



Nick Neale Associate Senior Consultant



65 Crock Lane, Bridport, Dorset
DT6 4DF



+44 (0)7725 041 940



nickneale@strategicleisure.co.uk



www.strategicleisure.co.uk

Profile

Nick Neale, former CEO at Bridport & West Dorset Sports Trust, became a self employed leisure consultant following a successful 16-year stint at Bridport Leisure Centre. As an experienced consultant Neale has worked with a wide spectrum of facilities, from leisure centres and holiday parks to golf courses, theatres and town halls, delivering audits across health and safety, Inclusive Fitness Initiative (IFI), pool and environmental issues, as well as helping operators to implement quality systems and energy efficiency protocols.

He said: "The pressures local authorities face to reduce their budgets creates enormous and often unrealistic challenges for leisure operators. How many more facilities will have to shut before something is done? With that in mind I am looking forward to supporting clients across the leisure spectrum, helping them to achieve quality improvements in what they do, which demonstrate and reinforce the impact and value of local authority leisure services."

Neale started his career as a lifeguard on Brighton beach before spending 15 years at a Kent leisure centre, working his way up from recreation assistant to operations manager, before returning to the West Country where he grew up to take up the position of Bridport Leisure Centre CEO. However, Neale has been working as an associate leisure consultant for the last 20 years in his role as a Lead Quest Assessor for the South West of England, as well as carrying out project work for UKActive and other organisations.

When it comes to sport, Neale labels himself a 'jack of all trades master of none', but plays squash and racketball, as well as cycling and sailing.

However, his real interest is the promotion of health and wellbeing and encouraging participation. "Creating links with local CCGs is possibly the biggest nut to crack and in Bridport I was lucky enough to work with a fantastic locally-led group called Living Tree, where cancer rehabilitation scheme, Stepping Out, was developed offering exercise and 'education'," he said. "On all my travels I have yet to see a scheme that replicates this. I am interested in how sport can bring people from all walks of life together. There's so much evidence to prove how exercise improves mental and physical wellbeing, it seems ironic there isn't a greater emphasis on this in Government policy.

Qualifications

- Leicester University, Leicester - MSc Sociology of Sport & Sports Management – distinction (September 1995 - June 1997)
- Teesside Polytechnic, Middlesbrough - HND Business & Finance (September 1984 - July 1986)
- Fellow of the Chartered Institute for the Management of Sport and Physical Activity.
- Advanced Health and Safety Award - Chartered Institute for Environmental Health

Key Skills

- Proactive, hardworking and creative approach, with an ethic and propensity to 'under promise' and 'over deliver'.
- Strong presentation and excellent written communication skills
- Ability to work both independently and/or in a team environment
- Leadership, process and people management skills.
- Technical skills including Google, Apple and MS Office.
- Financial and analytical skills managing capital investment, budgets, year-end accounts and tax returns

Working Background

Nick Neale Leisure Consult, Dorset - Senior Consultant - August 2018 - PRESENT

Freelance senior consultant working with many statutory and non-statutory organisations developing strategies and implementing systems and structures to achieve the very highest quality of customer-lead practices, specific to the service sector.

Right Directions, Hertfordshire - Health, Safety & Quality Manager - January 2018 - August 2018

Implementation of health, safety and quality systems, working with clients using continuous improvement strategies endorsed by Sport England.

Bridport & West Dorset Sports Trust, Dorset - Chief Executive - March 2002 - December 2017

Chief Executive of a community-inspired sports trust managing privately-owned leisure facilities with swimming pools, extensive fitness, squash courts, sports hall, studios and a real tennis court (one of only a few still in existence in the UK).

UK Active, Sport England, Energie - Quality Leisure Management Freelance Assessor - March 2002 - Present

Various assessments and audits based on industry standards including health, safety and quality. Assessed and audited over 400 leisure facilities nationwide.

Leisure Futures - Associate Consultant - March 2010 - December 2017

Operational reviews and financial support with a number of projects including London Borough of Camden, facilities across West Dorset including St Osmunds and Gryphon Sports Centre. Host and support with an internal training workshop on trust management of leisure centres.