

IMPACT REPORT

2021-22

Working together to
create stronger, healthier,
more active communities



CONTENTS

The Trustees	03
Social Impact	05
Key Strategy	07
Organogram	09
Covid Response	11
Community Cohesion	13
Education Primary Schools	17
Education Sports College Btec	19
Health & Wellbeing	21
Finances	23
Community & Education Hub	25





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Legal Lead



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Safeguarding Lead



Bobby Wilson
Financial Lead

THE TRUSTEES



INTRODUCTION

From **Pete Murphy** - Chair of Trustees

2021 and 2022 have been two challenging, yet exciting, years for Fleetwood Town Community Trust. The aftermath from Covid-19 was obvious to see across all of our project work, yet due to the implications of the pandemic our help was needed more than ever. In some respects, the time has hindered progress against our ambitious strategy, but in other ways we have been enabled to be more impactful than ever before.



I am proud of how the team adapted to deliver a humanitarian offer, whilst attempting to continue provision as much as feasibly possible. We are in the strongest financial position since our founding and have the widest breadth of an offer. As a board, some of the statistics and case studies that we hear about (and that are shared within this brochure) are incredible, and it continues to surprise me just how impactful and the scale of our reach.

In early 2021 our Covid-19 support work was still in full swing but we were looking to move towards more focussed support framework. We stepped in to assist Primary and Secondary Schools in a delivery service of free school meals to eligible families within their homes, whilst joining forces with the Football Club to act on any socially isolated residents by providing essential supplies and hot meals door-to-door. The digital engagement with fans heavily increased through interactive physical activities delivered over live video links. Volunteers came together collectively contributing to over 500 hours assisting Fleetwood Together foodbank, preparing and delivering hundreds of food parcels each day in Wyre. The humanitarian works continued all the way to Christmas 2022 where we delivered approximately 500 food parcels to local people in need.

The Trust has an incredible group of passionate and dedicated staff who want to make a tangible difference to the local people they serve. The scale of the team and the skill sets within it have continued to grow along with the organisation itself. In Summer 2022, after over ten-years leading the organisation, Matthew Hilton left his post, and we wish him all the best in his future endeavours. Matt played a crucial role in founding the Community Trust as an official charity and helping its growth during his tenure - with the secondary impacts of doing so being felt for years to come. Towards the end of 2022 we welcomed a new Chief Executive, David Dunwell, who joined the organisation for a period following a long tenure at Blackburn Rovers Community Trust. A special mention also needs to also be made for John Hartley, who has successfully supported two stints leading the organisation and holds a pivotal role as Deputy Chief Executive as we move further into 2023.

As we move into 2023 we are extremely excited by our plans to bring a futuristic and state-of-the-art building to Poolfoot Farm Sports and Leisure Complex. Progress to get to our end goal has been positive and we have more details about the build can be found later in this Impact Report.

SOCIAL IMPACT



MP Cat Smith

"I would like to take this opportunity to pay tribute to the remarkable impact that Fleetwood Town FC Community Trust has had on our local community, especially in the face of massive government cuts to the youth sector.

Despite this challenging backdrop, Fleetwood Town FC Community Trust continues to play a vital role in providing essential services to young people and the rest of our community, in-turn, boosting participation in sports at the grassroots level. Their commitment to providing accessible opportunities for young people and the wider community, to participate in sports and develop meaningful relationships and skills, is highly commendable and deeply appreciated. Through their efforts, Fleetwood Town FC Community Trust do not only keep our community engaged and active, but also contribute to the overall personal and social development for so many local people."



Mike Evans, CEO of EFL Trust

"Fleetwood Town Community Trust have been a valued member of the EFL Trust network since the promotion of the club into the English Football League in 2012.

As a national organisation, EFL Trust are reliant on quality local organisations with great local knowledge and the ability to engage people young and old to support its vision of Stronger, Healthier, More Active Communities. Fleetwood Town Community Trust are a great example of a charity that understands the needs of its community and can design and deliver high quality initiatives to enhance educational standards, employment prospects, mental and physical health and a wide range of other agendas."



EDUCATION & EMPLOYABILITY

Minimum Pass Mark in FE

100%

Achieved Employment, Education or Training

74%

Learners took part in our workshops

498



HEALTH

Gentle Exercise Sessions

150

Blood Pressure Health Checks Completed

141

Walking Football Participants

72

Total Weight Loss

38.7kg



INCLUSION

PL Kicks Sessions Delivered

540

Young People Engaged

674

Female Participants Engaged

156

Participants with a Disability

58

NCS Total YP Engaged

98

NCS Social Action Hours Completed

2940

Holiday Camps Total Attendees

387





KEY STRATEGY

In 2021 we provided a clear strategy for the upcoming three years, developing a clear vision and mission of how we were to achieve our overall aim of creating happier, healthier and inspired communities.

The strategy remains at the heart of our focus as we cohesively navigate positively impacting the lives of those in living in Fleetwood and the surrounding areas.

- 1 VISION**
 To create stronger, healthier more active communities.
- 2 MISSION**
 To inspire individuals and communities to improve their physical, social and mental wellbeing
- 3 PRIORITIES**
 Education & Employability, Community Cohesion, Health, Sport and Inclusion
- 4 PRINCIPLES**
 Principles – Visibility, Sustainability, Business Excellence and Measuring Impact
- 5 VALUES**
 Trust, Teamwork, Commitment, Inspiration and Inclusion



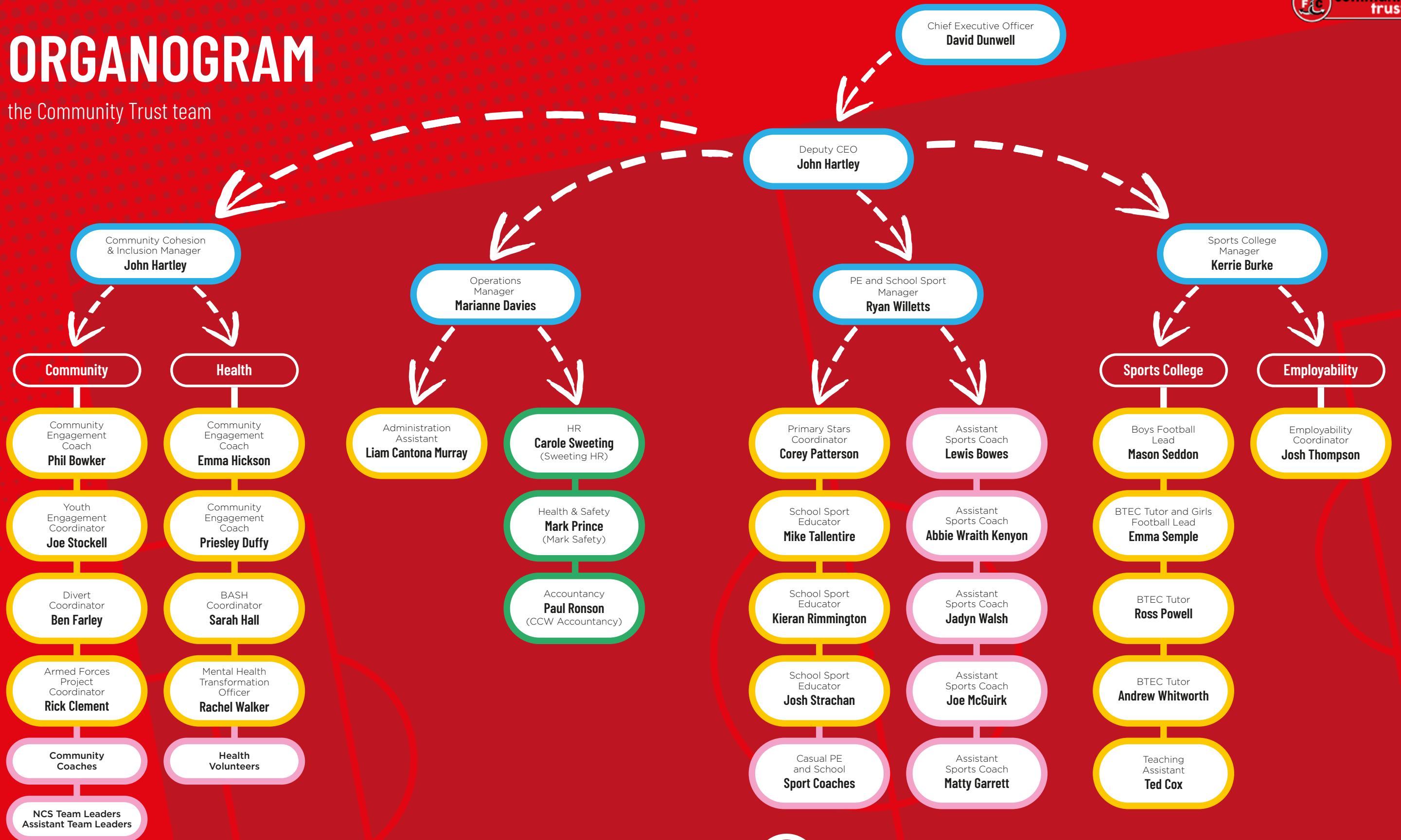
WHAT WE SAID

- We will continue to build the Post-16 Sports College programme: **52 students engaged** with Further Education and Higher Education course delivery, achieving
- We will engage with local employers to provide work-based learning: **3840 hours committed to mentoring and work-based learning** with local employers on the Fylde Coast.
- We will address the health and participation inequalities: Projects have specifically been designed to tackle health inequalities, with over **2,240 participant's** now accessing weekly wellbeing provisions delivered by the Trust.
- We will recognise the importance of inclusion and celebrate diversity: We have continued to present access into community based activity, promoting **specifically to women and girls, LGBTQ+, ethnically diverse groups and people with disabilities.**
- We will provide a breadth of safe, impactful and innovative programmes: **39 programmes tailor made to support local people in Education, Employability, Inclusion, Health and Sport.**
- We will create influential partnerships at local, regional and national level.



ORGANOGRAM

the Community Trust team



KEY

- Senior Management Team
- Project Officers & Front Line Team
- Zero-hours / Casual Support Staff
- External Support Services



COVID RESPONSE

How we helped our community

August 2020

As the Covid-19 crisis was easing and lockdowns over, we looked at not only the immediate affect it had but the long-lasting impact on our residents. **We knew we needed to be agile and quickly adapt our programmes in response to the needs of our community.**

Covid had impacted everyone's lives and the Trust and Trustees' had worked hard to keep on track and we were lucky to have our supporters and sponsors working alongside us throughout. The Trust took a substantial financial hit, but we knew we would build back stronger.

We outlined the following principles of Response, Recalibrate, Reset, Reconnect and Recover, and recognised that we needed to be flexible in our approach.

December 2020

Just as we were moving forward the country was hit by another wave, and we returned to lockdown in late 2020 and early 2021. During this period, we used the lessons learned previously to help our community again, providing over 550 residents with a delicious Christmas dinner, **purchasing gifts for disadvantaged children, and creating a befriending service to tackle social isolation.** Volunteers from the Community Trust and BES Utilities contacted vulnerable residents, engaging with them through phone calls, video calls and quizzes.

550
Christmas Meals
for Residents

January 2021

At the beginning of 2021 the Government introduced the **Kickstart scheme which provided funding to create new job placements for 16- to 24-year-olds on Universal Credit** who were at risk of long-term unemployment. The Trust joined the innovative scheme, needed more than ever before as young people navigated their way through the effects of the pandemic. The Trust subsequently employed 2 young people that were involved in the scheme, and they are thriving with employment at the Trust.

March 2021

When national lockdown restrictions ended **Community Trust staff completed over 2,300 COVID 19 lateral flow tests** and supported local businesses and schools ensuring that staff and students within each organisation provided a negative test.

Following the reopening of schools, we gradually restarted our provision concentrating on the physical and mental development that children had missed during the pandemic.

As confidence increased, we were able to not only restart our programmes but also saw growth as people looked for support and resources in order to improve their physical and mental wellbeing.

To prevent social isolation and improve physical health and mental wellbeing Fleetwood Town Community Trust's 'Walk and Talk' sessions were introduced to take place on a weekly basis. The Trust appointed a dedicated Positive Pathways Coordinator to support Veterans and their families and work began with virtual events and welfare calls during lockdown and progressed to coffee mornings, Guest Speaker events, fitness and sports sessions when climate dictated.

"I have enjoyed the Walk and Talk for so many reasons, it's a fantastic idea that's helped me through the darkness of losing my darling husband. I've met so many lovely people who love to chat and laugh, just like me."

June 2021

Sports Camps returned at 3 venues, Shakespeare Primary School, Poolfoot Farm and Carleton Green, and **attracted around 120 children per day during the June half-term holidays.**

July 2021

The Trust in partnership with Wyre Council, launched a programme of free places at our Sports Camps for children on benefits-related free school meals as part of the Government's Holiday Activities and Food programme (HAF). The programme enabled children and young people to enjoy fun activities with friends and learn and develop new skills as well as being provided with a free meal.



COMMUNITY COHESION



TRYSPORT

Sports include Boxing, Futsal, Dance, Tennis, Dodgeball and Hockey.

1,081

participants aged 5-16 years old engaged

68%

participants physical health improved as result of our sessions

196

progressed into out of school activity clubs

162

voluntary hours committed to support the activity delivery

POSITIVE PATHWAYS ARMED FORCES

Tony is a regular attender of the online zoom coffee mornings, the Walk and Talk and other events. He is a popular character with his wicked sense of humour and always an offer of Rum (typical sailor).

Rick Clement the Armed Forces lead said "Tony is a well-loved member of the group; his sense of humour is second to none and the group are laughing more when Tony is around. It has been a pleasure getting to know Tony and listening to his fascinating stories throughout his life. It's also been fantastic to see Tony make new friends as well as improving his physical health and being able to walk further on the walks as well as mentally being happier for getting out of the house more and enjoying the group interactions."

Tony says "I enjoy meeting the group every week, if I didn't have these sessions then some weeks, I wouldn't see anyone other than my wife."

The friendships I've built as well as the physical and mental health benefits have made a huge improvement to my life.

One event sat in the sun at the bowling club chatting to other members over a drink is what it's all about for myself. I look forward to joining many more sessions in the future and thank those who put them on."



423

Participants Engaged

970

Hours of Free Sport Delivered

110

Girls took part in PL Kicks Delivery

PREMIER LEAGUE KICKS

As part of the 15-year celebrations, clubs have nominated a Premier League Kicks 'Local Legend' - somebody who has taken part in, volunteered, or worked on the programme and has inspired others through their dedication, work ethic and own personal development. Each nominee will receive a bespoke 'Local Legend' football card, which has been created with support from Premier League partner Panini.

Phil Bowker, age 37 years old was chosen as Fleetwood Town's Premier League Kicks Local Legend because of the impact he has on the community, specifically the young people within it. Phil, who has been involved with Fleetwood Town Community Trust's Premier League Kicks activity for three years said:

"Premier League Kicks for me has become a big thing in my life, when I was the age of these kids I used to play on the streets with my mates and meet new people. We never used to have a set up like this and I think it's great for the kids to see that football clubs provide these types of activities. The tournaments and fixtures against other clubs are very important in my opinion, a lot of these kids don't get out of their town and are very fortunate and appreciative that they can do this with our help."

The Trust began its Premier League Kicks delivery in 2016 and since then has hosted over 1900 Kicks sessions across the borough of Wyre and engaged a total of 1670 participants aged 8-18 years old, over the last six years.



DIVERT

DIVERT is a PAN Lancashire initiative with the aim of reducing youth related anti-social behaviour through targeted mentoring and social events. Captain Josh Vela and Goalkeeper Jay Lynch visited participant Oliver following his success in the project, surprising him with a new bike. Ben Farley, Community Cohesion Coach from the Trust, said: "Oliver has engaged with DIVERT from the start of his journey and has achieved positive outcomes from the Mentoring we have done with him."

"He also continues to thrive in our community sports activities such as football and our boxing sessions and has enjoyed developing discipline and skills throughout. DIVERT is very proud of his achievement and will continue to support him on his journey."





INCLUSION

Paul was born in Preston and was diagnosed with Autism at a young age. He tried his best to fit in at school, though he was a shy boy and didn't really like big crowds. Paul 41, now lives in Cleveleys, though he has lived in Fleetwood for the past 20 years to be close to his brother and dad.

Since Paul first walked in to his first coffee morning in October, said "I was really nervous to walk in as I suffer with anxiety and depression, I didn't know what to expect at first, I just wanted to get myself out there, meet new people and make friends, I just thought the time was right to go and do it".

Fast forward 8 months and Paul has now gone on to make a lot of friends, he now makes arrangements for all of them to go on days out and even booked a holiday with Heather and Michael from the group. He went on to say, **"The day trips with Calico and with the help from the Community Trust has really helped me to make plans for my own trips with my friends, as these trips have really brought on my confidence"**



SHOW RACISM THE RED CARD

279

Young people took part in our workshops

Fleetwood Town Community Trust teamed up with Show Racism the Red Card to deliver workshops to local youngsters around the #WRD21 campaign. The campaign encouraged communities to wear red items of clothing and stand united against racism.



HAMPERS FOR LOCALS

Fleetwood Town Community Trust packaged and distributed over **300 food hamper boxes for local people, whilst providing an additional 120 bags of treats which were donated to Fleetwood Pantry as a Christmas gift for their regular customers.** The initiative was an incredible embodiment of community spirit, with support from various partners within and externally to the Fleetwood Town family. To support the creation of the boxes, the Community Trust received support and donations from Fleetwood Town Juniors, Fleetwood Town Former Players, Fleetwood Town Sports College, BES Group and donations from local supermarkets Asda and Co-operative.

The boxes contained a variety of items, including staple food items, such as, soup and other tinned goods, pasta, milk, and sweet treats; with over 3,000 individual food items distributed. The food hampers were distributed by Community Trust staff to targeted local families through local schools and identified people in need of support through community groups such as the Salvation Army and Fleetwood Family Health and Wellbeing Service.

HAF

Fleetwood Town's Community Trust have been supporting Wyre Council in providing a **free holiday club provision for those on the benefit-related free school meals initiative for the past 12 months.** Most recently the Trust have provided four weeks of fun filled activities at Poolfoot Farm and Shakespeare Primary School, **engaging with a total of 644 children living across the borough of Wyre.** Children have also received free lunches which have been provided by the Cozy Corner (Thornton Cleveleys) and Lord's Deli (Fleetwood).

The local summer holiday clubs are part of the Government's Holiday Activities and Food programme (HAF). Backed by a nationwide investment of up to £220 million, the programme will enable children and young people to enjoy fun activities with friends and learn and develop new skills.

Carol Southern from Wyre Council, "We are delighted to partner locally in Wyre with FTFCCT on the delivery of the successful Holiday Activity and Food programme, funded by the Dept of Education and LCC. Our partnership enables Children & Young People on benefits related to free school meals to access FTFCCT's sports and physical activity camps across Wyre, reaching and providing fun, varied and interesting activities and food for each child that qualifies."



TEAM INTERNATIONAL

The Trust joined forces with Wyre Salvation Army to provide refugees and asylum seekers the opportunity to integrate into the Wyre community. The Trust are committed to supporting the most vulnerable people in our communities through our four pillars of Sport, Health, Education and Inclusion. Participants have taken part in a range of sports and physical activities as they integrate within the local communities through the resettlement programme.



EDUCATION

Primary Schools

Jackson-James attends Shakespeare Primary School in Fleetwood, one of our partner schools. Initially, Jackson-James was a quiet member who sat back away from the group and was reluctant to get involved. Therefore, we adapted how we approached the PE sessions and gave him the role of coach's assistant, slowly building him into the lessons. Now he is one of the first to volunteer and get involved, always having a smile on his face. Jackson-James said:

"I've really liked playing lots of different games, with Invasion Games being my favourite. I think I've got better at PE and my teachers are fun and always make sure we play games. I look forward to my PE lessons! I loved Fleetwood Town coming in and Coach Mike, the lessons are really fun and I have learnt a lot of about being healthy and playing different sports in PE."

Previously Jackson-James, and the class, had struggled with focusing and concentrating not just in P.E, but in some classroom sessions as well. However as soon as we explained to them what the programme was about and what they were going to do, they bought into it straight away. The classroom sessions involve a lot of active learning where the pupils are moving around the room and completing tasks in their work booklets.



This constructive method of learning engaged the whole class and allowed them to understand what the lesson was about. They got a lot out of these tasks and demonstrated a good understanding of what they were learning. Once we reached the physical sessions the whole class grew even more in confidence and enthusiasm. They were excited to try all the new games and threw themselves into any challenge that was set. Everyone paid attention to how the games were changing with new rules and challenges and listened to ideas of how they could possibly improve.

Jackson-James now regularly takes part in our afterschool clubs at the school as well and hopefully, we'll see him attend our other sessions and lessons in the future.



EARLY YEARS

We delivered a total of 528 EYFS activities in Early Years settings across the Wyre district, primarily working with children 18 months to 4 years old.

Statistics

Supported 16 nurseries with physical activities & development
Engaged with over 320 unique participants



Premier League Inspires

Fleetwood Town Community Trust came together with Blackpool FC Community Trust & PNE Community & Education Trust to deliver the opportunity Area's Twinning project, supporting targeted secondary school students to help them improve levels of aspirations and attainment.

McKenzie, a student at Fleetwood High School engaged in the programme, supported through group work and 1-1 mentoring. This helped him find a new motivation towards Boxing and engaging in the project has seen his in school attendance improve by 17%, whilst his behaviour in school has also really improved.

McKenzie added, "Premier League Inspires has really helped me, its relaxing and I learn how to cope with things and talk about any problems or challenges that I'm facing."





FIND YOUR FUTURE

Jamie first started his journey with Fleetwood Town Community Trust in early 2021, where he was referred into the Trust's flagship Employability provision, Find Your Future. The project teaches crucial employability skills and mentoring with the purpose of preparing learners become "work ready". Jamie established very early on that he had aspirations to travel to the USA and coach soccer, taking himself out of his comfort zone and to support young athletes in their development.

His successful graduation on the programme led to the Trust employing him as part of the Government's Kickstart scheme to get young adults back into employment.

Jamie explained,

"Find Your Future helped me consolidate everything I already knew and supported me to put it into practice. My overall goal was to get into employment, doing something that I love... and I did just that. During my time with Fleetwood Town Community Trust I have built up my experience coaching all age groups whilst also volunteering with BJFF grassroots football club. The skills I have developed have led me to being in the position of coaching in the USA."



EDUCATION

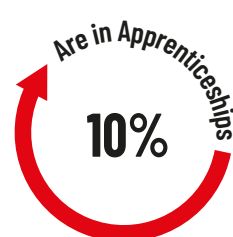
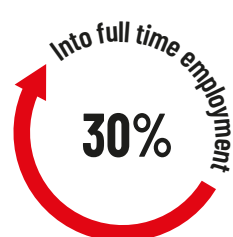
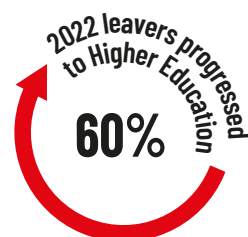
Sports College Btec

Successfully ran our first ever Level 2 BTEC Programme with 100% achieving on or above their target grade and 100% achievement of a level 2.

80% of these level 2 students progressed on to our Level 3 programme in September 2022.

Level 3 Btec saw 90% of learners remain for both years- 2 that did not complete the 2 years joined the armed forces.

- 100% of our learners voted their Btec course as Excellent or Good
- Support from tutors on course rated as- 75% excellent 25% good.
- 100% of students rated our football enrichment as good and excellent.
- All students completed 30 hours work placement.
- 8 students employed by the Trust as Sports Coaches
- Students completed a total of 1280 hours volunteering within the club and community.



SHANNON'S STORY

Shannon worried about being the only girl in the class, this was very hard for her at the start- difficult socialising, isolated as she was the only female outside of training hours, hard having conversations with everyone, difficult when doing group tasks. In addition, Shannon has a visual Impairment which in high school impacted her hugely when learning. Shannon came from high school with low confidence and barriers to learning due to not being given adequate resources and mentoring.

Following the support provided to Shannon over the last 12 months she is now full of confidence and has not let her impairment act as a restriction.

Shannon now coaches over 15 hours per week, volunteering with girls aged 3 to 16 years old. She is an advocate for increasing participation, particularly in the female programme and volunteers a lot of her own time to get girls involved in football within her community.

HEALTH & WELLBEING

1704

participants taken part in community based health programmes

73.5%

of participants taken part in health programmes have expressed increased self esteem.

£4,463,012

in health related social value savings and contributions

WALKING FOOTBALL

Steve's story explained,

"When I first started Walking Football I weighed 18st 5lb and felt I needed to do more to improve my health. Since getting back into weekly walking football, I have lost just over 2st, weighing 16st 3lb. I feel so much better about myself and have gone down 3 jean sizes.

I just love playing football. So to, Fleetwood Town Flyers and Fleetwood Town Community Trust, thank you for giving me the chance to lose my weight, and back into my football life again.



GENTLE EXERCISE

82

participants aged 60+ years old

EASE THE PRESSURE

128 blood pressure readings

taken in 2022 in Wyre & Fylde from community groups or corporate organisations



MAN v FAT

The project has to date engaged with over 40 men, all of whom had a BMI over 30%. By the end of season 1, 76% of men have lost weight, two of which have now achieved their 10% body weight loss, within 14 weeks or less and a further three losing 5% of their body weight.

One of the participants to achieve this is Alan. Alan has been part of Man v Fat for 9 weeks and has lost a total of 13.5KG alone within this time, thoroughly enjoying playing football in an inclusive environment and tracking his food each week.



WALK & TALK

Over **67 total participants**

55% of referrals from Social Prescribers have now successfully been signed off

73% of group members who were bereaved **feel less lonely and isolated**

Group time has **now extended to 4 hour weekly engagement** in the past year.

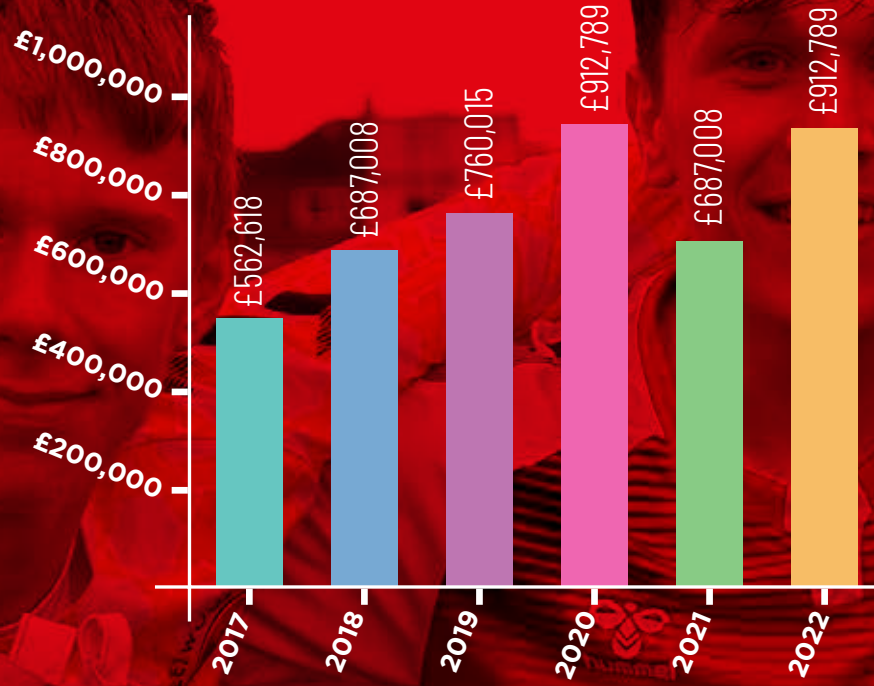
86% of the group has stated that the walk & talk has contributed to an **improvement in their overall mental health & physical wellbeing.**



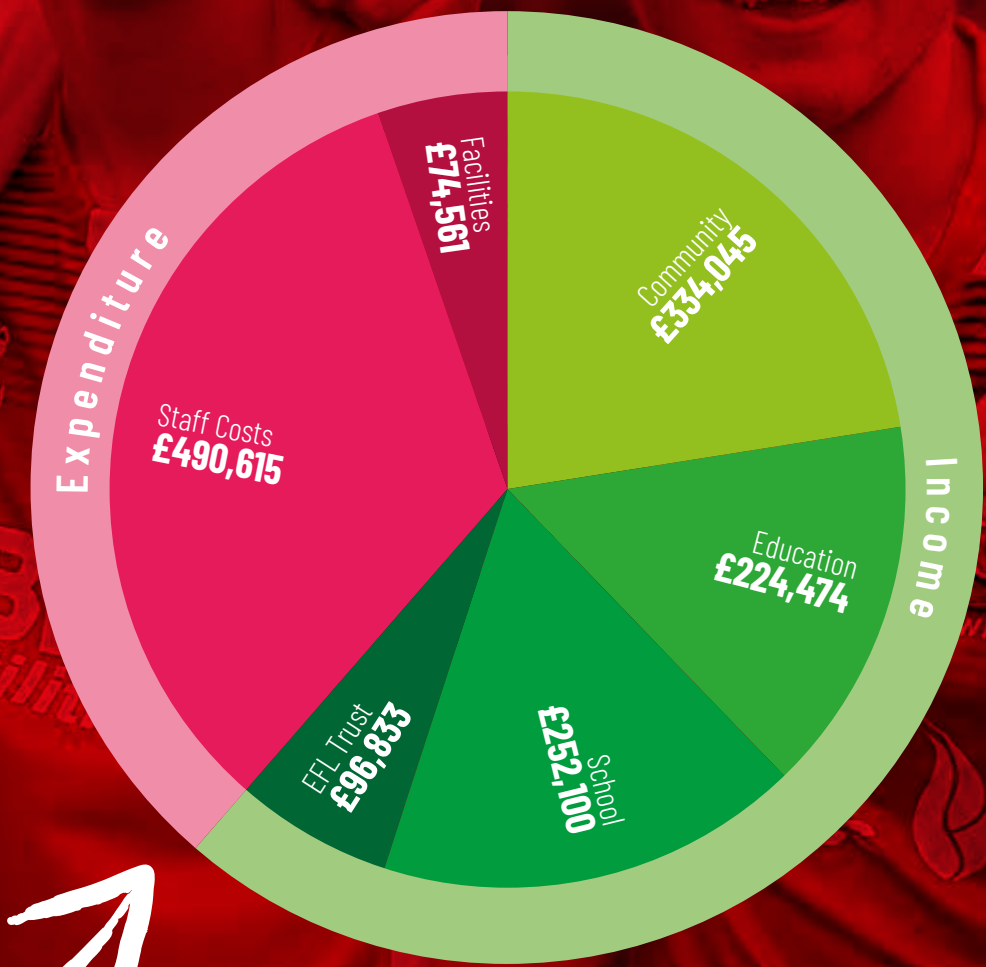
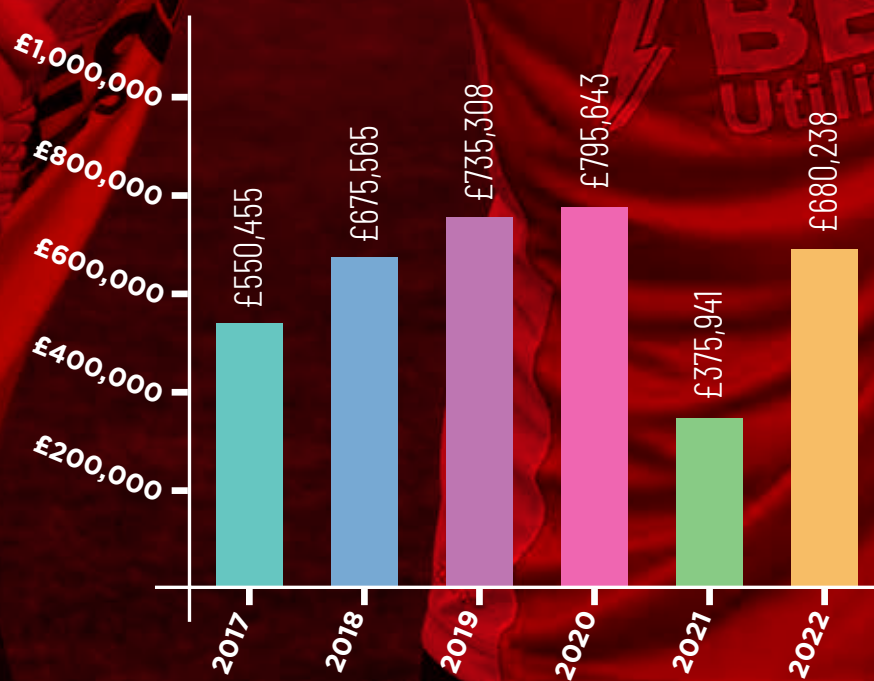
IMPACT REPORT

Community Trust Finances

INCOME HISTORY



EXPENDITURE HISTORY



2022
BREAKDOWN

COMMUNITY & EDUCATION HUB



A fundamental review of our strategy confirmed that there is a need and demand to further expand our sport, community cohesion, education, employability, physical health, and mental wellbeing programmes. This fact, allied to the fact that the Community Trust has no permanent home of its own, occupying leased portakabins on the rear car park at Poolfoot Farm led the Board to make the decision to invest in creating a purpose-built facility that could serve both needs.

Subsequently, in April 2022, the Trust secured planning permission to create a state-of-the-art Community & Education Hub that will include educational classrooms, a well-being studio, a multi-purpose room and a staff office on the first floor with a recreation area and changing rooms, on the ground floor.

The new Community & Education Hub will enable us to maintain and improve the quality of our current programmes as well as support our ambitions to grow our impact in line with our new strategy 2021-24 stronger – healthier – more active communities namely:

- Delivering and supporting education and employability opportunities for all
- Providing many sport and physical activity programmes across the borough and signposting others
- Encouraging and promoting physical health and mental wellbeing
- Stimulating opportunities for positive social change, by bringing people together and being at the heart of growing and diverse communities

The Hub will operate as a Sports College providing B-Tech sports courses and a Sports based Foundation degrees for 16-24 year olds between the hours of 8am and 5pm Monday to Friday, as a community facility during the week 5pm to 9pm and at weekends 8am to 6pm. This means approximately 55% of the available operating time for the building will be for educational based activities with the remaining 45% for community based activities.

Outside of term time the building will also be used as a base for all our existing holiday club activities and courses for children and young people which will be expanded. The new Hub will significantly increase our programming capacity as the current portakabin provision only has two classrooms which are used for the Sports College during the day. The increase in classroom provision and the inclusion of a recreational space in the new hub will facilitate the development of our education, health and wellbeing and inclusion programmes including:

- Expanding our Sports College curriculum to increase from 58 to 80 students.
- A new range of employability and training programmes for disadvantaged 16-24 year olds the demand for which is continuing to grow.
- Develop other educational and self-help programmes targeted at a range of disadvantaged groups suffering from mental health issues
- The recreational space will act as a student common room during the day and host two weekly open access youth group sessions targeted at local young people aged 12 - 16.

The well-being studio will enable us to develop a new range of health and well-being classes from yoga to HIIT that will be delivered all year round and targeted at disadvantaged groups who wouldn't normally use a traditional health and fitness centre.

The hub will also become an important new resource offering much needed affordable space for hire by a wide variety of local community groups and classes. Even though all the courses, classes and room hire fees will be affordably priced this additional income stream will assist with the long term viability of the building.

To ensure all our programmes are accessible to all, equality, diversity and inclusion is embedded in the Trust's culture through the adoption of policies and procedures including an EDI Policy, Mental Health & Wellbeing Policy, Recruitment and Selection Policy, social media Policy, and Hate Crime Policy.

