

HEART Vision

HEART embodies the aspiration of the long-term residents of Headingley, as represented by the many members of Headingley Development Trust, to re-balance and re-invigorate their community by providing a focal point for community events and activities.

HEART's positioning at the geographical heart of Headingley Town Centre symbolises its potential to become the artistic and social hub for local residents, whether long-term or transient. Its facilities are designed for flexible uses which are limited only by the imagination of its users and by the values represented in this vision.

The key values that HEART aims to reflect in its every day operation and its strategic direction are *balance*, *harmony* and *quality*.

HEART will aim to provide (hired) space for activities that *balance* the needs of all the different members of the community, including all age groups, ability groups, ethnic groups and both short and long-term residents. The activities themselves will also be *balanced* between the arts (e.g. workshops, exhibitions and events), community activities (e.g. support meetings, community forums, adult education classes) and income-generating lettings to 3rd sector or commercial organisations.

HEART will aim to provide (hired) space for activities that promote *harmony* between different groupings in the community, whether explicitly (e.g. student groups working with elderly people) or implicitly (e.g. family ceilidhs or music events open to all).

HEART will aim to provide accommodation for activities of the highest *quality* and with the best specification of equipment and facilities that can be managed within the budget. The service provided by personnel staffing the centre, whether in a paid or voluntary capacity will be of a high *quality* and respectful of all those who use the building, for whatever purpose.

HEART will require its users to respect these three values both in their personal behaviour and in their uses of the building. The need for *balance* means that hiring of rooms is not – and cannot be – on a first-come, first-served basis. We ask users to understand the reasons for this. The aim of *harmony* means that HEART will not take bookings from organisations which promote or enact divisive or conflictual values or from individuals who do so. The aim of *quality* means that HEART will penalise users who contribute to the deterioration of the building by more than wear-and-tear and reserves the right to exclude anyone who disrespects the staff, volunteers or other users of the building.

HEART has a final, very important, aim, which is to be financially self-sufficient in the long-term. Making profit is not an end in itself, however, so the values of *balance* and *harmony* described above will contribute constraints on excessive profit-making whilst the value of *quality* will ensure that the income is sufficient to maintain high standards of facilities and staff.