



## Information pack

For the position of:  
*Non-Executive Board Director - Treasurer*  
**2019**

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Kelly Molloy | Managing Director  
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## **1. Foreword from the Chief Executive**

Dear Candidate

Thank you for your interest in this important board role within Wee Chicks.

At Wee Chicks, our vision is that every child should grow up active, healthier and happier; empowering families by building stronger minds for a healthier future and hope for all in the community.

The organisation is governed by a voluntary board of five directors that make the decisions in the business and ensure that it stays true to its mission, which is to help people. The board will employ self employed, employees and volunteers to build its staffing team to manage the company on a day to day basis and any funding received as the Directors will agree and ensure that it is invested in the best possible use. Profits are not distributed but will be ploughed back into help us meet our objectives.

We are planning to fill a number of Board vacancies including the role of Treasurer and are seeking to fill these positions with people who are capable and willing to make a difference.

Yours sincerely,

Kelly Molloy

## 2. Background to Wee Chicks

Wee Chick Fitness CIC was formed on 30th October 2015. Wee Chicks Fitness provides sessional childcare to community groups through the mobile crèche facility, registered child care, wrap around care and sports camps in schools promoting health, nutrition, fitness and wellbeing for children. We provide bespoke programs based on the school's individual needs. Providing breakfast clubs, after school clubs and holiday camps.

**ACTIVE, HEALTHIER, HAPPIER!**

**CRECHE**

Our registered creche runs for up to 4 hours in the morning, during term time.

Drop the kids off for 3 hours and enjoy that well deserved 'Me Time.'

**AFTER SCHOOLS**

- Collect from school
- Afternoon snack
- Homework club
- Collaborative play

**HOLIDAY CAMPS**

- Halloween
- Mid-term
- Easter
- Summer

*Ages 4-12*

**MOBILE CRECHE**

Providing qualified and caring staff to businesses, schools and community organisations

@weechicksfitness

At Wee Chicks, we believe that every child deserves the best in every aspect of care. We provide a safe, caring and fun environment where children can enjoy their childhood and also gain life skills to enable them to grow and become healthier and more active. We strive to create a homely, caring, happy environment where your child will be cared for by dedicated staff.

We consider it our mission to enhance the quality of human life through physical fitness and by providing life skills and educating in health and nutrition, most importantly giving people hope and focus. This is available to all members of the community. That we listen and give the individuals the motivation and encouragement to gain confidence and self-esteem so that they can continue their life journey knowing there is help if they need it. We are passionate about service and excellence.

*Life is for living... not stressing or worrying!*

Our aim is to break the barriers of childcare and provide a high quality, low cost childcare service with the added element of a more holistic approach.

## **2. Strategic Plan**

### **2.1 Organisational Tenets**

#### **2.1.1 Organisational Vision**

Our vision is that every child should grow up active, healthier and happier; empowering families by building stronger minds for a happier future.

#### **2.1.2 Mission Statement**

Our mission is to enhance the quality of life through empowerment, providing life skills and educating in health, nutrition and wellbeing, most importantly giving people hope and focus throughout the community.

#### **2.1.3 Values**

Our strong core values provide the foundation for how we improve health, fitness and wellbeing within communities.

- ✓ We respect that everyone is an individual.
- ✓ We provide a high quality childcare service
- ✓ We practice and influence living healthy.
- ✓ We demonstrate trust, respect, and integrity in all we do.
- ✓ We listen and give the individuals the motivation and encouragement to gain confidence and self esteem.
- ✓ We aim to work with all the organisations' and service that are provided in the communities so that the individuals get the best care and support that they need. By providing a high quality of childcare and coaches.
- ✓ We want to raise awareness of the basic skills that are life changing. We are passionate about service and excellence.

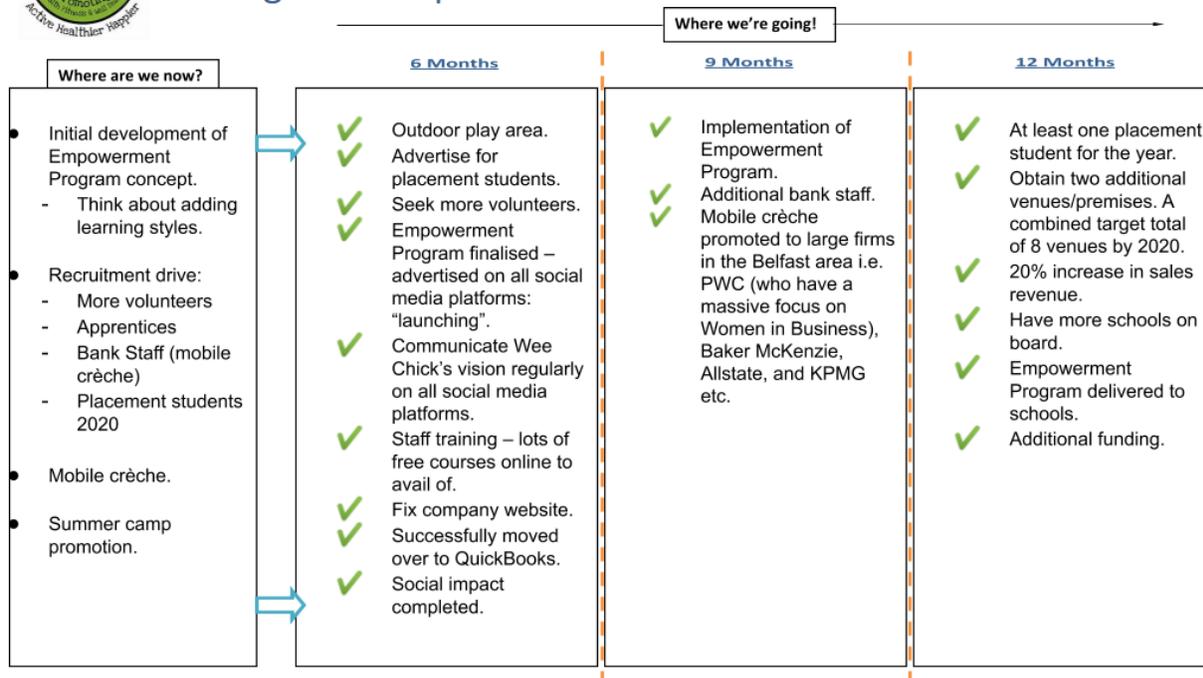
### **2.2 Organisational Aims and Objectives**

As our company is growing and expanding, this presents new and exciting opportunities. We will focus on driving our vision forward, promoting it on all social media platforms, enhancing this through videos of Kelly speaking passionately about the business to communicate clearly the objectives of Wee Chicks in order to engage local communities and families, empowering them and providing the skills and education to give them hope and focus.

#### **2.2.1 Business Objectives**



## Strategic Development Plan



### 2.2.2 Financial

Our aim is to develop our current business strategies with precision, defining a clear, overall vision of the direction we want to go. We will focus on promoting our services to other areas throughout Belfast and Northern Ireland, ensuring our partnerships with other services and organisations stay strong. Therefore, we aim to achieve an annual increase in sales revenue of 20%.

### 2.2.3 Customer

- ✓ Introduce existing products into a new market by raising awareness of our services by ensuring that all services and organisations in the area are aware of what we do and what we are achieving. This will be done by face to face communication.
- ✓ Expand sales to existing customers by providing a range of different services.
- ✓ Increase customer retention by using surveys and providing a great after sales customer service with the private online system going live next year.
- ✓ Achieve and maintain outstanding customer service by ensuring our customers get the best out of our products by ensuring that our staff are motivated and believe in our cause.
- ✓ Develop and use a customer database to see where our customers are coming from (if any are traveling from other areas). This is an opportunity for us to provide the service in that area.

### 3. Job Specification

#### 2.1 Board Member & Treasurer

<b>Role:</b>	Board Member & Treasurer
<b>Reason for the Role:</b>	To further strengthen the Board of Directors and to ensure the right balance of skills are in place to aid effective decision making, scrutiny and governance.
<b>Contract Type:</b>	This is an unremunerated role. The appointment is for a three-year term, with possible further terms thereafter.
<b>Purpose of the Role:</b>	<p>The Board of Directors is collectively responsible for providing effective leadership, direction, support and guidance to the organisation, ensuring that policies, procedures and priorities of the organisation are implemented.</p> <p>Directors are responsible for ensuring Wee Chicks achieves its aims and objectives through compliance with all legal and financial obligations by monitoring the strategic direction. (Please see 2.2.1 Business Objectives).</p> <p>The Treasurer will report on financial governance to the Board of Directors including:</p> <ul style="list-style-type: none"> <li>● Report on the overall accounts for the organisation.</li> <li>● Ensure the Board of Directors monitor the ongoing stewardship, usage and recording of its financial assets and transactions.</li> <li>● Present regular budgets and variance reports to the Board of Directors.</li> <li>● Assist the Board of Directors to be aware of the financial implications of strategy and policy.</li> <li>● Attend at least 2 meetings per year of the Audit &amp; Risk Committee as appropriate, particularly for specific agenda items such as approval of</li> </ul>

	Financial Statements and Reports.
<b>Time Commitment:</b>	<p>Quarterly board meetings and quarterly sub-committee meetings (approx. 2 hours per meeting).</p> <p>Directors will participate in at least two sub-committees. Additionally, Board Members will be periodically invited to visit sites or attend strategic workshops of the Board.</p>
<b>Essential Criteria:</b>	We are looking for someone who has experience in dealing with accounts, who can offer advice and support to the rest of the Board members. Experience of setting strategy, monitoring targets and evaluating performance, spotting potential errors and/or opportunities in financial management and legal and compliance matters.
<b>Desirable:</b>	Experience of working at a strategic level and an understanding of the community sector.

#### 4. Selection Process

Application is by tailored CV.

The Board of Directors will shortlist from the CVs provided.

Short-listed candidates will be invited to meet with selected members of the Board of Directors to assess suitability for the role.

Full details will be provided to all candidates throughout the process.

If you have any queries or would like an informal conversation about this role, please contact:

**Kelly Molloy | Managing Director**

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To apply, please submit a CV and cover letter to Kelly Molloy via email: [info@weechicks.com](mailto:info@weechicks.com).