



# LEISURE OPERATIONS MANAGER RECRUITMENT PACK

---



---

# WELCOME LETTER

Dear Applicant,

Torrige District Council is setting up Active Torrige, an independent Local Authority owned company, to run a range of sports and leisure services in Torrige. Our intention is that the new company will not be just an operator but will be a catalyst in transforming enjoyment and participation in sport and recreation and making a real difference to people's lives.

The company will get more people, more active, more often – in the leisure and recreational activities provided around the District.

The full range of services are as follows:

- Torrige Pool and Leisure facilities
- Torrington Pool
- Holsworthy Pool and Leisure Centre
- Pitch Booking
- Outreach Programming

We are at the stage of setting up the management and governance structure and have in place a Board of Directors and a Non-Executive Director. We are, therefore, now seeking a Leisure Operations Manager who shares our vision and wants to help create great opportunities for people who live, work and visit the District to take up and enjoy a range of quality sport, fitness and recreational activities.

This is a unique opportunity for an experienced and inspirational Leisure Operations Manager who has a passion for leisure services to lead this new company through a period of change.

We are looking for a Leisure Operations Manager with expertise who can help us:

- To establish our new company to be ready to deliver services in April 2022
- To identify and break down barriers to accessing our leisure facilities in Torrige
- To connect communities in Torrige, looking at outreach programmes outside of traditional leisure facilities and tailoring the offer to meet the needs of those communities
- To reduce social isolation and promote independent living in Torrige
- To improve the physical and emotional wellbeing of residents of Torrige through targeted health programmes
- To facilitate and support the future of Council owned leisure and recreational facilities in Torrige

If you have the skills and commitment required for this role, then please do take the time to read our pack. If you would like to talk further, please contact Steve Hearse, Chief Executive of Torrige District Council on 01237 428969 or Sean Kearney, Head of Communities and Place at Torrige District Council on 01237 428708.

I look forward to hearing from you.

Steve Hearse

Chief Executive, Torrige District Council

---

# BACKGROUND

Torrige District Council is setting up Active Torrige (a local authority trading company), which will deliver leisure services for the people who live, work and visit the District. The New Company will be trading by the 1st April 2022.

The new company will support the Council's strategic aim to be the best district in which to work, live and visit. The Council, through the LATC, intends to;

- Invest in the health of the district by improving leisure provision and providing sustainable high-quality leisure facilities across the district
- Work effectively with partners in the voluntary, private and public sectors for the benefit of communities
- Work with partners from all sectors to tackle health, unemployment and other inequalities in areas of highest need
- Celebrate and enhance the rich history and culture of the district
- Adopt a sport and physical activity strategy
- Make the best use of different funding sources to support the voluntary and cultural sector within the district

The Council will set the company a number of strategic goals and objectives to underpin the delivery of the strategic purposes as follows;

- To identify and break down barriers to accessing our leisure facilities in Torrige
- To connect communities, looking at outreach programmes outside of traditional leisure facilities
- To improve the physical and emotional wellbeing of residents of Torrige through targeted health programmes
- To facilitate and support the future of Council owned leisure and sports facilities in Torrige

The success of the company will be assessed by a number of outcomes yet to be confirmed but these are likely to be as follows;

- Increased access for Torrige residents of all backgrounds to leisure facilities
- The residents of Torrige will experience less social isolation
- The residents of Torrige will have better emotional and physical health
- The leisure service will thrive for years to come

If you're up for the challenge of leading the company to achieve these goals, want to make a difference to our community, and have substantial experience in the sports and leisure sector, underpinned with outstanding business and commercial acumen, then we want to hear from you.

---

# JOB DESCRIPTION

**Job Title: Leisure Operations Manager**

**Salary range: £40,000 - £45,000 per annum**

**Reports to: Head of Communities and Place, Torridge District Council**

## **Purpose of job:**

The post holder will be responsible for leading the LATC (Active Torridge) through an initial period of change, leading and motivating a large team to increase revenue by ensuring leisure activities are delivered to the highest standards and helping Active Torridge to become a front runner in the provision of leisure and recreational facilities in the Torridge area. Covering the whole of Torridge district, you must be committed to providing excellent customer service and leading by example to increase the number of visitors to our leisure facilities.

## **Main duties and responsibilities:**

- To be responsible for leading the delivery and management of Active Torridge's leisure facilities in a professional manner, and in accordance with all relevant policies, processes and procedures to achieve the organisations aims and objectives.
- To work with centre teams in the formation and implementation of a varied programme of activities that balance financial viability with serving community and customer needs.
- To provide clear communication to ensure direct reports are aware of Active Torridge updates and initiatives and support them to implement these successfully.
- To support the development and implementation of business plans and KPI's, and work with centre teams to achieve all targets and outcomes set.
- To work collaboratively with external groups and organisations as identified in the business plan.
- To assist in the preparation of annual budgets for the centres, monitoring these and checking and analysing expenditure and income.
- To provide a service to the Board of Directors by means of presentation and update at monthly Board meetings.
- To provide visible leadership to the centre teams on a day-to-day basis to ensure that the highest level of customer service is being delivered collectively, recognising and communicating its importance and relevance to the success of the operation.
- To be responsible for developing a coherent marketing strategy, covering all aspects of the service.
- To build positive relationships with suppliers and contractors to ensure an efficient and cost-effective service.
- To ensure that all centres are maintained to the highest standards of safety, cleanliness, security and operational effectiveness and efficiency.
- To implement a customer facing staffing structure while ensuring that staff are deployed effectively across all centres.
- To identify personal development requirements for the organisation, with accountability for performance management across the team.
- To undertake training as necessary in line with the development of the post and agreed with the Board.
- To manage Health and Safety for staff and service users

---

# PERSON SPECIFICATION

## Methods of Assessment

Application (A) Interview (I) Ability Test (AB) Psychometric Assessment (PA)  
Presentation (PR)

## Education, Qualification and Training

### Essential:

- A relevant degree and/or equivalent and appropriate professional qualifications and/or relevant experience (A)

### Desirable:

- Management qualification at level 5 or above (A)
- Training the trainer qualification (A)
- First Aid at Work certificate (A)

## Knowledge

### Essential:

- Up to date knowledge of developments in leisure/leisure management, fitness, community engagement and services. (A/I)
- Knowledge of key performance indicators, their application and how they can be used to affect improvement (A/I)
- An ability to see the bigger picture and to develop coherent strategies and policies (A/I)
- Knowledge of Health & Safety and other legislation, such as employment, Equality Act etc, that affects the running of a leisure centre (A/I)

## Experience

### Essential:

- A strong record of leading the development and delivery of successful services in a relevant environment. (A/I)
- Managerial experience acquired across a range of different environments and a proven record in delivering cost reductions. (A/I)
- Substantial experience of creating, development and implementing strategies to affect change and improve service quality (A/I)

---

**Experience cont.****Desirable:**

- Proven record of continuous change and improvement (A/I)
- Previous experience in a senior operational leisure role (A/I)

**Skills****Essential:**

- Excellent influencing and negotiating skills (I/PA)
- Strong analytical skills and an excellent aptitude for developing innovative solutions to complex problems (I/PA)
- Numerate and an ability to critically evaluate information (A)
- Demonstrate integrity at all times (A/I)
- Demonstrate experience and comfort in operating at management level (A/I)
- Create solutions, policies and strategies to address issues (A/I/PA)
- Ability to motivate staff at all levels including those who may be part of other organisations or teams towards delivering agreed outcome (A/I/PA)
- Demonstrate a commitment to Equal Opportunities and Diversity issues (A/I/PA)
- Competent in Microsoft applications (Outlook, Word, Excel etc (A)
- Excellent verbal, written communication and interpersonal skills with the ability to engage at all levels (A/I/PA)