

HELPING
PEOPLE



IMPACT REPORT 2018

Registered Charity No. 1139575

PARTICIPATE
DEVELOP
& ACHIEVE

IMPACT 2018

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MARTIN FEARON

CHIEF EXECUTIVE OFFICER

Welcome to Accrington Stanley Community Trust's 2018 impact report.

The aim of this report is to give you a reflection of the fantastic projects we have been delivering in our community and the positive impact we have made in 2018.

Inside this report you will read about how we have made a difference to local people, improved participation rates in sport and exercise, delivered projects around health and inclusion as well as an update on our Community Sports Hub Facility at Higham Playing Fields.

Investing in frontline provision across our four key themes; sport participation, health, social inclusion and education, the charity has enjoyed unprecedented growth in all areas. The Trust raised £500k in 2018 to deliver around 30 projects to over 17,000 local people, this is something we are all extremely proud of. In just eight years, the Trust has now raised over £2.5million, and with this has been able to develop and deliver a varied repertoire of projects and programmes across the areas of Hyndburn, Ribble Valley and Rossendale.

2018 has been a fantastic year for everybody involved with Accrington Stanley, which saw the Football Club being crowned League Two Champions in May 2018.

The Trust followed this success by winning the 'Hyndburn Not for Profit Business of the Year Award' for the second time in three years, in June 2018.

I would also like to take this opportunity to thanks all of our staff, trustees and volunteers who work tirelessly to deliver the many projects and events that really do make a positive difference in our community.

Our thriving partnerships play a huge part in allowing us to inspire the local community through our charitable work. I would like to thank all of our partner schools, businesses and groups who engage with us every year.

2019 is set to be another successful and exciting year with the construction of the multi-million pound Community Sports Hub Facility at Higham Playing Fields. This will be a big focus for the Charity over the next 12 months along with increasing provision in a number of different areas.

TRUSTEES

Accrington Stanley Community Trust is governed by a Board of Trustees whom have a responsibility for the strategy and direction of the charity's work. Since the inception of the charity in 2010 the board of trustees have grown from strength to strength in both numbers and experience. Our Trustees represent various sectors within the community including education, sport, health, business and commerce.

Upheld by our Chair of Trustees, David Keeley and Accrington Stanley Managing Director, David Burgess, the intrinsic link between the football club and charity ensures that there is a clear and constant line of communication between the two organisations.



DAVID KEELEY

CHAIR OF TRUSTEES

It's has been a great honour to serve as Chair of Trustees of Accrington Stanley Community Trust, since the beginning of 2018. Having served as a trustee since 2011, I have witnessed the continued success and development of the Trust. Great credit must go to all Trustees, staff and volunteers who are totally committed to helping the Trust achieve its aims and objectives year on year.

The Trust continues to 'use the power of Accrington Stanley Football Club to improve the lives of the people of Hyndburn through participation in sport and exercise.'

2018 has been a very special year, with Accrington Stanley Football Club becoming Champions of League Two and gaining promotion into League One. In partnership with the Football Club, we sponsored an initiative that sees every Year 3 pupil in Hyndburn receive a replica Adidas football shirt to wear with pride.

We have launched a number of new projects in 2018, including a unique programme in partnership with Lancashire Constabulary, which resulted in 212 children receiving free sports coaching during the summer holidays. We also created the 'Stanley Readers' and

'Stanley Together' projects which you can find more information on in this impact report.

We have expanded our provision in a number of areas and this has led to a substantial increase in our participation figures.

The Trust has established itself over the past 8 years to become one of the leading organisations of the third sector within Hyndburn. The achievements of this year would not have been possible without the strong partnerships we have in place with a number of local organisations and the staff and volunteers who oversee the projects we deliver to our community.

The Sports Hub project continues to develop at a fast pace, having received planning approval in December 2017. The next 12 months saw a big focus on fundraising and we are now delighted to announce that we have raised the full amount of over £2m which will enable us to construct the Sports Hub facility in 2019.

On behalf of myself and fellow Trustees we are immensely proud to be a part of this fantastic hard working organisation that makes a positive difference to thousands of people in our community.



DAVID KEELEY (Chair of Trustees and Designated Safeguarding Officer)



TONY DOBSON (Vice Chair of Trustees and Finance Portfolio Holder)



DAVID BURGESS (Governance Portfolio Holder & Accrington Stanley Football Club MD)



ANNE ELLWOOD (Health and Sport Participation Portfolio Holder)



PURVES ALI (Business and Fundraising Portfolio Holder)



ROBERT HOUSEMAN (Equality & Diversity Portfolio Holder)



JOHN MCGREGOR (Business and Fundraising Portfolio Holder)



TOM O'NEILL (Legal Portfolio Holder)

ABOUT US

Accrington Stanley Community Trust is an award winning, non-profit, self-funding registered charity (Number 1139575) and community organisation that has been working within the Hyndburn community since 2007. After becoming a registered charity and re-forming as a Community Trust in 2010, the organisation has seen an accelerated rise and growth.

Accrington Stanley Community Trust was originally established under the banner of Football in the Community in 2007, with the aim to bring the professional club and their community closer together. Natural progression from Football in the Community resulted in the scheme being taken on to work alongside and under the guidance of the Football League Trust. Accrington Stanley Community Trust has expanded at a phenomenal rate and we now work in 4 key themed areas: Sports Participation, Education, Health & Wellbeing and Social Inclusion.

Football and, in particular, Accrington Stanley Football Club has the ability to engage people, improve community cohesion and raise the hopes and aspirations of the people of Hyndburn. As a Club we are committed to ensuring that we respond to local needs whilst working strategically in line with regional and national agendas. We all recognise that sport can play a prominent role in addressing major issues such as obesity, anti-social behaviour, health, employment and attainment.

Through key partnerships and a robust multi-agency approach, we ensure that we can achieve our aims and objectives effectively and efficiently.

Our partnerships work underpins the entire scheme delivery programme and enables us to work strategically within Hyndburn. These relationships enable us to engage with underrepresented and hard to reach groups.

VISION

“Use the power of Accrington Stanley Football Club to improve the lives of the people of Hyndburn through participation in sport and exercise”

MISSION

Our mission is to support the local community regardless of age, gender, race, religion or skill level and promote a healthier lifestyle through sport and education by encouraging individuals to take part in fun based activities, which develop confidence, co-operation and education.

VALUES

- Challenge behaviour and attitudes, promoting respect and celebrating diversity
- Inspire to achieve and fulfil potential
- Develop leaders, coaches and volunteers
- Innovate in delivery



AWARDS

Accrington Stanley Community Trust won the 'Hyndburn Not for Profit Business of the Year Award' in June 2018. This was the second time in three years that the Trust has won the award.

The awards were held at the town hall in Accrington and were attended by over 270 local people. A number of members from the Trust attended and accepted the award. The Trust beat off stiff competition from Advocacy Focus, Carers Link Lancashire and the Civic Arts centre and Theatre.

Martin Fearon, Chief Executive Officer of the Trust commented 'It's an amazing honour to win this award and we would like to thank everyone involved. It's brilliant to see that the community value what we are doing here at the Trust as we take pride in providing opportunities for the local community. This is the second time in three years we have won this award, it's great to know that the community recognise our consistent delivery of community projects in the local area'.



OUR YEAR IN NUMBERS

Accrington Stanley Community Trust have made a huge impact in the local area in 2018.

An infographic has been created to showcase the Trust's achievements and highlight how many people have benefited from projects in areas such as sport, health, education and inclusion.

In total 17,171 people were engaged in projects, including 6,872 coming from local primary schools. 2601 free Accrington Stanley shirts were given away to all Year 3 children in Hyndburn, an initiative sponsored by the Trust.

Martin Fearon, Chief Executive Officer of Accrington Stanley Community Trust said 'We have had another fantastic year of delivering charitable projects in our community that make a positive difference to thousands of people. I would like to thank all of our funders and partners who have played a part in helping us achieve our aims and objectives this year. We now deliver over 30 community projects and engage with over 17,000 local people.'



17,171

**PEOPLE ENGAGED
IN OUR PROJECTS**



376

**PARTICIPANTS ON
KICKS PROJECT**



2,601

**ACCRINGTON STANLEY
SHIRTS GIVEN AWAY
TO CHILDREN**



1,200

**ADULTS PLAYED
IN THE STANLEY
SOCCER LEAGUE**



2018

**HYNDBURN NOT
FOR PROFIT
BUSINESS OF THE
YEAR**



WE EMPLOY

25

**PEOPLE FROM
THE LOCAL AREA**



WE DELIVER OVER

30

**COMMUNITY
PROJECTS**



1,198

**FEMALES
PARTICIPATING
IN SPORT**



6,872

**PRIMARY SCHOOL
CHILDREN TOOK
PART IN OUR
ACTIVITIES**



212

**CHILDREN RECEIVED
FREE SUMMER
HOLIDAY PROVISION**



66

**STUDENTS STUDIED
ON OUR EDUCATION
PROGRAMME**

OVER £400K INVESTED INTO THE COMMUNITY

NEW

GIVE UP LOVING POP (GULP)



In June 2018 we partnered with Lancashire County Council, Healthy Stadia, Food Active and two other Football Club Community Trust's to help children to cut back on sugary drinks. Using the power of the club's badge, Accrington Stanley, Fleetwood Town and Preston North End encouraged children to Give Up Loving Pop for the summer. Our coaches used classroom-based activities and physical activity to raise awareness of the health harms of high-sugar and diet drinks. Children and young people were challenged to Give Up Loving Pop for 21 days.

Data from the National Child Measurement Programme (NCMP) revealed that 4 in 10 Year 6 children in Hyndburn (39.3%) carry excess weight. The situation in the North West is no better when it comes to oral health, with more than one in three children (33.9%) having obvious dental decay at age five, compared to the England average of 23.3%.

However, Hyndburn (45.8%) has considerably higher rates of children with obvious decay at age 5, underlining the need for effective interventions at the earliest possible stage.

Josh Cooper, Community Sports Officer at Accrington Stanley Community Trust said: "It was fantastic to be involved in delivering the GULP project. It's an important issue especially in our local area and we are pleased we can use the power of Accrington Stanley to spread the message. Although many schools now ban sugary drinks a lot of children still consume them after school is finished and at the weekends - we feel it's about educating these children and through them, their parents in order to have a real impact."

PL FANS FUND STANLEY TOGETHER



Accrington Stanley Community Trust unveiled a new community scheme in November 2018 to enhance their engagement with their local Black, Asian and minority ethnic (BAME) community.

The 'Stanley Together' project, sees the creation of a new BAME focused fan-group and several outreach fan-engagement programmes. The Trust will work with local schools, community centres and Accrington's new £9million Raza Jamia Masjid mosque to deliver a range of workshops to educate them on the history of Accrington Stanley FC and inspire them to attend matches at the Wham Stadium.

The project has benefitted from a £18,530 grant from the Premier League Fans Fund, the investment of which will also enable the Community Trust to extend their existing Junior Redz young supporters' scheme, improve their pre-match fan zone and support the upskilling of a cohort of volunteers.

The 'Stanley Together' project is the latest stage of a new long-term fan engagement strategy at Accrington Stanley FC, which included the development of a brand-new 1,100-seater family stand, which became fully operational in December 2018.



PROJECTS

HYNDBURN FREE SUMMER CAMPS



Throughout August 2018 we held free football sessions in Hyndburn in partnership with the Neighbourhood Policing Team and Hyndburn Borough Council at Higham Playing Fields, Accrington, Foxhill Playing Fields, Oswaldtwistle, Bolton Avenue Playing Fields, Huncoat and Wilson Playing Fields, Clayton-le-moors which saw over 200, eight to fifteen year olds attend.

The sessions kept the youngsters active and participating in a community activity for two hours through 1 v 1 challenges, plenty of matches as well tournaments and penalty shoot outs. It was fantastic to see so much interest involved in these sessions from those that had played football before to those that haven't much footballing experience.

Lee Walsh, Head of Sport at Accrington Stanley Community Trust commented, "It was great to see so many of the local youths come down to the sessions and keep themselves active in their summer holidays. Hopefully we can inspire the next set of Stanley fans!"

STANLEY READERS



BBC CHILDREN IN NEED DISABILITY SPORT



Accrington Stanley Community Trust announced in December 2018 that BBC Children in Need has awarded us a grant of £30,000 over 3 years. This grant will fund new disability provision and help make a difference to the lives of disadvantaged children and young people in Hyndburn.

The new project will provide opportunities for disabled children and young people to improve their overall physical and mental health & wellbeing, by taking part in a range of new activities that help children learn about the benefits that sport and physical activity can bring.

Children and young people attending the project will have more opportunities to mix with their peers, to have fun and take part in a wide range of activities of their choosing which help them bond and make friends.

After its launch in January 2018, the Stanley Readers project has been a great success in the local area. Stanley Readers is a literacy intervention which is free to partner Primary Schools as part of our Primary Stars Provision. The project aims to engage with primary school children who may be reluctant readers and use football related literature such as match day programmes and match reports to engage individuals.

Accrington Stanley Community Trust staff listen to the children read and help them along the way, the children are also set fun tasks such reporting on their own fixtures and gathering facts about the first team players. Throughout 2018 the project was carried out in 4 local primary schools with more to follow over the next 12 months.

SPORT

Sport can have a hugely positive effect on people's lives and when you add in the power of the Accrington Stanley brand it enables us to engage with thousands of people every year. We believe that everybody should have opportunities to play sport regardless of age, gender, race and religion or skill level.

Our varied sports projects mean there is something for everybody, whether you are taking your first steps on Stanley Kickers at 2 years old, or taking part in Walking Football in your 80's, we pride ourselves in creating opportunities for everybody in our community.

1200

Adults played in the Stanley soccer league

390

Children attended our holiday course provision

1198

Females participating in sport

482

Children taking part in sports tournaments

6872

School children engaged in our Primary Stars programme

119

Children aged 2-4 learning football for the first time

1021

Children completed a school sport fundraiser

604

Grassroots players playing at the Wham stadium at half time on a match day



BEN

CASE STUDY



- Age 11
- Belthorn Academy
- Premier League Primary Stars

Ben goes to Belthorn Academy and through our Premier League Primary Stars programme he has been developing as a playground leader. This involved Ben being trained by our staff to set up and deliver fun activities for groups of younger children during playtimes.

Ben commented about his new role; "I really enjoy doing it, I've been taught lots of new games and have become confident enough to run these games. I've learned how to talk to other people, especially younger children. I like helping them learn the games".

The playground leader's programme is one of our PSHE targeted interventions that aims to teach children communication skills



LEONA

CASE STUDY



- Age 12
- All Saints High School
- Premier League Girls Football

Leona has gone from a shy, nervous girl to a volunteer referee and player with Accrington Stanley Community Trust's Premier League Girls Football Programme. Leona is 12 years old from Haslingden and had limited opportunities to get involved in football in her local area.

Leona has always had a passion for sport and wanted to get more involved in football from a young age. However Leona faced more barriers than most young girls, as she is blind in one eye. Leona was very sub-conscious of this and was afraid as a result that she would be allowed or able to play with the rest of the girls involved.

Leona said: "I've always been interested in playing sport but struggled finding the confidence to join in, in school there are lots of girls who play that are really good and I didn't want to go play with them as I didn't want to get hurt or hurt someone else. I was really nervous at first, but the coaches let me just watch and be a referee at first, which was really fun and they played games that I could get involved in and get used to playing football and now I love it. I want to say thank you to the Stanley coaches, they helped me understand how to play football and that I can play any sport I want."

Leona is a fantastic individual and has learnt to overcome her fears as well as learning a variety of different skills from coaching, playing and refereeing games. Her knowledge of football has vastly increased and she is an absolute joy to be around. Her enthusiasm is contagious and it brings the best out of all the people around her.

Leona is now a confident young girl, ready to take the world by storm. She has found new friends, a new passion for sport and a great support network that lets her believe in herself.



EDUCATION

Education is very important and to date our projects have produced some amazing results.

We work closely with local schools to engage with young people through a variety of projects.

We continue to inspire individuals and offer education opportunities with a track record of encouraging individuals to go to university.

Our unique education projects offer something different that has a positive impact on many people each year.



DREW

CASE STUDY



- Drew Worsley
- Age 17
- BTEC L3 in Sport Student

Drew is coming towards the end of his studies with us here at the Community Trust and has developed both personally and academically on his journey with us. Drew has been enrolled on our BTEC Level 3 Sport programme and has found the course useful in a number of ways.

"I chose to do this course over a traditional college course because I wanted to do more practical. We train 3 times a week and play fixtures every week, but we also get to do practical as part of our coursework which makes the work fun."

Along with providing Drew the enjoyment of practical sessions on a weekly basis for two years, the course has also been able to guide his career aspirations.

"The course has helped decide that I want to be a coach in the future. I enjoy sport so it made sense for me to study a sports related course, and that has now given me the opportunity to explore the different career opportunities that are available in Sport."

Due to his practical experience and academic standards on the course, Drew has managed to secure himself a number of unconditional offers for Universities across the country, and will be starting his degree in 2019.

KERRY

CASE STUDY



- Kerry Reeves
- Age 17
- BTEC L3 in Sport Student
- Hyndburn Volunteer of the Year 2018

Kerry is a full time student on our BTEC in Sport course and regular volunteers on a number of sports sessions in the community. Kerry has fast become a positive role model and was nominated for the Hyndburn Sports Awards in 2018 for her dedication to volunteering. The Awards event celebrates the local sporting activities and the people that dedicate their time into supporting them.

At the event in June 2018, Kerry won the Hyndburn Volunteer of the Year Award which was an amazing achievement.

We are delighted that all of her hard work has been recognised by others outside of Accrington Stanley Community Trust.

Elle Kayley, Female Coordinator commented:

"Kerry continues to show great ability to coach and inspire the next generation of sports people. It's great to see her hard work being recognised and this award is fully deserved."

Kerry was also nominated for 'Volunteer of the Year' at the Lancashire Sports award in Blackpool and finished as a runner up.

66

Students studied on our full time education programme

172

Children taking part in a numeracy and literacy project

1000+

Hours of volunteering by young people

80

Local schools engaged with the Community Trust

HEALTH

Health is a major part of our community programme with direct links to our sport and exercise projects.

We are committed to play a positive role in our community and link in with many health organisations to achieve set goals. Our projects offer local people

opportunities to exercise regularly and we also engage children and families in a fantastic project that increases their knowledge around nutrition and healthy eating.



32

Mental health awareness workshops delivered

1415

Children taking part in our Move and Learn project

46

People aged 50+ have taken part in Walking Football

302

Children completed the Give Up Loving Pop project

YOUNES

CASE STUDY



- Age 9
- Spring Hill Primary School
- Move and Learn Programme

Younes has taken part in the Move and Learn programme with his year 5 class at Spring Hill, EFL Trust's Move and Learn programme combines six weeks of practical sporting sessions with classroom sessions, the programme encourages physical activity, promotes nutritional education and builds awareness of the importance of a healthy diet and active lifestyle. Younes also joined thousands of children across the country in getting active with the 'Joy of Moving'.

For Younes the programme was a little bit more than learning about a healthy, active lifestyle as he speaks very little English. The visual aids in the classroom sessions really benefitted Younes and helped him to get a real understanding of the concepts of a healthy diet. The classroom activities also allowed Younes to work with his classmates and begin to break down some barriers.

However it was in the practical sessions where Younes really began to shine through. The sessions are designed to challenge all abilities and get them involved in the lessons where they can learn new skills, work in teams and allow them to have fun. Younes took this opportunity to express himself with both hands, and got stuck into every session. The sessions allowed Younes to continue to break down barriers with his classmates as he became more and more a valued member of the class. Playing team games allowed him to work very well with others and demonstrate his skills, and you could see him grow in confidence week on week. Younes always had a big smile on his face during the sessions and with his self-esteem raised continued to be a more confident character and get stuck into the rest of his school week.

Since taking part in the Move and Learn Programme Younes has been getting more involved in his lessons and joined in some extracurricular activities, he has even gone on to represent Spring Hill Primary School in sporting competitions. As well as this we signposted him to our football development centre where he can work on his football skills as well as his social skills. He continues to grow in confidence and work well in a team, it's also helping his English come on, mixing with more people and allows him to become a valued member of the community.

Josh Cooper, Community Sports Officer said "It's great to see Younes get stuck into our sessions, he hasn't let his language barriers get in the way of anything he has done with the Trust, in the move and learn sessions he was great, gaining an understanding of a healthy balanced lifestyle and really came alive in the practical sessions. He has really developed as a team player and you can see how much he loves playing football and being active."

CRAIG

CASE STUDY



- Craig Addison
- Age 57
- Walking Football Participant

Craig has been attending our walking football sessions since they launched 5 years ago.

He speaks about the sessions; "Walking football provides an opportunity for players my age to carry on playing, it's an excellent way to stay fit and healthy and a great place to meet new friends. The sessions have a good atmosphere and everyone is made to feel welcome."

Craig has also represented Accrington Stanley in walking football competitions both locally and nationally over the past 12 months.



MATTHEW

CASE STUDY



- Matthew Groves
- Age 20
- Disability Sport Participant

Matthew is a regular at our weekly disability football session, he has been attending for the last 12 months and has signed up to play for our new disability team which will play in the Lancashire FA's Ability Counts League.

Matthew explains "I love coming! It's great to play football and meet new friends. I can't wait to play our first fixture and wear the Stanley kit."

Our coaches have seen Matthew grow in confidence over the last year and he has also become a very good footballer as well.

ANDREW

CASE STUDY



- Andrew Warburton
- Age 17
- Premier League Kicks

The Premier League Kicks sessions have allowed Andrew to gain confidence in his coaching abilities. He started off at Kicks as a participant but quickly discovered he wanted to gain experience in coaching. He has a regular role as a Kicks volunteer as well as assisting on other sessions with his new found confidence.

Andrew explains, "I love playing football and having the chance to play regularly has been great. Being given the opportunity to help at the session has shown me the other areas of football other than playing. The Kicks sessions have allowed me to explore an area of the sport that I think I would enjoy after I have finished my education. Volunteering at the sessions has increased my confidence in my ability to coach and I have started assisting coaches at other sessions the Trust delivers."

INCLUSION

Inclusion is a key area of our charity and our projects enable us to engage with some of the most hard to reach members of the community.

We work with many people from areas of high deprivation in Hyndburn and offer them opportunities to participate in a number of projects.

Our Kicks project sees us engage with the BAME communities and helps with social integration.

We continue to increase engagement figures in this area to help transform lives and create a positive impact.



DREW

CASE STUDY



- Drew Bartlett
- Age 17
- National Citizen Service Participant

Drew was a participant of our Summer 2018 National Citizen Service (NCS) Programme, he said: "The programme had a big influence on my summer, I usually spend it sat around, maybe going out kicking a ball. NCS changed that, it got me rock climbing, mountain climbing, zip wires and all different outside games that got everyone working together. It was also nice to be out with old and new mates doing activities and then helping our own community."

NCS gave Drew the confidence to start applying for jobs in his area, he is now developing his skills in hospitality and customer service in a part time job. He added: "NCS inspired me to go out to businesses in my community and hand my CV out, I'm really enjoying speaking to and serving different people from my local community."

Drew has aspirations to go to university once he has finished his BTEC in Sport course, he is looking forward to extending his education in sport further which is why he has started to volunteer in coaching younger children in his local area.

"After completing my social action plan, it opened my eyes to issues that are present where I live and a way I found I could help, is by bringing my love for sport and football and helping younger children develop their love for sport. I can hopefully influence them to help in their community and work as a team, volunteering has really helped me grow as a person."

LUCY

CASE STUDY



- Lucy Smith
- Age 17
- National Citizen Service Participant

Lucy recently graduated from NCS in October 2018 which she described as "a wonderful, amazing adventure". She completed a range of challenging activities including rock climbing, mountain biking, and kayaking with a mix of students from her college.

Lucy said NCS has "helped me gain more confidence by talking to different people from college, some I may have never spoken to before."

This shows through some of the ice breakers and problem solving activities students were able to come out of their comfort zone and integrate with others they would not normally talk to.

Lucy's most challenging activities on programme was canoeing, archery and mountain biking. She pushed herself out of her comfort zone and participated in every activity despite them being difficult. She was encouraged by other team members to participate and they supported her all the way through.

Following the residential Lucy and her team completed a bake sale raising money for Tree of Hope. The Charity responded to their kind donations and thanked Lucy and her team for their hard work. Lucy is now planning more community projects to raise money for other Charities.

£2500+

Raised through social action projects by 16/17 year olds

118

People taking part in NCS

376

Individuals have taken part in the PL Kicks Programme

124

Individuals participating in disability sport

FREE SHIRT

TRUST SUPPORT £150k STANLEY SHIRT GIVEAWAY



Commemorating the 50th Anniversary of the club, Andy Holt, chairman of Accrington Stanley Football club, gave away over 1305 Adidas first team replica football shirts to every year three primary school child in a ceremony at the Wham stadium in February 2018. This was again repeated in November 2018 with a further 1296 shirts given away to all year three school children in Hyndburn.

Accrington Stanley Football Club is a symbol of civic pride in Hyndburn. For the next five years, as thanks for their support and a source of encouragement for young people

to participate in sport, children in the area will be being given their own official Accrington Stanley football shirt to keep and wear with pride.

Andy Holt said: "Being outside and active was day to day life for me as a young boy growing up. In more recent years there's been less of an emphasis on community sports for children. The Accrington Stanley Community Trust have supported by sponsoring this initiative and they are an essential part of our engagement with the community. This is something I hold with huge importance".

Accrington Stanley Community Trust are the football clubs official award winning charity, delivering over 30 community projects in Hyndburn. In 2018 we engaged with over 17,000 people and invested over £400k into the community. A big part of the Trust's community programme is delivering sport and education to Primary School children.

In keeping with this ethos of supporting young people, the Accrington Stanley football shirt put smiles on over two thousand little faces in 2018 and cemented their roots with the football club.

Andy Holt said: "I want to create a connection with our professional League 1 football team. Our roots go right back to 1888 when Accrington were one of the founder members of the Football League. The reformed club was founded in 1968. It is very fitting to mark the 50th anniversary by giving a shirt to every year three primary school pupil in the Hyndburn area. I will be repeating this every year for the next five years in the hope it brings us closer to the community. I want it to inspire youths to take pride in their home town club by feeling part of the borough and supporting their local team".



PARTNERSHIPS



In early 2018 Accrington Stanley Community Trust teamed up with Gulliver's to give all children attending the holiday courses a free ticket to the theme park.

Participant's on the Soccer School and Activity Club receive a free child's ticket to attend any of the three Gulliver's theme parks based in Warrington, Milton Keynes and Matlock Bath as a reward for taking part and staying active in the holidays.

At the end of each course the coaches also pick a winner and runner up from each of the two clubs to present with certificates, trophies and the prize of a Gulliver's trip FREE for the whole family.



Lee Walsh, Head of Sport at Accrington Stanley Community Trust, said: "It's fantastic for kids to come down and not only get involved in sports, but also learn new skills and make new friends. We're thankful to Gulliver's for providing these rewards for the children as it gives them some encouragement to stay active in the holidays and to try their best with the activities they take part in throughout the week. We're proud of the holiday courses we offer at the Trust and often find that the children come back time and time again which is testament to the enjoyment of our provision."

Julie Dalton, Managing Director at Gulliver's Theme Parks, said: "A huge part of Gulliver's ethos is to try and get children up and active so we take great pleasure in giving the tickets to community sports clubs as a means to encourage children to get involved."



In August 2018 Accrington and Rossendale College and Accrington Stanley Community Trust agreed a six figure education contract to deliver full time education courses in Hyndburn.

The BTEC in Sport courses are funded by the college thanks to government grants and are delivered by Accrington Stanley Community Trust. The qualification is the equivalent to three A-levels, combining an educational course with football.

Accrington Stanley Community Trust have been delivering BTEC courses for seven years alongside a provider outside the town and now works in partnership with Accrington and Rossendale College, to bring it local.

Martin Fearon, Chief Executive Officer of Accrington Stanley Community Trust, commented: "We have been working with education providers outside of Accrington historically, but we think it's hugely important to work in collaboration with local organisations in Hyndburn. This will very much be a combined effort and it's a partnership that we are hoping will grow bigger and bigger. We are incredibly grateful to Accrington and Rossendale College for their support with this venture!"



Steven Buckley, Head of Division at Accrington and Rossendale College, commented: "This course will appeal to those who maybe interested in a sports career but aren't sure which route to take in order to achieve that. It's going to be a wonderful working relationship that the college forge and maintain with Accrington Stanley and we are excited about the future prospects this will bring to our students."

Charlotte Scheffmann, Assistant Principal at Accrington and Rossendale College, commented: "Accrington and Rossendale College prides itself on building community connections and creating ongoing relationships with other organisations in Hyndburn. Accrington Stanley Community Trust is a charitable organisation and we want to do what we can to support them. It's a two-way working relationship which will benefit both the college and the trust."

ACCRINGTON STANLEY GIRLS AND LADIES FC

LADIES FIRST TEAM

2018 saw Accrington Stanley Ladies compete in their first ever season in the Lancashire FA Womens County Premier League. Due to the fantastic work of all the players and coaches, the ladies team has gone from strength to strength. Last year Stanley Ladies finished 6th in the league.

The new season has seen the arrival of new players and new coaching staff as well as becoming an official Charter Standard Club. We are always trying to raise our standards as a club and aim to provide the best experience possible for both players and staff.

Simon Woodford is a new member of the Stanley Ladies coaching staff and has this to say on the club; "It's a pleasure to join such a fantastic club. I knew as soon as I met the players and coaches that this would be a great environment to work in."

Stanley Ladies also try to raise funds for local charities with a variety of different fundraising activities for charities close to the player's hearts. Players completed RED January, have worn odd socks for World Down Syndrome Awareness Day and have taken part in the Rainbow Laces campaign. We always try to help our local community and hopefully inspire other ladies to take part in football.

Gabby is currently vice captain of Stanley Ladies and added; "It's a real honour to play for Stanley Ladies, not only because you get to represent a professional club but also because of the work and effort we put in to local community. The team are a real tight group and have all become good friends off the pitch. I hope to keep this team spirit going and to continue to play for Stanley for years to come."

JUNIOR SET UP

We launched our Accrington Stanley Girls and Ladies Junior set up in June 2018. The new Girls Football Development Centre is a weekly coaching session for girls aged 5-12 who love to play football regularly. Children may play for a club or at school or may have never played before. The aim of the sessions are to increase participation in female football that will lead to us creating a host of new Junior Girl's football teams representing Accrington Stanley. This is a Long term project that will see a minimum of one new junior team created each year.

WILDCAT CENTRES

In March 2018 we secured funding from the FA to introduce 5 brand new 'Wildcat Centres' to get more girls playing regular football in Hyndburn and the Ribbles Valley!

The centres have inspired over 150 girls to participate in the weekly sessions and discover the fun and passion that comes with the sport. Some of the girls had never kicked a football before coming to a centre and have greatly improved and picked up the football fever.

Elle Kayley, Female Football Development Officer at Accrington Stanley Community Trust said, "It's great being able to see the enthusiasm the girls have for the sport. Its brilliant being able to encourage and change girls perception that football is a boys sport and show them that anyone can play and have fun."

The FA hope the initiative will inspire participants to engage with football, meet new friends, develop fundamental skills and create the foundation for a lifelong love of football. It is the FA's aim to double the number of girls playing football in the next five years.



COMMITTEE MEMBERS

Chair - Anne Ellwood
Vice Chair - Elle Kayley
Treasurer - Martin Fearon
Secretary - Becki De-Maine
Welfare Officer - David Keeley
First Team Coach - Alex Palfrey
Committee Member - Karen Turner



2018

Accrington Stanley Ladies compete in their first ever season

5

Brand new Wildcat centres introduced

2018

Accrington Stanley Girls and Ladies Junior set up launched

SPONSORS



Club Sponsor
Accrington Stanley Community Trust



Home Kit Sponsor
Keenans Estate Agents



Away Kit Sponsor
NW Logistics



Training Kit Sponsor
Albert Harrison and Co Ltd



Webpage Sponsor
Ainsworth Accountants



ACCRINGTON STANLEY COMMUNITY TRUST

SPORTS HUB

Accrington Stanley Community Trust received planning approval on 13th December 2017 for a new multi-million pound Community Sports Hub facility that will transform Higham Playing Fields in Accrington.

Over the last 12 months a big fundraising effort by Accrington Stanley Community Trust has raised over £2m from a variety of sources. Construction work will start in 2019 with a completion date set for early 2020.

The plans include a brand new fit for purpose multiuse community hub building to replace the current building on the site. The building will include the following facilities; public toilets, cafeteria, community space, changing rooms, offices, meeting rooms, activity space and classrooms. A full size floodlit artificial grass pitch will drive up sport participation rates all year round. A designated Rugby pitch will remain on site and used by local Rugby League clubs. A brand new ECB approved artificial cricket wicket will provide a fantastic facility for local cricket leagues and schools. There will also be a large grass area that will cater for 4x multi-sport pitches and a multi-use area that can cater for a

number of sports such as; rounder's, athletics, cricket, football, school sports days, tournaments etc. In addition, there will be a 75 space car park added to the site with designated disabled parking and 12 cycle bays.

Martin Fearon, CEO of Accrington Stanley Community Trust said "The Sports Hub plans see a great mix of facilities for all sectors of the general public to enjoy. We believe that grassroots sport needs more investment and we are hoping to play a big part in this by providing this fantastic project for our community.

The aims of the sports hub are to increase participation in sport, improve health and exercise levels and provide more opportunities for disabled people to access vital sport and education activities. The Sports Hub will also host many projects that develop skills for people out of work, create new job opportunities, inspire people to become volunteers for local sports organisations, sports clubs and charities, and provide a pathway for gifted and talented young people into elite sport."



£2M
Community Sports Hub facility completion early 2020

FUNDRAISING

£££'s

THE WHAM FOUNDATION DONATE £10,000



In March 2018, keen to give back to the local community, Whatmore UK Foundation chose to donate £10,000 to Accrington Stanley Community Trust.

Tony Grimshaw OBE, Director of the WHAM group of companies, commented: "I really hope other local businesses see the good that the sports hub will provide for people in and around Accrington and help get it up and running as I know the completion is reliant on donations to make up the remaining cost - any donation is appreciated because every penny counts. What Accrington Stanley Community Trust do for the locals is invaluable and to have even a small part to play is an honour."

OSWALDTWISTLE MILLS SUPPORT ASCT



HAWORTHS SPONSOR NEW KIT FOR STANLEY STUDENTS



Accrington Stanley Community Trust gained a new sponsor for their BTEC students after Haworths Financial Services came on board for the 2018/19 season.

John McGregor, Director of Haworths Financial Services said: "We are incredibly proud to support the Accrington Stanley Community Trust Student Football Team. It gives us great pleasure to be involved in our local community and to be able to give something back."

Martin Fearon, Chief Executive of Accrington Stanley Community Trust, said: "This sponsorship deal with Haworths Financial Services is great news for everyone involved in our education programme. The students now have a brand new Adidas home kit to wear with pride this season."

In April 2018 Oswaldtwistle Mills joined a new scheme aimed at getting local businesses involved with supporting the charity.

The 'Friends of Accrington Stanley Community Trust' scheme provides an ideal way for local businesses to engage its corporate social responsibility by supporting an organisation that improves health, social inclusion levels, as well as delivering sport and education programmes to over 17,000 local people.

Philip Woodford, Oswaldtwistle Mills Business and Conference Centre Co-ordinator, said: "Accrington Stanley Community Trust have been a tenant at our business centre for the last 6 years. We have seen at first hand all the work they are doing with local community engagement projects with all the contacts they bring through our centre. We are delighted to become a friend of Accrington Stanley Community Trust and are very happy to help support the great work that the Trust are doing in Hyndburn. We are proud to do our bit to support such a worthwhile cause."

HYNDBURN SPORTS AWARDS RAISES FUNDS FOR ASCT



In October 2018 Hyndburn Leisure presented Accrington Stanley Community Trust with a cheque for £470 towards providing sport and education in the community, as a beneficiary of the Hyndburn Sports Awards.

This year, Hyndburn Leisure decided to raise the bar with the Hyndburn Sports Awards, aiming for large scale event which highlighted local sporting achievement. Accrington Stanley Community Trust were selected as this year's beneficiary, with all funds raised through a raffle going to support their cause.

Lyndsey Sims, Chief Executive of Hyndburn Leisure said: "The 2018 Hyndburn Sports Awards was our best ever. The Ballroom at Accrington Town Hall was packed out for the awards ceremony, and those in attendance were happy to buy raffle tickets to support a worthy local organisation. As a charity ourselves, one of our goals is to support local organisations with similar aims to ours, that's why this year we chose Accrington Stanley Community Trust as the beneficiary of our fund raising."

Martin Fearon, Chief Executive of Accrington Stanley Community Trust said: "We are very thankful to Hyndburn Leisure for nominating us as the chosen charity for the Hyndburn Sports Awards. The awards were a real success and it shows that we have a talented group of individuals and teams in Hyndburn who make a real difference to sport and recreation in the area."

TOTALLY WICKED DONATE £40,000 TO THE SPORTS HUB PROJECT



Totally Wicked, an international company with offices in both Blackburn and Accrington, donated £40,000 to Accrington Stanley Community Trust in June 2018.

The donation will go towards the community Sports Hub project at Higham Playing Fields in Accrington. Keen to give back to the local community, Totally Wicked chose to donate the funds towards a project that will really benefit the local community.

Fraser Cropper, Managing Director of Totally Wicked, commented: "Having recently completed our redevelopment of the Old Accrington Fire Station and moved our UK Vapour Brands business to the town, the Sports Hub development provided the business a great opportunity to provide some direct support to the town's development. I believe sport provides all ages with an opportunity for improved health and well-being and importantly to build both an individual's and community's confidence to live life to the fullest. We wish Martin and the team the earliest fulfilment of this much needed facility."



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Financial Services

HYNDBURN
LEISURE
Better Leisure, Better Culture, Better Lives

TOTALLY WICKED®

OSWALDTWISTLE MILLS
— shopping village & garden centre —

PLAYER VISITS

Each year, Accrington Stanley players, coaches, staff and club mascot Winstanley make appearances at numerous community and corporate events.

Player visits are a fantastic way for all Professional Footballers to give something back to their communities and put a smile on people's faces.

In 2018 there was some fantastic work carried out and a total of 338 player visits by Accrington Stanley across various events in Hyndburn and surrounding areas.

BILLY KEE

STRIKER



Billy Kee picked up the award for Community Player of the Season after attending a record number of community events throughout the season.

Kee has contributed a great deal both on and off the pitch this season and is one of the most influential senior professionals at the Club. When he hasn't been scoring goals for Stanley he's been visiting various schools and community events in Hyndburn and surrounding area over the past year.

Lee Walsh, Head of Sport, said: "We would like to say a big thank you to Billy for all his support over the last year, his commitment to giving back to the community is fantastic. He is a great role model for the young children in the local area to look up to."



COMMUNITY

AMBASSADORS



A number of players have also become community ambassadors and get involved in supporting projects.

Seamus Conneely - Education

Scott Brown - Sports Participation

Billy Kee - Health

Mark Hughes - Social Inclusion

The ambassadors are the public figurehead of a number of different schemes run by the Community Trust and endorsed by the Professional Footballers' Association (PFA).



MATCH DAYS

THE STANLEY EXPERIENCE



In 2018, 46 local junior teams walked out as mascots at Accrington Stanley matches, a total of over 600 junior players. They also played a game on the pitch during the half time period in front of over a thousand supporters. We make a commitment to grassroots football in the area by offering this opportunity to every single junior team from U12 and below.

STANLEY MASCOTS



We host a number of home and away mascots each season on behalf of Accrington Stanley Football Club. Official Mascot places are available for children aged 3-12 at all home games throughout the season. In 2018 we received some great feedback from the mascots for the amazing experience they endure.

JUNIOR REDZ

BECOME A
JUNIOR
RED



EQUALITY AND DIVERSITY



We are committed to promoting equality and diversity and we host a 'Kick it Out' awareness game each season. This event is all about raising awareness and tackling racism and discrimination. A banner was presented before the game and players from both Accrington Stanley and their opponents wore Kick it Out t-shirts to warm up in. Further announcements on the PA system and big screen added to the campaign. Our Trustee Robert Houseman is also the designated Equality and Diversity lead on behalf of the Trust and Accrington Stanley Football Club.

BIRTHDAY PARTIES



A number of children celebrated their birthday by having a party at Accrington Stanley. The birthday party package includes...

- 60 Minutes football/multi-sports activities - Packed with fun, skill-based games, small sided tournaments and party challenges
- Accrington Stanley birthday cake
- Accrington Stanley birthday card
- Gift bags for all children
- Accrington Stanley match ticket for each child
- Tannoy and programme message
- Time: 1.00pm - 5.00pm (Saturday home match days only)

We launched the Junior Redz scheme back in 2015 and we now have over 150 members. The Junior Redz scheme is open to all Stanley fans aged 12 and under who receive the following benefits...

- Membership card
- Personal welcome letter from Winstanley
- Free entry into the home mascot draw
- Monthly newsletter
- Personal birthday card
- Free entry to the annual end of season party
- Chance to meet the Stanley players at various Junior Redz activities
- 10% online discount on all Accrington Stanley Community Trust full course bookings
- 10% discount on items in the Accrington Stanley Club Shop
- Free ticket to all Stanley league matches

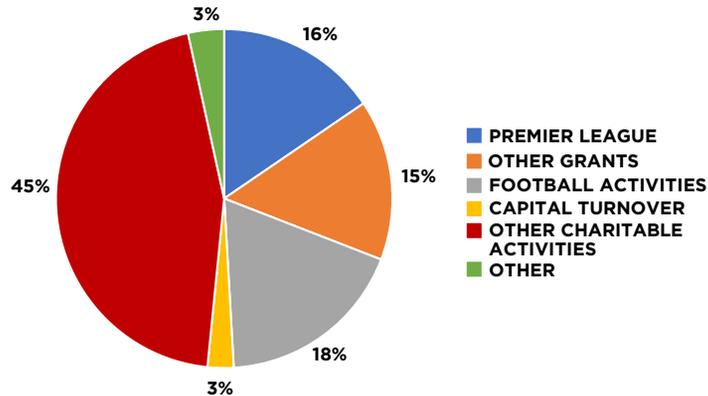
FINANCIAL

SUMMARY	2017/2018	2016/2017
Income	£489,680	£493,397
Expenditure	£421,520	£415,635
Surplus	£68,160	£77,762

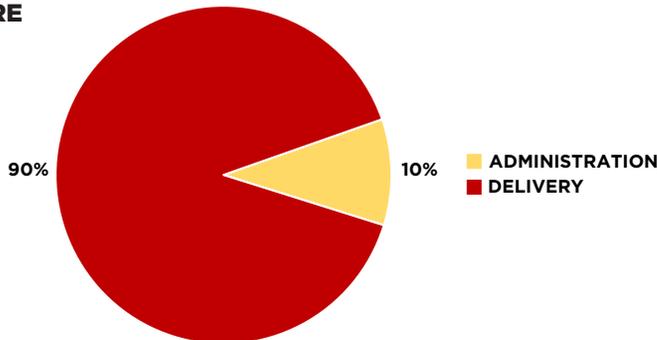


POSITION	2017/2018	2016/2017
Net Assets	£499,776	£431,616
Unrestricted Funds	£472,839	£412,033
Restricted Funds	£26,937	£19,583

INCOME 2017/2018



EXPENDITURE 2017/2018



HISTORY	INCOME	EXPENDITURE	SURPLUS
2017/18	£489,680	£421,520	£68,160
2016/17	£493,397	£415,635	£77,762
2015/16	£407,417	£334,801	£72,616
2014/15	£381,538	£263,695	£117,843
2013/14	£312,238	£213,832	£98,406
2012/13	£194,547	£147,732	£46,815
2011/12	£135,451	£123,680	£11,771
2010/11	£89,025	£82,622	£6,403

WHAT'S NEXT?

WE HAVE SOME VERY EXCITING PLANS FOR 2019, MOST NOTABLY THE CONSTRUCTION OF THE NEW COMMUNITY SPORTS HUB FACILITY AT HIGHAM PLAYING FIELDS



The new facility will take approximately 6-9 months to construct and will become the new base for Accrington Stanley Community Trust, as well as providing state of the art sports and education facilities for many grassroots clubs, sports groups and local organisations.

The Sports Hub will also create new job opportunities for people in the local area with vacancies such as receptionists, caterers, coordinators and other key roles to be announced in the near future.

2019 also sees the renewal of our Premier League funded projects such as Kicks, Primary Stars and Girls Football. We will enter into a new three year agreement and there could be some exciting changes to come.

In September 2019 we will be expanding our education department and introduce a new Foundation degree in partnership with the University of South Wales (USW) and EFL Trust. Students aged 19+ can study the 2-3 year higher education course titled 'Community Football Coaching and Development'. All lectures will be delivered in Accrington and the course will consist of two residential visits per year to the USW campus in Cardiff. We are also launching a new employability project called

'Get Set To Work'. This project is aimed at improving the employment prospects of those struggling to find work in our local area. We have teamed up with the EFL Trust and Accrington Job Centre to offer 5 different workshops which covers a range of topics including; Your Mind-Set, Job Applications, Job Searching, Writing a CV, Interview Skills and How to keep Improving.

We feel it is also extremely important to continue to develop and evaluate our current projects to enhance the experience of participants and create more opportunities than ever before.

We will continue to work intrinsically with Accrington Stanley Football Club to increase our presence in Hyndburn and encourage more local people to join the 'Stanley Family'.



**HELPING
PEOPLE
PARTICIPATE,
DEVELOP
& ACHIEVE**

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