



PRESS RELEASE

CEO From Ascend Learning Trust Donates Retirement Fund to Young People Wanting to Achieve Their Sporting Dreams

Ascend Learning Trust held a retirement party for CEO George Croxford. The event held at Royal Wootton Bassett Academy laid out a spectacular afternoon tea along with the swing band.

George Croxford, CEO for Ascend Learning Trust (ALT), is retiring from August and to celebrate his achievements and time at Royal Wootton Bassett Academy (RWBA) and ALT, the trust held an event of afternoon tea and music. As part of George's present from the trust and schools, staff donated money on behalf of George to 'Doing it For Dan', a charity that helps young people achieve their sporting dreams.

As his final farewell, George, who's background was a PE teacher before he entered school leadership, wanted to donate money to a charity that helps young people with aspiring dreams in sports. Therefore, 'Doing it for Dan' was the perfect charity, the charity was set up on behalf of Daniel Climance, who tragically died in June 2015 after a road traffic collision. Dan had a passion for all kinds of sport and played for Wootton Bassett U11 team as well as completing his second-degree black belt in Tae Kwon Do. In Dan's memory, Helen and Stuart Daniel's parents set up the charity funded by selfless volunteers and donations back in 2016. The charity has done amazing work already providing grants to children and young people enabling them to enjoy and succeed in a sport passionate to them.



The RWBA swing band, George's favourite from his time as a Headteacher at the school joined with staff members and old colleagues also returning to celebrate with George. The evening was set with a mouth-watering array of cakes and savoury foods, along with being serenaded by the swing band. The event was a huge success with a great turn out for George.

This Academy is proud to be a part of the Ascend Learning Trust, to find out more please visit www.ascendlearningtrust.org.uk

George joined RWBA in January 2010 as Headteacher and led to the school achieving two Outstanding in every category OFSTED inspections. The school gained a great reputation amongst parents as one of the best secondary schools in the area, with pupils travelling from a distance to enrol. In 2017, Ascend Learning Trust (formerly Royal Wootton Bassett Academy Trust) began with just two schools and continued to grow to now include 7 schools across Wiltshire and Swindon

George went on to say, “Doing it for Dan is a great charity and has done great work to support young people with achieving their sporting goals. As a former PE teacher, sport is a passion of mine so influencing young people to achieve their goals in sports is important to me. I am grateful to the team at Ascend Learning Trust for organising the surprise celebration on my behalf and to the people who attended the event to wish me well in my retirement. I look forward to seeing the trust continue to grow and watch the schools flourish and excel with the support of the trust.”

Helen Hancock, Chair of Trustees and Dan's mum commented, “We are extremely grateful for the generous donation from George and his staff at Ascend Learning Trust. We feel honoured that the trust chose our charity, every donation is gratefully received and helps towards young people achieving their sporting ambitions. We are a small local charity and are always looking for ways to grow and promote the work our team do.”