

Advisory Board Recruitment Pack



Be part of it!

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Dear Applicant

Join Active Cumbria as an Advisory Board Member

Thank you for your interest in becoming an Advisory Board member at Active Cumbria. This pack will tell you more about what we do, our 5-Year Plan, and what this role involves.

We are looking for two new board members, with at least one being female. We want people who care about our ambitions around increasing participation in physical activity, as well as our priorities around the environment and active travel, ensuring that we as an organisation are focussed on creating the conditions whereby movement is made easy as part of everyday life.

How to apply

If you would like to apply, please send us: -

- An up-to-date CV showing your work history and achievements.
- A short letter (maximum two pages) explaining why you are a good fit for the role.
- A completed Active Cumbria Diversity Form. Click [here](#) to download the form

You can find more details about the Advisory Board and our work [here](#)

Send your application to: richard.johnston@cumberland.gov.uk

If you would like to talk about this opportunity, contact Richard Johnston, Senior Manager on **07973 811204**.

Important dates:

- **Application deadline:** Monday 31 August 2026
- **Informal discussions:** Week starting Monday 14 September 2026

We look forward to hearing from you.

Regards



Richard Johnston
Senior Manager

About Active Cumbria

Active Cumbria is the active partnership for Cumbria and one of 41 similar organisations across England. We are part of Cumberland Council and work closely with our main funder Sport England to deliver national services and programmes across the county.

Our mission is simple **‘to improve lives through physical activity’**. We believe that when people move more, they feel better both physically and mentally. Being active also brings people together and helps create happier, healthier communities.

However, not everyone has the same chances to be active. Things like age, gender, background, health, money, or where they live can make it harder. We are working to change this so that **‘everyone in Cumbria can enjoy an active lifestyle’**.

What we do

We focus on areas where people need the most support to get active. We work with other organisations that share our goal to make regular movement easy and normal for everyone.

Our role is to: -

- Lead and support the sport and physical activity sector in Cumbria.
- Bring people and organisations together to work on shared goals.
- Promote the benefits of being active.
- Understand and share what works best to help more people move.
- Develop new ideas and services to reduce inactivity in local communities.

You can find more details about our 5-Year Plan [here](#).

About the Advisory Board

In early 2024, Sport England confirmed that as an organisation we meet all the latest rules for good governance in sport. We will keep working to meet and improve these high standards.

We believe that having people from different backgrounds and experiences makes us better, and that our decision makers should be reflective of the people of Cumbria. That's why we are working to bring in more diversity, so we can reach more people and achieve our vision, where **'everyone in Cumbria is enjoying an active lifestyle'**.

As part of this process, **we want to add at least one woman to our Advisory Board.**

What is the Advisory Board?

The Advisory Board is made up of up to eight independent members and four ex-officio members. They help guide and support Active Cumbria by: -

- Setting clear goals and values.
- Giving advice, ideas and challenge.
- Supporting and promoting our work.

What does the Advisory Board do?

Advisory Board members help by: -

- Agreeing and shaping our strategic plans and goals.
- Checking that we are meeting the targets in our 5-Year Plan, offering support and challenge.
- Helping improve Active Cumbria by focusing on key areas like: -
 - Finance, safeguarding and risk
 - Helping staff learn and grow
 - Looking after the environment
 - Equality and diversity
- Using their skills and connections to promote our work in Cumbria and beyond.

The board helps make plans, but it does not run Active Cumbria day to day. Our staff do this, following Cumberland Council's policies and procedures.

Important to Know

Active Cumbria is **not** a separate legal organisation. This means Advisory Board members are **not** Trustees. Cumberland Council is the legally accountable body for Active Cumbria.

Person Specification

We are looking for **two new members** who bring skills, energy, and enthusiasm. We want to hear from people who care about **supporting our ambitions around environmental sustainability and active travel**.

Below, you'll find more details about the skills, experience, and qualities we are looking for, as well as what the role involves.

What experience do you need?

We want people who are passionate about physical activity and motivated to make a difference. You should have experience in at least one of these areas: -

- Planning and managing projects.
- Improving services for older adults.
- Helping connect healthcare with physical activity.

What knowledge and skills do you need?

You should be able to: -

- Work well with others.
- Build strong relationships.
- Inspire and motivate people.
- Speak up for physical activity to different audiences.
- Support fairness and diversity.

What personal qualities are important?

We are looking for people who are: -

- **Respected** in their community.
- **Passionate** about the important role of physical activity.

- **Independent** and can think for themselves.
- **Fair** and can make balanced decisions.
- **Trustworthy** and can handle information carefully.

What will you do in this role?

- Attend **four hybrid Advisory Board meetings per year** and other events when needed.
- Work well with other Advisory Board members and staff.
- Take on a **Thematic Champion** role (focusing on a key area of work).
- Meet with the Senior Manager or staff to discuss important issues and plans.
- Help ensure the board is working effectively.
- Follow the **code of conduct for sports organisations in the UK**.
- Support and help develop our **5-Year Plan**.
- Join and support smaller **project groups** when needed.
- Encourage and challenge staff to keep improving their work.



Published by
Cumberland Council

July 2026

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