

ACTIVE BLACK COUNTRY

Non-Executive Board Member Recruitment Pack



MARCH 2018



Active Black Country



Welcome Note

Dear Applicant,

Thank you for your interest in becoming a non-executive director of Active Black Country.

Our organisation has been through a significant time of change over the last twelve months with the period seeing further change to our landscape with the Government strategy for Sport and Physical Activity and Sport England's 'Towards An Active Nation' strategy – which will define the sector over the next 5 years.

Next year promises to be hugely exciting with many new opportunities. Our revised primary role for County Sport Partnerships places the emphasis on greater knowledge of the Black Country place and people to understand what can work in tackling inactivity. Our challenge is large-scale: tackling inactivity and low participation among under-represented groups in a region whose residents' lives are determined by a unique set of characteristics, setting it apart from other areas in England. With two boroughs classed as the most deprived areas of the country, and over half of residents living in the top twenty percent of areas of deprivation, the health of people across the Black Country is largely negatively driven by socio-economic status.

We recognise that to respond to the challenges set out within our 'Towards an Active Black Country' framework we need a collective approach, realised through shared agendas, to create change at all levels and across many sectors. To do this we need to build a committed organisation which can influence, inspire and enable others to achieve our vision of "We aim to make it easier for individuals and communities to be physically active. To be safe, secure, healthy and passionate about Sport".

We have strong aspirations and operate to the highest standards of governance and performance with a passionate belief that 'sport has the power to change lives'. To help us on this next phase of our journey, we are looking for new Board members to strengthen our team. If you believe you have the skills and commitment to help us fully realise our vision, then we would love to hear from you. Prior experience in a board role isn't as important to us as innovative thinking, drive and a genuine understanding and passion for the local communities we work with.

I hope this pack provides you with valuable insight into our business, ways of working and, most importantly, the scale of challenge ahead of us. We will be happy to answer any additional questions you may have and I will be delighted to have an informal discussion with any potential applicants.



Chair of the Board



Who we are, where we are and what we do...

The Active Black Country Partnership (ABC) is the CSP partnership for the Black Country region.

The geographical region called the 'Black Country' covers 365 square kilometres, and is made up of 30 towns and four strategic centres with a growing population of 1.17m. The population is broken down by a gender split that is slightly more women than men, an age split that has 82.6% of its population under the age of 65 and a diverse ethnic population which is slightly larger than national average.

Sitting at the heart of England, it forms the west part of the West Midlands Metropolitan Area and is the largest conurbation outside of London. Comprising one City and three separate Borough Council areas and with a long tradition of manufacturing across the region, it has a proud and diverse history with a belief that it is a place not defined by its borders, but by its people. The region is undergoing a transformational period in its history with regeneration seeking to change the face of its urban environment and improve the lives for those who live, work, play and learn within it.

Our understanding of the Black Country Place and People sits at the heart of our current and future approach.

Our priority audience is large scale with 502,086 people residing in the most deprived areas and communities across the Black Country who are most likely to be physically inactive. Those figures comprise children and young people, residents in lower skilled professions (NSEC 5-8) and unemployed.

The high deprivation levels promote the stubborn inequalities that lead to inequality to a greater extent across the Black Country than in any other CSP area.

The 'Towards an Active Black Country' Strategic Framework recognises the far reaching approach needed to get people active, understanding peoples motivations and challenges, improving the place to get people moving and the role businesses can play in getting a more active workforce.

Our priorities reflect the need to change behaviours, co-ordinate the offer, influence policy and secure investment.

Our golden thread, providing our shared sense of purpose, lies with our acknowledgement and genuine recognition that the inequalities that spread across the Black Country must be addressed through understanding who the 'go to' people are, where we connect with key influencers and decision makers and how we connect with those align with our agenda and can upscale our ability to impact on the large scale issues the region presents.



Our Vision

We aim to make it easier for individuals and communities to be physically active. To be safe, secure, healthy and passionate about sport.

Our Mission

To demonstrate our passionate belief that in our local area, where socio-economic factors have created far reaching inequalities and inactivities, physical activity and sport have the power to change lives.

Our Values

- Ensuring **individuals and communities** are the focus of our work
- Respecting and promoting the **diversity** of individuals, communities and businesses across the Black Country
- Working in **partnership**
- Working in an inclusive way so that any individual, community or organisation can contribute to our goal of getting everyone active and enjoying activity as part of their daily lives
- Ensuring a **happy, healthy working environment** for staff, Board members and people working in partnership with us
- Behaving with **integrity**
- Creating **commitment** to continually create, learn and improve



Board Member Terms of Appointment

Title: Non-Executive Independent Active Black Country Board member.

Eligibility: Board members should, preferably, either live or work within the Black Country region.

They must meet the criteria of 'being independent' which is defined as being free from any close connection to the organisation and therefore, from the perspective of an objective outsider, they would be viewed as independent. Examples of a close connection to the organisation would include:-

- They are or have, within the last four years, been actively involved in the organisation's affairs;
- They are or have within the last four years been an employee of the organisation
- They have close family ties with any of the organisation's employees.

Remuneration: These are voluntary non-salaried positions. Travel and other reasonable expenses will be reimbursed.

Location: Board meetings and events will be held throughout the Black Country region.

Time Commitment: As a minimum, attendance and preparation should be made for:-

- An induction training event
- A minimum of 6 board meetings annually
- An appraisal meeting event
- 2 special meetings arranged e.g. strategic planning or to receive Sport England presentations
- 2 Active Black Country events

Term of Appointment: All appointments and re-appointments will be made in compliance with agreed stipulations regarding terms of office.

Board members will normally be appointed for a 3 year period.

At the expiry of the period of office any Board member shall be eligible for re-appointment, subject to approval by the Board, for two further terms of 3 years each.

The overall skills composition of the Board is critical to its effectiveness and therefore we seek to balance the benefits of continuity and tenure against the energy and new ideas that new members bring to the board. A rotational system directing appointment terms of office may therefore be put in place, at relevant times, to enable this approach as per the Board's assurance framework.

Independent Board Member Job Description & Person Specification

Accountable to

Chair of the Active Black Country Board

Responsible for

- Setting the vision, mission, values and objectives of the Active Black Country Board alongside fellow Board members, the Chair, ABC Director and BCC Ltd CEO.
- Providing the strategic leadership and determining the direction and priorities for sport and physical activity across the Black Country.
- Acting as an advocate for sport and physical activity focusing on its contribution to public health and economic development for the region.
- Holding BCC Ltd to account for its performance and impact across its sport and activity work.
- Acting as a member of the Board team, contributing to the fulfilment of its Terms of Reference and sharing responsibility for Board decisions.
- Contributing towards ensuring that Active Black Country is for purpose and continuously improves.
- Providing objective scrutiny and offering an independent perspective, drawing on their outside current and previous experience.

Key Duties

- Diligently preparing for and attending at least 80% of Board meetings, making an active contribution to discussions and decision making.
- Taking responsibility, for an agreed portfolio area if required.
- Analysing data, intelligence, insight and reports to ensure the delivery of planned results through monitoring and evaluating performance against strategic and operational objectives.
- Overseeing risk, financial and administrative processes to ensure robust and rigorous systems are continuously scrutinised and managed.
- Interpreting issues, challenges and opportunities faced by the sport and physical activity sector at a national, regional and local level making recommendations for response initiatives.
- Setting the priorities, annual resources and annual programme of key events for the Active Black Country.
- Preparing for and attending appraisal meetings on an annual basis.
- Attending training events as appropriate and necessary to ensure the achievement of individual personal objectives.

- Participating in agreed sub-committees, ad-hoc working groups and special meetings as required.
- Developing and maintaining good working relationships with Board colleagues, the Director, stakeholders, Active Black Country and BCC Ltd.
- Utilising specialist skills, knowledge, expertise and experience to support the work and development of Active Black Country.
- Taking appropriate opportunities, as agreed by the Chair and the Director, to promote, support and represent the work of Active Black Country.
- Abiding by the code of conduct for all Board members.

Person Specification

- Demonstrates high level and broad leadership and management skills, both at a strategic and operational level.
- Understands the role of governance in the relevant sector.
- Demonstrates a good understanding of the key aspects of Active Black Country's activities and has knowledge and skills of at least one of its sector sports areas.
- Understands how to translate local, regional, national and EU policy into beneficial plans.
- Demonstrates business acumen showing a good awareness of commercial principles, best practices approaches and high performance delivery.
- Demonstrates political awareness and can understand complex issues in a local, regional and national context.
- Can express views, challenge succinctly, listen to others and contribute to discussions effectively to engage, shape, influence and inspire the confidence of colleagues on the Board, the Director, stakeholders, staff and BCC Ltd.
- Is passionate about community sport and increasing participation in sport and physical activity in the Black Country.
- Considers potential conflicts of interest and acts with a high degree of confidentiality, integrity and probity at all times.
- Upholds the values and objectives of Active Black Country including those for equality and diversity.
- Regularly reviews and considers their own contributions, development needs and those of the Board membership as a whole.

To apply please go to www.activeblackcountry.co.uk to download an Expression of Interest Form.

The closing date for applications is **Monday 2nd July 2018**. Interviews will be held locally on **Thursday 12th July 2018**.

Our Equality Statement

Active Black Country is committed to achieving the highest standards of employment practice. Equality of opportunity for all sections of the workforce is an integral part of this commitment.

We will not tolerate less favourable treatment on the grounds of: gender, race, colour, nationality, ethnic or national origin, disability, marital status, sexual orientation, gender reassignment, responsibility for dependents, age, trade union or political activities, religion or beliefs, spent offenses or any other reason which cannot be shown to be justified.

We monitor our recruitment and selection practices to fulfil our statutory duty relevant to equality in employment and to ensure our practices are fair, equitable and consistent with the aim of appointing the best person, based on merit, for any role.

Our aim is to promote and achieve a Board which reflects the Black Country. We encourage applications from under-represented groups and we will pursue a policy of 'Positive Action' in an attempt to achieve this.

'Positive Action' refers to measures and initiatives that can be taken to actively encourage individuals from under-represented groups to apply. The selection process is no different and is based solely on merit. 'Positive Action' does not seek to remove competition and the Board will recruit and select the best applicants for the role.

For more details on the work of Active Black Country, or to receive news and information visit:

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