

Personal Statement - BMC President Nomination: Lynn Robinson

I am a current BMC Vice President. If elected as President, I will use my extensive experience to steer the organisation to further success at this time of change and challenge.

I care passionately about **representing and involving members**, about **keeping the BMC active as the National Representative Body** and about **supporting volunteers** to make the BMC the best it can be.

I am a climber, hillwalker and mountaineer and I will bring significant professional experience and skills to this role. I am a long-standing volunteer across many roles with in-depth knowledge and experience of the BMC to the most senior levels and with a vision of where we need to go next. My leadership skills and well-established relationships put me in an excellent position to develop the role and positively influence the direction of the organisation as BMC President.

In the position of BMC President, I will be accountable, reliable and will work with integrity. I will:

1. **Be an active champion** for members by:
 - Listening to your needs
 - Representing you during policy making
 - Scrutinising the Board's decision on your behalf
 - Creating a membership strategy that recognises everyone we represent
2. **Encourage volunteering** by:
 - Recruitment - Improving systems to recruit volunteers
 - Retention - Improving how we support and train volunteers
 - Reward - Developing our volunteer recognition programme
3. **Improve communication** between members, staff, Board members and volunteers by:
 - Developing a comprehensive communication strategy that works for everyone
 - Reviewing how we use social media and digital communications.

The BMC has a rich history and past, which I will respect and nurture, whilst actively engaging the organisation, members and partners to develop and adapt to modern needs. It is a 'broad church', representing climbers, hillwalkers, and mountaineers of every possible form of the great games, outdoors and increasingly indoors. Different members need different things from us. I will lead the way in understanding our membership, knowing their priorities and putting them at the heart of our future.

The landscape of climbing, hillwalking and mountaineering is changing. The BMC has a crucial role in helping climbers and hillwalkers to understand their impact and behave responsibly in the outdoors. As President, I will take forward the challenge that comes with increased participation. Indoor climbing is becoming increasingly popular, bringing a new generation of people who may only ever climb on plastic holds. Hillwalking is becoming more and more popular, with individuals and families taking to the hills in large numbers. The BMC can support safe and active participation, enabling people to live healthier lives. If they choose to progress outdoors and onto crags we are in the position to support them to do so safely with as little environmental impact as possible and always with guidance from the highly effective BMC Risk Participation Statement and organisational ethos. As hillwalking numbers increase, I will support the development of environmental management plans and safety improvements, so that people can enjoy our incredible outdoor spaces in a way that is effectively managed.

Volunteers are at the heart of our organisation and my goal is to recognise their work more widely and to support them better from the moment they volunteer their time. As a BMC volunteer for over 20 years and a BMC member for 30 years and an ex-club President, I understand the commitment required and the incredible value that the variety of volunteers bring to the BMC, creating a vibrant organisation with a rich history that we can all be proud of. I commit to developing an organisation-wide Volunteering Strategy.

My 20+ years' volunteer work at the BMC has centred around improving experiences for members of all types, whether this is within a club, in access to crags, guidebook development, improving the volunteer experience, developing resources that support climbers, leading groups, representing the organisation nationally and much more.

Through my professional career, I have successfully led large-scale, complex contracts and managed major change projects within organisations, not dissimilar to the changes happening at the BMC. I have governance, finance, communications, project and performance management experience. I am pragmatic, realistic and aware of the factors facing public, private and membership funded organisations, such as the BMC. My public health background gives me a unique and valuable perspective on the wider benefits of participating in climbing, hillwalking and mountaineering. My diverse experiences enable me to be flexible, open-minded and resourceful. In short, alongside my climbing, hill walking, mountaineering and BMC volunteer experience I am a well-rounded candidate with the skills needed to be a successful and effective President.

The core of my skills lie in my deep personal integrity. I have the ability to build meaningful and long-lasting relationships, to listen and to respect differing views, and a commitment to developing consensus and collaborating to build a fair and balanced outcome in the best interests of our members and the future of the organisation. I believe building trust in the BMC is important.

I have demonstrated clear leadership in my Vice President role, especially in the reward and recognition of volunteers and the Volunteering Strategy. I co-led production of the Froggatt to Black Rocks guidebook. I helped lead the Peak Area for five years. I was President of a BMC affiliated club. In my professional life I have held numerous leadership roles and responsibilities.

The role of the President will be pivotal in implementing the independent Organisational Review Group (ORG) recommendations. I believe that the new Articles of Association, based on the ORG recommendations, are the best way for us to build a strong and effective member-focussed organisation which is well-led, financially secure and which has a continued exemplary reputation in industry and with government. On this basis I encourage members to vote for these articles by attending the AGM in June 2018, entrusting their proxy vote to a member attending the AGM, or through electronic voting for the AGM.

For the remaining ORG recommendations, I have a well-defined strategic vision to achieve them, with skills to listen to and effectively represent the concerns of members, whilst at the same time being focused on action. Membership communications and partner-organisation involvement will be crucial to our effectiveness. As President, I will lead the development of a Communications Strategy to include:

- How to enact feedback from local areas at a national level
- A review of the specialist committee Terms of References
- Ensuring communication to the membership is central.

I am driven by a genuine determination to make a positive contribution to the future of the BMC. As Vice President, I have carried out the duties of the role with enthusiasm and skill, with determination and resilience, and with passion. My love of climbing, hillwalking and mountaineering, and the fascinating people involved has greatly enhanced my life, both physically and mentally. It is now my time to step up, lean in and put something back in this senior leadership role. Place your vote with me and you will be giving your vote to a trustworthy and reliable future President. Join me in creating a robust and flourishing, member-led BMC.

Proposer: Rehan Siddiqui, President, 2015–17; **Second:** Mina Leslie-Wujastyk, VP, 2014-16

Lynn Robinson: For BMC President

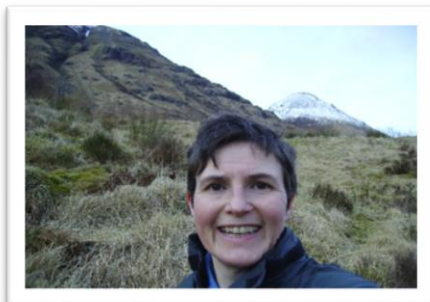
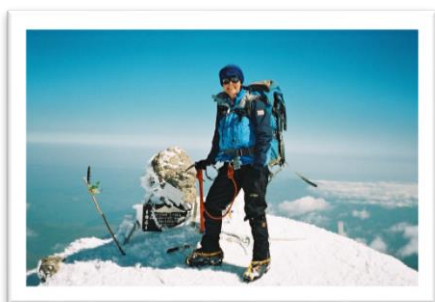
A highly experienced Vice President of the BMC with a drive to positively contribute to the organisation and act as a champion for the membership over the coming years.

Profile

For over 20 years I have been a BMC volunteer, first working with the BMC when I became President of my local affiliated university mountaineering club, progressing to my current position as BMC Vice President.

In 2017, I received the BMC George Band Award for Outstanding Voluntary Contribution to Mountaineering, reflecting the level of commitment I have given to the BMC and the wider mountaineering community.

My wide ranging voluntary work demonstrates my enthusiasm and determination. These are enhanced by my personal integrity, professional skill set and commitment to the BMC and its future; when combined with my climbing, mountaineering and hillwalking experience and my diverse professional and management background I will bring highly positive and respected attributes to the role of President.



Achievements

BMC volunteer recognition: As executive lead for the BMC's Volunteering Strategy, I proposed and implemented a revised award and recognition scheme for BMC volunteers - the Rehan Siddiqui Award, the Young Volunteer Award and the BMC Long Service Award - helping to recognise the considerable contributions of volunteers to the organisation.

BMC Volunteering Strategy: As part of my Vice Presidential role I have led on setting up an improved strategy which better encourages, supports and trains our existing and future volunteer force, who do most of the work for the organisation, alongside the important contributions of employed staff.

Member representation: For over 25 years I have attended BMC Peak Area meetings, including five years as Area Secretary. In my role as Vice President, I have attended regular National Council meetings and Executive Committee meetings, acting as the executive representative for other local Areas. In particular I have taken the concerns of lower-grade rock climbers and mountain scramblers seriously; recognising that they buy most guidebooks and are a critical part of our community. In 2011, I instigated the Peak Area Facebook page, now with over 1,165 followers, to encourage the participation of and communication with members who may not be able to attend every Area meeting.

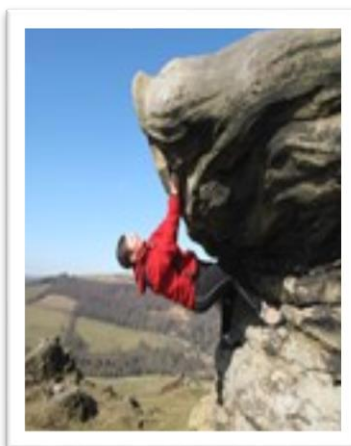
Supporting democracy: I was elected to the role of Vice President in ‘challenging’ times for the BMC and have done my very best to support and encourage staff and key volunteers. I support the work of the Organisational Review Group (ORG) and the democratic National Council decisions on these. I support all the work that has been achieved and democratically approved by the National Council for the 2018 AGM. I will always follow democratic outcomes and I believe in the full membership.

Campaigning: I was the Executive representative at the launch of the BMC’s ‘Mend Our Mountains: Make One Million’ campaign, helping to protect our outdoor spaces and engage organisations and members to contribute to the upkeep of our crags, hills and upland areas. In my local area I was heavily involved (as area secretary) when the BMC launched ‘Stand up for Stanage’. I’ve been involved in numerous other campaigns.

Guidebook experience: My early BMC passion was in guidebooks. I am the co-editor of Froggatt to Black Rocks and have been involved in all the new series BMC guidebooks from the Burbage, Millstone and Beyond to the current Peak Limestone volumes. I am currently a member of the BMC guidebook committee. I work with The Wired Guide group: a collaboration of the BMC with other UK definitive guidebook producers to launch regional selective guides. My substantial work for BMC and YMC gritstone guidebooks and other editorial work shows my commitment to the inspiring documentation of the incredible climbing routes and boulder problems and their history in relation to responsible ethics and sustainability.

Crag access: My guidebook and Peak Area work includes considerable crag access involvement and the preservation of crag environments. I have been involved in climbing festivals with clean-ups across the UK. I advocate the correct documentation in guidebooks and elsewhere to help preserving the crags in relation to access and sustainability for the future.

Improving involvement of BMC members: I was an enthusiastic affiliated club recruiter from the student body who understood the risks involved in climbing and was part of the club training from bouldering, to climbing in the greater ranges. We often used IFMGA guides to help with our ice and snow work and I got to understand their valued input to the climbing community. I helped build the attendance and engagement in my local Peak Area. I am currently the co-chair of the Women’s Development Group, which explores and supports initiatives to further encourage and support women’s involvement in climbing and the work of the BMC. I have assisted in numerous BMC events over the years across England and Wales encouraging others to get involved with access work, crag clean ups, guidebook initiatives and equality development. In the Open Youth Bouldering competition, 2018, I assisted and also promoted the good work that the BMC does.



Skills

Influencing

Working with BMC members, landowners, government, commissioners, clinicians and the public

Communication

Writing for the BMC, chairing meetings, giving presentations at a national level, producing press releases & digital communications and being at ease talking to anyone

Strategy

I am used to receiving highly complex information, analysing it and using it to inform the strategic direction of organisations

Organisational

A methodical planner, effective prioritisation and working to tight deadlines forms an integral part of my work

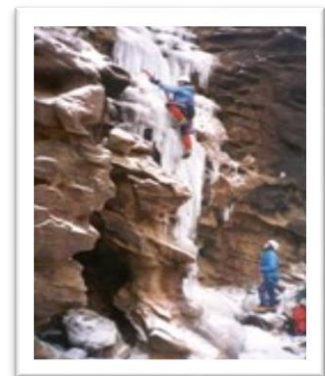
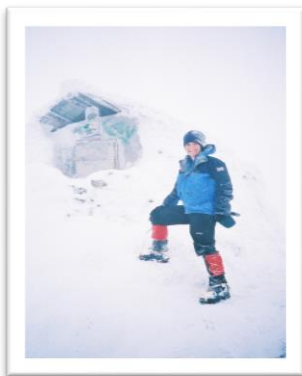
Connecting, listening and highly developed interpersonal skills

Ability and desire to listen to what members want and to improve services to meet those needs. Understanding and experience of connecting with all our members

Climbing, mountaineering and hill walking experience

From hill-walking and scrambling, I took up traditional climbing and joined my local university mountaineering club, climbing my first route outdoors at Froggatt in Derbyshire in the late 1980s. Since then I've climbed, walked and mountaineered around the world including Asia, Africa, Europe, North and South America. Highlights include new trad rock routing and exploration in Sinai, big walling in Yosemite and completing both the Cuillin Ridge traverse and Lake District four 3,000 foot peaks in under 24-hours. I describe myself as a lower-grade climber, but I do occasionally stray into on-sighting lower E-numbers.

My local climbing community is in Nottingham, where I climb and boulder indoors regularly, taking part in local bouldering competitions, where I can challenge myself. On a wider scale, I have mountaineered around the world, including trekking peaks in Nepal, volcanoes in Ecuador, Mount Elbrus and the European Alps, including Mont Blanc. In 2017, I completed my first big wall in the Yosemite, after failing on a wall in Zion in 2015. More locally, I winter climb in Scotland, the Lakes and North Wales and when the conditions are right I climb ice on Kinder Scout. I love hill-walking and although I've trekked around the world, I'm just as happy on Kinder or Munroe bagging. Being in the mountains, whether I am walking or climbing, is where I 'recharge my batteries'.



Professional career and qualifications

My diverse background brings additional useful skills. I trained as a Registered General Nurse and then as a Professional Social Worker (CQSW). I have worked in Health Promotion. I have an MSc in Public Services Management. I have worked abroad in charities on several occasions, including a year developing skills for Community Health Workers for a local Indian charity in the slums of Bangalore, in community development in

Nepal and was a volunteer camp nurse for the San Francisco Girls and Boys Club, that assists under privileged inner-city kids to experience the outdoors.

My current role within Contract Management for a large NHS Trust involves:

- Governance in the public sector
- Developing and reporting against key performance indicators
- Managing change
- Negotiating business, price and contracts from NHS, voluntary and statutory bodies.

At this time of significant change in the BMC, my substantial and varied experience will enable me to fulfil the role of President to a high degree of competence. This includes: professional attributes; financial, performance and contract management; public communication; and governance and organisational change involvement.

Key areas of my professional life can transfer directly into the role of BMC President:

Finance and Performance

Responsible for the negotiation, management and governance arrangements of contracts up to £10 million from a range of different organisations, including other NHS Trusts and statutory organisations, the voluntary sector and NHS England. Developing and implementing an assurance performance management framework, reporting on targets to NHS England, developing, monitoring and producing internal and external performance reports for the Trust Board and commissioners (for a £113 million contract)

Team management

Managing a team, including recruitment and selection of staff, planning their work, supervision and change management

Communications

Excellent skills demonstrated from communicating with senior staff, through to professionals and the public, including managing the process and leading on the publication of two emotive Public Inquiries

Organisational change

Working for the NHS I have lead organisational change projects in challenging times and reviewed functions, to ensure 'fitness for purpose'

Other relevant professional experience

- Leading on corporate governance ensuring Department of Health compliance
- Managing and chairing public meetings, including facilitating conflict resolution
- Working with a wide range of people: politicians (local and national), clinicians, and the public
- Being responsible for income generation into the organisation
- Forming effective working relationships with other organisations
- Experience of working in high-pressure situations to tight deadlines

