



# impact report 2020

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# trustees

**F**leetwood Town Community Trust is governed by a Board of Trustees which offers support and advice on progressing the work of the charity, and has a responsibility for our strategy, direction, and impact. Since the inception of the charity in 2012, the Board of Trustees has grown from strength to strength in both numbers and experience, and our Trustees represent various sectors within the community including education, sport, health, business, and commerce.

Endorsed by our Chair of Trustees, Peter Murphy, and Fleetwood Town Chief Executive, Steve Curwood, the intrinsic link between the football club and the charity ensures that there is a clear and constant line of communication between the two organisations, and that maximum impact is achieved.



**Jeremy Quartermain**  
Safeguarding Lead



**Hugh McCaw**  
Deputy Chair & Equality Lead



**Karen Boylan**  
Health Lead



**Bobby Wilson**  
Financial Lead



**Martin Shipway**  
Legal Lead



**Paula Davies**  
Marketing & Communications



**Steve Curwood**  
Trustee/CEO Fleetwood Town FC



**Carol Ross**  
Trustee



**MATT HILTON**  
CHIEF EXECUTIVE

**Well it's safe to say our 2019/20 Impact Report looks a little different than anything we have done previously.**

The year started brilliantly, and you will see throughout the Impact Report for the first six months of our

**fully expected to be reporting that 2020 was our best year but the Coronavirus! The virus has caused a worldwide pandemic that is the worst seen in a hundred years!**

Tragedy and disruption have been felt in every corner of the globe and we as a Trust have not missed out. My condolences to everyone who has maybe lost a loved one, lost their job or have been adversely affected.

The Trust has had to look at how we deliver what were some of our core services. How can you teach P.E. to children when the schools are closed? How can we help the elderly groups when you are in lockdown? How can we teach our BTEC and USW students? With difficulty all round! Who would have thought 'Zoom meetings' would so quickly make its way into the lexicon of common sayings?

delivery year we were continuing to overachieve in all areas. Our fantastic staff were making a difference within our communities with lots of positive energy going into developing our Education, Employability and Health & Wellbeing programmes, something that especially now, is going to benefit us for the long term.

I am always proud of being involved in Fleetwood Town Community Trust but from March onwards I have never felt prouder. The Pandemic has caused so much distress, upset and pain to so many people across our communities but the way the Trust has responded from day one has genuinely made a huge difference to lives across Wyre.

The Board of Trustees, led by Pete Murphy, have completely embedded Fleetwood Town into the community response when our communities really needed us. I hope this Impact Report gives a snapshot of the unbelievable response of so many of our staff, volunteers, and partner organisations.

We have adapted though, staff have been furloughed, flexi furloughed, and all have proved flexible in how we deliver and for that I am truly grateful. We have concentrated more on health & well-being issues and how the best we can help our community through this awful illness.

We are succeeding and hopefully there will be positive recognition of the part we have played in coming out of the other side in a better place and getting back to a 'new normal'. An upbeat note to finish, the club chef, Kane and our staff prepared and packaged 550 Christmas for residents who otherwise would have missed out on a hot meal. It was humbling to see how well received they were.

It has been a strange year for the football club, no fans at matches, no bars or hospitality. We at the Trust are very proud to have been the outward face of the club and hopefully shown that we are an integral part of our local community.

This whole period has enabled us to re-evaluate our mission, values and strategic direction which has allowed us to focus on our purpose which is to serve the communities of Wyre and the surrounding areas.

We are always there for our community but more importantly for me we are now there for our communities that need us most. Moving forwards, we will ensure we make a difference. Whether that is to individuals, groups, or the community. As much as the last 16 months have been difficult for us all, I am optimistic that the future can be bright for both Fleetwood Town and the community. Our wonderful staff and volunteers will work harder than ever in being inspiring, being engaging and being educating every time they proudly pull on the Fleetwood Town Community Trust uniform.

Thanks to everyone over the last 12 months who has trusted us, supported us, funded us, and believed in us. We are only able to do what we do with our community's support!



**PETER MURPHY**  
CHAIR OF TRUSTEES

We remain in a strong position to face the many challenges of the future thanks to the diligence of Chief Executive, Matt Hilton and his superb staff.

Onwards and upwards!

# about us

**F**leetwood 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.

We have enjoyed unprecedented growth in all areas and in the last 12 months, delivering around 30 programmes to over 13,000 local people, working across four key themed areas: sports participation, education, health and well-being, and social inclusion.

Football, 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. We are committed to ensuring that we respond to local needs, whilst working strategically in line with social, 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, unemployment, and attainment.

Through vital 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, and these relationships enable us to engage with under-represented and hard to reach groups.

## our vision

Our vision is clear and ambitious: Stronger, healthier, more active communities

## our mission

Our mission is 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.

# highlights pre-covid

## Community Trust delivers life-saving blood pressure checks

In partnership with British Heart Foundation and Lancashire County Council, the Trust delivers hundreds of blood pressure checks in the hope of creating a healthier local community. The initiative will see Community Trust staff carry out a total of 500 blood pressure checks in the local areas across two years. The first step of the project saw over 30 members of staff from local firm, Commercial Power, visit Poolfoot Farm to have their blood pressure taken have any health concerns highlighted.



## BTEC students spend two weeks in Spain through ERASMUS programme

Community Sports College students spent two-weeks in Alicante on an educational programme organised through EU Erasmus Plus. They took part in daily training and education sessions, provided by Erasmus, where they developed their skills, techniques and tactics in a different climate and learnt about coaching and officiating in different sports. They also spent time learning about the different culture, cuisine and local history, and played in two fixtures against under 19s Segunda Division 2 academy teams.



## The Fleetwood community unite to support International Men's Day

Fleetwood's first ever International Men's Day event saw hundreds gather to tackle the stigma of men's mental health. Organised by the Trust and local resident Stuart MacRae, the event showcased the range of services on offer in the area and encouraged discussions around the challenges men face. The event was sponsored by Men's Shed, who offer peer support and a safe environment in which experiences can be shared, and there were representatives from local charities and community groups to offer advice and support.



## Helping young offenders get back on track

The Community Trust was awarded funding through Lancashire County Council to assist young offenders in Wyre. Cases of anti-social behaviour in Fleetwood doubled between February and October 2019, so the project targets referred young people that have been in trouble with the law and aims to educate each individual. The Trust works alongside Wyre Youth Offenders Team, the Police, Addaction and Children & Family Well-being Service to deliver the six-week programme at Poolfoot Farm with key weekly themes, including knife crime and alcohol and drug awareness.



## Community Trust throws huge Christmas dinner for local charity

The Trust gave a festive gift to local charity, The Mustard Seed Group, when they invited 100 service users and volunteers to Highbury Stadium for a delicious Christmas dinner. The club's suppliers donated all of the food, and the meal was prepared and served by Community Trust employees with a little help from the club's chefs, who all pulled together to spread some Christmas cheer for local people that are homeless or live in isolation.



## Town trio attend Children's Mental Health workshop at Highbury

Three Fleetwood Town players attended the Community Trust's Children World Mental workshop at Highbury Stadium to share their stories and give advice to the pupils.

Lewie Coyle, Paddy Madden and Wes Burns made a surprise visit to the workshop on Thursday afternoon, where three locals primary schools were in attendance – Flakefleet, Chaucer and St Wulstan's.

The Trust had invited the three schools down for the day to take part in a number of mental health related activities such as a poster awareness campaign, a yoga and mindfulness programme and a resilience, self-esteem and bravery lesson.

This was done in partnership with the Premier League Primary Stars programme and the Place2Be charity – who do what they can to improve children's mental health.

After all activities were completed, it was time for a question and answer session with the Fleetwood Town players. Students were encouraged to ask health related questions to the panel, with each individual giving honest and open answers to the hundreds of pupils.

## Fleetwood Town Community Trust become BES' official CSR partner

BES Utilities shows dedication to enriching the lives of individuals within the local area as Fleetwood Town Community Trust become their official Corporate Social Responsibility Partner.

As one of the largest employers on the Fylde coast and with most of their staff from the area, BES wanted to give something back and make a direct difference to the local community.

To kickstart the partnership, BES are investing in a brand-new minibus for the Trust, which will provide programme participants access to community groups and events across Wyre and Fylde, and the sponsorship will also support their ongoing programmes.

Andy Pilley, Owner and Director of BES, said: "On behalf of everyone at BES Utilities I'm delighted to announce that the FTFC Community Trust has been selected as our official CSR partner.

"Having lived on the Fylde coast all of my life, I'm proud to be able to be able to support the Community Trust, which makes an enormous difference to the education, health and well-being of local people across the Blackpool, Fylde and Wyre region.



Ash Moreau, The Trust's Primary & Secondary School Education Manager, delivered programme on the and said: "It was fantastic to see all three schools come down and take part in our event at Highbury Stadium.

"The children will hopefully go away from the day and think about ways in which they can help others as well as themselves. I would like to thank all the teachers from the schools, and those from the Community Trust for making this day happen."

Cod Army forward, Paddy Madden added: "It's important that people talk about mental health. It's such a huge topic at the moment and it was great to see the Community Trust and local schools working together."

The Trust would like to thank Flakefleet, Chaucer and St Wulstan's for attending the workshop at Highbury Stadium.



"We're really excited to begin working with them on a range of initiatives and can't wait to get the partnership up and running."

Matt Hilton, Chief Executive of the Community Trust, said: "It's such an honour for the Trust to have been chosen as BES' official CSR partner. I feel that this is real recognition of all our hard work and dedication to helping individuals within Fleetwood and the surrounding areas. "Making a difference within our local communities is at the forefront of what we do, and the generous sponsorship from BES will enable us to increase our offering and engage more individuals through our multitude of programmes."

"The Trust has expanded at a phenomenal rate and our programmes have raised attainment in schools, developed employment pathways, helped people get healthier and stay more active, built stronger and safer communities and ultimately made a difference to a record number of people.

"This exciting new partnership with BES will enable the Trust to deliver bigger projects that have a wider reach and impact across Wyre and the surrounding area."



# response to covid

## Fleetwood Town provide support to local residents at a time of crisis

Fleetwood Town Community Trust has joined forces with the Football Club to provide vulnerable people across the community with essential supplies and a hot meal, straight to their door.

When Father John Hall, vicar of the parish of St David's and St Peter's and the force behind the newly formed Fleetwood Together, contacted the Community Trust and described the levels of need across the town, the Trust immediately put together a plan of action.

Fleetwood Together is a group comprising smaller groups and charities in the area, all with the same goal, which is supporting vulnerable families and people isolated and in need within Fleetwood during these particularly troubling times.

The Community Trust decided that hot meals were essential, so they enlisted the help of the club, who kindly offered to cook the meals in the kitchens at Highbury Stadium, before staff members from the Trust and volunteers from the town delivered them to isolated families who were highlighted by Father John.

In addition, Fleetwood Town also donated an abundance of tinned foods, drinks and fruit which were distributed along with the hot meals.



## Inspiring teen volunteers his time to help vulnerable Fleetwood residents

Helping those in need was at the top of Lewis' priority list when the UK went into lockdown earlier this year, and Fleetwood Town Community Trust provided him with the perfect opportunity.

At the start of lockdown, Lewis Richmond, aged 14, approached the Community Trust as he wanted to volunteer his time and do something worthwhile while he was unable to attend school.

Fleetwood Together, made up of representatives including the Community Trust, worked together to co-ordinate the town's response to the pandemic, and established the Fleetwood Food Bank soon after the country went into lockdown, and this is where Lewis started his volunteering journey.

This experience spurred Baines student Lewis on to volunteer more of his time, so he spent a further three weeks with the Community Trust, helping young people transition back into normality.

He assisted with the sports camps at Carleton Green Community Primary School, supporting children from across the area aged between five and 11 as they tried new sports and activities.



## Jack Hamer awarded LFE's Learner of the Term award

Fleetwood Town Community Sports College student Jack Hamer has been awarded the LFE's Learner of the Term award for his work and effort inside and outside the classroom.

LFE's Learner of the Term celebrates the efforts of students who have made excellent academic progress and a positive contribution at their club, with the winner earning a certificate and £200 Amazon voucher.

Jack has made great progress, not only in this term, but throughout the year. Despite facing significant adversity, he has been a high achiever in the classroom and starred as a member of the student council.

In addition, he has secured a conditional University offer and already gained two work experience placements under his belt, from which he received excellent feedback from his line managers.

Laura Went, Senior Lecturer at the Sports College said: "Jack is an integral member of the college and mentors the first years with student life on and off the pitch. He is also an essential member of the student council and takes a key leadership role within this to assist the promotion of welfare and enjoyment to all students on our course.

"Unfortunately, Jack lost his mum on Christmas Day 2019, which was a great loss to his family. He also lost his dad a few years ago and is now currently residing with his sister. Jack has shown great motivation, hard work and resilience during the past term since the devastating news and has done incredibly well with his studies."



### Liam celebrates volunteering milestone

Having lived in Fleetwood his whole life, Liam Wilkinson was inspired to help members of his community who were affected by the pandemic, accomplishing 500 hours of volunteering in the process.

Former Cardinal Allen high school student, Liam, has played a large part in committing his time to helping others in Fleetwood and surrounding areas since England went into lockdown in March.

Fleetwood Together, which is made up of representatives from local groups working together to co-ordinate the town's response to coronavirus, established the Fleetwood Food Bank soon after the country went into lockdown. Volunteers were in short supply, but thankfully many organisations and businesses were able to help with donations, ranging from food to facilities.

Since the campaign launched in March at The Marine Hall in Fleetwood, 17 year-old Liam has been a significant figure in gathering food donations and has recently taken on further responsibilities planning the logistical routes for the delivery drivers.

He has now passed an extremely impressive milestone in completing over 500 voluntary hours since March 2020, and is continuing to support vulnerable people in Fleetwood throughout the summer holidays before returning to college.

Liam also regularly attend West View Community Association through their youth provision and has previously been involved in the Duke of Edinburgh award delivered between West View and Fleetwood Town Community Trust.



### Community Trust renovates neglected land for residents to enjoy

The Community Trust has redeveloped a derelict patch of land into a beautiful community garden, giving residents a space to relax and reflect.

A group of young people taking part in the NCS Keep Doing Good programme, which is run by the Trust, were tasked with planning and delivering a social action project to make a direct difference to the local community.

The group felt passionate about mental health and believed that it was becoming a greater problem across Fleetwood, not only to teenagers but to people of all ages, so they decided they wanted to create a space that could be used by all, providing somewhere to reflect, where people could take time out of their day.

Following this, NCS Manager John Hartley approached Regenda Group to see whether they had any land available for redevelopment, and they did, just next to Fleetwood Fire Station.

Cllr. Paul Galley, Fleetwood Town FC and the Community Trust have developed a great relationship over previous years supporting each other through various projects. When John approached Paul to ask about possible donations of plants and flowers, he was only too happy to help, and the brightly coloured flowers donated by East Pines Park have brought the flowerbed to life.



### NCS participants are making a difference within their communities

Fleetwood Town Community Trust is supporting young people making a difference in their community through the National Citizen Service Moving Forward initiative this autumn.

The Trust has already worked with over 50 students on the Fylde Coast, delivering life skills sessions such as careers guidance, enterprise challenges and much more. We will be working with local colleges and Further Education providers to give young people the opportunity to meet new people, learn new skills and actively benefit their community. The programme is beginning to evolve to a digital platform so we can support young people through localized restrictions.

Fleetwood Town Community Trust's NCS programme, Keep Doing Good, was hugely successful in the summer with the aim of supporting the local community following national lockdown restrictions following the COVID 19 pandemic. This saw young people aged 16 and 17 years old volunteer their time to help resolve social issues in Fleetwood, and specifically targeted mental health campaigns aimed to raise awareness and funds for Lancashire Mind. The group created bracelets which were then sold at Affinity Lancashire in Fleetwood for donations towards their chosen charity.



## Community Trust launches project to tackle social isolation and loneliness

Social isolation and loneliness are increasingly affecting us both personally and in our communities. These issues can cause poor health and mental wellbeing and ultimately shorten lives, costing our health and social care £millions.

With changing family and community structures and an ageing population, increasing numbers of people, especially older adults, are becoming socially isolated or lonely. Social isolation has been shown to reduce life expectancy, and loneliness to impact more on health and wellbeing, for example, leading to greater risk of developing depression, dementia or physical conditions such as high blood pressure.

Fleetwood Town Community Trust have launched a project to tackle social isolation working alongside a number of our partners to provide a service to help those that are facing loneliness at this time. By arranging socially distanced visits, inter-generational contacts, online conversations and activities and any other means to engage those that are alone.



## The Community Trust brings Fleetwood Together at Christmas

Fleetwood Town Community Trust staff and volunteers have worked hard to spread Christmas cheer across Wyre, after providing over 550 residents with a delicious Christmas dinner, purchasing gifts for disadvantaged children, and creating a befriending service to tackle social isolation.

The Community Trust has been working with Fleetwood Together, which comprises groups and charities within the area, all with the same goal of supporting vulnerable families and people isolated and in need within Fleetwood during these particularly troubling times.

All of the food for the Christmas dinners was prepared by chefs from Fleetwood Town Football Club before Community Trust staff and volunteers packaged it up. Fleetwood Together then distributed the meals across Fleetwood and surrounding areas, along with residents' food bank deliveries, just in time for Christmas.

The Community Trust along with their official Corporate Social Responsibility partner, BES Utilities, also raised over £2,000 to purchase gifts for disadvantaged children across the town, as part of Fleetwood Together's Christmas campaign.

Social isolation and loneliness are pressing and difficult public health issues increasingly affecting us both individually and as communities. With an ageing population in Wyre, and changing structure of families and communities, an increasing number of older people are becoming socially isolated and lonely.

Even before the Coronavirus outbreak, one in five of us already said we often or always felt lonely, so the Community Trust decided to do something to help tackle social isolation and loneliness across the area, by setting up a befriending service.

Volunteers from the Community Trust and BES Utilities have been contacting vulnerable residents, and engaging with them through phone calls, video calls and quizzes.

## Fleetwood Together Foodbank

Working to support Fleetwood Together Foodbank, our staff assisted in their effort to provide vital food supplies to those most in need and affected by the lockdown and pandemic, including donating £7,000, packing on average 130 food parcels each day throughout lockdown.

In addition, the Trust joined forces with the Football Club to provide vulnerable people across the community with essential supplies and a hot meal, straight to their door.

When Father John Hall, vicar of the parish of St David's and St Peter's and the force behind the newly formed Fleetwood Together, contacted the Community Trust and described the levels of need across the town, the Trust immediately put together a plan of action.

Fleetwood Together is a group comprising smaller groups and charities in the area, all with the same goal, which is supporting vulnerable families and people isolated and in need within Fleetwood during these troubling times.

The Community Trust decided that hot meals were essential, so they enlisted the help of the club, who kindly offered to cook the meals in the kitchens at Highbury Stadium, before staff members from the Trust and volunteers from the town delivered them to isolated families who were highlighted by Father John.



Danny Andrew has been awarded this year's PFA Community Champion for his fantastic contribution to Fleetwood Town's Community Trust.

Despite restrictions due to Covid-19, the defender has been a regular for Community events this year and has been rewarded for his service.

Speaking about the award, Andrew said: "I'm absolutely delighted, it's nice to wrestle it away from Alex Cairns for once!

"On a serious note, the Community Trust at Fleetwood Town plays a huge part in the town and we as players are more than happy to help as much as we can. Hopefully, we'll be able to much more when things get back to normal.

"Personally, the Community Trust visits are something I really look forward to, so to be handed this award is an honour."



## responding to covid stats

The Trust turnover in 2019-20

**£912,000**

**1,100** hours of free community sport sessions

In just seven years, the Trust has now raised over

**£3.3m**

to develop and deliver a varied repertoire of projects and programmes

CT staff supported local businesses and schools to complete over **2000 COVID-19 lateral flow tests**

Provided over

**550** meals to the vulnerable and isolated at Christmas

## finalists

at the Wyre Business and Lancashire Red Rose Business Awards 2020

in 2019-20 we delivered **27** projects to over

**13,000** local people

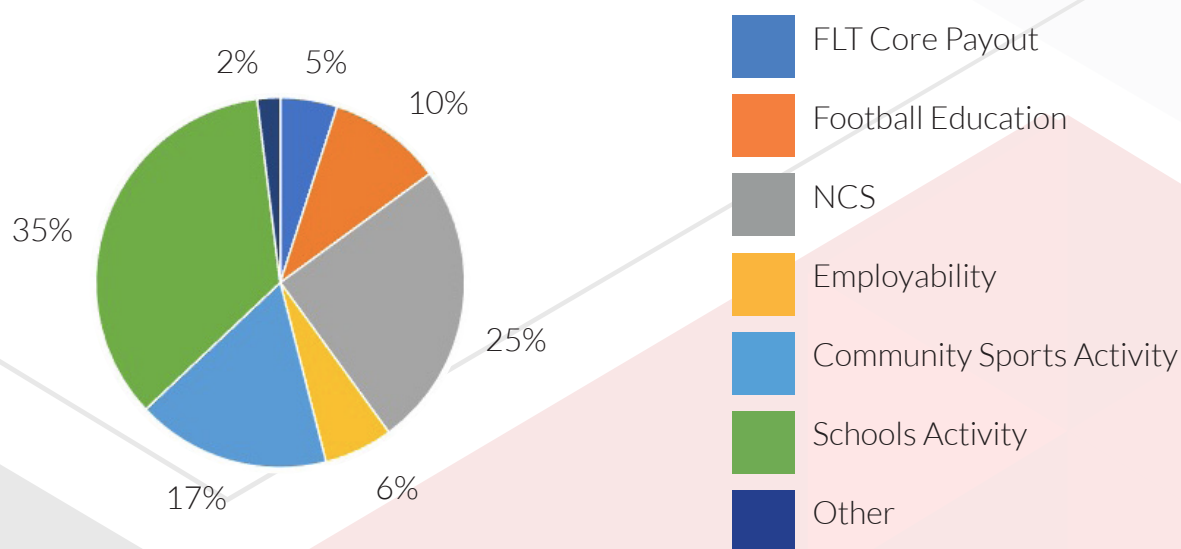
Rated as **good**

by the PLCF & EFLT across 14 areas of management and governance

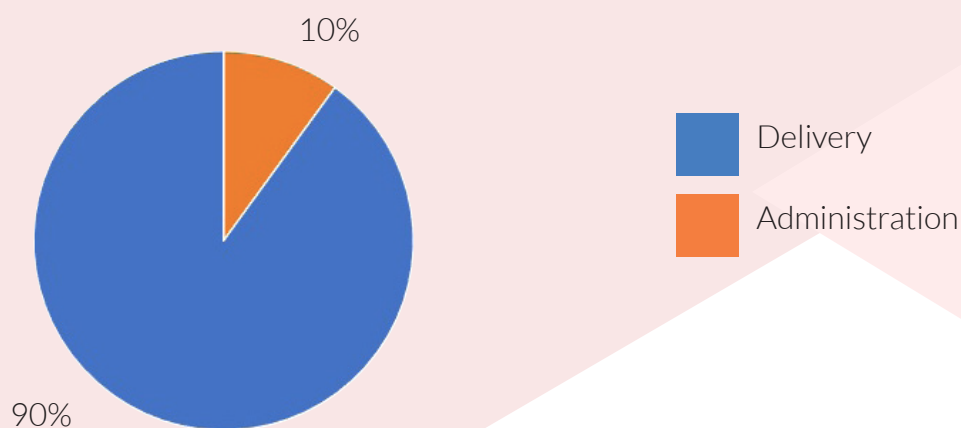
NCS – Autumn 2020 finished **2nd Nationally** (out of 64 DP's) for completed places against contract.

# financial summary

## INCOME 2019/20



## EXPENDITURE 2019/20



### Financial History

	Income	Expenditure	Surplus
2019/20	£912,789	£753,308	£117,146
2018/19	£760,015	£735,308	£24,707
2017/18	£687,009	£679,896	£7,113
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
2019/20	£ 429,725
2018/19	£339,999
2017/18	£287,406
2016/17	£315,501
2015/16	£174,709
2014/15	£178,379

### Restricted Funds

2019/20	£ 483,064
2018/19	£420,016
2017/18	£399,603
2016/17	£247,117
2015/16	£199,755
2014/15	£60,381

# looking into the future...

As you can see through the pages of this report the work of the Community Trust has had to adapt very quickly to ever changing circumstances. We have had to be very agile and change our programmes responding to the needs in our community.

Covid-19 has impacted everyone's lives and we must recognise that we shall have to continue to adapt and change for many months ahead. I would like to take this opportunity to thank all the team who work and volunteer at the community trust; all the trustees who have worked hard to keep the charity on track join these difficult days, and all our supporters and sponsors who have continued to stick with us through this last year. The pandemic has had a massive financial impact on the charity and we shall need to build back stronger over the coming years.

Looking to the future, we have outlined the following principles: Response, Recalibrate, Resetting, Re-connecting, Recovery.

## **response:**

You have read in this report the response to Covid-19 and the impact upon the people of Fleetwood and surrounding areas. We have had to work in new creative and imaginative ways. We recognise that this response phase is not over and the trust will need to continue to be flexible in each approach to changing needs, yet unknown, and the change in dynamics as we begin moving into a new normal in the wider community.

## **recalibrate:**

The work we have carried out in partnership in the community has been an essential element of our work during this period. We are fully committed to looking at new partnerships, co-design and developing key alliances in order to support the wider solutions required to sustain the needs of the community.

## **resetting:**

It is widely recognised that we should not return to some of the ways in which society operated prior to Covid-19. As such we are committed to long-term change in the way we work, including evaluating our environmental impact on the work/life balance of our team. Staff now have the ability to work remotely and flexibly, minimising unnecessary journeys and limiting our impact on the environment.

## **re-connecting:**

The trust will look to develop adaptive activity that allows for physical distancing and social connectivity. We shall focus even more on the 'levelling up' of the most disadvantaged in our community, in particular within the areas of physical and mental health and well-being and employability through being an organisation taking part in the kickstart scheme.

## **recovery:**

As we all move forward together and begin to build back, we shall play our part in all that is outlined above to help the people of Wyre recover well. We talk about helping people realise their potential, as we come through successive lockdowns, we want to be there to support people to move forward positively in their lives. This will take resources and I want to encourage you to think about how you might be able to support and help us as a charity build back stronger and have what is needed support to support this invaluable work that has become more vital than ever before.

Onward Together!

Matt Hilton  
Chief Executive

**Fleetwood Town Community Trust**


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# A big thank you!

## TO OUR CURRENT PROJECT PARTNERS





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