

# Head of Leisure and Culture

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## About Redbridge

Redbridge is amongst the fastest growing places in the country and we are full of ambition for our people and communities. We are proud of the rich diversity across the borough. As home to more than 350 local voluntary and community organisations and thousands of businesses we want to build on our successes and strong partnerships and work smarter and faster to deliver growth and investment and improve the lives of all our residents. We have excellent schools, good affordable housing (compared to other parts of London) high quality open spaces and rapid transport connections into the heart of the city - all of which offer great opportunities for people of all ages to enjoy.

Our population increase - both because of people living longer and because our young families are growing - is driving more demand for adults and children's services and affordable housing. This means we need to deliver proactive customer-centric services and ensure we have strong employment opportunities and economic growth potential as well as good housing provision, designed for current and future need. We want everyone to feel safe and proud to belong to our Borough and believe this is a fantastic time to be at the centre of a big team effort that will deliver our vision with, and for, the people of Redbridge.

All of this means we need to work as a united, positive team, with determination and pace, to make sure our vision and plans are achieved. We have a strategic delivery plan already in place and this is underpinned by our values of **Collaboration, Honesty, Excellence and Fairness**. All the foundations are in place to build and deliver a range of solutions and outcomes that will continue to make sure Redbridge is a fantastic place to live work and play for people of all ages.

## Role Purpose

Reporting directly to the Director of Neighbourhood Services , the postholder will lead the Council's Leisure and Culture portfolio taking in sports/leisure, culture, heritage and the arts (including libraries) and parks and open spaces.

As well as working with relevant stakeholders to lead the development and implementation of strategies and policies, the postholder will be responsible for clienting the c.£22m pa service contract with Vision Redbridge Culture and Leisure.

As part of the role, the postholder will also work across the Council on broader corporate agendas including increasing participation and engagement and improving the cultural offer to the communities whilst contributing to the economic success of the borough.

## Key Accountabilities

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### Strategic Leadership of the Leisure and Culture Programme

Direct responsibility for shaping and leading all elements of the Council's Leisure and Culture programme, including:

Overseeing the formulation of plans and strategies which will increase access to and participation in a range of formal and informal leisure, cultural and sporting activities to support increased community cohesion, wellbeing and economic growth.

Leading the engagement with leisure, cultural and sports clubs and agencies (including national and local funding and representative bodies), central government and neighbouring local authorities to build the capacity to deliver including through securing external funds.

Working across the Council to embed the leisure and culture agenda and build the leisure, culture and sports infrastructure within the authority.

Increasing demand and creating opportunities for communities and individuals to engage with leisure, culture and sporting opportunities in the Borough; and

Developing a strategic approach to the funding and curation of new and existing events that delivers a programme that builds the profile and reputation of the Borough as a destination for leisure, cultural and sporting activity.

### Management of the Leisure and Culture service

Direct responsibility for the management of all staff, contractors and consultants within the service, setting targets, monitoring performance and taking corrective action as required.

Direct responsibility for the management and monitoring of all Leisure and Culture related budgets (c.£10m per annum) to ensure that the service delivers consistently within budget and meets all savings/income targets.

Setting the direction for the service through developing and championing a broad service plan and creating a high-performance environment where staff are empowered to secure its effective delivery; and

Explore and, where possible, develop opportunities for the Council to sell and/or commercialise Leisure and Culture services to partners and third parties (i.e. public and private sector agencies including other local authorities etc).

### Management of the relationship with Vision Redbridge Culture and Leisure (Vision)

Leading the Council's relationship with Vision, acting as a single point of contact between the organisations and working to ensure a positive and constructive relationship that delivers high quality services to residents and visitors to the Borough;

Leading all client functions on behalf of the Council – ensuring that Council departments fulfil their own obligations under the various SLAs with Vision;

Managing the Council's contract with Vision, ensuring that appropriate governance structures are in place to oversee the requirements of the Management Agreement and address any issues as they arise;

Ensuring that Vision deliver high quality services against a clear specification and in support of the Council's wider strategic objectives, using a mix of quantitative (KPIs and performance stats) and qualitative data to assess effectiveness and customer satisfaction, taking corrective action as required;

Ensuring that opportunities for service development and enhancement are considered and included within relevant Council processes including overseeing the development of business/investment cases where needed; and

Ensuring the proper administration of the Council's Management Fee payment to Vision (c.£9.5m pa) and that effective plans and strategies are in place to meet all income/savings targets.

### **Provide Leisure and Culture input into wider Council agendas**

Provide relevant input into broader Council initiatives/workstreams including Community Hubs, Public Health, Regeneration/placemaking activity and the Council's efforts to secure Child Friendly Borough status.

## **General duties**

Support colleagues in relation to emergency planning and resilience arrangements, providing support of all measures to manage an emergency affecting the Council during the response and recovery phases.

Demonstrate and reinforce the Council's commitment to safeguarding and corporate parenting promoting the welfare of children and adults at risk and children looked after.

Participate fully in the arrangements supporting Elections and referenda as and when required.

All duties and responsibilities should be carried out in accordance with the Council's constitution, code of conduct, governance arrangements, policies and procedures.

# Person specification

		Desirable / Essential
<b>Statutory or Mandatory qualifications:</b>	N/A	
<b>Educational Ability</b>	Good quality degree in a relevant subject	D
<b>Experience/Knowledge and Skills</b>	Proven ability to successfully manage leisure and culture services of a similar scale	E
	Detailed knowledge of legal, regulatory, policy and process obligations/requirements in respect of leisure and culture services	E
	Experience in commissioning and managing services via external providers ideally within the leisure, culture or sports areas	
	Highly developed partnership and communication skills with experience of building positive relationships with internal and external stakeholders	
	Ability to maintain and interrogate complex financial information including developing and reviewing business cases, budgets reports and management accounts	
	Experience working in a senior position within local government, operating in a political environment and working closely with elected members	
<b>Customer Service</b>	A clear commitment to excellent customer service with proven experience of having driven a customer focussed approach in similar roles	E
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	Continually develops the service, acting on customer feedback and performance data, to deliver excellent and sustainable customer service	E
	Considers the needs of a diverse range of cultures, ethnicity and backgrounds when delivering services	
<b>Communicating and Influencing Others</b>	Strong interpersonal skills, ability to form relationships at all levels and communicate complex information/issues effectively both verbally and in writing	E
	Highly developed negotiation and influencing skills with a proven ability to work credibly and commercially to secure the best possible outcomes for the Council	
<b>Working Together</b>	Highly developed team working skills within a range of roles spanning both public and private sector interests. Able to develop and lead high performing teams to achieve outstanding results.	D

<b>Analysis and Judgement</b>	Direct experience of using data to drive improvement programmes within leadership roles	E
	Ability to review complex financial data, including development appraisals, to inform assessments of financial viability	D
<b>Driving Improvement</b>	Direct relevant experience of driving an improvement programme within a similar organisation and an evidenced ability to deliver efficiencies within the portfolio whilst maintaining or improving effectiveness	E
<b>Adaptability</b>	Highly flexible style and ability to respond to changing priorities both personally and across teams	E
<b>Leadership</b>	An effective and flexible leadership style	E
	Ability to manage and supervise staff (including technical staff), consultants and contractors effectively	E
<b>Strategic Perspective</b>	Experience of translating strategic objectives into tangible actions which have delivered positive outcomes.	E

## Other Considerations

<b>Working pattern and travel</b>	<p>The role will involve irregular working patterns and will require the post holder to be able and willing to work during these periods, including evenings and occasional weekends.</p> <p><i>*The salary scale is inclusive and recognises the volume of work in addition to and outside the Council's normal office hours required by the post</i></p>
<b>Safeguarding disclosure</b>	The Council is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults and this post will ensure services are designed and delivered with due consideration of their needs.
<b>Special factors or constraints</b>	<p>This post falls within the “politically restricted” category under the Local Government and Housing Act 1989 this post is politically restricted. The detail of the restrictions are as outlined in the Statement of Main Terms and Conditions of Employment.</p> <p>Maintenance of the highest standard of conduct and public confidence in their integrity.</p>