



Job Description

Job Title	Head of Leisure Transformation
Directorate	Neighbourhood & Housing Services
Service Area	Sport and Recreation (Lifestyles)
Grade	14
Competency Level	3
Salary	£77,697 - £81,673
Job Type	Hybrid – Office based, Leisure Venues and Agile
Location	Cunard Building
Disclosure and barring service (DBS)	N/A
Job Evaluation Ref No	A8297

Job Purpose

Your primary purpose will be to transform the Lifestyles Service by driving, leading, and managing significant, complex transformational change at pace, to achieve improved outcomes for the Council and its service users, whilst operating within the allocated budget.

Directly Responsible For:

The Lifestyles Service.



Directly Responsible To:

Corporate Director of Neighbourhoods & Housing.

Main Areas of Responsibility:

- The Council will commence a transformational change programme to the way its Leisure offer currently operates. We are therefore looking for an exceptional individual to lead our Leisure services through its next phase, transforming what we do and shaping our service to support health and well-being benefits for the people of Liverpool.
- There is no hiding the fact that Leisure services is a challenging environment for Local Authorities who are facing more financial pressure than ever before, but we are looking for someone who sees this as an opportunity and is committed to driving change where it is needed.
- This role requires innovation, drive and determination from a strong, bold, and inspirational leader, who can hit the ground running to lead the Lifestyles Service through the required changes, engaging and communicating with communities, personnel, Elected Members, and key stakeholders throughout.

Transformational Change - Programme Management

- You will co-design, drive and lead the Transformation Plan for the Lifestyles Service, delivering significant complex change that will enable the Council to meet its objectives.
- You will have an active role within the Neighbourhoods & Housing Senior Management Team taking responsibility for long-term vision, strategic direction, and governance arrangements of the Lifestyles Service.



- You will lead on the product/service development and governance, from concept to delivery, considering the design and implementation of potential alternative operating models.
- You will be the lead point of contact on any capital schemes or re-purposing of assets that will support the required goals being achieved, ensuring the customer perspective is represented in any service re-design.
- You will have strong commercial acumen and have a solid understanding of gross, net income and expenditure, taking early action to contain over-spending budgets and develop plans to return to financial balance.
- You will have strong persuasive, influential and executive-level communication skills, acting as the key point of contact for key stakeholders such as Elected Members, Trade Unions, Human Resource Team, regarding any implementation of future service improvements or new ways of working.
- You will manage the Lifestyles Services' transformation programme and annual cost improvement plans, ensuring delivery of these plans.
- You will work effectively with other council services to identify and deliver transformational change programmes, taking account of the sensitive political environment.
- Ensure strong transformation programme management and governance with trackable and measurable benefit realisation.
- You will ensure effective systems are in place for gathering data, ensuring this data is used to make evidence-based decisions to strategically develop the service provided.
- You will ensure value for money, market research and data analysis inform, and exploits business development opportunities. You will involve other council



Heads of Service and Government appointed Commissioner where applicable to ensure added value is maximised.

- You will lead on the development of clear processes for target setting and performance monitoring, regularly reviewing the results and initiating action across the Leisure Service to improve outcomes.

Project and Premises Management Role

- You will oversee capital investment programmes, which may include capital new build projects, which will include managing external grant funding applications and awards.
- You will be responsible for the decarbonisation plans of the Leisure Estate, including any new build developments.
- You will have an effective handle on the Leisure Estate condition surveys, working in conjunction with the Corporate Landlord team to develop a 5-year capital investment programme.
- You will oversee and monitor all aspects of Health and Safety in relation to premises and service delivery.

Other

- You will develop strong internal / external working relationships with other services in the Council, relevant external agencies & partners such as Sport England, and National Governing Bodies of Sport.
- You will prepare and present high-level reports to Cabinet and various Committees of the Council.



- You will maintain awareness of Corporate and Directorate Strategies and objectives: ensuring that the Leisure service has a voice and makes appropriate contributions to their development and implementation.
- You will represent the Sport and Recreation Service at local and regional events where appropriate for learning and sharing opportunities and represent /deputise for the Corporate Director at Council at meetings, seminars, conferences, and other events

Supervision and Management Responsibility:

- This is not an operational role; however, it is important you can understand the operational impact of any strategic changes you implement to ensure the budget and the Service has the capacity to deliver on the transformational plan recommended. You will have input on operational matters and challenge ways of working by driving forward change and delivering continuous improvement in all aspects of the Service.
- You will support the Lifestyles General Manager who is responsible for the day-to-day delivery of the service and its personnel; you will ensure meaningful one to one conversations, quality annual appraisals and workforce planning and development takes place and will manage performance and behavioural issues effectively. You will be a point of escalation from the General Manager for Lifestyles for any performance or HR related matters.
- You will lead on the development and implementation of a 10-year strategic vision for the Lifestyles Service which may include the rationalisation of the estate and a strategic programme of work to deliver outcomes aligned to the Council Plan.



- You will lead on any high-level strategic work involving Sport England, specialist Leisure Consultants, Task and Finish Groups, Elected Members, providing regular reports on decision-making to the Director of Neighbourhoods.
- You will create a High Performing Team by developing a workplace culture that encourages ownership and responsibility, promotes effective teamwork, provides training opportunities, offers continual professional development, pathways for progression and celebrates success
- You will establish a clear process to measure and manage key performance indicators for the future Lifestyles service

Budget and Financial Responsibility:

- You will have overall responsibility for ensuring the service operates within the allocated budget and achieves the targeted outcomes.
- Working with the Lifestyles General Manager, Corporate Director, and Corporate Finance Officer, you will ensure robust processes are in place to manage financial and performance targets for three years forward, intercepting with appropriate mitigation where required.
- Set, monitor, and remain within budget by challenging the team to deliver increased efficiencies. Being fully accountable for managing the council's resources well and complying with statutory requirements. This includes managing time, avoiding unnecessary waste, reuse and recycle resources to reduce personal impact.
- You will explore options for external funding and income generation.



Social Value Responsibility:

- Drive for social value through all activities, ensuring wider social, economic, and environmental benefits for the council, residents and communities.

Physical Demands of the Job:

- None required.

Corporate Responsibility:

- Contribute to the delivery of the Council Plan.
- Delivering and promoting excellent customer service, externally and internally. You will deal with complaints, FOI's, Cllr enquiries and learn from feedback in the drive for continuous improvement.
- Making the council a great place to work, living the council's values, actively engaging in regular communications including team meetings, undertaking training as required and being responsible for managing performance.
- Develop the City Council's commitment to equal opportunities and to promote non-discriminatory practices in all aspects of work undertaken.
- To ensure that all work functions are undertaken in accordance with health and safety legislation, codes of practice and the City Council's safety plan.



Competency Framework:

We operate a competency framework, a set of core behaviours which define how we are expected to approach our work, how we perform in certain situations and how we treat each other. Each competency details the standards of behaviours and skills required by all staff and this in turn supports delivery of our aim and our council plans linking them together with our values.

The post holder will be required to demonstrate the ability to perform at the following competency level 3.

This job description is not intended to be either prescriptive or exhaustive. It is issued as a framework to outline the main areas of responsibility. You will be expected to carry out any other duties that may reasonably be required in line with your main duties and changing priorities of the organisation.



Person Specification

Assessment methods used: I = Interview, P = Presentation, A = Application, E = Exercise, T = Test, AC = Assessment Centre

Qualification and training

Essential

- Educated to degree level or equivalent extensive experience. (A)

Desirable

- Evidence of continuous professional development related to one or more aspects of leisure related management and business development, which reflects commitment to effective management in a large organisation.

Experience

Essential

- Substantial senior management experience in the strategic development of physical activity and sport, working corporately within a large and complex organisation, together with an understanding of working in a demanding environment. (A)
- Extensive experience of policy development, business planning or commercial leisure strategy development. (A, I)



- A successful track record of achievement including developing large scale leisure centre development projects which involve complex financial negotiations with external stakeholders. (A, I)
- Experience and a proven track record in negotiating terms for delivery of alternative delivery models for the service, including working with Trade Unions and Human Resources. (A, I)
- Evidence of success of working autonomously to deliver complex transformational change within budget constraints. (A, I)
- Success in establishing a performance culture, including people planning, target setting, performance appraisal and the management and motivation of diverse staff groups. (A, I)

Desirable

- A proven track record of improving services.
- Understanding of Local Government finance, and proven experience of managing substantial budgets.
- Evidence of working with Sport England, government agencies and other key stakeholders.
- Experience of leading and motivating significant numbers of staff in a demanding environment.
- Demonstrable record of managing large, complex budgets.



Skills/Abilities

Essential

- Strong interpersonal and communication skills, including the ability to persuade and influence partners and stakeholders. (A, I)
- Excellent communication skills, including the ability to articulate and disseminate a vision; to present clear, accurate and concise reports to a wide range of audiences reflecting political sensitivities where appropriate. (A, I)

Desirable

- Ability to demonstrate an understanding of the issues and challenges facing local government in particular Local Government Reform.
- Experience of working with strong accountability systems, either through elected boards, strategic boards, shareholders, or political governance systems.
- A significant understanding of the legislative and policy framework relating to the provision of physical activity and sport together with associated current and emerging local government issues.
- Good judgment and the ability to anticipate and plan for future developments and options.
- Strong commercial skills with a clear understanding of social value.
- Strong analytical skills and project management skills, and the ability to use data and information intelligently.



Commitment

Essential

- None required.

Desirable

- An understanding of and a personal commitment to the Vision and Values of Liverpool City Council.

Other

Essential

- None required.

Desirable

- The highest personal integrity, supportive to colleagues with a drive to deliver corporately on the City Council's aims and priorities.