Creating a Cheltenham that enriches the lives of its residents and visitors through a vibrant cultural economy and a distinctive sense of place.
Our partner network

More than 20 sports clubs, including those based on our sites, delivering holiday programmes and supporting events like Rio 2016, the Rugby World Cup and the Tour of Britain.

A diverse mix of community groups and VCS organisations, including regeneration partners, youth groups, volunteering networks, multi-agency partnerships and Friends groups.

A network of local and countywide health partners, statutory agencies and creative and cultural providers.

A range of local and national businesses through the Cheltenham Business Improvement District and our corporate sponsorship programmes.

366 Gloucestershire schools and higher education establishments across our full range of programmes.

Heritage Phone Boxes

The ten heritage phone boxes on The Promenade have been transformed into miniature art galleries. The Grade II listed boxes dating back to 1935 were removed and restored before being returned in summer 2016 and used for a range of art installations, from life size portraits of local heritage figures to work by the Wilson Arts Collective - a group of young creatives.
The Cheltenham Trust is an independent registered charity responsible for Cheltenham’s £300 million iconic cultural and leisure sites, including listed buildings. Established in 2014, the Trust engages audiences through the arts, heritage, performance, tourism, sport, and play and wellbeing opportunities.

Our historic and contemporary facilities across the town include: The Wilson - Gloucestershire’s Premier Art Gallery and Museum, Cheltenham Town Hall, Pittville Pump Room, Leisure at Cheltenham and the Prince of Wales Stadium.

Our teams provide outreach services across sport, play and arts development offering learning opportunities for all. We also run the town’s Tourist Information services.

Our turnover in 2015/16 was £5.6 million: 10% publicly funded, with the remainder generated through commercial activity and fundraising.

The money that we generate is solely directed at improving and developing the public offer. There are no shareholders or investors. As a charity, we create surpluses not profit, so that we can reinvest in and develop our venues, creating activity for public benefit.

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Over 750,000 visits to the VisitCheltenham website

Over 450,000 tourists supported visiting the town

Over £950k of external funding secured for projects and capital developments

Over 930,000 customers engaged with annually and growing

Over 31,000 volunteer hours to date

2.5m participants across activities with 25% year on year growth

18,061 school children given learning opportunities through wide-ranging programmes

Accessible Swimming

Leisure At Cheltenham has been working with a day centre in Prestbury to provide weekly swimming sessions for around 15 people of all ages with learning disabilities. The Trust secured a £55,000 grant from Gloucestershire County Council to improve disabled facilities. The Trust also provides 35,000 free swims annually for children. A Swim Local grant of £335k, funded by Sport England, will allow us to further improve facilities and broaden our reach.
Our ambition
2017 - 2020

Cultural
Being nationally and internationally recognised for our designated collections, arts and culture programmes and sports events. Continuing our track record of securing funding from sources including Heritage Lottery Fund, DCMS/Wolfson Foundation, Arts Council England and Sport England.

Complete key capital projects at the Town Hall and the Wilson Art Gallery & Museum by 2021. This will put the Trust on the international arts stage and ensure its ability to attract major touring exhibitions and acts.

Economic
Increase the current income achieved over a five year period through efficiencies and income growth.

Increase our footfall by 0.3 million to 1.6 million in 2019/20, generating additional revenue for the town, and enabling the Trust to make continued investment in its facilities.

To promote and support the development of tourism to benefit the wider economy of Cheltenham.

Social
More than 30,000 people of all ages have engaged in a diverse range of Learning, Talent and Skills programmes in the past 12 months, and our ambition is to increase this by 10% this year.

Develop and broaden our current 200+ volunteer workforce, attracting more volunteers with a wide range of backgrounds, skills and expertise.

Contribute to a reduction in health inequality and set a new agenda for improved sports, health and wellbeing opportunities. We currently engage with over 570,000 users per year and investment in facilities, including completion of the Sport and Play Hub, will enable us to grow this figure by 20%.

Street Games
The Street Games programme is aimed at young people in some of Cheltenham’s more deprived areas. Working with partners in the community, our team runs sessions in local centres where teenagers can play a variety of sports, including the glow-in-the-dark ‘Glow Programme’.
Cheltenham is already recognised regionally and nationally for its culture and leisure offering. Our aim is to build on this, creating a unique place that contributes to the social, cultural and economic value of the town and enriching the lives of residents and visitors.

**Cheltenham Town Hall Transformation**

£2.4m of capital has been identified in partnership with Cheltenham Borough Council towards transforming the Town Hall. Work is underway to develop a feasibility study towards the completion of the project in 2021.

This is an opportunity to develop a distinctive destination that will draw in people from all backgrounds and attract funding from organisations such as Arts Council England and Heritage Lottery in support of our ambition.

**Sport and Play Hub**

Work has already started to develop the Sport and Play hub concept incorporating both Leisure At and the Prince of Wales Stadium. £1.5m towards the gym and a splash pool, £355k towards improvements related to swimming and £55k towards disabled changing. The overall project will be developed in three stages over the next four years.

**Upgrading The Wilson Art Gallery and Museum**

A partial makeover at The Wilson has provided first class gallery spaces. Further funding has been achieved for the re-display of the World Cultures collections, development of clear way finding, new art and museum displays and interventions. This work is a precursor to Phase 2 of a major development of the older part of the venue.

**Recognising Pittville Pump Room’s heritage**

The Pittville Pump Room’s is a hidden gem, its heritage represents a significant milestone in the development of the town. This venue will be brought to life by demonstrating its unique narratives for communities, the people of the region and visitors from further afield, whether for a unique heritage experience, school concerts, significant programmed moments, weddings or corporate events.

**Art and Museum Collections**

The Trust manages the stellar collections that are poised to tell the stories of communities, the great and the good, the people that have made Gloucestershire and the key events in our shared national history. The designated Arts and Crafts Collection is considered to be of a pre-eminent standard in the world alongside the collection of Edward Wilson, Cheltenham born member of Scott’s Antarctic mission in 1910.
**Leading the Trust**

Peter has worked in the media industry for more than 40 years. He is currently chairman of several publishing and e-commerce businesses and Senior Independent Director of the £500m business information group GlobalData plc.

Before relocating to Cheltenham in 2013, he was vice-chair of the York Museums Trust, which manages York’s Art Gallery and two major museums. He has been a Trustee of the Cheltenham Trust since it was formed in 2014.

**Peter Harkness,**  
**Chair of the Board of Trustees**

Julie has a 20-year background in the arts, heritage and cultural sector. Before joining The Cheltenham Trust as its first CEO in October 2014, Julie was Director of the Western Australia New Museum Project, establishing the new State Museum. Prior to that, she headed up Bristol’s Museums, Galleries and Archives Service, responsible for more than £350m assets and over 1.3m visitors.

She is the Vice Chair to the Oxfordshire Museums Review Group, a director on Cheltenham’s Business Improvement District (BID) board and a member of the GFirst Local Enterprise Partnership Creative and Cultural Industries task group.

**Julie Finch,**  
**Chief Executive**

[www.cheltenhamtrust.org.uk](http://www.cheltenhamtrust.org.uk)  
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E-mail. communications@cheltenhamtrust.org.uk

**Engaging Art**

The Wilson Arts Collective is a flagship youth engagement engagement programme offering the opportunity to develop enterprise skills for future careers within the cultural and creative industries; including print-making, ceramics, felt-making, silversmithing and graphic design.