



COMMUNITY
TRUST
'achieving your goals'

IMPACT
REPORT
2017

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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.



Peter Murphy
Chair of Trustees



Hugh McCaw
Deputy Chair & Equality Lead



Phil Brown
Governance Lead



Bobby Wilson
Financial Lead



Patrick Newell
Legal Lead



Richard Barnes
Safeguarding Lead



Karen Boylan
Health Lead



Steve Curwood
Trustee/CEO Fleetwood Town FC



Carol Ross
Trustee



MATT HILTON

DIRECTOR OF
COMMUNITY
DEVELOPMENT &
EDUCATION

Welcome to Fleetwood Town Community Trust's 2017 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 2017. 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 2017 has been another fantastic year for the charity.

A big focus has been the planning of our proposed new multi million pound community hub facility at Poolfoot Farm. We believe that by creating better facilities and having a fit for purpose base for the charity, we can deliver even more projects in our community and achieve amazing outcomes that will change local people's lives. We plan to be here for the long term and this facility will help us achieve our ambition of becoming the leading community engagement charity in the borough.

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, staffing/volunteers and supported the transition of the Fleetwood Wrens Ladies Football Club.

The charity raised in excess of £550k in 2017 to deliver around 30 projects to over 13,000 local people, this is something we are all extremely proud 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. Our thriving partnerships play a huge part in allowing us to inspire the local community through our charitable work. I would like to thank all of our partner schools, businesses and groups who engage with us every year.

We are looking forward to another year of growth in 2018 which is set to be our most successful and exciting year to date.

As another year passes it is a privilege to introduce our first ever impact report. On behalf of all Trustees and staff I must put on record how proud we all are to be part of an organisation which puts our community at the heart of everything we do.

The charity has been immensely successful over the last five and a half years and has given help and inspiration to all age groups and abilities which come under its ever expanding umbrella. Our finances and governances are as strong as ever and 2017 was another successful year for the charity.

Looking to the year ahead, the Trust has access to national funding to help develop a multi-million pound community/sports hub facility that will bring benefits to all residents of

Wyre. It is a ground breaking flagship project and has the full support of all the national sporting agencies and will bring benefits for many years to come. A legacy that all should be appreciative of.

When you turn the pages of this report you will see some of the inspiring projects which the charity runs in the local area and the positive impact we continue to make.

Both the charity and the football club are forward - looking with the best interests of the community at heart. The journey started five and a half years ago and we plan to continue bringing hope, inspiration and ambition to our community for many years to come.



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 and 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



Lydia Black | 17
Volunteering

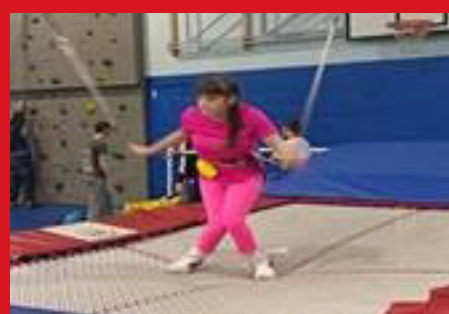
Lydia first started volunteering with Fleetwood Town Community Trust a little over 12 months ago in Summer 2017. At first Lydia assisted our coaches on our Sports Camp programmes. She was also involved in our first pilot Girls Football Camp which ran in Summer 2017, which was a fantastic success. She has recently achieved her FA Level 1 coaching badge, on our Female Walking Football

session, which began late 2017. Lydia said: "Since I began volunteering I have learned so much and met some incredible people, especially in the Female Walking Football group, which I feel very proud to help with. I feel my confidence has increased whilst with the Trust and this has helped me to gain a scholarship to play football in America, which I will be attending when I leave college."

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 trampoline with the support of our qualified coach Rob.

Speaking to Chloe's mum, Angela, she said, "Chloe's confidence and self-esteem has risen through the roof since attending MultiStars. 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



Ethan Boyle | 17
Traineeships

Ethan, aged 17, has completed a 12 week traineeship with the Trust and feels the programme has completely changed things for him. He said; "I was staying in bed all day, bored and getting involved in things I shouldn't... being on this traineeship has become my life and I would do it all again. I've been getting to work before 8am, learnt new skills and a lot about myself and other people. I spent all my

secondary school years in a specialist school and this has helped me think about my future in a more positive way. I want to work, I think about what I'm eating and drinking, I look after myself better, I've even started doing exercise and going to the gym. No-one's ever made me think about what's good about me and the good things I do. I need to keep thinking that way now".

Derek, in his own words was a kind of recluse, his day comprised of great difficulty getting out of bed, having breakfast, going to the shop for a paper in the car, so he wouldn't meet anyone and have to talk. Whilst visiting his doctor, he spotted the notice board advertising Walking Football and decided to attend

was always someone to help you up and see if you were okay. Now I feel like I am 27 and not 72, I can fully recommend anyone over the age of 50 to seriously try Walking Football as it has given me the confidence to meet with people and have normal conversations without shying away and standing in the corner".



Derek Widdup | 72
Walking Footballer

He said "All the lads were great, there

CHANGING LIVES

OUR PEOPLE, THEIR STORIES



Joan Smith | 81
Fit for the Future

Joan is aged 81 and has been attending our 'Fit for the Future' session since the day it started. She's been a regular participant every week and has regularly mentioned how much she enjoys the session.

When talking about the impact it has had on her everyday life she explained "The session in general has made my Friday afternoons far more enjoyable.

I find that since I've started the session on a Friday afternoon I've had a lot more energy and I believe that it's been worthwhile not just for myself but for the rest of the group as well. It's been evident for me to see that it's had an impact as during the sessions I've been introduced to exercises and activities that I've never experienced before and how beneficial they have been to my overall health".

Matthew Bardsley joined the Fleetwood Town Football Education BTEC programme in September 2016 and will be graduating with D*D*D one of the top grades on the BTEC Level 3 extended diploma.

He volunteered upwards of 150 hours during his two years on the course completing various activities such as officiating, coaching and helping out

during the community trusts sport camps.

Matthew said, "I have always had a love and aspiration to be involved in sport and coaching. The course has allowed me to gain more experience in coaching and eventually start getting paid to do it which has always been my aim. To top it all off I will be leaving with one of the top grades."



Matthew Bardsley | 18
BTEC education



Asita Dansie | 8
TrySport

Asita who is aged 8, would have previously been inactive outside of her school routine, however she now attends the Preesall football session each week which has given her the opportunity meet new people and try something new. It has become extremely evident that her technical ability has improved along with her confidence which together have enabled her to make new friends in a

male dominated environment which doesn't affect her eagerness to attend.

Her Grandfather explains, "She loves coming to Trysport football at Preesall. We are now looking for a team that she can join, which shows how keen she is to play."

"I started Kick Start recover football last year to try get myself fit, meet new people and most importantly take my mind of things". When younger Ian was bullied due to his weight, he started to hang about with the wrong people and started finding himself in trouble with the police when he was 14. In his late teens and turning 20 he started drinking very heavily becoming a borderline

alcoholic. He started to look to a more positive future and cut out the drink and help himself due to starting a new family with his girlfriend.

Ian said "Playing football helps me forget my worries and problems, I am currently undergoing help for depression and anxiety". Ian is now hoping to get over all his problems and get himself fully recovered and get himself back into work.



Ian Tomlinson | 32
Challenge Through Sport Initiative

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 2 years old, or taking part in Walking Football in your 80's, we pride ourselves in creating opportunities for everybody in our community.





5000

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



210

**FEMALES HAVE TAKEN PART IN
RECREATIONAL FOOTBALL COACHING**

288

**3-11 YEAR OLDS
HAVE BEEN INTRODUCED
TO FOOTBALL AND PHYSICAL ACTIVITY
VIA OUR MINIKICKERS PROGRAMME**



101

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



5740

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

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 education opportunities with a 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.



86

PEOPLE ACCESSED EDUCATION/
TRAINING/EMPLOYMENT
THROUGH OUR WORKS
PROGRAMME

MORE THAN 70%

IMPROVED THEIR CONFIDENCE
AND SELF ESTEEM



1000

PRIMARY SCHOOL PUPILS FROM
27 SCHOOLS
TOOK PART IN MENTAL HEALTH
PROGRAMME



OVER 70%

REPORTED IMPROVED ATTITUDE, MOTIVATION
AND UNDERSTANDING OF BUSINESS



Health

Health is a major part of our community programme with direct links to our sport and exercise projects. We are committed to play 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 a fantastic project that increases their knowledge around nutrition and healthy eating.



65



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

364

HEALTH CHECKS HAVE
BEEN CONDUCTED
SINCE JUNE 2016

24 STONE



TOTAL AMOUNT OF WEIGHT
LOST BY PARTICIPENTS
SINCE JUNE 2016

750

CHILDREN HAVE TAKEN
PART IN OUR SCHOOLS'
HEALTHY EATING
PROGRAMME



53

INDIVIDUALS, AGED 50 AND
OVER, ARE NOW REGISTERED
PARTICIPANTS AT EXTRA TIME



109

INDIVIDUALS HAVE TAKEN PART
IN THE MEN'S HEALTHY WEIGHT
MANAGEMENT PROGRAMME
SINCE JUNE 2016

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 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.





377
INDIVIDUALS ENGAGED IN
THE KICKS PROGRAMME



157
YOUNG PEOPLE
COMPLETED NCS

55
WOMEN HAVE
TAKEN PART IN
SESSIONS THAT
BREAK DOWN
BARRIERS TO
ACCESSING
PHYSICAL ACTIVITY



16%
REDUCTION IN JUVENILE NUISANCE
AND ANTI SOCIAL BEHAVIOURS

£1900
RAISED THROUGH NCS SOCIAL ACTION
PROJECTS FOR LOCAL CAUSES

Match days...

THE COD ARMY EXPERIENCE

In 2017 over 30 local junior teams acted as the guard of honour at Fleetwood Town home matches, a total of over 400 junior players.

We make 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

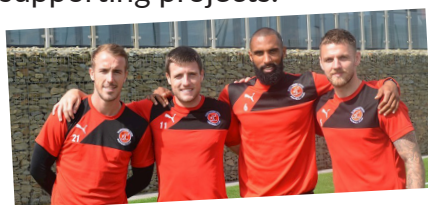


Each year, Fleetwood Town players, coaches, staff and club mascot Captain Cod make appearances at numerous community and corporate events. Player visits are a fantastic way for all Professional Footballers to give something back to their communities and put a smile on people's faces. In 2017 there was some fantastic work carried out and a total of 224 player visits by Fleetwood Town across various events in Wyre and surrounding areas.

Bobby Grant has led by example working closely with the Trust to organise the player visits. Bobby has given a lot of his time to community events since he arrived at the club 2 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 as club captain he 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.

Bobby said "It's important that a club like Fleetwood get 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 get involved in supporting projects.



Alex Cairns – Education
Ashley Eastham – Sports Participation
Nathan Pond – Health
Bobby Grant – Social Inclusion

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.

Matt Hilton – Director of Community Development & Education".

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 - 2017 -



13,000
PEOPLE TOOK PART
IN ALL PROGRAMMES



210
FEMALES HAVE TAKEN PART IN
RECREATIONAL FOOTBALL COACHING



5000
BOOKINGS HAVE
BEEN MADE AT OUR
SOCCER SCHOOLS AND SPORTS CAMPS

364

CHILDREN HAVE TAKEN
PART IN OUR SCHOOLS'
HEALTHY EATING
PROGRAMME

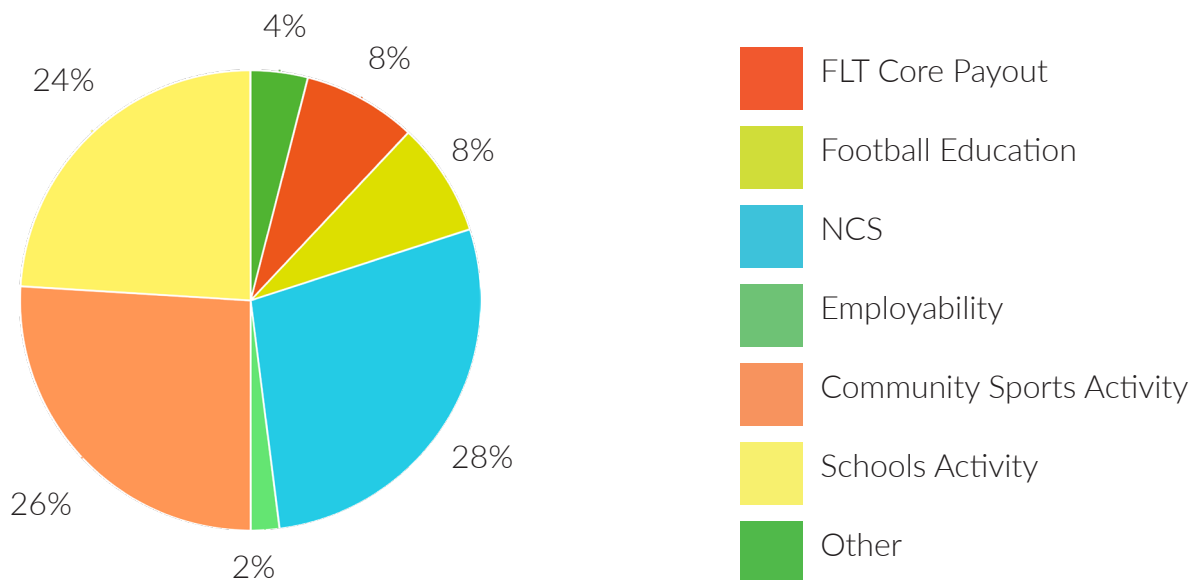


5740

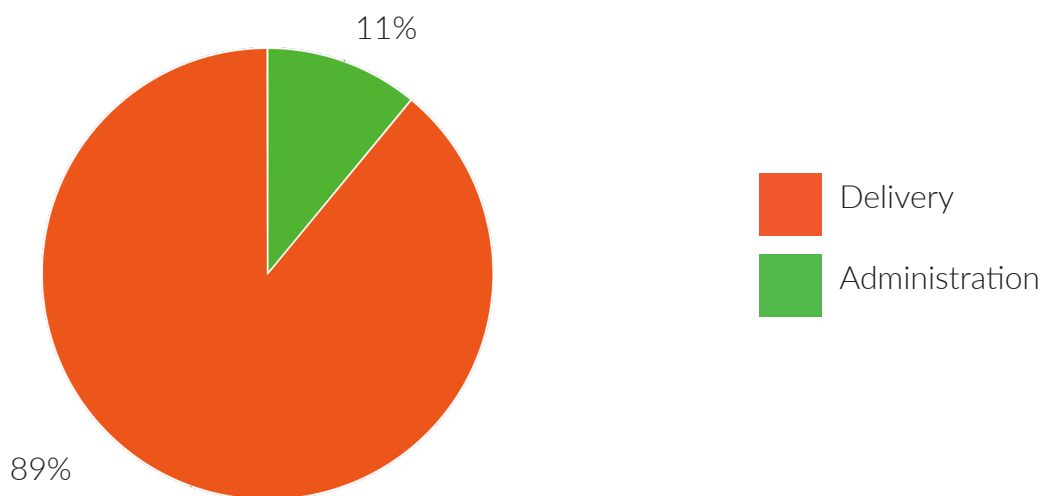
CHILDREN AGED 5-11 YEARS FROM LOCAL
PRIMARY SCHOOLS HAVE TAKEN PART IN SPORT SESSIONS

FINANCIAL SUMMARY

INCOME 2016/17



EXPENDITURE 2016/17



Financial History

	Income	Expenditure	Surplus
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
2016/17	£315,501
2015/16	£174,709
2014/15	£178,379

Restricted Funds

	Restricted Funds
2016/17	£247,117
2015/16	£199,755
2014/15	£60,381

What's next?

We never stand still, we want to grow and improve each year and develop new and existing projects to benefit our community. We started in 2012 with little resource and just two members of staff. Six years on we are delivering over 30 community projects to a record 15,000 local people. We are an award winning charity that makes a positive impact in our community and we want to build on this over the next 12 months.

As we enter our seventh year we have some very exciting plans for a two million pounds Community Sports Hub facility. Matt Hilton, Director of Fleetwood Town Community Trust said "The Sports Hub plans see a great mix of facilities for all sectors of the general public to enjoy. We believe that grassroots sport needs more investment and we are hoping to play a big part in this by providing this fantastic project for our community. The aims of the sports hub are to increase participation in sport, improve health and exercise levels and provide more opportunities for disabled people to access vital sport and education activities. The hub will also host many projects that develop skills for people out of work, create new job opportunities, inspire people to become volunteers for local sports organisations, sports clubs and charities, and provide a pathway for gifted and talented young people into elite sport".

We also plan to expand our work into 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 will entail the co-ordination and delivery of a number of health, wellness, education, employability and physical activity programmes to veterans, ex-servicemen and women and their families.

Alongside new projects and facilities we will also improve and expand current projects such as our Premier League funded Kicks, girls football and Primary Stars programmes. We are a unique charity that has the ability to engage with our community

and inspire people to lead a positive and enjoyable life. We want the best for everybody we engage with and we are committed to serve our community for the long term.

The Trust will also be undertaking Quest accreditation. Quest remains the leisure industries only recognised Quality Assurance Tool for sports development and physical activity; designed to measure how effective organisations are at providing high quality customer service.

Quest is supported by Sport England and all the home country Sports Councils and is now widely recognised as a leading continuous improvement model designed by the sector for the sector.

Fleetwood Town Community Trust
Fleetwood Town FC Training Ground,
Poolfoot Farm,
Butts Road,
Thornton-Cleveleys,
FY5 4HX

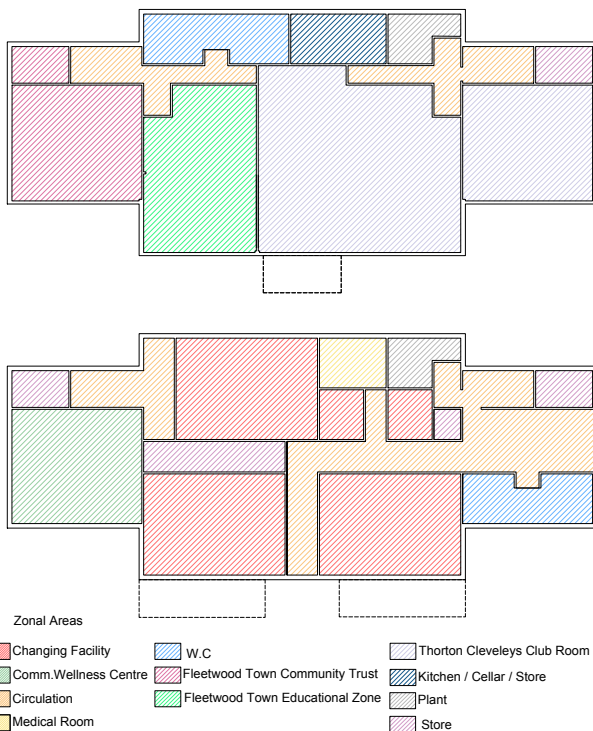
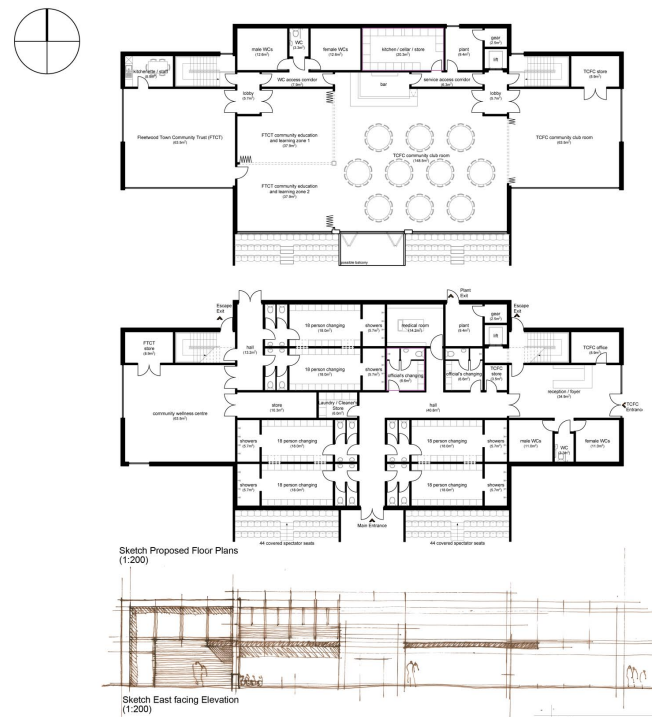
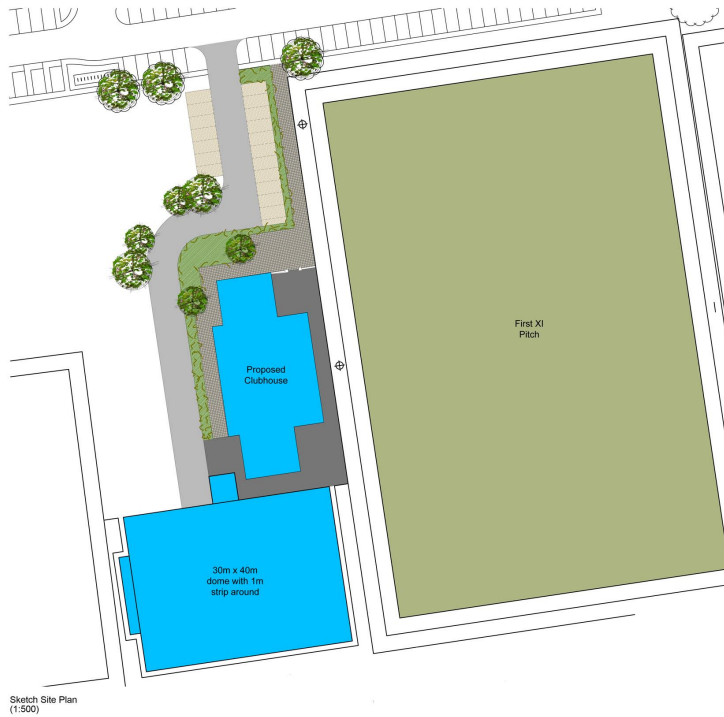
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The background of the entire page is an abstract composition of bold, expressive brushstrokes in various shades of red and white. The strokes are dynamic and layered, creating a sense of movement and energy. The text is centered over this background.

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