

WatfordFC
community



**COMMUNITY SPORTS
& EDUCATION
TRUST**
REGISTERED CHARITY NO: 1102239

**Social
Impact
Report**

2021



Introduction



A year of transition is a phrase often used, however, in the case of 2021 this

phrase felt particularly apt. With the pandemic still very much with us and the varying restrictions put in place to safely return to socialisation, we, alongside everyone else, had to showcase our values more than ever. We had to be innovative in our flexible approach to working and engaging our community; we had to be especially inclusive in our thinking, ensuring we tackled barriers rather than

created them; and finally, we had to continue to show the utmost integrity, remaining professional with our family DNA front and centre of our efforts in the community.

I know I speak on behalf of all of our staff and volunteers when I say it has been fantastic to see face-to-face activity slowly making its way back into our lives. Whilst some of our provision can and has shown benefits of working virtually – something we'll continue to explore – there is nothing quite like seeing the smiles on people's faces, hearing the cheers and positive comments, and feeling the warmth of

people coming together to tackle whatever challenges their life may bring.

As you read this year's report, hopefully this is something that comes across well. On that note, please do enjoy reviewing our year, but beyond that, do get in contact and engage with us. We have a great network of partners, donors, beneficiaries, patrons, trustees, staff, and volunteers; we'd love for you to become part of them.

Best wishes,
Rob Smith,
Community Director

Vision



Improving lives, enhancing communities.

Mission



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

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. **Innovation.**

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WatfordFC community

Community is simply what we do. From young to old, across backgrounds and genders, we strive to engage all, bringing people together, tackling social barriers, and fundamentally ensuring everyone has a community to call their own.

97%

strongly agree or agree that the Trust is a valuable asset to their local community.

92%

strongly agree or agree that they would recommend the Trust to their friends/family.

93%

strongly agree or agree that the Trust delivers to the needs of their community.

99%

strongly agree or agree that they feel welcome at Trust venues.

93%

strongly agree or agree that the Trust helps to bring people together and support community cohesion.

96%

strongly agree or agree that the Trust makes a positive difference to the lives of their participants.

£4,000+

raised for local charities through social action projects.

On average

1,300

users per week visit our Cedars Youth & Community Centre.

It's so important we have places like (Cedars Youth & Community Centre). It's affordable for people that perhaps couldn't afford it before, and it's local, so it's great for the community.

–Gym user, Cedars Youth & Community Centre

Regional
Community
Club of the
Year 2021!

The Trust remains one of the greatest legacies of the Graham Taylor era. Well done to all concerned!

–Annual Community Survey 2021 respondent

Can't fault what you do. (The Trust) brings the community together, especially in tough times like this. Everyone needs that little extra support sometimes and (the Trust) helps. A great local initiative for everyone to use.

–Annual Community Survey 2021 respondent





Working together with Watford Football Club, we ensure all our football provision is built on the development of our players. We provide coaching and mentoring to enhance their technical ability and all-round game as well as opportunities for further growth and personal development – improving players' life chances, whatever the future brings.



94

players enrolled in our football and education schemes.

600
Players

across

6
Locations

offering training sessions to advanced grassroots football players with our qualified and dedicated coaches.

491

young people represented the Trust in a competition or event.



66

Really impressed with the PDC team at Harrow – lovely people who are great coaches and role models for the kids. Can't praise them enough.

–Parent, football programme player

Watford PDC is run fantastically. It's a safe and secure place for kids to develop, and the coaching is fun yet technically challenging.

–Parent, football programme player



The effort put into the programme is first class and I love what you're doing. Well done and keep up the amazing work.

99

–Parent, football programme player

WatfordFC
development

WatfordFC equality

Equality, diversity, and inclusion are embedded in everything we do. In practice, this means that we ensure our activities and communications are accessible to all, promoting and celebrating relevant campaigns and festivals, being representative of our communities, bringing people together, and ultimately, treating each other with kindness and on an equal footing.



120

players

played in our inclusive **Ramadan Tournament**, run in partnership with Watford FC, One Vision, Herts FA, Herts Sports Partnership, and Watford Borough Council.

51% of players were Muslim and 49% were other faiths, from Christianity, Hinduism, Sikhism and non-religious backgrounds.

“

What a brilliant evening of football ... was had by one and all. Thank you so very much ... for organising a truly terrific tournament, and for hospitality, both on the pitch, and off it.

–Enoch Kanagaraj, Chair of One Vision

”

It was a pleasure to attend (the) ‘Ask for Watford’ event. I found the discussions really informative about women’s personal safety.

–Asif Khan, Councillor of Leggatts Ward

30

individuals

attended our **Ask Watford – Women’s Safety Event**, run as a part of the 16 Days of Action campaign to end violence against females.

It was organised by the Club, Trust and Watford Women’s Centre in response to the real and perceived dangers females face when going about their daily lives in all public spaces in our town and beyond.

100

staff

across the Club and Trust attended a **racism and allyship webinar**, featuring Troy Deeney and Helen Ward, where we discussed racism, what Troy and Helen have been doing in the Club and community, allyship, and how to report discrimination.

What Troy said and the work he’s done was really interesting to hear about. Helen’s section too, was really thought-provoking, and I feel like I came away having learnt something.

–Trust staff member

“

94%

strongly agree or agree that the Trust supports the development of participants' learning and skills.

93%

strongly agree or agree that the Trust supports the personal development of their participants.

390

young people took part in social inclusion workshops.

100%

of children who took part in our English programme are now more excited about and engaged in English.



Education has long been a pillar of our work. We utilise the power of football and Watford FC to engage young people in a variety of subjects and topics, both curriculum-based and career-focused, across primary schools, secondary schools, further education, and higher education. As well as the pupils, we also look to support trainers, teachers, coaches, and mentors, to continue providing their young people with the best possible learning.

25

primary schools

76

classes

76

teachers

3,500+

children

took part in our primary schools' programme.

100%

of pupils

passed and progressed on our 2020/21 foundation degree.

“

I have gained valuable skills, especially when putting theory into practice in my placement. This will help to make me more employable.

–Foundation degree student

”

The children respond to the coaches, and (the coaches') communication with the children and staff is amazing.

–Primary school teacher

“

It's great to have Watford FC Trust coaches in to work with our children and align with our school's values. It's a great learning opportunity for the children.

–Participating school Headteacher, mental wellbeing programme

Extremely good overall, the kids in my class have thoroughly enjoyed being part of these sessions. Our coach has been very friendly, respectful and a role model to the children.

–Primary school teacher

I see the difference the work has had on our students.

–Secondary school teacher



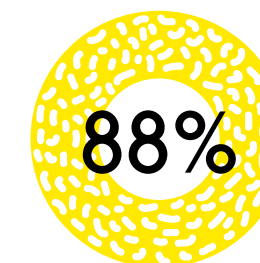
Life demands many skills. Resilience, teamwork, independence, budgeting, creativity, and self-confidence are just some of the lessons we must all learn but aren't necessarily taught solely in a classroom. We seek to engage, empower and equip young people with vital lifestyle skills, getting them ready for whatever their future may have in store for them.

This was a great experience that helped me help my community and do good. It also taught me new skills and showed me skills I did not know I had.

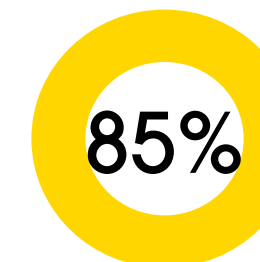
–Participant, youth skills programme

The coaches are encouraging to the children, allowing them to develop their own ideas and will help when they see a problem. Praise is given at the end of each lesson with stickers and medals for their skills and teamwork.

–Headteacher



strongly agree or agree that they are more confident within themselves and talking in front of others.



strongly agree or agree that they feel more positive about their future.

WatfordFC
skills

There's a host of potential barriers which may be preventing individuals from leading a healthy lifestyle; it's our job to tackle them. Whether it's physical fitness sessions, consultations, or nutrition workshops, we help people make sustainable changes and prevent the possible medical risks associated with poor physical health.

95%

strongly agree or agree that the Trust helps to improve participants' physical health and wellbeing.

After attending one of our weight loss and healthy lifestyle courses, participants:

Felt their feeling of worthwhileness increased by

107%

Reported their happiness ratings increased by

112%

Said their life satisfaction ratings increased by

125%

96%

reported improved eating habits.

97%

reported improved physical activity levels.

97%

reported better self esteem.

80%

lost 3% of their body weight or more.

25

active lifestyle sessions run.

900+

consultations delivered either face-to-face or online.

By having a selection of classes online, I was able to exercise when I felt unsafe to go out.

-Participant, active lifestyle programme

It makes me more aware of what I should eat and how much exercise I should do to make my lifestyle healthier. It helps me to stay motivated. I feel much better now than I did 6 weeks ago.

-Participant, weight management programme

Benefits that I have noticed:

Clothes fit better.

Personal energy levels have increased.

People have noticed a positive change in me.

Blood pressure has dropped significantly.

-Participant, weight management programme

My lung health has improved considerably. I had Covid before lockdown one and was close to being admitted to hospital. The course has helped me more than (other medical interventions).

-Participant, weight management programme

(The programme) has been life changing for me.

-Participant, weight management programme

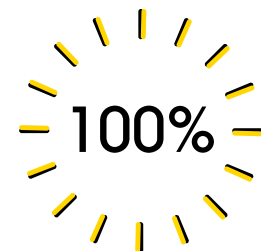
Improved confidence, weight loss, and positivity.

-Participant, physical activity and wellbeing programme

I attended the webinar on the menopause; the advice was so helpful!

-Participant, active lifestyle programme





of teachers involved in our school PE programme increased or maintained their ability to deliver effective PE lessons.



strongly agree or agree that they are more active and enjoy playing sport more after attending our community youth group.

45+
hours

of weekly delivery across Harrow, Hillingdon, Watford, and St Albans, through football, dance, basketball, youth clubs, and tennis.

As a football club's official charity, our delivery of accessible sporting activities will always be a core theme of our work. The power of sport boasts a multitude of benefits; from supporting children with fundamental movement skills, providing tools for further education, tackling discrimination and anti-social behaviour, and giving people young and old emotional support.



We have absolutely loved having (the Trust coach) working with our Year 3 children. Children who would normally find PE boring have been enthused and have participated fully. Thank you so much!

—Primary school teacher, sports and movement programme



28
schools

1,680+
pupils

involved in our sports and movement programme.



“Amazing coaching team, great work with local schools, fantastic programmes.”

—Annual Community Survey respondent

WatfordFC wellbeing

94%

strongly agree or agree that the Trust helps to improve participants' mental health and wellbeing.

98%

of children who took part in our PSHE programme are now more aware of their mental health and how to deal with worries and failures.

50-60
males

engaged in our wellbeing programme over the past year, through a WhatsApp group, phone calls and weekend events. 16-20 attended the Wednesday sessions regularly.

14,500
students

supported through our primary school wellbeing programme from the beginning of the programme to date.



Either directly or indirectly, poor mental health and wellbeing does not discriminate; it can affect anyone. This is why, in addition to dedicated support across our various activities, we now engage thousands of people with unique programmes to promote awareness of mental health and wellbeing, give relevant coping strategies, and provide emotional and psychological support. We also support those with mental illness or conditions of the brain, such as dementia.

Your discussions in the sessions enabled a child to talk about something incredibly important, which has allowed us to support the whole family. It goes to show how invaluable what you are offering is.

-Participating school teacher, mental wellbeing programme

(The programme) is giving me a reason to keep going, getting me out the house, and keeping me occupied.

-Participant, mental wellbeing programme

The atmosphere of kindness, openness and mutual support that (the coach) has fostered within the group continues outside of it too.

-Participant, mental wellbeing programme

It's great to be able to talk to people and see people regularly ... I always look forward to Tuesdays.

-Guest, reminiscence programme for people living with dementia

For Walter, it's the centre of his life ... football is his world ... (the programme) is a lifeline.

-Carer, reminiscence programme for people living with dementia

(The Trust's social prescribing service) has been the only thing the young person has engaged with.

-Family support worker



640+

participants completed our youth skills programme across our Watford, Three Rivers, Harrow and Hillingdon regions in 2021.

99%

strongly agree or agree that they feel safe at youth sessions.

Young people have the power to shape our society, they just need the right tools. We offer that service, supporting them through life's transitions from education to independent living, whilst mentoring, inspiring and empowering youth to be the best versions of themselves. As positive outlook increases, you'll find issues such as anti-social behaviour will soon decline.

Young people volunteered over
18,000 hours

in their local community.

Our youth sessions:

Engaged over

1,900

young people aged 8-18.

Over 200
had a disability.

Over 24
different ethnicities.

614
were female.



You can try lots of new things (at Cedars Youth & Community Centre) and everyone is made to feel welcome!

-Youth club participant

I had a great time and met new people I had a lot in common with, as well as feeling good because we got to make a difference in our community. All the leaders were very kind and supportive and made it even more of a fun experience.

-Participant, youth skills programme

(The programme) has been the making of her - she's so much more confident now and really enjoying life.

-Parent, youth skills programme participant

Project Overviews

Player Development Centres

Additional training for 'advanced' football players.



Westfield Football Academy

Post-16 football & education scheme in partnership with Westfield Football Academy.



Premier League Primary Stars

Using Watford FC to educate in schools, across PE, reading, PSHE and maths.



Samuel Ryder Football Academy

Post-16 football & education scheme in partnership with Samuel Ryder Academy.



Positive Minds; Education

Primary school programme combining classroom and practical-based sessions focused on mental health.



FdA Football Development & Coaching

Foundation degree delivered in partnership with Middlesex University.



Whitmore High School

Post-16 football & education scheme in partnership with Whitmore High School.



Premier League Inspires

A curriculum-based programme aimed at young people who are at risk of not fulfilling their potential.



Active Watford & Three Rivers

Working with inactive people in Watford and Three Rivers, and helping them become active.



Empower

Wellbeing programme for children aged 9-12, using physical activity and Cognitive Behavioural Therapy.



Joy of Moving

Helping primary school children develop their physical, cognitive, and social skills.



Premier League Kicks

A programme aimed at diverting young people from anti-social behaviour and building stronger communities.



Matchday Packages

Football coaching and ticket packages for Watford FC games.



Extra-Time

For people aged 55+. Designed to improve members' social, physical, and emotional wellbeing.



Positive Minds; Man On!

A wellbeing session for men aged 18-65, using physical activity and workshops.



National Citizen Service

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



Holiday Courses

Seasonal activities during the school holidays.



Golden Memories

A reminiscence programme for those with mild/moderate dementia, using the history of Watford FC.



Youth Link

A social prescribing service linking children and young people to relevant non-clinical provisions.



Shape Up

Adult weight management project encouraging behaviour change and sustainable weight loss.



Cedars Youth & Community Centre and Meriden Community Centre

To help us directly engage with our communities, we also have two community hubs.

Fundraising

£11,127

Mercer & Hole

£7,846

raised during our **Step Up** stair climb challenge, sponsored by Mercer & Hole. The event was attended by Dean Russell MP and Watford FC legend Luther Blissett OBE DL. Former hornet Steve Palmer was joined by Elected Mayor of Watford, Peter Taylor, in completing the route alongside event attendees. Thanks again to Mercer & Hole!

raised for the Trust during the fundraising challenge **Race Europe**. The squad, comprising of current and former Watford FC players, partners, trustee and patron representatives, and more, completed the 6,720 miles in just 18 days, coming in at 3rd place against London Club representative teams.

£10,000+

raised by 30 teams during our 24-hour charity football marathon, hosted in partnership with Railway Children, to raise money for both domestic and international COVID-19 relief efforts.

£4,360

raised by 1 swimmer and 5 runners during the **Swim Serpentine** and **Vitality Big Half 2021** events, alongside 1 runner in the **London Marathon**. A big thank you to Ben Wells, Richard Bulling, Kennedy Morgan, Jake Clark and our top fundraiser, James Lindsay!



The support we continue to receive from our communities continues to amaze us, whether it be repeat donors, individual givers, or people taking part in fundraising challenges, you make the positive differences our work delivers happen – thank you! For those wanting to donate, the easiest way is to head to:

www.watfordfccsetrust.com/make-a-donation/



Watford FC

We are part of one Club. The Original Family Club.

Across Watford Football Club, we all strive to keep that title alive, whether that's men's and women's player appearances in the community or our equality work through the We campaign.

Across much of 2021, the Coronavirus pandemic continued to cause restrictions across society. Direct engagement between players and our communities was impacted, but we were pleased to see how our Hornets family overcame this. Players made calls as part of the 'Hornets at Home' initiative, recorded messages for supporters and made several virtual appearances. Examples of this included **Tom Cleverley** speaking about his career in football with our Foundation Degree students, and **Nathaniel Chalobah** inspiring pupils at North Mymms St Mary's CE Primary School with a virtual question-and-answer session. There was also involvement in key awareness campaigns such as Mental Health Awareness Week and International Women's Day, the latter a webinar, sent directly to secondary school pupils, hosted by **Emma Saunders** and featuring **Rosie Kmita** and **Renee Hector**.



Whilst awards aren't the motivation for these appearances, we always want to show our appreciation on behalf of our communities, and in 2021 we awarded **Christian Kabasele** 'Community Ambassador of the Season,' as well as naming **Megan Chandler** and **Troy Deeney** as our 'PFA Community Champions.'



Watford FC's continued commitment to equality, diversity and inclusion was reinforced further in 2021, building on the launch of the **We campaign** in 2019/20. Through this campaign, the Hornets were

delighted to support Kick It Out's 'Take A Stand' initiative, promote equality through awareness initiatives, facilitate staff training such as a moving workshop with **Troy Deeney** and **Helen Ward**, as well as encourage supporters to report incidents of discrimination and abuse.

All reports were investigated by Club staff and where necessary reported to – and dealt with – by Herts Police as a hate crime.

We continue to encourage incidents to be reported to us, preferably in real-time by using #buzzoff online, sending an SMS to our text line number 66777, or by contacting us on email via wecampaign@watfordfc.com – this is relevant to all Watford FC men's, Watford FC Women's and Trust activities.

After over 400 appearances in yellow and 11 years of service, 2021 saw the end of Troy Deeney's long and successful career with the Hornets. We wanted to take this opportunity to thank Troy, not just for his well-known attributes on the pitch but for the commitment and support he has given to our communities during his time with us. There have been appearances in schools, to the excitement of pupils and teachers alike! There's been Junior Hornet open days, question-and-answer talks, signing sessions, and community centre official openings, but above all, it has simply been making time for Watford FC supporters whenever he meets them.



Thank you, Troy!



Partners

Corporate Partners

As an official charity, the Trust relies on the generosity and dedicated support of businesses. Fortunately, we have a community of such organisations. We thank them for their continued commitment to the cause. To become a corporate partner of the Trust or for more information on our work, please contact our Community Director rob.smith@watfordfc.com



"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.

As well as financial support we are also thankful for in-kind donations such as the Trust-branded van gifted by Steven Eagell Toyota.

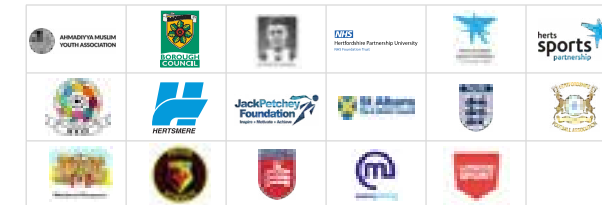


with thanks to...

Operational Partners



Community Partners



Partner General Practitioner (GP) Surgeries: Abbotswood Surgery, Attenborough Surgeries, Baldwins Lane, Bridgewater Surgery, Chorleywood Surgery, Colne Surgery, Consulting Rooms, Gade Surgery, Garston Manor, Manor View Practice, New Road Surgery, Pathfinder Surgery, Sheepcot Medical Surgery, Shopwick Surgery, South Oxhey Surgery, The Elms, Vine House, Watford Health Centre.

Partner Primary Schools: Abbots Langley, Ascot Road, Bromet, Bushey Heath, Cassiobury, Cherry Tree, Gaddesden Row, Grange Primary, Harvey Road, Hobbets Manor, Holy Rood, Lanchester, Laurence Haines, Merryfield, Nascoot Wood, Newton Farm, North Mymms St Marys, Park Street, Parkside, Potten End, Shenley, Shepherds, St Antonys, St Catherine of Siena, St John Fisher, St Josephs, St Pauls, St Teresa's, Tanners Wood, The Orchard, Woodhall.

Staff

Steve Alexander, John Aluma, Heather Anderson, Tracy Bambrugh, Lou Barry, Luke Beaumont, Angela Benjamin, Daniel Brathwaite, Richard Bulling, Tamara Burford, Anne-Marie Burn, David Byrne, Rebecca Chapman, Hollie Chappin, Shona Tabeth Chitatie-Samuriwo, Rob Clarke, Karen Daly, Neil Deans, Adekife Fatuga-Dada, Laura Figg, Briony Fisher, Sean Flaherty, Katherine Ford, Hannah Foster, Shanae Francois, Andrew Garlick, Alison Goodchild, Chloe Harris, Kristian Hitchins, Ruby Jager, Brima Johnson, Connor Kilker, Rachael Knight, Tate Macpherson, Stephen McCarthy, Susan Mileham, Sally Morehouse, Kennedy Morgan, Taylor Morrison, Shaun Murphy, Abeigh Neale, Matthew Nelson, Julia Nichol, Robin O'Brien, Joe Pizans, Rhys Ratcliffe, Sophie Read, Aubrey Russell, Tiffany Samuda, Karrington Shann, Rob Smith, Steven Smith, Graham Stead, Karen Stephanou, Emily Tavinor, Lucy Tearle, Mark Timmington, Rachel Tucker, Sajith Vigneswaran, Sadie Walden, Helen Ward, Courtney Ward-Chambers, Stephen Ware, Matthew Watt, Frankie Webster, Ben Wells, Deborah Willerton, Steven Williams, Derrick Williams, Michael Williams, Grace Williams, Jodine Williams, Katie Wright, Jacqueline Wynne

Volunteers

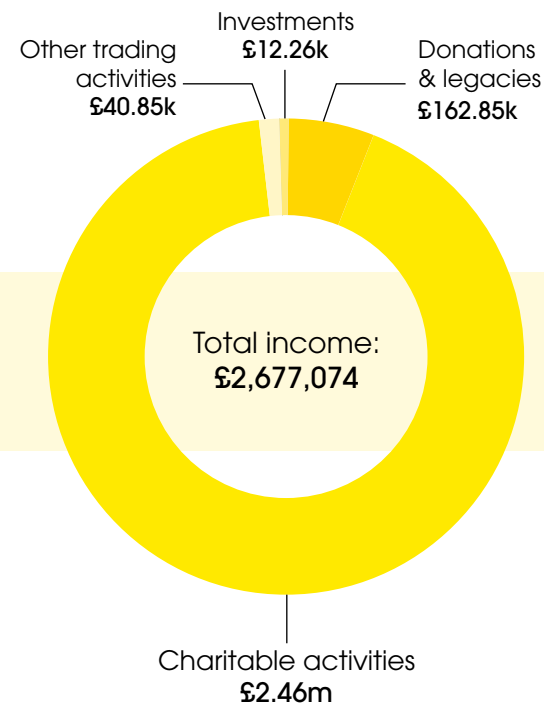
A big thank you to our amazing 47 volunteers who help us make a positive difference in our local communities – we couldn't do it without you!

Adam, Allan, Barry B, Barry F, Barry L, Ben, Bill, Brian, Colin W, Colin M, Geoff, Georgia, Gill, Harrison, Jack S, Jack G, Jake, James, Janet, Jill, Joshua, Justin, Lee, Luke, Luca, Lynn, Malcolm, Malik, Neil, Nicholas, Oliver, Pete, Rebecca C, Rebecca N, Rebecca H, Rui, Samuel, Shelley, Sheree, Simon, Steve, Steven, Teresa, Tim, Tony, Wendy, Zaki

Charity Finance

Income and Expenditure

Data for financial year ending 30 June 2020



£0 investments gains (losses)

Total income includes £129,500 from 10 government contract(s) and £137,000 from 3 government grants



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



Looking Ahead

Further to our continued mission to make a positive difference for all through sport, physical activity, and learning, we have several big-ticket goals for us to achieve this coming year ...



2022 marks our thirtieth anniversary as a community deliverer, and thirty years since Watford Football Club first appointed a community officer to lead our activities within the community. A lot has changed since then, and we'd like to use the opportunity of an anniversary to highlight and celebrate our successes.



Our current three-year strategy comes to an end in 2022. We have been monitoring our work against our focuses and outcomes since its launch. This year we will then be evaluating and learning from it, ensuring we are best placed ahead of our new strategy from 2023 onwards. Alongside this, we will be gathering insights from local, national and individual sources to ensure we continue to meet the needs of our communities.



As part of our thirtieth-anniversary celebrations, we will be launching a unique mass-participation family fundraising event in honour of a man who led the way for Watford FC's community work long before the Trust – Graham Taylor. Keep your eyes peeled on our social media channels and website for more information.

Behind the Scenes

In 2022 we will be audited by the Premier League as part of the Capability Code of Practice – carried out every three years to ensure our good governance as a charity.

Following the successful completion of Investors in People accreditation, we will look to launch a new People Strategy – ensuring we have an internal culture which breeds excellence and care for all our staff and volunteers.

How You Can Help...

Donate

www.watfordfccsetrust.com/make-a-donation/

Get Involved

in one of our fundraising challenges

Become a Business Partner

of the Trust

Make Us Your Charity of Choice

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

www.watfordfccsetrust.com

Contact: community@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 Hornets hearts.



WatfordFC
community



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