



## **Bay Leisure Corporate Plan 2013 – 2018**

### **Bay Leisure Ltd Vision:**

“To be a leading not-for-profit leisure operator, positively impacting the lives of our users and making a difference to our communities”

### **Bay Leisure Ltd Mission Statement:**

To be a dynamic not-for-profit company that:

- Contributes to improved physical activity, health, quality of life and well-being in the communities in which we operate.
- Provides high quality sport, leisure and recreation opportunities accessible to all.
- Delivers to our stakeholders through the power of our people.
- Works in partnership with all relevant organisations.

### **Bay Leisure Ltd Strategic Aims**

#### **Swansea Bay’s Profile**

- Support the national and regional tourism strategies in the provision of quality tourist destinations
- Support and contribute to Swansea’s aim to be recognised as a leading City for Sport

#### **Health, Leisure & Physical Activity**

- Support the City & County of Swansea’s corporate plan, in actively contributing to help people in Swansea adopt and develop healthy and sustainable lifestyles
- Work with all appropriate stakeholders to develop activities and opportunities for all

#### **Business Development**

- Continue to invest in Bay Leisure Ltd operations to help facilitate activities and programmes for all
- Ensure all businesses operated by Bay Leisure Ltd are delivered to a high standard, strive to achieve their vision, are financially robust and deliver their business plans
- Expand Bay Leisure’s business by working with appropriate strategic partners
- Continue to develop a world class team and be recognised as an employer of choice