

Extract from the minutes of the Trading Board meeting of 23 September 2015

82. Leisure World Colchester Strategy and Business Plan

Councillor Maclean (in respect of her company providing services to Leisure World) declared an other pecuniary interest in the following item pursuant to the provisions of Meetings General Procedure Rule 7(5).

The Board considered a report from the Head of Operational Services about the Strategy and Business Plan for Leisure World 2016-20. The report was presented by Matthew Young, Head of Operational Services and Tim Swallow, Group Manager – Sport and Leisure. As the Strategy and Business Plan contained exempt commercially sensitive information, it would be considered on Part B of the agenda. However Matthew Young and Tim Swallow took the opportunity to explain some of the background and the main aims of the Strategy and Business Plan.

The success of the Sport and Leisure Service and the Leisure World brand in particular was highlighted. By the end of the 2014-15 financial year the Sport and Leisure service had achieved the targets and objectives set out in the Fundamental Service Review. However, it operated in a competitive marketplace and was competing not just with other sport centres or spas, but with a wide range of other leisure providers. It was important that it retained and then grew its customer base and its income.

The Strategy and Business Plan provided a vision for how the service could move forward and provided national, regional and local evidence in support of that vision. It set the levels of investment that would be required and the demonstrated the payback period for each investment area.

RESOLVED that the report by the Head of Operational Services be noted.