



Community and Education Trust

Registered Charity No: 1130773

IMPACT REPORT 2019




OUR IMPACT IN 2019...


**WE DELIVERED
9,856 HOURS'** 
ENGAGEMENT
TO OVER 11,000
INDIVIDUALS
ACROSS 26 PROJECTS


19 VETERANS HAVE
REPRESENTED THE PNE FORCES
FOOTBALL TEAM IN THE
NORTH WEST VETERANS LEAGUE

56 INDIVIDUALS
PARTICIPATED IN
OUR DISABILITY
SPORTS SESSIONS



357 YOUNG 
PEOPLE TOOK PART IN
THE TRUST'S NATIONAL
CITIZEN SERVICE
PROGRAMME

28 PUPILS 
IMPROVED THEIR READING
ABILITY THROUGH THE
PL READING STARS
PROGRAMME

MAINTAINED 
100% PASS RATE
FOR POST-16 STUDIES
OVERTHEPAST SIX YEARS

**ANTISOCIAL
BEHAVIOUR**
REDUCED BY 21.8%
ACROSS TARGETED AREAS
DURING OUR PL KICKS
CONTACT HOURS

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TRUSTEES

OUR TRUSTEES PROVIDE THEIR INVALUABLE EXPERTISE AND EXPERIENCE – SHARING OUR VISION IN CONTRIBUTING TO THE OVERALL HEALTH AND WELLBEING OF THE PRESTON COMMUNITY.



KEVIN ABBOTT

Kevin has been on the board of Preston North End Football Club as finance director for 13 years. Kevin became a Trustee in January 2017 and was appointed Chair of Trustees in May 2019.



DOREEN HOUNSLEA

Doreen has held a number of senior posts, including working at director level in the NHS. She established her own company in 2009, working as a freelance management consultant, and she has recently moved into nutrition and nutrigenomics.



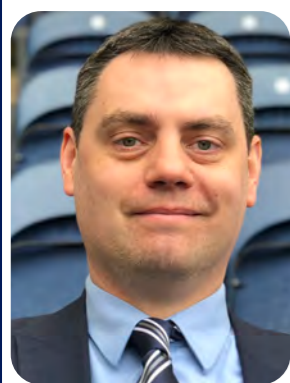
DR ADRIAN IBBETSON

Adrian is an experienced sports academic and head of school at the University of Central Lancashire, with a 20-year history of working in higher education.



SHARON ASQUITH

Sharon has been a Trustee since June 2018. She brings with her a wealth of experience from the education sector. She is the headteacher at one of our partner NCS schools, Ashton Community Science College.



BEN RHODES

Ben is the longest serving Trustee and the football club's longest serving employee with more than 20 years' service. Ben is the club secretary and head of communications and marketing.



IAN TOPPING

A hotelier, Ian spent ten years learning his trade in London, the Middle East and Australasia before returning home to become a director of his family's business; The Barton Grange Group.



BRYAN GRAY CBE

Bryan is director of Westmorland Limited, a Motorway Services operator and holds several other high-profile roles. Bryan was formerly chairman of Preston North End.

A MESSAGE FROM THE TRUSTEES



- We have committed to working with Armed Forces veterans by signing the Armed Forces Covenant, which promises to support those who have served in our Armed Forces.

All of these work streams are enhanced by the football club brand, which attracts people of all ages in the local community to come to see what we have to offer.

On a personal note, I was delighted to be appointed Chair of Trustees, having served as a Trustee for two years and secretary to the Trustees for a further three years. Having also been a director of Preston North End Football Club since 2006, I have had a long-standing interest in the work of the Trust in the local community and the positive impact we have on people's lives.

I am supported by an excellent team of Trustees from the local education, business and charity sectors, who give their time to help us meet our objectives. I would like to place on record my thanks for their continued help and guidance.

We have a dedicated team of 21 staff who deliver our work. Alongside them, we have benefited from over 1,000 hours of volunteer time during 2019. I am extremely grateful to our staff and volunteers for their commitment to our work.

We look forward to 2020 with optimism and enthusiasm for the challenges and opportunities ahead.

Kevin Abbott
Chair of Trustees

In 2019, the Trust had another year of growth and development, delivering a number of new programmes and initiatives.

We have interacted with over 11,000 individuals in 2019. Some notable achievements include:

- 357 individuals joined us on our National Citizen Service Programme, developing key personal and social skills.
- 3,664 pupils participated in our schools sports programme, both during the school day and after school.
- We have delivered an education programme to 128 children, based on genomics and the benefit of a healthy lifestyle in association with Lancashire Teaching Hospitals NHS Foundation Trust.
- We have begun to deliver education programmes with pupils who find it difficult to succeed in the traditional school setting.



EFL KIDS CUP

Brindle Gregson Lane Primary School won the area finals of the EFL Kids Cup, beating a number of other primary schools in Preston to earn the right to represent PNECET in the regional finals. They went onto finish third in those finals later in the year against a number of other local clubs in the north west.



JANUARY



GENOMICS LAUNCH

We launched our Genomics programme in conjunction with Lancashire Teaching Hospitals with aiming to 'socialise the genome'. This led to the delivery of several DNA-themed lessons in our partner primary schools, under the PL Primary Stars initiative.



FEBRUARY



FA PEOPLES CUP

Our women's walking footballers were crowned champions of the northern section of the FA Peoples Cup! That sealed their qualification to the final at St George's Park, where the ladies narrowly lost out, but still finished in an impressive second place overall.



MARCH



REDUCING REOFFENDING

We launched our Reducing Reoffending programme. Specialised members of our community team started to deliver workshops within the prison, helping prisoners with a smooth transition into civilian lifestyle and prevent reoffending.



APRIL



SCHOOLS' CUP FINALS

We hosted the Preston Schools' Cup finals at Deepdale in May, with over 150 participants taking to the pitch in ten matches on the day. Teams from U11 right up to U16 age groups were involved in front of hundreds of paying spectators, all raising money for school football fixtures throughout the year in Preston.



MAY



POST 16 GRADUATION

Post-16 students celebrated completing the Sport and Exercise Diploma course with PNECET with a graduation ceremony in the players' lounge at Deepdale. Players and staff from our men's and women's teams nominated their players of the year while Josh Taylor and Rae Yasin won our student of the year awards for each year group.



JUNE



SPORTING MEMORIES

We launched the PNE Sporting Memories programme, an initiative run alongside the Sporting Memories Foundation. Sessions are aimed at over 50s living with dementia, depression or suffering from loneliness, helping individuals reminisce about previous memories, experiences or moments in their lives through the power of sport.



JULY



SUMMER NCS GRADUATES

After four weeks packed with adventure, new experiences and personal development opportunities, the Trust's summer National Citizen Service participants celebrated graduating from the programme by enjoying a two-course dinner at Deepdale. Students were presented with awards and prizes for their achievements over the summer.



AUGUST



SECONDARY EDUCATION PROGRAMME

The Trust launched its secondary school provision programme aimed at hard-to-reach year 10 and 11 students who are disengaged with their school-based studies, lacking in confidence or self-esteem, or displaying poor attendance in the standard school environment. Students can choose to study with us as one of their GCSE options, contributing to their Progress Eight score.



SEPTEMBER



ARMED FORCES COVENANT

We signed the Armed Forces Covenant. The Covenant is a nationwide pledge to support military personnel both past and present, as well as their dependents, by treating them with fairness and respect in their communities for serving with their lives.



OCTOBER



PL KICKS

As part of the Premier League Kicks relaunch fortnight, the Trust hosted a tournament which involved 11 teams from across the north west, including PNE. Under the Kicks programme, we deliver a number of free football sessions for young people in Preston every week.



NOVEMBER



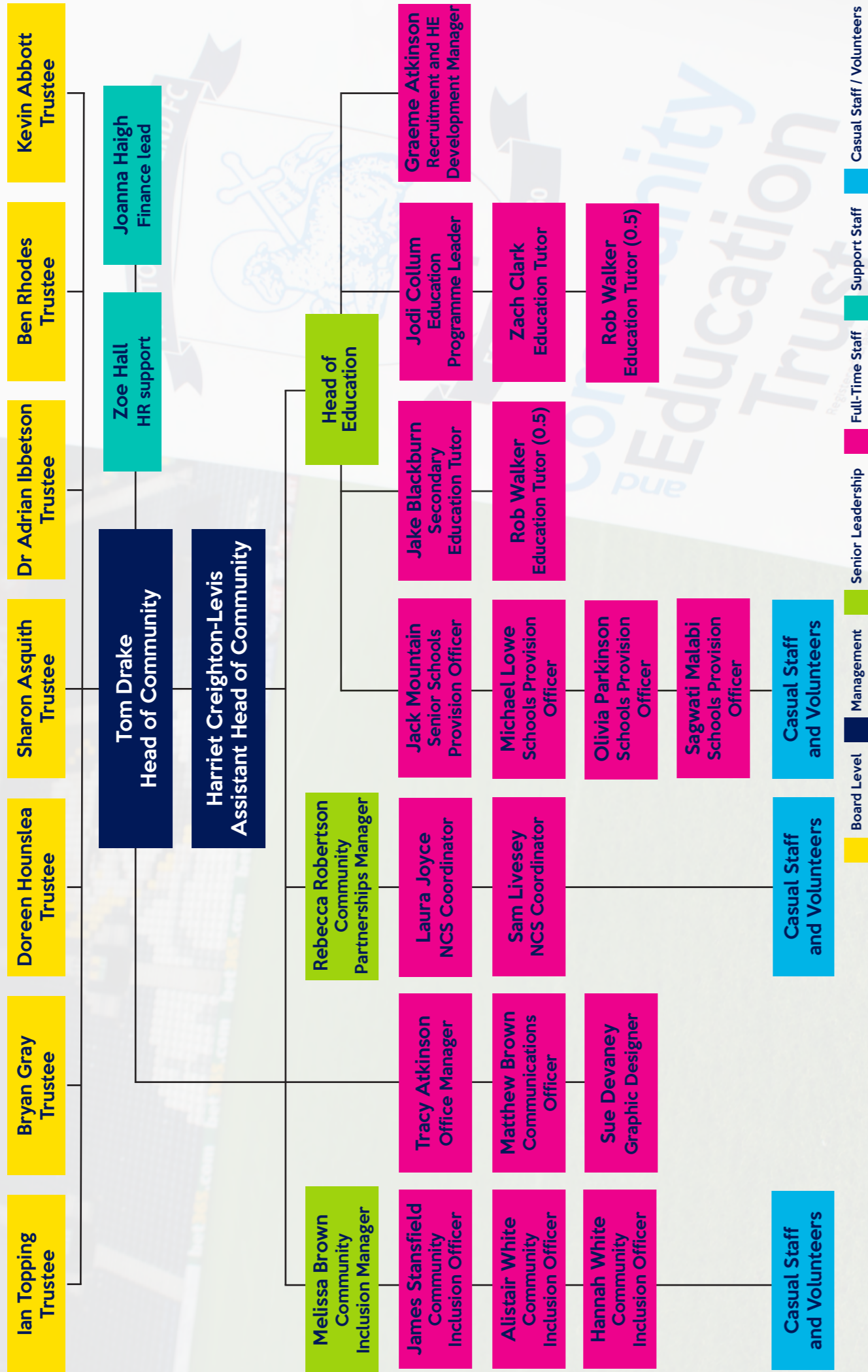
BIG PNE SLEEP OUT

More than 300 people packed inside the Bill Shankly Kop concourse for the Big PNE Sleep Out. Participants slept rough for the night in aid of the Foxton Centre, smashing the £50,000 target. All monies will be used to buy a house to support rough sleepers and to reduce homelessness in Preston as a whole.



DECEMBER

STAFF CHARTER



MEET THE TEAM



WHAT WE DO AND OUR VALUES

Preston North End Community and Education Trust is a registered charity (no. 1130773) and the official charity arm of Preston North End Football Club, priding itself on the core values of inspire, community, develop and sustain.

PNECET delivers 26 different programmes across the areas of sports participation, education, health and social inclusion, catering to the needs of local people and putting Preston North End at the heart of the community.

We have 21 members of full-time staff who deliver our programmes, which aid the physical, mental and emotional health of participants, as well as providing a wealth of social benefits.

PNECET is a self-financed department of the football club, generating funds by working with partners such as the EFL Trust, the Premier League Charitable Fund and Sports England. Finances are also generated through our schools work, holiday camps and generous donations from businesses and fundraisers.

INSPIRE

Strive to ensure all participants reach their full potential.

COMMUNITY

Be community focused by listening to the needs of local people.

DEVELOP

Progress our services to align with participants' identified needs.

SUSTAIN

Make a long-term impact on participants, with a stable community presence.

WELCOME



It gives me great pleasure to welcome you to Preston North End Community and Education Trust's 2019 Impact Report. Throughout this report, we hope to showcase to you our work across the Preston community following another year of progression.

In a year which saw the Trust grow to 21 full-time staff, we expanded our footprint, provisions and expertise. We have delivered a number of new initiatives, centred around providing alternative education for hard-to-reach students, reducing reoffending, providing for military personnel and reducing social isolation among adults. In addition, we have created innovative partnerships with the likes of Lancashire NHS Teaching Hospitals to launch our new Genomics programme, bringing the future of DNA and science to some of the young people within our primary schools network.

As a result, the Trust has engaged with over 11,000 people, but what we really pride ourselves on is the impact we have on those

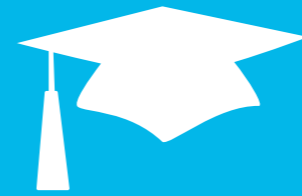
individuals engaging in our programmes, with some great case studies for you to read throughout the Impact Report. This a huge credit to the skills and expertise of our staff, who are inspiring more people than ever to better their lives through sports participation, social inclusion, health and education.

We are working with an increased number of partners, with many of those featuring throughout this Impact Report. At this point, I would like to take the time to thank them all for their continued support and loyalty.

As ever, our partnership with Preston North End Football Club has gone from strength to strength. In 2019, we signed the Armed Forces Covenant for the first time, which demonstrates our support for all military personnel and their families. However, our standout event has to be the Big PNE Sleep Out, which witnessed over 300 proud 'Prestonians' brave the wintery conditions by spending a night on the Bill Shankly Kop concourse, doing their bit to put a stop to homelessness in Preston and raising a staggering total of more than £80,000.

I hope you take great inspiration from reading this report as we begin planning for 2020 with the launch of our new five year strategy, providing us with stability, clarity and a clear objective as we continue to strive for success.

Tom Drake
Head of Community at PNECET



EDUCATION



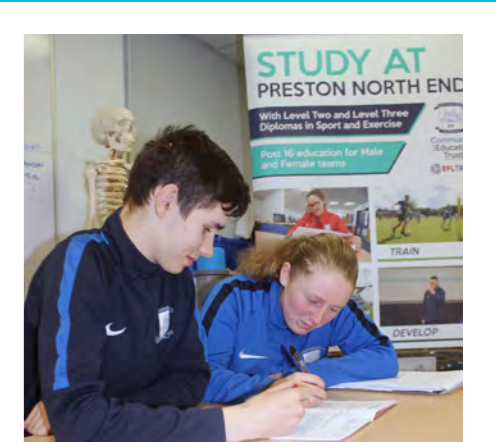
Premier League Primary Stars



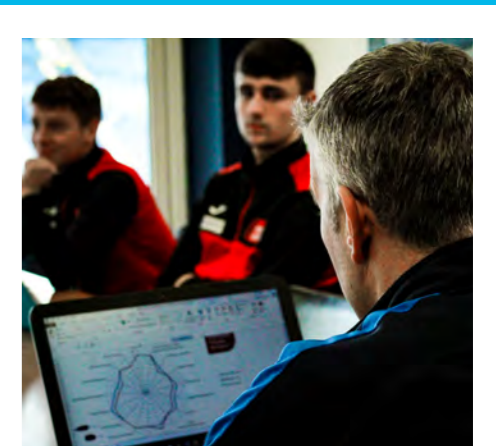
Genomics



Secondary Education



Further Education



Higher Education



Community
and
Education
Trust
Registered Charity No. 1130773

WE WORKED WITH SEVEN SECONDARY SCHOOLS AS PART OF OUR SECONDARY EDUCATION PROVISION



265 PUPILS 

COMPLETED THE SIX-WEEK HEALTHY EATING AND LIFESTYLE PROGRAMME FOCUSING ON HEALTHY CHOICES, PHYSICAL EXERCISE AND SELF ESTEEM

WE UPSKILLED 106 PRIMARY SCHOOL TEACHERS IN PE THROUGH OUR PRIMARY STARS PROGRAMME

OUR PE PROVISION INCREASED BY 34% THIS ACADEMIC YEAR

40 LEARNERS HELPED OUT AT PRIMARY SCHOOL COMPETITIONS RUN BY THE TRUST

77% OF STUDENTS WHO HAVE COMPLETED AN FA COACHING COURSE WITH PNECET HAVE ALREADY BEGUN COACHING IN THE COMMUNITY

-  **ONE COACHING A LOCAL GRASSROOTS TEAM**
-  **ONE EMPLOYED AS A PART-TIME COACH**
-  **THREE ARE COACHING ON OUR PL PRIMARY STARS PROGRAMME**
-  **ONE COACHING ON OUR PL KICKS PROGRAMME**
-  **TWO ARE COACHING ON OUR SOCCER SCHOOL PROVISION**
-  **ONE SECURED A PLACEMENT AT A LOCAL HIGH SCHOOL**
-  **ONE COACHING WITHIN THE PNE ACADEMY**

PRIMARY STARS



“**Olivia has been fantastic teaching the children gymnastics and they’ve really loved it. It’s been fantastic for me as well, I’ve learnt a lot of new skills from her.**”

GYMNASTICS CHALLENGE FOR ST CLARE’S PUPILS

The Premier League Primary Stars programme is all about engaging children through sport.

The Primary Stars initiative combines subjects such as maths and literacy with physical activity in children’s PE lessons, aiding the learning and development of primary school children through the power of football.

In addition to motivating children to become active, the programme reaches out to help develop teachers’ knowledge and expertise in PE, as well as their delivery of lessons.

Schools Provision Officer Olivia Parkinson helped pupils from St Clare’s Primary School to develop their gymnastics skills through the Trust’s delivery of the six-lesson Primary Stars programme last year.

Olivia said: “The children have been using and learning various gymnastic skills such as travelling, balancing, rolling, jumping and maybe learnt things they’ve never learnt before.

“Incorporating gymnastics into the PL Primary Stars programme has been really beneficial because it’s progressing leadership, it’s inspiring children maybe to actually take up gymnastics outside school in different clubs.”

Teacher Rebecca Bridgeman noted how both her pupils’ and her own skills had developed thanks to being part of the programme.

“Olivia has been fantastic teaching the children gymnastics and they’ve really loved it,” she said.

“It’s been fantastic for me as well, I’ve learnt a lot of new skills from her, especially how to differentiate certain gymnastics skills, and for those high-achieving gymnasts, how to progress them and give them more things to do.”

Premier League questionnaires showed that Rebecca had improved her knowledge of dance within the national curriculum and her ability to support and challenge all pupils.

She added: “I have developed my dance-related terminology and I’ve now got an increased interest in the subject and confidence to teach it.”

Meanwhile, pupil Rocco’s opinion of gymnastics has changed for the better since engaging with the programme.

“I’ve enjoyed it more than I thought because Olivia has taught us new things and she’s taught us how to be safe on all the apparatus.

“I’ve learnt how to use the ropes properly and how to be safe when doing cartwheels and rolls.”

ENGAGED WITH 3,664 UNIQUE SCHOOL CHILDREN THROUGH PL PRIMARY STARS ACROSS 33 VENUES

PRIMARY STARS



SOCIALISING THE GENOME

As part of our newly launched partnership with Lancashire Teaching Hospitals, we collectively set up the initiative to 'socialise the genome' – raising public awareness of the significant impact of genomes in medicine.

An emerging social concept, genomics underlines the baseline for your health – an individual's unique genetic blueprint, which is known as the genome.

Forming part of our Primary Stars provision, the Trust delivered genomics-themed lessons over numerous weeks within several of our partner primary schools.

These lessons incorporated a hands-on approach as children learned about genetics by creating their own DNA bracelets.

Michael Lowe, Schools Provision Officer for the Trust, explained that the practical element of the lessons proved an appealing factor for the children.

"We're teaching children about genes, where they get genes from, where they get DNA from, chromosomes, different disorders that they might get through their genes and genetics," he said.

"We first gave them an overview about DNA and chromosomes, then we had the children make their own DNA bracelets – trying to get them to enjoy it more with a practical task, learning about the building blocks for DNA at the same time.

“ To practically make that DNA has really helped them consolidate their learning about that topic. ”

133 CHILDREN TOOK PART IN THE GENOMICS PROGRAMME

"There are all different blocks, reds, yellows, greens, blues, which make up our DNA. The children could then take them home to their parents and show that they've learnt something through DNA, genes and genetics."

Mrs Waterhouse is a teacher at St Teresa's Catholic Primary School, just one of the schools where the genomics lessons were taught. She noted how children had enjoyed learning about their DNA and much more from Trust staff.

"They've enjoyed seeing the bigger picture about genetics and looking at everything scientific. To practically make that DNA has really helped them consolidate their learning about that topic.

"They've picked up certain things like the hereditary part of genetics and they enjoy looking at that and maybe thinking about what they inherited from their parents.

"They learn so much more with that hands-on experience. If you just gave them the information, I don't think it would stick in their head.

"Doing it this way means a lot more to children and I think to have PNECET come in and do it as well really helps the children with their learning."

SECONDARY EDUCATION



CASE STUDY

SKY HAWKYARD AND JACK ALLEN

Moor Hey School students Sky Hawkyard and Jack Allen had become disengaged with their studies before embarking on the secondary school education programme with PNECET in September 2019.

Since starting their education programme with the Trust, staff have noticed a difference in both pupils' attitude towards school, with Sky seeing an improvement in both her football ability and confidence.

She said: "I've noticed that I would do far more work while at PNE than I would complete in school. I also feel far more settled than I used to be."

Meanwhile, Jack has received support for his anger issues, helping him to become calmer and less likely to be removed from lessons.

Jack said: "I like the balance of the classroom learning and practical elements. My attendance has improved as I know it needs to be higher so that I can continue to attend PNE."

Billy Almond, a teaching assistant at Moor Hey School, said: "Last year, Sky struggled with authority. This year, her attitude has completely changed; she is much calmer.

“ We have observed an improved level of happiness in school and a new form of motivation with the students who are involved studying at PNE. ”

"Jack has often had anger problems, especially controlling his temper. He could often react by kicking walls and windows.

"He has now learned to control his anger. He is doing 100 per cent better, with his attendance now being higher."

PNECET is working with seven secondary schools as part of the alternative education programme: Shaftesbury High School, Moor Hey School, Worden Academy, Fulwood Academy, Balshaw's High School, West Lancashire High School and Aurora Brambles School.

Balshaw's High School headteacher Steven Haycocks has also been highly complimentary of the programme.

"We have observed an improved level of happiness in school and a new form of motivation with the students who are involved studying at PNE, which has helped them to re-engage with their studies," he said.

"Being a part of the excitement of the world of football, it was certainly something which made one individual much more willing to engage and excited about the prospect of taking part in the course than he had been previously.

"The vision for these courses from PNE is to really get into the community and work closely with schools, which is really important."

FURTHER EDUCATION



"I have always been interested in learning about sport following on from the enjoyment I gained from GCSE PE in high school," Rae said of why she joined the course.

"I was keen on continuing my passion to play football in a sporting environment rather than giving it up, with the personal goal of improving as a player on and off the pitch that drove me to this point.

"I have always wanted a job in sport, whatever it was to be. I also wanted to do something out of the ordinary, and not something that girls where I come from would look to do."

Rae's commitment to and passion for her studies was reflected when she picked up all three awards available in our student graduation ceremony in the summer of 2019 – winning the players' player of the year, manager's player of the year and student of the year.

CASE STUDY

TRUST STUDIES HELPING RAE FLOURISH

Embarking on her further education path with PNECET Sports College in September 2018, having gained excellent GCSE results, Rae is a natural introvert – but she flourishes with a football at her feet.

However, while studying for her Level 3 diploma in Sport and Exercise, Rae has truly come out of her shell, developing her own football skills and taking up plenty of work experience opportunities in the process.

That has included assisting the coaches on the PNECET Summer Soccer School, for which Rae earned great praise for her rapport with participants, thus boosting her confidence. She has also been employed by the Trust on a part-time basis on first team matchdays.

"I was keen on continuing my passion to play football in a sporting environment."

She is hoping to use her time studying the course on offer from the Trust to help her progress to completing a sports psychology degree.

"From the qualifications that I gain from this BTEC course, I would like to continue my education through university, studying sports psychology, a career that grew to my interest since carrying out some units on the sports programme.

"This is my career that I want to achieve from coming onto this course, as I like the idea of being able to help athletes and motivate them through their sport."

"I can say that I have thoroughly enjoyed its unique way of learning. There are things that I have learnt on the pitch as well as in the classroom, and this is not something that can be delivered elsewhere, in any other regular college."

"The Sport Psychology unit that we completed last year also reassured me in wanting to do this in the future."

Rae is a likeable character, who always works hard and is well thought of by her peers and the staff in and around the community.

She is described as an 'asset to the course', who goes above and beyond in everything she does, completing any task with 100 per cent commitment, which is evident in how much she has enjoyed studying with PNECET.

"After joining the course, I can say that I have thoroughly enjoyed its unique way of learning. There are things that I have learnt on the pitch as well as in the classroom, and this is not something that can be delivered elsewhere, in any other regular college."

"I also enjoy that I can do the same BTEC course as at any other college, however, with the addition of training twice a week and gaining more and more game experience every week."

"The course has surpassed my expectations and just meeting a new group of people in a different environment than I was used to has allowed me to gain a different perspective on life."

OUR TOTAL NUMBER OF FEMALE STUDENTS INCREASED BY 57% FROM 2018



RAE'S HAT-TRICK



 Players' player of the year 2019

 Manager's player of the year 2019

 Student of the year 2019

HIGHER EDUCATION



Not only that, but Kieran is employed on a part-time basis by PNECET, assisting with a range of our provisions.

Kieran works on home matchdays for the club, comprising numerous activities – including co-ordinating the half-time penalties for grassroots teams visiting Deepdale – as well as providing support to our Premier League Primary Stars team. This requires Kieran to visit local primary schools, delivering sessions on the lunchtime club.

Senior Schools Provision Officer Jack Mountain spoke of how Kieran has become an important and reliable member of the Primary Stars team.

Jack said: “In the Primary Stars sessions, Kieran delivers mini games that encourage teamwork and communication, using equipment to link it to a sporting example such as football.”

“

I very highly recommend studying with Preston North End as the tutor support has helped me gain the best grades possible.

”

“Kieran has demonstrated key attributes of a good coach, including professionalism with the children and teachers, being a reliable member of staff and always turning up for sessions and also showing a range of sporting knowledge.

“He’s been able to transfer these skills into other areas of the community, too, as he regularly works on matchdays in the running of the half-time game and delivering birthday parties, as well as working as a coach on our soccer school camps.”

CASE STUDY

KIERAN THRIVING THROUGH WORK EXPERIENCE OPPORTUNITIES

Kieran is a graduate of the Sports and Exercise diploma course offered by the Trust and has continued his education pathway with us, now studying the foundation degree in Community Football Coaching, offered in conjunction with the University of South Wales.

His continued success has seen multiple opportunities in sport presented to him.

After completing his FA Level 2 award in football coaching in 2018, Kieran now works as a coach for Cadley Boys FC’s U16 side, a local grassroots team.

“

I have also gained plenty of paid work around the community to give me a taste of working within the sports industry.

”

Such has been his success, Kieran even assists with the coaching sessions for his peers on the Level 3 Sport and Exercise course delivered by PNECET, with engaging coaching sessions for one of the U19 teams.

Recruitment and Higher Education Manager Graeme Atkinson has been pleased to see Kieran’s growth as he’s progressed along the education pathway at PNECET.

“Kieran is a very reliable student who meets all of his deadlines, achieving excellent results.

“He is a very conscientious person, who is enrolled on the foundation degree in community football coaching with USW, with glowing references from his lecturers.

“His coaching is of a very high standard and I would expect him to go on to develop future players.

“Kieran communicates well and he is one of the first ports of call for our staff to cover as support staff.”

Kieran added: “I very highly recommend studying with Preston North End as the tutor support has helped me gain the best grades possible.

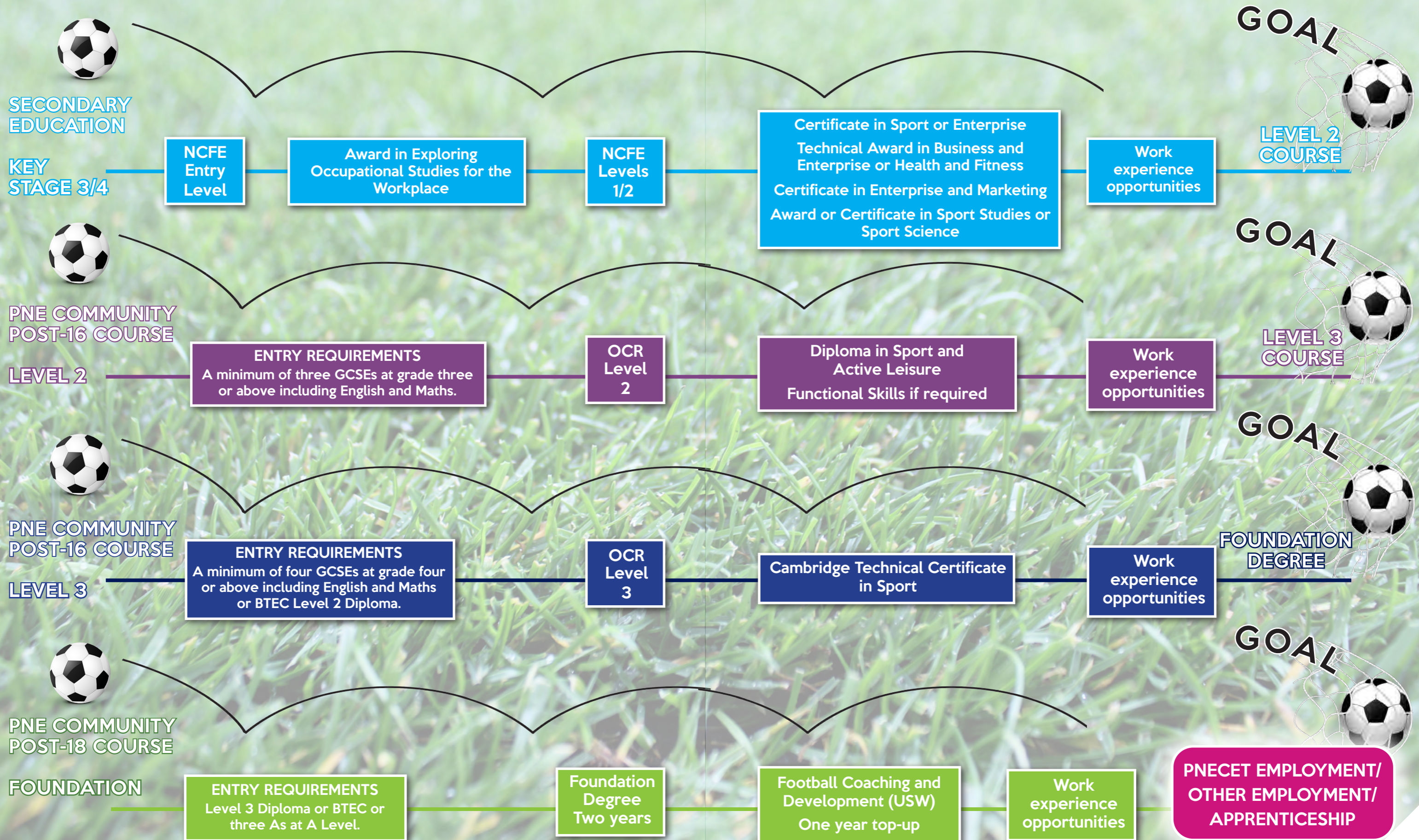
“I have also gained plenty of paid work around the community to give me a taste of working within the sports industry, which I feel has been highly beneficial to my CV and for my ability and development as a football coach, which is the career path I wish to take.”

63% OF OUR STUDENTS HAVE PROGRESSED ON TO HIGHER EDUCATION PROGRAMMES

5 FA LEVEL 2 QUALIFIED COACHES WORKING WITHIN THE PNECET COMMUNITY/ACADEMY PROJECTS ON A WEEKLY BASIS FROM OUR HE PROGRAMME



THE PNE STUDENT JOURNEY



EDUCATION ALUMNI



“ The club has really helped me to expand all the work I’ve done and get my name out there more and more. ”

He photographed our students playing in matches and, on the annual trip to Portugal, produced media in still and moving image form for use on our social media channels.

“When I started doing photography for Preston North End on matchdays, I was assigned a mentor; one of the matchday photographers, who looked after me, helped me out and if I had any questions, I could ask him,” Jack said. “That massively helped me to develop.

“The club has really helped me to expand all the work I’ve done and get my name out there more and more.”

Jack found our programme enjoyable as it allowed him to study multiple disciplines of sport, including the physical aspect of playing and coaching, as well as looking at media, nutrition, biology and much more.

Education Programme Leader Jodi Collum said: “Jack has made a seamless transition into university life, where he is studying Sports Business as he pursues a career in sports photography.

“Jack gained a number of valuable skills from the Sport and Exercise diploma course at PNECET, which we are confident will be of great benefit to him during his time at university.”

Recruitment and Higher Education Development Manager Graeme Atkinson added: “Jack was a committed and confident learner who grasped opportunities when they came.

“It is a joy to see him excel on his new degree course and being successful, developing his skills within an environment in which he can thrive.”

CASE STUDY

JACK SHOOTING FOR THE STARS

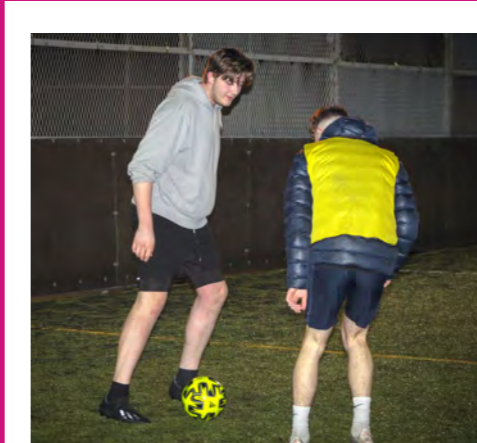
Jack Carysforth’s time studying with PNECET allowed him to shoot on and off the pitch, representing the club’s community teams in 11-a-side football and honing his photography skills by snapping the Preston North End players in action on a matchday.

A passion developed during his time studying the Sport and Exercise diploma at the Trust, Jack is a talented and ambitious photographer who, since graduating from our programme at Preston North End, has gone on to study a sports business degree at the University of Central Lancashire while setting up his own photography business in his spare time.

Jack was able to expand his creative portfolio by gaining a number of new opportunities through the Trust, earning the chance to join the club’s photography team on a matchday and capturing the players in action for PNE.



INCLUSION



Premier League Kicks



NCS



Disability Sports



Female Participation



Walking Football



Community and Education Trust
Registered Charity No. 830773

68% OF FEMALE PARTICIPANTS WOULDN'T BE PLAYING FOOTBALL IF IT WASN'T FOR OUR SESSIONS WITH 72% SAYING THEY FELT MORE CONFIDENT

56 INDIVIDUALS PARTICIPATED IN OUR DISABILITY SPORTS SESSIONS

EIGHT YOUNG PEOPLE HAVE GONE ON TO JOIN THE NCS GRADUATE YOUTH BOARD HELPING THEIR COMMUNITY AND IMPROVING THEIR NCS PROGRAMME NEARBY

A TOTAL OF 906  YOUNG PEOPLE ENGAGED IN THE PL KICKS PROGRAMME WITH PNECET IN 2019

21,420 HOURS 

GIVEN BACK TO THE COMMUNITY THROUGH SOCIAL ACTION PROJECTS

524 PL KICKS SESSIONS 

DELIVERED IN PRESTON'S NINE MOST DEPRIVED AREAS

NCS WORKED WITH 18 LOCAL SCHOOLS AND COLLEGES DURING 2019 

WE HAD 104 WALKING FOOTBALL PARTICIPANTS IN 2019 A 55% INCREASE FROM 2018

PNECET WILDCATS

“ I believe Wildcats has had such a positive impact on her life and I look forward to watching her confidence and football ability grow! ”



CASE STUDY

CARLY DEVELOPS HER CONFIDENCE WITH PNECET WILDCATS

Carly is a seven-year-old aspiring footballer who regularly attends our weekly PNECET Wildcats session. A happy and enthusiastic member of the group, she's always the first to throw herself into any activity or challenge we set.

Carly has become a sociable young girl thanks to our Wildcats programme. Although she's now an animated and active member of our group, that hasn't always been the case. There was a time when she struggled to leave her mum's side, but as our Community Inclusion Officer Hannah White explained, she's now become more confident and thriving both on a personal level and when playing football.

Hannah said: "Carly has been a joy to work with from the moment I met her. She's a confident and enthusiastic player and she's always the first to throw her hand up when we ask questions or want demonstrations of a task to be performed.

"She socialises so well with everyone in the group and has a very creative mind, always suggesting new games and activities that we could try out.

"It's great to work with a talented young player who is always taking responsibility to develop her own abilities not only in our sessions, but outside of them too."

Carly excels in her PE lessons and is always kicking a ball around on her lunch break, but unfortunately, her school don't have a football team for her age group.

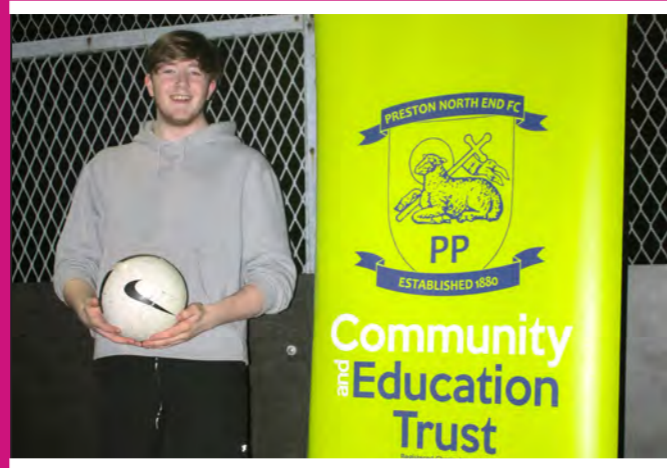
She does get her football fix, however, by playing for Cadley Girls FC. She is also an avid football fan, with Preston North End among her favourite teams.

Being a part of this session, therefore, has helped Carly to develop as a person both on and off the pitch. The change in her confidence has allowed her to flourish and improve on both her technical and interpersonal skills, equally in football and in life.

Carly said: "I love coming to Wildcats because I get to learn lots of new skills and make new friends.

"Everyone is really nice and the coaches are very fun. They've taught me how to dribble and use penguin feet. I like these sessions because we're never still and get to run around a lot, which is really good!"

“ When I first started I could barely kick a ball, but coming each week I got better. I am a lot more confident and outgoing. ”



CASE STUDY

KICKS TAKES BILLY ON AN INCREDIBLE JOURNEY

When Billy began attending the Trust's weekly Premier League Kicks session at West View Leisure Centre in 2016, he was self-admittedly quiet, shy and reserved.

Fast forward to this year and 18-year-old Billy has undergone an incredible journey of personal growth, now standing out as a shining example of just how beneficial the Kicks programme can be for young people.

Kicks provides free football sessions for eight to 18-year-olds across the country, aiming to create a more inclusive community by welcoming young people from all backgrounds – no matter their ethnicity, gender, ability or where they're from.

Naturally, with attending more, Billy's confidence and the number of friends he made increased. But staff pinpointed a key difference between Billy and other participants – his willingness to include others.

“Billy has really come out of his shell as a person after attending Kicks,” said James Stansfield, Community Inclusion Officer for the Trust. “He used to arrive on his own, didn't talk to many people and was very shy and introverted.

“He has since made a lot of friends and has become one of the leaders of the group, attending every week without fail. We now see Billy as one of the role models of the group to the younger players and he is great to have around Kicks.”

Billy also explained that by coming to the session on a regular basis, honing his football skills, he's seen physical benefits in his overall lifestyle by playing for a team at the weekend.

“I first came to the session three or four years ago and was quiet and shy,” added Billy. “I was an introvert, but I came to the session because I love playing football.

“I wasn't playing competitive football for a team so this session was my football for the week, which I really looked forward to.

“When I first started, I could barely kick a ball, but coming each week, I got better. As well as this, I feel now I am a lot more confident and outgoing. This has helped me as I've now just started playing for a team competitively on a weekend.”

Billy is a great help to the group, speaking to new members and integrating them with existing participants. Long-term, he has ambitions of going to university following the completion of his A-Levels.

Trust staff will be doing all they can to help Billy with the application process and preparing him for university life, both inside and outside the classroom!

“ Premier League Kicks has helped me develop both as a player and a person, on and off the pitch. ”



CASE STUDY

KICKS GIVES LYDIA FOCUS ON AND OFF THE PITCH

A proud Preston North End fan and season ticket holder, Lydia Wright began attending the Trust's PL Kicks session at Chorley Youth Zone at the start of 2019.

She's always been a likeable character, but the early days of her time attending the session proved challenging for staff.

At 14-years-old, Lydia was loud, wanting to be heard by others, but not having the same desire to be spoken to – she thought this would help her to get her own way.

It was the introduction of a girls-only Kicks session which brought about a change in Lydia's behaviour and eventually, she began to disclose more about her school life and ever-fluctuating anger.

She was getting involved in physical altercations and not knowing how to control her emotions. But our coaches realised that football gave Lydia an added sense of focus, removing her from her everyday troubles and allowing her to be herself.

That led to the decision to join a local football team, Euxton Girls, helping Lydia to focus all of her energy into football. It paid off, and by the end of

the year, Lydia had signed and begun playing for her beloved Preston North End – representing the women's junior teams!

Lydia has now acknowledged that if she makes an effort in life with the things she enjoys, she will be rewarded for it. She is now rarely removed from her lessons, avoids conflict and the overall change in her has been extremely positive.

“Inspire Youth Zone and Preston North End Community and Education Trust have helped me with issues I would not have been able to sort out myself,” Lydia said.

“Premier League Kicks has helped me develop both as a player and a person, on and off the pitch. I feel that it has had a positive impact on my life, because it's helped me to develop not just my skills in football, but life skills as well.”

Community Inclusion Officer for the Trust, James Stansfield, added: “Lydia's change has been incredible and a real joy to watch. I was a coach at the session when Lydia first attended, she was a challenge and hard to work with.

“We didn't want to give up on her and knew she could make a positive change to her life. She has done that and more. It is so rewarding seeing and being a part of such positive change in young people's lives. I am immensely proud of her!”

NATIONAL CITIZEN SERVICE



“ This was a great experience from which we gained communication skills talking to people we perhaps would never have met, as well as getting a real life insight into what Heartbeat do. ”



*Photo courtesy of LEP

PARTICIPANTS TAKE ON VIRTUAL BIKE RIDE

In 2019, an amazing 357 young people took part in Preston North End Community and Education Trust's National Citizen Service [NCS] programme, gaining invaluable skills to last a lifetime.

NCS allows young people to gain a clearer idea of what they want from their future by thrusting them into the programme's four different phases: adventure, discovery, social action and graduation.

For the summer 2019 programme, participants decided to raise money for Preston charity, Heartbeat, as part of their project for the social action phase.

NCS co-ordinator Laura Joyce explained how the students came up with their social action idea.

“We try to allow the participants to come up with their own ideas when it comes to the community aspect of the programme,” she said. “We want them to take ownership, but also feel proud when the whole thing pays off.”

“When mind-mapping different ideas, one of the group members suggested doing a physical challenge to raise money, something people could sponsor and donate to, and that's how the idea to ride the distance from Preston North End's stadium, Deepdale, to Wembley Stadium in London came about.”

Katherine Taylor, a graduate of the 2019 summer programme, added: “This was a great experience as we got to know their staff better, from which we gained communication skills talking to people we perhaps would never have met, as well as getting a real life insight into what Heartbeat do.”

The group completed the challenge collectively in just over three hours, a brilliant effort for a group of young people with a variety of needs and mixed abilities, allowing nothing to stand in their way.

They managed to raise a fantastic £573.83, topped up with a bucket collection at a Preston North End game that same week.

357 YOUNG PEOPLE TOOK PART IN THE TRUST'S NATIONAL CITIZEN SERVICE PROGRAMME

DISABILITY SPORTS

“ PNE staff have been so helpful in helping me with my football skills but also helping me meet new people and be more confident and outgoing. ”



CASE STUDY

EVERY PLAYER COUNTS PROVIDES NEXT STEP OF AQIL'S JOURNEY

Aqil has engaged with a number of our programmes for several years now, and having developed his self-confidence and footballing ability over the years, he's now reaping the benefits from attending our Every Player Counts sessions.

Every Player Counts provides opportunities for disabled adults and children to get involved in football with free sessions provided every week, with PNE's programme partnered with local charity the Sir Tom Finney Preston Soccer Centre.

Having already been a regular of our disability football sessions delivered at Preston's College, Aqil has now stepped up his weekly football intake by joining our Every Player Counts session.

Now 20, Aqil has made an unbelievable transformation from just a few years ago; then a shy, reserved individual. He has gained confidence and become more self-assured, allowing him to make lots of new friends while forming a strong relationship with our staff.

Aqil is incredibly driven and, as well as having spent two weeks volunteering with PNECET soon

after he attended his first session with us in 2016, he's now embarking on further work experience opportunities with Lancashire County Council's Fostering and Adoption Services.

Community Inclusion Officer Alistair White first met Aqil around that time and noted the stark difference in his approach to sessions from then to now.

“Aqil wants to improve all the time and works hard to do that, but he has progressed further to helping others,” he said.

“During sessions, he is always checking to see if people are okay, but also explaining things if they seem to be struggling. Aqil deserves to achieve his goals for how kind, determined and motivated he is.”

Aqil, who has ambitions of working in retail, mirrored the praise for our community staff for helping him to push himself in his physical activities and becoming more personable as a whole.

Aqil said: “I love coming every week, I get to meet new people all the time and practice my football skills for my team. PNE staff have been so helpful in helping me with my football skills but also helping me meet new people and be more confident and outgoing.”

WALKING FOOTBALL

“

PNE Community and Education Trust provides a welcoming environment for all ladies to come along to the sessions and have some fun.

”



WALKING FOOTBALL HELPS LADIES REACH INTERNATIONAL STAGE

The increasing popularity of walking football over recent years culminated with the sport's first international women's match being played in 2019, with five participants from PNECET involved across the men's and women's games.

Alison Hitchen, Anne-Marie Craven, Louise Cafferky and Nicola Rutherford all represented England in the women's game – but it was with PNECET, at the women's walking football session, that they honed their skills playing the slower version of the beautiful game.

Having been successful in getting into the squad at trial stage, the ladies travelled to Merthyr Tydfil's Penydarren Park to take their place in the England team that beat Wales.

But Nicola explained that it was simply for the love of the game, reignited by playing together at the Trust's weekly session, that the ladies went in search of international recognition by attending the trials.

“We went for some trials and never really expected anything – we just went for the love of football really and a weekend with friends,” Nicola said.

“We got selected, but never really expected it to happen, so it's all great.”

Nicola is also a regular at the weekly women's futsal session laid on by the Trust, and upon attending the walking football session, she was able to persuade team-mate Alison to join her.

Nicola admitted it was the relaxed ethos of the Trust's walking football provision which has helped all four ladies to become friends.

She added: “PNE Community and Education Trust provides a welcoming environment for all ladies to come along to the sessions and have some fun.”

Captaining the team and scoring four goals in the international match, Ann-Marie added: “It's allowed me to carry on playing the game I love. It's provided lots of opportunities for competitive matches, but I also enjoy the fun side at Thursday night sessions.

“It's great to say you've played for and captained your country, but the England set-up is in its very early stages, so we'll have to see how it all develops.

“A couple of us have played 11-a-side football together for a long time. It's great that we can still be playing at this age, together for Preston North End and for England.”



HEALTH



Mental Health



PNE Forces



Sporting Memories



Community
and Education
Trust

Registered Charity No. 1130773

**SPORTING MEMORIES
HAVE DELIVERED 11
WEEKLY SESSIONS
SINCE OCTOBER 2019**

**WE HAVE HOSTED
12 ARMED FORCES
PSYCHOLOGY SESSIONS
THROUGH THE NHS AND THEIR
MILITARY VETERANS SERVICE**

**EIGHT MENTAL HEALTH
PATIENTS HAVE GAINED A
SPORTS COACHING
QUALIFICATION THROUGH
OUR PARTNERSHIP
WITH GUILD LODGE**

**26 VETERANS HAVE
ACCESSED OUR WELFARE
SUPPORT THROUGH OUR
PNE FORCES PROGRAMME**

**ONE PARTICIPANT
FROM THE GUILD LODGE
PROGRAMME
HAS GONE ON TO VOLUNTEER
ACROSS PNECET'S PROVISIONS**

**85% OF MENTAL
HEALTH PATIENTS
FEEL PHYSICALLY AND
MENTALLY HEALTHIER
THROUGH ENGAGING WITH
OUR GUILD LODGE PROGRAMME**

**ONE YOUNG PERSON
HAS BEEN SUPPORTED
ON OUR BESPOKE MENTAL
HEALTH PROGRAMME**

**38 INDIVIDUALS
HAVE ENGAGED WITH OUR
SPORTING MEMORIES SESSIONS
SINCE BEING LAUNCHED**

GUILD LODGE PARTNERSHIP



CASE STUDY

NEW PARTNERSHIP

Preston North End Community and Education Trust marked a new partnership with Guild Lodge, with former PNE defender Tommy Spurr officially opening an outdoor pitch for its service users.

Guild Lodge is a medium secure mental health care hospital for men and women from the Lancashire and South Cumbria areas of north west England.

The Trust began working in partnership with Guild Lodge in March 2019, setting up football and multi-skills session each week, which form part of service users' occupational therapy timetable.

PNECET also aims to increase participation levels for sedentary service users by running multi-skills sessions, which slowly reintroduce physical activity into their daily life.

One service user who took part in the football sessions has gone on to conduct multiple hours of volunteer work with PNECET following their time at Guild Lodge.

He was one of many of the service users who completed an NCFE Entry Level Award in assisting sports coaching qualification, providing an opportunity to learn about how to become a sports coach.

He said: "Being on the Guild Lodge programme has helped me mentally to become stable. It has also helped me gain my gym qualification, which has

“ Being on the Guild Lodge programme has helped me gain my gym qualification, which has allowed me to start volunteering with PNECET. ”

allowed me to start volunteering with PNECET.

“That is helping me now by interacting with new people and I'm gaining experience while working with them.”

“Now I hope that I can continue my progression by finding work with disadvantaged young people as I have been in their shoes and would like to give something back to the community.”

Feedback from service users has been overwhelmingly positive since embarking on the programme.

With a total of 27 people engaged with the programme, service users felt more able to control their anger, be more sociable, be more self-confident and be more connected with staff as a result of attending.

Participants have also been on ground tours of Deepdale and received match tickets to watch Preston North End in action as a reward for their progress through attending the football and multi-skills sessions at Guild Lodge.

**90% OF ATTENDEES
FEEL MORE CONFIDENT
AND PRO-ACTIVE IN EVERYDAY LIFE
SINCE TAKING PART IN OUR SESSIONS**

PNE FORCES



“ It is important for us to help our PNE Forces participants remain fit and healthy while having fun playing football with us at PNECET. ”

FORCES PARTICIPANTS BENEFIT FROM HEALTH PROGRAMME

The Trust's programme for past and present members of the military – PNE Forces – was set-up in 2019 and as part of the initiative's quick expansion, participants have been encouraged to do what they can to maintain a healthy lifestyle.

The programme includes two sessions a week, both on a Wednesday, with the morning seeing the veterans brunch club taking place at the Wings Centre on Fishergate, followed by an hour of free football in the evening.

Trust staff are also able to signpost participants to relevant services where required – including assistance with mental health, housing and more – before also introducing health presentations ahead of sessions to advise members on their physical health and lifestyle choices.

Delivered by the Trust's staff, the health presentations have focused on six key themes: smoking, diet, weight, exercise, alcohol and sleep.

Community Inclusion Officer James Stansfield, who oversees the running of the PNE Forces programme, said there has been considerable value in delivering health advice to those accessing the social and football sessions.

James said: "It's vitally important for us to advise participants on their health and wellbeing.

"Although we are helping our PNE Forces participants to become fitter and healthier, both physically and mentally, through taking part in our social and football sessions, we can extend our impact on their lifestyle choices by delivering health presentations.

"We have delivered a number of these presentations to participants ahead of both their social and football sessions and by offering small pieces of advice about things such as smoking, alcohol consumption and diet, the people accessing these programmes have been able to notice real benefits to their physical and emotional health.

"We have also monitored service users' blood pressure, which is essential for them to see improvements to their health as a result of making positive lifestyle choices.

"It is important for us to help our PNE Forces participants remain fit and healthy while having fun playing football with us at PNECET."

PNE FORCES



“ It shows that we have that support network for armed forces members, so that they can see that the club recognises what they do for the country. ”

CLUB COMMITS TO SUPPORTING MILITARY WITH COVENANT SIGNING

Just months after the launch of the PNE Forces programme, Preston North End made its commitment to supporting past and present members of the military official by signing the Armed Forces Covenant ahead of a home game at Deepdale in October 2019.

PNE Forces was formed as a way of supporting current and former armed forces personnel with the provision of a brunch club and free football and social session once every week.

However, the programme has gone above and beyond to support those accessing the programme, reinforced by the Covenant signing.

The Trust have referred service users of the PNE Forces programme to services in areas such as housing support, helping to rehouse veterans by working with housing associations.

PNECET's partnership with the Salvation Army has allowed those accessing the programme to be referred to specialist emotional support services, and through working with the NHS, PNE Forces participants have been able to access therapy services at Deepdale.

Financial support has been available through a partnership with Positive Futures North West, which

98 SERVING PERSONNEL/ VETERANS ENGAGED IN OUR PNE FORCES PROGRAMME TO DATE

provides training programmes for service users. The Covenant is a nationwide pledge to support current and former members of the armed forces, along with their dependents, by treating them with fairness and respect in their communities for serving with their lives.

A presentation was made on the day of the game between Preston North End chief executive John Kay and Lieutenant Colonel Justin Tancred of the Duke of Lancaster's Regiment.

Speaking of the Covenant signing, Head of Community Tom Drake said: "It's a big achievement for us. The signing of the Covenant is a representation of our support for the armed forces community, both from the club and the Trust.

"It shows that we have that support network for armed forces members, so that they can see that the club recognises what they do for the country.

"This programme has grown incredibly quickly and we will continue to recruit new members – with volunteering opportunities, ticket incentives and much more on offer – to match this growth and cater for the needs of the Preston community."

MENTAL HEALTH



CASE STUDY

TRUST SUPPORTING JOE'S MENTAL HEALTH JOURNEY

Joe Martin was already struggling with his mental health and had been referred to CAMHS (Child and Adolescent Mental Health Services) when he tragically lost his father to suicide in 2018.

Joe's primary form of escapism continues to be football, but last year, the 13-year-old began to suffer from anxiety within a footballing environment, causing him to become nervous about playing in matches.

"I was first referred to CAHMS, I think it was about three years ago, which was due to mental health issues which I had," said Joe.

"My dad died of suicide. We were about to just start thinking about moving on and living a regular life again and that [losing his father to suicide] happened, so that brought a whole bunch of other reasons why I should have CAMHS."

The Lune Valley FC player, of Lancaster, first came into contact with PNECET when his mother, Jenny Rigby, sent the Trust an email in the hope of finding health and support for Joe through football.

With all EFL Clubs being partnered with the mental health charity Mind, Jenny emailed Assistant Head of the Trust, Harriet Creighton-Levis, to understand how PNECET could help.

Jenny revealed that, as part of his work with CAMHS, Joe had learned that rediscovering his confidence and enjoyment of sport could prove one of the best routes to aid his recovery.

By his own admission, Joe could not have imagined what would follow.

Harriet met Joe at his school, to listen to and understand his needs, which led to him being invited for a ground tour of Deepdale – an exciting first step of a bespoke programme designed by PNECET to develop his resilience, communication, confidence and leadership.

“ I watched them all train, I had a great start to the day – I think it’s probably the best start to the day I’ve ever had. ”

Joe soon learned that much more was in store for him, and that he'd be attending the club's training ground for a morning of behind the scenes excitement.

"I was very overwhelmed at what I'd be doing and I found out all about how I'd get to see PNE's stadium," said Joe.

"I didn't expect to be here [at the training ground], I don't know what I was expecting but this is great. I've managed to get two t-shirts, one off Declan Rudd and one from Paul Gallagher, they signed both of them, and I got some boots off Louis Moutl."

“ I want to help other children and other kids and teens like me who have suffered from mental health, parents dying from suicide in particular. ”

"I watched them all train, I had a great start to the day – I think it's probably the best start to the day I've ever had."

In addition, Joe has been attending home matches on a regular basis and helping staff from the Trust with their matchday activities, including the organisation of the half-time penalty shoot outs for primary school children.

As part of his programme with PNECET, Joe has been helping PNECET staff as an assistant coach for young children on our half-term soccer school camps for young children.

The final stage of Joe's programme will be designed to boost his confidence to the extent that he can lead out the Preston North End team as mascot for the final home game of the 2019/20 football season at Deepdale.

"I want to help other children and other kids and teens like me who have suffered from mental health, parents dying from suicide in particular."

JOE WAS THE FIRST PERSON TO START THE MENTAL HEALTH PROGRAMME WITH PNECET



SPORTING MEMORIES



“ The memorabilia around the stands and the mere fact of being in the ground brought up many memories for the members. ”

NEW LEASE OF LIFE FOR SPORTING MEMBERS

The Trust launched its Sporting Memories programme in October 2019, a new provision run alongside the Sporting Memories Foundation that works with over-50s suffering from dementia, depression and loneliness.

The programme uses a variety of guest speakers, quizzes and physical activities to engage participants through the power of sport.

Members are encouraged to reminisce about their own memories, of both a sporting and non-sporting nature, allowing isolated older people to connect with others and providing a wealth of mental health benefits.

We welcomed a whole host of special guests from the programme's inception until the end of 2019, including BBC journalist Richard Askam, local author Michael Barrett and former Preston North End players Peter Higham and Eric Jones.

There are a range of volunteers working on the programme, too, including long-serving club statistician, Martin Atherton.

Among the activities the group have embarked on was a ground tour of Deepdale just weeks after the programme was launched, conducted by Martin, proving one of the most engaging sessions yet.

“Coming the day after a game, there was more activity than usual going on [at Deepdale] and the

members were able to see just how much work goes into preparing the stadium for the next game,” said Martin.

“The tour included watching the teams of cleaners at work on the terraces, the ground staff repairing and covering the pitch and the work that goes on backstage by the kitman and stadium staff.

“The group visited the boardroom, players' lounge, dressing rooms and the various hospitality suites, as well as getting a glimpse of the executive boxes in the Invincibles Pavilion.

“The memorabilia around the stands and the mere fact of being in the ground brought up many memories for the members, who were accompanied by the enthusiastic team of volunteers who support the Trust's work in running the sessions.

“The visit concluded with a group photo sat in the home team dugout and everyone agreed what an interesting and informative trip it had been.”

SIX GUEST SPEAKERS HAVE DELIVERED ENGAGING TALKS IN OUR SPORTING MEMORIES SESSIONS



MATCHDAY ENGAGEMENT



Birthday Parties



Junior Whites



Matchday Activities



Player Visits



Community
and Education
Trust

Registered Charity No. 1132773

**15 BIRTHDAY
PARTIES HOSTED
BY THE TRUST
ON MATCHDAYS**



**15 MATCHDAY
CLUBS HOSTED FOR
JUNIOR WHITES BEFORE
A HOME GAME**

PLAYER VISITS



**EIGHT OF OUR
LEARNERS
ARE EMPLOYED
BY THE TRUST ON
MATCHDAYS**

65 MEMBERS  **SIGNED UP TO BE
JUNIOR WHITES**

OVER 700  **PARTICIPANTS
TOOK A PENALTY
AT DEEPDALE**

**54 HALF-TIME
GAMES PLAYED
WITH OVER 100
TEAMS INVOLVED**

**WE HELD EIGHT
THEMED MATCHDAYS
AT DEEPDALE**

**MORE THAN 80
UNIQUE PLAYER
VISITS WERE
CONDUCTED IN 2019**

POTTS AND HUDSON VISIT SHERWOOD PRIMARY

Sherwood Primary School students were given a day to remember as Brad Potts and Mathew Hudson joined one of their classes in November.

The North End duo joined in with a PE lesson at Sherwood, one of the Trust's partner primary schools, as the pupils' mathematical knowledge and their movement skills were put to the test.

The cross-curricular lesson forms part of the Premier League Primary Stars programme, which the Trust delivers to a range of schools in Preston and the surrounding areas.

The programme incorporates maths and literacy concepts into children's PE lessons, with members of Trust staff helping to deliver sessions while assisting teachers with their own growth and delivery of the classes.

Students also had the chance to pose some questions to the PNE pair, as both Potts and Hudson told of their journeys which have led them to becoming professional footballers and gave advice to the children on how they could go about achieving their own goals.

**EIGHT PLAYER VISITS
WERE MADE AS PART OF
THE PL PRIMARY
STARS PROGRAMME**

MATCHDAYS



COVENANT SIGNING

We signed the Armed Forces Covenant, which is a nationwide pledge to support past and present members of the military and their dependents, to ensure they are respected in their community.



HARRI NHS

The HARRI (health, advice, recovery, resilience, information) vehicle set up outside Deepdale for fans to discuss their mental and physical health, as part of our partnership with Lancashire Care NHS Foundation Trust, with charities Prostate Cancer UK, State of Mind and Lancashire Mind all present, too.



GENOMICS LAUNCH

We launched our Genomics programme in conjunction with Lancashire Teaching Hospitals with the aim of 'socialising the genome'. This led to us delivering several DNA-themed lessons in our partner primary schools, under the Premier League Primary Stars initiative.



KICK IT OUT

We held our Kick It Out matchday in a show of support to make the beautiful game as an inclusive place for all players, staff, supporters and everyone else associated with football. We welcomed members of the Preston Windrush Generation to walk out the teams, carrying out the Kick It Out flag and the match ball.



LEVEL PLAYING FIELD

Level Playing Field highlights accessibility for disabled supporters on matchday and as part of this, we invited four disabled supporters to join us on work experience; helping out in the media department, with the stewarding team and the groundsmen.



NCS MATCHDAY

We promoted our National Citizen Service programme in front of a bumper crowd while showcasing the great charitable work of our graduates from the programme.



RAINBOW LACES

We held our Rainbow Laces game in support of the Stonewall Rainbow Laces campaign. Players wore rainbow laces in their boots and there were also rainbow-coloured corner flags, substitution boards and captain's armbands.



REMEMBRANCE DAY

We remembered those who sadly passed fighting for their country, as players wore special matchday shirts emblazoned with poppies on their chest.



PLAYER VISITS



PLAYERS OUT TO SPREAD CHRISTMAS SPIRIT

Every member of the first team squad made visits to deserving members of the local community as part of Whites Christmas, a joint campaign run by the club and the Trust.

Fans nominated fellow members of the community for a PNE-themed gift or surprise, whether they had endured tough times themselves or gone above and beyond to support other people.

That resulted in 12 surprises being made – with nine visits to local fans, two mascot packages gifted to two young supporters, and the entire first team squad making their annual trip to Royal Preston Hospital to visit the children’s ward.

Among the surprise visits made was to Jo Harwood, a regular participant over recent years at the Trust’s walking football sessions.

Jo was nominated by one of her former team-mates because she has been caring for her husband, who has dementia.

David Nugent, Louis Moult and Connor Ripley went to visit Jo as the walking football Christmas party was taking place and she was shocked just to learn that the surprise was for her! The North End trio presented Jo with a signed, framed home shirt.

Jo said: “It’s fantastic because things have been a bit tough recently with one thing and another, but

it’s lovely. I’ve been a lifelong North End supporter, it’s over 50 years since I got my first season ticket, so it’s good.

“These players give so much back to the community, it’s not just Saturdays when they turn up, it’s during the week as well.”

In another of the nine visits, Patrick Bauer and Andrew Hughes paid a visit to North End fan Mark Allen.

Mark conducted what proved to be life-saving CPR on his wife Catherine, who later made an incredible recovery having spent weeks in a coma.

As well as this, Mark held everything together emotionally for his children, Dom and Georgina, the latter of whom made the nomination.

Upon making the visit, PNE defender Hughes said: “Explaining the story in there to all of us, it really hits home with how lucky we are just to have health.

“As a player you are pretty close to the fans, but it’s not until you go and see them, up close and personal, of how close and how much it means to the fans as well, so that was nice to see.”

Hughes and Bauer surprised Mark with a signed PNE football and a new home shirt.



COMMUNITY ENGAGEMENT



The Big PNE Sleep Out



Kidney Cancer UK



Breast Cancer Awareness



NCS



Community
and
Education
Trust

Registered Charity No. 1032773

THE WALKING FOOTBALL
COMMUNITY HAVE RAISED
OVER £1,600
FOR DIFFERENT CHARITIES
THROUGHOUT 2019

WE HAVE ASSISTED
THREE VETERANS WITH
RAISING MONEY
AND AWARENESS
FOR THE FOXTON CENTRE

PNECET GIFTED
MATCH TICKETS
TO LOCAL CHARITIES
FOR MORE THAN
40% OF LEAGUE
MATCHES IN 2019

OVER £80,000
RAISED BY MORE
THAN 300 PEOPLE
 **FOR THE BIG
PNE SLEEP OUT**

NCS PROJECTS
RAISED £1,679.50
 FOR CHARITABLE CAUSES
THROUGHOUT 2019

THROUGHOUT 2019
WE SUPPORTED
27 LOCAL CHARITIES

252 PARTICIPANTS
FROM OUR PROGRAMMES
HAVE BEEN SIGNPOSTED
INTO LOCAL AND
NATIONAL CHARITIES
TO SUPPORT THEIR NEEDS

RAISING AWARENESS

FUNDRAISING FOR NATIONAL CHARITIES ON A LOCAL LEVEL

BREAST CANCER AWARENESS

Our walking footballers wore pink for Breast Cancer Awareness Day and in aid of the charity, they arranged a walking football match with their Manchester City counterparts – raising £515 for the cause!



NCS

As part of their social action projects, our summer NCS participants raised money for two charities. One group's charity bike ride, seeing them complete the distance equivalent from PNE's Deepdale to London's Wembley Stadium, raised £573 and another group's charity football match raised £399 for Rosemere Cancer Foundation.



KIDNEY CANCER UK

Our Inclusion Manager Mel Brown arranged the annual Gerald Brown Trophy in aid of Kidney Cancer UK, in memory of her uncle. Walking football teams from Blackpool, Fleetwood, Fylde and of course PNE took part and raised £550 for the charity!



THE BIG PNE SLEEP OUT

Our Sleep Out effort, together with Blog Preston and Biffa, saw an incredible £80,000 raised for the Foxton Centre's Housing First initiative, with more than 300 people bedding down overnight at Deepdale in aid of the cause. PNE striker Louis Moutt also made an appearance to greet and congratulate participants on the night.



THE BIG PNE SLEEP OUT



“ Over £80,000 is just mind-boggling and I can only thank everybody who’s been involved. ”

COMMUNITY COMES TOGETHER TO RAISE £80,000 FOR THE FOXTON CENTRE

The Trust spent much of 2019 working with waste management firm Biffa and Preston media outlet Blog Preston with the aim of raising money for local charity the Foxton Centre, culminating with The Big PNE Sleep Out at Deepdale in November.

With Preston North End striker Louis Moulton having paid previous visits to the Foxton Centre, speaking of his own personal experiences in the process as part of the EFL Day of Action, it was in March that PNECET, together with the Foxton, Biffa and Blog Preston, set out to raise £50,000 for the charity.

The intention was that the money would be used to buy and renovate a house for the use of rough sleepers in Preston, many of whom are helped by the outreach team from the Foxton, who work with vulnerable young people in the city – including those who suffer from homelessness, and others dealing with mental health issues.

That aim forms part of the Foxton’s Housing First initiative, which also aims to provide work opportunities for the homeless in a bid to boost their employability skills and get them back onto the road to work and owning their own accommodation.

But how would that money be raised? By generating further awareness of the issue of homelessness in the process – leading to the idea to sleep out at PNE’s home stadium, Deepdale, and more than 300 people signing up to take part.

With first team star Moulton firmly on board with the campaign, and his manager Alex Neil having also paid a visit to the centre in the weeks leading up to the event, months of planning and organisation came to fruition when hundreds of people bedded down for the night in a marvellous showing of community spirit.

Members of staff from PNECET, Blog Preston and Biffa all joined the Sleep Out efforts and Moulton made an appearance on the night to greet fans and congratulate them for their fundraising support for the appeal.

The fundraising total surpassed its £50,000 target within hours of participants leaving the stadium the following morning and when donations had closed a month later, the final amount had hit a whopping £80,000 – all to be used for buying and renovating the house for the use of the homeless.

Speaking of the importance of the funds raised, Moulton said: “To hear that it’s raised around £80,000 is incredible.

“Everyone that donated and has made themselves involved, a massive pat on the back as they have really made a difference, not just for now, but for the future as well.

“People are going to look at that house and realise how they actually afforded it, so it’s incredible for Preston as a community.

“Getting that shelter is going to be such a difference. It’s one thing trying to tackle problems on its own, but once you’ve got that shelter over your head, it allows you to concentrate on those troubles and that’s hopefully what the shelter is going to do.

“Hopefully, from there, there’s not just going to be the one house, there’s going to be a fair few and that’s thanks to everyone that’s been involved.”

Jeff Marsh, Chief Executive of The Foxton Centre, added: “When it was suggested we would raise £50,000, I was really sceptical and we’ve just smashed that.

“Over £80,000 is just mind-boggling and I can only thank everybody who’s been involved, the people of Preston who supported all those people who slept out.”



OUR PARTNERS



WANT TO GIVE BACK TO THE LOCAL COMMUNITY?

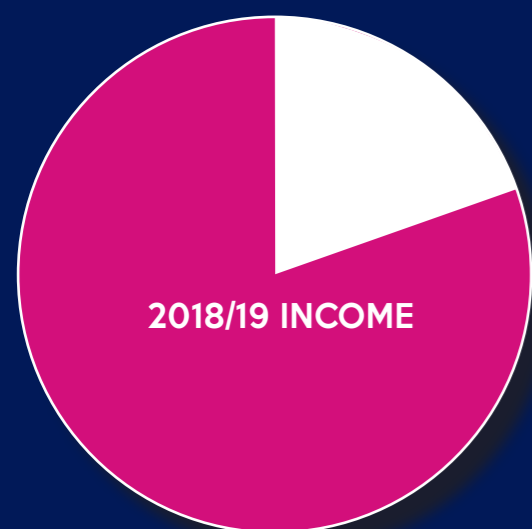
Whether it's making a donation, sponsoring one of our programmes or providing us with new resources and equipment, we welcome support of all kinds from people of varying backgrounds, and businesses of all sizes.





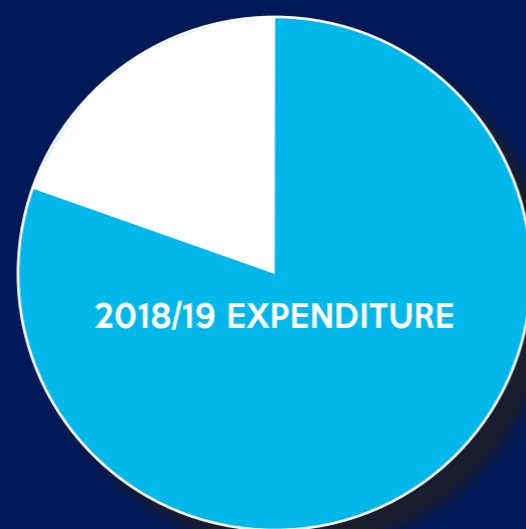
GET INVOLVED
 Email
community@pne.com
 or call 01772 693309
 to arrange an
 introduction meeting

FINANCIAL SUMMARY

	2018/19	2017/18
INCOME		
Restricted	£729,396	£660,992
Unrestricted	£118,389	£136,351
TOTAL	£917,785	£797,343
EXPENDITURE		
Administrative work	£150,907	£174,949
Delivery work	£712,036	£610,555
SURPLUS	£58,842	£11,839



 £118,389 UNRESTRICTED
 £729,396 RESTRICTED



 £150,907 ADMINISTRATION
 £712,036 DELIVERY

FINANCIAL HISTORY

	INCOME	EXPENDITURE	SURPLUS
2016/17	£767,400	£651,923	£115,477
2015/16	£435,438	£445,077	£-9,639
2014/15	£285,164	£242,138	£43,026
2013/14	£200,616	£193,950	£6,066
2012/13	£130,760	£117,321	£13,439

LOOKING AHEAD

NEW STRATEGY LAUNCH

The end of 2019 saw the Trust completing planning, consultation and design work towards its new three-year strategy, which will be launched in the summer of 2020.

In what promises to be an exciting year for the Trust, there are plans in place to continue expanding and improving the quality of our programmes, for both our existing and forthcoming provisions, as our workforce continues to grow.

Our new strategy will provide the Trust with specific goals and objectives for the future, allowing our staff to work towards direct and ambitious targets, as part of a clear pathway moving forwards.

This year will allow us to liaise with staff, our many programmes' participants and fans, providing us with an invaluable input from all of our key stakeholders, which will determine the direction of the Trust over the next five years.

Our strategy will ensure that PNECET remains at the heart of the Preston community, aligning the execution of our current and future programmes with our vision and aims for the future.

We will continue to cater for the local community, meeting the needs of the people of Preston and using the power of the Preston North End badge to continue striving for success.

WORKING TOGETHER TO REDUCE RE-OFFENDING

Early 2020 will see us delivering a tailored one week course in HM Prison Preston, to those who are close to release.

Working in line with Active Lancashire, using sport and physical activity as a tool to engage those who are close to leaving or have recently left prison, we will deliver a unique pilot project designed to help prevent re-offending.

We ensure there is a significant focus on sport and physical activity at the core of the programme,

alongside the imperative role it has on the development of team-building skills, raising confidence and forming new relationships, which will also help to bring lasting behaviour changes to those involved.

We will be working closely with Preston's CRC (Community Rehabilitation Company) to identify the individuals who will benefit most from our programme offer.

FIT FANS INITIATIVE

We will begin our delivery of the Fit Fans initiative, a programme running in collaboration with EFL Trust.

Fit Lilywhites will be a free health programme for both men and women, from 35 to 65-years-old, for Preston North End fans to improve their general health and wellbeing.

Delivered by community inclusion officers from the Trust, at Deepdale, the 12-week programme

is designed to offer benefits such as improving dietary habits, reducing alcohol consumption, increasing activity levels and losing weight – while giving participants the chance to meet like-minded Lilywhites supporters.

We will be delivering the programme for a group of supporters multiple times over the year with the aim of improving participants' physical and mental health!

LOOKING AHEAD

RUGBY LEAGUE WORLD CUP

The Trust will be recruiting a Rugby League Development Officer in 2020, with the biggest names in the sport set to flock to Preston for the Rugby League World Cup in 2021.

Preston will host a training venue for visiting teams at the tournament and matches are set to be played in many neighbouring north west cities.

Although the competition will not take place until 2021, the Trust will be using 2020 to develop and increase both participation and interest in rugby league among the general public, as excitement builds for the event that will take in October and November 2021.

We will be working with England Rugby League, the University of Central Lancashire and Preston City Council to plan and deliver an increased

amount of rugby league sessions in Preston to generate further interest in the sport.

Furthermore, we will be using the appeal of the 2021 tournament, combined with the power of the Preston North End badge, to develop a new rugby league offering for the people of Preston.

In addition, we plan to develop a rugby league club in Preston, which can provide an exit route for adult and junior players in the city, as well as a point of aspiration for any new players taking up the sport.

We are confident that delivering rugby league sessions in Preston will improve our current offering to the local community while allowing us to engage with a larger share of the city's population.

HEADS UP MENTAL HEALTH

The Heads Up campaign will be showcased at a number of matches in early 2020 in a bid to encourage football fans to talk more about their mental health.

Heads Up is a campaign which has been jointly launched by the English FA and Heads Together, a campaign co-ordinated by The Royal Foundation of The Duke and Duchess of Cambridge and The Duke and Duchess of Sussex. HRH The Duke of Cambridge, Prince William, has played a leading role in the campaign.

Teams played matches on the FA Cup third round weekend with a one-minute delay to all kick-off times, encouraging fans to 'take a minute' to look

after their own and others' mental health and wellbeing.

There is also a Heads Up weekend set to take place, which will highlight the power of talking as a form of mutual support for one another, with all professional clubs in England showing their support.

The Trust will be looking to launch its own Heads Up session to add another strand to its growing mental health provision, supporting the Preston community with a welcoming and open environment in which they can discuss their mental health and be signposted to relevant mental health services.

MAKING AN IMPACT...

WE HAVE GROWN FROM 18 TO 21 FULL-TIME EMPLOYEES ENGAGING, INSPIRING AND COLLABORATING WITH THE PRESTON COMMUNITY ON A DAILY BASIS THROUGHOUT 2019

WE HAVE SUPPORTED ONE FULL-TIME EMPLOYEE THROUGH THEIR PGCE

WE HAVE LISTENED, IN 2019 WE BEGAN DELIVERING;

- SPECIAL EDUCATIONAL NEEDS AND DISABILITY PROVISION
- ALTERNATIVE EDUCATION PROVISION
- WITH LOCAL CHARITIES AND BUSINESSES
- WITH THE EFL OFFICIAL CHARITY PARTNER, MIND
- WITH OUR LOCAL PRISON

WE HAVE RECRUITED FIVE VOLUNTEERS FOR OUR SPORTING MEMORIES SESSIONS

THREE STAFF MEMBERS ACHIEVED QUALIFICATIONS IN YOUTH WORK, MENTAL HEALTH AND FA COACHING

TEN STUDENTS PROGRESSED FROM OUR EDUCATION PROVISION ONTO EMPLOYMENT OR HIGHER EDUCATION EQUAL TO THE 2018 GRADUATES

INCLUSION STAFF COMPLETED 18 TRAINING DAYS/WORKSHOPS TO DEVELOP THEIR KNOWLEDGE ON TOPICS IN THEIR LINE OF WORK





Community
and Education
Trust

Registered Charity No. 1130773

Improving lives and aspirations
through health, education,
sport and inclusion

Preston North End Football Club,
Deepdale, Sir Tom Finney Way, Preston PR1 6RU
www.pnafc.net/pnecet
T: 01772 693309



@pnecommunity



PNECET