



COMMUNITY
TRUST
'achieving your goals'

**IMPACT
REPORT
2018**

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COMMUNITY TRUST

'achieving your goals'

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Trustees

Fleetwood Town Community Trust is governed by a Board of Trustees which has a responsibility for the strategy and direction of the charity's work. Since the inception of the charity in 2012 the Board of Trustees has grown from strength to strength in both numbers and experience. Our Trustees represent various sectors within the community including education, sport, health, business and commerce.

Upheld by our Chair of Trustees, Peter Murphy, and Fleetwood Town Chief Executive, Steve Curwood, the intrinsic link between the football club and charity ensures that there is a clear and constant line of communication between the two organisations.



Jeremy Quartermain
Safeguarding Lead



Hugh McCaw
Deputy Chair & Equality Lead



Phil Brown
Governance Lead



Bobby Wilson
Financial Lead



Patrick Newell
Legal Lead



Paula Davies
Marketing & Communications



Karen Boylan
Health Lead



Steve Curwood
Trustee/CEO Fleetwood Town FC



Carol Ross
Trustee



MATT HILTON

CHIEF EXECUTIVE

Welcome to Fleetwood Town Community Trust's 2018 impact report.

The aim of the report is to give you a reflection of the fantastic projects we have been delivering in our community in 2018.

Over the past 12 months we have continued to grow, building on a solid foundation that first started in May 2012. Year on year we continue to surpass our targets and 2018 has been another fantastic year for the charity.

Inside this report you will read about

how we have made a difference to local people, improved participation rates in sport and exercise, delivered projects around health and inclusion as well as an update on our facility plans. You will also read about our growth in community engagement, education and staffing/volunteers.

Investing in front-line provision across our four key themes; sport participation, health, social inclusion and education, the charity has enjoyed unprecedented growth in all areas. The Trust raised in excess of £680,000 in 2018 to deliver around 30 projects to over 13,000 local people, this is something we are all extremely proud of. In just six years, the Trust has now raised over £1.9m, and with this has been able to develop and deliver a varied repertoire of projects and programmes across the areas of Wyre & Fylde.

Our programmes have raised attainment in schools, developed employment pathways, helped people get healthier and stay more active, built stronger and safer communities and ultimately made a difference to a record number of people.

Last year we also saw the launch of our Community Sports College based at Poolfoot Farm. We were particularly delighted to be crowned National Futsal and North West 11-a-side champions.

We also expanded our work into new

areas we haven't delivered before, such as working with veterans via the Royal British Legion and linking up with Weeton and Fulwood Barracks. This entailed the co-ordination and delivery of a number of health, wellness, education, employability and physical activity programmes to veterans, ex-service personnel and their families.

The achievements of this year would not have been possible without the partnerships that we as a Trust develop, nurture and explore with a wide range of organisations and individuals. We recognise our talents and expertise and collaborate with partners to fill the gaps to ensure that our programmes respond to local need and represent the very best that we and our partners are capable of.

I would also like to take this opportunity to thank all of our staff, trustees and volunteers who work tirelessly to deliver the many projects and events that really do make a positive difference in our community.

We are looking forward to another year of growth in 2019 which is set to be our most successful and exciting year to date.

It's amazing how quickly time flies! A year has passed since our first impact report and our Trust leaps onwards and upwards.

I am immensely proud, on behalf of the Board of Trustees and all our staff, to introduce this report. We aim to be at the heart of our community and as you will see, that is exactly what we're achieving.

The services that we provide continue to grow, indeed at times I struggle to fathom out how our staff juggle so many and still provide the fantastic level of service that they do.

You may remember that last year I outlined a brand new community/sports hub that we were going to be

involved in. Unfortunately this hasn't come about. The Board of Trustees, rightly so, decided that the level of borrowing we, as a charity, would need to undertake was a threat to the Trust and we couldn't go ahead with any involvement. However, we continue to work with the football club, looking to expand facilities on site at Poolfoot.

Please take the time to read the impact that we are having on the following pages. Some of the stories are truly inspiring.

As we move forward we will continue to put the health and wellbeing of our community at the forefront of our agenda.



PETER MURPHY

CHAIR OF TRUSTEES

About us

Fleetwood Town Community Trust is a non-profit, self-funding, registered charity (Number 07586116) and community organisation that has been working throughout the Fylde Coast community since 2012.

Fleetwood Town Community Trust has expanded at a phenomenal rate and we now work in four key themed areas: Sports Participation, Education, Health & Wellbeing and Social Inclusion.

Football, in particular Fleetwood Town Football Club has the ability to engage people, improve community cohesion and raise the hopes and aspirations of the people across Wyre and surrounding areas. As a Club we are committed to ensuring that we respond to local needs whilst working strategically in line with regional and national agendas.

We all recognise that sport can play a prominent role in addressing major issues such as obesity, anti-social behaviour, health,

employment and attainment. Through key partnerships and a robust multi-agency approach, we ensure that we can achieve our aims and objectives effectively and efficiently. Our partnership work underpins the entire scheme delivery programme and enables us to work strategically within Wyre. These relationships enable us to engage with under-represented and hard to reach groups.

Vision

“Use the power of Fleetwood Town Football Club to improve the lives of the people on the Fylde Coast through participation in sport and exercise”.

Mission

“To support and inspire individuals to become physically and emotionally healthy and build strong communities through an emphasis on increased self-value and personal aspiration”.

Values

Our values are based on six guiding principles - our six C's;

- **Community-focused;** listening to what the community wants, where it wants it and delivering programmes based on these criteria.
- **Continuous improvement;** monitoring and evaluating everything we do to inform, change pathways and embed reflective practice.
- **Credibility;** communicating our achievements to all target audiences and stakeholders.
- **Creativity;** delivering innovative and inspiring programmes, incorporating new ways of working and new programmes that break down the barriers to participation.
- **Clarity and accountability;** operating with transparent management and reporting procedures with clear audit trails.
- **Considered recruitment;** recruiting trustees, staff and volunteers who bring added value and skills that positively impact on our programmes.



**HELPING
PEOPLE
PARTICIPATE,
DEVELOP
& ACHIEVE**

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CHANGING LIVES

OUR PEOPLE, THEIR STORIES



Joe Hulme
BTEC Education

Joe studied on the BTEC Level 3 programme from 2016-2018. During his time on the course, Joe worked extremely hard to achieve the highest grade possible of a triple distinction star. He was a model student, having exemplary attendance, a fantastic attitude to learning and an extremely polite and hard working person. Joe now studies Sports Coaching at Loughborough University. Joe, in his first year has been a regular for the Loughborough Futsal development

team, who play in the National Futsal League 1, the equivalent of the championship, becoming top goal scorer in his first year.

Joe Hulme stated, "My time at Fleetwood was a very positive one. Playing football and futsal week in week out was very enjoyable especially in the facilities at Fleetwood. Without that I don't think I would be where I am now at Loughborough University."

Chloe, aged 14, has attended the Multi Stars session at Fleetwood High School since the programme started in September 2016. Chloe has a physical impairment and often needs the support of her frame when moving.

Chloe has now been offered the opportunity to trampolining with the support of our qualified coach Rob.

Angela, Chloe's mum, said, "Chloe's confidence and self-esteem has risen through the roof since attending Multi Stars. Before Multi Stars began Chloe was unable to access many clubs due to her specific needs, since attending she has made new friends throughout the club."



Chloe New | 14
Multi Stars



Kristian Williams
National Citizen Service

Kristian has Autistic Spectrum Disorder, severe learning difficulties, and concerns regarding motor skills, poor co-ordination skills and Global Developmental Delay. After talking through his social and confidence difficulties with tutors and other support staff, Kristian felt reassured and signed up for our summer programme. He has never been given the opportunity to participate in residential programmes due to his needs, but through the support of Myerscough College

throughout the programme, the support was in place for Kristian to take part and progress.

Kristian said: "The NCS programme was really good, I especially enjoyed the canoeing and the zip wire, we also raised a lot of money doing the bag packing for Alder Hey children's hospital".

Fleetwood Town walking footballer Gordon Sharples has shown that taking part in this sporting activity definitely has had an impact on his physical and mental health. The Flyers – the Club's walking football team – have been running for a number of years now and with Gordon who is 90-years-old, is just one of many who attend who has noticed a difference.

Gordon said, "I am able to run around and play football with my friends and

keep healthy at the same time. I 'walk' around the pitch and when I look at before I started, I can see the health benefits. I would recommend people over 50 to get involved in walking football. You play a game you've always enjoyed, and you get to socialise with people and as I said earlier, keep fit both physical and mentally."



Gordon Sharples | 90
Walking Footballer

CHANGING LIVES

OUR PEOPLE, THEIR STORIES



Karen Nelson | 48
Health

Karen joined us in 2018 after losing two stone in weight. She was unsure about taking part at the beginning, lacking confidence, but was welcomed to the group. A year on and she has lost a further five and a half stone and continues to inspire us with her progress and determination to keep the weight off.

Karen said, "In 2017 I started on a weight loss/fitness journey. After losing around two stone a friend of

mine recommended that I try walking football with her. Being a footy mum, I thought why not? After attending my first session and mastering the walking element I was hooked and have been part of the team since. Even when I'm tired I get my training kit on then make the 30-minute journey to take part. I love walking football, it keeps me fit, it can be as competitive as you want it to be and is a great game. You get to meet like-minded ladies who are positively inclined in their attitude to life."

Andrew has been volunteering with us for over 12 months and began when he was 15-year-old. Andrew has developed hugely during his time working with experienced coaches on sports delivery. Andrew said, 'Having played football for 10 years I wanted to take part in football in a different way to playing. Therefore, I decided to volunteer as coach for Fleetwood Town Community Trust to see what it is like to coach instead of playing. I have developed numerous skills from volunteering

with Fleetwood, these include how to work in a team of coaches as well as on my own. Also I have improved my communication skills with young people and learnt techniques such as how to keep them engaged in activities for a whole session. The thing I enjoy most about coaching is seeing young people enjoying themselves because of me and I'm coaching them. This also includes seeing young people progress because of the work I'm doing with them."



Andrew Woodhouse
Volunteer



Stephen Toney
Employability Programme

Stephen said, "I was in a really dangerous rut after suffering from serious depression and two heart attacks. I had stopped going out and doing my volunteering work, didn't want to see or speak to anyone, kept getting benefit sanctions and had no money for food or electric and was becoming very paranoid and suicidal.

"The Find Your Future Programme gave me some of my confidence back and I started getting out every week with a

full timetable of activities and sessions. Staff listened to me and encouraged me to attend my counselling sessions. By the end of the 10 weeks I was back volunteering at three different places, attending arts and outdoor activities and had gained accredited awards. I'll be going back to support people in the next group."

James said, "After being unemployed for a few years I was struggling with my self-esteem and couldn't see a way forward.

"I was encouraged to give the Find Your Future Programme a try and wasn't expecting to get much help at all. Staff and other people in the group were all great to get along with and I had a laugh; I only had to do the parts of the programme that were useful for me and I got support sorting my CV out, had a

work placement and was funded to do my FA Level 2 coaching qualification which means I will be able to get paid work doing what I really want to do".



James Quinn
Employability Programme

Sport

Sport can have a hugely positive effect on people's lives and when you add in the power of the Fleetwood Town brand it enables us to engage with thousands of people every year. We believe that everybody should have opportunities to play sport regardless of age, gender, race and religion or skill level.

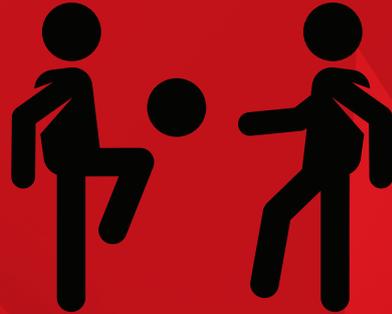
Our varied sports projects mean there is something for everybody, whether you are taking your first steps on Minikickers at two years old, or taking part in Walking Football in your 80's, we pride ourselves in creating opportunities for everybody in our community.





1100

**HOURS OF FREE
COMMUNITY SPORT SESSIONS**



300

**PRE-SCHOOL CHILDREN WHO
HAVE TAKEN PART IN PHYSICAL
ACTIVITIES IN EARLY YEARS SETTINGS**

300

FEMALES

**AGED 9-16 HAVE TAKEN PART IN
RECREATIONAL FOOTBALL COACHING**



120

**PARTICIPANTS
ATTENDED OUR
RECREATIONAL AND COMPETITIVE
DISABILITY SESSIONS**



6000

**BOOKINGS HAVE BEEN MADE AT OUR
SOCCER SCHOOLS AND SPORTS CAMPS**

Education

Education is very important and to date our projects have produced some amazing results. We work closely with local schools to engage with young people through a variety of projects.

We continue to inspire individuals and offer educational opportunities, and we have a great track record of encouraging individuals to gain employment and go to University. Our unique education projects offer something different that has a positive impact on many people each year.



175

PRIMARY SCHOOL
TEACHERS HAVE BEEN
UPSKILLED THROUGH CPD



83

PEOPLE ACCESSED EDUCATION/
TRAINING/EMPLOYMENT
THROUGH OUR EMPLOYABILITY
PROGRAMME



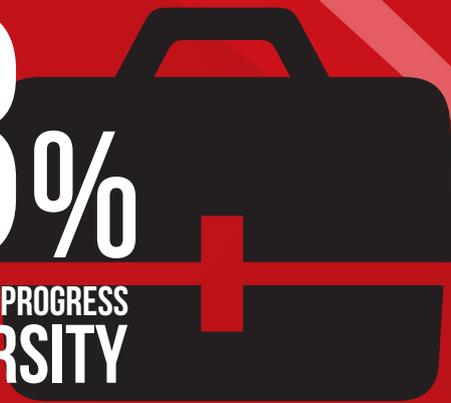
98%

OF EMPLOYABILITY PARTICIPANTS
IMPROVED THEIR CONFIDENCE
AND SELF ESTEEM



73%

OF BTEC STUDENTS PROGRESS
TO UNIVERSITY



2018 NATIONAL FUTSAL WINNERS



85%

OF BTEC STUDENTS ACHIEVED
ABOVE THEIR TARGETED GRADE



Health

Health is a major part of our community programme with direct links to our sport and exercise projects. We are committed to playing a positive role in our community and link in with many health organisations to achieve set goals.

Our projects offer local people opportunities to exercise regularly and we also engage children and families in fantastic projects that increase their knowledge around nutrition and healthy eating.



274
HEALTH CHECKS HAVE
BEEN CONDUCTED

80



INDIVIDUALS ON AVERAGE TAKE
PART IN THE WALKING FOOTBALL
PROGRAMME EVERY WEEK

7
STONE



TOTAL AMOUNT OF WEIGHT
LOST BY PARTICIPANTS

1800
CHILDREN HAVE TAKEN
PART IN OUR SCHOOLS'
HEALTHY EATING
PROGRAMME

88

INDIVIDUALS, HAVE TAKEN
PART IN OUR HEALTHY WEIGHT
MANAGEMENT PROGRAMME

Inclusion

Inclusion is a key area of our charity and our projects enable us to engage with some of the hardest to reach members of the community. We work with many people from areas of high deprivation in Fleetwood and offer them opportunities to participate in a number of projects.

Our PL Kicks project sees us engage youngsters in areas of social and economic disadvantage. We continue to increase engagement figures in this area to help transform lives and create a positive impact.





400

INDIVIDUALS ENGAGED IN
THE PL KICKS PROGRAMME



220

YOUNG PEOPLE
COMPLETED NCS



120

PARTICIPANTS ATTENDED OUR RECREATIONAL
AND COMPETITIVE DISABILITY SESSIONS

£2700

RAISED THROUGH NCS SOCIAL ACTION
PROJECTS FOR LOCAL CAUSES



98%

OF OUR NCS PARTICIPANTS RATED THEIR
EXPERIENCE A 9/10 OR HIGHER

Match days...

THE COD ARMY EXPERIENCE

In 2018, over 30 local junior teams acted as the guard of honour at Fleetwood Town home matches, a total of over 400 junior players.

We made a commitment to grassroots football in the area by offering this opportunity to every single junior team from U12 and below.

Five years on and it still remains as popular as ever and a day to remember for all the family.



EQUALITY AND DIVERSITY

We are committed to promoting equality and diversity and we host a 'Kick it Out' awareness game each season. This event is all about raising awareness and tackling racism and discrimination.

A banner was presented before the game and players from both Fleetwood Town and their opponents wore Kick it Out t-shirts to warm up in. Further announcements on the PA system and big screen added to the campaign.



KNOW THE SCORE

Another event we run each year is 'Know the Score' which raises the awareness of Bowel Cancer. April was Bowel Cancer Awareness Month and the Fleetwood Town players showed their support for the fifth annual 'Know the Score' campaign. They wore t-shirts during the warm up on 1st April 2017 as did their opponents Swindon Town. During this day a number of people engaged with our staff to ask about 'Know the Score' and we were successful in raising the awareness to over two thousand people.



PLAYER VISITS



Each year, Fleetwood Town players, coaches, staff and club mascot Captain Cod make appearances at numerous community and corporate events. Player visits are a fantastic way for all professional footballers to give something back to their communities and put a smile on people's faces. In 2018 there was some fantastic work carried out and a total of 257 player visits by Fleetwood Town across various events in Wyre and surrounding areas.

Alex Cairns has led by example working closely with the Trust to organise the player visits. Alex has given a lot of his time to community events since he arrived at the club two years ago. He is also instrumental in getting other players to value the community work we do and encourage them to get involved.

He is always really good at engaging with the community and is influential amongst local youngsters. He is a great role model and always answers honestly and passionately when children ask him questions, he always makes time to stay and speak to children, sign autographs etc.

Alex said, "It's important that a club like Fleetwood gets out in the community and meet the fans especially young children. We want to be a community friendly club and player visits are a huge part of that, if I can use my role as a footballer to inspire youngsters to better themselves then that's something we can all be proud of."

A number of players have also become Community Ambassadors and were

involved in supporting projects.

Alex Cairns - Education
Ashley Eastham - Sports Participation
Craig Morgan - Health

The ambassadors are the public figurehead of a number of different schemes run by the Community Trust and endorsed by the Professional Footballers' Association (PFA).

"The players are fantastic at supporting the charitable work we deliver in the community. They really make a difference and give fans a real boost when they spend time with them at various events. We are privileged to have such a great set of players who realise the importance of giving something back to the community."

Pete Murphy
Chair of Trustees



SMOKING CESSATION

Fleetwood Town Community Trust are working closely with the NHS Quit Smoking Squad to help people lead a healthier lifestyle through supporting people with stopping smoking. The NHS Quit Smoking team have hosted a weekly appointment only stop smoking clinic at Highbury stadium, and now host at Poolfoot Farm. The Quit Smoking team have also attended some home fixtures and visited participants from other Trust projects with carbon monoxide testing apparatus.



COMMUNITY
TRUST

'achieving your goals'

YEAR IN NUMBERS

- 2018 -



13000

PEOPLE TOOK PART
IN ALL PROGRAMMES



120

PARTICIPANTS ATTENDED OUR
RECREATION AND COMPETITIVE
DISABILITY SESSIONS



85%

OF BTEC STUDENTS
ACHIEVED ABOVE
THEIR TARGETED GRADE

7

STONE

TOTAL AMOUNT OF
WEIGHT LOST BY
PARTICIPANTS

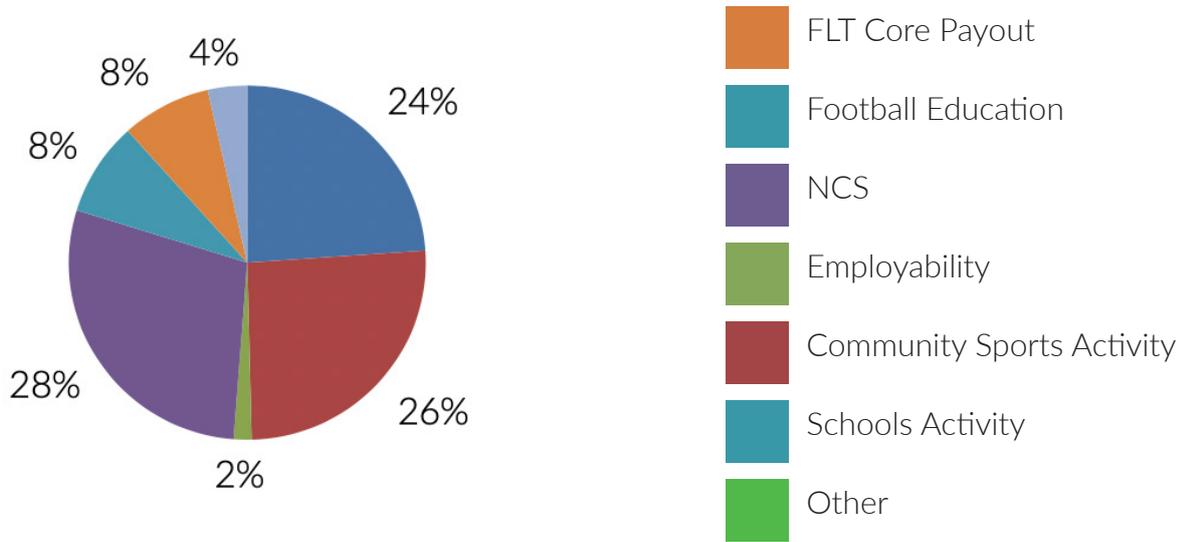


9200

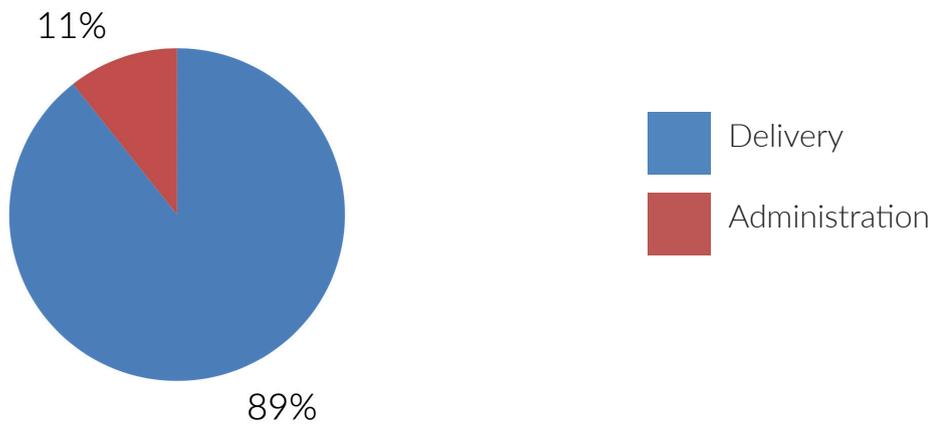
CHILDREN AGED 5-11 YEARS FROM LOCAL
PRIMARY SCHOOLS HAVE TAKEN PART IN EXTRA
CURRICULAR SPORT SESSIONS

FINANCIAL SUMMARY

INCOME 2017/18



EXPENDITURE 2017/18



Financial History

	Income	Expenditure	Surplus
2017/18	£687,009	£679,896	£7,113
2016/17	£562,618	£550,455	£12,163
2015/16	£374,464	£305,207	£69,257
2014/15	£238,760	£216,811	£21,949

Income Breakdown

	Unrestricted Funds
2017/18	£287,406
2016/17	£315,501
2015/16	£174,709
2014/15	£178,379

Restricted Funds

2017/18	£399,603
2016/17	£247,117
2015/16	£199,755
2014/15	£60,381

What's next?

We have built on the strong and longstanding relationships with key partners and funders, whilst also developing new local partnerships to set up new and exciting initiatives. We have continued to reach those communities that need our support the most.

Despite our growth, as an organisation we strive to continually improve and get better. In the next 12 months we will be aiming to build on our success of the last six years to increase outcomes for the people on the Fylde Coast.

We have exciting plans for 2019 that we are determined to deliver successfully despite operating in a challenging landscape. We recognise the many political issues and changes that lie ahead with the increasing pressure on local authorities and central government.

“It is evident that in continuing our fantastic work, we can't do it alone.

Our partners, stakeholders and supporters are vital to ensuring we are a success”

We face the challenge of diversifying our income through innovative and efficient ways, whilst maintaining our high standards and continuing to achieve our outcomes regardless of the backdrop we may be working against.

It is evident that in continuing our fantastic work we can't do it alone. Our partners, stakeholders and supporters are vital to ensuring we are a success. In line with this, in 2019, we are delighted to be launching an employability, skills and training programme in partnership with Regenda and Active Lancashire.

We will also upscale our current projects such as our Premier League funded Kicks, Girls football and Primary Stars programmes. This will result in increased investment and impact across the borough. We can evidence that our programmes work and that they have a significant impact, however we now aim to deliver more to increase engagement.

Fleetwood Town Community Trust, Regenda and More Positive Together have collaborated on a Wyre-wide programme to improve the employability prospects and the health and wellbeing of people across Wyre.

With a focus on unemployment and self-improvement the 'Find your Future' programme is aimed at people between the ages of 16-65 who are facing multiple barriers to active participation.

The Trust will also be working with Lancashire County Council to help children to cut back on their intake of sugary drinks, using a campaign called Giving Up Loving Pop (GULP).

We believe that this will result in us continuing to deliver our strategic outcomes of improving health and well-being, sustaining participation in sport and physical activity, raising attainment and aspiration and enhancing communities.

Fleetwood Town Community Trust

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A big thank you!

TO OUR CURRENT PROJECT PARTNERS





**HELPING
PEOPLE
PARTICIPATE,
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