



## **IMPACT REPORT** AND OUTCOMES FRAMEWORK 2017-2020





## CONTENTS

- 3 INTRODUCTIONS
- 4 FOOTBALL AND SPORT
- 6 EDUCATION
- 7 COMMUNITY COHESION
- 8 HEALTH
- 9 PLAYERS IN THE COMMUNITY
- 10 TOGETHER
- 11 AIMS AND OBJECTIVES
- 12 STRATEGIC LOGIC MODEL
- 14 GLOSSARY OF TERMS
- 15 OUTCOMES
- 18 PARTNERS









## INTRODUCTIONS

The last five years has seen the work of Wigan Athletic Community Trust grow greatly and our programmes now reach over 12,000 people a year.

2016 and 2017 have been no exception with investment attracted into Wigan by the charity reaching over  $\pounds$  I million thanks to the continued support of national partners such as the Premier League and the EFL Trust and new agencies like the Big Lottery Fund.

Locally the Community Trust has enhanced its relationship with Wigan Council and is proud to be involved in the Deal for Communities initiative.

While the amount of investment has increased, so has the quality of projects delivered. This was recognised at the 2016 North West Football Awards when the Pathway 2 Participation mentoring project was named Best Community Initiative and by the EFL when we were named the 2017 North West Community Club of the Year.

This report highlights the impact the Community Trust had in 2016 but also takes the opportunity to look forward and assess what we want to achieve over the next three years.

Thanks to the support of the Big Lottery Fund we were able to work with Wigan based researchers Progress Health Partnerships to develop our new Outcomes Framework for 2017 – 2020 which is explained later in this report.

Through this process participants, staff, trustees and a range of stakeholders including the EFL Trust, Inspiring Healthy Lifestyles, the Premier League, the PFA and Wigan Council were consulted about their views of the work of the Community Trust and what our shared priorities and outcomes should be over the next three years.

I would like to take this opportunity to thank all of the people involved in the process for their time and support.

We hope that you enjoy reading the report and that it helps you to better understand the work of the Community Trust and how we aim to continue to work to improve health and well-being, enhance life skills and create stronger communities across Wigan.

**Tom Flower** Head of Community



#### As Chair of Trustees it is with great pride that we look back on another year of outstanding results achieved by the Community Trust.

The fact that we are able to help so many young people and families each year is a testimony to the hard work and commitment of all our staff, so I would like to take this opportunity to both thank and congratulate Head of Community Tom Flower and all of his team for their continued success.

On behalf of the Trustees I am also pleased to introduce our new aims and objectives for the next three years which will only enhance the work and reputation of the charity.

#### Phillip Williams

Chair of Trustees

#### The work of Wigan Athletic Community Trust continues to inspire everyone at the club and is embedded as an integral part of who we are.

The ability of our staff to positively influence the lives of so many young people and families endorsed by our brand and reputation demonstrates the unique role that sport, and in particular, football has in our society.

Whenever I get to visit activities organised by the Trust - whether it be a session of its Kicks project in evenings, talking to young people about business or visiting a football session for children with disabilities, I am impressed by the reaction of participants and the way they interact with the dedicated team of over 40 coaches, teachers, youth workers and apprentices the Community Trust now employs.

It has been a successful few years for the charity both in terms of growth and participant reach but we must not stand still and we continue to develop strategies to maximise our impact and help to achieve our objectives of improved health and wellbeing and enhanced life chances within safer, stronger communities.

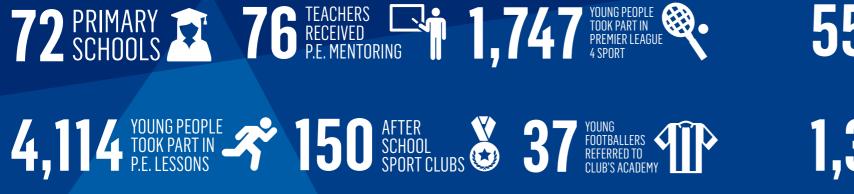
As Chief Executive of Wigan Athletic and a Trustee of Wigan Athletic Community Trust, I am delighted to endorse and support the content of this report and the new vision for working with the community of Wigan over the next three years and beyond.

#### Jonathan Jackson

Chief Executive, Wigan Athletic Football Club

## **IMPACT 2016 FOOTBALL AND SPORT**









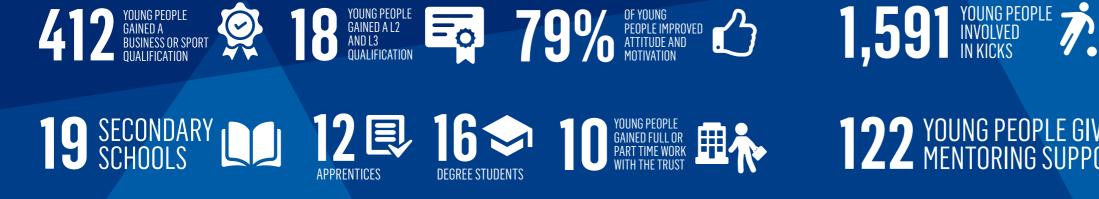
# 550 HOURS OF FOOTBALL COACHING AT COACHING 1,354 GIRLS PLAYING A 7 DISABILITY 2 81% IMPROVEMENT AND SPORT AND

### **IMPACT 2016 EDUCATION**



## **IMPACT 2016 COMMUNITY COHESION**





6 | WIGAN ATHLETIC COMMUNITY TRUST



1,591 YOUNG PEOPLE 7. 53 NEET YOUNG PEOPLE FILEPED 56 YOUNG PEOPLE DOING MORE THAN SOF VOLUNTEERING 122 YOUNG PEOPLE GIVEN SUPPORT 405 YOUNG PEOPLE TOOK PART IN FREE FREE

### **IMPACT 2016** HEALTH



## **IMPACT 2016 PLAYERS IN THE COMMUNITY**













Wigan Athletic's first team squad play an active role in the work of the Community Trust visiting schools and community activities on a weekly basis. In 2016 they made over 200 appearances in support of the Community Trust's projects creating lasting memories for all those involved.

"I don't really know what to say, it was absolutely brilliant to have the players visit us. I just love watching Wigan play and it was amazing that two of the players came to our school to celebrate World Book Day with us," Year 4 pupil at Chorley St James Primary School

"It's been a once in a life time chance for us. There are so many children out there who have never met a professional footballer let alone play with them, so it's been a great experience and we all loved it,"

Year 6 pupil at St Ambrose Barlow Primary School





"The players are great role models and it's incredibly important that they come and visit pupils in schools because we live in a time where success is very quick and children expect to achieve instantaneously, so getting to meet people who have had to work hard in their lives to get where they are now is just a really, really wonderful opportunity."

Gail Worrall, Head Teacher at **Orrell Holgate Primary School** 



## **AIMS AND OBJECTIVES** 2017-2020

By running projects across three areas - Schools, Community Development and Training and Skills, Wigan Athletic Community Trust will:

### Work with Wigan Athletic to improve health, enhance life chances and create stronger, safer communities.

### **OBJECTIVES**



Increase participation in sport across all levels of society particularly those from under-represented groups



Encourage young people and families to lead healthier and more active lifestyles



EVERY PLAYER

EFLTRUST

From promoting participation in sport in under-represented groups to supporting other local charities, the Community Trust plays an important role for the Football Club enabling it to get a better understanding of the community it is part of and the challenges it sometimes faces.

Since the Together programme was launched in April 2016 the Community Trust has:

- Increased participation amongst women and girls to 40%
- Increased participation on its programmes amongst the BAME communities to 10%
- Secured funding for a disability football officer who provides over 25 hours a week of sports coaching for young people and adults with disabilities
- Recruited more female coaches to support its programmes
- Provided weekly physical activity sessions for at risk groups such as the homeless

• Developed new partnerships with local charities including the Brick, SWAP, DIAS, Greenslate Farm and STEPS CIC

For more information about the Together programme please contact Community Cohesion Co-ordinator Tom Drake on 01942 318 090 or e-mail t.drake@wiganathletic.com









Improve the skills. aspirations and achievements of young people



Contribute towards increased community cohesion by improving the quality of life for young people and families



## **STRATEGIC LOGIC MODEL: 2017 - 2020**

### CONTEXT

#### Borough of Wigan Demographics (Census):

- Population 322,000 (2015) projected to rise to 328,000 by 2020
- Population aged 0-19 yrs. 74,800
- 25% of population live in the most deprived quintile (IMD 2015)
- 20% children live in low income households (2014)
- 21% population have day to day activities limited a little or a lot
- 1.9% of population are from ethnic minority groups, significantly lower than England average of 13.2% (2015)

#### Health and Wellbeing (Health Profile 2017):

- Health generally worse than England average
- Lower Life expectancy than England average
- Life expectancy 12 years lower for men and 10 years lower for women in most deprived wards than least deprived wards
- Disability-free life expectancy varies from under 50 years in the poorest areas to over 60 years in the richest areas

#### Lifestyles (Public Health England):

- 69% adults are overweight
- 21% year 6 children are obese
- 45% adults doing less than recommended physical activity
- 32% adults are sedentary
- Nationally only 14% of 15 year old boys and 8% of 15 year old girls are physically active at recommended level
- Alcohol-specific hospital stays for children and adults worse than the England average
- Teenage pregnancy, breastfeeding initiation and smoking at time of delivery are worse than the England average
- Smoking related deaths worse than the England average
- The rate of self-harm hospital stays is worse than the average for England

#### **Crime and Antisocial Behaviour:**

- Crime and anti-social behaviour in the borough is worse than the national average
- In 2009/10, there were 7,736 recorded. incidents of domestic abuse in the Wigan, with 1.649 domestic abuse crimes

#### Education, training and employment

- GCSE attainment comparable to national average
- 4.7% of 16-18 year olds not in education,
- training or employment
- Unemployment rates are 5.1%

#### Wigan Borough Priorities:

- Start well: Ensure children and young people reach their full potential
- Live well: Ensure working age adults have healthy, productive working lives. Reducing risk of early avoidable deaths and long-term life limiting illnesses
- Age well: Ensure older citizens (65+) can live healthy, independent lives that prevent or delay the need for high levels of health/social care

### **INPUTS/ACTIVITIES**

#### Strategic Inputs (2016/17) • f I million + investment

- 40+ Full and Part-time staff
- 56 volunteers (doing 20+ hours volunteering in 2016)
- Montrose Skills Hub
- 257 sessions per week in total
- 130+ sessions of PE/Sport in schools
- 25 different projects at 99 venues

### **Programmes (2017/18)**

- Schools
- PE support
- After School Sports Clubs
- Premier League Primary Stars
- Latics Football Studies
- Premier League Enterprise Challenge Latics Enterprise Academy

#### **Community Development**

- Wigan Youth Zone
- Premier League Girls
- Kicks Multisport Camps
- Dance Camps
- Soccer Schools
- 12th Man
- Play with Latics
- Latics Leaders Volunteering Programme
- Kids on the Move
  - Premier League 4 Sport Pathway 2 Participation
  - Kick Start
  - Every Player Counts
  - Football 4 Forces

#### **Training and Skills**

- Train with Latics

ASSUMPTIONS

• Current levels of investment, resources and service delivery are maintained

• All activities are underpinned by the Together equality and diversity programme

• Strong focus of targeted community engagement is maintained, to ensure services are accessible to all

• Current external support services are maintained

• Current priorities for Wigan Borough are maintained

- Foundation Degree
- Apprenticeships
- Traineeships

### OUTPUTS

- Participation Measures Numbers attending
- Attendance rate
- Numbers attending by age groups
- Numbers attending by gender Numbers attending from each BME
- community Numbers attending from priority
- postcode areas
- Numbers disabled people Numbers at risk of offending
- Numbers NEET
- Numbers with specific health / lifestyle issue
- Number of contact hours

#### **Coaching and Volunteering Measures**

- Number of coaching hours
- Number of coaching sessions • Number of persons coached
- Number of volunteers recruited.
- Number of volunteers trained

#### Training and Qualifications

- Number of individuals attending training and accredited training
- Number starting accredited qualifications
- Number of new apprenticeship start ups

#### Delivery

- Number of programmes delivered
- Number of sessions delivered in school • Number of sessions delivered in target communities

• Number of VCS organisations engaged

• Number of schools engaged

Additional investment secured

Number of public sector

organisations engaged

#### **Stakeholders**



### OUTCOMES (MEDIUM TERM)

IMPACTS (SHORT TERM)

• Increased % of participants say they intend

• Improved measures of physical literacy

• Recorded behaviour changes (eg attend

• Reduction in measured/perceived ASB

• Increase in knowledge / confidence /

Volunteering and Coaching

Training and Qualifications

• Number of new jobs / training /

apprenticeships supported

work / training

Additional Measures

• Increased % satisfied with

• Number of new spaces or facilities

• Increase in stakeholder awareness

• Increase in stakeholder satisfaction

services / programme

created / improved

Increase in investment

of programmes

• Number sustaining coaching role

• Increased % agree participation has helped

move towards any medium term outcome

• Number of participants on-going volunteering

• Number of participants supported off NEET

• Number of participants moved closer to

• Number gaining accredited qualifications

Additional hours coaching / volunteering

health check; sign up for course)

Participant Behaviour

to change behaviour

behaviour changes

self esteem

• Short term self reported lifestyle

#### Health and Wellbeing Measures

• Measured improvement in mental / emotional wellbeing of participants · Measured improvement in quality of

life of participants

activity of participants

NGB formats

of participants

of participants

further training

anti social behaviour

and opportunities

• Measured sustained improvements in lifestyle behaviours of participants Measured sustained increases in physical

• Improvement in any targeted health condition (eg weight, diabetes etc.) • Participants continue positive activity • Young people with the skills and confidence to progress into age and stage appropriate

### **IMPROVED HEALTH**

OUTCOMES (LONG TERM)

- **AND WELLBEING**
- Increased healthy life expectancy
- Reduced health inequalities Reduced avoidable use of health and social services
- Improved quality of life

#### **Enhanced Life Chances Measures**

 Reduction in I6-18 NEET • Improved school attendance of participants

 Improved educational attainment Reduction in exclusion/suspension

 Number of participants into meaningful employment Number of participants achieving

 Participants continued involvement in coaching / volunteering

#### **Stronger Safer Community Measures**

• Participants avoiding exposure to crime and

- Reduction in levels of crime and anti social
- behaviour in targeted areas
- Improved perception of and interaction
- between local communities Improved satisfaction with local area
- Improved community facilities

- STRONGER. SAFER COMMUNITIES
- Reduced levels of crime
- Reduced levels of anti-social behaviour
- Improved community cohesion

### **EXTERNAL FACTORS**

- Shifts in national and local trend data
- Shifts in policy of key stakeholders and Government
- Impact of external services outside of our control on outcomes
- · Short term funding for certain projects could limit on-going monitoring and evaluation

### **ENHANCED LIFE CHANCES**

- Improved educational attainment.
- Improved access to sustainable employment
- Reduction in employment and training gap between different groups
- - Reduction in the gap in life chances between communities

## **GLOSSARY OF TERMS**

## OUTCOMES

TERM	DESCRIPTION
Context	The brief headline context of where the programmes are delivered. The background information underlying the Community Trust; the community demographics; the current issues we are trying to address; who is affected; how big is the problem; what are the key social or cultural issues; what does the evidence say.
Assumptions	The assumptions we are making about the environment in which our programmes takes place. They are conditions necessary for success but are not something that we bring about with our activity.
External Factors	External factors beyond the programmes control that might influence the path of our work and the relationships we describe.
Inputs	The resources we use and that are needed before our programmes can take place such as: human resources (salaried and volunteers); financial support (amount of funding required and sources of funding); organisational support and governance (e.g. committees and boards, partnerships etc); supplies and equipment.
Outputs	The things that are done, or the products that are produced with the resources/inputs, as an intentional part of the programme. Sometimes it is helpful to think of these as activities. Outputs do not have to have any impact; they just have to be produced or the activity done.
Impacts (Short Term)	This describes what happens immediately as a result of the outputs and activities. These impacts are measurable and tangible and a direct result of the output/activity but they are not in themselves the overall changes that you expect the programme to make in the medium or longer term. They help us assess the effectiveness of programme implementation and the immediate impact of your programme.
Outcomes (Medium Term)	These are the more distant changes that occur as a direct result of the immediate impact of the project. These outcomes are a realistic and measurable progression from our outputs but can often only be measured where sufficient funding and time scales allow.
Outcomes (Long Term)	These are outcomes that are more likely to be measured over a longer time period – perhaps as much as 10 years. These are typically changes in measurable aspects within the population rather than an individual level and would generally not be measured by Wigan Athletic Community Trust.

### ACKNOWLEDGEMENTS

Wigan Athletic Community Trust Logic Model has been developed by Progress Health Partnerships www.progresshp.co.uk working together with Dr. Nick Cavill (Cavill Associates), following extensive consultation with the charity trustees, staff, local stakeholders and national funding organisations. We would like to thank Wigan Athletic Football Club, the Big Lottery Fund, the EFL Trust, Inspiring Healthy Lifestyles, the Premier League, the PFA and Wigan Council for their involvement and support in this process.

For further information please contact: mike.parker@progresshp.co.uk

### I. IMPROVED HEALTH AND WELLBEING









SPOR

12.0

# Premier League Enterprise

### 3. STRONGER, SAFER COMMUNITIES iiii

## PARTNERS









#### Wigan Athletic Community Trust

Montrose Skills Hub, Montrose Avenue, Pemberton, Wigan, WN5 9XN Call 01942 318090 Email community@wiganathletic.com wiganathletic.com





Registered Charity Number 1120745