

# Our Year

April 2019–March 2020

## What we do....

**Community Leisure UK is the members' association that specialises in representing charities and social enterprises delivering public leisure and culture services across England, Scotland and Wales.**

We:

- provide a nationwide platform enabling members to meet peers and access strategic partners to find best practice solutions to common problems and recommendations to tackle future industry developments; and
- use the power of the collective membership to represent, reach, influence and promote the charitable trust model benefits at a national level, to inform policy and increase understanding of the trust model.



## Our year in membership

We have:



A net decrease of 2 from 2018-19. This is due to trusts:

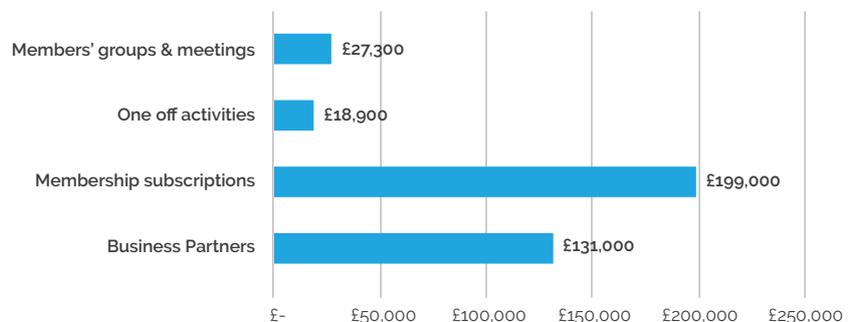
- being insured to become a trading company
- choosing not to renew membership
- originally being an Associate Member

We have welcomed:

- Torfaen Leisure Trust
- Falkirk Football Community Foundation
- Half Fish HQ
- South Ribble Borough Council (associate member)

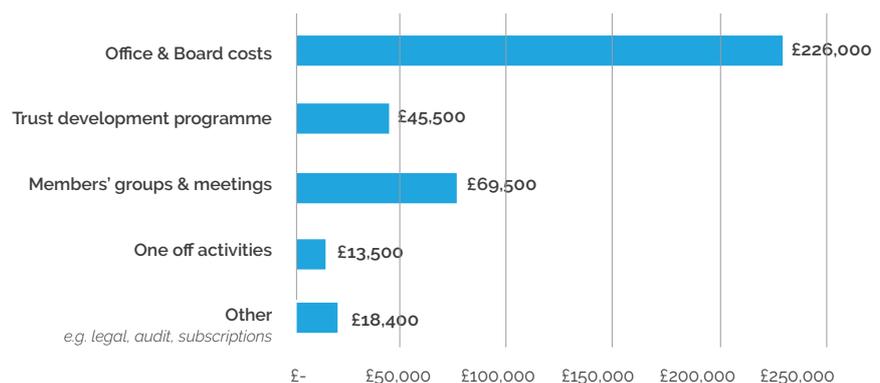
## Our finances

### FORECAST INCOME 2019/20



Total forecast income £376,200

### FORECAST EXPENDITURE 2019/20



Total forecast expenditure £372,900



# Reviewing delivery against our strategic objectives

1

## To lead the positioning of the community leisure and culture trust sector as public services focused on public benefit.

### Open dialogue with regulators and policy makers

- In person meetings with OSCR, Charity Commission, HMRC, FCA, Low Pay Commission.
- In person meetings with Welsh Government advisors (culture and sport), DCMS Inclusive Economy Unit, Office for Civil Society, DCMS arts and sports team, representative of the Office for the Future Generations Commissioner for Wales
- Meetings with Creative Scotland, Arts Council England, Arts Council of Wales, Sport Wales, CIMSPA and Sport England
- In person meetings with Unite, Unison and STUC
- Spoke at the Charity Tax Commission's launch of 'Reforming Charity Taxation' report

### Develop and implement a member-led Cultural Development Strategy

- Created a member-led Cultural Development Strategy
- Extensive scoping and reporting of the culture-based membership
- Revived an active Culture Special Interest Group for members with biannual meetings
- Maintained close relationship with SLIC, Museums and Galleries Scotland and Creative Scotland, and supported the Scottish Government's Cultural Strategy
- Strengthened relationship with Arts Council England and the LGA team for arts, culture and sport
- Presented at British Museum conference
- Engaged with new partners: Creu Cymru, Arts Council of Wales, Libraries Connected, Welsh Government representatives for arts and libraries, DCMS
- Delivered culture seminars in England and Wales

### Maintain contact at a political levels and increase political prominence

- Election manifestos created and shared through political contacts. Focused on effective public leisure and services in England & Wales and Scotland
- In person meetings with Ministers and Shadow Ministers, department advisers and secretaries, Convenors, House of Lord representatives and Crown Commercial Service.
- Communications with Secretary of State (DCMS), Shadow Secretaries, political party groups and special advisers
- Stand at Scottish Parliament Cross Party Group on Health Inequalities Reception
- Contributed to the Co-Operatives Party and Labour Party manifestos
- Commissioned Message Matters to develop a Political Relations Strategy

### Engaging with sports councils to encourage them to co-support a resilient trust sector

- Secured three year grant from Sport England for the Bridging Communities programme and six month grant for project to support trusts to capture and articulate their social impact
- Engaged and commented extensively on the Sport England 'Leisure Services Delivery Guidance'
- Engagement with Sport Wales on free swimming initiative and active involvement in the Community Sport & Activity Programme through a submission of an EOI with members

### Develop a stronger presence and visibility

- Submitted consultation responses to: Social Value in Government Procurement, Low Pay Commission, Charity Tax Commission, Well-being of Future Generations Commissioner's discussion, Future of Public Service Mutuals, Arts Council England strategy, Arts Council Wales new strategy for spending National Lottery Funding, Sport England's Transgender Inclusion Guidance, Consultation on Scottish Charity Law, Call for Views on Stage 1 of Non-Domestic Rates, Consultation on the Financial Memorandum for the Disclosure Scotland Bill, Consultation on Strategic Framework for Community Justice, Consultation on Falls and Fracture Prevention Strategy, Public Health Scotland Consultation, Call for Views on Social Prescribing for Physical Activity and Sport, Consultation on Sales Ban of Energy Drinks to Children.
- Received BBC Scotland and press coverage of trusts banning the sale of sugary drinks in Scotland
- Published media pieces in The House magazine linked to party conferences and new government, The Scotsman and developed the 'Our Work' section of the website
- Created a series of powerful infographics and marketing materials
- Represented members through presentations at conferences – LGA Public Health Conference, LSA Annual Conference, Sports Marketing Network, Elevate, CLOA conference and British Museum.



## 2

### To champion the commissioning of leisure and culture trusts nationally and locally.

- Webinars led by member trusts on contract re procurement and extensions, as well as General Meeting workshops of members sharing their stories of strengthening their relationship with local authorities
- Offered direct support or peer support to trusts facing review, market testing or re procurement
- Significant progress on the trading structures work across public leisure

## 3

### To protect community leisure and culture trusts by building their resilience.

- Integrated membership of Charity Finance Group into membership of Community Leisure UK
- Delivered member workshops and webinars: soft play and VAT, irrecoverable VAT, maximising charitable status, making facilities Dementia-friendly and workforce status
- Commissioned a new 'VAT and Tax Guide' from RSM – led by the Finance Special Interest Group
- Facilitated a member-led HR Survey and developed a HR report for members in England and Wales
- Signed an MOU with 4Global to support trust's in capturing data and insight to inform service decisions. All members in Scotland are signed up and engaging
- Secured a grant to work with 4Global and Powering Partnerships to develop a framework and tested template for trusts to best capture and articulate their social impact locally
- General Meetings and AGM redeveloped to focus on member-led workshops
- Delivered three Business Insight Days to share Business Partner's knowledge, technology insight and developments with members
- Scoped the potential of developing a joint procurement service for members

## 4

### To enable effective inter-trust and peer networking, and knowledge sharing.

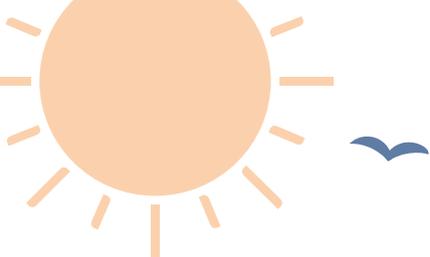
- Enabled a thriving network of Special Interest Groups across: HR, finance, safeguarding, swimming and aquatics, culture, health & social care, single site operators,
- Initiated the Chairs & Trustees Special Interest Group – peer supporting and sharing, and governance training webinar series by NCVO
- Established the GDPR Compliance Special Interest Group following members' request
- Engaged with partners to support the discussions and peer networking among members, and to lead special workshops and webinars based on members needs with Ann Craft Trust, Child Protection in Sport Unit, Sport England, Arts Council England, Swim England, Bates Wells, RSM, Winckworth Sherwood, Streetgames, Association of Link Workers.
- Developed Wales specific meetings of members and partners
- Delivered the Community Leisure UK Awards 2019

## 5

### To ensure Community Leisure UK is the relevant and sustainable association for leisure and culture trusts across the UK.

- Completed the creation of a new website following the rebrand
- Achieved the Fair Tax Mark relating to championing tax transparency
- Developed infographics from the 'Trust in Numbers' survey to advocate the scale and breadth of the trust collective
- Achieved NPS score of 62 - rated by members
- Actively seeking opportunities to diversify income streams





### This year we did not manage to:

- co-author a resource with ADPH that highlights the role and abilities of trusts in meeting public health priorities. This is planned for 2020/21.
- develop the trust leadership workshop series and secure accreditation through CIMSPA
- deliver the 2019 Awards on a break even budget
- develop a mechanism to engage with and support Local Authority Trading Companies across England and Wales

### Looking ahead, we will be:

- implementing the three year strategy and financial plan
- supporting members to proactively use data, insight and opportunities afforded through technology
- developing an MOU with Keep Scotland Beautiful to provide strategic support and advice to members across the UK and promote how trusts are reducing their environmental impact
- delivering the Sport England funded 'Bridging Communities' programme with members, NCVO and Absolutely Cultured

### VISION

Our members are the leading providers of accessible leisure and culture services.

### MISSION

To be the recognised voice of leisure and culture trusts across the UK.

### OUR TEAM

#### Cate Atwater

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### OUR VALUES



With thanks to our 2019/20 Business Partners for their support:



Proud to be fair tax certified.



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in Community Leisure UK