



STRATEGY

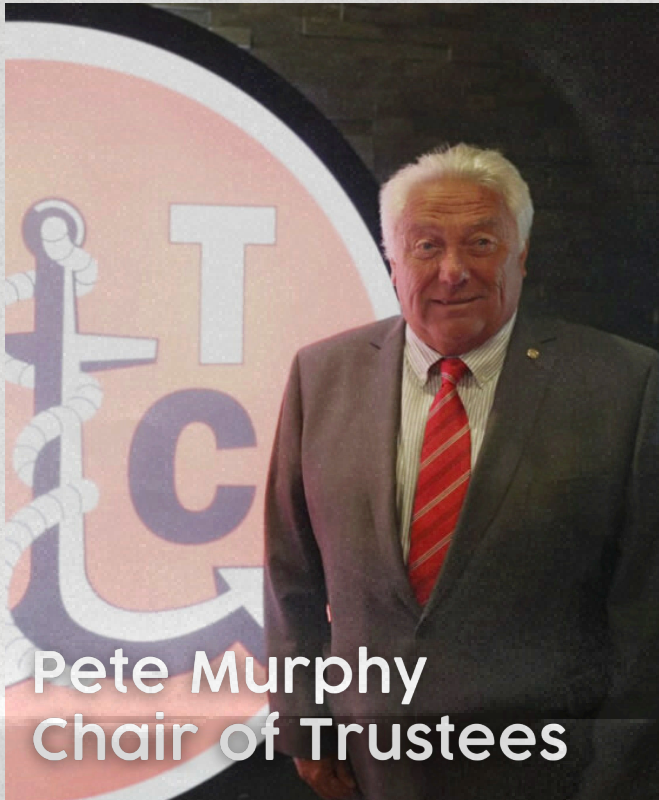
2025 - 2028



FLEETWOOD TOWN COMMUNITY TRUST
INSPIRING HEALTHIER, MORE CONNECTED COMMUNITIES

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Pete Murphy
Chair of Trustees

Established in 2012 we could never have envisaged where we would be 13 years on. The once small charity has grown into being the heartbeat of the community, representing Fleetwood Town Football Club with pride and humility.

I am delighted to share with you our strategic vision for the next three years, showcasing where we are now whilst detailing what our goals will be for the future.

The focus towards "Challenge 2028" suggests an adapted model with the inclusion of Sustainability now embedded in our strategic framework and at the forefront of our decision making.

I look forward to updating you on our progress over the coming years, inspiring healthier, more connected communities.

I am incredibly proud to present our 2025-28 strategy, outlining the local challenges and detailing what we strive to achieve through our priority areas and goals.

Our former strategy underwent a comprehensive review, involving the core of our community through vast consultation with beneficiaries, stakeholders, funders, trustees and the Trust workforce, ultimately helping shape our future vision. Throughout our strategic vision you will see a clear emphasis towards connection, working collaboratively to support local residents in being proud of the place and community they live in.

The Trust are recognised for their flexible approach, adapting towards local need and in recent years have become one of the leading organisations in Wyre for delivering health and well-being-related services. My appreciation goes out to our dedicated workforce, team of volunteers and Trustees, which without them we would not be able to annually distribute in excess of £1m whilst celebrating a social value cost saving of £14.5m.



John Hartley
Chief Executive
Officer

WHO ARE FLEETWOOD TOWN COMMUNITY TRUST?



Fleetwood Town Community Trust are a charity connected to Fleetwood Town Football Club, dedicated to supporting and improving the lives of people within the local community.

We offer a wide range of programmes in education, sport, health, and social inclusion to engage people of all ages and backgrounds.

Working closely with schools, local authorities, and other organisations, we promote well-being, physical fitness, and community cohesion. Through our initiatives, we aim to make a lasting positive impact on Fleetwood and the surrounding areas.

20,159

TOTAL ENGAGEMENT

£10,484,947

SOCIAL VALUE COST SAVING

1,621

HOURS OF FREE SPORTING ACTIVITY

2,207

WARM FREE MEALS PROVIDED

257

SPORTS CLOTHING ITEMS DONATED



wyre
council



Rebecca Huddleston
Chief Executive Officer

“Fleetwood Town Community Trust are a respected local partner supporting delivery against two of our Council Plan commitments in particular: our Council Plan commitment to people and communities (supporting residents to live happier, healthier and safer lives) and in supporting local growth and prosperity.

We value the established and strong working relationship that we have with the Trust and we are delighted to work together on key projects supporting children, young people and adults to be more active via the Wyre Moving More Strategy.

The Trust conducts broad and varied work to support people across the Borough generally to lead more healthy and active lifestyles supporting improvements in not just their physical health but also their mental wellbeing.

The Trust is a great advocate in encouraging and facilitating local people to develop new skills, in raising aspirations and indeed by directly delivering and supporting innovative education and employment opportunities.

Such initiatives inspire, empower and help individuals and communities to achieve their full potential and improve quality of life. We look forward to continuing to work together and to explore further collaborative and effective partnership opportunities. Working together we will continue to make a difference for our communities.”

Eddie's Story

Eddie Peak has been an active member of the Fleetwood Towns Veterans Community for several years, during which both his mental and physical health have significantly improved.

Eddie began his journey in the Merchant Navy in 1968, spending 6 years travelling the world. Following his time in the navy, he dedicated 14 years as a volunteer special constable and later served as a volunteer for the Northwest Ambulance Service for 4 years.

Despite Eddie's contributions, he experienced his first bout of anxiety and depression shortly after leaving his volunteer roles. Over the years, his mental health challenges worsened, requiring him to take medication for over a decade. At one point, his struggles were so severe that he found it difficult to communicate even with his own children.

Since becoming involved with the Trust's Veterans Onward Together programme, Eddie has participated in initiatives like the walk-and-talk sessions and the Veterans Community Garden. These activities have been transformative for Eddie, enabling him to reduce his medication by a third! Reflecting on his journey, Eddie says, “The support I've received has been life-changing.”



WHERE WE ARE NOW

5

EDUCATION & EMPLOYABILITY PROGRAMMES

11

SPORT & PHYSICAL ACTIVITY PROGRAMMES

9

PHYSICAL HEALTH & WELLBEING PROGRAMMES

15

INCLUSION & COMMUNITY COHESION PROGRAMMES

64

EMPLOYEES:

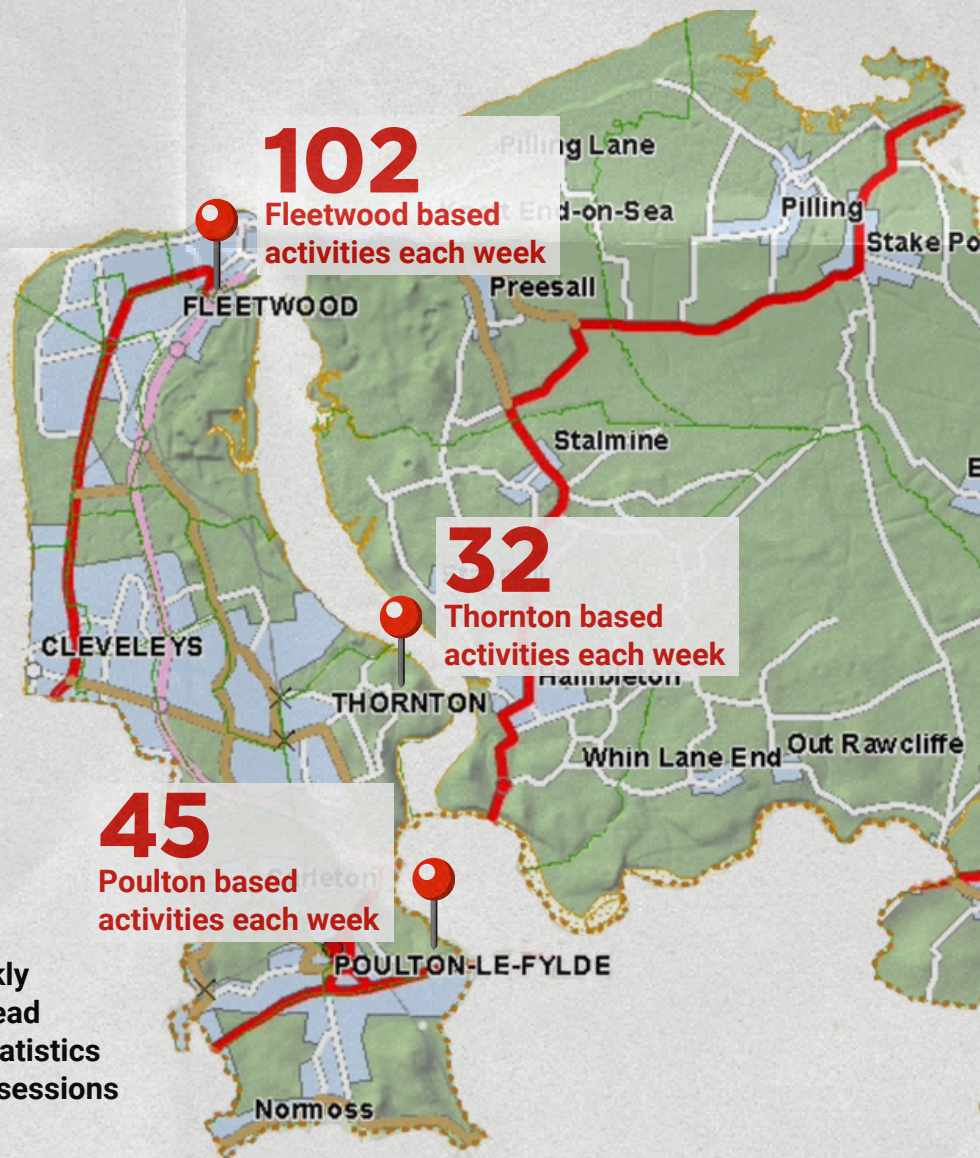
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TRUSTEES:

116

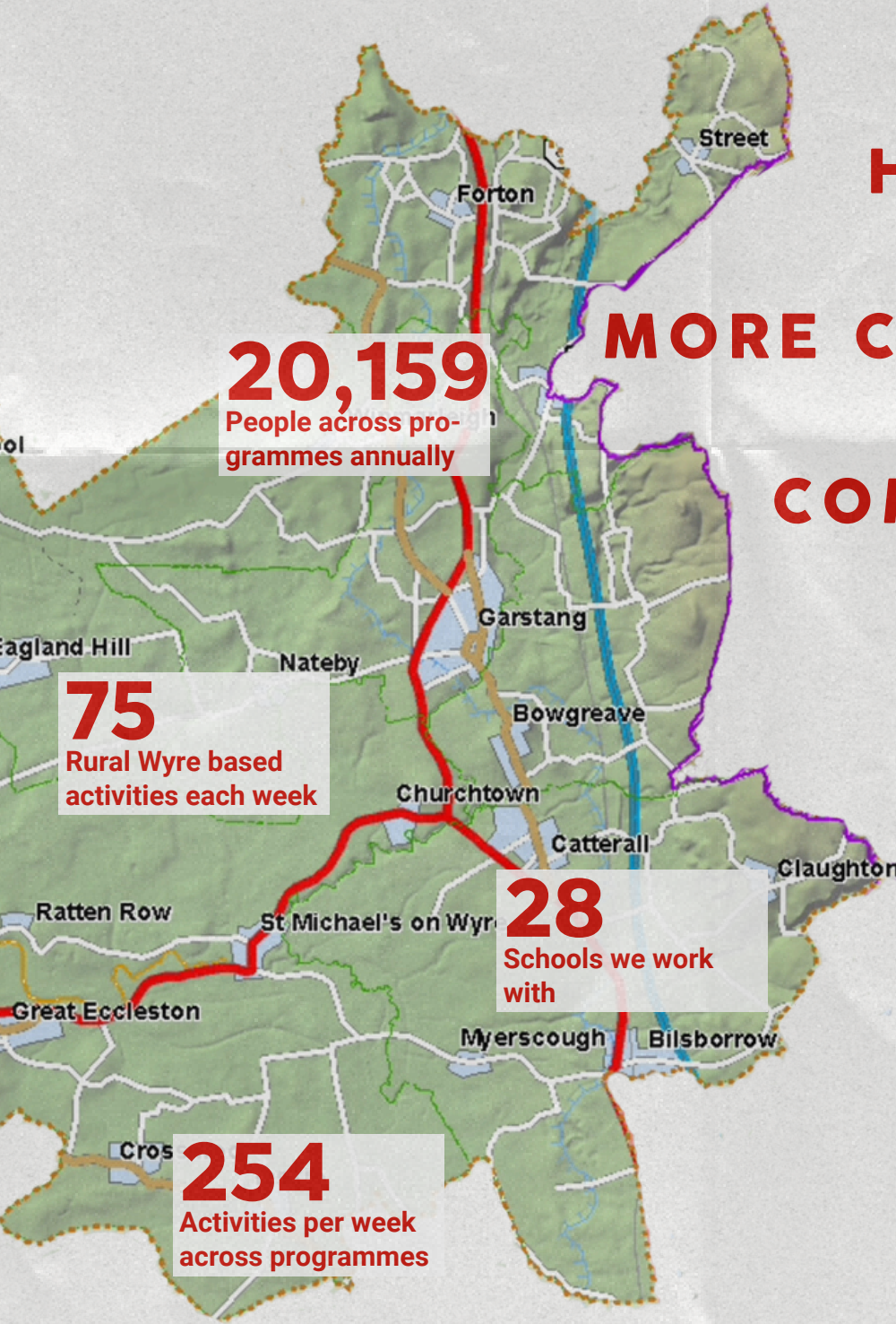
KEY PARTNERS:

Number of Programmes for Each Strategic Priority



This map shows the number of weekly sessions we deliver on average, spread across the whole of Wyre with the statistics explaining what areas these weekly sessions are focused on.

**INSPIRING
HEALTHIER,
MORE CONNECTED
COMMUNITIES**





VISION

To inspire healthier, more connected communities.



MISSION

To work with our key stakeholders collaboratively to empower and bring together our communities, changing lives for the better through diverse initiatives.

OUR CHARITY

SPORT



Fleetwood Town Community Trust promotes health and well-being through sports, offering football coaching, youth development, school partnerships, and inclusive activities. It fosters talent, teamwork, and an active lifestyle for all ages.

COMMUNITY ENGAGEMENT



We enhance community engagement by delivering programmes and activities that connect people, strengthen relationships, and inspire local involvement. It fosters a sense of belonging and shared purpose.

YOUTH ENGAGEMENT



We promote Youth Engagement by inspiring, empowering, and supporting young people. Through opportunities in sport, education, and personal development, it helps youth build skills, confidence, and a strong sense of community.

HEALTH & WELLBEING



We are dedicated to improving health and well-being by promoting physical activity, supporting mental health, and encouraging healthy living. We aim to enhance the health of individuals and communities, helping everyone lead active and balanced lives.

EDUCATION & EMPLOYABILITY



To guide, mentor and enrich the lives of young people through our diverse range of educational programmes increasing student attendance, attainment and future aspirations. We also engage with local people through our employability initiatives with the aim of reaching employment, education, training or volunteering opportunities.



OUR VALUES



ACCESSIBLE - We will reduce financial, technical and physical barriers to participation.

TRUST - We will continue to be a reputable provider for all areas of our strategic aims and objectives.



INCLUSIVE - We will celebrate diversity and promote equity across Trust related activity, ensuring everyone feels safe and included

DEDICATION - We will lead by example striving towards continuous improvement.



ENGAGING - We will be enthusiastic in our delivery method ensuring the whole audience is involved.

OUR BEHAVIOURS



PROUD - We will take pride in all that we do, acknowledging achievements and reflecting on learning opportunities.

COLLABORATIVE- We will be proactive in engaging with valued, trusted partners to best achieve our objectives, together.



DYNAMIC- We will recognise the need for change and will be innovative in our approach demonstrating a positive attitude.

INSPIRING- We will create a sense of optimism through our engagements contributing towards communities feeling empowered.



CARING- We will be empathetic and listen to our communities needs.

OUR STRATEGY

OUR IMPACT

- ✓ We will ensure financial stability by investing in our workforce, diversifying revenue streams, creating a community asset and fostering strategic partnerships with local businesses and stakeholders.
- ✓ We will reduce our carbon footprint, whilst educating our communities of its long-term impact.
- ✓ We will provide opportunities that will empower our community to lead a healthier lifestyle.
- ✓ We will provide high quality and inclusive educational opportunities that will enhance employability levels within the community.
- ✓ We will provide inclusive sport and physical activity for all, creating a safe and positive environment for lifelong participants.
- ✓ We will provide a safe and welcoming space where we celebrate individuality whilst ensuring equality.

WE WILL ACHIEVE THIS BY...

- ✓ Our goals include achieving and maintaining a 50/50 balance between restricted and unrestricted funds, creating a new community hub building, and generating sustained, diverse revenue streams. Additionally, we aim to deliver consistently high-quality activity programs while reducing our environmental impact.
- ✓ Our aim is to help individuals achieve notable academic success, improve their life skills, and feel more confident about their future employment prospects.
- ✓ We strive to empower individuals to sustain positive sporting habits for life, increase their participation and sense of belonging, and develop character traits while fostering positive relationships.
- ✓ We aim to empower individuals to live healthier lifestyles, improve their social skills, and boost their self-confidence and self-esteem.
- ✓ We work to enhance individuals' sense of belonging and feeling of being valued, increase the number of positive relationships in their lives, and reduce risk-taking behaviors while helping them feel less isolated.



WHAT WE'RE TACKLING



1 Establishing a new Trust Hub



9 Promoting our identity as a local charity that isn't just about football more effectively



2 The balance we maintain between growth and our ability to deliver quality activities



10 Strengthening our corporate governance



3 How we broaden the scope of our activities to engage the whole family



11 To understand our impact better as an organisation



4 Ensuring that all that we do reaches across the whole district



12 To increase our organisational legacy



5 Engaging with those people who are hidden from society



13 The short-term nature of grant funding we received to enable us to deliver our programmes



6 Retaining the appropriate levels of skills, knowledge and capacity within our workforce



14 Developing meaningful strategic partnerships



7 Responding to the rise of poor mental health across the district



15 Responding to the challenge of competition



8 Making what we deliver even more inclusive



16 To maintain a strong relationship with Fleetwood Town Football Club

THEORY OF

INPUT

ACTIVITIES

ACTIONS



Financial Resource

Sustainability

**More People
Engaging in Activity**

**Stakeholder
Engagement**

**Education &
Employability**

Greater Partnerships

Strategic Oversight

**Sport & Physical
Activity**

**Developing Targeted
Engagement**

Governance

**Mental, Physical &
Social Wellbeing**

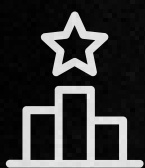
**More Developed
Access to Provision**

**Safer & Inclusive
Communities**

**Financial
Sustainability**

OF CHANGE

RESULTS & ACHIEVEMENTS



Working collaboratively with partners that share the same values

Creating an inclusive, safer and accessible environment for participants to thrive

Gaining a sense of belonging with achievements acknowledged and celebrated

Meeting and exceeding programme expectations

OUTCOMES



Reduce our impact on the environment

Improve their life skills

Increase their levels of participation, sense of belonging and feel valued.

Feel empowered to live a healthier lifestyle.

IMPACT



Young people achieve their full potential, making a positive contribution to society

Improved mental, physical and social wellbeing, feeling part of something bigger

To inspire healthier, more connected communities

CASE STUDIES

JORGI'S STORY

Jorgi is a 12 year old girl living in Fleetwood who attends Fleetwood High School. In her spare time, she enjoys going out with her friends, shopping and cooking with her mum, Tina. As well as her love for animals, Jorgi also loves boxing.

Jorgi first started her boxing journey at 6 years old when she attended her first Tiny Tysons session. After attending a session a week for two years, she then progressed onto the beginners classes which are for ages 10-16. As soon as she turned 11, Jorgi got her medical at England Boxing and since then, she has had two skill bouts and is preparing for her third.



READ MORE HERE:



699 IMPROVED PHYSICAL HEALTH
PARTICIPATING IN
TRYSPORTS

TOTAL NUMBER OF HOURS
DELIVERED IN WOMENS WALKING
FOOTBALL **48**



READ MORE HERE:



WOMEN'S WALKING FOOTBALL

Fleetwood Town Community Trust's Women's Walking Football group, known as Wren's Walking Football, has emerged as a vital part of the local community, providing a unique and inclusive space for women to engage in physical activity, social interaction, and overall well-being.

Established as a response to the growing need for accessible and enjoyable fitness opportunities for women, the group has quickly gained popularity. With 34 women participating on an ad hoc basis, the group consistently sees an average of 15 participants each week, a testament to its significant impact.

ADA- PREMIER LEAGUE PRIMARY STARS

Ada from Inskip St Peters C of E Primary School has been engaged in the Premier League Primary Stars Programme since Year 2. Premier League Primary Stars is a programme which is offered to our local primary schools.

We are able to offer a range of different programmes for both teacher and child development. Throughout the years Ada has developed both personally, physically, and socially. The delivery also promotes the Premier League Primary Stars values which in the video you will be able to see she meets all of them. Those values being "Be Ambitious", "Be Connected", "Be Inspiring" & "Be Fair".



TO WATCH THE
VIDEO, SCAN
HERE:



TERRI: GENTLE EXERCISE PARTICIPANT

Terri is a fun lively character who's been attending our gentle exercise class for 1 year. Since starting the sessions it's clear to see her confidence has improved with joining in with the exercises and through observing her chatting with others in the group. Terri is registered blind, and often finds this a barrier to attending social groups and in particular group exercise classes.



Our gentle exercise sessions are adaptable for many abilities, and through involving Terri in the process we run the session in a way she can comfortably take part. Terri and the instructor now sit at a suitable distance in which Terri can hear and partially see outlines of the exercise moves, if new moves are involved the instructor will inform Terri and verbally talk her through the move- physically guiding her through when needed. Exercise assistance equipment such as bands, balls and weights are selected by Terri and the instructor in advance and Terri is familiarised with these before the session. Clear verbal instruction is also given throughout the session and reassurance on awareness is sought from Terri by the instructor as they make their way through the session.

Terri's enjoyment of the session is visible by the smile on her face as with many of the participants as the sessions are filled with chatter and laughter, as they make their way through the exercises. She also states she's now fitter and better at balancing thanks to the sessions, which will no doubt have a positive impact on her physical health and enable her to carry out daily tasks to the best of her ability.

WHAT OUR COMMUNITY THINK

"Fleetwood Town Community Trust help us to dramatically increase the amount of afterschool clubs we have, so enhancing the skills, confidence and experiences of children as well as encouraging/improving behaviour across the school.

The partnership we have with FTFC Community Trust is vital for teachers, pupils and parents and certainly impacts the whole community positively."

Simon Clough
Computing & PE Lead at St Wulstan's & St Edmund's Catholic Academy



"The Violence Reduction Network has worked in partnership with Fleetwood Town Community Trust for 5 years. Through the Champions programme they provide invaluable for young people who are either involved in or at risk of being involved in violence.

They develop a relationship that harnesses trust and clients say that the support they receive helps them stay out of trouble, enables confidence to grow and improves well-being."

Chief Inspector Dave Oldfield - Violence Reduction Network Operational Lead



"Joining the FTCT Sports College Programme, back in 2019, I never thought I'd be given the opportunity to progress into a full-time role as the University programme's Degree Mentor.

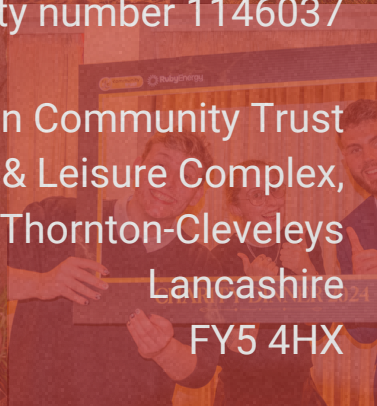
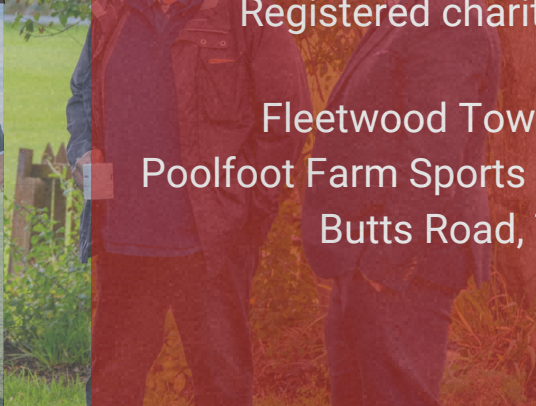
The Fleetwood Town Community Trust has consistently supported, cared and trusted me through my six years here at Poolfoot Farm. I'm so grateful for every opportunity provided to me, which is why I try my absolute very best to give everything I have back to my role and everyone associated within the organisation."

Ted Cox - University Programme Degree Mentor



THANK YOU TO OUR VALUED PARTNERS!





INSPIRING HEALTHIER, MORE CONNECTED COMMUNITIES



Registered charity number 1146037

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 Fleetwood Town Community Trust

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