

Baseball Softball United

Structural Review for British Softball and Baseball



Structural Review Group



- British Softball Federation
 - Stella Ackrell – President
 - Mike Jennings
- British Baseball Federation
 - Earl Dix – President
 - Chris Deacon
- BaseballSoftballUK
 - John Walmsley – Chair
 - Jenny Fromer – Joint CEO

Introduction



- Process started in 2013
- Baseball and Softball Federations and BSUK questioned if current structure was optimal
- Appointment of structural review group
- Consultation with sports' participants and other relevant parties
- August 2015 – endorsement from three Boards to continue process after presentation and Q&A session

Case for Change



- Simplify leadership and governance
- Improve empowerment for staff and volunteers
- Improve use of existing and future resources
- Improve communication internally and externally
- Consultation across the sports and beyond indicated broad agreement for greater integration

Case for Change



Leadership and governance structure

● Current

- 3 boards with over 25 directors or equivalent
- 3 organisations with different but overlapping remits

● Future

- 1 board with 8 directors
- Clear roles and responsibilities including baseball and softball commissions
- Combined sport congress to provide consultation and insight

Case for Change



Empowerment for staff and volunteers

- Current
 - Staff and volunteers have fragmented remits
 - Strategic & operational mix within boards & executives
- Future
 - Defined clear responsibilities and accountabilities
 - Strategic focus for a new single board
 - Operational focus for staff & volunteers

Case for Change

Existing and future resources



- Current

- 3 financial and organisational structures
- Resources primarily utilised for 3 separate outcomes
- 3 separate organisations seeking funding

- Future

- Single financial and organisational structure
- More efficient use of resources
- Integrated approach to sourcing funding and promoting sports for sponsorship and commercial opportunities

Case for Change



Communications: internal and external

● Current

- 3 communication approaches
- 3 public faces with different branding

● Future

- Integrated communication strategy combining needs of each sport, national teams and league/club
- Opportunity to build brand value through coordinated commercial strategies

Baseball Softball United – Structure Schematic with Accountabilities

MEMBERSHIP

CONGRESS
[30-50] Seats

AGM

#1- #4
Candidates
Nominated
by Congress

BOARD (of 8)

- Chair (NED)
- NED #1
- NED #2
- NED #3
- NED #4
- NED #5
- NED #6
- CEO

Board Committees

- Finance
- Appointments
- Remuneration

COMMISSIONS

BB		SB			
Game	Event				
Ops	Mgmt				
V	V	V	V	S	V
V	S	V	V	V	V

Exec. Advisory Groups

- Development
- Marketing
- Commercial
- Facilities

STAFF

Role Role Role

+volunteers (as at present)

Volunteers drawn from membership

Some staff effort within commissions

May include some NEDs

Lines of accountability

Group	Main Functions	Members	Accountable to
Membership	Attend general meetings Appoint directors upon Board recommendation	Participants – players, coaches, officials, managers, parents	-
Congress	Sounding board; Expert insight Director candidate nominations	[30 – 50] seats; Aiming for broad cross-section of membership	Membership
Board	<ul style="list-style-type: none"> - Sets strategic direction, vision, mission and high-level goals - Efficient resource allocation 	Eight directors <ul style="list-style-type: none"> - Seven NEDs (Four from Congress nominations) - One CEO 	Membership (consults with Congress)
Board Committees	Three standing committees: <ul style="list-style-type: none"> - Finance / Appointments / Remuneration 	Drawn from the board directors May co-opt specialist support	Board
Staff	Delivering the mission and objectives of the organisation (other than commission roles); Led by the CEO	Paid full & part-time employees Volunteers (non-commission)	CEO
Executive Advisory Groups	Provide expert advice to the CEO on: <ul style="list-style-type: none"> - Sport development - Marketing & Commercial - Facilities development & mgmt 	CEO, Staff, NEDs Broad membership Subject matter experts	CEO
Commissions	<ul style="list-style-type: none"> - Game operations (e.g. leagues, championships, set rules) - Event mgmt (e.g. championships) - National team programmes 	Split by sport Primarily volunteers Some limited staff input	Board

Timeline (indicative)



- April – May 2016
 - Volunteer recruitment
 - Individual workstreams commence
- May – September 2016
 - Workstream activity
 - Corporate structure definition
- September -October 2016
 - Preparation for general meetings of 3 organisations
 - Opportunity to build brand value through coordinated commercial strategies

Timeline (indicative)



- November 2016
 - General meetings to approve formal proposals
 - Changes to existing BSUK board structure commence
- November 2016 – March 2017
 - Implement workstream outputs
 - Prepare for legal & corporate changes
- April 2017
 - New single organisation becomes NGB for softball and baseball
 - New board implements organisational changes

Resources



- Transition resources:
 - Project management
 - Legal advice to each existing party
 - Legal support in effecting corporate entity changes
- Workstream volunteers - for tripartite work groups:
 - National teams
 - Leagues, tournaments and competitions
 - Social media, communications and marketing
 - Facilities and general administration
 - Technology



Our structural review mission:

The need for an integrated, clear vision for the future of both sports working together