

Making a positive difference in Harrow



COMMUNITY SPORTS
& EDUCATION
TRUST

REGISTERED CHARITY NO: 1102239





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An award winning, self-financing registered charity delivering a range of activities, events and projects across Health & Wellbeing, Social Inclusion, Learning & Skills and Sports & Football Development.

Vision: Improving Lives, Enhancing Communities

Mission: Making a positive difference for all through sport, physical activity and learning.

Values: Integrity, Inclusion, Innovation

Trustees; Chris Norton (Chair), Paul Clark (Vice Chair), Chris Luff, Dr Justin Davis Smith CBE, Ed Coan, Emma Saunders, Gayle Clarke, Martine Gabbitass, Professor Stuart Timperley, Simon Macqueen.

Patrons; Baroness Dorothy Thornhill MBE, The Taylor Family



The background image shows a grassy sports field in the foreground. A green chain-link fence runs across the middle ground. Behind the fence is a building with a white upper section and a lower section clad in vertical wooden slats. A stone wall is visible to the right of the wooden-clad section. A tall, grey metal light pole with two rectangular light fixtures stands in the field. The sky is clear and blue.

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Foreword

Welcome to our first Harrow Impact Report. During the past year the Trust celebrated 25 years since the first Community Officer was appointed, a lot has changed since then, not least our expansion in to the London Borough of Harrow. As a registered charity we have seen so much evidence that what we do is delivering on our vision to improve lives and enhance communities, now we are seeing that level of impact in Harrow.



The Trust has been delivering programmes in Harrow for over 13 years and has been managing its Myplace Cedars Youth & Community Centre since 2012.

The range of programmes now on offer has increased immeasurably to include education, health, inclusion, dance and sport, as well as offering space for hire at the centre. With that increase there has also been an increase in the positive difference we are making. As you read through this report you will get just a taste of that impact, to find out more or to get involved please do not hesitate in contacting myself or one of our team based in Harrow at Cedars Youth & Community Centre.

I would also like to take this opportunity to reaffirm our belief that none of what we do would be possible without the strong and meaningful partnerships we have in place with organisations across the private, public and voluntary sectors.

One final thank you to the fantastic support of our funders, sponsors, partners, trustees, patrons, staff and volunteers, who work with amazing dedication and commitment in order to provide a diverse range of opportunities which deliver positive change.

I hope you enjoy reading this report.

Steve Williams

Head of Facilities and Inclusion, Watford Football Club's Community Sports and Education Trust (The Trust)

During my time as Corporate Director of Children's Services at Harrow Council I remember working with the Watford Trust to raise the funds to rebuild the old community hub in Cedars estate. We could see the potential impact but knew there would be some challenges along the way. My enthusiasm for this Cedars Youth and Community Centre (Cedars YCC) project was clear, and shared by the Chief executive of the Club and Director of the Trust. It was fantastic to see how this project grew and developed over the years, including how it has become much more than just a building, and the team delivers outreach work across the borough, including work in local schools.



As you read through this report, you will get just a snippet of the true impact we make on a daily basis and why it is so important we continue to get the support of local authorities, businesses and people.

Paul Clark

Vice Chair, Watford Football Club's Community Sports and Education Trust (The Trust) and chair of Cedars YCC Management Board.



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IN HARROW

INVESTMENT IN THE BOROUGH

**Cedars Youth and
Community Centre**

£4.2m

sourced to build
the Centre in 2012

£900,000

for extension and
re-fencing work
in 2019

Over the last 3 years there has
also been project funding;

£210,000



Premier
League
Kicks

PL Kicks social cohesion programme

£110,000



Premier
League
Works

PL Works employability programme

JOBS CREATION

14 

full and part-time
staff based at the Centre

57% 


of all staff are locally sourced

CEDARS YCC USAGE

4000 

centre members

15 external
football clubs 

16 external user groups 

SOMETHING FOR EVERYONE

Curriculum and
Extra-Curriculum sessions
for Primary Schools.



Holiday Course provision for
children 5 - 13 years old.

Activities for 11 -19 year
olds through PL Kicks



Whitmore High School
BTEC College programme

Adult weight
management courses



Over 50's members club
tackling social isolation

Timeline – The Story of Cedars

2008

Watford Football Club's Community Sports and Education Trust and Harrow Council jointly apply to the Department for Education's MyPlace Fund and successfully secure **£4.2 million** to regenerate the old Cedars Youth Centre.



2012

Cedars YCC was officially opened to the public by Graham Taylor OBE, Tim Loughton MP, Parliamentary Under-Secretary of State for Children and Families, and the Mayor of Harrow Cllr Nazim Ismail.



2010-12

Demolition of old site and build of Cedars Youth & Community Centre (Cedars YCC).



2016

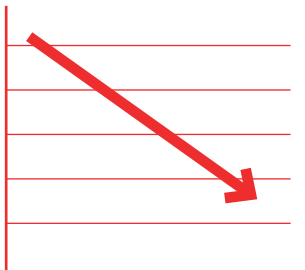
His Royal Highness Prince Phillip, the Duke of Edinburgh, visits Cedars YCC to award them the **London Youth Gold Quality Standard**.



2013

After a successful first year of operation, Cedars YCC has contributed to a **37.5% drop in Anti-Social Behaviour** within a 500 metre radius of the centre.

37.5%



2018-19

Thanks to **funding of over £900,000** from Football Foundation, London Marathon Charitable Trust and Watford Football Club's Community Sports and Education Trust, Cedars YCC undergoes an extension creating three new rooms, including a hub for Harrow Mencap.



Facilities

ICT Suite

This space has 16 fixed touch screens PC's and can host up to 16 learners. The ICT suite also comes with an interactive whiteboard to support group learning activities.

Social Space

A relaxed informal space perfect for youth club sessions.

Sports Hall

The sports hall, measuring 25m x 16.5m, can cater for a wide range of sporting activities and is supported by changing facilities with coin operated lockers available.

Breakout

This space is ideal for 6-8 people and comes equipped with flipchart and whiteboard facilities.



Community Gym

This newly equipped gym includes treadmills, exercise bikes, cross trainer and free weights.

The Graham Taylor Room

This Boardroom is perfect for formal conferences, staff training, presentations and meetings. The room can also be hired as two separate spaces with facilities to host presentations and meetings for smaller groups.

The Dugout

This space is ideal for up to 16 people and comes equipped with a widescreen TV, flipchart and whiteboard facilities.

Artificial Grass Pitch

Astroturf Pitch; the outdoor floodlit football pitch measures 45m x 25m and is ideal for training sessions or small sided games.



Projects For All

Membership of the centre

4,323

individual members

(79% young people (10-21 yrs),
77% live within 1 mile of the centre)

1,057

people approx
(average weekly footfall)

173

active
gym members

PL Kicks

Premier League Kicks is a social inclusion project that aims to help reduce anti-social behaviour in local communities. Engaging with young people aged 5-19 in a range of different activities including football, dance, mini-kicks, boxing, drama, futsal and youth club.

Alongside free weekly sessions we upskill participants with nationally recognised qualifications and provide volunteering opportunities in the sports coaching environment. Many of our participants are rewarded with the chance to represent the Watford FC CSE Trust in tournaments and events throughout the year; competing against other Premier League clubs from all over the UK.

61% of all PL Kicks participants are from BAME backgrounds

Since September 2018 **over 180** females have taken part in our Girls Only Football, Dance sessions and Schools Tournaments held at the Centre



Over 50s

Every week the Trust invites the over 55's to partake a Club that makes sure for a casual atmosphere and encourages members to socialise and enjoy the sessions put on by the friendly staff. Over the two hours a wide variety of activities including dance and Qigong are offered to encourage physical activity for those wanting to keep fit. If that's not for you, not to worry as members are welcome to attend simply for the interaction, newspapers and free refreshments.



The aim of the Extra Time project is simple - to engage the older community in activities to improve their physical, mental and social wellbeing by taking part in regular activities.

Holiday Courses

Trust holiday courses offer children an opportunity to develop their football skills during their off time from school. Offering players the opportunity to enjoy a fun and education football course at a venue close to home.

Holiday football courses are an active mix of football games and activities. Lots of time is spent learning with a ball to develop the child's footballing skills and knowledge.



Out and About In Harrow

Move and Learn

A healthy living programme in partnership with the Ferrero and their Kinder + Sport brand with two components to the session – healthy living educational activity and a practical consisting of 2 weeks football, 2 weeks handball and 2 weeks dodgeball. Delivered over a half term (6 weeks in total).



PL Primary Stars

In partnership with the Premier League this teacher education programme uses football as a vehicle for learning with the children.



The teacher will work alongside the coach with the overall aim of making the teacher more confident when delivering PE.

- Focus on transferable skills for pupils such as problem solving and fundamental movement skills.
- Resources provided to the school including session plans for the teachers and a work book for the children.
- Adaptable delivery to meet the needs of each individual teacher.

- **91%** of children said their confidence had increased since the start of the programme.
- **92%** of children now understand the importance of working as a team.
- **94%** of children state their coach has helped them get better at movement.



Shape Up

Shape Up is a free 12 week weight management course for men funded by Public Health and delivered by Watford FC's Community Sports and Education Trust. The course is aimed at men aged 18 to 65 with a BMI of 30 or more.



Participants meet up weekly for a ninety minute session consisting of nutritional education & fun physical activity. These two segments are delivered to improve lifestyle knowledge and ensure a sustainable weight loss rather than the typically short term benefits of a diet based programme.

In just one 12 week course participants collectively lost 271.3 lbs of weight, burning 949,550 calories!

PL Kicks

As well as being delivered at Cedars Youth & Community Centre, this social inclusion project is also delivered at The Beacon Centre and Rayners Lane FC.



Since September 2018, **over 800 young people** aged 5-19 have attended Harrow based sessions

256 young people have participated in competitions since September 2018 including the Kicks National Cup 2019, School Tournaments, Matchday Packages against Tottenham and Leicester and a trip to Fulham FC's Training Ground.

Whitmore High School Football & Education Scheme

Partnership between the Trust and Whitmore High School giving players between the ages of 16 and 19 the chance to combine practical football experience with academic studies. The programmes aim is to develop the player's progression in to one of the following;



- Higher level of football.
- Further education such as university or scholarships.
- Career path in to the sports industry.



The Power of Partnerships



Providing opportunity : Promoting change



Inspire • Motivate • Achieve



Funders



— FUNDING PARTNERS —



INSPIRING ACTIVITY



Premier League
Charitable Fund

The Last Word

Ethan

"Since coming here, I've become a lot more confident and much more social. At first it was just something to do, to get away from focusing on homework or anything else. It was rough at first because I'm not a social guy and meeting new people was tough for me but now I'm more open, I can socialise with people well and I feel I can show my personality a lot more now, not just when I'm coaching either, to other staff members as well." **Ethan**



"Since Cedars Youth and Community Centre opened in 2012, Ethan has been involved in a number of different initiatives, particularly Premier League Kicks (PL Kicks) and Youth Club, recently captaining our PL Kicks team in national tournaments. His high levels of maturity and good manners make him an extremely popular figure with staff members and fellow participants alike. To have seen someone come through the centre as participant, volunteer and now a paid sessional coach is fantastic, his positive attitude is an inspiration to others."

Michael Williams, PL Kicks Project Officer, Watford FC's CSE Trust

Dennis

"In life you've got to meet people. In the Over 50s Club at Cedars you get to meet people in a social way...when we have the same lifestyles and we all come together to play whatever game we've got on it is good for your body and your brain and everything else. You feel as though you've accomplished something with your day. All the staff here are just great as well, everybody is nice." **Dennis**



"Dennis is a well-liked member of our Over 50's Club here at Cedars Youth & Community Centre and has been for some time. He's a positive character that always supports others and engages people in group conversation, for example creating name labels for all members to help everyone get to know one another. The club has grown over the years and it's great to see people like Dennis making full use of the centre."

Sean Flaherty, Community Development Manager, Watford FC's CSE Trust

Kim

"It's so important we have places like this, its affordable for people that perhaps couldn't afford with most gyms and it is local so it's great for the community. If I'm one hundred percent honest I've used for my mental health as well as physical because I've experienced depression and I actually find that getting up and exercising every day is a great release. I've seen the benefits, I used to yo-yo but I've lost so much weight I used to be 16 stone and I am now a lot healthier."

Kim



"Kim has used the centre's gym since we opened and values the close proximity to her home. She is a shining example of what can be achieved with some dedication and effort."

Steve Williams, Head of Facilities and Inclusion



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Keep In Touch



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