



# DEVELOPING BOARD SKILLS FOR SPORT AND RECREATION





# BACKGROUND

## ABOUT US



The Sport and Recreation Alliance is the umbrella organisation for sport and recreation – an independent voice that represents the benefits of sport and physical activity to government, policy makers and stakeholders.

We provide vital services and thought leadership to our members – which range from The FA and the RFU to

the Ramblers and the British Wheel of Yoga.

Our members' job is to run their sport or activity, attract participants and set the rules and conditions under which it takes place. Our job is to make that task as easy as possible.

Here at the Sport and Recreation Alliance, we believe passionately that at the heart of every successful sports organisation lies a first-class board.

It's a board which probably has years of professional experience between its members, but also draws upon individuals from a wide variety of backgrounds, ages and skills.

In fact, research carried out by the sports sector shows that appointing independent non-executive directors to boards both enhances decision-making

capability and significantly improves the leadership and governance of organisations – meaning that sport is delivered better at the grassroots right up to elite.

But having balanced boards brimming with a variety of talent isn't just good for the organisation. It's also good for the individual and the employer at their day job.

After all, there is arguably not a more exciting and rewarding sector to work in than sport and recreation.

The Alliance Directors Club has been created to fill a need within that sector.

It creates a place where existing board directors can come to constantly learn and develop, where talented professionals from outside the sector can contribute their skills, and where UK businesses can provide exciting and challenging professional development opportunities for their senior employees.

Read on to find out more.

# ALLIANCE DIRECTORS CLUB

## A FIRST-CLASS SERVICE FOR EXISTING AND ASPIRING BOARD DIRECTORS

“ The Alliance Directors Club is great for anyone wanting to be a part of sport through non-executive board roles. I come across many individuals in the commercial world and they are keen to learn more about how to get involved. This is the perfect vehicle to which I can steer them – providing insight and information about when board roles are available. ”

MARZENA BOGDANOWICZ | Founder, b-focused Ltd | Non-exec director, Volleyball England

### EXCLUSIVE ACCESS TO THE LATEST BOARD VACANCIES IN SPORT\*



\*Recent organisations that secured appointments via the Alliance Directors Club

# ALLIANCE DIRECTORS CLUB

The Alliance Directors Club is a new hub for existing and aspirant board directors in sport. It gives its members a unique opportunity to hone their skills, build up their professional networks and progress their careers as non-executive directors.

The Alliance Directors Club benefits professionals, sports organisations and businesses alike and here's how:

### A single source for director professional development

From senior managers looking to get their first board position to experienced board directors looking to expand their skills and networks, the Club provides members with support and expertise at every stage of their non-executive career.

### A recruitment match-making service for sport and recreation organisations

From British Swimming to Parkour UK the sports sector is using the Alliance Directors Club to search, identify and recruit the most suitable, relevant and talented candidates for the job.

### Corporate social responsibility and commercial opportunities

By promoting the Alliance Directors Club to their employees, businesses have the opportunity to motivate staff, giving team members the chance to apply their skills to a sector and make a positive difference to people's lives through sport.

## AS AN INDIVIDUAL MEMBER YOU WILL GET:

- Early alerts about non-executive and senior executive vacancies and appointments
- First-class private Alliance Directors Club networking events with other non-execs and aspiring non-execs
- An online members' portal giving you access to exclusive content, guidance and careers advice
- A quarterly e-news update featuring the latest regulatory changes and best practice in sport
- One-on-one advice and support from our team of governance experts, for example changing articles of association and getting the right legal support
- Inspiring speakers at our events – recent speakers have included Genevieve Shore, Former CIO and Global Director of Digital at Pearson and Ameesh Manek, Independent Director at Basketball England and Former Director of Global Deals at Barclays
- Topical briefings, workshops and webinars led by experienced professionals, for example Ed Warner, Chair of UK Athletics
- Access to major Alliance events: including the annual Sport Summit, Sport and the Law conference and our flagship Leadership Convention
- Access to Institute of Directors and National Council of Voluntary Organisations training – our trusted professional development partners



## CORPORATE MEMBERSHIP PROGRAMME

The Alliance Directors Club is opening up opportunities to skilled individuals from a variety of industries including finance, law, retail, manufacturing, and hospitality.

Each member can access exclusive networks, news and updates, professional

development courses and the sector's major events.

The corporate programme is designed for companies to offer their directors and senior and junior executives to become non-executive directors in sport.

By joining as a business, every one of your employees who signs up to the Alliance Directors Club will each receive the individual membership benefits laid out on page 5.

### As a business, you will also benefit from:

- **Talent retention** - Sport is a great motivator and as a corporate partner you can offer your senior executives and talented junior executives the exclusive chance of getting involved with organisations such as UK Athletics, Snowsport England, Badminton England and many other of our 300 plus membership organisations
- **Unique learning opportunities** Staff serving in non-executive roles will gain experience in providing high level leadership, setting strategy and corporate objectives, managing risk, defining organisational values and meeting obligations to stakeholders – all skills which they will bring back to your business
- **Corporate social responsibility** Make a further CSR contribution by supporting the charity and not-for-profit world on a basis that also helps your business
- **Commercial opportunities** - Instantly grow the networks of your executives, potentially opening up new routes to markets for your business

# OUR MEMBERS

We have over 320 members including:



To find out more about becoming a member of the Alliance Director's Club contact:  
020 7976 3900 or email [adc@sportandrecreation.org.uk](mailto:adc@sportandrecreation.org.uk)

