

Candidate Briefing Document

CEO

British Canoeing



December 2021

Contents

About British Canoeing	3-5
The Opportunity	6-8
Person Specification	9-10
How to Apply	11



About British Canoeing

British Canoeing is the governing body recognised by the International Canoe Federation for paddling in the UK. It works closely with The Scottish Canoe Association, Canoe Wales and The Canoe Association of Northern Ireland in discharging this responsibility whilst the national associations take responsibility for their own members and clubs in the devolved administrations. British Canoeing discharges this responsibility for England.

It is the membership organisation for England with over 90,000 members, 380 affiliated clubs and 330 registered commercial centres. British Canoeing is also the national awarding body for a range of qualifications in coaching, instruction and leadership .

British Canoeing represents the sport and selects teams in ten disciplines for international competition; two of which (slalom and sprint) are Olympic disciplines and paracanoe is a Paralympic discipline. In Tokyo British Canoeing met its Olympic targets and exceeded its Paralympic targets.



Across all of these competition disciplines, athletes and teams in all age groups, regularly win between 80-120 medals each year in World and European Championships. In recent years we have produced World and European champions and medal winning performances in disciplines including Canoe Polo, Freestyle, Marathon, Rafting, Sprint and Slalom. GBR has been the leading nation in Paracanoe for the past two Paralympic cycles. Across its full range of disciplines it is one of the UK's most successful sports; though generally not on the radar of the general public.

British Canoeing also hosts World and European championship events and will host the World Freestyle Championships in Nottingham in 2022 and the World Slalom Championships at Lee Valley in 2023, which will be the World Qualification event for the Paris 2024 Olympic Games. These events are managed on British Canoeing's behalf by a wholly owned subsidiary; British Canoeing Events Ltd.

There are some 450,000 individuals that paddle regularly in England; a number reflected by the volume of unique visitors to our Go Paddling website. This activity can be in a range of boats from canoe, through kayak to Stand Up Paddleboard and on a range of water settings from sheltered water and rivers, through adventure touring to sea kayaking. There is much that our community has in common with ramblers, cyclists, mountaineers and open water swimmers: an appreciation of and love for the outdoors. We are therefore an active voice in the arena of environmental appreciation and protection and a campaigning organisation for greater rights of access to water.

There are a number of sites across the country from which British Canoeing operates and whilst the principal centres are leased and operate in partnership there are a number of properties owned by British Canoeing, for example Symonds Yat and an important launch site on the River Dart. British Canoeing – in its full range of activities and responsibilities – is therefore much more than a sport. It is why British Canoeing is an NGB Plus!



Our People

British Canoeing currently employs circa 105 staff with around half working within our World Class Performance Programme and England Talent Programme and the remainder within other areas of work including; Development, Coaching, Membership Services, Finance, HR, Commercial, Digital & Marketing and Communications. We are based in modern offices at the National Water Sports Centre in Nottingham. In addition, we also operate a High Performance Centre at the 2012 Olympic site in Lee Valley where our Slalom team are based.

The Board Structure

The Board of British Canoeing consists of 12 members; 6 members who are nominated by the National Associations of England (3 members), Scotland (1 member), Wales (1 member) and Northern Ireland (1 member), and 5 independent members (including the Chair) who are appointed by the Board. All of these appointments are subject to AGM approval. The CEO is also a Board Director.



Opportunity

There is much more to the leadership of British Canoeing than may be evident at first glance which is why it is both a significant opportunity for an ambitious and accomplished professional and also a significant challenge in the range of issues, experiences and capabilities that may be called upon in leading the organisation.

It is an exceptional organisation seeking an exceptional individual.

Core Responsibilities:

The CEO will:

- Be fully responsible and accountable to the Board for the delivery of British Canoeing's strategy, business plans, annual delivery plans and performance – including that of subsidiary companies.
- Ensure the effective management and delivery of British Canoeing Events Ltd. and the British Canoeing Awarding Body
- Be fully responsible and accountable to the Board of British Canoeing for the public, commercial and earned income to resource the strategy and annual plans of British Canoeing. To act as the Accountable Officer for the funding and significant relationships with UK Sport, Sport England etc.
- Ensure that British Canoeing continues to exhibit effective governance, including appropriate management of public funds, compliance with legislation and the full regulatory framework with which British Canoeing operates, ensures management processes and delivery is best in class
- Work with the Board in the development of appropriate strategies and priorities for the organisation and ensure that the board is fully informed
- To work with the Senior Management Team and Board to ensure the effective management of risk across the organisation

- To effectively manage the Senior Management Team, working closely with each member of the team to support their development and to ensure effective working across the whole organisation
- Develop and lead on the relationships with key public funding partners UK Sport and Sport England to ensure that Canoeing's specific strengths and requirements are fully understood and appropriately supported: including the preparation and submission of high-quality funding applications to maximise investment to support the delivery of the organisation's strategy and business plans
- Ensure positive and productive relationships with The Scottish Canoe Association, Canoe Wales and The Canoe Association of Northern Ireland
- Be committed to engaging with all key stakeholders within the sport to develop a sense of community that comes from a deep understanding at every level of the specific needs of clubs, players, coaches, administrators, volunteers and partners
- Maintain strong relationships with existing sponsors and partners and secure new sponsors and commercial partners to maximise revenues and facilitate investment in people, processes and facilities to the benefit of our community



- Be committed to determining an effective organisational structure and to developing each individual team member to maximise their potential through a culture that encourages and supports personal learning and growth
- Work closely with the many stakeholders to ensure the organisation achieves success at the Olympic and Paralympic Games and in all disciplines in which Great Britain teams are selected
- Maintain and build further the strong relationships with the International Canoe Federation and European Canoe Association to ensure that British Canoeing's voice is heard and valued and that British Canoeing plays its full part in supporting their work
- Work effectively with the media and ensure positive public relations within the world of sport and our community of interests to ensure positive recognition for paddling
- Lead the team at British Canoeing by example, exhibiting the highest professional standards and living the values of the organisation in everything that is done.
- Be a highly visible ambassador for the sport and build a reputation as a key spokesperson for its development and success, to inspire participants, partners and commercial bodies
- Ensure that Canoeing is an inclusive sport and that inclusivity and diversity is reflected in every aspect of British Canoeing's work
- Maintain and enhance the digital, data led consumer-focused capabilities that have facilitated membership growth and retention, participation, event attendance and sponsorship
- Ensure strong relationships and strategy alignment with the Canoe Foundation
- Build strong relationships and share best practice with other NGBs and other national organisations within the sporting landscape in the UK

Person Specification

The Individual we are seeking :

- An inspirational and inclusive leader who believes in the power of the team to deliver extraordinary results and is prepared to empower them to do so; always operating within the values of the organisation
- An experienced board level executive with a verifiable track record of exceptional outcomes
- A person with deep commitment to good governance and regulatory compliance within an NGB, including knowledge of the structures and discipline required to deliver it
- A strong strategic thinker who can evidence a style of working collaboratively with colleagues, Board and stakeholders to build and implement a sustainable plan for the future of the organisation
- An experienced manager of people, who can create a strong sense of team, can gain the full support and trust of their Management team and wider staff team
- An individual with tangible success in leading continuous organisational improvement and organisational cultural change
- Strong planner with organisational skills and experience of creating and implementing a unified vision
- A person with a passion for sport and the outdoors and a believer in the benefits it can bring to individuals and communities
- Someone who understands the requirements of outstanding elite performance and has the ability and perspective to see these in the context of a much wider community and their needs

- A commercially aware individual with the ability to lead and grow a high performing business, inspiring exceptional performance across all departments
- A first class communicator who leads by example to ensure the buy-in of all stakeholders to drive change
- An individual prepared to work intelligently and flexibly and who is prepared to invest the time and effort to achieve desired outcomes
- A strong believer in diversity and inclusion as a force for positive change and the desire to drive that change
- A strong believer in the value of building a continuous learning environment, in which standing still is not an option and in which ongoing personal development and growth are expected and delivered
- An individual that understands the media (digital and traditional) and PR and has the ability and preparedness to engage with both to further the cause of British Canoeing



How to Apply

Please submit a CV along with a brief covering letter stating your interest in the role and relevant experience to the required criteria. Please include current salary details.

Please email: daryl.mason@hartmannmason.com

If you would like a discussion regarding the role in the first instance, please contact Daryl Mason on the email address above.

We welcome applications from all sections of the community, regardless of age, race, colour, sex, marital status, religion, ethnic origin, nationality, disability or sexual orientation.