



<b>JOB TITLE:</b>	Physical Activity Framework Development Manager		
<b>GRADE:</b>	G11	<b>SERVICE AREA:</b>	Public Health
<b>JOB CODE:</b>	ASC155PHYSG11		
<b>REPORTS TO:</b>	Senior Public Health Development Manager	<b>LOCATION:</b>	Walsall Council, Civic Centre, Darwall Street Walsall
<b>SPECIAL CONDITIONS:</b>	<p>Reasonable requests for overtime and evening working, including weekends may be required.</p> <p>Walsall Council is committed to supporting applications for flexible working from individual staff members. This might include job sharing opportunities and flexible start and finish times. Applications for part time working will be considered based on the department's ability to deliver efficient customer service and coverage of key roles within business hours. Applications will be considered on a case-by-case basis.</p> <p>The nature of this post is such that there may be a requirement to visit other locations in the course of their duties and therefore a casual car users' allowance will be applicable.</p>		

*At Walsall Council, we believe that people are at the heart of everything we do. In our work, the way we listen and respond to our customers and colleagues will determine the way we grow and bring Council's vision to life. To succeed, we must push the boundaries of customer service and added value - outstanding is the new standard and the new routine. Using evidence-based insight into solving problems, managers will create an environment that provides opportunities for all individuals and communities to fulfil their potential. As leaders of people, managers will:*

- *Work collaboratively to develop strong working relationships and provide a bridge between the council and the communities it serves;*
- *Embrace change and strive for improvement continuously;*
- *Provide value for money to ensure services are delivered in a timely fashion, combining sustainability with quality;*
- *Challenge the status quo, enable and empower, act with integrity.*
- *Together, they will deliver services that the people of Walsall will be proud of.*

### **1. Corporate duties and accountabilities:**

- The post holder will comply with and promote the Council's Health, Wellbeing and Safety at Work policies and ensure these are implemented effectively within their areas of responsibility.
- A priority for the Council is the protection of vulnerable people, ensuring they are able to live as independently as possible. The post-holder will promote and engage with Council's

responsibility to safeguard the welfare of children, young people and adults, and protect their right to be safe from harm.

- Through personal commitment and clear action, the post-holder will promote the Council's employment policies, with particular reference to diversity, equality of access and treatment in employment, service delivery and community involvement. To support/develop a working culture within these services that reflects the corporate vision.
- Ensure that the services provided aligned to the Council strategy, vision, aims, objectives, priorities and continuous improvement programme and play their part in achieving these. This includes compliance with Standing Orders, Financial Regulations, Code of Conduct and the Councils Policies and Procedures.
- This job description sets out a summary of the duties and accountabilities of the role. It is not intended to be exhaustive.

## **2. Main purpose of the job role:**

The post holder is responsible for developing an ambitious plan for physical activity in Walsall. This will be through the development of a physical activity framework to establish comprehensive and collective action across partners to increase physical activity in Walsall.

The framework will:

- Understand and better connect the system that shapes how residents live and their levels of physical activity
- help co-ordinate and build upon existing assets (e.g. facilities, transport network, communities, workforce including volunteers and coaches, communications)
- develop and understand community insight better connect the system that shapes how residents live
- identify priorities and intended direction of travel
- provide a consistent approach to monitoring sustained participation

There will be a requirement to develop an action plan, complimentary to the framework, which could be aligned to future funding opportunities and resource alignment. This will include co-ordinating relevant funding applications (e.g. Sport England Place Based Investment), influencing partners to allocate resources accordingly and streamlining of relevant projects to ensure greater efficiencies and improved physical activity outcomes.

The role involves developing and maintaining effective partnerships across the physical activity system (including statutory, voluntary, private, and independent sectors) ensuring stakeholder input into development of the framework and cross-sector ownership of the action plan. Robust governance structures will be implemented including development of a regular steering group.

The post holder is responsible for providing specialist advice and expertise on the development and delivery of strategy, policy, and practice, with particular emphasis on a broad range of physical activities (e.g. active travel, sport)

The post holder will be a member of Public Health and will be expected to support the development of the health inequalities agenda in Walsall. The post holder will promote the

Council's Health and Safety at Work policies and ensure these are implemented effectively within his/her areas of responsibility.

### **3. Role specific duties and accountabilities:**

In the first instance the post holder will be responsible for the following:

- The successful design, solution and management of complex, interdependent transformation programmes across the physical activity system within Walsall. Including a range of stakeholders (see section 4)
- Co-ordinate and build upon existing assets (e.g. facilities, transport network, communities, workforce including volunteers and coaches, communications)
- Exploring and developing links with other partners across the borough and region to incorporate best practice into programme development projects.
- Producing reports and feedback in line with robust Governance structure (e.g. Health and Wellbeing Board, Walsall Economic Board, Council / Cabinet and other directorates / service areas as appropriate)
- Implementation of project management methodologies, such as Prince 2

Other responsibilities include:

### **POLICY AND STRATEGY DEVELOPMENT AND IMPLEMENTATION**

- To provide specialist support, advice and expertise on physical activity improvement policy and practice to individuals and organisations across all sectors, ensuring evidence-based action to better connect the physical activity system in Walsall.
- Lead the development of a physical activity framework and support the development of related programmes and policies.
- Monitor and support the evaluation of national and local policy for their impact on health and well-being at a local level.
- Provide advice and support on the development and implementation of local policies and programmes relating to their programme area.
- Maintain strong relationships with system partners including statutory, voluntary, private, and independent sectors - ensuring stakeholder input into development of the framework and cross-sector ownership of the action plan, through attendance at the steering group.
- Develop and understand community insight better to connect the system that shapes how actively residents live their lives.

### **STRATEGIC LEADERSHIP FOR PHYSICAL ACTIVITY**

- To contribute to the development of physical activity capacity and networks
- Provide specialist support to internal (council) and external services and community partners, to co-ordinate and build upon existing physical activity related assets (e.g. facilities, transport network, communities, workforce including volunteers and coaches, communication)
- Lead the delivery of a physical activity framework that will enable a coherent and co-ordinated approach to physical activity in Walsall.
- Report regularly on project progress via agreed governance structures.
- Produce a range of recommended development opportunities which can align to existing and future resource opportunities.

### **COLLABORATIVE WORKING FOR PHYSICAL ACTIVITY**

- To identify develop, maintain and lead partnerships with organisations to promote the development of physical activity within Walsall.

- Develop and sustain partnership work that spans organisational and professional boundaries including local authorities, NHS organisations, voluntary organisations and independent sector, to integrate physical activity into broader agendas for a more collaborative, open and flexible approaches.
- Develop a steering group for the work, with representation from partners across the physical activity system.
- Undertake assessment of training needs with key partners in relation to different system areas.

### **SURVEILLANCE & ASSESSMENT OF THE PHYSICAL ACTIVITY SYSTEM**

- To contribute to the regular assessment and identification of physical activity needs and priorities
- Collect, analyse, interpret and disseminate a wide range of information on physical activity and relevant programme areas.
- Develop and implement tools and methods to collect information from local communities on physical activity needs and priorities, to better connect the system to residents' needs.
- Provide a consistent approach to monitoring sustained participation.
- Develop and manage communications to key stakeholders.
- Provide summary reports and other auditable documentation in line with agreed milestones and governance structures.

### **DEVELOPMENT AND RESOURCING OF FUTURE PHYSICAL ACTIVITY POLICY AND PRACTICE**

- To develop, secure investment and evaluate a range of physical activity improvement programmes as identified through the physical activity framework.
- Provide specialist advice to inform the planning, commissioning or securing strategic investment opportunities across organisation boundaries.
- Develop policies for implementation of specialist programme areas delivery across Walsall.
- Develop plans for performance monitoring and service improvement in relevant programme area.

### **PROMOTING AND PROTECTING THE POPULATION'S HEALTH AND WELL-BEING**

- To ensure the prevention/promotion agenda is in the forefront of key strategies and programmes that impact on the long-term health and well-being of the population.
- Contribute to multi-agency strategic and operational plans to support physical activity programme delivery.
- Contribute to multi-agency partnerships, to ensure programme implementation and evaluation.
- Proactively and reactively communicate a range of clear and concise messages to the media for the promotion of physical activity.
- Implement and evaluate national and local campaigns at a local level.

### **WORKING WITH AND FOR COMMUNITIES**

- To support the planning and development of the existing community assets in the local physical activity system to promote active choices.
- Enable groups, communities, and organisations to better connect the local physical activity system through specialist advice and support.
- Provide specialist advice, training and support to enable others to actively engage with targeted communities to improve their services or opportunities that can be provided.
- Advocate at a strategic level for the wellbeing of communities and vulnerable groups

## **DEVELOPMENT OF QUALITY AND RISK MANAGEMENT WITHIN AN EVALUATIVE CULTURE**

- To develop capacity for impact assessment and evaluation of strategies, policies and programmes
- Maintain knowledge of theory and practice in physical activity and health improvement and identify opportunities for local implementation.
- Support the audit, monitoring and evaluation of the quality and effectiveness of service provision.
- Support the development of a culture of continuous quality improvement within the services the jobholder is supporting, providing advice and encouragement for the implementation and monitoring of quality policies, standards.
- To promote the development and implementation of new ways of working and modernised service delivery, including the use of e-working
- Ensuring that appropriate governance and stakeholder management is implemented to support the decision-making responsibilities of the programme and project sponsors and executives with risk management embedded in all programmes.

## **RESEARCH AND DEVELOPMENT**

- To support relevant research activities and collaborative projects
- Undertake or oversee audits and surveys related to the programme area.
- Identify the need for research that will inform the development of planning and programme / service development.
- Implement research findings and evidence into programme planning and practice.

## **RESOURCES**

- Manage any relevant delegated budgets where appropriate in line with their strategic intent, in compliance with Standing Orders and Financial Regulations.
- Manage the effective planning, deployment and control of the resources within the defined programme of work so as to enable the achievement of agreed targets, objectives and standards.

## **FLEXIBILITY**

The content of this job description represents an outline of the post only and is therefore not a precise catalogue of duties and responsibilities.

The job description is therefore intended to be flexible and the post holder may be required from time to time to carry out other reasonable requests and duties as required, consistent with the responsibilities of the grade.

## **JOB DESIGN AND REVIEW**

This job description outlines current duties and responsibilities; however it is subject to review and amendment in the light of emerging priorities and organisational development, following consultation with the post holder and as part of the annual Individual Performance Review.

Any proposed changes will normally be discussed fully with the post holder and confirmed via the issue of an updated job description.

## **CONFIDENTIALITY AND DATA PROTECTION**

All staff who have access to personal data in relation to patients or staff will be aware of their responsibilities under the Data Protection Act 1998 and will abide by the eight principles of that Act. Any breach of the Act could result in disciplinary action being taken and criminal charges being brought against the individual who has breached the Act. All employees of Walsall Council are

required to maintain the confidentiality of members of the public (patients, well women and service users etc.) and members of staff in accordance with Walsall Council policies.

## **HEALTH AND SAFETY**

Individual employees of Walsall Council and other employees contracted to work on the Council's premises have an equal responsibility, along with managers and supervisors, for maintaining safe working practices for the health and safety of themselves and other persons who may be affected by their acts or omissions at work.

All employees must adhere to their duties under the Health and Safety at Work Act 1974 and other associated safety legislation, including all new Health & Safety Regulations. In addition, employees must comply with all the Walsall Council's policies relating to Health & Safety and Risk Management to secure a safe workplace and will draw management's attention to any deficiencies and/or hazards, which might prove detrimental to themselves or others.

There is a general responsibility for employees to act sensibly and reasonably and attend mandatory health and safety training sessions.

## **SUPERVISION**

Where the appropriate professional organisation details a requirement in relation to supervision, it is the responsibility of the post holder to ensure compliance with this requirement. If you are in any doubt about the existence of such a requirement speak to your manager.

## **DIVERSITY**

All staff through personal example, open commitment and clear action, should ensure that diversity is positively valued, resulting in equal access and treatment in employment, service delivery and external communications. To be familiar with, actively promote and work within, the spirit of the councils Equal Opportunities policy always.

## **PUBLIC INVOLVEMENT**

All staff members will need to ensure that service users and members of the public are actively engaged (using a variety of methods) in appropriate service delivery, service development and decision making within their service. Determination of these responsibilities should be in conjunction with your line manager and delivered accordingly.

## **POLICIES AND PROCEDURES**

All staff will familiarise themselves with Walsall Council policies, procedures and protocols relating to their service and work within guidelines at all times.

Staff have a major role in suggesting and implementing improvements to services and in exercising professional responsibility for both themselves and their peers within an open 'no-blame' culture.

## **RISK MANAGEMENT**

It is a standard element of the role and responsibility of all staff of Walsall Council that they fulfil a proactive role towards the management of risk in all of their actions. This entails the risk assessment of all situations, the taking of appropriate actions and reporting of all incidents, near misses and hazards.

## **4. Key Stakeholders and reporting lines**

Stakeholders are from across the physical activity system and include (list is not exhaustive):

- Leisure and Recreation
  - Parks and Greenspaces
  - Transport
  - Regeneration
  - Planning
  - Local Communities including public and voluntary sector
  - Workplace
  - Education
  - Primary and Secondary care
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- Line management is through the Senior Public Health Development Manager.
  - Strategic oversight of the Public Health Service is the responsibility of the Public Health Senior Leadership Team
  - Project Governance will be developed at the outset of the project



JOB TITLE: Physical Activity Framework Development Manager	GRADE: G11	
Using the Job Description consider what essential behaviours, abilities and knowledge are required by a person to perform each of the main activities and accountabilities of the job safely and effectively.	Indicate when Assessment is possible: at Application form =A interview=I both=A/I test = T	<b>WEIGHT CODE</b> shows relative importance Low=1 Medium=2 High=3
<b>Behaviours:</b>		
<b>Professionalism</b> - Actively seek ways to prevent over-complication or confusion of service delivery through innovation, being open to change and the removal of barriers including challenging negative behaviours.	S/I	3
<b>Leadership</b> - Leads by example, optimising those resources allocated, Communicates clearly taking account and welcoming feedback. Takes a positive and resilient approach to change understanding the longer-term vision of the Council and/or service areas.	S/I	3
<b>Accountability</b> - Adopt a 'can do' attitude in the work that I deliver taking accountability for my own performance and development and responsibility for my actions and decisions. I will demonstrate inclusivity and promote the values of diversity and equality.	S/I	3
<b>Transparency</b> - Work with others to reach a common goal; sharing information, supporting colleagues and searching out expertise and solutions from relevant partners and/or communities we serve.	S/I	3
<b>Ethical</b> - Aware of own impact on others through valuing openness, treating everyone with respect and listening carefully to understand the views of others in order to build trust.	S/I	3
<b>Abilities/Skills:</b>		
Demonstrate specialist knowledge of programme management (particularly physical activity) including large scale change programme methodologies.	S/I	3
Communicates with people; shows confidence and credibility; relates well to others; promotes fairness and equity	S/I	3
Achieves outcomes for customers and communities; is customer and outcome focussed; strives for continuous improvement	S/I	3
Uses initiative, is innovative and drives through change; is change orientated; displays creative thinking	S/I	2
Manages resources and plans for high performance to gain the maximum benefit; displays sound financial management, plans ahead and demonstrates breadth of thinking	S/I	3
Develops effective partnerships and responds to external pressures; works well with others, demonstrates an external focus	S/I	3
Is politically aware and understands how the organisation works	S/I	2
Demonstrates an ability to undertake desk-based research including gathering, interpreting, analysing and effectively presenting conclusions and recommendations	S/I	3
Demonstrates effective communication skills, both written and verbal, to engage with a wide range of audiences from community members to Directors / Senior Managers in varied multi agency settings	S/I	3



Demonstrates an ability to use IT software to word process, email and access the internet	S	3
Demonstrates an ability to engage community organisations and understand community need.	S/I	2
Demonstrates effective organisational skills and is able to work unsupervised, and to plan and prioritise a complex workload and work effectively under pressure	S/I	3
Demonstrates an ability to work as part of a multidisciplinary team, valuing the contribution of other groups	S/I	3
Demonstrates an ability to think creatively, introduce innovative ideas and be proactive	S/I	3
Demonstrates self-motivation, enthusiasm and ability to motivate others	S/I	3
Demonstrates an ability to be diplomatic, sensitive and to respect/maintain confidentiality at all times	I	3
<b>Knowledge/Experience:</b> specify type, level and qualitative (not quantitative required); if any.		
Has knowledge of the principles of public health, theory and practice as well as a working knowledge of health and other systems including government policy	S/I	3
Demonstrates experience of identifying key stakeholders and developing effective relationships of working in the public sector	S/I	3
Demonstrates substantial experience of influencing policy and practice and managing change and influencing other professionals and organisations to improve services for the public	S/I	2
Demonstrates experience of coordinating stakeholders to deliver projects effectively	S/I	3
Demonstrates experience of leading successful large scale external funding applications	S/I	3
Has substantial experience in project management, including budgeting, needs assessment, monitoring and evaluation	S/I	3
Experience in working within a physical activity related sector	S/I	3
Evidence of working collaboratively to deliver shared outcomes	S/I	3
Evidence of using reporting tools to monitor programme activities and analyse project performance, plans, milestones, budgets and risks	S/I	3
Evidence of continuous professional development	S/I	3
<b>Qualification:</b> Specify any qualifications that are a minimum requirement, please include any equivalent qualifications that would be deemed acceptable or if this can be obtained through on the job experience.		
Bachelor's degree in relevant field (e.g. Sport / Leisure / Health Improvement)	S	3
Training or experience in Prince 2 or equivalent level of specialist knowledge	S	2
<b>Other Essential Requirements</b>		
An awareness of, and commitment to, equality of opportunity	I	3
Awareness of, and commitment to, confidentiality and handling data	I	3
Has the ability to travel frequently throughout the working day across the Borough	S/I	3
Is willing and able to work outside of core office hours in order to meet the needs of the service	S/I	3

Has the ability to work flexibly in order to meet the needs of the service and work on a variety of topics according to the requirements of the Directorate		S/I	3
<b>Prepared by:</b>	Joe Holding	<b>Date:24/05/2024</b>	