

## PROFILE SUMMARY

Over 25 years experience at Leadership and Senior Management Team level in Leisure, Culture and Community Services. Recognised for his work in both the public and outsourced sectors. An expert in developing services that finds the right balance between service delivery, commercialisation and the contribution that Leisure and Cultural Services can make to wider strategic priorities.

### AREAS OF EXPERTISE

- Leisure and Cultural Services strategic planning.
- Commercial development of Leisure and Cultural services.
- Leisure facility Capital Project initiation, planning and delivery.
- Leisure and Cultural community partnership development.
- Client / Contractor partnership development.
- Qualified Business Coach specialising in individual personal development for staff in the Leisure industry.
- Supporting and working with Elected Councillors.

### CAREER HIGHLIGHTS

- Reshaped Leisure, Culture and Community services for St Edmundsbury Borough Council and Forest Heath District Council when they came together in a shared services structure, reducing staff levels by 15%.
- Initiated, developed and delivered a programme of commercialisation for St Edmundsbury Borough Council Leisure Services Department, resulting in net savings in excess of £1million.
- Delivered multi-million pound Leisure and Culture infrastructure projects and major refurbishments; including a £10m refurbishment of Bury St Edmunds and Haverhill Leisure Centres, the £18m construction of The Apex, an Arts and Entertainment complex in Bury St Edmunds, The Collections Centre at West Stow Country Park and a new Visitor Centre for Nowton Park.
- Delivered a range of major infrastructure and community projects in partnership with voluntary organisations. Recently completed a major development of The Victory Ground in Bury St Edmunds to deliver a Sports Hall in partnership with South Lee School and Sports Clubs.
- Established a Leisure Trust to manage sport and physical activity services, contributing to one of the highest levels of physical activity participation as identified by the Active Peoples Survey.
- Attracted major national and international Sporting Events, which had a significant economic impact.
- Bid for and secured Bury St Edmunds as a London 2012 Olympic Training Camp and hosted the Rwandan team, resulting in a lasting legacy.
- Opened and managed Lynnsport and Leisure Park, a multi-million pound Leisure facility in Norfolk.

## PROFESSIONAL EXPERIENCE AND HIGHLIGHTS

### **Director**

*Current*

#### Anthony Leisure

A Leisure and Cultural Services consultancy providing: Retained Services, Interim Management, Project Management and Staff Development through coaching.

### **Head of Leisure, Culture and Community Services - Nov 2012 to Nov 2014**

#### St Edmundsbury Borough Council and Forest Heath District Council

Leading the strategic development of the service. Reducing cost through a process of commercialisation. Member of the Joint Leadership Team for both Councils.

### **Head of Leisure Services - 2004 - 2012**

#### St Edmundsbury Borough Council

Delivering multi-million pound capital projects. Establishing a Leisure Trust. Demonstrating the value of Leisure and Cultural Services to the Economic Development and Health agendas.

### **Assistant Director Leisure Services - 1997 - 2004**

#### St Edmundsbury Borough Council

Operational delivery of a major Leisure and Cultural Service.

### **Senior Development Officer – National Lottery - Secondment 2002**

#### Sport England

Advising and assessing a range of sport related capital projects.

### **Lynnsport and Leisure Park General Manager - 1991- 1997**

#### Kings Lynn and West Norfolk Borough Council

Opening a major leisure facility and leading the development of an 'inhouse' company.

### **Senior Leisure Officer – 1990 -1991**

#### Kings Lynn and West Norfolk Borough Council

Leading the project management of a major new leisure facility

### **Early career positions**

### **Sports and Community Centre Manager 1989 - 1990**

#### Ipswich Borough Council

### **Assistant Manager, Sports Development Officer, Trainee Manager 1984-1988**

#### Arun District Council

## EDUCATION

University of East Anglia  
University of Portsmouth  
University of Kent

MA Professional Development  
Diploma in Management Studies  
B.A. (Hons) Sports Studies

## PROFESSIONAL DEVELOPMENT & MEMBERSHIPS

ILM Level Five qualified Business Coach and Mentor  
Elected onto the National Executive of the Chief Leisure Officers Association