



STFC Community Foundation **IMPACT REPORT** 2021



Swindon Town FC
Community Foundation



STFC COMMUNITY FOUNDATION IMPACT REPORT 2021



“The STFC Community Foundation are proud to present our Impact Report for the year 2021. It started off with the country in lockdown once again, yet we finished the year not just at full strength, but with more programmes supporting even more members of this community. Within this report we give a brief overview of some of the impact that the Community Foundation is able to have throughout Swindon and the local area, within our key delivery areas of: Education, Health, Sports Participation, Social Inclusion, and through our facility Foundation Park. We hope this gives some insight in not just the impact that we’re able to have, but why we do what we do for our community.” – **Jon Holloway, Head of Foundation**





**270 CHILDREN TOOK PART IN PROJECT ME
WITH OVER 90% REPORTING IMPROVED
ENJOYMENT OF LIFE IN AND OUT OF SCHOOL.**

During the period we weren't able to get into schools due to the pandemic, we published our first Poetry Collection of 50 children's poems, and at the end of the year we received over 250 submissions for our second collection. As soon as we were allowed back in, we quickly reinstated our PL Primary Stars programme, PPA cover, and After School Clubs, as well as distributing 16,000 tickets to STFC home games to help reconnect the young people of our community with its football club. Our C6 football education programme has 92 students enrolled, and picked up three league titles in 2021. We also launched our in-schools mentoring programme *Project Me* in partnership with Barnardo's, aiming to support the well-being of our community's young people.

EDUCATION



3

**CEFA LEAGUE
TITLES
FOR OUR
COMMONWEAL
C6 FOOTBALL
EDUCATION
MEN'S TEAMS.**

**TEACHERS
RECEIVED
MENTORING
IN DELIVERING
HIGH QUALITY
P.E. THROUGH
PREMIER LEAGUE
PRIMARY STARS.**

23

14

**AFTER SCHOOL
CLUBS
REINSTATED
IN SWINDON
SCHOOLS AFTER
THE PANDEMIC,
WITH OVER 300
PARTICIPANTS.**





HEALTH

Our Football Fans in Training programmes carried on in full strength throughout 2021, with us setting up a brand new session offering the programme to Men under 35 years old. This has seen fantastic results both on the scales and off, with an increased number of participants extolling the course for its positive effects on mental wellbeing. Our Extra Time course has continued in fine form with members returning after the lockdowns to enjoy new activities. We were also finally able to launch our Walking Football league in the Summer with eight teams playing weekly fixtures at Foundation Park. Due to the popularity of the league, this was expanded to 12 teams for the final season of the year.

240 PARTICIPANTS COMPLETED OUR FOOTBALL FANS IN TRAINING PROGRAMME IN 2021, LOSING OVER 1450 KG IN TOTAL.

96



PLAYERS TAKING PART IN THE FOUNDATION PARK WALKING FOOTBALL LEAGUE, WITH 12 TEAMS SPLIT INTO TWO DIVISIONS.

32



DIFFERENT ACTIVITIES TAKEN PART IN BY OUR EXTRA TIMERS, FROM SNOOKER TO WATER POLO.



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IN 2021 OUR BOYS ELITE AND ADVANCED, AND GIRLS CENTRE OF EXCELLENCE WERE GIVEN OPPORTUNITY TO PLAY TEAMS FROM MK DONS, BOURNEMOUTH, WATFORD, WEST BROM, ARSENAL, AND MORE.

In the summer we held open trials for our Elite and Advanced teams for the first time in three years, and we were amazed at the response. Over 1000 young footballers came to trial for a spot on one of our teams, and we were very pleased to offer this opportunity to the young talent of our community. Our Foundation Development Centres restarted immediately after the lock-downs and have continued to run at capacity ever since, with us continually exploring new options for centres to accommodate the demand. Our Holiday Courses have all sold out well ahead of the course dates, with us having to add additional courses as required. Our programme of fixtures for our teams ramped up in 2021, with more term-time matches scheduled to make up for the time lost due to the pandemic.

SPORTS PARTICIPATION



90

PARTICIPANTS ACROSS OUR FOUNDATION CENTRE AND ELITE SET-UP, AGING FROM 18 MONTHS TO 16 YEARS.

340

TRIALISTS FOR OUR GIRLS CENTRE OF EXCELLENCE TEAMS, WITH 120 PLACES OFFERED.

CHILDREN AND YOUNG PEOPLE GIVEN THE EXPERIENCE OF PLAYING ON THE PITCH AT HALF-TIME DURING AN STFC GAME.

786





SOCIAL INCLUSION

Super Robins Mental Health team were permitted to continue training through the lockdowns as a support system and we saw the participants thrive. We launched *Staying Connected* as an evolution of the EFL's *Tackling Loneliness* programme, offering coffee mornings and guest speakers for elderly and isolated Swindon fans, and we initiated new free sessions for refugees to Swindon of all ages to help with social integration. We also launched a new Premier League Kicks session in partnership with the OPCC. Our pan-disability and DS Active sessions continued in strength, and we were able to offer our DS Active team the opportunity to play on the County Ground pitch at half time during a home game.

70 PREMIER LEAGUE KICKS PARTICIPANTS ATTENDED A WORKSHOP WITH SAM ALLISON - THE ONLY BLACK REFEREE IN THE EFL.

18



SPECIAL GUEST SPEAKERS AT OUR STAYING CONNECTED COFFEE MORNINGS, INCLUDING SWINDON TOWN LEGENDS PAUL BODIN, STEVE WHITE, AND LOU MACARI.

40



REFUGEES IN SWINDON PROVIDED WITH FREE FOOTBALL AND MENTORING SESSIONS.





OVER 1450 COVID TESTS WERE ADMINISTERED AT THE FOUNDATION PARK TESTING CENTRE OVER THREE MONTHS, WITH A FURTHER 2000 LATERAL FLOW TESTS DISTRIBUTED.

Foundation Park has remained the heart of what we are able to offer as a Foundation. When lockdowns were announced and other leisure facilities closed, we were able to continue our service to the community due to us having our own facility and not being reliant on these venues. For the first part of the year we offered use of the facility to the NHS who established an asymptomatic testing centre, allowing community access to testing before home testing was widely available. As soon as was permitted we were able to restart our sessions and programmes, and offered our pitch back out to community use and to grassroots clubs. In August Foundation Park hosted the first Alan McLoughlin Memorial Walking Football tournament, raising money for the charity Head for Change.

FOUNDATION PARK



1170

HOURS OF COMMUNITY USE BOOKED ON THE FOUNDATION PARK PITCH IN 2021.

GRASS-ROOTS TEAMS USING FOUNDATION PARK AS THEIR PERMANENT HOME TRAINING GROUND.

16

MAJOR TOURNAMENTS HELD AT FOUNDATION PARK WITH REGIONAL AND AREA FINALS OF THE EFL UTILITA GIRLS CUP AND KIDS CUP TAKING PLACE HERE.

4





OUR SPONSORS AND PARTNERS

None of the impact that we have as a Foundation would be possible without the support of our sponsors and partners. 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.





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