



COMMUNITY ENGAGEMENT MANAGER

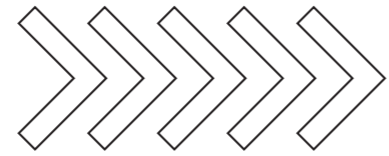
NORTH EAST REGION

RECRUITMENT PACK 2024

www.leisureunited.com



SUPPORT AND LEAD **OUR TEAM!**



IT'S ALL ABOUT INCLUSION...

Thank you for your interest in joining Leisure United. I am extremely proud to lead the charity at this exciting time of growth and development.

Leisure United is in a privileged and unique position, managing a growing portfolio of state-of-the-art football and community facilities on behalf of local authority partners and our parent charity, the National Football Trust. Our ethos is to provide a football offer for everyone, whether that's via the affiliated pathway of our partner clubs and leagues, participation programmes in partnership with trusted organisations, or simply casual play. We are enthused about the rapid growth of womens and girls football, fuelled by the ongoing success and pride of the Lionesses, and we are determined to champion womens and girls football and encourage it to flourish.

Leisure United is a place where everyone feels like they belong - whether that's to work, visit or play. We are a trusted operator and partner, with ambitious plans to operate even more high-quality football, fitness and social facilities that local communities need to thrive.

Thank you for taking the time to consider joining our team.



DAVID GALLAGHER - CHAIR - LEISURE UNITED



UNITED IN OUR LOVE FOR **FOOTBALL**

Together we deliver great football in vibrant facilities. It's a team effort to make a positive impact in our communities, and this is our position in that team:



The Football Foundation the charity of the Premier League, The FA and Government and deliver outstanding grassroots sports facilities helping transform communities where need is greatest and impact will be strongest, which means better games and more players. The sites that Leisure United operate have been delivered through The Football Foundation's Hubs Programme.



The National Football Trust was created in 2021 by the Premier League, The FA and Sport England to support football to have more responsibility and involvement in the management of grassroots facilities. The Trust's purpose is to develop a national network of high-quality, multi-sport facilities that transform grassroots football and provide a range of physical activity, and health and wellbeing opportunities for the local community. The Trust reinvests all local surplus income back into grassroots football in the local area to help make the game more sustainable.



Leisure United is the wholly owned charity of The National Football Trust. Our journey began in 2016, when we began operating our first hub in Sheffield. Leisure United has since grown to operate 18 hubs across England on behalf of The National Football Trust. Our sites are run by a 250-strong team, united in their love of football and fitness, supported centrally by a dedicated and experienced management team.

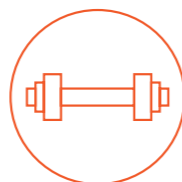
Like all the best teams, we have great backing from all corners including local authorities, county football associations, pro-club community trusts, grassroots clubs and leagues - who all support delivery in each community.

Formed in 2016, Leisure United manages 18 hubs with more than 250 employees across England and is growing. Our success is possible thanks to our people and that's why we create great, friendly working environments that recognise, reward and develop.

OUR IMPACT



1 MILLION VISITS PER YEAR



8K MEMBERS ACROSS 8 GYMS



600+ GYM CLASSES PER MONTH



86 GRASS PITCHES



52 ARTIFICIAL GRASS PITCHES



26K MATCHES IN THE 23/24 SEASON



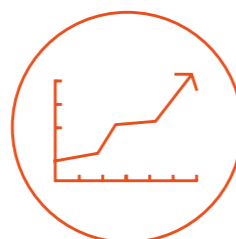
685K FOOTBALL USERS



58% OF USERS FROM TOP 40% MOST DERIVED COMMUNITIES



£8.4M TURNOVER IN FY 23-24



37%+ YEAR ON YEAR INCREASE

Figures are estimated to be correct at time of issue

OUR LOCATIONS

- CURRENT HUBS
- PIPELINE HUBS



OUR GOALS

At Leisure United, we are united in delivering the best football and fitness experiences for our communities. Our hubs offer modern, safe and inviting spaces to play, train, learn, eat, drink and socialise.

We are ambitious and have set our goals high. Our people all pitch in to drive the charity forward with energy and passion. It's our goal to find the right people and invest in them to help us and our partners achieve these goals.



1. Provide High Quality Facilities

Provide local communities with a positive high-quality, safe experience at each of our Hubs.



2. Ensure Sustainability

Ensure our Hubs are financially and environmentally sustainable providing long-term facilities for the local community.



3. Community Engagement

Make it easier for local communities to play football and be more active within their place.



4. Supporting Local Football

Our Hubs will positively impact their community by reinvesting all surplus into football facilities in the local area.



OUR FUTURE

The future is bright at Leisure United as together we embrace the challenge to grow and thrive.

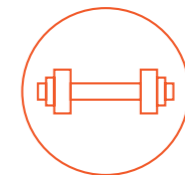
We are set to add eight more Hubs by 2026, taking our portfolio to 26 sites featuring 83 3G pitches, 100 grass pitches and 10 gyms.

As our early sites reach maturity we will begin to re-invest meaningful surpluses back into each local area to support and grow the grassroots game.

We also have big ideas beyond our Hubs with an aspiration to use our knowledge, skills and resources to have a wider impact on the grassroots game. Our aim is to have a people first approach, establishing a great place to work with opportunities for everyone to achieve their ambitions.



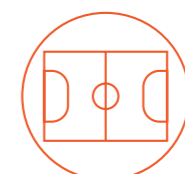
26+
SITES



10+
GYMS



100+
GRASS PITCHES



83+
ARTIFICIAL PITCHES

OUR VALUES



EFFORT

We will challenge you. To push your boundaries, to be forward thinking for continuous improvement. Embrace change, ambition, and innovation to achieve goals set.



ACHIEVEMENT

In unity we will enjoy the journey, recognising and celebrating every success.



RESPECT

We will act with understanding, show empathy, and respect everyone. Our positive spirit will make people feel good.



TOGETHER

We are stronger United as a team. We will foster open, honest, and meaningful relationships. Investing in each other win or lose.

EQUALITY, DIVERSITY AND INCLUSION

We are proud to say our workforce is representative of the communities we support with talent that's diverse in background and skills. We're doing all we can to help our under represented colleagues to achieve and progress.

We are in a privileged position with our unique relationship with the major backers of the grassroots game and community sport. We are custodians of multi-million pounds of facilities investment - how we do things really matters.

You don't need to be a football or fitness person to fit in at Leisure United. We are looking for applicants with a passion to make a positive difference and share our values of effort, achievement, respect and together.

People from all communities and backgrounds are encouraged to apply for our jobs.

We are particularly interested to hear from individuals belonging to under-represented groups including diverse ethnic communities, individuals with a disability, and those from the LGBTQI+ community.

Our processes are equitable for candidates with disabilities, and we are committed to considering all possible adjustments as part of our recruitment process.



THE ROLE

COMMUNITY ENGAGEMENT MANAGER THE ROLE WILL INITIALLY FOCUS ON HUBS IN SUNDERLAND AND NEWCASTLE

Salary: £30k-£35k per annum (dependent on relevant skills and experience).

Hours of work: Full time.

Location and nature of work: Hybrid working – home with regular meetings at designated Hub sites and within the local community. To be successful in this role we expect that occasional evening and weekend working will be needed.

MAIN PURPOSE

The main purpose of the role is:

- ✓ To help anchor the Hubs in the local community, by ensuring that the programme of activities and initiatives represent the local priorities and need. To do this, the role will focus on maximising and broadening usage opportunities at the Hubs to include football, other sports and health & well-being activities – with a focus on tackling inequalities.
- ✓ To lead community engagement and place-based work across a designated number of hub sites to engage with target audiences to understand the local need, then work to co-design and develop solutions, leading to the activation of the hub sites in the broadest possible sense.
- ✓ To test new ideas and approaches that aim to increase levels of physical activity and improve the health & wellbeing of local communities. A key element to the role will be to champion and embed community engagement and place-based approaches within the wider LU team and with partners and stakeholders, sharing successes, challenges and scaleable opportunities.
- ✓ Build and develop relationships with new and existing partners and stakeholders, at a local, regional and national level across a range of sectors.

KEY RESPONSIBILITIES

1. Lead community engagement within designated hub places – with residents, neighbourhood-based groups, locally trusted organisations and stakeholders, with the help and support of Leisure United’s site teams and central team.
2. Build and maintain positive relationships with community assets – including clubs, groups, faith institutions, charities, and businesses to ensure they are actively engaged in using our hubs as a vehicle for community benefit.
3. Identify local priorities and needs through research and engagement, develop an in-depth understanding of what communities want, the barriers they face and ensure that residents have their say in what they’d like to see in their Hub.
4. Work with National Governing Bodies and Active Partnerships to identify and activate opportunities to deliver multi-sport outcomes at the hub sites,
5. Work closely with Leisure United’s site teams to create, develop and deliver a hyperlocal level plan for each Hub that is built on robust and ongoing community engagement.

6. Take a test and learn approach, to design and develop new activities and initiatives that meet the need of the community and increase levels of participation in grassroots football, physical activity and other health & wellbeing activities.
7. Seek out opportunities to collaborate with partners, stakeholders and communities to codesign and create new activities, solve issues and remove barriers to local delivery and where necessary escalate matters for further advice and support,
8. Lead Leisure United’s relationship with key local stakeholders, including the Local Authority, County Football Association and Pro-Club Trust, mobilising them to collaborate as a Local Advisory Group with other relevant local organisations to ensure the Hubs meet local needs.
9. Co-ordinate Local Advisory Group meetings, including agenda setting, action taking and sharing progress updates on the delivery of Hub-level plans.
10. Collect and analyse relevant data and insight, using varied sources and methods,
11. Collaborate with internal teams, including operations and marketing & communications and external partners to ensure the successful planning, delivery and monitoring of new activities and initiatives.
12. Support General Managers to create steering groups at site-level that reflect the local community and key users of the facility, that help co-design and deliver new programming for priority audiences.
13. Support the training and development of site staff/ teams to increase their knowledge, understanding and confidence in community engagement and place-based approaches as a means of maximising the potential of each Hub in its community.
14. General administrative duties as required, produce reports on work carried out in order to demonstrate impact, results achieved, and the lessons learned.

OTHER ACTIVITY

The role will also be required to:

1. Undertake any other reasonable management request, including duties as can be reasonably expected to ensure the smooth-running efficiency of the Hub sites and the wider organisation.
2. Carry out duties and responsibilities of the post at all times in accordance with Leisure United’s policies and procedures.
3. Ensure compliance with data protection in all matters.
4. Demonstrate a commitment to equality, diversity, and inclusion.

PERSON SPECIFICATION

QUALIFICATIONS

1. Ideally educated to HND/Degree level or equivalent experience in a community engagement, community sport or related role (Desirable)

KNOWLEDGE

1. An understanding of sports development and how it can be used for community benefit. (Essential).
2. An understanding of the inequalities and barriers that exist in supporting active lives across underrepresented communities, to include lower socio-economic groups, women and girls, people with a disability or long term health condition, and ethnically diverse communities. (Essential).
3. A knowledge of monitoring and evaluation processes, including how to creatively resolve issues that occur to ensure anticipated outcomes are achieved. (Essential).
4. A good understanding of social impact and passion for delivering positive social outcomes. (Essential).
5. Knowledge and awareness of the local, regional and national landscape and relevant strategies.

EXPERIENCE

1. A strong track record of working in partnership with a wide range of public, private and third sector organisations to deliver projects and programmes that support underrepresented communities. (Essential).
2. Experience of community engagement and working in a place to co-design sustainable participation programmes for sport, health and wellbeing and/or recreation. (Essential).
3. Experience in leading meetings and stakeholder groups and demonstrated ability working with internal and external colleagues to deliver projects and events. (Essential).
4. Experience using dashboards and software platforms to help monitor the progress and impact of a project or programme. (Desirable).

ESSENTIAL SKILLS AND ABILITIES

1. A passion for sport and physical activity and the role it can play in tackling inequalities and improving the health & wellbeing of communities.
2. A team player, with strong interpersonal skills who demonstrates passion and approaches all work in an enthusiastic way.
3. Ability to build credibility with local stakeholders from a variety of backgrounds, along with the ability to inspire and engage others.
4. Strong at problem solving with the ability to work creatively, think about alternative solutions and work with others to overcome barriers to delivery.

5. Ability to take the initiative and work independently.
6. Ability to understand and analyse different types of data, including health, participation/ usage, and finance information to help plan, identify issues and escalate potential risks.
7. Strong attention to detail and excellent time management.
8. Ability to provide respectful challenge and constructive feedback to colleagues and stakeholders and receive the same with a receptive, open-minded manner.
9. Willingness to travel across local and regional areas, including occasional national travel to all-team meetings.
10. A good level of proficiency in the use of Microsoft Teams, Outlook, Word, Excel and PowerPoint, with the appropriate level of IT competencies to learn new software and support the completion of tasks in a fast-paced environment. (Essential).
11. Flexible and adaptable and willing to support others at times when organisational priorities take precedence.
12. A commitment to fair play, with an understanding of and passion for equality, diversity, and inclusion (EDI).
13. Committed to self-development to support the growth of the Charity and requirements of the role.



WHY JOIN US?

We are a community of likeminded, passionate people who believe that everyone from every corner of the business can make a worthwhile impact. At Leisure United, you will be given the opportunity to achieve great things and gain tangible satisfaction by making a positive difference to our charity and the communities we serve.

REWARDS & BENEFITS

In addition to the agreed salary and holiday allowance, you will receive a company pension, comprehensive private medical health care cover, insurance benefits including death in service cover and lifestyle savings advice via our benefits portal, because we know that personal and financial stability is important. A performance related pay scheme is in place to reward people for great ideas, exemplifying our values and achieving our goals.

WELLBEING

Supporting the physical and emotional wellbeing of our colleagues really matters. That's why we provide access to GP and EAP healthcare support and free gym membership.

DEVELOPMENT

From initial onboarding, training and development needs are analysed and plans devised, with performance reviewed regularly. Your ideas and ambitions matter and we work hard to develop talent. We have a track record of promoting from within and supporting our people to grow and progress.

READY TO APPLY?

Send your CV and a covering letter highlighting your motivation for the post and indicating how your skills and experience meet the criteria for the role. to: hr@leisureunited.com
By midday on Thursday 9th January 2025.

All applications received will be short listed against the role requirements and person specification. Those most closely matching our requirements will be invited to take part in an online interview - currently scheduled for week commencing Monday 9th December 2024.

Thank you for the time you've taken in considering LU and your future career with us.



DATA PROTECTION

Information provided as part of your application will be used for the recruitment process. Any data about you will be held securely with access restricted to those involved in dealing with your application as part of the recruitment process.

If you are successful in your application, the information you provide during the application process will be retained by us as part of your employee file for the duration of your employment, plus 6 years following the end of your employment.

If you are unsuccessful at any stage of the process, we will retain your personal information for a period of six months after we have communicated to you our decision about whether to appoint you.

Please see the full Privacy Notice for job applicants for more information about how and why your personal data will be used, namely for the purposes of the recruitment exercise, plus your rights in relation to your data.

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www.leisureunited.com

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