



LondonFA



COUNCIL MEMBER

COUNCIL MEMBERS RECRUITMENT PACK

2020



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INTRODUCTION

Thank you very much for your interest in applying for a role as a Council Member at the London FA. I am passionate about grassroots football and the role that it plays in bringing together people and communities for the benefit of all.

London FA's mission is to govern, safeguard and develop the grassroots game to ensure the best and most welcoming football experiences for all across the capital. We are currently looking for Council members who are equally passionate about this mission. Applicants should have day-to-day experience of the many challenges facing football today, both in maintaining the traditional game and at the same time embracing the changes that are unfolding to ensure wider participation opportunities for all.

As a Council Member you will be a champion and an expert in football. You will have the opportunity to add value through your first-hand knowledge and be part of a Council that ensures that the Board and staff team is always fully informed and well connected to its customers - London FA's participants, volunteers, coaches, referees, clubs and leagues.

Football is there for every citizen to enjoy, and the challenge for us all is to create and manage these opportunities and pathways so that all communities see participation in the game as something for them. Diversity is at the heart of our strategy, because it is at the heart of grassroots football on London. We are particularly keen to see candidates come forward from a wide range of different backgrounds, to ensure we are properly representative of this great city.

You can find more information on this exciting role at the back of this recruitment pack.



James Middlehurst,
Chair, London Football Association

ABOUT LONDONFA

Established in 1891, and affiliated to The Football Association, the London FA is the regional Football Association for London, working in partnership with other regional County Football Associations. It administers all levels of men's, women's and youth football and is responsible for developing and supporting all grassroots football across the capital.



The London FA is undergoing a considerable period of change and is on a mission to enrich people's lives in London through football, by governing, safeguarding and developing the game.

As we build to the Euro 2020 finals and semi-finals here in London (now taking place in 2021), we have a wonderful opportunity to inspire and unite the game across the capital and further recognise the remarkable achievements of our volunteers.

London is a hugely diverse city where football is enjoyed and played by over half a million people whether at school, Sunday league, five-a-side or at a professional level.

But there is the potential to ensure further growth in the game and to embed all of the socio-economic advantages it can bring to a community and to individual lives.

We are working hard to stem the decline in men's 11x11 football, but we have also seen a rise in the women's game. Women and girls' football continues to be the number one female team sport in England, with just shy of three million people



currently playing some form of the game. There are now more opportunities than ever before for women and girls in London to get involved in the game – regardless of age, ability or ambitions. Whether you want to be part of the next generation of Lionesses and take to the world stage or just want to play casually, there's an opportunity for all.

We have just released a new long term strategy for the London FA, from 2020 up to 2025. At the heart of this strategy is a desire for the London FA to become far more than just an administrator and regulator of the game in the capital. We want to harness the power of football to transform people's lives and the communities in which they live. This will be more important than ever as the capital recovers from and adapts to the COVID-19 pandemic.

Beginning with governance, we have ensured that our corporate governance reforms comply with Sport England's Code for Sports Governance, to ensure the highest levels of transparency and diversity. Our newly reformed Board is one of the most experienced and representative boards in grassroots football, and better reflects London's diversity. Our young, dynamic and talented staffing team are also hugely diverse and representative of London, and love living and breathing football every day.

THE FOURKEYSTRATEGIC GOALS SET OUT IN OUR NEW STRATEGY ARE:

- 1. Create safer environments for people to thrive**
- 2. Lead the growth of structured football in London**
- 3. Develop a workforce that is as diverse as the city itself**
- 4. Improve the business to better serve our members**

These goals are underpinned by 12 specific objectives, detailed tactics and clear targets to measure progress.

Our new strategy can be downloaded from our website at the following link:

<https://www.londonfa.com/about/london-fa-strategy-2020-2025>



PERSON' SPECIFICATION- COUNCIL MEMBER ROLE:

We are seeking individuals with experience in grassroots football, who can apply their skills as a member of the London FA Council. The Council Members will contribute to the London FA by providing first-hand knowledge and experience that help to inform plans, priorities and programmes. Council Members will need to:

- Ensure they Promote, Foster, Develop and Support the sport of Football within London
- Contribute to the Strategic Direction, Vision, Mission, Objectives, Plans & Values of the London FA
- Advise the Board on delivering obligations to its Association Members

Council Members will need to allocate sufficient time to meet the expectations of the role. In addition to the main Council Meetings, Council Members will be asked to sit on advisory committees and / or working groups. Council membership is a voluntary role.

As a champion and expert in Football, the Council Members will add value through expert first-hand knowledge, ensuring the Board is connected to its products, programmes, and people and serving its participants, volunteers and coaches.

To support its bold ambitions, the London FA is keen to receive applications from people with expertise in the following fields:

- Playing, coaching, volunteering, officiating, competitions and managing
- Expertise: experience in one or more specialist areas of football
- Experience: a recognised role model for their expert area within football
- Knowledge: Knowledge in their specialised football area
- Skills: Able to champion the needs of the football community

Council Members will contribute to the effective and efficient governance of the London FA. Always acting in the best interests of London FA, they will utilise their football knowledge and expertise, advising on their specialist area.

The specific requirements of a Council Member are set out in the table below:

Advisor	Provide advice, drawing on their experience, knowledge and expertise
Ambassador	Act as a positive advocate for football in London and the work of the LFA
Evaluator	Ensure that football products and programmes are having the desired impact on the field
Policy	Contribute to policy and decision making
People	Work in partnership with the Executive & Board to deliver the strategic aims of the LFA
Sports Savvy	Keep up-to-date with the latest thinking on football



The specific values that we require of all colleagues at London FA are as follows:

Professionalism

We take personal responsibility for bringing our best selves to represent football in London

- Mindset
- Respect
- Development
- Wellness

Integrity

We apply the principles of honesty, trustworthiness and fairness to everything we do

- Accountability
- Trust
- Decision-making
- Transparency

Performance

We deliver high quality work to exacting standards and actively embrace new ways of working

- Focus
- Initiative
- Insight
- Innovation

Leadership

I get the best out of other people and support and inspire them to maximise their potential

- Vision
- Empowerment
- Partnership
- Achievement

Collaboration

We work together to make great things happen for our organisation and our sport

- Responsibility
- Teamwork
- Communication
- Inclusion



SELECTION PROCESS & KEY DATES

EXPRESSIONS OF INTEREST

Interested applicants are required to submit a written statement of up to 300 words via the London FA website, highlighting why they want this role and why they believe they would be successful, supported by examples as evidence.

We are particularly keen to grow our Council to represent candidates from diverse backgrounds, such as BAME communities and women's football, to be fully representative of football in London.

Please complete the on-line form at the following link: <https://bit.ly/3jA5M8U>

Applications will open on 01 September 2020 and close on 25 September 2020.

Following receipt of your application, all shortlisted candidates will have a short interview with representatives of the London FA Nominations & Remuneration Committee. This Committee will review their application against the job specification and ask each candidate some questions related to the role.

Successful applicants will be proposed to the London FA Board on 16th November 2020



CHAIR & CEO PROFILES



CHAIR OF THE BOARD:

JAMES MIDDLEHURST

[\(james@datacompliancebox.co.uk\)](mailto:james@datacompliancebox.co.uk)

James lives in Wimbledon and has lived and worked in London all his life. James comes from a marketing background originally and is an experienced entrepreneur, with over 25 years' experience of working at CEO or Director level, including having served as a Director at the British Direct Marketing Association and on the Direct Marketing Commission. He has founded three SMEs focusing on fraud prevention, GDPR compliance and security software.

CHIEF EXECUTIVE OFFICER:

PAUL BICKERTON

[\(Paul.Bickerton@londonfa.com\)](mailto:Paul.Bickerton@londonfa.com)

Paul joined London FA in 2018 from Sport England and brings with him nearly two decades of experience in sport.

The early years of Paul's career were spent as a qualified coach educator and tutor for a leading sports coaching charity, delivering training and development programmes across the south of England. He also has significant experience of working in London and was Badminton England's London Regional Manager for five years in the lead up to the 2012 Olympics. Paul led a team to deliver a legacy plan for the sport in the capital, which contributed significantly to growing participation over that period.

More recently he has worked in a number of different roles at Sport England, most recently as Head of Partnerships, and in 2016 led the process by which Sport England invested circa £260m into National Governing Bodies of Sport for the 2017-21 cycle.

Paul has played and coached football all his life, both in England and abroad. He lives in Hampshire and played for, coached and managed Twyford Football Club in the Winchester & District Leagues for many years.





LONDON NEEDS YOU - NOW

IS THE MIX OF LONDON, FOOTBALL AND COMMUNITIES SOMETHING YOU ARE PARTICULARLY PASSIONATE ABOUT? DO YOU WANT TO MAKE A DIFFERENCE TO HOW FOOTBALL IS RUN IN THE CAPITAL CITY?

At the London FA we are committed to a process of deep transformation. We want to grow the long-term participation in our sport by changing our focus, culture and infrastructure and ultimately enrich people's lives in London through football.

As London adapts to and recovers from the COVID-19 pandemic, it is clear to us that football must be there for ALL to enjoy. At London FA we are focused on the opportunities for all communities to see participating in football as something for them and reflecting them. It is for this reason that we would particularly encourage applications from people from diverse backgrounds

Our Council Members will be champions and experts in football. They will add value through expert first-hand knowledge, ensuring the Board is connected to its products, programmes, and people and serving its participants, volunteers and coaches.

This may be your first formal role in football but you'll have significant experience of grassroots football across London's clubs and leagues. Most importantly, you will care deeply about making a difference to how football is governed, regulated and developed in the capital.

For further details on the role and the application process please email Paul Bickerton at Paul.Bickerton@londonfa.com

Applications for Council members are through an open process and start on 01 September 2020, closing on 25th September 2020.

