

# SCL Strategic Delivery Plan 2019 – 24

## PURPOSE

SCL exists to enhance the lives of people through sport, leisure and cultural opportunities.

## VISION

By 2024 SCL will improve the city's leisure and cultural places and spaces and increase the number of people participating in activities.

## OUR STRATEGIC OUTCOMES

Improving Health and Wellbeing

Increasing Community Involvement

Developing Education and Skills

Enriching the Environment

## 5 YEAR STRATEGIC PRIORITIES

1. To prioritise investment into our facilities
2. To increase participation and engagement in our activities and services (physical and virtual)
3. To improve the health and wellbeing of our customers through our services
4. To explore opportunities to enhance the lives of more people through expanding the activities and services we deliver
5. To continue to deliver cost reductions and maximise income generation opportunities
6. To continually invest and develop our digital presence and use of technology to enhance the customer experience
7. To maximise community involvement in the delivery of our services
8. To continue to invest in our organisation and people to ensure we are a 'great' organisation to work for

Team / Venue Annual Plans

Work Programmes

The above priorities were formulated with our employees, partners and community members.