**Indoor Leisure – Developing the Vision**

**February 2020**

1. **Initial Exercise – Identifying the Vision Examples**

Output: Some of the words /phrases that explained why some Vision statements where preferable.

* Short and snappy/not too long
* Clear connection to the company – easy to identify
* Use of very simple language
* Meaningful
* Clear and concise
* Plain English
1. **Exercise Two – Building a future newspaper storyboard**

Output: Positive and contrasting negative views about what `success` means to the teams

Consensus around the desire for everyone present to be part of a success story and strong sense of it being possible

1. **Exercise Three – `Post It Notes`**

Output: Individuals captured thoughts/words /phrases about what should be included in a strong Vision statement for Indoor Leisure.

Captured under 4 headings:

1. What does success look/feel like in Indoor Leisure?
2. How do you measure that – behaviours /numbers?
3. When will you achieve it?
4. Why do you want to achieve it?

The results are captured below with those highlighted in red being the ones that recived the most number of `ticks`.

|  |  |  |  |
| --- | --- | --- | --- |
| **1** | **2** | **3** | **4** |
| Happy staff/customer | Inclusive community | First year review | Life style change-customers |
| Excellent customer service | Customer focus groups | Fifth Year steady state | Job satisfaction |
| Passionate | Pathways | From the beginning | Customer satisfaction |
| Active healthy you/happy | Hard work | Health | Service remains in house |
| Smiling and friendly | Award winning | Happy motivated staff | People matter - Happy smiling faces |
| Changing lives | Mystery shopper visits | 1 to 3 years | Job satisfaction – we deliver results for the community |
| Inspiring people | Staff recognition | Knowledge & Experience | Success |
| First class leisure services | Throughput |  | Community |
| Lively atmosphere | How busy the centre is/demand |  | Investment should result in positive outcomes /changed communities |
| Community feel | Opportunity |  | Respect |
| Compliments to staff | KPI`s/staff turnover/NPS/Low ASB/health indicators |  | Safe |
| Healthiest community | Better health outcomes |  | Expanded unique user groups |
| Community proud of our success | Job satisfaction |  |  |
| Maximise facilities available for unique user groups | Highest visitor numbers in NI |  |  |
| Because we care | Most active population |  |  |
| Connecting a community | Customer feedback |  |  |
| High customer satisfaction | Staff recognition |  |  |
| Change | Feedback & KPI`s |  |  |
| Customer loyalty | Variety |  |  |
| Community | Awards |  |  |
| Engaging |  |  |  |
| Creating Opportunities |  |  |  |
|  |  |  |  |