) that demonstrates how your experience and skills meet the Key Responsibilities and Personal Specification outlined in this pack and explains your motivation for applying.
- Contact details for two referees (email and telephone). References will only be taken up after shortlisting and with your prior consent.
- Your availability to commence employment if successful.
- Your salary expectations for the role.
- Application deadline: 4th February 2026

### Key Dates

- Initial conversations: 9-12 February 2026
- Formal interviews: Week commencing 23rd February 2026 to include:
  - Discussions with key stakeholders (Sport England, Founder Members, Senior Leadership Team).
  - Presentation and discussion with a small panel of Trustees.
- Final interviews: 23-5th March 2026 to include:
  - a tour of the building and meeting with teams.

### Contact Information

For an informal conversation about the role, please contact:

[fiona.sanders@mountaintrainingtrust.org](mailto:fiona.sanders@mountaintrainingtrust.org)

