



making a **positive**
impact in our

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FOOTBALL
IN THE
community LTD

Registered Charity No. 1124621

ANNUAL REPORT **2019**

welcome to our year of community action

At Mansfield Town Football in the Community (MTFC FITC), we are extremely confident in our ability to create welcoming environments wherever we work. As a charity serving local people for over **30 years**, we have delivered a multitude of programmes across Mansfield and Ashfield's communities to thousands of people. Our aim has always been to include everyone, ensure they feel involved and provide positive activities for them – all in the name of Mansfield Town FC.

Over the years, we have been so busy ensuring we reach out to and engage our communities through our work, we have not spread the word as widely as perhaps we should have. We have focussed on delivering impact where it matters – in the community where people need our projects. However, this year we have decided to put this right. This is our first Impact Report which will become an annual publication, enabling us to highlight our achievements more widely so people understand what community means to us.

You will read in the following pages about the work our football partners have invested in - the Premier League most significantly, alongside the EFL Trust, PFA, Wembley National Stadium Trust and Teachers UK who are all funding our work to ensure the football family supports us to tackle disadvantaged communities locally. I would like to thank them for their investment. I would like to thank the National Lottery for their financial support with our new mental health programme, which is enabling us to help men with a range of problems. I would also like to thank all our staff for their hard work and dedication throughout 2019.

In 2019, we have worked with over 10,000 different people through our targeted work in schools (primary, secondary and special), community venues and at the One Call Stadium. I hope this report helps you understand the breadth of our work and the huge difference we make, as we support a range of agendas including health, education, social inclusion and aspiration by promoting positive behaviours and active lifestyles.

Mark Hemingray
Head of CCO



As the owner of my hometown football club, it gives me great satisfaction to know that our charity's team is having such a positive impact on local communities.

Knowing that FITC is delivering life-changing work across Mansfield and Ashfield for people of all ages is a source of personal pride. My wife Carolyn - the club's CEO - and I are aware of the importance of hard work and education to enable social mobility and provide people with opportunities. As you will read in this report, FITC are delivering this kind of work to people who need it most on a daily basis and to have done so for over **30 years** is outstanding.

We are particularly proud of the work FITC does with children and young people locally in the name of Mansfield Town Football Club.

That they deliver targeted programmes in the heart of local communities, ensuring everyone can participate and benefit is crucial to a family club like Mansfield Town. Working with the Premier League to deliver our programmes in their schools and communities is something only FITC's staff can do, which they execute with positivity, engagement and dedication.

Reading about the numbers of local people who are involved in FITC's programmes shows how important charities are to clubs like ours.

FITC are engaging a significant proportion of the local population and achieving positive outcomes for people who take part because of the connection to our club. Whether we improve children's confidence, help disabled people make new friends, support people to gain qualifications or enable older people to become active again, this work is vitally important.

My pride for this football club is immeasurable and, as a football club, we are honoured to have FITC support us every step of the way with their targeted outreach work and the positive results they acquire on a daily basis.

John Radford
Chairman,
Mansfield Town FC



our **staff** working across the local **community**



Mark Hemingray
Head of CCO



Gary Shaw
Community Manager



Jordan Ferrer
Premier League Primary Stars Coordinator /
Assistant Community Manager



Julie Hemingray
Admin and Accounts Manager



Elizabeth Regan
Education Officer



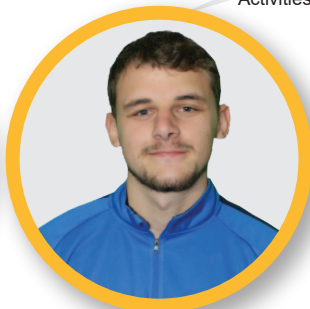
Joeanne Shuttleworth
Safeguarding and
Activities Co-Ordinator



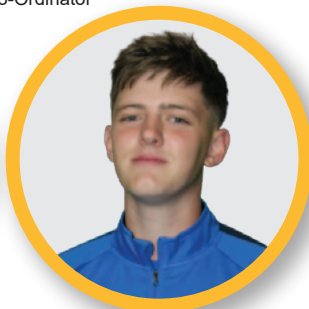
Mark Lynk
Premier League Primary Stars Lead Coach



Craig Priest
Media and Communications Officer



Austin Tysall
Community Coach / Futsal Coach



Alex Cartwright
Community Coach



Macauley Short
Disability Inclusion Officer



Amy Page
Premier League Kicks Coordinator /
Female Inclusion Officer



Mitchell Scotford
Apprentice Coach



Matthew Neville
Apprentice Coach

our **trustees**

Andrew Saunders
Chair - Finance

Jon Hodgkinson
Business and Strategic Planning

Douglas Carroll
Health and Safety

Paul Wilson
Safeguarding

Tina Broughton
Club Representation

Paul Broughton
Club Representation

Bernard Wale
Secretary and Finance

the Premier League supporting the Mansfield community



PL Primary Stars (PLPS)

PLPS uses the appeal of the Premier League and professional football clubs like Mansfield Town FC to inspire children to learn, be active and develop important life skills. When we deliver PLPS across Mansfield and Ashfield, we inspire children in the classroom, the playground and on the sports field.

This year, we worked with **1,262** different children in primary schools across Mansfield and Ashfield. An important element of the programme is to deliver numeracy and literacy interventions as well as building children's confidence in reading and writing, using examples from the sporting world to explore journalism, poetry and communication.

We deliver interactive Personal, Social and Health Education interventions, assemblies, afterschool clubs, lunch clubs and PE lessons. Learning is connected to the real world to enthuse pupils when tackling challenging topics such as resilience, diversity, self-esteem and fair play. MTFC FITC staff work with teachers to deliver fun, educational sessions which achieve powerful results. Physical activities help pupils develop skills in everything from balance and coordination to throwing. We use PLPS as a tool to support teachers with their Continuous Professional Development, ensuring they are able to deliver high quality PE lessons when we have finished delivery.



Premier League
Primary Stars

As part of PLPS, FITC organised an all-girls' football competition, the Ulyett Landscape Cup, which was played at Mansfield Town FC. Feedback from one PE Teacher was extremely positive. He informed us that Izzy, one of his players, had been very nervous about sport and reluctant to take part. Izzy was from a deprived background, so the school found a pair of boots and shin pads to enable her to play. Her friends supported her and encouraged Izzy to take part, telling her she would enjoy it once she was playing. This experience gave Izzy so much self-confidence and a sense of pride that she asked to play in all girls' matches the school arranged. Izzy has now had a full transformation towards sport, especially football. The teacher explained Izzy's story would inspire many more girls at school in future and, as a result, the school has already signed up for future tournaments.

PL Girl's Football

We deliver this programme in partnership with The FA and Premier League and try to provide opportunities for all females aged 11 and over to play football in convenient local venues. Our aim is to increase participation among females across Mansfield and Ashfield. We emphasise the fun, social element of football as a way of making friends, becoming fitter and developing pathways into local grassroots teams and more advanced female football clubs, including Mansfield Town Ladies Football Club.



PL Kicks

We are really excited to have introduced the Premier League funded project Kicks to Mansfield and Ashfield. Activities are free for participants and our aim is to help youngsters in some of the highest need areas in our local communities. We plan to engage young people in constructive activities, including a wide variety of sports, coaching, music and educational and personal development sessions to strengthen communities, promote positive activities, inspire young people and enhance physical and mental wellbeing.

We are delivering four sessions a week with another venue to be launched in 2020. Currently, we are working in the River Maun Community Centre (Ravensdale) on Mondays, the One Call Stadium on Fridays, Meden School (Warsop) on Wednesdays and Sutton Lawn on Fridays.



Local schools representing the community in EFL competitions



EFL Cup

In addition to the success of our Premier League programmes, our representative teams achieved impressive results this year. In the EFL Kids' Cup, **33 local schools** worked with us and entered the competition. Bleasby Primary School were local champions and went onto represent Mansfield Town FC in the Regional Finals at Bolton. Bleasby played fantastically well, reaching the final. They narrowly missed out on a Grand Final slot at Wembley to a school representing Oldham.

In the EFL Girls' Cup, **nine teams from six schools** entered the competition, with Joseph Whitaker School winning the local stage and progressing to the Area Finals at Nottingham Forest where they represented Mansfield Town FC. The girls of Joseph Whitaker reached the Area Final and finished as runners up to a school representing Derby County FC.

Bleasby Church of England Primary School represent MTFC at the EFL Under 11s Kids' Cup where they were runners up in the Regional Final (above)

Joseph Whitaker Secondary School represent MTFC at the EFL U13s Girls' Cup where they were runners up in the Regional Final (left)



Supporting members of our **community** to give back

Employment and Education

FITC's Disability Inclusion Officer, Macauley Short graduated from University in November. He studied on our BTEC Education Programme before enrolling at Vision West Notts' University Centre for three years, achieving a Degree in Sports Coaching and Development.

Macauley said: "I'm delighted that I have graduated and really feel the influence FITC's Education Programme had on me as it gave me the drive and confidence to go to University in the first place."

"University is a different learning environment, which studying at FITC prepared me for. I was treated as an adult which helped me focus on what I was trying to achieve."

While working towards his degree, Macauley worked part-time as a Community Coach at FITC before securing our full-time Disability Inclusion Officer post. Before this, Macauley was well known to FITC's team as he regularly attended Holiday Clubs as a youngster.

He added: "Many courses promise a pathway into a work but very few deliver. At FITC, I can see opportunities present themselves with apprenticeships, part-time and full-time employment. I'd encourage anyone with an interest in sport to join FITC's education programme, as it keeps improving and, as I've experienced, the vocational element of the programme can lead to full-time employment."



Delivering an **alternative learning community**

Btec Level 3 Diploma/Extended Diploma in Sports Coaching and Development with Football

Our Level 3 Diploma/Extended Diploma in Sports Coaching and Development is equivalent to three A levels. This is delivered as a full-time education course in our classrooms at the One Call Stadium for 16 to 19-year olds. We aim to ensure we help learners to achieve the best grades possible in a supportive, professional environment. Staff provide options to learners which give them the best opportunities to be successful. On completion students have pathways into University, apprenticeships and employment.

Kyle joined us having already studied at another post-16 College. It was clear he had had a negative experience, as he was nervous, quiet and shy. Our Education Manager discovered that Kyle had been diagnosed on the Autistic Spectrum. As part of the qualification, learners take part in NCS (National Citizen Service). When Kyle found out, he became extremely anxious. However, he completed the programme and his confidence has rocketed, meaning he meets most challenges head on. His grades have improved



NCS cheque presentation to Mind - Central Nottinghamshire

to the point where he has achieved a Distinction on every assignment. At the same time, when he is in the classroom, he has become more relaxed. He says that this is a result of having found an environment which makes him feel comfortable and happy.



inspiring the disabled community

Every Player Counts (EPC)

EPC supports the EFL Trust's aim of increasing sports participation for all and is funded by the Wembley National Stadium Trust. EPC covers a wide range of disabilities with its aim being to encourage more people to get involved in sport. We have tailored EPC to the needs of local disabled people. This year this has included working with **320** disabled people with a wide range of disabilities including wheelchair football, football for visual impairment, learning difficulties, amputees and autism, giving many disabled people access to football for the first time.

Nikitta and Natalie aged 14 were signposted to FITC through their Special Educational Needs (SEN) Centre at school as they were shy and did not engage in sport. However their SEN Mentor, Tony, believed they would benefit from being involved. They were socially isolated and Tony believed this would help them make new friends.

Initially, the girls were reserved, staying close to each other and not wanting to be apart. However, their shyness did not put them off as they attended every session.

During the first few sessions, FITC place a lot of emphasis on teamwork ensuring both girls worked with other participants. This tactic started to show results as the girls integrated themselves with other participants based on these interaction and their interest in taking part.

Alongside EPC, FITC delivered a girls' after school club on

the same 3G pitch and the girls enquired about joining in after EPC had finished. Our coaches encouraged them to take part and they started to attend these sessions, which boosted their confidence and social skills further. They became regulars, made new friends and became involved in various social groups. As a result, we achieved our aim which was to encourage both girls to become more active and make new friends - something their school had been unable to achieve beforehand.

Summing up, Tony said "the girls have really benefited from being involved with FITC. I thought the girls would benefit from being involved. However, if you'd said to me that they'd not only be interacting better with other students but would also have joined another sports club I wouldn't have believed you. FITC has played a massive part in their enjoyment of school life."

Providing a welcoming community

for people with mental health problems

Active Minds

Active Minds is the programme we have designed, along with Rose Dent and John Reddish from Nottinghamshire County Council to tackle local mental health problems, dementia and social exclusion through the power of football and the art of conversation. Split into two strands, Active Minds offers support to males aged over 18 who are living with any form of mental illness, facing social isolation or living with dementia. This is tackled through either outdoor sports sessions (Active Minds: Sport) or indoor activity sessions (Active Minds: Chat) with free sessions, taking place every week.

The popular programme has had a huge impact on participants, giving them a safe haven to attend fun and engaging activities which help to improve the quality of their lives.



As a lifelong Mansfield Town FC supporter, Peter is no stranger to the One Call Stadium and has seen almost everything there is to see – both as a steward or as the die-hard supporter he is.

All the highs and lows of following the Stags have sadly become a blur for Peter whose dementia has deteriorated over the last year. However, attending Active Minds gives him a focus and a platform to recall his love of football.

Peter's wife Carol said "the group is fantastic for Peter; I really see a difference in him every Friday. The life comes back into his eyes and he's back to the old Peter. He never misses a session and really loves the variety of activities which I think are so beneficial for the participants, helping them to use their brain and keep it actively tested but in the form of fun games. It's also a huge benefit for partners and carers."

Involving and engaging all our community



As a charity, we have worked with our local communities since **1990**. Over the last **30 years**, we have delivered activities at the One Call Stadium on Saturdays, both matchday and non-matchday almost continuously for the whole period. As a result of this long-term, ongoing commitment, we have an excellent reputation in our local communities. Working with so many local people enables us to further the name of Mansfield Town FC at the heart of its local communities and improve its reputation, thereby promoting the club locally.



Every matchday, we deliver six different matchday experiences for children and their parents, welcoming them to the One Call Stadium so they can find out more about our philosophy of creating a friendly, warm environment for all our guests.

Saturday Club

Every Saturday morning when Mansfield Town are playing away (**30** Saturdays per year), we deliver two hours of football and physical activities, helping children and young people to learn new skills and make new friends. On average, we work with **28** children per session which equates to **840** children in 2019.

Our famous Stay All Day Club

Every Saturday when Mansfield Town FC play at home, we provide five hours of supervised activities (from 12 till 5pm), ensuring children are active for two hours before being able to watch and support the Stags in action on the pitch. On average, we work with **30** children per session, **20** Saturdays every year, equating to **600** children in 2019.

Birthday Parties

Every Saturday afternoon that Mansfield Town FC play away, we offer football activities on the 3G pitch before hosting birthday parties in our child-friendly facilities **30** Saturdays every year. In 2019, we hosted **56** parties with **896** children using our facilities, as well as **224** parents and other adults.

Mascot Packages

Every Saturday home match, we host children who become mascots for the day. Each mascot warms-up with our coaches before the match, meets their players in the changing rooms and leads the team onto the pitch. In 2019, we hosted **115** mascots who attended with **460** additional spectators including family members and friends.



Flag Bearing

Every matchday, we host local grassroots, school teams and disabilities groups, who act as flag bearers. This year, we have hosted **23** teams and their families.

Half-Time Entertainment

Every matchday local grassroots and schools' teams play a match on the pitch at half-time, equating to **322** children in 2019. In addition to children, this activity has attracted **512** additional spectators to matches and generated almost £6,000 in additional ticket sales for the club.

Involving and engaging all our community



Matchday activities enabled us to engage **4,935** children, their families and friends in 2019, bringing them to the One Call Stadium on match days. This supports local parents from disadvantaged communities to keep their children active in a safe and friendly environment and introduces them to their local professional football club.

As part of our work, we encourage children and young people to become members of the Junior Stags Supporters' Association and set ourselves an annual target of **200** new junior members every year. In this way, we act as a link between the community and the football club, ensuring a conveyor belt of new generations of Mansfield Town FC supporters. Members receive three free parties every year, benefit from making new friends and involvement in physical activities, discounts to take part in programmes and travel to away games.

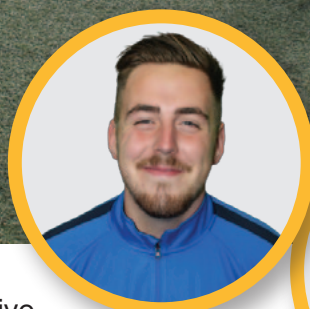


Holiday Clubs

Holiday Clubs are delivered **55** days a year throughout school holidays to provide as wide a range of activities to young people as possible. In addition to football, team sports and physical activities, we offer indoor play, including pool, table tennis, inflatable sports, cinema club, games consoles, table football, board games, arts and crafts.

Often, our children are from disadvantaged backgrounds, so we make every effort to provide a wide range of opportunities, including our weekly day trip, when we have visited places including the Peak District, Premier League grounds for stadium tours and theme parks. Our children have been skiing, ice skating, rock climbing, mountain bike riding, and had barbecues, among other diverse activities.





Our coaches ensure children are active, engaged and able to develop into positive young people. We work with approximately **20** children every day from 8.30am till 4pm, enabling parents to carry on working during the holidays. This equates to **1,014** children in 2019.

Penalty shoot-out fundraisers

We worked with **15** schools locally (**3,150** individual children) to raise £25,000 from sponsorship, which has been split between FITC and each participating school. This means local schools have benefitted from £12,500 which they have been able to invest in projects, including new sports equipment, library resources (books and shelving), computer suites, including laptops and school trips.

During 2019, we worked with **9,331** people in total on our paid-for programmes. Not only does this work have a huge impact on our communities by providing exciting, healthy opportunities, it also has positive benefits for Mansfield Town FC, as we introduce new supporters based on the positive experience they have through our community work.

Walking Football

Throughout 2019 we have had a squad of **32** older men attending twice a week, who have wanted to remain active by playing walking football at The One Call Stadium and the new RH Academy.





our partners:



One Call Stadium, Quarry Lane, Mansfield, NG18 5DA
Tel: 01623 656 920 email: community@mansfieldtownfc.net



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