

TACKLING SOCIETY'S GREATER GOALS

Annual Report 2013/14



GLOBAL GAME, NATIONAL NETWORK, LOCAL IMPACT

We unite the inspirational work delivered across England and Wales by the dedicated network of community trusts attached to the 72 Football League clubs.

Football clubs are at the heart of their communities, not just geographically but more importantly emotionally. They have a unique connection to local people that enables them to reach further and wider than others. United under the umbrella of The Football League Trust this gives an unrivalled national network of local delivery.

Last year we engaged with over **1.5million** people

Around 6,750 hours of voluntary work was delivered by Doncaster Rovers Foundation's NCS students over the Summer.

100% of clients completing Derby County's drug rehabilitation programme have exited with sustained behaviour change or moved into employment or volunteering.

38% of Colchester United's current registered academy players have progressed from development sessions operated by the Football in the Community department.

Stevenage FC Foundation's work in Gambia has transformed the lives of over 2,000 people.

Around 32,000 people directly benefitted from Portsmouth's health initiatives in just one year.

The Middlesbrough FC Foundation have reduced crime by 30% in one of the most deprived wards in England.

Norwich City's Community Sports Foundation engaged with over 30,000 people last year, including disabled and disadvantaged people.

The social value of Charlton Athletic Community Trust's mentoring programme is estimated to be over £2.3m.

Southend United's youngest participant was 2 years old and the oldest was 102!

CHAIRMAN'S LETTER



The Football League Trust is a national charity that uses the power of football to improve people's lives. We tackle society's greater goals by inspiring people through powerful projects built

upon the foundation of our four key themes - **SPORT, EDUCATION, INCLUSION AND HEALTH**

The Football League Trust brings a national perspective to the work of 72 community organisations based right across England and Wales, sharing ideas and best practise to enable football to be a real catalyst for positive change in many different ways. We were delighted to be awarded the Matrix Standard in 2014, an external quality standard which gives our many partners confidence in the information, advice and guidance we provide to our network.

2014 has been another great year for The Football League Trust. The organisation continues to grow with revenues increasing and participation in all of our major projects, in particular NCS and Futsal Education significantly up. This year has also seen the start of our Female Football Development programme, which we run on behalf of The FA and Sport England. In just seven months running the programme we've got 15,000 new women and girls involved in football – exceeding our target for year one by over 1,000. We have also developed partnerships with the Open University and the University of South Wales to offer degree courses that open up new opportunities for those who wouldn't normally take part in higher education. 2014 has also seen us start exciting new partnerships with two major sponsors Ferrero and Network Rail to run community programmes in schools that improve health and provide educational outreach.

We are able to make such a difference to society thanks to the immense support of The PFA, The Premier League, The FA and The Football League whose sustained funding and backing allows us to positively influence so many lives.

John Nixon



We use the power of football to:
Increase participation
Inspire education
Raise aspirations
Improve health
Reduce crime





INCREASING PARTICIPATION

Sport for all is a cornerstone of our work and underpins everything that we do.

Our community trusts are the first rung on the ladder for aspiring young footballers and cater for all ages and ability levels. We go beyond football to work with a wide range of other sports to encourage more people to play sport and be more active on a regular basis. We make a strong contribution to the Government's Olympic Legacy plans and vision for PE & School Sport. Increasingly, our schemes are delivering a range of sports such as futsal, rugby, cricket, hockey, basketball, dance and fitness to engage with a broader base

of participants and meet the demands, particularly of young people, who want to experience different sports.

The challenge of increasing the numbers of people engaged in sport – and sustaining their participation – extends across all generations. We are committed to increasing both the number and quality of sports coaches working in schools and across our organisations as well as ensuring that these coaches have the skills to engage with all sections of our communities.

15,000
new players

"I have not enjoyed team activities for some time now due to a bad experience when I played for a club. Taking part in these sessions has built my confidence back up and shown how working together as a team can benefit me in different activities, not just sport."

Abi, Crawley Town

Female Football Development

Our Female Football Development (FFD) scheme inspired over 15,000 new players to start playing the women's and girls' game – in its first year.

By focusing on fun and fitness rather than competition and performance, the scheme has brought the benefits of sport to women and girls who previously might not have considered playing football. The relaxed, social atmosphere has also encouraged players back to the sport who had previously left the game because they didn't enjoy the overly competitive nature of the sport.

Brentford FC take FFD into Prison

Brentford FC are taking a direct approach to changing behaviour through football by taking the FFD programme into the local prison. The work uses football to give offenders a positive outlet, helping them reintegrate into society and prevent reoffending.

One participant, Lavana, fully embraced this opportunity and has totally changed her life. Her good behaviour and positive engagement was rewarded with the opportunity to attend trials with Brentford Women's FC and subsequently secured a place in the team.

"This is a brilliant opportunity for me to have a second chance in life, with new friends in a new area. Playing football again has improved my confidence and self-esteem and reduced the worries I had about reintegrating into society."

Lavana, Brentford Women's FC



INSPIRING EDUCATION

For many people traditional educational routes don't work. Such people risk falling between the cracks of society. The unique history of football and the location of many clubs in former industrial areas means we are in a strong position to help the people who need it most.

Reaching Further

Each of our community trusts provides positive, inspiring learning environments that are used to engage the local community around a range of diverse needs. We work with people, young and old, to develop skills for life. We have a particular strength with regard to working with disadvantaged young people and supporting them to achieve positive outcomes. We utilise the power of football and sport to help people learn new skills in innovative ways, often teaching subjects through case studies around the game.

We are committed to helping more people participate in higher education. We work across all age groups to raise peoples aspirations. In addition, we focus on inter-generational projects such as teaching digital skills.

A Different Pathway

The Trust offers an alternative pathway through the education system that works particularly well for young people. We actively engage young children on subjects such as healthy eating, rail safety and parliament. At 15 and 16 young people can take part in NCS and learn vital life skills. Our Futsal Education programme targets sixth form students that are not stimulated by traditional learning and from this platform many students then progress onto our Foundation Degree, which is run at football clubs in partnership with the University of South Wales. We have worked with the Open University to provide a new course that allow people to use their passion for football to gain a business degree.

FUTSAL: LEARN TRAIN PLAY WORK

Our Futsal programme is set to be the biggest sports scholarship programme in the UK.

The FLT Education and Futsal programme gives students the platform to develop their technical, tactical, physiological and social skills in a sporting environment whilst gaining a BTEC Level 3 Extended Diploma in Sport. The programme is aimed at young people who have a passion for football and a desire to progress to university, or work in sport, but that are not stimulated by the traditional classroom approach. Students use an online platform that offers modern, paperless learning at the football club.

In the past two years, The Trust has developed its scholarship and apprenticeship programmes hugely and in the 2014-15 academic year will have around 1,500 students in full time education, based at study support centres within football stadia.

"A college environment is not for everybody. I certainly didn't have a great experience at school, but this is something different. I am now in a better position to move on in life and I've been given a new start that I wouldn't have found anywhere else."

Futsal student



"I really enjoyed the Futsal Scholarship and I'm now going to do a Foundation Degree."
Ben, Bradford City

RAISING ASPIRATIONS

Our football clubs and community trusts exist at the very heart of 72 diverse communities, bringing people together from all walks of life. Our trusts work with a wide range of partners to help tackle all forms of disadvantage and to promote equality. We specifically focus on engaging with groups most at risk of social exclusion and work hard to create stronger, more united communities. As a lead deliverer for the National Citizen Service we provide a huge number of opportunities for social action and also work with Parliament to support and encourage the democratic process.

Our trusts work strategically with local partners to remove barriers to participation and achievement across a wide range of initiatives. Specific focus is put on work to reduce offending and improve the rehabilitation of ex-offenders as well as striving to reduce incidences of crime and anti-social behaviour. Our Game On/Midnight League initiative, which is funded by The Coalfield Regeneration Trust uses the positive power of football to engage with disaffected young people in areas identified by the police and youth agencies as 'hotspots' for anti-social behaviour and crime. The project has significantly decreased anti-social behaviour within some of the most deprived areas in the country.

Using football for positive social change, we can encourage people to mix in ways they would not normally do and promote a more tolerant society with a positive outlook towards their own communities.

Last year our NCS students delivered over 200,000 hours of social action projects in their communities.

This not only benefited the various communities but also gave the young people a better sense of worth and broke down barriers between them and other sections of society.

over
200,000
hours of social action

National Citizen Service

National Citizen Service (NCS) is a once-in-a-lifetime experience open to all 15 – 17 year olds across England and Wales. To date over 100,000 young people have taken part in this government backed initiative. Teenagers embark on an adventure that sees them face new challenges and learn new skills through team building exercises and outdoor activities, all whilst making friends and contributing to their local community. Young people are tasked with developing and delivering a social action project that will have a lasting impact on their community.

The Football League Trust delivers NCS nationally through a network of over 40 organisations. 2014 saw us work with over 7,000 young people across the country.

No Longer the Quiet Girl

Arousa Din was the quiet girl at the back of the class, low in confidence and self-esteem. Since taking part in NCS with Rotherham United, she has transformed into a confident young woman who is now helping others to change their lives by saying yes to NCS.

“NCS changed my life, it helped me face my fears and made me who I am today. Taking part in NCS opened my eyes and showed me that the World is bigger than Rotherham. It gave me the confidence to take opportunities that I would not have known about without NCS - it all started at yes.”

“NCS has taught me so many skills and most importantly that young people do have a voice. I recently spoke at a conference in front of over 200 people – before taking part in NCS with The Football League Trust I would never have been able to do this. Without NCS I would still be that quiet girl at the back of the room.”

Arousa Din, NCS graduate



IMPROVING HEALTH

Our community trusts work in some of the most challenging areas of the country. We use the power of football to engage with people from all backgrounds and work strategically with partners to improve the health of their local community and reduce any health inequalities that exist.

We work across all age groups and sections of the community, but a particular focus is put on reducing obesity by promoting healthy eating and physical activity. Specific efforts are also made to combat all forms of substance misuse, promote a better understanding and awareness of mental health issues and support those suffering from dementia. Football's ability to engage with men of all ages allows us to talk to them about health issues and promote a greater understanding of how people can improve their own situations.

We deliver everything from healthy eating sessions in primary schools through to promoting a better understanding of various forms of cancer. Our trusts provide the means to engage with large volumes of people around key health messages.



20,000
children leading
a healthier lifestyle

Joe's
story

"I hurt my family and friends
and pushed them away. I was
homeless and mentally unwell
but couldn't see a way out."

"With support from my Active
Choices advisor, Adam,
I've not only kept clean but
improved my health through
eating better and doing more
exercise. I've got a new circle
of friends and had some
fantastic opportunities to
make more of my life."

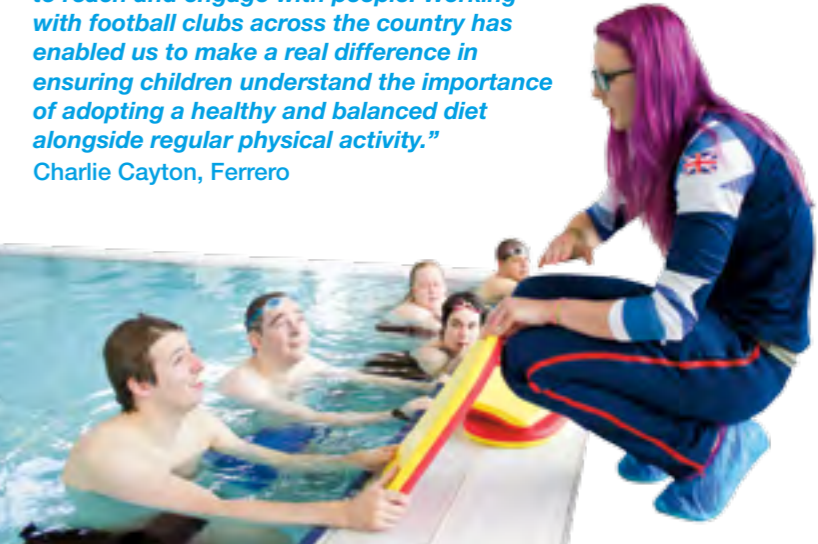
Move and Learn

We strongly believe that the foundations of a healthy lifestyle are built early in life. We work extensively with children and young people to inspire a lifelong love of sport. Our Kinder+Sport Move and Learn programme will engage with over 20,000 children this year. Not only does Move and Learn get children active, it also teaches them how to live a healthy life.



"Football clubs are at the heart of their communities and have a remarkable ability to reach and engage with people. Working with football clubs across the country has enabled us to make a real difference in ensuring children understand the importance of adopting a healthy and balanced diet alongside regular physical activity."

Charlie Cayton, Ferrero



Derby County – Active Choices

Active Choices is a ground breaking programme which is successfully helping people in drug treatment services stay drug free. 115 people with drug and alcohol problems have turned their lives around with help from Active Choices. The programme gives them the opportunity to receive one to one support and take part in worthwhile activities such as social football, cooking lessons, boxing and swimming at a critical point in their recovery. The programme also works with individuals with drug problems returning to the community from custodial prison sentences and supporting them to change behaviours and break offending patterns.

100% of clients completing the recovery service have exited with sustained behaviour change and not one participant has re-offended.

SUCCESSFUL PARTNERSHIPS

The Football League Trust provides an unrivalled platform for its partners to achieve social responsibility targets.

Using football as a vehicle, we enable partners to breakthrough and deliver key messages to those hard to reach audiences, through inspiring initiatives and pioneering programmes.

With more than 2,500 + empowered staff, including; teachers, coaches, sports development officers, health workers, social workers, marketing professionals, business development managers, volunteers and many more – The FLT has the power to go further, engaging with 1.5 million people per year.

Striking up Winning Partnerships

Since kick-off in 2007, winning partnerships have played an integral role, and today, we are proud to team up with a diverse range of forward thinking partners to turn shared goals into reality, including; The Football League, Premier League, The PFA, The FA, Sport England, NCS, The Open University, University of South Wales, Kinder, Network Rail, Street Games and many more.

University of South Wales: Foundation Community and Football

“We are delighted to be working in partnership with the Football League Trust through the delivery of a unique Foundation Degree. The course focuses on supporting grass roots football across the UK with students based within Football League clubs. The unique blend of theory, coaching practicals and applied work placements ensures that graduating students are equipped with the necessary skills to work within the football coaching and development industry.”

Rob Griffiths, Scheme Leader at the University of South Wales



Network Rail: Keeping Children on the Right Tracks

“We know of too many incidents where seemingly harmless pranks or games along the tracks have resulted in painful injury or even death. The Football League Trust and the clubs involved can help us raise awareness of the dangers and engage children in something much more positive. The results will be a safer community and better running railway for all.”

Gareth Llewellyn, Director of Safety and Sustainability at Network Rail



Kinder+Sport Football League Kids and Girls Cup

“We are delighted to be supporting the Football League Kids and Girls Cup competitions, to get children across the country involved with and excited about playing sport and getting active. Led by clubs in their regions, the tournaments provide children with a truly unique opportunity to be exposed to the world of professional sport, and we hope that they are inspired to remain active following this.”

Charlie Cayton, Ferrero



Open University BA (Hons) Business Management (Sport and Football)

“Right from the start it’s been really powerful. The Football League Trust have been able to open up access to players and stadia as well as a range of people that can talk about the business of football. This really helps bring this new degree to life”

Jacky Hinton, Masters Programme Director in the Open University Business School



National Citizen Service

“At NCS Trust, we are proud to work with The Football League Trust. They have delivered life changing Nation Citizen Service experiences for young people across the country since our pilots in 2011. Their reach into communities, their passion and their commitment have made them great partners over the past four years as NCS has reached over 100,000 young people. We are excited to be working with them in the years ahead as we reach our goal of engaging one million young people by 2020.”

Michael Lynas, CEO NCS Trust



The Football Association

“By working together with The FLT we have been able to put together a programme that offers more opportunities to play the game for females aged 14+ and the sheer numbers of participants after only one season have been terrific. The amount of clubs that are now offering employment to females and also opportunities in volunteering and coach development in the female game is so exciting for the future of our game.”

Rachel Pavlou, FA National Women’s Football Development Manager

“The Premier League good causes strategy is to support clubs in their role as hubs at the heart of their communities focussing on investing in facilities and grassroots as well as inspiring sports participation and supporting education and skills. The Premier League is investing more than £20 million over three years to support Football League clubs’ community activity including their delivery of national Premier League programmes such as Premier League Kicks and Premier League 4 Sport that use the power of football to benefit thousands of young people every week.”

Simon Morgan - Premier League Head of Community Development



“The PFA’s support for Community Player Engagement and partnership with Football League clubs dates back to 1986 when Football in the Community was first introduced in the North-West of England. Former players were employed to inspire positive social change and 28 years on we continue to provide governance, significant funding and a strong alliance with community departments of all 92 Professional clubs. The partnership with the Football League Trust over the past 12 months has continued to be successful with PFA support for their headline project, the National Citizen Service (NCS), Futsal, Female Football Development and educational programmes in particular.”

Gordon Taylor OBE – PFA Chief Executive



THE NUMBERS

The Football League Trust continues to go from strength to strength, voluntary income has increased in the year, rising from £8,857,754 in 2013 to £13,486,221 in 2014, an increase of 52%. An analysis of the income for 2014 income shows:

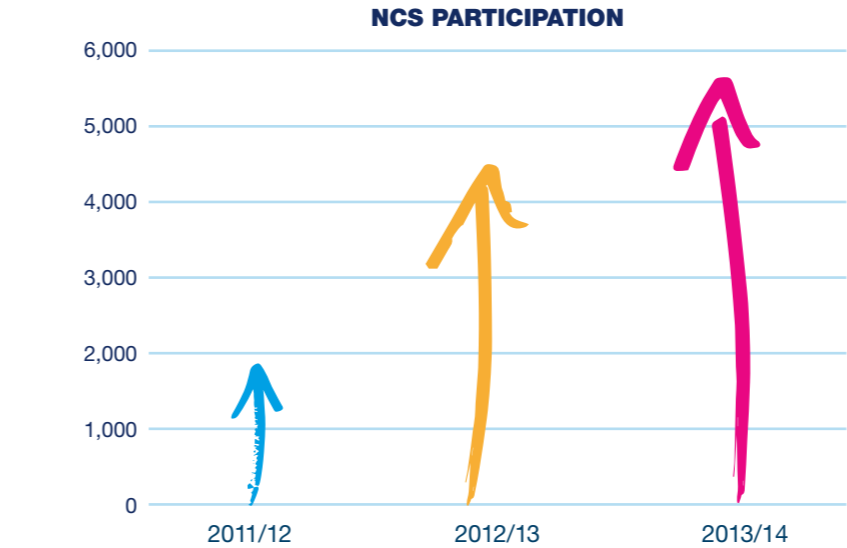
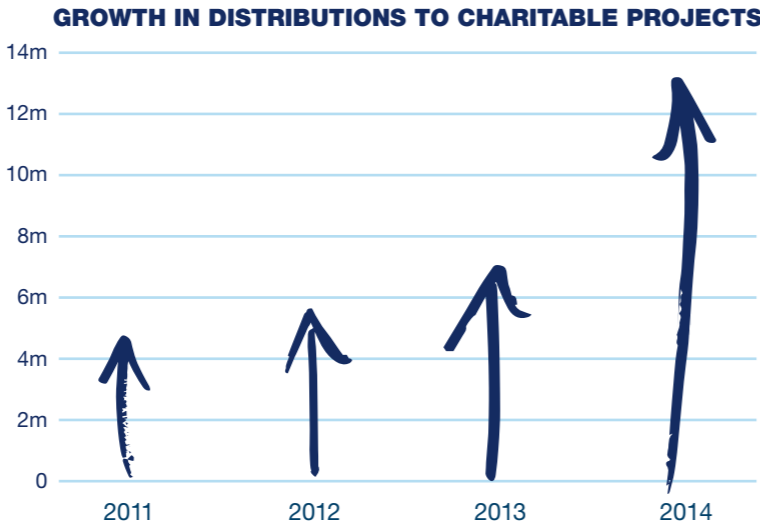
	£
Projects promoting inclusion	8,889,000
Education based projects	1,425,000
Sport based projects	768,000
Unrestricted funding	2,404,000
Total income	13,486,000

The principal driver of growth is the increase in inclusion projects, primarily funding obtained from the NCS programme during the year. The success of over 40 clubs' community schemes in attracting participants to take part in the programme, with some of the best recruitment and conversion rates in the country, has resulted in the award of a further contract to deliver NCS services to over 17,500 young people from summer 2015 to summer 2018.

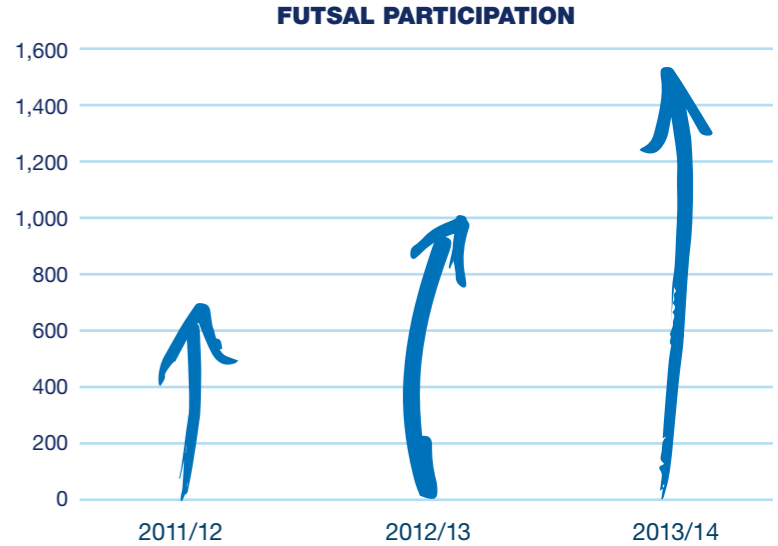
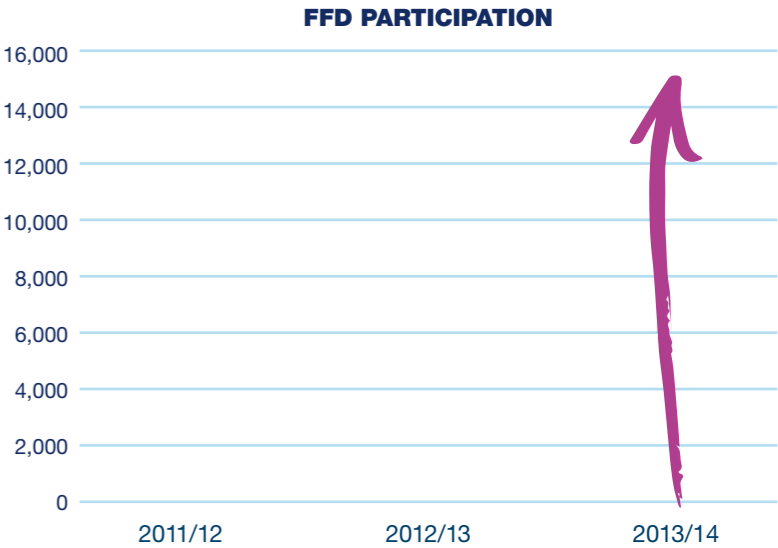
Education initiatives are spearheaded by the Education and Futsal programme, now in its third year, which continues to grow rapidly as new students are recruited and existing students progress through the programme. Over 1,000 students participated in the programme in 2013/14. Looking forward, this will be augmented by projects in association with the University of South Wales and the Open University in 2014/15.

The main sport based project is the FA's Female Football Development programme, which, from a standing start, has been successful in engaging over 15,000 women and girls to take part in the sport, the results mean that the programme will continue for at least a further year, with an increase in funding.

Turning to distributions, total expenditure on charitable activities increased from £8,729,652 in 2013 to £13,156,343 in 2014, an increase of 50%, which is a reflection of the increased funding in the period. Thus, the level of funds we are able to make available for initiatives, and the number of participants we are able to engage in our schemes, remain the fundamental indicators by which we measure ourselves, and on these bases we can consider 2013/14 to have been a successful year.



Participation in all our key project has grown significantly over the past three years.



**52% Growth
in Turnover and
Distributions**



Our 72 Football League community trusts for season 2014/15:



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