

APPLICANT INFORMATION



Head of Funding

As a charity dedicated to keeping people active and well, Edinburgh Leisure is seeking an exceptional fundraiser to join them as Head of Funding.

It's been my privilege to hold this position for 8 years and I'm honoured to be asked to introduce you to the best fundraising job around. As a proud fundraiser, I've dedicated my career to making a difference and I can hand on heart tell you that my time at Edinburgh Leisure has been my most rewarding role to date.

It's likely that you've heard of Edinburgh Leisure, they are a well kent brand in the city. However, it's also likely that you've never viewed them as a charity. Please cast aside any notions that they are the council or a big greedy corporate leisure provider. They are an independent charity with one clear purpose - To make a positive difference by creating opportunities for EVERYONE to get active, stay active and achieve more. In this job pack, I hope to give you a flavour of Edinburgh Leisure's vision, values, impact, and dedication to making sure that people have the help and support they need to improve their health, wellbeing and quality of life.

As Head of Funding, you will be instrumental in attracting funding. You get to work with a passionate team of experts to develop and shape projects to help people and communities overcome the barriers they face to being active. From helping people affected by health conditions live longer and better lives. To tackling poverty and the cost-of-living

crisis, ensuring that those living on low incomes or facing inequality can access opportunities with dignity and receive the support they need to transform their lives.

It is a very different funding model to a more traditional charity. There are no cheques arriving each day or notifications about online gifts. In fact, you can go months, without any funding awards. But when you win - you win big! The funders that you work with really trust Edinburgh Leisure to produce positive outcomes and value the return on their investment. This role is challenging, but for me that's always been part of the appeal. Your ability to help funders understand why a charity with a £30million turnover needs their help will be crucial. Your proposals and applications need to be outstanding. Your passion for the work needs to be infectious. Your ability to articulate 'WHY Edinburgh Leisure' and to showcase impact through storytelling, will be key to your success in this role.

The best thing about working here is the people, everyone embodies the Edinburgh Leisure values – welcoming, caring, passionate and proud. The training and support I've had to develop my leadership skills has been valuable in enabling me to do the job and also the key reason why I'm leaving to take on my first Director position.

I leave you with a robust £1million pipeline of future funding pledges. However, this is your opportunity to put your own stamp on how Edinburgh Leisure raises funds in the future. You'll get the chance to come in and review performance and create

your new fundraising strategy to grow the supporter base and attract both restricted and unrestricted funding. You'll consider what resources you need and recruit a team that will deliver your plans.

Edinburgh Leisure are looking for a talented, experienced, ambitious fundraising leader to play a key role in making their future ambitions become a reality. Are you that person?

Zoé Mobey, Head of Funding



Hello and welcome

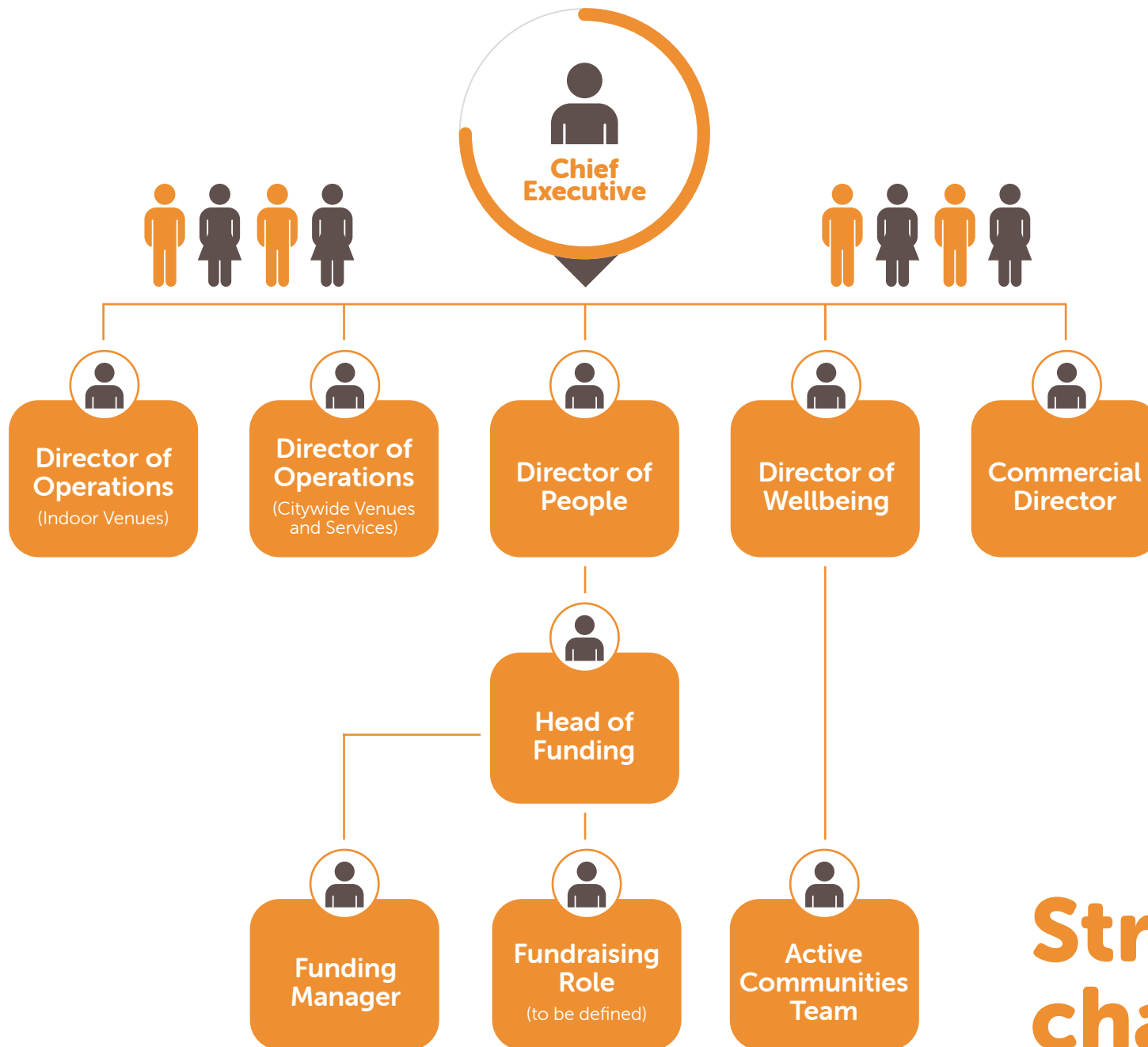


Edinburgh Leisure is a charity on a mission to keep people active and well, always!

We run over 50 first class venues across the city and offer hundreds of activities for people to enjoy no matter what their age and stage. From the iconic Royal Commonwealth Pool, the brand-new purpose-built Meadowbank Sports Centre, our Victorian Swim Centres, Europe's largest climbing arena, 6 golf courses, leisure centres and school facilities based right in the heart of our communities. This means you are never far from an Edinburgh Leisure venue and we're proud to receive over 5 million customer visits each year.

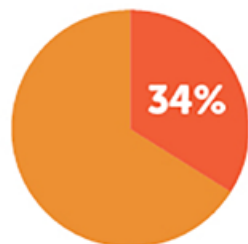
We are committed to creating opportunities for EVERYONE to be and stay active. This places us in the unique position to use our venues and expertise to harness the power of physical activity and sport to tackle inequalities and combat the effects of inactivity through our Active Communities Programme.

About us



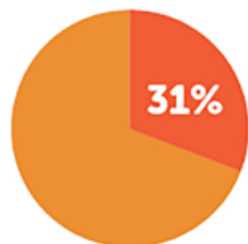
Structure chart

Inactivity



Adults

Don't get enough physical activity to protect their health, wellbeing, and quality of life



Children

44%  **vs** **28%**

of adults living in the **most deprived** communities in Scotland **do not** meet the recommended amount of physical activity.

of adults living in the **least deprived** communities in Scotland **do not** meet the recommended amount of physical activity



LIFE EXPECTANCY IN EDINBURGH

A boy born in an affluent part of Edinburgh can expect to live

21 YEARS

longer than a boy living in a poorer area.

**64
YEARS**

Life expectancy of a man living in Greendykes and Niddrie

**85
YEARS**

Life expectancy of a man living in New Town

Why we're needed

Who needs our help



65%

of Edinburgh's
population are
overweight

1 in 4

people will
experience mental
health issues in any
one year

1,300

children and
young people in
Edinburgh are
growing up in care

1 in 3

people live with
long term health
conditions

1 in 5

households are
living in poverty in
Edinburgh

Benefits of physical activity



Improve our physical health
and maintain a healthy weight



Improve our mental
health and wellbeing



Improve our strength, balance,
and reduce risk of falls



Reduce social isolation
and loneliness



Boost our confidence and
improve our self esteem



Improve attainment
and learn new skills

Our impact

Each year our Active Communities Team supports around 10,000 people who face the greatest barriers to being active, including those affected by health conditions, disabilities, inequalities, and poverty - empowering them to improve and protect their own health, wellbeing, and quality of life.

Whether that be ensuring care experienced children get the chance to enjoy the healthy active childhoods they deserve. Helping people with long-term health conditions manage their symptoms to stay independent for as long as possible. Supporting people experiencing mental health issues to recover and thrive. Or, enabling over 400 older adults to stay connected and well each week as they dance, curl, garden and walk their way to a fulfilling life.

97%

Enjoyed being active

92%

More motivated to be active

87%

Improved health

70%

More socially connected

95%

Increased physical activity

90%

Able to make healthier lifestyle choices

76%

Improved mental wellbeing

Outcomes for Active Communities Participants



Active Communities

We deliver 22 Active Community projects focused on prevention, early intervention, combating inactivity and tackling inequalities.

Weekly Classes

We deliver 180 weekly classes across the city which focus on areas such as falls prevention, long-term health conditions, weight management and mental health.

Referrals

We receive over 800 referrals each month from GPs and a range of other health and social care professionals.



Connecting

We create opportunities for people to connect socially to tackle loneliness and social isolation.



Get Active

We work with 250 community groups and charities across the city to enable their beneficiaries to get active.





Taylor's Story

Looked After and Active supports around 1,000 care experienced children and young people each year by providing fun experiences, developing valuable life skills, building confidence, strengthening family ties, and helping them form healthy behaviours for life.

15-year-old Taylor goes to the gym every Monday morning with her 'You Can' Instructor Gemma. Before she started working with Gemma, Taylor struggled with mental health issues, poor attendance at school and difficult relationships with her family. She told us how You Can has had a positive impact on her:



I look forward to going to the gym with Gemma. Even if I'm not feeling 100%, I'll never miss a session. My gran, who I live with sometimes, always reminds me about the rush of feel-good endorphins I get after I exercise, and I know she's right.

Since I've started going to the gym, my fitness has improved, my mood is better and getting out of the house on a Monday morning helps me get my week off to a good start. I always feel more motivated to get things done and I'm far more likely to go to school.



Scott's Story

Healthy Active Minds uses physical activity to improve the mental health of over 700 people a year with mild to moderate depression, anxiety or stress in Edinburgh.



Scott says "I've suffered with depression on and off for over twenty years, but recently I had one of the worst bouts I can remember. I was very low - I'd find myself dwelling on bad memories, blaming myself for everything, and losing sleep due to worry and stress.

Since beginning Healthy Active Minds, I've been able to reduce my medication. I'm wearing my belt a little tighter, I feel fitter, and people have said I'm looking more like myself.

How we change lives



Jenna and Michael's Story

Our Jump In project works with nursery schools to give pre-school children affected by poverty the opportunity to learn to swim. It supports around 250 children each year, enabling them to have fun getting active, be safe around water and spend quality time in the pool with their families.

“

Before Jump In, Michael was scared of getting in the pool. He hadn't been to swimming lessons as we just couldn't afford it. With the support of his swim teachers, he has learned to be safe around water, his confidence has grown massively, and he will even jump in. Now he's always asking if it's Friday so he can go swimming! The project has made learning to swim much more accessible and has inspired me to prioritise taking the family swimming more often.



Tony and his wife Morag's Story

Movement for Memories supports 200 people living with dementia each year to be physically active to improve their health, wellbeing, and quality of life.

“

Tony loves playing golf with his volunteer buddy, who can keep him on track and direct him to the next hole. He has enjoyed getting active again and I have enjoyed seeing him get so much pleasure from something he used to be able to do.

How funding makes an impact

Edinburgh Leisure isn't your typical charity fundraising model. We operate a funding model, working with high value funding partners, over multiple years, to deliver impactful projects.

Each year you need to raise around £1 million, and you'll get the chance to work on a variety of projects with some amazing funding partners, who take time to get to know our work and really value the outcomes we deliver to improve people's health, wellbeing, and quality of life.

Around 80% of our funding is from statutory partners like Edinburgh Health and Social Care Partnership, the Edinburgh Integration Joint Board, various NHS departments and The City of Edinburgh Council. We also work with high value major grant givers and corporate CSR teams such as the Life Changes Trust, Shared Care Scotland, Scottish Children's Lottery, Souter Charitable Trust, sportscotland, Scottish Football Association, Scottish Swimming, and Baillie Gifford.

Key projects the funding team have been a part of:

- **£150K** to run a two-year test of change pilot that will support 200 patients awaiting elective surgery to 'Get Fit for Surgery' by increasing their physical activity to improve their health and mental wellbeing in preparation for surgery and to recover from surgery.
- **£50K** Mental Health Award to support 100 teenagers experiencing mental health issues to recover and thrive through 'Be Strong, Be You', an Adolescent Mental Health pilot project.
- During the COVID-19 pandemic, 1,608 members chose to un-freeze their monthly direct debit payments to support Edinburgh Leisure while venues were closed during lockdown. Their generosity raised a staggering **£330K**, and 31% of these members completed a gift aid declaration, which resulted in a gift aid claim of over **£25K**.
- Led and won a **£2million** partnership tender on behalf of Edinburgh Leisure, Cyrenian's, SAMH and Edinburgh and Lothians Greenspace Trust to support people experiencing mental health issues to recover and thrive, over 5 years with the potential to extend for a further 3 years.
- **£250K** award from partners to re-develop the outdoor tennis courts at Craiglockhart Tennis Centre with an improved all weather playing surface and floodlights to increase coaching capacity and encourage more people to play tennis.
- **£600K** over 5 years to deliver 'Steady Steps', a falls prevention programme that supports around 700 older adults each year to improve their strength, balance and quality of life.
- Introduced the Jump In Swim Challenge, which saw 220 people swim 10Km throughout September 2017 and raised **£26.5K** to provide free swimming lessons to children affected by poverty. It won 'Best Use of Event or Community Fundraising Initiative' at the 2018 Chartered Institute of Fundraising Scottish Awards.
- **£105K** from a corporate partner over 5 years to ensure the Jump In project continues to support 250 pre-school children affected by poverty with free swimming lessons.
- **£345K** over 3 years to continue delivering Fit for Health and support 2,880 people living with long term conditions to get active to help manage their symptoms and remain independent.
- **£100K** for a new 3G pitch at Saughton Sports Complex to increase access to football.

Head of Funding Job Description

BACKGROUND

We want enthusiastic and energetic people who will create a great experience for our customers and share the following values. Edinburgh Leisure makes a positive difference by:

welcoming all,
each one of us **caring** about what we do,
being **passionate** about how we do it,
and feeling **proud** of what we achieve.

JOB PURPOSE

As Head of Funding, you will be responsible for the creation and implementation of Edinburgh Leisure's Funding Strategy to help us improve people's health, wellbeing, and quality of life. External funding enables us to deliver our charitable purpose and make a bigger impact, and it currently sits at around £1m per annum. You will advise, guide, and represent Edinburgh Leisure on all aspects of funding.

You will maintain current and develop new funding partnerships that support the organisation's activities and ambitions. You will lead and support, as appropriate, the sourcing and maintenance of external funding from a variety of sources including statutory bodies, grant-giving trusts, national agencies, corporate donors, individuals, online giving and employee fundraising.

KEY RESPONSIBILITIES		Expected time %
1 Lead the development and execution of Edinburgh Leisure's Fundraising Strategy to deliver sustainable income and supporter growth to underpin our wider organisational priorities.		50%
a Create and manage annual workplans and budgets that sets your team up for success with clear targets for prospecting, application completion and successfully securing funds. b Cultivate and grow high value, multi-year funding partnerships with existing and new supporters and funding partners to maximise opportunities for income generation. c Seek to grow both unrestricted and restricted income by identifying innovative new opportunities for income generation to diversify and expand the income mix, with a focus on return on investment. d Create, develop, and write compelling funding applications, cases for support, bids and business proposals to secure funding. e Develop and deliver a robust reporting framework to track and manage all fundraising targets and awards and provide performance reports and updates to the CEO, Directors, and other colleagues. f Establish and maintain fundraising procedures in line with the Code of Fundraising practice, charity legislation, Gift Aid and GDPR.		
2 Lead, manage and empower a high performing funding team.		20%
a Ensure that team members have regular 121 meetings, with clear expectations and feedback on performance. b Support them to deliver their income targets and KPI's. c Support their learning and development to equip them with skills, knowledge and experience to perform. d Ensure that you have the right resources in place to deliver the Fundraising plan.		

KEY RESPONSIBILITIES		Expected time %
3 Provide professional funding advice and guidance to our delivery teams to support the successful delivery of funded outcomes.		15%
a Work with the Active Communities Team and colleagues across the organisation to identify and develop projects to attract income and deliver impact in line with Edinburgh Leisure's priorities. b Plan 3-5 years ahead for the sustainability of funded projects by knowing details of funding agreements, expiration points, funding gaps and staffing implications to maintain project delivery and support beneficiaries. c Lead and support teams with funding negotiations and funding renewals to secure and maintain multi-year funding to deliver impactful projects. d Write proposals and reports for funding partners, internal and external stakeholders about the performance and impact of our funded projects.		
4 Build the profile of Edinburgh Leisure's charitable purpose and gain recognition for the impact made to people's health, wellbeing, and quality of life.		15%
a Develop clear messaging about our charitable purpose and impact to raise the profile of our work. b Build awareness and understanding of our charitable purpose and impact across the organisation, championing a fundraising culture amongst Edinburgh Leisure colleagues and Board Members. c Work with the marketing team to ensure marketing and communications reflect, articulate and promote Edinburgh Leisure's charitable purpose, impact and outline how people can get involved to support our work. d Gain recognition of our charitable purpose, impact and expertise among partners, funders, supporters and other stakeholders. e Identify and promote success and impact stories to PR/Marketing for internal and external communication. f Represent Edinburgh Leisure at events to raise awareness of Edinburgh Leisure's funded work and its' impact.		

RESPONSIBILITY FOR RESOURCES	
Responsibility for staff:	Funding Manager. Fundraising post (details to be confirmed).
Responsibility for finance and level of financial control:	Delivery of funding plan. Current target is over £1m in external funding annually. Responsible for the Funding Expenditure Budget of around £50K.
Responsibility for Physical Resource:	Procurement of systems used for funding. Procurement of materials used for fundraising.
Responsibility for Data and Information:	Responsible for software systems: GrantFinder and eTapestry. Personal information of donors and funding partners (responsible for overseeing their communication, preferences, permission to use their stories etc.)

PERSON SPECIFICATION

QUALIFICATIONS AND ATTAINMENTS:

Essential

- Evidence of Continuing Professional Development.

Desirable

- Fundraising Qualification

KNOWLEDGE AND EXPERIENCE:

Essential

- Knowledge of fundraising law, standards and best practice.
- Experience of leading and developing a fundraising strategy to grow income and supporters.
- Ability to develop and deliver annual fundraising plans and manage budgets.
- Demonstratable experience of generating significant income from statutory funding partners, trusts and foundations and other fundraising disciplines.
- Proven track record of success in securing high value 6 figure funding awards.
- Experienced in developing effective working relationships and networks, internally and externally.
- Strong writing skills and a proven track record of producing high quality, persuasive cases for support and proposals, with a strong attention to detail.
- Experience of leading, managing and motivating a fundraising team.
- Evidence of effective project management.
- Experience of public/third sector and partnership arrangements.
- Strategic perspective, understanding of wider environment, political issues and ability to confidently represent the organisation.

Desirable

- Fundraising experience of working in a physical activity /sports or health environment.

DISCLOSURE/PVG REQUIREMENTS

Basic Level Disclosure

TERMS OF APPOINTMENT

Reporting to	Director of People and working closely with the Director of Wellbeing.
Location	Meadowbank Sports Centre Head Office. This post is based in an open plan office environment, with travel to our venues throughout Edinburgh as required. Hybrid working is supported, as some of the work can be delivered from home.
Salary Band	£45,642 - £50,712 (Pay Review in April 23)
IT Equipment	Laptop, mobile phone, equipment to support home working and access to hot desk at head office.
Working Week	Monday to Friday 9am – 5pm (35.75 hrs)
Annual Leave	Starts at 32 days and increasing to 37 days after 5 year's service and 40 days after 10 years' service. This includes public holidays.
Pension	Voluntary Defined Contribution Scheme (Group Personal Pension) with matched contributions to a maximum of 8%. Auto-enrolment scheme is NEST with 3% employer contributions to those who do not join the Group Personal Pension.
Occupational Sick Pay	We offer generous occupational sick pay after six month's service to a maximum of 26 weeks full pay and 26 weeks half pay for those with over 5 years' service.
Parental Leave and Paid Special Leave	We offer a top up to the statutory parental leave payments and up to 1 week of paid special leave in a rolling 12-month period.
Early Pay	Allows people to access a portion of their salary within the month. This aims to reduce reliance on short-term loans and/or help people deal with one off expenses.
Online Employee Benefits	Celebrate offers discount shopping and cash back. It's also our recognition and reward platform.
Free Access to our facilities	We offer free access to non-bookable activities for gym and swim and when space is available to fitness classes. There is the option to sign up for the 'staff membership' which is a heavily discounted full membership for bookable activities to guarantee places. Access to discounted full membership for Friends and Family.
Learning & Development	We offer significant opportunities for learning and development to all our staff. Alongside a thorough Welcome and Induction, annual compliance training, we have extensive management development provision. Around 15% of our employees gain qualifications each year.
Employee Wellbeing Programme	We focus on supporting and improving employee wellbeing with regular tips, mental health awareness training, opportunities to access annual health checks and support to establish personal wellbeing goals.
Employee Assistance Programme	Gives employees access to useful information on all aspects of wellbeing, as well as access to confidential counselling support.

For further information or to arrange a confidential discussion about this vacancy, please contact Alan Surgeon at AWS Charity Jobs:

Email: alan@awscharityjobs.com

Telephone: 0779 595 4029

Closing Date for Application is 5pm on Monday 3 April 2023

Suitable applicants will be invited to apply via the microsite link below, with a CV and covering letter outlining their suitability for the post.

Apply here



How to apply