

## Company and Role Information Pack

### Assistant Regional Manager - South

**mytimeactive**

January 2018

## Introduction

I am delighted that you are interested in finding out more about Mytime Active and the exciting future we have ahead of us.

At Mytime Active we want more people to **Get More Out Of Life**, by getting more active and eating better. We want to do this not just for an individual, or for a family, but also for an entire community, ensuring our services are accessible to as wide a population as possible, so that it becomes the "norm" to live in this way. We do all of this in a way that is financially sustainable, investing any surpluses we make back into the business.

We were established in 2004, born out of the creation of a social enterprise to operate the leisure services for the London Borough of Bromley. As part of a network of similar organisations, we are a Leisure Trust with a difference - expanding into golf, where we are now the second largest golf operator in the UK and into public health, with a world leading child weight management programme, MEND.

Now in 2018 we are poised to grow. Building on our three strong businesses, with hundreds of thousands of customers, and backed by our sound financial position, we are ambitious to further develop our community approach to wellbeing.

We are looking for exceptional people to join our operations team who will play a leading role in delivering our strategy and realising our ambitions.

Thank you for the interest you have shown in our organisation.

Best Wishes,



Marg Mayne

**Chief Executive**

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## Remuneration

Join us and you get to work for a great company and an ambitious, diverse and future focused wellbeing team. We offer a competitive salary and benefits package including:

**Assistant Regional Manager - South:** £45,000 - £50,000 (dependent upon skills and experience)

- Stakeholder pension
- 25 days annual leave plus bank holidays
- Free membership to Mytime Active Group Golf and Leisure for you and one other
- Exceptional achievement award scheme

## How to Apply

Please send CV, covering letter and details of current remuneration to **HR.Recruit@mytimeactive.co.uk**

For an informal and confidential discussion, please contact Carly Bernard, Resourcing Lead on 07469 153 352

**Closing Date:** 11.59pm – Sunday, 4 February 2018

**First Interview:** Tuesday 13 February 2018

**Final Interview:** Monday 19 February 2018 (provisional)

**Website:** [www.mytimeactive.co.uk](http://www.mytimeactive.co.uk)

Please note: *Priority consideration will be given to Mytime Active employees who are at risk in line with our Management of Change Policy.*

## Our Ethos and Strategy

Our brand is all about **'Getting More from Life'** through eating well, moving more, making new friends and learning new skills. Our accessible facilities, programmes and services keep healthy living simple and fun, and take down the obstacles that prevent people getting involved and coming back for more.

It is important to us that our services should be accessible for everyone, so our philosophy is to be tuned into the local community, and to offer an integrated approach to golf, health and leisure services.

Our strategy is focused on building on our existing business, improving the integration of our services, investing in new contracts, capital assets and product development, and strengthening our infrastructure to maintain efficient and effective performance.

Finally, as a company, we are here for the long term – we charge affordable prices, and we reinvest all the money we make back into our services and facilities in the communities where we operate.

## Background History

Mytime Active was founded in 2004. Originally running leisure services in the London Borough of Bromley, we expanded into golf, where we now run 16 courses, making us the second largest golf operator in the UK. We also developed in the area of public health work, running contracts for Local Authorities and CCGs, as well as owning MEND, the world leading child weight management programme. Our business has also expanded geographically, and we now concentrate our work in Bromley, Central London, Midlands and the South Coast.

Mytime Active now has a turnover of £32m, with a strong balance sheet of £13m net assets, and positive cash flow. We have over 4 million visits to our services every year, and we employ over 1,300 employees across all our business areas and in full time and part time positions.

## **Our Goals and our Business Plan**

In our strategy, we have set ourselves three goals:

1. To improve the wellbeing of our communities
2. To grow so we double our turnover and our cash flow
3. To increase our employee engagement score to 80%.

And to achieve these goals, our business plan is built around the following main themes.

### **Building on Strengths**

We will build on the strengths of our existing businesses and expertise: A decade of high performance in running a large group of leisure centres, a leading position as the second largest golf operator in the UK, an early entrant into the public health market, and owner of a child weight management product that is arguably the market leader in its field.

We will also build on the existing social mission of Mytime Active, by clarifying why we exist, naming the measures by which we define success, and committing to evidence our outcomes. It is explicit that everything we do has to demonstrate positive social impact as well as commercial value.

### **Integrated Offer to Customers**

We will remove the internal obstacles that have prevented integration happening in the past and to make a step change in creating an integrated offer for the customer. We treat customers as members, and take them on a journey through a range of Mytime Active offerings. There is also value in an integrated approach for the public authorities that are our clients, and it chimes with our ambition to improve the overall health and wellbeing across the communities in which operate.

### **Invest and Grow**

Our plan is for growth. Our aim is to double turnover and cash generation and grow our impact. This growth is possible because we already have a solid business with strong cash flows, healthy reserves and substantial borrowing capacity. We believe it would be a waste of the company assets if we did not invest. This strategy provides a framework that prioritises investment across services and geography, as well as establishing clear commercial returns that need to be achieved. We are fortunate in being able to take the long-term perspective, and see this investment corresponding with growth going forward.

## **Strengthen and Consolidate**

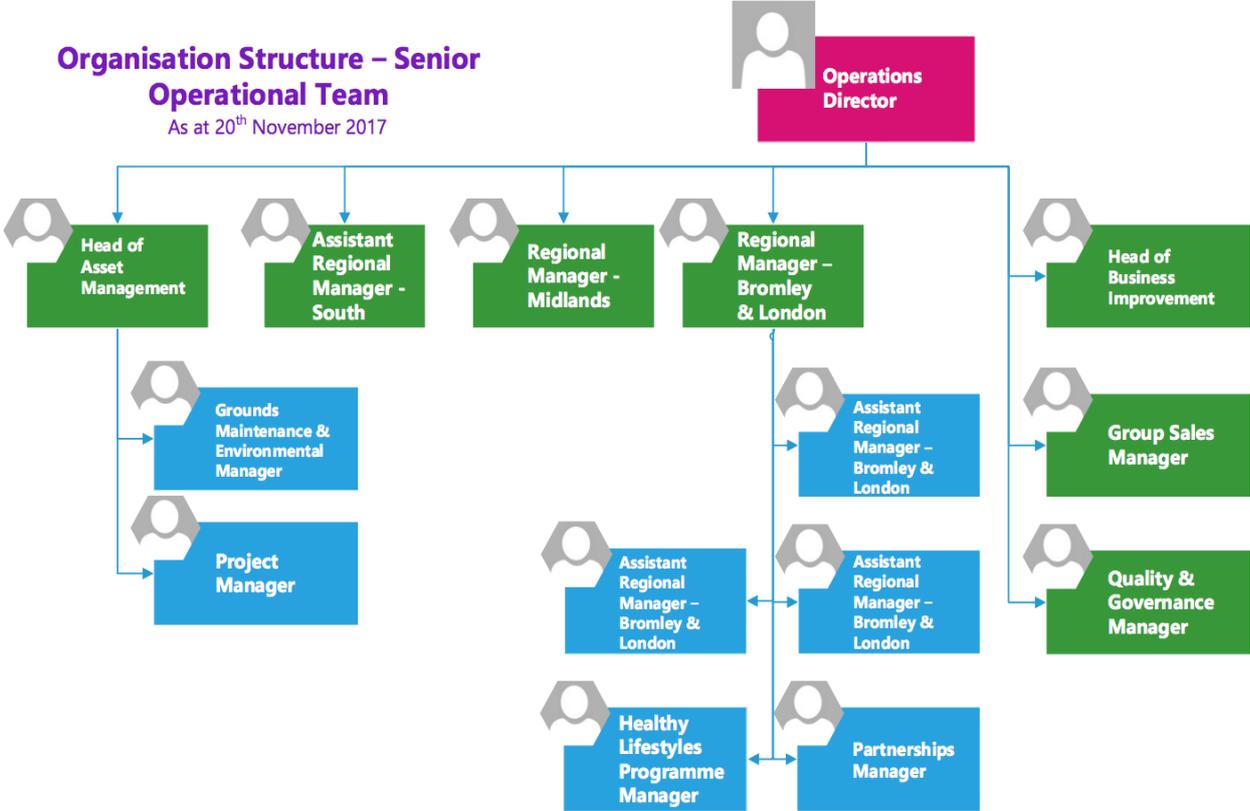
Our plan is grounded in realism. We will invest in putting the right systems, infrastructure and people behind us. We have recognised that some of this is currently under pressure, and not robust enough to support future growth.

We will also invest in our people and their skills and competencies. We need our people to be a differentiator. Achieving high engagement and high performance is not simply a "nice to have" but is a focused and realistic response to the competitive people market we are in and our desire to provide exceptional and positive customer experience.

## **Diversity at Mytime Active**

Mytime Active applies its Equal Opportunities Policy at all stages of recruitment and selection. Shortlisting, interviewing and selection is carried out without regard to age, disability, gender, gender reassignment, race (including colour, ethnic origin and nationality), religion or belief, sexual orientation, marriage or civil partnership status, pregnancy or maternity status, trade union membership or some other protected characteristic. Those with disabilities meeting the minimum requirements for the post will be shortlisted and reasonable adjustments will be made to ensure they are not disadvantaged during the interview process. Mytime Active embraces flexible working and a positive work life balance and wherever possible seeks to ensure our workforce reflects local demographics.

# Structure Governance and Management



## **Assistant Regional Manager – what this role delivers for Mytime Active**

You will be pivotal in supporting the recent change in operational philosophy, culture and delivery from the previous divisional approach to an integrated offering for customers within one of our priority business development Regions.

Alongside best in class operational management your strong leadership, people management and exacting standards of customer service and facility management will embed Mytime Active's brand ethos.

Your strong coaching approach to performance management will ensure that customer facing teams deliver a consistent brand experience that makes "Every interaction is a positive one that makes each customer want to come back".

Working closely with the Regional Manager you will support the change in our strategy by leading on the improvement of staff engagement and staff development, which will provide stronger operational foundations, which in turn will better prepare your region for future growth.

You will use your track record in service and product delivery to ensure commercial, strategic and social objectives are met in your Region by optimising resourcing and skills mix.

A proven Operations Lead you will build strong relationships with key stakeholders in the Region to compliment the national Business Development team in delivering our growth strategies.

## Job Description

### Main Purpose

Through excellent operational management, people management and relationship building, to support the Regional Manager in developing, driving and delivering all Mytime Active businesses within several facilities and / or contracts within a Region, which delivers a service that significantly contributes to the strategic aims and objectives of Mytime Active by:

- Maximising income, profitability, membership base, occupancy, utilisation and service standards
- Delivering a service which significantly contributes to the development and achievement of business aims and financial targets
- Increase the social value of the programme and events delivered
- Proactively engage with stakeholders to maximise the mutual benefit that these relationships provide
- Securing best value in delivery and continuous improvement in the provision of the service
- Enhancing our brand and our reputation
- Improving our employee engagement
- Using best practice and innovation to achieve excellent customer service
- Development of the Team to be high performing who can achieve set targets
- Act as a community leader and spokesperson within various forums
- Responsible for corporate responsibilities as agreed with the Regional Manager and / or Operations Director.

### Summary of Responsibilities and Duties

#### Relationship Management

- Ensure the delivery of all targets and KPI's, whilst balancing both our social impact and commercial outcomes in-line with our strategy; social, financial, process, customer and people
- To have a consistent visible and proactive presence across all contracts within designated region
- Develop, maintain and evolve excellent relations with existing Clients and stakeholders
- Continuously improve the company's image and credibility with all stakeholders

## People Leadership and Management

- Responsible for the line management of all Contract Managers or as defined
- Support the development of General / Service Managers and their successors to provide stronger operational foundations, which in turn will better prepare each region for future growth
- Lead the employees in our operational teams effectively, so they are highly engaged and high performing
- Manage, develop and co-ordinate staff resources effectively to meet all operational requirements and to create a dynamic, innovative and responsive team through open communication and leadership
- Build and maintain an effective organisational structure, recruiting, training and motivating staff

## Resource Management

- Ensure effective company-wide asset management, including all internal and external facing facilities
- Prepare business, marketing and service plans, operational manuals, research projects, feasibility studies, policies and management information as required

## Quality, Standards and Governance

- Ensure full compliance with all contractual responsibilities
- Deliver products and facilities to a high quality, whilst exceeding customer satisfaction
- Continuously improve the operational delivery, quality of service and products to the consumer, including implementing and embedding new and existing processes and systems from finance, people, product, well-being or business development
- Support the development of our corporate wide Quality Management Systems and associated processes
- Support the drive towards company-wide accreditations, ensuring they are appropriate and add value
- Drive quality standards and assurance across all the operational businesses, including standards in customer service and health and safety
- Take responsibility for health and safety and actively participate in the maintenance and improvement of the overall Company Health and Safety culture

- Effectively implement and monitor the company's Health and Safety policy and associated procedures
- Safeguarding is everyone's responsibility and all employees are required to act in such a way that at all times safeguards the health and well being of children and vulnerable adults.

### **Commerciality**

- Drive consumer and membership sales across all Mytime Active businesses
- Initiate and drive a healthy and ambitious capital investment programme, including build and refurbishment of facilities, which in turn delivers our corporate strategy

### **Business Development**

- Be technically able and play a proactive role in securing new business for Mytime Active
- Undertake any other duties as reasonably required by the Regional Manager

## Person Specification: Experience, Skills and Qualifications

### Skills and Abilities

- A proven leader, capable of driving strategic organisational priorities and ensuring alignment and buy-in from all levels of the organisation
- Significant experience in driving high performance across business sectors, ideally in leisure, health or golf to meet social, commercial and key business targets
- Preferably multi-site level experience in a medium sized organisation, or equivalent in a large organisation
- Experience of maximising commercial returns through identifying and delivering on capital investment opportunities
- Proven track record of managing medium to large scale budgets, driving income and controlling costs, demonstrating business acumen and a commercial approach
- Knowledge and experience of balancing both social and commercial priorities in driving business performance
- Experience of interpreting strategic organisational priorities and translating these into operational reality, ensuring alignment and buy-in from all levels of the organisation
- Experience of working in rapidly changing environment, policy framework and being responsive to altering demands
- Experience in driving quality and consistency at a strategic level and translating that into a robust operational culture
- Proven client relationship management ability ideally across a range of services
- Proven ability to lead, motivate and develop high performing teams, with a culture of high employee engagement and collaboration
- Experience of negotiating, influencing and stakeholder management and the credibility to gain confidence and trust from internal and external partners up to the most senior level of their organisation
- Exemplary ambassadorial skills and proven ability to network
- Proven interpersonal skills with proven ability to work effectively with all levels of employees and managers, internally and externally

- A logical problem solver; who is well organised and plans ahead, is flexible and exercises sound judgement and decision-making often within tight timescales. Able to analyse and interpret managerial information
- Excellent oral and written communications skills, including the ability to produce and present clear written reports and guidance, which interpret and effectively communicate complex issues
- Experience in delivering innovation to a service
- Understanding of diversity issues and the benefits to the company of driving a positive diversity agenda.
- Highly motivated self-starter with resilience and determination and the ability to see jobs through to completion.

#### **Qualifications**

- The post holder will be educated to degree level or equivalent in a relevant discipline
- The post holder will be able to provide evidence of continuing professional development.

#### **Conditions of Employment**

- Conditional upon health clearance, employment/education references and is exempt from the Rehabilitation of Offenders Act.

#### **Other Requirements**

- Must be able to attend evening and weekend meetings/events when required and travel between contracts.