

Wesport Recruitment Pack for:

Strategic Lead for Health & Physical Activity



In this candidate information pack, you will find further information on our organisation, together with details on the application process for our roles.

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

www.wesport.org.uk

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 UK¹, It costs the economy £10m a year². Two-thirds of people aged 16+ in the West of England, around 690,000³ 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 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 regularly 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 are able to play in supporting it. You can see our strategy on our website 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



Award Winners for Social Prescribing

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.

Benefits of working at Wesport

- 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



Office 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.

The Recruitment Process

If one of our roles appeals to you, please check the closing date to ensure you have time to complete the application. If you have any questions about the role, the relevant person to contact is on the job advertisement (this changes depending on the role).

To apply, you need to fill out the Wesport Application Form, and return it before the closing date & time that is on the advert.

The shortlisting panel will review all applications against the requirements of the job description & person specification, so to have the strongest chance of being shortlisted, please ensure that you've covered in detail how you can demonstrate that you meet the requirements of the role.

If there are a couple of areas that you don't have the relevant experience or skills, but you have a passion for the role and the work it entails, please apply anyway. We can teach you certain elements of the role, as passion for this work is a key attribute we are looking for. Please demonstrate how you would aim to overcome that within your application.

Once the closing date has passed, the shortlisting panel will meet to review all applications. If you are shortlisted, you will then be invited to an interview. This generally follows a format of a pre-interview task, plus an unseen task on the day, followed by a more formal interview panel. This gives a chance for you to demonstrate your skills in tasks that relate to the role, and for you to ask any questions.

After all the interviews have concluded, the panel will meet to review all responses & decide whether to offer the role to a candidate.

If you are unsuccessful, you will be notified and can ask for any feedback.

We look forward to hearing from you soon! And if this job doesn't appeal, please keep an eye out for alternative roles with us.



PE School Sport Conference



Sport & Physical Activity Network Conference

Wesport Seeks New Strategic Lead for Health & Physical Activity

The West of England Sport Trust (Wesport) is seeking a new Strategic Lead for Health & Physical Activity to add to its existing team.

The role will involve advocacy for the importance of 'moving more' across the local health systems within the West of England, connection to the local community sector and programme development and management.

Wesport is a Registered Charity (1114495) 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. We work with a network of organisations across this area.

Our vision is that:

Wesport will contribute to improve lives in the West of England through championing, developing and delivering sport and physical activity.

This describes what we aim to achieve in the long-term and serves as a guide for choosing our current and future courses of action.

Office Location: Wesport Office, The Vassall Centre, Fishponds, Bristol BS16 2QQ
Hours: Full-time (37 hours per week)
Salary: £32,040 - £33,991 per annum

We are seeking an exceptional & dynamic individual to join our team & make an impact in the role. The successful candidate will work closely with and be supported by the Director of Health & Physical Activity, as this role will build on existing connections and manage existing programmes to continue the momentum of progress made so far.

Working across the current evolving local Health systems is complex and requires strategic influencing & advocacy to make an impact, so we are looking for someone with partnership development experience as well as knowledge of working with the health sector.

Successful candidates will possess a real passion for the agenda and a strong fit with Wesport's values. Ideally, you will be able to demonstrate clearly transferable skills and experiences or draw upon experience gained in an education sector, physical activity, active lifestyles, health or community development role (voluntary or professional).

Wesport embraces & champions equalities, diversity, equity, and inclusion. We are actively encouraging applications from people from under-represented groups. 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 believe that the more inclusive we are, the better our work will be. You can find out more at www.wesport.org.uk where you can find our strategy, our annual report, & our most recent updates.

If you are interested in applying for this role, please fill out the Wesport Application Form, noting which role you are applying for, and return it via email to: Nikki.Stephens@wesport.org.uk

A role description and person specification have been developed to help you with this process. Please ensure your application clearly shows how you meet the criteria outlined in the role description and person specification. If there are a couple of areas that you don't feel you meet the criteria but you still meet the majority, we would encourage you to apply anyway, as there will be an element of on-the-job learning which may well fill that gap.

If you would like an informal discussion regarding this role, please contact Ali Chodkiewicz, Director for Health & Physical Activity, on 0117 328 6250 (main line) or 07917 721984.

Closing date for applications: 12.00 noon on Monday 1st September 2025.
Interviews will take place on Wednesday 17th September 2025.

(If you have not heard from us by the interview date then unfortunately you have not been successful on this occasion)



Job Role Description & Person Specification

Job Role Title:	Strategic Lead, Health & Physical Activity 1 (SLHPA1)
Responsible For:	No line management responsibilities
Reporting To:	Director for Health & Physical Activity

Main Purpose of Job Role

Strategic Leadership, Management and Implementation of Health & Physical Activity for Wesport.

The role will involve advocacy for the importance of 'moving more' across the local health systems (currently 2 x Integrated Care Systems across the West of England), connection to the local community sector and programme development and management.

This role will work closely with and be supported by the Director of Health, as this role will build on existing connections and manage existing and new programmes.

Working across the current evolving local Health systems is complex and requires strategic influencing & advocacy to make an impact, requiring partnership development experience as well as knowledge of working with the health sector.

Key Tasks & Objectives

Develop a detailed understanding of the people, places, and communities across the West of England in order to further Wesport's work.

Thematic lead for Wesport's work with Women and Girls

To support the current work taking place across the Health System to embed physical activity.

Building relationships across both sectors (health and sport & physical activity), along with identifying & connecting opportunities.

Project management of specific funded programmes within the health system

Understanding the local health landscape across Public Health and the NHS – working at a place-level. This role will have a particular focus on South Gloucestershire as one of the 4 Unitary Authority areas that Wesport covers as well as South Bristol Locality.

Understanding of the VCSE Sector and the existing & potential connections into the health system.

Role Description

Key Duties and Responsibilities

- To lead and manage funded programmes across Health as appropriate
- To drive our work in relation to *Social Prescribing*: advocating for and connecting the role of movement and physical activity into this area of the Health System. To include connections to both the referrers and the voluntary and community sector delivering sport, supporting training needs where appropriate and engaging in impact evaluation.
- Provide strategic leadership for Wesport's women and girls' agenda, driving inclusive and impactful programmes that increase physical activity levels among women and girls
- To connect and work with leads and providers from other community activity sectors such as Creative Health and Green Social Prescribing.
- To identify training opportunities to embed knowledge of and promote Physical Activity across the Health sector and deliver this training where appropriate.
- Connecting with identified key audiences and community organisations at 'place' to support improved health outcomes by connection into the health system.
- Maintain and develop relationships with existing and new partners across the community and health sector to build a longer-term strategic approach. In particular the Locality Partnership network.
- Keep abreast of relevant current evidence, national guidance and policies across Health and Physical Activity
- Engagement with national Active Partnerships Network and relevant Communities of Practice to share learning, make connections and gain support.
- Identify opportunities to embed Physical Activity into other Health pathways

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 Strategic Lead for Health and Physical Activity (2) role
- 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
- Contribute to Wesport's measurement of impact, evaluation and learning
- Help embed Wesport's inequalities focus into all areas of responsibility
- Demonstrate Wesport values in everyday interactions

Person Specification

Knowledge / Qualifications / Skills / Experience
<ul style="list-style-type: none"> • Experience in building effective working relationships to achieve positive outcomes • Experience of reporting & presenting to funders, key stakeholders, other interested parties • A degree or equivalent recognised qualification in a related field or proven ability to demonstrate equivalent knowledge through experience in professional roles • Knowledge and experience of working within either the health, and/or sport and physical activity sector • Evidence of supporting successful resource and project management and an understanding of the techniques required through experience of managing, planning, implementing and evaluating projects. • Experience of cross-sector stakeholder working, developing strong and successful partnerships. Ideally within the health / wellbeing and physical activity sectors. • Awareness of the inequalities faced by key audiences (in focus communities) to being physically active • An understanding of Sport England's place-based focus and whole system approach • 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) • An understanding of the requirements of key partners, agencies and organisations in demonstrating the value of physical activity to the achievement of objectives (local – national organisations) • Experience in developing working partnerships with other professional organisations and the voluntary sector. • Proven ability to move initiatives forward • Ability to manage multiple demands with attention to detail • Experience of impact measurement and reporting • Resource management experience • Experience of working successfully in cross-organisational teams • Experience of strategic planning and the process of implementing, reviewing and adapting plans • Knowledge / awareness of national planning processes for sport 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
<ul style="list-style-type: none"> • 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

Self-Motivation
<ul style="list-style-type: none"> • Proven ability to meet objectives on own initiative • Committed to continuous self-development • A willingness to work long and potentially unsociable hours if required

Teamwork
<ul style="list-style-type: none"> • 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 team work when this incorporates other organisations and individuals that need to be influenced / supported in achieving the team goals

Organisation, Self-Management, Response to Change
<ul style="list-style-type: none"> • 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 keeps 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
<ul style="list-style-type: none"> • 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.