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|  | **HLH purpose, key business objectives and corporate values as extracted from the HLH Business Plan 2022-27**  *Updated 21 March 2024* |

High Life Highland (HLH) is a charity registered in Scotland and a company, Limited by Guarantee, wholly owned by The Highland Council (THC), whose purpose is **Making Life Better**.

The main business of HLH is the delivery of a Service Delivery Contract (SDC) for THC across the Charity’s nine areas of work:

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| * Adult Learning * Archives * Countryside Rangers | * Leisure Facilities * Libraries * Museums and Galleries | * Music Development * Sport * Youth Work |

**Key Business Objectives**

HLH has eleven business outcomes which form the basis of its work:

1. Seek to continuously improve standards of health and safety.
2. Commit to the Scottish Government’s zero carbon targets and maintain the highest standards in environmental compliance.
3. Use research and market analysis to develop and improve services to meet customer needs.
4. Increase employee satisfaction, engagement and development to improve staff recruitment and retention.
5. Improve the financial sustainability of the charity.
6. Value and strengthen the relationship with THC.
7. Develop and deliver the HLH Corporate Programme and seek to attract capital investment.
8. Use research and market analysis to develop and deliver proactive marketing and promotion of HLH and its services.
9. Initiate and implement an ICT digital transformation strategy across the charity.
10. Develop and strengthen relationships with customers, key stakeholders and partners.
11. Deliver targeted programmes which support and enhance the physical and mental health and wellbeing of the population and which contribute to the prevention agenda.

**Corporate Values**

HLH’s ambition is to be recognised and respected as the leading organisation for developing, promoting and inspiring opportunities in culture, learning, sport, leisure, health and wellbeing and to grow the business in a sustainable and innovative way by enabling and faciitating services that the public value and by being valued as a trusted and effective partner. It has the following core values:

* To act ethically, legally and safely
* To provide quality services, important to individuals and communities
* To balance community, social and financial objectives
* To encourage and enable innovation and entrepreneurship
* To continue to be a good employer and partner
* To reduce the environmental impact of the organisation
* To contribute to achieving zero carbon targets.

Establishing a positive company ethos, where staff at all levels exhibit positive i-care behaviour (integrity, community, accountability, respect, example) is a vital tool to: (i) ensure the positive consolidation of the company; and (ii) as a focus on the importance of the users of services.

**i-care People Values**

