

ACTIVE BLACK COUNTRY

Director Recruitment Pack



JANUARY 2018



Active Black Country



Welcome Note

Dear Applicant,

Thank you for your interest in the role of Director of Active Black Country.

Our organisation has been through significant change over the last twelve months to ensure we can meet local challenges and needs in line with Government strategy for Sport and Physical Activity and Sport England's 'Towards an Active Nation' strategy - which will define the sector over the next 5 years.

Next year promises to be hugely exciting with many new opportunities.

Our revised primary role for County Sport Partnerships places the emphasis on greater knowledge of the Black Country place and people to understand what can work in tackling inactivity.

We can only achieve this through building and developing an inspired and committed team who can engage and develop strong relationships with our stakeholders and partners to drive the realisation of our ambitions. Through its successful hosting relationship with Black Country Consortium Ltd, Active Black Country has secured the commitment of national and local strategic partnerships in placing the agenda of sport, physical activity and wellbeing at the heart of some of our shared agendas. This provides the Black Country with a fantastic opportunity to drive forward a collaborative place based solution that can meet some of the challenges the region faces and tackle inactivity and low participation amongst the most deprived communities we work across.

I am proud to work with Active Black Country and look forward to seeing the organisation flourish under the stewardship of a passionate and visionary leader, who can build an organisation which fully realises its new primary role and make large-scale impact of the challenges ahead.

I hope this pack provides you with valuable insight into our business, ways of working and, most importantly, the scale of challenge ahead of us.

We will be happy to answer any additional questions you may have and will be delighted to have an informal discussion with any potential applicants.



Chair of the Board



Who we are, where we are and what we do...

The Active Black Country Partnership (ABC) is the CSP partnership for the Black Country region.

The geographical region called the 'Black Country' covers 365 square kilometres, and is made up of 30 towns and four strategic centres with a growing population of 1.17m. The population is broken down by a gender split that is slightly more women than men, an age split that has 82.6% of its population under the age of 65 and a diverse ethnic population which is slightly larger than national average.

Sitting at the heart of England, it forms the west part of the West Midlands Metropolitan Area and is the largest conurbation outside of London. Comprising one City and three separate Borough Council areas and with a long tradition of manufacturing across the region, it has a proud and diverse history with a belief that it is a place not defined by its borders, but by its people. The region is undergoing a transformational period in its history with regeneration seeking to change the face of its urban environment and improve the lives for those who live, work, play and learn within it.

Our understanding of the Black Country Place and People sits at the heart of our current and future approach.

Our priority audience is large scale with 502,086 people residing in the most deprived areas and communities across the Black Country who are most likely to be physically inactive. Those figures comprise children and young people, residents in lower skilled professions (NSEC 5-8) and unemployed.

The high deprivation levels promote the stubborn inequalities that lead to inequality to a greater extent across the Black Country than in any other CSP area.

The 'Towards an Active Black Country' Strategic Framework recognises the far reaching approach needed to get people active, understanding peoples motivations and challenges, improving the place to get people moving and the role businesses can play in getting a more active workforce.

Our priorities reflect the need to change behaviours, co-ordinate the offer, influence policy and secure investment.

Our golden thread, providing our shared sense of purpose, lies with our acknowledgement and genuine recognition that the inequalities that spread across the Black Country must be addressed through understanding who the 'go to' people are, where we connect with key influencers and decision makers and how we connect with those align with our agenda and can upscale our ability to impact on the large scale issues the region presents.



Our Vision

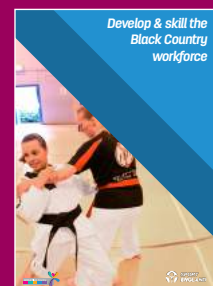
We aim to make it easier for individuals and communities to be physically active. To be safe, secure, healthy and passionate about sport.

Our Mission

To demonstrate our passionate belief that in our local area, where socio-economic factors have created far reaching inequalities and inactivities, physical activity and sport have the power to change lives.

Our Values

- Ensuring **individuals and communities** are the focus of our work
- Respecting and promoting the **diversity** of individuals, communities and businesses across the Black Country
- Working in **partnership**
- Working in an inclusive way so that any individual, community or organisation can contribute to our goal of getting everyone active and enjoying activity as part of their daily lives
- Ensuring a **happy, healthy working environment** for staff, Board members and people working in partnership with us
- Behaving with **integrity**
- Creating **commitment** to continually create, learn and improve



Job Description - Director

This job description outlines the key accountabilities of the post-holder. It is not definitive and may change over time.

Title: Director

Reporting to: The Chair of the Board and CEO Black Country Consortium Ltd (BCC Ltd)

Contract: Permanent Full Time Post

Location: Dudley

- To provide strategic leadership, management, development and performance monitoring of the Active Black Country partnership.
- To be the advocate responsible for ensuring Physical Activity, Sport, Health and Wellbeing are fully utilised, realised and evidenced as tools to support the achievement of the socio-economic objectives of Sport England, ABC Board and our key stakeholders and partners.
- To lead the development and implementation of the strategic framework for Active Black Country ensuring the 'Towards an Active Nation' and 'Towards an Active Black Country' outcomes are aligned to wider regional Strategic Economic Plan objectives.
- To identify and engage with a range of stakeholders and broker strategic partnership working across the areas of Economic, Health, Regeneration and Community to inform and influence the provision of physical activity and sport for those who live, work, learn and play in the Black Country.
- To effectively report to and support the development of the ABC Board ensuring compliance with Governance Assurance Frameworks.
- To lead working with Marketing and Communications support to ensure the delivery of a comprehensive and fit for purpose Marketing and Communications plan.
- To lead working with People and Organisation Development support to ensure the design, delivery and implementation of a People strategy aligned with the needs of our stakeholders.
- To lead, develop and deliver a fit for purpose, high performing team able to meet the needs of ABC's primary role through best practice ways of working.
- To lead the budget and financial reporting processes for ABC partnership activities to ensure strong, robust and accurate financial management.

In order to apply you should submit your up-to-date CV to anne_smith@blackcountryconsortium.co.uk no later than **5pm on Friday 19th January 2018**

A panel interview will be held locally on **Wednesday 24th January 2018**

Our Equality Statement

Active Black Country is committed to achieving the highest standards of employment practice. Equality of opportunity for all sections of the workforce is an integral part of this commitment.

We will not tolerate less favourable treatment on the grounds of: gender, race, colour, nationality, ethnic or national origin, disability, marital status, sexual orientation, gender reassignment, responsibility for dependants, age, trade union or political activities, religion or beliefs, spent offenses or any other reason which cannot be shown to be justified.

We monitor our recruitment and selection practices to fulfil our statutory duty relevant to equality in employment and to ensure our practices are fair, equitable and consistent with the aim of appointing the best person, based on merit, for any role.

For an informal discussion please contact Ali Shipway on 01384 471136 or via alison_shipway@blackcountryconsortium.co.uk.

For further useful information please visit our website at www.activeblackcountry.co.uk

We look forward to receiving your application.

For more details on the work of Active Black Country,
or to receive news and information visit:

www.activeblackcountry.co.uk

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