



IMPACT REPORT AND OUTCOMES FRAMEWORK 2017-2020



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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 £1 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



72 PRIMARY SCHOOLS

76 TEACHERS RECEIVED P.E. MENTORING

1,747 YOUNG PEOPLE TOOK PART IN PREMIER LEAGUE 4 SPORT

550 HOURS OF FOOTBALL COACHING AT WIGAN YOUTH ZONE

26 HOURS AVERAGE CONTACT TIME PER PARTICIPANT

16 DIFFERENT SPORTS

4,114 YOUNG PEOPLE TOOK PART IN P.E. LESSONS

150 AFTER SCHOOL SPORT CLUBS

37 YOUNG FOOTBALLERS REFERRED TO CLUB'S ACADEMY

1,354 GIRLS PLAYING FOOTBALL AND SPORT

7 DISABILITY SPORTS FESTIVALS

81% IMPROVEMENT IN PUPILS' PHYSICAL LITERACY

IMPACT 2016 EDUCATION



IMPACT 2016 COMMUNITY COHESION



412 YOUNG PEOPLE GAINED A BUSINESS OR SPORT QUALIFICATION



18 YOUNG PEOPLE GAINED A L2 AND L3 QUALIFICATION



79% OF YOUNG PEOPLE IMPROVED ATTITUDE AND MOTIVATION



1,591 YOUNG PEOPLE INVOLVED IN KICKS



53 NEET YOUNG PEOPLE HELPED TO RE-ENTER EDUCATION



56 YOUNG PEOPLE DOING MORE THAN 20 HOURS OF VOLUNTEERING



19 SECONDARY SCHOOLS



12 APPRENTICES



16 DEGREE STUDENTS



10 YOUNG PEOPLE GAINED FULL OR PART TIME WORK WITH THE TRUST



122 YOUNG PEOPLE GIVEN MENTORING SUPPORT



405 YOUNG PEOPLE TOOK PART IN FREE HOLIDAY ACTIVITIES



IMPACT 2016 HEALTH



IMPACT 2016 PLAYERS IN THE COMMUNITY




247 YOUNG PEOPLE TOOK PART IN HEALTH WORKSHOPS 

418 8-12 YEAR OLDS TOOK PART IN FREE WEEKLY PHYSICAL ACTIVITY SESSIONS 

5 EX-SERVICE MEN GAINED A QUALIFICATION 

60% OF PARTICIPANTS IN VETERAN'S FOOTBALL SCHEME FELT LESS SOCIALLY ISOLATED 

98% OF 8-12 YEAR OLDS FEEL HAPPIER AND HEALTHIER 

24 RUNNERS IN THE WIGAN 10K 

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



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



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

Working in partnership with Wigan Athletic Football Club and the DW Stadium, Wigan Athletic Community Trust is committed to promoting equality and celebrating diversity in everything it does.

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.

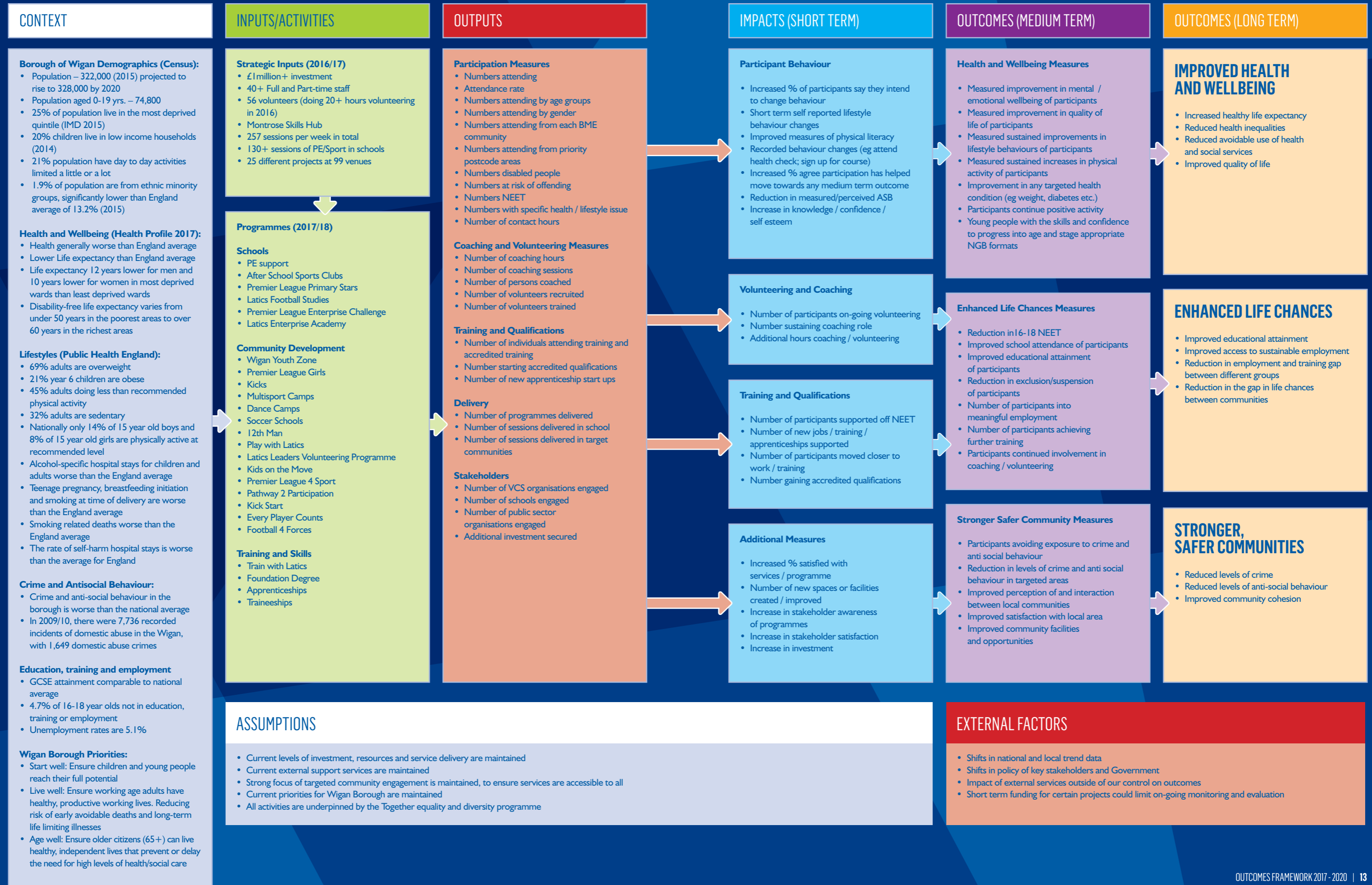
Since the Together programme was launched in April 2016 the Community Trust has:

- 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



STRATEGIC LOGIC MODEL: 2017 - 2020



GLOSSARY OF TERMS

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

OUTCOMES



1.
**IMPROVED
HEALTH AND
WELLBEING**



2. ENHANCED LIFE CHANCES



3. STRONGER, SAFER COMMUNITIES



PARTNERS





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