



**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:



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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.



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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 **10,000** volunteering hours

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

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

OUR HISTORY





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2015

CHARITY LEADER OF THE YEAR
CEO AWARDED OBE

DOUBLE CELEBRATION FOR THE FOUNDATION

WELL DONE LESLEY SPUHLER 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 2014 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



20

FOUNDATION OF LIGHT

“

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





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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 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.



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



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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.



WHAT OUR STAFF SAY...

“

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



“

Best place in the world to work

Jack Gray,
Foundation of Light staff

”

OUR STRATEGIC ASSETS



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- ▶ **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
Jill Scott MBE

PROGRAMMES COMMITTEE

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

FINANCE, AUDIT AND RISK

Martin Hibbert
Mark Hetherington
James Martin OBE
Hayley Wardle

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
John Wood CBE, DL
Steph Kelly
Andrew David Milnes
Jamie Wright

ALTRUISM DIRECTORS

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

THE ROLE



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JOB DESCRIPTION

Job Title	Sports Development Officer
Job Holder	TBC
Responsible to:	Football in the Community Manager (Education)
Responsible for:	N/A
Hours:	35 hours a week
Salary Band:	Tutors, Teachers, Officers and Coaches

Main Duties:	<ol style="list-style-type: none"> 1. Work across the Primary and Secondary programmes to plan and deliver effective Physical Education and Sports Coaching sessions across a range of settings, including schools, Beacon of Light and outreach sites. 2. Deliver sport and football sessions in evenings and weekends.
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- 1. Work across the Primary and Secondary programmes to plan and deliver effective Physical Education and Sports Coaching sessions across a range of school settings, the Beacon of Light and at outreach sites.**

- Deliver high quality PE sessions in line with education curriculum and best practice in school PE.
- Deliver classroom
- Deliver Ofsted good/outstanding sessions.
- Develop and deliver high quality PE, sport and football 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.
- 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 school delivery 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.
- Complete all necessary reporting including safeguarding, incident, accident and near miss reports
- Build networks with likeminded agencies.

- 2. Deliver sport and football sessions in evenings and weekends.**

- Deliver holiday, evening and weekend sport and football sessions as required by the timetable.
- Ensure that admin tasks are up to date.
- Attend relevant CPD courses as required.
- Ensure all necessary FA coaching mandatory requirements are met.
- Liaise with Safeguarding and Welfare Manager as appropriate.
- Complete all necessary reporting including safeguarding, incident, accident and near miss reports



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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 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 internal working groups as required.
- Ensure all mandatory training requirements are achieved and kept up-to-date.
- Attend CPD sessions as required to maintain knowledge and skills for the role.
- 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.
- Complete all required reporting including safeguarding, GDPR, Incident, Accident and Near-Miss forms.

Equality, Diversity and Inclusion Statement:

The Foundation of Light (FOL) promotes Equality, Diversity and Inclusion and challenges all forms of discrimination through its internal operations and in the delivery of its services in accordance with and commitment to the 2010 Equality Act. The FOL protects the rights of individuals and advances equality of opportunity for all. It demonstrates the FOL's commitment to continuous improvement in EDI to create meaningful and sustainable change.

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



OUR EMPLOYEE BENEFITS



YEARLY
EYE TESTS



HOLIDAY
PURCHASE
SCHEME



CHRISTMAS
SHOPPING DAY



STAFF
PENSION

ACCESS TO HEALTH
ASSURED HEALTH
CARE SERVICE



CYCLE2WORK
/TEXT SCHEME

10%
DISCOUNT



EMPLOYEE
SHOPPING
DISCOUNT
PORTAL



FLEXIBLE
WORKING



ACCESS TO HR/
CONSULTANTS
OCULUS MENTAL
HEALTH WELLBEING



BETTER
HEALTH
AT WORK
SCHEME



X2 SAFC
TICKETS



20% SHOP
DISCOUNT



STAR
PLAYER

Out of Office
STAFF
AWAY
DAYS



ACCESS TO
CHAPLAIN

DEATH IN
SERVICE POLICY



STAFF
SAFC
KIT



CHRISTMAS
PARTY



FUNDED
TRAINING

PRIORITY ACCESS
TO SAFC TICKETS
AND EVENTS

NEXT STEPS



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

✉ gemma.snaith@foundationoflight.co.uk

or download packs from

🌐 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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