



## Active Torridge

Active Torridge is the Company name that Council decided upon for the trading company that will manage leisure operations. A Shadow board has been established and a non-executive director appointed. The memorandum and Articles of Association have been considered by the Shadow Board and the Company has now been registered with companies House.

A company logo and corporate colours have been approved by the Shadow Board. Plans are being made for site signage and staff uniforms accordingly.



### The Strategic intent of Active Torridge as agreed by the Shadow Board

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.



Active Torridge 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.

### **Staffing**

At the end of the contract with 1610 the existing staff will be TUPE transferred into the employment of Active Torridge. In line with the wishes of Council that Active Torridge should be a progressive employer it is envisaged that salary, remuneration and benefits packages and career opportunities for staff will be attractive (whilst remaining realistic and affordable of course). It is intended that the terms and condition of employment are as close to those of the local authority as possible.

1610 have provided staffing information to the Council so that formal processes associated with transfer can commence in due course.

A Head of Leisure Operations has been appointed to lead Active Torridge. The HLO has already started considering the future offer of the sites and how that might be delivered in advance of baselining the costs of leisure services and preparing a detailed business plan. Until the handover date the HLO will be employed by TDC and is acting as project manager for the establishment of the new leisure offer for the district.

### **Communications**

A communications strategy for the launch of Active Torridge and a marketing plan for the company will be devised. The company will start from a low membership base, following a problematic trading period during the covid pandemic and subsequent reopening, and will need to build the business to ensure affordability in the longer term.

## **3. IMPLICATIONS**

### Legal Implications

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

### Financial Implications

As presented to and approved at Full Council



## Human Resources Implications

As in the main body of the report  
Risk Management

Project risks are monitored and managed by the project group.

## Ward Member and Lead Member Views

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## **4. CONCLUSIONS**

Good progress is being made on all aspects of the transition of leisure management from 1610 to Active Torridge.

We look forward to welcoming the staff that will transfer to Active Torridge and we will be engaging with them shortly regarding the transfer process and the opportunities ahead.

Feedback from residents and leisure users indicates that there is positive sentiment surrounding the establishment of Active Torridge as a management vehicle. Residents are inquisitive and keen to know more about the Council's plans and the Active Torridge offer.

## **5. RECOMMENDATIONS**

That members note the contents of this progress report.

## **SUPPORTING INFORMATION**

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|--------------------|--|
| Consultations:     | Date of Consultation –<br>Officers Consulted – Chief Executive, Head of Legal and<br>Governance, Head of Finance (s151), HR and Comms Manager,<br>Head of Leisure Operations |
| Contact Officer:   | Head of Communities and Place  |
| Background Papers: |  |

