

bst Strategy 2022 - 2027

bst (Basingstoke Sports Trust) is a registered charity, established in 1965. Our mission is to support local communities to lead healthier, happier, more active lives. We encourage increased participation in physical activity, sport and leisure and provide health and wellbeing programmes that help people manage and improve a range of health conditions. We're keen to grow our programmes to support those most vulnerable in our communities to build personal resilience and improve their mental and physical health. As a charity, we're here for you, not for profit. Any surplus is reinvested into the provision for our local communities.

This refreshed strategy recognises the importance of continuing to meet the needs of both our local communities, for whom we provide our services and activities, and those of the Charity so we can continue providing the benefits of these programmes long into the future.

As a charity we provide inclusive and affordable, value for money facilities and activities for sport, recreation, leisure and improved health for the benefit of the communities we serve. We strive to provide the best possible customer experience in a friendly, safe and welcoming environment.

The Charity delivers a range of health programmes in our facilities and in the local community, removing access and transport barriers. We are keen to expand this provision

to ensure the benefit of these programmes is available to all those in our communities who most need it.

We are innovative and entrepreneurial in our approach, maximising opportunities so that our offer continues to remain sustainable. We recognise that the use of volunteers is critical to this as well as brokering long-term partnerships that enable additional investment and funding to expand our support in the community.

We will explore volunteering and fundraising opportunities and ensure that the Charity is recognised as a worthy cause for all sources of investment.

We recognise the valuable work being undertaken by other groups and organisations and strive to work in partnership where collaboration can add greater value for our beneficiaries.

Our Charity is governed by a Board of voluntary Trustees who are responsible for setting the strategic direction of the Charity and ensuring that our charitable purpose continues to be discharged effectively. The Trustees are all local people from business and the community who use their experience and expertise for the benefit of the Charity and our local communities.

Our Charitable Trustees: Martyn Frost (Chairman), Mark Clancy (Vice-Chair), Tricia Ray (Co. Secretary), Jackie Isgar, Visko Matich, Tommy Millar, Cllr. Dan Putty, Dr Rob Walker, Mel Roberts, Laura Holmes, Cllr. Paul Gaskell (BDBC Representative/Observer)

We trust this plan clearly articulates our purpose for our customers, partners, stakeholders, volunteers and staff. We are keen to seek out new opportunities that engage our local communities in regular physical activity that will benefit their physical and mental health and wellbeing. We would be delighted to hear

from organisations where there may be an opportunity to collaborate and from businesses who recognise the additional social value that could be achieved through a funding partnership. For more information please visit mybst.org.

Supporting Local Communities to Lead Healthier, Happier, More Active Lives



Strategic Aims 2022 - 2027

Supporting Local Communities to Lead Healthier, Happier, More Active Lives

MORE ACTIVE COMMUNITIES

Provide a wide range of inclusive physical activity opportunities so everyone in our local communities can grow well and age well.

We will expand our offer to increase the level of participation for all ages in sport and leisure activities, in a friendly, safe and welcoming environment.

We will improve access for customers with additional needs.

We will support the development of coaches and volunteers to increase the opportunity to participate.

We will ensure provision caters for our local communities' needs.

We will work pro-actively in partnership to remove barriers to participation.

We will ensure customers are treated in a fair and equitable manner, taking positive steps to tackle discrimination and promote equality and diversity.

We will work with local, regional and national organisations to promote and provide further opportunities to participate.

HEALTHIER COMMUNITIES

Provide a broad programme of activity to help our communities build resilience and improve their health and wellbeing.

To engage with our local communities and reach out to those most in need of our support to build their personal resilience and improve their mental health and physical wellbeing.

To provide opportunities to participate in a friendly, safe and welcoming environment for those who would most benefit from regular physical activity.

We will promote healthy lifestyles through our service delivery and marketing to increase public awareness of the benefits and value of physical activity.

We will take a joined-up approach with health care practitioners, public sector organisations, businesses and others to maximise our contribution to improving the resilience and the mental and physical health of our local communities.

We will work in partnership to help address health inequalities and tackle physical inactivity.

We will engage with employers to encourage and motivate staff to be more active.

DEVELOPING THE CHARITY

Deliver an annual surplus to re-invest in, and expand, the services and facilities we provide for our local communities.

We will work in partnership to leverage additional funding to improve opportunities to participate in sport, leisure, and health & wellbeing activity, increasing the social value we bring to our communities.

We will maximise the return from commercial opportunities so that we are in a position to fulfil our charitable objects.

We will seek out new opportunities to develop and expand our offer.

We will retain an active watch on our operating environment to react, whenever possible, to events that may threaten the services we provide to our local communities.

We will balance successful financial performance with adding social value to improve opportunities for our local communities.

We will contribute to making the areas in which we are located great places to live and work in and visit.

CONTINUOUS IMPROVEMENT

To promote a culture where we continuously strive to improve the services, facilities and customer experience.

IT and technology will be used to aid both service delivery and service improvement.

Effective health and safety and risk management practices will be maintained.

We will take steps to reduce our environmental impact.

We will exercise robust and best practice governance in relation to how we manage the Charity.

Trustee representation will reflect our need to act charitably and commercially.

Regular consultation will take place about facilities and services.

We will maintain our focus on striving for excellent customer service and experience.

We will undertake customer surveys to ascertain what is most important to our customers and measure how we are performing.

BE A FABULOUS EMPLOYER

Recognise the importance and value of our teams and be an outstanding Charity who people choose to work and volunteer for.

We will fully engage with our teams on the development of the Charity.

We will equip all teams with the appropriate knowledge, skills and motivation to enable them to fully contribute to the Charity and our services.

We will look after the health, safety and welfare of all our staff and volunteers.

We will ensure that all our staff and volunteers are treated in a fair and equitable manner and that positive steps are taken to tackle discrimination and promote equality and diversity.

We will provide effective forums and structures for communication throughout the organisation so that all staff and volunteers are well informed and can contribute to the Charity.