

ASPIRING TO DO MORE

ANNUAL REPORT

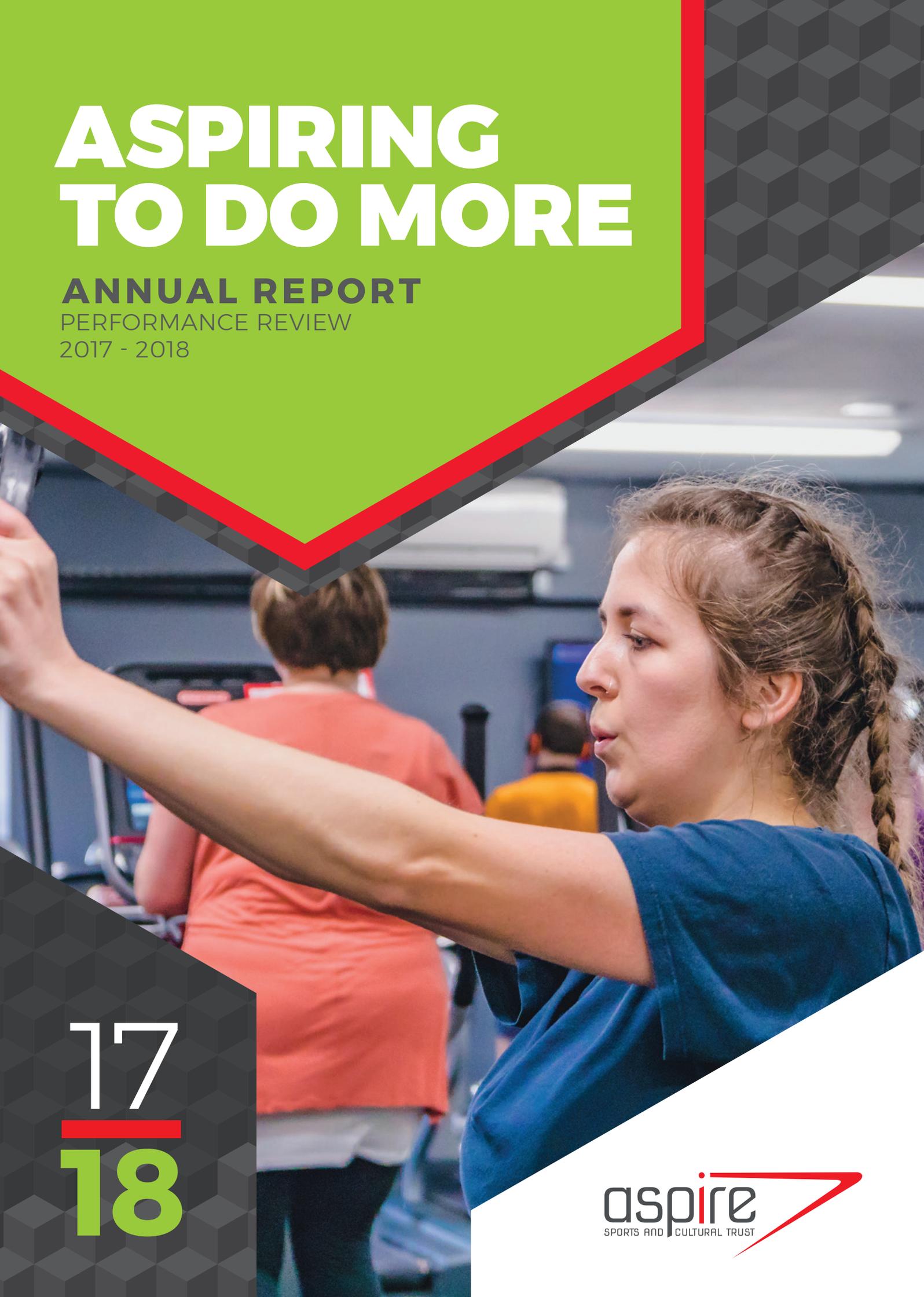
PERFORMANCE REVIEW

2017 - 2018

17

18

aspire
SPORTS AND CULTURAL TRUST



TRUSTEES

List of Trustees who served Aspire Sports and Cultural Trust during 2017-18:

Mr Neil Cameron

Mrs Elizabeth Clegg (resigned November 2017)

Mrs Caroline Corbett (appointed Vice Chair September 2017, appointed Chair March 2018)

Mr Sanjai Desai (stood down as Chair March 2018)

Mr Lee Hawthorne (Council Nominee, resigned May 2017)

Mr Neil Hampson (Council Nominee)

Mrs Kath Houson (resigned September 2017)

Mr Andrew Pain

Mr Clive Walford (Council Nominee, appointed May 2017)

Mr Martyn White

EXECUTIVE TEAM

Mr Bernie Jones, Chief Executive

Mrs Jacquie Douglas, Deputy Chief Executive/Development Director

COMPANY SECRETARY

Mrs Jacquie Douglas,

Deputy Chief Executive/Development Director

REGISTERED OFFICE

GL1 Leisure Centre,
Bruton Way, Gloucester GL1 1DT

CONTACT DETAILS

www.aspiretrust.org.uk
01452 396601

WHO ARE WE?

Aspire Sports and Cultural Trust was established in September 2008 to provide sport, leisure and cultural opportunities for Gloucestershire.

Aspire Sports and Cultural Trust is a 'company limited by guarantee', not having share capital. We also have charitable status and are a 'not for profit' organisation.

Aspire Sports and Cultural Trust is governed by a Board of up to 11 Trustees, who give strategic guidance and support to the charity's Management Team, which is led by the Chief Executive. All of the Trustees are volunteers and receive no payment for their role.

The Trustees are all representatives of the local community and bring a wealth of experience and expertise to the organisation with representatives from business, community, sport, voluntary sector, marketing and the City Council.

The charity is a totally independent organisation and whilst we manage the facilities of GL1 and Oxstalls Sports Park on behalf of Gloucester City Council, who own the premises, we rely totally on the income generated from our customers.

As indicated above, Aspire Sports and Cultural Trust is a registered charity and every penny surplus we generate is re-invested back into improving the leisure offer to the people of Gloucestershire.



OUR PURPOSE, MISSION, AIMS AND VALUES:

Like all charities, Aspire Sports and Cultural Trust is governed through its Articles of Association, which details the charity's vision, which is to 'enrich the lives of the community'. In 2016, we took the opportunity to simplify our purpose, mission, aims and values and the staff and Trustees were all involved in this process.

PURPOSE:

We are a local charity that **provides an active life for all the family**

MISSION:

**ASPIRE
TO DO
MORE**





CHIEF EXECUTIVE'S REPORT

Welcome to the third Aspire Sports and Cultural Trust Performance Review Annual Report. Time seems to be flying by quickly as it only seems like yesterday that we were writing last year's introduction. 2017-18 has been a challenging year for Aspire Sports and Cultural Trust, but we are delighted to report that despite the challenges, we have had another successful year and within this report, we will highlight how as a charity we have made a difference to the lives of the people and communities that we serve in Gloucestershire.

This report provides an overview of our main achievements during the year and outlines our plans for the future. Later this year Aspire Sports and Cultural Trust will celebrate its 10th Birthday so we will also take the opportunity to profile some of the highlights and achievements during the past 10 years.

Despite the continuing difficult economic conditions and the reduction in funding support from Gloucester City Council to zero due to the Local Government Spending Review, it has been a good year for Aspire Sports and Cultural Trust as we have exceeded our operational financial targets and achieved significant surpluses that can be re-invested back in to the business. As a registered charity every penny surplus that Aspire generates goes back into the business to either improve the facilities, services or activities that we deliver, so we are delighted once again to exceed our targets and generate a surplus to re-invest. Despite the reduction in grant funding, the charity made no changes to the services available to its customers and absorbed the loss through efficiencies in non-customer facing services. However, whilst it's important that we 'balance the books' and generate surpluses, the charity's success is not just measured on financial success, but the difference the charity has made to people's lives.

Throughout this report, there are examples and case studies demonstrating how the charity has helped improve the quality of life for our customers and residents of Gloucestershire. However, one example that sums up what Aspire is about is "Cilla", an 80 year old regular 'ladies fitness' user. Cilla joined up about six years ago and has faced many challenges in her life including the death of her husband to suicide and cancer twice. Because of the cancer, Cilla now suffers with lymphedema, which she has to manually drain each morning. Cilla, however, values the benefit of sport and physical activity and comes into GL1 a minimum of three times every week, to not only keep fit and stay active but to keep in touch with friends. She is a great ambassador for physical activity and inspires many others to take part.

Whilst we may have achieved a great deal in the last ten years, we are not resting on our laurels. The latest Sport England Active Lives survey results showed that Gloucester is the least active local authority area in Gloucestershire, and therefore the charity's mission of **"Aspire to do more"** is even more relevant and which is why we will continue to encourage/cajole/support more people to be active. Aspire will also continue with its quest to ensure all sections of our community can access the benefits of sport and physical activity and have the opportunity to become more active.

Our personal thanks go to our Trustees for their leadership and support for the Executive Team; the Management, and Staff who once again have worked very hard in delivering these excellent results, whilst putting the customer at the forefront of everything they do; and our many partner organisations who have supported our initiatives and whom we work with for shared goals.

Finally to our customers, thank you for your valued custom. We recognise that we do not always get everything right but I can assure you that we will continue to put you, our customers, at the forefront of everything we do and together we can achieve our mission of **'aspiring to do more'**.

Bernie Jones
Chief Executive

Jacque Douglas
Deputy Chief Executive/Development Director



Aspire Chief Executive
Bernie Jones and
Deputy Chief Executive
Jacque Douglas,
with Gloucester
City Council
Mayor, Councillor
Steve Morgan

AIM 1

Be a sustainable charity

Sustainability is the number one priority for the charity and despite the reduction in grant funding to zero we are keen to continue to generate surpluses so that we can re-invest back into the business and ensure we are able to keep the facilities and activities fresh and up to date.

Effectiveness and efficiencies

Over the past five years the management and staff at Aspire have had to drive costs down and increase income, not just because of the reduction in grant funding from the City Council, but also because of the significant increase in health and fitness competition in the city. As an example whilst health and fitness income may have reduced by as much as 30% over the past five years, during the same period swimming lesson numbers have quadrupled. Equally, staffing costs have reduced over the past three years as efficiency savings have been introduced, resulting in the reduction of staff hours and costs. Given that staff costs equate to approximately 60% of our total expenditure, during 2017, a number of staff reviews were undertaken and changes made to working patterns that has enabled the staff to become more

effective and efficient. The transfer of the catering at

Oxstalls to Cater Cater, who already provided the catering services at GL1, has also

helped the non-catering staff at Oxstalls to focus on their main roles and this again has helped efficiency at Oxstalls.



Re-investing in the community and sustainable business plans

As indicated the number one priority for Aspire has been sustainability and as indicated in the Executive Report we are delighted to have once again exceeded budget and returned a surplus for the year 2017-18 (rather than the projected loss), which will be used to re-invest back into the business and improve the service and activities for local people. Plans are already afoot to invest those surpluses and additional reserves that Aspire has collated over the past few years to develop and introduce new family activities into GL1, which will ensure the ongoing financial sustainability of the charity.

The Trustees and Management have worked hard on developing a positive sustainable business plan for the next 3 years and we are confident of achieving them. We are also confident of being able to continue to ensure that all sections of the community can access the sport and physical activities offered by Aspire whilst continuing to develop and improve the service and offer to our users.

10th Birthday Highlights/ Achievements

When Aspire first came into existence and started managing the leisure facilities in Gloucester on behalf Gloucester City Council, it received support funding of nearly £2million (including vat). This year the charity will receive zero funding. The journey has seen Aspire save the City Council and subsequently the people of Gloucester over £10million whilst at the same time increasing participation.



AIM 2

Develop and grow the charity

Growing and developing the charity is fundamental to ensuring that Aspire can become a sustainable charity without grant funding from the City Council. The need to grow the Charity internally (maximising the use of our existing facilities) and externally (developing new and profitable activities and services) is fundamental to the sustainability of the Charity.

Oxstalls Sports Park - University of Gloucestershire new sports facilities

As indicated in last year's Annual Report, Aspire had been chosen to operate the new University of Gloucestershire sports facilities during community time. In September 2017, we saw the opening of the first of the new facilities when the 3G floodlit football pitch was opened and this was followed a few months later by the opening of the 3G floodlit rugby pitch. Since the two pitches opened, visits to Oxstalls Sport Park have increased by an estimated 15,000 visits and the take up of the facilities during weekday evenings has exceeded predictions. Special events, matches and tournaments are now starting to increase usage at weekends on both pitches but there is still some capacity for clubs and organisations interested.

In September, it is anticipated that the new sports hall will be available for community use. The new hall will accommodate up to 12 badminton courts or 3 netball/basketball/five-a-side football courts and will be the home of Severn Stars Netball. A joint bid has already been submitted for the centre to host a team for the Netball World Cup, which is taking place in England in the summer of 2019.

Big Health Check and Social Care Open Day

Aspire is keen to work with a variety of partners to ensure that people of all levels and all abilities or disabilities can access our facilities and activities. On Wednesday 24th May, Oxstalls Sports Park hosted the second Big Health and Social Care Open Day. Nearly 1,400 people attended the day with over 1,000 of those being people with learning disabilities and their carer or support worker. It was a fantastic day, helped by glorious weather, with approximately 100 coach volunteers offering over 15 different sports as well as advice and help being available from 98 different stalls.

Big Health Check Coordinator, Simon Shorrocks, took the time to write to Aspire following the event:



World Mental Health Day - in partnership with 2gether Trust

Tuesday 10th October was World Mental Health Awareness Day and through our partnership with the 2gether Trust, our staff were offered an introduction to mental health awareness training and an opportunity to sit and chat over a cup of coffee about any issues they/their families/friends may have around mental health and well-being. As well as over 20 staff attending the training session, a number of staff took the opportunity to sit down and chat to the professionals from the 2gether Trust who also provided us with valuable support material and signposting information for those with mental health issues including stress. The sessions also gave the staff an awareness on how to look out for those with mental health issues using our facilities and how to help them to enjoy their visit. In addition to the session hosted by Aspire at GL1, other sessions in Gloucestershire were hosted by Tesco and Superdry.

Aspire2Good Health

Aspire2Good Health is a partnership created by Aspire and the 2gether NHS Foundation Trust.

The partnership was set up in 2017 and is intended to:

- Assist people with physical activity who are suffering long and enduring mental health conditions – generally this group of people experience worse health outcomes than those of the general population;
- Improve physical healthcare to reduce premature mortality in people with serious mental illness, which is a key target for the NHS;
- Reduce stigma and address the sedentary lifestyle of those affected with mental illness; and
- Provide access to appropriate healthy activities and lifestyle as an important factor of overall wellbeing for this group.

The vision of the partnership is to transform lives – the smallest of changes can make the biggest difference; maximise independence – moving from a concept of ‘believe in me’ to ‘I believe in me’; and empowering the mental health population to be the best they can be.



AIM 3

Increase and widen participation



Increasing and widening participation is a key area of focus for the Charity which also contributes to the Sport England and Government 'Active Nation' Strategy and improving the health of the people of Gloucestershire. Increasing participation and getting more people active will also help the Charity to become more sustainable and enable us to provide more initiatives for our customers.

Swimming

At a time when swimming is declining nationally, swimming in all of its guises at GLI is thriving and going from strength to strength. This is because all aspects of the continuum are catered for, whether it be those wanting to or needing to learn to swim, those training to compete or achieve their best or those just wanting to have fun or keep active, Aspire has something to offer everyone.

Every week over 3,700 young people take part in swimming lessons through either their school swimming lesson or the charity's own lesson programme. During the year we host 4 school galas, two primary school galas, one secondary school gala as well as a 'Pentathlon Games' which is designed for SEND pupils. Aspire works closely with Gloucester Swimming Club with many swimmers moving from Aspire's swim scheme into the club who have 160 members. In the past 12 months, the club have had 12 swimmers competing at national level, two competing at the British Championships and three swimmers at the British para-swimming internationals.

But aquatics at GLI and Aspire is not just about swimming and we offer many other aquatic activities including: Fun sessions, canoeing, sub aqua, aqua aerobics, aqua hit, Family sessions, inclusive sessions, ladies only, masters sessions, water polo, aqua hiit and 50+ sessions.



**Rob Fisher and Alex Hume
at the Special Olympics**

Olivia Rook won the Under 18 National Women's Doubles Finals with her partner Hannah and made the final of the Under 18 singles tournament. This is an excellent achievement and shows the strength of the programme at Oxstalls, as Olivia is only 14 years old.

Adam Toulson was chosen by the GLTA as their Coach of the Year for his dedication and commitment to improving the standard of tennis in the county and for his impact on the Oxstalls Tennisability and Mini Tennis Programme. All of the above highlight that the tennis programme at Oxstalls does truly cater for all levels and all abilities.

Gloucester Media 'Best You' campaign

During 2017, Aspire joined up with Gloucester Media as the lead partner in the 'Best You' campaign, a seven-month social media and press campaign aimed at encouraging more people to get active.

A number of initiatives were used during the campaign to encourage people to get more active and many case studies from members of the community who had benefitted from regular physical activity were used to promote the campaign. In addition, we ran a competition to choose a winning family who received a free family membership for the year and we are monitoring their progress and increase in physical activity levels. The Pritchard family, who have four children, have significantly improved their health and well-being over the past few months and a full case study will be compiled at the end of the campaign. Some examples of those case studies are highlighted in the community benefit section of this report.

10th Birthday Highlights/ Achievements

Over the past ten years, Aspire has faced significant competition in the leisure and health and fitness market and we have had to continually refresh our programmes, activities, and facilities to ensure that we meet the ever-changing demands of our customers. We are delighted that 10 years on we continue to refresh our programmes and provide what our customers want.

Connie Smith

At 82, Connie Smith is proof that you really can do exercise at any age. She is a regular at GL1 and attends three times a week calling it a home from home. "In my younger days I was never very fit. I had the kids to look after and you didn't really do things like that back then," she said. "But about five years ago the doctor said I had to exercise because of my back problems otherwise I would end up in a wheelchair. Therefore, I started going to Curves but when that closed I started coming here, and now I come Mondays, Wednesdays and Thursdays. You are definitely never too old; you will be surprised at what you can do. You see people here who came with walking frames and end up only need a stick to help them. As well as aqua classes, Connie enjoys pilates, keep fit classes and rowing machines. She said her over 55s club at the centre proved people had a lot more to give than they realised".

As part of the Best You campaign, she helped to spread the word about exercise for older people. "I would encourage anyone to come and give it a go," she said. "My greatest pleasure is seeing someone come here and gradually seeing them getting fitter and stronger."



82 year old Connie Smith, a regular user at GL1 and a 'Best You campaign Ambassador'

Goals Beyond Grass

Goals Beyond Grass are getting more people into powerchair football - a competitive sport for disabled people. The charity welcomes all abilities and backgrounds and runs sessions to get beginners into the sport and also trains people up to become powerchair footballers at a regional or even a national level.

Goals Beyond Grass demonstrates the true benefits of exercise and helps people with their disabilities. They held a powerchair football tournament in GL1 Leisure Centre in August 2017. Jenny Rutter, coach at Goals Beyond Grass, said: "It's vital to provide these opportunities for people. We're keen to make sure we can provide these opportunities locally for people." Goals Beyond Grass hold weekly sessions at GL1 and also goes into schools, colleges and universities to give young people - either able-bodied or disabled - a go at powerchair football.



Girl Force Day

On the 6th March 2018, GL1 hosted the first ever Girl Force Day. Sixteen secondary schools from across Gloucestershire were invited to the day and each school brought approximately fifteen 12-14 year old girls who are non- sporty.

The aim of the day was to introduce the girls to a variety of different activities to show them that physical activity can be fun. Twenty different activities were available throughout the day with the key partners in the event being Active Connections and Active Gloucestershire.

10th Birthday Highlights/ Achievements

At Aspire, we truly do believe in providing something for everyone and are passionate about ensuring that everyone, regardless of their circumstances, has the opportunity to participate in sport or physical activity. Over the years, attendances at our facilities have increased and sometime during our 10th anniversary year, we expect to welcome our eighth millionth visitor. However, much more important to us as a charity is the diversity of people who utilise our facilities, services and activities.



AIM 4

Be an employer and partner of choice



As a charity, it is important that Aspire has the right values and ethos that ensures that people want to work for us and partners want to work with us and that we will do what we say and deliver results. Retaining good staff and developing and retaining good partners is vital to ensuring our successful future.

Aspire Academy

Working in partnership with Babcock International, they have helped us develop an Aspire Academy that provides training and development for all levels of staff. The first intake included six Duty Managers, a Health and Fitness Supervisor and our Technical Manager who all passed their qualification achieving a Level 3 in Leisure Management. The second cohort have just started with 11 employees working towards level 2 Leisure Operations or level 3 Leisure Management. The introduction of the Aspire Academy, which will incorporate all employees in time, has generated great interest within Aspire.

As an organisation, Babcock listened to our specific needs in developing the Aspire Academy and their staff understand the needs of the individual and the business, both of which can change from day to day. As a registered charity, we rely on good partnerships to help us achieve our goals and Babcock are helping us and our staff to achieve our goals.

Outreach

Aspire works with a number of partners, and 2017 was no exception. The charity attended a number of community events throughout the Summer period in particular, including attendance at local school fetes, Gloucester Quays events in conjunction with Gloucester Rugby Football Club, community events and local businesses. Our attendance is focussed on showcasing and promoting our service offering and actively engaging and communicating with the local community.

Partnership with MacMillan

Aspire have been working with MacMillan Next Steps Rehabilitation Team for a number of years by providing a programme of support and to help people diagnosed with breast cancer, colorectal and prostate cancer to maintain a healthy lifestyle. Following on from the success of this programme, MacMillan are developing an "Eating for Health" programme, which will be the first of its kind in the UK, aimed specifically at helping cancer sufferers eat well. MacMillan will be piloting the programme with Aspire and will provide training for staff with specific support and training for our Health and Fitness Consultants.

Staff Awards

At the start of 2017, Aspire introduced Employee of the Quarter awards, during the year, 57 different employees were nominated, and the majority of the staff valued the awards. Following their success, we introduced Employee of the Year awards and held a successful evening at GL1 when the following winners were announced:

AWARD	SPONSOR	WINNER
Customer Employee of the Year - GL1	Big Wave Media	Ieuan Prosser
Customer Employee of the Year - Oxstalls Sports Park	Cater Cater	Emily Kenyon
Employee of the Year - GL1 (nominated by staff)	BPE	Rob Norman
Employee of the Year - Oxstalls Sports Park (nominated by staff)	BPE	Emily Kenyon
Community Champion - Young People	Babcock International	Katherine Knight
Community Champion - Health and Wellbeing	2Gether Trust	Helen Chidgey
Community Champion - Inclusivity	City Electricals	Anthony Delarme
Community Champion - Performance	Cascade 3d	Swim Team lead by Nikki Williams
Leadership	Endsleigh	Jackie Porter
Working in Partnership	Randall & Payne	Karl Allen
10th Birthday Award	Gloucester City Council	Jenny Hartell

In addition to the staff awards, those employees who had completed their Aspire Academy training also received their certificates.

Partnership with Gloucester City Council

Gloucester City Council are our key partner. Despite the challenges we have both faced over the past few years regarding funding, we have a positive relationship with both members and officers of Gloucester City Council. The charity leases GL1 and Oxstalls Sports Park buildings from the City Council and as landlords, the Council works closely with us to ensure that the buildings are maintained in good order.

As a charity we meet regularly with both Officers and Members to articulate what we are doing and how we are fulfilling our charitable objectives and achieving the City Council's goals for sport, physical activity and other leisure initiatives. A copy of this annual report is presented to the Council.

Partnership with the University of Gloucester

Aspire have been working closely with staff at the University as their new sports facilities at Oxstalls Sports Park have been developed. Two 3G floodlit pitches have already opened, one for rugby and one for football and in September a 12 badminton court sports hall will also open. The hall will become the home of the Severn Stars, the Vitality Netball Superleague team, and has already been chosen to host a number of events. Aspire will continue to work closely with the University of Gloucestershire to maximise the community benefit of the new facilities which will widen the offer and ensure we are able to encourage even more people to fulfil our mission of "Aspire to do more".

EVENTS

10th Birthday Highlights/Achievements

Aspire has hosted many World, European, International and National sporting events over the past 10 years and whilst they bring prestige to the Centres and the City, equally important to us has been the children's birthday parties that we host every single week.

Aspire has a great reputation for hosting national and international events and whilst we have reduced the number of events our facilities host to focus on our regular users, we still do attract a variety of events and in 2017-18, the charity hosted the following events:

- **British Waterpolo National League**
- **Amateur Swimming Association South West Sprint Championships**
- **Gloucestershire Bride and Groom Show**
- **White Collar Boxing**
- **Motivational Preparation College for Training (MPCT) Awards**
- **Robot Wars**
- **Big Health Day**
- **Race4Men Charity Fun Run**
- **National Synchronised Swimming Championships**
- **Gloucestershire County Swimming Championships**
- **Comic Con**
- **Girl Force Event**
- **Health and Wellbeing Expo**
- **Gloucestershire Badminton Association County Championships**
- **Pro evolution Wrestling**
- **Gloucestershire Indoor Archery Championships**
- **Step N Style Dance Competition**
- **Wheelchair Tennis Championships**
- **Irish Rugby Football Union Training Camp**



COMMUNITY BENEFIT

Below are some examples of how individuals or groups have benefitted from the work of Aspire during the year.

Susan Cook

Susan is a regular in Active Ladies and trains 3 times per week. Laura, her trainer, has refreshed Susan's programmes every 6 weeks. Susan has, with good nutrition and exercise, changed not just her appearance but her health and her energy for life. Since joining GL1, she has lost a fantastic 8 stone!

Fazila Vorajee

Fazila joined Aspire as a member 2 years ago having been diagnosed with extremely high hypertension. She had been under the care of the hospital and was being monitored every 6 months. She was on three different medications and having her blood regularly monitored. Earlier this year after a lot of hard work in the gym, Fazila's consultant has taken her off all medication and all her blood tests are in range. In addition, Fazila has lost over 8kg since her last appointment with the consultant and he was so pleased that he has discharged her from the clinic. Fazila just wanted to say thank you to the Health and Fitness Team for the support and help she was given.

Aspire Christmas Mile Charity Swim

For the last 37 years, a Christmas Mile swim has been held at GL1 or its predecessor Gloucester Leisure Centre. In 2017, nearly 100 participants took part and raised £350 for the MacMillan Trust. Over the years, thousands of pounds have been raised for a variety of local charities through the Mile Charity Swim.

Lucy Guest

Swimming has given Lucy a completely new lease of life taking to the pool up to four times a week. The 58-year-old lives in a care home in Gloucester has learning disabilities, cannot speak and is an amputee. However, none of this stops Lucy enjoying a very active life with the help of her carers. She visits the pool at GL1 leisure centre regularly and takes part in a 45-minute aqua aerobics class. Senior support worker Matt

Addis said: "Lucy can communicate with us to a certain extent and can sign and point to what she would like and what she needs.

However, we were looking for activities that Lucy might be interested in doing. There were pictures of swimming

in the options and she pointed at swimming."

That was about two years ago. Now Lucy has increased confidence in the water and can balance and float independently, even though she has a support worker with her at all times. The team at GL1 hoist and lower Lucy into the pool where she is met by her support worker. Then they wrap a woggle float around Lucy under her arms and away she goes. Matt said: "Lucy enjoys the social element to the sessions as well. The Aqua aerobics session is something different, the group is interactive, and she is very friendly and sociable person that is part of the community. Afterwards she then goes for a coffee. It is about her wellbeing as well as fitness."

Lucy is a great example of how much sport can benefit someone, as a whole be that both physical and emotional wellbeing.



FINANCES

As indicated in the Executive's report, the charity has exceeded its financial operational target for the year.

Income generated by the charity was up by approximately 1%, although due to the withdrawal of support funding from the City Council, overall income was down 10% on 2017-18. The majority of the increase in 'earned' income can be accredited to swimming where Aspire has bucked the trend and increased participation, at a time when it is declining nationally.

Once again, it is credit to our Managers and their teams that they have been able to control and reduce expenditure in key areas through the introduction of efficiencies and more effective methods of working. Significant savings have been made on staff and management costs through a combination of the review of working patterns and managers taking on additional responsibilities.

The addition of the University of Gloucester 3G pitches opening during the year has compensated for the loss of Escourt Court Sports Hall, which closed at the end of September and has now been demolished. The opening of the new University Sports Hall will also see income climb in 2018-19 but equally additional costs will be incurred in operating the new facility.

Every penny surplus generated by the charity is re-invested back into the leisure facilities or the services provided by the charity. Since Aspire's inception, nearly 10 years ago, the charity has invested over £2million in facility and service improvements and over the next few months Aspire Sports and Cultural Trust will invest a further £½million into improvements and new activities and facilities.

Having developed new income streams and a positive business plan for the next three years, the Trustees and Executive are confident that the charity can look forward to a successful future that enables us to continue to provide quality value-for-money service to the community of Gloucestershire that is accessible to everyone.



10th Birthday Highlights/ Achievements

Over £10million savings and £2million
investments over 10 years

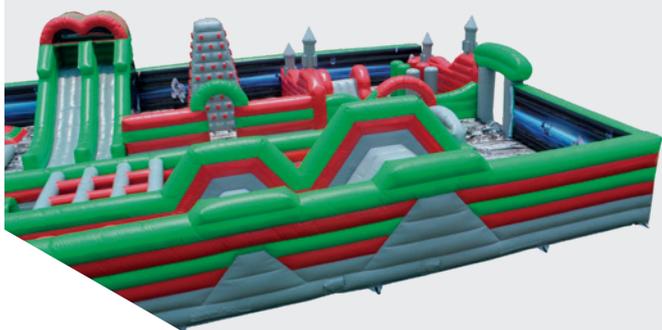




THE FUTURE

The past couple of years have been challenging for Aspire, the Trustees, Management and Staff, but we are positive that we have everything in place to ensure a sustainable future. We are looking forward to the opening of the University of Gloucester Sports Hall, which will provide space for 12 badminton courts, become the home of the Severn Stars Vitality Netball Superleague team, and support the existing two 3G pitches already in use by both University students and the community of Gloucestershire. Aspire Sports and Cultural Trust will manage the new facilities on behalf of the University during community time (evenings and weekends), and ensure that Oxstalls Sports Park is managed holistically across all the facilities to ensure maximum benefit for the community.

Over the past couple of years, we have been looking for new activities/initiatives that would generate new and additional income to help ensure the sustainability of the charity and we are delighted that GLI now houses the first Inflatable City in the South West – Lunar City. It is an out of this world attraction, complete with slides, a climbing wall and plenty more! This exciting new attraction opened its doors to the public on July 14th – the same doors used by GLI's regular users. Lunar City is a sizeable attraction, housed in one-half of our sports hall.



With one in six 11 year-olds and 65% of the adult population in Gloucester being overweight, our aim is to bring a new level of fun and fitness in the area and promote an Active Life for the whole family.

The one-of-a-kind facility includes features such as slides, tunnels, a climbing wall, an assault course, big bouncy balls and a child's area. It also is the home of a fun new brand of fitness classes, in which participants can bounce their way to a healthier and more physically Active Life.

Chief Executive, Bernie Jones, sees Lunar City as a significant step forward for the charity and the county as a whole:

"Health and wellbeing is our priority at Aspire. We are continually striving to set new benchmarks for active lifestyles in Gloucestershire. Lunar City is an innovative opportunity that will set a new bar for fitness and entertainment. It is an affordable fun activity for the whole family.

Find out more about Lunar City by visiting www.lunarcity.org.uk

10th Birthday Highlights/ Achievements

Aspire Sports and Cultural Trust looks forward to celebrating our 10th Birthday with you, our customers and partners. We hope we have served you well over the past 10 years and can confirm that we will continue to put the customer at the forefront of everything we do and try to make a difference to the people of Gloucestershire that we serve.

In addition, during the summer months, we have also been taken the opportunity to cover the carpets in the Bowls Hall and provide a roller-skating park for young people and their families. The Bowls Hall will also be able to be used for other activities whilst the temporary floor is down (April to September).

It's an exciting time within Aspire. There's lots happening and all of the developments are about ensuring that we provide something for everyone and are able to fulfil our mission of 'Aspire to do more' by encouraging even more people to be active in the forthcoming year.

As a local charity leisure provider we put every penny surplus we generate back into the community and we are in a unique position of being able to provide something for everyone and our range of activities at affordable and value for money prices ensures that sport, leisure and physical activity is accessible to everyone regardless of their circumstances. The majority of our Trustees, Management and Staff are local people and are passionate about their City and not only providing opportunities for their communities to be able to access affordable physical activity and have fun, but to also help improve the health and wellbeing of the people of Gloucestershire.





Aspire Sports Centre and Cultural Trust

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www.aspiretrust.org.uk

Company Registration Number: 06644292. Charity Number: 1125995