



Head of Place

Active Birmingham
(Birmingham Place Partnership)

Closing date for applications:
5th June 2026, 5pm

REGISTERED
CHARITY NUMBER
1155171

REGISTERED
COMPANY NUMBER
08177159

Who we are

Sport Birmingham is here to make a positive difference to people's lives through sport and physical activity.

We are the city's strategic sports & physical activity partnership, working as a leading charity to join up policy and investment with delivery partners who bring inclusive and accessible sport and physical activity to communities.

We provide leadership and support through insight, knowledge and expertise to anyone in Birmingham working towards our vision of a more active city and a healthier place to live, learn, work and play. We tackle inequalities by working where the need is greatest.

Sport Birmingham was established in 2014 as an independent company and registered charity, forming from the previous sports partnership hosted through Birmingham City Council.

We remain part of a national network of 43 'Active Partnerships' and have established ourselves as the leading strategic partnership for sport and physical activity in the region, underpinned by strong governance and enhanced by effective partnership work and support for the delivery network of community sport and physical activity.

To learn more about our current strategy and our work across the city, [click here](#).

Sport Birmingham are the accountable body for the Place Deepening Investment, operating in partnership with the Birmingham Place Partnership.

Further details regarding our work with Active Birmingham and the specific responsibilities of this role can be found below.





**Sport
Birmingham**

Our Mission

A more Active
Birmingham

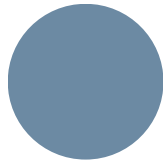
Our Vision

Uniting Birmingham
to improve lives
through physical
activity and sport

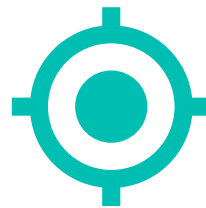
Our Values



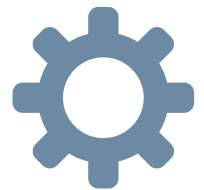
Collaborative



Inclusive



Ambitious



Purposeful

Our Priorities

We tackle inequalities by working where the need is greatest.



Improve physical
and mental
wellbeing



Develop skills
confidence and
resilience in people



Connect
communities
and bring
people together



Influence
integrate and
connect the
system



Tackle
inequalities by
removing or
reducing
barriers

What is Active Birmingham?

Active Birmingham is a partnership body working collaboratively to create lasting change within the communities that need it most to ensure that more people can live active and healthier lives for longer. Through Sport England's 'Place Partnership' investment programme, Birmingham has successfully secured significant investment to target resources and efforts on communities that need the greatest levels of support and experience the greatest levels of inequality. This approach has evolved from the former Local Delivery Pilot programme and the Commonwealth Games Active Communities programme.

The initiative is closely aligned with Birmingham City Council's 'Creating an Active Birmingham Strategy' and the new Sport Strategy, while also integrating with broader system-wide approaches currently being implemented across the city.

Strategic Vision & Mission

The strategic objectives of the Place Deepening initiative are:

- **Reducing health inequalities:** Address disparities through targeted, holistic community-led interventions.
- **Decreasing inactivity & increasing physical activity:** Implement innovative and accessible pathways to increase active lifestyles.
- **Children, Young People, and Families:** Prioritise creating inclusive, safe, and engaging environments fostering lifelong active habits.

The impact of the Place Deepening initiative is anticipated to extend far beyond immediate health improvements. Expected outcomes include:

- Reduction in inactivity levels across targeted communities.
- Improved health outcomes, especially among populations experiencing the highest inequalities.
- Increased resilience and social cohesion within communities, reducing isolation and improving mental wellbeing.
- Enhanced systems integration, embedding physical activity within broader public health and community frameworks; these have been identified as 5 systems – Health, Education, Jobs & Skills, Active Environments, and Communities.



You can find out more about Active Birmingham at our dedicated landing page [here](#)

Job Specification

**Job Title: Head of Place - Active Birmingham
(Birmingham Place Partnership)**

Reporting to: Birmingham Place Partnership Steering Group

Salary: £48,000-£50,000 (based off 37.5 hours)

Contract: Fixed term contract until 31st March 2028

Host / Location: Sport Birmingham (The Accountable Body) will be the host employer for this role other than in the case of an applicant from a Partner Organisation being successful, and that organisation wishing to continue their employment; a secondment would be another alternative option. The office is in central Birmingham (and operates a hybrid working policy), but travel and work location will be flexible according to need, including some working days spent at some partner office locations each month.



Our Commitment to being an Inclusive Employer

We encourage applications from people of all backgrounds, communities and industries, and are committed to building a team that reflects a diverse range of skills, experiences and perspectives. We are dedicated to promoting equality, diversity and inclusion across our workforce and in all opportunities provided by Sport Birmingham.

We value lived experience as an essential part of who we are as a team and how we work with others. The insight, understanding and perspectives that come from people's own experiences strengthen our organisation internally and help us build more meaningful, inclusive relationships in our external work. We want everyone who works with us to feel safe, respected and able to be their true self, knowing that their voice, identity and experiences are welcomed and valued.

To find out more about working at Sport Birmingham and the benefits we offer click [here](#)

Job Purpose

The Head of Place will provide strategic leadership for the Birmingham Place Partnership, working collaboratively with partners, communities and stakeholders to strengthen place-based approaches that tackle inequalities and improve opportunities for people to be physically active across Birmingham.

The role will lead the development and co-ordination of the Birmingham Place Partnership approach, bringing together local partners, local system partners, community organisations, and residents to build stronger connections, shared priorities and collaborative action across Birmingham's neighbourhoods. Working across sectors including health, education, environment, skills and community cohesion, the postholder will help create the conditions for more joined-up, inclusive and community-led approaches to physical activity and wellbeing.

The Head of Place will play a key role in convening partners, building trusted relationships, influencing strategic development, and ensuring that community voice, lived experience, insight and learning are embedded throughout the partnership's work. The role will also oversee the development of strong governance, effective programme co-ordination, and an evidence-led approach to monitoring, evaluation and learning (MEL), helping to demonstrate impact and support continuous improvement over time.

Working closely with the Birmingham Place Partnership Steering Group, the postholder will support the long-term development, visibility and sustainability of the Birmingham Place Partnership, helping position Birmingham as a leading example of collaborative, place-based working that uses sport and physical activity as part of wider efforts to reduce inequalities and improve outcomes for communities.

This role provides an exciting opportunity for an emerging strategic leader to help shape and influence a significant place-based partnership within one of the UK's most diverse and complex cities.

Key Duties & Responsibilities

Central to this role is the ability to bring people together from all parts of the system in order to reduce inequalities in access to physical activity opportunities.

Leadership and Partnership Development

- Provide strong, visible leadership to inspire, develop, and motivate the Birmingham Place Partnership and wider stakeholders.
- Promote a collaborative culture that values sharing, co-creation, and inclusive practices.
- Provide the interface between System leadership and local System connectors to ensure effective coordination, maximising opportunities and impact.
- Be a key point of contact for System partners, appraising opportunities and connecting them to Local System connectors and, in turn, Local System.
- Embed the tackling of inequalities at the core of all activities, using insight, community voices and lived experience to address barriers to participation.
- Act as a representative of the Birmingham Place Partnership at external events, meetings, and through various communication channels, including briefings, presentations, and advocacy.
- Ability to navigate complex partnership environments, balancing differing priorities, perspectives and organisational cultures.

Place Development and Community Leadership

- Work in close collaboration with the Place Partnership to evolve and refine the place-based strategy.
- Build and nurture place-based and wider networks to support systemic and sustainable change in physical activity.
- Foster and maintain strong, trust-based relationships regional, city wide, and place-based with partners and communities.
- Engage, influence, and mobilise key strategic stakeholders, including local authorities, community groups and systems.
- Contribute to learning across local, regional and national place-based initiatives.
- Ensure co-design and co-delivery with people who have lived experience, embedding their voices in all aspects of the work.
- Support organisational compliance, particularly in areas of diversity, inclusion and welfare.

Learning, Insight, and Impact

- Collaborate with the Pleace MEL Manager to align intelligence gathering with governance, learning, and reporting needs.
- Maintain an outcome-focused approach, clearly articulating and evidencing the impact of system connectivity and intervention.
- Create tools and environments that support shared learning and best practice across the Place Partnership.
- Develop and apply community listening methods to bring data to life through youth voice, lived experience and storytelling.
- Incorporate relevant models and frameworks (e.g. NELP, COM-B Behaviour Change Model, Lundy Model of Child Participation, Socio-Ecological Model, and the Sport England Key Metrics) into evaluation practices. The role will support an evidence-led and learning-focused approach, using insight, lived experience and recognised frameworks to inform delivery, understand impact and strengthen practice over time

Programme Oversight and Coordination

- Lead place-based programmes with a high standard of project management, ensuring delivery is timely, within scope, and on budget.
- Collaborate and draw support from the PMO, supporting effective resource management, governance and communication.
- Manage multiple concurrent projects and focus areas, maintaining oversight of key priorities.
- Proactively identify and mitigate risks, while capitalising on emerging opportunities.
- Provide effective and direct line-management, leadership and support to the Local System connectors, project coordination and marketing and communications.
- Guide and support the Place Partnership and Steering Group through regular communication, co-creation, and inclusive engagement.

Person Specification

Experience and Knowledge:

- Proven experience in leading and managing place-based or community-focused programmes with measurable impact.
- Demonstrable experience of strategic stakeholder engagement and system-wide collaboration, particularly across sectors such as health, local government, and community development.
- In-depth understanding of tackling health inequalities, with the ability to use data, insight, and lived experience to shape and influence inclusive practice.
- Strong knowledge of monitoring, evaluation, and learning frameworks (e.g., NELP, COM-B, Lundy Model, Socio-Ecological Model), with the ability to evidence impact and social value.
- Experience in project and programme management, including managing multiple workstreams, meeting deadlines, and working within budget.
- Comprehensive knowledge of Birmingham's community sport and physical activity system, with a proven ability to work across partners and utilise established networks to increase reach, reduce inequalities, and enhance the impact of delivery.
- Understanding of Birmingham's local context and communities, including the challenges and opportunities related to physical activity and health inequalities.
- Experience of working with or alongside Sport England or similar national bodies.
- Must be prepared to continue with on-going professional development within the role.

Skills and Abilities:

- Excellent leadership and team development skills, with the ability to inspire, empower, and motivate individuals and teams.
- Strong communication and advocacy skills, with confidence to represent the organisation externally through presentations, briefings, and public speaking.
- Substantial experience of the development, maintenance, evaluation and review of systems and supporting tools to support the needs across diverse communities and professional sectors.
- Ability to translate complex information and data into engaging narratives that drive understanding and action.
- High level of organisational skills, including the ability to prioritise work, manage competing demands, and adapt to changing circumstances.
- Familiarity with using digital tools and platforms for project management, stakeholder engagement, and communication.
- Knowledge of behavioural science or systems thinking approaches applied to social or public health interventions.
- Ability, at a policy level, to strategically oversee and support the integration of sport and physical activity into wider systems such as health, skills and employment, active environments and community cohesion.

Values & Approach

- Passionate about reducing inequalities and creating inclusive opportunities for physical activity.
- Collaborative, empathetic, and respectful of different perspectives, with a strong commitment to co-production and community empowerment.
- Outcome-driven and reflective, with a learning mindset and the ability to adapt strategies based on feedback and evidence.
- Commitment to equality, diversity, inclusion and belonging.
- Shows respect for diversity and values individual difference. Treats all people fairly and appropriately regardless of race, religious belief, gender, age, disability, sexual orientation, appearance or position.
- Ability to raise awareness of the benefits of diversity and build active commitment to ensure equality of opportunity.

Recruitment & Shortlisting

We strive to ensure a fair, transparent and accessible recruitment process for all applicants and will remove identifying parts of your application and CV, such as your name until we have completed the shortlisting process.

Your Equality & Diversity Monitoring Form will be kept separate from your application and will only be used to monitor the demographics of who is applying for our roles to help us to identify any gaps.

Following the interview process we will offer feedback on how we made our decision, upon request. We also value any feedback we receive from applicants on how we can make our recruitment process more inclusive.

To apply: please complete the [application form](#), the [Equality & Diversity Monitoring Form](#) and email your CV to recruitment@sportbirmingham.org

Closing date: 5th June 2026, 5pm

For any further information please contact:
Mike.Chamberlain@sportbirmingham.org or
Tom.Mcintosh@Sportbirmingham.org

Dates of Interview: Between 15th - 19th June 2026

