



COMMUNITY SPORTS
& EDUCATION
TRUST

REGISTERED CHARITY NO: 1102239

Social **Impact** Report 2020



OUR MISSION:

02

Making a **POSITIVE DIFFERENCE FOR ALL** through sport, physical activity, and learning

03

VISION:

IMPROVING Lives, **ENHANCING** Communities

VALUES:

INTEGRITY: To be honest, reliable, and trustworthy

INCLUSIVITY: To be inclusive in all our decision making

INNOVATION: To be bold and creative in the way we work



Results from the Annual Community Survey 2020

04

"Since joining the Watford FC family, the children have had the chance to experience **AMAZING LIFE CHANGING OPPORTUNITIES**"



Watford FC's CSE Trust supported their community during the coronavirus lockdown period.

STRONGLY AGREE

51%
AGREE
31%

Neither agree nor disagree 17.5%
Disagree 0.5%
Strongly disagree 0%

"GREAT BUNCH OF FOLKS who genuinely want to help us achieve our goals whilst learning from their vast knowledge"



Watford FC's CSE Trust is a valuable asset to their local community.

STRONGLY AGREE

76%
AGREE
20%

Neither agree nor disagree 3.5%
Disagree 0.5%
Strongly disagree 0%

"THE ACTIVITIES ORGANISED BY THE TRUST HAVE BEEN FANTASTIC.

There have been so many different activities to choose from and **STAFF HAVE BEEN SUPER FRIENDLY AND HELPFUL.**

My daughter has really enjoyed taking part. Thank you to the whole team for the work you are doing for children and teenagers!"

"Brilliant staff and concept to get the community healthy and fit. **CAN'T PRAISE THEM AND THEIR SERVICES HIGHLY ENOUGH**"



Watford FC's CSE Trust make a positive difference to the lives of their participants.

STRONGLY AGREE

78%
AGREE
19%

Neither agree nor disagree 3%
Disagree 0%
Strongly disagree 0%

"Would like to say that we truly appreciate **YOUR IMPORTANT ROLE IN OUR CHILDREN'S LIFE**"



Watford FC's CSE Trust staff are knowledgeable in their project area.

STRONGLY AGREE

68%
AGREE
29%

Neither agree nor disagree 3%
Disagree 0%
Strongly disagree 0%

"EXCELLENT SUPPORT THROUGH A VARIETY OF PROGRAMMES

to get school back on track with sport provision and support with pupil emotional wellbeing"

"THE TRUST HAVE BEEN A GREAT SUPPORT TO MY FAMILY and to the local projects I have been involved in. Many thanks for the work that you do"



Watford FC's CSE Trust are friendly and welcoming.

STRONGLY AGREE

82%
AGREE
14%

Neither agree nor disagree 4%
Disagree 0%
Strongly disagree 0%

"Thanks for the efforts for **HELPING THE COMMUNITY**"



I would recommend Watford FC's CSE Trust to my friends/family.

STRONGLY AGREE

82%
AGREE
15%

Neither agree nor disagree 3%
Disagree 0%
Strongly disagree 0%

"The Trust has been a game changer for me, and **I APPRECIATE ALL THE SUPPORT THEY HAVE GIVEN ME**"



Watford FC's CSE Trust deliver to the need of their community.

STRONGLY AGREE

60%
AGREE
34%

Neither agree nor disagree 6%
Disagree 0%
Strongly disagree 0%

"FANTASTIC DEDICATION AND SUPPORT from staff"

"I have been involved with the CSE Trust for the past 6 years both as a resident and professionally and **HAVE ALWAYS FOUND THEIR SUPPORT AND PROVISION TO BE EXCELLENT**"

05

WELCOME

to our 2020 **Social Impact Report**

Chris Norton

CHAIRMAN,
WATFORD FC CSE TRUST

Whilst it may be hard to look back at this year with any great fondness, there have been some shining examples of positivity to light up the gloomy skies of 2020.

The unified feeling of community spirit is one such example. In this report you will be able to see the fantastic work of the Trust, both during the coronavirus pandemic, and the many challenges that brings, as well as the projects and activities delivered on a daily basis, to make a positive difference for all.

It is important that we continue to monitor, evaluate, and learn from the feedback we receive, to ensure our continuous improvement on what, how and why we deliver the programmes and activities we do. What makes this report such great reading, is the real feedback from real participants, with real life examples of the positive impact we are having on people's lives across our community.

Before I leave you, it is only right that I point out, the contents of this report, and the continued work of the Trust, is only made possible by our staff and volunteers and the support of our football club, partners, fundraisers, and donors. Thank you.

All the best and happy reading.

CJ Norton

Scott Duxbury

CEO AND CHAIRMAN,
WATFORD FC

It is not a surprise to me that the values and ethos of the club's self-financing charity, the Watford FC Sports & Education Trust, came shining through during a time of true adversity.

Community and family were firmly to the fore as the Trust, its staff and volunteers all played a pivotal role in the delivery of support to both our NHS neighbours and to those in our locality who most needed help during the first stages of Covid-19.

It is fantastic to see how the Trust continues to effortlessly engage with people of all ages, genders and backgrounds, using very well-researched and delivered projects and activities.

The feedback, case studies, and statistics – highlighted in this report – illustrate this success superbly.

I hope you enjoy reading this report and share the pride I felt in being reminded of the amazing depth and breadth of our Trust's reach.

Best regards

Scott Duxbury

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OUR TRUSTEES AND PATRONS

Patrons: Baroness Dorothy Thornhill MBE, The Taylor Family

Chair: Chris Norton

Vice-Chair: Paul Clark

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

01 | Life in LOCKDOWN

TEAM WEST HERTS

When Vicarage Road neighbours Watford General Hospital needed help in the face of an unrelenting pandemic, Watford FC answered, transforming their stadium into a fortress of support for the community.

A club-wide initiative in which all departments came together, from retail and operations to academy and the Trust, this included:

- The Gallery used as a 24-hour sanctuary for hospital personnel
- Upper GT stand used as storage depot for donations to hospital – numerous pallets of food and drink redistributed.
- Acted as a distribution depot for hospices across Hertfordshire

- Meeting rooms were available for hospital use on daily basis
- Counselling rooms were provided for hospital personnel
- Hospitality boxes were transformed into bedrooms
- Rooms were allocated for training former NHS staff recalled to duty
- Memorial Room where hospital workers could reflect and remember their fellow workers who died from COVID-19
- The maternity unit set up in Sky Lounge is still in operation*
- Area within the stadium used as a mask production unit
- Media facilities were used by hospital staff as a call centre.

**as of November 2020.*



Over
50,000
meals served



Circa
1,000
scrubs washed each day



10 BEDROOMS
created within boxes
for night workers

THANK YOU TO THE VOLUNTEERS THAT HELPED MAKE IT ALL HAPPEN

HORNETS AT HOME



TEAM WEST HERTS SANCTUARY **VOLUNTEERS:**

- | | |
|---|---|
| Case Eames, Charlie Armitage, Charlie Barr, Charlotte Gault, Chloe Bryden, Darren Gault, David Barry, David Segal, Diane Cannon, Emma Saunders, Eve Street, Georgiana Risco, Graham Hall, Ian Sayle, Jenny Reynolds, Julia Bell, Julian Knight, Kate Holmes, Keeley Hall, Lauren Bryden, Lee Biggerstaff, Marion Connolly, Marsha Tabor, Matthew Morris, Melinda Ward, Nicky Cotton, Nicky Moore, Oliver Gill, Patrick Fisher, Peter Drury, Rachel Yaffe, Rebecca Connolly, Richard Bastable, Rickie Jones, | Samuel Steadman, Sarah Cleveland, Sheena Patel, Simon Carter, Stacey Bryden, Stephen Cummings, Stephen Horswood, Stuart Street, Thomas Horswood, Tia Young, Tom Fisher, Tony O'Connor, Tracey Segal, Val Jones, Vicki Street, Victoria Clarke |
|---|---|

At a time when the Watford FC family was drawn apart, the Club made sure supporters continued to feel together

A much-praised initiative saw staff and fellow fans carry out wellbeing calls to those most in need of them. Those carrying out calls also included a host of former and current Hornets players.

A follow up scheme has now been launched to continue this great work.



More than
300
supporters volunteered their services



More than
2,500
supporters received calls from the club to offer support

INSPIRING AND EMPOWERING IN THE MOST DIFFICULT OF TIMES

The Coronavirus pandemic and lockdown brought with it a host of new challenges for all sectors of the community, including an increase in poor mental health and loneliness and a decrease in healthy lifestyles...

**ALMOST ONE QUARTER
(24%)**

of UK adults have **FELT LONELINESS** because of Coronavirus
www.mentalhealth.org.uk

Parents/carers of primary school age children taking part in the survey report an **INCREASE IN THEIR CHILD'S EMOTIONAL, BEHAVIOURAL, AND RESTLESS/ ATTENTIONAL DIFFICULTIES**

Co-SPACE, University of Oxford

MORE THAN HALF of adults **(60%)** and over **TWO THIRDS** of young people

(68%) said their **MENTAL HEALTH GOT WORSE** during lockdown
www.mind.org.uk/

**MORE THAN FOUR IN TEN
(44%)**

of young people (aged 18-24 years) have felt loneliness because of Coronavirus
www.mentalhealth.org.uk

46%

of survey respondents were **LESS ACTIVE** during lockdown

Unit for Biocultural Variation and Obesity (UBVO), University of Oxford

INCREASE BINGE EATING and consumption of processed snacks and alcohol

Unit for Biocultural Variation and Obesity (UBVO), University of Oxford



The challenge was set then. The Trust knew that they would have to work alongside their volunteers and community to truly live up to their values – Inclusivity, Integrity, and Innovation.

Through being agile and creative, the Trust made sure that their various programme participants continued to be engaged throughout the COVID-19 pandemic. Whatever their age, there was something on offer for everyone.

Local schools and pupils were given a range of home learning resources across PSHE, English, Maths, and

physical activity, as well as a mental wellbeing course delivered online. There were also online classroom sessions and employability mentoring for young people. Moreover, children and teenagers took part in online gaming tournaments, forums, quizzes, bakery classes and skills practices. There was also a host of technical football challenges, drills, and tips, with tailor made strength and conditioning clips made available.

The focus for adults was health – both physical and mental. There were home

workouts, weight management support, activity motivation and signposting. With weekly mental wellbeing catchups and quizzes.

Older members of the community were engaged with wellbeing phone calls and the specially designed Golden Times newspaper. There was even work across the ages with children and young people getting in touch with the older generation with pen pal letters and hosted quizzes.





1,342.5 HOURS

of **FITNESS SESSIONS**
streamed across our
programmes



900+ HOURS

of **EDUCATION AND
INCLUSION-BASED
ENGAGEMENT** with
young people online



2,500 WELLBEING

PHONE CALLS
made to local people
by our staff and
volunteers



500 CAKES

FOR CARERS
delivered to local
Care Homes



20 ONLINE MENTAL HEALTH

SUPPORT SERVICE
sessions including 2
watch-along calls
during Watford FC games



80+ SCHOOLS

have received
**EDUCATIONAL
RESOURCES**
as well as resources
and challenges shared
via social media and web



250 OLDER ADULTS

have received our
specially made
NEWSPAPER and
**KEEP-IN TOUCH
POSTCARDS**

CASE STUDIES

Across the country there were countless examples of how individuals, businesses and fellow charities became heroes within their communities.

Here are just a few examples of how the Trust continued to make a positive difference to the people's lives through sport, physical activity and learning...



Lockdown Case Study: **POSITIVE MINDS; EDUCATION**

Mental wellbeing is important every day of the year, but its importance was reinforced spectacularly during lockdown. So, when school closure meant the postponement of our mental wellbeing and coping strategy classroom programme, the Trust knew it had to find a way to continue engagement. The team soon created a host of videos and workshops, to go alongside several at-home challenges to keep the programme going.

2,039 pupils across 93 Hertfordshire Schools engaged with the Positive Minds; Education online sessions.

90% of children that took part in the Positive Minds; Education online courses agreed that they now understand the difference between healthy and unhealthy coping strategies, with **88% agreeing** they had identified ways of improving their own wellbeing.

88% of pupils that had completed the online course agreed that they 'know how to respond, and how not to respond, to someone that wants to share their thoughts or feelings with them'

"The project has **helped me** to control my emotions and recognise why I feel that way." *Participant*

CASE STUDIES



Lockdown Case Study: **SHAPE UP**

Making sustainable healthy lifestyle changes is hard at the best of times, but when venues closed this free weight-management programme came to a stop, it made that even more difficult. Live streamed weekly sessions were the answer for Shape Up and continued to provide the usual high level of nutritional information and support.

60% of Shape Up participants achieved their goal and lost more than 5% of their bodyweight during lockdown.

Asked to rate the **positive impact** the Shape Up online sessions had on their mental wellbeing during isolation, **Shape Up participants scored them 9/10.**

"It has been a **hugely important support structure for me** through lockdown and what's been a challenging period. From what I hear from other people on the course it has been important for them too. The weight that I have lost, and the fitness gains I've made have really surprised me to be honest. I think I'm sitting at around a 17kg loss." *Stephen, participant*

Lockdown Case Study: **PL KICKS**

Youth provision built on physical delivery needed to think fast to keep young people engaged. The team behind PL Kicks created an array of activities which were delivered throughout the weeks and months of lockdown. These included fitness sessions, football skills challenges, quizzes, bakery classes, FIFA tournaments, virtual classroom sessions and Youth Voice discussions

"My daughter enjoyed the online dance sessions too; **these kept her upbeat during the lockdown.** As for me, it offered **a great support** and helped to keep Ezi engaged during the lockdown. I would like to use this opportunity to say **thank you to you all.**" *Parent*



CASE STUDIES

Lockdown Case Study:
GET IN TOUCH

PL Primary Stars Pupils from Bromet Primary School created hand-written letters and drawings delivered to older adult participants from the Trust's Golden Memories programme. Jay and Sam were so impressed with their letter from Jess they wanted to return the compliment with a letter of their own

"Thank you very much for your delightful letter. It helped Jay and I during these difficult times."

Jay and Sam's daughter was also quick to message Bromet to send her thanks...

"What a lovely thing to do, thank you. Dad was thrilled by the letter."

Lockdown Case Study:
PL INSPIRES

Whilst many pupils were told to stay at home, key worker children were still in need of their schools. Thanks to the fantastic efforts of teachers and fellow school staff, they were able to answer that need. In the case of Adeyfield School, they would not face this alone. Trust staff were able to deliver a condensed version of PL Inspires.

"Thank you so you much for your continued support with our groups of students who have been coming into school. Having someone different come in has made such a difference and I appreciate the time and effort you put in to make this a success".
Ms Sandford, Adeyfield School



Lockdown Case Study:
ACTIVE WATFORD & THREE RIVERS

A motivational health programme based on consultations, referrals from healthcare professionals and physical fitness sessions clearly had challenges to overcome. GP Surgeries and community centres were closed, and healthcare professionals found themselves under strain. This programme would need to innovate. Targeted social media provided a great new avenue for referrals, consistent and flexible communication over phone calls, texts and virtual consultations mixed in with plenty of streamed fitness sessions made this programme thrive.

100 inactive people took part in Active Watford & Three Rivers during lockdown, accessing consultations over zoom and phone. Over 700 follow up contacts were made, **offering support, guidance and signposting.**
3 exercise sessions streamed per week

Lockdown Case Study:
PLAYER DEVELOPMENT CENTRES (PDC)

Players at the Trust's PDCs attend weekly sessions to develop their skills but how do you do that when no sessions are permitted?

Trust staff made sure to keep contact with all of their players, getting them involved in challenges and drills to maintain and improve their technique, as well as providing valuable sustenance for the mind ...

"The Watford challenges have really kept Mathieu going and he has learnt some new skills. He continues to do his daily skills. I just wanted to say thank you as it's really **helped Mathieu mentally as well as physically"** *Fiona, Parent*

02 | WatfordFC wellbeing



WATFORD FC HEALTH & WELLBEING

In our strategy we said we would play an active role in improving people's physical and mental health and wellbeing.

It would come as no surprise that as an official charity of a professional football club, physical fitness and an active lifestyle are important to our work. Sport can be a fantastic antidote to obesity and the many ailments that can follow it. This is why you will find that many of our programmes will seek to increase participation in sport and physical activity, tackling obesity head on.

Obesity can take hold from a young age so initiatives like the ones we deliver are crucially important. They include weekly football and dance sessions, and in-curriculum healthy lifestyle courses providing nutrition education. After all, fitness and weight-management are not only determined by activity alone.

It doesn't follow that being fit and active as a child you will become a fit and active adult.



With the pressures and barriers that life brings, your physical health and wellbeing sometimes take a back seat. Realistically this does happen. It is part of our job though, to put those people back into the driving seat when it comes to sustainable healthy lifestyle changes.

Of course, we don't profess to tackle this alone, the support of healthcare

professionals, partners and other external providers is paramount to achieving successful outcomes. This is one of reasons we actively signpost to make sure everybody feels comfortable with their physical health and weight journeys.

We also acknowledge that positive health isn't just about your physical state, it's also looking after your mental

wellbeing. This point has been underlined even more so in recent times. One of the core outcomes of everything we do, is improving self-esteem and confidence, making participants feel better about themselves, the world around them and their futures.

A major change society is currently confronting is the stigma and taboo attached to mental health and wellbeing,

A major change society is currently confronting is the stigma and taboo attached to mental health and wellbeing, we all need to speak up, talk more and share experiences.



we all need to speak up, talk more and share experiences. We have made it a priority to play our part in improving awareness and use the profile of Watford FC to share a message of hope to those experiencing poor mental health, as well as a call to arms for us all to become support systems to those that may need it. One key way we do this is by strengthening our relationship with key partners and supporting local schools and organisations.

Yet it cannot just be about awareness, it must also be about action. Whether that is facilitating conversations within our projects and support

groups or providing services that increase knowledge of healthy coping strategies, resilience and growth mindsets.

Together, we can create a healthier community.



95%

OF CHILDREN

had a better understanding of the **IMPORTANCE OF EXERCISE, NUTRITION AND HYDRATION** after taking part in the Joy of Moving, Move and Learn programme.

113

YOUNG PEOPLE

were referred into Positive Minds; - Empower sessions and received mental wellbeing workshops and physical activities. Over 2/3rds of these young people showed **A SIGNIFICANT IMPROVEMENT** in their mental health.



In 2019 alone, **OVER 400 PARTICIPANTS** have **BURNED 21,864,850** calories whilst taking part in Shape Up with a collective weight loss of over **2.83 TONS OF WEIGHT**.

PARTICIPATION HAS QUADRUPLLED in the last year, with **26 ADULT MALES NOW ACCESSING FOOTBALL AND MENTAL WELLBEING SESSIONS**, as part of Positive Minds; - Man On!

"I believe I've **LOST 5KG - IN EXCESS OF 5% OF BODY WEIGHT**. The course has also resulted in about a 20% reduction in my blood sugars throughout the day, which means that (whilst still taking medication) my blood sugars are now within the normal range. Moving forward, I intend to undertake more strenuous exercise and hopefully achieve further weight loss and fitness improvement.

THE COURSE IS EXCELLENT AS IT EMPHASISES THE NEED TO MAKE MAINTAINABLE DIET AND LIFESTYLE CHANGES."

Martin, Participant, Shape Up



7 out of 10 PARTICIPANTS

have **INCREASED THE AMOUNT OF PHYSICAL ACTIVITY** they are doing since taking part in Active Watford & Three Rivers.

"I NEVER WOULD HAVE FOUND THIS ACTIVITY BUT FOR ACTIVE WATFORD & THREE RIVERS.

It has really given me encouragement that I can increase my mobility and fitness despite autoimmune arthritis. **I AM SO GRATEFUL."**
Moir, Participant, Active Watford & Three Rivers

56

PEOPLE

from local grassroots clubs have **ACCESSED THE FREE TRAINING COURSE**, Positive Minds; - Coach the Approach, that provides information on mental health in a sporting environment and how best to support youth players.



Those on Shape Up have seen sustainable lifestyle changes with **95.86%** reporting an improved diet and **93.4%** saying that they had increased the amount of physical activity they were doing.

POSITIVE MINDS

was recently the **RECIPIENT OF THE NATIONALLY RECOGNISED MENTAL HEALTH AND WELLBEING AWARD**, sponsored by Active IQ, at The Sport and Recreation Alliance's 'Community Sport and Recreation Awards'.

314

INACTIVE INDIVIDUALS received an **ACTIVE WATFORD & THREE RIVERS MOTIVATIONAL CONSULTATION** and follow up resources and contacts following referral from health professionals.



WatfordFC

Rob

SHAPE UP

"I was 24 stone; I'd come home from work and just sit down straight away."



Rob's story is a familiar one. A man who struggled with his weight, had got into the habit of avoiding exercise and eating without thought of what he was putting into his body. Poor diet and lack of physical activity can have consequences beyond just weight gain as Rob found, struggling every night with his sleep. He knew he had to do something so went to see his GP.

"I went to the Doctors, I was only getting two hours sleep a night, I was sent to a sleep clinic and was then told by the Doctor about this programme called Shape Up."

Obviously, a weight loss programme is not a revolutionary idea and these things do come with bumps in the road, but it was the nature

of the coaches and the content of this project that made the difference for Rob.

"The day after my first circuit session with Shape Up, I woke up aching, thinking 'what am I doing?!' I remember the coaches telling me to stick with it, to keep going and I will get the rewards and I thought 'this is a joke, this won't change my life.'"

He could soon see that it was changing it. **"I first realised after week three, I took a picture and compared it to before I started, I was just like 'wow!'"**

It was not just the exercise that helped Rob make the difference, referencing the project's nutrition education element he said:

"It changes the way you eat; you think healthier. You realise what you think is healthy is maybe not and find out what you could add into your diet."

There were even outcomes that at first were not the priority for Rob. As a result of a gathering of a group of like-minded individuals with similar goals, he says:

"I've made friends for life. We had a WhatsApp group and would meet-up for Park Run every Saturday."

The work is never fully done but Rob is now on a positive path and has since even completed a half-marathon. For Rob, there is no doubt the success of Shape Up..

"I didn't believe it would, but Shape Up has changed my life."

WatfordFC

Anton

POSITIVE MINDS

Anton came to the Trust after being subjected to bullying at school



Naturally, this was having an adverse effect on his mental health. Unfortunately, he is not alone in experiencing the cruelty of others. Yet, he bravely sought help. In this case, help came in the form of the Trust's Positive Minds programme. His journey began in the classroom, taking part in Positive Minds; - Education alongside his school peers, it was there he found out about a further offering of the Trust, this time outside of school.

"We would play sports, football and boxing and then sit around a table and just talk to each other."

The session in question was Positive Minds; - Empower, a programme designed for young people experiencing mental health issues.

The wellbeing conversations with a facilitator were a particular highlight for Anton.

"It's good because you get to understand how others are feeling and they can understand how I am feeling. I feel included"

As Anton underlines so well, talking can be such a support ...

"I think everyone should talk because it prevents everything from being bottled up which can make things very difficult for people."

Talking, alongside the other key elements of the programme were clearly helping Anton and when looking back recently, he agreed: **"It gave me a really good boost and taught me how I should deal with bullying. I think if I hadn't gone to the Trust sessions, it would be very different now, I wouldn't have the self-confidence I need."**

Confidence indeed, given Anton has now spoken publicly about his own mental health and Positive Minds on Match of the Day and in front of a packed Vicarage Road stadium. Now, Anton has even given his support to others whilst they start their own stories with the Trust.

Clearly this is one young man with a very positive mind.

03 | WatfordFC learning



WATFORD FC LEARNING & SKILLS



In our strategy we said we would create and provide opportunities for people to learn and develop new skills.

All of our programmes are designed to improve a person's life chances, whether that is an easily measurable outcome such as getting an unemployed young person in to work or a soft outcome like improving a teenager's self-esteem.

When looking across our provision it is clear that there is a belief that individuals never stop learning and the projects at our charity follow that thought process.

There are projects that help support a child's fundamental skills and as that child grows, support from the Trust is on offer for them every step of the way.

While one pupil will learn to succeed at reading with our interventions, others will

expand their maths knowledge or improve their sports skills.

As the transition from child to teenager and primary to secondary school begins, that same pupil will be in new surroundings but still have access to the opportunities we provide. At this stage they may take the form of activities designed to inspire their future pathways and encourage entrepreneurial aspirations. As they progress through their education, they will have offers to combine academic studies with their love of football and competitive training.

It is worth recognising though that learning occurs just as much outside the classroom, so we make sure to provide a range of projects, activities and events to promote personal development. Team-building exercises, residentials and working to support a range of other local charities are all hosted by our programmes. All with the aim of improving vital communication and social skills,

whilst empowering the participants to put their newfound skills in to practice.

One of the last, and perhaps most daunting, transitions for those leaving the educational setting though is the transition into further education or work, and once again the Trust offers support. For some, there are personal barriers that may affect this transition. It is the role of our mentors to identify and overcome these barriers for people, providing an environment for positive learning experiences and prepare them for their future careers.

In one way or another, we are committed to equipping people with the skills to better themselves and their future.



Over
96.5%
OF CHILDREN
stated that after receiving our 6-week PL Primary Stars (PLPS) reading intervention that **THEIR CONFIDENCE AND ENJOYMENT OF READING HAD INCREASED.**

96.5%
OF CHILDREN
stated that their ability to **WORK AS PART OF A TEAM** had improved through the PLPS programme.

83%
OF YOUNG PEOPLE
agreed the Premier League Inspires programme had **ENHANCED THEIR PERSONAL SKILLS AND EMPLOYMENT KNOWLEDGE.**

100%
of the Premier League Inspires social action group **AGREED THAT VOLUNTEERING GAVE THEM A MORE POSITIVE OUTLOOK** on their behaviour and the importance of giving back to the community.

"I have learnt how to talk to people, I am normally quite a shy person, so this is really big for me, my confidence has grown so much as well. I think this will help my future, especially with opening more opportunities for getting a job. I notice that it has uplifted me, I have loved meeting new people, it was a fear of mine and now I love it! I have made lifelong friends."
Hannah, NCS Participant

In its first year of operation, **NINE STUDENTS HAVE SIGNED UP** to take part in the Football Development and Coaching Foundation Degree, in partnership with Middlesex University.

"The Joy of Moving, Move and Learn, programme was **HIGHLY INFORMATIVE AND ENGAGING** for the children and delivered in such a way as to inspire as well as educate. The staff were all very friendly and engaged very well with the children, encouraging and explaining both in the classroom and outside on the field."
Mr. Correa, Teacher, Holy Rood Catholic Primary School

86%
OF NATIONAL CITIZEN SERVICE (NCS)
participants said the programme had **IMPROVED THEIR UNDERSTANDING** of other cultures and backgrounds.

Westfield Football Academy boasted a **100%** pass rate for its pupils with **70%** continuing into higher level education.

100%
of Whitmore High School Football and Education Scheme students graduated with **Distinction*/Distinction** grade and **100%** of those students went onto university or into employment.

WatfordFC

Stass

NATIONAL CITIZEN SERVICE (NCS)

At 17-year-old Stass began his NCS journey alone. That would soon change though ...



"I went in on my own, everyone was a stranger, but doing the activities and experiences, I learnt how to make friends."

The first phase of the programme - a series of team bonding activities such as rock climbing - clearly did the trick then. Turning this group of strangers in to a collective or as Stass calls it:

"one big gathering of different people, shapes, sizes, cultures. It's just one group of people you have fun with".

As the journey continued with a mixture of vocational workshops and volunteering as part of charity social action projects,

Stass continued to see positive outcomes past the initial social mixing.

"The main thing I've gained from NCS is trust and teamwork. I've learnt to trust others and their opinions, as well as working as a team – opening up to people and their experiences."

That's on top of the number of friends he has made, friends that he 'will know for a long time', Stass is testament to the success of the programme. And this is a story repeated by so many local young people that have taking part in the programme. Now Stass has joined the cause in making sure more people can make use of this service.

"they (NCS Staff) came to us and told us about it and now I feel like I should go and tell others about it because I enjoyed it and I feel like other people should get the chance to enjoy it as well."

As well as promoting the programme, Stass then joined the 'NCS Local Youth Board' – regularly meeting up to shape future delivery and support charities such as Roald Dahl's Marvellous Children's Charity. A great story of course, but how does a programme like this effect young people going forward?

"Just being active with the Trust and getting those experiences have given me a boost, especially now I'm looking to go to university."

WatfordFC

Toby

BUILDING BETTER OPPORTUNITIES (BBO)

Toby, who identifies as non-binary and uses the pronoun they, stopped attending school at 15 years old, leaving with no GCSEs.



They were hesitant to meet new people, to re-connect with education and experiencing anxiety.

In their own words **'Before being on the BBO programme I felt like I had no hope or chance of achieving anything I wanted to do.'**

Thankfully, Toby did find BBO though, following a referral from an advisor at YC Hertfordshire. The Trust's BBO Youth Mentor worked with Toby to overcome barriers, with the first meeting at Toby's home.

As confidence grew, they moved to more open places such as a nearby café. Throughout

the meetings, the mentor used a variety of techniques to re-engage Toby into education to gain functional skills qualifications and improve future life chances.

"The programme made me feel better and less stressed at not being able to do what I wanted. The fact that it helps people like me to set and achieve reachable goals and takes a very heavy strain of what happens next off your back."

Following this mentorship, Toby was then supported into 'Toolshed' – a company which helps young people to gain qualifications whilst also doing a work placement. With this successful outcome, you can see why Toby speaks so highly of BBO ...

"On the BBO programme you'll overcome so much, learn new things and meet new people. There are courses for people like me who haven't been in education for many years. Even though it's a struggle your mentor will always back you 100%. You can start by taking baby steps, but you will get into bigger steps eventually."

Whilst lockdown may have since hampered Toby, they have now completed their English Functional skills and is fully engaged in Functional Skills in Maths.

"My future now seems clearer, like sunny days and clear blue skies"

04 WatfordFC inclusion



WATFORD FC SOCIAL INCLUSION

In our strategy we said we would bring people together and improve community cohesion.

Watford FC has always brought people together, whether that is the buzz of a rocking Vicarage Road or just a chat down the pub with friends.

At the Trust, we've looked to continue that feeling of togetherness into our communities and not just from a football perspective. No matter what their passion or background, everybody deserves to feel part of one society.

You only have to look at the news to see that this vision of one society is constantly being challenged. Large scale issues and people's reaction to them can drive people apart: politics, socioeconomic status, terrorism. Yet it isn't just national or global agendas that disrupt cohesion: inner-city gang culture, an individual's innate stereotypes, or even just a sense of isolation that someone feels, can equally cause a loss of the sense of togetherness. This can then ultimately spiral into wider societal issues such as additional costs to national emergency services and a

decline in people's physical and mental health.

Across our work we strive to increase self-esteem and the feeling of belonging in all sectors of our communities. We bring people together and raise a smile.

Across our work we strive to increase self-esteem and the feeling of belonging in all sectors of our communities. We bring people together and raise a smile. In some instances, we look to combat a lack of social inclusion head on. A lot of negativity in society is often attributed to young people, but we know that given the right opportunities, not only will issues such as anti-social behaviour decrease

but young people will have the power to come together to make a difference in their communities and steer them towards a brighter future. Our facilities, diversionary activities and life skills projects build on this knowledge, by mentoring, motivating and empowering that strength within them.

Our programmes for adults reinvigorate the camaraderie of a group working towards one goal. Among older adults we often see a lack of inclusion. In this instance and for a variety of reasons, social isolation is a harsh reality for many, a mixture of personal circumstance or health restrictions can mean that loneliness can be rife within our older generations. Again, this is something that by providing the right opportunities for interaction and worthwhile activity, that we

can all tackle. A simple call, or a group get-together, a game of boules or just facilitating a space and time for engagement, these small things can do wonders for self-efficacy.

There are barriers, of course, deteriorating health is one of the main factors. Dementia, the most common of the Alzheimer's, is a cruel disease, attacking brain function and erasing those memories of family and community. And it doesn't just affect the one experiencing dementia, but their carers, often spouses or family members, suffer through observing the decline of the one they love. Whilst there is sadly no cure for dementia, we can offer reminiscence and care, which is exactly what we aim to do at the Trust. We support both those with dementia and their carers through a multi-sensory Wonderfully Watford session to keep their engagement high and lessen the effects of low mood and other aspects of the disease.

During the last year, we have needed social inclusion and community cohesion more than ever and it can never be achieved alone, so join us and come together to improve yourself and those around you.



41
GUESTS WITH A
MILD TO MODERATE
DEMENTIA
diagnosis have attended
our **GOLDEN MEMORIES
SESSIONS.**

17
CARERS
have attended our
**GOLDEN MEMORIES
SESSIONS** with a further
four care home carers
also engaging.

720
ACCUMULATIVE MILES
driven by our Trust Minibus
to collect guests and
bring them to our Golden
Memories sessions,
which translates as
approximately **54 HOURS
ON THE MINIBUS**, or as
the guests affectionately
call it – the Disco Bus.

“YOUR DEMENTIA
PROJECT IS SO
IMPACTFUL
and continues to be for
dad and our family. It is the
one thing that brings my
dad real joy and it's the first
new thing he's engaged
with in years ... This means
that not only is my dad's
life enriched but mine and
our family's are too.” *Golden
Memories*

Over
160
OLDER ADULTS
COME TOGETHER
on a weekly basis
for Extra-Time

“It is the highlight of my
week; I so look forward
to it. The conversation,
laughter, **BEING PART OF
THIS WONDERFUL**
group, a family.”
Guest, Golden Memories

“I FEEL IT
IS THE DISCUSSION
SESSIONS WHERE WE
TALK ABOUT THE PAST,
DATES AND EVENTS
THAT HAVE TRIGGERED
HER MEMORY
whereas before she hardly
said anything. I feel it's
because of the discussions,
sessions and talk about
specific dates and years
have triggered her mind.”
Golden Memories carer

15
VOLUNTEERS
SUPPORTING THE
GOLDEN MEMORIES
PROGRAMME
(activities include
interviewing former
players, driving the minibus,
arranging refreshments
and much more!).

“The Over 55s club at
Cedars Youth and
Community Centre is
**THRIVING WITH NEW
FRIENDSHIP AND
COMMUNITY SPIRIT.**”
Participant



98%
OF PARTICIPANTS
enjoy coming to
PL Kicks sessions.

**"I'M SO GRATEFUL
AND APPRECIATE YOU
GUYS SO MUCH!"**

My son's report from school
has been very good recently
and so much has changed
since you all have been
working with him. I'm very
pleased that he is helpful
at times when it's needed
and he is always looking
forward to Kicks sessions"
PL Kicks Parent

98%
OF PARTICIPANTS
like the PL Kicks
staff and coaches.

97%
OF PARTICIPANTS
feel safe at
PL Kicks sessions.



97%
OF PARTICIPANTS
feel welcome at
PL Kicks sessions.

**"Being involved with the
KICKS PROJECT
REALLY HELPED
MY DAUGHTER'S
CONFIDENCE"**

as she was able to
make new friends. She
now looks forward to new
challenges every week"
PL Kicks Parent

Over
1,800
YOUNG PEOPLE
aged 8-18 engaged across
Watford, Harrow and
Hillingdon in a variety
of PL Kicks sessions,
with a breakdown of
23 DIFFERENT
ETHNICITIES, 440
FEMALES engaged and
over **250 YOUNG PEOPLE**
WITH A DISABILITY.



WatfordFC

Geoff

GOLDEN MEMORIES

Watford Football Club fan for over 60 years, with much of that time as a season ticket holder, Geoff has always held Vicarage Road close to his heart.



So, when he was admitted to a care home following a dementia diagnosis, one of Geoff's main passions was taken from him. That was why as soon as his daughter Susan, who first remembers attending a game with her dad at thirteen years of age, saw a promotion for the Golden Memories programme, she knew they had to get involved.

Picked up in the Trust minibus by loyal volunteer Barry, Geoff was able to attend Vicarage Road once again. Even if, the stadium has changed quite a bit since the days when Geoff used to attend, in his words: "I don't get wet when I come here now!"

Memories can be a fragile thing, even more so in clutches of the cruel disease of dementia, but a feeling of reminiscence can reinvigorate those memories. This is what Golden Memories is built upon. The multi-sensory nature of these weekly sessions, from the sound of Z-Cars playing on entry to the sight of the old matchday programmes, can spark a recollection that can quickly grow into a smile.

"He's now smiling every week" explains Susan, "When I go to see him now, I hear two things, number one is the Watford scores, number two is what has happened at Golden Memories, what he's been up to, and which former player he has met. I can see his spirit being lifted and he is just visibly happier."

Sadly, there is no cure for dementia, but these reminiscence sessions can help, and whilst lockdown has hampered the power of the sessions being held at the stadium, Geoff is clear on the support it can offer ...

"I was right down in the dumps, with my wife being ill as well, it was Golden Memories that kept me going."

WatfordFC

Kodi

PREMIER LEAGUE KICKS (PL KICKS)

School, home, social life, or the safety of the environment around you, there is plenty going on in a young person's life and mind, just ask Kodi.



Sport and activity are much more than just a happy distraction though, they can bring together like-minded people, create friendships and provide opportunities for personal development. One of the ways the Trust is providing these opportunities is through dance classes at their hub – Cedars Youth and Community Centre.

"We are so grateful for the dance classes, they have given Kodi so much. The staff are warm and friendly and help Kodi feel at ease. Her confidence has grown so much and her passion for dance is even stronger!"

The positive impact on their daughter's life is clear to see for Kodi's parents Linus and Vikki. It shows, once again, that the Trust is about more than football and that youth provision works across a number of activities, quite often as a result of decisions and suggestions from young people themselves. Kodi came to the Centre shy and unsure about her involvement. And now? Well you can read below ...

"I feel Cedars dance has given me more confidence. I look forward to going every week and I've made new friends. The dance teachers are kind and enthusiastic which makes me want to dance more, my dancing has definitely improved!"

It is important now, that more young people are given the opportunity to find something they enjoy, as Vikki recommends:

"It has given her the opportunity to express herself in a safe environment and meet new friends of a similar age. We feel these classes are a great opportunity for so many young children especially those with a passion for dance."

05 | WatfordFC sports



WATFORD FC SPORTS DEVELOPMENT

In our strategy we promised that we would deliver accessible football and sporting activities, whilst promoting Watford FC and its family and community values.

Ever since that first football session in 1992, when we began our journey as a deliverer to the community, we have known that football, and sports more generally, have the power to make positive change to peoples' lives and wider society. Whilst we have grown exponentially since then, this belief remains. Indeed, our football and sports programmes can work across all our strategic priorities outlined in previous chapters.

The physical and mental health and wellbeing benefits of getting involved in sports are unquestionable, but sports can also be used as a tool to improve an individual's learning and skills.

Sport also has the ability of bringing people together, reducing the chance of anti-social behaviour and reinforcing a true feeling of

community and family. These are the core reasons why we promise to continue delivering these activities.

However, it is one thing to deliver sporting sessions and clubs, but it is another to ensure all members of our communities have an equal chance to take part in and benefit from the activities. We work hard to ensure local people, regardless of gender, age, race, background or ability, are able to take up these opportunities, whether that's a child taking part in a football course during the holidays, or an after-school club with our coaches, or perhaps a grassroots club taking part in a Watford FC matchday package. By increasing sports participation, we are increasing the amount of people who can access the amazing benefits of getting out and becoming engaged in sports.

Once a player has the opportunity to participate, continues to practice and attend sessions, their ability and skills will develop. Therefore, it is important that they are then supported and their development is nurtured so they are able to continue their



pathway of progress. In regard to football we have a number of development centres to achieve just that, working alongside their grassroots clubs and a player's unique needs. Whilst the leap to academies and the professional game is high,

having somewhere to develop and improve technical ability is important, and that is what some of our programmes can provide.

As a player continues, a future in football goes further than just a career on the pitch, there

Sport also has the ability of bringing people together, reducing the chance of anti-social behaviour and reinforcing a true feeling of community and family.



come to the fore and utilising a young person's passion for football can be the ignition needed to spark a career. We can support individuals to gain qualifications, coaching badges, First Aid, BTEC, A levels and even, more recently, university Foundation Degrees.

We are passionate about getting more people in our communities to participate in sports and developing further those who already share our passion.

are a host of avenues in the industry, from coaching and sports sciences, to media and operations. Beyond the age of sixteen, these options can

95%
OF PRIMARY
SCHOOL PUPILS
stated that their
MOVEMENT SKILLS
HAD IMPROVED
through the Premier League
Primary Stars.

WESTFIELD FOOTBALL
ACADEMY WON
the National Football Youth
League (NFYL) South
Division title for the second
year running!

39
7-16-YEAR-OLD
YOUNG PEOPLE
are a part of our FA Disability
Talent Hub, with **22** deaf and
partially deaf players, **13**
cerebral palsy players and
4 partially sighted players.

We engage with
94 GRASSROOTS CLUBS
through our various
offers of packages, Player
Development Centres
and matches.

"I tell my son every week
that he hit the jackpot being
given an opportunity by the
PDC. Regardless of how
long he is retained, **I WILL**
ALWAYS BE GRATEFUL
FOR THIS TRULY
FANTASTIC CHANCE
for him to develop at a
crucial age." *Parent, Player*
Development Centre

"**WATFORD FC IS AN**
INTEGRAL PART OF THE
LOCAL COMMUNITY
and the Community Trust
and PDC give a sense of
belonging to this high profile,
popular and successful
organisation." *Parent, Player*
Development Centre

11
PLAYERS
from our FA Talent Hub were
SELECTED TO BE PART
OF THE REGIONAL
FA DISABILITY
TALENT PATHWAY
for the South region.

We have
583
TALENTED MALE AND
FEMALE PLAYERS
taking part in our
Player Development Centres
across five venues.

A total of
31 schools
partner with the Trust
for extra-curricular
activities and clubs.

"This course allowed me to
play football and complete
a BTEC at the same time.
THE FOOTBALL AND
EDUCATION SCHEME
HELPED ME TO DEVELOP
MY MATURITY AND MY
INDEPENDENCE. But at
the same time helped me to
develop as a player. I gained
my level 1 coaching badge
whilst on the course and
I am now out in America
on a football scholarship."
Ronaldo Gashi, former
Whitmore High School
Football and Education
Scheme player and student at
Coastal Bend College in Texas.

"**PLAYING FOOTBALL**
IN THE TALENT HUB
HAS BEEN A CHANCE
TO PLAY FOOTBALL
SERIOUSLY AND NOT BE
HELD BACK BY MY SEX
OR DISABILITIES. Some
coaches think you are less of
a player, or won't ever be good
enough to play professionally,
but my disabilities actually
give me added super
skills when I play".
Elise, player,
FA Talent Hub

"**OVER THE YEARS,**
WATFORD FC HAS MADE
A HUGE DIFFERENCE
TO MY RELATIONSHIP
WITH FOOTBALL. Through
the partnership with Herts
Youth Inclusive Football
and **BY WITNESSING**
WATFORD FC AT WORK IN
THE COMMUNITY, I HAVE
SEEN THE POSITIVE
IMPACT THE CLUB HAS
ON SO MANY LIVES. It has
made me think more deeply
about the power of football
and sport in general and how it
can help others both mentally
and physically and how it can
create so many opportunities
for all abilities. It has also
encouraged me to continue
to learn about football and
get involved more." *Tracy*
Light, secretary of Herts Youth
Inclusive Football

"Every coach that has
entered our school has been
professional and friendly,
HAS BUILT FANTASTIC
RELATIONSHIPS WITH
OUR CHILDREN AND IS A
VALUED MEMBER OF OUR
SCHOOL COMMUNITY.
Providing us with top quality
after school clubs developing
many different skills, we
value the relationship we
have with the Trust and hope
to continue to build on this."
PE Lead, Lanchester
Community Free School



WatfordFC

Joshua

Football enthusiast Joshua, now 18 years old, has been involved with the Trust for several years.



First as a pupil at The Collett School when taking part in one of our education projects. Before long, Joshua, who is autistic, took part in a work placement with the Trust, which included supporting our staff at tournaments for primary school children. After speaking with our staff about a willingness to join a local inclusive football team, we made the contact with Hemel Aces FC. Then in 2019, Joshua was invited, alongside seven other players from different local Hertfordshire teams (Bedwell Rangers, Everett Rovers FC, Hemel Aces FC, St Albans City Youth FC), to take part in the X International Trophy Ciutat de Barcelona Football 5-a-side tournament. An event organised by the Catalan Sports Federation for People with Intellectual Disabilities (ACELL), together with Special Olympics Catalunya and the City Council of Barcelona. For some of the players it was their first time abroad, let alone representing Watford FC in an international tournament. For Joshua, as his uncle Stephen explains, 'it was the first time he had been away from his family with just his very caring brother Aaron with him'.

As well as the tournament, in which Watford FC claimed the Fair Play award, Joshua, his teammates, and our coaches, stayed together in the centre of Barcelona with guided tours of the local area and home of FC Barcelona – the Camp Nou. It was no surprise then, that all the players enjoyed their trip including Joshua:

"I felt so proud to represent Watford FC in Barcelona. It made me feel valued and part of a team. An experience I'll never forget and one that I'm extremely grateful for. I wish I could do it all over again."

When the plane landed back in the UK, it was clear the effects of the trip were a lot more long lasting. The Trust organised a reunion in the Spring of 2020, during a difficult time for everyone, to see how the players were getting on, with a special guest joining the call ...

"I've made friends for life from the trip, we've kept in touch and we even had a Zoom chat where Adrian Mariappa joined us! It was a great lift during lockdown. Just what we needed."

It has been fantastic to see Joshua grow in confidence and form friendships with his teammates, an impression that was clearly made on his uncle Stephen as well ...

"I'm a fellow Watford supporter, and I am very proud of what my club has done this past weekend (the tournament) not just for Joshua but all the players, thank you. I know Watford FC have done brilliantly for people with disabilities, especially with their Sensory Room and this adds to my proudness."

WatfordFC

Shepherd Primary

Our partnership with schools has long been a staple of our community engagement.

A school that continues to work with us to improve pupil's participation in sport is Shepherd Primary School in Rickmansworth, Hertfordshire. Claire Foad, Headteacher at the school explains their relationship with the Trust:



"We have been working with the Trust for many years - they deliver weekly sports lessons to all children in Years 1-6 and run football and tennis after school clubs. They work closely with us to ensure they deliver the required elements of our PE curriculum – this includes lessons in multi-skills, athletics, netball, football and tag-rugby."

More proof, if it were needed, that the Trust is about much more than just football. Working with a school for a long time, delivering several different sessions, will of course have positive effects on their connections with staff and pupils alike, as Claire continues:

"The coaches deliver fun and engaging lessons and foster very positive relationships with the children they work with."

Shepherd Primary are now part of many schools across Hertfordshire and Harrow that are official partner schools, and for any potential new schools looking to get involved with the Trust, the message from Claire is clear ...

"I would not hesitate in recommending the Watford FC Trust."

06 | WatfordFC strong foundations



CEDARS YOUTH & COMMUNITY CENTRE



Situated in Harrow Weald we took over the management and running of our first community hub - Cedars YCC - opened in 2012 following a £4.2- million-pound investment. In 2019 our centre grew further still, with a £930, 000 extension to the upstairs space. Facilities at the centre now include outdoor 4G Astroturf pitch, an indoor sports hall, a social space, a community gym, IT suite, kitchen, and meeting rooms. Used as a base for several of our projects and activities, Cedars YCC is also a fantastic space and facility for a number of local organisations and individuals, including Harrow Mencap and local schools.

98%
WOULD RECOMMEND
our facilities to their friends.

90%
of centre users
said that we have
**KNOWLEDGEABLE AND
FRIENDLY STAFF.**

“Great services, friendly staff
and a **GREAT PLACE FOR
OVER 50's TO MAKE NEW
FRIENDS.**”

“**GOOD ACTIVITIES**
and a clean facility”

“My kids absolutely
LOVE IT”

CONTACT

☎ :0208 4214676
✉ :reception@cedarsycc.org

OUR PARTNERS



MERIDEN COMMUNITY CENTRE



We took over Meriden Community Centre in 2012, but it was not until 2016 until we were able to launch a renovated space for the local community after a £2 million investment. Further funding in 2018 meant we could restore the centre's play area. The centre's facilities include a 3G artificial grass pitch, male and female changing rooms, community gym, main hall, flexible space, meeting room and café. We are now able to offer a variety of activities, clubs and community support at the centre, with the rooms available for hire to a range of local people.

2,643
CENTRE MEMBERS

268
GYM MEMBERS

4.5 stars
GOOGLE REVIEW

“Great place! **THE TRUST
PROVIDE EXCELLENT
SERVICE** to the community
and the children by offering
activities that all can enjoy.”

“**GREAT STAFF
AND COACHES**, always
friendly and welcoming.”

“Staff always friendly
and helpful. **GOOD
FACILITIES.**”

CONTACT

☎ :01923 894862
✉ :reception@meridencc.com

OUR PARTNERS



WATFORD FC VOLUNTEERS



The Trust have an array of volunteers spanning the ages from 13 years old upward. Whether the volunteers are students, full-time workers or retired, their support is invaluable to the community work going on across the Trust.

90%
OF VOLUNTEERS felt they had been **SUFFICIENTLY SUPPORTED BY THE TRUST** during the coronavirus pandemic and the lockdown period



85%

rated their volunteering experience with the Trust as **'EXCELLENT'** with the remaining **15%** rated it as **'GOOD'**

100%

said they would **RECOMMEND VOLUNTEERING WITH THE TRUST** to a friend or colleague.

VOLUNTEERING OUTCOMES

The Trust asked its volunteers which areas had improved since they started working with the Trust.

Here is a summary of what they said ...

Emotional Well-being **55**

Confidence **45**

Social Skills **55**

Teamwork **45**

Personal outlook **60**

Feeling of belonging **60**

Empathy **5**

"Having now volunteered for the Trust for over two years, **IT STILL CONTINUES TO AMAZE AND INSPIRE ME HOW MUCH THEY DO FOR THE LOCAL COMMUNITIES.** It is a humbling and extremely rewarding experience."

"Volunteering gives me the feeling that **I AM GIVING SOMETHING BACK TO MY COMMUNITY.** I find it rewarding and humbling at the same time"

"It makes me feel happy, because I feel like **I CAN HELP YOUNG PEOPLE** and teach them something new."

"My experience has been fulfilling and it is a very nice feeling to be able to **GIVE BACK TO PEOPLE WHO NEED IT.**"

"VERY REWARDING EXPERIENCE AND A FEELING OF SELF-WORTH BY HELPING OTHERS.

Learnt a lot of very interesting facts and life experiences through talking with people."



THANK YOU TO OUR VOLUNTEERS

Aaron Emmanuel, Adam Cummings, Alessandro Joseph, Allan Flowers, Anna Overton, Barry Beasley, Barry Freedman, Bec Nash, Ben Williams, Bill Melsome, Brian Linnegar, Brian Moorehouse, Carol Robinson, Charlie Chandler, Christopher Baker, Colin Westlake, David Quick, Ella Fox, Geoff Wicken, Georgia Mays, Gill Crowson, Hazel Bulling, Jack James, Jack Sapwell, Jake Clark, James Lindsay, James Whitcombe, Jeremy Rance, Jill Flowers, Jo Zanetti, Josie Ogle, Julie Kempston, Karl Belcher, Kieren Rees, Lauren Fox, Liam Fortune, Luca Rossetto, Luther Blissett, Lynn Kirke Smith, Malcolm Nobbs, Matthew Aldous, Max Booth, Michele Hillsdon, Moataz Khalifa, Mya Cox, Nathan Davies, Neil Austin, Oliver Storey, Pete Bradshaw, Prince Arthur, Rebecca Holt, Ricky Sager, Rita Taylor, Ruby Jager, Scott Daniels, Shelley Freedman, Sheree Willis, Shirly Halladey, Stanley White, Steve Freedman, Sue Howse, Teresa Flaherty, Tia Thompson, Tim Streeton, Tony Marks, Tyler Ashton, Wendy Smith, Zaki Hussein

WATFORD FC PARTNERSHIPS



BUGLER GROUP

Local, family owned business Bugler Group, are long standing partners of Watford FC and current Executive Club Members at Vicarage Road. This season they have chosen to go a step further with a £10,000 donation to the Trust.



“As a business based in the Watford area and with the Bugler family’s life-long support of Watford FC, we have always been aware of and admired the great work the Trust has done in helping a diverse range of local people and initiatives. Throughout the years, we have supported numerous charitable and community causes, establishing the Bugler Foundation in 2019 to

formalise this. As part of this ongoing commitment, we are delighted to partner and offer financial support to the Trust and envisage this relationship continuing for many years to come.” Andy Bugler, Bugler Group Chief Executive.



M. K. Ginder & Sons

MK GINDER & SONS
Our longest serving partners, MK Ginder & Sons continue to support the work of the Trust. Their year on year support plays a vital role in the continued delivery of a host of our projects and activities in the local community.



STEVEN EAGELL TOYOTA

This local car dealership have once again showed their support to our shared community and to the Trust with the donation of a new branded van, helping us get our coaches and equipment to a host of different venues and schools across Hertfordshire and Harrow.



Welcome to the TK Maxx and Homesense Foundation who recently came on board to support our Premier League Inspires Programme, helping to inspire children and young people to develop their personal skills and positive attitudes to succeed in life.



SEASON TICKET REFUNDS

When the pandemic and lockdown hit, it became clear that the only way we would all get through it all was with kindness and community spirit. That was shown fantastically by Watford FC supporters who, when live football attendances came to a halt, chose to donate their season ticket refunds to the Trust. We are thankful to those that were able to support us. Once again, the Watford FC family shows it is about much more than just football.



2.6 CHALLENGE

Following the cancellation of fundraising events throughout the year, the team behind the London Marathon organized the ‘2.6 Challenge’. Among those getting involved for the Trust were Watford FC Women’s captain Helen Ward, who ran 2.6 miles every day for 10 days, and players Renee Hector and Ryah Vyse, who ran 2.6 miles and cycled for 26 minutes every day for 10 days, raising over £600.



CORPORATE SPORTS DAY

This fun-filled event hosted in the Dome at Watford FC’s training ground was sponsored by Metro Bank Watford, who also entered a team to take on BNI, Heart Hertfordshire, Hertfordshire Chamber of Commerce, ProHal Chartered Certified Accountants and James Hallam Ltd; with entertainment provided by Strictly A Capella and catering courtesy of Nando’s Watford.

“Metro Bank Watford were extremely proud to sponsor the Corporate Sports Day. It was a pleasure and an honour to support two superb local charities in the Trust and Herts Inclusive Theatre. In all, a very well organised and well supported event.” Martin Witherden, Local Business Manager, Metro Bank.

WATFORD FC A POSITIVE & SUSTAINABLE CHARITY

STRATEGY

A host of stakeholders and Watford FC fans attended the launch of the Trust's three-year strategy 'The Way Forward' in The View at Vicarage Road Stadium. To help tell our story, several of our beneficiaries, many of whom are featured in this report, spoke with host Emma Saunders on stage. To view the strategy in full, visit www.watfordfccsetrust.com/about-us/our-strategy/



NEW WEBSITE

Last season saw the launch of a new Trust website, thanks to local business Scout Digital. The site has been given a new and vibrant look, improved customer experience and built in accessibility software Recite Me.

INVESTORS IN PEOPLE

We received Investors in People accreditation and are now working towards the next level to continue our commitment to a positive environment for our staff.

EQUALITY, DIVERSITY AND INCLUSION

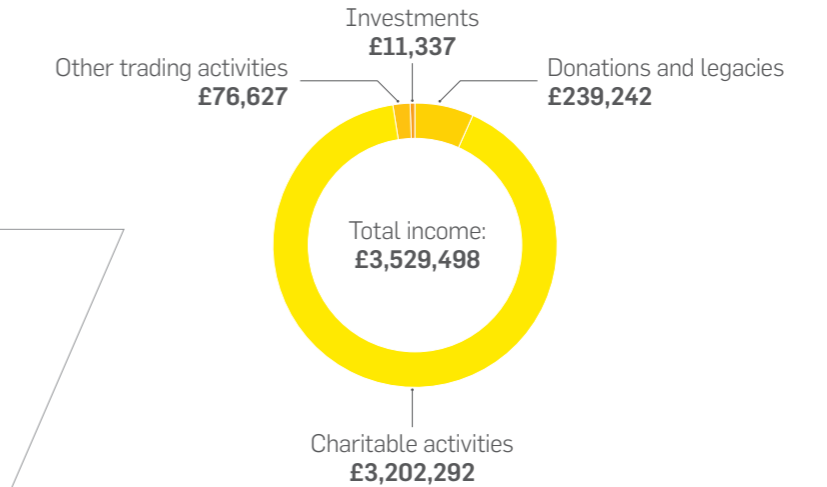
Equality, Diversity and Inclusion continue to be at the forefront of everything we do as a charity. This work

has gained extra vigour with the appointment of our EDI Strategic Lead, who now leads our drive to instil these values into our work and personnel, with the support of several in-house EDI Champions and an Equality Action Plan that works in partnership with Watford FC.

Particular focus at present is embedding an inclusive recruitment process, including anonymising applications forms, to ensure diversity across our staff, volunteer and Trustee teams. We are also working on creating more inclusive opportunities and environments for all members of our community within our

current and future projects. One of the key ways in which we are doing this is by improving our data collection and analysis processes to understand who we are engaging and what services we need to provide. In addition we are giving our staff opportunities to take part in training linked to the nine protected characteristics.

DATA FOR FINANCIAL YEAR ENDING 30 JUNE 2019



Total income includes exceptional funding in the year for capital improvement use



For full information search our Charity number: 1102239 on the Charity Commission's website at www.register-of-charities.charitycommission.gov.uk/

PROJECT GLOSSARY



ACTIVE WATFORD & THREE RIVERS

Health coaching and supporting inactive people in Watford and Three Rivers to help them become more active through motivational interviewing and behaviour change.



BUILDING BETTER OPPORTUNITIES (BBO) – HERTS YOUTH FUTURES

A programme supporting young people furthest from the workplace to improve employability and enter training or work.



COMIC RELIEF EMPOWER

Referral programme designed for children aged 9-12 years old, using physical activity and Cognitive Behavioural Therapy to elicit positive changes in young people's mental health and wellbeing.



FA DISABILITY TALENT HUB

Provides football opportunities for talented players aged 7-17 years old and is part of The FA's England Talent pathway.



EXTRA TIME

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



FDA FOOTBALL DEVELOPMENT AND COACHING

Foundation degree delivered in conjunction with Middlesex University, combining practical coaching, underpinning theory and work-based learning within football development & coaching.



GOLDEN MEMORIES

A reminiscence programme for those with mild to moderate dementia using the history of Watford FC as a basis for stimulus.

GOLDEN FRIENDS

An extension of Golden Memories, to continue friendship groups and extend support.



HOLIDAY COURSES

Fun and educational football and multi-sport activities delivered at a variety of venues for boys and girls aged 5 – 12 years old during school holidays (excluding Christmas).



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 project for 8-18-year olds designed to empower young people to be actively involved in their community.



POSITIVE MINDS

Mental health and wellbeing programme with three strands:

Coach the Approach

A free 3-hour training course designed to upskill grassroots sports coaches in mental health support techniques.

Education

Ten-week prevention-agenda programme delivered in primary schools, combining classroom and practical based sessions to engage students with the topic of mental health, develop resilience and positive coping strategies

Man on!

A 90-minute wellbeing session for men aged 18 to 65 years old, using physical activity and facilitated Mental Wellbeing workshops.



PLAYER DEVELOPMENT CENTRES

Player Development sessions at various locations across Hertfordshire and Harrow for 'advanced' grassroots football players 6-16 years old.



PREMIER LEAGUE INSPIRES

An education programme aimed at young people aged between 11-25 years old, who are marginalised or at risk of not reaching their potential.



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 KICKS TARGETED

A referral programme with one-to-one intervention designed to improve behaviours and to decrease the risks associated with youth violence.



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.



RAISE EXERCISE

Fitness classes facilitated at Vicarage Road Stadium for staff of West Herts Hospitals.



SCHOOLS PROVISION

Working with schools to deliver several sports activities through extra-curricular clubs and in-curriculum lessons.



SHAPE UP

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



WESTFIELD FOOTBALL ACADEMY

Post-16 programme delivered in partnership with Westfield Academy, combining football and academic studies.



WHITMORE HIGH SCHOOL FOOTBALL AND EDUCATION SCHEME

Post-16 programme delivered in partnership with Whitmore High School, combining football and academic studies.

07 | The original FAMILY CLUB



THE ORIGINAL FAMILY CLUB

Year on year, Watford FC men's, women's, and academy players, continue to support the local community. The 2019-20 season was no different, as some of our favourite examples show...

INSPIRING YOUNG PEOPLE

A terrific expression of community at Cedars Youth and Community Centre as Adekite Fatuga-Dada, Adrian Mariappa, Andre Gray, Nathaniel Chalobah, and Nina Wilson, all joined a PL Kicks relaunch event with local young people. The players got involved in a number of activities offered on a regular basis by the Trust. Table tennis, table football, dance, football, gaming, and a session in the music studio were all on the agenda and the Golden Boys and Girls made sure to get involved in them all!

BEN AND MOLLY

In December 2019, Hornets goalkeeper Ben Foster made a special visit to 12-year-old Molly Hall. v chatted with Foster and soon formed a close friendship. After hearing of her wish to see her team play at Vicarage Road, Foster made her a promise.



True enough, when Watford took on Liverpool at Vicarage Road Stadium, Molly attended as official matchday mascot, leading out the team, hand in hand, with her new mate Ben Foster.

A WATFORD FC FAMILY CHRISTMAS

Watford FC men's and women's squads joined Junior Hornets and Trust participants for a festive party like no other, in the media suite at Vicarage Road Stadium. Given the venue was the media suite, a press conference would be held as expected, but the questions were definitely a little different! There was a host of Christmas games, a signing session and a

seasonal photoshoot. These are clearly just some of the highlights; there have been countless more. Will Hughes turned up to surprise secondary school pupils at the launch of our PL Inspires programme, Adekite Fatuga-Dada, Adrian Mariappa and Daniel Bachman attended our strategic launch event, Ben Foster chatted with Positive Minds: Man On! participants about the importance of



speaking about our mental health. Yes, there were some fantastic community appearances but, of course, this year was different.

Players turned to technology to keep these appearances going during the pandemic. The Hornets at Home initiative, mentioned in Chapter One of this report, saw players show their support with calls to season ticket holders and those most vulnerable. There were academy scholar question and answer sessions for our Player Development Centre players, Adrian Mariappa spoke with our disability team, and Troy Deeney shared an online session with former Hornets and World War 2 veterans

Tony Collins and Bill Shipwright as part of the 75th anniversary of VE Day. Watford FC's 'one club' commitment to equality. This was illustrated by Watford FC Women's squad number selection move to put the spotlight on black history and anti-discrimination education which they carried through into schools, and players such as Andre Gray's expression of racial stereotyping on national television. We are proud of them and continue to support our players in this.

Following the end of contracts, we said goodbye to two Watford FC legends who always showed their support for the Trust...

Born in nearby Harrow, Adrian Mariappa was involved with Watford FC by the age of eight, even taking part in the Trust's holiday course sessions as he was growing up. It's no surprise then that throughout his ten years of first-team service, the Jamaican international always completely understood and appreciated the work of the Trust, regularly showing his support and offering his time to make many fans and Trust participants very happy.

A great man, and a great servant to our club and community, thank you Mapps.

The man with a big reach and a bigger heart, Heurelho Gomes may have come from across the globe, but this Brazilian quickly became part of the Watford FC family. Winning affection from supporters for his fantastic reflexes and joyous celebrations, Gomes took his loveable personality into his community appearances. It was Heurelho's affiliation



with our community centres that we remember so well, including official openings at Meriden Community Centre and the Cedars Youth and Community Centre extension. The Hornets' goalkeeper even brought his children to take part in courses at the latter, as well as making frequent visits to our team based there.

Thank you Heurelho!



The Watford FC community spirit is not however just about the players or our work as the club's registered charity. It is, perhaps most importantly, the very DNA of this club. It is how a link to community values is portrayed across Watford FC as one club. Here, we've picked out a few of the successes from across the club over the 2019/20 season ...

JUNIOR HORNETS

Watford FC's free junior membership scheme continued with a host of events, activities and resources. There was the annual open day event in the Dome with both the men's and women's squads, as well as the aforementioned Christmas party, and a bowling event at Hollywood Bowl.

Junior Hornets also got involved during lockdown with several messages and posters created for the NHS and our Vicarage Road neighbours at Watford General Hospital.

A hugely positive experience for everyone at Fighting Fit Football and we thank Watford for your continued support!

FOOTBALL REMEMBERS

To commemorate the 75th anniversary of VE Day marking the end of World War II in Europe, four players from the under 15s in the Watford FC Academy visited former Hornets Tony Collins, to hear memories from his remarkable life. Collins, now 94, was called up to serve in 1944 when he was 18. After the war, Tony went on to play for Watford FC during two spells in the 1950s.

This was part of a wider Premier League project, with Martyn Heather, Head of Education at the Premier League, remarking that the Football Remembers WWII project epitomised the League's commitment to developing "academy players as young men of quality and good character off the pitch as well as on it".

SENSORY ROOM

The Sensory Room at Vicarage Road continues to be a beacon of inclusivity at Vicarage Road. Not only has it seen more than 100 families with a child on the autistic spectrum attend a matchdays at Vicarage Road, but this year also hosted a Family Fun Day. The event was hosted in partnership with Anna Kennedy Online – a charity that is dedicated to promoting the inclusion and equality of children and adults with an autism spectrum condition.

Jo Wiggins has a son with Asperger's, lives in Watford and volunteers for Anna Kennedy Online. Reflecting on the event Jo said: "The club very kindly hosted a family fun day for those with autism and it proved a huge success. The families got to have a detailed tour around the stadium, meet Harry the Hornet, spend time socialising with other families and they were made to feel most welcome.

For most it was the first time in a football ground and the 'wow' moment from their reactions was very emotional to watch."



THE DOME

It isn't just the Watford FC men's first team that get to make use of the indoor training facility at London Colney. Watford FC Women, the Academy, and the Trust all regularly use the Dome. It's definitely a space for the whole Hornets family. And the Hornets family extends far beyond those directly involved, so it is only right that external community groups also get to make use of the Dome. There has been plenty of usage from

a range of community groups, a process managed by the Trust, including Fighting Fit Football, St Albans City Deaf Team, St Johns Deaf Team, Hertfordshire Day Services, Clore Shalom Primary School, Potential Kids, Watford Mencap and Herts Youth Inclusive Football.

"I run a football team for people with Parkinson's disease called Fighting Fit Football and Watford FC (via the Community Trust) kindly donate access to their fantastic

training dome for our weekly training sessions. We often say that "football is our medicine" because regular exercise is so fundamental in helping relieve the symptoms of Parkinson's, so having access to the Dome for regular training and match play has made such a tremendous



WE CAMPAIGN

The club's We campaign was launched early last season as a result of online racist abuse aimed at our black players. The campaign provided a clearer route for supporters to report anti-discriminatory incidents, which had led to an increase in reports received when compared to the previous season, from 11 to 20.

3

WENT THROUGH AN EDUCATIONAL PROCESS

1 of these supporters also attended an external equality workshop with Blue Tulip Consultancy during their stadium ban.

1

SUPPORTER

has also been charged with a racially motivated offence, which will shortly be the subject of a crown court trial.

5

SUPPORTERS WERE BANNED FROM VICARAGE ROAD for using discriminatory and/or abusive language.

11

WERE REPORTED TO and DEALT WITH by Herts Police as Hate Crime.

INCREASE from 11 reports in 2018/19 to 20 reports in 2019/20 season.

Rob Smith COMMUNITY DIRECTOR

This has certainly been a year like no other! We started the year with a celebration event at the stadium to share stories from some of our beneficiaries with guests, to showcase our 2019 social impact report and to launch our new three-year strategy (The Way Forward).

At this point we had a clear plan and focus for the next 12 months and how we intended to make a positive difference in the communities we serve. We had no idea of what lay ahead, and the impact that Covid-19 would have.

There have of course been so many challenges, for so many people, over the last nine months, but there is also a lot to be proud of and to be thankful for. Hopefully as you have read this report you have been able to see the valuable contribution the Trust and the wider Watford FC family have made during these very difficult times.

As individuals working within a local charity, it has certainly made us reflect on how fragile life is, not to take things for granted, to be grateful for the simple things and to appreciate those precious human moments with friends and family. In adversity we have certainly drawn inspiration from the courage and dedication of neighbouring NHS staff and key workers everywhere.

It is important that we look to the future now and how we can ensure that we play our part and support those people and communities who need our help. Whilst the landscape and the way we deliver our services has changed, the priorities within our strategy remain hugely relevant. We recognise that we must play an active role in improving peoples' physical and mental health and wellbeing. We must continue to provide opportunities for people to learn new skills for life and work and it is crucial that we bring people together, so that they feel less socially isolated and lonely.

We can all choose our attitude with regards to how we respond in times of adversity. Working alongside such committed and passionate colleagues who responded in such a proactive, innovative and agile way to ensure our services continued, I can assure you that we pledge to play our part in tackling the challenges that lie ahead.

As always, we can only achieve what we do because of the fantastic support from the football club, our partners, volunteers, trustees, patrons and of course the hard work of our staff, listed below.

Best wishes to you all for a happy and healthy 2021.

Rob Smith

Adam Hallybone, Adekite Fatuga-Dada, Alison Goodchild, Ana Popov*, Andy Garlick, Angela Benjamin, Anne-Marie Burn, Aubrey Russell, Ben Simms*, Ben Wells, Brima Johnson, Daniel Proberts*, Dave Byrne, Debbie Willerton, Derrick Williams, Gemma Hamlet*, Grace Williams, Hannah Chambers, Hannah Foster, Helen Ward, Hollie Chappin, Jackie Wynne, Jess Howse*, Jodie Whitford-Stark*, Jodine Williams, Julia Nichol, Karen Daly, Karen Stephanou, Karrington Shann, Kathy Ford, Kennedy Morgan, Kristian Hitchins, Laura Dyer*, Laura Figg, Liam Dwyer*, Lou Barry, Lucy Tearle, Luke Beaumont, Mark Timmington, Matt Watt, Matthew Nelson, Michael Jones*, Michael Williams, Natasha Hiscock*, Neil Deans, Paul King*, Rachael Knight, Rachel Tucker, Rebecca Chapman, Rhys Ratcliffe, Rich Bulling, Rob Clarke, Rob Smith, Robin O'Brien, Ryan Gunn*, Ryan Sullivan, Sally Morehouse, Sean Flaherty, Sophie Read, Stacey Pelling*, Steve Alexander, Steve Smith, Steve Williams, Sue Mileham, Tamora Burford, Tate Macpherson, Taylor Morrison, Tiffany Samuda, Tracy Bambrough.

*These staff have now left the Trust, we thank them for their hard work during the course of the year.

A special thanks to our team of over 100 members of casual staff. For many, these are the first people you will see when interacting with the Trust and their fantastic enthusiasm is pivotal to our success.

WITH THANKS TO OUR PARTNERS



HOW YOU CAN HELP...

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in one of our fundraising challenges

**BECOME A
BUSINESS PARTNER**
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**MAKE US YOUR
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when fundraising

LEAVE A LEGACY
in your will to
the Trust

VOLUNTEER
with the Trust

HELP PROMOTE OUR WORK

in your groups and circles or through
social media, tagging @WFCTrust

CONTACT Tamora.burford@watfordfc.com for more information or
to get involved in any of the above.

The work within this report and every year, is dedicated to
the legacy of **Graham Taylor OBE.**

Forever in our Hornet hearts.



With thanks to volunteer Mike Raggett and
our local printing partner Metroprinting.
Designed by Andy Simmons

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