

# The Creative Retreat

The **Creative Retreat** is a luxurious escape from the hustle and the hubbub, from the conference calls, the emails, the meetings and the noise.

It's an opportunity to recharge and rediscover your inspiration deep in the heart of the Welsh countryside.





## YOUR HOST

Richard Holman is a writer, speaker & coach. He believes that the world needs creativity and innovation now more than ever, which is why he loves to work with individuals and teams to grow their confidence and help them make better and braver ideas.

Richard has run creative thinking masterclasses across the world for brands like the BBC, Nat Geo, the Premier League and Mattel. He writes regularly on the subject of creativity, and his first book, *Creative Demons and How to Slay Them*, was published by Thames & Hudson in 2022.

Richard is passionate about the landscape where he lives and is looking forward to welcoming you to the Black Mountains.



On the following pages are some examples of the **Workshops, Speakers** and **Activities** you can choose to curate your own retreat.

There's also more information about accommodation, food and drink.

## WORKSHOP

### *Thinking Differently About the Way You Think*

Though it may seem counterintuitive, the longer we work in a given field the harder it is for us to have original ideas. Our thinking can become blinkered by the weight of convention; we become more aware of risks and so more fearful of taking them; and it's very easy to fall into a pattern of repeating the strategies of yesterday while failing to make the most of the here and now.

In this interactive workshop, Richard will pose a series of thought-provoking questions to encourage everyone attending to think differently about the way they think.

We'll learn how a rundown building became home to nine Nobel prizewinners, we'll discover a secret idea generating function of Wikipedia and we'll meet drug taking dolphins, an agoraphobic traveller and an iconoclastic nun.



## TALKS

One of the benefits of hosting a long running podcast on creativity is that Richard has got to know a wealth of inspirational humans beings, many of whom would deliver a great talk at your retreat.

There are poets, writers, film makers, athletes, philosophers, artists, designers, performers, architects, musicians, photographers, even a palliative care doctor.

We can talk through the best options for you in our initial planning conversations.





## ACTIVITY - SKIRRID WALK

The Skirrid, also known as Holy Mountain, is a mountain of myth and legends. An easy circular walk takes you through dark woodland and out onto the ridge of the mountain before revealing a beautiful vista over the Black Mountains and the English borders.

On the guided walk we'll also encounter steep escarpments, the site of an ancient chapel, an iron age hill fort and maybe a glass or two of Prosecco or local ale on the summit.



## ACTIVITY - LLANGORSE LAKE

For a gentler alternative to the mountain walk there's paddle boarding, kayaking, or boating on nearby Llangorse Lake, the largest natural lake in south and mid Wales. Home to otters, watervole, large numbers of local migrant birds and - by all accounts - a very big pike.

Other activities are available too, from automatic drawing and tree planting through to cooking, wine tasting and guided nature walks.



## ACCOMMODATION

**Wern-y-Cwm** is a Grade II listed farmstead, with beautifully converted outbuildings. It sits on the side of the Skirrid Mountain with breathtaking views across four counties.

A labour of love restoration has created luxurious rooms whilst retaining the original features; some of which date back to 1570. Wood burning stoves and eco heating make for cosy winter stays and the wildflowers and grounds are spectacular in the spring & summer.

The Great Barn is an excellent space for workshops and hanging out whatever the weather.





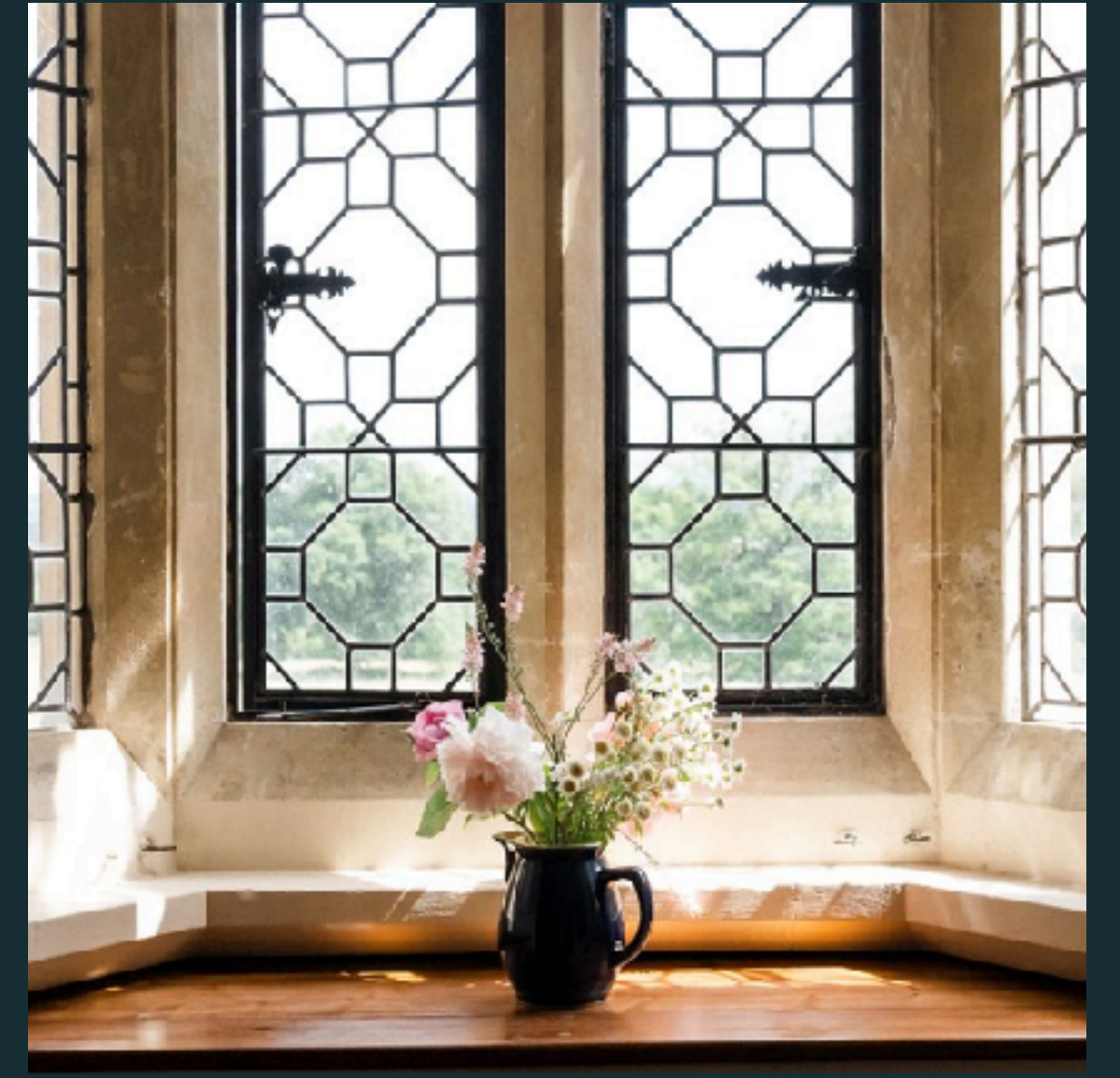
## ACCOMMODATION

Another option is **Treberfydd House**. The house has been home to the Raikes family since it was built in 1852. The Grade I listed gothic revival house, overlooking Llangorse Lake, sits within 10 acres of private gardens, woodlands and wild meadows.

Like many Victorian houses of the period, Treberfydd has a schoolroom, a scullery, a nursery, a back staircase, a billiard room and even a secret passageway. It's been described as 'one of the most attractive and successful of all Victorian country houses.'

It's a beautiful and tranquil place to stay.





## FOOD & DRINK

The Abergavenny food festival is rapidly becoming one of the UK's favourite foodie events, and with good reason – we have some of the best restaurants and pubs in the British Isles nearby.

If you'd prefer to eat at your accommodation we can arrange for a local caterer to conjure up some locally sourced dishes.

Like Roo Hasan ... a brilliant professional private chef living nearby in the foothills of the Black Mountains.



## SCHEDULE

The exact schedule will be confirmed once we've planned your retreat. But here's how it might look ...

### **Day One**

*Travel London to Wales*

*Afternoon tea*

*Relax*

*Dinner*

### **Day Two**

*Breakfast*

*Workshop*

*Lunch*

*Activity*

*Drinks*

*Speaker*

*Dinner*

### **Day Three**

*Breakfast*

*Speaker*

*Wrap up*

*Travel Wales to London*



## FAQ's

**How much does it cost?** The cost depends on the number of people attending and the activities and speakers chosen. As a guide budget for £900 per person.

**Is everything included?** Food, drink, accommodation, transport, activities, talks & workshops are all included in the cost. Transport from London to Abergavenny is to be made under your own steam.

**Can we schedule an activity you've not listed?** Absolutely. Treat this document as a guide illustrating the kind of activities, speakers and workshops you could choose - but how you schedule the two days is entirely flexible.

**How many people?** The retreat is for groups of up to 16 people.

**How long will it take to get there?** The train from Paddington to Abergavenny takes two hours. By road the journey is approximately three and a half hours.

You'll be collected from Abergavenny station and driven to the accommodation; either ten minutes (Wern-y-Cwm) or half an hour (Treberfydd House).



A selection of the brands who have participated in Richard's creative thinking workshops.

*'Insightful, engaging, and super informative.  
We all walked away refreshed and excited to work and create.'*

—

***OMEED BOGHRATY, Assoc. Creative Director, E!***



*'Like falling through a rabbit hole into a fantastic world of all things creative. Be prepared to be fascinated, captivated, educated, inspired and rejuvenated!'*

—

**ZEE BOZKURT, Creative Manager, Discovery**



Thanks for looking through this document.  
To find out more please drop Richard a line [here](#).