



WE ARE
LONDON FA

We are **grassroots**.
We are **inclusive**.



LONDON
FOOTBALL

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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.

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 comes forward from a wide range of different backgrounds, to ensure we are properly representative of this great city.

All the information you need should be contained in this recruitment pack.

Thank you again for your interest,

James Middlehurst

Chair, London Football Association



ABOUT LONDON FA



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.

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.

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.

Find out more about our work via our website - www.londonfa.com

ABOUT LONDON FA



The four key strategic goals set out in our 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 strategy can be downloaded from our website at the following link:

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



LONDON FA COUNCIL MISSION STATEMENT

To represent the interests of the grassroots football community in London by:

- Providing the vital link between this community and the London FA staff and board.
- Helping to shape the strategy and policy direction of the London FA, to ensure it serves the community.
- Supporting and challenging the Board and London FA on the delivery of the strategy.
- Championing London FA's core goals and values.

COUNCIL MEMBER DUTIES

- To represent London FA members to the staff & Board.
- To promote key London FA initiatives and strategic goals (e.g. player pathway growth, safeguarding, health & safety, equality, diversity and inclusion)
- To participate in committees/working groups to advance specific areas of work and communicate this out to our stakeholders.
- To listen to grassroots clubs and leagues to understand their issues and feed this back to the staff and Board.
- To act as a positive advocate of the London FA to external stakeholders.



SKILLS AND EXPERIENCE

ESSENTIAL

- Direct involvement and/or experience in grassroots football in London.
- Direct involvement and/or experience in a specialist area of grassroots football (e.g. refereeing, coaching, playing, volunteering, football governance, rules & regulations etc.)
- To be able to act as an objective voice for the grassroots football community in London.
- Ability to work collaboratively with colleagues to achieve an outcome or resolution.
- To be able to represent grassroots football in London/London FA as a whole, not just a specific club/league.
- Good communication skills, able to listen, understand and promote the key issues in the game to London FA's members.
- A passion for grassroots football in London and a desire to make a difference to the game.

DESIRABLE

One of the below is desirable, we are not expecting applicants with all these skills.

- Grant funding/commercial income experience into voluntary organisations.
- Social media/communications/marketing experience.
- Facilities, refereeing and coaching experience and knowledge.
- Connections with voluntary organisations.
- Football governance and disciplinary experience and knowledge.
- Equality, diversity and inclusion knowledge and experience.
- Welfare, safeguarding and wellbeing knowledge and experience.

SELECTION PROCESS & KEY DATES



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 ethnically diverse communities and women's football, to be fully representative of football in London.

To apply please complete the online form which is available on our website at this link: forms.office.com/e/cwzLQgtvrE or scan the QR code at the bottom of this page.

Applications will open on 1st September 2023 and close on Monday 25th September 2023, at 1700.

Following receipt of your application, all shortlisted candidates will have a short online interview with representatives of the London FA Nominations & Remuneration Committee. This Committee will review applications 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 20th November 2023.



CHAIR & CEO PROFILES

Chair of the Board: **James Middlehurst**

James 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.

james@datacompliancebox.co.uk



Chief Executive Officer: **Paul Bickerton**

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.

Paul.Bickerton@londonfa.com





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