



“Azure have been an absolute pleasure to work with. Your approach and manner make the sessions both productive and enjoyable. The strategy got some great buy-in from staff and trustees alike.”

**ALASDAIR BROWN,
CHIEF EXECUTIVE**

THE CLIENT

Kirklees Active Leisure (KAL), the charitable leisure trust who manage thirteen leisure facilities and swimming pools on behalf of Kirklees Council.

THE ISSUE

The current KAL Corporate Strategy was due to come to an end. In part due to funding reductions, the associated five-year period had been the most challenging in KAL’s history. The Board of Trustees and the leadership team needed to develop a new strategy that ensures KAL continue to be financially viable during the next strategic period.

OUR SOLUTION

Azure facilitated three strategy events with the Board of Trustees and senior staff team. The events were designed to stimulate energetic, creative discussion, and to ensure this was harnessed into something tangible. They had a particular focus on how KAL’s strengths could be used to shape an inspiring strategic vision for the future, following reflection on successes over the previous period.

RESULTS

A robust strategy was created aligned to KAL’s new vision and focus of *“improving health & wellbeing.”* This not only included aims for the coming period, but also ensured the Charity had clarity on the key projects and priorities that would enable these aims to be delivered.