



# STFC Community Foundation **IMPACT REPORT** 2022



Swindon Town FC  
**Community Foundation**



**THE FOUNDATION  
DELIVERED 3820  
COMMUNITY  
SESSIONS  
AND EVENTS  
THROUGHOUT  
2022,  
AVERAGING 11  
PER DAY.**



# STFC COMMUNITY FOUNDATION IMPACT REPORT 2022



**“The Foundation are proud to present our Impact Report for the year 2022. It’s been a fantastic time for the Foundation with new programmes, new participants, and new ways for us to connect with our community. Our biggest success of the year, is securing funding and permissions to start construction of our covered facility, allowing us to provide additional opportunities for our more vulnerable participants. We finished up the year with our first visit to Zambia since 2019, it was fantastic to see some familiar faces as well as some new ones, delivering our coach education workshops. 2023 is already looking like it will be another amazing year, and we will continue striving to outdo ourselves.” – Jon Holloway, Head of Foundation**





# THROUGHOUT THE 21/22 SEASON, 2377 PARTICIPANTS TOOK PART IN THE PREMIER LEAGUE PRIMARY STARS PROGRAMME.

We set our C6 a new challenge last season, moving them up to more difficult leagues. As expected, it took a while for them to adjust to the new level of competition, but found their feet towards the end of the season and have headed into the 22/23 season in fine form. In September, three of our Men's team were selected to trial for the England schoolboys team. Sam White and Jowan Partridge made it through to the final selection, after the south-west team demolished the south-east team. Another very successful year for our primary stars program so us being recognised by the Premier League and our primary stars coordinator was invited to present at the national Conference about the target of maths interventions we deliver to children with special Educational Needs.

# EDUCATION





**3**

**CG STUDENTS  
CHOSEN TO  
PROGRESS TO  
FINAL TRIALS  
FOR ENGLAND  
SCHOOLBOYS.**

**PREMIER LEAGUE  
PRIMARY STARS  
SESSIONS  
DELIVERED  
THROUGHOUT THE  
YEAR.**

**506**

**90**

**PERCENT OF  
PARTICIPANTS  
REPORTING  
MORE POSITIVE  
ATTITUDES  
TOWARDS  
EDUCATION.**



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# HEALTH

We continue to expand and support our football fans in training program, launching Boot Camps for previous participants, as well as our continuing courses for Over 35s Men, Under 35s Men, and Ladies. These on going weekly sessions enable participants to continue to engage with the Foundation after they finish the course, and allows us to support them in continuing their fitness journey. Our Extra Time programme has welcomed a number of new additions to the group this year, further bolstering the numbers. Our Thursday Night Walking Football League has welcomed additional teams to grow to a league of 12 team, all competing for the league trophy throughout the year.

**FOUNDATION PROGRAMMES HAVE CONTRIBUTED £1,857,323 OF SOCIAL VALUE RELATING TO PHYSICAL HEALTH IN THE PERIOD FROM 2019-22.**



# 12



**TEAMS  
TAKING PART IN THE  
FOUNDATION PARK WALKING  
FOOTBALL LEAGUE, WITH 96  
PLAYERS COMPETING FOR  
THE LEAGUE TROPHY**

# 84



**PREVIOUS FFIT PARTICIPANTS  
CONTINUING THEIR FITNESS  
JOURNEY WITH OUR BOOT  
CAMPS.**



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## **FOUNDATION STAFF DELIVERED 2354 HOURS OF SESSIONS DURING 2022, ENCOURAGING MORE PEOPLE TO PARTICIPATE IN SPORT, AND KEEP ACTIVE.**

Since being again able to offer our Saturday Team Club program, after the pandemic, we have seen it more popular than ever, with the entire season selling out very quickly. We have seen a similar fervour with our Holiday Courses with all of our courses now booking up within days of them going live. Our Elite, Advanced, and Girls teams took part in some amazing tournaments this year in Blackpool, Barcelona, and Sweden, with plenty of silverware coming back to Foundation Park. We received some very exciting news this year that we were granted the Emerging Talent Centre licence for Wiltshire, which allows us to place our girls' programme firmly on the England Women's pathway.



# **SPORTS PARTICIPATION**







**6**

**TROPHIES  
WON BY ELITE,  
ADVANCED, AND  
GIRLS TEAMS  
THROUGHOUT  
OUR  
INTERNATIONAL  
CAMPAIGNS.**

**INCREASE IN  
PARTICIPANTS  
ATTENDING  
SPORTS  
PARTICIPATION  
PROJECTS  
SINCE 2021/22  
SEASON.**

**57%**

**1**

**FA EMERGING  
TALENT CENTRE  
LICENSES  
AVAILABLE FOR  
WILTSHIRE  
- AWARDED  
TO THE  
FOUNDATION.**



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# SOCIAL INCLUSION

Our year started with our DS Active team playing on the pitch at halftime during the match against Man City. This was an amazing experience, and received incredible support from the fans. We received the news that we were awarded Project of the Season for League 2, for our Project Me programme, vindicating the hard work we do amongst the young people of Swindon. We were chosen to host the PL Kicks anniversary event for the South-West of England which was a great honour, and fantastic to host these teams at Foundation Park. We launched a new session this year for people in sheltered or emergency accommodation, allowing us to impact another vulnerable aspect of our community.

**83% OF PARTICIPANTS OF OUR SOCIAL INCLUSION PROGRAMMES REPORT IMPROVED MENTAL WELLBEING FOLLOWING THE SESSIONS.**



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# 14



**PREMIER  
LEAGUE KICKS WORKSHOPS  
AND TARGETED  
INTERVENTIONS THROUGHOUT  
2022, ON SUBJECTS SUCH  
AS PUBLIC DISORDER AND  
INTERNET SAFETY.**

# 80



**PERCENT OF PARTICIPANTS  
REPORTING IMPROVED KNOWLEDGE  
OF OTHER CULTURES AND  
BACKGROUNDS.**





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# **FOUNDATION PARK SAW AN ESTIMATED FOOTFALL OF 7,442,688 PEOPLE DURING 2022.**

Foundation Park has continued to grow and evolve, and this year we reopened the pavilion fully to the public, seeing the building in full use for the first time since 2020. We welcomed Gorse Hill Tea Rooms to the fold, as they took over the café. This has been a great success for both parties, and has improved the service we are able to offer our participants. The biggest news for Foundation Park this year however, came with us receiving clearance to start construction on our covered facility utilising the site of the former bowls club. Construction is well underway, and we are looking forward to welcoming participants in mid 2023.



# **FOUNDATION PARK**





**2525**

**HOURS OF  
COMMUNITY  
USE BOOKED  
ON THE  
FOUNDATION  
PARK PITCH  
IN 2022.**

**NUMBER OF  
COVERED SPORTING  
FACILITIES  
DEDICATED TO  
COMMUNITY USE IN  
CENTRAL SWINDON  
(UPON THE OPENING  
OF THE NIGEL EADY  
TRAINING CENTRE!)**

**1**

**4**

**STFC  
WOMEN'S  
LEAGUE  
MATCHES  
HOSTED AT  
FOUNDATION  
PARK.**



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# OUR SPONSORS AND PARTNERS

We wouldn't be afforded the opportunity to do the amazing work that we do without the support of our sponsors and our partners, so we'd like to take this opportunity to thank all of the great companies and organisations that support us. We'd also like to give our special thanks to our main sponsor, Intel Corporation, and to Darren Howell, who continue to support us and the people of Swindon.





**THE FOUNDATION  
DELIVERED  
£8,563,120  
OF SOCIAL VALUE  
THROUGHOUT  
THE 2021/22  
SEASON.  
• THAT'S £0.30  
PER SECOND.**



Swindon Town FC  
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