



WINNER



More than football Award 2022



POWERED BY MUSCO LIGHTING



NORTHAMPTON TOWN F.C.

COMMUNITY

Phillip Smith, CEO

WHO WE ARE

ABOUT THE NORTHAMPTON TOWN FC COMMUNITY TRUST

Northampton Town FC has played a major role in Northamptonshire life since 1897. The club helps connect our community. It excites and it inspires.

Supporting the local community is in the clubs DNA with the club delivering community work since 1994. In 2001, Northampton Town FC Community Trust was formed as a registered charity to further the impact being made, encouraging participation in sport, providing educational opportunities, improving health and wellbeing and promoting inclusivity, equality and diversity.

Since the charity's inception, it has invested over £2 million into the local community and supports over 1000 people every single week.

As we look ahead to the next 3 years with the launch of our new strategy, there are four elements that will be crucial in our success:

- 1 Building our capability
- 2 Developing our people
- 3 Growing our charity
- 4 Demonstrating impact and value



Scan the QR code to find out more about our work

HOW THE COMMUNITY TRUST WORKS

The Northampton Town FC Community Trust is an independent organisation with our own Board of Trustees and Management Team. Our Trustees come from a variety of backgrounds and are all volunteers. They make sure we always put the needs of the people in Northamptonshire first, and safeguard our assets by providing strategic direction. The Management Team is accountable to the Trustees.

As the official charity of Northampton Town FC, the Football club is represented on our Board of Trustees to ensure that - along with the independent trustees - both the Club and the Community Trust are working together with a combined ambition and aim alongside our community to make a positive difference.

WHAT TYPE OF CHARITY ARE WE?

The Northampton Town FC Community Trust is an officially registered charity with the Charity Commission and is recognised as a Club Community Organisation (CCO). There are over 92 in England, each one connected to a professional football club. Clubs and their CCOs are perfectly placed to help the community around them, and successfully engage with groups that many other programmes fail to reach.

WHAT WE DO

OUR STRATEGY



OUR VALUES



Passion Unites Us

We care about the people we work with and are committed to making a positive impact



Inspire Through Action

We lead by example and encourage people to see beyond their expectations



Learn and Develop

We continuously want to learn, grow and improve



Embrace and drive change

We are adaptable and are not afraid to try new Ideas



FOUR THEMES OF WORK WE DELIVER



Education & Skills



Health & Wellbeing



Disability, Inclusion & Participation



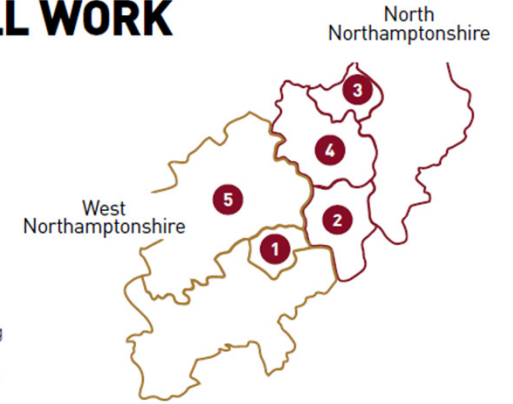
NTFC Experiences



WHERE WE WILL WORK

Our activities will be accessible to all communities within West and North Northamptonshire but will specifically target the following areas where there are high levels of socio-economic deprivation:

- 1 Northampton
- 2 Wellingborough
- 3 Corby
- 4 Kettering
- 5 Daventry



THE DIFFERENCE WE WANT TO MAKE

We will focus on three key long term outcomes:



Improved health and wellbeing



Stronger, safer, connected communities



Enhanced life opportunities



WHO WE DELIVER TO

Our activities will be inclusive within West and North Northamptonshire but with particular focus on:



Children & young people



Older adults



People living in areas of high socio-economic deprivation



People living with disabilities



Under-represented groups



Football supporters



People with or at-risk of health conditions

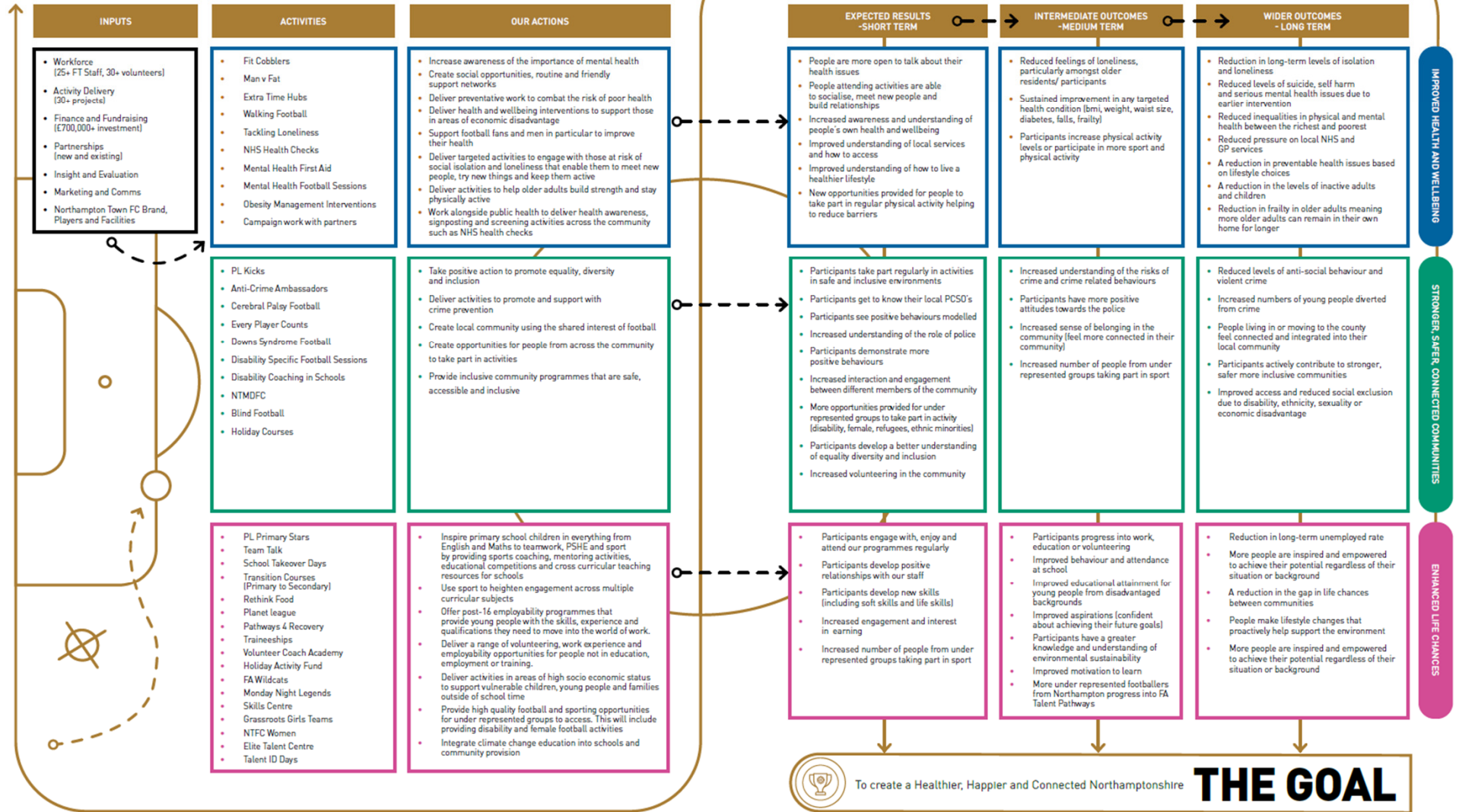


THE CHALLENGE

Economic disadvantage creating increased barriers that are negatively impacting on people's health, wellbeing, aspirations and participation in their community

Key:

- Improved Health and Wellbeing
- Stronger, Safer, Connected Communities
- Enhanced Life Chances



OUTCOME 3: ENHANCED LIFE OPPORTUNITIES



HOW DO WE KNOW WE'VE BEEN SUCCESSFUL? (MEDIUM TERM OUTCOMES)

- 1 Increased educational attainment of participants
- 2 Improved behaviour and attendance at school of participants
- 3 Improved motivation to learn in participants
- 4 Participants progress into pathways e.g. work, education, volunteering, academy
- 5 Raised aspirations and more confident about achieving their future goals
- 6 Participants have a greater knowledge and understanding of environmental sustainability
- 7 Participants increase confidence and improve self esteem

This outcome contributes towards the UN sustainable goal of



OUTCOME 2: STRONGER, SAFER, CONNECTED COMMUNITIES



HOW DO WE KNOW WE'VE BEEN SUCCESSFUL? (MEDIUM TERM OUTCOMES)

- 1 Increased understanding of risks of crime and crime related behaviours
- 2 Participants have more positive attitudes towards the police
- 3 People have more positive attitudes towards others
- 4 Developed new friends and social connections
- 5 Increased sense of belonging in the community (connected in their community)
- 6 Increased number of people from under represented groups taking part in sport

This outcome contributes towards the UN sustainable goal of



OUTCOME 1: IMPROVED HEALTH AND WELLBEING



HOW DO WE KNOW WE'VE BEEN SUCCESSFUL? (MEDIUM TERM OUTCOMES)

- 1 Measured improvement in mental wellbeing of participants
- 2 Increased levels of physical activity
- 3 Reduced feelings of isolation and loneliness, particularly amongst older adults
- 4 Measured, sustained improvement in any targeted health condition (e.g. weight, BMI, diabetes, falls, frailty)

This outcome contributes towards the UN sustainable goal of





NORTHAMPTON TOWN F.C.

COMMUNITY

EE
Education and Skills

Schools Manager

**Employability
Officer**

**Head of Education
(FEP)**

DIP
Disability, Inclusion and Participation

Disability Officer

Inclusion Officer

**Women and
Girls Officer**

H&W
Health and Wellbeing

**Health and
Wellbeing Officer**



Education & Skills

- Premier League Primary Stars
 - Secondary Schools Mentoring Programme
 - School Takeover Days
 - Holiday Activity Fund
 - Planet League
-
- Multiply – Parent and child numeracy
 - Pathways 4 Recovery
 - Volunteer Coach Academy
-
- 50+ schools engaged across the county
 - Through planet league, 833 families have saved over 103,211kg CO₂ through their actions, equivalent to 5898 trees planted.





Health & Wellbeing

- NHS Health Checks
 - Fit Cobblers
 - Team Talk
 - Man v Fat
 - Tackling Loneliness
 - Extra Time Hubs
 - Walking Football
 - Mental Health First Aid Training
 - Mental Health Football
 - Drug & Alcohol rehab sessions
-
- 283kg of weight lost by participants in 22-23
 - 490+ health checks delivered
 - **74%** of all participants felt reduced feelings of loneliness and isolation after engaging on tackling loneliness project.





Disability, Inclusion & Participation

- Pan Disability Football
 - CP Football
 - Powerchair Football
 - Downs Syndrome Football
 - Refugee Football (Football Welcomes)
 - Premier League Kicks
 - Women and Girls Football
-
- Support over 120 people with a disability every week
 - Pan disability and disability specific sessions
 - Over 200 girls registered and attending our weekly football programmes
 - 100 participants take part in PL kicks every week across 5 sites



THE IMPACT WE MAKE



For every £1 spent =
£5.14 of social value

*Source: Substance EFL Measuring the Impact of EFL Clubs in the Community Report 2021-22.



5x further

For every £1 of expenditure, NTFC CT turn this into £5.14 worth of social impact value



283.75 kg

total weight loss from man v fat and fit cobblers



283

individuals engaged in our Disability programmes



COMMUNITY ENGAGEMENT



416 individuals in planet super league, completing a total of 26,272 activities. These actions equated to planting 2014 trees and a saving of 37,225kg of CO2



Re-homed 1200 items donated from Amazon and Decathlon to support community members



4607 of participants supported through our work



Over £235k of external funding brought into the county to support our work



311 individuals supported on football holiday courses. 79% of children attending improved their confidence. 52% increased in their child's activity levels and, 42% noted seeing an increase in their child's positive relationships with others



IMPROVED HEALTH AND WELLBEING



1185 individuals engaged in our Health and Wellbeing programmes



66 pupils engaged through 'Team Talk'. Of which, 98% of participants noted improved mental wellbeing



Supported 257 to lose weight through our Fit Cobblers and Man v Fat programmes



712 NHS Health Checks delivered, helping to reduce the strain on local GP surgeries. 17 referred on to their GP for serious concerns



STRONGER, SAFER, CONNECTED COMMUNITIES



348 participants engaged through premier league kicks



Trained 26 young people to be anti-crime ambassadors



Over 100 bags of litter collected through community litter picks



418 young people completed crime awareness workshops

**+4
2-x-3=**

Following targeted interventions,

95%

of pupils showed an increase in confidence in literacy or numeracy



1 European Award



1950

free tickets provided to the community



ENHANCED LIFE CHANCES



494 healthy meals provided through HAF



296 girls regularly engaging with grassroots football



60% of participants deemed as furthest away from work or education achieved a positive outcome after completing an NTFC Employability Programme



71 participants completed the volunteer coach academy programme



100% of participants improved their confidence after completing the volunteer coach academy programme



958 hours of volunteering undertaken by participants completing NTFC employability programmes



This season we worked with 31 schools across the county to deliver our primary stars programme, engaging with 1473 pupils



758 individuals engaged in our Women and Girls programmes



NTFC EXPERIENCES



339 pupils took part in stadium tours



602 player visits (105 from women's team players)



OUR PARTNERS:



HOW YOU CAN GET INVOLVED

1. Promote and refer into existing activities
2. Commission us to deliver new activities
3. Fundraise for us
4. Volunteering opportunities

- Multiply Parent & Child Numeracy Project
- New Food Waste Project Launching January
- Free NHS Health Checks
- Holiday Courses for Children (Food, Disability, Girls and Mainstream)
- Disability Football Club
- PASS (Schools)



THANK YOU!

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Email: community@ntfc.co.uk