



The Jubilee Hall Trust **Annual Review** 2010/11





An amazing year of results **beyond expectations**

Through another challenging year we have produced results beyond expectations. Whether it was growing gym membership by over 400%, running a first marathon, raising money for Jubilee Hall, or helping a child discover the self-confidence to dance and compete, individual efforts have repeatedly proven that we can build healthier communities regardless of our environment.

Jubilee Hall Trust and our local communities are stronger and healthier than they were this time last year. This resilience and reliability has given us the confidence to further invest in our gyms, help our members by freezing most gym rates and still give our staff a raise.

I want to thank each employee, instructor, gym member, programme participant, delivery partner and supporter for making this happen.

I look forward to the coming year where we will continue to deepen our local impact and improve our communication so that our work can be more effective, known and in demand.

Steve Cabrera
Chairman,
Board of Trustees

8 out of 10 staff are proud to work for Jubilee Hall Trust.

909 disadvantaged members receive a concessionary rate.

Over £271,000 re-invested in our facilities and equipment over the last 12 months.

We provided more than 3000 hours of free community sport and physical activity.



Focussing on local communities

Jubilee Hall Trust was founded in 1978 by the local community of Covent Garden to bring benefits to local people. Today, the charity still provides a wide range of community programmes in local areas near our clubs.

Active Ageing Programme - St James Ward

In partnership with the City of Westminster's St James Ward Neighbourhood Fund, we were able to continue to offer a programme of five dance classes per week for the over fifties in community venues in Westminster.

More than 600 people took part in the sessions ranging from Ballroom to Bollywood and feedback was excellent.

The programme also attracted the attention of a House of Lords EU Select Committee report which stated that Jubilee Hall Trust's dance class programme for the over fifties had 'highlighted feedback from participants which suggested its role in reducing feelings of social isolation in addition to increasing their sense of physical and mental well-being.'



Ping! London

In summer 2010 there were 100 public ping pong tables installed across London for one month to enable members of the public to play free of charge.

Jubilee Hall Trust successfully negotiated to get one installed in the Covent Garden Piazza free of charge. Jubilee Hall organised fun activities and a professional master-class during the time that the table was in situ.



Champions of the Future



Jubilee Hall continued to support Westminster City Council's Champions of the Future programme by providing free access to our facilities for young residents who demonstrate outstanding potential.



GP Referral Programme

At the end of the year, Jubilee Hall was preparing to launch an Exercise Referral programme in partnership with NHS Westminster and a number of local GP surgeries.

This will enable people to be referred to the gym by their family doctor for 'exercise on prescription'.





The Westminster Gym serves the unique community of people who work in Parliament. Whilst we have been successfully running the gym since 1999 - growing the membership to over 700 and receiving over 35,000 visits per year - we have also been running a number of outreach classes in Relaxation & Yoga in other parts of the House.

In addition, in January 2011, we developed and delivered a new Healthy Living Programme, which was a 10-week course promoted through the Occupational Health & Wellness Service.

The programme aimed to inform, educate and inspire participants to make better choices regarding their health and dietary habits.

There were nine participants in this first programme who all said that they would recommend the programme to a friend or colleague, and comments included:

'Very enjoyable, glad I did it. I have learnt so much about healthy eating and that it's NOT about diets!'

'Brilliant course, thoroughly recommended. Thank you for facilitating it'

'Jo was really excellent, friendly, approachable and knowledgeable.'

'The leader has been very organized, and passionate about classes.'

The course generated so much interest that we have had 45 enquiries for the next two courses.

The Armoury

The Armoury has continued to provide a valuable service to the local community and the long-standing programmes have continued.

These have included the GP Referral Scheme managed by Liz Velji, which 62 patients completed and the Camden Active Health team's Cardiac Rehabilitation classes.

In addition, The Armoury has supported Camden council's Active Ambassadors by providing 12 local residents with a free one-year gym membership at The Armoury, which equates to an in-kind sponsorship of nearly £6,000.



Lismore Circus Outdoor Gym

We delivered five free exercise sessions every week for local people at the outdoor gym at Lismore Circus near to The Armoury. The scheme was run in partnership with the Queen's Crescent Community Centre and Sport England's Awards For All.

2242 people attended the 260 supervised workouts with 63% from black and minority ethnic communities. In the post project survey, the key findings included the fact that 40% of participants had tried a new activity and 37% had lost weight.

In addition, 5 individuals had started volunteering and one had got a new job through the programme, which demonstrated that the benefits of such schemes are often much wider than anticipated.

MEND Programmes

We continued to run a series of Big Lottery-funded MEND programmes for obese children and their families over the course of the year. The ten-week courses were free of charge to all participants and were offered in 3 different schools in Camden – Torriano, Carlton and St Albans, as well as in Southwark at our own Colombo Centre.

In total, 40 children aged 7-13 took part in the programmes with an 80% attendance rate. The sessions demonstrated significant clinical results with Body Mass Index (BMI) and waist circumference decreasing. Post-programme levels of physical activity rose whilst sedentary activities per week decreased. Participants were also "fitter" by the end of the programme, as indicated

by results of the 3-minute step test, and the programme had a positive impact on the mental wellbeing of the participants as measured by the SDQ score.

Taken together, the results of this report indicate that the MEND 7-13 Programmes delivered by Jubilee Hall Trust had positive healthy outcomes for almost all of the families participating.

True stories...

Oliver*, a 7 year old with BMI 29%, was referred to us by his school nurse. Oliver was a special case as he was being verbally and physically bullied at school for his weight issue. The school nurse described him as unfit to climb just three to four steps to access his class.

Oliver and his mum joined in all the MEND classes and put a great deal of effort into it.

There were some difficult times, as Oliver was not integrating well at the beginning and his mum was often in tears, but he graduated from the programme and is now a happier and fitter child.

He has grown in height, lost 1.5 kg, improved massively in his fitness abilities (he can now run and play with the other children). His BMI has decreased from 29% to 27%.

Oliver was so proud of his achievement that he brought his brother to attend his graduation.

We are really looking forward to see Oliver and his mum come back to our graduate programme in May.

**Names have been changed for confidentiality purposes.*

With its greater range of facilities, the Colombo Centre lends itself to the provision of a wide range of sporting opportunities for children and young people, and the Community Programmes there are led by Tracey O'Connell who is now fully integrated into the Coin Street Community Builders team, enabling a fully joined-up approach between the organisations.

Over the last year, the Centre has offered activities to appeal to all age groups including a Wednesday Youth Club for 8-12 year olds; Creative Arts for the over 50's; a Friday film club; Tango dance sessions; 5-a-side football for under 14's; Tuesday night girls football; Estate based football for 16-19 year olds; non-contact boxing; Friday family

multi-sports and street-dance; Sunday Soccertots for ages 3-5 and 6-9; Sunday Family Tennis club and handball for 8-14 year olds. Activities for the over fifties have included everything from aerobics to bowls, badminton and bingo, and the traditional annual Christmas party.

Colombo also hosted a very successful Summer Sports Camp for children aged 8-16, in partnership with Coin Street and the London Nautical School.

This was part-funded by £4,000 of funding from Capital Radio's Help A London Child.

The camp ran from 26th July to 27th August and included activities such as trampolining, rock climbing, gymnastics, cheerleading, break-dancing, rowing and karate, as well as a range of traditional sports on the outdoor pitches. Attendance was very good with between 12 and 27 kids per session.



True stories...

Chelsea* started the MEND programme at Carlton Primary School, Camden because she was overweight for her age and being bullied at school. She also had very low self esteem. At the start of the MEND programme, Chelsea was eating lots of crisps and chocolate as well as fizzy drinks and hardly ever ate fruit or vegetables.

During the programme, Chelsea and her mum learnt how to read food labels which helped them make healthier food choices. They also learnt to cook from scratch instead of buying ready meals and take-aways, and Chelsea started to cook herself and now enjoys making regular stir fry's and healthy soups using left-over vegetables. Chelsea also learnt to cut down on fizzy drinks and now drinks lots of water instead of filling up on sugary drinks.

Thanks to the confidence that Chelsea gained from the MEND programme, she enrolled in a local dance class in Kentish Town which led to her entering dance competitions. She recently won the Birmingham Superstar Championships, beating over 1000 other kids to take the title and came 5th at the World Championships in Blackpool in the under-16's category which is an incredible achievement at this very prestigious tournament.

Chelsea continues to eat healthily and with the regular exercise she is getting from all the dancing she has lost 7cm from her waist and reduced her BMI by 3 points since starting the MEND programme.

**Names have been changed for confidentiality purposes.*

Building sustainable partnerships

We foster partnerships to help increase the impact of our work and to prevent the duplication of effort. Our achievements have been enhanced with the help of our many partners in Camden, Westminster, Southwark and beyond. In particular, the Proactive partnerships established by Sport England have proved excellent for developing partnership projects and promoting joined-up working.

Proactive Camden

The network continued to meet regularly and, at the time of writing, Jubilee Hall Trust is leading on a bid to the Mayor of London's Sports Participation Fund to fund a central London project worth £500,000 which would run across seven Boroughs and enable thousands of disadvantaged people to access free gym use.

Houses of Parliament Occupational Health & Wellbeing Service

Through our work at the Westminster Gym, we work closely with the Health & Wellbeing Service and in October helped to support a Health Awareness Day. House staff were given access to nutritional advice, taster classes and Life Coaching seminars.

We put together a range of sessions and services in partnership with Breathe London and the MEND instructors, as well as the Westminster Gym team.

Alford House

We were delighted to be able to help Alford House youth club in Lambeth when we heard they were opening a new Fitness Studio.

Alford House had raised £50,000 from the Big Lottery to build a new fitness centre but needed some more gym equipment.

Jubilee Hall Trust fitness instructor, Clive Graham, who also works part-time at the youth club, arranged for The Armoury to donate its old strength equipment to the new facility.



The fitness centre was officially opened by London's Commissioner for Sport, Kate Hoey MP

UK Fitness Network

We continued to lead and support the network throughout 2010 and helped to organise and manage the annual UKFN staff conference at Crystal Palace National Sports Centre.

The event was attended by 200 delegates from the 13 Trusts in the partnership and keynote sessions were delivered by Dr Tim Anstiss and the Fitness Industry Association.



The UK Fitness Network has been nominated for the Fitness Industry Association's prestigious 'Spark of Innovation' award which recognises new initiatives that have had a profound impact on the industry.

Jubilee Hall Trust were co-founders of the UKFN and Chief Executive, Phil Rumbelow, is currently Chair of the Network.



Jubilee Hall Trust is now on the Board of Active Westminster and were co-hosts of the first AW awards event at Lord's cricket ground held in November 2010.

Jubilee Hall received acknowledgment for its role in the Active Places campaign which encourages all facilities – both public and private – to open up to community groups free of charge for a minimum of 2 hours every week.



Highlight of the evening was when Jubilee Hall Trust won the Health & Wellbeing Project Award for the seniors dance programme delivered in conjunction with The Abbey Centre and Age UK.

Prizes were presented by Karen Pickering MBE, a former GB Olympic swimmer as well as Louise Hyams, the Deputy Lord Mayor of Westminster.

One of Jubilee Hall's oldest gym members, Lou Myers, was also a finalist for the Active Resident award.

True stories...



Lou Myers – gym member at Jubilee Hall and Covent Garden resident – has spent a lifetime enjoying and promoting the benefits of physical activity for health.

Lou was first introduced to formalised exercise when he joined the army aged just 14. Throughout his 26 years in the Royal Artillery and his subsequent eclectic range of careers as an actor, dancer, butler and merchant seaman, the one constant in his life has been long-distance running.

Lou, now a youthful 83, has completed dozens of Marathons - including several London's - and boasts a personal best over 26 miles of just 2 hrs 41 minutes. But his specialism is in much longer distances, usually over mountainous terrain. He has completed the South Downs Way 80 mile race, the Grand Canyon Rim to Rim to Rim (56 miles) and, just a few years ago, the infamous Leadville Trail 100. Known as the 'Race In The Sky' the Leadville is a 100 mile run across the Colorado Rockies at altitudes of up to 2 miles!

Even a diagnosis of prostate cancer three years ago couldn't stop him running and, after finishing his chemotherapy treatment and receiving the all-clear in February 2010, Lou got training again for the Del Passatore 100km in northern Italy.

On 30th May 2010, Lou completed the Del Passatore – the oldest competitor to do so – and, in the process, raised over £1000 for the cancer unit at University College Hospital where he was treated.

Achieving balanced funding

Funding from a number of sources enabled us to expand our work during the year. The St James Ward funding for the Active Ageing Programme was £5710 and Sport England's Awards for All grant for the outdoor gym project (received in the previous year) was £9100. The Big Lottery Fund provided over £8000 for the MEND programmes.

Sport in the City

Jubilee Hall Trust also led a UKFN (London) bid to Capital Radio's Help A London Child and was awarded £20,000 for a summer activity programme jointly promoted by Chelsea FC and called Sport in the City.



SPORT IN THE CITY

More than 600 hours of free taster sessions, covering 26 different sports and activities were delivered by five different Trusts in Hammersmith & Fulham, Islington, Kensington & Chelsea and Southwark. Over 1,000 young people participated in the activities, half of whom were girls, and more than half of whom were from black or minority ethnic community backgrounds.

After the free sessions had finished, there were sign-posted 'exit routes' so that the young people could participate in these sports on a more regular basis. Jubilee Hall Trust used the £4,000 from the scheme to fund its own summer sports camp at the Colombo Centre.





Running healthy gyms

Each of our four gyms is an example of a healthy community and we aim to run them as sustainable social enterprises. We do that, by serving our members well, making our staff proud and by generating financial surpluses.

Serving members well

Investment

We continued to re-invest in our facilities and services throughout the year. Our major investments this year included more than £200,000 in new Life Fitness cardiovascular equipment for Jubilee Hall and The Armoury, which was installed in December 2010. The 54 new treadmills, steppers, cross-trainers, bikes and Summit trainers were from the Engage series and included fully-integrated individual TV screens with iPod compatibility.

In addition, we substantially refurbished the ladies changing rooms at The Armoury at a cost of £45,000 and also refurbished the studio floor and gave the men's changing rooms a face-lift.

The Colombo Centre benefited from works to the male and female toilets on the first floor, including extensive redecoration and replacement of the existing sanitary fittings.

At the Westminster Gym, we purchased a new Powerplate vibration training machine, which was installed in the old sunbed room.

Towards the end of the year, Jubilee Hall's sound system was replaced after 10 years of sterling service. The new wall-hung speakers provide a much cleaner and clearer sound.



Health & Safety

Excellent improvements were made to our standards of Health and Safety monitoring and maintenance. Independent consultant, Colin McCready commented: 'A great deal of work has been completed by all clubs and should be commended'.

Our Armoury Club Manager, Mukhtar Mukhtar, has now become NEBOSH qualified and has responsibility for maintaining standards across all sites and conducts internal audits.

A new reporting regimen has also been introduced at Board level, so that we now exceed the joint recommendations made by the Institute of Directors and Health & Safety Executive.



Members Survey

Our biggest ever members' survey was conducted at Jubilee Hall, The Armoury and Westminster Gym. Almost 500 members took part using a web based programme.

A key question asked, was the 'Net Promoter' question, which is recognised internationally as a measure of customer loyalty.

Customers were asked: "How likely is it that you would recommend our company to a friend or colleague?" on a 1-10 scale.

Customers are then categorised as Promoters (9-10 rating), Passives (7-8), or Detractors (0-6).

A Net Promoter score (NPS) is obtained by subtracting the percentage of Detractors from Promoters.

Our score of 34% compares favourably with the national benchmark of 25%, but still leaves considerable room for improvement.

True stories...

Joe – a Colombo gym member writes:

I came to the Colombo Centre in February of this year, the month of my 51st birthday.

I'd given up smoking a few years earlier and alcohol last year. I felt that going to the gym would be the next logical step in sorting my life out but was very apprehensive. It just didn't seem to fit with me. I had images of bullish City types in Spandex, sweating it out on treadmills.



I'm a graphic designer working in the arts and my social and professional circle doesn't include many gym-goers. I hadn't been inside a gym since school. But I was enjoying the benefits of not smoking and drinking so I bit the bullet and signed up.

Good move. My induction wasn't the gruelling ordeal I'd anticipated. My instructor talked me through my goals and possibilities and devised a challenging but workable routine.

I go three times a week. One day is cardiovascular training and the other two are weight-based. I'm beginning to see results already and am confident of further progress. Also helpful is the advice I have been given regarding nutrition.

Above all, though, the best part of my introduction to the Colombo Centre has been the expertise and understanding of my instructor and the good humour of the whole team.

I look forward to going and I'm enjoying what I thought I would dread.



Making staff proud

Employee Survey

In November 2010, Jubilee Hall Trust conducted an employee survey. This followed on from one carried out in 2008 and was conducted anonymously via the internet. 71% of employees completed the survey and the key findings were that:

76% (61% in 2008) of staff agreed with the statement: 'I am proud to work for Jubilee Hall Trust' and only 3% disagreed.

78% (53% in 2008) said that they would recommend us as an employer to friends or family with only 5% disagreeing.

When asked what made them proud of the organisation, there were a number of positive comments received including:

'Jubilee Hall feels like a family' 'Because of what it offers the local community'

'Relaxed environment and the trust; they believe in you.'

'The down to earth, non-corporate feel. Easy-going nature. Everyone is important in the running of the club, no matter what your position is.'

'Jubilee Hall is fair with the treatment of staff, and the enthusiasm to improve staff knowledge is great.'

And to the question: "What do you say about Jubilee Hall Trust when talking to friends and family?":

'It's not a job, it's what I love to do. I'm lucky that I can do something that I enjoy. No two days are ever the same and you never know quite what to expect. I feel supported and valued. Would recommend the company to anyone. Have worked in various sectors but its here that I feel more at ease and more able to be myself whilst giving something back.'

'It's a great company (charity) to work for.'

Transforming a Generation

We were proud that the Colombo Centre became one of the first TAG Training Centres for the training and development of young adults wishing to embark on a fitness related career.



Transforming A Generation was a scheme founded by FIA Chair and founder of LA Fitness, Fred Turok, to offer 18-24 year olds who are not in employment, education or training a six month 'journey' designed to help them redefine their view of the world and their role within it.

The programme was supported by the Future Jobs Fund and included 6-weeks training after which the students would 'graduate' with a Level 2 fitness qualification and be eligible for a 6-month work placement at a participating fitness club.

As the year progressed, we provided work placements for a number of graduates at our clubs and offered jobs to those who demonstrated enthusiasm and potential. Jubilee Hall Trust were also invited to a graduation event for TAG trainees held at the Houses of Parliament.



True stories...



Gym London @ Colombo Centre

At the beginning of the financial year, we had just re-launched the Colombo Centre with a new 'budget' gym in a ground-breaking partnership with Greenwich Leisure Limited (GLL). A £600,000 investment from GLL paid for redecorations, including improvements to lighting, heating and ventilation, new changing rooms, an extensive range of new gym equipment, and a package of marketing services.

Gym London @ Colombo Centre opened in January 2010 offering a fully-equipped, 100-station gym from just £19.95 per month. This was a significant reduction on previous membership prices, which ranged from £27 to £46, and for a much improved facility.

As well as the gym, the centre offered an extensive class programme and a more holistic offering including Yoga, Pilates & Meditation provided by Breathe London.



Over the last 12 months, membership has grown from just 400 when it opened to almost 1800 by the end of March 2011. Significantly, the number of members in the MOSAIC 'K' grouping - typically living in high-rise social housing and one of the least affluent - has increased at a faster rate than most of the other groupings and now comprises 32% of the overall membership. In addition, a survey of new members found that 69% of members had not been a gym member anywhere else in the last 12 months.



Importantly, all of this was achieved without impacting on the centre's other facilities, such as the 5-a-side football pitches and especially the community programmes which included girls boxing, Soccertots for under-5's and seniors' activities ranging from badminton to bingo.

As Colombo Centre Manager, Ashley Hargreaves-Smith says:

'We believe that this is a win-win-win situation! We have improved the quality of the facility; increased affordability and access; and, are generating new income which we can put back into developing our community programmes.'



TAG

Erykson Mendes writes: I first heard of Tag in 2008 through a friend when I was in my last year of college, I was a little unsure of what I was going to do when I completed college however being a personal trainer was always a strong choice for me as I was studying sports. I tried to apply straight away even though that was the pilot course which means there were limited places that turned out to be all taken.

I stayed at college and did an optional third year. I was considering going to university but I couldn't afford another few years in education without first having some form of income to help out at home.

I finished college and went out looking for jobs but I was finding it hard as the country's economy was under crisis. It was late 2009 when I came across a TAG advertisement in a youth centre which I applied for straight away. It felt like a life saver! Within weeks I got called for an interview and in February 2010 I started my 5 months journey with TAG. After just over a month, I was a qualified fitness instructor.

After I finished all my exams TAG sent me on job interviews for my 4 month work experience. I was very anxious to find out where they would be sending me. A call came through giving me details for an interview at Jubilee Hall in Covent Garden. Immediately I went on the website and had a look of what I was to expect and was very excited.

I got accepted and loved every minute of it; I was learning new things everyday which made me even more enthusiastic about the career path I chose. The Jubilee Hall staff made me feel comfortable and at home by treating me like a member of the team just like every one else in the charity during the four months of work experience.

Happily they were very pleased with my performance as a trainee and, at the end of my placement, they offered me a permanent place at the gym, where I have been working ever since!

Investors In People (IIP)

We first became accredited by IIP in 1999 and have been re-assessed on a regular basis ever since. In January 2011, our IIP assessor met with 16 Jubilee Hall Trust staff, selected at random, over 2 days. She reported that:



'People remain very committed to the vision, mission and values of the Trust and are justly proud of the quality of services provided to its diverse communities. There is strong evidence of practices which exceed the core requirements e.g. equality & diversity, recognition & reward and involvement & empowerment.'

Outstanding Practice included:

- Clear purpose, vision, mission and values which are understood and respected throughout. The business plan has clear KPI's and there is good consultation.
- The Board is proactive, visible and supportive.
- Everyone here knows what they are doing and why. They make a positive contribution to developing and achieving the business objectives. Managers and people are very clear regarding team and individual learning and development needs.

- The Trust's vision, mission and values are underpinned by its approach to equality and diversity.
- Ideas to improve are welcomed, forthcoming and have led to excellent results.
- Managers' recognition of people's contribution is a strength. People feel valued and know they make a real difference to Jubilee Hall Trust and the local community.
- Ownership and responsibility is fully accepted. There is a family ethos; people describe the charity as 'ours' and clearly care about the part they play in making Jubilee Hall Trust a great gym and a great place to work, whether reception, café, fitness instructor or manager, people do care and stressed this to the Assessor.

We intend to use the report and its recommendations to improve the organisation still further, and to be assessed by the 'Great Places to Work' scheme later in 2011.

Business Plan and Staff Oscars

The Staff Oscars and Business Plan presentation event was held at G Casino in Leicester Square on Friday 21st May, and 37 staff attended and participated in the JHT Quiz and the Oscars.

A total of 18 staff were nominated for Oscars by their peers, and the overall winner (Jo Booth from Colombo) and runner-up (Magda Pachuta from Jubilee Hall) received Red Letter Day vouchers and an invitation to the FIA conference and FLAME awards dinner in July in Cheltenham. It was a thoroughly enjoyable and inspirational evening!

The Christmas party was similarly successful and involved a black tie dinner and murder mystery evening at the Radisson Hotel in central London.

Generating financial surpluses

We had a very successful year, especially considering the general financial climate and some unexpected costs, generating a surplus and increasing our accumulated fund.





Being known and **in demand**

We believe that we have created something that works really well and that we are known for doing this. We aim to have our approach embraced across London - and even the UK - through networks such as the UK Fitness Network.

We expect our impact to be noticed and celebrated and for our services to be in demand both by people who want to contribute to our approach as well as other local communities who want us to support them.

Sporta

Sporta is the trade body representing not-for-profit leisure and cultural Trusts across the UK and Jubilee Hall Trust is represented on the Executive Board and was cited as providing examples of good practice in the Sporta Impact Study published in 2011.

NHS in London

Jubilee Hall Trust is now regularly involved in consultation events with the NHS in individual Primary Care Trust areas as well as at NHS London.

Westminster City Council - Scrutiny Committee

We provided evidence to the Westminster City Council Children and Young People Policy and Scrutiny Committee meeting, which was investigating the issue of childhood health and how best to promote partnership working and engage the voluntary sector.

The invitation stated that: 'The Jubilee Hall Trust and particularly its work around the MEND programme have been mentioned several times as an example of good work on this issue in Westminster.'

Social Enterprise Mark



Jubilee Hall Trust was awarded the Social Enterprise Mark, which identifies us as a business trading with primarily social objectives whose surpluses are principally reinvested for that purpose in the business or in the community, rather than being driven by the need to maximise profit for shareholders and owners.



Leisure Industry Week

Jubilee Hall Trust was invited to present an educational session at Leisure Industry Week at the NEC in Birmingham on the subject of 'Working with your local Community Sport & Physical Activity Network.'

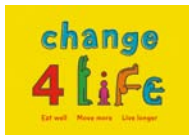
Fitness Industry Association

Jubilee Hall Trust was assessed and accredited as FIA Code of Practice compliant in December 2010. This initiative aims to raise standards across the sector and is an important benchmark.

The Trust has also been consulted in relation to the Government's new Responsibility Deal and joined with the FIA and Change4Life to promote the Great Swapathon in January 2011 to encourage healthier lifestyles.

National Fitness Directors Summit

Operations Director, Jon Giles, was invited to the national summit for Fitness Directors alongside senior representatives from LA Fitness, Leisure Connection and Lifetime to discuss the future of fitness.



The Jubilee Hall Trust builds strong healthy communities by promoting the fitness and wellbeing of the individuals within them.

