

WHERE
CAREERS
THRIVE

When potential
is unlocked,
talent *thrives*



West
Northamptonshire
Council

Place Lead

Sport, Leisure and Culture Service

Place & Assets Directorate

Thank you for your interest in this role. Our vision at West Northamptonshire Council (WNC) is: 'to make West Northants a great place to live, work, visit and thrive'.

We truly stand by this and work hard every day to make this a reality, and at WNC it's about our people. People who thrive with ambition, bring new ideas, demand better ways of working, care about every detail, and who never shy away from a challenge.

Our culture is a gateway for new experiences. A place to forge new opportunities. To empower you in your career and unite you with like-minded people. When potential is unlocked, talent thrives.



West
Northamptonshire
Council

Purpose and impact:

Playing a major role towards the council's ambition to increase active lives by increasing the physical activity participation levels of the community through the development, co-ordination and promotion of a range of sporting and physical activity opportunities aimed at engaging with residents to promote physical and mental wellbeing.

The Place lead will provide dedicated leadership within Kings Heath and Spencer, applying a community development and place-based approach to support residents to shape, co-produce and lead solutions that increase physical activity and improve health and wellbeing. Working as part of the Sport England Place Partnership programme, the role will coordinate and deliver a diverse portfolio of community-led health and wellbeing workstreams, using a strengths-based approach to reduce inactivity and address inequalities experienced by priority groups.

Accountable to:

This role is accountable to the Parks and Active Lives Manager. The role sits within the Sport, Leisure and Culture Service, part of the Place and Assets Directorate in West Northamptonshire Council.

Responsibilities:

1. Programme Coordination & Delivery

- Coordinate and oversee place-based workstreams across Kings Heath and Spencer, focused on increasing physical activity and reducing inequalities for priority groups including children and young people, families, older adults and ethnically diverse communities.
- Lead the operational design, coordination and delivery of activities aligned to the Sport England Place Expansion delivery plan, providing regular progress, risk and performance reports to the Line Manager and the West Northamptonshire Place Partnership Operational Group.
- Ensure high-quality, inclusive and safe delivery across all activities, with appropriate staffing, resources and systems in place to support a positive participant experience.
- Maintain accurate and up-to-date records, risk assessments, monitoring and evaluation data, ensuring full compliance with safeguarding, health and safety, data protection and organisational policies.

2. Community Engagement & Co-Production

- Build and sustain trusted relationships with residents, community leaders, VCSE organisations and priority groups to understand local strengths, needs, barriers and motivations relating to physical activity.
- Enable and support community-led action and pathways into physical activity, test-and-learn initiatives and Place-based Action Plans that remove barriers and support sustained behaviour change.
- Act as a central connector and broker, aligning residents, partners, community groups and service providers to ensure activity is coordinated, responsive to local insight and evidence informed.

3. Partnership Development

- Work collaboratively with a wide range of partners, including NHS teams, community organisations, schools, leisure operators, businesses, Public Health, Communities teams, Northamptonshire Sport and wider system partners.
- Develop and maintain effective cross-sector partnerships to strengthen the physical activity, sport and healthy lifestyle system in West Northamptonshire, ensuring joined-up delivery and efficient use of resources.
- Align place-based activity with Local Area Partnerships and asset-based community development approaches to identify gaps in provision and coordinate short, medium and long-term solutions.

4. Workforce, Volunteers & Community Capacity Building

- Identify, support and develop local volunteers, leaders and community champions, assessing skills and development needs and enabling them to become effective community activators who can help mobilise and sustain active communities.

5. Insight, Learning & Impact

- Lead the collection and use of community insight, lived experience and local data, producing case studies, learning summaries and narrative reports that inform decision-making and strengthen place-based learning.
- Ensure all projects incorporate robust monitoring, evaluation and reflective learning, contributing to the WNC Active Lives Strategy and Sport England Place Partnership outcomes.

6. Advocacy, Communication & Promotion

- Act as a visible advocate and role model for the Place Partnership, championing the physical, mental and social benefits of being active.
- Raise awareness of local, accessible and enjoyable physical activity opportunities, promoting consistent health and wellbeing messages across the community.

7. Ways of Working & Personal Conduct

- Embed inclusive ways of working, proactively identifying and removing barriers for underrepresented and vulnerable groups.
- Use Microsoft 365 and council systems effectively to work efficiently, collaborate with others and manage information safely, including storing, sharing and handling data securely in line with council policies.
- Actively challenge and seek to eliminate any directly or indirectly discriminatory practice or behaviours.
- Demonstrate awareness and understanding of other people's behavioural, physical, social and welfare need and ensure that reasonable care is taken at all times for the health, safety and welfare of yourself and other persons.
- This job description reflects the major tasks to be carried out by the post holder and identifies a level of responsibility at which they will be required to work. In the interests of effective working, the major tasks may be reviewed from time to time to reflect changing needs and circumstances. Such reviews and any consequential changes will be carried out in consultation with the post holder.

Person specification:

The requirements for the role are outlined below and will be part of the selection process. Each of the criteria listed below will be measured by:

(A) Application Form, **(T)** Test, **(I)** Interview, **(P)** Presentation, **(D)** Documentation.

Where digital skills are an important part of the role, candidates may be asked to complete a separate task or assessment to demonstrate their ability to use Microsoft 365 and other relevant systems

Skills and abilities:	Essential / Desirable	Measured by
To have strong people and verbal communication skills	E	I, P
Effective written communication skills enabling completion of a variety of forms, write accurate and concise reports and evaluate sessions	E	I
To have strong mediation and networking skills	E	I
To have the ability to inspire, enthuse and encourage West Northamptonshire residents	E	I
To have the ability to lead by example and to embrace change	E	I
To demonstrate confidence and resilience to deal with changing demands	D	I
To have the ability to resolve difficult and complex situations, professionally, tactfully and diplomatically	D	I
Passionate about improving the health and wellbeing of our residents.	E	I
Ability to work on own initiative and as part of a team, including multi-agency teams	E	A, I
Ability to meet deadlines whilst maintaining the highest standards of quality	E	A, I
Digital Skills: Working knowledge of Microsoft 365, including Outlook, Teams, Word, Excel, PowerPoint, CoPilot, OneDrive and SharePoint, with the ability and willingness to use these tools confidently and effectively in day-to-day work.	E	A, I
Information & Data Handling: Able to handle information responsibly, store records securely, share data appropriately and follow council policies and procedures on data protection, records management and information security.	E	A, I

Knowledge:	Essential / Desirable	Measured by
The national and local context on the role sport and physical activity plays in respect of improved health and wellbeing.	D	A, I
The structures and workings of Active Partnerships, Health (Public Health, Primary/Secondary Care, Integrate Care Systems) and Sports National Governing Bodies	D	A, I

Awareness and understanding of the wider agenda issues as they relate to sport and physical activity.	D	A, I
Knowledge and understanding of co-production for local community focussed physical activity interventions.	D	A, I
Health and safety in relation to the safe delivery of activities	E	A, I
Knowledge and application of behaviour change techniques / Making Every Contact Count / Motivational Interviewing.	D	A, I

Relevant experience:	Essential / Desirable	Measured by
Proven experience of working in partnership with a broad range of organisations to deliver Sport, Physical Activity, and Health programmes.	E	A, I
Successfully designing and delivering physical activity/health /sport/community projects/initiatives/programmes.	E	A, I
Delivering sports and/or physical activity programmes to underrepresented groups / communities to tackle inequalities	E	A, I
Working with local community organisations, community leaders, members of the public to co-design physical activity interventions.	E	A, I
Supporting and mentoring staff and volunteers.	D	A
Demonstrating a proven track record of success in a related sport, physical activity and/or health environment.	D	A, I

Education, training and work qualifications:	Essential / Desirable	Measured by
Holder of, or willing to gain basic First Aid Qualification	E	A, D
Fitness or sports coaching qualification/s	D	A, D
To demonstrate a willingness to undergo relevant training and a commitment to continuous professional development	E	I

All appointments are subject to standard pre-employment screening. This will include identity, references, proof of right to work in the UK, medical clearance and verification of certificates.

Additional pre-employment checks specific to this role include :

- Enhanced DBS

Day-to-day in the role:

Job family and salary band:	Community & Inclusion WNC Band 4	Worker type:	Part-flexible
People management responsibility:	None	Budget responsibility:	None

Current pay scales and other benefits are published on the [Jobs and Careers](#) section of West Northamptonshire Council's internet.

Working conditions & how we work:

- Must be prepared and able to work outside normal office hours (including evenings and weekends should it be required by the post).
- Must have access to transport as work will be across West Northamptonshire.

Our organisational values and behaviours:

Everything we want to achieve for West Northants depends on having the right people in place and doing the right things and we want all colleagues to THRIVE, both personally and professionally. Our values and our behaviours framework underpin how we work and what partners and customers can expect from us. We want to do our very best for our residents, service users and businesses and for our staff – we want everyone to THRIVE.

T	Trust	We are honest, fair, transparent and accountable. We can be trusted to do what we say we will.
H	High Performing	we get the basics right and what we do, we do well. We manage our business efficiently.
R	Respect	we respect each other and our customers in a diverse, professional and supportive environment.
I	Innovate	we encourage curiosity, we are creative and seize opportunities to grow individually as an organisation and as an area.
V	Value	We continually strive for best practice and ways of improving existing procedures, practices and systems and thereby promoting efficiency and cost effectiveness
E	Empower	we believe in people, will listen, learn and trust them to make decisions. We help people to realise their ambitions.

WNC values colleagues as individuals and encompasses our different perspectives to deliver our collective ambitions. One West inclusive culture.

Should you require this document in another format or language, please contact:
Careers@westnorthants.gov.uk

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Choose a career that offers you a true sense of achievement, fills you with pride and challenges you in a positive way, everyday.

The benefits of a career at WNC include:

- **People** are at the centre of everything we do. Without our people, we wouldn't be able to deliver services to the people in our community.
- **Ambition** runs through everything we do at West Northants Council, we nurture and develop our people's ambition and willingness to succeed, to continually improve the service we provide to the community.
- **Care** is at the heart of West Northants Council, we care in so many ways; seen and unseen, helping our colleagues and community to thrive.
- **Flexibility** is key, we know work-life balance is critical to wellbeing, so we work hard to make sure our benefits package promotes and improves wellbeing; from annual leave, sick pay, family leave and flexible working, financial security offered by a local government pension scheme and life assurance, and discount schemes which make a difference to your day-to-day life, through to employee helplines offering free legal, health, financial and wellbeing advice and support.

We want you to have balance and be happy.

