



Candidate Pack

Non-Executive Director

Activate West Wales

An opportunity to help shape the future of Sport, Physical Activity and Active Recreation across Pembrokeshire, Carmarthenshire, Swansea and Neath Port Talbot.

Version: August 2026

Our Vision is A West Wales where being active is part of everyday life, for everyone.



Welcome

Thank you for your interest in joining the Board of Activate West Wales as a Non-Executive Director.

Activate West Wales tackles inequalities in physical activity by bringing together organisations, communities and leaders around a shared ambition: helping more people live active, healthy lives.

We are looking to appoint up to **three** new Non-Executive Directors who can bring strategic insight, experience and fresh perspectives to support our next stage of development. This is an opportunity to help shape the future of Sport, Physical Activity and Active Recreation across Pembrokeshire, Carmarthenshire, Swansea and Neath Port Talbot.

While we welcome applications from people with a broad range of backgrounds, we are particularly keen to hear from individuals with expertise in:

- **Policy, public affairs and advocacy**
- **Commercial development, partnerships and income diversification**
- **Public planning, environmental stewardship, community cohesion and/or wellbeing, and preventative health.**

These are voluntary roles. We are not looking for people to become involved in day-to-day operations. Instead, we are seeking individuals who can add value through strategic advice, constructive challenge, insight and connections that help us strengthen our impact and influence.

About Us

Our Vision

A West Wales where being active is part of everyday life, for everyone.

Activate West Wales is the regional partnership for sport, physical activity and active recreation across Pembrokeshire, Carmarthenshire, Swansea and Neath Port Talbot. We work across sectors and communities to understand the barriers that prevent people from being active and to create the conditions that make active lifestyles easier, more accessible and more inclusive.

As a young and ambitious organisation, we are building relationships, influence and momentum across West Wales. Strengthening our Board will help us think strategically, challenge constructively and open doors to new opportunities and partnerships.



About the Role

As a Non-Executive Director, you will contribute to the governance, stewardship and strategic direction of Activate West Wales.

Alongside your general Board responsibilities, we are looking for individuals who can bring expertise, insight and external perspectives that support the ongoing development of the organisation.

In this role, we hope you will:

- Support our long-term strategic direction and good governance.
- Act as a trusted critical friend, bringing independent judgement and constructive challenge.
- Share relevant expertise, insight and connections that strengthen our work.
- Champion our vision and act as an ambassador for Activate West Wales.

The greatest value our Board members bring is through strategic thinking, relationships, experience and informed challenge.

Who We Are Looking For

We welcome applications from people with a broad range of experiences and backgrounds.

We're particularly interested in people who can demonstrate:

- Strategic thinking, sound judgement and the ability to see the bigger picture.
- Strong communication, relationship-building and collaboration skills.
- Experience of working across complex systems, partnerships, community development and place-based change.
- A willingness to support and challenge constructively.
- A commitment to reducing inequalities and improving outcomes for communities.
- Enthusiasm for our vision and purpose.

Previous Board experience is welcomed but not essential. We are open to applications from people taking their first step into a Board role, as well as those with previous governance experience. We recognise that leadership, influence and insight can be gained in many different ways, and you do not need to meet every point listed to make a valuable contribution.



Skills and Expertise We Are Particularly Seeking

As part of our Board development, we are especially interested in people who can bring experience in one of the following areas. We also value insight from across the breadth of our partner landscape, including sectors and communities that influence health, community wellbeing and physical activity.

Policy, Public Affairs and Advocacy

We would welcome applications from individuals with experience in:

- Public policy, public affairs, advocacy or influencing.
- Stakeholder engagement across government, public sector or political environments.
- Building strategic relationships with decision makers and partners.

This expertise will help us strengthen our voice, influence conversations and ensure physical activity and wellbeing remain central to regional and national priorities.

Commercial Development, Partnerships and Income Diversification

We would also welcome applications from individuals with experience in:

- Commercial strategy, business development or strategic growth.
- Corporate partnerships, sponsorship or private sector engagement.
- Income diversification, sustainability, social enterprise or innovation.

This expertise will help us identify new opportunities for investment, develop meaningful partnerships and support the long-term sustainability of the organisation.

Public Planning, Environmental Stewardship, Community Wellbeing and Preventative Health

We would also welcome applications from individuals with experience in:

- Public planning, placemaking or creating healthy and active environments.
- Environmental sustainability, stewardship or community-led development.
- Public health, wellbeing, prevention or reducing health inequalities.

This expertise will help us shape healthier communities, influence the environments in which people live and work, and support preventative approaches that enable more people to lead active, healthy and fulfilling lives.



If your experience sits alongside these areas, or if you can bring insight from a different sector, community or lived experience, we would still be very pleased to hear from you.

The Board

Our Board brings together individuals with a range of backgrounds, experiences and perspectives, united by a shared commitment to creating a more active and healthier West Wales.

Board members play an active role in supporting the strategic direction of Activate West Wales, while ensuring effective governance, accountability and oversight.

We believe strong relationships are important to effective governance. While there is flexibility where needed, we aim to meet in person wherever possible to build trust, understanding and connection across the Board.

Time Commitment

This is a voluntary role, and reasonable expenses will be reimbursed.

The appointment will be for an initial term of **three years**.

Board meetings are typically held **quarterly**, although additional meetings may occasionally be scheduled depending on organisational priorities and business needs. At certain points during the year, meetings may take place on a bi-monthly basis.

Board Meetings are planned in advance to accommodate Board members' availability taking account of their professional and other commitments, whilst ensuring effective governance, and typically last approximately **three hours**.

Board meetings are generally held **in person within the West Wales region**, with the majority taking place at our offices in Swansea.

The anticipated commitment includes:

- Quarterly Board meetings attendance and preparation, including reviewing papers.
- Annual Board Away day(s), with overnight stay and meetings either side. Typically held in June within the region.
- Occasional additional meetings, development events or partnership activity.
- Participation in sub-committees, task and finish groups or working groups where relevant.
- Conversations with the Chair, Chief Executive Officer or other Board members between meetings.
- Annual Board Development Appraisal with Chair of the Board. (1-2 hrs)



We recognise that Board members have a range of professional and personal commitments and aim to ensure the role remains both meaningful and manageable.

Diversity and Inclusion

We know that better decisions are made when different voices, experiences and perspectives are represented around the table.

We are committed to building and a Board that reflects the diversity of the communities we serve and warmly welcome applications from people of all backgrounds, identities, ages and lived experiences.

How to Apply

Please submit to info@activate.wales

- A current CV.
- A supporting statement (maximum two pages) outlining:
 - Why you are interested in joining the Board of Activate West Wales.
 - The experience, skills and perspective you would bring.
 - How you believe you could contribute to our vision and ambitions.

Shortlisted applicants will be invited to an informal conversation and interview with representatives from the Board and executive team.

Reasonable adjustments will be offered throughout the recruitment process.

Closing date Monday 14th September (12 noon)

Activate West Wales reserves the right to close these vacancies and cease accepting applications at any time before the advertised closing date if the response to the advertisement is considered sufficient to meet the requirements of the appointment process.

For an informal conversation about the role, please contact:

Jamie Rewbridge

Chief Executive Officer

07586 148062



Activate West Wales

For more information about us, please have a look at our website: www.activate.wales

Thank You

Thank you for your interest in Activate West Wales.

We believe that healthier, more active communities are created through strong relationships, shared ambition and collective action. If that resonates with you, and you feel you could help us create even greater impact across West Wales, we would be delighted to hear from you.

Together, we can create a West Wales where being active is part of everyday life, for everyone.

