

Byw'n Iach

2026-2029

BYW'N IACH STRATEGY

Develop how our leisure centres, swimming pools, fitness facilities, services and teams serve their people and communities.

www.bywniach.cymru

Brief Ideas

The aim is to develop how our leisure centres, swimming pools, fitness facilities, services and teams serve their people and communities.

This will:

01 **Support people to live active lives**

02 **Get to grips with health inequalities**

03 **Ensure sustainable facilities for future generations**



Objectives

1. Encourage, develop and drive Gwynedd communities to be active
2. Suitable and high standard facilities
3. Address health and well-being inequalities
4. Improve the population's health indicators
5. A key partner in a wider health and well-being system
6. A workforce with the skills and culture to succeed
7. Work supported by evidence and a solid foundation
8. Company, centres and sustainable business model

Strategic Areas



1. Encourage everyone to live active lives and help to reduce health inequalities in Gwynedd:

- **1.1** Contribute to improving the health and well-being outcomes of Gwynedd's population.
- **1.2** Increase the number of people who attend our facilities and services especially groups who face the biggest health and physical activity inequalities.
- **1.3** Ensure that Gwynedd communities offer better opportunities to be active.
- **1.4** Develop and promote our ability to improve health and well-being via suitable preventative and restorative programmes.
- **1.5** Strengthen the resilience, sustainability and skills of our workforce jointly to satisfy the requirements of their role and the changing needs of our communities.



2. Lead and support health and well-being promotion work throughout the system with key partners:

2.1 Co-design and provide answers and credible, evidence-based health and well-being programmes.

2.2 Develop partnerships with GPs to increase preventative and restorative intervention.

2.3 Develop specific interventions to address the most obvious health challenges in Gwynedd with an emphasis on diabetes, cardiology, mental health and children and young people.

2.4 Collaboration with other partners to create healthy workforces.



3. Strengthen our resilience to ensure long-term sustainability:

3.1 Strengthen our position and ability to seek new commissions and additional revenue sources.

3.2 Improve the reputation and credibility of our company with key stakeholders and continue to expand our influential role.

3.3 Improve and renew the quality of our buildings to offer facilities that are suitable for the future.

4. Incorporate environmental sustainability and support the ambition of Cyngor Gwynedd to be carbon neutral by 2030:

4.1 Demonstrate and share good practice to improve energy efficiency and reduce carbon emissions in our buildings to contribute to Cyngor Gwynedd's 2030 net-zero target.

4.2 Engage with and educate our staff and members about the impacts of climate change and promote active, sustainable travel to and from our facilities.