

## Company and Role Information Pack

Head of Wellbeing

mytimeactive

January 2018

## Introduction

I am delighted that you are interested in finding out more about Mytime Active and the exciting future we have ahead of us.

At Mytime Active we want more people to **Get More Out Of Life**, by getting more active and eating better. We want to do this not just for an individual, or for a family, but also for an entire community, ensuring our services are accessible to as wide a population as possible, so that it becomes the "norm" to live in this way. We do all of this in a way that is financially sustainable, investing any surpluses we make back into the business.

We were established in 2004, born out of the creation of a social enterprise to operate the leisure services for the London Borough of Bromley. As part of a network of similar organisations, we are a Leisure Trust with a difference - expanding into golf, where we are now the second largest golf operator in the UK and into public health, with a world leading child weight management programme, MEND.

Now in 2017 we are poised to grow. Building on our three strong businesses, with hundreds of thousands of customers, and backed by our sound financial position, we are ambitious to further develop our community approach to wellbeing.

We are looking for exceptional people to join our Clinical Research and Development team who will play a leading role in delivering our strategy and realising our ambitions.

Thank you for the interest you have shown in our organisation.

Best Wishes,



Marg Mayne

**Chief Executive**

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## Remuneration

Join us and you get to work for a great company and an ambitious, diverse and future focused wellbeing team. We offer a competitive salary and benefits package including:

- **Head of Wellbeing:** £50,000 - £55,000 per annum
  - Stakeholder pension
  - 25 days annual leave plus bank holidays
  - Free membership to Mytime Active Group Golf& Leisure for you and one other
  - Exceptional achievement award scheme
  - Discretionary incentive award scheme (up to 5% of basic annual salary).

## How to Apply

Please send CV, covering letter and details of current remuneration to **HR.Recruit@mytimeactive.co.uk**

For an informal and confidential discussion, please contact Carly Bernard, Resourcing Lead on 07469 153 352

**Closing Date:** 23:59 on Thursday 15<sup>th</sup> February 2018

**First Interview:** To be confirmed

**Final Interview:** To be confirmed

**Website:** [www.mytimeactive.co.uk](http://www.mytimeactive.co.uk)

Please note: *Priority consideration will be given to Mytime Active employees who are at risk in line with our Management of Change Policy.*

## Our Ethos and Strategy

Our brand is all about **'Getting More from Life'** through eating well, moving more, making new friends and learning new skills. Our accessible facilities, programmes and services keep healthy living simple and fun, and take down the obstacles that prevent people getting involved and coming back for more.

It is important to us that our services should be accessible for everyone, so our philosophy is to be tuned into the local community, and to offer an integrated approach to golf, health and leisure services.

Our strategy is focused on building on our existing business, improving the integration of our services, investing in new contracts, capital assets and product development, and strengthening our infrastructure to maintain efficient and effective performance.

Finally, as a company, we are here for the long term – we charge affordable prices, and we reinvest all the money we make back into our services and facilities in the communities where we operate.

## Background History

Mytime Active was founded in 2004. Originally running leisure services in the London Borough of Bromley, we expanded into golf, where we now run 16 courses, making us the second largest golf operator in the UK. We also developed a public health work, running contracts for Local Authorities and CCGs, as well as owning MEND, the world leading child weight management programme. Our business has also expanded geographically, and we now concentrate our work in Bromley, Central London, Midlands and the South Coast.

Mytime Active now has a turnover of £32m, with a strong balance sheet of £13m net assets, and positive cash flow. We have over 4 million visits to our services every year, and we employ over 1,300 employees across all our business areas and in full time and part time positions.

## **Our Goals and our Business Plan**

In our strategy, we have set ourselves three goals:

1. To improve the wellbeing of our communities
2. To grow so we double our turnover and our cash flow
3. To increase our employee engagement score to 80%.

And to achieve these goals, our business plan is built around the following main themes.

### **Building on Strengths**

We will build on the strengths of our existing businesses and expertise: A decade of high performance in running a large group of leisure centres, a leading position as the second largest golf operator in the UK, an early entrant into the public health market, and owner of a child weight management product that is arguably the market leader in its field.

We will also build on the existing social mission of Mytime Active, by clarifying why we exist, naming the measures by which we define success, and committing to evidence our outcomes. It is explicit that everything we do has to demonstrate positive social impact as well as commercial value.

### **Integrated Offer to Customers**

We will remove the internal obstacles that have prevented integration happening in the past and to make a step change in creating an integrated offer for the customer. We treat customers as members, and take them on a journey through a range of Mytime Active offerings. There is also value in an integrated approach for the public authorities that are our clients, and it chimes with our ambition to improve the overall health and wellbeing across the communities in which operate.

### **Invest and Grow**

Our plan is for growth. Our aim is to double turnover and cash generation and grow our impact. This growth is possible because we already have a solid business with strong cash flows, healthy reserves and substantial borrowing capacity. We believe it would be a waste of the company assets if we did not invest. This strategy provides a framework that prioritises investment across services and geography, as well as establishing clear commercial returns that need to be achieved. We are fortunate in being able to take the long-term perspective, and see this investment corresponding with growth going forward.

## **Strengthen and Consolidate**

Our plan is grounded in realism. We will invest in putting the right systems, infrastructure and people behind us. We have recognised that some of this is currently under pressure, and not robust enough to support future growth.

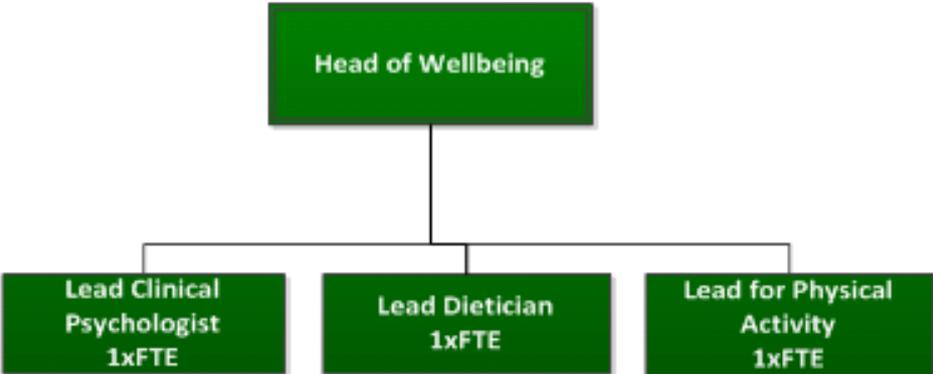
We will also invest in our people and their skills and competencies. We need our people to be a differentiator. Achieving high engagement and high performance is not simply as a "nice to have" but as a focused and realistic response to the competitive people market we are in and our desire to provide exceptional and positive customer experience.

## **Diversity at Mytime Active**

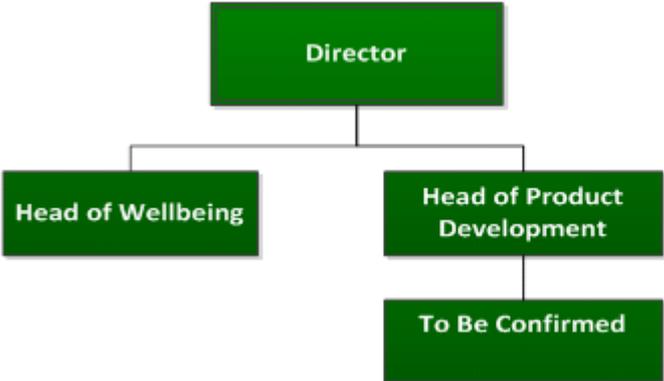
Mytime Active applies its Equal Opportunities Policy at all stages of recruitment and selection. Shortlisting, interviewing and selection is carried out without regard to age, disability, gender, gender reassignment, race (including colour, ethnic origin and nationality), religion or belief, sexual orientation, marriage or civil partnership status, pregnancy or maternity status, trade union membership or some other personal characteristic. Those with disabilities meeting the minimum requirements for the post will be shortlisted and reasonable adjustments will be made to ensure they are not disadvantaged during the interview process. Mytime Active embraces flexible working and a positive work life balance and wherever possible seeks to ensure our workforce reflects local demographics.

**Structure Governance and Management**

**Clinical Research and Development Team**



**Senior Clinical Research and Development Team**



## Head of Wellbeing – what this role delivers for Mytime Active

You will be pivotal in delivering the change in operational philosophy, culture and delivery from the current divisional approach to leading the organisation's centre of excellence for Wellbeing in this newly created role.

Alongside delivering best in class wellbeing expertise, you will share your passion for making a difference to both individuals and communicates of all ages and backgrounds.

You will use your track record in directing and leading research to demonstrate the effectiveness of our organisational activities in achieving our Wellbeing agenda.

Your strong coaching approach to performance management will ensure that the team you lead deliver a consistent brand experience that makes “Every interaction is a positive one that makes each customer want to come back”.

Your direct team are experts in providing clinical direction on nutrition, psychology and physical activity across our business; however you'll be expected to work with the wider team to provide expert input into product development and bids / tenders.

Act as the catalyst for the maintenance of our clinical standards by defining and embedding this across our well-being components covering systems, training and CPD.

A natural networker you will build strong relationships with key stakeholders being the external policy expert, representing the organisation across the areas of health, physical activity and wellbeing.

## Job Description

### Main purpose

- To own and develop the Mytime Active Theory of Change, and build evidence base of the effectiveness of our work, based on research and evaluation
- To lead the wellbeing team in providing authoritative clinical direction on nutrition, psychology and physical activity across all of Mytime Active operations
- To lead a collaborative, multidisciplinary team to provide expert input into product development and bids for new contracts
- To lead the team to determine clinical standards and embed systems and training that maintain those standards, including CPD and ongoing assessment
- To represent Mytime Active in external policy matters, being seen as an expert in approaches to health, physical activity and wellbeing

### Summary of Responsibilities and Duties

#### Evidence and Research

- To understand, maintain and develop the Mytime Active Theory of change, and ensure it is embedded in the approach to all our products and services
- To develop and lead an ongoing programme of research and evaluation to evidence our outputs and outcomes, that will inform our Theory of Change
- To establish approaches to monitoring the effectiveness of our programmes and services, benchmarking against third parties, competitors or best practice
- To use this knowledge internally by embedding strong learning and improvement systems
- To lead dissemination of the research and evaluation to improve profile and influence thinking in the sector

#### Clinical direction

- To ensure we have policy positions on the range of clinical issue relating to nutrition, psychology and physical health and activity
- To ensure the Wellbeing team is up to date with best practice, guidance and recent thinking / research, and guide operations teams on making appropriate changes required

- To provide support to operations teams in presenting clinical rationale to commissioners or other experts where needed

### **Product development and bids**

- To work collaboratively with Product Development and Business Development to establish scope and scale of resource needed for any product development or bid project
- To allocate resource to co-create the product, bringing clinical expertise to the team
- To lead the team to provide clinical assurance on the final product or bid

### **Clinical Standards**

- To be the owner of clinical standards across the company, including training levels expected for different roles
- To ensure CPD training is appropriate and well delivered
- To establish a programme to assess standards in practice, and provide training and feedback to maintain high standards
- To ensure clinical supervision is provided appropriately and effectively throughout the company

### **External profile**

- To represent Mytime Active at the highest level in policy forum and conferences
- To represent Mytime Active in the media to present our programmes and raise our profile

### **Approach**

- To work in a “centres of expertise” model, drawing on expert groups made up of team members, experts from inside and outside the company, and commissioned suppliers.

## Person Specification: Experience, Skills and Qualifications

### Skills and Abilities

- A true and genuine passion for wellbeing in making a difference
- Ability to establish professional credibility with clinical peers
- Accomplished leadership and management skills, directing and motivating teams to high performance
- Excellent organisational skills, including basic project management
- Ability to collaborate in multidisciplinary teams
- Strong influencing skills, getting things done beyond direct line management
- Competent in working with the media
- Strong written and oral communication skills
- Financial management skills, managing budgets
- Understanding and appreciation of commercial viability
- Knowledge of Public Health issues

### Experience

- Establishing coherent programme of research and evaluation of practice
- Working at the intersection of research, policy and practice
- Applying best practice in a clinical or community delivery setting
- Setting standards and embedding systems to maintain them
- Commissioning of research, through to concluding and communicating the results
- Quality public speaking / presentations

### Qualifications

- Further degree (Masters/PHD) in wellbeing-related field: health/social sciences  
or equivalent level experience gained through clinical practice