

## Company and Role Information Pack

### Healthy Lifestyles Programme Manager

**mytime**active

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.

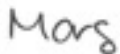
We were established in 2004, born out of the creation of a social enterprise to operate the leisure services for the London Borough of Bromley. As part of a network of similar organisations, we are a Leisure Trust with a difference - expanding into golf, where we are now the second largest pay and play 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,

A handwritten signature in blue ink that reads "Marg".

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:

**Healthy Lifestyles Programme Manager: £35,000 - £40,000** (dependent upon skills and experience)

- Stakeholder pension
- 25 days annual leave plus bank holidays
- Free membership to Mytime Active Golf & 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**

**Closing Date:** 11.59pm - Sunday 4<sup>th</sup> February 2018

**First Interview:** Thursday 15<sup>th</sup> February 2018

**Final Interview:** To be confirmed

**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 pay and play 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 pay and play 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.

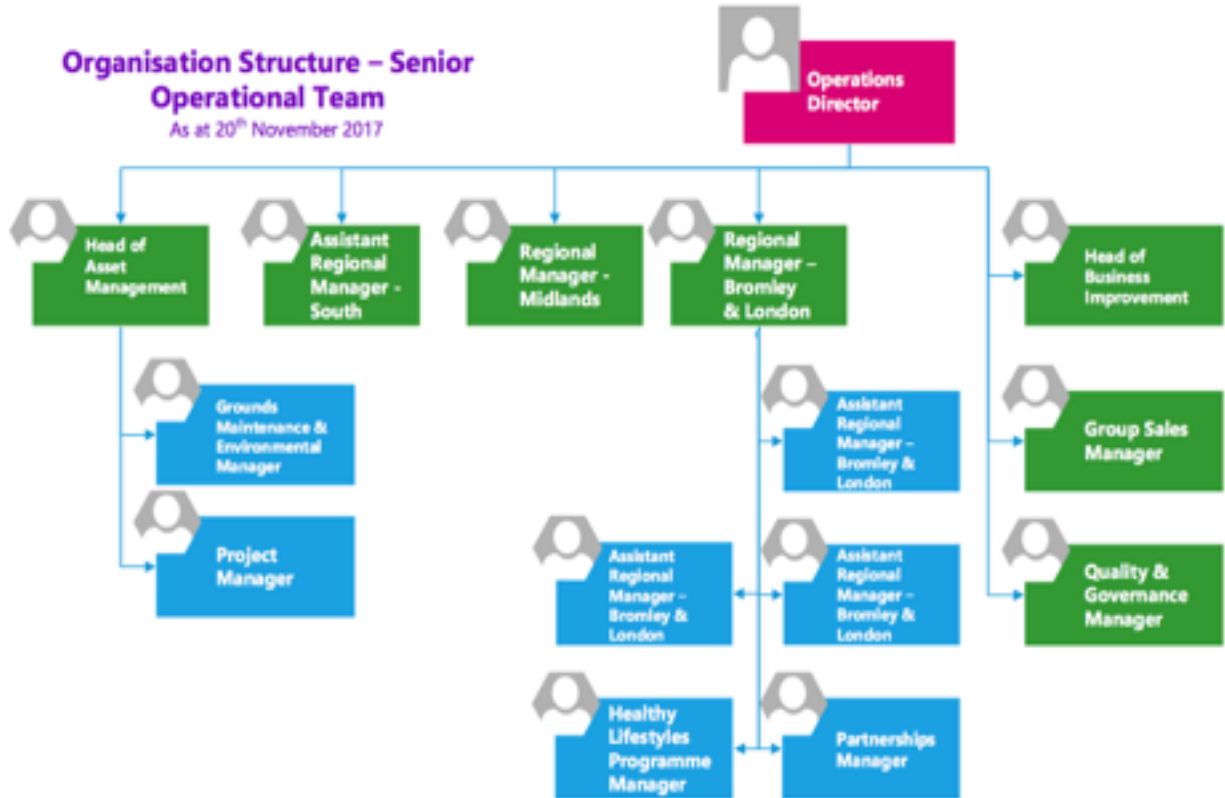
## Diversity at Mytime Active

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 other protected characteristics. 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

## Organisation Structure – Senior Operational Team

As at 20<sup>th</sup> November 2017



Healthy Lifestyles Programme 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 supporting the organisation's centre of excellence for Wellbeing through a range of health interventions within or external to Mytime Active's facilities.

Alongside best in class management skills, you will share your passion for promoting a range of business to customer health interventions through strong partnerships, people management and exemplary standards of customer service to embed Mytime Active's brand ethos.

You will use your track record of initiating, managing and developing projects and development programmes including fundraising, to demonstrate the effectiveness of our organisational activities in achieving our Wellbeing agenda.

Your strong integrative and motivational approach to performance management will ensure that customer facing teams deliver a consistent brand experience that makes "Every interaction 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 negotiations and developing stakeholder partnerships with external organisations and public sector agencies, which will compliment the national Business Development team in delivering our growth strategies.

You will utilise your project management and financial management experience to ensure commercial, strategic and social objectives are met by interpreting national and regional priorities and aligning them to corporate agendas.

## Job Description

### Main Purpose

- Actively develop healthier lifestyles through the development and promotion of a range of business to customer health interventions
- Be responsible and accountable for the successful implementation of a range of health interventions within or external to Mytime Active's facilities
- Plan, execute, implement and successfully deliver a range of products and services, which are aligned to Mytime Active's strategic plan and its accompanying business plan.

### Summary of Responsibilities and Duties

1. Be responsible for the management, planning, control and co-ordination of specific health  
intervention programmes
2. Work with colleagues to communicate the business plan and brand values, within Mytime Active facilities, in partnership with all appropriate stakeholders
3. Generate and maintain influential partnerships with key stakeholders and represent Mytime Active on a local, regional and occasionally on a national level as and when required
4. Continually develop a customer-focused service in accordance with participant feedback, National Institute for Health and Care Excellence guidance and Mytime Active policies, procedures and professional competencies
5. As part of a management team responsible for recruitment and management of staff, ensuring training and development needs are assessed and appropriate training is provided, with the sole aim of providing a high quality and continuous service
6. Provide rigorous monitoring and evaluation of programme delivery through the utilisation of database systems and internal reporting procedures
7. Ensure that our commitment to equal opportunities is reflected at all stages of project planning, delivery and evaluation, in line with agreed service standards
8. Actively work within the Mytime Active to review, evaluate and develop health projects with the aim of contributing to the overall business plan
9. Carry out all duties with regards to our Health & Safety requirements and regulations according to the Health & Safety Policy

10. Develop and implement strategic marketing plans in accordance with business priorities, as well as new product and service developments
11. Provide strong leadership, motivation and inspiration to our teams, to ensure that they have a sense of pride in their work and to take ownership of the company values
12. Manage all finances under the post holder's control and provide monthly monitoring of trading accounts in line with Mytime Active's financial policies and procedures
13. Develop sponsorship proposals and submit applications for external funding from national, regional and local sources for projects, which meet company objectives and priorities
14. Participate in team meetings and other strategic project groups as appropriate, contributing to strategic and corporate planning
15. Prepare written reports as and when required
16. Undertake any other duties as reasonably required.

## Person Specification: Experience, Skills and Qualifications

### Skills and Abilities

- Ability to implement business plan objectives and closely monitor achievements against these objectives
- Ability to review programmes and develop new products in line with business needs, national recommendations and industry trends
- Evidence of awareness of customer needs and a commitment to continually improving the service to ensure all customers receive a quality service
- Ability to build relationships and influence others
- Ability to work on your own initiative and work effectively as part of a team
- Ability to use Microsoft Word, Excel and database software programmes
- Ability to develop and implement a project business plan and to develop and monitor policies and service agreements
- Ability to lead, manage, motivate and develop a team of staff delivering a responsive, customer focused professional service
- Strong planning and organisational skills, with the ability to set objectives, prioritise, provide sound judgement and decision-making, often within tight timescales
- Excellent oral and written communication skills
- Preparation of reports which identify, analyse and communicate key issues in a style appropriate to the intended audience
- Drafting of strategies and policies
- Ability to communicate effectively and with confidence at all levels

- Ability to think creatively, be innovative and to realise the opportunities for developing projects.

### Knowledge

- Knowledge and understanding of key health-related lifestyle services such as obesity, smoking, physical inactivity, diabetes and mental health
- Experience of interpreting national and regional priorities and aligning them to corporate agendas
- Understanding of processes and systems in line with quality assurance systems for effective governance
- Knowledge and understanding of the Patient Confidentiality and Data Protection Acts
- Knowledge and experience of using tried and tested project management methodology to plan, deliver and monitor a project
- Knowledge of sports and physical activity community based issues and government initiatives, strategies and policies
- Knowledge of how to effectively communicate the health benefits of regular physical activity and healthy lifestyles to target audiences
- An understanding of exercise referral programmes and cardiac rehabilitation schemes and knowledge of the necessary programming adaptations.

### Experience

- Experience of working effectively as a team member and integrating new employees
- Experience of financial management, including financial planning, financial control and budget monitoring
- Preferable experience of 2 years or more working in a health related environment
- Proven management experience in a development environment, with experience of contributing to corporate objectives
- Experience of interpreting national and regional priorities and aligning them to corporate agendas
- Experience of initiating, developing and managing projects and development programmes in the community
- Demonstrable experience of successful fundraising
- Experience of negotiating and developing partnerships with external organisations and public sector agencies
- Highly motivated self-starter with resilience and determination and the ability to see jobs through to completion

- Evidence of a personal commitment to continuing professional development and maintaining an up-to-date professional knowledge sufficient to be a credible and effective source of advice.

### **Qualifications**

- The post holder will be educated to degree level or equivalent experience / qualifications in a wellbeing related 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 sites