



Here for young people  
Here for communities  
Here for you

# Head of Social Enterprise

## Application Pack 2025

37.5 Hours Per Week  
Full Time, Permanent  
North Shields Based  
Up to £40k p.a.





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# YMCA NORTH TYNESIDE

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## Introduction

YMCA North Tyneside is a local charity that has been at the heart of community transformation in North Tyneside and surrounding areas since 1879.

At YMCA North Tyneside, our thriving social enterprises – including our gym, nursery, and cafe – play a vital role in funding and expanding our charitable impact. These ventures are not only successful businesses but also purpose-driven platforms that empower individuals, create opportunities, and generate sustainable income to support our mission.

Every membership, nursery placement, and cup of coffee helps fund our essential services across the region – from supporting young people aged 16–25 at Sir James Knott House, to a range of community programs tackling isolation, mental health, and inequality. Our social enterprises embody our belief that sustainable business can be a force for good – creating jobs, building confidence, and reinvesting directly into the lives of those who need it most.

### Between April 2023 and March 2024:



6,157 unique  
individuals attended  
our gym



8,103 total  
volunteering hours  
across the  
organisation



322 hours of work  
experience students  
within in nursery



983 hot meals  
provided through our  
community meals  
programme

View our Impact Report here - [ymcanorthtyneside.org/impact-report](https://ymcanorthtyneside.org/impact-report)



## YMCA North Tyneside works in the following service areas:

- Supported Accommodation
- Family & Community Work (includes Youth Work & Day Nursery)
- Training & Education
- Health & Wellbeing (includes our Gym based in North Shields)

Our activities and services cater for all ages, working with all faiths and none. Locally, our YMCA is a well-respected charity which serves some of the most vulnerable people in the community. We work across North Tyneside, Sunderland, Teesside, County Durham, at RAF Leeming, Northumberland and North Yorkshire.

The charity also operates a subsidiary trading company in the Lake District known as Patterdale Hall Estate. View the properties and learn more here at [the-estate.co.uk](https://the-estate.co.uk)





# YMCA Strategic Themes

- Offer More Homes
- Help More People
- Shout Louder
- Drive Enterprise & Sustainability

View our Strategic Plan here - [ymcanorthtyneside.org/strategic-plan](https://ymcanorthtyneside.org/strategic-plan)

## Our Cause

We are an inclusive community where we support people to be healthy, happy and connected.

## Our Values



We believe that everyone has potential.



We empower our communities so all can Hope, Belong, Contribute and Thrive.



We look to inspire each person we meet to nurture them in Mind, Body and Spirit.



We exist to serve and show love to our communities and those we come into contact with.

# Organisational Structure

Nationally and internationally, YMCA is a federated movement of which our YMCA is a member. YMCA North Tyneside is incorporated as both a registered provider of social housing and a registered charity.

## Trustee Board and Working Group/ Committees

The Trustee Board is responsible for the organisation and meets six times per year. It manages its obligations through a working group/ committee structure, each of which has its own Chair and clear terms of reference. Each group is supported by the Leadership Team (LT) and a number of co-opted Strategic Advisors. Each Committee meets between three to four times per year.



## Executive Leadership Team

Given the size and breadth of YMCA, the day-to-day management of the organisation is led by the Executive Leadership Team.



## Board of Trustees

Our Leadership Team is supported by the Board of Trustees, which at the present moment includes the following roles:

David Hodgson	President
Arif Shahab	Chair of Trustees
Victoria Scott	Vice Chair & Portfolio Holder for People & HR
Carol Allen	Trustee & Portfolio Holder for Inclusive Practice & Early Years
John Hendry	Trustee & Portfolio Holder for Legal
Mark Earl	Trustee & Portfolio Holder for Finance
Mark Robson	Trustee & Portfolio Holder for IT & Digital Innovation
Lauren Holmes	Trustee & Portfolio Holder for Buildings & Asset Management
Ben Broadhead	Trustee & Portfolio Holder for Funding & Fundraising
Jane Iley	Trustee & Portfolio Holder for Housing & Development
Peter Colley	Trustee & Portfolio Holder for Governance & Compliance



# SOCIAL ENTERPRISE

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As the Head of Social Enterprise, you will be responsible for the strategic leadership and development of our Gym, Nursery and Cafe ensuring their continued growth, operational excellence, and alignment with the overarching mission of YMCA North Tyneside. This role demands a strategic thinker with a strong commercial acumen within the leisure, education and hospitality sectors, exceptional leadership skills, and a passion for social change within a values-driven organisation. You will be instrumental in identifying new opportunities, enhancing customer experience, and maximising the Gym, Nursery and Cafe's contributions to the wider social impact of YMCA North Tyneside.

## YMCA Gym

<b>Gym Managers:</b>	Donna Ayre (Manager) & Sarah Blakey (Assistant Manager)
<b>Number of Staff:</b>	1 Full-time, 10 Part-time & 1 Bank Staff
<b>Current Members:</b>	1,820+ Active Members
<b>Number of Classes:</b>	55+
<b>Additional Services:</b>	Cancer Rehab, Healthy Hearts, Weight Management & More
<b>Website:</b>	<a href="http://ymcagym.co.uk">ymcagym.co.uk</a>

YMCA North Tyneside's gym is a cornerstone of our social enterprise, serving as a dynamic and inclusive hub dedicated to the health and well-being of our community. We are a welcoming and supportive fitness community, equipped with modern facilities and staffed by dedicated professionals passionate about helping our members achieve their health and fitness goals. We pride ourselves on creating an environment where everyone feels comfortable and motivated, fostering a sense of belonging that extends beyond the workout floor.

Our gym offers a comprehensive range of fitness options, including state-of-the-art equipment, diverse group exercise classes, personal training, and specialised programmes catering to various needs and interests. We are committed to providing high-quality, affordable fitness solutions that empower individuals to lead healthier and more active lives. Furthermore, we actively engage with the local community through partnerships and initiatives that promote health and well-being beyond our four walls.



**Donna**



**Sarah**



# YMCA Day Nursery

<b>Nursery Managers:</b>	Ian Pearson (Manager) & Emma Elcoat (Assistant Manager)
<b>Number of Staff:</b>	11 Full-time, 7 Part-time & 2 Bank Staff
<b>Number of Places:</b>	72
<b>Registered Children:</b>	132
<b>Additional Info:</b>	Proudly providing Private and Funded Hours.
<b>Website:</b>	<a href="http://ymcanursery.co.uk">ymcanursery.co.uk</a>

YMCA Day Nursery provides high-quality early years education and care that prioritises child development and well-being. We are dedicated to creating stimulating and engaging learning environments where children can thrive and reach their full potential.

Our Nursery is more than just a place for children to play; it's a space where our qualified and passionate team fosters curiosity, creativity, and social-emotional development. We are dedicated to providing a safe, supportive, and enriching environment that caters to the individual needs of each child. Crucially, the fees and operational success of our nursery enable YMCA North Tyneside to reinvest in vital community programs that support families, young people, and individuals facing various challenges. We are committed to breaking down barriers to opportunity and ensuring that children have the best possible start in life, regardless of their background.

As the Head of Social Enterprise, you will play a pivotal role in leading and strategically developing our nursery services within the broader YMCA North Tyneside social enterprise framework. You will be instrumental in ensuring the continued high quality and sustainability of our nursery provision, identifying opportunities for growth and innovation that align with our social mission.



This is a unique opportunity to leverage your leadership skills and understanding of the early years sector to make a tangible difference in the lives of young children and their families.

**Ian**



**Emma**



# YMCA Cafe

<b>Supervisor &amp; Cook:</b>	Shona Stapley (Supervisor) & Lisa Pomery (Cook)
<b>Number of Staff:</b>	1 Full-time, 6 Part-time & 2 Bank Staff
<b>Capacity:</b>	Up to 45 covers
<b>Additional Info:</b>	Proudly providing Community Meals to vulnerable members of the community, and nutritious meals for the cafe and YMCA Day Nursery.
<b>Website:</b>	<a href="http://ymcanorthtyneside.org/cafe">ymcanorthtyneside.org/cafe</a>

YMCA Cafe is a vibrant community hub. As one of YMCA's key social enterprises, the Cafe reflects everything we stand for: inclusivity, opportunity, and meaningful impact.

Our Cafe provides a warm, welcoming space for people from all walks of life – from families and professionals to those experiencing homelessness or social isolation. Every cup poured and every plate served supports our mission: all profits are reinvested directly into local YMCA services such as housing, mental health support, youth work, and wellbeing programmes.

Having been under the branding of Cafe 1879 since March 2022, the cafe will soon revert back to the original YMCA Cafe branding however with a modern fresh new look. This decision comes as we begin shaping our marketing strategy to align with new Journey to 2030 strategic priority 'Shout Louder'. To ensure our branding is prevalent across all areas, having the cafe under YMCA branding, we will be more recognisable and the cafe will stand out against the strong branding of Newcastle Building Society who we share the space with.

Additional to the day to day running of the cafe, the space hosts Community Meals for vulnerable members of our community, evening fundraising and social events, as well as providing catering for internal and external events.



**Shona**



**Lisa**





# THE OPPORTUNITY

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<b>Job Title:</b>	Head of Social Enterprise
<b>Salary (FTE):</b>	Up to £40k per annum
<b>Hours of work per week:</b>	37.5 (inc. flexible working, occasional evenings)
<b>Responsible to:</b>	Director of Community & Social Enterprise
<b>Responsible for:</b>	Social Enterprise Functions including Gym, Nursery and Cafe
<b>Location:</b>	YMCA North Tyneside (Primary Location: North Shields)

## Job Purpose:

The Head of Social Enterprise is a key leadership role, responsible for the strategic growth and operational management of our social enterprises, including the Cafe, Gym and Nursery. The post holder will drive efficiencies, ensure financial sustainability, and enhance social impact. This role requires a proactive, hands-on approach, balancing strategic planning with direct operational oversight and problem-solving. With strong business acumen and leadership skills, the post holder will foster a high-performance culture, supporting teams to achieve targets while maintaining an engaging and purpose-driven work environment.

## Key Responsibilities:

- To drive growth and sustainability across the cafe, gym and nursery;
- In partnership with line management, actively seek and develop opportunities for income growth, operational efficiencies, and market positioning to enhance the long-term sustainability of each enterprise
- Produce and manage budgets together with monitoring revenue, expenditure and ROI for each enterprise.
- Work closely with Director of Community & SE and finance team to track financial performance & forecasting, utilising data insights, KPIs and financial analysis to make informed decisions, measure success, and drive continuous improvement across all areas

- Oversee day-to-day operations ensuring efficiencies and high standards and allocate resources effectively.
- Implement systems and processes to enhance productivity and service delivery.
- Foster a culture of high performance, accountability, and continuous improvement - ensuring staff are supported, motivated, and challenged to achieve business and personal growth.
- Liaising with Health and Safety and/or Maintenance teams to ensure compliance and to mitigate risks.
- Ensure each enterprise and team meets regulatory requirements and best practice, ensuring quality standards across services.
- Build relationships with key partners, funders and internal and external stakeholders, representing the charity's social enterprise initiatives to increase visibility.
- Work collaboratively with other departments, ensuring alignment with wider organisation goals.
- Provide regular reports to the Director of Community & Social Enterprise, including updates on KPIs, KIIs and MIIs.
- Maintain up-to-date knowledge of the wider organisation and business areas to ensure alignment and progression towards strategic goals.
- To oversee the main reception and room booking functions, ensuring bookings are managed effectively, and drive maximised revenue and service quality.

## Key Relationships:

- You will report directly to the Director of Community & Social Enterprise, ensuring open and regular communication on strategic and operational matters. Proactively keep the Director updated on performance, risks, emerging opportunities, ensuring informed decision-making at a leadership level.
- You will line manage and have regular 1-2-1s with the Cafe Supervisor, Gym Manager and Nursery Manager together with the reception team.
- You will be required to work closely with the Head of Community to ensure seamless collaboration for joint projects and share goals and insights.
- You will also work with the Head of Patterdale to ensure the Patterdale Estate aligns with social enterprise objectives and growth strategies. You will also support operational synergies between Patterdale and other business areas.

- You will also be expected to actively collaborate with peers across the organisation, sharing insights, supporting cross-functional initiatives, and contributing to a culture of shared success.
- Engage with the CEO as and when needed for strategic discussions and updates.

It is in the nature of the work at YMCA North Tyneside that tasks and responsibilities are, in many circumstances, unpredictable and varied. Therefore, this job description is not an exhaustive list of duties and responsibilities but is intended to reflect a range of duties the post-holder will perform in line with their remuneration. The job description will be reviewed regularly and may be changed in the light of experience and in consultation with the post-holder.

This role will involve liaison with delivery staff, senior management, the CEO and the board of trustees to review and ensure exceptional delivery of the strategic plan and the organisational mission and vision.

This post requires proof of right to work in the UK, satisfactory references and a satisfactory enhanced DBS Disclosure (the cost of which will be met by the employer).

## **Equal Opportunities:**

YMCA North Tyneside is committed to eliminating discrimination and encouraging diversity amongst the workforce. We aim to be an equal opportunities employer and we are determined to ensure no applicant or employee receives less favourable treatment on the grounds of gender, age, disability, religion, belief, sexual orientation, marital status, or race, or is disadvantaged by conditions or requirements which cannot be shown to be justifiable.



# YOUR APPLICATION

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Thank you for your interest in YMCA North Tyneside. To apply for the role of Head of Social Enterprise, you will need to submit the following as part of your application:

- An up-to-date CV, which shows your career history
- A covering letter/supporting statement explaining why you are interested in the role, detailing why you believe you are a good candidate for the role and how you meet the criteria of the Person Specification
- Our online application form which can be found by clicking the following link: [YMCA Online Application Form](#)
- Finally, we ask that you please inform us of any dates that you are unable to attend an interview

**Please note, applications will only be considered if all the above is completed.**

We do also request that you complete our Equality & Diversity monitoring form, however, this is voluntary. This form is used for monitoring purposes in line with our commitment to equality and diversity. The link to our Equality & Diversity form is provided upon completion of your online application.

We advise that you submit your application in good time and recommend that your CV and Cover Letter are no longer than 3 pages. Once you have submitted your application, you should receive confirmation. If you do not receive an acknowledgement of your application, please contact HR.

If you would like to have an informal discussion about the Head of Social Enterprise post and/or the organisation, or if you have any other questions which may help you decide whether to apply, contact HR at [hr@ymcanorthtyneside.org](mailto:hr@ymcanorthtyneside.org) and provide your contact details. Our HR department will be happy to arrange an appropriate time and date for you to discuss your queries with Helen Noble, our Director of Community & Social Enterprise.

## **What to expect next:**

1. Initial Chat: We'll invite suitable candidates for a brief telephone interview
2. Meet the Team: If that goes well, you'll be invited for an in-person interview at YMCA North Tyneside. This will likely involve a panel of three people, including the Director of Community & Social Enterprise. There may be a task involved.

## **Want to know more?**

If you'd like a quick chat about the role, or would like to organise a visit prior to your application, feel free to call us on 0191 257 5434 or drop our HR team an email at [hr@ymcanorthtyneside.org](mailto:hr@ymcanorthtyneside.org).

# PERSON SPECIFICATION

Key Competencies			
Leadership & Management	Demonstrates strong leadership skills, effectively managing teams and operations while fostering a culture of accountability, high performance, and continuous improvement		
Strategic Thinking & Decision Making	Ability to develop and execute strategic plans, using data-driven insights to make informed decisions that align with organisational goals and drive growth and sustainability		
Financial Management & Efficiency	Ability to manage budgets, track revenue and expenditure, and identify opportunities for operational efficiencies and income generation to ensure financial sustainability		
Collaboration & Stakeholder Management	Builds and maintains strong working relationships across departments and external partners, ensuring seamless communication and alignment with broader organisational goals and objectives		
		Essential	Desirable
Education/Qualifications/Experience			
A degree or NVQ qualification or relevant experience in business management and leadership		✓	
Experience of high-pressured environments showing effective coordination of varied and conflicting workload/priorities		✓	
Proven experience in managing social enterprises or similar purpose-driven organisations		✓	
Strong leadership and team management skills, with experience supervising multiple departments and teams		✓	

	Essential	Desirable
Good understanding of GDPR		✓
Experience in the café, gym, or early years sectors		✓
<b>Skill &amp; Abilities</b>		
Excellent at prioritising tasks and keeping track of progress	✓	
Excellent organisational skills, particularly when multi-tasking	✓	
Excellent communication skills, both verbal & written	✓	
Excellent IT proficiency, particularly Google Drive, including calendar, spreadsheets & presentations	✓	
Ability to maintain a high level of confidentiality and concentration	✓	
Strong financial management skills, including budget management and income generation	✓	
Ability to drive efficiencies and foster collaboration across different business areas	✓	
Excellent communication and stakeholder management skills, including experience reporting at board level	✓	
Knowledge of relevant compliance, health & safety, and safeguarding requirements		✓
Understanding of social impact measurement and reporting		✓
Experience developing external partnerships and funding opportunities.		✓

	Essential	Desirable
Proven ability to collaborate closely with senior leaders and peers, ensuring strong two-way communication and alignment with organisational strategy	✓	
Ability to keep leadership informed and engaged, proactively sharing key insights and developments	✓	
<b>Personal Skills &amp; Abilities</b>		
Highly skilled in relationship building, working effectively with both internal and external stakeholders to drive shared objectives	✓	
Open to challenge, willingness to learn new skills and continuously professionally develop	✓	
Ability to develop and maintain strong working relationships	✓	
Adaptable and flexible to suit changing work priorities and tasks	✓	
Dependable and self-disciplined	✓	
Proactive, forward-thinking and solution seeker	✓	
Ability to thinkcreatively, 'outside of the box' and remove barriers	✓	
Strong critical thinking skills	✓	
High attention to detail	✓	
Strong ability to contribute towards effective team working	✓	
Calm and flexible approach to work	✓	



# EMPLOYEE BENEFITS

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In addition to joining a great team, our colleagues also benefit from:



Competitive salary (depending on experience)



Opportunity to make a real difference



Company Sick Pay



25 days holiday per year, plus 8 bank holidays



Access to 24/7 GP Helpline



Buy/Sell Holiday Scheme



2 x Volunteering Days per year



A range of discounts through Reward Hub, Blue Light & Charity Worker discount



Learning & Development - Coaching & Mentoring opportunities



Electric Vehicle Salary Sacrifice Scheme



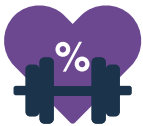
Life Assurance 2 x Annual Salary



Get your birthday off!



Flexible Public Holidays



Free membership at YMCA Gym for you and a loved one



Staff discounts at our cafes including Cafe 1879 and Cockfield Community Cafe



Staff discount on fees at YMCA Day Nursery



Group Pension Contribution Scheme