



**ENGLAND  
FOOTBALL**

*Connecting People. Changing Lives.*

# BERKS & BUCKSFA

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## **BOARD OF DIRECTORS APPLICANT PACK**

*Connecting People. Changing Lives.*



# NOTE FROM CEO

## Liz Verrall

Thank you for considering working with Berks & Bucks Football Association. I am a strong believer that you are only as good as the people you surround yourselves with, and we employ great people. If successful you, along with the thousands of volunteers involved in grassroots football, will play a crucial role in connecting people, transforming the lives of people getting involved in the game.

Berks & Bucks FA is a great place to work, we have a great environment, a great team ethic and a shared passion to make a difference.



I am proud to lead such a wonderful team and I hope that after reading through the pack that you will see the added value you can make and feel inspired to join us.

Your journey to supporting people's lives through football starts here...

*Liz Verrall*

# GOVERNING FOOTBALL SINCE 1878....

Here at the Berks & Bucks FA our purpose, and why we do what we do is to **CONNECT PEOPLE** and **CHANGE LIVES**.

We know we have opportunities and responsibilities to use the power of football to engage, communicate important messages and to promote the wider benefits of football and the reasons to be involved.

We are proud of **Our Mission & Values** and **What We Stand For**.

As a member of our Board of Directors you will play an important role in keeping us focused on achieving our goals and maximising the impact we make within our local area and beyond.





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# OUR MISSION & VALUES

**OUR VISION:** We will inspire a lifelong relationship with football across all communities in the Berks & Bucks FA region.

**OUR MISSION:** To lead, protect & support your journey in football.

**OUR PURPOSE:** 'Connecting People. Changing Lives'

# WHAT WE STAND FOR

**INSPIRE:** We seek to always achieve the highest levels of performance, relentlessly pursuing a standard that others consider impossible.

**INCLUSIVE:** We openly collaborate with colleagues and partners in the game, we seek out and embrace new ways of thinking and working and we provide equal opportunity to people of different backgrounds, experience & perspective.

**PROACTIVE:** We embrace new ways of thinking in pursuit of continuous improvement, we identify the need and actions to change.

**TRUSTED:** We are accountable to the game, overcoming roadblocks and obstacles to achieve the goal.

**BE Inspirational BE Inclusive BE Proactive BE Trusted**

These are taken from our **Berks & Bucks FA Strategy for 2021-2024 – 'CONNECTING THE GAME'**  
The Strategy in full is available at the link below:

CLICK HERE





# INCLUSION AT **BERKS & BUCKS FA**

Berks & Bucks FA are proud to have made a public commitment to the football community to the importance of equality, diversity, and inclusion in the game of football through the recent launch of our 1-year action plan.

The full **Inclusion One Year Action Plan: 2022/23** is available at the link below:

[CLICK HERE](#)

## **Why is working with diverse communities so important to Berks & Bucks FA?**

From a business perspective better Diversity within the organisation gives us more creative and innovative approaches to problems as diversity brings a varied approach to the same problems through lived experiences, different perspectives, and beliefs. It will assist us to make better decisions and more adaptable through a variety of experiences.

More representation will help us to serve our diverse communities better by having a better understanding of the challenges diverse populations may have leading to improved access to the game. Working with diverse communities is not just good for business, it is also the right thing to do as no-one should have to choose between participation and who they are and what they believe in.

We are a sport that is **FOR ALL**. Our challenge is to provide more opportunities and awareness for diverse communities, creating an environment for anyone to get involved in our sport through positive experiences, the positive use of role models and through awareness & education across our club & volunteer network.

At the same time, we have the opportunity and responsibility to change conversations, raise awareness, stand up and champion those things we believe in, and challenge things that are not good for our sport.

This is not an easy piece of work and there are no immediate answers or solutions to the utopia of a game for everyone without any barriers to participation. Berks & Bucks see the value of changing attitudes and implementing our plans as we ultimately aim to connect more people with the game.

# SAFEGUARDING AT BBFA

We at BBFA are committed to safeguarding and protecting children, young people, and adults at risk in youth and adult football.

Individually and collectively, we are signed up to Affiliated Football's Policies and Procedures and have recently successfully achieved The FA's Safeguarding 365 Licence for County FAs.

## OUR OVERALL AIM IS TO ENSURE BERKS & BUCKS FA:

- Implements and maintains preventative safeguarding measures
- Creates fun, safe, and inclusive youth and adult football environments to support the best outcomes for children and adults at risk
- Acts to ensure that children and young people have a voice and are heard
- Makes the reporting of concerns as easy as possible
- Ensures safeguarding and child protection concerns are investigated swiftly and thoroughly in conjunction with statutory agencies, The FA, and other organisations as appropriate.
- Ensures concerns about adults at risk are managed swiftly and in conjunction with the adult concerned, The FA, statutory agencies, and other organisations as appropriate.



"Whilst I am the Designated Safeguarding Officer for Berks and Bucks FA, we have created a culture whereby safeguarding is everybody's responsibility. The young people and adults at risk in Berks and Bucks deserve to be able to take part in football in a fun and safe environment.

We have a duty to make that happen and that duty falls on every one of us, whether a Board member or staff member. I'm passionate about safeguarding and it is important everyone at Berks and Bucks FA shares that passion."

**Graham Fisher,**  
Designated Safeguarding Officer





# CODE OF GOVERNANCE

**At Berks & Bucks FA we are committed to achieving the County FA Code of Governance**



“We love what we do, we have an opportunity and a responsibility to support everyone’s journey through football. This responsibility, however, means we must continually assess what we are doing; how we make decisions, who is making decisions, and how transparent we are in the making of those decisions.

We are currently awaiting assessment of the FA’s Code of Governance. This is the gold standard in governance that assesses our people, our structure, our communication, our policies/processes, our conduct, and the standards we set for ourselves and football.

We are proud to have advanced significantly on this journey and collectively have made positive changes to the way we do things. In turn, this has made us a stronger, more agile, and more resilient allowing us to protect the future of the organisation and more importantly improve our ability to serve the football community.”



**CEO**  
Liz Verrall

# WHY WORK FOR BBFA?

Thank you for taking the time to read through this pack and for considering joining our Board of Directors. Below is a summary of the benefits our directors are offered, as well as some words from the staff on why they work for BBFA:

## **BOARD BENEFITS:**

### **TRAINING:**

We offer financial and professional support for education and training (linked to your role) but supportive of your own personal development.

### **ACCESS TO FA TICKETS:**

Board Members can purchase tickets, allocated to County FAs, for England internationals, the FA Cup Final and the Community Shield.

### **FLEXIBLE AND AGILE WORKING:**

We offer flexible working, giving you the opportunity to work from home, remotely and to manage your own time around your personal life and family.

### **BOARD & STAFF SOCIALS:**

We are all 'One Team' here at BBFA and are keen for this to be reflected across our Board & Staff. That's why we all come together twice a year for a joint session and social, with the focus being on getting to know each other as people.





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# HEAR FROM THE TEAM: WHY THEY WORK FOR BBFA?



## 1. **Graham Fisher – Designated Safeguarding Officer**

To be part of a passionate team, dedicated to making football a fun and safe place for all the young people in Berks and Bucks.



## 2. **Richard Brant – Football Workforce Officer**

I am very fortunate to be able to work in a sport I have been incredibly passionate about since I can remember. To be able to make a difference to the tens of thousands of people who play, coach, referee & volunteer in football is a tremendous and aspiring opportunity.



## 3. **Rod Noble – Football Development Officer**

I have always been very keen and passionate about sport, physical activity and in particular football. I am looking forward to using the theory I learnt while at university and applying it in a practical setting, while also making a difference to individuals and communities through football.



#### 4. James Parker - Community Activator Officer (Apprentice)

I have always wanted to work within football - and working with BBFA provided me with a fantastic opportunity to do so!

The hybrid-working model has been hugely beneficial for me, and has allowed me to focus on my work-life balance - which has helped to support my travelling miles and mental wellbeing.

The BBFA team have been incredibly supportive and welcoming since I joined in March, which has allowed me to build up my confidence (and competence!) within the competitive world of football.



#### 5. Kelly Sutton – Football Participation Manager (Facilities Lead)

The desire to join the organisation came from the work completed by the Development Team on the Women's EUROs tournament in the summer (2022), from how well the team worked with stakeholders from the Milton Keynes area to create an impactful legacy group for the tournament.

Since joining each staff member has been very welcoming, presenting a positive and cohesive culture. The hybrid working model which BBFA has adopted post-pandemic, demonstrates how adaptable the organisation is which positively influences how staff work across Berkshire, Buckinghamshire, South Oxfordshire and VOWH, in addition to providing flexibility with home working, especially as a member of staff travelling from outside the counties covered by the CFA.



#### 6. Hans Cook – Business Support Administrator

I have personal experience of the friendships and memories football creates, and they have really helped me through my own tough times. Therefore, if I can play just a small part in allowing others to feel the same then that will be so rewarding, and the Berks & Bucks FA offers me the chance to do so.

Throughout my time here I have also found there to be such an incredible team culture that encourages us to challenge and support each other within a positive and safe space.



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