



JIM LYNCH - CURRICULUM VITAE



QUALIFICATIONS

B.A (Hons) Mathematics: University of Essex (1973)

College Certificate in Physical Education: UCW, Aberystwyth (1974)

Diploma in Management Studies (Recreation Management): Liverpool John Moores University (1979)

SKILLS AND EXPERTISE

Jim is a highly experienced and knowledgeable consultant with a wide range of operational, planning and financial expertise across the public, private and voluntary sectors of the leisure industry. He is a skilled presenter, trainer and speaker, comfortable with making presentations to the board of private companies, to local authority members and international conferences. He brings an exceptional degree of analytical ability to consultancy assignments (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 is fluent in IT as a reporting, consultative and financial planning tool.

KEY EXPERIENCE

Jim has thirty-five years' of experience as a highly-respected consultant, preceded by eleven years involvement in local authority and private sector roles. As a consultant, he works with a wide range of clients to achieve exceptional results on projects involving:

- ***Strategic planning*** - including sports facilities plans, playing pitch and open space strategies, sports development plans and local sports and cultural strategies.
- ***Service reviews and business analysis*** - a wide range of efficiency reviews for sports centres, libraries, museums and outdoor attractions, carried out both as an internal critical friend and an external challenger or inspector for clients including the Audit Commission and several private bodies.
- ***Funding applications*** - including some £40 million of funding for ventures as diverse as the Southampton Swimming and Diving Centre, the Kinson Library in Bournemouth and the Tobacco Dock Shopping Centre in East London.
- ***Sports Equity*** - most notably a study on improving sports participation amongst Black and Minority Ethnic Communities commissioned by Sport England and MENTER, which is widely recognised as a valuable contribution to sports equity.
- ***Feasibility Studies*** - for a wide range of leisure facilities including a feasibility study and investment appraisal for the 'Cadbury's World' visitor attraction, the Rhondda Valley Heritage Park, Elmbridge Leisure Centre and Pollards Hill Library.

- **Facility refurbishment** - advice on the refurbishment and remodelling of a wide range of sports and leisure facilities.
- **Management Transfers** - for a wide range of high profile operations including the transfer of London Borough of Lambeth's DSO to Relaxion (now Leisure Connection) - one of the biggest of its kind involving four major facilities and a total annual turnover of £8 million.
- **Training** - including training course for many local authorities and prestige bodies such as the Natural History Museum in London.

CAREER HISTORY

2001 to present - Ploszajski Lynch Consulting Ltd.

Founding Director (with Tony Ploszajski) of Ploszajski Lynch Consulting Ltd., over the past decade Jim has developed the company into one of the most respected specialist sport, leisure and cultural consultancy practices in the country. He has project managed a range of the company's major commissions, on occasions securing the involvement of associate consultants to supplement the company's in-house human resources.

1998 to 2001 - Torkildsen Barclay Leisure Management

Lead consultant on a wide range of projects in the public, private and voluntary sectors. These included successful national lottery bids, advising on leisure component of PFI bids and the creation of public private partnerships for leisure facilities. 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 with major achievements including many successful Lottery funding bids. He led major externalisation programmes at the London Boroughs of Lambeth and Brent, resulting in the injection of over £5 million of private investment into the authorities' leisure facilities and reviews of the current management arrangements involving measuring both efficiency and effectiveness of the service.

1985 to 1990 - L&R Leisure Group

Consultant working 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 helped 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.

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