



## Head of Physical Activity, Leisure and Sport

|                    |                                       |                                |       |
|--------------------|---------------------------------------|--------------------------------|-------|
| <b>Reports to:</b> | Director of Public Health and Leisure |                                |       |
| <b>Department:</b> | Public Health and Leisure             | <b>Grade:</b>                  | Hay 4 |
| <b>DBS Status:</b> | Basic                                 | <b>Politically restricted:</b> | No    |

### Job Purpose:

The purpose of this role is to lead the strategic and operational delivery of leisure and active lifestyles. The aim is to increase levels of physical activity and sports participation within Brent; with regard to reducing levels of inactivity in the population, addressing inequalities in participation and promoting inclusion. As well as health benefits this role will support wider benefits in promoting community cohesion and economic growth.

This role will also develop and oversee the active wellbeing strategy. Management of the leisure sites, relationships and contracts as a key aspect of this. The post holder will be expected to utilise strategic leadership, advocacy, commissioning, contract management, estates management, governance, and community engagement.

Utilise strategic leadership, advocacy, commissioning, contract management, budget management and operational management, governance, community engagement and partnership working to achieve these ends. Lead on large-scale capital schemes.

The role will work with wider partners such as national governing bodies, NHS and with the Voluntary, Community, Faith and Social Enterprise sector to increase levels of physical activity in the population and reduce inequalities for adults and children in Brent.

The post holder will be the main advisor on leisure and sports development for the Council and partners and to contribute to the 'Local Plan', as well as leading the Strategic Outcomes Planning Framework and the underpinning policy and strategies.

The post holder will be part of the Public Health Departmental Management Team and the Council's Senior Management Group work to contribute to the delivery of corporate priorities. This role reports to the Director of Public Health and will work closely with colleagues across the Council including but not limited to; parks, estates, procurement, legal, finance the PFI team and communications.

### Values

Collaborate proactively.  
Lead inclusively.  
Embrace change.  
Be bold and curious.  
Celebrate and share our success.

### Overall Description

This role is responsible for practical and strategic oversight of leisure centres, and other sights including outdoor gyms and play pitches as well as overseeing and socialising the Strategic Outcomes Planning Model for Brent and for leading our Active Wellbeing Strategy.

The role involves leading and managing strategic relationships with a broad range of internal and external relationships, including national governing bodies, directors, senior managers, elected members, and various public, private, and voluntary sector partners.

It requires developing strong partnerships, leading a high-performance team, and taking a key role in the development of council services.

Responsible for securing and managing grant income and other investment opportunities.

Lead the development of the Council's strategic relationships with national Governing Bodies, Sports England and London Sports, the National Stadium, local gyms, operators and leisure businesses, and local sports clubs

Responsible for the delivery of the delivery of leisure Key Performance Indicators within the Borough Plan

Indirectly responsible for increasing physical activity and inclusion levels in the Borough and the wider health and socioeconomic benefits

The position operates within a framework set by the CEO and Council whilst allowing for autonomy in shaping services. The role also leads on policy development, ensures compliance with new legislation, and upholds high professional standards.

The position is expected to be part of the Councils' emergency planning and resilience arrangement, including being on call Gold/Silver, and to demonstrate a commitment to embedding ownership throughout of this being everybody's business.

The postholder must conduct the duties in compliance with the Best Value Duty as set out in the Local Government Act 1999.

### **Job specific roles and responsibilities**

1. Work collegiately with colleagues on the Senior Leadership Team (SLT) and Corporate Management Team (CMT) and make a proactive contribution delivering departmental and corporate objectives.
2. Lead and manage a portfolio of customer focused services in alignment with both corporate and departmental aims and priorities.
3. Provide leadership and management to achieve high performance and effective operational delivery, which will include managing the effective use of resources and staff.
4. Work closely with the Director of Public Health and Leisure to support effective working relationships with relevant portfolio holders.
5. Support and develop partnership working, including acting as an effective ambassador and advocate with external organisations.
6. Lead the development of the Council's strategic approach to the promotion of, and participation, in active leisure and sports, ensuring that inequalities are addressed and engaging members, officers and partners.
7. Act as the main advisor on parks, leisure and sports development policy and practice to the Council and partners.
8. Keep up to date with developments in service delivery and best practice to ensure the service performs effectively and to the highest standards.

9. Lead the development of the Council's strategic approach to the promotion of, and participation, in physical activity, leisure, sports; ensuring inequalities are addressed and engaging Members as appropriate as well as officers and partners
10. Lead Brent Council's provision of Leisure Facilities through:
  - Ensuring the delivery of high quality and inclusive leisure services at Vale Farm Leisure Centre
  - Ensuring the delivery of high-quality services under the Willesden Sports Centre PFI and holding the SPV and its sub-contractors to account for the same
  - Robust clienting of the Vale Farm and the Willesden Sports Centre PFI contract to ensure Brent Council receives the full benefit of its contracts
  - Be the public health lead for the redesign of Bridge Park Community Leisure Centre (BPCLC)
  - To work with public realm team to view our leisure offer as part of the local plan and ensure we have a coherent approach to how leisure links with parks and green spaces
  - Since Brent borders seven other boroughs, to liaise and negotiate on cross boarder issues
  - Support the wider leisure offer such as 'play pitches and outdoor gyms and events such as the London youth games
11. Lead the Council's planning for the future provision of Leisure Facilities, including:
  - The redevelopment of Bridge Park CLC to serve the local community and address health inequalities
  - Future provision of Leisure services at Vale Farm
  - Planning for the maturation and smooth expiry of the Willesden Sports Centre PFI and preparing for and/or designing any required future service provision
  - Input into the Local Plan through the built facilities strategy, the playing pitch strategy, and the play and recreation facilities strategy
12. Lead the shaping and delivery of the Sport England Place Based Expansion Programme
13. Provide professional advice on the promotion of active leisure and sports development to members, officers, community organisations and sports clubs, horizon scanning developments in policy and practice within national and local government and professional bodies
14. Work with communities to identify barriers to physical activity and to co-produce solutions
15. Deputise for the Director as required in both internal and external roles.
16. Lead on and be responsible for the implementation of the Leisure service budgets, representing value for money, ensuring that projects are delivered on time, to budget and meet current and future community needs.
17. Safeguarding is everyone's responsibility and all employees are required to act in such a way that always safeguards the health and well-being of children and vulnerable adults.
18. Undertake any other duties commensurate with the general level of responsibility of this post.

## Essential Requirements (key skills & qualifications)

**Knowledge and Qualifications**

1. Knowledge of and in-depth understanding of the physical activity, sport and leisure sector
2. In depth knowledge of legislation and guidance in relation to leisure operators and estate management
3. Knowledge and understanding of interventions which support and promote an active lifestyle
4. Knowledge of Health and Safety issues, legislation and guidelines relating to both staff and service users across the physical activity and leisure services portfolio.
5. Knowledge and understanding of how behaviour change is achieved and maintained
6. Knowledge and understanding of causes and mitigation of health inequalities in relation to physical activity
7. Knowledge of local governance finance and can demonstrate a working knowledge of industry contract management requirements and managing substantial revenue budgets, service contracts and capital programmes
8. Knowledge of the implications and opportunities of national and London-wide leisure strategies and the effect on the borough.
9. Project management qualifications (e.g. Prince 2 or PMP)
10. Evidence of significant relevant Continuing Professional Development (CPD).

**Experience**

Track record of achievement at a management level in a similarly large and complex organisation including:

11. Delivering customer focused services and service improvements managing demands and pressures on the service and tight deadlines
12. Ensuring that the service is effectively resourced to deliver to the required standard
13. Planning for a minimum of one year: anticipating priorities, changing landscape and predicting the future service needs and constraints, including preparing for the expiry of contracts and future service planning
14. Appropriate professional and management experience of relevant service serving a diverse community
15. Working with multiple and diverse stakeholders establishing credibility with a wide range of relevant stakeholders both within and outside Brent Council.
16. Extensive experience of the procurement and management of large scale, high value contracts and supplier relationships to avoid 'value leakage' and ensure Brent Council receives what it is paying for.
17. Effectively negotiating with operators on delivery programmes, performance, variations and cost management.
18. Development and management of high-profile capital schemes
19. Extensive experience of the procurement and management of large scale, high value contracts and supplier relationships
20. experience of Hard and Soft FM and the impact of FM contractual service delivery within the leisure sector
21. Experience of managing and developing staff

**Skills and Abilities**

22. Strong leadership and management skills including people, performance and budget management
23. Communication, negotiating and influencing skills
24. Able to work collaboratively, corporately and departmentally creating a strong team spirit
25. Strong role model who demonstrates a personal commitment to high standards of public service, honesty and integrity and professionalism

26. Ability to translate strategy into realistic, achievable plans.
27. Ability to plan, prepare and negotiate with stakeholders, partners and contractors to achieve the best results for Brent Council and for service delivery in both the short term and over longer timescales.
28. Ability to plan and manage complex projects, using varied funding sources, to time and to budget.
29. Significant and demonstrable experience of building and sustaining highly effective relationships and networks which have enabled the delivery of services and programmes across organisational and professional boundaries
30. Demonstrate a customer focused approach with a personal commitment to service improvement, equality, diversity and inclusion
31. Proficiency in Information Communication Technology including Word Processing, Spreadsheets, Email and use of Internet,
32. Excellent political awareness

**Budget Responsibility** Responsible for revenue budget of £3m and additional capital budgets as agreed for infrastructure investment programmes (approx. to £10m). Responsible for public health grant as it relates to active travel and physical activity: £500k-£1m and indirectly responsible for the leisure estate worth c. £50,000,000

**Overall Headcount** Line management of six staff, and wider team of up to 15 casual workers

*Within reason these key deliverables may evolve to meet service need and it is expected that the postholder will be flexible and adaptable in their delivery to meet both service and council wide needs*