

**Information for potential director candidates – Summer 2021**

**BACKGROUND .**

**OUR PURPOSE**

To lead the growth and success of badminton in England

**OUR VALUES**

* **FOCUS -** Pursuing goals with clarity, drive and determination
* **AMBITION -** Striving to attain excellence with motivation and passion
* **COURAGE -** Having the confidence to evolve by making the right decisions for the right reasons
* **TEAMWORK -** Understanding and respecting each others’ roles and being a supportive unified team

**OUR VISION**

To be one of the nation’s most popular sports and consistently win medals at World, Olympic and Paralympic level.

**OUR OBJECTIVES & STRATEGY**

**MORE PEOPLE TAKING PART IN BADMINTON**

* Grow grass roots badminton

**WIN WORLD OLYMPIC & PARALYMPIC MEDALS**

* A system that identifies and develops player potential
* A system that delivers consistent World Class performances

**BUILD FINANCIAL RESILIENCE, BE A WELL GOVERNED ORGANISATION**

* Greater financial independence and sustainability
* Demonstrate compliance with the UK Governance Code

**WHO WE ARE .**

Badminton England is in an exciting period of business transformation as the organisation continues its journey towards the achievement of its vision.

Badminton England is one of the leading governing bodies of sport in England and has grown to be the fifth largest participation sport in the country. We own the YONEX All England Open Badminton Championships, the greatest and most prestigious open championships in the world, that reaches a global audience of 360 million annually.

We are excited to look forward to the Tokyo Olympic and Paralympic Games in the Summer of 2021 and to a ‘home’ Commonwealth Games in Birmingham 2022. We are equally excited to be investing in our talent pathways and to develop coaches who can support our aims for our players to ‘get better quicker’ so as to compete regularly at world level.

We are committed to continue our journey to reach and engage with those who take part in badminton through an ongoing investment into our digital capability and to provide valued experiences for our members, fans and customers.

We are also an organisation that is committed to embedding inclusive practice both within Badminton England and the wider badminton community ensure that everyone should be able to access and enjoy the sport of badminton regardless of their gender, race, disability, sexual orientation, background, or circumstances.

All board members are expected to meet the following criteria in order to make a positive and meaningful contribution to the organisation.

**INTEGRITY**

High ethical standards

**SOUND JUDGEMENT**

Willingness to challenge

**LEADERSHIP**

Ability to gain respect and attention

**CRITICAL THINKING**

Creativity, strategic awareness, taking a wider view

**BUSINESS ACUMEN**

Ability to identify new opportunities, embrace change, innovate

**ASSIMILATION**

Rapidly able to absorb new information, especially financial and statistical information

**DETERMINATION**

Strong drive to be successful

**POLITICAL ASTUTENESS**

Diplomatic. Aware of the possible implications of messages being conveyed.

**LEARNING**

Willing to learn and develop self. Learning from mistakes rather than being intimidated by them.

**PRIMARY LEGAL RESPONSIBILITIES**

Understanding of and compliance with the legal responsibilities of being a Board member

**COMMITMENT**

To attending Board meetings and participation in relevant debates. Willingness to take on subsidiary Board activities as a Chair or Board of Directors member. Prepared to use their skills, knowledge and experience as a mentor as and when required.

Elected Directors are voluntary positions and while the appointment will be made entirely on merit based on skills and experience, Badminton England strongly encourages and welcomes expressions of interest from candidates from the BAME community or who have a disability, where there is currently under-representation on the Board.



**MAIN TASKS, DUTIES AND RESPONSIBILITIES**  .

**STRATEGIC**

* All Board members are expected to provide strategic leadership, insight and guidance to ensure that Badminton England achieves their strategic objectives.
* Make a positive contribution to the ongoing development and review of the strategy.

**LEADERSHIP**

* Provide leadership and guidance to Badminton England staff and contribute to the ongoing work of an Advisory Board.
* Ensure that Badminton England meets the highest standards of corporate governance and seeks compliance with appropriate regulations.
* Be an ambassador for the sport and liaise with external stakeholders in collaboration with staff.

**COMMUNICATION**

* Promote the strategy and objectives to internal and external stakeholders.
* Advocate on behalf of Badminton England in collaboration with fellow Board Members, the Chair and Staff.

**PERSON SPECIFICATION .**

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|  | **CONTRIBUTION TO BADMINTON*** Proven experience in identifying and developing players and coaches
* Organiser involved in running a successful club, county or league/tournament
* Passionate about wanting and contributing to growth and success.

**INDEPENDENCE** * Each Board member will provide objective input to the Board’s decision making process without the potential for a vested interest in the decision outcomes

**KNOWLEDGE** **GOVERNANCE** * Knowledge of the pathways and structures within English badminton, including participation, coach learning and development and competition
* An understanding and agreement of the legal duties, responsibilities and liabilities of a corporate body.

**STAKEHOLDER RELATIONSHIPS** * An understanding of the badminton environment, including relevant collaborations/partnerships.
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| **COMPETENCES** **COMMUNICATION** * Ability to demonstrate excellent communication and interpersonal skills in a variety of situations.
* Ability to balance the need to speak candidly with tact and diplomacy.

**INDEPENDENCE AND INNOVATION** * Ability to take an independent view when required.
* Ability to think creatively
* Ability to demonstrate flexibility and open mindedness.
* Able to take a forward-looking approach.
* Able to balance the traditions of badminton with a commercial outlook.

**RELATIONSHIP MANAGEMENT** * Awareness of what is required to meet stakeholder expectations.
* Recognise and value the contribution of others.
* Provide timely feedback for support and learning.
* Display attitudes and behaviours that respect and value diversity and promote equal opportunities.

**EXPERIENCE** * Experience of contributing in a Board environment.
* Experience of complex organisations with multiple stakeholders (desirable)
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