Presentation overview:

- What is Better Boards, Stronger Sport?
- The reason behind it:
  - previous codes of good governance
  - why it’s important sport take good governance serious.
- How Better Boards, Stronger Sport was produced.
- How sport can benefit from using the toolkit.
Sport and Recreation Alliance

What is the Alliance?

• Founded in 1935.
• Started life delivering sporting opportunities.
• Owned all the national sports centres.
• 1972 government set up the sports councils.
• The Alliance handed over its assets – in exchange the Alliance receives funding from Sport England and have taken on a new independent role.
The BBSS toolkit

Private sector approach with a sporting twist…

SECTION ONE: FEATURES
Outlines the features of good sports governance as identified by the sports movement.

SECTION TWO: CASE STUDIES
Case studies that highlight how organisations have managed to put one or more features into practice.

SECTION THREE: TOOLS AND RESOURCES
Provides tools and resources that will help an organisation with implementing the key features of good governance.
The BBSS toolkit

Private sector approach with a sporting twist…

10 features of good sports boards:
1. Act in the best interest of the sport.
2. Define the role of the board and evaluate their performance.
3. Establish a balanced competency-based board.
4. Set the vision and mission and provide leadership on the strategy.
5. Establish effective controls.
6. Act with transparency and be accountable to stakeholders.
7. Engage with sporting and non-sporting bodies.
8. Work as a team.
9. Focus on membership.
10. Promote good governance throughout sport.
THE FEATURES OF GOOD GOVERNANCE ARE THE SAME FOR EVERY ORGANISATION – NO MATTER WHAT THE SIZE. HOWEVER THE SIZE OF THE ORGANISATION WILL INFLUENCE HOW THE FEATURES ARE APPLIED.
But why?
What is Better Boards, Stronger Sport is here to prevent?

“It’s clear that no change in the areas of governance, financial regulation, transparency and the involvement of supporters is not an option”

- Hugh Robertson, ex Minister for Sport
"The effectiveness with which boards discharge their responsibilities determines Britain’s competitive position. They must be free to drive their companies forward, but exercise that freedom within the framework of effective accountability. This is the essence of any system of good corporate governance."

- The Cadbury Report p.10
Historical development

More money being invested into sport has resulted in requirements in how sport is governed.

It’s understandable that taxpayers money must be protected from misuse – sport needs to be transparent and accountable with its money.

However...

One size does not fit all.
Comply or explain
If it good enough for the private sector...


Voluntary Code of Good Governance for Sport and Recreation Sector.

Better Boards, Stronger Sport toolkit.
How was it produced?
*Created by sport, for sport*

Each part of the toolkit was created through extensive consultation:

1. Consensus was achieved on the key features of an effective sports board through proactive consultation.

2. Partner organisations from six different European countries identified case studies of sports boards demonstrating the key features across Europe.

3. Tools and resources to help organisations implement the key features with input from partners.
Who produced it…

Created by sport, for sport

Our wonderful partners:

- Estonian Olympic Committee
- European Athletes as Students
- European Women in Sport
- Finnish Sports Federation (VALO)
- Irish Sport Council
- Just Sport Ireland
- Polish Ministry of Sport and Tourism
- Birkbeck, University of London
How to use it...

"AN ORGANISATION THAT SAYS IT HAS GOOD GOVERNANCE AND DOESN’T NEED TO IMPROVE IS AN ORGANISATION THAT HAS NOT UNDERSTOOD THE QUEST FOR GOOD GOVERNANCE"
Thank you.
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