

JOB DESCRIPTION

TITLE: Communities in Motion - Activity Coordinator

ACCOUNTABLE TO: Director of Services

JOB PURPOSE

To lead the delivery of the Communities in Motion Programme, a two-year initiative funded by Age UK and the London Marathon Foundation, to increase physical activity levels among older people across the City of Leicester. The Activity Coordinator will commission and manage a programme of physical activity sessions, plan and deliver mass-participation events, recruit and supervise volunteers, and maintain programme data and reporting.

MAIN RESPONSIBILITIES:

PROGRAMME DELIVERY – PHYSICAL ACTIVITY SESSIONS

1. Commission, contract and manage a team of self-employed sessional instructors delivering a varied programme of physical activity sessions including chair yoga, tai chi, walking netball/cricket, dance, and balance classes.
2. Schedule and coordinate a regular weekly timetable of sessions across a mix of Clarence House and external community venues (community centres, leisure centres, places of worship).
3. Source and book accessible venues across target communities, negotiating rates and ensuring suitability for older participants.
4. Monitor session quality, observing instructors and gathering participant feedback to ensure safe, inclusive, and effective delivery.
5. Ensure instructors hold appropriate Level 2/3 qualifications and, where relevant, Level 3 Exercise for Older Adults or Later Life Training accreditation.
6. Build and maintain referral pathways with GP surgeries, social prescribers, care navigators, community mental health teams, and the NHS Joy platform.
7. Develop culturally tailored provision, working with partners and faith-based organisations to reach underrepresented communities.
8. Work towards programme participation and attendance targets as set out in the grant agreement and monitoring framework.
9. Ensure at least 50% of new classes/groups incorporate balance-focused training, in line with programme requirements.
10. Signpost participants to other local physical activity services and programmes, recording all onward referrals.

PROGRAMME DELIVERY – MASS-PARTICIPATION EVENTS

1. Plan, organise and deliver eight mass-participation events over 24 months, including culturally specific events (e.g. Diwali celebration dance, Calypso Cardio) and active events (e.g. walking sports).
2. Conduct risk assessments for all events and ensure appropriate staffing, volunteer support, and safeguarding arrangements.
3. Use events as first-contact and progression opportunities, providing information about ongoing programme classes and capturing participant data for onward engagement.
4. Coordinate event logistics including venue hire, materials, signage, and equipment.
5. Distribute and collect participant surveys at mass-participation events.
6. Ensure attendance targets for mass-participation events are met in line with programme requirements, working with our marketing and communications team to maximise reach and engagement.

VOLUNTEER RECRUITMENT & MANAGEMENT

1. Recruit, train and supervise volunteers to support sessions and events.
2. Ensure all volunteers complete Age UK mandatory training covering safeguarding, health literacy, communication skills, and identifying older people with low activity levels.

DATA, ADMINISTRATION & REPORTING

1. Maintain accurate programme records capturing attendance, demographics, outcomes, and onward referrals.
2. Submit monthly activity data returns and quarterly reports including activity data, case studies and expenditure returns.
3. Conduct follow-up calls with participants at three and six months to collect outcome data on activity levels, awareness, confidence, and motivation.
4. Track programme KPIs and use data to identify gaps, inform service planning, and evidence impact.
5. Maintain accurate records of programme expenditure (sessional instructor payments, venue hire, volunteer expenses, event materials, and printing) and work alongside the Finance team to support budget monitoring and quarterly financial returns.
6. Ensure all participant data is collected, stored, shared and disposed of in line with UK GDPR, the Data Protection Act 2018, and Age UK Leicester Shire & Rutland's data protection and confidentiality policies. Obtain appropriate consent for follow-up contact, evaluation, and any sharing with referral partners or the external evaluator.

STAKEHOLDER ENGAGEMENT & PARTNERSHIPS

1. Build and maintain relationships with delivery partners, referral sources, and community organisations across Leicester.
2. Represent the programme at internal and external meetings, forums, and partnership boards.
3. Support the mandatory external evaluation by facilitating evaluator access to participants, volunteers, and programme data, including arranging interviews and focus groups as required.

Training and Development

1. Undergo mandatory and departmental training and development as required.
2. Evaluate training undertaken and integrate it into your work programme.

Health and Safety

1. Adhere to Age UK Leicester Shire & Rutland's Health & Safety Policy and related policies mentioned therein.
2. Where applicable ensure project activities are risk assessed in line with the organisation's Health and Safety policies and procedures.

Working Practices/General

1. As well as the Health & Safety policies and procedures above, adhere to and implement all other Age UK Leicester Shire & Rutland's policies and procedures as well as the Personal Care Policies if relevant to your role.

Details of these and other Age UK Leicester Shire & Rutland policies can be found in [F:\COMMUNAL FOLDER\POLICIES](#) or on the HR self-service portal.

2. Age UK Leicester Shire & Rutland is committed to its charitable aims, and fundraises in order to provide accessible services for the older people of Leicester, Leicestershire and Rutland. Age UK Leicester Shire & Rutland expects all its employees to partake, when possible, in events which support these charitable aims.
3. Age UK Leicester Shire & Rutland expects all staff to have basic IT skills to enable them to use the systems within the organisation and have a willingness to embrace new technology as it is introduced. Training will be provided to staff who require it.
4. To undertake any other duties that may reasonably fall within the purview of the job.

This Job Description sets out the responsibilities of the post at the time it was drawn up. Such responsibilities may vary from time to time without changing the general character of the post or level of responsibility entailed. Variations are a common occurrence and do not of themselves constitute additional responsibilities.

Signed: _____

Date _____

Please print name: _____

