

Chair & Trustee recruitment

SportsAid Eastern

Charity Registration 1070957



Candidate information pack 2023

This pack provides more information about SportsAid Eastern and the roles we are recruiting for. It contains:

- The advertisement
- About SportsAid Eastern and our mission
- About the SportsAid Eastern Board and the roles and responsibilities of Board Members
- Chair & Board member role description

The recruitment process

Trustees are recruited through an open process of advertisement by the submission of a covering letter, curriculum vitae, and supply of references from two independent referees.

Interviews are led by the Chair, one other Board member and the Regional Director.

New board members are appointed for an initial term of three years.

For an informal discussion, please contact:

Board Chair, Mark Ormerod on 07957361170 / mormerod@leapwithus.org.uk

Regional Director, Jane Horridge 07518716260 jane@sportsaideastern.co.uk

Regional Coordinator, Sally Peck OBE 07714276586 sally@sportsaid.org.uk

Application deadline 29th November 2023

If successfully shortlisted your interview will be confirmed to you as soon as possible. The provisional dates for interview are scheduled with flexibility for 8th, 12th and 14th December

Advertisement

Can you help us support the next generation of sporting heroes?

Chair and Board member recruitment

SportsAid Eastern is dedicated to supporting talented athletes at the start of their journey, giving them the means to improve, compete and go on to succeed at the highest level. We strongly believe that financial limitations should not be the single most important barrier to a young person achieving their sporting potential.



***SportsAid Eastern's missions is help young athletes when it matters most
- at the very start of their journey towards becoming the next generation of sporting heroes***

SportsAid Eastern was established in 1999 along with 8 other regional charities across England along with the home nations. We currently generate our income through sporting lunches bringing together local and national businesses keen to help young people achieve the best they can in their chosen sport. Typically, we assist young people who are already on the talent pathway achieving national rankings, but do not yet qualify for National Lottery assistance and rely heavily on the bank of Mum and Dad.

We also provide opportunities to shine the spotlight on local businesses, to network amongst like-minded people, listen to guest speakers, meet the young athletes we've helped and to provide a clear line of sight between sponsors and the outcomes their donations enable.

Together, we support and develop the next generation of Olympic and Paralympic talent. The success of an athlete benefits not only the sport itself, but the community in which they live and the whole sporting-engaged society across the UK.

Our current Chair of trustees, Mark Ormerod will soon complete his maximum term of office. Along with a new Chair, we have opportunities for two new board members to join our committed and hardworking board.

The board provides expert guidance and robust governance for the charity supported by a paid part-time Regional Director and Regional Coordinator. Together we have a proven record of success, supporting over 2,000 young athletes since the formation of the charity. To add some context, SportsAid Eastern supported 11 athletes representing Team GB at the Tokyo 2020 Olympic Games and 14 athletes at the Tokyo 2020 Paralympic Games.

Trustees make a valued contribution bringing fresh perspectives and valued contributions from their professional and personal knowledge and experience. We are particularly seeking applications from individuals with expertise in the following fields: Charity (senior experience for the Chair's position), EDI (Equality, Diversity and Inclusion), legal, fundraising, campaigning and from education backgrounds so if you can add a fresh perspective and valued contribution to help ensure SportsAid Eastern's sustainable and long-term future we would love to hear from you.

For an informal conversation about the position please contact:

Chair of trustees, Mark Ormerod on 07957361170 / mormerod@leapwithus.org.uk

Regional Director, Jane Horridge 07518716260 jane@sportsaideastern.co.uk

Regional Coordinator, Sally Peck OBE 07714276586 sally@sportsaid.org.uk

The information pack and application form are available via our website:

www.sportsaideastern.org.uk

The closing date for applications is 29th November 2023, and interviews are scheduled with flexibility for 8th, 12th and 14th December.

About SportsAid Eastern

From Mark Ormerod, Chair of Trustees

“There have been so many times over the 18 years I have been involved with SportsAid Eastern when I hear from a parent of a child, identified by their sports’ Governing Body as having talent. Ecstatic on hearing the news their child has been selected to represent their county or country. Their excitement is often matched by a fear of the costs of competing internationally. One particular call was from the parent of a young para-equestrian rider who had been selected to represent her country at a championship in Belgium. This was the first time the young woman, her horse, and her helper (her mother) had competed overseas. This was the young woman’s greatest achievement, but the cost to compete was estimated at over £10,000. The young woman was not yet in receipt of national lottery funding, and the jubilation of such an opportunity brought incredible financial worry to her parents, along with unimaginable disappointment for the young woman if she could not compete. This is where SportsAid can help alleviate some of the financial burden facing parents, and help young people with talent, keep their dreams alive – I have always strongly believed that funding should not be the primary determinant of a young person’s sporting potential”.

SportsAid Eastern was established in 1999 along with 8 other regional charities across England along with the home nations. We currently generate our income through sporting lunches bringing together local and national businesses keen to help young people achieve the best they can in their chosen sport. Typically, we assist young people who are already on the talent pathway achieving national rankings, but do not yet qualify for National Lottery assistance and rely heavily on the bank of Mum and Dad.

We also provide opportunities to shine the spotlight on local businesses, to network amongst like-minded people, listen to guest speakers, meet the young athletes we’ve helped, and to provide a clear line of sight between sponsors and the outcomes their donations enable.

We have raised over £3 million since the charity was established, growing from our first sporting lunch in Milton Keynes, to now operating through nearly 30 annual lunches across the East of England, as well as Buckinghamshire and Northamptonshire. The charity is supported by over 70 businesses, sponsors and long-standing donors who support our recipients.

An example of a sporting lunch can be seen [here](#)

With our sponsors and donors we support the next generation of World Class talent. The success of an athlete benefits not only the sport itself, but the community in which they live and the whole sporting-engaged society across the UK. We are separate from, but work closely with SportsAid’s national charity, as such benefit from their support and patronage from HRH The Princess of Wales.

Visit our website for more information about how we fundraise and learn more about fellow trustees www.sportsaideastern.org.uk

The function of the Board

The remit of the Board is to act as strategic driving force, supporting the Regional Director and Regional coordinator to grow the awareness and fundraising to support the region's most prodigious young athletes in need of support.

Day-to-day management of SportsAid Eastern is the responsibility of our Regional Director whose responsibility it is to achieve the strategic outcomes agreed by the Board.

The Board of Trustees are accountable as the 'corporate parent' responsible as a registered charity, and required to report annually as well as file annual accounts.

We are working to our 2023-2025 Strategic Framework:

1. **Strategic Leadership & Governance** – Providing solid governance, risk management and transparent accountability. This includes target setting and performance management, ensuring the charity is resilient, succession planning, and strong promotion and advocacy.
2. **Athlete relationship** – Creating a more lasting relationship with the athletes we help fund, this includes brokering relationships between sponsors and individual athletes.
3. **Sponsor relationships** – Converting interest into support and support into sponsorship. Creating sponsorship packages of tiered membership, on-going sponsorship engagement; and creating shared collateral, content and shared branding.
4. **Fundraising** – Assisting the Regional Director explore and capitalise on all available avenues of income generation.
5. **Communication** – Utilise all marketing and communication channels to spread the word about the necessity and impact of SportsAid Eastern; and finally to share and promote the success when one of our athletes achieves their potential.

Additional information about SportsAid Eastern, our work and profiles on the current board and team can be found by visiting our web site www.sportsaideastern.org.uk

Person specification – Board Chair

Title

Chair of Trustees

Eligibility

The Chair should be able to articulate how their understanding, networks and experience can assist the objectives and the charity and to be accountable for the overall governance of SportsAid Eastern.

Remuneration

This is a non-salaried position.

Location

Meetings may be held throughout the region.

Term

Reviewed after three years and not more than two consecutive terms.

Time Commitment

As a minimum, attendance and preparation for:

- An induction training event
- Three meetings of the Board annually
- Regular meetings with the Regional Director and Coordinator
- Attend fundraising lunches as required [or should this be desired]
- Occasional national event with our national SportsAid colleagues
- Others?

Other appropriate contributions will be considered and agreed upon following appointment.

Purpose of Role

- Provide strategic leadership to the SportsAid Eastern Board of Trustees
- Ensure the Board remains compliant with all relevant requirements of the Charities Commission
- Extend the network, influence and resources of the charity
- Inspire a high performing Board.
- Ensure the charity remains Fit for Purpose and achieves continuous improvement.
- Support the Regional Director and Regional Coordinator

Role of the Chair

- Manage the Board, agree the agenda, chair meetings, lead and facilitate agreement, negotiate and influence agreed outcomes, make statements to member agencies, sponsors, and press, confirm decisions and help communicate policy.
- Particular responsibility for providing effective leadership and advocacy for the charity's objectives, and the promotion of SportsAid Eastern.
- Inspire the recruitment of new Board members and encourage them to use their influence and expertise for the advancement of the charity's objectives.
- The Chair can call on and work with honorary members of the charity to support and further the aims of the charity.

Person Specification - Chair

Essential Experience

- Have sufficient proven commercial acumen to continue the growth of the charity

- Proven track record of charity experience, as a minimum to have 3 years experience as a trustee of a UK registered charity
- Proven track record in a high-profile role in the commercial, public or voluntary sectors
- Have a passion for the development of sport and young people
- Understands the importance of Equality, Diversity, and Inclusion
- Experience of strategic and business planning and review mechanisms
- Experience of public relations and working with the media

Desirable Experience

- Proven track record in a similar position
- Experience of the governance role of non-executive directors and committees (outside of the charity sector)

Knowledge and Skills

- Knowledge of the sport sector
- Understanding of partnership working
- Confident presenter and public speaker
- Understand sponsorship and maximising mutual benefit from these relationships
- Ability to build constructive relationships
- Ability to motivate and inspire others
- Understanding of organisational development and planning for business growth
- Ability to confidently present ideas and arguments and negotiate convincingly
- Skilled communicator and negotiator
- Ability and willingness to act as an advocate for sport to a broad audience
- Understanding and commitment to equal opportunities and valuing diversity

Personal Qualities

- Public respect
- Passion for sport
- Independence
- Influence and personal acumen
- Objectivity
- Discretion
- Well-connected networks

Role Description - Board Members

Title

Trustee

Eligibility

Trustees should be able to support the Chair of Trustees achieving the objectives of the charity

Remuneration

These are non-salaried positions.

Location

Meetings may be held throughout the region.

Term

To be reviewed after three years, and no more than 3 consecutive terms.

Time Commitment

As a minimum attendance and preparation for:

- An induction training event
- Three meetings of the Board annually
- Regular meetings with the Regional Director and Coordinator
- Attend fundraising lunches as required [or should this be desired]
- Occasional national event with our national SportsAid colleagues
- Others?

Purpose of Role

- Support the Chair of Trustees deliver the objectives of the charity
- Ensure the charity is carrying out its purpose for its beneficiaries
- Ensure the charity is operating with the remit of the charity's governing document and the law
- Act in the charity's best interests
- Ensure the charity's resources are used effectively and responsibly
- Ensure the charity is accountable

Role of Trustees

- Provide a particular area or areas of expertise to help fulfil the Charity's purpose
- To galvanise the skills of the board of trustees to support the Chair achieve the charity's objectives
- Contribute to the work of the Board and be an active team member
- Read and respond to the Partnership's policies, plans and proposals
- Provide advice and support on the development and implementation of the Strategy Framework
- Be an advocate for the charity and encourage support and investment from potential donors and sponsors
- Support as appropriate the Chair, other Board Members and the Regional Director
- Represent the SportsAid Eastern at appropriate events

Person Specification - Trustees

Experience

- Proven track record of being involved in a multi-agency partnership or business
- Proven track record in a senior management role in the commercial, public or voluntary sectors
- Networked with 'movers and shakers' and capable and willing to use influence to benefit the Partnership
- Experience of involvement with Boards and committees and the governance role of non-executive directors
- Experience of strategic and business planning and review mechanisms
- Experience of generating income and fundraising

- Proven track record of working at a high level in one or more of the following:

- | | | |
|-------------------------------------|--------------------------------------|---|
| - Sport and Culture | - Youth Sector / Children's Services | - Marketing/ Communications |
| - Voluntary sector sport | - Fundraising | - Human Resources / Workforce Development |
| - Professional or Performance sport | - Education | - Technology/Digital/AI |
| - Governance | | |

Knowledge and Skills

- Charity Governance
- Understands the importance of Equality, Diversity and Inclusion
- Understanding of partnership working and corporate sponsorship
- Ability to build constructive relationships
- Ability to motivate and inspire partners
- Ability and willingness to act as an advocate for sport to a broad audience
- Understanding and commitment to equal opportunities and valuing diversity
- Understanding of public sector accountability.
- High level expertise in one or more of the following areas:

- | | | |
|-----------------------------------|--|------------------------------|
| - Early years & physical literacy | - Sports workforce development (coaching, officiating, volunteering) | - Healthy/active lifestyles |
| - School sport, club development | - Facility planning, management and development | - Lifelong learning & skills |
| - Competition & events | | - Community safety |
| - Talent development | | - Regeneration |

Personal Qualities

- Public respect
- Passion for sport
- Independence
- Influence and personal acumen
- Objectivity
- Discretion
- Well connected networks.