



ACCRINGTON STANLEY COMMUNITY TRUST

Registered Charity No. 1139575

IMPACT REPORT 2021

IMPACT 2021

CONTENTS

03 WELCOME	04 INTRODUCTION	05 TRUSTEES
06 ABOUT US	07 ROLL OF HONOUR	08 OUR YEAR IN NUMBERS
10 PROJECT SPOTLIGHT	12 PROJECT SPOTLIGHT	14 SPORT
16 EDUCATION	18 HEALTH	20 INCLUSION
22 FREE SHIRT GIVEAWAY	23 MEDIA SPOTLIGHT	26 ACCRINGTON STANLEY WOMEN FC
28 SPORTS HUB	34 FUNDRAISING	35 ASCT ORGANISATION
36 PLAYER VISITS	38 FINANCIAL SUMMARY	39 WHAT NEXT



MARTIN FEARON

CHIEF EXECUTIVE OFFICER

Welcome to Accrington Stanley Community Trust's 2021 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 2021.

Inside this report you will learn about our response to the Covid-19 pandemic, and how we adapted our provision to continue to support the people of Hyndburn during this very difficult time. You will also hear about the new projects and partnerships we have launched.

2021 has been another remarkable year for the Charity, despite the restrictions that the pandemic has caused. We have engaged thousands of people from our local community in a variety of projects and events.

The new £2m Stanley Sports Hub community facility is now fully operational and there are exciting plans to expand this further in 2022. An investment of £150,000 into the grass pitches at Stanley Sports Hub was completed in summer 2021, which now gives us fantastic pitches that hundreds of children are using each week.

In May 2021 we featured on BBC One's Football Focus programme with regards to our huge success with the government Kickstart scheme. We employed over 30

young people aged 16-24 who were claiming Universal Credit and at risk of long-term unemployment, and they have now completed a high-quality 6-month paid work placement with us.

There was a phenomenal increase of young people taking part in our NCS project, with over 300 participants in total. Full time students studying at our Football College increased to 89 in 2021.

I also gave evidence to the House of Lords in July 2021 on a National Plan for Sport and Recreation. I am pleased that the evidence we provided was included in the final report given to ministers to discuss and hopefully implement in the near future.

I would like to thank all of our funders, partners, staff and volunteers who have enabled us to achieve our aims and objectives this year. We are actively delivering over 30 community projects which are vital to so many people in our community.

We have some very exciting plans for 2022 which further demonstrates our commitment to providing top class facilities for the people of Hyndburn.

Martin Fearon
Chief Executive Officer

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 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.'

In partnership with the Football Club, we once again sponsored an initiative that sees every Year 3 pupil in Hyndburn receive a replica Adidas football shirt to wear with pride.

We have delivered some great projects in 2021, and this has further enhanced our position of helping our community. It is essential that the community is involved in all of our work, and I am pleased to say that this has been a success over the past 12 months.

The success in 2021 has been achieved despite the global Covid-19 pandemic affecting how we operate on

a daily basis, which has included massive disruptions to staff, volunteers and our participants. Everybody involved with our Charity has really gone the extra mile in these very difficult times.

The Trust has established itself over the past 11 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.

Now that the £2m Stanley Sports Hub is fully operational, it provides the Trust with a fantastic base to deliver over 30 community projects and provide outstanding facilities to sports clubs and residents in Hyndburn. The success of the facility in such a short period of time, now requires a further development of the building with a 2-storey extension planned for 2022, to accommodate more success for the future.

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



DAVID KEELEY (Chair of Trustees and Designated Safeguarding Officer)



ANNE ELLWOOD (Vice Chair of Trustees and Health & Sport Participation Portfolio Holder)



DAVID BURGESS (Accrington Stanley Football Club MD)



PURVES ALI (Business and Fundraising Portfolio Holder)



JOHN McGREGOR (Finance Portfolio Holder)



TOM O'NEILL (Legal Portfolio Holder)



PETER LEATHAM (Accrington Stanley Supporters Trust Representative)



CARL ELLWOOD (HR 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



ROLL OF HONOUR



2016

WINNER

Hyndburn Community Business of the Year

2017

FINALIST

Hyndburn Community Business of the Year

2018

WINNER

Hyndburn Not for Profit Business of the Year

2019

FINALIST

Hyndburn Not for Profit Business of the Year

2019

WINNER

Hyndburn Business of the Year (Beacon Award)

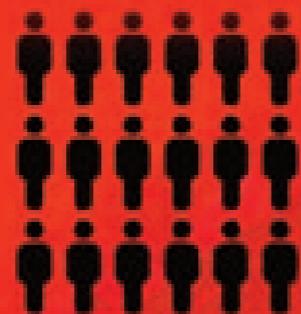


OUR YEAR IN NUMBERS



14,069

PEOPLE ENGAGED IN
OUR COMMUNITY



184

INTERVENTIONS
TO DIVERT
RE-OFFENDING



1,389

ACCINGTTON STANLEY
SHIRTS GIVEN AWAY
TO LOCAL CHILDREN



1,790

INTERACTIONS PER
WEEK AT THE STANLEY
SPORTS HUB



32

KICKSTART
PLACEMENTS
DELIVERED



WE EMPLOYED

51

PEOPLE FROM
THE LOCAL AREA



WE DELIVERED OVER

30

COMMUNITY
PROJECTS



420

COVID-19 TACKLING
LONELINESS
ENGAGEMENTS



331

NCS PARTICIPANTS
INCLUDING 248 IN
AUTUMN ALONE



280

CHILDREN RECEIVED
FREE SCHOOL
HOLIDAY PROVISION



89

STUDENTS STUDIED
AT OUR FOOTBALL
COLLEGE

£938,775 RAISED FOR OUR CHARITABLE OBJECTIVES

Accrington Stanley Community Trust have once again delivered some fantastic projects in 2021, despite the global Covid-19 pandemic restrictions.

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

In total 14,069 people from the local community were engaged by the Charity, which also saw an average

footfall of 1790 people per week at the Stanley Sports Hub. 1389 free Accrington Stanley shirts were given away to all Year 3 children in Hyndburn, an initiative sponsored by the Charity.

A total of £938,775 was raised towards our Charitable objectives.

PROJECT SPOTLIGHT



TACKLING LONELINESS PROGRAMME (Covid-19 Response)

Following on from our 2019 launch of the Extra Hubs movement which engaged retired and semi-retired people to combat loneliness and inactivity, in summer 2020/21 we joined the EFL's new initiative to help those suffering from a lack of social contact during the pandemic.



The Department of Culture, Media and Sport provided a total of £810,000 across 32 deprived areas in order to provide support to those in need. This grant helped the EFL Trust expand activities across these areas under the campaign 'Let's Tackle Loneliness Together.'

Through various initiatives such as our weekly meetups for a brew and a chat, an invitation to take part in our fantasy football league and befriending phone calls also inviting adults to take part in any of the sessions which appealed to them, we are proud to have engaged 420 local residents since its inception.

Community Intervention Officer, Shane Hudson spoke about the initiative: "As we remain in these unprecedented times it is important that we continue to engage with members of the community who may find themselves isolated or lonely. Through this project, we have made contact with a variety of local people offering the opportunity of having someone to talk to and developing further opportunities to interact with people and combat loneliness."

HOLIDAY ACTIVITY AND FOOD PROGRAMME

In summer 2021 we teamed up with Hyndburn Borough Council in order to help deliver the Holiday Activity and Food Programme. This meant we were able to support children who would normally receive free school meals during term time across the holiday periods as well.

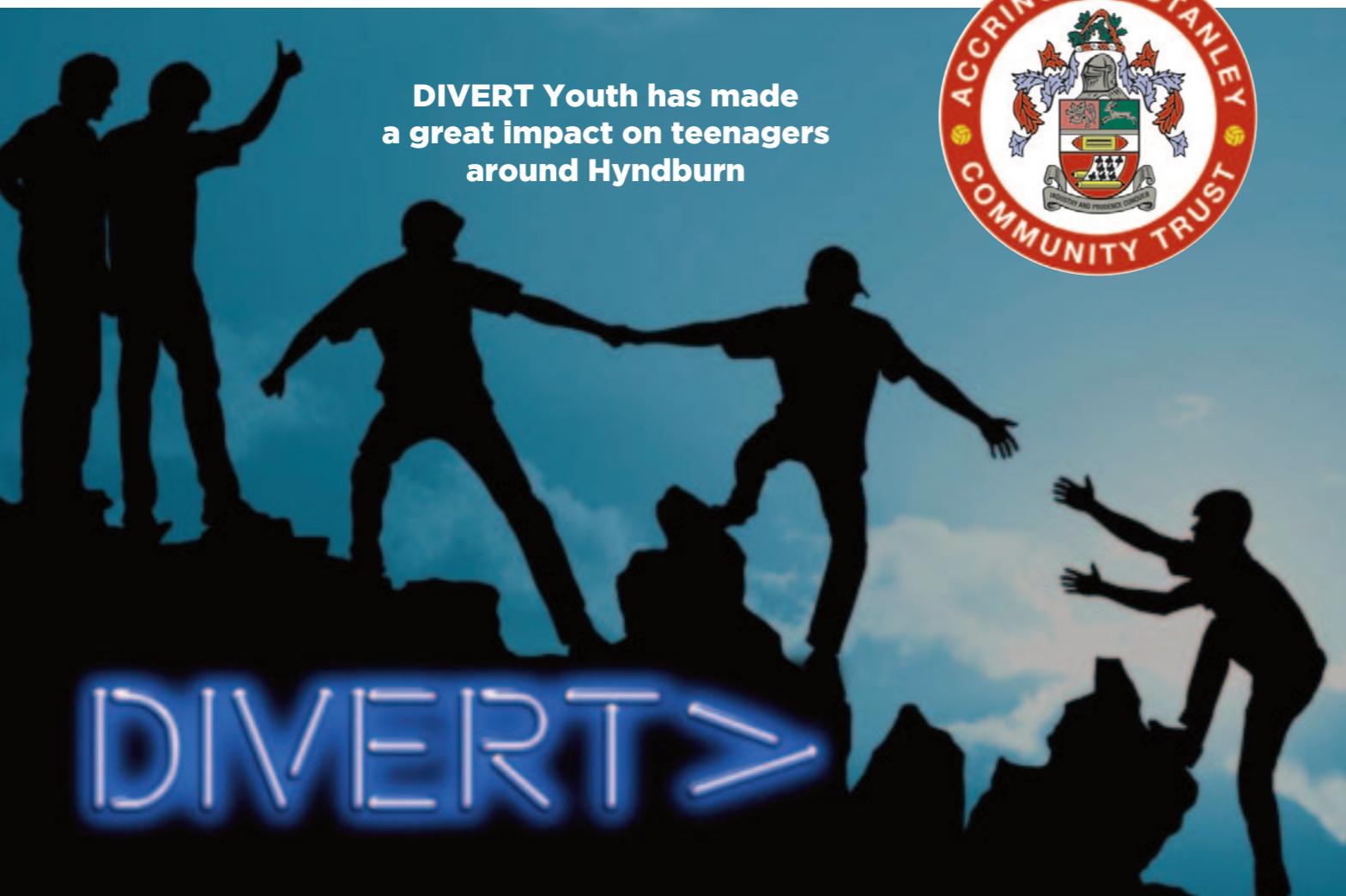
Following a successful summer programme where we engaged with over 200 young people, we also hosted a Christmas holiday programme at the Stanley Sports Hub. Itineraries were split between outdoor and indoor activities with plenty to keep each child who attended entertained.

Every child was provided with a free lunch on behalf of the Trust with additional snacks also very generously donated by Accrington Asda. Head of Sport, Lee Walsh, added...

It was brilliant to be able to provide this provision for local youngsters and it provided vital support for families at what can be a very expensive time of year



OPERATION DIVERT>



DIVERT Youth has made a great impact on teenagers around Hyndburn

2019 saw our project to tackle re-offending and integration get off to a great start, proving to be a continued resounding success as the initiative developed into DIVERT which specialises in dealing with people aged between 18-35 who have found themselves in or at risk of offending behaviour.

The overwhelming success of DIVERT has seen the initiative grow even further in 2021 with the introduction of DIVERT Youth. This expansion means we can now cater for young people aged between 10-17 on top of those covered by DIVERT.

DIVERT Youth offers a number of provisions in order to steer young people away from offending or being at risk of offending, with one-to-one mentoring and community activities amongst the methods of establishing each young person's individual goals and aspirations, going on to determine the best route of achieving this.

Proud of the success the initiative has achieved in 2021, Community Intervention Officer, Shane Hudson, explained: "DIVERT gives the opportunity to continually inspire and empower young adults and support positive life aspirations which is an invaluable quality. Over the last year we're proud of the young people who have come in to DIVERT and continue to make positive progress."

Furthermore, our DIVERT Youth coach, Kathryn Hoyle, commented...

We have seen radical improvements from all the young people we work with. Our clients have significantly changed their lives around in a matter of months with the support we have offered them.

In early 2021, Accrington Stanley Community Trust joined Burnley FC and Preston North End in once again partnering with Lancashire County Council, Healthy Stadia and Food Active encouraging young people to cut sugary drinks out of their diet.

We first delivered the initiative in 2018, with the goals remaining the same as we asked children to swap their sparkling sodas for alternatives such as water and low-fat milk. Hyndburn in particular sees children have considerably higher rates of dental decay at age 5, underlining the need for effective interventions at the earliest possible stage.

By going into local primary schools and teaching the pupils about the sugar content of sports drinks and energy drinks, we hope we have convinced a good proportion of children to think before they drink.



GULP!

Give Up Loving Pop

Lee Walsh, Head of Sport, Accrington Stanley Community Trust said:

We loved 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. This project will allow us to do just that.



gulp. give up loving pop



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 our over 50's football, we pride ourselves in creating opportunities for everybody in our community.



892

Adults played in the Stanley soccer league

272

Children attended our holiday course provision

58

Children aged 2-4 learning football for the first time

945

Children taking part in sports tournaments

2455

School children engaged in our Primary Stars programme



ROBERT



CASE STUDY

- Premier League Primary Stars

Robert attends St Joseph's School in Bacup. This school is one of our partner schools for Premier League Primary Stars which has led to Robert being able to take parts in lots of physical activity/sport with ourselves. We have been working with St Joseph's and Robert specifically for three years.

He has taken part in many sports including football, basketball and multi-skills. Initially, Robert was a quiet member who sat back away from the group and was reluctant to get involved. Therefore, we adapted how we approached the session and gave him the role of coach's assistant, slowly building him into the lessons. Now he is one of the first to volunteer and get involved, always having a smile on his face.

Robert said: "I've really liked playing lots of different games, with dodgeball being my favourite. I think I've got better at PE and my teachers are really fun and always make sure we play games. I look forward to my PE lessons!"

He now regularly takes part in our afterschool clubs at the school. Hopefully, we can see Robert attend other Stanley projects in the future.

JACOB



CASE STUDY

- Football Development Centre (FDC) Participant

Jacob has been attending our Football Development Centres and our Holiday Clubs for the past 18 months. He has shown such a keen interest in the sessions that his parents have got him a goal for his back garden where he practices non-stop. Over time it has become noticeable how much Jacob has grown in confidence and he always loves to come down to FDC.

Community Sports Officer, Ieuan Evans, feels that Jacob has made great progress during the sessions: "We've known Jacob for a long time now and through his regular attendance at FDC, we've seen not just great progress in his footballing ability, but in his confidence as a person too. Hopefully, Jacob continues to attend for many years to come and we see him develop even more."

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

RJ

CASE STUDY



- BTEC L3 in Sport Student

RJ is studying a BTEC Level 3 in Sport with the Trust here at the Sports Hub. Currently partaking in his final year of study, he is very optimistic about what the future brings:

"Whilst studying this course I have felt well supported by all members of staff within the Trust. I have really enjoyed combining full-time education with football. I have created positive relationships with coaches, tutors and my peers. Quality coaching has helped me improve."

Throughout our full-time college programme, tutors help students become fully aware about the necessity to consider their next step in life once the young people complete the course. Their pathway in life is by no means set in stone with a plethora of options at their feet, meaning it can sometimes be difficult to process all the information and pick a favoured option. Tutor, Stefan Wilson, explains how imperative it is to understand each student's individual needs:

*"Students who sign up to our programme have an interest in sport, with the majority favouring football. RJ was no different and has been an integral part of the A team over the duration of his course, contributing 18 goals and 13 assists to help his team win the league title last season. Through his performances, RJ earned the opportunity to be invited to train with the Accrington Stanley Youth Team on a number of occasions. Along with a keen interest in the playing side, RJ has also taken the academic element seriously, and is on target to achieve D*D*D, the A level equivalent of A*A*A."*

RJ outlines how important the course has been in his development and his future career ambitions:

"Through my studies, I have achieved the grades to pursue a slightly different pathway. History was a subject that I enjoyed throughout school, and now I plan to study this at university. I have received unconditional offers from Lancaster University and the University of Manchester. I plan to continue playing football for the Uni team, and join a local senior team at weekends."

JOHN

CASE STUDY



- Foundation Degree Student

In September 2019, John joined the first ever cohort of students to study a degree at Accrington Stanley Community Trust. John is now in his third and final year of his BSc (Hons) Sport Coaching and Development Degree:

"I started a degree elsewhere a couple of years ago, but did not complete it due to family circumstances. The sports industry is highly competitive and I soon realised that completing a degree would put me in a better position to gain full-time employment. Becoming a PE teacher or college lecturer was of interest to me and this qualification provides me with the platform to pursue a career within these areas."

The nature of the blended learning degree programme was a deciding factor in John taking the step back into education:

"It is quite a unique degree as you are provided with plenty of access to content, resources and recorded lectures 24/7 via an online platform, which suits my lifestyle at the moment. Scheduled weekly lectures in a football and sporting environment complement the online content. In addition to this, support from mentors and small class sizes allow me to utilise the support network."

Managing his other commitments in life, John has proved that with determination and organisation, a lot can be achieved. His club mentor, Mark, went on to say:

"John has applied himself well to his studies whilst balancing family life, full time work and voluntary coaching in the evenings and at weekends. It is clear that John has a passion for coaching and developing players and has put himself in a great position to achieve his career ambitions through his hard work."

Currently John works as a primary school sports coach for a private company and is the first team lead coach for local women's team Blackburn Community Sports Club.



272

Children taking part in a numeracy and literacy project



89

Students studied on our full time education programme



500+

Hours of volunteering by young people

57

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.



36

Mental health awareness workshops delivered

2210

Children taking part in our Move and Learn project

35

People aged 50+ have taken part in Over 50s football

1000

Children taking part in the Joy of Moving Festival

SPRING HILL



CASE STUDY

ERGIN

CASE STUDY

- Over 50s Football Participant

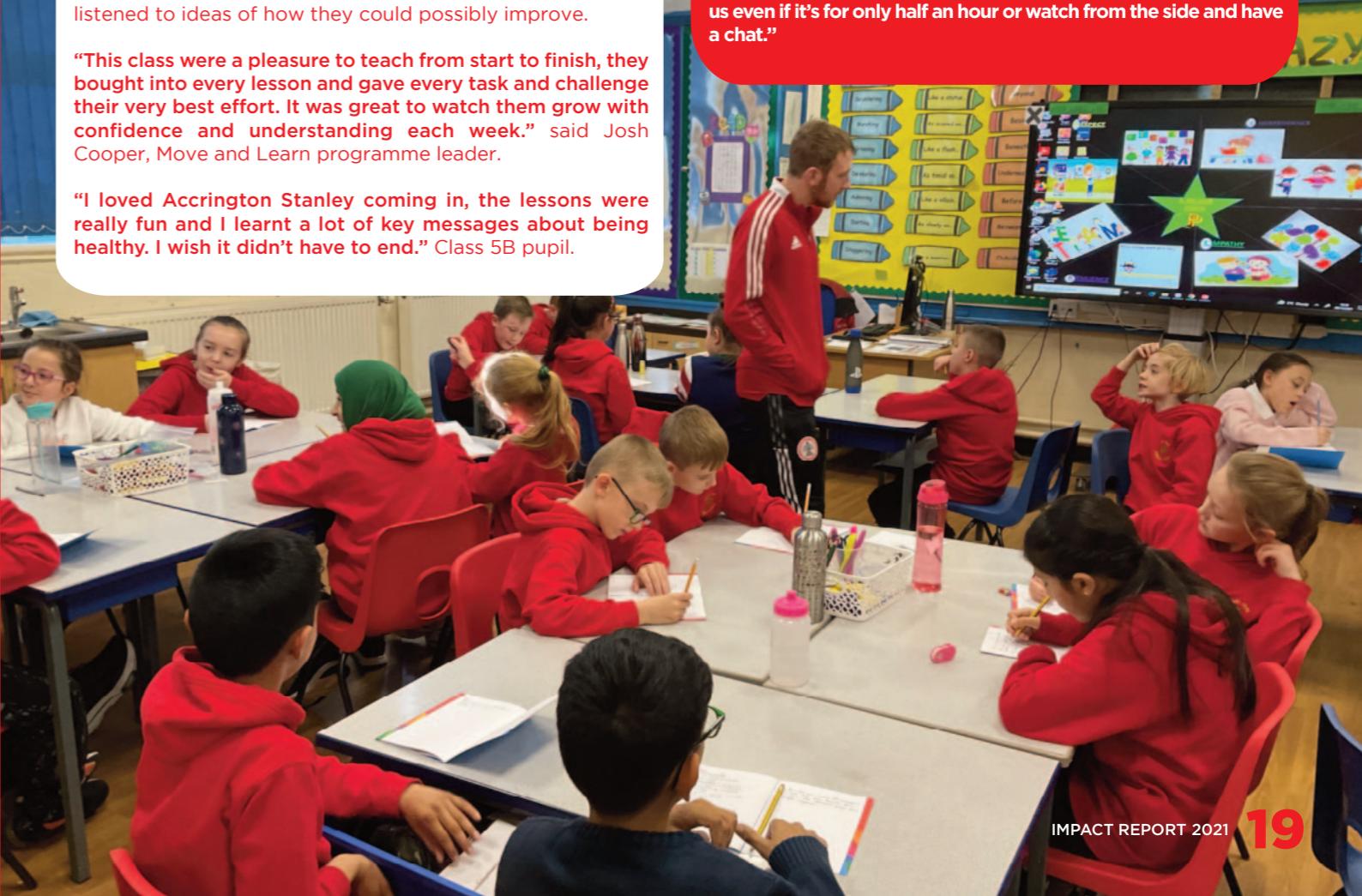


Ergin is a longstanding member of our Over 50s Football sessions and has been attending for over five years. A very competent player, Ergin is vocal in his encouragement throughout the 90 minutes and provides excellent motivation to not only his teammates but everyone who plays each week.

He enjoys playing football every week, having been involved in the sport for over 50 years: “I’ve been playing football since I was 17 or 18 and just wanted to carry on.”

However, Ergin explains that it isn’t just the activity that keeps him coming back: “All the people who attend are great guys, there is no malicious football here, and we all come here to enjoy ourselves.”

He feels that it is a great opportunity to play football every week as he said: “I highly recommend it, come down and play with us even if it’s for only half an hour or watch from the side and have a chat.”



INCLUSION

Inclusion is a key area of our charity and our projects enable us to engage with some of the hardest 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.

ELISE



CASE STUDY

- NCS Graduate 2021

Elise took part in NCS in August 2021. By really engaging with the programme, Elise felt that she had achieved a lot in her two weeks with us: "NCS has allowed me to make new friends and increase my confidence in all aspects from pushing my boundaries in the activities to socialising with different people than I would normally."

By completing activities such as high-rope climbing, canoeing and archery, Elise explained that the variety of the programme was a big reason to why she signed up: "I decided to do NCS because I felt that it would be a great opportunity to expand my experiences. I thoroughly enjoyed all the activities."

Having really made the most of the physical challenges, Elise then impressed us with her teamworking as she and her peers raised money for local charities via their social action plan. Her team gathered funds together by asking for sponsorship/donations as they completed a 10-mile walk. Elise felt this was rewarding as she said: "For me, the highlight was doing our 10-mile walk to raise money and awareness for food banks in our local area. It was a fantastic experience."

Graduating from NCS was just the start for Elise as she and 16 others decided to sign up to our Changemakers initiative. This involved a commitment of helping in the community for a minimum of five hours a month, making a positive impact in their local area. Elise couldn't wait to get started: "I thoroughly enjoyed my time at NCS so much that I decided to join Changemakers because I believe it is too good an opportunity to miss out on. I am most looking forward to putting our plans into action, hopefully helping communities and I hope this encourages others to do the same."

ADAM



CASE STUDY

- Disability Football Participant

Adam is a regular at our weekly disability football session held on a Thursday at Hyndburn Leisure Centre in Accrington. He has been attending for 10 years and has represented Accrington Stanley Disability FC several times in the Lancashire FA Ability Counts League.

Adam is very enthusiastic and continually enjoys the session. He is at the heart and soul of the group and always manages to put a smile on everyone's face.

Explaining why he attends the sessions, Adam said: "I've been coming to these sessions for a long time and I enjoy them because I've met new friends, score goals and win games."

Community Sports Officer, Elle Kayley, explained: "I have coached Adam for many years now and it's brilliant to see his technical ability and confidence grow. He is a very popular member of the group and gets everyone laughing. He makes everyone feel welcomed and he is a great role model for the rest of the participants."

Hopefully Adam continues to use his infectious behaviour and encourages more participants to get involved and play the game.

PARIS



CASE STUDY

- Premier League Kicks Participant

Paris started coming to our Premier League Kicks sessions in 2021, becoming a regular friendly face at the Sports Hub. Previously she struggled to find an outlet in her quest to play football regularly. However, as the free Kicks sessions take place three days a week, Paris has now been able to work towards her goal more readily.

Explaining her beginnings with the session, Paris said: "I have been attending the Kicks session since August, I'm interested in football and have always wanted to play for a Girls team."

Impressing us with her ability, Paris was chosen to take part in the Premier League Kicks tournament at Fleetwood Town in December and is hoping participate in other similar events: "I took part in the tournament in December and I'm hoping to be involved in a tournament in February also."

Involving herself in various tournaments isn't the only thing that drives Paris, her primary reason for consistent attendance in our sessions is quite simple: "I just like to have fun, play with my friends and kick a ball about."



£1000+

Raised through social action projects by young people

331

People taking part in NCS

332

Individuals have taken part in PL Kicks

47

Individuals participating in disability sport



184

Interventions to Divert re-offending

FREE SHIRT GIVEAWAY



The 2021 big shirt giveaway at Accrington Stanley saw the first team squad handing out tops to Year 3 children from Hyndburn schools at the Wham Stadium. The children were also excited to receive a goodie bag, sponsored by Studio and North Lancs Training Group, including a free match ticket, crayons, a lunch box and picture of the first team squad.

Taking place for the fifth year running and back at the Wham following slightly altered plans for the 2020 event due to COVID-19, the youngsters got the chance to meet their favourite players and see the pitch up close, having their pictures taken in the Studio.co.uk Family Stand (Eric Whalley Stand).

The shirts were generously sponsored by Studio and the Accrington Stanley Community Trust.

Manager John Coleman said:
"It's always a day in the calendar that we look forward to and so do the players."

"It's a fantastic initiative and something that has been going for five years. If we can capture the children's imagination and get them involved in Stanley, it bodes well for the future."

"The idea of giving the children a replica shirt is fantastic and it gives them an identity. For a lot of people, it's difficult to justify being able to get their child a replica top and I think this is a great gesture by our owner Andy Holt. I hope it captures the imagination of these kids and in 10-15 years' time they'll be here cheering us on or even playing for us."

Chairman and owner Andy Holt said:
"It's an event that I'm particularly proud of. It's probably the best thing we do as a club and I promise to do it every year I'm involved with Accrington Stanley, it's fantastic."

MEDIA SPOTLIGHT



Martin Fearon
CEO, Accrington Stanley Community Trust



Accrington Stanley have used the government's

The Trust have grabbed national attention with appearances on both television and in parliamentary discussions.

CEO of Accrington Stanley Community Trust, Martin Fearon, spoke to the House of Lords Sport and Recreation Committee, calling for a review over how funding is distributed in football. Martin explained that there is a need for "A fairer distribution in football from the top down. The reason I say that is because it doesn't just impact the football clubs, it impacts the community as well."

Speaking about the controversy around the proposed establishment of the European Super League, Martin said: "That doesn't tell the full story of football community, spirit, togetherness that's been built for generations...I think there's enough funding for a healthy pyramid where all clubs can prosper."

As well as taking part in discussions about the potential future of football, the Trust took centre stage on national television when BBC's Football Focus visited to see how our participation with the government's Kickstart scheme was coming along.

Two of our Kickstart employees, Jacob Leonard and Amber Roberts, were interviewed about their time working at the Trust with Jacob explaining that he'd been left unemployed during the pandemic and was surprised by the nature of work he found at the Trust: "I never really thought about working for a football club, you think it has to be something to do with football but there's a lot more jobs here than that."

Amber, who had taken up the role of Sports Coach, added: "Now that I've become more familiar with the schools I've been visiting, I'm seeing the same faces every week and I'm seeing how excited the pupils are for their PE lessons."

We hope that these media appearances have given a small insight into the work that the Trust does around the community and hopefully we have many more opportunities to highlight this in the future.



Jacob Leonard
Site Maintenance
to these young people is absolutely essential. My name is Jacob, I do

PARTNERSHIPS

NATIONAL CITIZEN SERVICE (NCS)



Since 2013, Accrington Stanley Community Trust have enjoyed a close partnership with National Citizen Service (NCS), providing activity programmes to young people in the local area.

NCS gives 16-17-year-olds an opportunity to take part in outdoor activity sessions, vibrant workshops and the chance to make a difference in their community with our social action initiative which sees local charities and organisations supported via fundraising methods and/or donations.

NCS was founded in 2009 to help young people achieve their potential and build bridges between communities. Their first programme had only 158 participants, but, since then, over 600,000 young people have taken part in their programme.

2021 has been a record-breaking period for our NCS programme with more people engaging with our courses this year than ever before.

Across summer and autumn, we collaborated with St Christopher's Sixth Form, Nelson and Colne College, Burnley College and other young people from the local area. Our Autumn waves saw record numbers for the Trust as 248 young people joined in the fun, with 331 joining us in total during the last 12 months.

This year has also seen the beginning of our post-NCS social action initiative, Changemakers, begin. Young people who expressed an interest in carrying on their commendable work with charities on their NCS social action activities have been given such an opportunity as 12 summer graduates agreed to dedicate a minimum of five hours work a month to make a difference in their local community.

NCS Manager, Rhian Sabatino, said:
"We're delighted to have successfully delivered the biggest programme we have ever ran, with two separate waves seeing over 100 people take part. After the uncertainty of the last year, it was excellent to get back out helping young people to step out of their comfort zones and make new friendships with their college classmates. Having missed out on so many opportunities, you could really sense how much they appreciated the NCS Journey."



KICKSTART

In 2021 we joined over 65 EFL Clubs in getting involved with the government's Kickstart scheme, which provides a platform to get into work for unemployed 16-24-year-olds over a 6-month period. In total, over 500 job opportunities were provided by these clubs and their Club Community Organisations.

Working closely with Accrington Job Centre, across the year we have welcomed two separate Kickstart intakes in March and September respectively with job roles including Business Administration, Sports Coaches, Marketing and Site Maintenance.



Emphasis has been put on giving each Kickstart participant the best possible opportunity to find further work once their six months with the Trust has been completed, providing essential workplace experience and employability training to help them on their way.

Throughout the year, we have provided 32 Kickstart positions. Missy Rothwell took up one of these roles, joining us as an office administrator in the latter half of the year. She feels like the opportunity has been very beneficial: **"Working at the Trust has helped open up an array of opportunities going forward. It has been an educational experience, and the working environment is extremely friendly. Overall, I'm very glad I took this position."**

Our Employability Officer, Paul Mallen, said: **"The reason we considered the Kickstart scheme was because we recognised that due to the pandemic, young people that may not have work experience or those leaving education would struggle to find work, apprenticeships or training. We decided that we could help some of those young people and provide paid work experience with additional employability training that will be valuable to them in the future."**

We have been very happy with their attitude, work ethic and professionalism they've shown within our organisation. Filling all vacancies with quality candidates referred by work coaches at Accrington Job Centre has been a positive outcome for us."



ACCRINGTON STANLEY WOMEN FC

LADIES FIRST TEAM

Accrington Stanley Ladies first team got promoted to the North West Women's Regional League in 2021, after a successful application following the previous curtailed season due to the pandemic. The team is managed by Bryn Tracey and has made a good start to life in a higher division which can be built on over the coming seasons as the team looks to climb the pyramid.

LADIES RESERVE TEAM

In 2021, the Accrington Stanley Ladies Reserves was formed and now compete in the Lancashire FA Women's County League Premier Division. The team is managed by John Harrison and helps provide a pathway into the first team for the younger players, as well as allowing more game time for those players on the fringes of the first team.

JUNIORS

The Accrington Stanley Girls junior setup continues to grow at pace, and now has 4 teams at various age groups in the local junior leagues. Both U14's teams and the U15's are overseen by Lucas Neill and his team of coaches. The U11's team is coached by Fred Coburn and train on a Friday evening at Stanley Sports Hub.

All of the junior teams have had a fantastic season to date which has seen them compete with the best teams in the league. There are some very talented girls across the teams and we look forward to watching them progress over the coming years.

COMMITTEE MEMBERS

Chair – Kelly-Ann Groves
Treasurer – Jenny Sutton
Secretary – Cate McKenzie
Welfare Officer – Karen Turner
Committee Member – Becki De-Maine
Committee Member – Heath Groves
Committee Member – John McGregor



ACCRINGTON STANLEY WOMEN FC SPONSORS



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STANLEY SPORTS HUB FACILITY



The Stanley Sports Hub is a state of the art £2m community facility developed and operated by Accrington Stanley Community Trust.



Situated at Higham Playing Fields on Thorneyholme Road, Accrington, the Stanley Sports Hub provides fantastic indoor and outdoor facilities for many grassroots clubs, sports groups and local organisations as well as being the home of Accrington Stanley Community Trust, an award-winning Charity.

We have transformed Higham Playing Fields into a multipurpose community facility that is friendly and affordable. As well as opportunities to hire sports pitches for your team or group, there is a variety of exciting activities provided for the local community by Accrington Stanley Community Trust.

Cafeteria

Through the main entrance is a 28-seat cafeteria and breakout space for participants, parents and the general public to relax and enjoy hot and cold refreshments. Public toilet facilities are included in this section.



Changing Rooms

We have four changing rooms and two officials' rooms available for people to use when hiring our facilities for matches. The changing rooms have a shower area, two separate toilets, a tactics board, large seating area and plug socket for teams who like to listen to music before a match. Our officials' rooms offer a comfortable space for match officials to use before and after a match.



Meeting Room

Our modern meeting room caters for up to 12 people. The meeting room has a boardroom layout and is suitable for meetings, interviews and training sessions. Free Wi-Fi and a large LCD screen which can be used for presentations is included.



Offices

Accrington Stanley Community Trust's offices are situated in the Stanley Sports Hub. The offices are open Monday-Friday 9am-5pm and are the main headquarters of the Charity. This base helps our Charity plan, devise and manage 30 projects which we deliver to thousands of people in our community each year.



Training Rooms

Our adaptable training rooms are a great space for courses, workshops, interviews and meetings. We have two training rooms available for groups of up to 24 people with flexible layout options. The training rooms are both equipped with free Wi-Fi and a large LCD screen for use with laptops and tablets.



3G Pitch

A fantastic £750,000 state of the art 3G Pitch! The full size 3G floodlit artificial football pitch is located on the lower section of the site and provides a fantastic playing experience for its users. The pitch can be split into a variety of playing areas suitable for 5, 7, 9 and 11-aside football. This state-of-the-art pitch prioritises use on evenings and weekends for local grassroots clubs and community activities.



Grass Pitches

Stanley Sports Hub have several quality grass pitches which are suitable for a range of sports as well as a multi-use area. The pitches at Stanley Sports Hub will be taken care of all year round allowing us to get maximum usage from them throughout the year.



£150,000



RENOVATION WORK COMPLETED TO UPGRADE THE GRASS PITCHES AT STANLEY SPORTS HUB

Accrington Stanley Community Trust completed works on a £150,000 upgrade of the grass pitches at Stanley Sports Hub in May 2021.

The existing grass pitches at Higham Playing Fields, now the Stanley Sports Hub, were in desperate need of renovation works to enable them to be used by local grassroots teams. The pitches have been prone to waterlogging over the past few years and were at a point where the drainage and surface needed a complete overhaul.

The investment into the pitches included a replacement primary drainage system and outfall, secondary drainage system and a completely new surface. Further investment included 7 sets of brand-new goalposts and a 50m x8m ball stop net.

Martin Fearon, CEO at Accrington Stanley Community Trust said:

"It was absolutely essential that we invested into the grass pitches at the Stanley Sports Hub to give our local teams a top-class surface to train and play matches on. We've been the leaseholders of this site for 3 years, and we were yet to host a single training session or match on any of the grass pitches due to the extremely poor condition of the drainage system we inherited. We've worked with stakeholders to secure some funding towards the costs and we completed the works which resulted in the pitches being available for use from September 2021."

Stanley Sports Hub now have the following grass pitches available; Two 11v11 full size, two 9v9s, one 7v7 and two 5v5s. This will enable all age groups to be covered and open up the opportunity for the hosting of league matches, cup matches and tournaments.

After securing a £25,000 grant towards the costs from the Football Foundation, more good news followed when they also agreed to provide a further £37,200 to go towards maintaining the grass pitches for the next 6 years.





STANLEY SPORTS HUB

£750,000

BUILDING EXTENSION PLANS

In November 2021, Accrington Stanley Community Trust revealed the plans for a £750k extension to the building at Stanley Sports Hub.

The new designs have been completed and sent in for planning permission with Hyndburn Borough Council.

The plans include an extended cafeteria area with views onto the 3G pitch, a large indoor activity space that can host 80 people, and three additional classroom areas and multiple training and meeting rooms to cater for education, employability, health & wellbeing and local community groups. An outdoor seating area and a balcony will be created to provide fantastic elevated views onto the 3G pitch.

Martin Fearon, CEO of Accrington Stanley Community Trust said:

"The Stanley Sports Hub has been a roaring success, and after just 18 months of being open, we require additional space to meet the needs of our local community. Over 2000 people are using the facility each week, and the extension will allow us to educate more people through our college and degree qualifications, deliver employability and traineeships for people who are unemployed and offer local community groups a great venue to deliver their own projects."

If plans are approved, building works will start in the summer of 2022 with a completion date of early 2023.



FUNDRAISING

£28,000 AWARDED

FROM CHARITIES AID FOUNDATION
RESILIENCE FUND



Accrington Stanley Community Trust were awarded £28,000 from the Charities Aid Foundation (CAF) Resilience Fund and Government towards its efforts in delivering community projects during the on going COVID-19 pandemic.

Martin Fearon, Accrington Stanley Community Trust's Chief Executive, said:

"We are delighted to announce that the Charities Aid Foundation and Government have awarded us a grant of £28,000 to help our Charity restart projects and create new provision. It's a difficult time for people in Hyndburn and we will do our upmost to support our community through a range of different projects over the coming months."

£25,000 GRANT

AWARDED TOWARDS THE GRASS FOOTBALL PITCHES REVAMP AT STANLEY SPORTS HUB



Accrington Stanley Community Trust were awarded a grant of £25,000 from the Premier League, The FA and Government's Football Foundation, to revamp the grass football pitches at Stanley Sports Hub.

Robert Sullivan, Chief Executive of the Football Foundation, said:

"This grant awarded to Accrington Stanley Community Trust towards revamping their grass football pitches is great news for the local community."

"It will support people's ability to play our national game locally and therefore help unlock football's many benefits to physical and mental wellbeing. That's why we're committed to transforming the face of grassroots football facilities in this country. It's therefore very welcome news to hear that this funding will support Accrington Stanley Community Trust in providing better facilities for their local community."

£25,000 GRANT

AWARDED BY GARFIELD WESTON FOUNDATION



**Garfield Weston
FOUNDATION**

The Garfield Weston Foundation awarded £25,000 to Accrington Stanley Community Trust to go towards essential community projects in 2021.

Martin Fearon, CEO of Accrington Stanley Community Trust, said:

"We've worked with the Garfield Weston Foundation last year as they supported us with a £40,000 donation towards our new £2m Stanley Sports Hub. It's fantastic that they continue to support our charity with a further £25,000 which will allow us to deliver essential community projects from the Stanley Sports Hub and the Hyndburn area over the coming months."

**ACCRINGTON STANLEY COMMUNITY TRUST
CELEBRATE £37,200
FOOTBALL PITCH FUNDING SUCCESS**

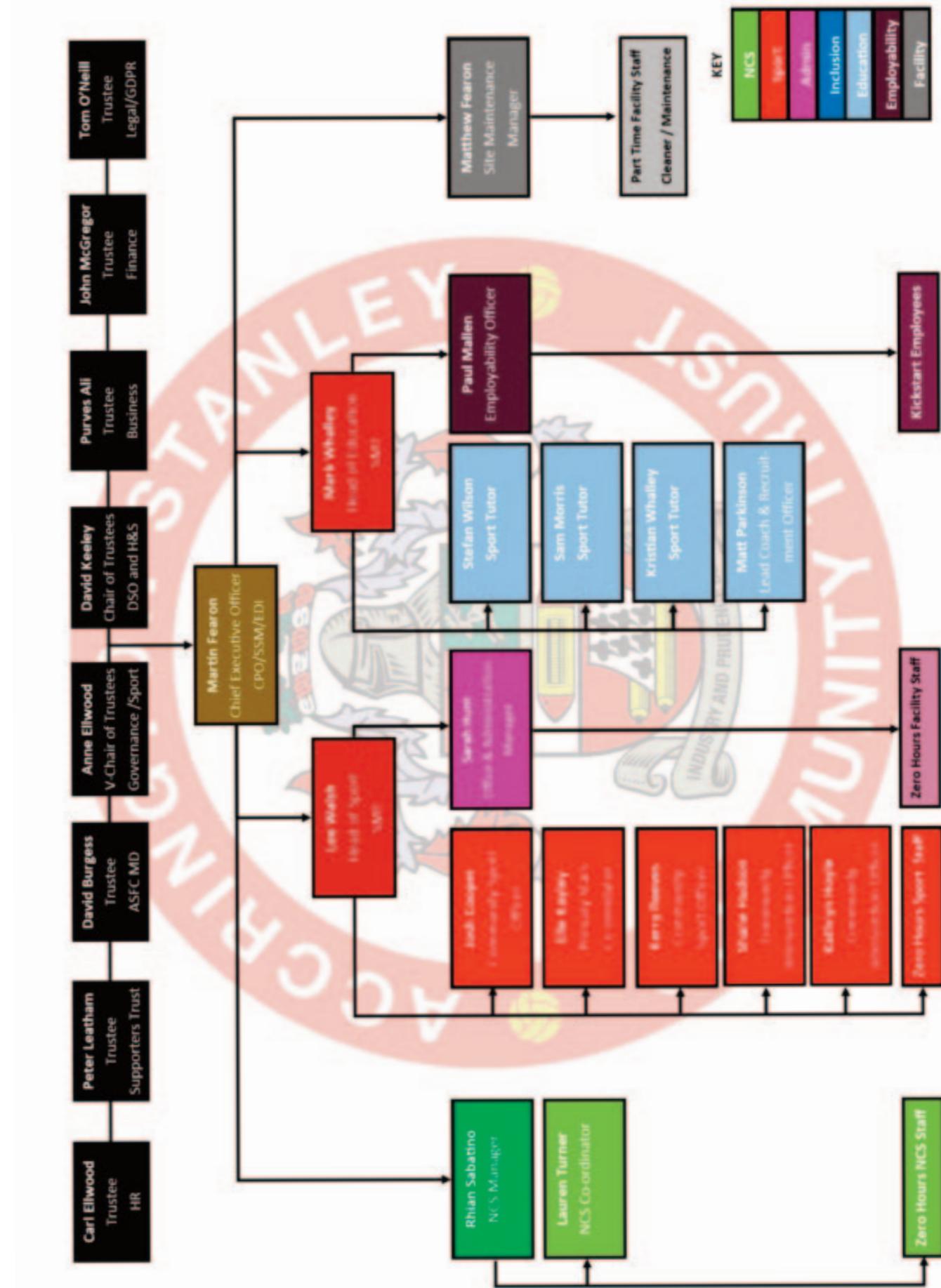


Accrington Stanley Community Trust were awarded a grant of £37,200 from the Premier League, The FA and Government's Football Foundation, to improve the surface of the football pitches at the Stanley Sports Hub.

Martin Fearon, CEO at Accrington Stanley Community Trust said:

"This grant will help us maintain a top-class surface on our grass pitches for the local grassroots teams. The 6-year pitch maintenance fund is a new scheme launched by the Football Foundation, and we are delighted to have secured a grant of over £37,000."

ASCT ORGANISATION



PLAYER VISITS



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 2021 we weren't able to carry out as many player visits due to the covid restrictions, however in December, David Morgan and Matt Butcher visited a Move and Learn session at Peel Park Primary School that was led by the Community Trust Staff. The players joined in with a game of human bingo before they held a question-and-answer session linking in the topics they had learnt throughout the Move and Learn programme, such as how much do you hydrate, are you allowed energy drinks and do you allow yourself treats!

Josh Cooper, Community Sports officer said:

It's great for the children to be able to meet professional footballers and be able to ask them questions and relate it back to what they have learnt through the Move and Learn sessions

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

COMMUNITY PLAYER OF THE SEASON

Seamus Conneely has picked up the award for PFA Community Player of the Season for his commitment to community events and appearances throughout the 20/21 season.

The Stanley captain claimed the award, which is judged by a panel of representatives from Accrington Stanley Community Trust and the PFA. There was a bit of a delay presenting the award due to covid restrictions at the end of last season but Seamus finally got his hands on the award in summer 2021!

Martin Fearon, CEO of Accrington Stanley Community Trust, said:

"Seamus has played a big part in our player community engagement efforts last season. It was a difficult year as we couldn't do a lot of our traditional visits due to the restrictions but we managed to utilise zoom and pre-recorded messages in order to bring the players into the community."

"His commitment to give back to the local community is fantastic and he is a great role model for the young children of the local area. Seamus continues to go above and beyond the traditional role of a professional footballer and it is fantastic to see the positive effects the player visits are having on the local community."



COMMUNITY AMBASSADORS



Seamus Conneely - Education



Tom Scully - Health



Ross Sykes - Social Inclusion



Harry Pell - Sports Participation



Professional
Footballers'
Association



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

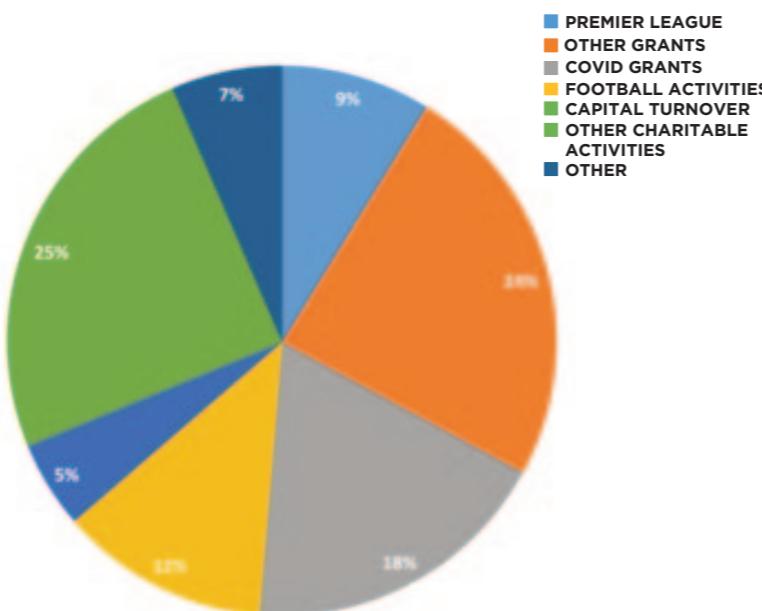
"The players are fantastic at supporting the charitable work we deliver in the community. They really make a difference and give fans a real boost when they spend time with them at various events. We are privileged to have such a great set of players who realise the importance of giving something back to the community"

Martin Fearon –
Chief Executive Officer of Accrington Stanley Community Trust

FINANCIAL SUMMARY

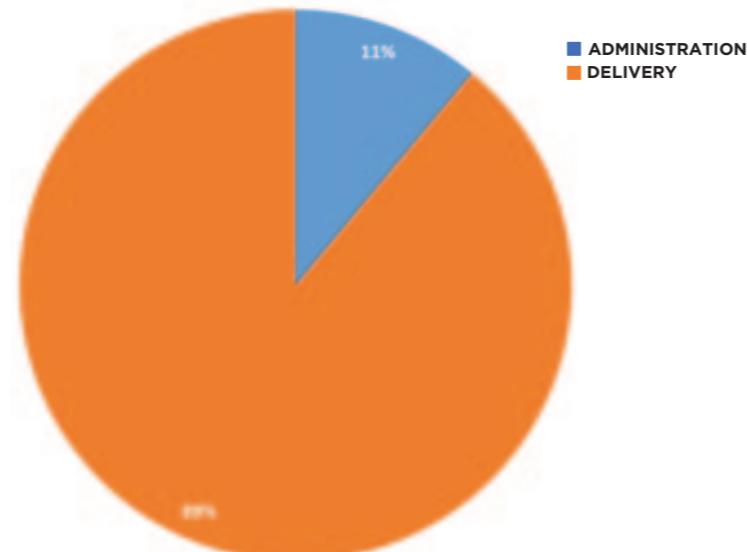
INCOME

FINANCIAL SUMMARY	2020/21	2019/20
Income	£938,775	£1,649,235
Expenditure	£572,936	£524,183
Surplus	£365,839	£1,125,052



COSTS

FINANCIAL POSITION	2020/21	2019/20
Net Assets	£2,382,070	£2,016,231



FINANCIAL HISTORY	INCOME	EXPENDITURE	SURPLUS
2020/21	£938,775	£572,936	£365,839
2019/20	£1,649,235	£524,183	£1,125,052
2018/19*	£694,421	£303,018	£391,403
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

*9 months accounts due to change of financial year end.

WHAT NEXT?

2022 IS SET TO BE A FANTASTIC YEAR AT ACCRINGTON STANLEY COMMUNITY TRUST AS WE COME THROUGH THE GLOBAL PANDEMIC.



After an extremely difficult 2 years with the Covid-19 restrictions impacting our ability to deliver our charitable work, we are hoping to get back to a 'new normal' and deliver all of our community projects at full capacity.

We have an exciting £750,000 facility development planned at Stanley Sports Hub, as we aim to expand further to support our charitable work and the facility needs of the local community. Building works should commence in summer 2022, with a completion date of early 2023.

On 1st July 2022, we will commence our new 3-year Strategy to take us through to 30th June 2025. The 2022-2025 Strategy will set a direction of travel for Accrington Stanley Community Trust over the next 3 years and is about how our Charity can make the best possible contribution to improve the lives of the people of Hyndburn.

We are also at the start of a new 3-year funding cycle with our Premier League projects, which should provide some new exciting opportunities for our local schools and participants.

A new traineeship programme for 16-24-year-olds is close to being launched and we are looking to attract external funding for a mental health project and a veterans in the community programme.

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'.

We look forward to 'helping people participate, develop, and achieve' in 2022.



Martin Fearon
Chief Executive Officer



**HELPING
PEOPLE
PARTICIPATE,
DEVELOP
& ACHIEVE**

www.stanleytrust.co.uk