



# STRATEGY 2025 - 2028

ACCRINGTON STANLEY COMMUNITY TRUST

REGISTERED CHARITY NO. 1139575

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# HELPING PEOPLE PARTICIPATE, DEVELOP & ACHIEVE

# FOREWORD

This 2025-2028 Strategy sets a direction of travel for Accrington Stanley Community Trust over the next three years and is about how our business can make the best possible contribution to improve the lives of the people of Hyndburn. Our strategy has been developed through detailed consultation both internally and externally with local, regional and national organisations and policies. We have collated feedback from key stakeholders, participants, parents and our workforce using several methods such as surveys, meetings and strategy focus groups. Accrington Stanley Community Trust has also prepared a 2025-2028 Business Plan to accompany this Strategy.

The strong foundations that were first established in 2010 when Accrington Stanley Community Trust were formed has enabled us to identify key areas to focus on in order to make a difference to our community. This Strategy comes at a key time in our development and provides a platform for positive change and modernisation going forward. It builds on some significant achievements to date and on the good progress already made against our initial objectives.

The Board and management team have set new objectives and priorities based on a robust review process. An agreed set of objectives and priorities will help us to plan and prioritise our work and make sure that we ask the right questions.

- Are we making a difference and improving the lives of the people of Hyndburn?
- How are we meeting needs?
- What is the value of our contribution?

Questioning the 'how' and the 'what' is so important if we are to continue to maintain the sort of balance we want – where our social agenda is not compromised by a drive to increase income and that those who can least afford to pay for our services are supported the most.

There are opportunities for us to improve our business; we are a dynamic organisation with plenty of enthusiasm and ambitious ideas. We are also wise enough to know that we cannot achieve all that we want to on our own and that partnership with others, particularly Hyndburn Borough Council and Accrington Stanley Football Club, is paramount to our success; all the more so at a time when funding is so challenging.

It will be an exciting and hopefully fruitful next 3 years and a time when maintaining a firm focus on our priorities will put the organisation on a stronger footing thereafter.

*Martin*

**MARTIN  
FEARON**  
CHIEF EXECUTIVE OFFICER



# SITUATION ANALYSIS

It was important to develop this strategy with an approach where we gained an understanding of the beliefs, attitudes and behaviours of our stakeholders both internally and externally to help shape our future provision to best serve our community.

The process was conducted over a period of time and at the heart of it has been the involvement of our workforce. The entire workforce from trustees, employees and volunteers have had their opportunity to feed into the strategy. We created a questionnaire which enabled all staff to input ideas and thoughts on where we currently are and where we want to be. These were then followed up with key stakeholder meetings.

We received over 50 questionnaires as part of our online consultation process, this enabled us to shape our strategy based on external feedback as well as internal. The feedback has also highlighted necessary improvements which will be actioned throughout the period of this strategy.

To accompany this, the senior management team met with key partners, groups and organisations. These stakeholders have given expert advice and support on where they see us fitting within the local networks as well as expressing their opinions on where we can do things better. We have familiarised ourselves with national partner strategies including Sport England, English Football League in the Community and the Premier League.

The result of all of the above has helped us to be clear and confident in both implementing and delivering the Accrington Stanley Community Trust Strategy 2025-2028.

## *our workforce*

### What does our workforce want to achieve in this strategy?

- Expand current provision and engage with more participants
- To be actively involved in the planning of the future direction of the organisation
- Retain high standards and quality across all provision
- Operate a state of the art community sports hub facility with a range of activities and programmes

## *our partners*

### What do our partners want in this strategy?

- Engage with inactive and underrepresented groups
- Help people achieve their goals through a joined-up approach and smart working
- Deliver high quality provision
- Work together to create a better Hyndburn for all

## *our community*

### What does our community want in this strategy?

- Remain rooted to the local community and continue developing further
- Provide a top-class community sport and education facility to improve grassroots football and community engagement
- Provide a focus on helping disadvantaged and underrepresented people in Hyndburn
- To increase opportunities for young people to take part in sport and education

### How do others describe Accrington Stanley Community Trust?

**RELIABLE | HIGH QUALITY | INDISPENSABLE | PROGRESSIVE**



# MISSION &

USE THE POWER OF **ACCRINGTON STANLEY** FOOTBALL CLUB  
TO **IMPROVE** THE LIVES OF THOSE IN **HYNDBURN** THROUGH  
INVOLVEMENT IN **COMMUNITY PROGRAMMES** AND **INITIATIVES**

# VISION

OUR MISSION IS TO **SUPPORT OUR LOCAL COMMUNITY**  
AND **PROMOTE HEALTHIER LIFESTYLES** BY  
ENCOURAGING PARTICIPATION IN COMMUNITY  
PROGRAMMES AND INITIATIVES THAT **ENHANCE**  
**CONFIDENCE, DEVELOPMENT AND LEARNING.**

**HELPING  
PEOPLE  
PARTICIPATE,  
DEVELOP  
& ACHIEVE**

# OUR 11 VALUES



# OUR PURPOSE

In placing Accrington Stanley Football club at the heart of the community we will:

1. Increase participation in Sport & Exercise and develop talent pathways.
2. Promote wellbeing and healthy lifestyles within local communities.
3. Deliver an inclusive programme of activities that involves and engages hard to reach groups, improving community cohesion.
4. Develop and empower a skilled workforce or role models.
5. Engage and inspire young people, raising and celebrating achievement.
6. Govern the operations of Accrington Stanley Community Trust (ASCT) efficiently and effectively.





# BOARD OF 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, Purves Ali and Accrington Stanley Football Club's CEO, Warren Eastham, the intrinsic link between the football club and charity ensures that there is a clear and constant line of communication between the two organisations.





# OUR STRATEGIC AIMS

**2** EXPAND DELIVERY OF  
COMMUNITY  
PROGRAMMES



**3** OPERATE THE  
STANLEY SPORTS  
HUB FACILITY



**1** IMPROVE AND POSITIVELY  
IMPACT THE LIVES OF THE  
PEOPLE OF HYNDBURN



**4** PROVIDE A HIGH-  
QUALITY SERVICE



**5** GOVERN AND LEAD  
EFFECTIVELY





# 1

## STRATEGIC AIM ONE: IMPROVE AND POSITIVELY IMPACT THE LIVES OF THE PEOPLE OF HYNDBURN

### STRATEGIC OBJECTIVES:

- IMPROVE HEALTH AND WELLBEING IN LOCAL PEOPLE.
- INCREASED LIFE CHANCES THROUGH TRAINING AND EDUCATION.
- STRONGER AND SAFER COMMUNITIES BY ADDRESSING ISSUES FACED BY COMMUNITIES.



### ACTIONS:

1. Deliver a range of programmes relating to health and wellbeing based on local need
2. Plan and deliver education and training programmes to people in our community.
3. Plan and deliver a range of community cohesion programmes, linking in with key stakeholders to identify priority areas.
4. Regularly monitor and evaluate current programmes to track improvements and outcomes.

### OUTCOMES:

1. Sustained increase in physical activity and improve physical, mental and emotional wellbeing.
2. Reduction in employment and qualification gaps in our community and an increase in the number of people accessing training and education.
3. More inclusive, resilient and vibrant communities, increasing cohesion and equality. Reducing ASB in local communities.
4. Improvements in a participants journey from the start to finish, measured in different ways such as participation levels to self-esteem, confidence and mental wellbeing.



# 2

## STRATEGIC AIM TWO:

EXPAND DELIVERY OF COMMUNITY PROGRAMMES ACROSS OUR 4 KEY THEMES OF HEALTH & WELLBEING, SPORT PARTICIPATION, COMMUNITY ENGAGEMENT AND EDUCATION

### STRATEGIC OBJECTIVES:

- **PROVIDE A VARIETY OF INCLUSIVE PROJECTS THAT DELIVER POSITIVE CHANGE TO PEOPLE IN HYNDBURN.**
- **BUILD STRONG RELATIONSHIPS WITH OTHER ORGANISATIONS TO MAKE A POSITIVE IMPACT ON HEALTH, WELL-BEING AND INCLUSION IN OUR COMMUNITY.**
- **INSTIL ASPECTS OF HEALTH, WELL-BEING AND INCLUSION INTO THE CULTURE OF OUR ORGANISATION TO CREATE A LASTING LEGACY.**
- **INCREASE SPORT PARTICIPATION RATES IN HYNDBURN.**
- **PROVIDE HIGH QUALITY EDUCATION AND EXPAND CURRENT PROVISION.**



### ACTIONS:

1. Expand our inclusive and high-quality disability programme
2. Expand our community engagement programmes and projects to reach further into our community
3. Utilise community facilities to provide health, wellbeing and inclusion programmes in Hyndburn
4. Introduce provision targeted at tackling obesity in children and general health issues
5. Expand Education provision by launching female specific football programme
6. Increase Sport Participation rates in Hyndburn by providing more activities.

### OUTCOMES:

1. Sustained increase in physical activity and improve physical, mental and emotional wellbeing.
2. Reduction in employment and qualification gaps in our community and an increase in the number of people accessing training and education.
3. More inclusive, resilient and vibrant communities, increasing cohesion and equality. Reducing ASB in local communities.
4. Improvements in a participants journey from the start to finish, measured in different ways such as participation levels to self-esteem, confidence and mental wellbeing.





# 3

## STRATEGIC AIM THREE: OPERATE THE STANLEY SPORTS HUB FACILITY

### STRATEGIC OBJECTIVES:

- **PROVIDE A CORE BASE FOR THE CHARITY TO USE AS ITS HEADQUARTERS TO DELIVER OUR CHARITABLE AIMS AND OBJECTIVES.**
- **MAINTAIN A SUSTAINABLE STATE OF THE ART SPORTS AND EDUCATION FACILITY FOR THE LOCAL COMMUNITY, GRASSROOTS CLUBS AND VOLUNTARY SECTOR ORGANISATIONS.**
- **PROVIDE REGULAR ACTIVITIES FOR THE LOCAL COMMUNITY TO TAKE PART IN AT THE FACILITY.**
- **DRIVE INCOME THROUGH EXTERNAL USAGE OF THE FACILITIES TO HELP SUPPORT THE RUNNING COSTS AND OUR CHARITABLE PROGRAMMES.**

### ACTIONS:

1. Design, plan and develop a scheme of regular activities at our community sports hub
2. Prepare for new project delivery at the facility and evaluate current projects
3. Develop education opportunities in the facility and improve education in Hyndburn.
4. Operate an excellent community sports hub facility
5. Maintain high levels of use and meet the site development plan requirements at the facility.

### OUTCOMES:

1. Ensure that any activities at the sports hub facility are fit for purpose and meets KPI requirements.
2. New and existing provision created and improved to be hosted in the recently expanded facility
3. Better environment for students to study and more option, resulting in better attainment.
4. Provide a fantastic sports and education facility for the community to use and use as a base for ASCT.
5. Achieve all targets set in the site development plan and ensure the facility is well used by the local community and organisations.





# 4

## STRATEGIC AIM FOUR: PROVIDE A HIGH QUALITY SERVICE

### STRATEGIC OBJECTIVES:

- ENSURE ALL PARTICIPANTS RECEIVE A POSITIVE, ENJOYABLE AND SAFE EXPERIENCE.
- DEVELOP AND DELIVER A QUALITY ASSURANCE FRAMEWORK ACROSS ALL PROGRAMMES AND INVEST IN CONTINUED PROFESSIONAL DEVELOPMENT.
- MEASURE IMPACT THROUGH DIFFERENT TECHNIQUES AND PUBLICISE AN IMPACT REPORT ANNUALLY TO ALL STAKEHOLDERS.

### ACTIONS:

1. Ensure all staff are receiving adequate CPD and reflection for personal development, to enable them to thrive within our organisation
2. Deliver a quality assurance framework for staff to adhere to across all strands of work
3. Highlight our services through varied lines of communication whilst being easily accessible to participants, partners and our community
4. Deliver a comprehensive offer of affordable services
5. Ensure opportunities for all beneficiaries and stakeholders to provide us with detailed analysis of our work and its impact

### OUTCOMES:

1. Provide qualified and experienced staff to facilitate our projects
2. Ensure our programmes and staff are underpinned by a strong framework to deliver high quality service
3. Ensure awareness of all services whilst maintaining excellent lines of communication creating opportunities to consult
4. Increase our participation levels in a wider breadth of provision
5. Provide us with situation analysis that will ensure we can evolve and re-align where required through suitable consultation





# 5

## STRATEGIC AIM FIVE: GOVERN AND LEAD EFFECTIVELY

### STRATEGIC OBJECTIVES:

- **ENSURE FINANCIAL SUSTAINABILITY.**
- **ENSURE THERE IS AN APPROPRIATE GOVERNANCE AND LEADERSHIP STRUCTURE TO SUPPORT THE STRATEGY AND DELIVER THE CHARITABLE AIMS AND OBJECTIVES.**
- **ENSURE COMPLIANCE WITH RELEVANT LEGISLATION AND REGULATION.**
- **PROVIDE A COMMERCIAL FOCUS WHEN REQUIRED TO RAISE FUNDS FOR OUR CHARITABLE OBJECTIVES.**
- **KEEP THE COSTS OF OUR SERVICES AFFORDABLE TO INCREASE PARTICIPATION IN ACTIVITIES, BUT ENSURE IT'S AT A LEVEL THAT MAINTAINS FINANCIAL SECURITY.**

### ACTIONS:

1. Develop a suitable staffing structure that will meet the needs of the organisation's growth
2. Recruit and retain trustees who will enhance the experience and expertise on our board
3. Align our trustees to a portfolio utilising their skill set and further supporting our staff and programmes
4. Create a framework that will enable us to analyse suitability for new or expansion of programmes
5. Provide a clear reporting system and monthly analysis of financial situation

### OUTCOMES:

1. Provide clear lines of communication and support to staff and the projects they oversee
2. Increase the breadth of skills within the organisations whilst strengthening our network
3. Ensure staff have additional guidance utilising the experience and skill set of the board
4. Ensuring that we use an assessment criteria, therefore enabling us to make correct judgement on suitable growth of Accrington Stanley Community Trust
5. Mitigate financial risk to the organisation





# LOGIC MODEL



	Context	Actions	Programmes & Inputs	Short Term Outcomes	Medium Term Outcomes	Long Term Outcomes
	What are the social challenges we are contributing towards improving?	What key actions are we taking to address the challenges?	Which programmes affect change in our communities?	We expect these outcomes after weeks of delivery.	We expect these outcomes after months of delivery.	We look to achieve these outcomes over years of delivery.
<p><b>Improve and Positively Impact the Lives of the People of Hyndburn</b></p>	<p><b>Hyndburn</b></p> <p><u>Demographics</u> (national comparison in brackets)</p> <p>82,219 population (small urban community)</p> <p>37,000 households</p> <p>Top 6% most deprived boroughs in England (18/317)</p> <p>Median house price £113,000 (£285,000 England average)</p>	<p>Offering a variety of different programmes to suit all sections of our community.</p> <p>Attracting funding to allow us to offer sessions free of charge or minimal cost where possible.</p>	<p><b>Programmes:</b></p> <ul style="list-style-type: none"> <li>Schools &amp; Education</li> <li>Employability &amp; Mentoring</li> <li>Health &amp; Wellbeing</li> <li>Youth Work and interventions</li> <li>Community Engagement</li> <li>Sports participation</li> <li>Disability sport</li> <li>Social activity programmes</li> <li>Partner Programmes</li> </ul> <p><b>Inputs:</b></p> <ul style="list-style-type: none"> <li>50 full-time and part-time staff</li> <li>94 volunteers</li> <li>£1.5m annual Investment</li> <li>£4m Community Facility</li> <li>ASCT branding and identity</li> <li>The power of ASFC</li> <li>Collaboration with 20+ organisations and partnerships</li> <li>Experienced board of trustees</li> </ul>	<p>Improved participation levels in community activity</p> <p>Additional programmes and opportunities implemented through sourcing funding</p>	<p>Sustained activity levels in community activity</p> <p>Improvement in number of volunteers and upskilling of participants</p>	<p>Improved sense of belonging and purpose from members of our community now involved in regular affordable activity</p> <p>Sustainable programmes developed</p>



# LOGIC MODEL



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<b>Increased life chances through training and education.</b>	<p><u>Education</u> Average attainment 8 score 43.6% (48.4%)</p> <p>16-64-year-olds with no qualification 7.1% (6.5%)</p> <p><u>Economy</u> 16.8% children live in low-income families (14.9%)</p> <p>18.4% Fuel Poverty (13.1%)</p> <p>People on universal credit 6.1% (4.2%)</p> <p>Child Poverty 35% (19.9%)</p>	<p>Engage children in alternative ways to raise aspirations</p> <p>Provide transitional programmes</p> <p>Develop participant self-belief</p> <p>Signpost people to free sessions</p> <p>Deliver employability courses to those on universal credit</p>	<p><b>Programmes:</b></p> <ul style="list-style-type: none"> <li>Schools &amp; Education</li> <li>Employability &amp; Mentoring</li> <li>Health &amp; Wellbeing</li> <li>Youth Work and interventions</li> <li>Community Engagement</li> <li>Sports participation</li> <li>Disability sport</li> <li>Social activity programmes</li> <li>Partner Programmes</li> </ul> <p><b>Inputs:</b></p> <ul style="list-style-type: none"> <li>50 full-time and part-time staff</li> <li>94 volunteers</li> <li>£1.5m annual Investment</li> <li>£4m Community Facility</li> <li>ASCT branding and identity</li> <li>The power of ASFC</li> <li>Collaboration with 20+ organisations and partnerships</li> <li>Experienced board of trustees</li> </ul>	<p>Improved social skills</p> <p>Increased self confidence in education settings</p> <p>Increase individuals' engagement with education</p> <p>Improved self-efficacy (belief in oneself to execute tasks)</p>	<p>Develop new life skills for participants</p> <p>Improved educational attainment</p> <p>Increased capability to access employment opportunities</p> <p>Transition volunteers to paid employment</p>	<p>Reduction in NEET Participation</p> <p>Improved access to Employability</p> <p>Reduction in education, training and employment gap</p> <p>A stronger and more equal community</p>

# LOGIC MODEL



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	What are the social challenges we are contributing towards improving?	What key actions are we taking to address the challenges?	Which programmes affect change in our communities?	We expect these outcomes after weeks of delivery.	We expect these outcomes after months of delivery.	We look to achieve these outcomes over years of delivery.
Improve health and wellbeing in local people	<p><u>Health &amp; Wellbeing</u> 12.57% report a long-term mental health problem (10.7%)</p> <p>Life Expectancy 79.9 years (81.4)</p> <p>Life Expectancy Males 76.3 years (79.1)</p> <p>Life Expectancy Females 80.2 years (83.2)</p> <p><u>Activity Levels &amp; Lifestyles</u> 30.3% inactive adults (25.6%)</p> <p>34.5% inactive young people (30.7%)</p> <p>30.3% prevalence of obesity in adults (24.4%) - 6th worst area in North West</p> <p>15% prevalence of overweight year 6 children (14%) - 6th worst in North West</p>	<p>Develop wellbeing programmes across all age ranges</p> <p>Promote wellbeing strategies</p> <p>Be part of making mental health normal to talk about</p> <p>Growth in number of people engaged who are inactive</p> <p>Growth in number of volunteers involved in community activity</p>	<p><b>Programmes:</b></p> <ul style="list-style-type: none"> <li>Schools &amp; Education</li> <li>Employability &amp; Mentoring</li> <li>Health &amp; Wellbeing</li> <li>Youth Work and interventions</li> <li>Community Engagement</li> <li>Sports participation</li> <li>Disability sport</li> <li>Social activity programmes</li> <li>Partner Programmes</li> </ul> <p><b>Inputs:</b></p> <ul style="list-style-type: none"> <li>50 full-time and part-time staff</li> <li>94 volunteers</li> <li>£1.5m annual Investment</li> <li>£4m Community Facility</li> <li>ASCT branding and identity</li> <li>The power of ASFC</li> <li>Collaboration with 20+ organisations and partnerships</li> <li>Experienced board of trustees</li> </ul>	<p>Improved physical skills</p> <p>Increased happiness, life satisfaction and sense of worthwhile life</p> <p>Better diet &amp; lifestyle</p> <p>Improved mobility and stability</p>	<p>Improvement in physical and mental ill health</p> <p>Sustained increase in physical activity</p> <p>Improved confidence and social skills</p> <p>Reduction in stress, anxiety and depression</p>	<p>Reduction in targeted health conditions (e.g. cancer, , mental wellbeing, musculoskeletal)</p> <p>Improved quality of life</p> <p>Reduced cost to the NHS of inactivity-related poor health conditions</p> <p>Improved social mobility</p>



# LOGIC MODEL



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	What are the social challenges we are contributing towards improving?	What key actions are we taking to address the challenges?	Which programmes affect change in our communities?	We expect these outcomes after weeks of delivery.	We expect these outcomes after months of delivery.	We look to achieve these outcomes over years of delivery.
<b>Stronger and safer communities by addressing issues faced by communities.</b>	<p><u>Crime</u></p> <p>Crime rate (per 1000 population) 141 (North West 98)</p> <p>Well above the national average on anti-social behaviour</p>	<p>Deliver one-to-one mentoring through the Champions programme to those identified by stakeholders.</p> <p>Deliver schools, family, police and addiction workshops</p> <p>Provide appropriate diversionary activities</p> <p>Host inter-generational activities and community events</p> <p>Target strategic areas of Hyndburn with higher crime and ASB rates</p>	<p><b>Programmes:</b></p> <ul style="list-style-type: none"> <li>Schools &amp; Education</li> <li>Employability &amp; Mentoring</li> <li>Health &amp; Wellbeing</li> <li>Youth Work and interventions</li> <li>Community Engagement</li> <li>Sports participation</li> <li>Disability sport</li> <li>Social activity programmes</li> <li>Partner Programmes</li> </ul> <p><b>Inputs:</b></p> <ul style="list-style-type: none"> <li>50 full-time and part-time staff</li> <li>94 volunteers</li> <li>£1.5m annual Investment</li> <li>£4m Community Facility</li> <li>ASCT branding and identity</li> <li>The power of ASFC</li> <li>Collaboration with 20+ organisations and partnerships</li> <li>Experienced board of trustees</li> </ul>	<p>Increased interest and engagement in literacy and numeracy</p> <p>Improved/enhanced soft skills including communication</p> <p>Increased understanding around addictions</p> <p>Develop greater understanding of the diverse community</p>	<p>Increased sense of belonging</p> <p>Reduced levels of anti-social behaviour</p> <p>Improved confidence in social Settings</p> <p>Barriers to participation removed</p>	<p>Reduction in substance misuse and addictions</p> <p>Greater community cohesion and inclusion</p> <p>Reduction in social isolation</p> <p>Reduced levels of crime</p>



# OUR COMMITMENT

We want to grow and improve each year and develop new and existing projects to benefit our community. We started in 2010 with no funds and just two members of staff. 15 years on we are delivering over 30 community projects to over 20,000 local people each year and have developed a new £4m community Sports Hub facility. We are an award-winning charity that makes a positive impact in our community and we want to build on this over the next three years.

As we enter this strategy, we have some very exciting plans, with the expansion of our key themes of sport, health, education and community engagement. We also plan to expand our work into areas we haven't delivered before, such as Cancer prehabilitation and awareness.

We will also continue supporting an amazing initiative with Accrington Stanley Football club, who gives away 1200 Accrington Stanley replica match shirts to all year three primary school children in Hyndburn at a ceremony at the Wham stadium every single year. Accrington Stanley Football Club is a symbol of civic pride in Accrington. For at least the next three years, as thanks for their support and a source of encouragement for young people to participate in sport, children in the area will be being given their own official Accrington Stanley football shirt to keep and wear with pride.

We will also build on fan engagement with targeted initiatives to improve match days and increase the fan base alongside the Football Club.

Alongside new projects and facilities we will also improve and expand current projects. We are an experienced and unique charity that has the ability to engage with our community and inspire people to lead a positive and enjoyable life. We want the best for everybody we engage with and we are committed to serve our community for the long term.





# ENABLERS: PARTNERS

## FUNDERS

As a self-funding charitable organisation, we rely on securing grants from funders who share in our vision of making a difference to our communities. Nationally we will continue to gain funding support through the English Football League in the Community and Premier League Charitable Fund as one of their Professional Football Club Community Organisations and will monitor other national funding agencies aims and objectives to align ourselves appropriately to maximise our opportunities to gain further national funds. We will work closely with commissioners in our area to maximise the funding available and, where possible, match-fund aligned programmes to offer value for money as well as more activity for our communities.

Building and maintaining our existing relationships with local commissioning groups will form a key area of work for the senior management team to ensure we are continually seen as a go-to organisation which delivers and maximises outcomes to the community.

## PROGRAMME PARTNERS

The delivery of this strategy is dependent upon the skills and co-operation of many programme partners that will help ensure we service the community of Hyndburn appropriately.

We are aware that there are many excellent, skilled and specialist organisations that can help support our delivery including from the public, private and third sector. Understanding the local landscape and programmes already offered to our community will create a sense of togetherness for the local business community allowing programmes to be developed and delivered for the benefit of all. We will continue to consult with our programme partners as well as seek new partnerships that can add value to our offer through additional innovative project ideas.

## BUSINESS COMMUNITY

As a charity we actively seek organisations to support Accrington Stanley Community Trust through linking in with our themes, projects and bespoke initiatives. We aim to support and deliver partner organisations' CSR plans where these are consistent with our mission. Working in partnership with businesses who are like-minded organisations and have the community and their workforce at the heart of what they do is important to us when creating sustainable relationships that have mutual benefits for both organisations.





# ENABLERS: FACILITIES

## STANLEY SPORTS HUB

The Stanley Sports Hub is a state of the art £4m community facility developed and operated by Accrington Stanley Community Trust. 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.

We have transformed the site into a multipurpose community facility that is friendly and affordable. As well as opportunities to hire sports pitches for local teams or community groups, there are a variety of exciting activities provided for the local community by Accrington Stanley Community Trust.

You will find the following facilities at the Stanley Sports Hub:

- Full size floodlit artificial football pitch.
- Small sided floodlit artificial football cage.
- Grass football pitches which can cater for various formats such as 5v5, 7v7, 9v9 and 11v11.
- Two cafeterias with refreshments available.
- Sports Hall
- Four training rooms which can accommodate up to 16 or 24 people.
- Two meeting rooms for up to 6 or 12 people.
- State of the art Gym
- Conference room with balcony for up to 24 people with stunning panoramic views.
- Four full size team changing rooms.
- Two officials changing rooms.
- Public toilet facilities inc disabled.
- Free onsite parking (up to 75 spaces) for users of the site.
- Accrington Stanley Community Trust offices.

Stanley Sports Hub is a venue where academic achievement, sports training, social interaction and community cohesion all go hand in hand, creating a vibrant and inclusive environment. We offer outstanding facilities for sport, health and wellbeing and community events.

Stanley Sports Hub welcomes people of all abilities and encourages participation in physical activity through our diverse programme of community activities. Our venue is suitable for all types of community events, private bookings, team meetings, personal celebrations and educational courses.

Stanley Sports Hub prides itself on being a community asset and invites anyone wishing to partake in sporting activities or simply looking for a venue to host an event, to come and visit our community facility.

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





# ENABLERS: ASFC

Accrington Stanley Football Club (ASFC) takes pride in being a community focused, family friendly organisation. We have a desire to make a positive impact on the town and its people.

We recognise that the football club has a privileged and unique position and consequently are able to make a difference in the community in ways that other organisations would struggle.

Sport in general, and football in particular, can be both inspiring and empowering and we always seek to maximise that opportunity.

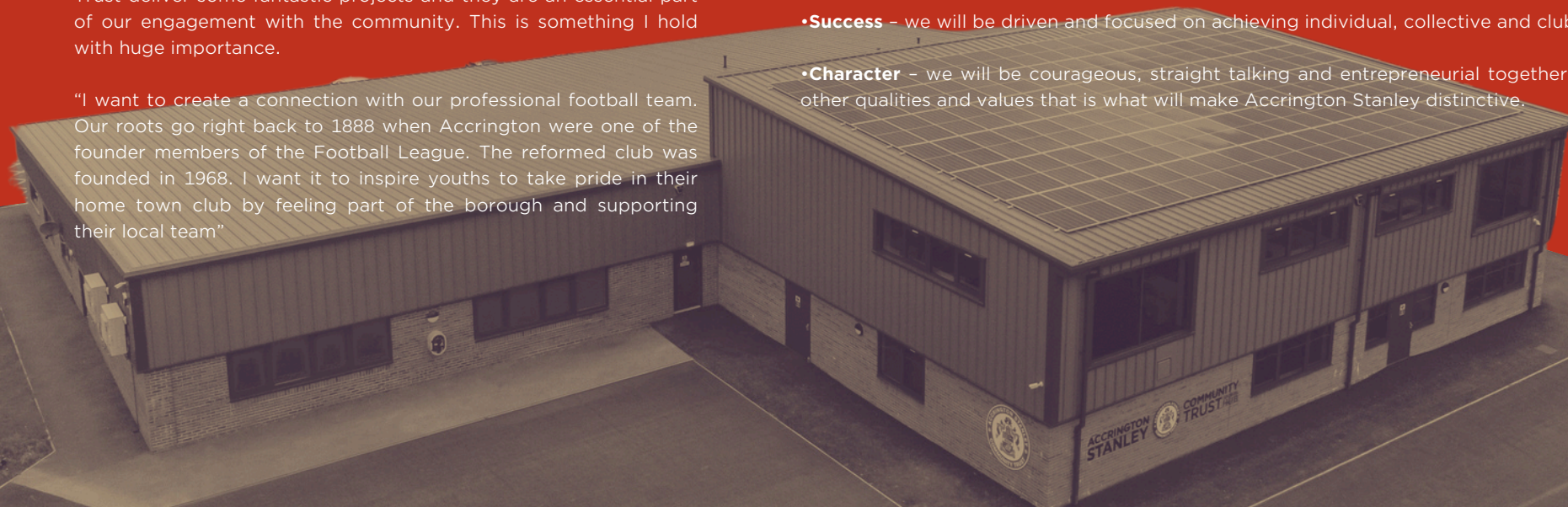
Since ASFC joined the Football League in 2006, we have had a chance to fulfil those ambitions through the work of Accrington Stanley Community Trust, which now engage with vast numbers across diverse programmes that reach both the youngest and oldest members of the community.

Andy Holt, Chairman of Accrington Stanley Football Club said "being outside and active was day to day life for me as a young boy growing up. In more recent years there's been less of an emphasis on community sports for children. Accrington Stanley Community Trust deliver some fantastic projects and they are an essential part of our engagement with the community. This is something I hold with huge importance.

"I want to create a connection with our professional football team. Our roots go right back to 1888 when Accrington were one of the founder members of the Football League. The reformed club was founded in 1968. I want it to inspire youths to take pride in their home town club by feeling part of the borough and supporting their local team"

Accrington Stanley Football Club's 10 values will be at the heart of everything we do:

- **Honesty** – we will be fair, truthful and morally upright.
- **Integrity** – we will be steadfast and adhere to high principles and professional standards.
- **Trust** – we will give people confidence in the good qualities of the Club, especially fairness, honour and ability.
- **Commitment** – we will be devoted and dedicated to the club, the players, the fans and our community.
- **Pride** – we will recognize the importance of all the club's efforts and achievement; that have made Lancashire and our club great.
- **Respect** – we will have high regard, recognition and appreciation for everyone we deal with.
- **Quality** – we will strive to have the highest standards we can in everything undertaken by the Club.
- **Value** – we will provide value for money.
- **Success** – we will be driven and focused on achieving individual, collective and club success.
- **Character** – we will be courageous, straight talking and entrepreneurial together with all our other qualities and values that is what will make Accrington Stanley distinctive.





# WHAT OUR COMMUNITY THINKS

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The Kicks programme is a unique opportunity for us to engage with young people without them being distant and wary of us, it's been great fun and we now know a lot of the local young people by name and can say hello to them in the streets, barriers have definitely been broken down by the great work done by Accrington Stanley Community Trust.

Following our KS1 resilience lessons I've had a full class of little 'I can do it' monsters. The children loved the sessions and even Reception were fully engaged. Staff commented on how great the Accrington Stanley sports coaches were and the rapport they had with the pupils was fantastic.

We used to have a big problem with kids and anti-social behaviour near our homes, we don't have anywhere near as many issues now and the local park is a lot busier than it ever has been since Accrington Stanley Community Trust started delivering diversionary programmes there.

Being slightly older than most of the group, they have accepted and encouraged me to be part of the Veterans Football team, my fitness has massively improved and so has my wellbeing. It has been a fantastic experience from day one.

This is the most I have ever seen our pupils really engage with any subject, they have really shown an interest and passion about helping the environment. They have really taken to the lessons and are always asking when Stanley are back in.

I first started coming to Kicks as a player and then when I got older, I began volunteering, I've done over 200 hours volunteering now and Accrington Stanley Community Trust have put me onto my FA Level 1. I hope to be a coach when I'm older.

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 compliment the online content. In addition to this, support from Accrington Stanley Community Trust mentors and small class sizes allow me to utilise the support network.

I've really liked playing lots of different games, with dodgeball being my favourite. I think I've got better at PE and the coaches at Accrington Stanley Community Trust are really fun and always make sure we play games. I look forward to my PE lessons!

Whilst studying the BTEC course I have felt well supported by all members of staff within Accrington Stanley Community 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.

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# HELPING PEOPLE PARTICIPATE, DEVELOP & ACHIEVE



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