



**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:



**FOUNDATION
OF LIGHT**

THE WORLD AT YOUR FEET

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.

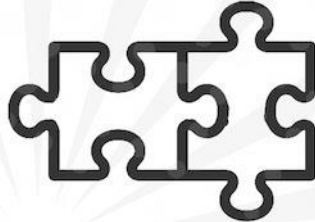
We use our position as an unparalleled route into traditionally 'hard to reach' communities – involving, educating and inspiring. We work across four industries – education and skills, sport and play, health and wellbeing and youth and community learning.



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.



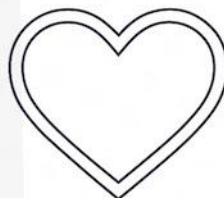
Excellence

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.





**FOUNDATION
OF LIGHT**

THE WORLD AT YOUR FEET

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.



“

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

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.

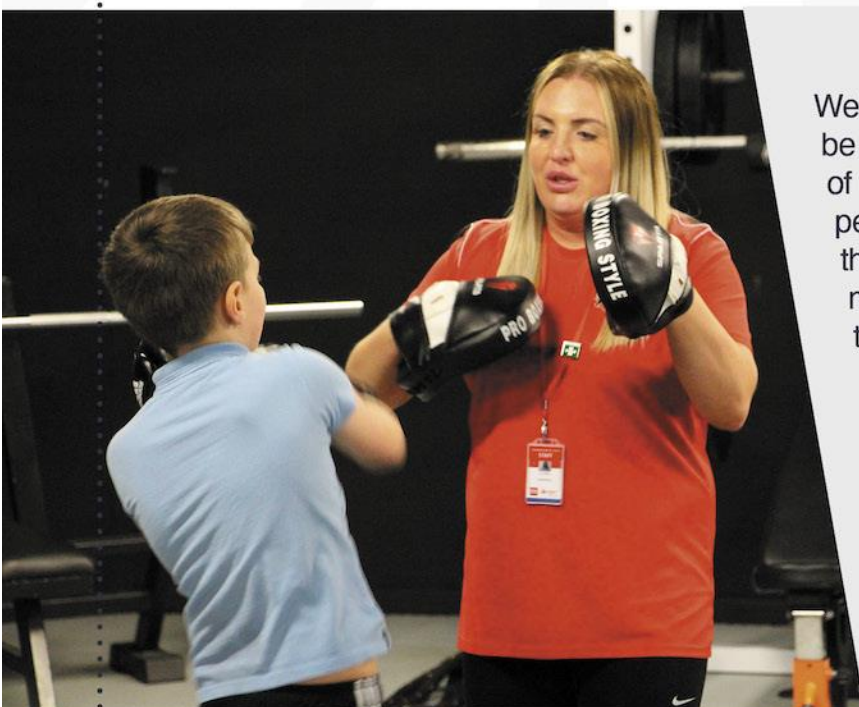
Our **sport and play** programmes cater for young children aged from 18 months (Little Dribblers) to adults aged over 55 (our Extra Time Hubs). We encourage people of all ages to keep active, develop skills and live more fulfilling lives.

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.



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



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.



**FOUNDATION
OF LIGHT**

THE WORLD AT YOUR FEET

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 **19+** 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 **250** over-55s have taken part in weekly social activities and over **1,200** activity bags distributed to help combat loneliness

Over **2,000** participants improved mental wellbeing

280 teenagers to complete **7,820** hours of social action projects in the community

Over **1,000** young people making safer and healthier choices

OVER **12,000** VOLUNTEERING HOURS


OUR HISTORY





**FOUNDATION
OF LIGHT**


THE WORLD AT YOUR FEET




2016

FOOTBALL SCHOLARSHIP PROGRAMME LAUNCHED

MULTIPLE TROPHY WINS AND STUDENTS PROGRESSING ONTO FURTHER EDUCATION



CHARITY LEADER OF THE YEAR



CEO AWARDED OBE

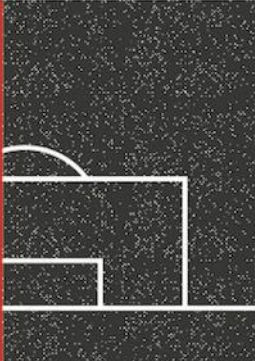
2015

DOUBLE CELEBRATION FOR THE FOUNDATION

WELL DONE LESLEY SPÜHLER OBE, CHIEF EXECUTIVE FOUNDATION OF LIGHT

POSITIVELY CHANGING YOUNG LIVES

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



2018

BEACON OF LIGHT OPENS

FOUNDATION OF LIGHT'S NEW HOME

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

20

FOUNDATION OF LIGHT

2019

BEST FOOTBALL COMMUNITY AWARD

OUTSIDE THE PREMIER LEAGUE



“

I absolutely loved doing my work experience. I enjoyed getting an insight on the Foundation and all of the different jobs here.

**Elisha Williams,
Placement student**

”

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





**FOUNDATION
OF LIGHT**

THE WORLD AT YOUR FEET

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

...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

...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 on 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.

Aim

3



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



**FOUNDATION
OF LIGHT**

THE WORLD AT YOUR FEET

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... ○○○

“

Foundation of Light changes peoples' lives. I've had the privilege of working with so many young people and seeing the difference our programmes can make first hand.

”

Joey Harries,
Foundation of Light staff



“

Absolutely different class from Foundation team for Family Funday. We wouldn't be able to do what we do without the participants across each and every programme continuing to engage throughout the year.

”

Jake Hannah,
Foundation of Light staff

“

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

“

Best place in the world to work

Jack Gray,
Foundation of Light staff

”

OUR STRATEGIC ASSETS ○○○



**FOUNDATION
OF LIGHT**

THE WORLD AT YOUR FEET



- ▶ **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**

COMPANY SET UP

FOUNDATION OF LIGHT TRUSTEES

Sir Bob Murray CBE
Baroness Estelle Morris of Yardley
Kate Adie CBE, DL
Sir Tim Rice
George Clarke
Stephen Cram CBE
The Hon. James Ramsbotham CBE, DL
Baroness Tanni Grey-Thompson DBE, DL
Kyril Louis-Dreyfus
Martin Hibbert

PROGRAMMES COMMITTEE

Baroness Estelle Morris	Baroness Tanni Grey-Thompson OBE, DL
Lynda Brown	Joan Atkinson
Audrey Bolam	Toni Rhodes
Ian Green	Sue Brent
Ian Kershaw	Kumareswaradas Ramanathas
Karen Marshall	Gerry Taylor
Denise Taylor	
Jamie Wright	

FINANCE, AUDIT AND RISK

Martin Hibbert
Mark Hetherington
James Martin OBE
Hayley Wardle
Steve Davison

RENUMERATION AND NOMINATION MEMBERS

The Hon. James Ramsbotham CBE, DL
Baroness Estelle Morris
Sir Bob Murray CBE

SUBSIDIARIES

BEACON OF LIGHT DIRECTORS

John Fickling
Sir Bob Murray CBE
Bob Paton CBE
Lesley Spuhler OBE, DL
John Wood CBE, DL

ALTRUISM DIRECTORS

The Hon. James Ramsbotham CBE, DL
Stephen Cram CBE
Farooq Hakim
Steven Parker
Darren Bryant
Joanne Corlett
Natasha McDonough

THE ROLE



**FOUNDATION
OF LIGHT**

THE WORLD AT YOUR FEET

JOB DESCRIPTION

Job Title	Sports Development Officer
Job Holder	
Responsible to:	Primary Stars Lead
Responsible for:	
Hours:	Part Time or Full Time Hours Available
Salary Band:	£19,800 - £25,000 (pro rata)

Main Duties:	1. Work across the Primary and Secondary programmes to plan and deliver effective Physical Education and Coaching sessions: in a school setting, at the Beacon of Light and at outreach sites.
---------------------	--

- 1. Work across the Primary and Secondary programmes to plan and deliver effective Physical Education and Coaching sessions: in a school setting, at the Beacon of Light and at outreach sites.**

- Deliver high quality PE sessions.
- Develop Ofsted good/outstanding sessions.
- Develop and deliver high quality sessions, which are creative, and resources that compliment delivery.
- Deliver a high-quality service securing further bookings.
- Develop effective relationships with schools.
- Carry out pre and post learner assessments throughout each course.
- Deliver holiday, evening and weekend sessions as required by the timetable.
- Motivate and encourage learners, seeking additional support from outside agencies if required.
- Work closely with the rest of the team to ensure delivery is of a consistent high standard.
- Incorporate Primary Stars Values into delivery in order to meet funding requirements.
- Identify PR opportunities and case studies.
- Ensure that admin tasks are up to date.
- Attend relevant CPD courses as required.
- Liaise with Safeguarding and Welfare Manager as appropriate.
- Build networks with likeminded agencies.

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.



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
- 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
- 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



PERSONAL SPECIFICATION

Requirement	Essential (E) or Desirable (D)	How Assessed (CV, Interview, Observation)
Skills and Abilities:		
Coaching	E	O
Communication, oral and written	E	I/O/ CV
Planning and control	E	I/O/ CV
Teamwork	E	CV
Work on own initiative	E	CV/ I
Conflict handling and resolution	E	CV/ O
Creativity and imagination relevant to the workplace	E	I/O/ CV
Ability to work under pressure and to tight deadlines	E	CV
Personal Attributes:		
Self-motivated, able to use own initiative, confident and persistent	E	I/O/ CV
Commitment to the Foundation of Light's objectives and values	E	I/O/ CV
Positive and enthusiastic	E	I/O/ CV
Punctual and reliable	E	I
Commitment to personal and professional development	E	CV
High aspirations and highest possible standards for young people	E	CV/ I
Non-judgemental, open-minded attitude	E	CV/ I
Flexibility in working, and positive approach to change	E	CV/ I/ O
Able to work in the evenings and at weekends if required	E	CV/ I
Employs a creative and imaginative approach to working	E	CV/ I/ O
Access to good internet at home, and a space to work effectively from home if required	E	CV
Current driving licence	E	CV
Knowledge and Understanding:		
Safeguarding	E	CV/ I
Premier League Primary Stars	E	CV/ I/ O
Inspires programme	E	CV/ I/ O
Understanding:		
How to plan an outstanding session	E	CV/ I/ O
National Curriculum (PE)	E	CV/ I/ O
Delivery of exceptional customer service	E	CV/ O
Understanding of age, levels, and abilities to meet appropriate needs of participants.	E	CV/ I/ O
Experience:		
Working with young people in a school/community setting	E	CV
Administration	E	CV
Qualifications (or equivalent):		
Driving License	E	CV
FA coaching Level 2 or NGB Level 2 equivalent	E	CV
First Aid	D	CV
GCSE Mathematics and English grade C or above	D	CV
Competent in Microsoft Office applications (Word, Excel, Outlook)	E	CV



**FOUNDATION
OF LIGHT**

THE WORLD AT YOUR FEET

Foundation of Light | Beacon of Light | Stadium Park | Sunderland
SR5 1SN | T: 0191 563 4777 | Registered Charity No.1089333



SAFCFoL



foundationoflight