2021

# Candidate Brief for the Position of Non-Executive Director

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*England Athletics is an equal opportunities employer and positively encourages applications from suitably qualified and eligible candidates regardless of sex, ethnicity, disability, age, sexual orientation, gender identity, religion or belief.*

# England Athletics - An Overview

Our strategy – ‘[Athletes and runners at the heart](https://www.englandathletics.org/about-us?media-alias=4fe4bb33ef80fae07755)’ (PDF 19MB) – provides us, as the membership and development body for grassroots athletics and running in England, with a renewed sense of **purpose** to inspire more athletes and runners of all abilities and backgrounds to fulfil their potential and have a lifelong love for the sport.

In the period before the Covid-19 pandemic, the number of people participating in athletics and running was increasing, and more clubs and athletes were becoming part of the England Athletics family.

Due to social distancing rules, inevitably in 2020/21 there was, what we hope a temporary, drop in the number of athletes joining their clubs. Conversely, there are signs that new runners are wanting to find opportunities as shown by the continuous growth in our nation-wide recreational running community [RunTogether](https://runtogether.co.uk/)which now has around 150,000 members.

While organised grassroots and community sport were suspended for much of 2020, the first lockdown last spring spawned a new generation of runners. Post-pandemic, the exciting opportunity now for our sport is to capitalise on this participation boom and see this feed into affiliated athletics and running clubs and competitions in 2021 and beyond.

With currently 142,000 registered club athletes and runners in 1,350 member clubs and around 300 other member organisations, the opportunity to make a lasting and meaningful difference to the sport in England during the coming years is clear and we are seeking a talented and inspirational non-executive director from the sport to join us in helping us to deliver our objectives as we continue to emerge from the impacts of the COVID-19 pandemic and during a period where the Board has to steer the organisation through an unprecedented period of change.

Another legacy of lockdown for many people will be improved online access and digital literacy. We responded quickly and innovatively in 2020 by moving to online learning, training, and qualifications in areas such as coaching, leadership and officiating. We also delivered new resources, 200 webinars that engaged over 15,000 people and supported the sport in facilitating more than 400 virtual competitions for [our member clubs and athletes](https://www.englandathletics.org/about-us/athletics-at-home/). We’ve reached more people as a direct result of opportunity and change and our strategy outlines how we will continue to invest in digital innovation which is critical to the sport’s recovery and future growth.

The [2022 Commonwealth Games](https://www.englandathletics.org/athletics-and-running/england-competitions/england-teams-and-selection/commonwealth-games/) in Birmingham also presents us, as the guardians of England’s track and field team, with a unique opportunity to support our talented athletes and provide a focal point for inspiring a future generation

# About Us

### Our Sport

Athletics is a sport which is enjoyed by hundreds of thousands of people across England. For many athletes, the sport provides them with the ultimate test of their competitive abilities, for others the emphasis is more on the social, recreational or fitness aspects of the sport. There is no single reason why people get involved in the sport, whether as an athlete, coach, official or volunteer. The range of disciplines across track, field, road and off-road provides an incredible diversity of events for different people with different skills and abilities which means that it is impossible to stereotype the type of people who make up the athletics family. The range of age groups, events, training, opportunities, competitions and clubs means that athletics really is a truly inclusive sport.

### What We Do

England Athletics has established its [strategic priorities](https://www.englandathletics.org/athletics-and-running/news/placing-athletes-and-runners-at-the-heart-of-everything-we-do-2/), to set the course for athletics and running through to 2032.

Our new strategic **vision** is for athletics to become an inclusive sport where everyone belongs and can flourish.

How we will deliver our strategy will be embodied by our **values** of inspiration, integrity, inclusivity and fun.

We have four **guiding principles** within our strategy which will ensure a consistent approach in everything we deliver. These are:

* putting the athlete and runner first
* high standards and ethical success
* enhancing people’s experiences
* working together in partnership

Underneath these guiding principles are our **five priority areas** which are interlinked.

Beginning with maintaining participation levels predominantly focused on **young people and running**. With that will come more growth and support for **clubs, club leaders and facilities**. We also know that appropriate and high-quality **competition** is a huge draw for our members and to support this and our clubs, we need more active **coaches, leaders and officials**. This, in turn, helps produce more **high-performing athletes** across all event groups and disciplines with athletes and their coaches supported by our talent pathway.

### The Work of England Athletics includes:

**Club Support –** [Clubs](https://www.englandathletics.org/clubs-and-facilities/) are vital to the provision of athletics in England. The work done by England Athletics through our Club Support team, including coach, volunteer, facility and official development, is designed to help our member clubs to thrive and achieve a high level of independence. England Athletics staff work with clubs to help in areas such as long-term development planning along with day-to-day athletics activities. Our aim is to raise standards, quality of experience, participation levels and performance standards with minimum bureaucracy. Our member services team work to answer daily enquiries and to help address challenges that club volunteers face in administrating the sport at a grassroots level.

**Participation** – England Athletics works to improve broader participation at all levels of the sport. This includes the work done with, and through, a range of different organisations including clubs, schools, universities, local authorities and running bodies. We aim to work closely with the major commercial and public funded race providers to realise the ambition of influencing more people to take part in athletics and running by 2021.

[**RunTogether**](https://runtogether.co.uk/) is a social running programme created by England Athletics with 2,700 leader led running groups providing opportunities for 150,000 registered runners.

Road running is one of the most popular and accessible sports in the world.

Some road races can see the world’s best athletes competing at the very front with club runners and recreational runners taking part in the same races and competitions. This is something that would be impossible in almost any other sport.

There are standard race distances such as 5k, 10k, half marathon and marathon but races can be any distance. There are road races at shorter distances such as the mile through to ultra-distance events. England Athletics licenses around 4,000 road races each year

**Coaching & Athlete Development** – Coaching is a major priority for England Athletics due to its deep-rooted, long-term and widespread benefits. We provide workshops, masterclasses, conferences and individual bespoke coach development programmes to help develop volunteer coaches. We also organize between 30-40 international representative team opportunities each year at home and abroad including the Commonwealth Games.

**Education -** We deliver recognised qualifications via a schedule of courses and assessments that are delivered across England to enable people to improve as coaches and leaders and provide wider opportunities for coaches to increase their skills. We also organize courses for teachers in both primary and secondary education.

**Officials** – We provide Level 1 and 2 courses for both track & field and endurance. We invest in local officials’ conferences and work with clubs to develop more volunteers and officials to build the capacity of our sport at grassroots level. We also produce resources to support officials such as online educational reading.

**Competitions** – We hold national championship events with the support of volunteers who are able to offer a high level of expertise. We commission and support other competition providers such as national, area and county bodies as well as providing development opportunities for athletes; their coaches also learn how to prepare athletes for championship competition and the events are used to help develop our sport’s officials.

**Schools** – We work in partnership with a number of organisations, such as the English Schools’ Athletic Association, on initiatives to provide suitable development and competition opportunities for youngsters including modified competition formats that provide suitable, exciting and readily deliverable competition opportunities in schools as well as clubs. We are also a formal partner in the nationwide School Games programme which is funded by Sport England and managed by the Youth Sport Trust. We believe schools athletics is an important way of attracting youngsters into the sport and introducing them to an enjoyable and successful involvement in athletics.

[**funetics**](https://funetics.co.uk/) is a fun and inclusive programme, created by England Athletics to help 4 to 11 year old children across the country to learn, develop and practice running, jumping and throwing skills all year round, for a healthy confident future.

**Fundraising & Business Development** - We work to secure funding from a range of external bodies to help us to invest back into the sport, to ensure a healthy future for athletics and running. This effort is managed by designated personnel who work to secure sponsorship, grant aid and other income through partnership working.

**Joint initiatives** – We co-operate with many other organisations to promote and develop athletics from across the public and private sector.

# England Athletics Board

England Athletics currently has a Board of twelve directors (eleven of which are non-Executive) and two Observers. The Board has overall responsibility for the performance of England Athletics and concerns itself primarily with strategic oversight, governance and the financial integrity and sustainability of the organisation.

The Board also takes its responsibilities in the area of consultation and engagement with the sport very seriously and delivers, in partnership with the England Council, an annual programme of regional consultations with the sport to ensure that our on-going decision- making process is informed and that stakeholders are involved in this process. The nine regional councils provide a key role in facilitating this process with their constituents and are an integral component in the governance structure of England Athletics.

It is important that we work to achieve representation that reflects the diversity of people involved in the sport with regards to our Board, through volunteer Council structures and, indeed, across club committees nationwide. As part of this process, England Athletics is totally committed to taking positive action to address any inequalities that may exist to deliver balance in terms of board representation. We will work to achieve this while maintaining the high standards and skill sets expected of directors. With this in mind we are seeking to recruit an elected, non-executive director from the sport to join the board of England Athletics and positively encourage applications from suitably qualified and eligible candidates regardless of sex, race, disability, age, sexual orientation, religion or belief.

The successful candidate will possess the essential experience, as well as the expertise in one or more of the specific skills areas described in the following Job Description under Knowledge and Skills.

# Role Description

**JOB TITLE:** Non-Executive Director

**HEAD OFFICE:** Alexander Stadium, Birmingham

**BUSINESS UNIT:** Board of Directors

**REPORTS TO:** Chairperson

**DIRECT REPORTS:** None

**BUDGET RESPONSIBILITY:** None

**ROLE PURPOSE**

To act as a member of the Board of Directors, offering guidance, support, expertise and an objective perspective on the key matters of strategy, governance, business and

commercial and the financial affairs of the organisation.

* To play a key part in the decision-making process on strategic issues.
* To be a member of Board Sub-Committees and Groups as required.
* To represent England Athletics at national/regional events and other key events of the sport.

**KEY ACCOUNTABILITIES, RESPONSIBILITES AND DUTIES**

**KEY ACCOUNTABILITIES:**

* To act as an unbiased, objective and impartial member of the Board, ensuring that all decisions taken are in the best long-term interests of England Athletics, and its stakeholders.
* To offer advice and guidance in a consultative capacity to the Chief Executive and other Senior Managers as required.
* To assist in the development of the organisation’s strategy, ensuring this is implemented via effective policies and plans, whilst ensuring effective governance and control processes are in place.
* To ensure that the organisation is run in a transparent and equitable manner.
* To ensure that the Board operates in line with accepted good practice in terms of Corporate Governance.
* To act in accordance with the Board of Directors’ Code of Conduct at all times.
* Represent England Athletics on relevant external national bodies.

**KEY RESPONSIBILITIES:**

* To attend 6-8 formal Board meetings a year, as well as other ad-hoc meetings and to sit on Board Sub-Committees/Groups as required.
* To ensure that the organisation has a robust, workable and viable operational strategy, including detailed financial plans.
* To monitor the operational performance of the organisation and the executive management.
* To attend England Council and/or Regional Council meetings, as required.
* To represent and champion England Athletics at the highest level in terms of advocacy and networking with relevant government ministers, senior civil servants and with key partners, stakeholders (especially UK Athletics and Sport England as required).
* To contribute towards the development of vision, strategy and policies of England Athletics.
* To act as an ambassador for the sport at national, regional and local level, and also as the guardian of England Athletics’ reputation with all stakeholders in athletics and the general public.

**DIRECTORS’ DUTIES UNDER THE COMPANIES ACT 2006:**

* To act within powers
* To promote the success of the company
* To exercise independent judgement
* To exercise reasonable care, skill and diligence
* To avoid conflicts of interest
* Not to accept benefits from third parties
* To declare interests in proposed transactions with the company

**WORKING RELATIONSHIPS**

* Non-Executive Directors.
* Executive Director(s).
* Senior Managers.
* England Council.
* Regional Councils.
* England Athletics Key Stakeholders/Partners.
* Clubs’ representatives.

**KNOWLEDGE & SKILLS EXPERIENCE**

*Essential experience required as a minimum to perform the job effectively:*

* Evidence of success in your professional career and/or in the administration of the sport at club and local level, accustomed to a high level of transparency and accountability;
* Good all-round business acumen with proven experience, skills, knowledge of the requirements to lead a successful business and be an effective member of the team;
* Good knowledge of Corporate Governance and Board responsibilities;
* The willingness to share responsibility for achieving high standards and results;
* An understanding of, and empathy with, the sport.

*Desirable experience:*

* Experience in serving on public sector, private sector, charity or not-for-profit boards or committees.

**SPECIFIC SKILLS:** *(Essential skills required as a minimum to perform the job effectively)*

* Excellent communication, relationship and networking skills in public sector and/or private sector and/or not-for-profit organisations, able to represent England Athletics to all our stakeholders.
* Demonstrable expertise/necessary qualifications to fulfil at least one of the following remits:
  + Good understanding, knowledge of issues associated with equality and diversity in sport and commitment to fulfilling these principles;
  + High awareness of the operations of club athletics;
  + Understanding issues associated with the sport and in particular athlete development, coach development, club development, volunteer development and competition.

**TERMS AND CONDITIONS**

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| **JOB TITLE** | Non-Executive Director |
| **TERM OF OFFICE** | The initial term of office is 4 years |
| **FEES** | £3,000 per annum |
| **BOARD APPROVALS** | Appointment to the board is subject to the following approvals:   * DBS Check * Declaration of Good Character (signed and returned) * Director Appointment Letter (signed and returned) * Board Code of Conduct (signed and returned) to include adherence to:   Directors’ Conflict of Interest policy  Anti-Bribery policy  Expenses policy   * Two acceptable referees (references to be taken up) * A CV (to support the board skills matrix assessment) * Declaration of Interests |
| **TIME COMMITMENT** | Average 2 days per month. A flexible approach to days worked is required. On occasions including evening and weekend working, when attending some national events. |
| **NOTICE PERIOD** | 12 weeks |
| **LOCATION OF MEETINGS** | The Board normally meets 6-8 times a year, meetings being held in London or at the England Athletics head office at Alexander Stadium, Birmingham. |

*NB. This job description is not to be regarded as exclusive or exhaustive. It is intended as an outline indication of the areas of activity you will be required to work and with consultation can be amended in the light of the changing needs of the organisation.*

# Election Process

England Athletics is an equal opportunities employer and would welcome nominations from a fully diverse range of candidates, regardless of age, gender, ethnicity, sexual orientation, faith or disability.

The process for the election is detailed in the Election Regulations for Directors Elected by the Members.