



# APPOINTMENTS AND STAFFING COMMITTEE

17<sup>th</sup> January 2024

Wednesday, 24th January, 2024, 6.00 pm in Town Hall, Market Street, Tamworth

## SUPPLEMENT – ADDITIONAL DOCUMENTS

Further to the Agenda and Papers for the above meeting, previously circulated, please find attached the following further information, which was not available when the agenda was issued:

### Agenda No. Item

6. **Appointment of a temporary Active Wellbeing Project Officer post & Active Wellbeing Engagement Officer (Pages 3 - 10)**  
*(Report of the Assistant Director, Environment, Culture and Wellbeing)*

Yours faithfully

A handwritten signature in black ink, consisting of stylized initials and a long horizontal line extending to the right.

Chief Executive

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To Councillors: P Turner, D Cook, S Daniels, C Dean and T Jay.

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**Wednesday, 24 January 2024**

**Report of the Assistant Director Environment, Culture and Wellbeing**

**Appointment of a temporary Active Wellbeing Project Officer post & Active Wellbeing Engagement Officer**

**Exempt Information**

None

**Purpose**

This report is to request permission from the Committee to create two temporary posts. The first post being a fixed term one-year temporary Active Wellbeing Project Officer and the second, a fixed term two-year temporary Active Wellbeing Engagement Officer post. The Project Officer post is funded via the UK Shared Prosperity Fund to increase levels of participation in sports and recreational activities and to improve the perception and number of users of facilities in the borough. The Engagement Officer post is funded via the Contain Outbreak Management Fund to improve and provide additional physically activity & wellbeing provision for the residents of Tamworth. Both posts will be instrumental in helping to address health inequity in the borough.

**Recommendations**

It is recommended that the committee consider the content of this report and agree to:

1. Appoint a one-year fixed term Active Wellbeing Project Officer.
2. Appoint a two-year fixed term Active Wellbeing Engagement Officer.

**Executive Summary**

The above posts will help to address low physical activity rates and high overweight & obesity rates in the borough. Tamworth would benefit from a concentrated effort to improve the health status of its residents. 1 in 3 children in Tamworth are active for less than 30 minutes a day and prevalence of excess weight in reception children is statistically higher than national rates in Glascote (29%) and Stonydelph (32%). In year 6 the percentage of children with excess weight is statistically higher than national rates in Glascote (42%). Although no wards are statistically higher than national obesity rates, it is highest in Glascote (25.6%) and Amington (23.2%). 1 in 4 adults in Tamworth are active for less than 30 minutes per week against the recommended 150 minutes per week recommended by the Chief Medical Officer. Increasing physical activity in children will develop movement skills, muscular fitness, and bone strength, whilst increasing adult activity will improve or maintain muscle strength, balance and flexibility helping to prevent falls in later life, maintain bone health along with helping to prevent overweight and inactivity related conditions such as diabetes, hypertension and certain types of cancer. There is also an intrinsic link between people being physically active and improvements this can bring to an individual's mental wellbeing.

The Active Wellbeing Project Officer will work in conjunction with local sports clubs and physical activity providers focussing on the outcome of bringing new users to facilities – a focus will be placed on new groups on the artificial grass pitch at Anker Valley, turning Anker Valley into a community hub for physical activity, with a focus on activities for women and

girls, disability groups, mental health service users, the physically inactive and those with underlying health conditions. Focus will also be placed on increasing the online presence of local clubs through online booking systems and social media presence to help increase users and club membership levels, helping to create new teams and leagues in the process. In order to help improve the perception of local facilities the Project Officer will identify & support local clubs to apply for appropriate funding helping to leave a legacy and long-term benefit of the project.

The Active Wellbeing Engagement Officer role will enable the provision of free fruit and vegetables, smoothies, health screening (such as blood pressure & body composition analysis) & physical activity opportunities, for example group exercise classes, walking football, cricket, netball, walking schemes, lead cycle rides, couch to 5k, and unique sessions such as silent discos & silent yoga sessions. Sessions will be delivered free of charge for initial engagement, with nominal charges moving forward to aid sustainability; with gradual training of volunteers to allow the sustained longevity of the project. The project will provide a collaborative and holistic approach to helping break down the barriers to taking positive steps to improve health risk factors and help to remove the cost barriers and provide a mobile service where appropriate to engage communities not currently engaged.

Following Job Evaluation both posts were graded at E. When appointed at the bottom of the scale this equates to £39,520 from 2024/25 including employer's oncosts. When considering the impact of an increment and the budgeted pay award for 2025/26, this means that the cost for the Project officer post is £39,520 & the two-year Engagement Officer post is £80,540, total costs of £120,060.

Delivery enabled by both posts will be linked to the consultation work completed as part of the recent Wellbeing strategy, along with our own community consultation. This will be accompanied by pre and post delivery data giving both objective and subjective data to evidence the impact of the projects.

### **Resource Implications**

Grant funding for the projects has already been approved and money allocated towards the two posts. The Active Wellbeing Project Officer post will be funded mainly utilising £37k from the UK Shared Prosperity Fund. Should the post not be approved it is likely that the stipulated outcomes will not be met, resulting in the money having to be returned to Government.

The Active Wellbeing Engagement Officer post is funded in part (£30k) by the Covid Outbreak Management Fund administered by Staffs CC. The remaining costs of £53,060 are to be met from a current year underspend on Pleasure Grounds Salaries (GX1101 00101) of £26,960 due to a vacant post (a reserve will be required at year end to carry these funds into the new financial year); and £26,100 from the Football Development Fund (Future Sports Facility Development retained fund PM1876). The Football Development Fund is a ring-fenced budget holding the profit from the 3G pitch at Tamworth Enterprise College. This facility was installed by Tamworth Borough Council with external funding obtained via the Football Foundation, a stipulation of which is that all profits must be retained and utilised for leisure provision. This fund currently has a balance of £38k.

### **Legal/Risk Implications**

£67,000 of the £120,060 is externally funded which has already been approved and allocated to the Borough Council to deliver the roles and the subsequent programmes of work. If not approved the money is likely to be unspent within the necessary timeframes and ultimately it would have to be returned to the funding body.

## **Equalities Implications**

Although these projects will be available to all sectors of the community, there will be targeted provision for those with underlying health conditions, at risk of social isolation, mental health service users and those living in lower super output areas.

## **Environment and Sustainability Implications (including climate change)**

None.

## **Background Information**

None.

## **Report Author**

Karen Moss – Head of Active Wellbeing

## **List of Background Papers**

None.

## **Appendices**

Appendix 1 – Job Profile Active Wellbeing Project Officer

Appendix 2 – Job Profile Active Wellbeing Engagement Officer

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<p><b>JOB PROFILE – Active Wellbeing Project Officer</b></p>	<p>Grade E</p>
<p><b>Job Purpose</b></p> <ul style="list-style-type: none"> <li>• To promote and enable delivery of inclusive and engaging activities that help whole communities to change their behaviour, adopt and lead a physically active lifestyle.</li> <li>• To work to promote partnership activity for the Active Wellbeing team, helping local sports clubs and community groups to secure funding to ensure positive outcomes for the communities of Tamworth.</li> <li>• Improve perception of sports facilities / amenities by helping identify external funding for clubs and groups to help improve facilities.</li> <li>• Increased users of sport/physical activity facilities in the borough.</li> </ul>	<p><b>Experience</b></p> <ul style="list-style-type: none"> <li>• Experience of partnership working.</li> <li>• Experience of event organisation.</li> <li>• Demonstrable experience of using a range of IT packages including Word, Powerpoint and Excel.</li> <li>• Experience of planning, implementing and evaluating programmes.</li> <li>• Experience of engaging audiences not currently engaged in Active Wellbeing</li> </ul>
<p><b>Functional Responsibilities</b></p> <p><b>Key responsibilities include:</b></p> <ul style="list-style-type: none"> <li>• Contribute to the development and sustainability of physical activity, recreation and sport in Tamworth.</li> <li>• Record participation details from all sessions delivered.</li> <li>• Cross promote participation and volunteering opportunities across the borough.</li> <li>• Attend meetings and training as appropriate.</li> <li>• Develop an online presence for clubs/facilities within the borough.</li> <li>• Be responsible for collating monitoring and evaluation data.</li> <li>• Develop and maintain effective working relationships with residents, community organisations and other organisations at a community level.</li> <li>• Design, facilitate and undertake consultations, events, and surveys; collate and make available to local people, relevant information on local services and activities beneficial to health &amp; wellbeing.</li> <li>• To open and secure the Council owned leisure facilities as and when required.</li> <li>• Contribute towards onsite maintenance where appropriate.</li> <li>• Ensure own compliance with the Council’s Health &amp; Safety policy/procedures and that of any resources you have responsibility for.</li> <li>• Identify opportunities and risks associated with the service and escalate/report to management.</li> <li>• To undertake all corporate requirements on equal opportunities, data protection, risk management and financial regulations.</li> </ul>	<p><b>Knowledge, Skills and Abilities</b></p> <ul style="list-style-type: none"> <li>• Understand the benefits of physical activity and sport for individuals, families and communities, and know why adopting an active and healthy lifestyle is important.</li> <li>• Understand the basic principles of behavioural change when applied to sport and physical activity and know how to keep customers active.</li> <li>• Know the importance of credible customer insight - listening to customers and understanding their motivations - to shape provision and leadership style.</li> <li>• Know the importance of effective leadership and coaching in the delivery of physical activity or sports sessions.</li> <li>• Know the value of using informal spaces and ‘out of locality’ settings to encourage customers to develop the lifelong activity habit.</li> <li>• Understand the role of the coach in developing effective motivational relationships, how to build rapport with customers and understand what good role models look like.</li> <li>• Understand the tasks involved in delivering community level activation events and support their delivery, particularly in terms of providing equipment and activities.</li> <li>• Know how to support customer welfare and where required, manage disruptive behaviours by individuals within the group setting.</li> <li>• Know how to make best use of national and major events to capture public imagination, raise activity levels and encourage community involvement in volunteering and social action.</li> <li>• Know how to work with community organisations to run tailored neighbourhood events that make best use of local assets to bring people together.</li> <li>• Understand the importance of accurate record keeping for monitoring and evaluation purposes.</li> <li>• Understand the importance of using appropriate social media and technology to deliver targeted messages to identified customer groups for example children; teenagers; adults and older adults.</li> </ul>

	<ul style="list-style-type: none"> <li>• Understand fundamental principles of safeguarding, child protection, cultural awareness, first aid, mental wellbeing, inclusion and working with vulnerable adults.</li> <li>• Understand the different needs and priorities of customers (such as teenagers, families, the disabled or older adults) and the best way to manage their expectations, recognising and knowing how to adapt your style to be highly effective.</li> <li>• Know how to coach and lead the key components of successful activity sessions for specific audiences.</li> <li>• Know customer motivations for participation and how to help people overcome personal and societal barriers to participation.</li> <li>• Ability to build effective working relationships with key partner organisations.</li> <li>• Ability to act upon own initiative and professional judgement within the scope of the role.</li> </ul>
	<p><b>Attributes</b></p> <ul style="list-style-type: none"> <li>• Personal credibility with a high degree of integrity.</li> <li>• Resilient and resourceful in the face of conflict and uncertainty.</li> <li>• Commands the confidence of members, staff, external partners, and businesses.</li> <li>• Self-reliant, initiator, motivator, completer.</li> </ul>
<p><b>Other:</b></p> <ul style="list-style-type: none"> <li>• A commitment to own development and to supporting training and development initiatives.</li> <li>• Must be mobile / have access to a car to attend business meetings at other sites / locations within the borough on a regular basis.</li> <li>• Flexible and willing to work outside of normal working hours.</li> <li>• Commitment to equality of opportunity and diversity.</li> <li>• High degree of energy, drive and motivation for physical activity.</li> <li>• Any other reasonable duties commensurate with the grade and general nature of the post.</li> </ul>	<p><b>Desirable:</b>  <b>A Current membership of the Chartered Institute for the Management of Sport and Physical Activity. (CIMSPA).</b></p>



<b>JOB PROFILE – Active Wellbeing Engagement Officer</b>	Grade E
<p><b>Job Purpose</b></p> <ul style="list-style-type: none"> <li>To support the planning and delivery of a wide variety of Active Tamworth’s health and wellbeing services with the overall aim to improve and provide physically activity provision for the residents of Tamworth. Including delivering interventions or providing connectivity to a wide range of professional and volunteer stakeholder groups.</li> </ul>	<p><b>Experience</b></p> <ul style="list-style-type: none"> <li>Experience of community engagement / development particularly with under - represented groups in physical activity.</li> <li>Experience of working in a health/sport/physical activity setting.</li> <li>Experience of organising &amp; running competitions, leagues and events.</li> </ul>
<p><b>Functional Responsibilities</b></p> <p><b>Key responsibilities include:</b></p> <ul style="list-style-type: none"> <li>Lead on the delivery of Active Tamworth’s Health and Wellbeing physical activity projects, according to agreed delivery plans and Active Wellbeing.</li> <li>Take responsibility for the organisation, planning, development and implementation of these projects and ensure that appropriate project areas are delivered within agreed budgetary parameters, achieving best value return on investment.</li> <li>Advocate the importance of being physically active and the associated benefits this brings, i.e. improved physical health, mental wellbeing and social health, particularly to those areas highlighted in Tamworth’s Wellbeing Strategy.</li> <li>Enable the safe delivery of physical activity interventions, utilising community assets in accordance with current national and local policies and procedure.</li> <li>Be able to engage and motivate community-based volunteers to ensure the development and sustainability of physical activity interventions.</li> <li>Forge links with local stakeholders such as leisure providers, exercise on referral teams, private facility providers, sports clubs, fitness instructors, health walk schemes, community organisations etc. to garner an understanding of the current offer and develop additional activities where an identified gap in skills and / or opportunities exist.</li> <li>Support older people, who may be socially isolated, lonely or those that have long term health conditions to utilise physical activity options, with which they will remain engaged on an ongoing basis.</li> <li>Continually seek to improve your knowledge around a range underrepresented groups to offer the best service possible to clients.</li> <li>An understanding of the importance of project monitoring and evaluation and follow set processes that allow activities to be assessed in accordance with the project outcomes.</li> <li>To open and secure the Council owned leisure facilities as and when required.</li> <li>Contribute towards onsite maintenance where appropriate.</li> <li>To undertake all corporate requirements on health and safety, equal opportunities, data protection, risk management and financial regulations.</li> </ul>	<p><b>Knowledge, Skills and Abilities</b></p> <ul style="list-style-type: none"> <li>A thorough understanding of the benefits of physical activity and sport for individuals, families and communities, and know why adopting an active and healthy lifestyle is important and the ability to convey this to others.</li> <li>Understand the basic principles of behavioural change when applied to sport and physical activity, and know how to keep customers active.</li> <li>Understand the tasks involved in delivering community level activation events and support their delivery, particularly in terms of providing equipment and activities.</li> <li>Know how to support customer welfare and where required, manage disruptive behaviours by individuals within the group setting.</li> <li>Know how to make best use of national and major events to capture public imagination, raise activity levels and encourage community involvement in volunteering and social action.</li> <li>Know how to work with community organisations to run tailored neighbourhood events that make best use of local assets to bring people together.</li> <li>An understanding of barriers to participation.</li> <li>An understanding of the types of activity suited to the elderly people and those with long term health conditions.</li> <li>Understand fundamental principles of safeguarding, child protection, cultural awareness, first aid, mental wellbeing, inclusion and working with vulnerable adults.</li> <li>Understand the different needs and priorities of customers (such as teenagers, families, the disabled or older adults) and the best way to manage their expectations, recognising and knowing how to adapt your style to be highly effective.</li> <li>Excellent communication and interpersonal skills.</li> <li>Ability to manage own time, work on own initiative and also work as part of a team.</li> <li>Good planning, organisation and administration skills, with the ability to meet deadlines.</li> <li>A desire to provide an excellent service to clients and willingness to go the extra mile to achieve this.</li> <li>Ability to collect and collate service data to monitor and evaluate projects, in line with General Data Protection Regulations 2018.</li> <li>Be self-motivated and have the ability to work on own initiative, taking decisions within set parameters without immediate reference to supervision.</li> <li>Ability to work with both professionals and volunteers.</li> </ul>

<ul style="list-style-type: none"> <li>• Ensure compliance with GDPR, Health and Safety and Safeguarding policies and procedures.</li> <li>• To undertake such other duties as may reasonably be required compatible with and/or arising from those listed above.</li> <li>• To promote and adhere to the workplace values of our organisations.</li> </ul>	<ul style="list-style-type: none"> <li>• Excellent time keeping skills and reliability.</li> <li>• Multiple responsibilities at times under pressure.</li> <li>• An understanding and working knowledge of I.T and its application, in particular word processing, databases and spreadsheets.</li> </ul>
	<p><b>Attributes</b></p> <ul style="list-style-type: none"> <li>• Personal credibility with a high degree of integrity</li> <li>• Resilient and resourceful in the face of conflict and uncertainty</li> <li>• Commands the confidence of members, staff, external partners and businesses</li> <li>• Self-reliant, initiator, motivator, completer.</li> </ul>
<p><b>Other:</b></p> <ul style="list-style-type: none"> <li>• A commitment to own development and to supporting training and development initiatives.</li> <li>• Must be mobile / have access to a car to attend business meetings at other sites / locations within the district on a regular basis.</li> <li>• Flexible and willing to work outside of normal working hours.</li> <li>• Commitment to equality of opportunity and diversity.</li> <li>• High degree of energy, drive and motivation for physical activity.</li> </ul>	<p><b>Desirable:</b>  <b>A Current membership of the Chartered Institute for the Management of Sport and Physical Activity. (CIMSPA).</b></p>