



## KAY HIGMAN ASSOCIATE CONSULTANT



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### PROFILE

Kay has 35 years' experience in the sports/cultural and marketing sectors. Her wide-ranging experience in several local authorities at a senior management level has included both strategic and operational management. This experience relates to:

- Sports and leisure centres
- Sports, arts, play and community development
- Countryside service, nature reserves
- Parks and open spaces
- Museums
- Community safety
- Town halls
- Tourist Information Centre
- Communications and marketing
- Digital

Kay brings extensive knowledge and experience from her previous roles in local government and as a consultant. She has proven senior management experience and key specialist knowledge, having worked at deputy and chief officer level within 2 local authorities and as a leisure consultant.

She has worked in leisure and marketing within the following organisations:

- Birmingham City Council
- Dudley MBC
- Hereford City Council
- Strategic Leisure Ltd
- Wyre Forest DC

With a proven track record in the leisure sector and significant experience in external funding and delivering capital projects Kay has many key contacts and relationships with sporting bodies such as Sport England.

### QUALIFICATIONS

- The University of Birmingham, 2:1 BA Hons in Physical Education (1984)

### KEY SKILLS

- Project Management
- Consultation
- Analysis
- Leadership
- Team Building
- Budget Management

Kay has delivered key projects and gained significant experience some examples are detailed below:

- Project management of new £11.3 million leisure centre, including feasibility work, procurement and business planning.
- Procurement of UK's first DBOM leisure centre
- External funding, £2 million from Sport England, funding from HLF and Big Lottery.
- Consultancy – feasibility, leisure strategy and rationalisation projects.
- Training - delivery of customer care training.
- Introduction of free use to museum, increasing visitors from 10,000 to 200,000 and increasing income.
- Shop - introduction of shop as part of TIC to generate income and promote sustainability of service.
- Weddings - development of Heritage Weddings brand and offer to generate income
- Rationalisation of services/restructuring - transfer of assets to third party organisations – sports pitches, town hall.

**Head of Cultural Services and Marketing**, Wyre Forest District Council– March 1999 to December 2019. Strategic and operational management of sports and leisure centres, sports, arts, play, events and community development, countryside service and nature reserves, parks and open spaces, museum, community safety, town hall, tourist information centre, communications and marketing, and digital.

**Principal Leisure Consultant** – Strategic Leisure Ltd 1997 to 1999

**Principal Leisure Services Officer** – Wyre Forest District Council – 1996 – 1997

**Director of Leisure** – Hereford City Council 1993 – 1996 – strategic management, corporate leadership team, managed tourism, museum, sports, arts, play, leisure centres, theatre and parks.

**Principal Promotions Officer/Special Projects** – Birmingham City Council 1992 to 1993 – marketing policy and implementation for Department of recreation and Community Services, Birmingham City Council. Project management role across a range of leisure disciplines.

**Leisure Centre Manager** – Dudley MBC 1989-1991 First manager of new leisure centre - Crystal Leisure Centre in Stourbridge. Recruitment, budgets, resource management, marketing, programming, policies and procedures

**Leisure centre Manager** – Birmingham City Council 1986-1989, Cocks Moors Woods leisure Centre, Birmingham

**Site co-ordinator/sports development officer**, dual use site – Birmingham City Council 1984 to 1986