

PLAYING FIELDS NETWORK

The trading name of the County Playing Fields Association

Role: Part Time Director

Location : negotiable dependent on appointment

Salary : £200 - £230 per day

Contract: 1year initially with the possibility of extension

Closing date: 15th January 2018

Application and further details: Playing Fields Network, 2, Rivermount, Sunbury on Thames TW16 5PH

Director, Development& Fundraising

Part time, 1 or 2 days per week (flexible) up to 60 days p.a.
£200 - £230 per day

The Playing Fields Network (PFN) is an umbrella organisation supporting the work of County Playing Fields Associations (CPFAs) across the UK. The County Playing Fields Associations have been established since 1927 and most still exist to the present day.

To support a renewed and recently adopted strategy, focused on the long-term success of the PFN and CPFAs, we are seeking the services of an experienced fundraising and development professional. We are also willing to explore proposals from organisations to take the role corporately.

The Director will be expected to lead the implementation of our new strategy, including:

- Understanding the PFN's strategic goals and interpreting those into a clear action plan for implementation.
- Identifying appropriate sponsors and grant giving organisations, and working to secure funding from these sources in line with the aims of the strategy including continuation of the post.
- Increasing the profile of the CPFAs nationally and locally, and raising awareness of the value of the network.
- Partnering with local CPFAs, and developing a collaborative strategy across the network to encourage the sharing of good practice.
- Identifying sources of support for CPFAs and guiding them towards these sources
- Creating partnerships with other organisations working towards related goals

The Director will be engaged on a contract for services for an initial period of 12 months, for a minimum of 8 hours a week, with the opportunity to allocate those hours flexibly across the week and allow for holiday periods. A day rate of up to £230 a day will be paid

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When applying please send CV and evidence of how you match the description of the experience, knowledge and skills we need, which are outlined on page 3 below.

Playing Fields Network

(Providing national support for County Playing Fields Associations (CPFAs))

c/o Meryl Smith (Secretary)
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Playing Fields Network Profile and Funding Development

The background to the Director, Development and Fund-raising opportunity

We are offering a chance to use professional skills and enthusiasm to help to turn round the fortunes of a deserving national network of local charities working to ensure that high quality outdoor spaces for sport, play and physical activity are provided, well-managed and secured for the future.

We are seeking to contract a self-employed individual or sympathetic organisation to assist the Playing Fields Network to develop and implement a new national strategy for achieving its overall aim of empowering and resourcing the CPFA network to make a unique and effective contribution to achieving national policy objectives for improved health and wellbeing for people of all ages through sport, play and physical activity.

The strategy aims to:

- a) Strengthen the PFN to be a financial, policy and information resource for County Playing Fields Associations locally
- b) Provide targeted support services for CPFAs aimed at ensuring their present and future viability and effectiveness
- c) Improve the national profile and recognition of the value of the national CPFA network.

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A recent survey confirms that the CPFA network has great potential but is threatened with decline despite an increased need for our services to support the provision of high quality local community outdoor playing spaces.

CPFAs (all independent registered charities) differ in size, capacity and funding. In the last few years, although some of them are thriving, a number of them have wound up operations due to lack of resources. Most Associations employ at least one very part time person backed up by volunteers. The remainder are purely run by volunteers.

Funding is a major issue. An income of just £5k would support many CPFAs. Even the largest Association is running at a deficit. Several are running on reserves. Further CPFAs will go to the wall if they cannot improve income.

The Playing Fields Network itself struggles to play an effective role in supporting the network, as its members are all local CPFA volunteers trying to find time for PFN activity among pressing local CPFA and other commitments. The Network's only source of income has been a small profit made on running the national annual CPFA conference, which has been reducing year on year. It is now operating on reserves.

The PFN needs to be able to implement the strategy outlined above in order to strengthen the CPFA network and reverse potential decline. It cannot do this without the help of skills brought in from a sympathetic external source to increase dramatically its capacity and ability to take action.

Professional input required

	Essential	Desirable
Experience	<ul style="list-style-type: none"> • Drafting successful funding applications • Strategic planning • Business planning • Publicity/organisational profile raising/marketing • Team working • Partnership working • Working on own initiative 	<ul style="list-style-type: none"> • Working within the voluntary and community sector • Working with committees
Knowledge	<ul style="list-style-type: none"> • Understanding of or interest in the provision and management of outdoor space available for sport, play and recreation • How to draft an effective funding application • Use of information technology including Microsoft Word, Excel, Powerpoint, Publisher, e-mails, internet 	<ul style="list-style-type: none"> • How to support a network of small resource-stretched charities • Current issues, policy and practice relating to the provision and maintenance of outdoor recreational playing spaces and the world of sport and recreation generally
Skills	<ul style="list-style-type: none"> • Communicating clearly, both orally and in writing. • Numeracy • Computer literacy including programmes set out above • Ability to work with committees • Working on own initiative • Ability to work as part of a team • Time management including meeting deadlines • Prioritising and juggling tasks • Getting on well with a variety of people. 	