Your Chance to Make a Difference in Berkshire

Physical Activity Managers and Physical Movement Activators—Recruitment Pack

New roles with Get Berkshire Active (GBA)
The County Sports & Physical Activity Partnership for Berkshire

Registered Charity No: 1150486

Contact: Nick West-Oram, Commissioning and Development Manager
nick.west-oram@getberkshireactive.org or on 07912178650
Hello and welcome to the Recruitment Information pack for Get Berkshire Active (GBA) the Sports & Physical Activity Partnership for Berkshire. We are recruiting for:

1. Senior Physical Activity Manager
2. Community Physical Activity Manager
3. Physical Movement Activator /s

I am delighted that you have an interest in physical activity, health and, more importantly, a desire to help influence its development and provision in Berkshire. Sport and Physical Activity (S&PA) play a vital role in individual health and well-being (social, emotional, physical and mental) and a significant role in keeping the nation healthy, preventing ill-health (and the associated costs the NHS and the social care budgets). S&PA develop positive individual traits such as physical robustness and mental resilience, they can help prevent social isolation and anti-social behaviour and, from an economic perspective, active people take less time off sick and are more productive.

If you would like to be a part of what GBA are doing then we would love to hear from you. I hope you find all the information you need in this pack but if you would like an informal discussion before applying please feel free to contact me on 07912178650.

Yours,

Nick West-Oram
What we do: GBA is a charity dedicated to delivering improved sporting and physical activity for all.

History: Get Berkshire Active is one of a national network of over 40 County Sports Partnerships across England. We were set up in August 2011 as a Company Limited by Guarantee becoming a Charity on the 14 January 2013; we have quickly and successfully established ourselves in the county with our key stakeholders including our primary funding partner – Sport England. We are now looking to expand the skills and contribution of the Board to take GBA’s work to the next level and take even more people on the journey to increased physical activity.

Vision: Get more people, more active, enjoying the benefits of more and better sport & physical activity in Berkshire.

Why? – some statistics:
- Half of women and a third of men in England are not sufficiently active to stay healthy
- Being inactive brings major health risks—depression, dementia, obesity, diabetes, heart disease, cancer and premature death
- Only 2% of inactive children become active adults
- Only 2 in 10 children aged 5-15 years meet the government recommendations for physical activity (21% boys & 16% girls)

Unique Value Proposition: We bring funding and expertise down from national sources to inspire, enhance, co-ordinate and deliver physical activity and sporting outcomes where they matter locally:
- Advocate the health and wellness benefits of physical activity to individuals, communities, workplaces and to key influencers
- Deliver national programmes to the needs of Berkshire
- Champion the power of sport to transform lives and strengthen community cohesion
- Support, encourage and develop local provision (with tools, training and delivery)
- Bring together disparate groups (including public bodies) and providers creating efficiencies and enhancing delivery
- Provide opportunities for matched funding making local money go further
OUR VALUES

- **Making a difference** – We focus our energy and resources on projects and programmes that make a tangible difference to the lives of Berkshire residents through sport and physical activity.
- **Innovation** – We challenge ourselves to do things in new and better ways.
- **Quality** – We deliver our services with quality at the forefront of our thinking and aim for the sporting experience of Berkshire residents to reflect that belief.
- **Inclusion** – We collaborate with organisations and individuals with an interest in sport and physical activity and develop productive two way relationships underpinned by professionalism, integrity and respect. We believe in removing the barriers to sport and physical activity for those who are under-represented.

**Berkshire** is a diverse and complex county. There is no county council but rather 6 unitary authorities: Slough, The Royal Borough of Windsor and Maidenhead, Bracknell Forest, Reading, Wokingham and West Berkshire. There are also 6 Public Health teams and 7 Clinical Commissioning Groups. The county ranges from very rural (West Berks) to urban and deprived areas in Reading and Slough. There are also areas of high wealth and the M4 corridor is home to some very large national and international corporate HQs.

**We need new skills and expertise from outside of sport to help us navigate the new physical activity environment**
DELIVERING SOCIAL CARE AND HEALTH OUTCOMES
Get Berkshire Active will be leading and also, in some cases, supporting a number of programmes over the next 3 years to provide services for older people and vulnerable adults across the county.

We will be providing these services on behalf of a range of local partners such as Adult Social Care, the Better Care Fund and Public Health (and others) with the aim of tackling a wide range of long term health conditions, social isolation, risks associated with reduced old age resilience and sedentary behaviour.

Remaining true to our core raison d’etre we will do this by offering adapted, appropriate, inspiring and high quality physical activities to selected target groups. We will also work closely with our key consortium partners in the voluntary sector to align our physical activity offer with their wide range of complementary services to ensure the maximum support and benefit for participants.

BEYOND SOCIAL CARE
Whilst these new positions will focus initially on implementation and delivery of the new programmes described above, our long term strategy is for this area of work to move towards supporting wider Health outcomes and in particular engaging local Clinical Commissioning Groups and Health and Wellbeing boards.

THE ROLES
GBA are recruiting for 3 separate roles:
1. Senior Physical Activity Manager
2. Community Physical Activity Manager
3. Physical Movement Activator /s

(See attached JD’s for more information)

These roles are principally focussed on working with older and vulnerable adults and therefore the successful candidates, particularly for the senior roles are likely to have a background in health and / or social care. This is less of a pre-requisite for the Physical Movement Activators however—and it is worth noting that the activator roles may work with young people from time-to-time also.

GBA seeks applicants with the skills, expertise, connections and tenacity to help us achieve our vision and to ensure we deliver an exceptional service in this new arena.
Appendix 1: Equality Data Profile

Equal Opportunities Monitoring

This form will be separated from the main application form prior to assessment and will not form part of the selection process. The data contained will be used solely for the purposes of monitoring the recruitment and selection processes of GBA

Ethnicity: (please tick relevant box)

<table>
<thead>
<tr>
<th>Asian/Asian British - Bangladesh</th>
<th>Black ‘Other’</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asian/Asian British - Indian</td>
<td>Chinese</td>
</tr>
<tr>
<td>Asian/Asian British - Pakistani</td>
<td>White British</td>
</tr>
<tr>
<td>Asian/Asian British - ‘Other’</td>
<td>White European – Western Europe</td>
</tr>
<tr>
<td>Black/Black British - African</td>
<td>White European – Eastern Europe</td>
</tr>
<tr>
<td>Black British</td>
<td>White Irish</td>
</tr>
<tr>
<td>Black/Black British - Caribbean</td>
<td>Other</td>
</tr>
</tbody>
</table>

If none of the above seem to ‘fit’ you, please write in your ethnicity:

…………………………………………

Gender:

<table>
<thead>
<tr>
<th>Male</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td></td>
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</table>

Disability:

Do you consider yourself to have a disability - this may include long term illnesses or mental health conditions?

<table>
<thead>
<tr>
<th>Yes</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>No</td>
<td></td>
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Please Specify……………………………………………………………………………………………………

We do not currently collect data on either sexuality or religion.
### Appendix 2: Example Partnership Specification

<table>
<thead>
<tr>
<th>Outcome</th>
<th>• Work with vulnerable adults to prevent social isolation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Locality</td>
<td>County wide</td>
</tr>
<tr>
<td>Groups</td>
<td>Learning disability, older people, mental health, physical disability</td>
</tr>
</tbody>
</table>
| Objectives    | • Provide meaningful Leisure and Recreational Activities, which include sport and exercise, healthy eating and promoting good mental health and wellbeing  
• Falls prevention  
• Ensure fair access from diverse members of the community  
• Provision could make use of outdoors  
• Share use of existing recreational facilities; i.e. allotment space  
• Promote and signpost to existing services |
| Performance and quality indicators | • Clear evidence of collaboration between CVS partners  
• Provide advice and information about different options  
• Customer satisfaction with the service  
• Number of service users who indicate they feel better able to manage isolation as a result of intervention of the Scheme  
• Service provides activities seven days a week including weekends  
• Sign-posting/referring as appropriate  
• Accessible using a number of routes (E.g. telephone, e-mail, referral)  
• Awareness of the service is raised amongst carers  
• Numbers of self-referrals to the service and source of referral  
• The services works with commissioners to adapt and improve services in response to priorities  
• Increasing uptake of physical activity  
• Number of individuals who indicate they are accessing community based services as a result of the service  
• Availability and accessibility of ‘Helpline’/information for potential users of the service  
• Number of people accessing the service  
• The service promotes good health, independence and self-care in the people being cared for  
• The service promotes resilience in its service users  
• The service is delivered flexibly to meet the changing needs  
• Service users that were not supported and brief reason.  
• The service is accessible to people from diverse groups  
• Customer satisfaction with the service  
• Compliments/complaints /Case studies |
PROGRAMME OUTLINE

Addresses Social Isolation Outcomes

[GBA Programme] engages older people in an innovative, community based physical activity intervention which will promote a more active lifestyle and provides physical, mental and social health benefits. The older population of Berkshire is growing and this project will help prevent the associated health problems that are likely to increase alongside this trend; for example, CHD, Type II Diabetes, Obesity, depression and some Cancers. This programme also helps to overcome issues related to social isolation and community involvement. Sessions can be adapted to deliver to a number of different target groups outside of the older population and therefore blocks of activity can be targeted on other vulnerable sections of the community also.

[GBA Programme] can be used as a preventative programme and activities can be adapted and promoted through a separate promotional campaign to attract younger adults at risk of developing long term health conditions. Alongside this the programme can also be delivered to the broader adult population – with specific blocks of activities targeted at specific demographics.

We will target those within the community who currently have poorer access to services with a scheme designed to help prevent admission/readmission to hospital, maintain/improve independence and help manage/improve long term conditions whilst reducing pressure on GP’s.

By providing a scheme which will help older / vulnerable people and others match their own interests with a community, group based opportunity thereby strengthening community connections and reducing social isolation and loneliness.

1. Community Activities

Community Based physical activity interventions designed to improve the physical, mental and social health of those over the age of 55 and to other vulnerable adults.

Objective

GBA will work with partner individuals and organisations, alongside direct delivery to provide 6 – 8 week long physical activity interventions within community settings. These outreach interventions will take place within a range of community settings. Where appropriate these interventions will link with existing programmes / groups, thereby improving its value and likely impact. Interventions will be delivered by qualified individuals in the particular activity. The programme of activities will be responsive to local demand / needs and adapted appropriately to the target group. Activities offered will be interesting, fun and above all provide choice for people.

The types of activities on offer will range from adapted, recreational versions of sports offering very low intensity exercise for the very sedentary, through progressive levels of intensity for those target groups who are more mobile / younger / fitter.

These sessions will provide, in addition to physical activity, a social environment for participants to meet one another, form friendships and encourage support networks to form.

Target

Multiple target groups can be targeted through multiple events every month as appropriate.
2. Training

Training Opportunities to upskill individuals in order to support the sustainability of the community based physical activity interventions.

Objective

GBA will organise training opportunities for individuals to upskill them so that they are able to sustain delivery of the community based physical activity interventions beyond the initial 6 – 8 weeks. This training will be open to community members (volunteers) or staff members from organisations based within the local community. Examples of possible training courses include; Walk Leader training, Table Tennis Activators course, a Level 1 UKCC in Badminton and ‘Sit Tall, Stand Strong’ and a range of other courses.

3. Kitbags

Distribution of ‘activity kit bags’ which will allow individuals to continue being active at home

Objective

Simple, small activity kit bags will be provided to selected individuals, which includes equipment such as; therabands, soft balls etc along with instructions on how to use the equipment safely and effectively to help improve physical health. These bags will largely be distributed to those engaged in the community based physical activity interventions, giving them the opportunity to continue being active at home or in social groups, but will also be available to individuals who are unable to participate in the community interventions. Instruction on how to make use of the kit is provided for participants through the community based sessions.

4. Community Engagement Events

Engagement events are a highly effective way to engage local communities and can be offered on different scales to suit the target group. The benefit of using events as an engagement tool is information can be conveyed to multiple people in one place, events create a sense of enthusiasm / motivation, help to build community cohesion and interest.

We can deliver events to specific target groups of people as identified by the lead partner. Our events can be adapted to suit the client group and may include providing low level, gentle activities, information, motivational speaking to small groups but can also include medium size events, up to large scale participation events.

Events will include a range of inspirational activities and information to encourage people to take their first step to become involved in ongoing programmes around physical activity.

GBA manage these events, delivering some elements internally whilst also bringing in partners to deliver specific elements. We will deliver within local community settings appropriate to the target group and will work with local partners to add value to existing social / community activities.
See attached Word Documents
APPLICATION PROCESS
Interested applicants are required to complete and submit the following documentation:

- A letter of application detailing why you wish to be considered for the position (no more than 2 sides A4)
- A CV detailing your skills and experience to meet the above criteria
- Equity data sheet (this will not be used as part of the assessment for Board member positions – see appendix 1)

Applications are to be submitted by e-mail to: nick.west-oram@getberkshireactive.org and copied to brett.nicholls@getberkshireactive.org

The closing date for applications is: 18th April 2016. Appointment discussions will take place during the week 25-29 April 2016

FURTHER INFORMATION

For an informal discussion about any of the roles, contact
Prior to April 4th: Brett Nicholls, CEO on 07912 178 654
After April 4th: Nick West-Oram, Commissioning and Development Manager
07912 178 650