



## Northampton Hope Centre and Hope Enterprises

### Press Release: New Hope CEO appointed

Wednesday 20<sup>th</sup> April



The Board of Trustees is delighted to announce that it has appointed **Alex Copeland** to the role of CEO of Hope Centre. This appointment anticipates the planned retirement of Robin Burgess, the present CEO, from the middle of June 2022. Alex will begin this role part time on the 17th May 2022 and shadow Robin until he leaves.

The board extends its sincere thanks to Robin for his outstanding leadership and transformative tenure at Hope over the last six years, and for his careful navigation of the COVID pandemic. Alex joins Hope Centre with a strong career and experience of leadership roles in the charitable sector, and will lead the next phase of development for Hope services to the homeless community and those in poverty in and around

Northampton.

Alex has held Senior Management Charity Positions for the last 14 years and is leaving his position as Director of Education at the British Horse Society to join us. He has a wide range of skills and experience, most recently running a large multi million pound department with over 25 team members and 250 contractors through a significant period of change and modernisation. Alex has gained extensive experience and delivered success in charity development and governance, fund-raising and in the delivery of charitable objectives.

Alex is very excited to join Hope, a charity which truly makes a difference to so many people's lives. *"Northampton Hope Centre saves lives and makes the world a better place for so many people,"* Alex shared. *"In this time of global economic downturn with inflation rates growing fast, and on the back of such a challenging two years due to Covid-19, the work of the Charity is even more important than ever before. I feel incredibly privileged and proud to take up the role of Chief Executive and to lead an amazing team who truly have a life long impact on so many people during periods of personal challenge."*

#### **Alex's background:**

Prior to the British Horse Society Alex held senior roles at Head of Development at **The British Equestrian Federation**, where he designed and implemented a new workforce vision with particular focus on volunteer recruitment and development; worked directly with the Minister of Sport, Senior Sport Council Executives, Member Bodies' Boards and BEF Council to influence strategy and drove forward organisational priorities through multi-organisation collaboration; directly accessed over £7 million from funding to support delivery of BEF strategic direction.

As Head of Clubs and Networks at **England Athletics** he:

- Led England Athletics volunteer recruitment initiatives tied to London 2012 which recruited over 10,000 new volunteers to the sport.
- Helped negotiate the £40 million commercial sponsorship deal which covered corporate awareness, image rights, corporate messaging and membership benefits.
- Co-wrote the Athletics Whole Sport Plan (sport development and participation strategy) which directly accessed over £20 million funding.

As Senior Relationship Manager at **Sport England**:

- Worked closely with Government, to ensure Sports Coaching was central to Government planning and funding priorities.
- Managed an investment portfolio, of lottery and exchequer projects, totalling in excess of £150 million.
- Levered in £5 million European Social Funding and £7 million lottery funding for Workforce development.

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