



Your Regional Representatives

Jane Wood- West Midlands and North West

I would like to introduce myself as a candidate for the Regional Representative position at Sport Cheer England. As an educated and experienced programme owner, I believe I can exceed your expectations and increase relationships for organisations within my district. I have all the skills and experience listed in the job description, and I'm confident that I can make an immediate impact on for cheerleading in the West Midlands and North West. It's not just my background in leading successful projects in my community, but also my passion for the industry that drives me to succeed. If chosen for this role, I will continue to deliver high-quality work for the continued success of your organization.

While I don't know the experience of the other candidates, I can speak my qualifications that make me the best fit for this position. After working in this same position with my role at Tameside Sports Development, I successfully managed a team in our "Introducing cheerleading and Dance to Tameside" where I was responsible for approving and managing budgets and developing creative campaigns. In fact, one campaign I oversaw generated a 60% increase in awareness among our target demographic. Now, I'm ready to spread my wings at an organisation who has the same passion and drive as me to make this sport as amazing and acknowledged as it should be across my region.



Robert Horton- South West and South East, inclusive of London

I'm proud to have been part of the UK cheer industry for 17 years representing AEC, and the UK, both Nationally and Internationally. At a time where The UK's national teams are performing at the top end of the international stage, All-star teams are competing worldwide, and where there is an ever growing grass roots presence, I can't think of a more important time to implement Sport Cheer England, and really bring all our regions together.

I want to see England maintain the reputation it has built for itself as a nation that develops strong cheerleaders by working with the programmes in our region: voicing your ideas, opinions and concerns to help create a coherent body where all members feel valued and heard. While our community is a strong one, to an outsider we're still quite niche. Working full-time for a programme, a programme that is also a charity, I have first-hand experience of the frustrations and setbacks that go with its maintenance, as well as the successes of winning funding applications and grants.

I'm a child safeguarding officer and am up to date regarding child protection legislation. I'm also a qualified English teacher which means I'm no stranger to working unsociable hours, working to strict deadlines, or delivering seminars to a large group of people- as well as working with people on a one-to-one basis.

I believe all the above makes me the right applicant for the Southwest and Southeast Regional Representative, a position I'd be honoured to fill.



Anna Mead- East Midlands and East of England

Thank you for taking the time to read this, for those of you who may not know me here is some background information.

Following a childhood of dance and gymnastics, my passion for cheerleading blossomed whilst at University in 2006. Two years later I co-founded EMCA - initially a not-for-profit club, which became a registered charity in 2013. Like most clubs, our journey has been one of perceived unrealistic dreams with plentiful ups and downs. With every challenge this has brought myself, and cofounder Helena Zarzycki, more experience and wisdom that we are always happy and willing to share.

I coach a variety of ages and levels, from tiny recreational classes to our worlds team. EMCA works alongside community projects and Nottinghamshire schools to develop cheerleading at grassroots level. I have also had the invaluable opportunity to work with multiple EPs as a judge.

Whilst founding EMCA I completed my medical training. In 2016, I became a GP with a specialist interest in child health, leadership and education; working with the Nottinghamshire hospitals, primary care teams and multiagency health boards to establish a single point of reference guideline to improve child health and wellbeing in our region.

Whilst these may seem like contrasting career paths, the fundamental skills required are comparable. If elected as your regional rep, I hope to not only utilise these skills in establishing our governing body, but to be a friendly contact for clubs, schools and universities to enable everyone to influence the future of our sport.



Lisa-Marie Trory- Yorkshire, Humber and the North East

I have been involved in the UK cheerleading world since 1985. During this time I have worked in many areas of cheerleading including sideline, community, schools & universities, as well as spending 23 of those years owning and running an all star programme. I have been witness to so many changes over the years and I am excited to see where the future take us under the guidance of the Sport Cheer representatives.

Away from cheerleading I spent 20 years working in the sports industry.

My experience here I feel makes me a strong candidate for the role of regional representative. My work involved developing sporting activities for leisure centres, schools and community groups in my area. This included working with sounding boards, planning budgets, applying for grants, creating and following guidelines as well as developing and delivering staff training in various areas including safeguarding and health & safety.

My heart has, and will always be in cheerleading. In 2015 I took on a full time position at Building from the Ground Up, one of the UK's cheer and dance education providers. Here I am blessed to work alongside leading coaches and advisors in our industry and I am in a privileged position to be able to develop and deliver cheer and dance educational training across the UK and Europe.

There is still so much more we can learn as a community and with my current position it allows me to be in daily contact with coaches across the UK. To speak with them, to listen to them and to share the highs and lows of our industry. Communication and clarity is a MUST and this where my past work experiences will help.

I believe I am the right applicant for the job and I would be honoured to represent Yorkshire, The Humber and the North East as regional representative for Sport Cheer England.

