



Our Vision, Mission and Values

East Ayrshire Leisure reflects the vision of the Community Planning Partnership. The organisation's vision therefore responds to the area's Community Plan and the goals of East Ayrshire Council.

The vision for East Ayrshire Leisure is to help East Ayrshire become:

“An area full of life, with a strong cultural, sporting and natural identity which reflects the unique character of the place and its people; an area where cultural, sport and countryside activities play a central role in social, economic and urban/rural development; an area where new and creative initiatives across the cultural, sporting and countryside fields flourish, for the benefit of both residents and visitors.”

Mission statement

The vision outlined above provides the focus for East Ayrshire Leisure's operations; how the vision is delivered is articulated in the mission statement:

“To provide and support high quality, innovative, cultural, sports, countryside and community services for the benefit of East Ayrshire residents and visitors to the area, which meet the council's social, cultural, environmental and economic objectives.”

Values

East Ayrshire Leisure's core values will be based on being:

- Collaborative & Creative
- Innovative & Inspirational
- Proactive & Professional
- Open & Honest
- Passionate & Proud

The principles by which East Ayrshire Leisure will operate and carry out business will be driven by a desire to do what is best for the area and in so doing:

- We will be driven by a commitment to deliver high quality services for the people of East Ayrshire
- Creativity and innovation will be at the heart of our thinking
- We will build partnerships and thrive on collaboration
- We will invest in the development of a highly motivated, customer focused and skilled employees
- We will promote equality, access and diversity across our programmes