



**FOUNDATION  
OF LIGHT**

THE WORLD AT YOUR FEET

# RECRUITMENT PACK





# WELCOME



## WE MAKE LIFE BETTER FOR PEOPLE IN THE NORTH EAST

We are delighted that you are expressing an interest in joining our pioneering charity at such an exciting time. We are proud of our history and culture, our innovative and proactive solutions to community problems, and our people.

We are looking to add diversity and new skills to our passionate and enthusiastic team.

We are the official charity of Sunderland AFC, established in 2001 by former club Chairman Sir Bob Murray CBE with a simple mission:



## OUR VISION

Better opportunities, better lives.

## OUR MISSION

We are here to use the power of football to invest in the communities we serve and to improve the Education, Health, Wellbeing and happiness of people, no matter who they are.

## ABOUT US

Set up in 2001, the Foundation of Light is the registered charity of Sunderland Football Club; we use the power of football to engage individuals and communities, increasing life opportunities.

Situated in the Northeast of England, we are based at the award-winning community hub, the Beacon of Light, but also have outreach centres in Sunderland, South Tyneside and County Durham.

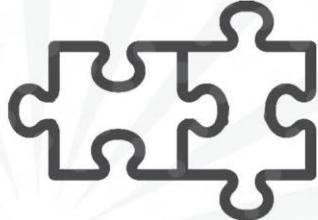
We use our position as an unparalleled route into traditionally 'hard to reach' communities – involving, educating and inspiring. We work across four industries – education and skills, sport and play, health and wellbeing and youth and community learning.



# OUR VALUES

## Collaborative

We work together, encourage diversity and build strong relationships in our community.



## Integrity

We are honest, respectful and inclusive. We care about our colleagues and our community.



## Innovative

We are creative in solving problems and bold in trying out new ideas.



## Agile

We adapt to all situations with flexibility and positivity. We are resilient in times of challenge.



## Excellence

We are professional, accountable for our actions and contribute to a high performing team.



## Passionate

We are proud of what we do and committed to making a difference.





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# SAFE, WELCOMING AND INCLUSIVE IS AT THE HEART OF WHO WE ARE

We recognise, respect and value difference; all individuals will be treated equally and fairly.

We expect all staff, volunteers and partners to share our commitment to maintaining a culture of vigilance and encourage the reporting of any concerns about the welfare of any child, young person or adult at risk.



“

*James and Daniel really enjoyed the session today. They said it felt like they were learning but in a fun way - and they love anything to do with football!*

*Kelly Woods, Parent*

”

# WHAT WE DO

We work with partners and key stakeholders such as local councils, colleges, universities and housing associations to deliver more than 40 programmes a year across the North East. In doing so, we support almost 20,000 people from all walks of life.

Our **sport and play** programmes cater for young children aged from 18 months (Little Dribblers) to adults aged over 55 (our Extra Time Hubs). We encourage people of all ages to keep active, develop skills and live more fulfilling lives.

Meanwhile, our wide range of disability programmes ensure young people and adults can enjoy sport and build friendships. Our disability coaching team delivers fun, exciting, and challenging sessions which help develop motor skills, balance, and co-ordination, as well as encouraging teamwork and improving communication and confidence.



**“** Jacob has really enjoyed the holiday courses - the staff have been fantastic! It's helped massively with childcare over the holidays; I can crack on knowing he is happy and in safe hands. **”**

**Helen Wall, Parent**



We're passionate about inspiring **young people** to be the best they can be, so we also provide a range of free programmes to develop children and young people wherever their interests lie. From sports through to social action projects, residential trips, mentoring, youth clubs and forums, we make sure their voice is heard and their dreams encouraged.

To help raise the educational attainment across the region, we partner with education providers to close the gap between those from disadvantaged backgrounds and others.

We deliver a wide range of sports and education programmes for schools and academies across the North east.



Hundreds of young people have benefitted from our Holiday Hunger programmes, enjoying free activities and a daily meal during the school holidays.

We work with those aged **16+** to improve their **employability skills** and help them find full time work, we also help parents, grandparents and carers support their child's development through a range of courses; encouraging families to learn and play together and gain new skills and experiences.

We offer adults the opportunity to reskill or upskill and gain qualifications and participate in courses they may previously not have had access to.

Of course, another priority is **health** inequality, and working with partners across Sunderland, South Tyneside and County Durham we deliver a wide range of programmes aimed at tackling poor physical health.



**Over 16,000** young people making safer and healthier choices from our programmes

We've upskilled nearly **1,500** young people and adults, supported over **600** participants in their employment journey and helped secure nearly 100 jobs

**Over 20,000** people who we have worked with have improved their physical health with 14,000 also improving their mental wellbeing

**Over 10,000** volunteering hours

**Over 250** aged over-55 access our five day a week programme of activities

# OUR HISTORY

<b>2001</b> FOUNDATION OF LIGHT FOUNDED BY SIR BOB MURRAY CBE OUT OF SAFC COMMUNITY PROGRAMME		 BEGINNING THE WORK WITH TEENAGERS, TAKING THE FOUNDATION INTO THE COMMUNITY	<b>2004</b> OUR FIRST HOME, 'CENTRE OF LIGHT' OPENS OFFICIALLY OPENED BY COUNTESS OF WESSEX CVO	
	<b>2003</b> STARTED WORKING WITH FAMILIES ESTABLISHING FAMILY LEARNING THROUGH FOOTBALL PROGRAMME		 EVERY CHILD DESERVES A CHANCE AT A GOOD EDUCATION PITSTOP EDUCATION PROGRAMME LAUNCHED IN 2006	

1,000TH PRIMARY SCHOOL EDUCATION SESSION HELD		 <b>FOOTBALL FOR THE VERY YOUNG</b> OUR LITTLE DRIBBLERS PROGRAMME WAS ESTABLISHED IN 2010 WORKING WITH CHILDREN AS YOUNG AS TWO	EXTENDED OUR EDUCATION REACH <b>2011</b> BY BECOMING AN EDEXCEL ACCREDITED CENTRE AND DELIVERING NATIONALLY RECOGNISED QUALIFICATIONS	HELPING MORE FAMILIES <b>2012</b> LEARN WHERE YOU ARE AWARD FOR FAMILY LEARNING 
	 <b>2009</b> CHILDREN AND YOUNG PEOPLE NOW AWARDS, LEARNING WINNER PITSTOP EDUCATION PROGRAMME	 <b>2010</b> HIGH SHERIFF AWARD WINNERS FOR GREAT AND VALUABLE SERVICES TO THE COMMUNITY WINNERS IN 2010 AND 2011		<b>HEALTHY EATING FOR ALL THE FAMILY.</b> LAUNCHED PARTNERSHIP WITH JAMIE OLIVER FOOD FOUNDATION IN 2014



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DOUBLE  
CELEBRATION  
FOR THE  
FOUNDATION

WELL DONE LESLEY SPULER OBE,  
CHIEF EXECUTIVE FOUNDATION OF LIGHT

**2016**

FOOTBALL  
SCHOLARSHIP  
PROGRAMME  
LAUNCHED

MULTIPLE TROPHY WINS AND  
STUDENTS PROGRESSING ONTO  
FURTHER EDUCATION

**POSITIVELY  
CHANGING  
YOUNG  
LIVES**

BEACON OF LIGHT SCHOOL  
OPENED IN 2016 AT THE  
STADIUM OF LIGHT



**COACHES  
ON TOUR  
2014**

VISITING:  
CAMBODIA SWEDEN  
CHINA SWITZERLAND  
ESTONIA UGANDA  
SOUTH AFRICA ZAMBIA  
SPAIN

GENERATING REVENUE FOR  
PROGRAMMES IN THE NORTH EAST

EMPLOYABILITY  
AT THE TOP OF  
THE AGENDA  
FOR 2016

BACK IN  
THE GAME  
AWARD  
WINNER



**2018**

BEACON  
OF LIGHT  
OPENS

FOUNDATION OF LIGHT'S NEW HOME



**2020**  
YOUR MOVE  
REGIONAL  
COMMUNITY  
CLUB OF  
THE YEAR



OVER 7,000  
FOOD PARCELS  
DELIVERED  
THROUGHOUT  
COMMUNITY  
DURING  
PANDEMIC

**2021**



**2019**  
BEST  
FOOTBALL  
COMMUNITY  
AWARD  
OUTSIDE THE  
PREMIER LEAGUE



“

*I love been able to go  
out into the community  
meet different people  
and organisations.*

***Susan Kane,  
Foundation of Light  
staff***

”

# OUR PLANS FOR THE FUTURE

## 1 Aim

...every contact will count with three million hours of meaningful engagement over five years.

Our work continues to focus on young people; inequality including social mobility, gender and race, and health including obesity, suicide prevention, depression and loneliness. We continue to inspire others by telling more of our life-changing stories, aiming to create:



### Better life chances:

- ▶ Helping more people into work
- ▶ Increasing ambition and aspiration
- ▶ Increasing the number of people with qualifications and skills

### Better lifestyles:

- ▶ Improving physical health
- ▶ Improving mental health

### Better balance:

- ▶ Reducing divisions in society
- ▶ Improving social mobility
- ▶ Strengthening communities



## Better Investment:

- ▶ Growing our unrestricted revenue
- ▶ Reducing our overheads to delivery costs
- ▶ Growing our environmental sustainability

## Better access for all:

- ▶ Making more data-informed decisions
- ▶ Improving our user experience

Aim  
2



### **...to continue to create a vibrant and sustainable Beacon of Light.**

Thankfully, visitors have returned to the Beacon of Light post Covid. Prior to the lockdowns, the Beacon was a ever-growing community hub and event space attracting more than 7,000 visitors a week. Parents brought their children to football only to find themselves signing up for a maths or language class. We'd created a place which has something to interest and benefit everyone.

Our ambitious aim is to exceed pre-pandemic levels of participation. This is important to us as the Beacon is our engine – it brings in much-needed unrestricted income that we plough straight back into our programmes. We are determined to grow this sort of income as it gives us more freedom to deliver more meaningful engagement in our communities.

# OUR PLANS FOR THE FUTURE

## Aim 3

### ...to be the best in our field.

The Foundation has long been one of the largest football charities in the UK and if we can achieve our aims of delivering three million contact hours, exceeding our pre-Covid levels of engagement and continuing to deliver quality work we'll be our way to accomplishing our aim of being one of the best football foundations in our field.

To do so, we know we'll have to continue our high levels of good governance while still delivering excellent levels of employee and customer satisfaction, and raising sufficient funds to ensure our destiny remains in our own hands.



#### Best standards and governance:

- ▶ Be financially robust
- ▶ Meet industry standards
- ▶ Invest in our workforce

#### Best innovation and learning:

- ▶ Growth in ICT and digital innovation
- ▶ Continue to build strong collaborations and partnerships

#### Better access for all:

- ▶ Ensure people are at the heart of our decisions
- ▶ Maintain robust and consistent monitoring and evaluation



# HOW WE MEASURE WHAT WE DO

## Issues /Challenges

These are the issues that concern us, they identify who we are drawn to and why it is important to us to reach them.

## Programmes

The many interventions through which we respond to the issues are managed in these 5 delivery areas.

## Impact Themes

The many interventions through which we respond to the issues are managed in these 5 delivery areas.

**Societal factors /  
Community Issues**

**Health Factors**

**Personal Development  
Factors**

**Issues Specific to Young  
People**

**Family Issues**

**Sport-Specific Issues**

**Disability-Specific  
Issues**

**Educational Factors**

**Employability Issues**

**Skills**

**Education**

**Informal and  
Community  
Education**

**Health and Wellbeing**

**Football and Sport**

**Being the best me**

**Being well connected**

**Having lots to offer**

**Having a role in life**

**Looking after my body**

**Looking after my mind**

# WHAT OUR STAFF SAY... O\_O\_o

“

*Loved being part of Foundation Matchday - it's the chance for everyone to get involved and showcase the great work we do. There's no better feeling than seeing it all come together in front of a packed out Stadium of Light.*

”

**Kate Smith,**  
**Foundation of Light staff**



“

*Wearing the Sunderland badge every day isn't just part of the job - it's a privilege. Being part of an organisation that helps support the local community, with the club at its heart, feels like the perfect way to give back to the place that has given me so much.*

”

**Anth Parkinson**  
**Foundation of Light staff**

“

*I've spent the last two and a bit years as a student here doing placement anyway. To be able to do this full-time is just a dream.*

”

**Jake Lumsdon,**  
**Foundation of Light staff**





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# OUR STRATEGIC ASSETS



- ▶ **SAFC BRAND AND LINK TO FOOTBALL**
- ▶ **BEACON OF LIGHT**
- ▶ **OUR BESPOKE CUSTOMER SERVICE**
- ▶ **OUR HISTORY, CULTURE AND TRACK RECORD**
- ▶ **OUR PEOPLE, STAFF, AMBASSADORS AND NETWORKS**
- ▶ **THE INNOVATIVE AND RESPONSIVE SOLUTIONS TO COMMUNITY PROBLEMS**
- ▶ **OUR COLLABORATIONS, PARTNERSHIPS AND RELATIONSHIPS**



# THE ROLE

## JOB DESCRIPTION

<b>Job Title</b>	Area Manager
<b>Job Holder</b>	Vacant
<b>Responsible to:</b>	Chief Operating Officer / Deputy CEO
<b>Responsible for:</b>	N/A
<b>Hours:</b>	35 hour per week
<b>Salary Band:</b>	£28,000 - £34,000

<b>Main Duties:</b>	<ol style="list-style-type: none"><li>1. Managing resources to deliver projects or programmes</li><li>2. Operational planning and day-to-day performance management</li><li>3. Monitoring budgets and outputs within area</li><li>4. Support compliance</li></ol>
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### 1. Managing resources to deliver projects or programmes

Coordinates resources to support the effective delivery of projects and programmes.

Key Responsibilities include:

- Overseeing quality of delivery and ensuring provision aligns with the Foundation's Quality Manual and Strategy.
- Ensuring programmes remain on budget and targets are achieved.
- Building strong external relationships with partners, donors, employers, and agencies.
- Identifying and developing new opportunities to grow provision.
- Supporting the wider Foundation team as required, including cross-departmental projects.
- Formalise the partnership arrangements for all those involved in local delivery, ensuring that stakeholder interests are protected while the potential impact of the programme is maximised.
- Working alongside colleagues, identify funding opportunities to enhance, add value or initiative programme delivery within outreach centres. Where appropriate take a lead on completing funding application.
- Assist and/or advise the teacher/tutor/coach with the planning and delivery of sessions as required.
- Assess efficiency of programmes within the Outreach programmes.
- Establish and extend relationships with members of local partnerships and boards.
- Develop links/partnerships with other agencies and work collaboratively with a range of agencies to have the most impact.
- Contribute to the sharing of practice, attendance at local and regional networking forums which could include representing Foundation of Light at local and regional events.



## 2. Operational planning and day-to-day performance management

Supports operational planning and monitors day-to-day performance to ensure activities run efficiently.

Key Responsibilities include:

- Developing provision mapped to national standards.
- Collaborating with stakeholders to ensure appropriate referrals.
- Building partnerships with employers to create work experience and job opportunities.
- Tracking participant outcomes.
- Delivering donor care and key account management to maintain strong external relationships.
- Promoting participant achievements via case studies, awards, and social media.
- Delivering engaging and relevant sessions to participants where required.
- Understand the demographics of outreach areas and where FOL projects can make a positive impact.

## 3. Monitoring budgets and outputs within area

Monitors budgets and outputs to ensure financial control and delivery against plans.

Key Responsibilities include:

- Overseeing data input and administration for all outreach programmes.
- Submitting regular programme data.
- Attending and contributing to programme standardisation meetings.
- Producing accurate reports for management and funders.
- Ensuring databases are accurate and updated in line with the impact strategy.
- Contributing to self-assessment processes and developmental planning.
- Overseeing learner impact data collection and entry onto MIS systems.
- Leading on quality assurance, including observations of teaching and learning.
- Using Float to aid timetabling and resource planning.

## 4. Support compliance

Supports compliance with financial, regulatory, and organisational requirements.

Key Responsibilities include:

- Ensuring compliance with safeguarding, GDPR, health and safety, equality and diversity, and other legislation.
- Ensuring all staff complete mandatory training and records are maintained on PeopleHR.
- Maintaining accurate learner and programme records for internal and external reporting.
- Conducting regular audits of delivery, systems, and environments.
- Ensuring all provision is compliant with Ofsted, funder, and awarding body standards.



### **Other duties:**

You will be required to undertake other duties from time to time as required.

Any potential permanent changes to your role will be discussed, and agreement reached prior to being undertaken. You will be notified of any permanent change in writing. In addition to your normal duties, you may be required to undertake additional or other duties as necessary to meet the needs of the Foundation of Light.

Staff are required to work with volunteers in a way of mutual respect and commitment to organisational goals and objectives. This includes staff who do not directly supervise volunteers but may engage with them within the organisation.

### **Behaviour and professional expectations:**

- Maintain working practices in line with Foundation of Light Equality and Diversity, Health and Safety and Safeguarding policies; self-awareness of own responsibility in these areas
- Embed EDI and safeguarding in all aspects of work
- Assist in data collection and analysis providing accurate management information systems for data led decisions
- Ensure regulatory and legislative requirements are met at all times
- Conduct should reflect the Staff Behaviour Policy (Code of Conduct); uphold Foundation core values (as shown below) at all times
- Maintain the highest level of professionalism and confidentiality.
- Attend working groups and CPD session as required
- Build strong internal relationships and work in collaboration with colleagues to achieve the end goal
- Ensure positive organisational messages and culture are maintained
- Contribute to good housekeeping across all Foundation sites and equipment
- Follow the laid down policies and procedures at all times
- Work within the established administrative and financial systems to ensure smooth running and quality of projects

### **Equality, Diversity and Inclusion Statement:**

All individuals will be treated equally and fairly in the application of this procedure. All reasonable requests to accommodate requirements in terms of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex or sexual orientation will be made.

### **Safeguarding Statement**

We expect all staff, volunteers and partners to share our commitment to maintaining a culture of vigilance, and believe that all staff, volunteers and partners have a responsibility to report any concerns about the welfare of any child, young person or adult at risk.

### **Foundation of Light Values:**

Innovative, Passionate, Excellence, Collaborative, Integrity, Agile.

**PERSONAL SPECIFICATION**

Requirement	Essential (E) or Desirable (D)	How Assessed (CV, I, Observation)
<b>Skills and Abilities</b>		
Excellent oral and written communication skills	E	CV / I
Strong planning, organisation, and time management	E	CV / I
Ability to lead, supervise, and motivate staff and coaches	E	I
Strong interpersonal and community engagement skills	E	I
Ability to design and deliver high-quality football sessions	E	I / O
ICT and administrative competence, including reporting systems	E	CV / I
Ability to work under pressure and meet deadlines	E	I
Analytical and problem-solving skills	E	I
Negotiation and partnership-building skills	E	I
<b>Personal Attributes</b>		
Self-motivated, confident, and resilient	E	I
Commitment to Foundation of Light's objectives and values	E	I
Positive, enthusiastic, punctual, and reliable	E	I
Flexible, adaptable, and open-minded	E	I
Commitment to personal and professional development	E	CV / I
Professional, approachable, and participant-focused manner	E	I
Willingness to work evenings, weekends, and school holidays	E	I
<b>Knowledge &amp; Understanding</b>		
Knowledge of grassroots and community football structures	D	I
Understanding of safeguarding, GDPR, and data protection	E	I
Awareness of issues affecting participation in community activities	E	I
Familiarity with charity, education, youth work or sport-for-development sectors	D	I
<b>Experience</b>		
Experience managing community programmes	E	CV
Experience supervising and developing staff	E	CV / I
Experience delivering or overseeing community sessions in community/school settings	E	CV / I
Experience of budget monitoring and reporting	E	CV / I
Experience building partnerships with schools, clubs, and community networks	E	I
Experience tracking outcomes and reporting to funders	E	CV / I
Experience in charity, education, or sport sectors	E	CV / I
<b>Qualifications</b>		
GCSE (or equivalent) in Maths and English	E	CV
Qualification (or higher) in sport, youth work or education	E	CV
Degree (or equivalent professional experience)	D	CV
Full UK driving licence	E	CV

# OUR EMPLOYEE BENEFITS



ACCESS TO HEALTH  
ASSURED HEALTH  
CARE SERVICE

10%  
DISCOUNT



EMPLOYEE  
SHOPPING  
DISCOUNT  
PORTAL



X2 SAFC  
TICKETS

+ 20% SHOP  
DISCOUNT

Out of STAFF  
Office AWAY  
DAYS



FUNDED  
TRAINING

PRIORITY ACCESS  
TO SAFC TICKETS  
AND EVENTS



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# NEXT STEPS

Interested applicants should request an application pack or send a CV to -

✉ [gemma.snaith@foundationoflight.co.uk](mailto:gemma.snaith@foundationoflight.co.uk)

or download packs from

🌐 [foundationoflight.co.uk](http://foundationoflight.co.uk)

Candidates who have not heard within six weeks of application should assume they have been unsuccessful.

Appointments are subject to an enhanced DBS Check.

Foundation of Light is an Equal Opportunities Employer.





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Foundation of Light | Beacon of Light | Stadium Park | Sunderland  
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 FoundationofLight