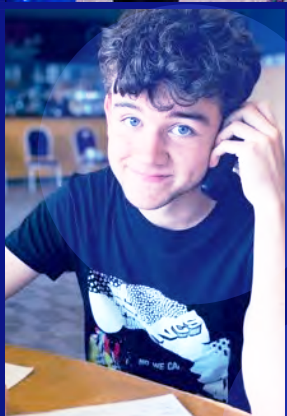




# EFL IN THE COMMUNITY

# NEWSLETTER



# EFL IN THE COMMUNITY

## Issue One | Autumn 2021

Welcome to the inaugural edition of EFL in the Community Newsletter, which aims to showcase a selection of the invaluable activities carried out by EFL Clubs and their Club Community Organisations (CCOs).

Taking place every day across England and Wales, EFL Clubs and CCOs collectively continue to make a huge difference and positive impact on our communities whilst improving people's lives.

In this issue, we look back on a successful EFL Trust National Conference which took place at St George's Park last month and you will hear from the newly-appointed Chair of the EFL Trust, Liam Scully.

Football starts conversations, helping people to connect, and this has never been more important following the COVID-19 pandemic. Our Tackling Loneliness Project recently won the Community Award at the 2021 Leaders Sports Awards for the important and unique role EFL Clubs and CCOs played in supporting their local communities during that time.

The COVID-19 pandemic has also meant AstraZeneca is a name we have all become more accustomed to and in this newsletter we focus on the work Cambridge United Community Trust are doing with them to inspire the next generation of scientists through sport.

Our Clubs and CCOs have always had a unique position at the heart of their respective

towns and cities. The work undertaken by our Clubs in their communities continues to have a clear and lasting impact.

They use the power of the Club badge to reach into our communities and deliver a wide range of initiatives, focusing on improving health and wellbeing; raising aspirations and realising potential and building stronger, more cohesive communities and in this edition we highlight a selection of those success stories.

We also look back on the 10-year anniversary of the EFL Trust partnership with the National Citizen Service and how EFL Clubs have provided over 400 young people with employment via the Government's Kickstart scheme.

Together our Clubs and CCOs reach over 850,000 people each year across England and Wales. The hours committed by players and Club teams, the volume of volunteers involved and the numbers of people they reach is remarkable and EFL in the Community Newsletter will celebrate this work.



# QUICKFIRE QUESTIONS

with...

## Liam Scully

NEWLY APPOINTED  
CHAIR OF THE EFL TRUST

### WHAT INTERESTED YOU IN THE ROLE OF BECOMING CHAIR OF THE EFL TRUST?

I started my working life as an apprentice community coach at Doncaster Rovers Football In The Community funded by the PFA. I stayed with Doncaster Rovers FITC, latterly Club Doncaster Foundation, for fourteen years before moving to the pro club side. Having worked in a CCO and now having seven years of experience working directly for a Club, I've seen our challenges and opportunities from various perspectives over a 21-year career. Hopefully, my knowledge, experience and influence can maximise the potential, reach and impact we can collectively have within communities.

### YOU'RE TAKING OVER FROM JOHN NIXON, WHO HAS BEEN IN THE ROLE FOR 10 YEARS. DID HE LEAVE YOU WITH ANY PARTING WORDS OF WISDOM?

John's a really respected individual within football. He leaves a fantastic legacy and he's captained the ship phenomenally well. They're definitely big shoes to fill and it's a big responsibility to hold, but one thing that's so fantastic about John is that he's tooled me up with knowledge and given me as much wisdom as he can share. Equally he's given me the space to shape things and take things forward, so I couldn't have asked for any more.

### IN YOUR OPINION, JUST HOW VITAL ARE FOOTBALL CLUBS TO THEIR COMMUNITIES?

Incredibly so. The things that Football Clubs can do, act as linchpins and cornerstones of the community... it's the social reach and opportunity to engage. We've got to be aware of the wider impact of the past 18 months. Elements such as loneliness, living healthy lifestyles and active living took a real setback. I think that's where our CCOs and Football Clubs can have real impact moving forward. Without sounding cliché, it's not about a revolution, it's just about evolving what's already in place.

### WHAT IS YOUR VISION FOR THE EFL TRUST AND FOR FOOTBALL CLUBS IN COMMUNITIES?

It's using the power of sport and football to have the most impact, making sure we bring communities closer to the Football Club and the Football Club closer to their communities.

It's taking the principles and broad concepts that I've seen work first-hand at Lincoln City, Doncaster Rovers and many others, and optimising that to a scale of 72 Clubs. That's something that excites me and hopefully we can collectively deliver lasting positive impact.



# EFL Trust National Conference 2021

The EFL Trust National Conference 2021 was back at St. George's Park this October, followed by three days of virtual sessions for the entire network.

Representatives from EFL Club Community Organisations came together to celebrate their collective work across the nation.

**T**he conference was hosted by two inspirational young people who have benefitted from EFL Trust programmes, Maya Rajab from National Citizen Service and Henry Whitaker, who came through the Kickstart Scheme.

Day one of event featured several key speakers, including EFL Chief Executive Trevor Birch, who used the opportunity to launch 'EFL Green Clubs', a League-wide initiative to support Clubs in becoming more environmentally sustainable.

Outgoing EFL Trust Chair John Nixon was first to address those in attendance, and received a presentation from the EFL Chief, on behalf of the League and its 72 Clubs, following a decade of service.

The network celebrated each other's successes over the past 18 months which included a presentation from Clare Martin from Pompey in the Community on their Blue Kitchen Initiative. They also heard messages from funders and network advocates who wanted to express their appreciation of the ongoing commitment of Clubs in their communities.



Forest Green Rovers owner Dale Vince and CEO Helen Taylor concluded proceedings with an on-stage Q&A, during which they shared best practice advice for others to follow, as the EFL and EFL Trust look to improve environmental practices and operations throughout the network.

Day two of the conference started with Secretary of State for Work and Pensions, Therese Coffey congratulating the network for giving young people opportunities through the Kickstart scheme.

Community Club of the Year Port Vale also presented, sharing their story about the response to the pandemic, the legacy of that work and how they structure their organisation and work to maximise how they impact the people in their community.

Most importantly, the network embraced the opportunity to be back together face to face to reflect on the past 18 months, share best practice and look towards a sustainable future.





## Cambridge United Community Trust partner with AstraZeneca to inspire the next generation of scientists through sport

Cambridge United Community Trust (CUCT) and AstraZeneca, a global, biopharmaceutical company, are in partnership to deliver the Active Science Programme, a series of fun, educational lessons to inspire the next generation of scientists through sport.

To date, this programme has engaged with more than 3,000 local school children, inspiring them to understand science through the medium of sport.

Lisa King, AstraZeneca's External Science Liaison Manager explains: "AstraZeneca wants to ensure that science is accessible for all, not only to give something back to the local community but to also help build a diverse talent pipeline for the future."

"The Active Science programme is brilliant, bringing together science and sport to spark the curiosity and interest in science through fun activities in the classroom, predominantly for years 5 and 6 (ages 9-11) of primary school."

Cambridge United Community Trust are also hosts of the Active Science Days at the Abbey Stadium. This year was in a virtual capacity, but normally the day invites local primary schools which had been involved in the Active Science project to tour the stadium. They take part in practical activities organised by CUCT, as well as get involved in a Q&A session with scientists and Cambridge United players.

King continues: "The event was a culmination of the year's work on the Active Science project, delivered in primary schools across the region, and provided a chance to celebrate what we have achieved towards our

aim of inspiring the next generation of scientists through sport. The students love it and is a great way to thank them for their involvement in the programme."

Graham Daniels, Chairman at Cambridge United Community Trust adds: "The Active Science programme is a shining example of how Cambridge United Community Trust aims to work across the curriculum in local primary schools. Our partnership with AstraZeneca has been crucial in the development and delivery of this project, for without their support this work would not have been possible."

AstraZeneca also sponsored Cambridge United for the first match of the season against Oxford United and provided the pre-game entertainment by demonstrating some selected Active Science activities pitch-side.

Daniels summarises: "We're delighted that AstraZeneca are continuing their support of the Active Science programme, the programme has helped make science relevant and purposeful for young people so we're looking forward to seeing even more engage with the programme in the upcoming year."

To find out more about Active Science visit: [www.cuctrust.co.uk/education/astrazeneca-active-science](http://www.cuctrust.co.uk/education/astrazeneca-active-science)



Active Science is a series of six one-hour long lessons, aimed at Year 5/6 pupils:

### LESSON 1

#### THE HEART OF THE MATTER

Pupils learn about the human circulatory system and have the exciting opportunity to use heart rate monitors to carry out an investigation.

### LESSON 2

#### FOOD FOR THOUGHT

Pupils learn about the impact that their diet has on their bodies.

### LESSON 3

#### HEART-SMART

Pupils learn about their heart and how to keep it healthy.

### LESSON 4

#### MAY THE FORCE BE WITH YOU

Pupils learn about forces and how they affect the performance of athletes. The highlight is running whilst attached to a resistance parachute.

### LESSON 5

#### MEASURE FOR MEASURE

Pupils learn about the importance of measuring accurately in both science and sport. They even get the chance to use a Gilson pipette!

### LESSON 6

#### MINI-OLYMPICS

This is a celebration of the work that has been produced over the previous weeks.

# HEALTH & WELLBEING

We use the power of football to improve the health and wellbeing of our local communities.

We aim to support people to adopt healthy lifestyles, to access the support they need, enhance the quality of life for people living with long-term conditions and help people to recover.



DAVE

## DAVE'S STORY

How FIT FANS made sure it wasn't too late for Dave.

EFL Trust's FIT FANS initiative is a 12-week health programme which is funded by £2.25m from the National Lottery and delivered at football Clubs across the country.

By helping people lead healthier, more active lives FIT FANS has enabled thousands of people to improve their lifestyle, with an average weight loss of 6.2kg per fan.

Dave, who was obese with a BMI of 33.9, was offered a lifeline through Burton Albion's FIT FANS after the programme's initial health check discovered he had dangerously high blood pressure.

After this finding, he was immediately prescribed blood pressure medication and was advised to make instant lifestyle changes by his GP. With the help of FIT FANS and 12 weeks of learning about portion control, calories and how to exercise safely, he lost 7kg in weight and significantly lowered his blood pressure.

"I now feel fitter, have more stamina and my blood pressure is under control," Dave explains. "I have gained knowledge, motivation and friendships whilst having a lot of fun.

"If I had not gone to FIT FANS my high blood pressure may not have been found until it was too late... who knows?"

Since then, he has not looked back and is now exercising regularly with a more positive attitude towards physical activity and diet.

## MICK'S STORY

Football provides the common ground for those attending regardless of their dementia.

Mansfield Town Football in the Community's 'Active Minds: Chat' sessions aim to promote inclusion and tackle isolation through the power of football and the emotional attachment to Mansfield Town. The sessions are designed predominantly for people living with dementia.

"I really enjoy the company, it's so nice to have somebody different to talk to and I've made some really good friends," Mick Walker explains. "You can come to the session and have the same passionate interest in football and talk for hours. I'm no longer just sat in the house feeling shut down."

Mick, who is a boyhood Mansfield Town supporter, has been coming to 'Active Mind: Chat' sessions since they first launched. He believes the sessions are vital at his age for keeping him active and getting him out of the house.



MICK



CHLOE

## CHLOE'S STORY

How Exeter City Community Trust has turned Chloe's Life around.

When Chloe left college, she became homeless and unemployed. She says, "My mental health went downhill really quickly and I was left sofa surfing with no routine after college."

Chloe was introduced to Exeter City Community Trust. She started volunteering which helped rekindle her love for football and coaching and gave her a positive outlook for the future.

"Football and coaching enables me to channel my emotions in a positive way," Chloe explains. "At the Trust I'm around people now who don't give up on me. I've started to actually believe in myself and build a routine back.

"The support from Exeter City has been key to helping me overcome mental health problems."

# EDUCATION & EMPLOYABILITY

We work with people, young and old, to develop both academic qualifications and skills for life.

Our network provides various ways of breaking down barriers and enabling people to find employment.

## CLARICE'S STORY

Education programmes at Football Clubs aim to be considerably more than just a place to study.

They want to develop students personally, socially and academically rather than simply training them to pass tests.

They use the magnetism of sport, the stadium and the Club badge to build relationships with young people and encourage them to raise their aspirations. In this way we find that maybe students who struggled in mainstream education, such as Clarice, come to us and thrive.

Clarice has been brought up by her grandparents, with her mum and dad in and out of her life since she was very young. When her father was tragically murdered, Bristol City provided a refuge for her. Despite such a traumatic event, she kept turning up to her studies every day.

Clarice says: "I just would not have lasted anywhere else. This is not like school, where learning never interested me and I didn't like going to lessons. Here I have the support around me."

Support and personalised learning from lecturers, who also double up as youth workers, councillors and positive role models give young people a chance.



CLARICE



## ANDREW'S STORY

How Millwall helped Andrew become a successful businessman.

'Get started with Millwall' supports young people and adults starting their own business. The programme provides support with training, funding and mentoring covering everything from business planning and marketing through to sales, budgeting and tax.

Andrew Burnett is one budding businessman who has benefited from the programme, helping him launch a Fit 4 Life gym in Millwall.

"Without Millwall's support and the guidance from my assigned mentor John, there is no way that I would be able to manage a gym like I can today," Andrew explains. "My dream now is for the gym to be a part of the community and to keep young people off the streets and encourage them into positive activities."

## NATALIE'S STORY

With a criminal record, Natalie struggled to find employment but the Match Fit programme landed her a full-time role.

The Match Fit programme offers support for people over the age of 25 that are struggling to find work. The programme helps people overcome a range of barriers to employment, such as mental health, being a single parent, social isolation, lack of confidence and physical disabilities.

After moving to Blackpool five years ago from Scotland with her son, Natalie struggled to find employment due to her criminal record. After completing the Match Fit programme and passing her Maths and English exams, Natalie landed a full-time role as a cleaner.

"This was the best thing I ever did," she says. "I now have a full-time role and can actually go on holidays with my son. It helped build my confidence and find the courage to push myself."

Three months later, she is excelling in her role and credits the programme for the many benefits it has given her, including helping her to develop her self-confidence.

# PARTICIPATION & COMMUNITY ENGAGEMENT

We use the power of football to create engaged, connected and more resilient communities; encourage participation in civic society and ensure activity is inclusive for all.

## MAREK'S STORY

From a life of crime and drugs, to helping others.

Marek endured a turbulent past through substance addiction and life in and out of prison.

In 2016, he realised something had to change and joined Derby County Community Trust's Active Choices Programme which focuses on healthy lifestyle and behavioural change.

"I knew I had to make a change. I got in touch with Derby County Community Trust through my rehab programme and they helped me fill my days with football activities and positivity," Marek explains. "It gave me something to look forward to. Life's a lot better now. Where I've come from to where I am now - it's a dramatic change."

With the help and support of the club, he found full-time employment and completed a Sports Leadership qualification. Marek is now working with the team delivering the Active Choices Programme helping those who were in a similar position to him.

## YONAS' STORY

After escaping persecution in his home country, Yonas arrived in Middlesbrough with nothing – no family, no friends, just the clothes on his back.

'Club Together' is a programme with Middlesbrough FC Foundation aimed at supporting refugees and asylum seekers. The group comprises men who have sought asylum due to severe risks to their safety in their home countries.

Yonas (pictured below) is a 28-year-old refugee from Eritrea, East Africa. In his home country, Yonas was a PE teacher but one evening was forced to work for the army, supporting the government. Yonas fought against this because it didn't align with his beliefs, and for this, he was tortured which resulted in him fleeing the country. He arrived in Middlesbrough in 2016 with nothing. Three days later he joined Club Together.

Over the course of the last two years, Yonas has become a key member of the group, due to his popularity, passion and love for football. He has since become a volunteer for MFC Foundation, is due to complete his FA Level One and has started a degree at Teesside University in Sports Therapy. Yonas has also taken on a mentoring role with new participants who join the programme to support their first steps and to assist Foundation staff by providing interpreting skills.

## AVA'S STORY

Ava Welsh, 17, from Wigan was selected to be a 'Safe Teen' Ambassador helping young people at The Liberty Centre, a local domestic abuse charity.

Ava volunteered to support The Liberty Centre during her time on NCS (National Citizen Service) with Wigan Athletic Community Trust.

The Liberty Centre is a local charity in Ormskirk that provides a wealth of services for all victims of domestic violence and abuse. During NCS, Ava and her group met with the manager of The Liberty Centre and rejuvenated their garden so that children could enjoy this area and bring colour to what was a run-down space.

Stacey Hives, The Liberty Centre adds: "She is an inspirational young person and has really helped us shape the programmes ensuring the views of young people are captured within the project."





# EFL Clubs provide over 400 jobs in Kickstart scheme milestone

The EFL Trust has now engaged over 400 young people in paid work via the government's Kickstart Scheme...and it's just the start.

After the challenges of the last 18 months, young people between the ages of 16 and 24 have found employment at EFL Clubs and their Club Community Organisations up and down the country.

The jobs provided under the Kickstart scheme are varied and offer opportunities for those involved to gain a first step on the employment ladder. Across the network, roles include Media & Communications Assistants, Graphic Designers, Football & Education Administrators, as well as Sports Coach Assistants all of which are currently occupied by those involved.

Across the UK, the Kickstart Scheme has now created more than 180,000 approved jobs, with over 69,000 starts between 4,000 employers.

"Via the EFL network, we are providing more than 1,300 Kickstart placements to young unemployed people at 65 EFL Clubs across the country as part of our commitment to supporting young people into employment – one of the groups hit hardest by unemployment during the pandemic," said Mike Evans, CEO of the EFL Trust.

A great example of success in a Kickstart role is Henry Whitaker, who is now working permanently at Harrogate Town AFC. Henry said,

"I've wanted to be involved with sports media since I was about 13-years-old and always liked the idea of working for a Football Club. I was very lucky to get the opportunity with Harrogate who have been on the up."

Henry, despite finishing university with First Class Honours, like many graduates in the sports media industry found opportunities hard to come by – especially during the pandemic.



"I had been volunteering with Harrogate Town during the 2019/20 season on match days doing social content, which had put me in position to move into a paid role with the club if things went my way..."

"When the club won promotion last August, they said there'd be a lot more that needed doing and they needed a new role – someone to support the Media Manager via the Kickstart scheme."

"My technical skills have developed by doing more and different things and I feel like I've grown quite a bit as a person since joining the Club – having to take a lot more responsibility."

Henry has now been offered a full-time role with Harrogate Town working with both the community organisation and the first team squad.

Minister for Employment, Mims Davies MP said:

"This is a fantastic milestone and importantly, each and every single one of these jobs is a potentially life-changing, vital opportunity for the new recruits – giving them the key skills, experience and confidence needed to thrive in work."



# CELEBRATING 10 YEARS OF THE NCS

This Summer marked 10 years since the EFL Trust first partnered with NCS (National Citizen Service). This programme delivers life-changing experiences to young people, aged 15-17, across the country, building confidence, encouraging social mixing and raising self esteem.

In the summer of 2011 the EFL Trust, with only eight Delivery Partners at the time, engaged 560 young people on one of the first ever NCS programmes. Now in 2021, the programme is delivered by 64 partners and has engaged more than 65,000 young people. They have volunteered over 1.9 million hours in their local communities, 53 of which are directly linked to Football Clubs.

Young people have worked tirelessly to tackle loneliness and discrimination, rejuvenate public spaces and raise awareness of mental health and environmental issues. They have taken on challenges, transformed green spaces and walked thousands of miles to raise over £1.5 million for causes they are passionate about.

The EFL Trust and its network are proud to have had over 2,000 young people on their local youth boards continuing their journey on NCS and getting their voices heard in their communities.

We have an incredible network that has supported thousands of young people who have overcome their fears, increased their confidence and have even volunteered for the first time. We look forward to the next 10 years of supporting young people, their communities and the future of this country through NCS.

A recent impact study conducted by NCS Trust, showed that 70% of participants felt more confident about getting a job in the future and 78% of participants felt more positive about people from different backgrounds to themselves after attending NCS. For every £1 spent, NCS gave back £3.49 of benefits to society.

Mark Gifford, CEO at NCS Trust, comments on the impact EFL Trust and the network has had on NCS:



“We are delighted to be celebrating our 10th year of working with the EFL Trust. Over the last decade, the EFL Trust network has had a significant impact on the lives of many young people across the country, reaching over 65,000 teens and getting them involved in social action projects and volunteering. The EFL Trust continues to play an integral role in helping to empower young people.”

# 'HER GAME TOO'

## TACKLING SEXISM WITHIN FOOTBALL

When Bristol Rovers fans Lucy Ford and Caz May began speaking to other female football fans, they quickly realised the abuse they had experienced both online and in person, for simply being women who like football, was a much more widespread issue.

With 10 other female football supporters, the duo decided to launch 'Her Game Too' to combat sexism within the sport.

The campaign aims to foster a positive, inclusive environment in football, while raising awareness and educating others about the abuse women who follow football regularly face.

Now, a little over three months after launching their first video, the Her Game Too message is being backed by clubs such as Swansea City, Exeter City, Tranmere Rovers, Newport County, Yeovil Town and Grimsby Town, as well as May and Ford's own team Bristol Rovers.

Already they have seen their slogan plastered over advertising boarding at grounds on match day, inside programmes, and on the front of Bristol Rovers women's new away kit.

"I think a lot of female fans didn't feel like they were perhaps able to speak up about it, maybe a bit more shy or felt they didn't want to speak up because they might get loads of people saying it's not true, or saying comments that are really unfair to them," Ford explains.

"But it wasn't until our campaign actually came to fruition and we did our survey that it highlighted the real problems."

The Her Game Too survey of almost 400 female fans this August returned some shocking stories. Many reported incidents of having their knowledge of football and reasons for watching the sport questioned, while many others told of being harassed and intimidated.

"Prior to the campaign I was aware that there were issues around abuse of females within the game but we weren't aware of the scale of what was happening," said Adam Tutton, Chief Executive of Bristol Rovers Community Trust.

"When the girls brought that to our attention I think all of us at the Community Trust and at the Football Club were really, really shocked and felt we needed to do all we could to support them."

Bristol Rovers were one of the first clubs to partner with the campaign, and the idea to include Her Game Too on the Gas Girls' away kit, they say, was an easy decision.

"Inclusion and making everyone welcome are two key areas for the trust," Tutton says. "Last year the team, created by the Trust in 2019, wore a special edition away kit in partnership with Bristol Pride."

"It's an honour, to be honest," says Rovers defender Alva Lang of the new kit. "It is something that we all stand for and it is something that we do want to support, and so to be a massive part of the campaign means a lot to all of us."

"I think pretty much everyone that I know that plays football has had some kind of experience of sexism within the sport, which is really sad, both as a supporter but also as a participant. So



it definitely is something we do need to talk about and address."

"It's about inspiring the next generation of female football fans, female footballers," Ford says. "And just saying that, you know, you should be allowed to be a female football fan, a female footballer, without being told that you shouldn't because you're a female."





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