

Company Goals

Our action plans and targets for 2021-2023 will flow from these goals. They will also inform how we contribute to West Lothian's strategic outcomes.

Improving Lives and Communities

We want to get more people more active to improve health and reduce health inequalities

Our Aims

- Scale up and improve the quality of our health and wellbeing programmes
- Put our vision and charitable purpose at the heart of all we do
- Provide more opportunities for the inactive and socially isolated to get started and stay active
- Reduce health inequalities - provide more opportunities for people of all ages, abilities and circumstance to improve their health and wellbeing

Improving the Customer Experience

We want to provide high quality and engaging activities and ensure customers feel valued and listened to

Our Aims

- Deliver excellent and innovative customer service
- Invest in safe, sustainable and attractive venues and activity spaces
- Develop more effective customer communication
- To better understand our customers through insight, data and feedback

PEOPLE



PARTNERSHIPS

Growing the business

We want to become a financially secure and sustainable business so we can invest more and do more, to improve lives

Our Aims

- Increase sales and the length of time our members stay with us
- Review our products, prices and programming
- Maximise use and revenue from cultural activity, outdoor venues and under-utilised venues
- Diversify our income streams
- Carefully manage and account for every pound we spend

PLACES

Improving the business

We want to become a more efficient, more agile and more effective organisation

Our Aims

- Improve our systems and services through digital transformation projects
- Become a more environmentally responsible business
- Adopt the principles of continuous improvement in all areas of our business

IMPROVING OUR PEOPLE

We want to improve how we work and be a company our employees are proud to work for

Our Aims

- Improve performance and effectiveness
- To be recognised by employees as an excellent organisation to work for
- Continuously review our HR policies and procedures
- All staff to live and breath our vision and values