



**COMMUNITY
FOUNDATION**

AFC FYLDE COMMUNITY FOUNDATION

IMPACT REPORT



2023



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As the official charitable partner of AFC Fylde, we inspire and empower people in our communities to take part in our inclusive and diverse range of programmes.

2023 was another successful year for the Foundation, supporting over 7000 individuals aged between 2 and 103 years old, across 27 programmes that continue to have a lasting impact on the lives of Fylde residents.

We have been able to develop long term partnerships with local, regional and national partners such as Fylde Council and The National Lottery to ensure our programmes address local need and reach as many people as possible.

The Foundation team of staff works tirelessly to ensure the needs of our participants are met, catering for people from all walks of life. Their enthusiasm, commitment and passion for their roles was deservedly recognised at the at the Northwest Football Awards, with the Foundation being the first ever charity from a National League North club to win an award.

We would like to thank our dedicated Board of Trustees, who go above and beyond to provide invaluable support and also our partners, sponsors and funders who enable us to have a lasting impact on communities across Fylde.

I hope you enjoy reading this report, and we look forward to continuing and expanding our programmes over the next year and beyond.

Wesley Partington
Foundation Director



FOUNDATION



Our Mission

To work alongside AFC Fylde to improve lives and communities by delivering high quality programmes with a lasting impact.

Our Aims and Objectives

- **Improve Health and Wellbeing**
Increasing participation in sport across all levels of society and encourage people and families to lead healthier and more active lifestyles.
- **Improve Employability and Skills**
Improve the skills, aspirations and achievements of local people.
- **Create Stronger Communities**
Contribute towards increased community cohesion by improving the quality of life for people and families.

Our Strands of Work

- Schools
- Employability and Skills
- Community Development



Our Values

- **Respectful** in our approach
- **Pride** in our work
- **Collaborative** in our partnerships
- **Inclusive** for our participants
- **Valued** by our community
- **Growth** of our people



In recognition of supporting our community across the 2022/23 season, AFC Fylde Community Foundation was awarded the Community Club of the Year - Highly Commended Award at the 2023 Armstrong Projects Northwest Football Awards in November.

It was the first time the Foundation had entered the Northwest Football Awards, and for the official charity of a Vanarama National League club to be highly commended in the same category as Club Community Organisations from the English Football League is a testament to the life-changing impact we have on people across Fylde on a daily basis.

Wesley Partington, Foundation Director, said: "It was a proud night for all involved with the Community Foundation. To be highly commended highlights the fantastic work that we do every day for the people of Fylde."

The success of the Foundation in 2023, was

matched with the success of AFC Fylde across the 2022/23 season after being crowned Champions of the Vanarama National League North. The ambition of operating in the English Football League is clearly visible for both AFC Fylde and AFC Fylde Community Foundation and with the support of our fans and the local community hopefully this dream will become a reality in the near future.

Phil Humphreys, AFC Fylde Vice Chairman, said: "The performance of the AFC Fylde Community Foundation is something that we're all extremely proud of at the football club and the Community Club of the Year award represented the icing on the cake to a very successful 2022/23. The Foundation is currently managing more than 20 key projects across the Fylde Coast, and the significant benefits to the community and, indirectly, to the football club and football in general, should not be underestimated."

"Post-Covid, the capabilities and scope being professionally managed by the Community Foundation has continued to grow, and in my considered opinion it now stands comparison with any Club Charitable Foundation across the entire footballing pyramid. On behalf of the football club and all those that continue to benefit from the work done by the Community Foundation, I would like to offer my sincere thanks to the team for yet another successful year."



417



CHILDREN SUPPORTED THROUGH FYLDE KIDS CHRISTMAS GIFT APPEAL

109



PEOPLE SUPPORTED BACK INTO EDUCATION, TRAINING OR EMPLOYMENT

OVER 800



CHILDREN AND YOUNG PEOPLE TOOK PART IN OUR SCHOOL HOLIDAY ACTIVITIES

WORKED WITH OVER

70

PEOPLE



2023 OVER 11,000

IMPACT



**SOCIAL
MEDIA REACH
OF OVER
115,000
PEOPLE**

**183
MEMBERS OF
THE ARMED
FORCES
COMMUNITY
SUPPORTED**



**SESSIONS
DELIVERED**

**OVER
180,000
AGGREGATE
ATTENDANCE
ACROSS ALL
PROJECTS**

**OVER
£742,000
INVESTED
INTO LOCAL
COMMUNITIES**



JANUARY

In partnership with Fylde Council and the National League Trust, we launched our free FIT Fylde weight management programme, supporting men and women aiming to change their lifestyle.



APRIL

We were awarded almost £100,000 from the National Lottery Community Fund to continue our Loneliness Prevention Project for the next 3 years, supporting the over 65s who are experiencing loneliness and social isolation.



FEBRUARY

In partnership with Lancashire County Council and the English Football League Trust (EFLT), we launched our detached youth work offer in Kirkham, supporting young people into positive activities.



MAY

Following AFC Fylde's Vanarama National League North title win, Foundation staff surprised children from our partner schools with the chance to have their photo with the trophy, during our trophy roadshow.



MARCH

Working alongside the Twinning Project and HM Prisons and the Probation Service, we delivered our first cohort of football and education sessions to inmates in local prisons since the Covid-19 pandemic.



JUNE

Staff from the Foundation, AFC Fylde and Kepak Consumer Group completed the Yorkshire Three Peaks challenge, raising almost £5,000 for the charity.



JULY

We secured funding from Wembley National Stadium Trust to set up a football development programme for girls aged 11 – 14 years at Fylde Sports and Education Centre.



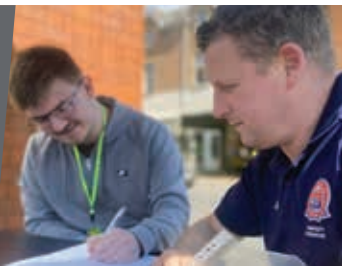
OCTOBER

Our NCS programme returned to support local youngsters across Fylde to develop their life skills and confidence through team building activities.



AUGUST

We embarked on a new project in partnership with Fylde Council to increase apprenticeship opportunities across the borough, made possible through the UK Shared Prosperity Fund (UKSPF).



NOVEMBER

Members of our local Armed Forces Community came together for AFC Fylde's Remembrance Day fixture against York City at Mill Farm Sports Village.



SEPTEMBER

Three students started our new Foundation Degree programme and partnership with the University of South Wales and EFLT.



DECEMBER

We worked alongside local partners and AFC Fylde to distribute over 1500 Christmas presents to 417 children and young people as part of the annual Fylde Kids Christmas Appeal.



Utilising the brand and appeal of AFC Fylde, we aim to inspire children and young people to learn, be active and develop life skills.

The Foundation works with local mainstream, Special Educational Needs and Disabilities (SEND) schools and early years settings offering a wide range of activities for children and young people that support both education and health.

Our schools offer includes the delivery the full syllabus of PE, teacher development and lunchtime and after school clubs whilst our nursery provision is planned and delivered in line with Early Years Foundation Stage (EYFS) statutory framework.

- **25** partner schools
- **21** early years settings
- **4457** children and young people engaged
- **Over 7000** lessons/sessions delivered
- **380** pupils took part in competitions
- **18** children supported through 'Our Time' domestic violence programme

“Our relationship with AFC Fylde continues to grow from strength to strength and we consider their expertise to be a key part of our teaching and learning journey.”



ENGAGED

PARTNER SCHOOL
Medlar-with-Wesham C of E Primary School

The Foundation has worked in partnership with Medlar-with-Wesham Primary School for the past three years, providing opportunities for staff, pupils, and the wider school. In school, we provided mentoring for teachers to deliver high quality PE, lunch and after school clubs and, competitive sports opportunities. Outside of school, pupils attended match days as part of our Coasters after school programme, our football development centres and school holiday provision including support for children on free school meals.

PE Co-ordinator Nichole Prince said: “At Medlar-with-Wesham C of E School, we value the strong partnership we have developed with AFC Fylde over the past three years.”



“During our sports excellence journey together, we have gone from strength to strength due to the high-quality coaching that both the children and staff have received.”

“The children at our school have been greatly impacted by improved physical and mental wellbeing. This is evidenced through our PE Passport assessments and the children’s mindset around PE has significantly developed particularly when it comes to growth mindset. Our Sports premium budget has also allowed us to develop the children’s active playtimes and afterschool clubs with focused games and team building activities being delivered by AFC Fylde coaches.”

“Staff CPD has also been greatly impacted due to the team-teaching element of our partnership with AFC Fylde and teachers are now confidently delivering high quality PE teaching and learning as quality assessed by Lancashire County Council PE Advisor.”

“Our long-term vision is for all our staff to continue to grow as PE facilitators and this academic year in partnership with AFC Fylde, our goal has been to upskill our support staff in all aspects of PE. Our relationship with AFC Fylde continues to grow from strength to strength and we consider their expertise to be a key part of our teaching and learning journey.”



The Foundation's employability and skills programmes equip young people and adults with the skills to advance into employment, education and training.

Delivered in partnership with Fylde Council, Fylde Focus is a free twelve-week programme aimed at improving skills and preparing people for employment, education or training. It is a bespoke programme tailored to suit the journey that the individual is currently on and helping them choose the right future pathway.

The start of the academic 2023/24 year, saw the Foundation introduce a Foundation Degree in partnership with the University of South Wales and the English Football League Trust. Three students were enrolled onto the programme with two quickly progressing into paid employment with the Foundation.

- **109** participants took part in our Fylde Focus employability project
- **90** progressed into employment
- **19** progressed into education or training
- **84** offenders improved their communication and leadership skills
- **3** students started our degree programme
- **49** improved their numeracy skills through our Multiply project



BESPOKE

STUDENT TURNED COACH Tom Snibson

Tom Snibson is a first year student on our Football Development Foundation Degree delivered in partnership with the University of South Wales and EFLT, who has been onboarded as a coach within our schools department.

Tom, from Warton, was unsure of his next steps after completing a sports course at college, until he came across an advertisement for the Foundation's degree programme on social media. The unique opportunity of studying at his local professional football club whilst gaining practical work experience is what initially attracted him to the programme.

He said: "I wanted to study a degree but didn't want to move away from home so when I saw the advert for the USW course, I thought it was perfect for me. Once I looked into it more and saw the benefits of the course like work experience and coaching badges, I knew it was the course for me."

"I would 100% recommend the USW courses. I've been on it for 6 months now and I've learned so much and gained so much experience, so it's a great opportunity for young people."

The degree course has allowed Tom to develop as an individual and as a sports coach. Whilst on the course he has achieved his Football UEFA C licence and gained vital work experience through mentoring provided by Foundation staff. He said: "On the course so far, we have done a few different modules, such as sports science and academic research. We've also had a lot of work-based learning which has given me a load of experience that I've enjoyed so far."

"We travelled down to the USW Campus, where we spent three days learning about the course and the modules. We got the chance to use their high class facilities and learn from their high level coaches which really benefitted me."

The Foundation degree has allowed Tom to utilise his passion for sports and coaching within his chosen career path. In a short space of time, Tom progressed significantly, his enthusiasm, positive attitude and coaching ability enabled him to gain part time employment with the Foundation as a sports coach, in schools and in the school holidays. Tom plans to complete his Football UEFA B licence which he is currently enrolled onto, alongside completing his degree studies, and also continuing to work part time for the Foundation. He hopes to gain full time employment with the Foundation once his studies come to an end.



The Foundation are committed to creating stronger, more cohesive and confident communities in which people feel safe, welcomed and connected.

The Foundation supports children as young as two years old through football development centres up to the age of 103 years old through our Loneliness Prevention Programme, which is funded by The National Lottery and supports older people who are experiencing loneliness and social isolation.



- **183** members of the Armed Forces Community supported
- **171** young people took part in evening sports activities
- **62** refugees supported
- **366** participants took part in development centres
- **30** targeted young people received support, with an average contact time of 24 hours
- **91** participants over the age of 55

WE ARE BEING CONFIDENT

LONELINESS PREVENTION Muriel Ingham

Muriel Ingham, 103, was referred to the Foundation's Loneliness Prevention Project in September 2023 by Lytham Primary Care Network's social prescribing team as she was experiencing feelings of loneliness and social isolation.

Muriel lives in retirement accommodation in Lytham and had been housebound for several years, due to several factors including visual and hearing impairments, bereavement, no family living in the local area. With little interaction with community groups, Muriel turned to her doctor for more support.

The Loneliness Prevention Project, funded by the National Lottery Community Fund, provided one to one support to Muriel for 12 weeks equipping her with the tools, knowledge, and confidence to improve her health and wellbeing.



Throughout the 12 weeks, Muriel was taken on short walks along the sea front and to shops to improve her confidence to leave her flat.

Muriel said: "I feel the Loneliness Prevention Project has had a very positive impact on my overall wellbeing and lifted my mood when I felt depressed."

As Muriel has mobility issues, she could not access any community support groups that required travel. Therefore, the Foundation worked in partnership with the accommodation provider to utilise a communal room in the building to set up a weekly peer support group that Muriel could attend as well as supporting other residents in a similar situation. Within weeks, the session was attended regularly by 15 participants who were all residents but didn't know each other. Foundation staff provided activities such as bingo, chair based exercises and guest speakers including Age UK. She said:

"I have got on really well with everyone, I enjoy the company at the activity group the Foundation runs, chatting with everyone at them. The service AFC Fylde Community Foundation provide to those over 65 who are lonely is excellent."



Encouraging people to participate in more sport and lead healthier and more active lifestyles are key objectives of the Foundation.

For AFC Fylde season-ticket holder Darren Danson, AFC Fylde Community Foundation's FIT Fylde programme was the perfect step to help him on his two-and-a-half stone weight-loss journey. Darren, who is an avid supporter of the Coasters, signed-up to the Foundation's 12-week fitness programme at the start of 2023, located at Mill Farm, home of AFC Fylde.

Darren said: "I'm a season-ticket holder at AFC Fylde, and I saw FIT Fylde advertised. I'd put on quite a bit of weight in January, I was actually on holiday and when I saw the photos, I knew I had to do something about it." Darren's desire to make a positive change in his life, was made a reality through FIT Fylde, which supports men and women in the local area, in partnership with Fylde Council, Lancashire County Council and the National League Trust. He said: "FIT Fylde has kept me more active, I started taekwondo for a while and the dog gets walked all of the time."

FIT Fylde is open to adults aged over 18 with a BMI over 25, with the free project helping participants to make healthier lifestyle choices through nutritional support and physical exercise.

Since starting the programme, Darren has lost two-and-a-half stone in weight, and raised hundreds of pounds for the Foundation by successfully taking on the Yorkshire Three Peaks in June. "My target was always to get fitter and lose weight. I lost two-and-a-half stone in the first 12-weeks which was quite unexpected. I then went onto do the Yorkshire Three Peaks challenge with the Foundation along with another participant who was also on the FIT Fylde programme, so it's been really beneficial for me." Darren says that FIT Fylde programme helped change his life, and he encourages more people to give it a go. He added:

"By taking part in FIT Fylde, it has helped increase my confidence and turn my life around, so I would recommend the course to anyone. The staff and everyone on the programme have been so supportive, we have become a real family, and I'm proud of them all."



POSITIVE

The Foundation is committed to improving the skills, aspirations and achievements of local people of all ages. Working alongside partners and businesses, the Foundation has established a successful pathway for people at the various stages of their journey into employment, education and training.

Through the Foundation's Fylde Focus employability programme, 18-year-old Lewis was supported to find employment as well as enrolling on a college course.

Lewis was made aware of the programme via the Foundation's social media and at the time he was Not in Employment Education or Training (NEET). Following his self-referral, Foundation staff met with Lewis to understand his goals, and quickly became apparent he wanted to study IT at college but also return to work so he could support himself financially.

Over the next 12 weeks, the Foundation provided one to one mentoring support for Lewis, including several meetings with Blackpool and The Fylde College to enrol on to an IT course in addition to employment support including CV building, job searching and interview preparation to help him find part time employment.

Lewis applied for a number of roles and following a successful interview at Mill Farm Sports Village, he was given the position of general Assistant working in catering and hospitality.

Stan Wharton, Employability and Skills Coordinator, said: "It's been great to support Lewis throughout his journey on Fylde Focus, and to see how far he has come. We are pleased to see Lewis settle into his new role at Mill Farm Sports Village, he has really grown in confidence since being on the Fylde Focus programme. As a Foundation, we feel it is important to support those in our local community who may need that extra support in finding employment, and I am delighted that Lewis has achieved a position alongside his studies at Blackpool and The Fylde College."



A key objective for the Foundation is to contribute towards increasing community cohesion by improving the quality of life for people and families by connecting them to positive activities in their own communities.

The Foundation's Armed Forces Community programme jointly funded by BAE Systems and Veterans' Foundation, supports serving, ex-service personnel and their families living in Fylde. The borough of Fylde has a strong connection to the Armed Forces Community, due to the location of Weeton Barracks. Many ex-service personnel decide to reside in the borough with BAE Systems being an employer of choice for reservists and ex-service personnel. Our Armed Forces Community programme supported 183 individuals in 2023 through one to one mentoring, peer group mentoring and open access sessions inside Weeton Barracks and in the community.

One individual who has significantly benefitted from taking part in the programme is Scott, who was first introduced to the project in 2021 after leaving the British Army in 2020. He found adapting to civilian life a challenge, particularly the adjustment of being alone on the outside as he had been an integral part of a team for years.

The Foundation's weekly football sessions provided Scott with the opportunity to feel a part of a team again, socialising with other veterans in a comfortable environment, whilst improving his physical health.

Scott said: "Sometimes when you come out of the Armed Forces, people do go wayside, but stuff like this keeps everyone in mind because if someone doesn't turn up, they'll get a phone call – I've had a few from Lee (project officer) just to make sure I'm okay and making sure there's nothing wrong, so there are loads of benefits. With this type of fitness where you're having a laugh and a kickabout, you don't realise, but it's helping. They've got fantastic facilities here, and having a military base so close to the ground, it's an easy tie-in as we've had quite a few join us in the last few months and year."



QUALITY

Overall
Social Media
Reach
115,217

Combined
following of
5,221

15%
increase in
followers
in 2023

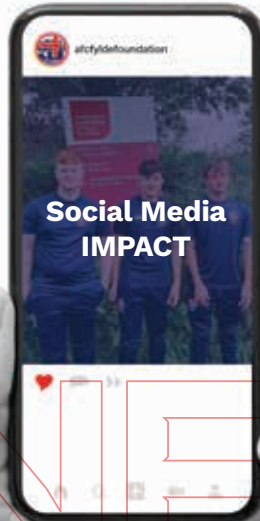


REACH
82,245

LIKES
2,349
FOLLOWERS
2,737
POSTS
501



REACH
5,712
FOLLOWERS
787



REACH
14,000
FOLLOWERS
1,919
TWEETS
8,109



REACH
15,140
FOLLOWERS
413

ONE



First-team professionals to Academy scholars all make a regular and vital contribution to the work of the Foundation.

In total, 104 appearances were made by AFC Fylde's first-team, academy and women's team players and management throughout 2023, supporting our programmes and putting smiles on the faces of our supporters and participants. Players visited local schools, school holiday provision, community programmes and generously delivered presents as part of our Fylde Kids Christmas Gift Appeal. AFC Fylde Head Coach Chris Beech and Vice Chairman Phil Humphreys took part in our Yorkshire Three Peaks fundraising event in June 2023 raising vital funds for the charity.

Club Captain Alex Whitmore won the Community Player of the Season Award for his commitment and support of the work of the Foundation across the season. He said: "We absolutely recognise the role we as players can have across Fylde, in terms of connecting with our supporters and local people. I really enjoy visiting various projects, my favourite was taking presents to families in need at Christmas, it was amazing and enhanced my pride as representing the club, as captain. The Foundation's staff are always very welcoming and have a genuine passion for their work, which really rubs off on the participants and equally us as players when we attend events."



PRIDE

SMILES



Supporter engagement is a vital part of the work of the Foundation both on matchdays and throughout the week.

Working closely with AFC Fylde, we distributed over 500 tickets in 2023 and provided matchday opportunities for young fans through our inflatable shooting game, Fans of the Future programme and mascot experiences. The start of the 2023/24 season saw the Foundation introduce our Community Corner where our fans can learn more about the Foundation and ways to get involved as well as taking on our inflatable shooting game and getting the chance to meet some first team players.

In partnership with Norbreck Self Storage, our Fans of the Future programme provided 407 junior footballers with the ultimate matchday experience which included football coaching, a behind the scenes tour of the stadium, flag bearing and activities on the pitch at half time.

Charter insurance sponsored our mascot packages where nine deserving youngsters from the community were chosen to be a mascot for the afternoon. The experience included a full AFC Fylde kit, food and refreshments, a meet and greet with the players in the changing room, leading the team out before the game and a penalty on the pitch at half time.

At the end of the 2022/23 season, AFC Fylde kindly allowed the Foundation to host its second annual play on the pitch event for people to access the stadium and the pitch. The event engaged with over 220 children, young people and adults through competitive fixtures.

The Foundation also worked in partnership with AFC Fylde to deliver its adult weight management programme, FIT Fylde throughout 2023. Utilising the power of the AFC Fylde badge, the Foundation supported 145 individuals to lose weight through a combination of physical and theory-based health sessions at Mill Farm stadium.

PASSION
PARTNERSHIP



AFC Fylde Community Foundation enjoyed a positive financial year between June 1st 2022 and 31st May 2023 securing an income of £742,908 while expenditure for the period was £667,882, generating a surplus for the year of £75,026.

**AFC FYLDE COMMUNITY FOUNDATION:
Board of Trustees**

AFC Fylde Community Foundation has a dedicated Board of Trustees who support the official charity of AFC Fylde.

TRUSTEES

Dave Edmundson	Chair of Trustees
Michael Threlfall	Vice Chair/Finance Lead
Richard Lancaster	Health & Safety/Marketing Lead
Lesley Calland	Strategy & Impact Lead
Mike Fitzpatrick	Safeguarding/Equality Diversity & Inclusion Lead
Chris Brammall	Education & Delivery Lead
Gerrie Byrne	Media & Communications Lead
Kate Jackson	Health & Wellbeing Lead

INCOME VS EXPENDITURE 2022/23

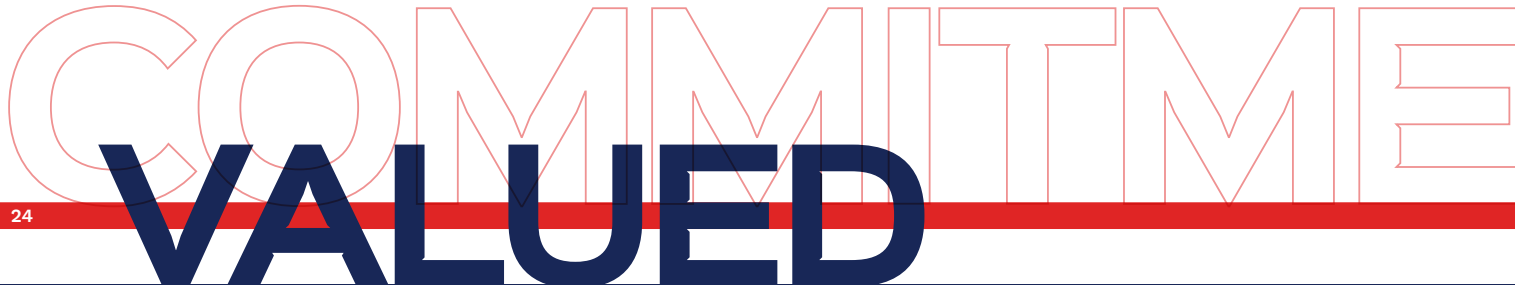
INCOME

Schools Services:	£160,461
Community Development:	£351,507
Employability and Skills:	£195,386
Sponsorship/Fundraising:	£30,951
Other:	£4,603
Total:	£742,908

EXPENDITURE

Staff Costs:	£484,337
Overheads:	£116,065
Facilities and Activities:	£34,476
Kit and Equipment:	£13,323
Other:	£19,681
Total:	£667,882

For more information about the Foundation's financial information and history, please visit the Charities Commission website: <https://www.gov.uk/government/organisations/charity-commission>



NI



AFC FYLDE



COMMUNITY FOUNDATION

Due to the success and growth of the charity over the past three years, we feel it is the right time to create a new three-year strategy which will be launched in summer 2024.

By reaffirming where our focus lies, we can continue to deliver a positive impact by engaging, empowering, and enabling the Fylde population to fulfil their potential and thrive.

The new strategy will set out our aims and strategic objectives for the next three years and will reinforce our organisational purpose and core values. Accompanying the new strategy will be an outcomes framework that will help our team to systematically measure the outcomes we are achieving across the programmes we deliver.

In addition, due to the growth of the charity, we are excited to be working alongside Mill Farm Sports Village to secure long term accommodation, enabling us to expand our programmes which will in turn continue to have a positive impact on lives and communities.



OUR PARTNERS

Collaboration sits at the heart of everything we do. By establishing and maintaining sustainable relationships on a local, regional, and national level, we can continue to have a lasting impact within our communities. We would like to thank all our highly valued partners for their support throughout 2023 and we look forward to working with you in 2024 and beyond.

For more information about AFC Fylde Community Foundation and to find out how you could support us to continue to make a positive difference to the lives of thousands of people across Fylde, please contact community@afcfylde.co.uk.

OUR PARTNERS INCLUDE:



COMMUNITY FOUNDATION





**COMMUNITY
FOUNDATION**

Fylde Sports and Education Centre
Coronation Way, Wesham, PR4 3JZ.
Telephone 01772 598856



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