

NATIONAL FOOTBALL MUSEUM

APPOINTMENT OF TRUSTEES



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CONTENTS

- 03 Introduction
- 04 About the NFM
- 05 NFM Vision, Mission and Values
- 06 Facts & Figures
- 07 Our Collection & Exhibitions
- 09 Governance
- 10 Role of Trustees
- 11 Person Specification
- 12 Equality, Diversity and Inclusion
- 13 How to Apply





INTRODUCTION

Dear Candidate,

Thank you for your interest in becoming a Trustee on the Board of National Football Museum.

Our ambition is to be a leading national museum both in cultural terms through the curation of a 'Football Heritage Collection' and by being recognised within the sport, as the national museum for English football. We have a strong social purpose to promote opportunity for all to enjoy football culture, and with this a commitment to rebalancing our collections, exhibitions and team to increase representation particularly amongst women in football. In simple terms, our mission is to bring visitors together from our local communities and around the world to share stories about football and to celebrate what for many of us is 'the game of our lives.'

The NFM have come through the pandemic strongly having secured Culture Recovery Funding and have now negotiated a new long-term lease with Manchester City Council for the museum and a three-year grant.

Looking ahead in July 2021 the NFM launched a new strategy and transformation project to redevelop the galleries, and as part of this new phase plan to refresh the Board of Trustees to reflect the cause of the charity to celebrate diversity and promote equality by providing opportunity for all to enjoy football culture.

To help us achieve our aims we are now seeking to recruit new members to our Board. The Board is responsible for the strategic oversight of the organisation's activities, determining its direction of travel and ensuring compliance with its governance framework. We are looking for individuals to act as trusted advisors and critical friends to staff and the rest of the board, bringing support and challenge derived from their broad organisational wisdom as much as from their areas of specialist expertise and their personal experience. Trustees should also be proactive in putting forward the NFM's case as regional and national ambassadors.

We look forward to hearing from you.

Tim Desmond
Chief Executive Officer



ABOUT THE NFM

The National Football Museum (NFM) is England's national museum of football. We are based in the Cathedral Gardens in Manchester City Centre, and act as the guardians of football's heritage with the purpose to preserve and display the most important collections of the national game.

The NFM has the world's largest public football collection with over 40,000 objects and archives and acts as curator for The Football Association and The Professional Footballers' Association.

Originally opening in Preston in 2001, and with the support of Manchester City Council and European Development Fund (ERDF) NFM moved to the iconic Urbis building in 2012.

Moving to a charging model in 2019 the museum welcomes over 250,000 visitors every year as well as 750,000 digital visitors to NFM online.

Visitors from across the globe continue to enjoy world class objects (over 2,500 are on display at any one time), fun interactives and a thought-provoking changing programme of temporary exhibitions, linking football to topics as diverse as fashion, history, art and photography.

The Hall of Fame presents a fully representative group of people who have made an outstanding contribution to the game of our lives.

The NFM's President is Sir Bobby Charlton who opened the museum in Manchester declaring, "This is a museum for everybody, the whole world can come and see about the beautiful game in Manchester, I am so proud of this city".



NFM VISION, MISSION AND VALUES

OUR VISION

To be a leading national museum by 2022 exploring why football is the game of our lives.

We're England's only national museum for football. We explore the impact of football on all of our lives and how it shapes our identities..

Our vision is simple – we want to be known as a leading national museum, engaging one million visitors through our doors, digitally and by visiting our local communities and schools.

OUR CAUSE

Equal Opportunity to enjoy football culture.

OUR MISSION

Sharing stories about football.

We're the place for everyone to enjoy stories about football culture. It's our mission to hear those stories and tell them in an engaging and creative way.

OUR VALUES

Creative & Inspiring: Using our imaginations to enthuse all of our visitors.

Authentic & Honest: Telling real stories with integrity.

Inclusive & Respectful: Being friendly & approachable.

Passionate & Fun: Instilling passion and enjoyment for football.

OUR AIMS

Aim 1: To become a centre of excellence for football heritage through fully representative exhibitions, collections and research.

Aim 2: Build an award-winning inclusive programme of community and public engagement activities.

Aim 3: Achieve an annual diversified revenue of £5M.

Aim 4: Operate a good practice model for our physical and human resource.



FACTS & FIGURES

FACTS

In 2019, we had:

250,000 visitors

9% City of Manchester Residents

66% rest of the UK

25% International Visitors

104 activities for families

317 school group visits

315,356 unique users to the website

80,000 engagements on social media

6,000 hours given by volunteers

FIGURES

Like most organisations throughout the sector, the past financial year has been a difficult one. We are grateful to the support of our core funder Manchester City Council and to the Cultural Recovery Fund for helping us maintain our sustainability and resilience.

In 2018-2019, the NFM generated a total income of £3.4m, of which 47 per cent comes from government grants, 32 per cent from admissions, 12 per cent from retail and 9 per cent from other activities.

In 2020-2021, the NFM generated a total income of £2.4m, of which 92 per cent came from government grants, 2 per cent from admissions, 4 per cent from retail and 2 per cent from other activities.

In 2022, the NFM will be entering into a new 25-year lease for the building and three-year grant from Manchester City Council.



OUR COLLECTION & EXHIBITIONS

The National Football Museum collection is designated by Arts Council England and is the largest public collection of its kind in the world. It comprises over 40,000 items including paintings, drawings and prints, photographs and posters, playing kit and equipment, metal sculpture, fine metal and ceramic decorative items, toys and games, books and ephemera.

A key objective for the NFM is to move towards 50 per cent representation of women's football, with the aim of ensuring the story of the women's game is interwoven throughout the galleries, rather than being displayed in isolation. In partnership with The Football Association, we have now collected items from the current England team including objects from Steph Houghton, Alex Greenwood and Ellen White from both the 2015 and 2019 World Cups. In 2019, we unveiled the first statue of a female football player to be on public display in England. We have made significant progress in establishing working relationships with the FIFA Museum and The FA in relation to women's football and we are an active member of Manchester City Council's steering group for the UEFA Women's Euros 2021.

It is our ambition to apply to be an Arts Council England National Portfolio Organisation in 2022 to provide core investment into the museum's plan to become a museum of national importance promoting equality and celebrating diversity through the theme of football

For more information on the collection, please see [here](#).

EXHIBITIONS

We have an exciting programme of exhibitions, and through the strategic plan have a strong focus on all aspects of football drawing on both history and the contemporary.

In 2019, we repurposed our display spaces to become five levels of Galleries with the intention to develop them over the next five years to enhance the visitor experience as part of a Transformation Project to raise our cultural status, and have changing exhibitions to promote to new visitors and encourage repeat visitors.

For more information about our exhibitions, please see [here](#).



OUR COLLECTION & EXHIBITIONS

Education and community engagement is integral to the NFM's purpose, and we run a successful and inclusive programme each year at the museum and online.

Facilitator-led sessions are held in the Communities Gallery using the objects of the museum as learning tools, and groups have guided tours of the museum highlighting informative stories. These sessions are designed to provide learning and engagement which supports self-esteem and recognition of how diversity represented in football enriches society.

Future development of these programmes will allow community groups to play a part in co-curating the exhibitions and shaping its development.

In 2018, the NFM Communities team were the winner of the Sandford Award which recognises the breadth of educational activities and the diverse groups in the city and the region that the NFM engages with.

The NFM is a platform for sharing stories about football and achieves this with a range of participants from the 'Sporting Memories' weekly sessions, which provide a social setting for isolated men and dementia sufferers and their partners to 'Achieve your Goals.' This upskills and provides work experience to new citizens using the universal language of football.

Partnership work is a strategic objective the museum used as a platform for community engagement with the NFM team, co-producing an annual season of events including: the Football Writers' modern dance and theatre performances photograph, film and art installation and the latest virtual reality activations.

VOLUNTEERING

Volunteering sits within NFM Communities and impacts across the organisation, including the visitor experience where a truly representative team share their love of football through our programmes.

In 2018, we received recognition for their volunteering programme at the Museum and Heritage Awards. During the pandemic, volunteers were unable to participate in the usual way, but opportunities were provided to participate in online activities. Volunteers are now coming back into the museum and a rebuild of the programme is in process.



GOVERNANCE

OUR BOARD

The Board's optimum size is 12 and meets six times a year in Manchester or virtually, reading papers in advance and working with staff on sub-committees or to prepare papers or proposals. The role of the Board is:

- to be accountable for the strategic direction of the NFM;
- to protect the financial stability of the organisation;
- to ensure compliance with governance legislation and strive for best practice;
- to safeguard the reputation and values of the NFM;
- to guide and test the decision-making of the executive leadership.

The current Board is a group of individuals with a range of skills and experience from football, the cultural world, business sector and local council. We have recently undergone a governance review and will commence recruitment for a new set of Trustees in the new year.

The Board Members are expected to sit on various Board committees and all Trustees are expected to play an active role in providing constructive support and challenge to staff and draw on their specialist expertise to support different aspects of the NFM's work.

OUR STAFF

We have a dedicated and committed team of individuals of 50 staff and over 60 volunteers. The Senior Leadership Team is composed as follows:

Tim Desmond – Chief Executive Officer

Tim joined the museum in November 2017 having previously been Chief Executive of the National Justice Museum where he developed the Public Legal Education Syndicates model at courts in London and Manchester. He has over fifteen years' experience in the sector including having been a Visiting Professor at Nottingham Trent University and on the boards of East Midlands Museum Service, Museum Development East Midlands, Arts Council England (Midlands) and Experience Nottinghamshire. His early career was spent in the theatre and later as a drama teacher across the UK and Ireland.

Mike Wells – Finance & Commercial Director

Dr Laura Crossley – Head of Content

Anthony Willder – Chief Operating Officer

For more information about the Board or staff, please see [here](#).



ROLE OF TRUSTEES

The Board is looking to identify several new Trustees. These individuals will act as champions and ambassadors for NFM and will be expected to support the strategic direction and mission of the organisation.

Specifically, Trustees will be required to carry out the following duties.

- Provide expertise and insights to the NFM as it embarks on any strategic or organisational change;
- Contribute and support the NFM staff in the formulation and delivery of strategic plans;
- Hold the NFM executive team and staff to account for its leadership and management of the organisation and monitor NFM's performance against strategic objectives;
- Offer advice and act as a critical friend to NFM staff in areas specific to expertise and generally;
- Ensure that the NFM meets its statutory and Charter responsibilities in line with corporate governance best practice;
- Assure NFM is sustainable and financially viable;
- Assist the Chair and staff in maintaining and strengthening the NFM's relationships with Manchester City Council, major donors, sponsors and any partnerships;
- Support the mission of the NFM in equal opportunity for everyone to enjoy football culture in Manchester, nationally, internationally, and digitally;
- Act as an ambassador for the NFM to local and national stakeholders including Manchester City Council, the Arts Council, current and prospective donors, and commercial partners;
- Participate in inclusive and constructive discussion in board meetings.

Candidates must have the necessary time to devote the effort and enthusiasm required to discharge the role of Trustee effectively.

This is a voluntary position, but reasonable out-of-pocket expenses are paid.



PERSON SPECIFICATION

NFM is seeking a diverse range of skills derived from a range of occupations and professions and sectors (public and private), and from candidates at different points in their careers. Candidates must be able to demonstrate a high level of personal accomplishment alongside experience of successfully fulfilling leadership roles at the highest levels in organisations of comparable scale and/or through public and community service and wider representation.

In addition, candidates will demonstrate many or all of the following:

- Clear demonstrable and evidenced empathy with support for the NFM's mission and ethos, with a passion for football and/or culture;
- Ability to understand the distinctions between management and governance;
- Financial acumen and commercial insight;
- Sound independent judgement and political impartiality;
- Good interpersonal, communication and team working skills;
- Ability to act as visible ambassador and advocate for the NFM including confidence in supporting fundraising events and engaging with major partners, donors and supporters;
- Entrepreneurial and forward-thinking with the ability to demonstrate creative thinking and a drive for innovation;
- Demonstrably committed to diversity, equality and inclusion, alongside a personal commitment to core principles of opportunity, openness, transparency and respect for others.

Desirable qualities include:

- A strong understanding of contemporary governance;
- Areas of expertise particularly welcome include:
 - Arts & culture – particularly those with an understanding of a collection and/or audiences
 - Visitor attraction
 - Law
 - Finance
 - Media
 - Digital
 - Fundraising
- We would also welcome applications from those with connections to the Manchester region, as well as local or national government.



EQUALITY, DIVERSITY AND INCLUSION

There is probably no better subject than football to do this as the game can engage with people who traditionally do not visit museums or choose to work in one.

That is why the NFM's cause is to promote equality through football heritage and our mission is sharing stories about football from the pitch to the community. We actively champion diversity through representation across our exhibitions, collections and programmes in order to enrich and transform our museum and seek to play a key part in this area in culture and sport.

The characteristics that are protected by the Equality Act 2010 are:

- age
- disability
- gender reassignment
- marriage or civil partnership (in employment only)
- pregnancy and maternity
- race
- religion or belief
- sex
- sexual orientation

In Aim 1 and 2 of our strategic plan, a shared key outcome is to achieve 50 per cent representation of women's involvement in football. To do this we are committed to finding ways to develop our collection and our partners to expand this area of diversity.

The concept is multi-faceted in that the NFM want to collect, exhibit and develop activities about the Women's Game as it grows in popularity. We also want to curate our work from a women's perspective as represented by our team and co-curators, and also source stories from women who work within the Game including the Media and the football business.

This further links back to our vision to reach one million visitors and to do so we need to diversify what we do and how we do it, to reach new audiences.



HOW TO APPLY

The recruitment process is being undertaken by Perrett Laver on behalf of NFM. Application is by submission of a full CV and a covering letter of application, addressing your motivation, the job description and person specification, and including suitable daytime and evening telephone contact details.

For more information including on the required qualifications, skills and experience, please visit: <https://candidates.perrettlaver.com/vacancies/> quoting the reference **5620**.

A member of the team would be delighted to speak directly with interested candidates about the opportunity. The deadline for applications is **09.00 a.m. Monday 14th February 2022**.

The charity's central cause is one of equality and key to this is a strategic goal to actively increase representation of the protected characteristics across our whole team.

Protecting your personal data is of the utmost importance to Perrett Laver and we take this responsibility very seriously. Any information obtained by our trading divisions is held and processed in accordance with the relevant data protection legislation. The data you provide us with is securely stored on our computerised database and transferred to our clients for the purposes of presenting you as a candidate and/or considering your suitability for a role you have registered interest in.

As defined under the General Data Protection Regulation (GDPR) Perrett Laver is a Data Controller and a Data Processor, and our legal basis for processing your personal data is 'Legitimate Interests'. You have the right to object to us processing your data in this way. For more information about this, your rights, and our approach to Data Protection and Privacy, please visit our website: <http://www.perrettlaver.com/information/privacy/>

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