

Strategic Plan 2016 -19

Welcome to Salford Community Leisure's Strategic Plan.

The aim of this plan is to set out our strategic framework and priorities for the next 3 years.

Salford Community Leisure is run by and for the people.

We are committed to enhancing the physical and cultural wellbeing of the community through the sport, leisure and cultural opportunities we offer across 40 venues, which attract millions of customer visits each year.

Passionate about delivering value for money, we reinvest every pound we receive because we believe that leisure and culture should be at the heart of every community.

By being active with us, you are supporting your local community.



OUR VISION

“To enhance the lives of people living in Salford through sport, leisure and cultural opportunities”.

We will deliver this vision through:

- ▶ Improving Health and Wellbeing
- ▶ Increasing Community Involvement
- ▶ Developing Education and Skills
- ▶ Enriching the Environment

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Our key strategic priorities for 2016 -19 are:

- To continue to deliver cost reductions and maximise income generation opportunities
- To support the delivery of Salford's Locality Plan and its overarching aim of 'improving the health outcomes of residents of the City'
- To set out a plan for the future of indoor and outdoor sport facilities to ensure we maximise opportunities for residents to be active
- To be a key partner in the delivery of the City's Physical Activity Framework, transforming Salford into an active city and reducing the high levels of inactivity
- To develop a network of supporters to preserve the City's heritage and culture and sustain it for the people of Salford for generations to come
- To work with communities to shape the future of library services ensuring they are relevant and respond to the needs of local people
- To train all our employees and volunteers to be Dementia Friends, supporting the City's vision of being a Dementia-Friendly City
- To continue to explore future building improvements at Salford Museum and Art Gallery
- To maximise community involvement in the delivery of our services

Underpinning the above priorities, we will also:

- Review our current governance structures to ensure we maximise our community advantage
- Work towards achieving external accreditation in a number of core areas
- Continue to demonstrate and strengthen our social value
- Improve internal communications
- Explore opportunities to increase the number of apprenticeships we offer

The above priorities were formulated with our employees, partners and community members.

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