

Social Impact Report



COMMUNITY SPORTS
& EDUCATION
TRUST

REGISTERED CHARITY NO: 1102239

2019

Engage - Inspire - Empower



Foreword

As a registered charity it is important we are able to communicate the work that we doing for our communities, and this year, through this report, it can be summarised by three simple words – Engage, Inspire, Empower.

Whether that's engaging hard to reach individuals into activity or education, inspiring young people to be the best versions of themselves, or empowering people to make the positive change they want to make in their lives, the Trust continues to improve lives and enhance communities as you will see as you read through the report.

When focusing on our work I must also give thanks to the people who make all of this happen – our family of staff, volunteers, trustees and partners. We are constantly growing and innovating, yet their dedication and enthusiasm remains steadfast.

Finally, before I leave you to read through this report, I would like to emphasise our drive to continue the aforementioned growth in new and existing communities. With the launch of our new three year strategy, we are concentrating more than ever on meeting the needs of our users and making a positive difference for all through sport, physical activity and learning.

**Rob Smith, Community Director,
Watford Football Club's Community Sports & Education Trust (Trust)**

Patrons: The Taylor Family, Baroness Dorothy Thornhill MBE

Chairperson: Chris Norton

Vice-Chairperson: Paul Clark

Trustees: Chris Luff, Dr Justin Davis-Smith CBE, Ed Coan, Emma Saunders, Gayle Clarke, Martine Gabbitass, Professor Stuart Timperley, Simon Macqueen



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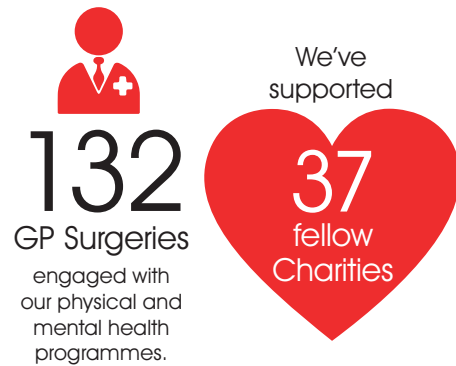
PRESS PLAY

Keep an eye out for this box throughout this year's report as you'll be able to see the Trust in action by visiting the given address online or scanning the QR code on your smart phone.

Engage



Engagement is the first step in making a positive difference ...



64
Grassroots
Football Teams
have accessed our matchday
and coaching packages.
With over 500 players in our Player
Development Centres (PDC).



PRESS PLAY

Find out how the Trust engaged secondary school
pupils at Vicarage Road Stadium
by visiting <https://youtu.be/KN5bx7dij4>
or scanning the QR code



Engaging Ethan

In one way or another Ethan has been engaged with the Trust since Cedars Youth & Community Centre opened in 2012. Beginning his journey as a participant on a number of different Trust initiatives and more recently captaining the Trust's team in national football tournaments. His high levels of maturity and good manners soon made him an extremely popular figure with staff members and fellow participants alike. From being a participant, Ethan demonstrated his engagement by volunteering to help on Trust programmes and before long became a paid member of sessional staff, coaching individuals not too dissimilar to how he was back in 2012. As Ethan says, a fantastic journey with some fantastic benefits.



"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 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."



Inspire

Inspiring people to make the positive changes needed within their lives ...

In 2019 alone over 400 Shape Up participants have collectively lost
2833.6 kilograms
of weight,
burning 21,864,850 calories
along the way!



"Without my mentor's tremendous support and The Trust, I wouldn't be where I am today and I am thankful to have received encouragement and guidance. I am now working part-time, volunteering and training in health and fitness roles."

Building Better Opportunities Participant

The Trust's Football & Education Scheme in partnership with Whitmore High School has inspired

100%
of its participants into further education courses



PRESS PLAY

Find out how the Trust inspires individuals by visiting <https://youtu.be/f4GKMel7xhU> or scanning the QR code



Inspiring Liz

The Trust has long standing positive relationships with many secondary schools and their students, particularly when it comes to delivery of programmes that seek to inspire disengaged pupils to engage positively in education.

The Trust worked with the Liz and the school to develop student's important life skills and raise awareness of the world of work, looking specifically at Watford Football Club as a business.

As Liz explains there was no question of the Trust's success;



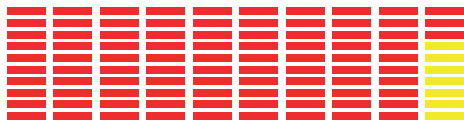
"Being able to give students who, for a variety of reasons have low self-esteem or self-confidence, an opportunity to blossom as part of this programme has been an absolute privilege to be a part of. I am passionate about providing as many enrichment opportunities as possible to our students to better prepare them for life beyond School and we have been fortunate to work with the Trust in a variety of different ways. As a School we hope to continue working alongside the Trust in the future, supporting their many amazing services."

Empower



Empowering members of our communities to fulfil their potential ...

93% of teachers stated that after receiving our 10-week Premier League Primary Stars Programme that their confidence to deliver PE had increased.



Young people on National Citizen Service are on average clearer on what they want to do in the future after they've taken part in the programme. **25% increase**



78% of secondary school pupils agree that after taking part in the PL Enterprise programme they can manage and make decisions about money.



100% of coaches 'Strongly Agree'

(81%) or 'Agree' (19%) that Positive Minds; workshops have developed a greater understanding of how to communicate with a child with poor mental wellbeing.



PRESS PLAY

Find out how the Trust is empowering children experiencing poor mental health by visiting <https://youtu.be/t1ecv6l7LKs> or scanning the QR code.



Empowering Romario

When Romario came to the Trust he was a boy with low wellbeing and other more complex needs. After referral from his mother, he approached the sessions with the Trust anxiously. However, over 12 weeks of physical activity and wellbeing workshops, combined with staff placing a large amount of emphasis on Romario achieving small personal goals, positive changes soon followed.

Using the validated tool Short Warwick-Edinburgh Mental Wellbeing Scale (SWEMWBS) Romario showed a 45% increase in his wellbeing score from 20 at the start of the course to 29 by the end of the course (29 is classed as high wellbeing).



Romario's mother, Charmaine, also reiterated the success of the Trust's programme;

"My son was welcomed and treated as an individual. He has grown up so much over these past weeks, he is now very resilient and is able to manage his feelings. There is a real need for this type of project to run for young people, early intervention is the best way forward."

The Trust



Overview

Mission:

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

Vision:

Improving Lives, Enhancing Communities

Values:

To be honest, reliable and trustworthy. *Integrity*

To be inclusive in all our decision making. *Inclusivity*

To be bold and creative in the way we work. *Innovative*

On average the Trust has **3426** unique users

taking part in over **600** sessions every month.

These sessions are across the following four key areas of work:



Health & Wellbeing



Learning & Skills



Social Inclusion



Football & Sports Development

Annual Community Survey 2019

In July 2019 Trust service users completed the Annual Community Survey, these were the results and comments ...

“

Excellent support for the community and a life changer for me.

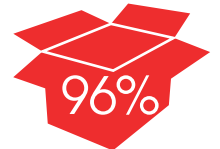
”



Strongly Agree (81%) or Agree (18%) that the Trust is a valuable asset to their local community



Strongly Agree (78%) or Agree (21%) that the Trust makes a positive difference to the lives of their participants



Strongly Agree (62%) or Agree (34%) that the Trust deliver to the needs of their community

“

I really appreciate the efforts of the Trust in the community. They make us feel part of the Watford FC family.

”

“

Dedicated, skilled and enthusiastic staff make the Trust's service vital to its community.

”



Strongly Agree (75%) or Agree (22%) that Trust staff are knowledgeable in their project area



Strongly Agree (81%) or Agree (18%) that Trust are friendly and welcoming



Strongly Agreed (80%) or Agreed (19%) that they would recommend the Trust to friends and family

“

The Trust does a great job reaching out to the local community

”

Things To Celebrate

There's been plenty of reasons to celebrate over the course of 2018/19, here are just a few of the headlines ...

Bronze Best Club Marketing Initiative

In a Club-led category the Trust won Bronze for their 25th Anniversary Celebrations with the judges commenting:

"An outstanding campaign that marketed Watford FC as one of the most innovative, creative - and genuine - community clubs. Watford has a rich history as a unique community football club with a very broad offering to all ages and groups. Graham Taylor would be proud of this campaign, which promotes all the ideals he aspired to when he set it up"



PRESS PLAY

Watch the campaign video featuring the voice of John Motson by visiting <https://youtu.be/fHWS6B-e3Ek> or scanning the QR code.



Westfield Football Academy League Winners

Westfield Football Academy won the National Football Youth League's South Central Championship. This Trust scheme is delivered in partnership with Westfield Academy, combining academic studies with competitive football.



Positive Minds-First Full Year

The Trust's mental health and wellbeing programme successfully completed its first full year in operation, achieving impressive outcomes along the way, such as over 90% of school children enjoyed Positive Minds; Education with 89% stating that they now know what are the best and most appropriate coping strategies for them.



PRESS PLAY

Watch Positive Minds; featuring on Match of the Day by visiting <https://www.bbc.co.uk/sport/av/football/47605929> or scanning the QR code.



Cedars Youth & Community Centre Extension Opening

Seven years on from her late husband, Graham Taylor OBE, opening the centre in 2012, Rita Taylor returned to the site alongside Hornets goalkeeper, Heurelho Gomes, to unveil the extension.

This was made possible after netting a £635,540 grant from the Football Foundation, £150,000 from London Marathon Charitable Trust and £20,000 from The Bernard Sunley Charitable Foundation.

The new extension and flexible meeting room spaces will enable the Trust to deliver a range of courses such as FA First Aid, Premier League Kicks sessions, safeguarding training, Level 1 football coaching and refereeing courses, London Sport courses and alternative education opportunities.

In addition to these schemes, the centre will be utilised by local community groups, with Harrow Mencap already confirmed as a full-time occupant at the site.



PRESS PLAY

Find out more about the official opening by visiting <https://youtu.be/JGF67LfdYL0> or scanning the QR code.



Premier League Kicks Cup Winners

Eight players from across Watford, Harrow and Hillingdon came together to win at the Premier League's national tournament at Warwick University, defeating Crystal Palace on penalties in the final. It was some achievement in a tournament that had ninety teams, representing sixty five professional football clubs.



Active Watford & Three Rivers Launches

Following the end of Herts Sports Partnership's Active Herts programme, funded by the 'Get Healthy, Get Active fund' courtesy of Sport England and delivered locally by the Trust, the Trust launched the Active Watford and Three Rivers programme in January 2019 - a health mentoring programme with the aim of getting inactive people active.



PRESS PLAY

Find out more about Active Watford & Three Rivers by visiting <https://youtu.be/UgwRuk3Bpwg> or scanning the QR code.



Partners

Partners who work with The Trust help change lives. Through their ongoing support and commitment we can continue the activities, projects and events detailed in this report. This may be funding, gifts in kind or volunteering efforts, either way it makes a positive difference to lives of people within our communities.

Want to become a Trust partner?

With a host of benefits including increased brand engagement, naming rights, Watford FC matchday offerings and a partnership with an award winning registered charity, there's no better time to be a Trust partner. To get a copy of the Trust's corporate brochure or to find out more about tailor-made packages and the opportunities to get involved, contact The Trust's Fundraising and Partnership Manager, Tamora Burford.

E: tamora.burford@watfordfc.com

T: 01923 496 225

M: 07826 551 800



Official Partners



Volunteering

The Trust now has 52 individual active volunteers with companies such as TJX and Hilton Worldwide also supporting The Trust via staff volunteering days. Whether it's helping with projects and events or offering their expertise, the Trust's volunteers are making a positive difference.

If you are interested in volunteering for the Trust or would like further information, please contact The Trust's Volunteering Officer, Derrick Williams

E: derrick.williams@watfordfc.com

T: 01923 496292

100%

of Trust volunteers rated their volunteering experience with the Trust either Excellent (78%) or Good (22%)



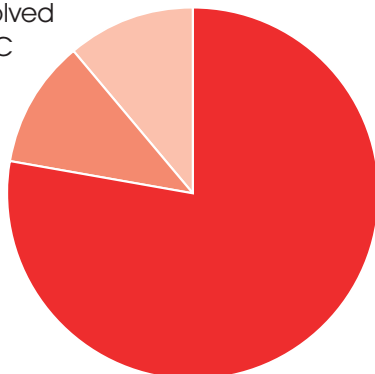
100%

of Trust volunteers would recommend volunteering with the Trust to a friend or colleague.

Why Volunteer?

11% of Trust volunteers wanted to be involved with Watford FC

11% of Trust volunteers wanted to meet new people



78% of Trust volunteers wanted to give something back

“It gives lots of different but structured opportunities to give something back to the community. I have been able to concentrate on areas of my own expertise, which is particularly rewarding.”

“As a Watford FC fan and someone who has lived in Watford my entire life, volunteering for the Trust has been a wonderful experience and a dream come true. I feel honoured to support an organisation that does so much for the local community, and with an expansive list of projects there is something for everyone to get involved in. The experience so far has been nothing but amazing. I've met so many wonderful people - both staff and other volunteers - and have felt like one of the family from day one.”

“I have found the other volunteers I have encountered to be very interesting and friendly people. You feel a sense of teamwork and camaraderie in a very short while. It's good to help others.”

“Volunteering gives me the opportunity to give something back to the community and to help people less fortunate than me. It gives me a huge amount of satisfaction and, to be frank, a warm feeling that I'm doing something good. I meet all sorts of people I otherwise wouldn't get to meet. People who have significant difficulties of one type or another and who make me feel humble.”



Fundraising

Trust Awareness Matchday

There were dedicated stalls, bucket shakes and a dedicated food kiosk on the Trust Awareness Day during the 2018-19 season. The day raised over £700 so thank you to all involved!

Corporate Sports Day

Sponsored by Metro Bank Watford, this event saw teams from several local companies come together to take part in an evening of school sports day inspired activities, all whilst raising money for both the Trust and Herts Inclusive Theatre.

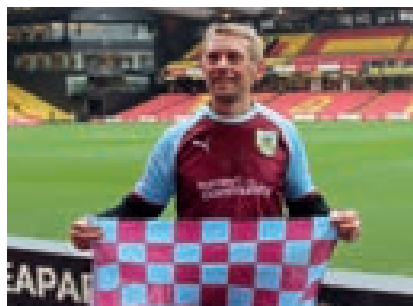


Ali Naqi Memorial Tournament

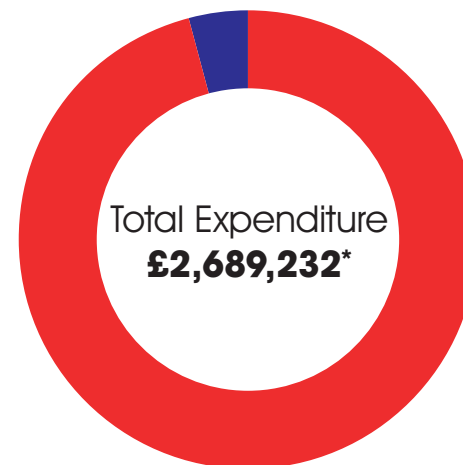
Each year the Trust are named as official charity partner of this tournament commemorating and celebrating the life of local boy Ali Naqi.

Scott Cunliffe

He may be a Burnley FC fan but he deserves his place in this Watford FC publication – the Trust received £1,500 from Scott's fantastic fundraising efforts, running over 3,000 miles to every one of Burnley's Premier League away games during the 2018/19 season. Overall he raised over £55,000 for various charities.



Finance



*As per 2017/18 audited accounts published via the Charity Commission. These can be found at <https://www.gov.uk/government/organisations/charity-commission>

Project Glossary

Active Watford & Three Rivers

Mentoring and supporting inactive people in Hertfordshire to help them become more active.

Building Better Opportunities (BBO)

Herts Youth Futures - A programme supporting young people furthest from the workplace to improve their employability and help them enter training or work.

Football and Education Schemes

Football and academic studies are combined in partnerships with local colleges, Westfield Academy, North Herts College and Whitmore High School.

Extra Time

For people aged 55+ designed to improve members' social, physical and emotional well-being.

Holiday Courses

Football and multi-sport activities delivered at a variety of venues for boys and girls aged 5-13 years old during school holidays.

Joy of Moving

This includes Move & Learn – a healthy lifestyles programme delivered as part of the curriculum to pupils in Year 4 and 5; and Joy of Moving festivals – one off events to get the whole school moving.

Matchday Activities

This includes pre-match coaching packages, birthday parties, matchday mascots and schools half-time penalty shoot-outs.

National Citizen Service

A national life skills and personal development programme for 15-17 year olds, delivered locally by the Trust.

Onside

A football based youth engagement project for 8-18 year olds.

Positive Minds

Mental health and wellbeing programme with four aspects to the programme; Coach the Approach, Education, Empower and Man On!

Player Development Centres

Football sessions for talented young players designed to improve skills and technique.

Premier League and BT Disability Provision*

A range of activities providing inclusive opportunities to people of all ages and abilities.

Premier League Enterprise*

A programme which uses the clubs' business model to deliver enterprise education to inspire young people and to increase their aspirations and skills.

Premier League Girls*

Aimed at increasing the number of women and girls participating in football and to offer a pathway as a player, coach or official.

Premier League Kicks

A programme offering a variety of sporting activities and youth clubs aimed at diverting young people from anti-social behaviour and building stronger communities.

Premier League Primary Stars

A national curriculum-linked education programme using the appeal of the Premier League and Watford FC to inspire children to learn, be active and develop life skills.

Schools Provision

Working with schools to deliver a number of sports activities through extra-curricular clubs and PPA cover.

Shape Up

An adult weight management project encouraging positive behaviour change and sustainable weight loss.

*These projects have ended in their current format due to the expiry of funding agreements.

Looking Ahead

Golden Memories

Funded by Premier League and PFA through the PL PFA Community Fund, Golden Memories is a reminiscence programme aimed at those with a mild to moderate dementia diagnosis. The programme has been put together with the help and support of many community partners such as Watford Museum and the University of Hertfordshire, as well as key personnel including Hornets legend Luther Blissett and Elected Mayor of Watford Peter Taylor.

With delivery starting in August 2019, the programme uses a host of memorabilia and magic moments to stimulate the senses and evoke personal memories.



University of Hertfordshire **UH**



Watford Museum



PRESS PLAY

Find out more about this new reminiscence programme by visiting <https://youtu.be/bYxwlosknfE> or scanning the QR Code.



EDI Strategic Lead

As part of the Trust's ongoing commitment to promoting and instilling equality, diversity and inclusion across the whole organisation, the Trust is appointing a strategic lead. This lead will work with Trust staff and industry experts to ensure all decision making and delivery is built with Equality, Diversity and Inclusion in mind.

Foundation Degree

The Trust are currently working in partnership with Middlesex University to develop a Foundation Degree in Football Development & Coaching. This will combine the knowledge and skills required to work within the community football development sector whilst offering students hands-on experience within the Trust. Subject to approval the programme will commence in September 2020.



Premier League Inspires

Funded by the Premier League, this curriculum based programme aimed at young people aged 11-25 years old who are marginalised or at risk of not fulfilling their potential. Running across the academic year with a mixture of stadium based events, timetabled sessions, one to one support meetings and social action volunteering, the programme is available free to secondary schools or educational establishments. Delivery started from September 2019.



Strategy Overview

Making a positive difference for all through Sport, Physical Activity and Learning.

Mission

Vision

Improving Lives,
Enhancing Communities.

Priorities

1

Health & Wellbeing

We will play an active role in improving peoples' physical and mental health and wellbeing.

Focus 1

To encourage people to maintain a healthy weight and lead an active lifestyle.

Focus 2

To develop an improved awareness of mental health and wellbeing interventions to help effect change.

2

Learning & Skills

We will create and provide opportunities for people to learn and develop new skills.

Focus 1

To support individuals to develop the necessary skills to prepare them for further education, employment or training.

Focus 2

To provide individuals with opportunities for personal development.

3

Social Inclusion

We will bring people together and improve community cohesion.

Focus 1

To build safer environments for young people in targeted communities.

Focus 2

To help older adults and vulnerable groups feel less socially isolated and lonely.

Our Promises

Promote Watford FC and its family and community values in everything we do.

Explore opportunities to grow our partnerships and geographical reach.

Deliver accessible football and sporting activities at affordable prices, bearing in mind the need to sustain the Trust financially.

Strive to be recognised as a high quality community provider with excellent customer service.

The Foundations

People

Equality & Diversity

Impact

Governance

Safeguarding

Finance

Communications

Facilities

Values

To be honest, reliable and trustworthy. *Integrity*

To be inclusive in all our decision making. *Inclusivity*

To be bold & creative in the way we work. *Innovation*

Watford FC



Player Appearances

Throughout the year, every year, Watford FC players make sure to engage with the local community through a host of Trust programmes and events. Highlights included the Hornets skipper Troy Deeney going back to school to read to children at Bromet Primary School, Heurelho Gomes opening the new extension at Cedars Youth & Community Centre and Adrian Mariappa sharing his knowledge and experiences with young people at Whitmore High School. That appearance was just one of the many Mariappa carried out throughout the season and to say thank you the Trust nominated him as their PFA Community Champion.



PRESS PLAY

Watch Adrian Mariappa surprise long-time Watford FC fan Mel with a special gift at <https://youtu.be/i8ej4T4tsxA> or scanning the QR code



Junior Hornets

Junior Hornets is Watford FC's official supporters club for children aged 0-15 years. Membership gives younger fans the chance to attend events and meet their heroes. This year was no different, with unique mock press conferences and training sessions with the players at the London Colney.



The Sensory Room

Since it's opening, the Sensory Room has had a huge impact for autistic children who struggle to cope with big crowds and noise levels at the stadium. A particular highlight was winning the Interior and Fit-Out Award at The Stadium Business Design & Development Awards 2018



"Watford FC's Sensory Room at Vicarage Road is truly a unique approach to a 'private' club space at a sports venue. A leading example of using stadium interior spaces not simply for commercial gain but for community engagement and genuine enhancement of the inclusive experience. An example for all professional sports clubs to follow."



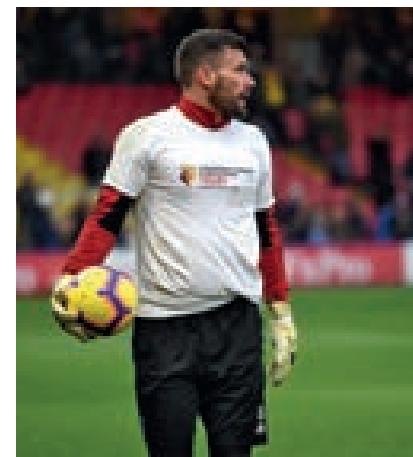
PRESS PLAY

Find out more about the award win by visiting <https://youtu.be/fE8xnCXERpw> or scanning the QR Code.



Matchday Support

Dedicated matchdays at Vicarage Road Stadium have proved to be a fantastic way of getting a message out there. This is something a host of campaigns and charities have benefitted from, including Mental Health Awareness and Down Syndrome Awareness days. This is alongside the Trust's matchday activities including the 50/50 raffle, mascots and ball retrievers.



The Dome

Watford FC's newest facility at their training ground in London Colney with an indoor complex artificial grass pitch and has been used for far more than just the Hornets first team squad. A host of local community clubs and charities have benefitted from sessions in the Dome, as well as, of course, the Trust.



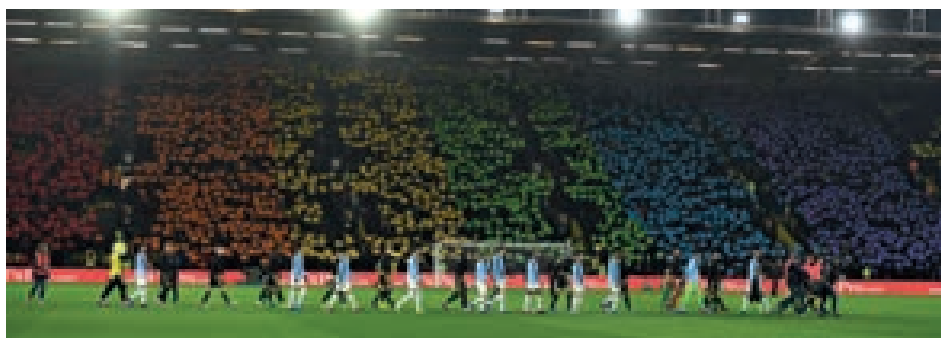
Fans Forum

Watford FC regularly ensure they have direct communications through several 'At Your Place' events with a range of panellists from throughout the business.



Fan Groups

Fans make football what it is and they also make this community what it is. As has been seen this past year with support from podcasts and fanzines such as From the Rookery End, Hornet Heaven, The Hornets' Nest, and The Watford Treasury. A mention must also go to fan groups such as The 1881 Movement and Proud Hornets for their fantastic displays and support of Watford Food Bank.



Watford Welcomes

Watford Football Club have made equality, diversity and inclusion a business priority supported by the board. Watford Welcomes was created to embody that commitment and promote eight key values; Respect, Inclusion, Equality, Together, Empowerment, Family and Diversity. Alongside this is an evolving three-year Equality Action Plan.

One way in which Watford Welcomes is making a difference is the inclusion of local community groups, such as the 225 people within a variety of groups invited to the FA Cup semi-final at Wembley. See to the right a photo of a family from the Gurdwara enjoying their first ever experience of a football match.



Watford FC Ladies



A Club United

Watford FC Ladies now have use of Watford FC's training facility, the Dome, at London Colney. To celebrate their moving in to the Dome, the female and male players came together for a session. Other highlights have included the joint exposure at the official Watford FC kit launch.



Player Appearances

Hornets have been out and about in the community throughout the year, whether it's supporting girls football at primary school tournaments to inspiring secondary school pupils with talks at the stadium, the players have definitely played their part!



Buddy Clubs

This scheme has been set up to partner with local grassroots clubs and schools. Benefits of the scheme include tickets to WLCF matchdays, player appearances, unique coaching sessions, promotion online and a special matchday experience, which include player escort places and flag bearers.



International Women's Day

There was plenty of content on offer for International Women's Day 2019 – including a partnership with Hertfordshire Fire and Rescue which saw female firefighters swap places with players, as well as 'Getting to Know You' and 'A Day in the Life' videos – highlighting the full-time jobs players have alongside being a Watford FC Ladies player!



Cup Win

Watford FC Ladies' Under-23s side, coached by the Trust's Sport & Education Project Officer Laura Dyer, turned on the style as they defeated Stevenage Ladies 4-0 to win the Hertfordshire Women's Challenge Cup.



PRESS PLAY

Watch what happened when Watford Ladies FC met Herts Fire and Rescue at
<https://youtu.be/wxR3HeB9qGk>
or scan the QR Code.



A photograph of Graham Taylor, a man with grey hair and glasses, wearing a dark suit and a striped tie. He is standing at a podium, speaking into a microphone. He is holding a small piece of paper in his left hand and gesturing with his right hand. The background is a plain, light-colored wall.

As always, this report and the continued work of Watford FC's Community Sports & Education Trust is dedicated to the ongoing legacy of Graham Taylor OBE. The man who brought the club and the community together.

“

One thing we had going for us in 1982 was a tremendous spirit. When teams came to Vicarage Road, they felt they were playing the whole town.

Graham Taylor OBE, 1977

”

How you can help

Make a donation

We have a JustGiving page www.justgiving.com/watfordfc-trust so it's really easy.

Become a business partner of the Trust

Support one of our programmes in return for a range of excellent benefits.

Make us your charity of choice

Whenever you engage in fundraising activity or organise an event.

Leave a legacy to the Trust

Legacy giving is another important way of helping fund the work of the Trust. Help us and you help future generations.

Volunteer with the Trust

Help our programmes and activities run efficiently.

Become an ambassador

Help promote our work to schools, colleges and community groups or through social media.

Network on the Trust's behalf

Identify new partnerships to extend the scope of our work.

Buy Harry's 50/50 tickets at every game

Help fund the Trust and give yourself a chance of winning money.



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Photography credits to the following: Alan Cozzi, Tara Hook, Premier League and Watford FC



This Social Impact Review has been designed and produced by Metro Commercial Printing Ltd as a donation to Watford Football Club's Community Sports & Education Trust; a testimony to the partnerships that shape the great community work carried out by the Trust.