

THE YORKSHIRE
COUNTY CRICKET CLUB



APPOINTMENT OF CHIEF EXECUTIVE OFFICER

JUNE 2022



AMERICAS ASIA PACIFIC EMEA

CONTENTS

- 3 WELCOME**
- 4 ABOUT YORKSHIRE COUNTY CRICKET CLUB**
- 5 THE YORKSHIRE CRICKET FAMILY**
- 7 WHO WE ARE**
- 9 ROLE DESCRIPTION**
- 12 HOW TO APPLY**



WELCOME

Dear Applicant,

I believe passionately in sport as a driving force for good, bringing us together and uniting us. I, along with the dynamic and highly experienced Board now in place, want to help make the twenty-first century Yorkshire County Cricket Club (YCCC) a place that is truly for everyone. We want to update the Yorkshire Rose values so that they are, and are seen to be, for everyone. We are inspired by the universal values of human rights, which are for all people, whoever they are. We are working proactively and collectively to ensure that any individual, wherever they are in our Club, knows that they have the right to be and feel safe, mentally and physically; be and feel treated fairly; express themselves freely, while respecting the personal dignity of others; and have their own dignity respected in turn.

The issues raised by the whistleblower Azeem Rafiq have shown that YCCC has in the past failed to eliminate discrimination, and to advance equality of opportunity. We need to face this fact, learn from it, and go forward, in a way which fosters good relations between people of different backgrounds in Yorkshire; to make the Yorkshire Rose a positive symbol of cohesion and togetherness, within and across Yorkshire. We want to make sure that this Club is an inclusive home for all who play for and support us, and those who may do so in the future.

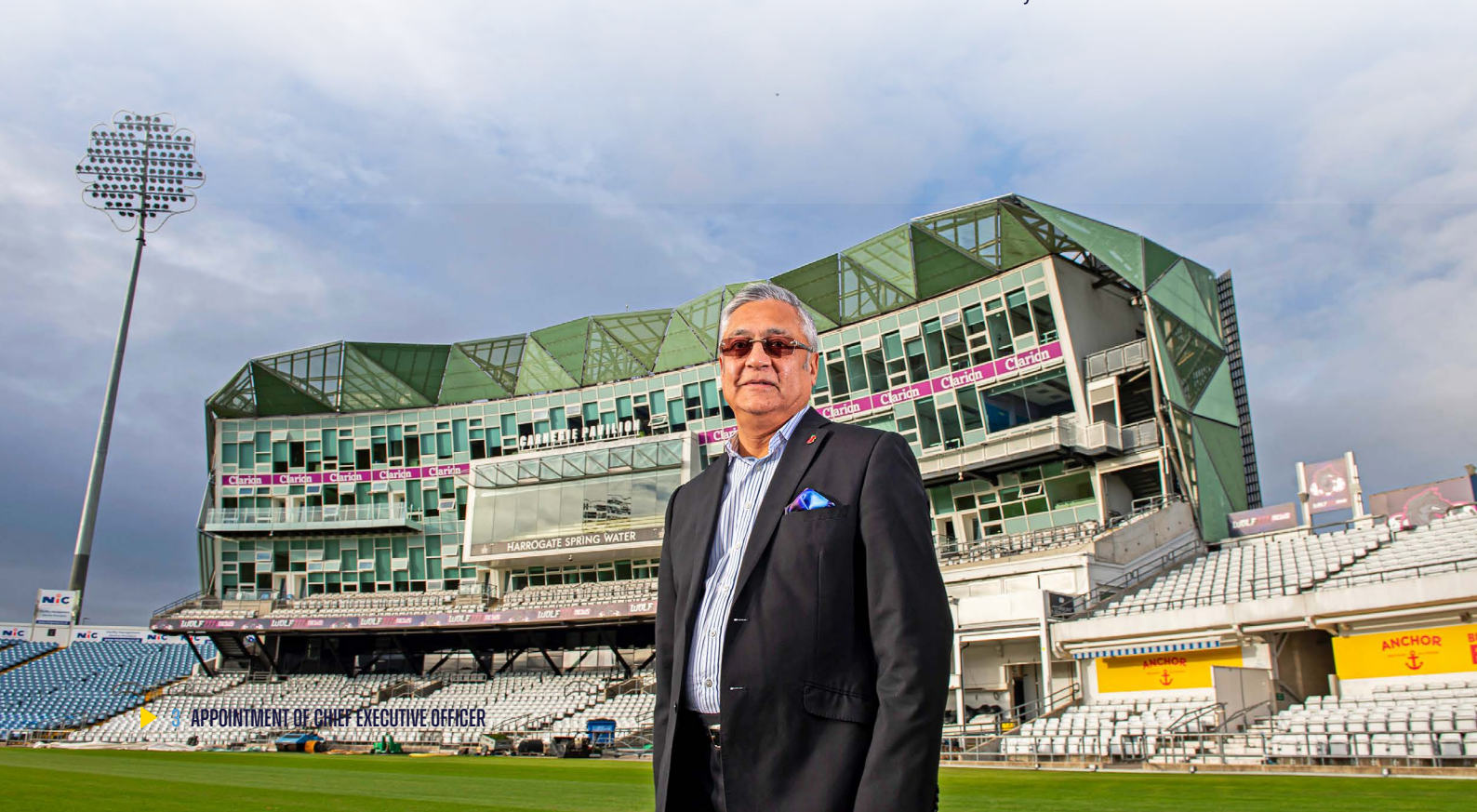
To do this, we need to rebuild our culture, and instil positive values in everyone associated with Yorkshire County Cricket. We are committed to learning and preserving what we can and should value in our culture and ways of working, while eradicating actions and behaviours which have brought shame upon our Club and eroded trust. We are determined to learn from the mistakes of the past to become a Club which people of all backgrounds can be truly proud to work for, play for, and support.

Recruiting an ambitious, talented and inclusive CEO will be vital to enable us to successfully implement this vision. We now seek an individual who can lead transformational culture change; oversee significant governance reforms; put the Club on a robust financial footing and diversify, and grow, income streams; and set a new bar for the experience of our players, staff, members, customers, sponsors, local community and key stakeholders. To help us achieve our goal to become a beacon for sporting excellence and inclusion, within our local community, the UK and worldwide.

I look forward to hearing from you.

Lord Kamlesh Patel

Professor The Lord Patel of Bradford OBE
Chair of Yorkshire County Cricket Club



ABOUT YORKSHIRE COUNTY CRICKET CLUB

The Yorkshire County Cricket Club is one of the most successful clubs in the world and undergoing the most challenging period in its 158-year history.

Under new leadership, the Club is committed to learning from the past and recognises the significant change required to make Yorkshire County Cricket Club a place for everyone. This has started with the appointment of a Coaching team to support and enhance the development of our senior teams and age group players, helping them to achieve their potential and providing players for both Yorkshire and England. The Club is focused on addressing the many long-term challenges, which have emerged. It has announced a number of measures to address its culture, processes and procedures. These include: the introduction of an independently run whistleblowing hotline; an independent governance review; and a listening and inclusivity audit, which is itself part of a wider plan to localise the ECB's game-wide Equity, Diversity and Inclusion Plan.

The implementation of a broad programme of transformation and improvement will allow the club to move forward, and the recommendations will be central to the remit of the new CEO, who with a dynamic and highly experienced new Board will shape the Club's future.

The Club is determined to strive for excellence – on and off the pitch – and to drive a positive future as a shining light for real and tangible progress. We want the way the club is run to set an example and to raise the standard across cricket and the world of sport.

Transparency, inclusivity and openness are key to the future of the Club: we must be driven by our vision to be an inspiration across the sporting world, and motivated to go beyond the gold standards for governance.



THE YORKSHIRE CRICKET FAMILY

The Yorkshire County Cricket Club ("YCCC") is a members' club established over 150 years ago, famed for its history, tradition and passion. Yorkshire cricket is renowned throughout the world.

No other County in the history of the game has won more trophies and produced more players for England. The Club owns one of the premier international cricket venues in the world and hosts international matches on a regular basis. It has also hosted some of the most iconic matches in the history of cricket.

YCCC works closely with the Yorkshire Cricket Board ("YCB"), who are responsible for men's and women's recreational cricket throughout Yorkshire. The YCB is passionate about getting more people playing cricket and introducing new generations on how to get involved. The YCB's key objectives are to promote the game of cricket at all levels across the County, working in partnership with other appropriate agencies and organisations, including schools and local cricket clubs. There are nearly 800 cricket clubs & teams affiliated to the YCB, with in excess of 1,450 senior recreational teams across Yorkshire playing cricket every weekend.

The Yorkshire Cricket Foundation is the official charity and community arm of the YCCC. Using the power of cricket, the Foundation aims to make a lasting, positive impact on the lives of those living in Yorkshire, working closely with YCCC, the YCB and other key partners. The vision is to create 'Community without Boundaries' and the work of The YCF falls under four core themes which are:

- Health & Wellbeing
- Education
- Heritage
- Participation

The structure of the Yorkshire cricket family may be affected by reforms recommended by the independent governance review which took place earlier this year; one of the key tasks of the new CEO will be to oversee the implementation of the review's recommendations.



THE YORKSHIRE CRICKET FAMILY

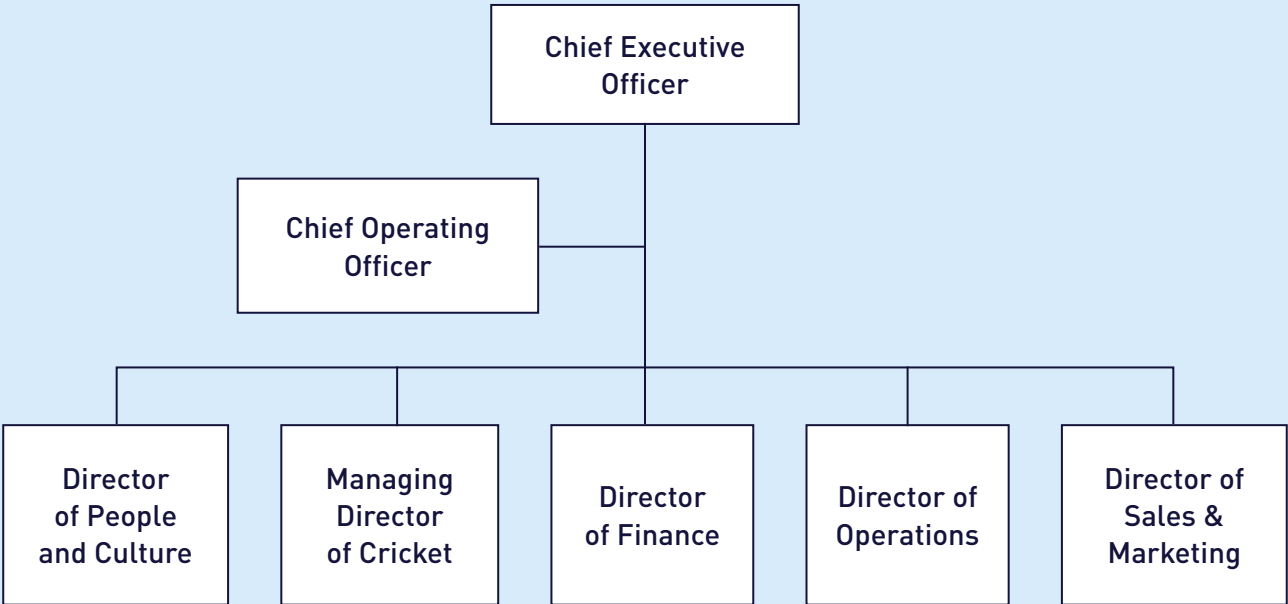
ORGANISATION STRUCTURE



WHO WE ARE

ORGANISATION STRUCTURE

Yorkshire County Cricket Club Executive Team:



WHO WE ARE

OUR VISION FOR EQUALITY, DIVERSITY AND INCLUSION

We believe passionately in sport as a driving force for good, bringing us together and uniting us. We want to help make the twenty-first century YCCC a place that is truly for everyone, from all backgrounds. We want to update the Yorkshire Rose values so that they are, and are seen to be, for everyone. We are inspired by the universal values of human rights - which are for all people, whoever they are. We will be working proactively and collectively to ensure that any individual, wherever they are in our Club (including, the stands, pitch, dressing room, office, social and training areas), knows that they have the right to:

- be and feel safe, mentally and physically.
- be and feel treated fairly.
- express themselves freely, while respecting the personal dignity of others, and having their own dignity respected in turn.

Our values and approach are also inspired by the three-pronged positive duty placed upon the public sector in the Equality Act 2010, particularly the requirement to foster good relations between different groups - a key aim for us in the diverse county that is twenty-first century Yorkshire.

Although the public sector equality duty does not apply to us in law, we will, as it requires, take positive steps to:

- eliminate unlawful discrimination, harassment and victimisation and other conduct prohibited by the Act.
- advance equality of opportunity between people who share a protected characteristic under the Act, and those who do not.
- foster good relations between people who share a protected characteristic, and those who do not.

We want to make sure that this Club is an inclusive home for all who play for and support us, and those who may do so in the future. To do this, we need to rebuild our culture and instil positive values in everyone associated with YCCC. We are committed to learning and preserving what we can and should value in our culture and ways of working, while eradicating actions and behaviours which have brought shame upon our Club and eroded trust. We are determined to learn from the mistakes of the past to become a Club which people of all backgrounds can be truly proud to work for, play for, and support.

Our full EDI Plan is available online [here](#) for your reference.

ROLE DESCRIPTION

Organisation: The Yorkshire County Cricket Club.

Location: Headingley, Yorkshire and the Humber, with travel as required.

Position Title: Chief Executive Officer.

Reports to: Chair and the Board of the Yorkshire County Cricket Club.

Remuneration: A competitive salary and benefits package is on offer, commensurate with the skills and responsibilities of a role of this significance.

JOB PURPOSE

This is a critical and exciting time to take up the post of Chief Executive Officer of the YCCC, one of the world's most famous and successful cricket clubs. We are looking for an experienced and visionary leader who can provide inspiring leadership during a period of transformational change for the club, and who can provide strategic direction for growth as the Club enters its next stage of development.

The Chief Executive Officer is the link between the Board and the YCCC Executive team and is responsible for the day-to-day management of the organisation. The successful candidate will be responsible for driving ambition, as well as shaping and delivering strategy. In addition to the performance of our teams, they will oversee the hosting of domestic, major and international cricket matches and the running of a world-renowned sport and events venue, while also supporting a robust community engagement programme.

ROLE DESCRIPTION

IN PARTICULAR, THE CHIEF EXECUTIVE WILL:

- Champion and uphold the Club's values and ensure a positive and inclusive organisational culture and drive excellence.
- Work with the newly established Board and key stakeholders to develop a long-term strategy for the Club.
- Lead the Executive team in the ongoing development, communication, implementation and delivery of the operational plan required to deliver the Club strategy.
- Engage with key partners and sponsors and work in collaboration with the Board and Executive team to diversify sources of income for the Club and deliver sustainable funding for the future.
- Lead organisational change and continuous improvement to ensure the Club has the right skills, capability, motivation and shape to deliver its objectives.
- Build and maintain strong relationships and a sector-leading reputation with key partners, sponsors, members and stakeholders.
- Cascade objectives, monitor and measure performance of the Club team to ensure cricketing and commercial objectives are met and exceeded.
- Ensure good governance and compliance with the Code for Sports Governance and the requirements of the Club's funding partners.
- Ensure that the recommendations of the independent good governance review are implemented.
- Act as an effective public figurehead for the organisation, advocating the Club's work, building reputation, brand, profile and influence.
- Lead YCCC's commitment to equity, diversity and inclusion.

- Work with the governing body of cricket – The England and Wales Cricket Board (ECB) and ensure regular dialogue with the Professional Cricket Association (PCA).
- Act as an ex-officio member of the YCCC Board.
- Work effectively with the membership of YCCC and work to diversify it.
- Oversee/responsible for delivering world class, safe and welcoming cricketing events.

ESSENTIAL

- Demonstrable track record of leading and developing an inclusive organisational culture.
- A proven track record in a senior leadership role in a similarly complex organisational setting.
- Significant experience of financial and budget management, understanding accounts and identifying risk with the ability to think outside the box in order to generate additional sources of income.
- Extensive knowledge of the sporting landscape at all levels, including ideally an appreciation of what it takes to achieve at elite level.
- A key influencer who demonstrates excellent networking and relationship building and the ability to work productively with both internal and external stakeholders.
- A strong understanding of the governance structures and regulatory framework within UK sporting bodies and related organisations.
- Experience of working with multiple partners (including corporate partners and sponsors) with diverse interests, stakeholders, members and volunteers to achieve success. Experience of working effectively with a NED Board.
- Understanding of a membership organisation.

ROLE DESCRIPTION

OTHER SKILLS REQUIRED INCLUDE

- Highly developed leadership and management skills with the ability to balance driving for results with instilling a culture of mutual collaboration, team working, innovation and support.
- Excellent ambassadorial, public speaking and presentational skills, and the ability to write with fluency and conviction.
- Strong planning and organisation skills, adept at leading and managing change at the appropriate pace.
- A track record of exceptional achievement in turning strategies into effective reality to achieve sustainable growth and exemplar levels of service delivery to multiple stakeholders.
- Exceptional influencing and negotiation skills with the credibility to build trust, and nurture and maintain strong relationships with key internal and external stakeholders at all levels.
- Outstanding communication skills – listening, written, oral and presentation.

PERSONAL QUALITIES

- A team player with an open, transparent and consultative style and optimistic approach.
- A compassionate, collegiate and inclusive leadership style.
- A strong personal commitment to equity, diversity and inclusion.
- A deep personal resilience, diplomacy skills and the ability to speak with courage to recommend bold decisions when required.
- An individual who nurtures an environment of collaboration and teamwork, demonstrating emotional intelligence and excellent relationships with all stakeholders.
- Politically astute, with sound judgement.
- Commercial acumen and financial acuity.
- Absolute integrity.

Further information about The YCCC can be found on the website,
<https://yorkshireccc.com/the-club>.

HOW TO APPLY

The YCCC is committed to recruiting ambitious, talented and diverse individuals who will be vital in enabling the club to set a new bar, making sure that the Club is an inclusive home for aspiring players of the future. We therefore encourage applications from all qualified individuals. We value diversity and acknowledge the under-representation of people from certain backgrounds, both within our organisation and across the sector. We welcome applications from women, Black, Asian and minority ethnic people, and disabled people; these are currently under-represented.

To apply, please submit a CV and covering letter, detailing how you fulfil the role description and personal specification to <https://candidates.perrettlaver.com/vacancies/> quoting reference **5875**. Any initial enquiries should be directed to Grace Fakes on +44 (0)20 7340 6221 or grace.fakes@perrettlaver.com.

The deadline for applications is **9am BST on Wednesday 27th July 2022**.

Candidates will be invited to interviews with Perrett Laver in w/c 8th August – w/c 22nd August. Following this, Perrett Laver will meet with the Selection Committee to agree upon a shortlist of candidates. Shortlisted candidates will be invited to first stage interview with the Board on Friday 16th September and final interview on Wednesday 21st September. Both interviews will be held at Headingley Cricket Ground.

ACCESSIBILITY

Should you require access to these documents in alternative formats, please contact Lina Franzen on lina.franzen@perrettlaver.com.

If you have comments that would support us to improve access to documentation, or our application processes more generally, please do not hesitate to contact us via accessibility@perrettlaver.com.

DATA PROTECTION AND PRIVACY

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. 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/>.



THE YORKSHIRE COUNTY CRICKET CLUB



AMERICAS ASIA PACIFIC EMEA

One Embassy Gardens,
8 Viaduct Gardens,
London,
SW11 7BW.
UK

T: +44 (0)20 7340 6200
F: +44 (0)20 7340 6201