

**Vision**

**Our Vision – Getting Wigan Active and Improving peoples lives.**



**Objectives**

**Sustain, Develop and Expand the Business.**

**Get Wigan Active by increasing Participation rates in our services.**

**Develop our services so they have an impact on people’s lives.**

**Effectively manage the organisation’s reputation.**

**Improve the performance of our services.**

**Aims**

- Robust, long term contract with Wigan Council through the commissioning process.
- Reduce Wigan CSF as a % of total income to WLCT.
- Build up WLCT reserves.
- Increase number and value of contracts with agencies outside of Wigan.
- Increase number and value of contracts with PCT through wellbeing agenda.

- Increase usage levels across services year on year.
- Understand and drive participation in wider communities, particularly of areas of deprivation.
- Ensure that every member of staff is aware of their responsibility to improve participation.

- Demonstrate outcome accountability across all services.
- Ensure robust data collections systems.
- Target outreach work to priority districts and hard to reach groups.

- Develop a distinct and effective brand and marketing strategy and ensure we manage risk dimensions of Public Relations well
- Develop a regional/ National reputation for being an excellent social enterprise organisation, delivering to a range of markets and geographic clients
- Make an effective and measurable contribution to local priorities and ensure that there is collective ownership for providing evidence and quality data.

- Understand our customer needs and improve their experience
- Develop workforce to support the delivery of our vision
- Reengineer internal processes to maximise delivery.
- Ensure that every member of staff is aware of their responsibility to improve service quality.
- Demonstrate Value for Money in service delivery through economy, efficiency and effectiveness.