

CANOLFAN HAMDDEN BEAUMARIS A'R CYLCH
SOCIAL ENTERPRISE



Community Well-being Plan

Our Social, Economic and Environmental Strategy

January 2023 –December 2027

CONTENT

1. Introduction
2. Executive Summary
3. Vision
4. Mission
5. Stakeholders
6. Provision
7. Strategic Aims and Ambition
8. Five Ways of Working
9. Management and Governance
10. Marketing and Communication
11. Finance
12. Evaluation and Assessment
13. Social Economy

1. Introduction

Canolfan Hamdden Beaumaris is a Social Enterprise involved in Charitable Trading Activity, and this plan reflects the important role the organisation plays in the local community and social economy.

Canolfan Hamdden Beaumaris A'r Cylch has been registered as a Company Limited by Guarantee (Company Number 8330057) since 13th December 2012. The charity has agreed the following objects with the Charity Commission:

- The provision and maintenance of a community hub for the use of the inhabitants of Beaumaris and district without distinction of political, religious or other opinions, including use for meetings, lectures and classes, and other forms of recreation and leisure time occupation, with the object of improving the conditions of life for the inhabitants.
- To provide the community with a service that will create greater social cohesion between its people and underpin the social fabric of the area.

The property was transferred from Anglesey County Council on nominal rent leasehold terms, equipment gifted and employees transferred from that date. The Lease was originally for 30 years, but in 2018 it was extended to 99 years. The company is also a registered charity (Charity Number 1154384).

Since its formation, Canolfan Hamdden Beaumaris A'r Cylch has been run by a Board of Directors guided by its Articles of Association. The directors are unpaid and members of the local community. The Board works in partnership with paid staff and

a large number of volunteers to preserve the unique sports and arts facility (known locally as “The Canolfan”) which serves the community of South-East Anglesey.

In addition, the Beaumaris Library was transferred from Anglesey County Council on similar 99 year nominal rent leasehold terms to Canolfan Hamdden Beaumaris A’r Cylch in 2018. The company is responsible for running and future success of the Library.

This Social, Economic and Environmental 5 Year Plan builds on previous business and development plans and is the responsibility of the Directors and all the factual information contained in the plan is current and appropriate. Recognising that Canolfan Hamdden Beaumaris A’r Cylch has responsibility for two community buildings (Beaumaris Leisure Centre and Beaumaris Library), this document uses the term “Social Enterprise” as shorthand in the text when referring to the Company.

2. Executive Summary

Our Community Well-being Plan builds on the progress achieved since 2012 and outlines the Board’s plans for the next 5 years.

The document has been strongly influenced by:

Results of an extensive community and local stakeholders consultation we undertook in 2021-2022.

Authoritative reports emphasising the importance of local provision of a wide range of active well-being activities to support the recovery of everyone’s mental and physical health following the Covid pandemic.

The Well-being of Future Generations (Wales) Act 2015.

This 5 Year Plan is designed to demonstrate the Board’s commitment to align our business to the Seven Well-being Goals set out in The Well-being of Future Generations (Wales) Act 2015 and to adopt the Five Ways of Working in our business planning recognising that we have a significant contribution to make to the sustainability and development of what are key sports, leisure, well-being and cultural facilities in South-East Anglesey.

3. Vision

To be an integral part of a healthy and equitable community in which the social, physical, mental and environmental well-being of its residents is assured at all stages of life.

4. Mission

To transition the Social Enterprise, which incorporates Beaumaris Leisure Centre and the Library, to a sustainable future as an active well-being hub serving the Seiriol area, working as a collective with other venues and community groups, to provide modern, multi-purpose fitness, social, leisure, well-being and cultural venues to meet the current and future needs of the local community.

5. Stakeholders

There are individuals and groups who are already involved with the Social Enterprise to varying degrees and other stakeholders with the potential to be involved to mutual benefit. The Board is committed to engaging with all stakeholders, both current and potential, listening to their perspective and requirements, and developing the Social Enterprise's offer in response.

6. Provision

The Social Enterprise currently provides the facilities for a range of sport, leisure, health and well-being, arts, and cultural activities, with an emphasis on community well-being including maintaining and developing local employment opportunities. This plan outlines how the Board envisages the Social Enterprise developing its offer to its stakeholders, including through redefining its role as the community hub for satellite venues within the villages of the Seiriol Ward and, in the process, ensuring a sustainable future aligned to The Well-being of Future Generations (Wales) Act 2015. The plan is informed by the extensive consultation with individuals and groups in the Seiriol area undertaken in 2022 and emerging national and international evidence on the important role of public leisure facilities in promoting health and well-being.

7. Strategic Aims and Ambition



We will use the Well-being of Future Generations (Wales) Act 2015 and the “Five Ways of Working” as a guide to all that we do. **Our principal aims are:**



- To transform our building and its facilities into a sustainable modern multipurpose active well-being hub with a range of sports, fitness, well-being, education, social, cultural and economic activities supporting the needs of the Seiriol Community and wider area, recognising that the quality of provision including physical infrastructure is a significant determinant of a community's well-being.



- Support Wales to move to “net zero” by using sustainable materials and technologies in our facilities. Making best use of our natural resources minimising waste, recycling and re-using where we can.
- Make maximum use of the land available to us in a responsible and sustainable way for the economic and environmental benefit of the Social Enterprise and local community.

- Foster employment opportunities, protect jobs by engaging with the local business sector where possible, provide flexible volunteering and work experience supported by quality training and learning opportunities.



- Be a Centre of Excellence for older people to reduce feelings of isolation, promoting active lifestyles to help people live well for longer.
- Develop and deliver preventative and early intervention active well-being services linking with statutory and third sector organisations to increase the life chances of people of all ages living in the Seiriol Area.
- Promote an active lifestyle indoors and outdoors including active travel.



- Provide a high quality venue for the performing arts, both professionally and amateur, as well as conferences, workshops, meetings, social functions, both private and corporate so as to attract visitors to the area adding value to the local economy.
- Take every opportunity to promote the Welsh language and culture.

- Work in partnership with other community venues and community groups to create greater connectivity and accessibility for the wider community.



- Provide extra curricular cultural and sporting activities for children and young people.
- Encourage and support the local community to become involved with playing, supporting and watching sport, positioning the Social Enterprise as a venue of choice in readiness for the Island Games in 2027.



- Enhance the commercial opportunities of our facilities to ensure the continued viability of the Social Enterprise for future generations of our community.



8. Five Ways of Working

Following the guidance of the Well-being of Future Generations (Wales) Act 2015, we will adopt the five ways of working in delivering our business plan.

Everything that we do will be planned and delivered with a focus on:

Thinking long-term: balancing short-term needs while safeguarding long-term sustainability.

Integration: considering how our well-being objectives may impact upon each of the well-being goals, their objectives, or the objectives of others.

Prevention: proactive behaviour to prevent problems occurring or getting worse.

Collaboration: with any other person or organisation that could help us meet our well-being objectives.

Involvement: involving people with an interest in achieving our well-being goals and ensuring that they reflect the diversity of our area.

9. Management and Governance

The Board is committed to ensuring that the operations are run to the highest quality standards. There are currently 12 directors and the Board meets regularly to discuss our strategic aims and business planning process.

The Social Enterprise is an Employer Partner with the Chartered Institute of the Management of Sport and Physical Activity (CIMSPA), demonstrating the Board's commitment to high professional standards and to promoting a learning culture within the Social Enterprise to include director, employee and volunteer development as well as organisational review and audit.

The Social Enterprise's sustained development since 2012 could not have happened without the endeavours and skills of its loyal employees led by the Social Enterprise Manager (SEM). They have worked hard in partnership with the Board and local volunteers to secure and enhance the Canolfan's important role within the local community.

The Board will build on these foundations recognising that sustained economic (both financial and social) success of the Social Enterprise depends on a professional "business-like" approach.

10. Marketing and Communication

Whilst the Social Enterprise endeavours to provide and facilitate a wide range of activities in high quality multi-purpose facilities, the Board recognises that excellent marketing and promotion to target stakeholders is vital for its success. The Social Enterprise has in place a marketing strategy and engagement plan. This includes identification and engagement with key stakeholders through a variety of media and promoting improvements in the Social Enterprise's digital presence.

11. Finance

The Board recognises that it is a challenge to provide facilities, activities, and opportunities that are accessible and affordable for ALL members of the local community whilst at the same time ensuring enough income to secure employment and develop the Social Enterprise further.

For this reason The Social Enterprise will continue to explore all potential income streams taking full advantage of being privileged to be located in a most sought after and highly popular holiday and visitor destination, using any 'trade' income to make our well-being activities affordable for all.

12. Evaluation and Assessment

The Board through its business planning process agrees a number of Key Performance Indicators. These are used together with feedback from our supporters and the wider community to monitor and evaluate delivery against our Strategic Aims and Ambitions and detailed Business Plan.

13. Social Economy

Whilst sound financial foundations are vital, the importance of "social outcomes" are often forgotten. This may be partly because the "bottom line" in the "social economy" is harder to measure than the hard figures produced by financial accounts. The Social Enterprise is, however, committed to continuing our prominent role in the local social economy and through feedback and regular review of our activities will continue to develop and grow our offer to reflect the needs of the local community to increase it's resilience and help it thrive.



Canolfan Beaumaris
www.canolfanbeaumaris.org.uk
"nghanol ein cymuned - the centre of our community"
Registered Charity No 1154384