



**LONDON BOROUGH OF MERTON**  
**ENVIRONMENT AND REGENERATION DEPARTMENT**  
**JOB DESCRIPTION**

**POST TITLE:** Leisure & Culture Development Manager

**Grade:** MG2

**DIVISION/SECTION:** Sustainable Communities Division  
Leisure & Culture Development Team

**Location:** Civic Centre

**Responsible to:** Head of Sustainable Communities

**Responsible for:** Lead for Council on Leisure & Arts contracts, commissions and externally funded projects; events of international importance - Olympic & Paralympics Games; Queen's Diamond Jubilee. Advising the Chief Executive, Directors, Leader and Members of Council. Managing the operation of Culture & Sport Services. Responsible for health & safety; equal opportunities; customer care and information technology requirements in delivery of these services.

**Post number:** E110

**Date:** 21 April 2011

## **Overview**

A healthy lifestyle and a good quality of life are the aspirations that inform the work of leisure services. The overriding focus for the Leisure and Culture Development Manager (L&CDM) is to develop, enable and promote sport, the arts, active recreation and physical activity seeking to improve the local population's cultural, aesthetic and active lifestyles through strong partnership working with statutory and voluntary sector partners.

Most visibly, the L&CDM will lead, co-ordinate and deliver the Council's contribution to the London 2012 Olympic & Paralympics Games and Queen's Diamond Jubilee and act proactively to enable the community to involve themselves in cultural, artistic, sport and

active recreation as part of an active and healthy lifestyle. This will involve initiating and maintaining significant creative partnerships with statutory and voluntary sector partners and colleagues in Greenspaces as well as other relevant Council departments.

The management of 17 directly employed staff including 8 direct reports and numerous volunteers and casual staff based across the borough; annual budgets of approximately £5m including responsibility for Leisure Centres & New Wimbledon Theatre contracts.

## **MAIN PURPOSE**

- 1) To be the strategic policy lead for Culture & Sports Services, keeping abreast of developments for leisure & cultural services sectors both in local government and in other sectors. To provide advice to the Council, Cabinet, Scrutiny Panels, Members, Chief Executive, Corporate Management Team (CMT), E & R Department Management Team and key managers across the authority on all issues relating to Leisure & Culture.
- 2) Lead, develop, manage and implement proactive service improvements in line with Council strategies, policies and plans, across a range of initiatives, products and programmes. Set and monitor benchmarks, performance indicators, etc. Deliver VFM and best practice, whilst meeting the needs of the diverse community and addressing local and national agendas as well as complying with operational legislation.
- 3) To be the strategic lead and the Council's first point of contact for the London 2012 Olympic & Paralympics Games and Queen's Diamond Jubilee advising Leader, Chief Executive, Members, service Directors and engaging with key agencies nationally, regionally and locally. Manage cross party working groups as required.
- 4) To be responsible for 5 south-west boroughs (South Zone - Borough Group Support Unit) in the effective delivery of C3 arrangements across the zone for the London 2012 Olympic emergency planning function.
- 5) To manage the Wimbledon Park Watersports Centre in accordance with the Outdoor Adventure and Licensing Act.
- 6) Lead on the Leisure Centre and New Wimbledon Theatre Contracts and other key contracts, leases, licences and service level agreements within the scope of this service team.
- 7) To create, develop and lead strategic partnerships to deliver on local, regional and national initiatives which deliver improved cultural & sports opportunities in the borough (e.g. the Hub; BMX track; Polka Theatre, etc)
- 8) To deliver the commercialisation of services by providing an entrepreneurial approach to delivering services that actively seeks:
  - to secure external finance,
  - section 106 finance,
  - finance via the Local Area Agreement framework.
  - to increase income that delivers net surpluses,
  - to deliver inward investment for the borough

- 9) Represent the Director and Chief Executive at strategic meetings with national and regional bodies as required. Including, but not limited to, matters relating to London 2012 Games; Queen's Diamond Jubilee; Culture; Sport and Arts. Deputise for the Director and Head of Sustainable Communities when required.
- 10) To provide strategic leadership and significantly contribute for the development of communication and marketing for the Leisure and Cultural Service to deliver the following (which is not exhaustive but gives an indication of areas of responsibility):
  - I. Arts Development,
  - II. New Wimbledon Theatre contract
  - III. Leisure Development
  - IV. Leisure Centres contract
  - V. Watersports Centre
  - VI. Public Halls
  - VII. Leisure Support Services,
  - VIII. Client Services,
  - IX. Facilities bookings
  - X. Leisure support
- 11) To provide effective leadership in accordance with the Council's leadership behaviours. To lead and manage, by deploying resources, motivating staff, undertaking staff appraisals, and taking responsibility for staff training in accordance with the Council's HR procedures.
- 12) To manage the capital and revenue budgets in accordance with the Council's objectives, benchmarks, performance indicators, core values, environmental policy, standing orders and financial regulations. To give advice to outside groups on preparing bids for external funding, facilitate the application process and mentor partners during the implementation of the award, once obtained.
- 13) To produce specifications, tenders and contract documents and manage contractors on behalf of the Council. Lead and manage the procurement processes including making recommendations to Council Committees and CMT on suitable contractors. Liaise with contractors of all kinds, franchisees, statutory providers and event organisers.
- 14) Deal with all enquiries, comments and complaints from MP's, Councillors, friends groups and the community.
- 15) Be available to carry out such other duties as may be required by the Head of Sustainable Communities, which are consistent with the grade and scope of the post, as and when required.