



**Bromley  
by Bow  
Centre**

**Bromley by Bow Centre  
Recruitment Pack**  
Local Area Co-ordinator

St Leonard's Street  
London E3 3BT  
Tel 020 8709 9700  
Website [www.bbbc.org.uk](http://www.bbbc.org.uk)  
Twitter @bromley\_by\_bow  
Charity no 1041653

## People often find the Bromley by Bow Centre surprising

Perhaps they don't expect a charity with 150 staff delivering over 40 separate projects in 30 venues across East London. Nor a charity that provides essential services to over 2,500 people every month.

They may be surprised that we are a charity working in partnership with a clinical team that delivers primary care to over 50,000 patients every year. Or that we have incubated 73 social businesses, with a combined turnover in excess of £5 million, creating almost 400 jobs in the process.

People are often surprised we have our own in-house research team and a knowledge share project that has welcomed 2,000 visitors from 27 different countries in the last 12 months. And not everyone expects us to have a staff team that hails from 30 countries and speaks over 20 different languages and dialects. And then there is the inspirational three acre therapeutic gardens, with a beautiful Mediterranean courtyard that smells of jasmine and lavender.

We have spent many years creating a really positive, creative and inclusive working environment and my colleagues will testify to the fact that the Centre has a very special culture. This is borne out by the fact we are part of the Sunday Times Best Companies programme and have made it into the Top 100 Not-for-Profits to Work For in the UK for the past four years.



Rob Trimble  
Chief Executive & Team Leader



# Why is this job so important?

## The Bromley by Bow Centre has big ambitions

The Bromley by Bow Centre is a vibrant community centre in the heart of Tower Hamlets. The Centre is a charity with a national and international reputation for its innovative work in inspiring and empowering the people from the local community, using a unique model of integration. It supports over 2,000 people each month.

Communities Driving Change forms a key part of the Bromley by Bow Centre's integrated approach to the improved health and wellbeing of our community. The overall aim of Communities Driving Change is to support communities to drive change for better health and wellbeing and for a reduction in health inequalities across the life course in Tower Hamlets. This includes identifying issues impacting on health and wellbeing that matter to local people; recruiting residents who have the energy and passion to make a difference; and supporting them to develop and lead new ways to improve health and wellbeing locally.

The Local Area Coordinator (LAC) will play a key role in implementing the Communities Driving Change programme within the North East locality of the London Borough of Tower Hamlets. The LAC will be actively involved in developing the scope of the project through community engagement and the reflection and review phases. This role will include asset mapping, community engagement and local action workshop facilitation, as well as increasing the skills and capacity of local residents and organisations. The role will ensure an intergenerational approach and the inclusion of diverse local community members. The LAC will build strong working relationships with local organisations and stakeholders, and act as connectors to enabling resident-led projects to thrive.



# Job Summary

The Bromley by Bow Centre is a charity based in East London, located at: St Leonards Street, London, E3 3BT (close to Bromley by Bow underground station – District Line and Hammersmith & City line)

Job title	Local Area Coordinator
Salary	Band 4 - £22,200 to £27,000 per annum
Contract	Fixed Term ending 30 <sup>th</sup> September 2020 with possible 2 year extension subject to funding
Hours	35 hours per week, occasional evening and weekend work
Line reporting	Communities Driving Change Project Manager
Responsibility	Volunteers and sessional staff
Location	Bromley by Bow Centre and off site venues

To apply for the role please send an application form and equal opportunity form to **Catherine Tollington** at [hr@bbbc.org.uk](mailto:hr@bbbc.org.uk).

These forms can be downloaded from the Bromley by Bow Centre website:  
<https://www.bbbc.org.uk/work-with-us/>



# Local Area Coordinator Job Description

## Key responsibilities

The role of the Local Area Coordinator is wide-ranging and includes the following:

### Service delivery and volunteer support

- Build and manage strong and productive relationships with local people, partners and cross-sector organisations
- Identify, recruit and train local volunteers within a specific locality and offer ongoing support by building strong working relationships
- Support volunteers to develop community projects from concept to delivery stages
- Undertake one-to-one meetings with volunteers to understand individual needs and goals and support participants to develop personalised plans
- Identify volunteer training and development needs and organise training accordingly.
- Support the development and sustainability of local action groups by organising and facilitating regular meetings
- Ensure principles of co-production are implemented in the development and on-going review of the programme

### Engagement, Outreach and Communications

- Ensure effective resident engagement and participation through organising events, stalls and door-knocking.
- Facilitate and evaluate community engagement and listening activities, incorporating findings into co-designed delivery plan
- Develop and maintain effective communication with project stakeholders
- Act as the main point of contact for Communities Driving Change stakeholders including local residents and organisations
- Recognise people's needs for different methods of communication and learning and respond accordingly

# Local Area Coordinator Job Description

## Administrative support

- Set up and maintain administrative systems in line with Centre and funder requirements
  - Data collection to support ongoing reporting, working with both qualitative and quantitative information
  - Ensure participant data is collected and inputted into the relevant database(s) including initial surveys, consent forms, ongoing monitoring and evaluation
  - Maintain client confidentiality in accordance with the Centre's Data Protection policy and procedures
- Produce data and information required for Centre and funder reports in agreed format and timelines

## Learning and Development

- Contribute to regular team reflections
- Participate in training and support events offered by the CDC learning and support contract
- Work closely with other LAC's internally and externally, creating an informal peer support network
- Undertake training as required for the development of the project and individual career progression
- Attend one-to-one meetings and annual performance appraisal meetings

## Additional Responsibilities:

- Support the Bromley by Bow Centre's vision, mission, strategic objectives and values
- Adhere to Centre policies and procedures at all times
- Work with other Centre programmes and projects to share knowledge and integrate approaches
- In liaison with your line manager, actively contribute to the strategic planning and development of the service
- Participate in internal and external meetings as agreed with your line manager
- Undertake any other additional tasks as reasonably deemed appropriate by your line manager

# Local Area Coordinator Person Specification

## Essential Skills and Experience

- Minimum 3-years' experience of community engagement
  - Experience of developing and supporting community projects
  - Experience of working in partnership with local people and organisations
  - Experience of volunteer recruitment, training and management
  - Experience of developing and delivering creative outreach and engagement plans
  - Experience of gathering and interpreting qualitative and quantitative information including participatory appraisal and wellbeing questionnaires
  - Application of Asset Based Community Development and Co-production approaches
  - Understanding of the wider social determinants of health, poverty and discrimination issues
- Knowledge of the local area and its assets
- Ability to work on own initiative, prioritise and organise own workload
  - Ability to relate to people from different backgrounds and with a range of support needs including people with mental health and long term health conditions
  - Ability to make a full contribution to the effective running of a team
  - Ability to facilitate groups
  - Ability to understand and analyse population data and other relevant data
  - Excellent numeracy, literacy, verbal and written communication skills

# Local Area Coordinator Person Specification

- Tact and diplomacy to deal with sensitive and confidential information
- Good awareness of equality and diversity issues and ability to put policy into practice
- High level of computer literacy including applied knowledge of Microsoft Office (Word, Excel and Outlook) and Social Media platforms
- Understanding of and commitment to the principles of the Bromley by Bow Centre mission, vision and values
- Ability to work some evening and/or weekends to meet the needs of the programme

## **DESIRABLE**

- Participatory budgeting
- Small grants and budget management
- Community Organising
- Language skills in addition to English, to reflect community profile

# Local Area Coordinator Core Capabilities

## **Relationship skills**

- Able to connect with people from all backgrounds and to facilitate relationships between others and build on the strengths and motivations of others. To draw on principles of co-production to build reciprocal relationships.

## **Communication skills**

- Communicating to inspire others is essential and communicating using a variety of mediums. Able to order thoughts and present these comfortably.

## **Creative thinking skills**

- To reflect the differentiated knowledge and skills of local people, we need someone who is able to adapt to different approaches to individual situations.

## **Comfortable with change**

- The Programme is constantly evolving and developing, and we need someone who is flexible and able to respond to change.

## **Resilience**

- We need someone who is emotionally intelligent and authentic with the ability to reflect on local contexts, and understand situations.

# Bromley by Bow in a nutshell

Founded in 1984, the Bromley by Bow Centre is a pioneering registered charity located in Tower Hamlets. We support families, young people and adults of all ages to learn new skills, improve their health and wellbeing, find employment and develop the confidence to achieve their goals and transform their lives. Full details about the range of Centre services can be found on our website: [www.bbbc.org.uk](http://www.bbbc.org.uk)

Our focus is to inspire and empower the most vulnerable people, those who are isolated, facing physical or mental ill health or are lacking confidence, skills or qualifications. We operate in an area with entrenched economic and social problems. This includes having one of the highest levels of child poverty in the UK, the highest acute mental health admission rate in London, the second lowest employment rate in London and in an area where 34% of residents do not have English as their first language (compared to 22% in London and 8% nationally).

The Centre has an innovative and integrated approach and the model is based on empowering local people, fostering mutual support and creating a resilient community that can thrive at a time of huge economic pressure. Our focus is on long-term transformative impact on both individuals and the community as a whole, and we believe that it takes a steady commitment over many years to make lasting change.

Our vision is of a community where everyone benefits from the opportunities the future holds and where no one is ignored, excluded or forgotten. In the same vein, our mission is to use our empowering social entrepreneurial model to create a cohesive, healthy, successful and vibrant community that becomes a beacon for others.

The Centre has a three acre park and built the first Healthy Living Centre in the UK in 1997 and has gained a national and international recognition for its unique model.

# Inclusive Bromley by Bow



The Bromley by Bow Centre is a very diverse organisation. We pride ourselves that our delivery and support teams comprise many backgrounds and cultures and represent over 30 different nationalities and between us we speak more than 20 different languages and dialects. It's a real United Nations!



We are committed to fostering an inclusive culture which promotes equality, values diversity and maintains a working, learning and social environment in which the rights and dignity of all its staff and service users are respected. The inherent strength of a vibrant, diverse and inclusive workforce help us to forge strong connections with all of our clients as well as ensuring we align our decisions to the local environment. We are very intolerant of intolerance.

# Application Information



**We welcome  
applications from  
everyone**

All applicants must be qualified to work in the UK. If an applicant has not been granted permanent status in the UK he/she must produce evidence of the necessary Home Office immigration status and permission to take employment. Prior knowledge of a disability enables us to reasonably adjust our interview arrangements as needed. The Centre is committed to safeguarding and all our appointments are dependent on a satisfactory Enhanced Level Disclosure & Barring Service (DBS) check.

To apply, please complete an application form alongside our equal opportunity form and send to: **Ather Khan, HR Manager** at [hr@bbbc.org.uk](mailto:hr@bbbc.org.uk).

These forms can be downloaded from our website:

<https://www.bbbc.org.uk/work-with-us/>



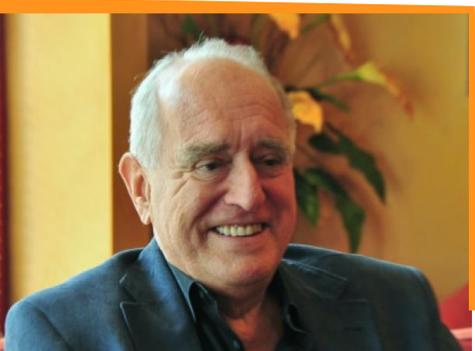
“In the early 1980’s, a run-down church in a poor area of London opened a small cafe, right opposite the local school. They started listening to the single mums who would come in for a cup of tea after dropping their kids off - and things began to happen. It became the Bromley by Bow Centre. Over the years, its grown and developed and turned into the most innovative, forward-looking health and community centre I've ever seen. It delivers services in a totally holistic and revolutionary way because it has placed people and their lived experiences firmly at the centre of every single choice and decision they make.”

**Michael Sheen, Actor**



“Everything about the Bromley by Bow Centre's work is both revolutionary and common sense. Sadly it is still revolutionary to listen to our local communities, to work *with* them rather than for them; it is still revolutionary to bring public health and local culture together; it is still revolutionary to trust local people to lead by and for themselves. It is also plain common sense. Sit down and have a cup of tea, talk to people, listen to them - and act on what we hear, *together*. Their work is a beacon for all who care about social change.”

**Stella Duffy, Author**



“I urge you to take your colleagues down to the Bromley by Bow Centre and let them see what has emerged from nothing. It is one of the most impressive displays of social entrepreneurship anywhere in Europe.”

**Lord Brian Mawhinney, House of Lords**