



PARKRUN GLOBAL

CEO

Candidate Pack

Reference RBWPA

June 2025

parkrun



summary

introduction from the Chair of Trustees	04
about parkrun	06
parkrun values	08
parkrun timeline	10
our community	12
our global strategy	13
about the role	15
person specification	18
how to apply	20

introduction from the Chair of Trustees

**Thank you for your
interest in the role
of Chief Executive
Officer at parkrun.**

This is a pivotal moment for our charity. Over the past 20 years, parkrun has grown from a simple idea into a global movement — enabling millions of people to come together, be active in the outdoors, and connect with others, right in the heart of their local communities. What started as 13 friends running a timed 5k in Bushy Park has become a network of over 2,300 weekly events across 23 countries, powered by tens of thousands of volunteers. I'm incredibly proud of what parkrun stands for — and of the difference it makes every weekend to people of all ages and backgrounds. As a charity, our mission is bold but clear: to create a healthier, happier planet by making physical activity accessible to everyone, for free, forever. We know the benefits of parkrun reach far beyond fitness — improving mental wellbeing, reducing loneliness, and creating space for connection and belonging. And we know we still have much more to do to reach those who need us most.

parkrun is on a strong and ambitious path. We've strengthened our governance, broadened our partnerships, embedded safeguarding at the heart of our model, and sharpened our strategy to grow with impact. We are proud of our grassroots energy and global reach — and of the incredible community of staff, volunteers, and partners who make it all happen.

We are now looking for a new Chief Executive Officer who shares our values and brings the leadership, clarity, and vision to guide us into the next chapter. This is a unique and exciting opportunity to lead an organisation with deep purpose and huge potential. You'll

be joining a talented, committed team and a supportive Board of Trustees, all united by the belief that everyone should have the chance to experience the life-changing benefits of parkrun.

If you're inspired by the opportunity to help shape the future of one of the most impactful public health movements of our time, we would love to hear from you.

Warm Wishes

Helen Weir

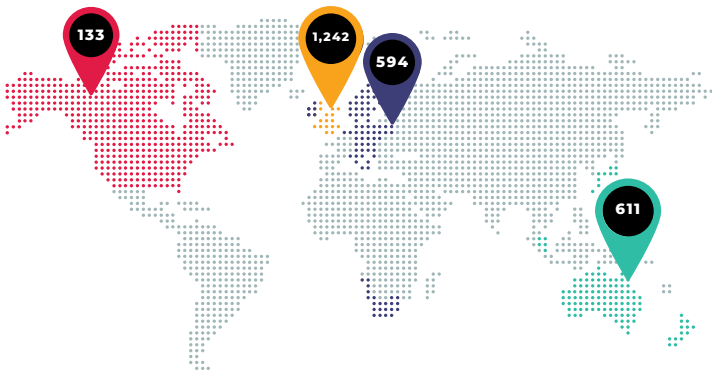


about parkrun

parkrun is the largest health and wellbeing movement on the planet. We are a UK-based global charity that encourages movement in the company of others, in the outdoors. Our free 5k and 2k events take place every weekend in 23 countries and are led by groups of dedicated local volunteers for our international family, which now has more than eleven million registrations. Inclusiveness and wellbeing are the foundation of our work, and we want as

many people as possible to feel part of a real local community; parkrunners come from all abilities, cultures, and backgrounds to walk, jog, run or volunteer. A typical weekend sees more than 400,000 different people join in at parkrun around the world, supported by almost 50,000 volunteers. As an organisation, our core message is that ‘parkrun is for everyone’, and our events are as much about friendship, community, and supporting sustainable

lifestyle change as they are about running, walking or volunteering. More than a quarter of adults and 80% of teens around the world aren’t meeting WHO recommended levels of physical activity, and millions are facing loneliness and social isolation. The cost-of-living crisis has made it harder for people to access and afford physical and social activity.



parkrun region	Event	parkrun event locations
United Kingdom	parkrun (5k)	858
	junior parkrun (2k)	475
Europe, Middle East and Africa (EMEA)	parkrun (5k)	617
	junior parkrun (2k)	42
Asia Pacific Region (APAC)	parkrun (5k)	627
	junior parkrun (2k)	5
North America	parkrun (5k)	143
	junior parkrun (2k)	0

Health and Wellbeing

We want to improve the health and wellbeing of as many people as possible, no matter who they are, no matter where they live. Given our scale and reach, we are also able to influence the policy landscape and the narrative around activity and health, as well as advance insight and understanding. Especially in the UK, where recent YouGov polling showed more than 7 in 10 people are aware of parkrun. Recent initiatives have included the relaunch of parkwalk with the support

of our partner Vitality, which included joining with MPs at Westminster to highlight the benefits of walking at parkrun. Our junior parkruns are seeing record participation supported by a dedicated team of staff thanks to funding from the London Marathon Foundation. The parkrun practice initiative has reached a milestone with the registration of its 2,000th GP practice: Designed to promote the health and wellbeing of staff and patients through regular

exercise, parkrun practice is a joint social prescribing initiative from the Royal College of GP’s (RCGP) and parkrun. Our parkruns held on custodial estates bring all the benefits of being socially active and outdoors to those whose access to wellbeing initiatives can be significantly compromised. The impact of parkrun in these settings has been the subject of many peer reviewed academic articles in journals around the world.

Income Streams

In 2022–2023, parkrun’s income grew by nearly a third, reaching close to £7 million and continues to grow.

Sponsorship remained our largest income stream (35.7%), with retail also playing a key role — contributing 32.1% through sales of our popular apricot and milestone merchandise.

We secured a landmark £5 million Sport England grant to support our work through to 2027, and continued to collaborate on targeted

projects. We also receive significant funding from the London Marathon Foundation to support the expansion and growth of parkrun juniors.

We also are developing our community supported fundraising opportunities and in 2022 - 2023 raised nearly £500,000 (including Gift Aid) from individual donations., helping to keep parkrun free, for everyone, forever. We are continuing our journey to position parkrun as a charity and look at ways to drive donations and fundraising.

2,500+

parkrun communities

400k

people take part weekly

Our structure

As a UK-based registered charity and company limited by guarantee, we are governed by a Charity Board of Trustees. There are a number of global subsidiaries and more information about our legal structure can be found.

50k

weekly volunteers

70 staff

based in 8 countries

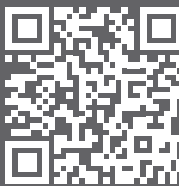


More information about parkrun can be found on our website parkrun.com including:

annual report:



5 year strategy:



parkrun history:



parkrun values

Family

We act with humility and always put the family first.

We're humble. We know a lot but not everything. We take responsibility, acknowledge personal errors, and are open to learning, developing and improving. There's no room for ego and no one is bigger than the family. We lead by example, and we share in our successes.

Bravery

We are brave, bold, and creative.

We're ambitious and dynamic. We dream big, make bold decisions, challenge the status quo and get things done. We're not afraid to question, innovate and be different.

Authenticity

We are honest, authentic, and accountable.

Trustworthiness, honesty and integrity are foundational to our family. We're honest about what we know and what we don't know. We hold each other to account. We communicate with transparency and empathy, acknowledging that communication influences behaviours, emotions and feelings, and underpins effective collaboration.

Our values form the bedrock of our movement and can be traced back to the very early days of parkrun in 2004. Staying true to our values will help ensure we grow well, and is at the foundation of the world class organisation we want to create.

Fairness

We act with kindness, compassion, and fairness.

We're kind, caring, compassionate and empathetic. We assume others mean well. We're aware of our actions and how what we do impacts others. We apply our founding principles of equality and inclusivity to every situation and opportunity.

Recognition

We recognise and respect each other.

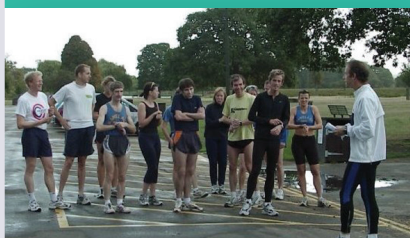
We see and hear each other. We respect ourselves and others, support and help one another, listen attentively, and celebrate the uniqueness, strengths and diversity of our family.



2004 - 2005

Bushy Park, 13 runners, five volunteers, a stopwatch, some washers from the local hardware store and a piece of paper. Then it was off to the cafe for a natter.

More of the same but with growing numbers - up to 155 at our peak.

**2008 - 2009**

Five more new events along with our first Scottish event in Glasgow and our first Welsh event in Cardiff. 54,428 parkrunners enjoy the experience this year.

We add our first event in Denmark, and another 15 parkrun events in total. 112,260 parkruns recorded this year.

More of the same but with growing numbers - up to 155 at our peak.

2012 - 2013

parkrun is introduced to the USA. We achieve 90 new events and a whopping 992,308 parkruns.

We expand into the Republic of Ireland.

**2016 - 2017**

parkrun is launched in Canada, Germany, Sweden, Norway and Finland. The parkrun Apricot clothing range is launched.

parkrun is introduced into prisons with big success, the tail walker role becomes mandatory and the Virtual Volunteer app is successfully rolled out.

**2020 - 2021**

parkrun launches in the Netherlands and we continue to see the average finish time slowing.

Then the global pandemic occurred and events were paused around the world. But finally in 2021 parkrun Austria started.

**2024 - 2025**

The 20th anniversary! The first parkrunners were welcomed into the 1,000 volunteering milestone club, South Africa had its one millionth different person take part, and parkrun launched in Lithuania, the 23rd parkrun country!

The relaunch of parkwalk saw a record-breaking turnout of walkers at parkrun UK. Plus a record numbers of finishers in the UK, Australia, Poland and Singapore.

parkrun timeline

parkrun started back in 2004 when 13 runners, and five volunteers, got together on a Saturday in Bushy Park, Teddington (UK). What started as Paul Sinton-Hewitt's idea for a Saturday morning with friends, has become, an international family of over nine million registered parkrunners (and counting).

2006 - 2007

Still a single event but now with up to 378 people turning up each week – causing a bit of concern to the park authorities! Number of finishes recorded this year: 9,660. Then boom! parkrun goes from a single event to seven in a year. Our ability to deliver simultaneous events is proved at Wimbledon and quickly evolves to Richmond, Banstead, Leeds and Brighton. Then our first international event is created in Zimbabwe. Number of finishes recorded this year: 24,972.

2010 - 2011

parkrun starts in Northern Ireland!! The number of parkruns increases to 242,075 as we add 30 new events.

A big year with 55 new events: The first events are delivered in Australia, South Africa and Poland. There's also a special event in the UK military base at Camp Bastion, Afghanistan.

junior parkrun begins: a weekly 2k event aimed at four to 14 year olds.

junior parkrun

2014 - 2015

parkrun begins in Singapore, Italy, Russia and France (not currently running in France or Russia).

Weekly parkrunner attendance exceeds 60,000 for the first time.

junior parkrun begins in Ireland.

**2018 - 2019**

The first parkrun in a young offenders institution starts and the parkrun practice initiative is introduced.

parkrun launches in Japan and Malaysia, junior parkrun begins in Australia, and we reach a record six million registrations!



parkrun Forever launches – an opportunity for people to donate monthly to parkrun.

Over 60,000 parkrunners completed our first health and wellbeing survey, making it one of the biggest ever independent studies into physical activity.

2022 - 2023

New milestone clubs were created for volunteering and walking/running to support our view that all participation at parkrun is equal. The parkwalk campaign is launched to encourage more people to experience the joy and incredible benefits of walking at parkrun.

The Event Management System (EMS) is rolled out globally to help result processing. A new global five year strategy sets out the future of parkrun. We surpass nine million registered parkrunners.

our community

Our community is what makes parkrun so special, we exist for them and because of them. Here’s just a snapshot of some of our impact:

“I struggled with Couch to 5k and gave it up. But after taking my daughter to junior parkrun, I volunteered as a tail walker and things went from there. My heart rate and blood pressure have improved significantly and I’ve gained the confidence to do things I never thought possible before parkrun.” *Curtis Ledger, parkrunner*



“I’ve ‘prescribed’ parkrun to more than 100 of my patients in the past two years with some amazing successes. I’ve seen the wonderful power of how parkrun can transform lives and I am convinced that it’s the best sort of medicine I can prescribe.” *Dr Simon Tobin, GP and parkrunner*

“I lost my leg below the knee on duty in Afghanistan in 2008. I turned up at my first parkrun and said ‘is there somewhere safe I can leave my leg, please?’ and was immediately made to feel like one of them. It’s volunteering that really makes my heart sing, it’s hugely uplifting and fulfilling.” *Major Kate Philp, parkrunner*



“Aside from the obvious physical health benefits of encouraging movement, I see first hand the psychological benefits, not just from the physical activity of parkrun but from becoming a member of the parkrun community. For me, parkrun encapsulates the positive impact that community-led initiatives can have on some of the most marginalised and vulnerable in our society”. *Professor Rosie Meek, a leading expert in the field of physical activity interventions on the custodial estate.*

our global strategy

The strategy has two main objectives for parkrun, as a health and wellbeing charity:



To be recognised (internally & externally) as a **world-class organisation**

WORLD-CLASS



To be a truly global movement with **an even bigger impact and reach**

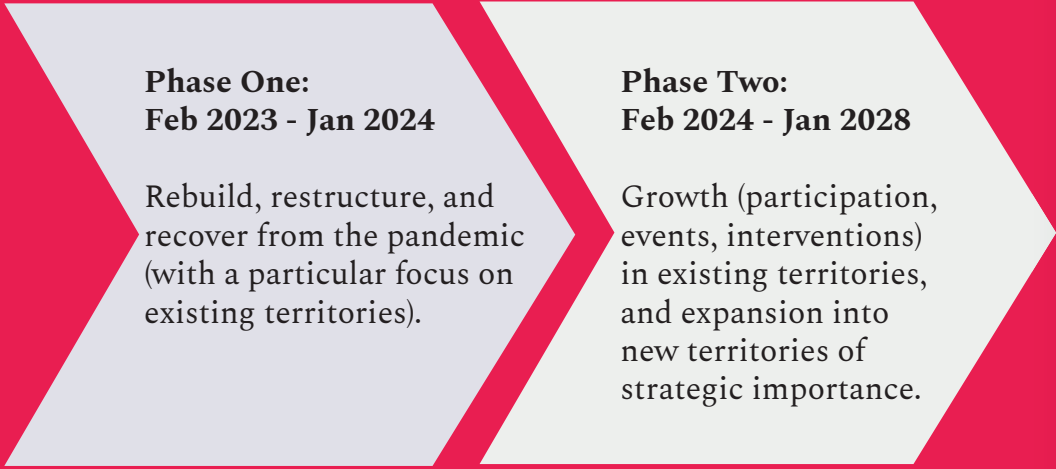
BIGGER IMPACT AND REACH

We recently commenced delivery of our new five year global strategy to take us from 2023 - 2028 (which can be found [here](#)). Our overall objective is to build on our firm and successful

foundations, transforming health and happiness by empowering people to come together, to be active, social, and outdoors.



The objective was split into two distinct phases:



Over the course of the next few years, we expect to double in size, both in terms of events and participants.



Discover more about our strategy here:

[parkrun.me/5 year strategy](https://parkrun.me/5-year-strategy)





about the role

The CEO of parkrun holds the highest staff position at parkrun. You are the custodian of our mission as the largest health and wellbeing movement on the planet with responsibility for overseeing all of the organisation's activities. A bold and brave leader who understands how organisations grow and mature you will:

- Provide inspirational leadership, bringing credibility, strategic insight, drive, and authenticity to the role so we can fulfil our charitable objectives and grow participation in physical activity, with a particular emphasis on reaching those who stand to benefit most.
- Work with the Board of Trustees to lead the development and execution of a long term strategy that builds on parkrun's strong foundation, drives future growth, and enhances its exceptional reputation.
- Act as the public face of parkrun, representing the organisation in the media, public forums, and stakeholder engagements—effectively conveying its mission, values, and impact.
- Uphold the highest standards of trust, transparency, and integrity, ensuring exceptional stewardship of the organisation's mission, resources, and relationships.
- Reinforce rigour, clarity, and transparency in all communications and decision-making processes, ensuring accountability and excellence at every level.



main responsibilities

strategic

- Provide strategic leadership, with effective communication ensuring the organisation delivers effectively against measures of success.
- Bring a proactive, growth oriented mindset to business planning—adapting to change, embracing innovation, and the use of technology to deepen our impact.
- Build and sustain high-value strategic relationships with a wide range of stakeholders, including funders, policymakers, and leaders across the charity and sport sectors.
- Oversee and maintain parkrun’s global footprint, ensuring consistent alignment with the organisation’s core values, mission, and operational standards, while empowering regional teams to adapt and thrive in their local contexts.
- Maintain a broad and forward-looking perspective so parkrun’s strategy remains relevant, resilient, and sustainable.



culture and leadership

- Adopt a listening approach to leadership, engaging with our runners and volunteers and other members of our movement to grow our impact.
- Champion the central role of volunteers within parkrun, ensuring that systems, culture, and leadership support, celebrate, and sustain their contributions on a global scale.
- Provide inspirational leadership to a multidisciplinary staff team—nurturing professional development, driving high performance, and ensuring accountability for the delivery of impactful programmes aligned with strategic priorities.
- Serve as a visible role model, demonstrating the professionalism, communication, and behaviours expected throughout the organisation.
- Ensure the organisational structure is fit for purpose, scalable, and aligned with strategic goals to support effective delivery and future growth.
- Lead efforts to attract, develop, and retain a diverse, high-performing team, fostering an inclusive environment where individuals are motivated, empowered, and equipped to thrive.

business and financial management

- Provide strategic leadership for the financial management of the charity, ensuring effective stewardship of the budget.
- Sustain parkrun’s record of disciplined financial management while developing and implementing strategies to grow and diversify income streams.
- Oversee the development and maintenance of fit-for-purpose policies, systems, processes, and organisational structures that support operational excellence.
- Champion the innovative and strategic use of technology to enhance parkrun’s delivery, engagement, and impact across all areas of its work.

board and governance

- Build and sustain constructive, transparent relationships with the Board of Trustees and associated governance bodies, ensuring clarity of accountability and alignment of purpose.
- Maintain strategic oversight of organisational risks.
- Provide the Board of Trustees with timely, accurate, and insightful advice and information to support effective governance and fulfilment of legal, regulatory, and constitutional duties.
- Ensure the organisation meets all regulatory obligations and operates in full compliance with relevant legal and statutory frameworks.
- Model inclusive leadership and provide strategic oversight of parkrun’s global DEI priorities, embedding inclusive practices and culture across parkrun.
- Take responsibility for ensuring that safeguarding is embedded across all aspects of the organisation’s work, maintaining rigorous oversight of safeguarding policies and procedures, and ensuring full compliance with statutory requirements and best practice to protect our communities.
- Handle problems, challenges, and difficulties with agility, including reputational risk, demonstrating effective crisis management to safeguard the organisation's interests and maintain stakeholder trust.
- Drive organisational resilience, ensuring parkrun is agile and well-prepared for external shifts or unexpected disruptions, with robust plans for continuity and adaptation.



person specification

essential experience requirements

- Proven experience within an executive leadership role, either as a Chief Executive Officer/Executive Director or Managing Director in complex, mission-driven organisations.
- Demonstrable experience of leading with vision and executing with precision across diverse teams.
- An exceptional people leader with a history of inspiring and galvanising multidisciplinary teams of staff and volunteers, fostering a high-performance culture rooted in listening, inclusivity, accountability, and respect.
- A track record of operating with cultural curiosity and sensitivity and an interest in how things operate in different global contexts.
- Demonstrable experience in successfully leading and navigating organisational growth, in dynamic environments.
- Extensive experience in engaging with a broad range of stakeholders, including funders, policymakers, and community leaders. Be confident in your ability to represent an organisation and act as an influential ambassador for its mission, values, and impact.
- Strong commercial acumen with a proven track record in income generation, cost management, and budget delivery, including the ability to develop and implement sustainable financial strategies to support growth and impact.
- Experience of implementing technology in an organisation to drive growth and improve efficiency.
- Experienced in working closely with Boards to foster a culture of open, transparent, and collaborative governance, ensuring effective decision-making and strategic alignment.
- Risk management expertise, with a robust understanding of organisational and reputational risk, and the ability to make data-driven decisions with a focus on compliance, transparency, and good governance practices.
- Proven commitment to advancing diversity, equity, and inclusion at all levels ensuring an inclusive culture is embedded across an organisation.

Desirable experience requirements

- Experience with international operations, navigating different cultural contexts and understanding the nuances of global expansion, while ensuring alignment with organisational values and strategic direction.
- A deep understanding of and passion for the parkrun brand
- A demonstrable commitment to championing an active lifestyle to drive better health and wellbeing.

most relevant skills

- **Communication:** Communicates with clarity, authenticity, and impact across diverse audiences. An active listener who champions open, inclusive communication within the organisation and represents the charity with authority and credibility externally.
- **Interpersonal Skills:** Builds and sustains trust-based relationships across all levels, including staff, volunteers, trustees, partners, and funders. Demonstrates emotional intelligence, empathy, and diplomacy, particularly when handling sensitive or high-stakes situations.
- **Initiative:** Proactively identifies opportunities and risks in a complex, changing environment. Takes decisive action when needed, demonstrating entrepreneurial thinking, strategic foresight, and a strong drive to innovate in support of growth.
- **Accountability:** Takes full ownership for organisational

- performance, ensuring that strategic decisions, financial stewardship, and ethical responsibilities are upheld at the highest level. Holds self and others to account with transparency and integrity, fostering a culture of responsibility and continuous improvement.
- **Attention to Detail:** Applies a high level of scrutiny to strategic, financial, operational, and safeguarding matters, recognising that small details can have significant reputational or compliance impacts. Balances detail awareness with the ability to delegate appropriately and maintain a strategic overview.
 - **Presentation:** Presents ideas and information with authority, persuasion, and relevance – whether in the boardroom, at public events, or in the media. Tailors messages to different stakeholders, using data and storytelling to inspire confidence and commitment.



how to apply



Candidates should apply for this role through our website using code **RBWPA**

www.saxbam.com/appointments



process

Longlist interviews with Saxton Bampfylde:

w/c 21 July – 4 August

Opportunity for fireside chats with Helen Weir (Chair):

w/c 18 August or w/c 25 August

Panel interviews:

w/c 1 September



GDPR personal data notice

According to GDPR guidelines, we are only able to process your Sensitive Personal Data (racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, genetic data, biometric data, health, sex life, or sexual orientation) with your express consent. You will be asked to complete a consent form when you apply and please do not include any Sensitive Personal Data within your CV (although this can be included in your covering letter if you wish to do so), remembering also not to include contact details for referees without their prior agreement.



due diligence

Due diligence will be carried out as part of the application process, which may include searches carried out via internet search engines and any public social media accounts.

Terms of Appointment

- Salary: £140k per annum
- Car allowance £5,000 per annum
- Enhanced DC pension with 11% employer contribution

We offer great flexible working conditions and a range of employee benefits including;

- 25 days paid leave + special day (birthday or alternative), plus bank holidays
- Employee discount on the parkrun shop
- Vitality business healthcare, plus Vitality points scheme
- Cycle to work scheme
- Employee assistance programme, plus trained mental health first aiders
- A range of enhanced policies to support employees across various periods of their life.

Saxton Bampfylde Ltd is acting as a partner to parkrun Global on this appointment.

Candidates should apply for this role through our website at www.saxbam.com/appointments using code **RBWPA**.

Click on the ‘apply’ button and follow the instructions to upload a CV and cover letter and complete the online equal opportunities monitoring* form.

The closing date for applications is noon on Thursday 10 July.

* The equal opportunities monitoring online form will not be shared with anyone involved in assessing your application. Please complete as part of the application process.

Thank you!

Candidates should apply for this role through our website at www.saxbam.com/appointments using code **RBWPA**.

June 2025

