How community leisure trusts can be a partner in building resilient communities.

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Introduction to Community Leisure UK

• Trade association
• Specialise in charitable leisure trusts across the UK
• Across public leisure and culture
• Charities, societies or CICs
• 112 members
• 3,700 services & facilities
• Combined £2bn turnover
“Great experiences in great places for everyone”
Let us re-introduce ourselves...
What is the community leisure trust model?

- Non profit distributing, reinvest & cross-subsidy
- Independent & transparent
- For public benefit & public value
- Deliver across policy objectives
- Place-based working & leadership
- Partnership – VCSE, local authority,
- Rooted & here for the long term
- Culture, mindset & passion for communities
- Retention is the business model

Delivering public services
**Our Transformation Strategy Objective**

To design and develop a transformed service offer and operating model, that delivers more and better outcomes for service users and communities with optimal quality and efficiency, and by developing our people, products and places with our partners.

**Service Development Objectives**
- People
- Products
- Places
- Partners

**Service Support Objectives**
- Business Support
- Marketing & Comms.
- Customer Experience
- Environment & Efficiency
- Quality Assurance
- Capital & Estates
- Workforce

**Our Themes**
- Fitness & Wellness
- Aquatics
- PE & School Sport
- Sports Development
- Inclusion & Diversity
- Events
- Catering & Trading

**Our Proposition** - Great experiences in great places for everyone

**Service Deliverables (Outcomes)**
- Increased health and social impact
- Colocated and integrated service models
- Industry-leading service quality
- Industry-leading operational efficiency and effectiveness
- Industry-leading usage and retention
- Usage representative of population and localities
- Service users achieve their wellness goals
- Industry-leading user and employee satisfaction
- Reduced environmental impact

**Financial Deliverables (Outputs)**
- Management fee reduction
- Revenue growth
- Generation of grants and commissions
- Generation of capital investment
- Increase to operating recovery ratio
- Maintenance of cash reserves

**Transformation Strategy into Action Model**

**Our Vision** - To be the best community leisure and wellness provider in the UK
Driving greater public value through public leisure – how?

Through partnership & collaboration with the local authority officers and Councillors, Directors of Public Health, and significant stakeholders.

- Strategic ownership
- Outcome focussed relationship
- Being part of the public health team
- Trust and open communication
- Transparency
- Long term decision making
- Not driven by cheapest / highest bid
- Contract focused on outcomes for communities (and not lightbulbs)
- Co-design of services and facilities
- Supporting service integration
- Commission services
How can we all work collaboratively, to build more resilient communities?
Our conclusions

• We care passionately about public leisure and culture
• We believe in the trust model
• Leisure services can be exciting, progressive and strategic
• Support national policy objectives & indicators
• Deliver across local government policy objectives
• Community leisure prioritise communities
Please do come and meet us at our exhibition stand.

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