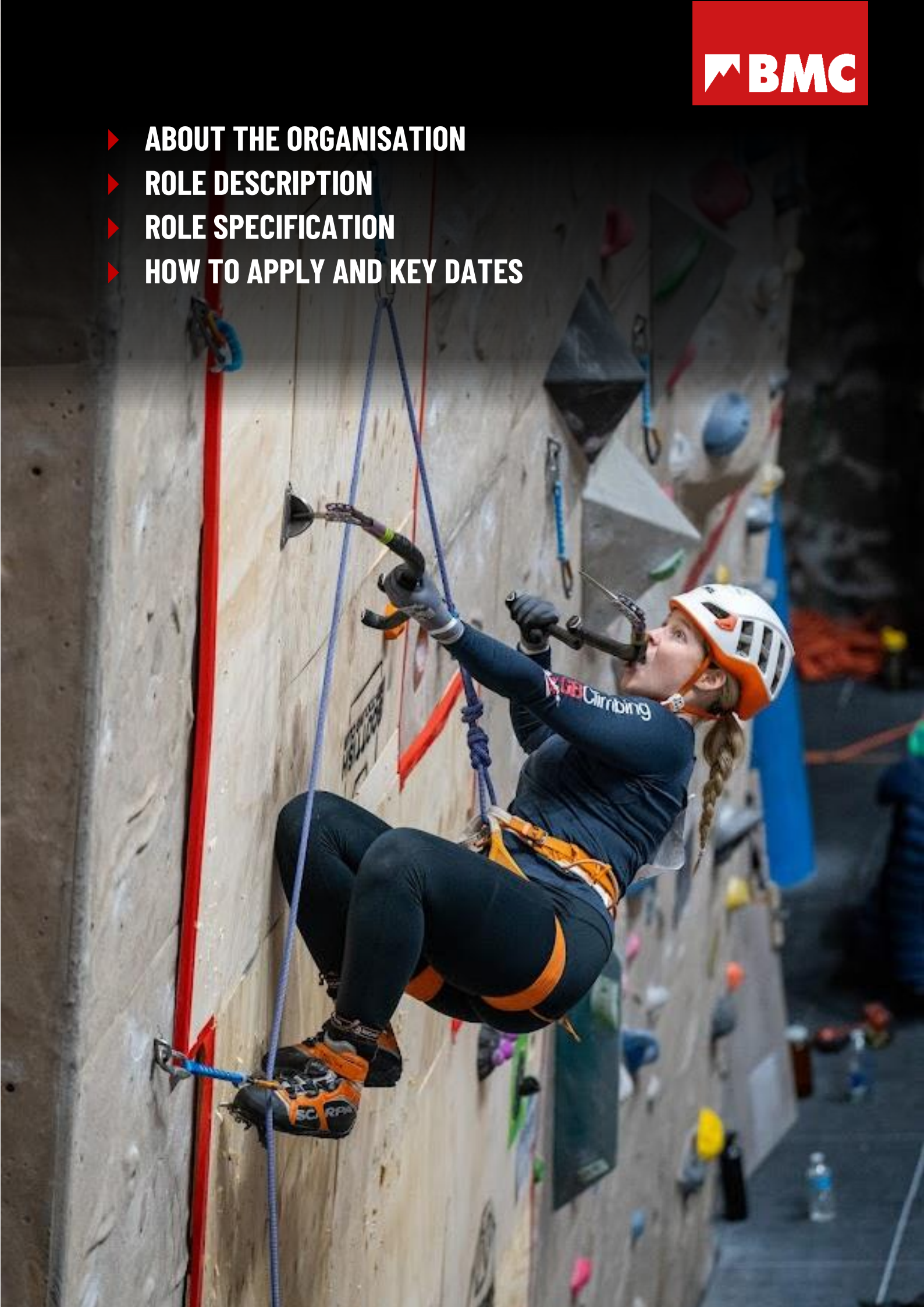


INFORMATION PACK INDEPENDENT DIRECTOR

VOLUNTARY POSITION



- ▶ **ABOUT THE ORGANISATION**
- ▶ **ROLE DESCRIPTION**
- ▶ **ROLE SPECIFICATION**
- ▶ **HOW TO APPLY AND KEY DATES**



**ADVENTURE.
COMMUNITY.
ACTION.**
FOR EVERY
HILL WALKER,
CLIMBER AND
MOUNTAINEER.



THE BRITISH MOUNTAINEERING COUNCIL

OUR STORY

Formed by clubs in 1944, we are a membership organisation, established to be open to all and speak on behalf of mountaineers, climbers, and hill walkers, protecting spaces and supporting members in their activities.

Nearly 80 years later, more and more people are experiencing the enjoyment of climbing and being in the outdoors and recognising the benefits of active lifestyles for mental and physical health and wellbeing. Activities that can be shared across generations, in groups or individually.

We have always had a clear purpose: to make the climbing and outdoor experience of the people we represent as good as it can be, by removing barriers to participation to be more inclusive and have a more diverse audience. And while these activities have changed and participation has grown immeasurably over the years, this purpose holds as true as ever.

We campaign for freedom of access and the right to roam, we fund footpath repairs and run campaigns to clean up our hills and we are continually working for improved access to and the conservation of places we love.

WHAT WE DO

We protect the future of hill walking, climbing, and mountaineering so people can embrace adventure, both now and for generations to come. The freedom that adventure brings, should be available to all - so we support and prepare people, share vital knowledge, and give our community a strong voice.

WHERE WE DO IT

From rugged peaks to coastal cliffs, the BMC protects and repairs our wild places, collaborates to keep access open for all, and develops emerging climbing talent to create Olympic stars of the future.

WHO WE DO IT FOR

The more people we can inspire, the better.

WHY WE DO IT

We relish challenge in all its forms; from taking part, to performing at the highest level. Challenge enriches lives, provides mental and physical well-being and unifies our community.

THE BMC TODAY

Through all our activities we support and enable people to challenge themselves. We believe in the power of hill walking, climbing and mountaineering to change and improve lives and we are here to support, encourage and inspire you in these fantastic pursuits.

Representing a growing number of participants across ever evolving disciplines and activities, we fight to protect the outdoor environment of the places we love and tackle the impact of climate change so that people can pursue their passion, with our values woven through our every action.

OUR MISSION AND VALUES

COMMUNITY | SUSTAINABILITY | ADVENTURE | ASPIRATION | RESPECT

Our mission is to support our passionate community and inspire those curious about our activities to get out and enjoy them. We support and prepare you to be safe and responsible, whilst campaigning to ensure access to the great outdoors. We are custodians of these spaces and our environment for future generations.

As we grow towards 100,000 members, so does the strength of our voice on behalf of these important issues. We proudly live and breathe our values.

On your behalf we proudly:

- ▶ Work behind the scenes to negotiate improved access to crags and countryside in England and Wales
- ▶ Influence and lobby government and decision makers, and work with sector partners on key policy issues and future legislation
- ▶ Protect your safety through advice, training and support. Finding practical solutions and demanding the highest standard of safety for kit and equipment
- ▶ Establish numerous projects to restore trails, protect fragile environments and help conserve endangered wildlife
- ▶ Support people to get the most out of their activities through world-class advice, training and development
- ▶ Produce inspirational content, keeping the spirit of climbing, hiking and mountaineering alive while motivating you to take on your next adventure

AND THERE'S MORE

For climbers who venture onto our amazing boulders, outcrops, mountain crags and sea cliffs, we have and continue to champion your rights to access the places you love. We work tirelessly to care for these places and inspire you towards greater adventures.

We also organise events, support clubs and communities, and promote opportunities for people from all walks of life to experience the positive effects of the mountains on our physical and mental wellbeing.



GB CLIMBING

The BMC runs GB Climbing, the home of competition climbing in the UK. GB Climbing manages the GB Climbing teams, talent and performance pathways, national and international competition events in the UK, and proudly promotes the future of our sport.

In the summer of 2021 in Tokyo, climbing became an Olympic sport for the first time. Climbers competed in the combined event of three disciplines: Lead, Boulder and Speed climbing. Looking ahead to Paris 2024, and beyond, speed climbing will now be a medal event of its own, separated from a combined Lead and Boulder.

In September 2022 we hosted an IFSC World Cup in Edinburgh and have ambitions to regularly host events on the world series.

IF CLIMBING FOR YOU IS HANGING OUT AT YOUR LOCAL WALL, TRAINING HARD OR KEEPING IN SHAPE WITH YOUR FRIENDS THEN WE ARE THERE FOR YOU TOO

By supporting indoor climbing, we:

- ▶ Develop coaches with our Fundamentals of Climbing courses
- ▶ Support clubs to help provide a great learning environment
- ▶ Create skills and training content to set you off on the ideal route for you
- ▶ Work with partners to promote safe and inclusive climbing spaces

On top of that we are involved in producing top quality guidebooks, we organise climbing festivals, and act as a voice for everyone in this amazing community.

INDEPENDENT DIRECTOR INFORMATION PACK



ROLE DESCRIPTION

Position	Independent Director for the BMC's Board of Directors <i>Focus on marketing skills, including the build and deployment of digital marketing</i>
Duration	Initial term of 3-years from appointment; subject to ratification at the June 2024 AGM; possibility for second 3-year term.
Remuneration	Voluntary position – travel and accommodation expenses only
Frequency	The Board is scheduled to meet 8 times during 2024, with a mixture of evening virtual meetings and full day face to face meetings which most often will take place at the Manchester office. In addition, there will be additional business between meetings (email, correspondence / conference calls / relevant reading) and in total the role is expected to require a minimum of 20 days per year
Reporting to	Chair, Board of Directors
Head office location	BMC, The Old Church, 177-179 Burton Road, West Didsbury, Manchester, M20 2BB



INDEPENDENT DIRECTOR INFORMATION PACK



ROLE OUTLINE

The BMC is seeking an energetic and forward-thinking Director with experience of Marketing, including Digital Marketing, together with good business judgement.

This is an exciting opportunity that offers the right candidate the ability to lead the BMC forward, using their experience and expertise in business and the insurance digital marketing industry.

This position will appeal to those who recognise the well-being benefits of active participation in outdoor activities and who share our care and concern for the natural environment. It provides an opportunity to gain satisfaction from contributing to decision-making and scrutiny at a time when the BMC is seeking to grow its membership and enhance its services, whilst championing the environment in the context of increased outdoor participation.

The Board aspires to be both diverse and inclusive; encompassing a wide range of perspectives, approaches and experiences, which we believe are essential to driving further innovation, challenge and creativity within our sporting environment – mountain, crag and indoor. In line with this we are keen to achieve a more diverse Board and we encourage applications from under-represented groups, in particular people from ethnic minorities, people with disabilities and women.

Following a period of constitutional change to ensure compliance with the Code for Sports Governance, the BMC is structured as follows:

- ▶ the Board: responsible for the overall direction and organisational policy of the BMC and ensuring its financial viability and meeting legislative requirements
- ▶ Members' Council: acts as the representative body of the members and consults with the Board holding them to account on behalf of the members
- ▶ CEO and staff: responsible for the day-to-day operation of the BMC
- ▶ Members: required to approve major decisions of a constitutional nature at an AGM

We have five core values: community, adventure, sustainability, aspiration and respect. Within the latter, we celebrate the rich variety of British climbing, hill walking and mountaineering, build inclusive relationships and respect each other.

Over the past 2 years the BMC has built the infrastructure and market intelligence which underpins its marketing. It now needs to continue to develop its marketing across multiple channels and audiences, including existing and future members, the outdoor industries, the indoor climbing businesses and the competition climbing world including athletes, coaches, parents and supporters.

ELIGIBILITY

To be eligible for appointment, candidates must be free from any close connection to the BMC within the last 4 years. This means that anyone applying for the role must not have been: on Members' Council; an employee; an officer of the BMC; or closely connected to any such persons in the last 4 years.

Applicants are expected to have a strong affinity for the work and responsibilities of the BMC, irrespective of whether or not they are existing members.

INDEPENDENT DIRECTOR INFORMATION PACK



THE SUCCESSFUL CANDIDATE

The successful candidate will be part of a team expected to analyse plans and strategic options in a constructive way and help lead the future development of the BMC.

Key responsibilities will include providing a strategic and commercial steer for the Board and the organisation ideally with a focus on all aspects and products associated with marketing, especially digital marketing.

The successful candidate will find it useful to attend occasional meetings of the Members' Council which occur 4 times / annum, 2 of which are virtual and 2 of which are face to face.

There is also an opportunity to contribute to the work of various committees and task groups which report to the Board, and which fulfil governance or specialist roles.

We encourage you to apply for this role if you feel you meet the key skills and experience listed below, even if you feel you do not have all of them.

We are passionate about identifying the right people to help us develop and thrive.

REQUIRED SKILLS AND EXPERIENCE	
▶ Excellent business acumen	Essential
▶ Recent experience within Marketing, including building and delivering digital marketing	Essential
▶ An independent and proactive leader with integrity and the ability and willingness to challenge and probe	Essential
▶ Strong interpersonal skills	Essential
▶ A strategic thinker	Essential
▶ Commitment to the BMC and its objectives	Essential
▶ Time to commit to the role (expected to be at least 20 days p.a.)	Essential
▶ Passionate about well-being and the outdoors or an interest in climbing, hill walking or mountaineering	Desirable
▶ Previous experience as a member of, or reporting to Board or equivalent, ideally with experience of being in a Non-Executive capacity	Desirable
▶ Knowledge of membership organisations	Desirable
▶ Legal experience	Desirable
▶ Energetic personality / ability to represent the BMC externally	Desirable
▶ Knowledge and experience of corporate governance	Desirable

As a representative organisation, working across England and Wales, we welcome those who can read and speak the Welsh language.



INDEPENDENT DIRECTOR INFORMATION PACK



HOW TO APPLY

Let us know why you are interested in applying for this role, by sending a covering letter, an up-to-date CV and details of two referees to recruitment@thebmc.co.uk by 09:00 hours on Monday 08 April 2024.

Your application will be anonymised and will be reviewed by the Nominations Committee against the essential and desirable criteria as detailed.

Diversity is valued within the BMC. More than just encouraging your application, we're committed to conscious inclusion that (we hope) cultivates an ethos of belonging, connection, and shared purpose. It's this philosophy that drove us to shape our values and behaviours and we open our doors to those who share those values.

It would be appreciated if you could complete the [BMC's Equality & Diversity Monitoring Form](#) at the time of application.

Key Dates

- Monday 08 April 2024 - Closing date at 9.00 am
- w/c 22 April 2024 - Virtual discussions to take place
- w/c 29 April 2024 - Face to face discussions to take place at the BMC Manchester office

HELP US PROTECT OUR WILD PLACES FOR FUTURE GENERATIONS



RESPECT
THE WILD
RESPECT
THE ROCK



MEND
OUR
MOUNTAINS

WE ARE THE BMC

YOUR COMMUNITY FOR ACTION AND ADVENTURE

MEND OUR MOUNTAINS

This is a vital BMC Access and Conservation Trust campaign to repair footpaths throughout Great Britain. It's a fantastic opportunity to join us in delivering a sustainable, ethical future for our most treasured wild landscapes in partnership with the people who use them and love them.

- ▶ Over £1.4 million raised
- ▶ 544 miles of upland repaired, equivalent to over 67,000 double decker buses
- ▶ 600 litter picking events and over 50 clean ups in 2022 in partnership with YHA

THE CLIMATE PROJECT

Another essential campaign to support the work of Moors for the Future.

Out on wild moorlands grows an amazing plant called sphagnum. When growing healthily, this little plant powerhouse takes as much carbon out of the atmosphere as a tropical rainforest.

We've helped to transform and restore over 8,000 acres of peat moors across the Peak District and South Pennines, to actively fight climate change.

OUTDOORS FOR ALL

We have the opportunity to create a lasting legacy: a natural health service that is accessible to all.

We believe this starts by expanding the opportunities to access more of our green and blue spaces, so everyone can enjoy the outdoors, more often, closer to home – that's what we are lobbying for.



JOIN US

INDEPENDENT DIRECTOR

Closes: Monday 08 April 2024