

IMPACT REPORT

2022-23

Working together to
create stronger, healthier,
more active communities



FOREWORD



PETE MURPHY
Chair of Trustees

"I am extremely proud to be the Chair of Trustees, providing governance alongside the other Board members towards the growing operation of Fleetwood Town Community Trust.

We have achieved our greatest year to date, engaging with more service users than ever before which has generated life changing outcomes across the 34 individual projects delivered by the inspirational workforce.

Surprisingly for some, the core breadth of our work highlights that we engage with local communities, often without a football in reach. The extent of provision is demonstrated throughout the report identifying the range from in school mental wellbeing support to our Fit For The Future activities located in care homes across the borough."



JOHN HARTLEY
Community Trust CEO

"Between 2022 and 2023 we have seen incremental growth over a number of areas, ensuring that we continue to meet local need and adapting to tackle the growing level of inequalities that are at the core of our communities.

The Trust plays a vital role across our communities, setting out our strategic objectives and delivering a high volume of exceptional initiatives in which the report will allude to in greater detail. We continue to demonstrate innovation in our service design and delivery and our workforce remain as committed and passionate as ever to make a difference.

As we approach the final year of our existing strategy (2021-2024), the mission of creating stronger, healthier, more active communities has never been more purposeful, delivered by our outstanding workforce."



STEVE CURWOOD
Fleetwood Town Football Club CEO

"Football has the power to positively influence lives. No matter the ability, gender or where you live, football is the vehicle to unite communities to change perceptions for the better and as the Club's official charity, Fleetwood Town Community Trust do just that maximising the power of football and much more!

I am particularly proud to see the progress made towards the Female Football Strategy which was a collaborative launch between the Community Trust, Football Club, Ladies, Junior Grassroots and Walking Football teams which has demonstrated our vision for the next three years. Since its launch in May 2023, we have now seen over 460 girls and women take part in football related activity.

The Trust possesses an exceptional portfolio of initiatives that generates positive health, education and inclusive outcomes, engaging with those most in need."

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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 living in Fleetwood and the surrounding areas.

As we approach our final year of strategic objectives we begin to reflect on successes and learning, leading into our consultation piece ahead of our proposed 2024-27 strategy.



FLEETWOOD FOREVER



We are committed to raising aspirations across the borough, maximising the breadth of projects delivered by our workforce and volunteers to engage with those residents and families most in need.

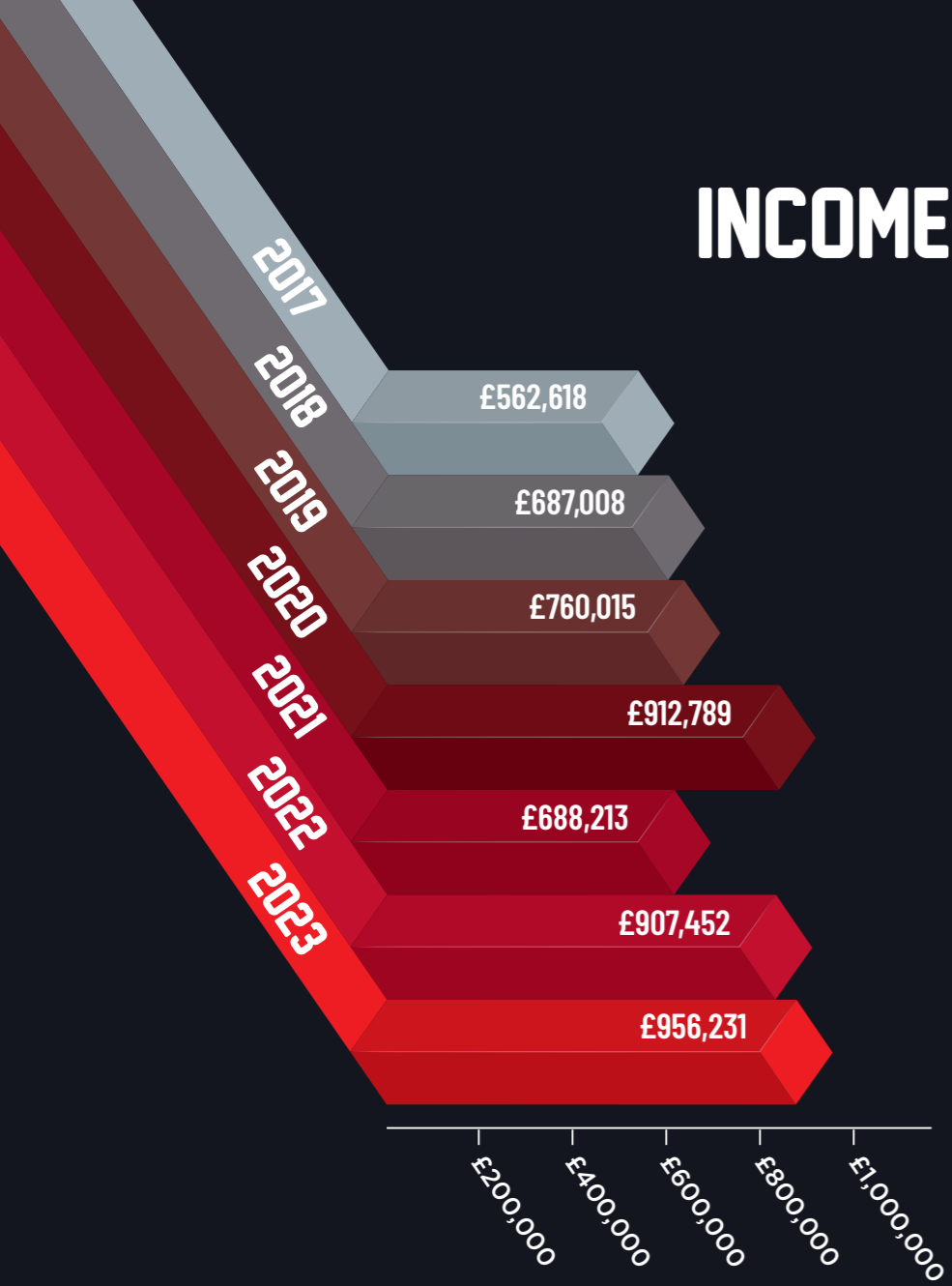
UNITED NATIONS SUSTAINABILITY GOALS

The 17 United Nations Sustainable Development Goals (SDGs) are a shared blueprint for peace and prosperity for people and the planet, now and into the future.

They recognise that solving issues such as poverty must be tackled alongside other strategies that focus on conservation or economic growth. They build on decades of work by the UN, member states and organisations all over the world.



INCOME



FINANCES

£166k

of in-kind support received, through volunteering, sharing of facilities or wider resource.

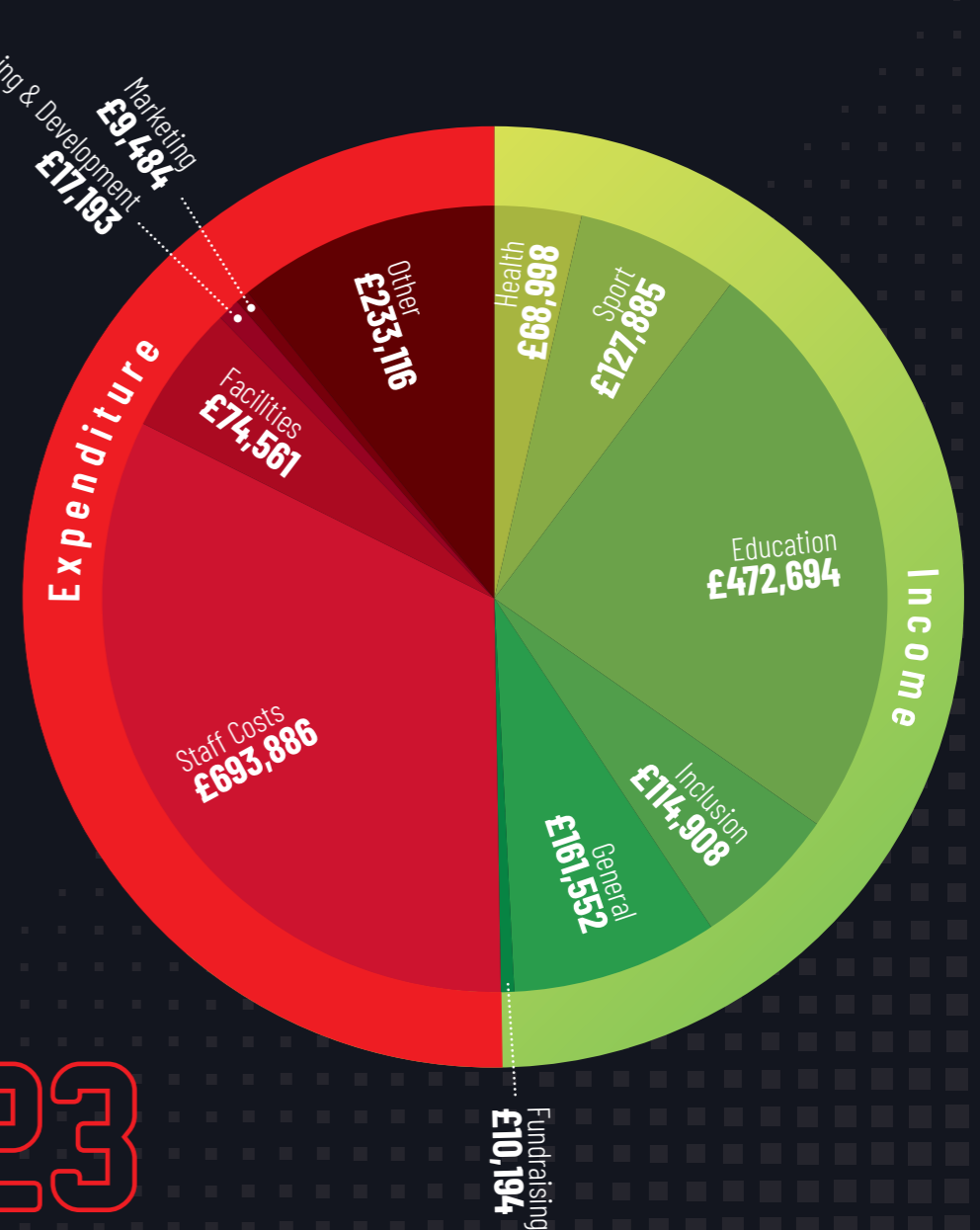
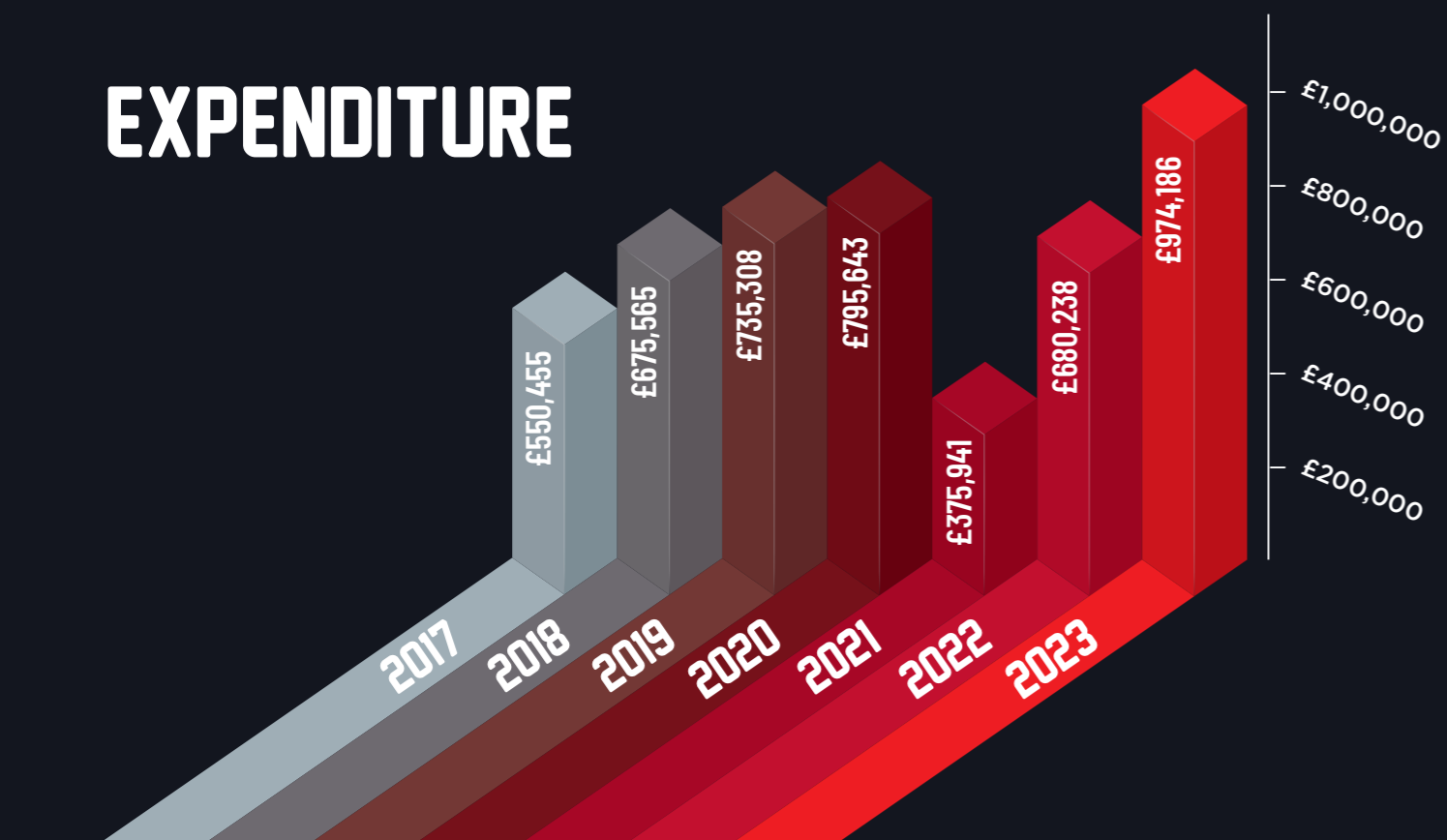
13765

unique participants engaged with over all programmes

33

different projects, covering our four themes of Sport, Health, Inclusion and Education.

EXPENDITURE

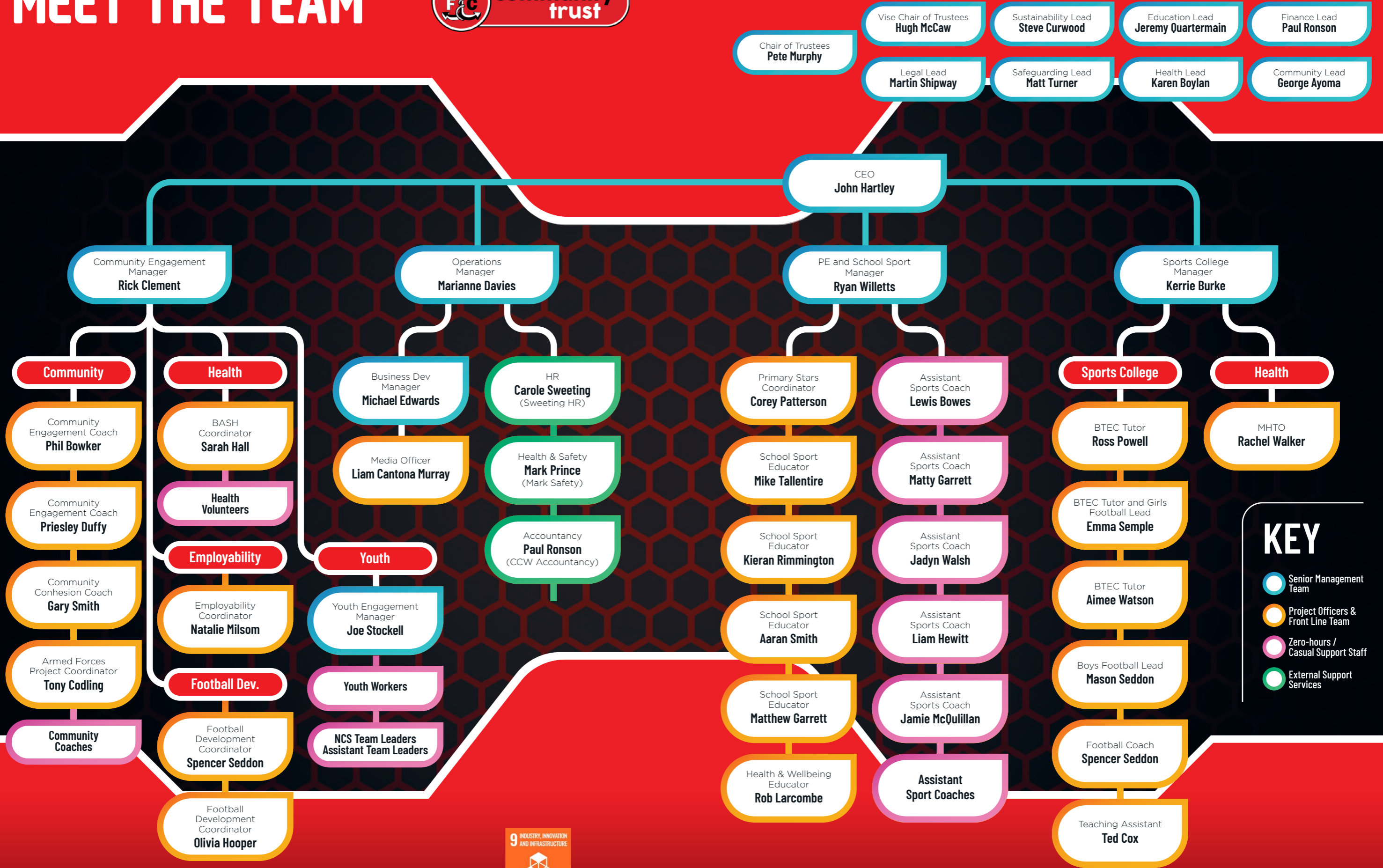


2023

MEET THE TEAM



BOARD OF TRUSTEES



KEY

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



- 3 GOOD HEALTH AND WELL-BEING
- 8 DECENT WORK AND ECONOMIC GROWTH
- 10 REDUCED INEQUALITIES



SPORTS COLLEGE

"The opportunity to socialise with friends and a specific girl only programme has helped me enjoy college more"

SHANNON PACK
Student

"The college has been life-changing for me"

KAISER MERCER
Student

"I've progressed as a player but also as a person as well"

HARVEY FENTON
Student

KEY STATISTICS

95% attendance for the academic year

100% of learners rated their training and football provision as excellent or good.

100% of students passed their BTEC course

540 hours of work experience completed by students, with some completing 60+ hours in 1 academic year

75% of students progressed in to Higher Education

6 students found part time employment in the club/trust within their first year

100% of students working on or above target for the year

3rd place in the Men's National Cup for one Team

OUTCOMES GAINED

- 1 Participants have grown as individuals, developed as people and gained higher level qualifications in order to better their opportunity.
- 2 Students have described the college as being like a 'family' and feel supported throughout the enrichment and education aspect of the programme.
- 3 Participants have experienced a range of work experience opportunities and have been offered paid employment from this experience because of their performance.



CHELSEA HOPKINS

During my time at Fleetwood Town Community Sports College, I feel like it has developed me more as a person throughout my time here. For example, when I began my confidence in class discussions and on the football pitch was very low. However, during class, I have been encouraged to be more involved in class discussions which is personally something which is usually out of my comfort zone, but since I've been more encouraged to be more vocal in group discussions, I've felt like I have improved more as a person in these situations. During football training have felt more comfortable in taking part. This is because I have had a good amount of motivation from my coach and teammates who I have developed good friendships with on and off the pitch.

I feel I have had an amazing experience throughout the course which has included learning more about sports coaching, which is something I was looking forward to the most as coaching is something I have always enjoyed.

I have also enjoyed experiencing refereeing, commentating and volunteering at Fleetwood Town's events such as the fireworks. Not only that, but I have also been lucky to get a job working for the Fleetwood Town Community Trust which includes hosting football parties, football camps and being a part of the Premier League Kicks. I'm very grateful for these opportunities and it has encouraged me to push myself more to try new things within the club.

The tutors at this college have all been very welcoming. I personally feel like I have very strong relationships with all the tutors at the college and view them more as close friends to me. This is because when I have needed more support in my work, confidence in football and personal problems, I have felt extremely supported and cared for by everyone here and would highly recommend to anyone interested in a career in sport to join this college.



100% of first year students completed the year without resits.

15 students currently on course. **1** external student recruited for the top up year.

80% of students employed within the sport industry in some capacity.

2 students completed their UEFA C qualification as part of their qualification with five more enrolled for 2024.

50% of third year students in full time employment whilst completing their studies.

5 All five second year students completed their foundation degree and progressed onto their BSc top up year.

GRADUATES

First full BSc (Hons) graduate of the programme achieving a 2:1 degree classification and UEFA C qualification.

Now in full time employment as a Physical Education Officer.

STUDENT EXPERIENCE SURVEY

100%

of students that responded (10 out of 15) said they felt well supported throughout their studies and would recommend studying the degree at Fleetwood Town Community Trust Sports College.

LEWIS FENTON

Year 1

Still the captain of the college A team

Working an average of 15 hours per week for the trust covering:

- Premier League Kicks
- PE and School Sport
- Development Football
- Sports Camps

Gained Introduction to Football Qualification as part of the degree programme.

GRADE AVERAGE OF 2:1 (60%)

MATTHEW WHITWORTH

Year 3

Came to us an external student from Burnley College after completing his A levels.

Gained his foundation degree and is now completing the top up year.

Working full time for Fleetwood Town FC Academy (Academy Goalkeeping Coach) alongside his studies and is currently in his third year at the club.

Working with U9s-U21s

UEFA B Goalkeeping and currently completing his UEFA B in Coaching Football.

ON TARGET FOR A FIRST CLASS DEGREE QUALIFICATION (70%)

PREMIER LEAGUE PRIMARY STARS



Quote on our PE Support Delivery

"Fleetwood Town always come in with a fantastic quality of learning. The children enjoy the skills they have learnt through fun and interactive games. It provides us with great ideas to incorporate into our learning throughout the week."

Fleetwood Town have reliable strong sports teachers who have great behaviour management skills which gives the teacher a chance to enjoy watching and assessing the children's skills they have learnt".

HARRY HESKETH
PE Lead at Hambleton Primary Academy

**180 HOURS OF
PE SUPPORT
TO PRIMARY
SCHOOL
TEACHERS.**

Worked with 30 different teachers helping upskill them in their ability to delivery high quality PE lessons

66.67% Participants Have Improved Physical Wellbeing

"The fact that children who would ordinarily slip through the net sports wise, are now being helped to catch up with their peers."

SIMON CLOUGH
PE Lead at St Wulstans & St Edmunds Catholic Academy

71.79% Participants Feel Inspired and Engaged

"Our afterschool clubs have never been so popular with us being able to put on different sports. That is down to FTFC CT's delivery which has influenced children's choices within sport in a more positive manner."

VICTORIA RIDING
PE Lead at Fleetwoods Charity Primary School

74.36% Participants Participate in More Community Activities

"Following the delivery from FTFC CT, we have had more children attend our YIPS centre which is a place for children to socialise and engage in physical activities. This may not have been the case if it was not for the support of FTFC CT"

KATE LEYLAND
Headteacher at Inskip St Peters C of E Primary School

2065 Children took part in Premier League Primary Stars

39 Schools worked in for Premier League Primary Stars

30

PE Support

22

Targeted Interventions

16

Anti Discrimination

9

Social Action Projects

32

Education Activations



PSHE INTERVENTIONS IMPACT

83.33%

of children who have engaged in one of our PSHE interventions have improved mental wellbeing. This is also the same number for when it comes to improved confidence and self-esteem.

CASE STUDIES

Name **NOAH**
Age **6**
School **INSKIP ST. PETERS**

Comments from Fleetwood Town Community Trust Sports Coach

"From session one when I first met Noah, I noticed that he would love to do sports and run around but didn't really have any co-ordination. During the PLPS delivery the focus was to improve the children's (FMS) skills in PE and to help them learn to work alone and together in a positive way. Over the course of the year, I have seen a huge improvement in Noah's behaviour, becoming a lot calmer when coming to PE. Noah has also become more confident by getting involved more and working as part of a team. Noah is a pleasure to teach, and it's been amazing to see his improvement over the past year and a half".

Comments From Class Teacher

"Noah is a confident little boy who works hard and independently. He sometimes struggles with resilience in some situations and be emotional, however, we have noticed an improvement over the last few weeks. He is a very loving little boy who is full of energy".

MRS A. SQUIRES
Year 1 Class teacher



Comments from Noah

"I enjoy everything, I have really enjoyed playing dodgeball and football, I enjoy working on different things every week. I also like that I can come to PE and have fun by running round. I also like that I get to go outside away from the classroom and have fun in sport. I learnt that I enjoy sports and that sports are fun and challenging".



HEADSTART

366 Children reached across Fleetwood

42 Children seen on a 1-2-1 basis

7 Schools participating across Fleetwood

219 1-2-1 sessions completed

77 Class workshops completed

73 SWEMWEBS completed

The programme has been important in the smooth transition of many of our vulnerable pupils and the early intervention it provides has allowed them to have a very successful first half term at secondary school.

DAN SUTCLIFFE
Deputy Head Teacher at Cardinal Allen

My class really enjoy the sessions we have with Rachel. Learning from outside agencies helps them to remember much more! Rachel makes our sessions interesting and engaging and the children love the group work and games we play. The children are becoming much more prepared for high school; they are learning coping strategies and mechanisms for de stressing. The children use some of these techniques in class, I often hear the children say 'oh we have done this with Rachel you could do this' The sessions we have are always a welcome break from SATs work so the children always enjoy them. We thank you very much for our sessions; we look forward to continuing them in the future.

KATIE DAVIDS
Year 6 Teacher



EARLY YEARS

We love Fleetwood Town Community Trust coming in as they have delivered different activities to help with the children's physical development and also helped expand on their communication and language skills when sharing. What they provide also helps with our preschool British values of respect, sharing and taking in turns."

KIDS PLANET NORBRECK

214 unique participants aged 2 - 4 years
432 individual sessions delivered to Nurseries in Wyre

JOY OF MOVING

"More than half (53 per cent) of children do not meet the Chief Medical Officer guidelines of taking part in sport and physical activity for at least 60 minutes every day. Our CCO's are at the heart of their communities and have been integral in the development and delivery of the Joy of Moving programme designed to inspire active lifestyles in children, teaching children how to enjoy moving through play, and to help them develop positive habits for adulthood."

ADRIAN BRADLEY, Head of Healthier Communities at the EFL Trust





DEVELOPMENT FOOTBALL

"My two boys started at 4yrs old and progressed through the different stages of the Development Football programme. The small groups and excellent coaches gave the boys all the basics skills like ball control, passing shooting, then as they worked up the age groups they showed them more technical skills like shielding, finding space and game awareness. The boys learned so much in the sessions and you can see this now they have stepped up in to a team and use what they learnt at the development scheme. I can't recommend it enough, it's given my boys the confidence to really excel in their team."

WAYNE COLUMBINE Fleetwood Town Juniors Coach

356 children aged 3-8 years old

4 sessions per week across 2 venues

GIRLS AND WOMENS FOOTBALL



462 girls and women have taken part in football related activity since the launch of the Female Football Strategy in May 2023.

"I never would have had the confidence to take on the role of Captain of my football team before I started at the Girls Talent Development Centre. The coaches have made me believe in my abilities and push myself out my comfort zone."

PARTICIPANT



BACK TO NETBALL

"Although I'm a pensioner I have been involved in sport all my life. The competitive element of this in my life had sadly come to a crossroads so Back to Netball is perfect. The Back to Netball scheme has proved time and time again to be a valuable conduit towards improving re-participation in the local netball scene. Without Back to Netball provided by FTCT this would not happen in this area. Thankyou!"



82% of participants felt their physical health had improved.

40 Walking Netball participants

46 Back to Netball participants

YOGA

96% of attendees felt the benefit of attending our weekly Yoga activity.

81% felt their mental wellbeing improve since attending.

57 Yoga participants

TRYSPORT

Sports include Dance, Basketball, Netball, Dodgeball, Futsal and Boxing

9213 Hours of exercise from participants aged 5-16 years old engaged.

326 Voluntary hours committed to support the activities delivered.



"She's loving it, they all are! Do you know she now wants to be a coach. She's really enjoying it and she wants to be just like you guys."

AMY, Parent

"I want to be able to show people how to get the skills I have."
GARSTANG BASKETBALL PARTICIPANT



BE ACTIVE STAY HEALTHY



Referrals taken from social prescribers, community Mental Health Services, community charities including MacMillan and Healthier Fleetwood, as well as participant self-referral.

5 Locations for 2023 Public sessions include Fleetwood, Thorton, Cleveleys, Hambleton and Preesall.

8 Sessions per week covering physical exercise and social & wellbeing with participants aged 18+ years old engaged, including Active Gardening, Tennis, Couch to 5K, Get your Steps In, Coffee hours & gentle exercise.

175 Individual participants

"Fun, informative and works on different areas of the body including balance and strength. As well as an exercise session it's a social interaction which is so important to us all."

"So much fun you don't realise you're exercising- until the next day!"

PARTICIPANTS

"Such an important and needed program for adults, it's helped keep my dad active both with walking and socialising with friends on the sessions."

FAMILY OF PARTICIPANT



WALK & TALK

Continued success of the Walk and Talk group that was first established post covid lock down.

Offering twice weekly engagement, encouraging regular physical exercise alongside the opportunity to socialise and be part of an established peer support network.

Whilst still walking with the group, 2 participants have progressed on to more physically demanding walking groups. Participating in full day walks in the Lake District, showing individual increased physical fitness levels as well as expansion of their social networks.



FIT FOR THE FUTURE

Locations for 2023 Public sessions include Fleetwood, Cleveleys, Poulton, Knott End and Garstang



1232 Hours of exercise from participants aged 50+ years old engaged. Proud to also run private sessions within Fleetwood Hall, Nightingales, and Red Bricks care homes for residents.

1296 Hours of exercise from participants aged 50+ years old engaged.



"I love the company, I like meeting the other people, most of my time I care for my husband so I can be quite isolated so getting out is great, it makes me feel good."

TRISHA
from Knott End



EASE THE PRESSURE

123 Blood Pressure Readings taken in 2023 in Wyre and Fylde from Community groups or corporate organisations.





The
**Regenda
Group**

FIND YOUR FUTURE

Partnering with Regenda Housing Group

Increased levels of confidence seen

Working to help reduce high levels of poor mental health in local clients

Increased awareness in other programmes offered by the trust – signposting to clients

Increased number into education, employment and volunteering following employability support



32 Residents engaged with over 6 months

18 Gained employment

3 Returned to education

6 Volunteering



SCAN THE QR CODE
to check out what William had to say



PLAYER ENGAGEMENT



Professional
Footballers'
Association

Stephen Raynor, Community Liaison Executive at the Professional Footballers' Association:

"It has been great to witness the players at Fleetwood Town FC engaging with their local community and fans both during and post the pandemic. The commitment from the Football Club and our members in supporting their Community Trust and various themed projects has been refreshing during a very challenging time for everyone. The added value the players bring to the events they attend is clear to see and having attended several player visits this season, organised by Tally and the Community Trust has always left participants happy, energised and with big smiles on their faces.

Today, footballers are role models and to be able to meet a player in-person or virtually, get to know more about them and even be on the same team as them can often be very inspiring for those involved and something they will always remember, favourably. At the PFA, we are very proud of all our members, across the country who regularly and positively engage, within the communities they duly serve off the pitch"

30 Education Visits

5 Health Visits

11 Social Inclusion Visits

22 Sports Camp Visits

2 Disability visits

3 Presentation Visits

5 Charity Visits

BRENDAN WIREDU

First Team Player
Community Player of the Year:

"I am delighted to have been voted Community Player of the Year, community is something that means a lot to me as you are a key part to us as a club, always striving to enjoy the game that we love and I'm happy to have been voted and I'm forever grateful, thank you!"



INCLUSION



PREMIER LEAGUE KICKS

Utilising the power of football and youth activity to reduce anti social behaviour, creating safer and stronger communities.

"We have an exceptional working relationship with partners Fleetwood Town Community Trust, with the aim of providing a range of activity to help reduce incidents of anti-social behaviour. It is also recognised that by providing these vital resources for young people it provides a positive activity in a safe and fun environment."

SHELLEY BIRCH
Youth Manager at Wyre Borough Council

"It is super beneficial to have the support of Fleetwood Town Community Trust and we want to continue to do even more of this type of partnership work. I think it is important to be involved for the young people to see a different side of the police and break down barriers that some young people have up."

PC YASMIN HILTON
Fleetwood Neighbourhood Team

47%
501
U16s

reduction in youth anti social behaviour in comparison to the previous year.

individuals and have engaged with a variety of age groups in our sessions including 265 over 14-18 year olds.

group represented Fleetwood Town reaching the National Quarter Finals of the National Premier League Kicks Cup.

DISABILITY

Our disability programme grew this year from just 8 participants to 23. This was helped by sending flyers into our local SEN schools, Red Marsh and Great Arley, we also sent emails to all parents to let them know about the session.

90% of our participants didn't have friends outside of school, this group has now brought that down and many of the participants now meet at each other's house for tea, they go to Fleetwood Town matches on regular occasions with tickets provided by the community trust. 15-year-old Bailee our longest serving member at the session said, "it's great now that more come to watch Fleetwood with me, I have been watching them since I was about 9 and now that my friends come with me to the matches, its great".

The PAN ability group have taken part in tournaments in Burnley and Manchester, they also have played Blackpool on regular occasions. During the tournaments they have taken part in workshops such as anti-bullying and social media awareness.



Mathilda has found a new love for football, from the quiet girl off the pitch, to the superstar on it. Mathilda's confidence and ability has been completely transformed in a short period of time and continues to thrive session after session.



YOUTH ENGAGEMENT

Gained Outcome:

PROVIDED A RESIDENTIAL AND TAKEN 50 YOUNG PEOPLE ON A RESIDENTIAL

OVER 120 UNIQUE PARTICIPANTS ATTENDED THE YOUTH CLUB.

Provided educational workshops such as: Drugs & County Lines, Health and Wellbeing, Alcohol Awareness and Health and Nutrition.

OVER 200 YOUNG PEOPLE ENGAGED WITH

Working in partnership with Lancashire County Council on our detached youth work initiative.

"The Youth hub has been so good since it started up, it has given us a place to go and the staff are all amazing! I am now a youth leader and volunteer which is a great opportunity for me to develop new skills and become a future youth worker"

MEGAN
Youth Leader

"Going to the Hub gives us something to do, play FIFA, pool and chill with your mates. I have been on two residential with the worker and my mates and it was really good"

ALFIE
Participant

117 young people attended our NCS programme
180 hours of detached youth work in Wyre



VETERANS COMMUNITY GARDEN

Major George Briscoe MBE who served with the Duke of Lancaster regiment opened the garden in June 2023, welcomed by over 120 community members, some of whom had committed time towards the developments over the four months prior.

The project was also nominated for the Northwest Britain in Bloom Awards in October 2023, taking home the "Your Neighbourhood Award of Thriving Level 4".

"From a blank canvas to the vision for the Veterans community garden has been wonderful. A space truly superficially created for veterans of all abilities and needs, that can be adapted for future growth"

PHIL HAYES
Volunteer
Over 135 hours of time towards the project

246 participants engaged in the Onward Together programme.
625 hours of free activity for veterans and military personnel across the year.

"Since being involved in the garden I'm happy to say I have been able to reduce the medication I have been on for over 4 years. The medication was to keep my depression and anxiety under control. Being involved and conversing with others has helped me enormously, not to mention the health benefits."

Eddie

GET INVOLVED



ELITE PACKAGE

£5 a month

For the price of a coffee, a £5 donation could ensure continued access to our Girl's Football Development programme to elevate player's technical abilities through high quality coaching sessions.

Empowering and developing young female athletes who aspire to taking their game to new heights.

£10 a month

A £10 donation could contribute to the maintenance of the Community Trust's Veteran's Garden providing a place of tranquillity, and a great benefit for those veteran's suffering with mental health issues.

Connecting the Armed Forces Veterans within the Community and improving their physical and mental health and wellbeing.

£20 a month

A £20 donation could support a socially isolated resident from across the Fylde to attend a football match. Our initiative allows us to arrange travel for those in the rural community to and from a home day match.

Providing transport, free match ticket, a safe social area and a hot drink before the match.

Become a Friend of the Trust

ELITE PACKAGE

SILVER PACKAGE

BRONZE PACKAGE

FRIEND OF THE TRUST

- Appletree Finance
- InXpress
- Evolution Construction
- Lab Creative



The Trust sees business as a vehicle for social transformation.



Utilising your business's Corporate Social Responsibility (CSR) we can extend the delivery of our community enhancing programmes and activities.

SCAN THE QR CODE TO FIND OUT MORE

PARTNERS

Fleetwood Town Community Trust would like to wholeheartedly thank our national, regional and local partners in enabling us to achieve our charitable objectives, in creating stronger, healthier more active communities.

Our partnerships come in many forms, such as financial contributions, practical support, in-kind assistance and volunteering. We are proud to work collaboratively benefiting our local communities across the Fylde Coast.

