

1.2 MISSION STATEMENT

“Provide the highest quality service through continually improving and developing our service to our customers and staff.”

To work for the benefit of the community of East Ayrshire Council and make provision for the community to participate in sports, leisure and recreation services.

Key Objectives

The key objectives of the Kilmarnock Leisure Centre Trust are as follows:

- 1) Serve every customer with courtesy, effectiveness and efficiency ensuring they enjoy their visit and will return which will assist sustain and increase our current customer levels.
- 2) Develop the effectiveness of our workforce by recognising our staff are important to us, that they feel comfortable, valued and respected in an environment which encourages and rewards ideas, diversity, hard work, commitment so that they each feel proud to be part of this successful, forward thinking organisation.
- 3) Show innovation and creativity in our business arrangements in our effort to achieve break even position after revenue and investment issues have been addressed.
- 4) Reduce any impact we as a business may have on the environment by continually monitoring our use of gas, electricity and water.
- 5) Work in partnership with East Ayrshire Council Leisure Developments and other agencies highlighting the role that regular exercise plays in maintaining a healthy lifestyle.