



Diversity in Sport Leadership Network

Information Sheet, 2023

Introduction to the Diversity in Sports Leadership Programme

Annual audits on the diversity profile of the Boards of national governing bodies of sport (NGBs) and other sports bodies show that there is a significant lack of diversity. Since 2019, Sport England and UK Sport have been working in partnership with executive search firm, Perrett Laver, and selected partners to identify and develop a talent pool of nearly 300 diverse “Board Ready” candidates. The aim is to proactively tackle inequalities and to reduce the barriers that persist for people who often feel excluded or unable to access Board opportunities. The Programme seeks to enable culture change for wider diversity and greater representation across sports Boards, thereby influencing the sector to realise the power of people and leadership and the value of good governance, producing valuable insight, data and learning to encourage a more reflective, productive, sustainable and responsible sector.

The Network consists of a talented mix of professionally qualified individuals possessing a broad range of skills, spanning the likes of finance, marketing and safeguarding. Whilst some are experienced non-executives, others are first time appointees. Although, all have one thing in common – a wish to serve the sector and commit their time to an organisation that matches their ambitions. To date the Network has supported NGBs, Active Partnerships and sports charities to secure more than 50 diverse board appointments helping these organisations to thrive and truly capitalise on the multiple benefits diversity at board level offers. A selection of network appointments can be viewed [here](#).



Circa 300 candidates



Over 50 appointments

Which Partners are Eligible for Support?

All tier 3 and other nominated organisations who meet the principles and requirements of the Code for Sports Governance qualify for support and can use the services offered completely free of charge. If you are unclear whether you are eligible for support, please contact the relevant Sports Council. Aside from the publicly available support provided by Perrett Laver, further advice and support may sometimes be limited where you are already working with a different third party. Please liaise with us directly should you consider there to be a potential conflict of interest.

Partners We Have Supported To Date



What Support is Offered?

The services offered are completely free of charge and there for you to utilise as and when required. There are a couple of options that you might want to consider, outlined below.

1) *The 7-Step Toolkit*

In the first instance, Perrett Laver's website provides a useful Toolkit which can be found via the following link:

<https://diversitygovernance.perrettlaver.com/>

On here, you will find a variety of guidance and resources which offers advice on diversifying your Board and each stage of the recruitment process.

Step 1: Identify your needs

A clear understanding of what skills your Board requires is the first crucial step in going out to find the right person. As such, our Toolkit provides advice and resources on developing a skills audit to identify the skills and backgrounds that already exist on your Board and where there may be gaps to be filled through recruitment.



Step 2: Design the process

The Toolkit outlines the typical stages in a recruitment process and factors you might want to consider in each of these to ensure that you design an inclusive recruitment process, with candidate care in mind.



Step 3: Promoting the Role

An inclusive recruitment process can also be influenced by candidate documentation. Accordingly, the Toolkit provides advice on the appropriate imagery and language to think about in your advertisement materials. It also offers a number of platforms to consider, to ensure you're attracting your intended audience.



Step 4: Deciding on a Shortlist

The Toolkit offers advice on how to design the shortlist process, taking into account factors such as a suggested timeline, the criteria the panel should assess candidates against and potential bias considerations.



Step 5: Assessment and Appointment

The interview process should be designed to be fair, inclusive and skills led. As such, the Toolkit advises on the design of the interview process, developing your interview questions, panel composition and due diligence considerations.

Step 6: Onboarding, Induction and Onboarding Support

Once you have done the hard work of finding and confirming a suitable appointment, you want to ensure your new Board members feels suitably supported and ready to take on their role. The Toolkit provides advice on factors to consider which facilitate this, both in the initial stages of onboarding, as well as through their ongoing tenure.

Step 7: Resources

The Toolkit offers several resources for board members seeking information on good governance, training, best practice and inclusion.



2) Advisory Support and Usage of the Diverse Candidate Network

We also offer face-to-face contact to those who would find it useful to pick up a conversation around how we can best support. We welcome approaches from all who this would benefit, so please do get in touch if not already introduced to us via a third party.



Advice will be led by the ‘best practice’ outlined in the Toolkit. We can discuss and help you to consider your process as well as offer some feedback on your recruitment materials. The more time we have to review these materials the better, and this also allows for you to make any intended changes. So, we would typically advise having these conversations at least 2 weeks ahead of your vacancy going live and to have sent us your materials ahead of this.

When ready to go live with your vacancy, we circulate this across two mediums: via our private LinkedIn group for all Network members and in targeted outreach with individuals we believe meet your role’s requirements.

3) Top-Up Support

In addition to the advisory and network support outlined above, top-up support to engage additional candidates in alignment with your brief is available for those considering the option of a limited Perrett Laver search. Please contact us for a quote and be aware that there will be a lead in time before we can go live with the search.

“We are delighted with the outcomes from the initiative between Sport England, UK Sport and Perrett Laver. As a result of this programme, we have been able to bring some really fantastic individuals onto our Board and other policy forming and regional committees. Using skilled targeted search to attract people who might otherwise not consider volunteering for the RYA has proved to be of huge benefit as we have been able to appoint some really talented individuals.” – David Strain, Finance Director and Interim CEO, Royal Yachting Association



Contact Us

If you would like to get in touch with us to arrange a kick off call or utilise any of our services, please contact Sofia Coppoletta who will be able to make the appropriate arrangements via the following email address:

sofia.coppoletta@perrettlaver.com





 **SPORT
ENGLAND**


**uk
sport**
*powering success
inspiring impact*

One Embassy Gardens
8 Viaduct Gardens
London
SW11 7BW
UK

T: +44 (0)20 7340 6200
F: +44 (0)20 7340 6201

 **Perrett
Laver**

AMERICAS ASIA PACIFIC EMEA