

## Annual Report 2017/18

### Welcome Statement

Despite a difficult outlook across our three core sectors of leisure, health and education I am pleased to report a second year of steady growth with a broadening of our networks and client base. In October, the Company took the opportunity to set up a South East regional office in Ashford, Kent, thanks wholly to the kind support of Kent Sports Academy who host us.

During this, our second year our revenues increased by 79% as we broadened the range of activities and services provided and a strengthening of core partnerships.



Whilst not directly taking on an operating arm of the business, Benesse UK were able to provide a significant amount of management support to Thurrock Council at its Outdoor Education Centre, [Grangewaters](#), as it sought to address some long term challenges over its marketing, health and safety and infrastructure. Our management support and consultancy activities also saw Benesse (UK) supporting new, not for profit start up, [Alpha Charity Consulting](#) in developing its marketing strategy and designing its web site.

The company's attempts to set up an operating arm were thwarted once more, despite securing a loan to acquire a ladies' only health and fitness gym in the South East. We continue discussion on a range of alternative opportunities including franchising and remain optimistic in our aims to meet this strategic objective in the long term.

Our relationship with Thurrock strengthened further as Benesse (UK). Ltd was commissioned to undertake a consultation exercise developing a business plan for a proposed [new community hub](#) to be developed in Aveley. Working closely with local Councillors' and a variety of community groups and stakeholders, a business plan and proposal was presented to Cabinet in December who subsequently signed off a commitment to invest approximately £2.2m into the new hub. The new facility, adjacent to a local park would include a nursery, community change facility, events hall, community café and library.

The company strengthened its training activities, establishing partnerships with the Association of Employment and Learning Partners ([AELP](#)) and the [Tenterden Schools Trust](#). The company was also proud to establish a core programme of [training courses](#) accessible through its web site covering key issues impacting the not for profit, commercial and local authority sectors.

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The Company continues to strengthen its vision for a world of wellbeing and sustainable communities, driving positive economic, social and environmental value in all that it does.

### Economic Value

During the year the Company was able to increase the economic value of its partners through tangible improvements in efficiency and effectiveness.

### Social Value

Driving positive social impact and creating tangible social value through our activities across a range of soft and hard indicators.

### Environmental Value

Our consultants have worked tirelessly to ensure that their contributions have made a net positive contribution to our environment increasing productivity and realising value from latent or underutilised assets.

### Compliance

The Company prides itself on its commitment to health and safety, safeguarding, equality, the challenge agenda and has amended policies and procedures to ensure compliance in respect of General Data Protection Regulations ahead of the new regulations coming into force later in 2018.

### Associate Directors and

I am delighted that we have bought in a mix of talent, both male and female, strengthening our Associate Director Team to include specialists in Finance, impact measurement and Library Services.

### Partners

Benesse (UK) became a registered supplier of CIMSPA and working with Social Impact UK, has begun discussions over the setting up of a Sports and Leisure working group. Our continued support for the All-Party Parliamentary Group for Fit and Healthy Child led us to contribute to their widely circulated report investigating “The Impact of Social and Economic Inequalities on Children’s Health”.

### The Future

Although new contracts are pending and our strategy to raise awareness in our four core sectors of Health, Education, Leisure and Culture remains a focus. New opportunities for long term contracts with key consultants outside of the Holding Company are likely to reign back future revenue growth over the next the next three years. Despite this the company expects to remain profitable through our residual service contracts with key partners.

Matthew Roberts

Director