



2020

**A year like
no other**



THE SEASIDERS

Our Year in Numbers

2020

Our participants carried out **23,174** social action hours

We distributed **3025** meals during the pandemic

100% of our students achieved their chosen qualification



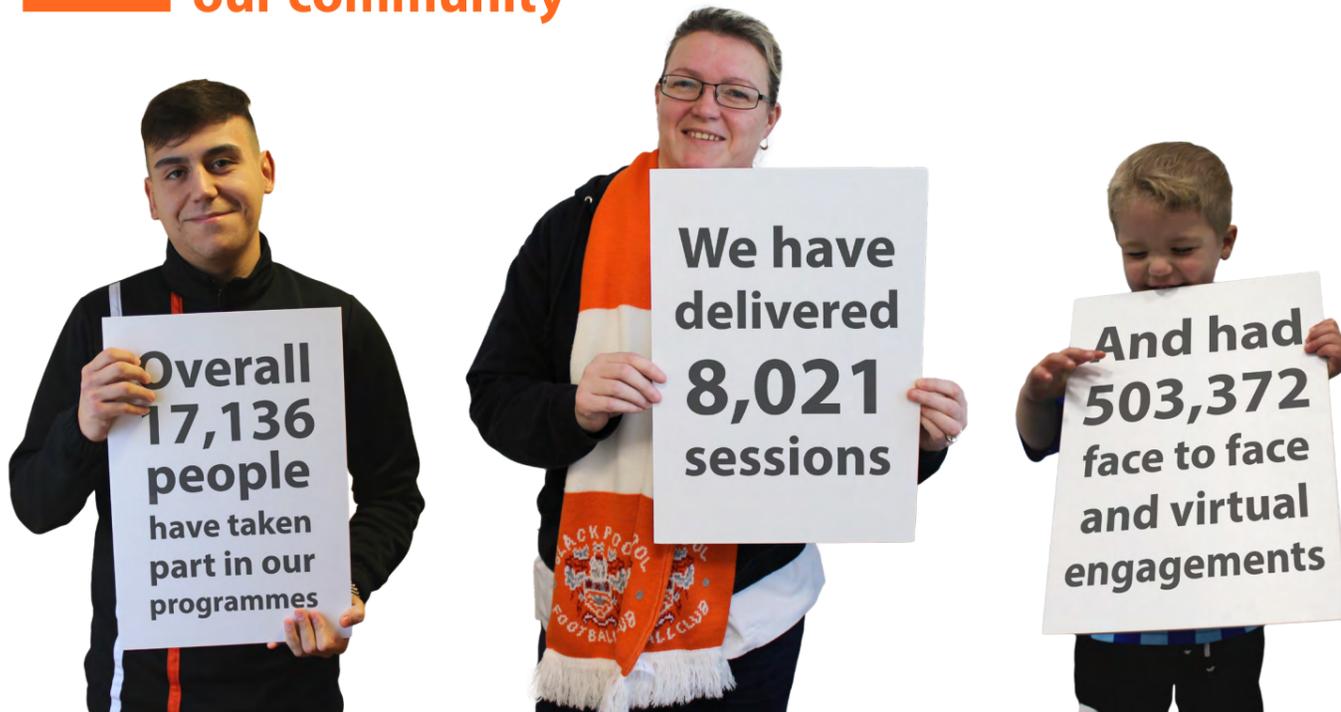
Our BTEC Football Academy Students were Crowned Champions of the NW2 CEFA League

Our Facebook LIVE videos had **334,021** views

£ 2 Million invested in our community



65 employees & **163** volunteers



Introduction

2020 has certainly been a year like no other, with national lockdowns and COVID-19 taking the greatest focus of the year. Blackpool FC Community Trust have had to refocus, refresh and understand how our provisions can continue to support our community and also continue to exist and evolve.

The team have done a fantastic job of understanding the participants that engage in their programmes and the needs they face and then making sure we can continue to find ways to engage. This has meant a lot of our programmes have had to become a virtual support whilst some have continued with face-to-face delivery during which we have gained some significant learnings.

The virtual delivery world was something very new to us meaning we had to learn very quickly how it all works, how to maintain a high level of safeguarding, and work out how to get delivery up and running as quickly as possible.

Despite the difficulties we had to overcome this year; we were very proud to launch a number of new projects. These included a whole new strand of work within Community Cohesion which now has seven members of staff focused on 1-to-1 mentoring with some of the most at risk individuals in the town. Projects in this area include Tower Above, Divert and ADDER.

We also launched Unstoppable, providing every Year 6 pupil in Blackpool with resilience techniques. Unstoppable has been supported by BFC Owner Simon Sadler and the project has had a great impact on local primary schools.

We launched additional work with people in our community that live with disabilities, with support from EFL Trust and Children in Need.

Working alongside the Premier League we developed a new secondary school programme, PL Inspires, working with Year 9 and 10 pupils helping with anxiety, resilience and preparing them for exams.

We also worked closely with EFL Trust and Sport England to launch FitFans, which is a free, twelve-week programme, focused on weight management and healthy lifestyles for adults.

Our existing projects also saw some significant successes this past year, 116 students enrolled in full

time education and traineeships with the Trust, 90 of those were recruited as part of Blackpool FC Sports College, which is a record number for us.

The Trust has provided 2814 sessions in local schools and engaged 8930 different pupils in those sessions, working with all 32 Blackpool primary schools, 8 secondary schools and 4 special schools in the town.

This year has also seen us deliver Fit2Go, to every Year 4 pupil in Blackpool for the tenth consecutive year. We delivered to 5536 individuals in our Community provision, which saw 786 young people engage in regular physical activity on Kicks and 199,741 online engagements on our tackling isolation programme.

Our proudest moment came in December, when we came together with the club to develop a brand new Christmas campaign. This focused on making sure every child in Blackpool woke up on Christmas morning to a present. With the amazing partnership and support from our fans, we were able to raise a staggering £82,622 to provide more than 1400 presents for children and young people in our town.

I hope the following pages give you more of an insight into the projects we deliver, the impact that we have on people's lives as well as how positively we have reacted to the very difficult environment we all had to endure in 2020 and how we managed to continue to deliver and develop even greater plans for the future.

None of this would be possible without the fantastic and committed team of staff we have, who continually go over and above to support our participants, the Board of Trustees who are always available to check, challenge and help where needed, our funding and operational partners, none more so than Blackpool Council, the Premier League and the EFL Trust and also our Football Club, who we look forward to working even closer with in the future.

Whilst the past few years have been very successful and we take stock of the past season, the pandemic and our reaction and recovery, we also realise how exciting the future is and many ways we can help even more people.

Ashley Hackett, Chief Executive Officer

All for One: Tyrese McGowen



Tyrese is a Year 6 pupil at Mereside Primary in Blackpool, who often struggles with his behaviour and engagement within class. Tyrese is reluctant to follow rules and respect authority both in and out of school. As a result, he has displayed signs of anti-social behaviour (ASB) and has become close to being excluded from school. Tyrese finds it difficult to communicate and socialise with peers and regularly involves himself in altercations, some of which are physical.

Tyrese has taken part in FOUR of the Trust's programmes which have all helped him develop in different ways.

'Unstoppable' is a Year 6 PSHE programme that uses Dan Freedman's novel to tackle sensitive, relevant issues faced by young adolescents. The programme was delivered at Mereside for 1 hour a week over a 6-week period. The children read the book to a certain point in order to access the lessons. Despite Tyrese usually being a reluctant reader, he enthusiastically read the book and found that he related to the characters.

In the beginning, Tyrese was reluctant to express his opinion or have any discussions with his peers. However, the class TA, Mrs Robinson, was always present within the lessons and acted as a facilitator for Tyrese to converse with the class.

Over time, Tyrese was more forthcoming with contributing to the discussions and recording in his workbook. It became apparent he had very insightful answers and was able to articulate his opinion well. Within the lesson that discusses appropriate actions for adults towards children, Tyrese was able to recognise that when he had been approached on his estate by a male asking him to look in the back of his van and give him his phone number, that this behaviour was not acceptable.

This information was passed to the safeguarding team and communicated throughout the school. One of the following lessons discusses a 5-step behaviour model and how people react to different situations. Tyrese was able to relate to an example of losing his temper as a reaction when something does not go exactly his way.

He was able to fill out a behaviour model to address his thought process and how that affects his behaviour. Within this lesson, Tyrese was extremely open and honest about his feelings on the subject and how he realised his behaviour needed to change.

As part of the Unstoppable programme, the children complete a before and after quiz to assess their knowledge and understanding of PSHE related topics and Tyrese's score on this quiz went from 50% to 62%, showing an improvement of his understanding.

Once Tyrese, and the school, had built a relationship with the Community Trust, other provisions were then available for Tyrese to access. Through school he was already taking part in curricular and extra-curricular sessions with our Premier League Primary Stars team.

Tyrese also attended our PL Kicks programme, run by the Community Sport team, which engages young people in constructive activities, including a wide variety of sports, coaching, dance, educational and personal development sessions. Tyrese was encouraged to attend these sessions in order to direct his time outside of school, he now attends every Monday and has taken a keen interest in the boxing.

Jamie, one of the Kicks coaches said: "Tyrese attends every session and has a good relationship with the coaches, we can have a conversation about anything. He will participate in any sport we do, but takes a keen interest in boxing, however, I think he mainly attends the youth club and kicks sessions for social reasons, he's a very social person and seems to be liked by many."

In addition to accessing the Kicks programme, Tyrese was then referred to our Online Mentoring programme with the Community Cohesion team. This project is

aimed at 10-16 year olds who are at risk of becoming involved in anti-social behaviour and/or crime.

Young people can access their online mentoring sessions via their preferred platform which includes XBOX, PlayStation 4 or a video call. All 1:1 sessions take place with our BFCCT Digital Youth Engagement Officer. Tyrese met the criteria to take part in the programme due to being at risk of ASB and exclusion from school as well as his interest in sport and gaming.

Weekly sessions are held with online mentor Seb, which last approximately an hour. Seb said: "Tyrese has had two sessions so far with me. The first session was a session so that me and Tyrese could get to know each other, as well as dropping off the digital equipment that we will be using. Tyrese is an incredibly polite, helpful, and well-mannered individual. He immediately explained that he had done Unstoppable and that he also attends Kicks on a Monday night.

"During the second session, Tyrese worked on his Good Life Pitch. The Good Life Pitch is a football pitch broken down into 8 equal sized parts. Each of these parts are labelled with different aspects of our life e.g. relationships, community, inner peace. Tyrese did this very honestly and thought about each section thoroughly.

"Whilst doing this, we had many positive conversations about what Tyrese does well and what he could improve on. In the upcoming weeks, Tyrese will be working on activities developed by BFCCT on areas of the Good Life Pitch that he may feel need some improvement. Tyrese is doing great work when engaging in the sessions. He now aspires to become a police officer and is demonstrating good skills that would help him in this role."

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Early Years and Primary Overview

The year proved very difficult for many elements of this area of our work. With many establishments having to restrict the number of pupils that were allowed to attend schools and nurseries closing the doors to external providers, a large number of our services had to cease or refocus the way we deliver.

This included our Nursery PE and Better Start programmes, which had started with really positive progress in January, February and March, but had to stop operation, once the first national lockdown began.

Whilst we were not allowed to continue to deliver, the team did develop a host of information packs, video lessons and schemes of work for providers, families and children to follow.

We had also started the year with great numbers engaging in our Early Years Children in Need programme and Tiny Tangerines, but frustratingly because we were not able to bring large groups together, to take part in sporting activities indoors, these sessions also had to stop. Which has made it a frustrating period for the team.

Whilst our primary schools-based programmes, including Fit2Go, PL Primary Stars and Unstoppable also had to stop attending schools in person, all three programmes were able to continue throughout the first lockdown, with virtual delivery on screen, digital challenges and competitions set and online lessons for schools to follow.

Following the first lockdown, we introduced a host of new offers to help our community to re-engage with the outside world, including physical and health related sessions in local parks for early years and their families. Also, during the traditional Summer school holidays, we worked with a number of partners including Blackpool Council, as part of the Holiday, Activity and Food project (HAF), which was focused on engaging targeted children and young people into activities and physical activity, whilst also giving them a substantial meal. This project worked with 161 people across the six-week period, on our project alone.

Once schools opened the doors to all their pupils in September, our teams restarted attending every primary school in Blackpool to support with pupils' transition back to school, re-engaging in PE, taking part in Fit2Go and Unstoppable and also supporting school staff and teachers to plan and focus on their own development and support needed to deliver Physical Education.

This period also saw us begin our tenth consecutive season of delivery of Fit2Go, which in our line of work is an enormous achievement.

Over the years, the project has had a huge impact on many young people and families and has been the foundation and original catalyst to developing our offer for primary schools.

Our Unstoppable project has also had significant impact on young people, making them aware of how to deal with difficult circumstances that they could face and has been held up nationally, by partners including the Premier League, as a project of best practice.



Early Years and Primary Stats

All **32** Blackpool Primary Schools engaged

4687 participants engaged in Premier League Primary Stars

94% of teachers increased confidence in delivering PE after our PLPS programme

97% of all teachers improved in their chosen area of development



90% of Year 4 pupils increased their knowledge of how to live a healthy lifestyle on Fit2Go



85% reported eating more fruit, and **65%** more veg, after taking part in Fit2Go

91% of our Unstoppable participants have showed an increase in knowledge and understanding of PSHE misconceptions

Delivered **2305** meals to children on free school meals, during the summer school holiday period

215 participants took part in our Early Years activities despite only taking place January-March

Our Early Years and Primary Programmes

Nursery PE

Working with local nurseries we provided physical activity lessons for our youngest participants to take part in and to help nursery staff in their understanding of PE and how they can improve their delivery.

Move, Play and Grow (Better Start)

Supported by Better Start Blackpool, Move, Play and Grow with Your Child is our free Healthy Lifestyle programme designed to increase the knowledge of Preschool and Reception aged children. The programme is delivered in school nursery and private nursery settings within the 7 most deprived wards in Blackpool. The Programme uses fun games and interactive activities to support the child's social and physical development while increasing health and wellbeing knowledge.

Tiny Tangerines

Community football sessions for children in Pre-school to Year 2, aimed at increasing confidence and co-ordination for young children whilst giving them the opportunity to engage with other children. It is also the first introduction to football for some children and is a pathway to move into local grassroots football teams.

Children in Need

Commissioned by Children In Need, our Health Education Team deliver 6 physical activity sessions to reception and Year 1 pupils combining activity and well being themes. Each week the children change topic to help enhance their health and well-being knowledge.



Fit2Go

Fit2Go is a six week programme, funded by Blackpool Council Public Health and Blackpool NHS CCG, that aims to encourage Year 4 children in Blackpool to live a healthy lifestyle and take part in regular physical activity. Combining theory and practical lessons pupils are introduced to ways to improve their wellbeing and make better health choices.

Unstoppable

Funded by Blackpool FC Owner Simon Sadler and Segantii Capital Management., the Unstoppable programme has been developed using best-selling author Dan Freedman's novel of the same name. This PSHE Year 6 programme focuses on supporting young people with difficult life topics, including mental health, knife crime, relationships and the transition to high school. Working with the characters in the book pupils are encouraged to discuss real life scenarios and work with a BFCTT staff member to develop coping strategies.

Premier League Primary Stars - PLPS

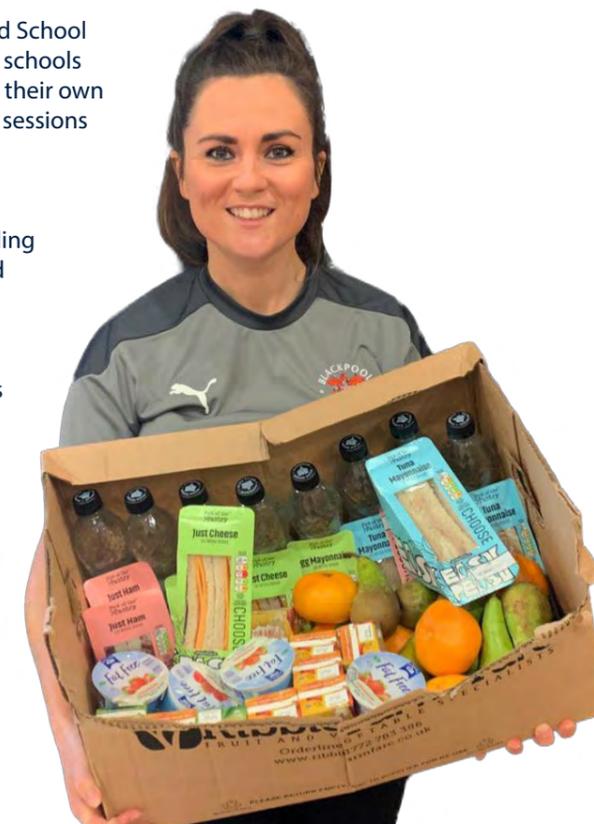
With funding from the Premier League and Primary School's PE and School Sport Premium, PLPS aims to improve standards of PE delivered in schools across Blackpool and work with teachers to increase confidence in their own PE delivery. The team also support with PPA cover, extra-curricular sessions and organise a number of local Primary school tournaments.

Sports Camps

We deliver a number of multi sports camps across the town providing a fun, friendly and secure environment for children to socialise and participate in sports and activities.

Half Term Holiday Provision

Working in partnership with Blackpool Council this provision takes a more targeted approach to support children and families most at need throughout school holidays. During this delivery the participants have access to sports and games and are provided with a meal, snacks and drinks.



Progress on Primary Stars: Penny

Penny is a Reception pupil at Our Lady of the Assumption Catholic Primary School. This is the first year Penny has been involved in the Premier League Primary Stars Programme with BFCCT and the first time she has been involved in a Physical Development lesson in a primary school setting. Penny became involved in the provision through class teacher and PE lead Leanne, who works closely with the Community Trust.

Throughout the Autumn 1 term we worked with the Reception class as one of our PSHE targeted interventions, focusing on integrating the pupils into school life through physical activity sessions.

It was clear in the first week that quite a few of the pupils were shy and quiet. During group discussions it was noted that Penny often sat towards the back of the group, choosing to let other pupils answer questions and give their opinion. She was more comfortable listening and observing as opposed to putting her hand up and answering herself.

Using the Physical Development strand of the EYFS as the engagement tool, the lessons focused on the Communication and Language aspect to help provide the pupils with opportunities to talk, often in smaller groups or talk partners with their peers.

CCO staff created a fun and friendly atmosphere for pupils to work in, through their own delivery style, personality and activities that allowed for all pupils to participate. There was also a weekly theme that the pupils could relate to, giving them a chance to use their imagination. This approach gave Penny and the other pupils a safe environment that allowed them to thrive.

Penny's confidence grew, being able to talk with the partners she worked with, slowly progressing

to answering questions when in smaller groups. She also became confident enough to demonstrate with a partner in front of the class.

After the October half-term, we continued to work with the class but supporting the class teacher, Leanne, who was confident in leading some of the delivery during lessons. She also provided 1:1 support to pupils that needed it. This further supported the development of Penny, and some of the other pupils, as the teacher-pupil relationship is bigger than the CCO-pupil relationship.

This was demonstrated as Penny volunteered herself many times when the teacher/CCO staff asked for a helper to demonstrate activities and for when equipment needed putting out/collecting in. These are simple things that most pupils love to do, but it helps to demonstrate how Penny's confidence had grown.

Towards the end of the Autumn term, Penny began to speak out confidently to tell stories from past events in her life in relation to the weekly theme. During the dinosaur theme, she explained how she had visited the zoo and seen lots of dinosaurs, describing their size and what they enjoyed eating.

These were great moments in Penny's development, as they were all done in front of the full class, whereas previously, Penny would often put herself towards the back of the class and not engage in discussions.



“Penny has developed lots over the Autumn term; at the beginning she needed more support from the T.A to prompt her within the tasks and fundamental movements, and thanks to the Trust, she is now confident enough to speak out in front of the whole class and demonstrate ideas independently”.

Leanne Dixon, Penny's class teacher

Participant to Volunteer: Zach Terras

October 2020 saw the return of our ever popular Blackpool FC Community Trust Sports Camps at two venues across Blackpool.

As well as welcoming the excited children at the sports camp venue, we also welcomed a familiar face to the team.

Back in 2013 Zach walked through the door on his first day of Sports Camp as an 8 year old participant. Unfamiliar with the building and not knowing any of the coaching staff Zach was obviously quiet and a little nervous for what the day had install for him.

As his mum finished off the paperwork Zach said his goodbyes and headed to the sports hall. As soon as he opened the door he was welcomed by BFCCT sports coaches and nearly 70 children. Within no time he was happy, playing games and making new friends who would turn out to be his new 'sports camp family'.

Zach has always had a keen interest in sport, especially football and Blackpool FC and this seems to have stayed with him through high school.

Fast forward to October 2020 and we received a phone call from a mature-sounding 15 year old enquiring about the volunteer opportunities and career

pathways that the Community Trust can offer. The way Zach conducted himself through his behaviour over many years on camp along with his passion for sport made him an ideal candidate to support the BFCCT sports coaching staff in a voluntary role.

Zach began volunteering with us on Highfield Academy sports camp where he worked closely with a designated member of staff who he shadowed for the full duration. Zach impressed the coaching team throughout with his attitude and willingness to learn. He shared his enthusiasm for sport with the participants, as well as different games and activities, and got lots of smiles and positive reactions from the children involved.

Marc Joseph, Head of Early Years and Primary, said: "Zach is coming to the final few years of high school and it's great to see he is already starting to consider career opportunities that are available to him in Blackpool. Being a Blackpool FC fan he was eager to learn about the future prospects that Blackpool FC Community Trust can offer. Volunteering on camp has given Zach a wealth of experience and a great base for understanding what it takes to be a professional Sports Coach. He has been fantastic over the time he's been with us and we would welcome him back should he wish to continue gaining valuable experience."



“Going from taking part to being on the coaching side of things was a bit strange at first but it helped me realise that it’s something that I want to do in the future.”



On the back of his experience volunteering with us Zach has attended a number of face to face and virtual open evenings and keep warm events and has now enrolled to study BTEC Sport with us with the long term plan to complete his Degree with the Trust's education team.

Zach said: "Going from taking part to being on the coaching side of things was a bit strange at first but it helped me realise that it's something that I want to do in the future. After spending time with the Community Trust staff, and finding out that I can get all the qualifications and experience I would need for a career as a sports coach with them, I decided that attending Blackpool FC Sports College was the way forward for me and I can't wait to get started!"

Studying with us at Blackpool FC Sports College will allow Zach to continue to volunteer and give him the experience and qualifications he needs to succeed in the sports industry, we wish him the best of luck with his studies.

Debbie Terras, Zach's mum said on Social Media:



Education and Employability Overview

Whilst there were significant adjustments to the way our education based programmes were delivered through the year, it didn't slow this area of work down. We started the year with our first cohort of Trainees beginning their journey who, because they had already built a relationship with the team, were able to complete their studies online when lockdown began in March.

Our BFC Sports College had enjoyed utilising the brand new Education and Community Centre at Bloomfield Road, at the start of the year and also had to quickly switch to online learning, which saw the team swiftly refocus all delivery to an online platform, with learners logging on each day, to complete their studies. This also included staff having to visit each student to provide them with resources and laptops to continue their studies from home. Our BTEC Football team had a very exciting start to the year, which saw us top of the second division on the EFL ran CEFA league for students and colleges.

With students having to complete the year, still in lockdown meant we were not able to bring the groups back together to celebrate their successes, which included 100% of BTEC students and Degree Students gaining an accredited qualification and 100% of our students progressing onto a positive destination, 57% of which went onto University and finally being crowned the CEFA Division 2 Champions in June.

We launched the very exciting PL Inspires programme which had immediate success and is regularly held up by many partners, including the Premier League, as a project of best practice for engaging hard to reach pupils in coordinated and education related provision.

Our usual NCS plans were also scuppered, which had seen us recruit 140% of our contracted participants for residential. With restrictions still in place, this programme became a new face-to-face provision, called Keep Doing Good, which included participants engaging in local social action and planning a programme for them to give something back. Our projects included beach cleans, a football transition project for young people moving from primary schools to secondary schools and even more.

We then moved onto our Autumn NCS project, which saw us work with more participants than any other delivery partner in the country. 471 young people took part in a bespoke programme, focused on resilience, building confidence, British values and once again giving something back, through a social action project. Projects included developing 250 boxes for the socially isolated, homeless, and underprivileged children that included food, treats and activities to do at home. The Trust team were also selected to deliver the NCS graduate scheme for the whole town, also known as the Local Action Group, which focuses on engaging NCS graduates in continued work and support, which has seen 19 young people continue their journey and involvement in the programme.

The Autumn period also saw us reintroduce our Traineeship programme. Over the year, 56 young people engaged in our Traineeship provision and 100% of our trainees completed recognised qualifications including Functional Skills, Maths and English, First Aid and Digital Skills. 60% of our Trainees also moved into employment, this figure would be higher if not for businesses having to close due to COVID restrictions and will rise once they are able to reopen, with jobs already allocated to some of these students.

The Autumn period also allowed us to open the doors, once again to our Blackpool FC Sports College, which saw record numbers engage on the full-time education programme. 70 pupils started their BTEC education journey and a further 18 on our Degree programme. We continued with face-to-face delivery throughout September to December, with no breaks in our COVID bubble or closures needed.

Education and Employability Stats

PL Inspires participants raised **£1417**
as part of their social action challenge



In Autumn our NCS programme recruited **471** young people
which is almost double any other provider in the country



100% of our BTEC and Degree students
progressed onto a positive destination

57% of them progressed onto University

60% of our Trainees
moved into employment

100% of our Trainees passed
Maths Functional Skills Exam

95% of our Trainees passed
English Functional Skills Exam

100% of our Trainees passed
their First Aid Qualification



Our Education and Employability Programmes

PL Inspires

Funded by the Premier League and Blackpool Council Public Health, Inspires is a 20 week mental health and resilience programme which aims to support Year 9 pupils as they prepare for their GCSE's in Year 10 and 11.

Alternative Education

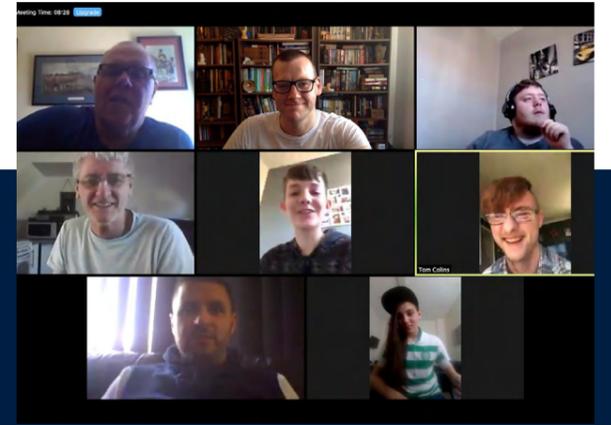
Working in partnership with local high schools the programme allows us to work with Year 10 and 11 pupils that have been identified at risk of exclusion. They study at Blackpool FC one day per week to complete a BTEC Level 1 in sport. Pupils must agree to attend school through the rest of the week and improve their behaviour, to continue their involvement.

NCS

Working in partnership with NCS Trust, The Growth Company and the EFL Trust, NCS is designed specially for 15 to 17 year olds. The programme takes the participants out of their comfort zones and challenges them during residential trips, that include a range of activities, whilst giving them the chance to learn about their local area and develop a social action plan, to make a difference in their local community.

Traineeship

Through Warwickshire College and the EFL Trust our Traineeship provides young people, aged 16-24, with a 12-week course to get back into employment through the delivery of work-related qualifications and a wide range work experience opportunities.



BFC Sports College

We provide a full-time post 16 education offer supported by West Lancs College that combines further education with sporting performance. Offering BTEC Level 1, 2 and 3 in Sports Coaching, Fitness and Development, our education offer is inclusive to learners at a variety of levels.

As well as an education, the students are given the opportunity to represent the Trust in the EFL Community and Education Football Alliance League and the EFL Trust North West Futsal Development League.

College Sport Enrichment

Blackpool Sixth Form appoint Blackpool FC Community Trust to lead on Boys Football and Girls Netball. Our qualified coaches manage team operations including delivering training sessions and squad selection for match days.

Foundation Degree

We provide a Community Football and Coaching Development Foundation Degree in partnership with the University of South Wales and EFL Trust. This is the ideal progression route for our own BTEC students as well as other locally based students.

Top-Up Degree

Following our Foundation Degree Course we provide the opportunity to progress to our 'Top-Up' to gain a full BSc Honours Degree.

PL Inspires Raise NICU Funds: Keira and Caprice

Early in 2020, before the emergence of COVID-19 and the UK Lockdown, Keira Threlfall and Caprice Burrows represented Blackpool Football Club Community Trust and their school, St. Georges, in the Premier League Inspires Challenge.

The girls were set the task of producing a social action idea that would make a difference to our club and community.

They chose to raise awareness of the Blackpool Neonatal Intensive Care Unit (NICU) and raise money to set up a support group for the families of babies in the NICU.

After carrying out research they also decided that they would use the money raised to create care packages for NICU families and buy toys for the waiting rooms in the NICU for siblings and young children to play with whilst visiting. They decided to do this because they both had a significant personal connection to the NICU at Blackpool Victoria Hospital.

Having seen young members of their family admitted to the NICU it exposed them to the amazing work that the ward carries out. They saw an opportunity to provide more social support and after-care for NICU families.

Throughout their social action the girls were very

creative and proactive in their fundraising ideas. They raised money by:

- Participating in a sponsored silence for a whole school day.
- A game where people paid 50p to guess the name of a soft toy monkey.
- A raffle full of donated prizes from local businesses.
- A bingo night at the Football Club.
- Participating in a sponsored walk with children and families from the NICU.
- Holding a huge cake sale at school selling donated and homemade cakes.

Due to COVID-19, UK Lockdown, and school closures the PL Inspires Challenge unfortunately came to a halt. As a result of government restrictions, the girls were unable to fulfil their core aim of setting up a support group for NICU families, creating care packages for NICU families and buying toys to be delivered to the NICU.

However, due to their determination and resilience they ensured that their fundraising and hard work would not go to waste. In total they raised an amazing £1417.35 and they donated all this money to Blackpool Victoria Hospital's NICU.



“We think that Keira and Caprice are outstanding members of both their school and local community and they have done themselves and us proud.”

Caprice said: “Even though we had to change some of our plans to set up the support group because of the COVID outbreak we were still able to raise quite a large amount of money that the NICU wouldn't have had if we didn't do what we did.

“We both really enjoyed coming up with the ideas and then seeing them come to life with the guidance of the Community Trust staff. If you are thinking of doing anything like this or with the Community Trust but hesitating JUST DO IT. I never thought we could achieve what we did and the fact that we were able to raise money for such a worthy cause, that we both have links with, has been amazing!”

Simon Smith, Secondary Education Manager said: “Throughout the whole process the girls have been

highly motivated, independent, and determined. We think that Keira and Caprice are outstanding members of both their school and local community and they have done themselves and us proud.

“For two young girls currently studying for their GCSE's to selflessly give up their time and effort to help improve the lives of families going through a difficult time is outstanding.”

Keira and Caprice were nominated to become BFCCT Community Stars of 2020 and won their category due to the outcomes of all of their hard work and determination.



Traineeship Journey: Euan Cygal



Euan Cygal aged 19 from Fleetwood, had previously been at Blackpool & Fylde College studying to be an electrician but for personal reasons didn't finish the course which had caused his Mental Health to suffer.

Before coming onto the Traineeship programme, Euan felt very deflated and had no motivation after numerous set backs. Also due to COVID Euan had become very isolated at home so he came onto the course to start from fresh and try to find employment.

Euan enrolled onto the 16 – 18 Traineeship at the beginning of September 2020. He had been referred through a family friend and his aim, from the very first time meeting, was to gain new skills and qualifications from the programme to help get back into employment.

Euan had mentioned he suffered from mental health issues, caused by set backs which had lead him to fall into depression. Euan also mentioned he had lost his motivation to better himself and needed something to focus on so the Traineeship course, being a short 12 week programme and focusing on employability, was perfect for him.

Before coming to us he had already gained a Level 1 in Electrical Installations qualifications at Blackpool & The Fylde College. With his previous labouring experience,

he wanted the opportunity to get back into this industry of work. As experienced traineeship staff, we were able to identify a suitable work placement which was tailored to his needs. Euan quickly settled into his work placement at Bri – Met Metal Fabrications.

Over a short period of time Euan has managed to gain a CSCS card, Level 3 First aid at Work and Level 1 Health & Safety at work qualification and English Functional Skills Level 2. These qualifications have been delivered through the Community Trust traineeship programme and will aid him when applying for jobs.

Euan said: "The Traineeship programme helped me get some routine back in my life and gave me the opportunity to find work experience in an area I had struggled to get into. The staff supported and guided me through the programme helping me pass my Level 2 Functional skills in English and gain other recognised qualifications. I couldn't thank the staff enough for helping me secure a full time apprenticeship. I would recommend it to any young person who may be struggling like I was."

Euan has come along way in terms of his confidence and motivation. He feels much better in himself which has had a huge knock on effect with his mental health and allowing him to over come barriers that had previously had a huge impact on his life. Euan is very thankful for the opportunities the programme has

given him and opened up lots of potential avenues such as an apprenticeship with Bri-Met.

Craig Scott work force development Manager at Bri-Met said "Euan has done fantastically well throughout

his 10 week work placement, showing lots of initiative and willingness to learn. He has got on well with all staff and as a reward for all his hard work we have offered him an apprenticeship."

"I couldn't thank the staff enough for helping me secure a full time apprenticeship. I would recommend it to any young person who may be struggling like I was."



Community Programmes Overview

Our Community Programmes has seen the biggest growth in 2020, with a host of new provision being introduced in the year and picking up new supports, due to the pandemic. Most had to move online, which included live walks, virtual social groups and online classes for our community to remain engaged.

This was particularly difficult for many of our projects including Walking Football and PL Kicks, which are significantly focused on engaging participants into regular physical activity. However, a range of projects including our Team Talk mental health sessions, Social groups for Sporting Memories and Veterans of armed forces as well as our disability groups deferred online and engagement has continued to be very high.

We started to deliver our 12 week weight management programme, FitFans. We developed a project with EFL Trust and DCMS to tackle isolation, which has evolved with additional Postcode Lottery funding to become Pool Together, which helps individuals that live alone or are at risk of isolating themselves from the wider community.

In 2020 we also developed and launched a whole new strand of work under the umbrella of Community Cohesion. This area of work focuses on 1-to-1 mentoring and online support for some of our most vulnerable individuals, who may engage in or be at risk of negative behaviour and/or serious addictions. The projects include Tower Above, Divert, Project Adder and United Together, which are all having great impact on peoples lives.

Whilst a large percentage of this area of work has had to be delivered virtually to date, from July and the changes in government restrictions a number of the above services were allowed to reintroduce face-to-face delivery. This included our Short Breaks school holiday programme for young people with disabilities being delivered in the Summer and October school holidays and an amended PL Kicks timetable that focused on groups of vulnerable young people, giving them the opportunity to engage in regular positive activity. Our Community Cohesion strand was also then allowed to deliver one-to-one support.

The Christmas period normally sees us do visits with the first team squad to the children's hospital ward and local charities as well as host our Community Christmas meal for the homeless and other members of our community, these all had to be cancelled because of restrictions. We were however able to deliver a Christmas Holiday scheme for a group of young people identified as needing some additional support, and also for our groups of young people with disabilities, to come together enjoy activities, have a hot meal and virtually meet some of our football club's players. It was a great way to finish the year and a real reward for some of the young people.

The final duty of the year came on Christmas day itself, which saw eight members of our staff volunteer to visit 15 of our most isolated residents on Christmas morning, to deliver a gift, a card and a few activities to get them through the day and spread some positivity and cheer through what is normally a lonely period for them.

One thing that has been a real focus of all of the delivery in the community this year has been how do we keep people engaged and enthused and how we do so safely. We have learnt some significant new ways to engage our community and will use these findings to support with greater offers we will now make in the future.



Community Programmes Stats

27,571 engagements on our online physical activity sessions during the pandemic

We developed **11** brand new community programmes through the pandemic

Pool Together worked with **985** people, delivered **720** food parcels and made **1003** personal welfare phone calls



21 PL Kicks volunteers have completed the FA playmakers award as well as specifically designed safeguarding training

169 one-to-one mentoring sessions with at risk youngsters

104 Football Fans lost weight with us



They lost **387cm** from around their waists, a total of **187KG**



We have **123** walking footballers

Made **598** phone calls to veterans



From our Disability provision, **100%** of the young people said they got to see friends they wouldn't get to see if we didn't have our online provision

Community Programmes

Tower Above

Funded by Blackpool Council, Revoelution, the Premier League and Children in Need we provide 1:1 mentoring for 8-12 year olds using sport and physical activity. Referrals come from the Families in Need team, through Blackpool Council, to prevent young people becoming involved in anti-social behaviour and/or crime.

Online Mentoring and Understanding Self and Others (USO)

Through the Youth Endowment Fund we provide 1:1 online mentoring through Xbox, PS4 or video call for 10-16 year olds to prevent involvement in anti-social behaviour and/or crime. We also provide USO Trauma informed workshops delivered to small cohorts of young people at risk of school exclusion to help manage their emotions.

DIVERT

Funded by the Lancashire Violence Reduction Network, we deliver a custody intervention programme that works with 18-25 year olds who have committed a violent crime. We provide 1:1 support to make positive changes and break the cycle of re-offending.

United Together

Working in partnership with Active Lancashire this programme is focused on 1:1 mentoring for adults on probation to reduce the risk of re-offending and support positive changes in other areas of their life including physical activity and social inclusion.

ADDER - Addiction, Disruption, Diversion, Enforcement, Recovery

Through Blackpool Council and The Home Office we provide 1:1 mentoring and delivery of meaningful activities to support the recovery of young people (25 and under) and adults (25+) with a drug addiction.



Boxercise

The Police and Crime Commissioner for Lancashire funds us to provide 1:1 and group sessions aimed at reducing re-offending, using the principles of boxing to make positive life changes.

Disability Sport

Funded by EFL Trust and Wembley National Stadium Trust to provide people with intellectual, physical, hearing or mental health related conditions with the opportunity to get involved in sport. With funding through a Children in Need grant, we deliver disability specific lunch and after school physical activity sessions that are tailor made for each school and pupils needs.

Funded through the Short Times Break Fund from Lancashire County Council and delivered by our highly qualified and experienced BFCCT staff we use multi skills activities, interactive games, additional sports and arts and crafts to engage children living with disabilities in the Fylde and Wyre area during school holidays.

Team Talk

Although Team Talk was initially set up by the EFL Trust to specifically target men over Christmas and the January period, we have sustained and expanded the provision with three different sessions each week on Zoom; an open group, an older adults group and a female specific group. Our range of Team Talk sessions are specifically targeted at Blackpool fans and we get current and ex-Blackpool players attending sporadically. The content is predominantly focused on Blackpool FC but the sessions also touch on mental health, self-care and checks in on the welfare of the people that attend.

Fit Blackpool

In partnership with the EFL Trust, FIT Blackpool supports people looking to lose weight. The programme uses peoples love for football as a motivation and engagement tool to change their diet and lifestyle. The 13-week project is free of charge to participants and will be delivered to a range of audiences across the new season and is followed up with 'Keep fit' sessions where graduates of the Fit programme can keep up with and monitor their progress.

Healthy Hearts

Our female specific programmes are funded though Heart Research UK and Subway and focus on improving heart health. We deliver a range of activities online and face to face for women including Walk & Talk peers support groups, boot-camps, Soccercise, specific circuit class and chair based light exercise social groups too.

Blood Pressure Checks

Funded through the British Heart Foundation we provide blood pressure checks for individuals within all of our provision.

Pool Together

Our Tackling Loneliness and isolation work has been funded through the EFL and DCMS with continuation funding to extend this line of work throughout 2021 for the Pool Together project which uses key partners on a referral basis to help target the most lonely and vulnerable within the community. These participants are supported through various methods including virtual chats, socially distanced garden gate visits, welfare phone calls and a postal offer which includes magazines and letters from children at local SEND schools.

Older Adults

Funded through the National Lottery grant, Awards for All, we run a range of older adults' activities that deliver both social and physical benefits. This includes our social groups, Extra Time and Sporting Memories as well as our ever-popular Waking Football sessions.

Veterans

Supported through funding from the Armed Forces Covenant Fund, we deliver a range of armed forces programmes within the community.

Veterans and their families have the chance to engage with other members of the armed forces community, providing an opportunity to rediscover the unique camaraderie of serving soldiers. This includes coffee mornings, breakfast clubs, a gardening club at Fylde Memorial Arboretum & Community Woodland and football sessions for current and ex Armed forces personal.

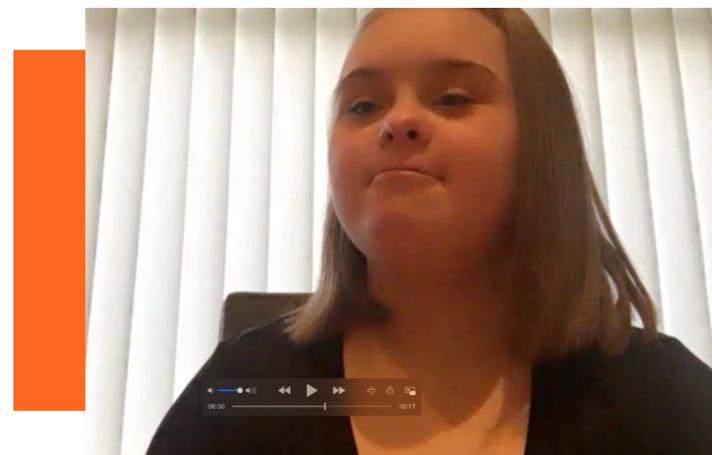
PL Kicks

We deliver a wide range of diversionary physical activities, for young people aged 8-18, in specifically identified wards that have the most anti-social-behaviour through funding from the Premier League.

There are open sessions as well as sessions focused around different areas for females, young people and families living with disabilities and online delivery. Some activities include Football, Dance, Boxercise, online FIFA Tournaments as well as competitions, workshops and volunteering opportunities.



Virtual Friends: Jess and Roman



Our PL Kicks online offer has given the opportunity to some of our 8–18 year-old cohort, living with a disability, the chance to still engage with the Trust and to see some of their friends, whilst Covid-19 regulations have postponed some face to face activities. This has been particularly beneficial for two participants who, for their own medical reasons or living with relative deemed high risk, are unable to leave the house.

These two participants in particular, Roman and Jess, fall under this category and are unable to leave their house, so being able to come online has had a positive impact on them both. Both participants have 100% attendance to our Kicks online zoom calls.

They have commented on their enjoyment of the sessions and their parents talked about the impact the sessions have had. Jess's mum, went on to say "The Zoom calls have been amazing, this is the only real opportunity Jess gets to speak to her friends is through the Community Trust."

Roman, Jess and a number of other online participants have been attending sessions with the Trust for a few years now and being able to offer the online sessions has been helpful for their mental health.

Not only because we do a specific session around wellbeing where we always check how their week has

been, both the good and the bad, it is also helpful for their mental health in having continuity and seeing the familiar faces of the coaches and their friends and giving them the opportunity to speak to each other on the call.

To highlight the impact of friendship, Jess and her family have become good friends with another participant and their family. They met a few years ago when they both attended one of our PL Kicks sessions.

And now, in addition to them both participating in our weekly Zoom sessions, they also do their own personal Zoom call during the week, to check in and see how each other and their families are doing.

Roman, attends the same school as some of our other participants, so the Zoom calls give him the opportunity to see some of his school friends.

Paul is our Disability Lead Kicks coach, he has been thrilled to see the success of our online provision during Covid-19 "Having Jess and Roman attend our Zoom sessions is a pleasure and I look forward to seeing them both. Roman's and Jess's energy is brilliant and they both give a lot of input during the online sessions. Both are thoughtful and funny in their own ways. I'm aware that they both have to isolate, and I know they really look forward to the sessions."

24 Bags of Sugar Lost: James Priestley



James (63) always had an ongoing battle with his weight and as he got older it became more difficult to do something about. Having done several diets in the past with differing success, James believed he had a reasonably active lifestyle through playing golf, walking and golf caddying during summer months. His biggest downfall was always his liking for snacks, takeaways and large portions at mealtimes. Health-wise, James would have been classed as morbidly obese suffering from high blood pressure and struggling with sleep apnoea where he would regularly take a nap during the day, or whilst sitting watching TV.

The FIT Blackpool programme provided James with the kick-start he needed by providing a focus and regular meetings for discussion and exercise. Each week James knew he was going to be under the spotlight and that allowed him to focus on his reasons for doing the programme; to lose weight, eat healthier and become fitter. James found it useful being at a venue such as Bloomfield Road as it provided a great mix of classroom work and plenty of different environments for the exercises, including pitch side sessions. James is also a lifelong Blackpool fan, so the programme could not have been based in a better location for him. The course enabled him access to parts of the club he had never previously been able to see. For example, the home changing room and down the tunnel.

As a result of the programme, James feels he is far more disciplined and structured in his approach to his food and exercise. Together with his supportive wife they create a weekly meal plan diary and shop just the once for all the ingredients. Physical exercise is normally taken during a morning and then a mixture of walking, jogging & cycling later in the day. James mentioned: "The programme taught me a lot about portion sizes and there is definitely less on my plate these days."

James also stated: "There is no doubt that I feel so much better within myself, let alone looking better. I no longer have sleep apnoea and I am able to have a good night's sleep. My blood pressure has reduced and is now considered to be in the normal range. I feel so much more active and no longer crave for the snacks which had become part and parcel of everyday life. Taking exercise has become so much easier and I no longer get out of breath so easily. I have dropped 6 inches from my waist size as well as a noticeable reduction in body shape/size."

Moving forward from the programme James plans to monitor his weight weekly to have the ability to keep a close watch on it and react accordingly at an early stage if there is a setback. He is also planning on continuing with the best practices he learnt on the programme regarding his healthy eating and exercise.

It was during a half time comfort break at one of BFC's home games where he noticed a FIT Blackpool poster informing about the programme and how to sign up. James said: "Signing up for the programme has turned out to be one of the best decisions I have made. There is no doubt as you get older, it gets harder to shed weight. It is a well-run structured programme allowing participants to go at their own pace and set their own goals. The coaches have been brilliant and are always on hand to help, guide and support. For 12 weeks of the rest of your life, what have you got to lose and its free!"

Prior to COVID-19 and the postponement of our sessions, James had a 100% attendance record. The COVID-19 setback did not stop James from achieving his goals and carrying on with his journey. James then attended all of our further weekly sessions that were delivered on zoom and would be very active in the

programmes WhatsApp group. James proved to be a role model throughout the programme, not only exceeding his own goals and expectations but also unknowingly helping, encouraging and motivating others to do the same. James lost an astonishing 16cm from around his waist at the halfway stage of the programme and lost an incredible 24kg weight at the end of the programme, equivalent to 8 and a half bricks or 24 bags of sugar!

The healthier lifestyle and increase in physical activity has led to James exceeding all his targets, becoming fitter and healthier and also dropping a couple of clothes sizes. James will now take what he has learned during the course and implement it in his new healthy lifestyle in the long term. James is a inspirational case, which shows the impact FIT Fans can have in changing people lives, physically and mentally for the better.

"Signing up for the programme has turned out to be one of the best decisions I have made."



Our Reaction to COVID

Whilst we continued as many of our programmes as we could throughout the COVID-19 pandemic, we also picked up on some additional responsibilities to help support our community...

Community Hub

To support the Bloomfield ward, in collaboration with Blackpool Council we supported local people that needed to shield at the start of the pandemic, who lived very close to Bloomfield Road stadium. This included making welfare visits to their doorsteps, delivering weekly food parcels and also checking if they needed any additional support.

More than **3000 meals delivered**



Tackling Loneliness

In Collaboration with the EFL Trust and DCMS, we set out to support some of our most isolated individuals across the town to feel a little more integrated with their community and not as lonely. We did this through;

- Regular phone calls, to check on their welfare,
- Door step visits,
- Letters from First Team players and coaches,
- We developed magazines for individuals to keep up to date and games for them to enjoy,
- We delivered virtual sessions, so all could link with other members of the community

On top of this and with support from Blackpool FC we delivered 250 free footballs to local children, so they could continue to play football, but stay at home and 500 Easter eggs to local children and tackling loneliness participants.

1283 phone calls made

More than **50** door step welfare visits

More than **1100** Tackling Loneliness parcels posted



Christmas Visits

Our staff took such pride in supporting our tackling loneliness participants, that eight members of the team even went out to visit fifteen of our most isolated members on Christmas morning, to bring them gifts and make their morning a little less lonely.

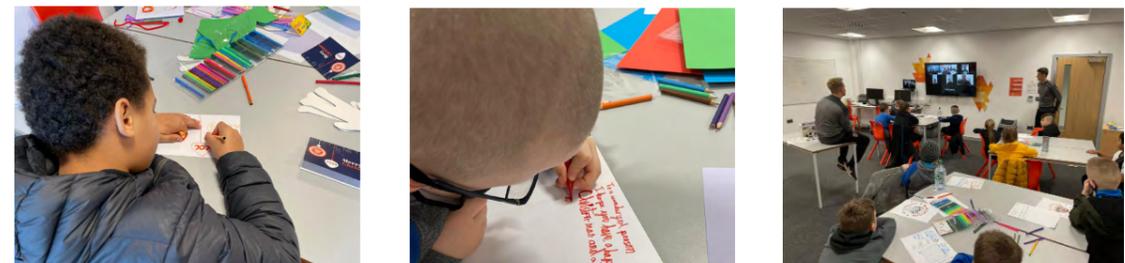


Visited **15** isolated residents on Christmas Morning

Sent **60** handwritten cards to isolated OAPs

Pen Pals

In the first lockdown we worked with local primary schools to pen letters and form links between some of our tackling isolation participants and residents at local care homes, including Warren Manor.



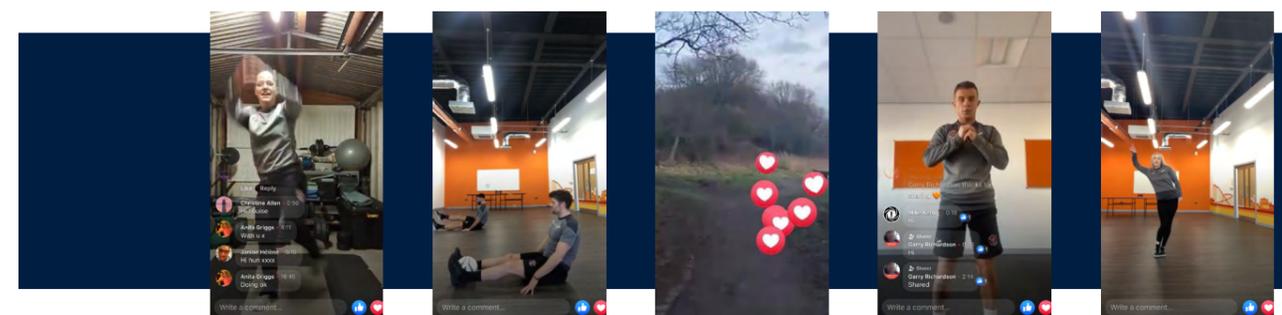
Facebook LIVE and Social Media

Throughout the pandemic we have delivered a number of live sessions, utilising Facebook and YouTube and posts spread across other channels. The LIVE videos included; Dance, Boxercise, Soccercise, Live Walks, Quizzes, gentle exercise and live work outs. This helped us to stay in contact with our participants and keep them engaged from the comfort of their own homes.

244,675 engagements

1488 NEW social follows

272 LIVE videos throughout 2020



Blackpool FC Festive Fundraiser

Blackpool Football Club's festive fundraiser, in conjunction with the Club's Community Trust, has raised an incredible £82,622.

It is thanks to all the fans, local businesses and organisations, staff and players for enabling us to raise such a huge amount.

This meant that the Trust was able to go beyond its initial pledge of providing Christmas presents to 700-800 Primary School children in Blackpool who would have otherwise gone without.

Donations, which totalled £41,311, vastly exceeded the fundraising target of £25,000 and was matched by the staff and partners of Segantii Capital Management, Simon Sadler and his wife Gillian, taking the overall amount generated to £82,622.

Due to the incredible response, it is likely that there will be monies left over. We will ring fence these funds and utilise them to finance other initiatives for this group of children throughout 2021.

Football Club Owner, Simon Sadler, said:

"I would like to say a big thank you to everyone that donated. I am humbled by the way that the town and wider community has come together to support this initiative. It gives me an immense sense of pride to see our fans, local businesses and all at the Club and Trust, particularly in this most testing of years, working collectively to address these issues and helping us to go way beyond what we first envisaged."

Community Trust CEO, Ashley Hackett, added:

"Never in my wildest dreams did I expect so many people to support our campaign. I would like to thank you all for your support and generosity. One of the most heart-warming parts has been reading everyone's comments when donating."

"The fundraiser has become something much more successful than we expected and now gives us the opportunity to impact so many more children in our town and community."



£41,311 Total of **1464** children supported
crowd funded **£82,622** raised **2918** presents wrapped and delivered



Financials

2020

Income	£2,011,063
Expenditure	£1,590,935
Unrestricted Surplus	£117,944
Restricted Surplus	£302,184
Full Time (or equivalent) Staff Employed	57

Financial History

Year	Income	Expenditure	Full Time (Eq.) Staff Employed
2019	£1,408,376	£1,312,260	52
2018	£1,319,745	£1,233,819	43
2017	£1,000,920	£933,507	38
2016	£1,002,999	£999,227	33
2015	£707,398	£621,448	22
2014	£532,891	£420,664	23
2013	£502,243	£404,677	17

Plans for the Future

Whilst 2020 has been very much focused on making sure we continue our existing provision and continuing to respond to the pandemic, we have also been able to refocus some of our thoughts and develop new ideas and projects to help our community even more in 2021.

New Strategy 2021–2024

Building on our understanding of our local community and the needs we can support; we have developed a new strategy to drive our focus and intentions for the next three years.

This new document, which will be launched in early 2021 will set out our vision, mission and values, whilst also making local partners aware of our developments and plans for the future.

Pool Together

Building on the success and impact of our Tackling Loneliness Project, we have been successful in accessing a grant from the Postcode Lottery to expand this offer even further. Under the new project title of Pool Together, our project will work with member corners of our community to support them in tackling their individual potential isolation from the community and help them develop relationships, friendships and support to make their lives more enriched and enjoyable. This will be done through a host of mechanisms, including, phone calls, door step visits, virtual social groups and eventually face-to-face meet ups.



Holiday, Activity and Food (HAF) Coordination

Following the success of our delivery and links into the wider community and third sector, Blackpool Council have chosen the Community Trust to coordinate the Blackpool wide HAF offer. This will see the Trust work with a host of local partners to give as many young people, on free school meals, the chance to engage in school holiday activities and access to a hot meal each day.

High School Hubs

Following the success of our PL Inspires project and working closely with local secondary schools and their pupils, we have discovered that the impact on the mental health and resilience of our young people has been affected significantly by not being able to attend school on a regular basis. With funding from the Blackpool Opportunity Areas Board, we will place a Community Trust staff member in every secondary school, for two days each week, to support pupils with one-to-one mentoring, small group sessions and also in class support, to support with transition back into school, behaviour in class and also their wellbeing and mental health.

Enterprise

With funding support from Beaverbrook's, we are very excited to relaunch our Enterprise project, which works with Year 8 pupils to understand the employment opportunities available to them in Football, but now also the fantastic chances young people have across Blackpool, whilst also honing their entrepreneurial skills. The project will also launch a new Blackpool based Enterprise Challenge, which will see pupils respond to a subject based challenge set and enter the Bloomfield Road based Dragons Den to present their ideas to our judges.

Changing Rooms

Working with the EFL Trust and the Youth Future Fund, we are one of only six clubs in the country to be asked to deliver new Pre-Traineeship offer for 19–24-year-olds. The project will be focused on young people currently not in education, employment or training (NEET), but are also the furthest away from these sectors, who may not be ready to enter our Traineeship programme. This twelve-week programme, will support each individual to increase their confidence, build a regular schedule in their lives and begin the transition towards gaining employment.

Blackpool FC School (Alternate Education Provision)

Working with local secondary schools and Blackpool Council, we will open the doors in September 2021 to Blackpool's newest alternate education provision. BFC School will support students in Year 10 and 11, who struggle to engage in mainstream education and are at risk of full-time exclusion. The independent school, based at Bloomfield Road stadium will be a full-time education offer, including GCSE Maths, English, Science and a host of enrichment opportunities including Duke of Edinburgh and BTEC Sport for students to engage in.

Facilities

One of the Trusts biggest challenges is use of facilities across the town, to support more individuals in our Community. In 2021 the Trust will open a new Education facility in the North Stand of Bloomfield Road stadium, to host our very successful BFC Sports College and new BFC School. The old nursery facility will be converted into modern and accessible classroom spaces and will also include a games and chill out zone.

The Trust is also working closely with Blackpool Council, to open a Northern Hub, for our participants at the other end of town to access some of our services and activities.

www.bfcct.co.uk