



# ACCRINGTON STANLEY COMMUNITY TRUST

Registered Charity No. 1139575

## IMPACT REPORT 2022

# IMPACT 2022

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WELCOME



## MARTIN FEARON

CHIEF EXECUTIVE OFFICER

Welcome to Accrington Stanley Community Trust's 2022 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 2022.

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

2022 has been another remarkable year for the Charity. We have engaged thousands of people from our local community in a variety of projects and events.

The £2.5m Stanley Sports Hub community facility is now fully operational and exciting plans for a £1m expansion were developed in 2022. An investment of £250,000 into the grass pitches at Stanley Sports Hub was completed in summer 2022, including a state-of-the-art irrigation system across all grass pitches.

In July 2022 we hosted the Italy Women's National Football team for three weeks as they took part in the prestigious UEFA Women's Euro 2022 tournament. This was an unbelievable experience to have an

international football team based in Accrington at Stanley Sports Hub.

We secured funding from the NHS Charity to deliver a new Mental Health project called 'Head Start'. This sees us supporting Year 6 children through the transition from primary to secondary school. The programme evolves the way young people approach the topic of mental health, acting as an early intervention and prevention service for children.

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 2023, especially the opening of our new £1m building extension at Stanley Sports Hub in April, which further demonstrates our commitment to providing top class facilities for the people of Hyndburn.

Martin Fearon  
Chief Executive Officer





# ANNE ELLWOOD

CHAIR OF TRUSTEES

I have been honoured to serve as Chair of Trustees of Accrington Stanley Community Trust, since April 2022 having stepped up from being Vice Chair following the sad and sudden death of long serving Chair, David Keeley.

I have witnessed the continued success and development of which much can be attributed to building on the firm foundations established under David's leadership. I thank David for his mentoring and support during my role of Vice Chair, his guidance, knowledge and experience are valued as we strive to build on his legacy.

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 constantly expanding Trust activities see us welcome two new Trustees, Robert Houseman (Safeguarding and Equality, Diversity & Inclusion) and Chris Knagg (Health & Safety) who bring with them a wealth of knowledge and experience in their respective specialist areas.

During the last year we have seen the Trust take many steps in expanding the service we provide and offer. The Trust has continued 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 2022 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.

One of which see's us support former and serving members of the Armed Forces. With activities including the Veterans Breakfast Club and the Veterans Social and Football session. Along with projects provided within schools, from Primary to High School, covering a range of topics, from reading, health to participation in a sporting activity.

Last July the Sports Hub was host to the Italy Women's Football Team based in the Borough as they prepared for the Women's

Euro's. They were able to train on our UEFA standard grass pitches, and enjoyed our 'Lancashire' hospitality.

We are pleased that as a result the Hub has been included on the FA's list for future National/International tournaments in the UK. As being a suitable venue for training and having excellent facilities.

With the success of the Lionesses this has enhanced our development of girls /women's football. That to date has already seen the Trust establish participation opportunities for girls aged 4- to 11-year-old with the Acorns and Mini Lionesses sessions. As having already established the Accrington Stanley Women's FC, we wish them well on their journey in raising the profile of women's football in the local area and their ambitious plans for the future.

There are plans for a Girls Football Academy for ages 16 to 19 year, offering full time education to study BTEC level sports awards starting in 2023. Whilst playing for the Trust team in the EFL North West Division. The course offers a pathway for a career in sport via university or scholarship.

The Trust has established itself over the past 12 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 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 March 2023, 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.

Anne Ellwood  
Chair of Trustees

# 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, Anne Ellwood 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.



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



PURVES ALI  
(Business and Fundraising  
Portfolio Holder)



DAVID BURGESS  
(Accrington Stanley  
Football Club MD)



JOHN MCGREGOR  
(Finance Portfolio Holder)



TOM O'NEILL  
(Legal Portfolio Holder)



PETER LEATHAM  
(Accrington Stanley Supporters  
Trust Representative)



CARL ELLWOOD  
(HR Portfolio Holder)



ROBERT HOUSEMAN  
(Safeguarding and Equality, Diversity  
& Inclusion Portfolio Holder)



CHRIS KNAGG  
(Health & Safety Portfolio Holder)



David Walter Keeley  
1943 - 2022

It is with deep sadness that we inform you of the death of our long serving Chair of Trustees, David Keeley, who passed away unexpectedly on Sunday 10th April 2022. Our thoughts are with David's family and friends at this extremely sad time. David was appointed as a trustee of Accrington Stanley Community Trust in November 2011 and became Chair of Trustees in February 2018. He brought a wealth of experience to the charity as a former councillor for 6 years with Hyndburn Borough Council, four years as a Lancashire County Councillor and was also a member of the Lancashire Police Authority for four years. As a former Accrington Stanley Football Club player in the 1960's, and a season ticket holder, David had a keen passion for the club. He was the son of Accrington Stanley Hall of Fame player, Walter Keeley. David had over 25 years' service as a local magistrate and had also been a trustee of Age Concern. He was the secretary of Whinney Hill Football Club, a post in which he has held since 1977. David was actively involved in the local community and his experience was invaluable to the charity. He will forever hold a special place in our hearts.

Rest in peace, David.



# 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 Community Engagement.

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.

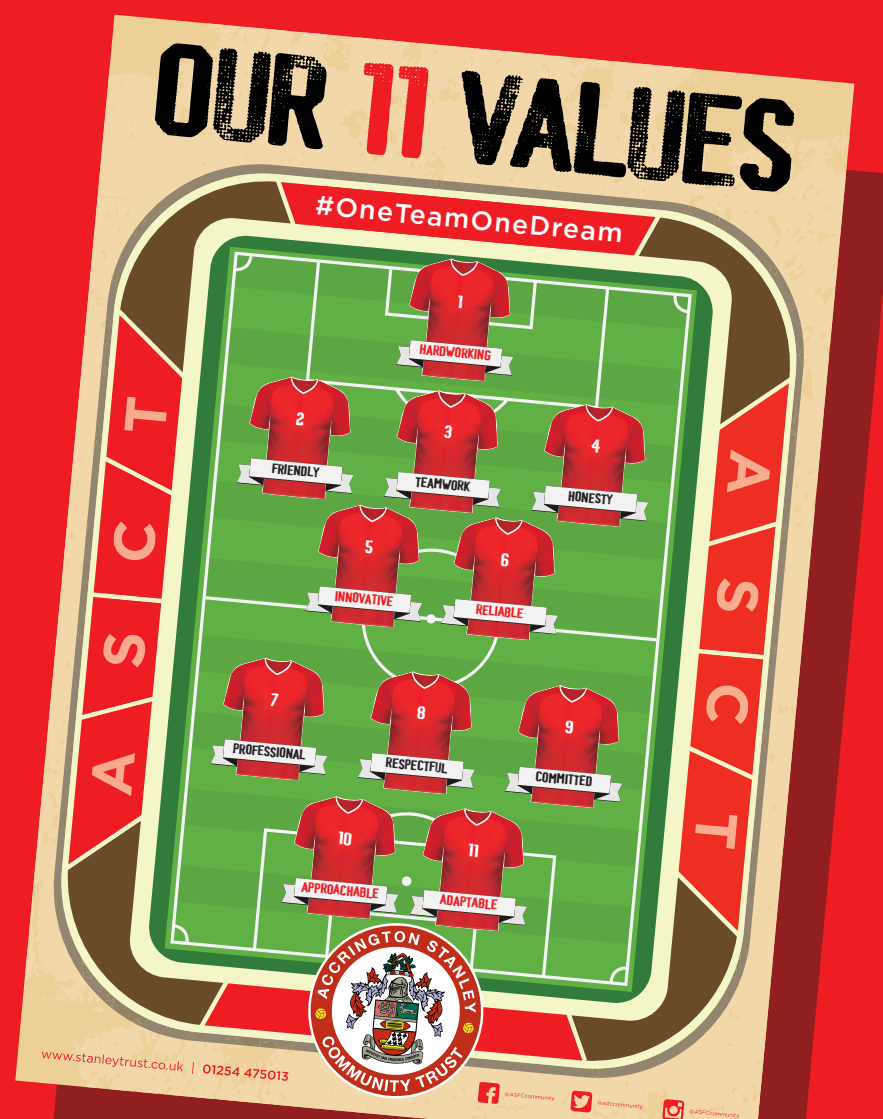


# VISION

“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.



# 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)



**Orphanage Cup 2022**  
*Winners*





# OUR YEAR IN NUMBERS

Accrington Stanley Community Trust have once again delivered some fantastic projects in 2022.

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 13,306 people from the local community were engaged by the Charity, which also saw an average footfall of 1969 people per week at the Stanley Sports

Hub. 1248 free Accrington Stanley shirts were given away to all Year 3 children in Hyndburn, an initiative sponsored by the Charity.

A total of £1,293,941 was raised towards our Charitable objectives.



**13,306**  
PEOPLE ENGAGED IN  
OUR COMMUNITY



**70**  
INTERVENTIONS  
TO DIVERT  
RE-OFFENDING



**1,248**  
ACCRINGTON STANLEY  
SHIRTS GIVEN AWAY  
TO LOCAL CHILDREN



**1,969**  
INTERACTIONS PER  
WEEK AT THE STANLEY  
SPORTS HUB



**434**  
CHILDREN ATTENDED  
HOLIDAY COURSES



WE EMPLOYED  
**53**  
PEOPLE FROM  
THE LOCAL AREA



WE DELIVERED  
**32**  
COMMUNITY PROJECTS



**144**  
NCS PARTICIPANTS



**164**  
CHILDREN RECEIVED  
FREE SCHOOL  
HOLIDAY PROVISION



**95**  
STUDENTS STUDIED  
AT OUR FOOTBALL  
COLLEGE

## £1,293,941 RAISED FOR OUR CHARITABLE OBJECTIVES



## Wildcats



### Reclaim The Game

Early in 2022, Accrington Stanley Community launched a pilot project aimed at men aged 18-44 who wanted to reduce their gambling or betting, offering the chance to train with coaches, helping people to get more active and achieve the best from themselves. Part of a larger study called the Football Fans and Betting (FFAB) Study, we accompanied the training sessions with workshops, helping men reduce the amount of time and money they spend on betting. All sessions were free of charge and each participant was offered a £60 high street gift voucher to thank them for taking part and showing the commitment towards making positive changes in their lives.

Head of Sport, Lee Walsh was proud to lead the project: **“Reclaim the Game meant we could reach out to those in our community who we don’t usually have the chance to work with. As betting sponsorships and advertising are plentiful across the sport, there is no shame in recognising a negative trend and taking steps to reduce your involvement in gambling. Throughout the programme our participants have thrown themselves fully into both the training sessions and the workshops. We hope that this programme has been insightful to the larger study and we were happy to play our part in such an important initiative.”**

From July 2022 Accrington Stanley Community Trust have been delivering Weetabix FA Wildcats sessions. Focusing on female participation in football, the aim of this project is to inspire over 1600 girls to take up football in their local community with the help of EFL Club Community Organisations nationwide.

Running weekly sessions split between 4-6 year-olds and 7-12 year-olds, the support from the Wildcats programme meant we could deliver introductory sessions at no cost, providing a free entry point into the sport. We also ran sessions for girls who attended Spring Hill Primary school, which saw over 30 girls get involved over a four-month period. Some of these girls have then gone on to join in our community sessions.

For those who want to progress on a career path involving the sport, there is a direct path from these sessions into the Accrington Stanley Women FC squads for participants who particularly impress coaches with their talent and determination.

Helped by the success of the Lionesses at the Women’s Euros last summer, participation numbers have been extremely impressive with over 75 girls attending the programme.

Community Sports Officer, Kerry Reeves explains the benefits of this programme to Hyndburn: about the initiative: **“The Wildcats sessions are exactly what we needed in our local area. Through the wildcats’ sessions we have managed to engage a large number of female participants into playing football. The funding we received for the sessions has been incredible as it has allowed us to help break down financial barriers allowing young girls to take part in a sport they love!”**

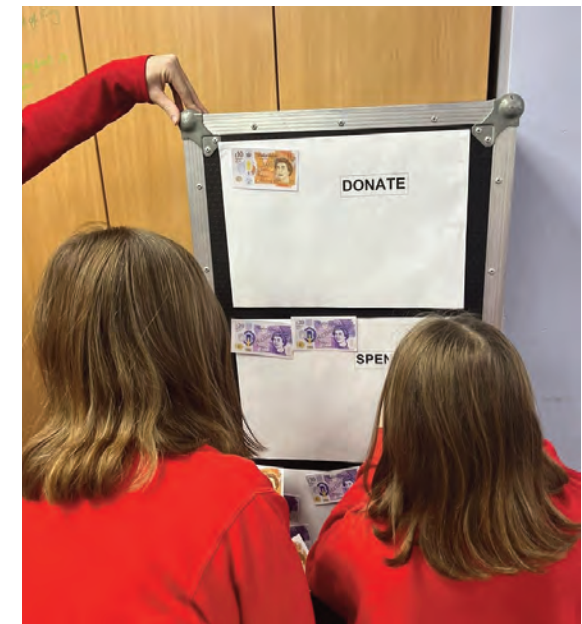
An initiative we have taken into schools this year in partnership with BBC Children in Need is Money Heroes, an educational programme aimed at pupils and parents, introducing the concept of money and its uses to children from an early age.

Research has shown that, on average, children begin to develop their financial habits by the age of seven, with 95% of 16-24-year-olds believing that money management can be learnt and 85% saying they were not taught about money management at school.

Therefore, in an interactive learning environment our coaches delivered sessions about what money is, how it can be used, budgeting, what debit and credit cards are, plus much more. It gives the children an idea how to budget for real life situations such as food shopping or paying the different bills that they will come across. Community Sports Officer, Josh Cooper, believes it’s important to engage with pupils about money from an early age:

**“Money Heroes was great to introduce the concept of money and what we can do with it. The children really engaged with the programme and created some great ways to save or raise money for charity.”**

## Money HEROES



## Headstart

Midway through the year we introduced our Headstart initiative, supporting Year 6 children through the transition from primary to secondary school. The programme evolves the way young people approach the topic of mental health, acting as an early intervention and prevention service for children.

Working with schools to identify those requiring one-to-one support, our Mental Health Transformation Officer works predominately with pupils who are currently accessing Mental Health support services or are at higher risk of needing them.

The aim of the initiative is to increase resilience and provide pupils with the tools to thrive. Intervening at the earliest opportunity, providing education on coping strategies and self-management. Ultimately the end goal is reducing the number of individuals who require support and therefore the demand on local CAMHS

services which currently have large waiting lists.

Our Mental Health Transformation Officer, Olivia Taylor, is delighted with how the programme has gone so far: **“The Headstart programme is a fantastic initiative created to support the mental health of primary school children as they transition to secondary school. With mental health being so important, it’s a privilege for me to be able deliver this programme in the local community; and to be a part of something which supports children during what can be a very challenging and difficult time mentally. Through mental health workshops and one-to-one work, I hope to make positive changes in the local schools and community. I have enjoyed working in the community over the past few months and look forward to working in more schools, increasing mental health awareness and helping with that transition to secondary school through the Headstart Programme.”**





# 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.

526

Adults played in the Stanley soccer league

434

Children attended our holiday course provision

62

Children aged 2-4 learning football for the first time

768

Children taking part in sports tournaments

2142

School children engaged in our Primary Stars programme



## FELICITY

### CASE STUDY



#### ● Acorns

Felicity has been attending our Acorn session for over a year now, and she has not only grown as a player but as an individual too.

Felicity was quite shy when she first started attending our sessions, but her love for football has helped her integrate with the group. We follow three simple rules at acorns, to have fun, to try and get a

little bit better each week and to never give up.

"I've been coaching Felicity for a good year or so now, and she's come on leaps and bounds! She's now confidently dribbling with the ball, able to do a few tricks, pass and tackle. Felicity has been a joy to coach and it's been lovely to see her develop with her football, she's a great team player and I'm sure if she continues to play, she will be a great footballer one day." (Coach Lauren)

We always start the session with a fun warm up, then work on a skill such as dribbling, passing or shooting and then finish with a small match and penalty shootout.

Felicity's mum Olivia added; "Felicity joined Acorns when she had just turned 4. She loves attending the sessions, the coaches are fun and inclusive. I love that they focus on building team spirit, with the older girls encouraged to help the newer members. Her confidence has grown so much since attending and she can't wait for the session each week."

## THOMAS

### CASE STUDY



#### ● Stanley kickers

Thomas started attending our Stanley Kickers sessions when he was 3 years old. When Thomas started attending the sessions, he was very shy and nervous. It took a long time for Thomas to join in with the games and he needed a parent with him throughout the session.

When Thomas first started attending it was evident, he was not confident as he

didn't talk much, even to the coaches. Slowly Thomas started to come out of his shell and grow in confidence. This was identified when Thomas began joining in the games at Stanley Kickers by himself. This was a massive progression for Thomas and it displayed how much he had grown in confidence. Alongside Thomas's confidence growing his footballing ability is improving week after week.

Thomas was with us at Stanley Kickers for 12 months before he then became too old for the session. Thomas started thriving at Stanley Kickers which highlighted to the coaches that Thomas was ready to move up to our next age group, which was the football development centres. Thomas's Dad stated "Thomas is absolutely loving his football at the minute".

Community Sports Officer, Kerry Reeves said "Looking at Thomas two years ago and Thomas now, the change is incredible. Thomas would not even speak to the coaches when he first started the kickers session and now the first thing he does when he sees the coaches is give them a hi - 5. Thomas has grown in confidence which is brilliant to see, he is now a regular member of our development centre."



# 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.

## JACK



- **BTEC L3 in Sport Student**

Jack is currently in his second year of college life here at the Community Trust. From initial contact with Jack leading up to him enrolling onto our programme, coaches identified his footballing ability from the outset. At the start of term 2, the coaching staff at the Accrington Stanley Football College highlighted Jack's abilities to the Youth team management, and subsequently he was invited to train with the scholars. Jack impressed during the first session and was then invited to train with the Youth Team for an extended trial of two weeks, whilst continuing his studies with the Community Trust.

"We set up the Academy Development Squad within our Football College for this reason", stated Head of Education Mark Whalley. "The programme is designed to bridge the gap between grassroots and academy football, and to potentially unearth hidden gems who may have been overlooked during their time playing local grassroots football."

Since the inception of the Academy Development Squad, 6 players have had the opportunity to showcase their ability to Academy staff, two of whom have been offered extended

trials. Youth team Head Coach Scott Rogers believes the partnership is a valuable one. "It's important we work closely with the Community Trust. We want to provide a platform for local youngsters to showcase their talent. Academy football can be brutal at times, and sometimes we miss out on grassroots players for one reason or another. The programme the Community Trust offer gives these players the chance to experience high quality coaching and allows us to keep an eye on their development."

After a successful trial period, Jack was signed as a second-year scholar, meaning he would train full time with the youth team and be registered to play official league and cup fixtures against other professional academies. He continues to complete his studies within the Community Trust Football College, ensuring he still achieves his academic qualification equivalent to A-Levels.

Head of Education, Mark Whalley, is delighted by Jack's progress and believes he is an inspiration for other students: "For Jack to step up to Youth Team football and compete with players who have been in the system for multiple years is testament to his work ethic and mentality. He has impressed the coaches from day one and is still managing to balance his education with us whilst training and playing as a full-time scholar. We are proud of his achievements so far and hope that the journey continues for Jack."

During his spell as a second-year scholar, Jack has had the opportunity to train with the first team, play for the U23's, attended a warm weather training camp in Spain and has also scored against Leeds United in the FA Youth Cup.

## CASE STUDY

## ARLO



- **Premier League Primary Stars**

Arlo attends St Peters Primary School in Simonstone. The school is one of our Primary Stars partner schools which has led to Arlo being able to develop his skills within sport and more importantly his confidence to try new things and develop himself. Arlo is now one of the exemplary students in PE and we often use him to demonstrate to other children how to do certain things as a good example to learn from.

Arlo has taken part in several different sessions including multi skills, dance, striking and fielding games amongst others. It is great to see the impact these sessions can have on someone as Arlo has gone from a shy member of his class to one of the more confident students which has allowed him to develop further.

## CASE STUDY



98

Children taking part in a numeracy and literacy project



96

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.



20+

Mental health awareness workshops delivered

2150

Children taking part in our Move and Learn project

29

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

1000

Children taking part in the Joy of Moving Festival

## SPRING NORTH

## CASE STUDY



- Community Blood pressure checks

This year we partnered with Lancashire County Council and Spring North to deliver blood pressure checks to the local community as part of a two-year project.

A substantial number of people may be at risk of heart disease and are commonly unaware of the warning signs, one of which being high blood pressure.

The project aims to make as many people over the age of 18 aware of their blood pressure and to identify Hypertension and Atrial Fibrillation through the completion of the checks as soon as possible.

Many people walk around unaware that they are suffering from high blood pressure that if left untreated can lead to the development of serious health issues. After carrying out checks on staff at Senator, it revealed quite a few members of staff needed to see their own doctor as they had high blood pressure that they were unaware of.

All Community Trust staff have undergone the relevant training in order to complete the testing and also how to give basic health advice. If needed we are able to send blood pressure results direct to your GP for them to examine.

Head of Sport Lee Walsh explains: "It's a really important health issue locally and we are keen to have a positive impact on our community, I would encourage anybody that sees us out and about to come have their checks done, it doesn't take long and its quite interesting to know your blood pressure. Who knows, it may save your life!"

## ALEX

## CASE STUDY



- Move and Learn

Alex recently completed the move and learn programme with the rest of his class at Benjamin Hargreaves CE primary school. The class were already a fairly active class and bought into the programme straight away and Alex seemed really excited to get going.

Being one of the younger members of the class Alex seemed quite at first but you could see he was listening and he did well on all the tasks set in the classroom. During the practical Alex showed more confidence and really got stuck into the challenges and the games, always with a smile on his face. He demonstrated a good knowledge of all the sessions and how to lead a healthy active lifestyle.

Over the 6 weeks Alex grew in confidence in both in the classroom and practical, he was answering questions, giving demonstrations and working really well in a team. He always entered the sessions with a smile on his face and was keen to share with the coaches what healthy meals he'd been eating and all the physical activity he'd been up to over the week. Since completing the programme Alex has participated in soccer schools with the community trust. He has continued to play football and cricket for a local grassroots teams and has also represented school in a range of sports.

"I enjoy it when Stanley come into class as they are fun afternoons, I especially like being active in the classroom and doing activities such as measuring our pulse after different scenarios." Alex, participant.

"It's really good to see children like Alex getting involved with the move and Learn programme, as someone who was already active it's great to show them why it's an important part of life and then to see him participate on other sessions off the back the work we do as part of the programme is really rewarding for us as coaches." Josh, programme lead.



# COMMUNITY ENGAGEMENT

Community Engagement 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. 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.

## CHARLIE

## CASE STUDY



● NCS Graduate 2022

Charlie took part in NCS in Summer 2021 and made the most of his experience, “to say the residential was fun or good, would frankly be an understatement. It couldn’t have been better. On that small week, I made friends and experiences I never thought I would’ve otherwise. The experience has taught me skills that all people should’ve learnt. Yes, it was difficult, but it was a challenge. We conquered that challenge. It was a moment that will never cease to exist in my mind.

The day I had to finish the residential I was so sad, because I just didn’t want it to end. As I’ve said and I cannot deny, many more will have said, it was brilliant. The mountain walk, I never would’ve done it without NCS, and after that I went to Ireland and climbed another mountain, because NCS had inspired and encouraged me to do it. The rock-climbing was so fun, before that I had an INCREDIBLE fear of heights, but I conquered it. The orienteering was so fun, as groups scrambling around

looking for flags and learning sign language, it challenged us to work as a team, a skill that many people don’t have, but many people need. To summarise the NCS experience as one word? That’s easy: Perfect.”

After creating so many amazing memories on the residential and the social action phase of NCS, Charlie and 45 other young people graduated from this programme.

Being the driven young person that Charlie is he decided to volunteer his time and join our changemaker programme along with 20 others, growing our community group to 27 young people involved. Charlie instantly took a lead roll in the group and was soon elected group leader along with 3 others. “I was offered to do this, at my end of NCS graduation, I decided to do it and make a proper decision whether I’d stick: I did.

The people I met were fun, charismatic and wanting to do something good. We got on as a group and all became very responsible and independent. Yes, we ran into hiccups along the way to do good in the community; but we continued, we worked so hard and kept on going. We called business after business relentlessly doing what we needed to, to do well. We as a group, I find, had encapsulated the intended definition of NCS Changemakers. I would work with those people anytime and I frequently speak with those people outside of NCS. I love Changemakers.”

## BEN

## CASE STUDY



● PL Kicks

Ben has been a participant on Kicks for around 5 years now. Ben initially attended the soccer school holiday courses that we deliver and from there Ben wanted to play additional football. Therefore, he was signposted to our Kick’s sessions. Since then, Ben has been a regular member of kicks and he has taken part in many competitions in the past representing Accrington Stanley Community Trust. As the kicks sessions are free it has made it easily accessible for Ben to attend the sessions we deliver. Ben is a brilliant example to the younger participants at Kicks.

When Ben first started attending the Premier League Kicks sessions he used to arrive with his dad and his dad would stay with him as Ben was not that confident. Now Ben arrives on his own and his confidence has significantly improved. Ben is a great role model to the younger participants. Kerry Reeves (Community Coach) said “Ben is a polite and respectful young man and he is a brilliant participant to have a kick. Ben always turns up with a smile on his face and he is excellent at making new participants feel welcome. Ben is also very respectful of the younger participants that attend Kicks.”



435

Individuals have taken part in PL Kicks

64

Individuals participating in disability sport

144

People taking part in NCS



# ASFC FREE SHIRT GIVEAWAY 2022



The 2022 big Shirt Giveaway returned with the Stanley first team on hand to give out shirts to 39 local primary schools at the Wham Stadium.

The annual give away saw the pupils walk away with a Stanley home shirt as well as a flag, a bottle of water, a lunch box, fresh fruit, a picture of the first team squad and information leaflets from both the Official Accrington Stanley Supporters' Trust (OASST) and Accrington Stanley Community Trust.

Taking place for the sixth year running, pupils got the chance to meet their favourite players and see the pitch up close, having their pictures taken in the stadium.

With the support of schools across Hyndburn, this programme has now given away just over 7,200 shirts and goodie bags; it is designed to encourage youngsters in the borough to take an interest in sport, get involved in sport, and feel connected to their local professional League One team. The shirts were generously sponsored by Studio and Accrington Stanley Community Trust.

John Coleman said: "As a club we think that this is one of the most important days of the year. It's a chance to integrate with the community, the schools, the children and the parents of Hyndburn."

"We are delighted to have sponsored the event again this year, what a fantastic day to see all these young children getting involved with their local football club."

Managing Director of NLTG,  
Gareth Lindsay



"We have been doing it for six years now, with every Year Three pupil getting a shirt, which in the time of financial austerity which we are going through at the moment, it's a good gesture by the club and it builds bonds with the local community, and hopefully we will be seeing these children back at the Wham Stadium."

Mayor of Hyndburn, Councillor Abdul Khan added: "This is a great initiative from Accrington Stanley and thanks go to the club for supporting their community."

"I'm sure the children are really grateful for the shirts, and the trip to the stadium, and well done to all involved in organising it."

MP for Hyndburn and Haslingden, Sara Britcliffe said: "This is the sixth annual shirt giveaway, and I'm delighted to see the children so excited to be able to visit the stadium and receive their shirts."

"I hope they all return to watch a match!"

HR Director of Studio Retail Ltd, Collette King added: "We are proud to have sponsored the sleeve on the shirt for the sixth time."

"It's been great to be here seeing all the kids coming through and what a great day it is."

Managing Director of NLTG, Gareth Lindsay said: "We are delighted to have sponsored the event again this year, what a fantastic day to see all these young children getting involved with their local football club."



# PARTNERSHIPS

## ACTIVE LANCASHIRE



The past year has seen an increase in our partnership work with Active Lancashire. Together we have been working hard to provide more support and provision which help improve the lives of those in our local community who need it the most.

Active Lancashire is the strategic lead for Sport and Physical Activity in Lancashire. They connect with like-minded local organisations and individuals to help bring about active lifestyles. Nationally they are one of the many Sport England-led Active Partnerships that drive a sports delivery system across the country.

As one of over 70 organisations which partner Active Lancashire, Accrington Stanley Community Trust engage with a wide demographic of people in Hyndburn and further afield to help make sport and physical activity accessible to everyone.

2022 marked our first full year delivering our United Together weekly football session in association with Active Lancashire as we aimed to provide a free 90

minutes of sport for people who are looking to improve their lives after finding themselves on the wrong side of the law, dealing with addictions or are socially excluded for a wide variety of reasons.

This has gone from strength to strength throughout the year engaging with over 50 people, increasing their physical activity levels and providing a much-needed opportunity to socialise with other people who may find themselves in a similar situation.

Head of Community Engagement Rhian Sabatino explains 'our partnership with Active Lancashire helps us to highlight individuals who need this support in our local communities, we can then engage them in a positive, physical activity, get fit and feel better about themselves.

We can also help these individuals in areas of their lives if they need it'.



## LET'S MOVE

### HYNDBURN PARTNERSHIP

Accrington Stanley Community Trust are one of six organisations proud to support Let's Move Hyndburn. Let's Move Hyndburn is an innovative approach to tackling physical inactivity and is focussed on creating an active community based on - People • Places • Ownership.

The purpose of Let's Move Hyndburn is to encourage people who are usually less active or inactive to start

or increase the amount of activity they do and to think creatively about how we can encourage people to move more.

In 2022, Let's Move Hyndburn highlighted the completion of a new simulated road route and pump track located at Milnshaw Park. With the help of Sport England funding, Let's Move Hyndburn were able to purchase bikes and helmets.

A free event was held at Milnshaw Park where families were encouraged to sample the new facilities, with Accrington Stanley Community Trust also providing coaches to host football, hockey and basketball sessions. There are plans in place to recreate this event at the towns other parks and green spaces.

As part of the project the Lets Move App was launched which encourages its users to complete community challenges and score points relating to the activities they complete. These start small and get more intense as the user feels ready.

Head of Sport & health Lee Walsh explains 'We are pleased to be involved in the Lets Move Hyndburn partnership, it's great that local, like-minded organisations can work together to have a much bigger impact on our community than we would working individually. We all have the same aim, which is to help local people live a healthier life'.





# ACCRINGTON STANLEY PROVIDE TRAINING BASE

## FOR ITALY NATIONAL WOMEN'S TEAM – WEURO 2022



Italy National Women's Team



Summer of 2022 has seen England host the women's UEFA Euro 2022 Tournament with the North West region hosting and facilitating many teams and matches.

Throughout the group stages of the tournament, Accrington Stanley Community Trust's Stanley Sports Hub facility, has been the official training ground for the Italy national women's team.

After months of consultations with UEFA, The FA & The Italian Football Federation our ground staff managed to get the pitches into excellent condition and fit for an international football team. UEFA rated the pitch 4\* which we are all extremely proud of.

Site Maintenance Manager at Stanley Sports Hub, Matthew Fearon said, "After a lot of early mornings and late nights to bring the pitches up to standard, it was great to hear the positive feedback from the Italian Football Federation and from the players themselves".

As well as the pitches, the training rooms and classrooms at Stanley Sports Hub were also converted into areas used for Physiotherapy, strength & conditioning, media and even ice baths! The site was made safe and monitored by external security teams and we hosted media teams from around Europe.



"After a lot of early mornings and late nights to bring the pitches up to standard, it was great to hear the positive feedback from the Italian Football Federation and from the players themselves".

Matthew Fearon

Martin Fearon, CEO of Accrington Stanley Community Trust commented, "This was a fantastic experience for everybody involved with Accrington Stanley Community Trust. To host an international team for 2 weeks and receive such positive feedback is fantastic.

There were months of planning that went into this and we are delighted to have played a part in this prestigious international tournament".

The Italian players were beginning to grow fond of English tea and Accrington Espressos as their post training drinks, mainly as they made efforts to warm up in the unfamiliar Hyndburn climate!

Accrington Stanley Community Trust received a call from UEFA stating that all the Italian players and staff members were extremely happy with the hospitality, facility and the effort from the Stanley Sports Hub staff to make them feel welcome in Accrington.

Whilst here, the Italian team very kindly took time out to meet local girls from Accrington Stanley Women FC, signing autographs and giving away gifts to hopefully inspire them to continue their football journey.



# STANLEY SPORTS HUB FACILITY



**The Stanley Sports Hub is a state of the art £3.5m 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-side 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.





# £200,000

## IRRIGATION SYSTEM AND INFRASTRUCTURE INSTALLED AT STANLEY SPORTS HUB

**A brand-new state of the art irrigation and pop-up sprinkler system has been installed on all of the grass pitches at Stanley Sports Hub.**

The system will make the pitches easier to maintain and also provide a slicker, faster flowing surface on match days.

The installation is designed to enable the ground staff to create conditions as near as possible to those in a professional stadium and keep all of the pitches in premium year-round condition.

Carrick Sports carried out the installation throughout October and early November.

The system will be commissioned in March 2023 and will provide increased options for pitch renovation works which will start at the end of the season.





# Ground Breaking £1 million

## BUILDING EXTENSION WORKS BEGIN

Construction works started on Accrington Stanley Community Trust's new £1m Stanley Sports Hub building extension in September 2022.

The new extension includes an extended cafeteria area with views onto the 3G pitch. There will also be a large indoor activity space that can host up to 80 people. 3 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.



Photo L/R: Martin Fearon (CEO at ASCT), Lorraine Cox (LCC Councillor), Purves Ali (Vice-Chair of Trustees at ASCT), Miles Parkinson (Leader of Hyndburn Borough Council), Paul Cox (Councillor at Hyndburn Borough Council) and Anne Ellwood (Chair of Trustees at ASCT).



Martin Fearon, CEO of Accrington Stanley Community Trust said:

"The Stanley Sports Hub has been a roaring success, and after just 2 years 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."

Anne Ellwood, Chair of Trustees at Accrington Stanley Community Trust said:

"The building extension is going to provide additional space for us to deliver our community provision and further increase participation rates in the borough.

Stanley Sports Hub is already used by thousands of people and we look forward to being able to provide further investment to expand the current facilities."

Construction works are due to be completed in March 2023 and will take the total investment by Accrington Stanley Community Trust on the Stanley Sports Hub facility to £3.5m.

Miles Parkinson, Leader of Hyndburn Borough Council was delighted to cut the ground for Accrington Stanley Community Trust's new extension at Higham Playing Fields. Hyndburn Council will be contributing £250,000 towards this £1m extension and Miles said:

"It shows what can be done by working with organisations to provide first class facilities which in turn help to deliver better health outcomes for residents across Hyndburn, by becoming more active, which we all need to do."





# ORPHANAGE CUP



**Accrington Stanley Community Trust were victorious in the prestigious Orphanage Cup tournament in 2022.**

As first-time competitors, Stanley had to first take part in a preliminary round against Kindeva DD with us taking a 5-4 win on penalties!

After securing a place in the round of 32, Stanley was tasked with playing against Safron DHL. After a tough-fought toss up where the scores ended level, the game was decided by penalties. A tense shootout led to a narrow 5-4 (P) win for Stanley.

Into the round-of-16 against Totally Wicked UK, the game was once again decided by a penalty shootout, with Stanley coming out on top in a convincing 3-1 (P) win, taking us through to the quarter finals!

The quarter finals against Ultraframe didn't get off to the greatest start, with Stanley taking a 2-0 deficit early on. However, the team kept calm and charged back to a momentous 3-2 comeback victory to send us through to the semis!

It seems there was no such thing as easy competition as the semi-final against Education Partnership Trust was yet another close call victory. A very difficult, back-and-forth game ensued with Stanley edging a narrow 2-1 win!

After all the hard work, the finals had arrived! A fixture filled with tension and difficulty against the current holders Presspart was promised and it definitely delivered! After taking an early lead, the team kept their heads cool under pressure and held out until the final whistle blew to be crowned the winners of the Orphanage Cup!

Having to scrap our way through each round of the tournament shows the character of our staff. We refused to give up on a number of occasions and ultimately, good character, experiences and resilience saw us crowned the champions. It's been a fantastic way for staff to bond outside of work and has given the whole office a lift,' commented Shane Hudson, team manager.

A huge congratulations to all the staff who took part in bringing this trophy home as well as all the other teams involved who gave it their all to make this competition as grand and competitive as it could be. Most importantly though, thank you to Child Action North-west who made this cup possible.

# FUNDRAISING

## £250,000 Grant Awarded Towards Stanley Sports Hub Building Extension

# GET IN!



**This grant will enable Accrington Stanley Community Trust, to improve their indoor facilities to meet the demand of the local community.**

The new extension includes an extended cafeteria area with views onto the 3G pitch. There will also be a large indoor activity space that can host up to 80 people. 3 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.

Accrington Stanley Community Trust worked with the Football Foundation and the Lancashire FA to secure a £250,000 grant towards the project.

Martin Fearon, CEO of Accrington Stanley Community Trust, said: "We're delighted to secure more investment from the Football Foundation who are once again supporting community facilities in our area.

The Stanley Sports Hub has only been open for just over 2 years, and we are investing a further £1m in the building to extend our facilities for the local community."

Supported by players of



Awarded funds from



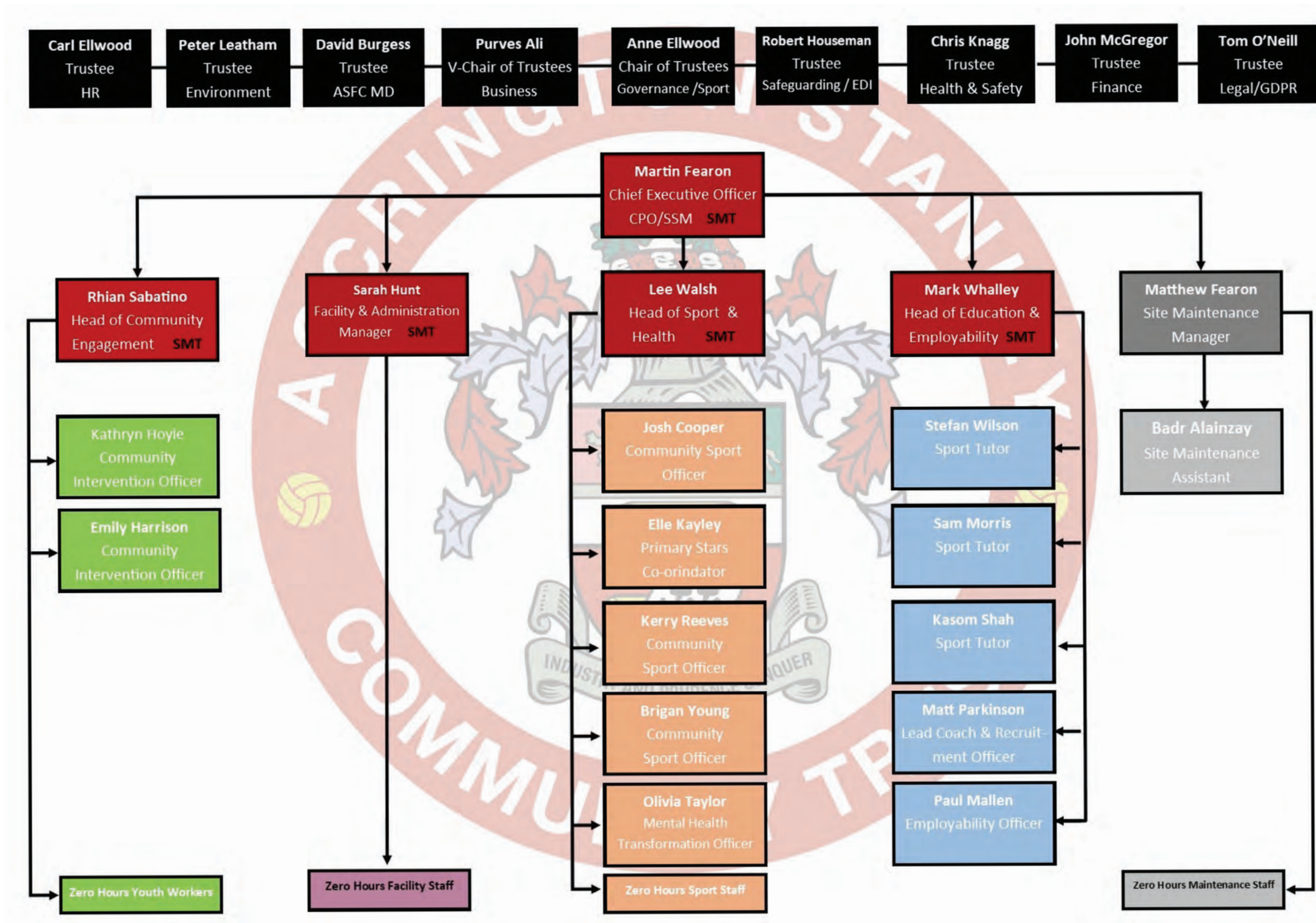
## £24,000 Awarded for Mental Health Project

We are delighted to announce that we have received £24,000 from Postcode Neighbourhood Trust to deliver a mental health project in Hyndburn.

The new 18-month project will commence shortly and help people in our local community who are struggling with their mental health.

Postcode Neighbourhood Trust is a grant-giving charity funded entirely by players of People's Postcode Lottery.







# 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.**

2022 continued to see the Accrington Stanley first team players make appearances in the local community. Early in the year we had Jack Nolan and Archie Proctor visit our BTEC students giving them an insight into the professional game. We had Winstanley visit St Peters Simonstone as part of World book day.

Kerry Reeves, Community Sports officer said:

**“It’s a great experience for the pupils to be able to meet professional footballers as they can get an insight to what is required to reach that level. Watching the pupils faces when the footballers or Winstanley walk into the room is priceless as many of them wouldn’t come into contact with them otherwise.”**

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

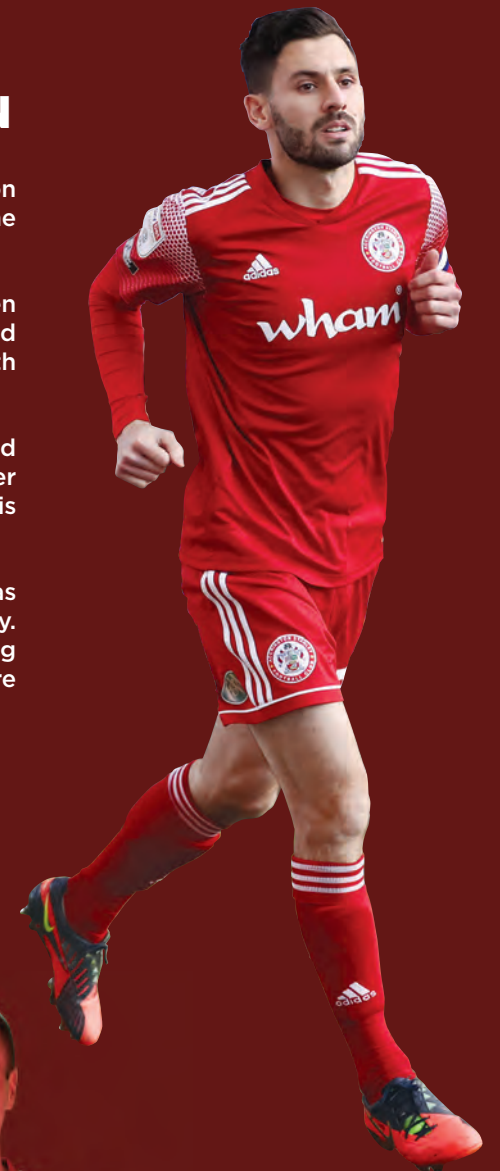
## COMMUNITY PLAYER OF THE SEASON

Ross Sykes has picked up the award for PFA Community Player of the Season for his commitment to community events and appearances throughout the 2021/22 season.

The defender is not only a star on the pitch, his off the pitch work has been exceptional too. Sykes’ efforts haven’t gone unnoticed as he fully deserved to pick up the award, which is judged by a panel of representatives from both the PFA and Accrington Stanley Community Trust.

His contribution to the community and our initiatives has been unmatched over the last season. Ross is a credit to the club and an exemplary character to look up to. He has been a great role model for the entire community and is a pleasure to have with us.

Martin Fearon, CEO of Accrington Stanley Community Trust, said: “Ross has exceeded expectations and has proven to be a real asset to the community. He has supported a number of our projects throughout the season, helping wherever he can. His commitment is fantastic and we hope his efforts inspire the local people to do the same”.



Seamus Conneely – Education

## COMMUNITY AMBASSADORS



Sean Mconville – Social Inclusion

Joe Pritchard – Health

Liam Coyle – Sports Participation



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



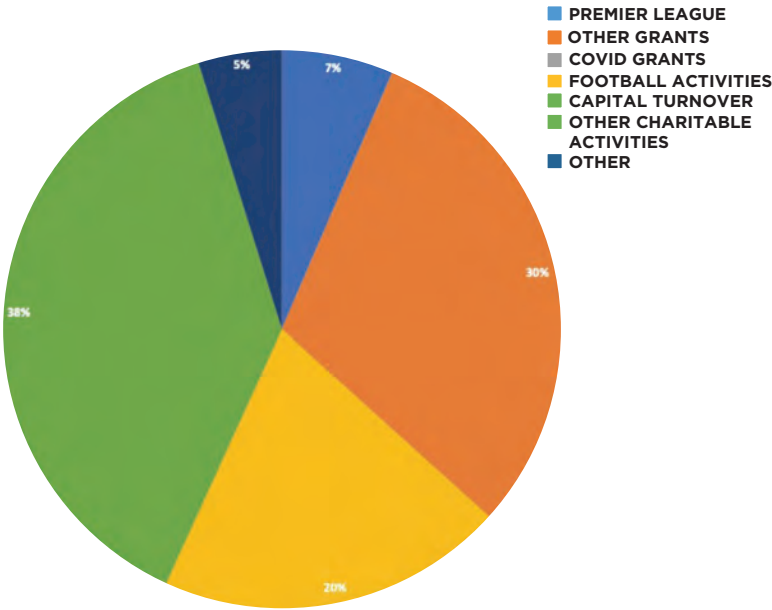


# FINANCIAL SUMMARY

## INCOME

### FINANCIAL SUMMARY

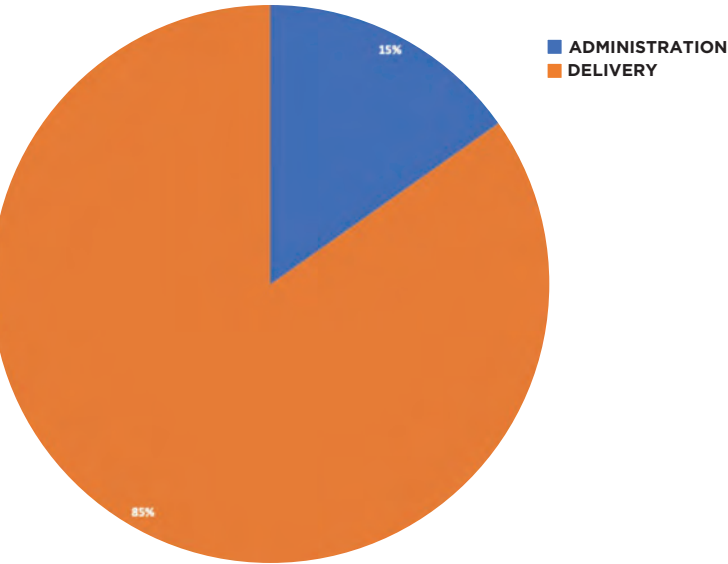
	2021/22	2020/21
Income	£1,293,941	£938,775
Expenditure	£927,887	£572,936
Surplus	£366,054	£365,839



## COSTS

### FINANCIAL POSITION

	2021/22	2020/21
Net Assets	£2,748,124	£2,382,070



FINANCIAL HISTORY	INCOME	EXPENDITURE	SURPLUS
2021/22	£1,293,941	£927,887	£366,054
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

# WHAT NEXT?

2023 IS SET TO BE ANOTHER FANTASTIC YEAR AT ACCRINGTON STANLEY COMMUNITY TRUST AS WE OPEN OUR NEW £1M BUILDING EXTENSION AT STANLEY SPORTS HUB.



The extension will provide the community with even more state of the art facilities for sport, education, health and community engagement. It will also allow us to expand our provision of services.

New opportunities for external funding in employability are also on the horizon, which will see us work with locals who are out of employment and help them become more employable.

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 2023.

**Martin Fearon**  
Chief Executive Officer







**HELPING  
PEOPLE  
PARTICIPATE,  
DEVELOP  
& ACHIEVE**

**[www.stanleytrust.co.uk](http://www.stanleytrust.co.uk)**