

# Managing Director

Central South  
Active Partnership

Candidate Information Pack

**CENTRAL  
SOUTH ACTIVE  
PARTNERSHIP**

**PARTNERIAETH  
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# Overview of Central South Active Partnership

Central South Active Partnership (CSAP) is proud to be working in partnership with Sport Wales to develop our new regional sport partnership.

Sport Wales is on a journey to change the community sport landscape across Wales and how sport and physical activity is delivered. Creating a step change in sport and physical activity levels among people in Wales. Together we are committed to getting more people active through sport and physical activity so we achieve our vision: *“To create a significant step-change in the health and wellbeing of our local communities by collaborating across the region, so that collectively we address inequality and improve activity levels.”*

Our Partnership will bring together key stakeholders across Central South who understand the importance and have a focus on delivering the benefits of sport and physical activity.

Our Partnership will be led by insight and be person-centred in its approach, providing strategic leadership, planning, and commissioning at a regional level, with a common purpose delivered at a local level, ensuring that everyone has equal access to sport and physical activity through a range of opportunities that best meet their needs.

We are keen to introduce new ways of working, maximising the potential for a regional approach to delivery, whilst also creating a compelling vision which will foster new strategic relationships with a wide number of organisations and partners across all industries.

At its heart will be a balanced, inclusive, diverse, and skilled Board which shall be focused on our strategic direction.

The Board will appoint between six and twelve members, reflecting both the interests of the sport and physical activity sector and the skills and expertise required to deliver the ambition of Central South.

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Bwrdd Iechyd Prifysgol  
Caerdydd a'r Fro  
Cardiff and Vale  
University Health Board



Bwrdd Iechyd Prifysgol  
Cwm Taf  
University Health Board



Cynor Bwrdeistref Siro  
MERTHYR TYDFUL



# Our Strategic Objectives



## Our Strategic Objectives:

### Create Active Societies- Social Norms and Attitudes

- Create a paradigm shift in all of society by enhancing knowledge and understanding of, and appreciation for, the multiple benefits of regular sport and physical activity, according to ability and at all ages.

### Create Active Environments- Spaces and Places

- Create and maintain environments that promote and safeguard the rights of all people, of all ages, to have equitable access to safe places and spaces, in their cities and communities, in which to engage in regular sport and physical activity, according to ability.

### Create Active People- Programmes and Opportunities

- Create and promote access to opportunities and programmes, across multiple settings, to help people of all ages and abilities to engage in regular sport and physical activity as individuals, families and communities.

### Create Active Systems- Governance and Policy Enablers

- Create and strengthen leadership, governance, multisectoral partnerships, workforce, advocacy, research and information systems across sectors to achieve excellence in resource mobilization and implementation of coordinated international, national and subnational action.

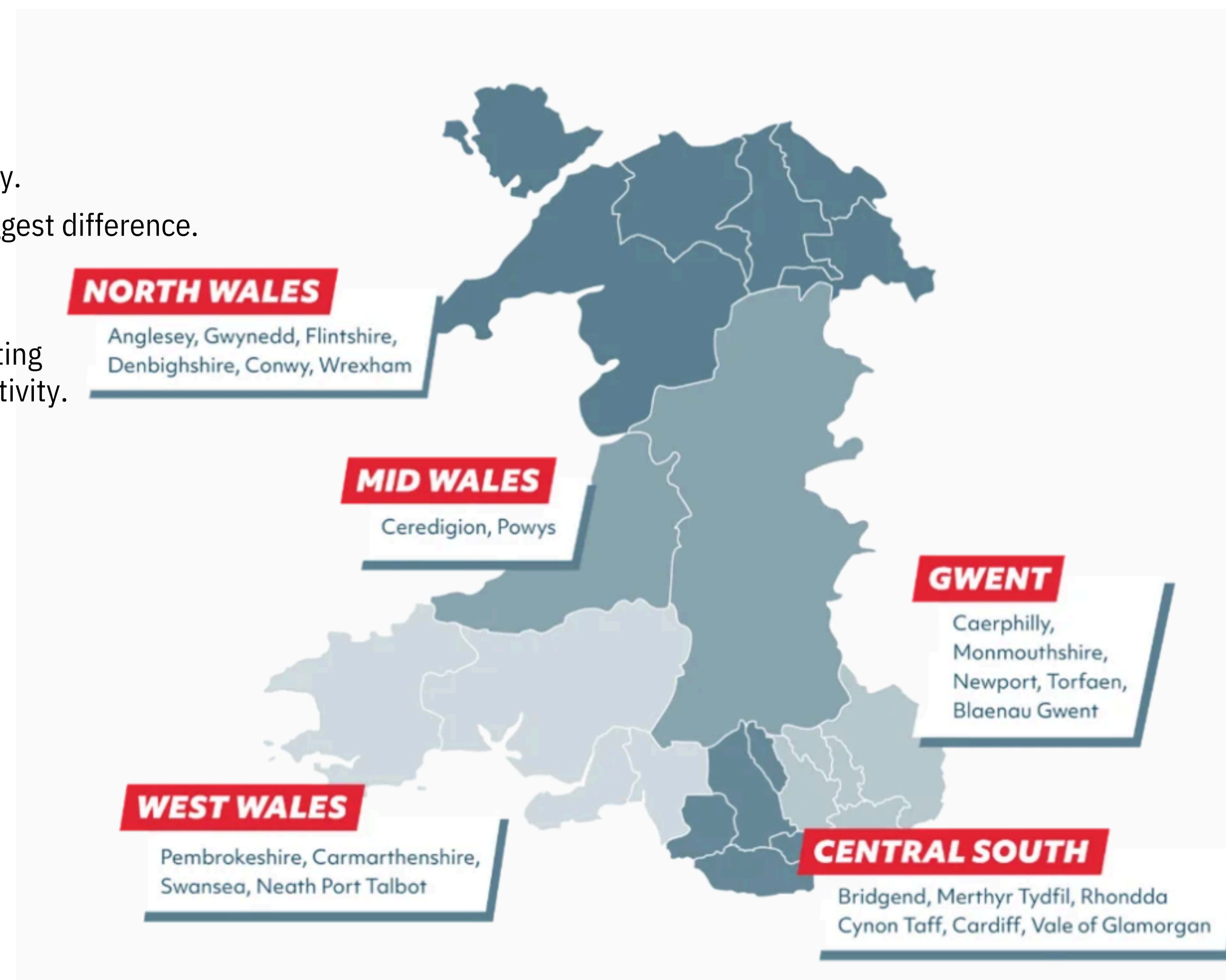


# Our Approach



## CSAP will increase participation in sport and physical activity by applying these guiding principles:

- Making decisions based on data and insight.
- Acting with integrity, accountability, and transparency.
- Prioritising workloads on areas that can make the biggest difference.
- Actively promoting equality, diversity, sustainability, and inclusivity in all actions.
- Tackling the socio-economic and challenges confronting those involved with community sport and physical activity.
- Putting participants' interests at the heart of decision-making and ensuring a participant-focused approach.
- Tackling inequality in sport and physical activity, catering for the diverse nature of the sector to ensure the safety, wellbeing, and welfare of all participants.
- Ensuring that safeguarding standards are met in all areas of CSAP.
- Attracting investment from other sources of funding.
- Establishing a basis for conversations about how the CSAP Members can improve as organisations.
- Developing a focused outcomes framework, which addresses the needs of the residents of the region.



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# Managing Director

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This is an exciting opportunity to work with and on behalf of the Central South Active Partnership (CSAP) Board to lead and drive the strategic direction of the Partnership to meet its vision and aspirations.

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You will be required to strategically engage regionally and nationally to further the aims of the Partnership, manage the operational running of CSAP and ensure that the Partnership remains fit for purpose.

This will require a dynamic “whole systems” leadership approach to create a step change in culture and thinking across partner organisations. You will need to engage both existing and new stakeholders and partners, driving innovation and collaborative working that will result in a high performing organisation that fulfils the vision for CSAP.

The role will need to lead from the front and get involved at a more detailed/operational level where the occasion demands in order to ensure that during this start-up phase, the Partnership is fully supported, and that opportunities are not missed.

## Key Responsibilities & Line Management

You will support the Board to set the strategy of the partnership and ensure the delivery of the CSAP Business Plan. A critical element of the initial role will be the operational establishment of the Partnership including the development and implementation of systems, processes, policies and assets.





# Managing Director



## Leading the Future:

- Collaborate with the Board to develop and deliver the Strategy for CSAP, ensuring clear reporting and accountability are in place.
- Manage the complex stakeholder landscape, fostering partnerships across the region that drive innovation, growth and whole system change, in physical activity, sport, health and wellbeing.
- Establish commercial partnerships, sponsorships and income opportunities, while also raising the profile of physical activity and sport, health and wellbeing.
- Advocate for CSAP, representing the organisation in strategic groups, influencing political agendas, and aligning efforts with the Wellbeing of Future Generations Act other relevant government policy.

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## Leading with Others:



- Foster strong working relationships with the Chair and Board of CSAP, providing inspirational and dynamic leadership, while cultivating a culture of continuous learning and development.
- Develop and maintain effective, trust-based relationships with key stakeholders, including Sport Wales, local authorities, NGBs, regional partners, commercial and third sector organisations.
- Establish and leverage networks to promote the value of physical activity and sport in the Central South community and embed key messages to drive enhanced local participation and local outcomes aligned with CSAP's vision.

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## Leading for Results:

- Lead the implementation of CSAP's Strategy ensuring effective performance management systems are in place to regularly report progress to the Board and funding partners.
- Manage CSAP's resources efficiently, oversee sound financial management, and develop diverse income streams to secure the organisation's long-term sustainability.
- Ensure CSAP adheres to all regulatory requirements, including health and safety, safeguarding, equality, diversity, and financial regulations, while supporting the Board in meeting governance and legal standards.
- Identify, develop and capture data to inform decision making that has locally relevant impact.
- Foster a culture of continuous improvement, while embedding equality, diversity, and the Welsh language into the organisation's principles and practices.

## Leading Myself:

- Demonstrate authenticity, fairness, and positive values to positively influence others.
- Build trust with teams and partners and commit to ongoing personal development and continuous improvement by embracing challenges and seeking regular feedback.



# Person Specification

## Essential Criteria:

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- Significant evidence or demonstrable and impactful experience within a leadership position.
- Significant evidence of leading and implementing a vision and strategy.
- Significant evidence of successful partnership working that has achieved the objectives of all partners.
- Significant experience of business planning, financial management, budgeting and successful project execution.
- Proven experience of successfully managing complex projects and implementing change at an organisational level.
- Significant evidence of data led decision-making that has led to service improvement.
- Experience of implementing effective equality and diversity strategies.
- Evidence of ongoing relevant continuing professional development.
- Significant experience at delivering change at pace.
- Personal values that are aligned with CSAP and partner organisations.

## Desired Criteria:

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- The ability to communicate in Welsh.





# Further Information and Recruitment Process



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## Remuneration:

The Managing Director will receive a payment of £70,000- £80,000 per year (plus pension package). All additional and reasonable expenses incurred during the fulfilment of duty will be reimbursed in line with CSAP Finance and Administration Policy.

## Hours:

Full-time flexible working hours within core periods. There is an expectation that the Managing Director might need to attend events/meetings outside of core periods.

## Location:

Remote, flexible with an expectation to regularly engage with partners across the region.

## How to apply:

Application Deadline: **Friday 14th February 2025**

Interviews: **Thursday 20th March 2025**

If you are a strategic thinker with an absolute commitment to improving the health, well-being, and happiness of people in Central South through lifelong active participation in sport and physical recreation and leadership excellence, we would love to hear from you.

### As part of your application, please submit the following:

- Your **up-to-date CV** detailing your professional experience, educational background and any other relevant information that supports your application.
- A **letter of application** (2 pages of A4), highlighting your suitability for the role referencing the requirements found in the person specification. Please outline relevant experience and your vision for contributing to the success of the Central South Active Partnership.

Both your CV and letter of application should be emailed to us at [hr@cobalt-hr.co.uk](mailto:hr@cobalt-hr.co.uk). Please use the subject line: Managing Director Application – **[Your Full Name]**

## Inquiries and Further Information

For further details about the role or to discuss your application, please contact Kerry Chown via email at: [kerry@cobalt-hr.co.uk](mailto:kerry@cobalt-hr.co.uk)

### Privacy Notice

By submitting your application, you agree to Cobalt HR processing your personal data for recruitment purposes. We are committed to acknowledging every application and look forward to considering yours. Thank you for your interest in contributing to the success of the Central South Active Partnership. Good luck with your application!