

Developing • Inspiring • Supporting



Season 2014-15

# Who are we?

Shortlisted for Community Club of the Year at the North West Football Awards 2014, we are a vibrant, forward thinking charity that provides a range of opportunities for all people in Blackpool, Fylde and Wyre to increase social inclusion and education; improve physical fitness and health; and lessen involvement in negative activity and anti-social behaviour.

# Our key targets

- Enhancing the lives of people in Blackpool
- Delivering in high need areas
- Supporting schools
- Engaging with the community to inspire future generations
- Working in partnership as part of Altogether Now - a Legacy for Blackpool



More than **6,000** sessions delivered in 2013-14

Worked with almost **15,000** people in the past season



Sessions visited more than **106,000** times during the year

# Altogether Now

- a Legacy for Blackpool



## Altogether Now – a Legacy for Blackpool

All of the work of Blackpool FC Community Trust is delivered under the banner of Altogether Now – a Legacy for Blackpool.

The Community Trust plays an integral role in this innovative partnership between the NHS in Blackpool (Clinical Commissioning Group and Hospitals Trust); Blackpool FC; and Blackpool Council, which is unparalleled anywhere in the country.

Altogether Now has five high profile Health Ambassadors from the world of sport – including champion boxer Brian Rose, pictured left. Blackpool FC players are Health Champions, supporting the work of the partnership in the community.

The programme has enabled the Community Trust to become an important strategic partner in activity provision across Blackpool.

*“Boxing is all about being disciplined. If by supporting Altogether Now - a Legacy for Blackpool I can inspire or encourage a child to believe they can succeed then that's fantastic.”*

**Brian Rose, Boxer  
Altogether Now - Health Ambassador**

# Developing Community Engagement

**70% reduction** in crime and anti-social behaviour in areas that have history of excessive youth criminality



## Premier League Kicks

We deliver free sport sessions to 7-19 year olds across Blackpool, all year round. Also offering workshops, opportunities to play in tournaments across the country, and pathways into coaching and refereeing.

*“The PL Kicks project is crucial to providing positive energetic activities to young people in targeted areas of Blackpool.”*

**Sgt Steve Hodgkins**  
Community Safety, Blackpool Police

## Holiday Sports Camps

Delivered in school holidays at several venues across Blackpool for children aged 5-14. We offer a range of arts, crafts and sporting activities to inspire, motivate and support school development.

## STARS

We provide specialised sports camps during school holidays offering creative, motivational and stimulating activities for young people with disabilities enabling parents and carers to have a short break.

## TrySport

TrySport is delivered by Wyre Borough Council and supported by Blackpool FC Community Trust. The project offers young people aged 7-16 free sports opportunities in the evening at different locations across the borough.

## New Fylde Futures

Our NFF project was the winner of the Progress House Project of the Year 2014, providing young people aged 8-19 with free, quality sports in locations across the Fylde Borough which can develop into volunteering opportunities and career pathways.

# Developing Community Engagement

*“Walking football has reunited me with old friends and had a massive impact on my health helping me to lose two stone.”*

**Les Maycock,  
Walking football participant**

## National Citizen Service (NCS)

A personal and social development programme for 16 and 17 year olds. The scheme includes residential trips away raising self-confidence and improving self esteem. Participants then voluntarily design and implement a social action project in their community receiving a certificate from the Prime Minister on completion.

## Extra-Time

A social engagement project for the over 50s involving a range of activities based at the Blackpool FC’s Stadium on Bloomfield Road.

## Walking Football

Structured walking football sessions and competitive fixtures across the Fylde Coast, supporting men aged 50 and above to participate in light exercise in a relaxed environment.

## Inspire and Include

Working in partnership with Age UK Blackpool, we give over 50s with disabilities the opportunity to enjoy regular sporting activities and coaching development opportunities.

In the past 12 months Blackpool FC Community Trust’s NCS project has overseen **4,500** voluntary hours across several social action projects



# Developing Community Engagement

*"The sessions are fun, progressive and have really made the pupils feel safe and want to learn more. The link between the Trust and the school has provided our students with great exit routes into community football sessions."*

**Stuart Johnson, PE Teacher  
Park School**



## Every Player Counts

Providing adapted sport sessions for young people with a range of disabilities to support them in achieving their recommended daily amount of physical activity.

We have developed a number of disability sports groups and teams across Blackpool to cater for all needs.

## Futsal Development Centres

Based at every high school in Blackpool we are introducing Year 10 and 11 pupils to the game of Futsal.

## Female Football Development

Giving women and girls the opportunity to take part in regular football activities in a comfortable environment in all high schools and colleges and community settings across Blackpool and the Fylde Coast.

The Trust are **working** with 10 schools and two colleges on the Fylde Coast to **improve** Female Football Development



# Inspiring Healthy Lifestyles

*"Fit2Go had a really positive impact on 4L. They regularly talk about exercise and the healthy choices they have been making. Fit2Go was delivered extremely well and the children loved it! Less confident students now seem more enthusiastic and motivated when taking part in P.E."*

**Miss Levy, Year 4 Teacher  
Norbreck Primary Academy**



## Fit2Go

Winners of Initiative of the Year at the North West Football Awards 2014, Fit2Go is a six week, school-based programme delivered in every primary school in Blackpool, educating Year 4 pupils on how to lead a healthy lifestyle through increased physical activity and improved nutrition.

## High School Fit2Go

A four week school-based programme teaching 11-14 year olds the benefits of living a healthy lifestyle through eating well, positive mental wellbeing and regular participation in physical activity.

## Family Fit2Go

Building on the success of the existing Fit2Go programme, the community based programme, Family Fit2Go, provides the whole family with FREE interactive healthy lifestyle sessions and physical activities.

## Blackpool & The Fylde College and Blackpool Sixth Form

Our enrichment project works with Blackpool and The Fylde College and Blackpool Sixth Form to increase sporting opportunities for young people aged 16+.

Results have shown that **96.5%** of participants have increased their **knowledge** of a healthy lifestyle

# Supporting Education

## School Sport

We work with local primary schools to deliver a range of physical education programmes. Sessions take place within school time and as extra-curricular activity to enthuse pupils and upskill teachers.

## Princes Trust - Get Started in Coaching

A positive activity project for disadvantaged 16-25 year olds in Blackpool helping them work towards a sports coaching qualification.

## Premier League Enterprise Challenge

Introducing 11-17 year-olds to the business of football, competing in an Enterprise Challenge with Premier League clubs from across the country.

## Reading the Game

Encouraging less able and less motivated Year 5, 6 and 7 pupils to develop an interest and engage with reading and writing. Pupils learn how to keep a reading diary, find out how to compose a letter, conduct an interview, produce a match report and even get the chance to watch a live Blackpool FC home match!

*" Hawes Side has worked with Blackpool FC Community Trust for a number of years now. The team are professional, dedicated and committed to providing the very best for our children. Their involvement goes above and beyond that expected and benefits our school community greatly. "*

**Michael Shepherd**  
Head teacher, Hawes Side Primary School



National Premier League Enterprise Challenge **Champions** in 2012 and National **Semi-Finalists** in 2013 and 2014

# Supporting Education

During the past year, **100%** of our students achieved above national average **results**

## BTEC Level 3 Futsal Education

We offer a unique opportunity for talented football players to pursue a Futsal and education scholarship. Learners study a BTEC Level 3 in Sports Performance and Excellence at Bloomfield Road, whilst representing Blackpool FC in the National Futsal League. The course is open to 16 and 17 year olds who attain five GCSE's at grades A-C.

A similar Level 2 qualification offer is also available for pupils that do not reach the required grades.

## BTEC Level 3 in Coaching

A new BTEC Level 3 in Sports Coaching is being delivered at Blackpool FC Community Trust. Students enrol on a BTEC education programme that includes a first class experience of coaching in the sports industry whilst gaining a range of coaching qualifications.

## Foundation Degree

Foundation Degree in Community Football Coaching and Community Development with the option to study for an extra year to complete a BSC (Hons) in Football Coaching and Performance or a BA (Hons) in Sport Development. All courses take place at Blackpool FC's Stadium giving students great work experience opportunities during and after their studies.

## The 90th Minute

We provide the opportunity for students in Year 11 that are struggling at their high school to learn full time at the football club and gain a number of qualifications including a Level 1 BTEC in Sport, GCSE Maths and English instead of facing permanent exclusion from school.

## Blackpool Football Club Academy

The Community Trust also take the lead on all education aspects of the Blackpool FC Academy students, supporting day release, welfare and player mentoring responsibilities.

*"It's been a great experience being able to learn the different areas of sport whilst wearing the club crest on match days, it's been a great two years with all the lads and coaches."*

**James Poxon, Student Futsal Education Scholarship**



*“ Blackpool FC Community Trust is a hugely important member of the Football League Trust network, and the FLT is proud to support Ashley Hackett and his team on a number of initiatives that bring opportunities to young people across Blackpool and the Fylde.*

*The delivery from Blackpool FC Community Trust on key Government projects such as NCS (National Citizen Service) and the Education & Futsal programme is exceptionally strong, and The FLT would like to commend everybody involved at Blackpool Football Club for their work in making their Trust a hugely important part of the local community. ”*

**Mike Evans, General Manager  
The Football League Trust**

The Trust has seen a total of **9,256** voluntary hours in 2013/14

### Club activity

During the past season Blackpool FC Community Trust have been responsible for matchday activities including mascots, flag bearers, ball boys and girls and sponsors' half time activity.

### Player visits

As a unique part of our many projects the Trust co-ordinate visits of Blackpool FC first team players to different venues including schools and community settings across the Fylde Coast.

### Charity and fundraising

As a registered charity and self-funding organisation, the Community Trust is always appreciative of donations or fundraising ideas to support our projects. The Trust are keen supporters of local initiatives and groups which are benefiting the lives of our local community.



*“The Community Trust is a hugely important part of our Club, delivering many fantastic projects across a broad spectrum of needs, that inspire tens of thousands of people in Blackpool to live better lives.”*

**Karl Oyston**  
**Chairman, Blackpool Football Club**

[www.blackpoolfccommunitytrust.co.uk](http://www.blackpoolfccommunitytrust.co.uk)

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