

Overview of the role

Managing the day to day operation of a leisure facility.

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Standard in development L3: Leisure duty manager

Title of occupation

Leisure duty manager

UOS reference number

ST0301

Core and options

No

Level of occupation

Level 3

Occupational maps data

Route: Business and administration

Pathway: Management and Administration

Cluster: Administrator

Typical duration of apprenticeship

18 months

Target date for approval

01/01/0001

Resubmission

No

Would your proposed apprenticeship standard replace an existing framework?

No

Does professional recognition exist for the occupation?

No

Regulated occupation

Is this a statutory regulated occupation?

No

Occupation summary

Leisure Duty Managers manage the effective day to day 'front line' operation of a leisure facility. These facilities will vary in size and the services available such as swimming pools, multi-functional sports hall, fitness suites, crèche, children's soft play and trampoline parks, health suites, climbing walls and outdoor sports tracks.

It is the responsibility of the Leisure Duty Manager to open and close all areas of the facility and ensuring the facility is prepared for use in accordance with the planned activity programme and that all areas are maintained in accordance with legislation to the highest possible standards of safety, cleanliness, hygiene, security, and operational effectiveness. Examples include managing pool plant rooms and chemicals, setting up specialist equipment such as staging or trampolines.

Typically, the Leisure Duty Manager will provide visible leadership, to a diverse range of staff such as lifeguards, receptionists, sports coaches, fitness teams and crèche workers. Their responsibility is to manage all operational team's performance during shifts and on-going development of direct reports to ensure staff are motivated, efficient and operate at a high standard. As well as being the point of contact for customers who have feedback and escalated queries

The Leisure Duty Manager will promote customer health and well-being, and, through the services on offer encourage customers to adopt and maintain an active healthy lifestyle.

The Leisure Duty Manager will drive improvements to the customer experience and ensure members of staff are fully aware of how to support diverse customers such as ethnic groups, disabled participants, adults, and young children, understanding how this will contribute to overall customer satisfaction and retention in support of the business goals and brand.

The Leisure Duty Manager will typically report to a Leisure Centre/General Manager and assist in implementing management systems, maintaining operational standards, records, and financial procedures in accordance with regulations and industry guidance whilst ensuring compliance with all organisational policies and procedures. Leisure Duty Managers' typically cover a seven day week resulting in shifts that include weekends, early mornings, evenings and public holidays.

This occupation exists within a sector that plays an important role in improving the health and wellbeing of the nation, creating opportunities that get more people, more active, more often in partnerships with external organisations.

Are there any statutory/regulatory or other typical entry requirements?

No

Occupation duties

Duty	KSBs
<p>Duty 1 Ensure the safety of the site, facilities, equipment, plant, staff and customers including ensuring that the site and facilities meet the highest standards of health and safety legislation and regulation.</p>	<p>K3 K4 K16 S14</p>
<p>Duty 2 Lead the response to critical incident management, reporting for both employees and the general public.</p>	<p>K10 S6</p>
<p>Duty 3 Manage all areas of the facility ensuring the highest possible standards of cleanliness, security and operational effectiveness and efficiency.</p>	<p>K16 K18 K20 S13</p>
<p>Duty 4 Manage, allocate, supervise, train and motivate operational staff whilst on shift.</p>	<p>K7 K8 S5 S7 S8 S9 S11 B2 B5</p>
<p>Duty 5 Ensure activity areas are prepared for use in accordance with the planned programme and ad hoc bookings. Making sure relevant health and safety standards are met.</p>	<p>K2 K5 S2</p>
<p>Duty 6 Ensure staff and customers comply with the employer’s policies, procedures and standards</p>	<p>K6 K9 K11 K12 K16 S4 S10 B1</p>
<p>Duty 7 Manage the customer experience, including dealing with all customer complaints and customer service enquiries.</p>	<p>K6 K13 K14 K15 S3 S11 S12 B4</p>
<p>Duty 8 Monitor quality and function of key systems within the facility. For example, ensuring building management systems are functioning, pool</p>	<p>K21 S18</p>

Duty	KSBs
plant or access systems are operating according to manufacturer, legislative and regulatory requirements.	K17
Duty 9 Ensure compliance with organisational, environmental, ethical, social and sustainability strategies and policies.	S16
Duty 10 Ensure the smooth and secure opening and closing of a facility and responding to out of hours incidents in accordance with policies and procedures.	B3
Duty 11 Manage the daily financial procedures within the facility. For example, reconciling tills, safe contents and coordinating secure cash collection.	K1
Duty 12 Support health and wellbeing initiatives within the centre and/or local communities, with a focus on social impact, social mobility and engagement.	S1
Duty 13 Assist in the promotion of the facility and the services it offers.	K22 K23 K24 S17 S19
Duty 14 Support health and wellbeing initiatives within the centre and/or local communities, with a focus on social impact, social mobility and engagement.	K19 K25
Duty 15 Assist in the promotion of the facility and the services it offers.	K26 K27
Duty 16 Assist in the promotion of the facility and the services it offers.	S15

KSBs

Knowledge

K1: Policies and processes for opening and closing a leisure facility, including out of hours incident management.

K2: Operational processes and procedures for making specialist areas of a leisure facility available for use, for example reception, swimming pools, fitness areas, sports halls, plant rooms, changing rooms and activity areas.

K3: The processes involved in the safe preparation and resetting of key areas, including ad hoc bookings and associated equipment for example dry side facilities, the swimming pool environment, trampolines and electronic accessible hoists.

K4: Equipment inspection techniques including maintenance schedules and reporting.

K5: Organisational and legislative requirements for preparing for and managing large gatherings and events.

K6: Communication techniques to ensure a high level of interaction with staff, customers, and visitors such as contractors and clients.

K7: Approaches to managing a leisure operations team such as lifeguards, sports and fitness coaches, receptionists and cleaners.

K8: Relevant regulation, legislation, and compliance and how it impacts their role and the organisation such as GDPR, ethical, environmental and social policies, safeguarding and Natasha's law.

K9: Performance management of all staff. For example, direct reports, self-employed staff and volunteers.

K10: Critical Incident management processes including recovery programme, business continuity and wider community crisis support.

K11: Methods to manage and support candidates through the recruitment lifecycle and onboarding, including shortlisting processes, qualification and safeguarding checks.

K12: Organisational processes and procedures for induction, staff training, mandatory and regulated continued professional development.

K13: Customer profiles within the local community and how they impact the approach within the facility and the service expectation from the specific customer group for example women only sessions, disabilities and religious beliefs.

K14: The organisations customer service standards, service level agreements and complaints processes.

K15: Customer experience principles, digital platforms and systems for receiving and dealing with feedback from customers.

K16: How to manage Health and Safety in accordance with legal and employer requirements for the safe running of a leisure facility for all customers and staff such as pool plant operations, chemicals and hazardous substances, risk assessments, manual handling, and first aid.

K17: The organisations environmental procedures and how they may impact day to day leisure operations. For example, energy conservation and reduction, minimising waste and recyclable controls regarding financial and moral responsibility.

K18: Quality assurance process and procedures to deliver a high-quality functioning facility that supports customers wellbeing

K19: The business brand and values of the organisation alongside upholding its reputation to support business goals and service targets through its operations, products and services to its community & customers on offer.

K20: The purpose of their role within the organisation, their level of responsibility and accountability. For example, when procuring the services of contractors and suppliers or issuing refunds to customers.

K21: The organisations central management systems and its components such as customer database, sports activity bookings, staff rota systems and daily and weekly management reports and contingency plans for non-operation.

K22: Revenue and protection during shifts including all cash handling procedures such as till reconciliation, vending machines and catering outlets.

K23: Stock control methods for items such as saleable goods, membership vouchers, cleaning and pool chemicals and event tickets.

K24: Principles of financial monitoring and management and how they impact on the facility's financial performance.

K25: The importance of the industries contribution to the health and wellbeing of the communities.

K26: Methods to drive revenue within the facility, for example secondary spend, upselling and utilisation of unused space.

K27: Approaches to promotion and publicity of the facility to increase engagement with the local community such as the use of digital display screens and marketing promotions.

Skills

S1: Open and close a leisure facility in line with organisation and health and safety requirements.

S2: Ensure facility is fully operational, resourced and prepared for customer use for example equipment, sports halls, gyms, outdoor pitches and swimming pools.

S3: Solve problems to ensure customer service standards are met and maintained.

S4: Support recruitment and induction of new staff, contractors and volunteers including conducting all necessary legal and organisational checks. For example, DBS checks.

S5: Plan, organise and manage the allocation and rotation of staff, ensuring compliance with organisational and industry policies and procedures. For example, safe staffing levels and ratios.

S6: Lead team(s) in emergency or business continuity situations in accordance with facilities emergency action plan.

S7: Use coaching and motivational techniques to support team performance, engagement and development.

S8: Share positive feedback, success and key learnings in a timely manner ensuring all staff adhere to agreed processes and procedures.

S9: Adapt own leadership style to different situations and audiences.

S10: Support the facility management team with actioning HR processes such as talent, probation, performance, disciplinary or sickness management.

S11: Communicate with diverse audiences.

S12: Manage customer comments and complaints following organisational procedures, including recommending improvements where necessary to prevent any reoccurrence of problems.

S13: Perform regular audits and assessments to monitor and review facility compliance with legislation and industry guidance such as fire exit checks, changing room cleanliness, air temperatures.

S14: Set up and use equipment and materials and as per manufacturers guidance.

S15: Promote the business brand by using of marketing resources and tone of voice used by the organisation.

S16: Collate and interpret data and information for the facility manager on measures such as staff issues, customer complaints, events, incidents and accidents and make recommendations where required.

S17: Manage and monitor budgets, targets and financial key performance indicators in own area of responsibility.

S18: Use central management systems to support the effectiveness of the organisation and facility. For example, building management systems, customer relations management systems, labour scheduling tools and electronic passes.

S19: Monitor and audit stock control systems

Behaviours

B1: Committed to continued professional development

B2: Takes ownership of own work, explains decisions and stands by them when required

B3: Considers the environment, sustainability and energy consumption when using resources and carrying out work.

B4: Acts in a professional and ethical manner, embracing equity, diversity and inclusion in the workplace.

B5: Team focused and works effectively with colleagues and others

Qualifications

English and Maths

Apprentices without level 2 English and maths will need to achieve this level prior to taking the End-Point Assessment. For those with an education, health and care plan or a legacy statement, the apprenticeship's English and maths minimum requirement is Entry Level 3. A British Sign Language (BSL) qualification is an alternative to the English qualification for those whose primary language is BSL.

Does the apprenticeship need to include any mandated qualifications in addition to the above-mentioned English and maths qualifications?

Yes

Consultation

Progression Routes

Supporting uploads

Mandatory qualification uploads

Mandated degree evidence uploads

Professional body confirmation uploads

Involved employers

David Lloyd Leisure, ESPH, Everyone Active, Fitness First, Greenwich Leisure Ltd, Hilton, Jubilee Hall Trust, Nottingham City Council, Nuffield Health, Parkwood Leisure, Places for People Leisure, Virgin Active, LA Fitness, 1610 Leisure Trust, 1Life, Fitness Express

Subject sector area

15.3 Business management