

Board Recruitment Pack

Board Non-Executive Director
General Vacancy x 1

YOUR APPLICATION

Dear Applicant,

Thank you very much for your interest in Active Norfolk and the role of Board Member. On the following pages you will find information about the position, the Board and Active Norfolk, along with details of the selection process to assist you in completing and tailoring your application.

In order to apply you should submit:

- An up-to-date Curriculum Vitae.
- A supporting statement detailing why you are interested in a position on the Active Norfolk Board, detailing how you are the best candidate for the position.
- The Equality & Diversity Monitoring form – completion of the equalities section is not mandatory, this is requested for monitoring purposes in line with our commitment to equality and diversity: <https://forms.office.com/e/CeP91W7pg0>

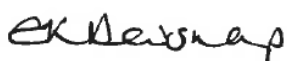
Please note that applications can only be considered if all the documentation is complete. Please send your application, preferably in PDF format to kieron.tuck@activenorfolk.org. All applications must be received by Friday 17th May 2024.

If you wish to have an informal discussion about the role/organisation or if you have any other questions to help you decide if this role is right for you, please email the following to arrange a discussion:

- Eve Dewsnap (Director): eve.dewsnap@activenorfolk.org
- Kevin Revell (Board Chair): kevin.revell@gmail.com

We look forward to hearing from you.

Kind regards,



Eve Dewsnap, Director

CONTENTS

1. Welcome letter

2. About Active Norfolk

3. Role of the board

4. Role profile

5. Person specification

6. Benefits of being a Board member

7. Key Dates



WELCOME LETTER

Dear applicant,

Thank you for your interest in a position on the Active Norfolk Board. One of 43 Active Partnerships across England, Active Norfolk seeks to improve lives through the power of physical activity and reduce inactivity levels for those impacted the most by a range of inequalities. As such we are always looking to engage closely with individuals and groups who face these inequalities. This includes having an inclusive culture that actively and warmly welcomes and encourages people from a range of backgrounds to join us in tackling these issues. Active Norfolk recognises the benefits of having people with lived experience as part of our team and as such we are keen to hear from anyone interested in making a difference.

At Active Norfolk we are a group of volunteer Non-Executive Directors (NEDs) who commit time, energy and expertise to supporting the team that makes an impact on the lives and wellbeing of people from across the county through the benefits that being physically active brings. Our board brings a wide variety of backgrounds and experiences together for the benefit of the organisation and the delivery of our strategy. Active Norfolk is the driving force in our county focussed on working in partnership across whole systems to increase participation in physical activity and sport, supporting a significant change in attitudes and behaviours, and intent on making physical activity part of everyone's daily life. We all benefit from being active – for the personal physical and mental health benefits, to the broader environmental, cultural and economic value an active society creates.

With this exciting challenge in mind, we are looking for a new Non-Executive Director (NED) to provide support, guidance and be a critical friend to the Board and staff team in our mission. In particular we are keen to recruit an individual who has experience in either:

- **Children & Young People, including Education**
- **Fundraising (especially from the VCSE sector)**
- **Active Environments & planning**

If you feel you can help us in our work in these areas, then we would welcome an application from you. Please read the information provided in this pack as it will give you an insight into the role and help you learn more about the organisation.

We look forward to hearing from you.

Yours sincerely,



Kevin Revell, Chair

ABOUT ACTIVE NORFOLK



Introduction

Active Norfolk has changed a great deal over the last 20 years, reflecting changes in national and local policy, the priorities of our key partners, and the continued growth in our own knowledge and understanding of how we can best support the people of Norfolk to be active. We have created a detailed and ambitious Strategy, 'Getting Norfolk Moving' for 2021-26 and we are looking for fresh ideas and connections on our Board to ensure we are driving this strategy forward through our committed workforce. Hopefully you feel you can apply some of your ideas, energy and passion helping us make a difference to the lives of those people in Norfolk who would benefit most from being Active.

As a forward-thinking Active Partnership (one of 43 across England) we have taken care to align our aims with those of Sport England's ambitious Uniting the Movement strategy. At the same time, we have ensured the future function of Active Norfolk is founded on the needs and ambitions of the other organisations (from the statutory, VCSE, and private sectors) in the county who care about improving lives. As we move towards integrated working, we aim to create a reliance on each other for our collective success.

We feel now that as an organisation we have a bold and ambitious objective. We are now clear that our ultimate aim is to pursue a sustainable future for Norfolk where people feel able to walk and cycle safely and conveniently, where people of all ages have access to facilities and open spaces that enable a way of life where being physically active is just 'what people do'. Where your financial circumstances, health and ability aren't a barrier to exercise. Where opportunities are designed around individual and community needs and promoted so effectively that everyone knows about them and why they should be involved. This is why we are here, and this is what will drive our action.

We know, however, that we are currently some distance from achieving our vision for the future. Current activity levels and opportunities to be active across the county are still too heavily influenced by your background, how much money you have, where you live, and your gender. This means that those people in our county who would benefit the most from all the good things that come with an active lifestyle, often face barriers that others don't have to deal with. We also know that COVID-19 has had a profound impact on many of our communities across Norfolk.

What are our priorities and values?

Our priorities:

Physical Health & Mental Wellbeing
Active Environments
Strengthening Communities
Children & Young People

Our vision:

A Norfolk where being physically active is just 'what people do' in their daily life. Where financial circumstances, health and ability aren't a barrier to exercise.

Where opportunities are designed around individual and community needs and promoted so effectively that everyone knows about them and why they should be involved.

Our mission:

We drive collaborative and innovative approaches that inspire and enable communities across Norfolk to build physical activity into their lives.

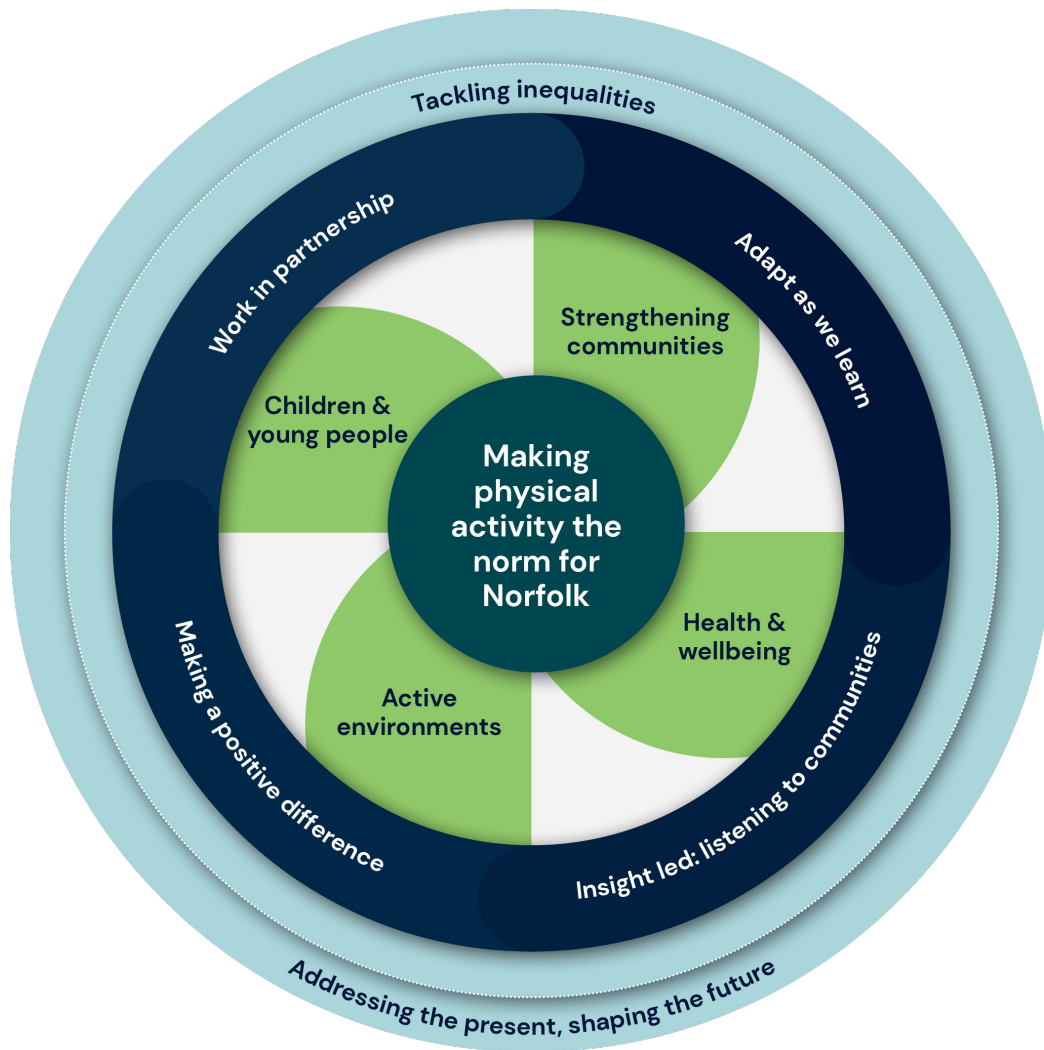
Our work today lays the foundations for a more sustainable, healthy and active Norfolk of the future.





Core values:

- 1, We passionately care about improving people's lives through physical activity and are trusted to make a positive impact
- 2, We drive change through system and community collaboration
- 3, We provide creative, innovative and impactful solutions to tackle inequalities
- 4, We push ourselves because we want to make a difference, and we do
- 5, We care for, and support the wellbeing of, our own Active Norfolk community

How we work:

The diagram below summarises the methodology to our work.



-  Our purpose
-  Our priorities
-  How we work
-  Underpinning themes

ROLE OF THE BOARD

Role and Remit:

The Board of Active Norfolk exist to:

- Drive the strategy, direction and performance of Active Norfolk
- Actively promote and further its work through building partnerships
- Have oversight of the work of the executive, providing input and challenge
- Have oversight of the governance, finances and risk management relating to Active Norfolk's activities

Additionally, the Board discharges all accountabilities with Sport England and Norfolk County Council as its host agency, as well as focusing on building diversity internally and reducing inequalities externally.

Strategy and Direction:

The Board will provide clear direction for Active Norfolk's work in line with its objectives, supporting the creation and execution of strategy. It will function as the ultimate decision-making body. Authority is delegated to the Director and their team for operationally achieving the strategic outcomes, together with the necessary authority to make decisions in a specified range of activities.

Promote and further work through partnerships:

The Board should advocate the benefits of sport and physical activity as well as that specifically carried out by Active Norfolk, both regionally and nationally. They will also play a part in recognising and celebrating successes. A key part of a Board NED's role is to draw on their own networks, contacts or lived experience to advocate and evidence for connection and investment into sport and physical activity, supporting Active Norfolk to attract new partners. They will work with the executive to ensure partner commitment and satisfaction and encourage collaboration.

Output, Input and Challenge:

The Board monitors the effective delivery of Active Norfolk's objectives and the achievement of key targets and outcomes. It is the Boards responsibility to ensure that these aspects are maintained and improved to the satisfaction of the partners and funders through transparent and planned processes.

Governance & Finance:

Oversight of the financial performance and long-term financial planning of Active Norfolk, as well as ensuring good governance controls and risk management is a function of the Board. This is achieved by working closely with relevant staff and sub-committees

ROLE PROFILE

What are we looking for?

We are seeking someone who can add value to our Board and the strategic and operational direction of Active Norfolk. We are very keen to speak to anyone with expertise in fundraising (especially VCSE), children & young people (including education) or active environments (including planning & policy). These are areas we have identified as being organisationally important and requiring strategic support from our Board.

Overall, an interest in physical activity, reducing inequalities, and widening sport and physical activity opportunities across Norfolk is ideal but not essential. Active Norfolk Board NEDs will provide strategic leadership, advocacy and management accountability for the Active Partnership and will, along with the Chair act as 'champions' within their various spheres of influence, opening doors, changing thinking and creating links.

We believe we have a strong Board that care passionately about the cause, but we can always do better. Could you be the right person to help us do that? This could be your first Board role, or you might be highly experienced at Board level – it doesn't matter. As long as you can bring your drive to make a difference and influence our direction positively then that is what we are looking for.

Alongside this, Board NEDs will also:

- Support the overall direction of the work of Active Norfolk, setting targets and agreeing a business plan
- Attend Board meetings, bringing together a diverse range of interests to work together on a common agenda
- Potentially represent the Board at internal and external events and drive partnerships and engagement as required

Board members will provide the following functions:

Leadership:

- To ensure the work of Active Norfolk is planned, developed and implemented in order to pursue the mission, vision and core values, guiding and supporting the Director to fulfil and achieve the strategic objectives.
- Agree a long-term business plan and associated financial forecast, an annual delivery plan and annual report including the identification of clear priorities for the development of sport and physical activity for Norfolk.
- Act as 'advocates' for the partnership as well as 'champions' within their various spheres of influence, opening doors and creating links for the partnership.
- Seek to ensure resources required by the partnership are provided in a co-ordinated way and monitored effectively.
- Ensure that the core staff and structures are in place to deliver the aims of the partnership.

Monitoring and Evaluation:

- To ensure all aspects of the partnership are properly monitored and evaluated against goals/key performance Indicators in the business plan.
- To identify key risks and ensure they are managed appropriately.

Representation:

- Ensure that the diverse range of partners, communities and demographics are represented in the decision making process, in line with the Sport England Good Governance Code.

Accountability:

- Report on performance to members, partners, Sport England, host agency and any other funders.
- Ensure good governance is maintained for the organisation.
- Day-to-day management of the partnership is not a Board function.

Essential requirements:

- Business Management and or Leadership qualification, ideally Level 5 minimum OR
- Financial / accounting qualification OR
- Recognised Auditing or Risk Management qualification
- High level organisation management experience
- Minimum 3 years' experience of working on a board either of a Charity, Limited Company or hosted organisation
- Experience of working in the not-for-profit / third sector (desirable)
- Experience of senior level work in a relevant organisation or field

Aptitudes / Behaviours:

- High level of personal integrity and professionalism
- Good communication and presentation skills
- Strong attention to detail
- Ability to dissect detailed information for key points and actions
- Desire to make a difference
- Willingness to question and learn
- Confidence to challenge senior management and personnel as required

Term of Office / Time Commitment:

- Board NEDs are appointed for 3 years (1 term) and can serve a maximum of three terms
- Board NEDs are asked to attend the 4 meetings a year of the Board
- These roles will also be required to attend the quarterly 'Finance, Risk & Audit sub-committee meeting
- The time requirement is likely to be a minimum of 1 day per quarter (on average) although there may be periods of greater engagement with the Chair & Director
- Flexibility, in terms of hours during the day and very occasionally evenings will be requested

A full job description is available on our website:
www.activenorfolk.org/vacancies

WHAT'S IN IT FOR YOU?

Being on the Board of Active Norfolk not only helps us but will help you too!

Whatever your motivation in becoming a Board member may be, these are just some of the potential benefits for you:

- A chance to make a lasting and meaningful contribution. You will be making a real difference to the lives of people who can benefit most from being more active.
- An opportunity to play a decisive role in advocating and setting the direction for our work and where our resources are best used.
- Making the most of your skills and experiences. Using our own skills analysis tools and understanding of needs, we'll look to make the best use of your skills with the work we do, to make the experience as meaningful and enjoyable as possible. You'll have the opportunity to get involved in areas that interest you.
- Becoming colleagues with other committed and skilled Board members.
- Grow your network. You'll not only connect with the Board itself, but the wider Active Norfolk team and potentially a range of partners that encompass our work.
- Every Board is different, so an opportunity to learn more about Board operations, good governance and compliance requirements in our sector.
- Make your mark. Board members are, through our improved internal connections and communication, increasingly able to make a mark and support our work and the team in a wide variety of ways.
- Training. We offer relevant training for all Board members which adds to your skill set and understanding.

All of this has the potential to add significant value to your portfolio of work, strengthening your own brand and professional credibility.



KEY DATES

The closing date for all submissions is Friday 17th May 2024

Please email all submissions to kieron.tuck@activenorfolk.org

Should you require clarification or if you'd like an informal discussion, please contact Eve Dewsnap by emailing eve.dewsnap@activenorfolk.org

APPLICATIONS CLOSE:
Friday 17th May 2024



APPLICATIONS REVIEWED BY:
Active Norfolk Nominations Committee & Active
Norfolk Director



INDIVIDUALS INVITED FOR DISCUSSION:
With Director and Chair of Active Norfolk,
June/July 2024

