



CHIEF EXECUTIVE

CANDIDATE BRIEFING PAPER

November 2022

OVERVIEW

British Cycling is the internationally recognised governing body for cycle sport in Great Britain. It has become one of the world's leading NGBs thanks, among other things, to its unparalleled ability to drive mass participation from international elite success. The organisation works across all disciplines of cycling – including BMX, cyclo-cross, cycle speedway, mountain biking, road and track – and is committed to a range of initiatives from “playground to podium” to create a true cycling nation.

British Cycling has enjoyed unprecedented success at elite level over recent years and, through that success, has inspired a dramatic increase in participation over the past two decades. It has set the standard by which elite sporting achievement in this country is measured. Olympic, Paralympic and major championship success has cemented Great Britain's position as one of the strongest nations in competitive cycling. It administers the sporting calendars in all domestic cycle sport and oversees the promotion and development of all cycling disciplines, helping to ensure those who want to race can do so in a competitive and compelling environment.

Away from competition, British Cycling is striving to encourage millions of people to ride their bikes across a variety of recreational programmes, all suited to meet an individual's preferred form of cycling. It is also working hard to inspire the next generation of cyclists through its work with schools and community clubs to ensure that more young people are taking up the sport than ever before.

All of this is undertaken against a backdrop of increased political importance and influence as British Cycling looks to represent its 145,000-strong membership of racers, commuters, enthusiasts, fans and volunteers. British Cycling lobbies local and national government to make a sustained and resolute commitment to improving conditions for cyclists to ensure that Britain becomes the inclusive cycling nation we want.

In late 2021, following record-breaking success at the Tokyo Olympic and Paralympic Games, British Cycling launched its strategy to 2024 aimed at supporting the growth of the sport and to enable more people within its communities to discover cycling.

With a focused purpose to [*Lead our sport, inspire our communities*](#), the strategy will guide the organisation's work through to the Paris 2024 Olympic and Paralympic Games, while supporting the development of the sport's grassroots. Across seven priority areas key targets include:

- **Growing the organisation's membership to 250,000.**
- **Increasing by 20% the number of cycling clubs and groups and the young people riding in them.**
- **Creation of a new development plan to support non-Olympic and Paralympic discipline.**
- **Broadening the range of commercial partners working with British Cycling.**
- **Increasing representation of disabled people, people from diverse ethnic communities, LGBTQI people and people from lower income households within cycling.**

Underpinning these pillars are the core foundations of financial sustainability, outstanding governance and effective influencing and advocacy to unite the sport.

British Cycling receives funding from both Sport England and UK Sport with additional revenue generated through membership and a range of commercial partnerships.

Specifically, Shell UK Limited (Shell UK) and British Cycling have signed an agreement making Shell UK an official partner of the national governing body, a partnership that will run until the end of 2030.

The partnership will see a shared commitment to:

- help more – and wider groups of – people to ride, including bold plans to make cycling more accessible for people with a disability;
- support Great Britain Cycling Team cyclists and para-cyclists through the sharing of world class innovation and expertise, including bringing new lubricant technology to all levels of cycling; and
- take steps to help British Cycling accelerate its own journey to net zero and encourage more low- and zero-carbon forms of transport such as cycling and electric vehicles.
- the partnership forms part of British Cycling's wider ambition to work with a broader range of commercial partners to support the delivery of the organisation's strategy.
- the agreement includes a specific investment from Shell UK to support a new programme – to be named Limitless – which aims to break down the barriers people with disabilities face when accessing cycling.

Based in Manchester, British Cycling currently employs over 240 full-time employees as well as relying on significant support from a large volunteer-based workforce.

THE WORK OF BRITISH CYCLING INCLUDES

GREAT BRITAIN CYCLING TEAM

British cyclists have enjoyed unrivalled success over the last three Olympic and Paralympic cycles. Looking to the future, British Cycling will continue to support talented British riders to achieve their best, with the goal of securing first place in Olympic and Paralympic tables.

CYCLE SPORT EVENTS

The domestic competition scene across eight cycling disciplines is at the core of British Cycling's delivery. Supporting the pyramid of competition through local, regional and national series and championships remains vital to a successful sport. Additionally, significant emphasis is placed on bringing a comprehensive programme of international cycling to this country to inspire participation and retain and recruit British Cycling members. Yorkshire hosted the 2019 Road World Championships and in 2023 Glasgow will host the inaugural combined cycling World Championships.

MEMBERSHIP AND CLUB SERVICES

The membership base of 145,000 and circa 2000 affiliated clubs across Great Britain are the lifeblood of the organisation. More members will increase financial sustainability and result in a stronger voice for British Cycling in speaking on behalf of all cyclists.

PROMOTING DIVERSITY WITHIN THE SPORT

British Cycling is committed to reaching and engaging with under-represented groups. As part of that commitment, British Cycling is working hard to make cycling equitable and inclusive and to ensure that everyone feels able to participate, regardless of their age, ability, gender, disability, race, parental or marital status, religion or belief or sexual orientation.

WOMEN AND GIRLS

British Cycling has worked diligently over recent years to redress the imbalance in the representation of women in the sport of cycling. The efforts have been focused on delivering positive change at all levels from Board to road. British Cycling now boasts over 25,000 female members, a Board with an equal split of women directors and 1100 trained female coaches. British Cycling also recently announced the achievement of its 2021 target to get 1 million more women cycling regularly.

DISABILITY AND PARA-CYCLING

Continued success at world championship and Paralympic level (and the increased running of para and able-bodied events side by side) has provided inspiration for riders of all levels of abilities to get involved with disability cycling. There are an ever-increasing number of opportunities for riders who want to get involved with the sport at a recreational level or for those who have aspirations to compete in para-cycling at elite level.

RECREATIONAL CYCLING AND SUSTAINABLE TRANSPORT

British Cycling has a wide variety of recreational cycling programmes and works with a range of national, regional and local partners to promote cycling as part of sustainable transport solutions.

ADVOCACY AND CAMPAIGNING

British Cycling strives to represent robustly the views of its members. It campaigns on issues that will help in getting more people on bikes, including on cycle safety and better provision for cycling on our roads. British Cycling works in partnership with other relevant organisations to make the case to Government and policy makers to bring about the necessary changes.

YOUNG PEOPLE

Engagement with the future generations of cyclists and cycling fans is key to the continued health of British Cycling. The talent development system is world leading in terms of taking talented performers from the playground to the podium.

VOLUNTEERS

Volunteers play a key role in the delivery of cycling throughout England, Scotland and Wales, with the sport thriving thanks to the tireless efforts of many. The organisation is committed to ensuring that it has an effective, well-trained, motivated and appropriately resourced volunteer workforce to support the continued development and growth of the sport.

COACHING, LEADERSHIP AND TRAINING

British Cycling has a coach education structure that delivers the education and guidance necessary to ensure that coaches are able to instruct to the best of their ability and achieve their own personal goals. British Cycling's coaching is recognised as being among the best in the world and is designed to provide world-class support across all disciplines and at all levels.

FACILITIES

British Cycling works in partnership with local authorities and other organisations to create a network of traffic-free facilities to improve the quality of the cycle sport experience for all participants.

ETHICS AND GOVERNANCE

British Cycling believes in the principles of fair play and is working hard to ensure that all those who take part adhere to the rules of the sport and participate on a level playing field. British Cycling also recognises the importance of ensuring that its business activities follow best practice, and that appropriate risk management and financial reporting systems are in place.

ROLE PURPOSE

JOB TITLE: Chief Executive

REPORTING TO: Chair and the Board

LOCATION: Manchester

DIRECT REPORTS:

- Performance Director
- Cycling Delivery Director
- Commercial Director
- People Director
- External Affairs Director
- Finance Director

The Chief Executive will be responsible for the delivery and implementation of the strategic plan, through clear and decisive leadership and sound business judgement to ensure the overall success, growth and business efficiency of British Cycling.

The work of British Cycling is underpinned by its core values and the Chief Executive will lead by example and ensure that these continue to be embedded across all areas of the organisation.

THE ROLE

- Full responsibility for the delivery of British Cycling's strategy, business plans and performance. The CEO will be accountable to the Board and all public and commercial funding and delivery partners as appropriate.
- Develop and lead on the engagement of key public funding partners (Sport England and UK Sport) as well as oversee the wider stakeholder engagement strategy to enhance the contribution of British Cycling to the wider national health and wellness agenda.
- Through outstanding leadership, emotional intelligence and a high level of visibility, communicate clear strategic goals and inspire the delivery of world class performance across the organisation in line with business objectives.
- Responsible for the preparation and submission of funding applications to maximise public funding investment to support delivery of the organisation's strategy and business plan.
- Be a core and highly visible ambassador for British Cycling, leading and steering the formulation of a comprehensive external communications strategy to improve and protect the British Cycling brand.
- Build a sustainable, 'best in class', consumer focused business through the promotion of membership growth, member participation and member retention.
- Secure new commercial partnership funding and develop close and vibrant relationships with appointed partners to maximise brand awareness and revenue return.
- Ensure the effective governance of British Cycling, including appropriate management of public funding, compliance to legislation, facilitating and sustaining management processes, and ensuring best practice.
- Be the accountable officer for UK Sport and Sport England funding and delivery of performance and participation targets.
- Ensure that the core Values of British Cycling are embedded and used to inspire and respect all staff, participants, members and volunteers.
- Ensure that the organisation's commitment to equality, diversity and inclusivity is embedded into the strategy and operational business plans and behaviours of all within British Cycling.

THE PERSON

- Broad-based business experience, including previous experience of working at Board level and directing and providing strategic leadership in a complex and commercially focused organisation to deliver on challenging targets.
- Track record of exceptional achievement in turning strategies into effective reality to achieve sustainable growth through clear articulation of objectives, effectively navigating organisational complexities and challenges and encompassing swift, informed decision making.
- Excellent commercial acumen and proven ability to lead and grow a high performing business, inspiring greatness across all areas of the organisation.
- An engaging personality to lead and build a high performing and cohesive senior management team, evidenced by the ability to balance a natural drive for results, high levels of emotional intelligence, adaptation to change and instilling a culture of collaboration, innovation and support.
- Innovative thinker who demonstrates thought leadership to shape and influence the thinking of external bodies, opinion formers and key decision makers to benefit British Cycling.
- Strong understanding of and comfort with the media to drive the profile of British Cycling.
- Exceptional influencing and negotiation skills with the credibility to nurture strong relationships with key internal and external stakeholders at all levels.
- Outstanding communication skills to effectively listen and engage with a broad-based workforce, volunteer groups and membership community.
- Experience of cycling in the UK for sport and recreation.
- Previous leadership experience with a membership-based organisation highly desirable.
- Strong planning and organisation skills with experience of consolidating change and driving a unified vision.
- A natural passion for personal development and ensuring foundations for effective succession planning are in place across the organisation
- Understanding of digital technology and tools to drive commercial growth, member engagement, affiliation to the sport and overall positioning of the British Cycling brand.
- A strong understanding of the governance structures within sporting bodies and related organisations, including volunteer related delivery.
- Degree or equivalent vocational qualification in business management or other relevant discipline, or evidence of compensatory work experience.
- Build strong relationships and share best practice with other National Governing Bodies and international cycling federations.

REMUNERATION

Six figure basic salary
Benefits package

TO APPLY:

Interested candidates should send a covering letter, CV and details of current remuneration to Kit Taylor
at: britishcycling@psdgroup.com

CLOSING DATE: Friday 09 December 2022

Further information on British Cycling can be found on their website www.britishcycling.org.uk

Please note that the role is exempt from the Rehabilitation of Offenders Act 1974 and therefore an Enhanced Disclosure and Barring Service check will be required.