



IMPACT REVIEW

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Our Season in Numbers

169,969
face to face
engagements

FIT Blackpool participants lost

 **364kg**
equivalent to 100 bowling balls!

48 grassroots teams connected
to First Team Players

1,602  
presents and visits
on Christmas Day

£2,659,429

..... raised to deliver our projects

 **4,420**

work placement hours
on our Traineeship

17,314 

people took part in
our programmes



11,801
sessions
delivered to our
community



8,649 free healthy meals
to school children

Total social value generated:

£22,656,338

Ashley Hackett

Chief Executive Officer



This Impact Review showcases the challenging yet successful journey we've had this season. Despite the backdrop of a cost-of-living crisis, the lingering effects of the COVID-19 pandemic, and operating in one of the most underprivileged towns in the country, we remained committed to providing support that actually improves the lives of local residents.

More recently, we've looked to adopt a new strategic perspective, emphasising impactful provision. This season, we pushed our team to evaluate the impact of their work and whether they could make more of a difference by focusing on building long-term relationships to create a meaningful impact rather than through fewer large-scale participation events.

As a result, this led to a decrease in the number of unique participants we engaged with, but a considerable increase in the frequency of visits and positive interactions, resulting in a genuine impact.

Among the standout accomplishments of this season is our support for women's football in the town. This has been a goal we've considered and meticulously planned for years, to ensure seamless collaboration with the already successful Blackpool FC Girls and Ladies grassroots initiatives.

Our confirmation as one of the country's first FA Emerging Talent Centres on the Fylde Coast highlights our commitment, while the Ladies' team playing fixtures at Bloomfield Road emphasises the Club's support. We're really proud of the progress we've made in this area this season, and even more excited for what's to come in the future.

In December, we launched our Warm-Up Hubs, designed to support individuals who may struggle to pay bills and put food on the table.

Thanks to the generous funding from our local council and further support from our Club's owner, Simon Sadler, we have been able to provide a warm environment, hot meals, activities, and sociable company to more than 100 attendees weekly. While it's heartbreaking that people in our town need this type of support, it's been overwhelming witnessing the collective effort to provide for those who need it.

This season brought its share of challenges, including the discontinuation of national funding for NCS and the Opportunity Area programmes. Despite these and other obstacles, we've dedicated ourselves to maintaining our programmes locally, recognising our impact on the local youth and their importance to the community.

Our duty to deliver successful programmes remains steadfast, but securing the necessary funding for ongoing projects is tough. With the added probability of further reductions in public funding, we have to explore inventive ways to sustain our crucial support.

That being said, the future looks to be really exciting as we embark on new facility developments and see the evolution of innovative strategies in numerous areas with a specific focus on E-Sports and our LGBTQ+ community, among other initiatives.

We take immense pride in our achievements to date and look forward to what's next.

Our Staff Team

Blackpool FC Community Trust

Thank you to all members of our team, past and present, who have contributed to the successes that are highlighted in this Impact Review.



Social Impact Value

In recent years, the concept of 'social value' has emerged as a way to measure the additional benefit or positive effect that an organisation or project has on society. It is a particularly useful form of analysis for not-for-profit organisations (like our Club Community Organisation), which seeks to generate positive social changes that are often difficult to measure in traditional financial terms.

The EFL commissioned a report in March 2022 to measure the impact of their clubs in the community. The report collected data from each Club Community Organisation (CCO) over the past 12 months to illustrate the impact we are all having in ways that extend well beyond match day activities.

Based on the report, the EFL network delivered £865,196,135 worth of social value, which averages out over the 72 member clubs as £12 million per club.

Our individual social impact value was £22,656,338, almost double the average CCO figure.

For every **£1** invested in our community, we generated almost **£10** worth of social value.

Our Mission | Our core purpose...

To develop and deliver diverse community programmes and build partnerships to provide the people of Blackpool with the best opportunities. We will do this by:

- Increasing social inclusion
- Improving physical fitness, overall health
- Reducing involvement in anti-social-behaviour
- Raising aspirations and expanding local education offers

Our Values | How we go about our work...

In all of our work we will be:

Bold &
Innovative

We will encourage staff to innovate to provide the best possible opportunities for residents and be bold in the development of ideas and future plans.

Focused on our
Community

At all times, in everything we develop and deliver, we will have the people we are hoping to engage at the heart of our intentions.

Creative &
Forward Thinking

We will find creative ways around barriers to engagement and develop programmes that are successful, accessible and enjoyable whilst anticipating future issues and trends.

Our Vision | Where we want to go in the future...

To continue to change the lives of local residents and build a more healthy, active and work ready community.

Financials

2022/23

Income	£2,659,429
Expenditure	£2,550,566
Unrestricted Surplus/(Deficit)	£127,859
Restricted Surplus/(Deficit)	£(18,992)

Marc Joseph

Head of Early Years & Primary Programmes



This season our Health and Wellbeing team (H&WT) have been delivering Fit2Go to Year 4 children across Blackpool, improving their health knowledge and encouraging them to make good choices. Now in its twelfth year of delivery, it is a testament to the great work of our staff and the positive impact it has on pupils across the town.

The H&WT also lead our Personal, Social, Health and Economic (PSHE) education programme 'Unstoppable'. This six-week programme engaged a staggering 1,473 Year 6's from 30 primary schools and two educational diversity schools.

The success of our Unstoppable programme has acted as the foundation for our new area of work, in partnership with the EFL Trust, offering 1:1 and small group mental health support for Year 6 pupils. We have worked with schools to provide a comprehensive, flexible and engaging programme where pupils cover topics affecting children and young people in education, such as; relationships, body image and stress. Pupils are educated on coping strategies and methods to better manage mental health.

Our Physical Education (PE) team, now under new leadership, has welcomed new staff and improved the depth and range of their delivery. We have continued to support teachers every week by upskilling their knowledge and confidence in delivering national curriculum PE under the Premier League Primary Stars (PLPS) programme.

The PLPS team have worked with key stakeholders; Blackpool FC, Blackpool Council and local schools, to access the best facilities and equipment to deliver memorable and unique competitions/tournaments. A great example of this was the return of Fit2Glow, our Year 2 glow-in-the-dark football tournament, with the final taking place in Blackpool Tower Circus Ring.

This season the PLPS team have also worked closely with The Football Association (FA) PE team, to shape how PE support is offered in schools. In addition, Professional Game Match Officials Limited delivered interactive workshops around the topic of respect and 'Show Racism the Red Card' provided an educational workshop to more than 100 children, discussing the causes and consequences of racism, discrimination and empowering young people to challenge racism.

Our Sports Development team worked hard to provide accessible and, more importantly, affordable school holiday provision, a much-needed service for the families of our town. Holiday Camps and our ever-growing Tiny Tangerines mini football means a steady stream of budding future Seasiders for years to come.

I would like to applaud the fantastic work our Holiday Activities and Food team have done in expanding the reach of provision over the school holidays to children and families on benefit-related free school meals. The Trust now provide council funded HAF camps for nearly 500 children per day.

In February, we appointed a Female Football Development Manager who has been working with local schools, grassroots clubs and Lancashire FA to identify areas of development, create opportunities and service the increasing demand in the women's game.

The icing on the cake has been our successful application to host the most elite girls training programme on the Fylde Coast, The FA Girls' Emerging Talent Centre (ETC). Our ETC has brought together the top female grassroots football players in Blackpool and the surrounding areas to train together and develop their game.

Early Years & Primary Programmes

Tiny Tangerines

Mini football sessions for children in pre-school to Year 2 are aimed at; increasing confidence, coordination and football skills for young children whilst giving them the opportunity to engage with others.

The Sports Development team have created a coaching curriculum that is aimed at both developing and challenging those taking part in the sessions no matter their ability. It is also an introduction to football for some children and a pathway into local grassroots football teams.

320
TINY TANGERINES
attended our sessions



Premier League Primary Stars (PLPS)

Through funding from the Premier League Charitable Fund, PLPS is offered to all Blackpool primary schools. The programme aims to support primary school teachers in improving their knowledge, confidence and delivery of national curriculum PE lessons as well as improving PE standards.

PLPS creates positive outcomes across sports, health, and education through the numerous programmes that mirror the vision of the Premier League and the values of the school.

Fit2Go

This six-week, two-hour programme is funded by; Blackpool Council, Public Health Blackpool, NHS Blackpool Clinical Commissioning Groups (CCG) and Blackpool FC Community Trust, allowing it to be offered free to all Blackpool primary schools.

The programme encourages Year 4 children in Blackpool to live a healthy lifestyle and take part in regular physical activity. Pupils are introduced to ways they can improve their wellbeing and make better choices for their health through both practical and theory-based lessons.

98% of students improved their knowledge of a healthy lifestyle

Holiday Activities and Food (HAF)

The Department for Education fund our Holiday Activities and Food (HAF) offer. This takes a more targeted approach to support children in Blackpool who receive benefit-related free school meals. We provide them with free access to enrichment activities including sports and games, a healthy meal, snacks, and drinks throughout the school holidays.



5824
healthy meals provided

Sports Camps

Our Sports Development team deliver a number of multi-sports camps during the school holidays. They provide a fun, friendly and secure environment for children to socialise and take part in sports, games and arts and crafts activities.



Unstoppable

Our Year 6 PSHE programme has been developed using 'Unstoppable' by best-selling author, Dan Freedman.

The programme focuses on supporting young people with difficult life topics including mental health, knife crime, relationships, and the transition into high school. By working with characters in the book, pupils are encouraged to discuss real-life scenarios and work with a member of our staff to develop personal coping strategies.

DELIVERED
IN 31 Blackpool
primary
schools

Football Camps

Last season we launched our first-ever football specific camps providing a place for children to get involved in all things football. During school holidays, our qualified coaching staff provide participants with; individual skill training, group practice, small-sided games, and fun football-related activities.

This season we followed up the success of our football camps by delivering our first-ever girls-specific football camp at Armfield Academy. These sessions encourage girls to play and contest against each other in a friendly environment.



Female Football

Our Female Football Development Manager has helped to develop and deliver female-only football sessions in a range of settings across Blackpool.

We have delivered girls' football sessions at primary schools, have arranged girls' tournaments and started our own FA Weetabix Wildcats sessions to introduce girls to the game. All programmes aim to use the Blackpool FC brand to inspire and engage with as many girls as possible in Blackpool and the Fylde Coast.



Blackpool FC ETC to Manchester City: Esme



Esme Seddon has been attending BFCCT's Emerging Talent Centre (ETC) since January 2023. She also plays grassroots football for Blackpool FC Girls and Ladies in the Under 13s team. This season she was offered a place in the Manchester City Under 14s Pro Game Academy squad for the 2023/24 season.

Esme has worked extremely hard since the ETC programme launched, taking part in our goalkeeper-specific training sessions as well as the outfield sessions alongside the Under 13/14s group. Most importantly, Esme is a great young woman with a positive personality, and is a fantastic teammate to all the girls in the group.

Since joining our ETC last year Esme has played in various organised fixtures including, Westmorland County FA girls' teams, local boys' futsal teams, Burnley ETC, Preston North End ETC and Manchester City Regional Talent Centre (RTC). These varied games ensure that all players are challenged and compete against some of the most talented young females in the country. Our philosophy is always to prioritise the development of each player over results. Esme has thrived in this environment.

Andy Aspinall, Female Football Development Manager at BFCCT, and ETC Manager and Technical Lead said,

"Esme showed some good ability and huge amounts of potential in her initial trial for the ETC. Her drive and determination have been exceptional, she always has a smile on her face, and her confidence and communication skills have really improved. It is a shame that we are losing her, but she has an amazing opportunity to train several times a week with a Professional Game Academy, and we are delighted to have played a part in her development. She has a great future ahead of her."

Esme Seddon, Under 13s ETC Goalkeeper, said,

"I've really loved my time at Blackpool FC Community Trust's ETC. My coaches, Ian and Paul always manage to make the

training sessions challenging yet fun and put a smile on my face and I can never thank them enough. The dedication, time and effort from my goalkeeper coaches Dave and Erin has been amazing as well. Since joining, I've made some best friends that have also pushed me to become the best version of myself as a footballer.

Andy made this whole experience possible, and I am so incredibly grateful I cannot recommend the ETC enough for the girls who want to become better footballers and aspire to be the best."

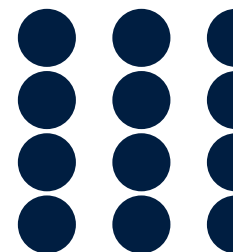
Esme's parent, Phil, said,

"Since the age of seven, Esme has had a love for football but over the last 12 months it has really become a passion and something which she has started to take more and more seriously.

The ETC has provided the environment for her passion to grow to the next level allowing her to become more motivated, work harder, become more focused, and push on in her hopes of becoming a professional footballer. Since joining the ETC, Esme is much more confident and has also made some life-long friends through the programme. We want to thank all of the staff for the efforts they have put in."



Premier League Primary Star: Sean



Sean Hogarth is an experienced teacher at St Kentigern's Catholic Primary School and this season he has had the support of Blackpool FC Community Trust (BFCCT) and the Premier League Primary Stars (PLPS) programme.

This academic year Sean has been working with BFCCT to develop PE delivery in school, which has allowed him to gain confidence and become more comfortable working within a PE Curriculum that has varying dynamics.

At first, Sean was hesitant to deliver PE lessons through skill-based learning rather than set activities, as this was a new concept for him and for the school to install.

As weeks progressed we were able to change Sean's approach and understanding of lesson delivery. Initially, Sean and his class struggled to adapt to this new way of teaching as most of his pupils play sports such as football outside of school and expected PE to follow suit. However, as he teaches Year 2 pupils the sports-based PE wasn't yet embedded, and the application of a skill-based PE approach was accepted.

Sean was not sure what aspect of learning he would like to focus on but after a few lessons observing different methods with his PLPS coach Erin, he quickly identified what he wanted support with. Once he chose specific areas for improvement, he demonstrated progress in his teaching approach, enhancing the chances for his students to achieve their lesson objectives and personal goals.

Erin, Physical Education Officer at BFCCT, said,

"Since working with Sean, I have seen a huge change in his confidence and the way he delivers skills in PE lessons. Sean is now able to deliver more inclusive lessons so those pupils who were previously detached are now more involved, and those who are confident are still challenged. He has changed from a teacher/PE Lead who struggled to get the dynamics right within a lesson to someone who understands ways to make the lessons accessible for

all. He tackles PE lessons with a positive demeanour and a cheerful expression, which has a contagious impact on his students, making them more enthusiastic to participate."

Through the PLPS programme, Sean has been able to create a bank of resources to use across the whole school. His knowledge allows him to adapt current games as well as creating arrival activities, allowing teachers time to prepare before transitioning into the next activity. During the time Erin and Sean have spent together Sean has been encouraged to team teach, work with small groups, and lead the class, he has excelled. Applying a variety of approaches has allowed games and activities to be easily adapted when pupils need to work on different elements of development such as teamwork and communication.



After completing the programme, Sean said,

"It has massively changed the way I deliver PE, and I am hoping to continue improving my understanding and confidence next year. I feel more confident in using a skills-based approach to deliver PE lessons after having support from BFCCT. There has been a natural shift in my pupil's approach to PE and the speed in which they are showing improvement has been easy to assess and amazing to see."

Selina Hayes

Head of Education and Employability Programmes



We continue to be very proud of our Education and Employability programmes and the support they provide people in Blackpool to achieve their education and career goals.

Blackpool FC Sports College continues to grow and develop to ensure we offer the best sports industry education pathway in the area. With 58 students studying at our college and achieving a 96% pass rate.

This season we implemented a coach mentoring programme as part of the education pathway, providing our students with the opportunity to work alongside our own highly qualified sports coaches. These experiences increase their industry knowledge and offer a mentor to support them in developing their confidence and coaching skills.

Our degree offer has extended to provide two Foundation Degree pathways; Community Football Coaching & Development and Sports Coaching & Development, both with the option of a top-up year to allow students to gain a full degree.

NCS enjoyed successful summer and autumn programmes with 129 young people benefiting from the residential element of the programme. In addition to this, 171 young people participated in the NCS Skills Booster programme. A huge over-delivery on expected numbers showcased the great partnerships we have with high schools and colleges in Blackpool.

High School Hubs has continued within Blackpool high schools. The Beaverbrooks Enterprise

programme has supported 146 Year 8 pupils to develop entrepreneurial skills. 211 Year 9 pupils undertook the Premier League Inspires programme providing support with their mental health and resilience and 86 Year 7 pupils were guided through their transition from primary school to high school.

In addition to this, 1:1 mentoring has provided over 40 pupils in high schools with 1:1 support to assist them with their journey through education, improving attendance and behaviour in school.

We were also successful in a bid to deliver 'Be Internet Citizens', a programme developed by YouTube to educate teenagers about media literacy, critical thinking, and digital citizenship, with the aim of encouraging young people to have a positive voice online.

Traineeship opportunities have maintained success, supporting 16 to 24 year olds, with 79% of learners progressing into employment over the season. The Employability team have continued to be a gateway for the Government Kickstart Scheme, enabling 100 16 to 24 year olds to gain paid employment with local businesses.

This season also saw the development of our Pre-Traineeship to further support those furthest away from employment. Delivered in partnership with Blackpool Council's Youth Innovation Fund, the programme focused on the personal and social development of the young adults referred with 86% progressing to a positive destination in employment or education.

Education & Employability Programmes

Blackpool FC School

Currently providing both full-time and part-time provision for Key Stage 4 students, who require an alternative to mainstream education.

We work with Blackpool Council, Educational Diversity and local high schools to provide students with Maths, English, and Science subjects to GCSE level, whilst also completing project-based learning, PSHE and a qualification in sports and fitness.



Kickstart Government Scheme

Through Government funding we are one of only two Kickstart Gateways, seeing local 16 to 24 year olds given the opportunity to gain six months of paid work experience. As a Gateway, we support businesses with the recruitment of local young people.

We have also supported local young people through work experience and have employed seven young people from this ourselves.



NCS Skills Booster

Working with our NCS partners, local Year 11 and 12 pupils take part in a 15-week course, focused on life skills and future aspirations. Participants take part in virtual and in-person activities to learn new skills and tips which support topics identified by their schools and colleges.

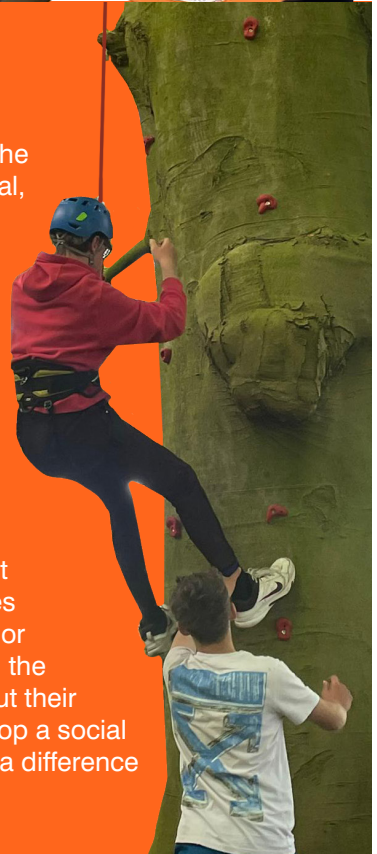


171
Year 11 & 12 pupils
boosted their skills

NCS

With the support of the Department for Digital, Culture, Media and Sport (DCMS), we provide 15 to 17-year-olds with opportunities to step out of their comfort zone and challenge themselves during residential trips.

Participants take part in a range of activities throughout summer or autumn, giving them the chance to learn about their local area and develop a social action plan to make a difference in their community.



High School Hubs

Our High School Hubs provision is made up of four core programmes to provide further support to pupils in Blackpool schools alongside their academic pathway. High School Hub Mentors are based in our five partner high schools in Blackpool for one or two days per week, providing support from Year 7 to Year 11.

In 2022 we introduced a new strand of work to our High School Hubs programme, Year 7 Transition, to support young people through what can be a challenging part of their life.

Premier League Inspires

Funded by the Premier League Charitable Fund and Public Health Blackpool, Premier League Inspires is a 15-week, positive mental health and resilience programme. It is delivered once a week, to selected Year 9 pupils across Blackpool. The primary focus of Premier League Inspires is to help young people reach their potential by developing coping strategies and ensuring they're engaged and inspired.

82%
of Year 9 pupils
improved their confidence



1:1 Mentoring

Funded by the Blackpool Opportunity Area we provide 1:1 mentoring to young people aged 11 to 16 in high schools. Each week students work with their dedicated mentor to build their resilience, confidence and self-esteem. Mentors help pupils to cope with stress and implement strategies to overcome any difficulties they may face in their lives or at school.

705




1:1 sessions delivered

Beaverbrooks Enterprise

In partnership with Beaverbrooks, the Enterprise programme works with Year 8 pupils to introduce them to business and entrepreneurship. The programme helps to develop essential employability skills, raise aspirations, and unlock potential.

Pupils also take part in the Enterprise Challenge set by Beaverbrooks, to identify a business gap or local need and develop a plan to address this. This includes a Dragon's Den style activity with a board of 'dragons' from Blackpool based companies including Blackpool FC.

Cups from a Blackpool FC football match up-cycled into planters



Year 7 Transition

Transitioning from primary to secondary school can be an extremely challenging time for any young person. New environments, experiences and relationships can be overwhelming, triggering changes in behaviour, raising anxiety, and igniting other mental health concerns.

We work in high schools to help pupils come to terms with change, normalise it and thrive within it. The themes covered are, coping strategies, working with our own assets and skills, planning a pathway to success and creating new friendships.

The programme provides pupils with the opportunity to have a voice, feel heard and improve their confidence within their new surroundings.

Pre-Traineeship

Through funding from The UK Community Renewal Fund, our Pre-Traineeship helps individuals who are the furthest away from employment. Those involved are supported to develop personal skills, increase confidence and gain valuable work experience to move them closer to employment.

Blackpool FC Sports College

Provide full time further education courses, including BTEC Level 2 and 3 in Sports Industry Skills and Sports Coaching. Learners also study Functional Skills and GCSE English and Maths if required.

We offer a wide range of exclusive work experience opportunities across our programmes to enhance and support learning as well as extra-curricular activities to enhance learner experience.



96%

**of our students
achieved a BTEC
qualification**



Traineeship

Our Traineeship is funded by B-Skill and Education Group. The programme supports individuals who are not in education, employment, or training (NEET). Over 12-weeks they gain work experience along with Functional Skills qualifications.

The trainees develop their team work, communication and problem-solving skills. The course improves the participants' confidence to help them to make the move into employment.

64%

**of our learners have
progressed into full-time
employment**

Foundation and Top Up Degree Courses

In partnership with the University of South Wales we offer a foundation degree in Community Football Coaching & Development and in Sports Coaching & Development. Both are an ideal progression route for our BTEC students as well as others wanting to pursue a career in the sports industry.

We also provide a Top-Up Degree to consolidate learning from a foundation degree and gain a full BSc Honours Degree for both pathways.



63%

**of our degree students
progressed into paid
work with us**

From Students to Staff: Luke & Luke



Both Luke McNaughton and Luke Davison came to Blackpool FC Sports College to study a BTEC Sports Course Level 2 straight from school. After successfully completing their courses, they chose to progress onto the Level 3 programme.

Both Luke and Luke went from strength to strength, pushing themselves to exceed their target grades and take every volunteering opportunity offered to them.

Whilst studying with Blackpool FC Sports College, they completed NCS, took part in extracurricular activities such as foot golf and Luke M even represented the North West England All-stars in futsal.



After completing the BTEC course both learners enrolled onto the degree course within Blackpool FC Sports College, both finishing their studies with a BSc Sports Coaching and Development qualification.

Fast forward two years, both of them now have a full time position within the Trust. Luke M has taken on the role as a Community Youth Sports Officer within the Community Programmes department and Luke D as a Sports Development Officer within the Early Years and Primary team.

Caroline, Blackpool FC Sports College Manager said,

“It’s great to have both lads on board and to work alongside them. They have developed so much from when they first came to us at the age of 16 on the BTEC course and have so much to offer, supporting our local community. They are a credit to the college and should be proud of themselves.”

Luke D, Sports Development Officer said,

“After I graduated from the degree course, I secured a full time job within the Community Trust as a Sports Development Officer. I felt I was able to ease into the role as I had the knowledge and experience from previous years, I knew the staff and understood how a professional organisation in the industry works.

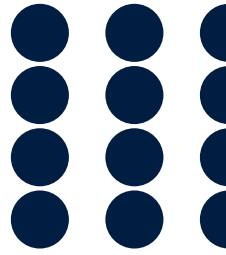
“I am very grateful to have been given the opportunity to participate in placements within the BTEC courses as it has expanded my personal experience I have gained knowledge which I can now use to my advantage in my role as a Sports Development Officer.”

Luke M, Community Youth Sports Officer added,

“I want to thank BFCCT for giving me so many opportunities. They provided me with a pathway into the sporting industry, something I always wanted. After my education I was offered a part time role within the Premier League Kicks team. This position gave me the chance to up-skill myself and develop as a coach.

Recently I have progressed into full-time work within the Premier League Kicks team. I coordinate free football sessions for young people in Blackpool and build relationships in order to steer them away from participating in anti-social behaviour.”

From Football Coach to Aspiring Teacher: Lizzy



Lizzy's journey with Blackpool FC Sports College began when she enrolled on our Sports Coaching and Development Degree in partnership with the University of South Wales.

Interested in the innovative blend of online and in-person learning, Lizzy saw an opportunity to continue her existing job while also immersing herself in the world of coaching.

This flexibility not only allowed her to maintain financial stability but also granted her the freedom to actively engage in practical experiences across Blackpool FC Community Trust's programmes.

In her first year, Lizzy navigated the challenges of remote learning with remarkable ease. Her dedication to academic excellence was evident as she excelled in the classroom, showcasing her passion for sports coaching and development. Her ability to adapt and thrive in an evolving educational landscape demonstrated her persistence and set the stage for what was to come.

Fast forward two years, and Lizzy has graduated with a first class honours degree, she had not only achieved academic success but also positioned herself as a rising star in the world of sports coaching. Her journey progressed when she became part of the Premier League Wildcats programme. Recognising the significance of gender inclusivity in sports, Lizzy channelled her passion and determination to engage more girls in football.

However, Lizzy's ambitions did not stop there. Fuelled by her experiences and driven by her desire to make a lasting impact, she set her sights on a new goal: becoming a teacher.

With new aspirations and help from her degree tutor, Lizzy laid out a path to achieve her dream by pursuing a postgraduate certificate in education (PGCE). Her journey from a sports enthusiast to a coach, and now to an aspiring teacher, is a testament to her versatility and commitment.

Reflecting on her journey, Lizzy shared,

"Blackpool FC Sports College has not only allowed me to achieve a first class honours degree through the support from my tutor and the resources available within a stadium setting, but I've been able to develop skills and attributes through an abundance of opportunities which I will use in all future aspects of life."



Sophie, Lizzy's Degree Tutor at Blackpool FC Sports College added,

"Having delivered the course for a number of years, it is always great to see our students achieving success in their chosen field. Lizzy has been an excellent student and has worked tirelessly to get to where she wants to be. I look forward to seeing her blossom into a fantastic PE Teacher."

Gemma Trickett

Head of Blackpool FC School



Blackpool FC School (BFC School) has had a great academic year, our Year 10 and 11 students have really engaged with our local community through activities, and the impact speaks for itself. School attendance still sits at 90.08% as a whole compared to just over 60% at mainstream schools.

BFC School aims to offer young people a chance to shine with a very hands-on holistic approach to teaching the curriculum. In line with this, our current students have been on several educational trips such as the National War Museum, the National Football Museum, and the Museum of Science and Industry as well as tailor-made enrichment trips to Blackpool Pleasure Beach and more as part of rewarding progress and positive behaviours.

All of our students attended work placements, to gain experience in professions they have shown an interest in. Activities like these raise aspirations and enable the students to explore their own strengths and weaknesses. Three of the students have been offered placements with where they chose to do their work experience. Two students have secured part-time paid work, and are now enjoying earning, saving, and spending their own income.

Year 11 students have also been taking part in regular cooking sessions in Blackpool FC's kitchen; expanding their horizons with essential social, interpersonal, and domestic skills in preparation for life beyond compulsory education. Students have planned their own recipes, budgeted and shopped for ingredients, created a range of home-made hot meals that they have enjoyed in school and

taken home to share with their families.

All Key Stage 4 students have had opportunities to engage in a range of sporting activities, including weekly football training sessions, which prepared them for participation in a local Alternative Provision football tournament.

Six teams took part in the tournament, and BFC School played incredibly; not only did we win, but our students demonstrated resounding sportsmanship and resilience, showing the impact of our efforts to support young people outside of mainstream education to succeed and thrive.

BFC School was awarded the Gold Award from the school games team for our commitment and engagement in a range of competitions throughout the Academic Year.

We have been attending weekly sessions at Brian Rose Boxing and Fitness Gym; students have received 1:1 training from the professional boxer, and undertaken circuit training, tug-of-war team building, and sparring.

All Year 11 students had the opportunity to take part in the Bronze Duke of Edinburgh Award, which included planning and leading several walks as well as attending an overnight camping expedition. The students learnt survival skills such as building a shelter, starting a fire, foraging and camp site cooking. They also participated in climbing, abseiling, and using a zip line. Staff witnessed the students grow in confidence, develop their teamwork, use their initiative, and build their resilience.

We are so proud of what the students have achieved this year and look forward to more successes and positive impact next season.





Matt Hilton

Deputy CEO & Head of Community Programmes



One notable change within our Community Programmes Team this season was the appointment of Matt Hilton, as Deputy CEO and Head of Community Programmes.

A new strand for us was Move More, working as part of a consortium with key partners; Blackpool Council's Public Health teams, Active Blackpool, Lancashire FA, and Active Lancashire, the approach consists of encouraging working age adults to become more active. There are numerous intended benefits, but we primarily focus on physical and mental health and wellbeing.

This season's EFL Girls Cup was our biggest to date with over 100 girls taking part. Lytham St Anne's High School went on to represent BFCCT against other Northwest clubs in the regional final.

We teamed up with Utilita Energy to launch the Utilita Food Hub at home matches. The initiative, supported by Blackpool Supporters' Trust, encouraged fans to donate items to Blackpool Food Bank.

We were able to expand our Tower Above offer thanks to receiving £75,000 from Charles Hayward. This ensured we were able to continue meeting the needs of young people who require tailored, preventative support. Mainly due to the impact of the pandemic, we are receiving more referrals from partners such as Families in Need and Blackpool Council's Early Help and Support Team, who identify the first signs of young people on a negative pathway.

In October, we launched a brand new games room at Bloomfield Road Stadium. This includes the most up-to-date consoles, TVs, and games for young people to access when they attend our new E-Sports Premier League Kicks session and Premier League Kicks Holiday Activities and Food provision.

In December, we launched the Winter Warm Up Hubs at Bloomfield Road to help tackle some of the cost-of-living challenges for the local community. Thanks to support from Blackpool Council, Blackpool FC, and Segantii Capital Management, we provided families and those socially isolated and vulnerable with a place to keep warm, socialise and access free Wifi, coffee, biscuits, and hot food.

For a third year, eight of our staff coordinated a Christmas Day visit to 29 people who would otherwise not have had any engagement on this special day.

Thanks to funding from The National Lottery, we also created a food hub at Bloomfield Road. Working in partnership with Blackpool Food Bank, The Big Food Truck has been based at the North Stand Community Hub every Tuesday.

In April 2023 we were awarded £96,000 from the Armed Forces Covenant Fund Trust to provide support for veterans across the Fylde Coast. We are one of 56 organisations in the North West that have been awarded Silver under the Ministry of Defence Employer Recognition Scheme for our support to Defence and the wider Armed Forces community.

In April, we also launched our own Female Leadership Academy to provide young females with the opportunities to develop as leaders, giving them the tools to take forward and succeed.

Thanks to funding from Sport England and the Hargreaves Foundation we were able to enhance our disability offer to support young people and adults with physical, learning, and mental disabilities to participate in multi-sport and group physical activities.

Community Programmes

Disability Sport

Through funding from BBC Children in Need, we deliver disability specific lunch and after-school physical activity sessions that are tailored to each school and pupil's needs. We use multi-skills activities, interactive games, additional sports, and arts and crafts.

more than

1800

hours of activities delivered in SEND schools



Premier League Kicks

Through funding from the Premier League Charitable Fund, we deliver diversionary activities for young people aged 8 to 18 in specifically identified wards that have the most anti-social behaviour. These sessions allow the young people to meet new friends and stay active through football, dance, boxing, gaming, workshops and national competitions with other football clubs.

287 Girls
took part in PL Kicks

Stars Camp

During half-terms and summer holidays, we run a very successful camp for young people living with a disability aged 7 to 18 from Blackpool, Fylde and Wyre. The camp is delivered by highly qualified and experienced staff. With support from Lancashire County Council and Blackpool Council, we deliver; multi-skills activities, interactive games, sports, as well as arts and crafts to engage children living with disabilities.

Every Player Counts

Funding from EFL Trust and Wembley National Stadium Trust, allows us to offer free football sessions that take place every week at locations across Blackpool. These sessions use the power of football to promote positive mental health and provide assistance to those living with disabilities. This is achieved through physical activity and building peer-support networks.

Premier League Kicks HAF

Funded by Blackpool Council and Premier League Charitable Fund, Kicks HAF includes a range of camps delivered during the day throughout school holidays. These activities include football, multi-sport, online gaming and trips. We also provide a nutritious meal, snacks and drinks to each participant for free.

FIT Blackpool

With funding from EFL Trust and Public Health Blackpool, this free 13-week weight management programme is on offer to all. It includes a combination of theory and practical sessions to help the participants to sustain weight loss and lead healthier lives. Our 'Keep Fit' sessions encourage graduates of FIT Blackpool to continue to monitor and continue their progress.

average waist loss per participant:

3.5 inches



Move More

'Active Through Football' (Move More) is a new programme from Sport England, which is funded by the National Lottery and delivered by the Football Foundation.

The aim is to increase activity levels and create sustained behaviour change using a 'place-based approach'. Working as part of a consortium with key partners, including Blackpool Council's Public Health teams, Active Blackpool, Lancashire FA, and Active Lancashire, we target working-age adults who live or work in Blackpool.

Get Vocal

Developed in partnership with Blackpool FC and Blackpool Council. Get Vocal is a social group based at Bloomfield Road which takes place weekly and aims to provide a safe space for men to come together in a non-judgemental setting, to 'turn up, talk and get it off their chest'.

Divert Youth

Young people are assigned a 1:1 mentor to co-produce a personal development plan, outlining goals they want to achieve. Funded through Lancashire Violence Reduction Network, this preventative programme is aimed at 10 to 17 year olds who are at risk of entering the Criminal Justice System.

Divert

We provide 1:1 support to make positive changes and break the cycle of re-offending. Funded through Lancashire Violence Reduction Network, we deliver a custody intervention programme that works with 18 to 25 year olds who have committed a violent crime.

95 young people received 1:1 support in police custody

Tower Above

Funded by Blackpool Council and the Premier League Charitable Fund, we provide 1:1 mentoring to children aged 8 to 12 by utilising sports and physical activity to engage with them. Referrals come from the Early Help and Support team, through Blackpool Council, the aim is to prevent young people from being involved in anti-social behaviour.

Weekly Walk & Talk

Our walks encourage anyone to get together as a group and help each other become more physically fit and combat loneliness.

Engage 4 Change

A multi-agency partnership with Empowerment, Groundworks and the Rank Foundation. The aim is to engage 17 young people who are aged 18-25, live in a specific area of Blackpool, and are not in education, employment or training (NEET).

We work with these young people to understand what they perceive as barriers and come up with solutions.

Street Soccer

We partnered with Street Soccer Foundation to deliver the Blackpool Street Soccer Academy. The 10-week nationally acclaimed personal development programme supports young people aged 18 to 30 who are at risk of homelessness and/or not in education, employment or training. The programme provides a combination of football coaching, mindset training and employability workshops to help participants improve their health and employability prospects.

Walking Football

Walking Football is a slower version of the beautiful game, helping people rekindle their love of playing football.

175
walking footballers



Masters Football

Masters Football is a slightly slower paced 5-a-side version of football for men and women over the age of 35.

Both Walking and Masters Football encourage football lovers to continue to take part regardless of their fitness levels or other factors.

Sporting Memories

This programme encourages those who share a love for sports, in particular football, to get together. It is an enjoyable social group where fans are encouraged to share their memorabilia and memories.

1,600 hours
spent sharing favourite
sporting memories

Extra Time

This is a weekly social group for over 55s which includes chair-based exercise, dominoes, quizzes, trips, country-themed afternoons, or a simple coffee and a chat.



Assura Wellbeing Hubs

We have secured funding from Assura Community Fund for a wellbeing project which encourages those who attend Walk and Talk, Walking Football and the Vets Walk and Talk, to stay behind after their physical activity for a hot drink and a chat.

Local services are also in attendance and provide pop up support for our participants.

Veterans Activities

NAAFI Break Navy, Army and Air Force Institutes coffee mornings, are funded by Armed Forces Covenant Fund Trust (AFCFT). They encourage veterans from across the Fylde Coast to meet up on a weekly basis. Participants can enjoy a sausage or bacon sandwich and a cup of tea or coffee.



Gardening Club receives funding from AFCFT which helps us to maintain our memorial space at the Fylde Coast Arboretum, dedicated to Blackpool FC players who lost their lives during the First World War.

Vets Walk & Talk We are proud to support our local veterans with our Armed Forces weekly walks, enjoy various gentle routes around the scenic grounds of Stanley Park.

Vets on Steps is delivered with support from AFCFT, we visit local veterans on their doorsteps to prevent them from feeling isolated and lonely. We encourage them to join our weekly social groups to increase their social interaction.

Forces Football is supported by funding from the AFCFT. This programme allows veterans and ex-forces personnel to meet up for a kick about. Through funding from the Veterans' Foundation, we also offer the opportunity to represent Blackpool FC at events against other professional football clubs.

Forces Boxing We run weekly Forces Boxing sessions supported by the Veterans' Foundation to increase physical fitness and camaraderie which are open to all serving military personnel, veterans, and their families.

Alzheimers Awareness: Terry



Terry Marsden is a regular attendee at our Sporting Memories session and the grandfather of a member of the Community Cohesion team at BFCCT.

Born and raised in Blackpool, Terry began working at Play Shoe before joining the Royal Army Service Corps.

After his National Service, he moved into employment at British Nuclear Fuels Ltd within the internal fire brigade where he drove fire engines and ambulances.

As a young man, Terry was a huge Blackpool fan. Stanley Matthews would often train on the beach and when finished he would join in with Terry and the other children, Terry is still a huge fan and tells stories about it.

At age 15, Terry headed to Wembley with thousands of other fans to watch Blackpool FC create history in the 1953 FA Cup Final.

Over the years, Terry socialised at the Bloomfield Working Men's Club, where he was a member of teams for darts, dominoes, and whist, a classic card game. Until recently he also enjoyed playing golf in his spare time at Blackpool Park Golf Club.

Terry was diagnosed with Alzheimer's in 2020 and COPD in 2021, both of which have negatively impacted his well-being and ability to do the things he loves. His wife, Margaret, now solely takes on the day-to-day running of the house, repairs, shopping, cleaning etc, alongside caring for her husband and her own health concerns.



After being diagnosed, Terry began attending our Sporting Memories session, a fun and enjoyable social group where sports fans can come and share their memories and memorabilia. Terry attends Friday afternoon sessions in the North Stand Community Hub at Bloomfield Road and enjoys spending time with new people, which was incredibly difficult for him during the pandemic. The sessions give him something to look forward to each week, in a place he loves.



Margaret has also benefited from Terry attending the sessions, she is now able to spend time looking after her own mental health, making her daily chores more manageable.

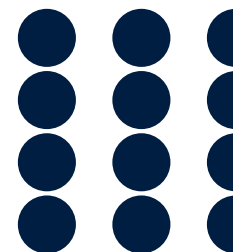
Dan, Terry's Grandson and Community Cohesion Mentor at BFCCT said,

"I can't thank the Trust enough for what they have done for my grandparents.

"My Grandad now has something to look forward to each week with the Sporting Memories group, which also gives my grandma time for herself, even if it is only an hour at a time.

"The one thing that means more than anything, is how the staff interact with him and keep a smile on his face. There aren't enough words to explain how amazing they are and how much it means to our family. We can't thank everyone enough!"

FIT Blackpool: Maggie



Maggie joined our FIT Blackpool programme in September 2022.

FIT Blackpool is a free 12-week weight management programme that combines classroom-based interventions with physical activity, to help provide immediate and sustainable results. Some topics covered are nutrition, barriers to exercise, alcohol, the importance of an active lifestyle and some more specific topics like reading food labels correctly and knowing exactly what to look out for in your food.

Physical activity can be anything from circuit training to chair-based exercises and builds over the weeks to a total of a 45-minute workout.

When asked why she joined the programme, Maggie said,

"I wanted to feel fitter, happier and healthier, improve my lifestyle and lose weight and make some positive changes for myself however, I have physical disabilities that limit what I am able to do."



Throughout the programme Maggie made some huge changes to her lifestyle, changing the foods she ate and reducing portion sizes, but the biggest change Maggie has made is to her levels of physical activity levels.

Throughout her journey, Maggie took part in adapted versions of the circuits due to physical limitations. Maggie purchased a smart watch at the beginning of the programme and concentrated on trying to be active and kept track of her daily steps.

Maggie's efforts and continued dedication over the 12 weeks paid off with her final measurements showing she had lost an amazing 6.1kg.

Maggie said,

"I have needed knee replacement surgery for a number of years, and I have lost enough weight through FIT Blackpool to now have the surgery."

Maggie has continued to come to the weekly maintenance and her fitness has continued to improve. Maggie is now completing all three circuits standing using a wide range of equipment including battle ropes, kettle bells, dumbbells, and sandbags which is a huge improvement from seated exercises when she first started. Maggie even joined us in a team to complete the 3k Colour Fun Run on Blackpool Beach to raise money for Trinity Hospice.

Maggie said,

"I enjoy coming to the maintenance classes and my new healthier lifestyle that I am now living. I have been able to make long-term lifestyle changes whilst still having an enjoyable social life with my family and friends."

Kim Follows, Community Engagement Team Leader at BFCCT delivered Maggie's 12-week programme and said,

"I am so proud of Maggie for achieving the results that she did throughout the 12 weeks and with her continuation through the maintenance session, she has now lost an amazing three and a half stone which is incredible."

"I know the sessions had a positive impact on Maggie's mental well-being, and since joining FIT Blackpool she is so much more confident. I look forward to continuing to support Maggie through her reviews and follow up sessions."

Jack Shields

Head of Operations



This season, we have been working harder than ever behind the scenes, focusing on fundamental aspects such as staff well-being and implementing policies and procedures to enhance the work environment at BFCCT.

We have restructured our office team, bringing in new staff and apprentices, which has allowed us to streamline our finance, marketing, and employee support. This restructuring has enabled us to handle a greater workload and take significant strides toward becoming the leading organisation we aspire to be.

One of our first major steps was enhancing our already respectable digital presence. We launched Phase One of our new website development, providing users with an attractive interface where they can easily access the information they need. The feedback has been overwhelmingly positive, and as you can see from the numbers on the opposite page, our digital presence and engagement on social media platforms are continuously growing stronger. Phase Two of our website development will focus on better engagement with both new and existing participants, allowing them to conveniently book our programmes and activities online prior to their arrival.

The relationship between the Trust and the football club remains a crucial factor in our success, and it continues to be incredibly positive. Through the club, we have been fortunate enough to seize various exciting opportunities, such as a season-long sponsorship agreement with LogoLogo, providing 40 tickets to every Blackpool home fixture free of charge. Thanks to LogoLogo's

support, we have been able to offer a diverse range of our community the chance to experience the joy of attending live football matches, an opportunity they might not have had otherwise. We look forward to even closer collaboration with the club and are grateful for their support.

In 2021, I previously mentioned our successful expansion within the stadium, allowing us to manage and deliver our programmes more effectively. Since occupying the space, we have reorganised the facilities to better suit the needs of our participants, enabling us to deliver a greater number of our programmes on-site. We have now completed the addition of a games room, which provides opportunities for engaging with our participants both in person and online. We are constantly exploring new ways to develop our facilities to provide the best possible support for our community.

A significant milestone for us was acquiring the exclusive license to occupy the sports facilities at Blackpool Aspire Academy. We utilise the 'Aspire Sports Hub' as a base for a considerable number of our sports-related programmes and activities. We are excited about expanding our provision even further through our first dedicated sports facilities. Additionally, we are delighted to be involved in the development of the land next to the stadium. We can't wait to break ground and explore the numerous possibilities that this facility will offer us.

Overall, the future looks incredibly promising for BFCCT, with numerous new developments and initiatives in the pipeline. We eagerly anticipate the positive impact these changes will have on our participants and the wider community.

247,866

page views across all social platforms



137% increase on 2021!



Double page spread in every Blackpool FC programme

Community feature in The Blackpool Gazette newspaper every week!

73



Videos filmed, edited & posted online



114

Articles published to our website and sent to local and national press.



This season our online reach was

2,158,424



on average we published 46 social media posts every week!



Expanded to LinkedIn

Join our network



Instagram followers increased by:

20%



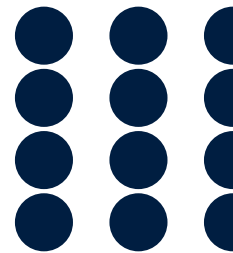
our social media engagement

is 86% higher

than the industry average



Brand New Facility: Aspire Sports Hub



Earlier in the season, we were delighted to announce an exclusive community usage agreement was signed with Fylde Coast Academy Trust and Aspire Academy, for evening and weekend use of the school's sports facilities.

Both the indoor and outdoor sports facilities, previously known as PlayFootball, are now managed by the Community Trust under the title 'Aspire Sports Hub', we began delivering community activity at this location from February 2023.

Ashley Hackett, CEO of BFCCT said,

“For almost 18 months, we were working strategically to reduce our reliance on others opening their doors for us to deliver our provision, so we are excited to announce this agreement as the first of our facility developments in Blackpool.”

This agreement has allowed us to reinstate all programmes that were previously delivered from this site, including; Walking Football, Sports Camps, Disability Football, Premier League Kicks and others, whilst also increasing the overall offer to the community to include free weight management sessions, adult physical activity, as part of Active Through Football and Move More, and new programmes for local young people, including Tiny Tangerines mini football and the Trust's new FA affiliated female Emerging Talent Centre.



Since we reopened this facility, our timetable has continued to grow and we have even more plans for the future.



Mondays Activities:

- Walking Football
- Womens Walking Football (NHS)
- Turn Up and Play - LGBTQ+
- Ladies Walking Football
- Weetabix Wildcats
- Girls' Future Lioness Development Centres

Tuesdays Activities:

- Premier League Kicks
- Pan-Ability Football
- Blackpool FC Ladies

Wednesdays Activities:

- Premier League Kicks
- Premier League Kicks - Girls
- Football for the Muslim community
- Ladies Walking Football

Thursdays Activities:

- Walking Football
- Forces Football
- Football for the Romanian community
- United Against Fat
- Unified Football
- Fit Maintenance

Weekend Activities:

- FA Girls' Emerging Talent Centre (all ages)
- Tiny Tangerines - mini football sessions

Partnership with Blackpool Food Bank



The Trust are providing immediate support to people and communities adversely impacted by the cost-of-living crisis. By providing emergency food parcels and other essential items, we are tackling short-term food poverty, relieving the pressure of putting food on the table and ensuring fewer people go hungry. Providing free food and essentials also means people have more income to meet other basic costs, e.g. heating.



In addition to the food bank drop off points on match days at Bloomfield Road, the implementation of a food collection hub at Bloomfield Road gives struggling families and individuals a local, accessible collection point in the centre of town, reducing transport costs and logistics. This will be particularly beneficial for older residents, people living with disabilities and families with young children. As a result, the stadium is somewhere people see as both supportive and entertaining, improving its status as a place that matters to the community.

Working in partnership with Blackpool Food Bank, The Big Food Truck has been based at Bloomfield Road near the North Stand Community Hub on Tuesdays offering Family Bags at £6.50 and Single Bags at £4.

I ❤️ the fact that there's so much going on for the people of Blackpool. The people involved are great too ❤️



Matt Hilton, Deputy CEO of BFCCT said,

“Thanks to the grant from The National Lottery, we could facilitate a food bank collection at Bloomfield Road, providing support for people experiencing food poverty within Blackpool’s central area. Our project is part of a growing collaboration with Blackpool FC supporters, and the partnership with the Blackpool Supporters’ Trust and Armfield Social Club means residents are involved throughout. They will promote food donations, identify beneficiaries and volunteer alongside our staff.”

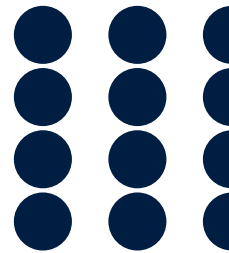
Gillian Halliwell, Head of Regional Funding for the North West at The National Lottery Community Fund said,

“Thanks to the hard work and dedication of local organisations, like Blackpool FC Community Trust, this funding will make a big difference to people’s lives within Blackpool. We’re delighted that our funding is being used to strengthen communities and provide people with the tools and support they need to prosper and thrive.”

National Lottery players raise over £30 million each week across the UK for good causes. The National Lottery Community Fund as a distributor ensures a share of this funding goes straight to communities, helping them to tackle important issues such as supporting young people into employment, mental health, and climate action.



Winter Warm Up Hubs



Blackpool FC and the Community Trust have worked together to help tackle some of the cost-of-living challenges for the local community.

With financial support from Blackpool Council and Simon Sadler's Segantii Capital Management, we have opened the doors to Bloomfield Road and operated Warm-Up Hubs to provide families and anybody that feels isolated or vulnerable with a place to keep warm, socialise and access free wifi, drinks, biscuits and hot food.

From December 2022 until the end of the season, we provided people with a chance to sit, keep warm and talk to Blackpool FC Community Trust staff and other visitors.

Family Warm Hubs:

These hubs took place throughout the week, Monday to Friday 4pm until 6pm, during term time. Those who attended enjoyed a meal, homework clubs and took part in fun interactive activities.

The family hub is great, my little girl loves attending. She has made lots of new friends there and loves the different activities you offer. Pleased to say she loves all the staff members and you are all absolutely fantastic with her. Things like this are a great opportunity for families to come together for free without having to worry about what they can afford. Keep up the fabulous work guys. ❤️



Pool Together Hubs:

These hubs took place on a Tuesday and a Thursday from 12pm to 3pm and those who attended had access to hot drinks, biscuits, and activities such as chair based exercise, quizzes and bingo.

Determined to make a difference and relieve some of the pressures on families and vulnerable, older

adults in the town, the Club has engaged with its partners and sponsors to further support the initiative. A Just Giving page has been set up for fans to contribute.

Supporters have also been encouraged to aid our efforts by volunteering. A committed group are now regularly working at our Warm Up Hubs.

The services provided by our community in every possible manner have been sincerely appreciated, and we are joining together to support the residents of Blackpool.

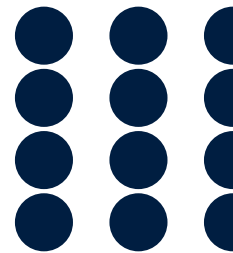


A member of the community who attended our Family Warm Up Hubs said,

"I'd like to say a massive thank you to all the amazing staff for giving their time up to provide this hub. The food is amazing, it's warm and the staff are so lovely, playing games or simply colouring with them.

It is bringing back family values. It is so nice to see families eating, chatting, and having fun together. Again, thank you from the bottom of our hearts."

The Next Generation of lionesses



Since the successful launch of the Blackpool FC Community Trust's FA Girls' Emerging Talent Centre (ETC) in January 2023, our Female Football Development department have been working hard to expand our football programme for local females.

In preparation for next season, we have appointed another full-time Female Football Development Officer to ensure that we can continue growing the department and to meet the needs of local female participants.

The ETC will be funded by the Premier League for three years, and will see the numbers of players engaged in the Football Association (FA) Pathway programmes more than double, helping to create greater access for all. ETCs across the nation will increase and diversify the talent pool, giving more girls than ever the chance to take their first steps on the pathway towards playing professional football and following in the footsteps of the inspirational Lionesses.



One particular success story has been the Girls' Future Lioness Development Centre (FLDC). BFCCT are striving to engage with young females in Blackpool and the Fylde, by using the brand of Blackpool FC to engage with more girls, and we launching our own FLDC back in March. These sessions provide high-quality structured coaching sessions for girls aged 7 to 14, aiming to develop young players to move towards the standard required to become a part of the ETC.

Since the FLDC launched in March, we have engaged with 117 girls, 74% of these are from Blackpool and Fylde.

In just four months, ten girls from the FLDC have been invited into our ETC for the 2023/24 season, and have been given the opportunity to play a fixture against local boys/mixed grassroots teams. This highlights how the sessions help to provide a pathway from grassroots to the elite girls ETC programme.

Andrew Aspinall, Female Football Manager at BFCCT said,

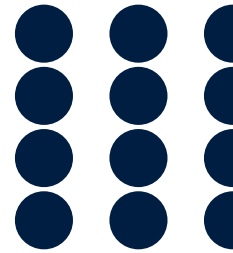
"It is vital that we invest in local talent, we want to make sure that any female growing up on the Fylde Coast can access a variety of cost effective and good quality football opportunities. There are lots of people in the area doing excellent work in girls' grassroots football, and it is great to see so many girls at our sessions from a range of clubs in the Poulton District Primary League."

"The Girls Football Camps have been particularly successful. They have been running all season, and we have seen numbers increase each term. The May half term camps had a record high 42 girls attending in just one day! The Girls Football Camps was also delivered over five weeks during the summer holidays, and we engaged with 107 girls, which is fantastic."

To show the importance of investing in the youngest age groups, the brand new Under 9/10 ETC group for the 2023/24 consists of 14 girls, 11 of whom live in a local post code or currently play in the local Poulton District Primary League. This will benefit lots of local grassroots clubs by giving their young players access to an elite environment and hopefully improve their players.



Blackpool FC in the community



This season our partnership with Blackpool FC has gone from strength to strength and our participants have experienced the benefits of taking part in our provision and being linked with a professional football club.

Through our partnership with LogoLogo Branded Clothing 1,100 participants, including veterans, Fit Blackpool participants and Tiny Tangerines, have had the chance to attend a Blackpool FC home game during the season.

With the support of Campbell and Rowley, we have a hospitality table for home matches, enabling us to invite participants, funders and partners to gain a fresh perspective on the Blackpool FC experience and discuss future opportunities. During this time guests also take part in a Q&A session with a player and witness the Player of the Match being awarded.

Tangerine Teammates

A notable highlight is the Tangerine Teammates (TTM) initiative, in collaboration with Blackpool FC and local grassroots teams. This initiative involved Blackpool FC's first-team players visiting 48 teams from 22 local grassroots partner clubs.

Blackpool FC Girls and Ladies

Blackpool FC supported Blackpool FC Ladies by hosting the third round of the Lancashire FA Challenge Cup against Bolton Wanderers Ladies on the pitch, at Bloomfield Road Stadium.

Unite For Access

Players supported with the Unite for Access campaign (which replaced the previous name 'Level Playing Field Weeks of Action') by signing the campaign shirts and donating them back to the young people who attended. The campaign continues to raise awareness and drive equality for a more inclusive match day experience for disabled sports fans.

Family Hubs

To celebrate EFL Week of Action, Players came along to our Winter Warm-Up Hubs to meet the families and have a chat. They also popped into our Premier League Kicks session, which was taking place at the stadium, for a kickabout and a chat with the participants.

Later in the year, Blackpool FC first team players Jordan Thorniley, Callum Connolly, Luke Garbutt, Curtis Nelson, and Rob Apter, as well as club legend Charlie Adam, met families and took part in activities, before handing out matchday tickets for Blackpool's home game against Coventry City on Saturday 18 March as part of the EFL's 'Together – Supporting Communities' campaign supported by partners eBay. This engagement was filmed by Sky Sports, ITV Granada and the EFL, the footage was featured on TV the next day.

World Book Day

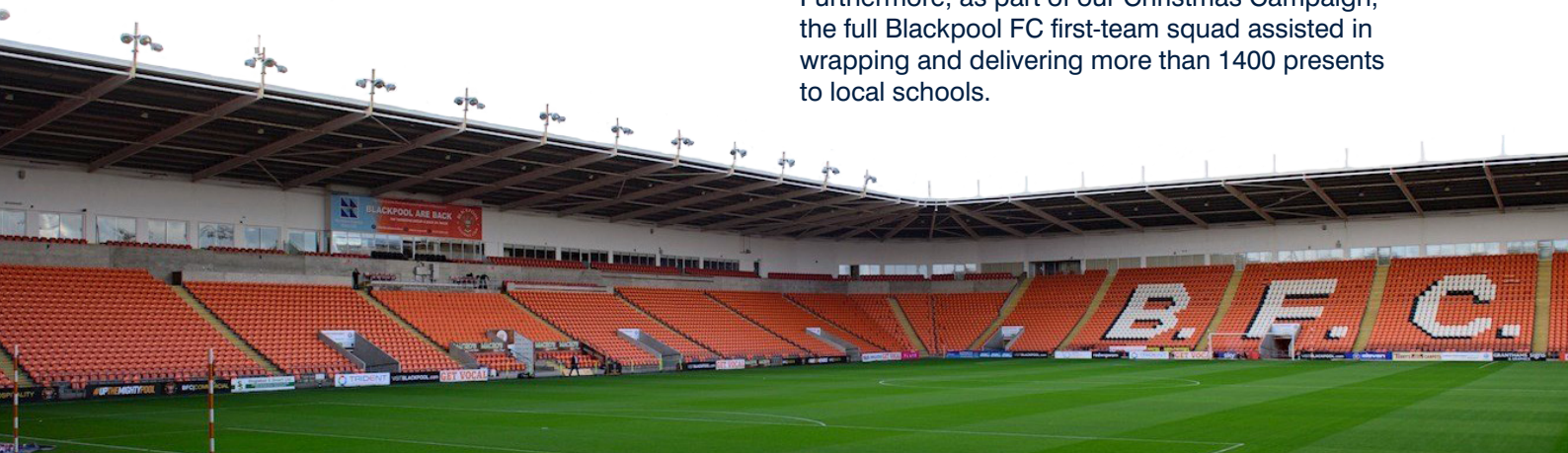
For World Book Day we held a free book event at the stadium, prior to the Blackpool FC home game. First team players Kevin Stewart and Jake Beesley attended and spoke to the community about their favourite books and encouraged the young people to read.

Show Racism the Red Card

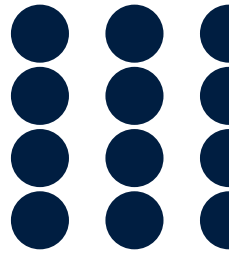
Held at Bloomfield Road, welcoming 120 pupils from 13 local schools. At this event, first-team players Jordan Gabriel and Marvin Ekpiteta took part in a Q&A alongside Blackpool FC academy players Ezra Amina and Jaden Jones. Ezra recited a poem he wrote when taking part in the same event when he was younger.

Christmas Campaign

Furthermore, as part of our Christmas Campaign, the full Blackpool FC first-team squad assisted in wrapping and delivering more than 1400 presents to local schools.



Tangerine Team-Mates



Blackpool Football Club and Blackpool FC Community Trust re-launched Tangerine Team-Mates, an initiative to connect the first-team squad with local grassroots sides in the area.

Tangerine Team-Mates saw Blackpool players become affiliated to specific grassroots clubs on the Fylde Coast. Providing greater access to members of the squad, this was an ideal opportunity for budding young footballers to engage with and learn from the Seaside's professionals, whether that be via a virtual Q&A session, attendance at training, or with a good luck message of support ahead of matches.

Brett Gerrity, former Blackpool FC Director explained:

“Tangerine Team-Mates has been established to integrate the Blackpool FC first-team squad with participating local youth football teams. The players are partnered with the grassroots clubs and

engage in person and online with local footballers of all abilities, aged between seven and 16, over the course of the season.

“It’s a wonderful opportunity for boys and girls to meet and learn from their footballing heroes at Blackpool, and for our players to give back to youth football, which is where many of them started out. I hope this initiative can put a smile on youngsters’ faces and bring a long-standing connection between our football club and those who enjoy playing the game we all love.”

Ashley Hackett, CEO of BFCCT added:

“We are really excited to bring this idea into practice and help coordinate all the requests. It was a great idea from Brett to use our first-team squad as mentors to local grassroots footballers. We hope they enjoy the experience and utilise the access to our players in the best possible way.”

	Chris Maxwell		Shayne Lavery
	Daniel Grimshaw		Sonny Carey & Reece James
	Stuart Moore & Jordan Thorniley		Grant Ward & Matty Virtue
	Jordan Gabriel		Ethan Robson & Dujon Sterling
	James Husband		Kenny Dougall
	Gary Madine		Jerry Yates
	Callum Connolly		CJ Hamilton
	Marvin Ekpiteta		Kevin Stewart
	Oliver Casey		Keshi Anderson
	Richard Keogh		Josh Bowler
	Luke Garbutt		Owen Dale & Jake Beesley

Christmas Campaign 2022



Over the course of 72 hours in mid-December, BFCCT were busy collecting, wrapping and distributing gifts for local children who were at risk of not receiving a present on Christmas Day. Working closely with Blackpool schools, the Community Trust estimated 1460 children aged 4 to 11 may wake up without a gift to open on Christmas Day.

The operation this season started with a six hour round trip to LEGOLAND Discovery Centre in Birmingham, where the gifts had been sourced and organised by Merlin Entertainments at a discounted rate.

Once back at Bloomfield Road, the Community Trust organised a present wrapping evening and invited staff, students, fans and volunteers to join us in wrapping and bagging the gifts ready to be distributed across the town. With over 60 Christmas helpers, we were able to complete the wrapping in just a few hours.



The 13th and 14th December were our designated delivery days where Community Trust staff were joined by Blackpool FC first team players to help drop off gifts at the local schools. As well as handing over the gifts, players stayed for Q&As with selected pupils, posing for photos with children and staff to help spread some festive cheer.

Marc Joseph, Head of Early Years and Primary for BFCCT said:

“Having the players here to help support with the delivery of the presents is great. This is a Club and town wide campaign that

has seen all areas of the community help with making this work. The players being in schools is the icing on the (Christmas) cake, and seeing the children’s eyes light up when the players walked in was magical.”

Ms Benyon, Mereside Primary Academy Family Engagement Worker said:

“On behalf of Mereside Primary Academy, we just wanted to pass on our sincere gratitude for your gifts. We have already handed out the sets to numerous extremely grateful parents, who were struggling to buy any presents for their children. I just wish we could see their faces when they open the gifts on Christmas morning and hopefully the Lego will keep them occupied over the festive season.

“Thank you to all your team at Blackpool Football Club.”

37 Blackpool schools were in receipt of a gift as part of this season’s campaign with mainstream, SEND schools and Pupil Referral Units all benefiting from the donations.

Funds from the original Christmas Campaign launched in 2020 has meant the Football Club have been able to gift 4,568 presents over the last three seasons.

Thank you to Practical Blackpool Van and Car Hire and Firwood for their contribution to our Christmas Campaign this season with Practical providing a van free of charge for us to use to collect and drop off gifts and Firwood for providing us with pallets to move gifts around the stadium.

Finally, thank you to everyone who has been involved with the Campaign. You have contributed to the huge impact this has had on so many families across Blackpool.

4,568 presents gifted in three years



www.bfcct.co.uk

Charity Registration Number: 1128235