

**QUALIFICATIONS**

Bachelor of Arts with Honours, Geography: University of Cambridge

Master of Arts, Geography: University of Cambridge

Postgraduate Diploma in Planning for Leisure: Polytechnic of North London

**KEY EXPERIENCE**

Tony has eleven years of experience as a highly respected consultant, which was preceded by 12 years involvement in almost every aspect of Sports Council work involving sports development, local authority and governing body liaison, facilities development and the development of tender specifications. As a consultant, he has worked with a wide range of statutory, voluntary and commercial sector clients on projects involving strategic planning, monitoring and evaluation exercises, organisational restructuring, feasibility studies, business planning and funding applications.

**2001 TO PRESENT - PLOSZAJSKI LYNCH CONSULTING LTD.**

Founding Director in a specialist sport, leisure and cultural consultancy practice. Tony has completed a wide range of commissions, including strategic and facility planning, operational reviews, financial appraisals project monitoring, funding applications and feasibility studies. He produced the sports development framework document for the five Olympic boroughs, which was submitted in support of the successful London 2012 Olympic bid. He also undertook ground breaking research for Sport England on the feasibility of developing sport and exercise activities as a form of commercial diversification for agriculture and forestry and has provided a funding advisory service to the Countryside Agency and its partner organisations. Recent commissions have included a number of open space, sport and recreation strategies, sports facility feasibility studies and securing a fundraising package for a major environmental heritage project in south Essex.

**1995 TO 2001 - WHITELEY INTERNATIONAL**

Managing Consultant responsible for undertaking sport and leisure related commissions. These included funding applications, which comprised more than 70 projects and a total of £60 million in grant awards. A number of monitoring and management audits of capital and revenue projects included major studies for Sport England and the Lawn Tennis Association. He undertook feasibility studies for a number of major sports and leisure facilities and completed several sports, leisure and cultural strategies. Tony was created a Partner in Whiteley International in 1998.

**1993 TO 1995 - THE SPORTS COUNCIL, NATIONAL LOTTERY PLANNING TEAM**

Responsible for devising and implementing the policies and procedures necessary for the Sports Council to exercise its responsibilities as a Distributing Body for the National Lottery. Author of the 'Project Plan', identifying the specific tasks, timescales and human resource implications of undertaking the preparatory work. Organised internal and external consultation exercises including the development of draft distribution policies. Involved in devising the grants processing system, the operational procedures associated therewith and the staffing structures and numbers required to operate it. Co-ordination of staff groups producing other specific areas of planning work. Involved in the implementation of the communications programme involving presentations to major forum groups.

**1991 TO 1993 - SPORTSPARTNER LIMITED**

Direction of the Consultancy Division, including the management of three consultants. Consultancy business development, including devising and implementing a general marketing strategy and the submission of specific tender proposals and presentations. Development of company business strategy. Project management of several major commissions for clients including local authorities, governing bodies of sport, universities and public sector consortia.

**1989 TO 1991 - THE SPORTS COUNCIL - NATIONAL SPORTS CENTRES**

Compilation of tender specifications for the management of the Sports Council's five National Sports Centres. Collection and analysis of management and usage data for specifications. Evaluation of submitted tenders. Liaison and post-tender negotiations with the appointed contractors. Assistance with drafting contract documentation.

**1989 - THE SPORTS COUNCIL - FACILITIES UNIT**

Initiated "National Playing Fields Strategy" and "National Facilities Development Plan". Secretary to Professional Organisations Consultative Group. Liaison with National Playing Fields Association, Sports Turf Research Institute and National Motorsports Governing Bodies. Undertook a facilities study tour to Australia and New Zealand in conjunction with a visit to the Commonwealth Games in Auckland.

**1982 TO 1989 - THE SPORTS COUNCIL - EASTERN REGION**

Management of Regional Recreation Strategy work, author of Interim Statement (1986), Regional Recreation Strategy (1988) and organisation of the associated promotional programme. Co-ordination of input to the Statutory Planning process. Author of four Regional Sports Development Plans. Secretary to Regional Sports Federation. Local Authority and Governing Body of Sport liaison responsibilities.

**CLIENTS*****Local Authorities***

Association of Greater Manchester Authorities  
Bedfordshire County Council  
Boston Borough Council  
Brighton Borough Council  
Calderdale Metropolitan Borough Council  
Chester City Council  
Dartford Borough Council  
East Lindsey District Council  
Faringdon Town Council  
Forest Heath District Council  
Hambleton District Council  
Harlow District Council  
Hertfordshire County Council  
Leicestershire County Council  
Lincoln City Council  
London Borough of Barking and Dagenham  
London Borough of Brent  
London Borough of Greenwich  
London Borough of Haringey  
London Borough of Newham  
London Borough of Sutton  
London Borough of Waltham Forest  
Macclesfield Borough Council  
Milton Keynes Council  
North Kesteven District Council  
North Tyneside Council  
Plymouth City Council  
Royal Borough of Windsor and Maidenhead  
Shropshire County Council  
South Holland District Council  
South Oxfordshire District Council  
Spelthorne Borough Council  
Staffordshire County Council  
Stevenage Borough Council  
Tameside Metropolitan Borough Council  
Tewkesbury Borough Council  
Trafford Metropolitan Borough Council  
Welwyn Hatfield District Council  
West Somerset District Council  
Worcester City Council  
Wyre Forest District Council

Aylesbury Vale District Council  
Birmingham City Council  
Bracknell Forest Borough Council  
Buckinghamshire County Council  
Carterton Town Council  
Dacorum Borough Council  
Dover District Council  
East Sussex County Council  
Fenland District Council  
Gravesham Borough Council  
Hampshire County Council  
Hastings Borough Council  
Kent County Council  
Leominster District Council  
Lincolnshire County Council  
London Borough of Bexley  
London Borough of Enfield  
London Borough of Hackney  
London Borough of Lambeth  
London Borough of Richmond  
London Borough of Tower Hamlets  
London Borough of Wandsworth  
Malvern Hills District Council  
North Hertfordshire District Council  
North Shropshire District Council  
Nottingham City Council  
Rother District Council  
Sefton Metropolitan Borough Council  
South Bedfordshire District Council  
South Kesteven District Council  
South Woodham Ferrers Town Council  
Stafford Borough Council  
Staffordshire Moorlands District Council  
Stoke City Council  
Telford and Wrekin Council  
Three Rivers District Council  
Watford Council  
West Lindsey District Council  
Wolverton Town Council  
Wychavon District Council

***Universities***

City University  
De Montfort University  
Loughborough University  
Oxford Brookes University  
Royal Holloway and Bedford New College

Derby University  
Exeter University  
Nottingham Trent University  
Reading University  
University of East London

***Other public bodies***

Association of Community Rail Partnerships  
 Assoc. of Areas of Outstanding Natural Beauty  
 Countryside Agency  
 Lea Valley Regional Park Authority  
 Mardyke Valley Partnership  
 National Churches Tourism Group  
 Rother Strategic Partnership  
 Sport England  
 Suffolk Tourism Partnership  
 United Kingdom Sports Council  
 West Suffolk Local Strategic Partnership

Action for Market Towns  
 Black and Minority Ethnic Sports Network  
 Forest Enterprise  
 Lincolnshire Sports Partnership  
 MENTER  
 North West Council for Sport and Recreation  
 Sports Council for Wales  
 Standing Conf. of Southern Pennine Authorities  
 Thames Chase Community Forest  
 West Midlands Chief Leisure Officers Assoc.

***Governing Bodies of Sport and Sports Clubs***

Alderley Edge Cricket and Tennis Club  
 Bishop's Stortford Squash Club  
 Enfield Ignatians Rugby Club  
 Football Association  
 Hemel Hempstead Amateur Rugby League Club  
 National Ice Skating Association  
 Watford Harriers Athletics Club

Amateur Swimming Association  
 British Horse Society  
 Farnham Common Sports Club  
 Football Foundation  
 Lawn Tennis Association  
 South London Swimming Club  
 Watford Ladies Football Club

***Schools and Colleges***

Barnwell School, Stevenage  
 Brighthouse High School  
 Edmonton County School, Enfield  
 Fearnhill School, Letchworth  
 Greensward School, Hockley  
 Kings Langley School  
 Lincoln Christ's Hospital School  
 Long Road Sixth Form College, Cambridge  
 Middlecott School, Kirton  
 Nunnery Wood School, Worcester  
 Polesworth School, Tamworth  
 St. Martin's School, Brentwood  
 Southfields Community College  
 Verulam School, St. Albans  
 Worcester Sixth Form College

Bishop Wordsworth's School, Salisbury  
 Chellaston School, Derby  
 Ernest Bevin Sports College, Tooting  
 Giles School, Boston  
 Hackney Community College  
 Knights Templar School, Baldock  
 Lincoln College  
 Longdean School, Hemel Hempstead  
 North-East London College  
 Peterborough Regional College  
 St. Francis Xavier College, Clapham  
 Sir Frederic Osborn School, Welwyn Garden City  
 Turnford School, Cheshunt  
 Winchcombe School

***Charities and Trusts***

Boxmoor Trust  
 Community Tree Trust  
 Greensand Trust  
 Latymer Foundation  
 Mildenhall Community Partnership  
 Northern Shropshire Countryside Project  
 Sherwood Forest Trust  
 South Ockendon Community Forum  
 Stroud Valleys Landscape Partnership  
 Transport for Everyone in South Shropshire

Cannock Chase AONB  
 Coningsby and Tattershall Rural Challenge  
 Isle of Wight Rural Community Council  
 Lydeard St. Lawrence Village Hall Committee  
 Misterton with Walcote Community Trust  
 Red Rose Forest Trust  
 South-West Coast Path Project Team  
 South Woodham Ferrers Village Hall Trust  
 The Touchwood Partnership

***Commercial Organisations***

Banks, Long and Co.

Clarson Goff Consultancy

Gibson Hamilton Partnership

Integra Consultancy Ltd.

Lindum Homes Ltd.

Oakapple Partnerships Ltd.

Sports and Leisure Management Ltd.

Circa Leisure PLC

NAI Fuller Peiser Ltd.

Hyde Housing Association Ltd.

Lichfield Planning Ltd.

Lothian and Edinburgh Enterprise Ltd.

Press and Starkey Ltd.

Torkildsen Barclay Partnership

**QUALIFICATIONS**

B.A (Hons) Mathematics: University of Essex

College Certificate in Physical Education: UCW, Aberystwyth

Diploma in Management Studies (Recreation Management): Liverpool John Moores University

Member - Institute of Sport, Parks and Leisure

**KEY EXPERIENCE**

Jim Lynch is a widely experienced and highly respected consultant, who has more than 20 years experience in leisure operations and consultancy. He brings to all consultancy assignments an exceptional degree of analytical ability ( he is in the top 10% for both verbal and numerical reasoning) and the inter-personal skills to relate easily to the people at the heart of the project. He has detailed knowledge of community leisure issues and works with the Audit Commission on its team of Best Value Inspectors.

Working with the Inspectorate, Jim has completed inspections with authorities as diverse as Taunton Deane Borough Council, the London Borough of Lambeth and Hambleton District Council in Yorkshire. Jim was praised by one authority for “striking the balance between being robust yet flexible....managing to balance humour with the highest level of professionalism”

Most recently he has worked on CPA inspections in London, the south and central regions. Not only does this require an ability to gather and present evidence in a thorough and professional manner it requires the ability to present a report and findings to an often sceptical audience in a way that stands the highest level of scrutiny. This CPA experience has also allowed Jim to examine the full range of leisure management options available and to assess the way they help, or hinder, delivery of wider objectives.

Jim’s noteworthy successes include: -

- ❖ Jim was project manager for the transfer of London Borough of Lambeth’s DSO to Relaxion (now Leisure Connection). During a one year secondment to the Council he drafted all contact documents, ran the tendering process and made a final report to the Council on the best option available. The transfer was one of the biggest of its kind involving four major facilities and a total annual turnover of £8 million. The transfer achieved a reduction in the annual operating costs of £0.5 million and levered in investment of £2.5 million.
- ❖ Jim built on his experience at Lambeth by overseeing a similar project at the London Borough of Brent. Here the process was made more complicated by the failure of an existing private contractor whose contract was terminated. This resulted in a quickly organised, short term contract with the Council

bearing the trading risk followed by a longer contract with the risk being transferred to the contractor. These contracts also delivered annual subsidy savings in the order of £0.25 million and attracted investment of £2.5 million. At the time of writing the Council is commissioning a major refurbishment of Willesden Sports Centre through the PFI process.

Jim has written successful funding applications for leisure, tourism and regeneration projects totalling many millions of pounds. These include: -

- **A £6.2 million grant to the City of Southampton** for construction of a regional swimming and diving centre. At the time, this was the largest award made by Sport England
  - **£6 million to the London Borough of Hackney** for a new outdoor, multi-sport complex and an indoor sports hall focusing on young people's health
  - **£3 million European funding to Tobacco Dock Developments Ltd.** For a shopping complex in London's Docklands
- ❖ Jim completed the original feasibility study and investment appraisal for the "Cadbury's World" visitor attraction in Bourneville. He advised on the attraction's concept, target markets and outline design. The attraction now trades successfully and has won many tourism industry awards.
- ❖ In the 1990's Jim carried out ground breaking work on the introduction of CCT into leisure management. He advised many authorities on contract structures, evaluation of tenders and the appointment of contractors. Notable achievements include: -
- Advising Elmbridge DC to turn down an apparently attractive bid from an external contractor. This company subsequently failed due to several unrealistically priced contracts
  - Advising the London Borough of Croydon on performance bond arrangements. This enabled the council to efficiently rescue and re-let their contract when the contractor went into receivership
- ❖ Jim undertook work on the first local authority cultural strategies and the introduction of Best Value into local government services.

Jim has written articles for a wide range of publications including Municipal Journal and the Longman's Best Practice Series. He has been invited to speak at several conferences including the Swedish Association of Local Authorities and the Sports Council's annual Recreation Management Conference at Wembley.

### **2001 TO PRESENT - PLOSZAJSKI LYNCH CONSULTING**

Founding partner in a specialist sport, leisure and cultural consultancy practice. Founding Director in a specialist sport, leisure and cultural consultancy practice. Jim

has completed a wide range of commissions, including strategic and facility planning, operational reviews, financial appraisals project monitoring, funding applications and feasibility studies.

Jim led the PLC team which conducted a major piece of research into sports participation by members of the Black and Minority Ethnic (BME) communities in the East of England. This report made recommendations for improvement which are now being implemented by the BME Sports Network East. Jim also completed a major review of leisure provision in the Borough of Macclesfield and was a key member of the team that wrote the sports development strategy for the five “Olympic Boroughs” in London which formed part of the successful London 2012 bid.

These reports can be read at: -

<http://www.agenda.macclesfield.gov.uk/aksmacclesfield/images/att5296.doc>

<http://www.sportengland.org/plc-bme-final-report.pdf>

[http://www.sportengland.org/sports\\_development\\_framework.pdf](http://www.sportengland.org/sports_development_framework.pdf)

Other examples of Jim’s PLC work includes: -

**PPG17 Studies** at Harlow, Dover, London Borough of Barking and Dagenham.

**Leisure Contract Advice** at West Lindsey District Council, North Herts. District Council, Royal Borough of Kensington and Chelsea, London Borough of Lambeth

**CPA Inspection Preparation** at Chelmsford Borough Council, Woking District Council, Waverley District Council

**Review of Libraries** – Bournemouth Borough Council

### **1998 TO 2001 - TORKILDSEN BARCLAY LEISURE CONSULTANTS**

Lead consultant on a wide range of projects in the public, private and voluntary sectors. These included the successful national lottery bids for a number of clients, advising on leisure component of PFI bids, the creation of public private partnerships for leisure facilities and the creation and operation of a management game for senior Sport England staff. Jim undertook ground-breaking work on the first local authority cultural strategies and the introduction of Best Value into local government services.

### **1990 TO 1998 - STRATEGIC LEISURE LTD.**

Principal Consultant. Major achievements include the successful bid to the National Lottery Sports Fund for £6.2 million for the creation of The Quays Swimming and Diving Complex in Southampton. At the time this was the largest ever award by the



Lottery Sports Fund. He also worked with the London Borough of Hackney on the submission of a package of National Lottery grants worth up to £20 million, resulting in the award of grants of £6 million. In 1996 and 1998 he was lead consultant on major externalisation programmes at the London Boroughs of Lambeth and Brent. These resulted in the injection of over £5 million of private investment into the authorities' leisure facilities. Both programmes resulted from reviews of the current management arrangement involving measuring both efficiency and effectiveness of the service.

### **1985 TO 1990 – L&R LEISURE GROUP**

Jim worked on a range of leisure and tourism projects including a feasibility and design study for Cadbury's World and a major staff consultation/training/cascade process for the Natural History Museum. This was introduced to change the culture of the organisation immediately after the introduction of admission charges and involved working with widely mixed ability groups.

### **1983 TO 1985 – GILLINGHAM BOROUGH COUNCIL**

Chief Administrative Officer in the Leisure Services Department. Responsible for the smooth operation of a multi-discipline leisure department including parks, cemeteries, outdoor recreation, nature reserve and indoor leisure centres. Jim was also responsible for major events such as the Gillingham Marathon and annual fireworks display.

### **1980 TO 1983 – WANSDYKE DISTRICT COUNCIL**

Manager of Keynsham Leisure Centre a wet and dry leisure centre attracting over 400,000 visitors a year.

### **1979 TO 1980 – BRITISH NUCLEAR FUELS LTD.**

Leisure Consultant - Sellafield

### **1974 TO 1978 – HALTON BOROUGH COUNCIL.**

Assistant Manager, Norton Recreation Centre, Runcorn, Cheshire

**CAREER CLIENTS**

Audit Commission  
Aylesbury Vale District Council  
Bovis Ltd.  
BME Sports Network East  
Brighton Borough Council  
British Nuclear Fuels Ltd  
British Waterways Board  
Bournemouth Borough Council  
Cadbury Schweppes plc  
Caradon District Council  
Carmarthenshire County Council  
Chelmsford Borough Council  
Cheltenham Borough Council  
City of London School  
Coventry City F.C.  
Corporation of London  
Dacorum Borough Council  
Daventry Borough Council  
Dover District Council  
Environment Agency  
Epsom & Ewell Borough Council  
Essex County Council  
Fenland District Council  
Focsa UK plc  
Football Foundation  
Gillingham Borough Council  
Granada plc  
Gloucester City Council  
Hastings Borough Council  
Harlow District Council  
House of Commons  
Kettering Borough Council  
Kent County Council  
ILAM  
Isle of Man Government  
London Borough of Brent  
London Borough of Barking & Dagenham  
London Borough of Camden  
London Borough of Croydon  
London Borough of Hackney  
London Borough of Harrow  
London Borough of Havering  
London Borough of Hounslow  
London Borough of Islington  
Royal Borough of Kensington & Chelsea  
London Borough of Lambeth  
London Borough of Merton  
London Borough of Newham  
London Borough of Southwark  
London Borough of Sutton  
London Borough of Tower Hamlets  
London Borough of Wandsworth  
London Borough of Westminster  
London Dockland Development Corporation  
London Olympic Bid 2012  
Leicestershire County Council  
Macclesfield Borough Council  
Manchester Olympic Bid 2000  
Mole Valley District Council  
Natural History Museum  
National Ice Skating Association  
North Warwickshire District Council  
North Yorkshire County Council  
Oxford City Council  
Oxford Brookes University  
Plymouth City Council  
Portsmouth City Council  
Queens Park Rangers FC  
Reigate & Banstead Borough Council  
Sefton Metropolitan Borough Council  
South Gloucestershire Council  
Sport England  
States of Jersey  
Swedish Local Government Association  
Tendring District Council  
Tonbridge and Malling District Council  
Tonbridge Wells Borough Council  
Three Rivers District Council  
The Library Association  
The Sedgwick Group  
Training for Life  
UK Sports Council  
UK Waterway Holidays  
University of Essex  
University College London  
Vale of White Horse District Council  
Waverley District Council  
Welsh Sports Council  
West Lindsey District Council