



**Community
and
Education Trust**
Registered Charity No: 1130773

IMPACT REPORT 2023



*Connecting people,
inspiring generations,
achieving goals.*





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“

It is a real privilege for me to be nominated for this award. I am a person who helps whenever I can, so being recognised for it always feels good! I want to thank the Community and Education Trust and the PFA for letting me be part of the Ramadan initiatives and the wider Preston community.

”

**PFA Community Champion 2022/23,
Bambo Diaby**



“

An integral part of any football club is its community. I've enjoyed the community work that I've done throughout the season and I'm truly honoured and humbled to receive this year's award.

”

**Community Player Of The Year 2023,
Greg Cunningham**

Who We Are

We are Preston North End Community and Education Trust, the official charity (Registered Charity No. 1130773) of Preston North End Football Club.

Utilising the power of Preston North End Football Club and football, we situate ourselves at the heart of the Preston community, providing a high-quality service to improve people's lives.

Our provision is centred around; **Community Engagement**, **Education** and **Health and Wellbeing**.

These services connect people from all walks of life, support everyone to achieve their goals and make positive changes to create a safer, stronger and more resilient community.

Our Team



Our Trustees



Kevin Abbott



Doreen Hounslea



**Bryan Gray
CBE**



Ben Rhodes



Dr Adrian Ibbetson



Zafar Coupland



Paula Wilson

A Message From Our Chief Executive Officer

“

I am delighted to present to you Preston North End Community and Education Trust's 2023 Impact Report. 2023 was another year of growth and success, which once again was rewarded at this year's North West Football Awards, being crowned Kick it Out Promoting Inclusion Award winners for our fantastic work across the equality, diversity and inclusion landscape.

The year saw the Trust grow to 45 full-time staff, investing over £1.5 million into the Preston community across the three strands of work. During 2023, over 15,000 benefited from our life enhancing programmes with much of the impact being highlighted throughout this report.

This year we invested time and funds into the development of an outcomes framework, which clearly

defined the short, medium and long-term outcomes for the charity and in turn enabled us to clearly demonstrate our impact. I would like to thank all of our enablers for their continued support, without whom it would not be possible to positively impact the lives of so many.

In closing, I would like to place on record my deepest gratitude for our amazing team, who work tirelessly throughout the year providing services for the needs of our community.

I look forward to 2024 with great excitement as we launch the Trust's 2024 to 2027 strategy, building on the fantastic work carried out over the last three years.

Thank you for taking the time to read Preston North End Community and Education Trust's 2023 Impact Report.

”



**Tom Drake,
Chief Executive
Officer**



A Year At A Glance



JANUARY - Utilita Girls Cup Final

A well done to our girls' team from Broughton High School who reached the final of the PL Primary Stars National Girls Tournament - North West

Region. The girls drew one, lost two and won five, including a semi-final win over Blackpool and went on to finish third.



FEBRUARY - Fit Lilywhites EFL Cup Final

After scoring the highest average weight loss across all 33 qualifying cohorts in the country, with an average weight loss per person of 2.91kg, our

female FIT LILYWHITES group travelled to Wembley to watch Manchester United versus Newcastle United in the Carabao Cup Final.



MARCH - Centre Of Sporting Excellence Trip

Our Preston Centre of Sporting Excellence learners flew to Portugal for some warm weather training, to play competitive football against Portuguese opposition,

and a combination of cultural experiences, including a visit to SL Benfica's stadium, a tour of Lisbon and various other sporting experiences.



APRIL - Ramadan Roadshow

For a third consecutive year, Ramadan was celebrated with a weekly roadshow. PNECET distributed free biryani meals as well as traditional dates and fresh water to members of

the local Muslim community, including refugees and asylum seekers, supporting those in need throughout the holy month of Ramadan.



MAY - Play On Deepdale

For the first time ever, PNECET invited local children aged five to 11-years-old to play on the pitch at Deepdale. 160 children signed up to take part in a one hour coaching carousel

plus a one hour small sided football game. The event was a unique opportunity to create life-long memories and inspire our future fanbase.



JUNE - Mini Whites

Mini Whites launched as an engaging football session, tailored to two to five-year-olds, to help foster early development through fun activities, basic skills and teamwork.

Mini Whites is a great way to ignite a passion for the game in the youngest aspiring players. We've had over 140 children engaged with the sessions since we started.

A Year At A Glance

2023



JULY - PL Kicks Girls National Winners

A team of eight participants from our Premier League Kicks programme represented PNECET at the PL Kicks Cup National Finals at Warwick University.

The team had previously qualified in a north west regional event before winning the national competition, beating Liverpool 1-0 in the final.



AUGUST - Holiday Activities And Food [HAF]

Engaging over 100 children aged five to 11-years-old, PNECET delivers HAF programmes across five sites around Preston. HAF supports those who are eligible for free school meals

by providing them with a free meal alongside educational workshops and physical activity sessions through free holiday clubs.



SEPTEMBER - PNECET Charity Golf Day

Preston North End Community and Education Trust hosted its inaugural Charity Golf Day at Garstang Country Hotel & Golf Course. The day was a

chance for people to play against current and former PNE players, and raised over £1,300 for the Trust to continue its life-enhancing work.



OCTOBER - Soccer School Expansion

During half-term, PNECET expanded its existing partnership with Preston College by offering its long-standing football and multi-sport camps,

attended by hundreds of young people each year, on campus at the college.



NOVEMBER - The Big PNE Sleepout

The Big PNE Sleepout returned for the first time since before the pandemic. The event raised over £43,000 for The Foxton Centre with 169 participants sleeping at Deepdale braving wet

and windy conditions. The money raised ensures The Foxton Centre can continue their work addressing homelessness in the city.



DECEMBER - Whites Christmas Toy Appeal

Together with PNEFC, we worked in partnership with Rock FM's Mission Christmas Appeal, receiving toys throughout December.

On top of online donations, we have supported families most in need in Preston over Christmas with our Whites Christmas Toy Appeal.

Zanzibar

In April 2023, PNECET staff and volunteers embarked on a ten-night trip to Zanzibar. Staying in Stone Town, the team left a positive legacy of Preston North End on the African island.

Situated in the historic area of Zanzibar City, Stone Town is home to around 16,000 people, many of whom survive off less than 75p a day.

PNECET volunteers, together with travel company African Adventures, worked at a local primary school, Fuoni, which had over 3,000 pupils enrolled. Half of the students attend classes in the morning and the rest in the afternoon with class sizes reaching over 80 pupils.

With classrooms lacking resources and being overcrowded, PNECET volunteers delivered a variety of practical lessons that helped to break down language barriers, utilising the resources that were brought over from the UK.

Some of the practical lessons that were delivered focused on coaching of a variety of sports, some of which the children had never played before. Meanwhile, in an effort to help improve the facilities, volunteers painted classrooms inside and out, adding educational murals to support the children's learning.

Finally, a big thank you to the organisations who partnered with us and made in-kind donations to support the life-changing work of the charity, including Business Gift UK who sponsored the volunteer t-shirts which were emblazoned with 'Zanzibar 2023'.



500

sanitary pads donated by Citron Hygiene to support period poverty

50

footballs donated by EFL to replenish equipment and encourage football engagement

300

pencil cases bought and donated by Sherwood Primary School

5

football kits donated by PNECET

“

A heart-warming and life affirming experience which I probably won't repeat in my lifetime. The scenery is beautiful, the trips were fantastic, the work at the school was good for the soul and the people are marvellous. ”

Kyle Millar, volunteer

“

It was a very humbling experience. Talking to and interacting with the school children and seeing their welcoming and happy, smiling faces in particular was perhaps the highlight of the trip for me. ”

Gis Southworth, volunteer

Community Engagement

Our Community Engagement provision delivers initiatives that create safer, stronger and more resilient communities.



PL Kicks

83%

of attendees
now feel more
positive about
their future



Emerging Talent Centre

95%

of attendees
are more active
and enjoy playing
sports more



National Citizen Service

100%

completion rate
across
all NCS
programmes



Lancashire Detached
Youth Work Programme

80%

of attendees admit that
they feel comfortable being
themselves with
PNECET staff



Champions

25

individuals
accessed support
around
employment



Premier League Kicks

Premier League Kicks (PL Kicks) creates opportunities for young people aged eight to 18 who are at risk of anti-social behaviour, to regularly engage in sport, mentoring and personal development opportunities. Through PL Kicks, young people will improve their wellbeing, ability to work together and be inspired to reach their potential.



As part of the PL Kicks programme, the PNECET team plan and deliver targeted interventions to our beneficiaries to further educate and develop their knowledge and understanding, whilst providing a platform for them to ask question or have their voices heard.

Interventions are delivered through fun and engaging workshops with staff and partners across a number of topics such as; knife crime, tackling racism and discrimination, sexual health and LGBTQ+ awareness.

“

Being from the local area that a lot of PL Kicks participants are from, and having made it to the first team, it's a good inspiration for them that anything is possible.

”

Kian Best,
PNEFC player

135
participants
attended an
educational
workshop

22.2%
decrease in
anti-social
behaviour in PL
Kicks delivery
areas



Champions

Champions is an intervention programme supporting young people, aged ten to 25, with experience of, or at risk of, offending behaviours. The programme provides support to eligible young people by establishing their needs and objectives, and helping them with personal development and improvements in their overall wellbeing.



JJ was referred through Children and Family Wellbeing Service due to his negative behaviour in the community. At ten-years-old he has multiple records with the police, for a variety of risk-taking and offending behaviour. JJ attends a specialist school and again his behaviour there required a lot of physical intervention. Through weekly sessions, JJ has developed a good relationship with his mentor allowing structure in his life. Since working with Champions, JJ has had no further involvement with the police, his behaviour at school has improved and he now attends weekly sessions with Street Monkeys.

“

JJ's behaviour has been amazing since working with Champions. He is more regulated and physical intervention has decreased. JJ is a different child and it's lovely to see him smile again.

”

Teacher from school

78
individuals
engaged
with the
programme

64%
of individuals
have had no
arrests since
referral was
submitted



National Citizen Service

National Citizen Service [NCS] is designed especially for 16 and 17-year-olds and the NCS experience exists to engage, unite and empower young people. Helping young people to build confidence so that they can achieve their dreams, no matter their background.

Since September, 80 young people from Preston College's English for Speakers of Other Languages course [ESOL] have engaged with the NCS Community Grant. By participating in over 50 hours of workshops and interactive activities, participants were given the information and skills to live independently. As well as this, they were able to develop their key skills and knowledge to help them gain employment and also delivered a social action project to their peers, making a difference in their community.



88%
feel more comfortable speaking in front of a group

121
young people engaged with NCS

“ A number of our ESOL students at Preston College got involved with the NCS Programme. This has had an immeasurable impact on their social skills, helping them develop their confidence, leadership and teamwork. ”

Robert Smith, Preston College ESOL Student Manager

Girls' Emerging Talent Centre

Girls' Emerging Talent Centres [ETC] identify and develop potential future players by providing local, accessible, high-quality training environments. The centres offer increased playing time, varied football formats, inclusivity and more accessibility to the player pathway for female players to enhance their development.

Izzy Heyworth, a goalkeeper with the ETC since year one, has continually moved up age groups due to her impressive skills and developmental needs. Her technical ability has garnered attention from other clubs during ETC festivals and fixtures, particularly catching the eye of Liverpool. Now, at just 13-years-old, Izzy has achieved something quite remarkable by being accepted into Blackburn Rovers FC ETC, solidifying her position as a first choice for the U16s.



2
ETC players have signed with professional academies

110
female players engaged with

“ The ETC has boosted my confidence, broken down elements I have been doing with my other team, making it simpler for me to understand, helping me progress quicker with more opportunities. ”

Izzy Heyworth

Community Engagement



8

staff trained in
youth work,
trauma informed and
mental health
first aid



32

sites
delivered at
during
2023



456,667

total investment
for Community
Engagement
in 2023



1,872

unique participants
engaged with
Community Engagement
programmes
in 2023



2,952

hours of
delivery
on youth
provision



Education And Employment

Our Education and Employment provision provides a pathway for all, helping people to achieve their goals.



59

primary and secondary schools worked with in 2023



39

University students supported to achieve the Level 2 Certificate in Multi-Skills



297

individuals gained either a full qualification or accreditation through our Education programmes



4,445

individuals received support through our Education programmes



50%

of Trainees progressed into employment or further training



Premier League Primary Stars

Premier League Primary Stars [PLPS] uses the appeal of the Premier League and professional football clubs to inspire children in learning, staying active, and developing essential life skills through a tailored curriculum covering English, maths, PSHE, and physical education.



Beauden has previously found some areas of school challenging, particularly physical education as a result of low confidence and self-esteem. Through our PLPS programme, Beauden has developed his skills, knowledge and physical wellbeing. This support has had a positive impact on his behaviour, attitude and relationships across the wider school environment.

“ Beauden’s engagement with PE has improved with PNECET’s dance and gym lessons. He has shown notable progress and a newfound enthusiasm and as a result of that, Beauden now has a positive perception of PE. ”

Mrs Cawthorn, St Andrews

95% of children have a better understanding of how to live a healthier lifestyle

96% of teachers felt more confident delivering PE after support from PNECET

Secondary School Provision

Our Secondary School Provision [SSP] supports pupils who are disengaged with the traditional school environment with a multi-component, alternative provision, delivered at Deepdale.



Eight pupils from Leyland St Marys studied the NCFE certificate in Business and Enterprise from September 2022 to July 2023. Throughout their studies the group engaged with all activities delivered by PNECET. All students passed the qualification with all exceeding their predicted target grade. The qualification helped each student progress into college, apprenticeships or employment.

“ PNECET’s Business and Enterprise provision at St Mary’s has been excellent. Helping students to achieve target grades through hard-work and dedication, as well as being transparent and communicating clearly. ”

Mr M Walsh, St Mary’s

39 qualifications achieved in business and sport

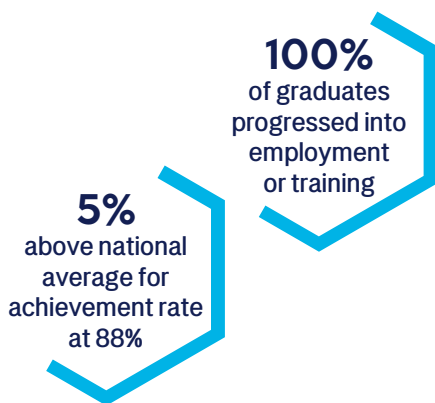
88% achievement rate across the programme. 5% above the national average.



Further Education

The Preston Centre of Sporting Excellence is a formal partnership between PNECET and Preston College, offering high-quality, technical education programmes in sport for 16 to 19-year-olds spanning level one to three.

Louis positively engaged with all areas of curriculum during his studies. He represented the men's A team, gained a placement with a personal trainer and also exceeded his predicted target grade. While on the programme, Louis went through a vigorous selection process and was successfully inducted into the RAF. Since joining in July, Louis has made a positive impression and also received the Halton Aircraft Apprentice Trophy for achieving the highest standard in his department.



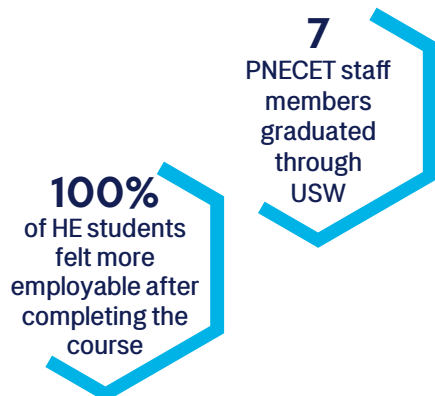
“ During my time at the Centre of Sporting Excellence, my tutors provided vital support, helping to foster my resilience, discipline, and teamwork skills. These lessons and experiences helped me to achieve success in the RAF. ”

Louis Robb

Higher Education

In conjunction with the University of South Wales [USW] and the EFL Trust, PNECET offer the opportunity to study various degree qualifications with lectures delivered on-site at Deepdale.

James Ford is in the final year of his studies on the Community Sports Coaching Degree, progressing from the Centre of Sporting Excellence in 2020. During his studies, James excelled, which saw him secure a full-time position as Schools Provision Officer at PNECET. To further support his development, James has undertaken additional qualifications and has done volunteering. He is now employed by the PNE Academy, working in the foundation phase.



“ The course enhanced my coaching skills and offered valuable insight into various roles within the industry. Without the course, I wouldn't now be serving as a schools provision officer at PNECET and work in my role at PNE Academy. ”

James Ford



Education And Employment

£

640,193

invested into
education
programmes



14

industry expert
guest speakers



20

six-week
targeted interventions
delivered in
primary schools



**Direct
claims**

status achieved
for all non-exam based
qualifications



15,990

delivery hours
contributed by staff
across four
programmes



Health And Wellbeing

Our Health and Wellbeing provision tackles health inequalities across Preston by supporting people to lead healthier and more active lifestyles.



PASTA

92%

of children have stated they now drink more water per day



Armed Forces

7

veterans feel the PNE Forces programme has had a life changing impact on them



**Weight Management/
FIT FANS**

176

participants engaged in the programmes



HeadStart

70%

of students said they now feel less anxious about the transition into high school



Sporting Memories

100%

of participants strongly agree that Sporting Memories positively affects their mood



Weight Management And FIT FANS

Our Weight Management and FIT FANS programmes offer a free 12-week healthy lifestyle programme delivered at Deepdale which combines workshops, including nutritional and exercise advice, and exercise in a 90-minute evening session. The programme is available for men and women over 18 with a BMI between 30 to 39.9.



Nicola was referred to our FIT FANS programme by her GP in January 2023 and has made some remarkable changes. Adopting five-a-day, choosing wholemeal options, and reducing snacking, she now enjoys a brisk walk which helps her mental wellbeing. Nicola stays on track and accountable by attending our FIT FANS Alumni class on Wednesdays, feeling much healthier and happier, showcasing her favourite clothes.

“
The course has changed my life and now, almost 12 months later, I find that the healthy lifestyle I’ve adopted is becoming more natural to maintain.
”

Nicola Chaloner

23.5kg
lost in 12 months.
Starting on 91.5kg
down to 68kg

83%
of completers
lost
weight

Play And Skills At Teatime Activities

Play And Skills At Teatime Activities [PASTA] is a programme aimed at families with children aged between five and eight-years-old to provide valuable skills to help them learn to cook and partake in physical activities over the course of six weeks.



Tommy Wood, a pupil at Sacred Heart Primary School, attended our PASTA programme with his mum Hannah, who feels the programme has benefitted her son as he has been able to make new friends, get involved in making new foods and most importantly, enjoy physical activity. Since completing the PASTA programme, both mum and Tommy have a new outlook on food and different recipes and Tommy is now more open to trying new foods.

“
Tommy loves attending the PASTA programme and really looks forward to the different recipes and different physical activities each week. Having something to focus on and working on together, has really benefitted us both.
”

Hannah McCluskey

78%
of children have
increased the
number of meals
they help prepare
and cook at
home

85%
of children
stated that their
physical activity
levels have
increased



HeadStart

HeadStart is a programme designed to support Year 6 students as they transition into Year 7 through workshops and one-to-one interventions. Students learn about mental health and develop coping strategies to support them through the transition.

At the start of Year 6, Lacy was very anxious about the transition into high school. This is often the first big change children experience, but through workshops and one to one interventions, she has gained support and learned how to develop friendships which will help to support her as she transitions into high school. Lacy has also become more confident in talking about her worries.



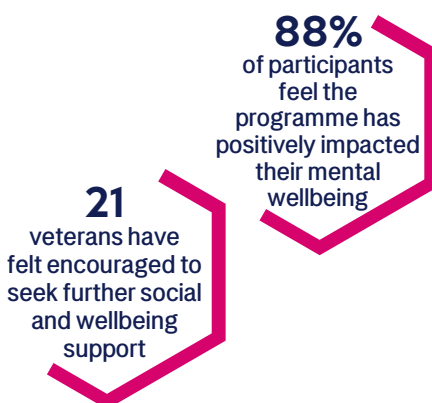
“ I found the sessions really useful in preparing me for going to high school. The Mental Health Transformation Officer made the sessions really fun and I found talking to them really helpful. ”

Lacy

Armed Forces

The Armed Forces programme is for those with past or present service and PNECET provides a welcoming space for the community to unite using the power of football and the PNE crest, to facilitate transition, integration, and purpose.

Shane Barberel, a former soldier in the Queen's Lancashire Regiment, has been involved with PNE Forces for six years. He has faced some difficult times and had to overcome many barriers since he returned to civilian life. Recently, Shane returned to the PNE Forces programme and has gained a sense of belief, pride and community involvement. This has led him to achieving greater social and wellbeing outcomes and has also relaunched his boxing career, competing in semi-pro tournaments.



“ The Armed Forces Officer has re-introduced me to the veteran's community. He's got me involved with community events that have left me feeling like the proud soldier I once was. ”

Shane Barberel

Health And Wellbeing



5
new
projects
introduced



3,166
hours
delivered
in 2023



3,016
unique participants
engaged with Health and
Wellbeing programmes
in 2023



4
staff completed
Trauma Informed
training



600
volunteer
hours
throughout
2023



North West Football Award Winner

PNECET were recognised for their life-changing work at the North West Football Awards [NWFA] in November 2023, being awarded the Kick It Out Promoting Inclusion Award.

PNECET were finalists in three categories at the NWFA; Community Club of the Season, Community Initiative of the Season - HeadStart, and the Kick It Out Promoting Inclusion Award.

The Trust won the Kick It Out Promoting Inclusion award for the work done to promote equality, diversity and inclusion across all of our provision.

From our dedicated Kick It Out matchday where we invited over 380 people from the local community, including the local temple and mosques, to Deepdale, to hosting guest speakers at Deepdale for Black History Month and celebrating International Women's Day by inviting 150 young girls to a matchday at Deepdale, many of whom attended for the first time.

All of this work was done with the aim of trying to break down barriers and to promote community cohesion within our city.



Receiving the award (L to R): Mohammed Patel, Equality Diversity and Inclusion Officer; Tom Drake, Chief Executive Officer, and Harriet Creighton-Levis, Deputy Chief Executive Officer.



150 girls in attendance at Her Game Too matchday

1,000 Easter eggs donated by Bowker BMW to distribute

50 people attended UCLan for a Black History Month guest talk

“

Winning the Kick It Out Promoting Inclusion Award is a testament to PNECET's commitment to embedding our organisation and provision. It reflects our ongoing efforts to create a welcoming environment for everyone, where differences are embraced, and opportunities are accessible to all.

”

Mohammed Patel
Equality, Diversity and Inclusion Officer



Financial Summary

2022/23

INCOME

RESTRICTED £1,018,270	UNRESTRICTED £472,784	TOTAL £1,491,054
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EXPENDITURE

TOTAL £1,429,664	SURPLUS £61,390
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2021/22

INCOME

RESTRICTED £834,168	UNRESTRICTED £478,523	TOTAL £1,312,691
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EXPENDITURE

TOTAL £1,109,860	SURPLUS £201,554
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What's Next?

Despite the challenging economic climate of the last 12 months, particularly in relation to the cost of living crisis, PNECET managed to generate a surplus of £61,390 for the last financial year.

This will be used to invest in the further development of our outcomes framework as we invest in training for our team to support the systematic measurement of outcomes across our programmes. Moreover, investments will be made into our existing programmes whilst identifying new ways in which we can enrich the lives of those who live in our community.

Due to the success and growth of the charity over the last three years, we will continue to explore with key stakeholders the development of new facilities across the city which will provide further space to expand our programmes, and in turn continue to enrich lives and our communities.

Early in 2024 we will launch the Trust's new 2024 to 2027 strategy, North End Together. Building on the legacy of the last three years, the strategy outlines a clear mission and vision for the next three years which we look forward to with great optimism.

Enablers

Partnership working is a fundamental part of the charity's operations.

We are passionate about working in collaboration with partners who share the same vision as the Trust of enhancing lives and our communities through **Community Engagement**, **Education** and **Health and Wellbeing**.

Without our growing list of partners, the fantastic work of Preston North End Community and Education Trust would be unattainable.

Thank you.

Our partners include:



If you are an organisation who share our vision and would like to work in partnership with Preston North End Community and Education trust, please do not hesitate to make contact.

 community@pne.com



**Community
and
Education
Trust**
Registered Charity No: 1130773



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