

**REPORT OF** Chair of Active Torridge & Chief Executive

**To:** Full Council

**Subject:** Active Torridge – Strategic Aims

**Date:** 13<sup>th</sup> December 2021

**Reference:**

## **PURPOSE OF REPORT**

**For Members of Council to receive a report from Active Torridge outlining the Strategic Aims of the Company in pursuance of the Strategic Objectives set out by TDC on 1 November 2021.**

### **1. INTRODUCTION**

Full Council on the 1 November 2021 set out the Strategic Objectives the Council would aim to achieve for the provision of leisure services across the District, which will be managed and delivered through its trading company Active Torridge.

### **2. REPORT**

Active Torridge is committed to working in partnership with TDC to deliver a shared commitment and ambition to improve the leisure offering and generate better outcomes for residents and visitors alike.

The Active Torridge Shadow Board met on the 11 November 2021 and approved the following to be reported to TDC Full Council:

#### **Overall strategic aims of Active Torridge:**

Active Torridge will make a positive difference to people's lives, health and wellbeing by helping more people be more active more often.

We will enhance the enjoyment and participation of its services for residents and visitors alike.

We will invest in, review, and grow our leisure services, tailoring its services to the needs of its customers and those not yet engaging with us, in a manageable and sustainable manner.

#### **We will do this by:**

1. Offering Torridge residents and visitors access to a quality leisure provision that consistently meets, and where possible, exceeds their expectation.
2. Setting a 3-year target by demographic group (e.g., children, older people, community referral) for the level of engagement and use of the facilities.
3. Developing a network of national, regional, and local connections in order to access expertise, experience, partnerships, and potential funding.
4. Developing an HR strategy to recruit, retain and develop a workforce that feels proud to work for Active Torridge.



5. Supporting and guiding the management to develop, communicate and implement a robust annual business plan.

### 3. IMPLICATIONS

#### Legal Implications

Leisure Services are a discretionary area of activity for the Council and is under no legal obligation to provide or manage leisure facilities.

#### Financial Implications

Not directly applicable as this report is about setting strategic objectives. However, objectives that directly impact service provision and or building standards will ultimately come with a cost.

#### Human Resources Implications

Not directly applicable.

#### Risk Management

Not directly applicable

#### Ward Member and Lead Member Views

Not applicable as is a report from Active Torridge.

### 4. CONCLUSIONS

The approval of a set of Strategic Aims by Active Torridge in response to the Council's approval of its Strategic Objectives is the next step required in the journey for the future delivery of the Council's Leisure Services beyond March 2022.

### 5. RECOMMENDATIONS

Members asked to note the Strategic Aims of Active Torridge and the commitment to work in partnership with TDC to deliver an improved leisure service offering for residents and visitors alike.

### SUPPORTING INFORMATION

Consultations:	Date of Consultation – Active Torridge Shadow Board 11 November 2021
Contact Officer:	Chief Executive
Background Papers:	Leisure Management Strategic Objectives Options Report, Full Council 1 November 2021



