



## Director of Health & Physical Activity Candidate Information Pack



In this candidate information pack, you will find further information on our search for a new Director of Health and Physical Activity, together with details on the application process with Moon Charity Practice.

The West of England Sport Trust (Wesport) is a Registered Charity (1114495) & Company Limited by Guarantee (05794916)

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*PE School Sport Conference*

## A message from our CEO

Thank you for taking an interest in joining the Wesport Team. On the following pages we would like to take this opportunity to tell you about who we are and our work to inspire active lives. You will find out a little more about what we do as well as the formal information you need to know.

There are three areas of focus to Wesport's work. We are working:

- To influence local decision makers whose resources and decisions can reduce barriers and join up approaches to helping people move more.
- With and through a wide range of organisations to ensure those in our communities who do not have equal access to physical activity and sport, have improved opportunities they have helped to shape.
- To improve the quality of information available to our networks to further influence decision makers, learn from and inform our delivery with and through others.

A lot of what we do isn't glamorous and there are no quick fixes. It won't grab the news headlines, but it is crucial! Working to join up what happens across different sectors, while demonstrating the role moving more, physical activity and sport can play, as both an outcome, and as a tool to achieve mental health, community, educational or other outcomes, is both challenging and rewarding.

We work to build strong, trusted relationships across all levels, with the organisations we connect with, from the health system and Sport England to small and micro community organisations.

We are looking for exceptional people to join our team, who can further diversify our decision making, broaden our knowledge and networks, and help shape the future direction of Wesport. You will be part of a small staff team and board passionate about our role and working together to inspire active lives.

Through our recruitment, we aim to bring in to our team additional skills and capacity to help achieve our vision and mission.

We hope this has encouraged you to read on, and we look forward to your application!



**Steve Nelson, CEO**



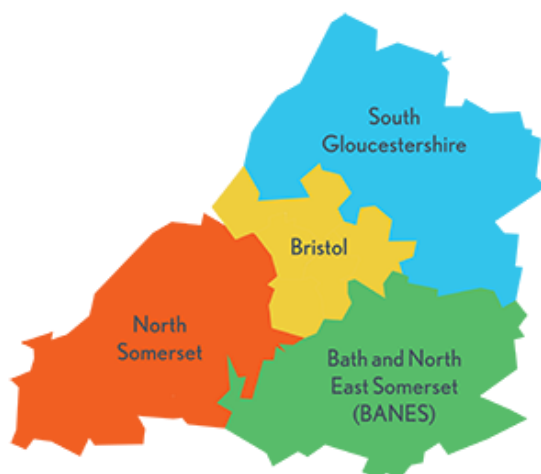
## Why is our work important?

Physical inactivity is 'twice as deadly' as obesity in the UK<sup>1</sup>. It costs the economy £10m a year<sup>2</sup>. Two-thirds of people aged 16+ in the West of England, around 690,000<sup>3</sup> of the 1.1m are classed as inactive and do not meet the [Chief Medical Officer \(CMO\) UK Physical Activity Guidelines](#). Yet being physically active offers individuals and society a raft of benefits that extend beyond physical and mental health to relationships, success at school and work, social integration, and reduced crime. We want to bring those benefits to the people of the West of England.



## About Us

The West of England Sport Trust (Wesport) is a Registered Charity (1114495) & Company Limited by Guarantee (05794916) and fulfils the role of the Active Partnership for the West of England, which covers Bath & North East Somerset, Bristol, North Somerset and South Gloucestershire, an area with a population of nearly 1.2 million.



There are 43 Active Partnerships across England, all of whom are linked together via the Active Partnerships National Network and a small national team.

Wesport's vision is to: Inspire active lives, creating the conditions wherever possible to help everyone move more.

The mission is: Establishing the conditions for long-term change, enabling more people to be physically active, inclusive for all.

Wesport connects to, collaborates and works with organisations at local community level, within education, physical activity / sport organisations and networks, significant public sector bodies including local health systems, unitary and combined authorities. An important partner is the Voluntary, Community, Social Enterprise (VCSE) sector across the West of England. Wesport works directly with many VCSE organisations, and collaboratively with a local Alliance established to aid VCSE collaboration and access to resources.

As part of the Active Partnership national network, we connect with our colleagues through communities of practice, action learning and strategic planning, ensuring we benefit from what we are each learning in our different places.

We connect with Sport England as a System Partner and our role in working alongside them is continuing to grow through the alignment of their objectives (the Sport England Uniting the Movement strategy) and the role Active Partnerships can play in supporting it. You can see our strategy on our website [www.wesport.org.uk](http://www.wesport.org.uk) along with regular updates on our work & impact across the West of England.

We are a welcoming team of 15 staff with a breadth of knowledge and skills, working to make a difference to the lives of people in our communities to benefit from the advantages moving more through physical activity and sport can enable.



*Bristol Girls Can event*

## Our Culture and our Values

To achieve our strategic objectives, *how* we work is as important as *what* we do. Our staff team are responsible for building relationships, managing initiatives and working with a wide range of individuals and organisations, with different motivations, needs, aspirations and expectations.

Overarching skills and competencies required within the Wesport team include an understanding of:

- **ABCD approach** – Asset Based Community Development builds on the assets that are found in the community and mobilizes individuals, associations, and institutions to come together to realise and develop their strengths.
- **Co-production** – Co-production is about combining everyone's strengths so that we can work together to achieve positive change
- **Sharing learning** – for mutual benefit, as important internally as it is with partners / networks
- **Workforce and leadership development** (distributed and collective) – empowering individuals across organisations to develop their skills, take ownership and leadership responsibilities, working collaboratively.

### Our values:

- We are a positive team of people with a passion for sport and physical activity, which is at the heart of all we do.
- Collaboration is key: we know when to take the lead and understand when someone else is better placed to do so.
- We are proud to work for Wesport and place value in the work we do. We are always seeking new ways to make a difference.
- Teamwork is vitally important – we support one another to get the job done, with honesty and commitment.
- We are people centred; aiming to improve local communities by working with them.

Linked to our 'how', are qualities we will need to work in this way, being a team that is:

- **Accountable** – open to check / challenge, motivated and responsible
- **Generous** – linking back to our values, supporting colleagues, being generous with time and contributions to others' work
- **Comfortable 'working in the grey'** – working dynamically, accepting we will never know all the facts or have all the answers to our questions, being brave
- **Leaders in their own right** – at every level, demonstrating leadership skills
- **Able to work across a broad brief and focused action** – Wesport's work is both 'deep' and 'wide' and we need to be skilled at both.
- **Seeking collaboration, internally and externally** – this must be deliberate; while knowing it takes time, effort and hard work to build strong collaborative relationships.

Wesport embraces & champions equalities, diversity, equity, and inclusion. We are committed to building a team that represents a variety of backgrounds, perspectives and skills to help keep us relevant to the communities that we work within.

We are committed to fulfilling our promise to become an anti-racist organisation and to actively address the racial inequalities that hinder individuals from leading active lives and enjoying the benefits of sport, physical activity, and movement. It is no longer sufficient to simply avoid being racist; we must all embrace an active anti-racist stance. This work is a top priority for everyone here at Wesport.



## Job Description

**Title:** Director, Health & Physical Activity

**Salary:** £42,645-45,262

**Responsible to:** CEO

**Responsible for:** Strategic Lead, Networks & Workforce;  
Strategic Lead, Health & Physical Activity 1;  
Strategic Lead, Health & Physical Activity 2

**Hours:** 37 per week

**Benefits:** **A comprehensive benefits scheme:**  
Workplace Pension Scheme – as part of the Wesport team, after 3 months you are automatically enrolled into the workplace pension. Wesport's employer contribution rate is between 8-10% dependent on the employee contribution rate (minimum of 4%).  
23 days of annual leave (pro rata) plus public holidays.  
Cycle to Work scheme  
Flexible working arrangements  
Small, friendly staff team  
Employee Assistance Programme  
Free parking at the Wesport office  
Office electric bike that can be borrowed for going to meetings  
Free annual Parks Tennis membership for either the Bristol Parks Tennis or Tennis @ The Park sites



**Location:** In December 2023, Wesport moved into the Vassall Centre in Fishponds, Bristol, which is the home of Bristol Charities. There is free parking on site, and the Wesport team benefits from being based in a building with other charities that are also striving to make a difference to the people within the West of England. There's also the opportunity for a spot of lunchtime Ping!

The office is around a 10–15-minute drive from the M32 which links to the M4 and M5, so easily accessible by car. The main Fishponds high street is a 5–10-minute walk away, and is well-served by a variety of buses

## Main Purpose of Job Role

This is an executive leadership role within the organisation which sits directly below the CEO. This role is responsible for leading the strategic approach by Wesport across the health systems spanning the West of England. This is a pivotal role to the work of Wesport, demonstrating the value of physical activity, sport and moving more to improve health outcomes.

This role is also tasked with supporting the development and implementation of Wesport's organisational strategy, providing leadership and direction to staff, and managing resources to achieve our overall vision and mission.

To meet this challenge, you will be a proven strategic leader with the ability to apply whole system thinking as well as build & maintain cross-sector partnerships. This includes connecting & sharing Wesport's work with our varied stakeholders and partners across the West of England, regionally and nationally. You will need to advocate for Wesport and the role that it can play in the sport & physical activity, VCSE, and health system. The West of England is a very complex area to work in and through, and the systems within it are also an intricate network.

You will also have experience in leading beyond authority, setting strategy, managing projects and budgets, evaluating this type of work, and working collaboratively to develop and deliver a shared purpose.

An ability to build trusted relationships across multiple sectors is crucial to the success of this role, as well as the ability to lead & manage a mix of existing and new staff.

## Key Tasks & Objectives

All tasks and objectives relate to furthering the achievement of Wesport's Vision to Inspire Active Lives and our Mission to create the conditions to enable this.

- Hold and build strategic relationships across our health systems and voluntary sector, within and between local areas, utilising national & regional strategies, priorities, and plans.
- Develop a deep understanding of the local health systems, scoping out the potential role 'moving more' can play in enabling healthier lives for the people and communities of the West of England.
- Understanding and seizing opportunities for Physical activity to be embedded within local health priorities, care pathways and strategy development.
- Connect with key organisations across health and physical activity locally, regionally and nationally. To include engagement with regional OHID, the national Active Partnership team, Sport England, Local Authority Physical activity strategy groups, Locality Partnerships and the VCSE Alliance.
- Connect health and physical activity into the place-based approach across the West of England as part of our 'System Partner' role for Sport England.
- Connecting, promoting, integrating, and embedding moving more as whole system approach.
- Oversight on the planning and management of funded delivery projects across the West of England and with key audiences (e.g. older people) where health outcomes are the focus.
- Explore and utilise external investment for the benefit of Wesport's role to advocate for physical activity, including from local health systems, Sport England and other national, regional or local resources.
- Help shape and contribute to Wesport's measurement of impact, evaluation and learning.
- Champion and embed Wesport's inequalities focus into all areas of responsibility
- Direct line management of x3 roles; those managed staff line manage x2 further staff.
- Part of internal Directors Group (DG) responsible for whole organisation operations and planning; horizon scanning and ensuring a level of connectivity across the whole Wesport team.
- Demonstrate Wesport values in everyday interactions.



## Role Description

### Key Duties and Responsibilities

- Lead Wesport's health system influencing, relationships and understanding. This is a significant area of work across two health systems (Bristol, North Somerset and South Gloucestershire (BNSSG) and Bath & NE Somerset, Swindon and Wiltshire (BSW')). \*Note only Bath and North East Somerset is in the Wesport area).
- Helping the Wesport team and our networks deepen their understanding of the role of physical activity in improving health of people in our places and communities through the relationships you hold and approach to working in those places and with health colleagues.
- The line-managed roles are unique with their own work areas & complexities and managing this will be a crucial part of this role.
- Overseeing the implementation of specific programmes, managed by direct reports. Currently this includes Link Forward for Vanguard, Feeling Better in South Glos, Active Weston, Bristol Girls Can, Falls Prevention community classes and Sport Welfare programme.
- Continue to drive a system-wide approach for a single pathway for Physical Activity through the Health system utilising national guidance.
- Specific strategic connection with both the Green /Nature and Arts and Culture sectors to continue joint working and approaches into Health.
- Advance our work into the Environmental agenda, embedding Sport England's 'Every Move' strategy at place.
- A significant contribution to Wesport's Measurement, Evaluation, Learning approach; aiding the development of resources showing our impact.

### General Responsibilities

- Setting personal, organisational and partnership performance measurement targets linked to role purpose, key responsibilities and specific duties.
- To manage the relevant budgets and to keep up to date financial records in relation to lead areas of responsibility.
- Work within the Wesport team to integrate role objectives into team delivery where appropriate, and to utilise the expertise of colleagues.
- Contributing to the review and production of annual plans and the achievement of the long-term vision of Wesport.
- Work closely with the other Director role, as well as the Chief Operating Officer and the Chief Executive Officer.
- Hold and build strategic relationships across health, places and communities, including Healthy Living Centres, unitary authority, integrated care system staff, VCSE organisations.
- Explore opportunities for local grants, commissions and brokerage relevant to Wesport and partners.
- Connecting, promoting, integrating, and embedding moving more as whole system approach.
- Help embed Wesport's inequalities focus into all areas of responsibility.
- Demonstrate Wesport values in everyday interactions.

## Person Specification

### Knowledge / Qualifications / Skills / Experience

- Experience in building effective working relationships and cross-sector stakeholder working, developing strong and successful partnerships to achieve positive outcomes. Ideally within the health / wellbeing, physical activity, or VCSE sectors.
- Experience of reporting & presenting to funders, key stakeholders, other interested parties
- Experience of formal & effective line management across several work areas of the organisation
- A degree or equivalent recognised qualification in a related field or ability to demonstrate equivalent knowledge through experience in professional roles, including relevant specialisms
- Evidence of leading on successful resource and project management and an understanding of the techniques required through experience of managing, planning, implementing and evaluating projects.
- Awareness of the inequalities faced by key audiences (in focus communities) to being physically active
- Experienced in advocacy and influencing upwards in the system (sport & physical activity, VCSE, or health)
- An understanding or experience of working in complexity. For example: political issues, challenges, barriers. Local knowledge of the West of England would be advantageous
- An understanding of sports equity, safeguarding children and adults at risk policies, planning, implementation and evaluation
- Awareness of current issues and legislation regarding to equalities, diversity, equity, and inclusion (EDEI)
- Proven ability to move initiatives forward
- Able to reflect, learn, evaluate, and translate learning into action
- Have a collaborative and inclusive style with highly developed diplomatic and influencing skills
- Ability to ensure effective allocation, planning, support, and evaluation of work undertaken by teams & individuals
- Ability to challenge underperformance at all levels and take effective & appropriate corrective action as needed
- Ability to manage multiple demands with attention to detail while still effectively managing a team of people
- Experience of impact measurement and reporting
- Experience of making a significant contribution to successful bids for funding from a variety of agencies
- Experience of strategic planning & programme management, and the process of implementing, reviewing and adapting plans
- Knowledge / awareness of the national context Wesport works within, and the potential opportunities / challenges this can have on an organisation such as Wesport
- IT literate and a knowledge of the benefits that IT can bring to enhance planning, evaluation, management and communications

### Communication

- Excellent communication skills via a range of methods
- Evidence of the ability to motivate, inspire, enthuse, persuade, negotiate with and influence others
- Proven ability to communicate effectively with people on all levels and from a variety of organisations
- A confident speaker & communicator (e.g. giving presentations)

### Self Motivation

- Proven ability to meet objectives on own initiative
- Committed to continuous self-development
- A willingness to work long and potentially unsociable hours when required

### Teamwork

- Experience in leading, managing, and developing high performing teams
- Experience of managing others, including performance reviews, working to support them in achieving their contribution to organisational objectives
- The ability to work as part of a team and a willingness to make an effective contribution to the work of the team
- The ability to lead specific areas of teamwork, and ensure other team members are aware of their role, responsibilities, and are accountable
- Understanding the dynamics of teamwork when this incorporates other organisations and individuals that need to be influenced / supported in achieving the team goals



*Award Winners for Social Prescribing*



### Organisation, Self-Management, Response to Change

- Must have a strong alignment to the Wesport values
- Able to reflect, learn, evaluate, and translate learning into action
- Excellent personal organisation skills
- Able to prioritise/meet deadlines as and when required
- Able to cope with unexpected and stressful situations
- An ability to chair and organise meetings, seminars, conferences and other related activities
- Friendly & professional approach
- The ability to work collaboratively
- A willingness to keep abreast of developments and contribute to the planning and implementation of change
- A willingness to work towards a wide range of agendas, and enable the linking together of individuals from different organisations into an effective team with shared goals and responsibilities
- Able to lead the implementation of change in relation to role responsibilities in line with Wesport's strategy, vision and mission and a constantly changing national / local sector landscape

### Physical Requirements for this role

- Able to undertake all the physical requirements of the job, such as frequent travel to a variety of external locations
- Able to work occasional evenings and weekends if required

This job description sets out the duties of the post at the time it was drawn up. Such duties may vary from time to time without changing the general character of the duties or level of responsibility entailed. Such variations are a common occurrence and cannot of themselves justify a reconsideration of the grading of the post.



*Sport & Physical Activity Network Conference*

## How to apply

Moon Charity Practice has been appointed as chosen Search Partner for Wesport and will manage the recruitment process.

### **NB: All direct applications will be forwarded to Moon Charity Practice**

To apply, please complete the Wesport Application Form, explaining your motivations for applying for the role, how your skills, knowledge and experience match the role outline, and what you can additionally bring to the role.

To ensure fairness to all applicants, any decision to shortlist you for an interview will be based solely on the information that you supply on your application form.

Therefore, it is important you give as much information as possible regarding why you wish to apply and what you think makes you a suitable applicant.

Moon Charity Practice is an equal opportunities employer and welcomes applications from all areas of society.

### **Completed applications should be sent by email to:**

**[recruit@moonexecsearch.com](mailto:recruit@moonexecsearch.com)**

**FAO: Sandy Hinks, Quoting Ref: MC2585**

### **Closing date for applications: Midnight, 1<sup>st</sup> June 2025**

Preliminary virtual interviews will be with Moon Charity Practice w/c 19<sup>th</sup> May 2025 Interviews with Wesport will be held in person on Tuesday 17<sup>th</sup> June and Wednesday 18<sup>th</sup> June 2025.

NB, We anticipate that only one round of panel interviews will be required but Wesport may invite candidates back for a second round, depending on the candidate pool.

We reserve the right to close this vacancy early if we receive sufficient applications for the role. Therefore, if you are interested, please submit your application as early as possible.

Wesport has retained Moon Charity Practice to manage this campaign and are therefore unable to accept CVs or applications from third party agencies. Any CVs and expression of interest received will be forwarded directly to Moon Charity Practice for consideration. On behalf of Wesport, Moon Charity Practice would like to thank you for your initial interest in their Director opportunity.

### **Accessibility**

If you require this document in an alternative format, please call Moon Charity Practice on 01275 371200 or email [recruit@moonexecsearch.com](mailto:recruit@moonexecsearch.com)

### **End of Document**