



STFC Community Foundation **IMPACT REPORT** 2024



Swindon Town FC
Community Foundation



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THE FOUNDATION DELIVERED 4012 COMMUNITY SESSIONS AND EVENTS THROUGHOUT 2024, AVERAGING 11 PER DAY.

STFC COMMUNITY FOUNDATION IMPACT REPORT 2024



"It is an honour to introduce this report as the new Head of Swindon Town Community Foundation. Taking on this role in 2024 has been both a privilege and a responsibility, building on the remarkable legacy of my predecessor, Jon Holloway. Jon dedicated 30 years to this Foundation, shaping it into the thriving organisation it is today. His passion, vision, and leadership have left an indelible mark, and on behalf of everyone involved, I extend my deepest gratitude for his years of service.

This year has been one of progress, growth, and impact. From expanding our Foundation Centres to hosting prestigious tournaments, launching the Premier League Fans Fund, and strengthening our grassroots and elite pathways, we continue to provide opportunities for all. I look forward to leading the Foundation into an exciting future, ensuring football remains a force for good in our community." **Shane Hewlett, Head of Foundation**





THROUGHOUT THE 23/24 ACADEMIC YEAR, 2527 PARTICIPANTS TOOK PART IN THE PREMIER LEAGUE PRIMARY STARS PROGRAMME.

The STFC Community Foundation had a remarkable year in education and football. C6 saw the boys' team win the National Cup, while the girls reached the final. Two players advanced in England Schoolboy trials, and the girls' team remains unbeaten. Premier League Primary Stars supported over 250 children with Maths, English, and PSHE interventions and earned national recognition from the Premier League. Project Me helped 85 pupils improve confidence and behaviour, with one student overcoming disengagement to actively participate. After-school clubs expanded to 463 participants across 18 schools, with several players progressing into elite training pathways. The year ended with a Wembley visit for National Cup winners, capping off an incredible season of achievement. The Foundation now looks ahead to building on this momentum in 2024/25.

EDUCATION



Premier League
**Primary
Stars**



2

C6 STUDENTS
CHOSEN TO
PROGRESS TO
FINAL TRIALS
FOR ENGLAND
SCHOOLBOYS.

THE PERCENTAGE
BELOW NATIONAL
AVERAGE OF
SWINDON YEAR 6
STUDENTS WHO
ARE OVERWEIGHT
OR OBESE:

1.4

92

PERCENT OF
PARTICIPANTS
REPORTING
MORE POSITIVE
ATTITUDES
TOWARDS
EDUCATION.





HEALTH

The Extra Time programme continued to offer a variety of sports, including bowls, tennis, and hockey, alongside social activities like snooker and walking football. The men's group celebrated its 15th anniversary by serving as flag bearers at Swindon Town's final game of the season, a memorable highlight. New activities such as dance and padel were introduced, ensuring continued engagement. Football Fans in Training saw great success, with over 100kg lost across both men's and women's groups. Participant Neil Gray lost 9% of his body weight in six weeks, improving his sleep and energy levels. Club legend John Trollope visited to inspire participants. Looking ahead, Extra Time will expand its activities, while FFIT continues to support participants in reaching their health goals

**FOUNDATION PROGRAMMES HAVE CONTRIBUTED
£7,152,890 OF SOCIAL VALUE RELATING TO HEALTH
IN THE PERIOD FROM 2023-24.**



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93



**PERCENT OF
PARTICIPANTS REPORTED AN
IMPROVED UNDERSTANDING
OF HOW TO LIVE A BALANCED
LIFESTYLE.**

162

**FOOTBALL FANS IN TRAINING
GRADUATED DURING THE
23/24 PERIOD.**





FOUNDATION ACTIVITIES SAW AN AGGREGATE OF 61,467 PEOPLE ACTIVELY PARTICIPATING IN SPORT, AND KEEPING ACTIVE.

Swindon Town Community Foundation has had a fantastic year, with Foundation Centres nearing full capacity and a thriving Invite Only pathway. Mini Foundation participation soared to 203, with themed sessions and fixture opportunities. The CFFE & ETC squads excelled in tournaments, including the Barcelona Cup, while a Talent ID event secured 33 new Emerging Talent players. Elite & Advanced teams impressed in the Gothia and Barcelona Cups, with Francis Abijo earning an STFC U18 scholarship. Holiday Courses sold out, featuring stadium tours and volunteer pathways. The Saturday Team Club engaged 1,685 participants, and the Premier League Fans Fund successfully connected underrepresented communities to football. High-profile fixtures, new partnerships, and outstanding player achievements highlight a season of growth, development, and inclusivity across all programmes.



SPORTS PARTICIPATION



7

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

**INCREASE IN
PARTICIPANTS
ATTENDING
SPORTS
PARTICIPATION
PROJECTS
SINCE 2022/23
SEASON.**

52%

1

**FA EMERGING
TALENT CENTRE
LICENSES IN
WILTSHIRE -
STFC
COMMUNITY
FOUNDATION.**





SOCIAL INCLUSION

The STFC Community Foundation continues to make a lasting impact through social inclusion initiatives. Premier League Kicks expanded with extra sessions, a Managing Anxiety Workshop, and the Southwest & Wales Regional Qualifier, engaging over 180 young people, as well as the launch of our Premier League Fans Fund provision. The STFC Girls-Only Kicks Team qualified for the national finals. Disability Sessions flourished, reaching full capacity, with participants enjoying a Premier League Disability Festival and work placement opportunities via WorkFit. Sporting Memories Café introduced dementia safety initiatives, and Refugee Sessions maintained strong attendance. A renewed partnership with the Police Crime Commissioner enabled new sessions at Moredon Sports Hub, and Intel delivered career workshops for young people. With growing participation and impactful programmes, the Foundation remains dedicated to fostering opportunity and inclusivity across the community.

91% OF PARTICIPANTS OF OUR SOCIAL INCLUSION PROGRAMMES REPORT IMPROVED MENTAL WELLBEING FOLLOWING THE SESSIONS.



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2



**VOLUNTEERING
AND EMPLOYMENT
OPPORTUNITIES PROVIDED
TO OUR PARTICIPANTS WITH
DOWN'S SYNDROME.**

90



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





FOUNDATION PARK SAW AN ESTIMATED FOOTFALL OF 8,622,146 PEOPLE DURING 2023/2024.

Swindon Town Community Foundation has been at the heart of football development and community engagement. The Premier League Fans Fund launched in February, focusing on diversifying fan participation through school partnerships and outreach to ethnically diverse communities. Foundation Park hosted major events, including the Premier League Kicks tournament, Utilita Cup finals, and grassroots football festivals. Swindon Town Women's Teams played key fixtures, while Elite and Advanced squads faced opponents representing professional clubs from all over the country. Training initiatives included UEFA C coaching, Inclusive Arts drama therapy, and Football Fans in Training tutor courses. Cultural tournaments, disability sports events, and health programmes reinforced inclusivity. October's NWYFL Youth Football Festival was a highlight for young players. These initiatives cement Foundation Park's role as a hub for football, education, and community well-being.

FOUNDATION PARK



NUMBER OF
COVERED
SPORTING
FACILITIES
DEDICATED TO
COMMUNITY
USE IN CENTRAL
SWINDON

8

3019

HOURS OF
COMMUNITY
USE BOOKED
ON THE
FOUNDATION
PARK PITCH
IN 2024.

1

STFC
WOMEN'S
LEAGUE
MATCHES
HOSTED AT
FOUNDATION
PARK.





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Thanks to all of our sponsors and partners, we wouldn't be able to do what we do without your support.



THE FOUNDATION DELIVERED

£12,330,716.73

OF SOCIAL VALUE

THROUGHOUT

THE 2023/24

CEFA CUP SEASON.

THAT'S £0.39 PER SECOND.



Swindon Town FC
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