



ACTIVE
BRADFORD

CEO
Recruitment Pack

Welcome from the Board



Dear Candidate,

Thank you for your interest in leading Active Bradford at such a pivotal moment. Bradford is one of the youngest, most diverse, and most dynamic cities in the UK.

In 2025, we are the **UK City of Culture**, a celebration that showcases the extraordinary communities, creativity, and resilience of our district. We also face stark health inequalities, with life expectancy differences of up to 20 years between our most and least advantaged communities.

Physical activity has a vital role to play in closing these gaps. From improving physical and mental health, to connecting communities and strengthening our economy, movement is fundamental to building a fairer, healthier, and more prosperous district.

Active Bradford is at the heart of this mission. With **£4m Sport England investment**, our flagship **JU:MP (Join Us: Move Play)** programme, and the **Every Move Counts strategy**, we are building a district where being active is an everyday part of life.

As our next CEO, you will shape the future of our partnership, champion our vision locally and nationally, and lead our talented team into the next chapter. We look forward to hearing from you.

Sincerely,

James Mason and Charles Dacres

Co-Chairs

About Us

Active Bradford is the district's physical activity partnership, uniting public, private, health, education, and voluntary organisations around a shared vision:

“Bradford: The Active District – creating a place where it’s easier for everyone to move and be active every day.”

We are proud to:

- Lead the Every Move Counts strategy, co-produced with over 500 local voices.
- Deliver JU:MP, one of Sport England's 12 national Local Delivery Pilots, pioneering a whole-system approach to children's activity.
- Work with partners across health, education, sport, transport, and culture to embed movement in daily life.
- Champion equity, diversity, and belonging, tackling the inequalities that limit opportunity.
- Bradford's strengths are also its opportunities: a young population, rich cultural diversity, and an outstanding natural environment, including Ilkley Moor, the South Pennines and hundreds of local parks and green spaces



Bradford's strengths are also its opportunities: a **young population**, **rich cultural diversity**, and an **outstanding natural environment** including Ilkley Moor, the South Pennines and hundreds of local parks and greenspaces

Our values : What we stand for

At Active Bradford, our values shape everything we do, from how we work together to how we show up for communities and how we drive change across the district.



Caring

We lead with empathy, nurture relationships, and care about each other as staff, our partners and the people and communities we serve.



Innovative

In our mission to get people active we're curious, courageous, and evidenced based whilst always open to new ideas.



Inclusive

We create spaces where everyone feels welcomed, seen, and valued, and strive to reduce inequalities through our work and practices



Collaborative

We work together to co-design and create impact with the children, families, communities, and partners of Bradford district.



Vibrant

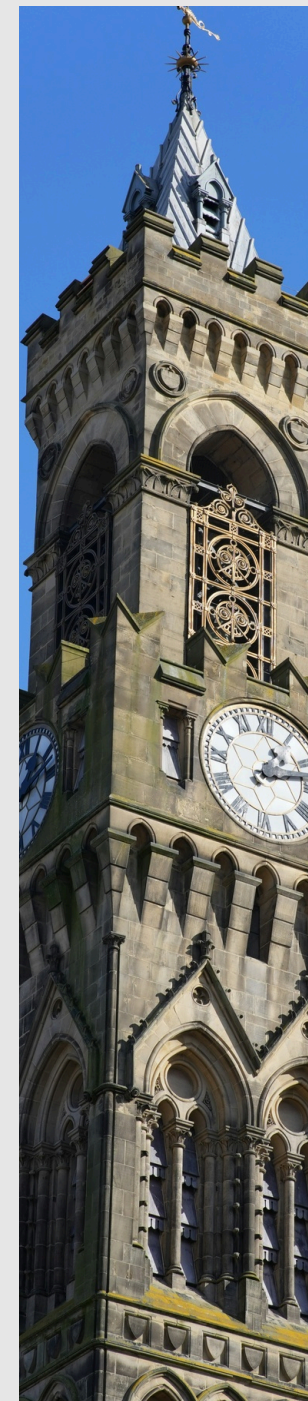
We bring energy, creativity, fun and physical activity into everything we do.

Why this role matters

This is a mission-led CEO role at the intersection of health, community, and culture.

You will:

- Lead Active Bradford into its next strategic phase.
- Influence policy and funding decisions at local, regional, and national levels.
- Connect movement to significant district opportunities and partnerships.
- Support tackling inequalities in the community and deprived neighbourhoods
- Build confidence, wellbeing, and stronger social connections for children & families
- Drive continued national recognition: shaping Sport England policy and influencing how activity is delivered across the UK



Our Impact



- JU:MP (Join Us: Move Play) is Active Bradford's former Local Delivery Pilot programme; funded by Sport England, to take a place-based, whole system approach to improving children's physical activity and reducing inequalities.
- The world-leading research by Born in Bradford shows outstanding impact with children in the JU:MP doing, on average, 70 minutes a week more physical activity than children outside the JU:MP area.
- A collaborative, evidence-based approach with community engagement and codesign at the heart of the work has been key to its success.
- JU:MP is now being further funded to deepen the work rolling out across the Bradford district, testing a neighbourhood and universal approach.



The role: Chief Executive Officer

- **Salary:** £70,000
- **Contract: 3 years.** This is a funding-linked role, with budget allocated initially until 30 April 2028.
- **Location:** Bradford (hybrid working, up to 2 days remote)
- **Reports to:** Active Bradford Board of Trustees
- Our offer goes beyond salary. We aim to reflect our values – Caring, Inclusive, Vibrant, Innovative and Collaborative – in how we support our team:
- **Annual Leave** – 27 days plus bank holidays, rising to 33 days with service (Caring, Inclusive)
- **Pension** – 8% employer contribution (Caring)
- **Wellbeing Support** – 24/7 GP access, counselling, an Employee Assistance Helpline, and cashback on everyday health expenses (Caring, Inclusive)
- **Hybrid & Flexible Working** – based in Bradford with up to 2 days a week remote, designed to support balance and belonging (Inclusive, Collaborative)
- **Learning & Growth** – opportunities to develop your leadership and influence in one of Sport England's flagship Place Partnerships (Innovative, Vibrant)
- **Values-Led Culture** – part of a small, supportive, purpose-driven team making tangible impact across Bradford (Caring, Vibrant, Collaborative)

Key Responsibilities

- **Strategic Leadership & Governance** – develop and deliver Active Bradford's strategy; ensure strong governance and accountability for funding.
- **Programme Leadership** – lead a small, high-performing team; embed equity and inclusion; integrate JU:MP with district-wide priorities.
- **Build trusted partnerships** – act as an ambassador, influencing policy and funding while driving collaboration across health, education, local government, sport, culture, and communities to embed physical activity across the district.
- **Financial Management** – ensure sustainability and compliance; diversify income streams; report clearly on risk and performance.
- **Impact & Influence** – position Active Bradford as the recognised place-based partnership for physical activity; ensure research and evidence drive delivery.
- **Champion evidence-led practice** by working with Born in Bradford and the University of Bradford to generate world-leading insights, using data to inform complex decisions, and embedding evaluation at the heart of all programmes to maximise impact.
- **More detailed information can be found on this link [here](#)**

The opportunity to lead a high-profile, purpose-driven charity at the heart of one of the UK's most exciting, diverse districts

In your first 12 months

You will:

- Build trust and visibility with the Board, Active Bradford team, JU:MP colleagues, and the broad network of partners across the district.
- Establish strong relationships with the JU:MP Research Co-Directors at Born in Bradford, embedding evidence-led decision-making at the heart of delivery.
- Work with the Physical Activity Strategy Group to influence and develop district-wide priorities, positioning Active Bradford as the recognised lead organisation for place-based physical activity.
- Integrate JU:MP and the Every Move Counts strategy, aligning delivery and research with system-wide planning so they are firmly embedded in the district's long-term agenda.
- Showcase impact and inspire buy-in by presenting workshops and engaging diverse groups of staff, partners, and community stakeholders.
- Secure confidence from funders and stakeholders by strengthening financial resilience and developing a plan for income diversification beyond the current Sport England investment.
- Champion our CIVIC values (Caring, Inclusive, Vibrant, Innovative, Collaborative), modelling inclusive and values-led leadership across the partnership.



The type of person we are looking for

Essential Criteria



- Director-level leadership with experience of steering organisations through complexity and change.
- Possesses governance knowledge and is able to work effectively with Trustees, ensuring high standards of accountability.
- Strategic thinker with a systems mindset, experienced in developing and delivering long-term strategies that unite multiple stakeholders.
- Track record of securing and managing multi-million-pound funding, to ensure sustainability and attract new investment.
- Deep commitment to equity, diversity and belonging, with a track record of championing inclusion and tackling inequalities.



- Evidence of values-led, inspirational leadership, motivating small, agile teams and wide partnerships alike.
- Outstanding partnership and influencing skills, able to build credibility at the highest levels across a complex community of partners.
- Data-literate and evidence-driven, able to interpret complex research and evaluation to inform decision-making and inspire change.
- Ability to interpret complex financial information and develop budgets with multiple income streams and programmes

The type of person we are looking for

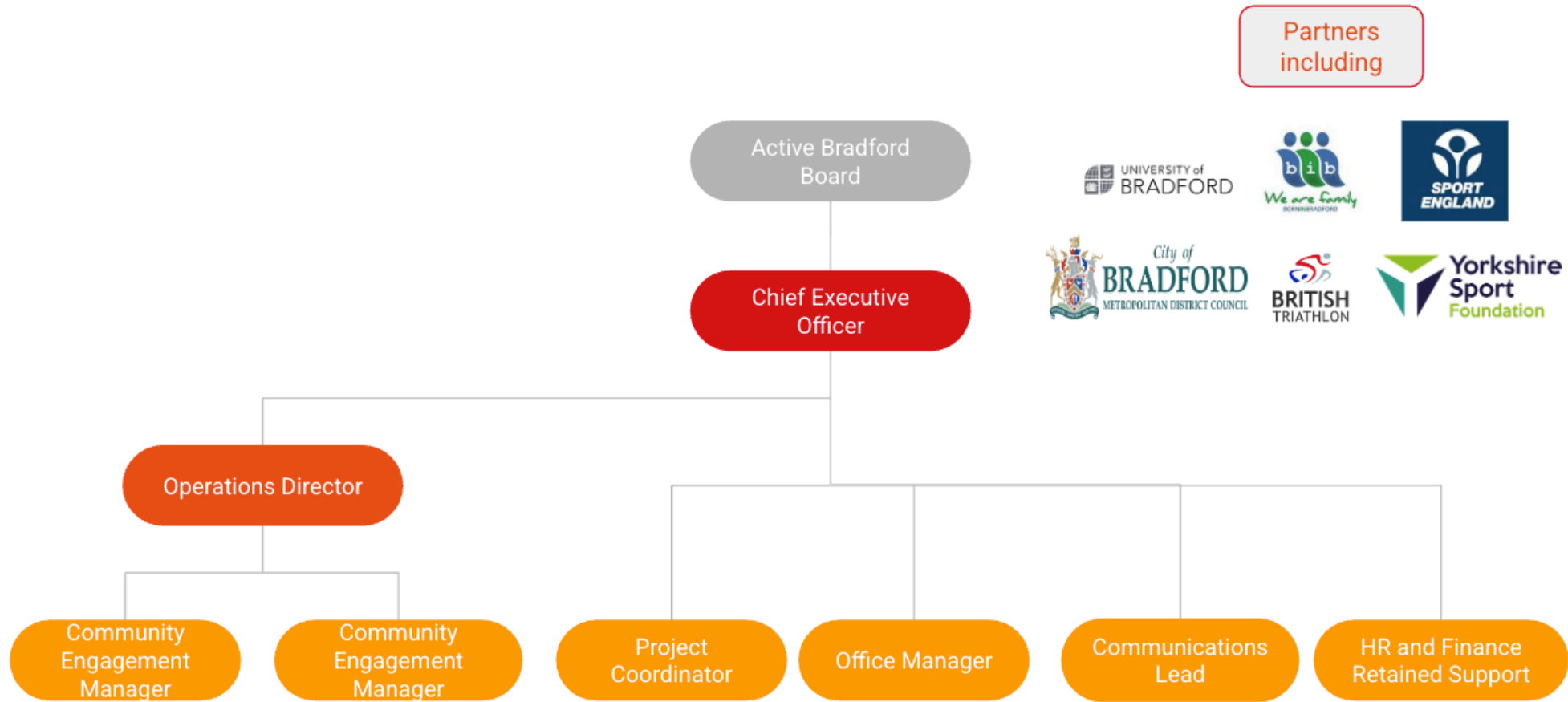
Desirable Criteria



- Experience working in the sports or health and wellbeing sector, at an operational and/or strategic level
- CEO level leadership experience from a not-for-profit or business organisation
- Understanding of Sport England funding, Active Partnerships, and the policy context for physical activity
- Knowledge of place-based whole system approaches to tackling inactivity
- Knowledge of Bradford's unique context, assets and challenges
- Experience of building sustainable partnerships
- Familiarity with research-led or co-produced programmes, ideally working alongside academic or evaluation partners

Our Structure

A talented, dedicated, and passionate team collaborating with diverse local and national partners



Our Commitments



Safeguarding

We are committed to safeguarding children and young people. All roles are subject to DBS checks and safer recruitment practices..



Equity, Diversity & Inclusion

We welcome applicants from all backgrounds and lived experiences. Bradford's diversity is our strength. We are committed to making our recruitment process accessible to everyone and will gladly provide reasonable adjustments to support this



Sustainability

We recognise the connection between climate, health and activity. We are committed to operating sustainably and advocating for active, low-carbon lifestyles

Application Process

If this opportunity excites you but you're not sure you meet every requirement, please apply anyway. We are looking for potential as well as experience.



The link to apply for this role is [here](#). Shortlisted candidates will be invited to attend an assessment day, currently planned for 14th October 2025

Further Reading

1 **Active Bradford Strategy** - [Our Strategy](#) | [Active Bradford](#)

2 **JU:MP Overview** - [JU:MP Overview](#) - [JU:MP](#)

3 **Place Partnerships** - [Place partnerships](#) | [Sport England](#)

4 **Our Impact JU:MP** - [Our Impact](#) - [JU:MP](#)

5 **Our Impact** - [Our Impact](#)

