

## Tyne & Wear and Northumberland Sport – Business Summary and CEO Role Profile

### About Tyne & Wear and Northumberland Sport

Tyne & Wear and Northumberland Sport, two previously independent Active Partnerships, are in the process of merging with renewed focus on reducing physical inactivity and increasing participation in activity in communities throughout the combined region.

The role of all Active Partnerships is to provide strategic leadership and operational support to those who plan and deliver physical activity initiatives and sport in their respective geographies. The purpose being to offer guidance, information, insight and expertise to achieve fundamental and sustained increases in the number of people participating, with a particular focus on under-represented and disadvantaged community groups.

Achieving these aims involves working with a broad range of local, regional and national partners including six local authorities, National Governing Bodies, Businesses, Schools and Higher Education facilities.

Key objectives include;

- Supporting communities to build capacity
- Advancing the education of the public around activity, nutrition and fitness
- Supporting facility development and increasing access
- Re-enforcing safeguarding priorities
- Supporting other charitable purposes beneficial to the community

It is an excellent time to join and lead the combined entity, especially because there is the opportunity to make a significant contribution to the public health in alignment with the NHS's plan to prevent several serious illnesses that are caused, or exacerbated by inactivity.

The majority of core funding in this space is currently provided by Sport England, who have consistently rated the partnerships as 'excellent'. There is the potential to augment this resource with alternative funding options and to ensure that the merged entity sets its own expectations with associated performance metrics.

There are several points of difference in the merged entity, not least because of how much variation is between the various rural and urban communities – the necessity is to implement actions that reduce inactivity throughout the whole region whilst maintaining what is uniquely required in the different component parts of the patch.

The incoming CEO will be responsible for an annual turnover of c.£1.5m and a team of approximately 15 people. There are significant reserves available for investment into new initiatives and a three-year view on the funding pipeline. The Board will support the CEO in making investments and in identifying and converting additional funding streams.

The incoming CEO will also have responsibility for naming and creating a brand identity for the merged entity.

## **Role Profile**

**Title:** Chief Executive Officer

**Reports into:** Chair & Vice Chair

**Location:** Newcastle - TBC

### **Role Summary:**

The role of the CEO is to provide leadership to ensure that the merged Tyne & Wear and Northumberland Sport Partnerships maintain and strengthen their contribution as the leading regional Physical Activity and Sport charitable company, exceeding expectations of communities, partners and funders.

Leading and inspiring the team to deliver impactful initiatives that reduce inequality of opportunity and physical inactivity across both urban and rural communities, the CEO will develop and implement a business plan to meet Board, stakeholder and community needs, obtaining Board level sign-off for significant programmes/decisions and implementation plans.

The CEO will need to lead the development of strategy and continue to create and communicate an inspirational vision for the team. However, the CEO will also need to lead from the front and get involved at a more detailed level where the occasion demands in order to ensure that the team is fully supported and that success measures are not missed.

### **Overall, high-level success for the CEO will be defined by:**

- Reducing the levels of physical inactivity across the combined regions;
- Identifying new, alternative sources of funding to provide resource for new initiatives;
- Creating a vision for the merged entity that inspires people throughout the team and broader partnerships;
- Providing fresh ideas and impetus to drive improved performance across the organisation;
- Managing any insecurity or uncertainty caused by the merger and aligning all staff behind a new strategy;
- Effectively engaging and influencing internal and external stakeholders;
- Exploring, identifying and implementing best practice from outside the region;
- Meeting Board objectives and reporting requirements.

### **Main duties and responsibilities:**

- Drive and oversee growth of the merged entity;
- Develop and refine the short and medium-term business plan with the Board;
- Be responsible for developing and leading the team in the progression of the business plan, ensuring success measures are achieved;
- Instil the required progressive and positive culture within the merged entity so that engagement and experience within communities is maximised;
- Inspire, manage and support all staff, setting clear and achievable objectives in line with the business plan. Ensure that employees understand the vision and the part they play in delivery of the plan;
- Full P&L responsibility, be accountable for short and medium-term funding and financial projections including careful management of cash resources;
- Devise and implement strategies to maximise the effectiveness of promotional sales and marketing resource;
- Establish and refine the strategy for the merged entity;
- Actively promote and represent the merged entity in the market, seeking any opportunity to enhance profile and reputation;
- Act as lead in respect of any alternative future fundraising, working closely with the Board, including presenting to potential investors;
- Any other activity as requested by the Board from time to time.

### **Experience, skills and knowledge required for the role:**

- Personal passion for physical activity and participation at all levels of ability;
- An authentic desire to make a difference by contributing to improving the overall health of communities across the region;
- Exceptional leadership skills – the ability to create a new vision for the merged entity, engage the team to deliver, challenge existing thinking and raise collective expectations around success;
- Energy, tenacity and patience to engage multiple public sector stakeholder groups;
- Strong commercial and financial understanding;
- Nurture an environment in which constructive ideas and positive challenge are encouraged to instil enthusiasm and accountability into the team;
- Strong persuasion and influencing skills, including stakeholders in the Statutory Sector and Volunteer Communities;
- High energy levels, strong sense of urgency and outcome-focused;
- Track record of improving organisational performance through the leadership, development and motivation of others;
- Experience of working in a public sector environment or with a public sector customer base not essential, but a desire to do so effectively is important;
- Able to work effectively and enthusiastically within a charitable company, with the associated dynamics, speed of action and funding constraints, whilst at the same time implementing the processes and professionalism needed to ensure consistently achieve high quality results and exceed expectations;
- Progressive attitude with strong communication and people influencing skills;
- Degree or equivalent level of education.

### **Selection Process – Key Timings**

- April 2019 – role advertised and approaches made by BlairWest
- May 2019 – initial interviews between BlairWest and interested candidates
- June 2019 – interviews with Chair & Vice Chair
- June 2019 – offer and acceptance
- September 2019 – CEO starts in role

## Message from the Chair & Vice Chair

Thank you for your interest in the role of Chief Executive Officer of the new combined businesses; Tyne & Wear Sport and Northumberland Sport. This is a very exciting time to join us to shape the future of our work.

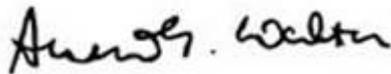
We have deliberately decided to recruit into this role before the dust settles on the merger and before the joint strategic plan is formed. Your opportunity is to shape both to achieve the objectives set by the Board.

As businesses we pride ourselves in delivering outstanding service and high standards to our partners which is reflected in our various assessments and feedback and we want to see this enhanced by working together.

The two Boards have been working closely together for over a year and anticipate the merger will deliver further efficiencies and a new focus. Our people are our strength, from Board to the wider team, and our CEO will be central to this.

This pack is designed to provide you some of the information you need to make an informed decision about joining us. If there are gaps, that is deliberate; we want someone to bring their own approach and ideas. We are, of course, happy to answer any questions you may have.

Yours faithfully,



Andrew Walton  
Chair T&WSP



Patrick Price  
Chair NSP