



**INDEPENDENT NON-EXECUTIVE DIRECTOR**  
**ATHLETIC VENTURES LLP**

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July 2024

**psd** for  
exceptional  
talent

# About Athletic Ventures

UK Athletics (UKA), The Great Run Company (GRC) and London Marathon Events (LME) formed a new joint venture, Athletic Ventures, with the aim to transform the future and growth of athletics in the UK and oversee the delivery of major athletics events. The partnership will bring together the best event organisers in the sport, combining world class creative, broadcast and event operations expertise with a focused commercial and entrepreneurial vision.

More specifically, Athletic Ventures will set the strategic direction, under which subsidiary OpCos will deliver the 2026 European Athletics Championships in Birmingham (ECH2026) and the annual edition of the Diamond League in the UK (DLV). ECH2026 is a championship of significant size, scale and complexity and will be one of the biggest international sporting events to be hosted in the UK in the coming years. Athletic Ventures is looking to lead the potential bidding process for the World Athletics Championships to return to the UK in 2029.

Athletic Ventures will also take over the quest to find new commercial partners for athletics in the UK, offering opportunities from grassroots activities to national events and the UK Athletics teams at major championships in an innovative 'playground to podium' sponsorship programme.

Athletic Ventures was announced in April 2024 and is the first venture of its kind in the UK. The LLP is freshly formed and operations are just getting off the ground as various appointments are being made. The Board of Athletic Ventures will oversee the delivery of the LLP's objectives including the safe and successful staging of ECH2026 and future Diamond Leagues.

The Board will be comprised of an independent chair, an independent non-executive director, and stakeholder-nominated directors from UK Athletics, London Marathon Events and The Great Run Company, plus an observer from UK Sport.

## Objectives of Athletic Ventures

Athletic Ventures LLP (AVLLP) has been established to:

- Enter into contracts with Governing Bodies and Government to enable the events to take place.
- Act as a holding company and therefore have oversight of the Operating Companies.
- Decide which events AV will bid for in the future
- Determine which other events domestically and with the international federations ("IFs") AV becomes involved in organising.
- Become the default delivery model for any IF bids for stadium and road events made by UK Athletics in the future.
- To put on premium events and to provide a return to the partners.

AVLLP is the "TopCo" in the joint venture corporate structure, and it will set the strategic direction, review and approve accounts, oversee the OpCos (see below) for various events, potentially employ staff, and in some cases be the conduit for public funding (such as for ECH2026).

Beneath AVLLP will be OpCos, also established as LLPs. Each OpCo will have one Designated Member, AVLLP, allowing it to pass any profits to AVLLP. Some OpCos will be formed on a time-limited basis for a major event – for example the OpCo for ECH2026. This framework allows for simplified accounting per event, and crucially allows the creation of bespoke governance arrangements to be created for each major event reflecting its unique stakeholders / funders.

# Role Overview

Role	Independent Non-Executive Director, Athletic Ventures LLP
Reports to:	Independent Chair, Athletic Ventures LLP
Key Relationships:	Independent Chair Board of Directors Executive Director and Senior Leadership Team UK Sport HM Government UK Athletics The Great Run Company London Marathon Events
Remuneration	£5,000 per annum + travel expenses
Time Commitment	Average 1-2 days per month including four quarterly Board Meetings. A flexible approach to days worked is required including evening and weekend working when attending events, particularly the European Championships 2026 and Diamond League.

The INED will be a key representative of the organisation, providing strategic leadership to enable it to fulfil all responsibilities for governance, strategic direction and delivery of objectives.

The Board comprises of:

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|------------------------------|--|
| - Independent Chair          | Open                                     |
| - INED                       | Open                                     |
| - Board Member, UK Athletics | Open                                     |
| - Jack Buckner               | Board Member, UK Athletics               |
| - Jeanette Wong              | Board Member, London Marathon Group      |
| - Charles Johnston           | Board Member, London Marathon Foundation |
| - Paul Foster                | Board Member, Great Run Company          |
| - Nicky Holmes               | Board Member, Great Run Company          |
| - Esther Britten             | Board Observer, UK Sport                 |

# The Role

The core focus of the role is to bring independent judgement to bear on issues of strategy, performance, governance and risk. Principal accountabilities will include:

- Support the Chair in overseeing the successful delivery of the organisation's mission, vision and goals and to provide a creative contribution to the operation of Athletic Ventures by offering objective criticism and an independent view, removed from the day-to-day management.
- Develop, approve and ensure implementation of the organisation's business strategy, growth objectives, policies and values.
- Demonstrate exemplary levels of good governance, independence and Board effectiveness.
- In conjunction with the Board, review performance of the strategy, objectives, business plans and budgets of the organisation, ensuring that any necessary corrective action is taken.
- Support the rest of the Board and Executives in developing a strategic direction for the European Championship. Monitor and review the set targets for each stage of the event planning and delivery, as well as the positive impact of the event, including its legacy which will be measured.



- Be a trusted advisor to all stakeholders. Establish and build a strong, effective and constructive working relationship with the executive team including supporting, mentoring, challenging and holding them to account.
- To offer a wider view of external factors affecting the organisation and the environment it operates in and thereby provide creative, informed and constructive input when considering the objectives and plans submitted by the Executive Team and/or Op Cos.
- To determine the future of the organisation and protect its assets and reputation.



# Candidate Specification

The successful candidate will help shape the future of the organisation by offering strategic advice to key members of the senior management team.

Independence, impartiality, together with professional integrity and gravitas are essential. In addition, the demands of the role call for good judgment, tenacity, diplomacy and an ability to listen carefully and communicate with clarity, objectivity and brevity.

Applications are invited from Candidates who can display the following criteria:

- Significant business experience at Executive or Board level and a proven track record of strategic leadership, business acumen and effective governance.
- A strong understanding of Non-Executive leadership, delivering results within a complex operating environment.
- Ability to take an independent view when judgements are required.
- Effective communication and interpersonal skills, able to liaise effectively with a wide range of stakeholders and audiences. Willingness to contribute in a positive manner and be proactive in supporting the organisation to achieve its objectives.
- Personal integrity and commitment to openness, inclusiveness and high standards.
- Good knowledge of corporate and sports governance board-level responsibilities, and accustomed to the principles of public sector propriety, regularity, and accountability.
- A deep understanding of how sport positively impacts communities and a passionate belief that sport can positively influence society.
- Experience of working in joint ventures/partnership working and the complexities that can bring.
- Experience of preparing and submitting bids for major sporting events advantageous.
- An entrepreneurial approach with the ability to adapt within a fast-moving and flexible organisation.
- Demonstrates a strong personal commitment to diversity and inclusion.
- A well-respected individual of high integrity.



- While all applications will be welcome, the Board is particularly keen to hear from applicants with one of the following functional specialisms: Social Impact, DEI, Sustainability, Governance/Auditing, Welfare/Safety
- Able to comply with the requirements of, and fulfil the duties and responsibilities set out in, the Companies Act 2006, the Insolvency Act 1986 and the Company Directors' Disqualification Act 1986, together with any related or subsequent legislation.

## Additional Information

- Directors are required to provide personal information necessary for registration as a Director of Athletic Ventures LLP with Companies House.
- Directors have responsibilities of fiduciary care, as with any other limited company, and these include such things as joint responsibility for any negligence, impropriety and misdemeanours by the company, its staff and its officers. Candidates are advised to check fully the likely impact of fiduciary care.
- NB. This job description is not to be regarded as exclusive or exhaustive. It is intended as an outline indication of the areas of activity you will be required to work and with consultation can be amended in the light of the changing needs of the organisation.

## Equality and Inclusion

AVLLP positively encourages applications from suitable qualified and eligible candidates regardless of Age, Sex, Race, Disability, Pregnancy, Marital/ Civil Partnership status, Sexual orientation, Gender reassignment or religious background.

## To Apply

Interested candidates should send a covering letter and CV to our retained consultants at PSD Group

[athleticventures@psdgroup.com](mailto:athleticventures@psdgroup.com)

**Closing Date; Friday 09 August 2024**