



**Community
and Education
Trust**
Registered Charity No: 1130773

IMPACT REPORT 2021



*Connecting
people,
inspiring
generations,
achieving goals.*



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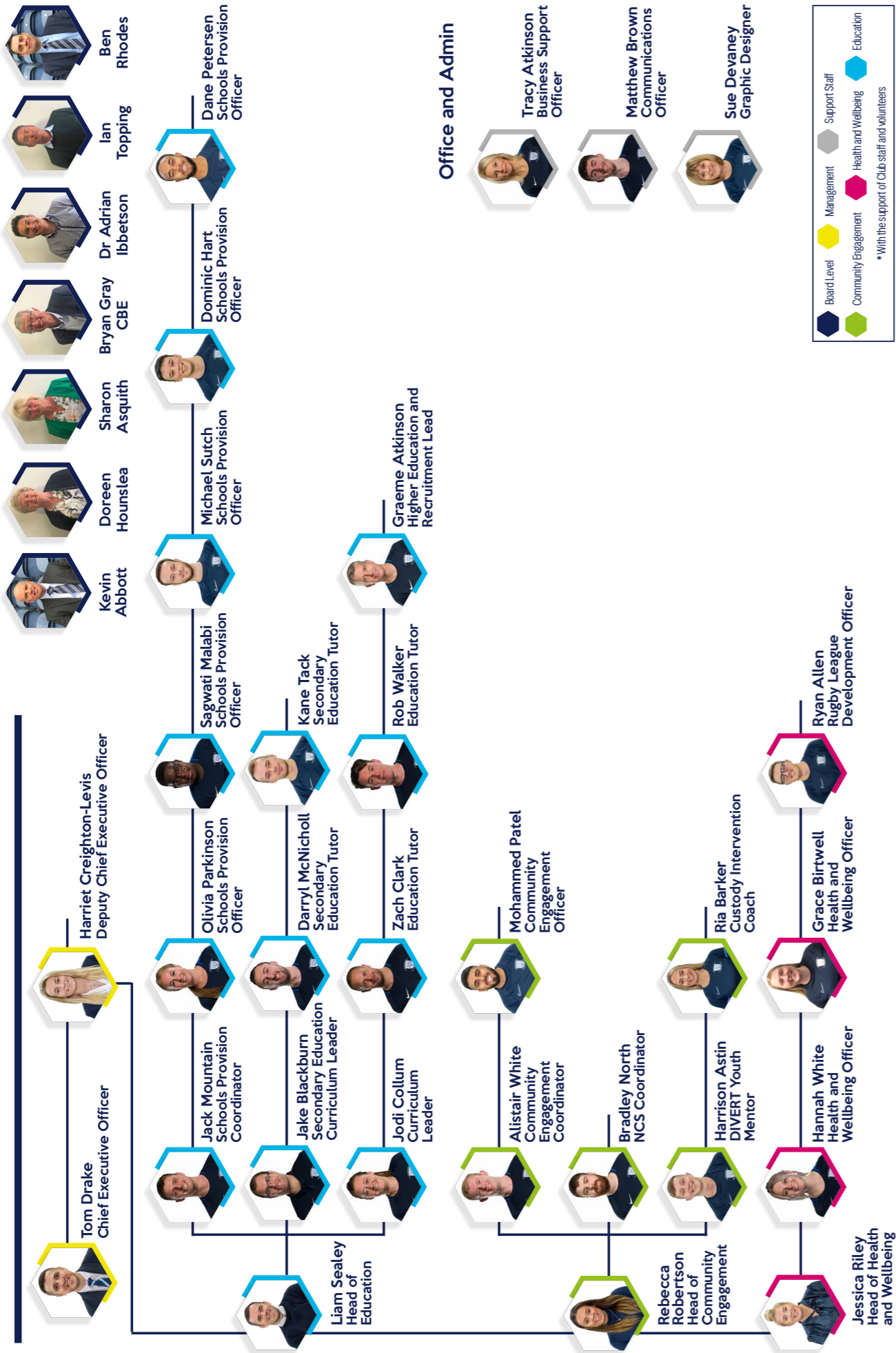
“For a player to spend an hour with someone is nothing. It’s an honour to be presented it because it’s doing something that a lot of people think is a chore. If it can change the way someone is feeling or make someone happy or create a moment in their life that they will never forget, then how can that be a chore? I take this award with massive pride.”

Declan Rudd, Preston North End’s 2021 Community Player of the Year and PFA Community Champion.



Meet The Team

Trustees



Hello And Welcome

2021 was another challenging and unprecedented year, but it still proved to be a successful year of growth for the Trust.

The Trust has grown to 29 full-time staff and we have improved our financial position, allowing us to reach more people across our programmes with over 16,995 engaging during 2021.

I would like to thank all of our partners and funders for their continued support, without whom

it would not be possible to impact the lives of so many, none more so than Preston North End Football Club, with whom our relationship continues to go from strength-to-strength.

I would like to thank our team, who work tirelessly and show great professionalism, enthusiasm and dedication to provide for the needs of our community. I have every confidence we will have a successful 2022.



Tom Drake
Chief Executive Officer PNECET

Who We Are

We are Preston North End Community and Education Trust, the official charity Club (Registered Charity No. 1130773) of Preston North End Football Club.

Utilising the power and appeal of Preston North End Football Club and football as a whole, we situate

ourselves at the heart of the Preston community, providing a high-quality service to improve people's lives.

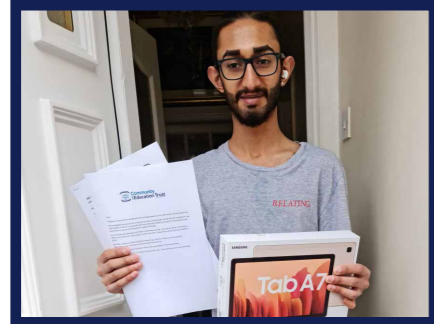
Our provision is centred around

- Community Engagement
- Education
- Health and Wellbeing.



2021 THE YEAR AT A GLANCE

January



Communities United

PNECET began delivering Communities United, a programme bringing ten families together through social integration and civic participation activities courtesy of a government Faith, Race and Hate Crime grant. As the programme had to be delivered online, families received a free tablet and were supported with Internet access to allow them to join weekly Zoom meetings.

February



Half-Term Food Hampers

During February half-term, PNECET delivered 140 food hampers to identified vulnerable families in Deepdale, with support from three Deepdale councillors, local schools, Preston United and Deepdale Community Association. Culturally specific foods were included in hampers to cater for those from ethnically diverse communities.

March



Weight Management

The Trust secured a two-year contract from Lancashire County Council to deliver a tier two weight management programme in Preston, supporting those who are overweight or suffering from obesity to achieve long-term and sustainable weight loss through holistic weight management services.

July



Walk And Talk

The Walk And Talk For Lilywhites programme was launched in July. The walking group was set-up with support from the Walk And Talk For Men group in Preston, but has been open to both men and women of all ages to encourage people to combine the physical and mental benefits of face-to-face social interaction and physical exercise with a weekly walk in Preston.

August



Holiday Clubs

Throughout August, the Trust delivered free holiday clubs for young people aged four to 16 across six sites in Preston, as part of the Holiday and Activities Food Programme, a nationwide government initiative, which provided children with a daily free meal and physical activity sessions and educational workshops.

September



Secondary Education

The Trust's Secondary School Education Programme returned for full face-to-face delivery for the new academic year, with 70 learners having enrolled for 2021/22. The programme supports children who may be disengaged with the traditional school environment, or struggle with low self-esteem or confidence, or show poor attendance.

April



Ramadan Initiative

The Trust began delivering its Ramadan initiative, working with a range of external partners to provide free Iftar packs for those who were fasting throughout the holy month. Iftar packs included fresh water, fruit and dates and were handed out from two stalls in Deepdale; one of which was outside the stadium.

May



City Hero Award

PNECET was awarded a Coronavirus City Hero Award by then Mayor of Preston, David Borrow, for its response to the Coronavirus pandemic in supporting the local community. From the onset of the pandemic and continuing into 2021, the Trust delivered various food initiatives and distributed mental wellbeing resources to support vulnerable Preston residents.

June



League Winners

Two Preston Centre of Sporting Excellence teams finished their EFL CEFA season by winning their respective league titles! Teams of learners enrolled on Diploma in Sport programmes, which are run in partnership between PNECET and Preston College, won the Men's North West One and Women's North Central League titles.

October



Prayer Room

A multi-faith prayer room was opened on the Invincibles Pavilion at Deepdale ahead of our home fixture against Derby County, also the designated Kick It Out matchday to promote equality for all. Opened by Mayor of Preston Javed Iqbal, the prayer room provides supporters of all faiths with a place to pray before and during matches.

November



Development Centre

We relaunched our Development Centre programme, in partnership with the club's Academy, to invite talented male players from U6 to U11 level to work with our coaches on a weekly basis, with potential routes into the club's youth set-up. The partnership will also allow existing PNECET participants to be signposted to the initiative.

December



Christmas Initiatives

To support those affected by fuel poverty in the lead-up to Christmas time, we launched our Warm Whites campaign to deliver hot water bottles, blankets, gloves and more essential items for those in need. More than 100 packs were delivered, to referred individuals and community groups such as Pukar Disability Centre, Fishwick Rangers and the Foxtan Centre.

Time To Come Home Campaign

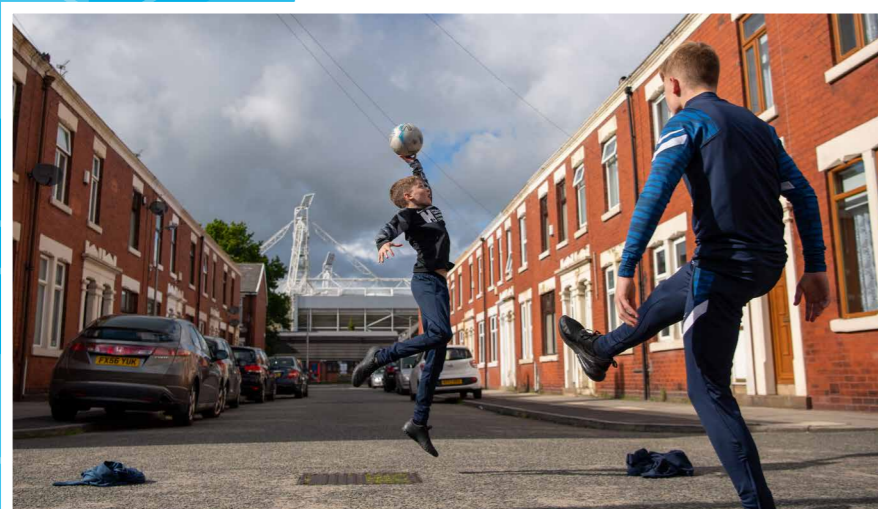


Ahead of supporters returning to stadiums for the start of the 2021/22 season – with Preston North End fans having been unable to watch their team live since the onset of the Coronavirus pandemic in March 2020 – the club launched its 'Time To Come Home' season card campaign.

The campaign looked to display in a microcosm how Preston North End Community and Education Trust continued to engage with the club's supporters through a variety of activities which came about in response to the pandemic, which included essential food parcels being delivered, activity sessions being hosted via Zoom and mental wellbeing resources being distributed to local residents.

The campaign featured 12 individuals who had been positively impacted by, or contributed to, the work of the Community and Education Trust during the Coronavirus pandemic, with five members of staff also seen in the campaign launch video.

Those featured in the video represented a wide variety of our work, having accessed our mental health, Communities United, Wildcats, Walking Football, Sporting Memories, Ramadan and Tackling Loneliness Together programmes. The campaign saw the club nominated in the Best Club Marketing, Sponsorship or Engagement Campaign category at the 2021 Northwest Football Awards.



Community Engagement



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83% of clients referred through custody engaged on our Divert programme

140 food hampers delivered to vulnerable families

34 PL Kicks participants represented PNECET in fixtures

90% of summer NCS participants became more independent

3 Preston United volunteers were recruited by PNECET on a full-time or casual basis

100% of Communities United participants learned new skills from the programme



Ramadan, Eid And Cultural Hampers



3,000
Iftar packs
delivered during
Ramadan



32
hours of delivery
distributing Iftar packs
during Ramadan



17
external partners
supported our ethnically
diverse projects

PNECET has made significant strides throughout 2021 in working more closely with the ethnically diverse communities living in Deepdale.

With the common aim of improving community cohesion with the local Muslim community, a number of initiatives have been delivered that have seen increased integration with local communities, thanks to a sustained and holistic approach in developing relationships with local organisations, community groups and other key individuals, such as local councillors.

Having been awarded a Faith, Race and Hate Crime government grant to deliver the Communities United programme, which engaged ten families of seven different nationalities, the Trust worked alongside Deepdale Community Association as part of the programme.

Deepdale Community Association soon became one of a number of community partners to support the delivery of 140 food hampers for vulnerable families in Deepdale during February half-term, which included culturally appropriate foods to support those from ethnically diverse communities. Such initiatives laid the foundations for our vastly successful Ramadan and Eid initiatives.

During Ramadan, the Trust worked alongside Preston United, Preston City Council, Deepdale councillors Coupland, Natha and Bax, Councillor de Molfetta of Lancashire County Council, the KGN Food Store and the Community Gateway Association to deliver the project.

Two stalls were present in the Deepdale area, one outside the stadium, to distribute Iftar packs as part of our Eid celebrations, which included fresh fruit, water and dates that could be used by those fasting to break their fast each evening.

Omar Khan, Preston United Youth Development Programme lead – who we worked alongside on the initiative and oversaw the volunteers' support for the programme – said: "The spirit of Deepdale has been lifted over the holy month of Ramadan. The Trust has come out, the whole team has come out, working together and meeting local people who are saying some awesome things on the doorstep.

"This project has proved that we need to work closely together and work on this community to be the next fans of Preston North End. For Preston North End to be involved, we are blessed. We're the only community group and a football club working together for Ramadan."

Meanwhile, Kamran Ahmed – Vice Chair of Deepdale Community Association and Meem Madaat founding member – added: "This gesture from Preston North End has built community cohesion, built

racial harmony, and is bringing communities together."

A further 1,000 traditional South Asian sweets packs were delivered in the immediate aftermath of Ramadan for Eid-al-Fitr, and further celebrations for Eid-al-Adha in July saw the Trust congregate outside the Raza Mosque to meet members of the local community after morning prayers.

The Trust handed out free water and PNE themed prizes outside the Mosque and also delivered information sheets and Junior Whites packs to local residents.



8
members of staff
took part in
fasting during
Ramadan



100%
of full-time staff
volunteered on
the initiative





NCS Participants Build Skills For The Future



73
young people completed our summer NCS programme

Participants have continued to benefit from insightful and educational workshops through our National Citizen Service programme in the summer of 2021, from which 73 young people graduated.

Unique workshops formed a key part of the provision as young people had the opportunity to access talks from a range of guest speakers.

Among those was PC Paul Elliott, Designated Football Officer for Preston North End. His talk provided NCS participants with an insight into the dangers of grooming and county lines.

In addition, professional England B1 footballer Azeem Amir, who was born without sight in his right eye and just light perception in his left, delivered his unique Learn with ESS (Education, Sport and Speaking) workshop, addressing stigmatised issues surrounding disability while changing perceptions through team-building activities.

Other guest speakers included Byron Highton, who draws on his own personal experiences while delivering knife-crime workshops, as well as our own NCS Officer Bradley

North, who has delivered disability awareness workshops utilising his own life stories – from recovering from cancer to choosing to have his leg amputated and replaced with a prosthetic leg to lead a better quality of life.

As a result, 70 per cent of our participants improved their confidence, 80 per cent now feel more confident going into college and accessing other opportunities, and 90 per cent improved their independence, teamwork and would be likely to recommend the programme to a friend.



16
SEND learners from Preston College completed the summer NCS programme



242
young people completed our autumn NCS programme



Young People Experience Adventure Through NCS



15
young people enrolled on the Change Makers programme

Young people enrolled on our NCS programmes in 2021 were again able to access the adventure phase of the programme as face-to-face delivery returned – and with it a number of exciting opportunities.

With the programme being fully delivered in-person once more in 2021, the graduates' Change Makers programme also returned to allow participants to continue to make a difference in the community once they have graduated from NCS.

Another described their experience of NCS as 'lovely,' and while another graduate said: "I enjoyed making new friends and doing fun activities."



For our home fixture against Coventry City in October, we were able to mark our NCS matchday by hosting a number of guests from the EFL, EFL Trust, NCS and the NCS Trust, including NCS Trust CEO Mark Glifford, who was presented with a signed NCS warm-up t-shirt to mark the Trust's ongoing delivery of NCS. Those who have accessed our NCS programme have been back on the water at Rivington Pike, canoeing and rowing among much more, zip wiring and climbing trees on picturesque landscapes and taking on challenges such as archery, plus plenty more.

One of the young people who graduated from the summer programme was among the guests for the NCS matchday to share his experience of the programme with the NCS officials in attendance.



Finn Stephenson greatly enjoyed his experience of NCS, saying: "As well as teamwork, we've learnt about independence and initiative "It's benefitted us all really well. I'm so glad I came, it's been loads of fun to meet new people. I know we'll all stay in touch and it will be really good over the summer to potentially meet again and benefit us in the future."



7
guests hosted for our NCS matchday



£1,215
raised for charities through NCS Social Action projects



Premier League Kicks



355
hours delivered
of Kicks
sessions



6
summer workshops
delivered to Kicks
participants



373
unique participants
attended a Kicks
session

Following the reintroduction of in-person sessions in April, our PL Kicks programme was delivered across 16 sites in Preston with 373 unique participants throughout the year.

The Kicks programme has seen our participants involved in tournaments across the north west and participating in a number of workshops that have supported them in developing life skills and learning about issues such as drug use, crime and healthy lifestyles.

PNECET held its own tournament together with Derby County Community Trust for its annual Kick It Out fixture against Derby in October 2021, involving ethnically diverse participants from Deepdale who have engaged with the Preston United Youth Development Programme as part of our PL Kicks provision.

The fixture also saw the Trust open its multi-faith prayer room to invite supporters of all faiths to use the space to pray before and during home matches when needed, with the support of Mayor of Preston, Javed Iqbal.

The Kicks programme has also been supported to move into a new ward of Preston thanks to a new partnership with Leasing Options, forming part of a wider sponsorship with the club, which is also providing participants with new equipment for use on Kicks sessions.



85%
of participants increased
their knowledge about
consequences
of crime



92%
of participants said they
would not be engaging
in physical activity
if not attending
Kicks

Our Premier League Kicks programme has allowed Lydia Wright to transition into accessing the Trust's programmes on an everyday basis.

Lydia has been a regular participant at our Kicks session at Chorley Youth Zone for a number of years, and after finishing her secondary school education in the summer of 2021, she chose to enrol with the Preston Centre of Sporting Excellence – the Trust's official post-16 education programme, which is run in partnership with Preston College.

Lydia, who is now studying a Level 3 Diploma in Sport, has been able to harness the football skills she has developed at Kicks while representing PNECET on matchdays as part of the education programme.

She said: "Attending the kicks programme has been enjoyable and everyone has been welcoming every time I have come down to play football.

"Overall, as a person, Kicks has made me a lot more confident, allowed me to meet new people and given me a fresh start. It has also given me something to do and allowed me to use my time doing something enjoyable by playing football.

"I am enjoying the education programme so far and I feel it will take me far in the future."





Reducing The Risk Of Reoffending In Preston



83%
of clients referred through custody engaged on our Divert programme

PNECET has continued working in the area of reducing the risk of reoffending among Preston residents through a variety of programmes.

Following its launch the previous year, our DIVERT programme – which works with 18 to 25-year-olds in Preston by offering training and employment opportunities while in custody – now also works with ten to 17-year-olds through DIVERT Youth and the Teachable Moments programme, aiming to support young people at risk of entering the criminal justice system.

With 11 individuals signing up to the DIVERT programme, clients were supported in multiple ways – from finding employment and housing, progressing onto training or further education, to utilising recovery services and much more.

One individual was supported to complete their Maths and English assessment through Lancashire Adult Learning, while another was supported to engage with the Prince's Trust regarding setting up an artistic business, and stated that 'DIVERT had entered his life at the appropriate time.'

PNECET is also one of eight providers of the United Together programme, operated by Active Lancashire, which focuses on strategies that mitigate the risk of reoffending post-release from prison.

Our weekly football session at Preston Sports Centre through the United Together programme has engaged 16 unique participants with 48 hours of delivery on the programme.



3
DIVERT clients were supported to find employment



25%
of United Together participants were referred to other PNECET provision



PNE Forces Programme



99
hours' of activity facilitated for PNE Forces members

The PNE Forces programme is being supported by the Veterans' Foundation, and since a return to face-to-face delivery, our participants have begun to play in a number of fixtures and tournaments while representing the Trust, including in the North West Veterans' League.

With social restrictions still in place early in 2021, the Trust engaged with its PNE Forces members through online Zoom meetings and an online physical activity challenge, where participants virtually ran and cycled 837 miles – the equivalent distance between Jon O'Groats to Lands' End. Within three weeks, they raised £238, which funded food hampers for vulnerable Armed Forces veterans.

Participants have since got back to the weekly Armed Forces session, playing football with like-minded military veterans every Wednesday, and the initiative has now taken on a new level of excitement for participants with our involvement in the North West Veterans' League. Fixtures against Burnley, Blackpool, Oldham Athletic and AFC Fylde have all taken hold this year.

Community Engagement Coordinator Alistair White said: "The Veterans' League has provided our PNE Forces participants with a fantastic opportunity to represent Preston North End Community and Education Trust.

"Our participants have been playing against other north west clubs and conducting themselves brilliantly while playing some great football."

Meanwhile, we celebrated our relationships with various Armed Forces groups for the club's

Remembrance matchday in October.

Representatives from Preston City Council, Lancashire County Council, the Retired Veterans Preston District Council, UCLan and Dig In North West – alongside our own Forces participant, Martin – were all present for our game against Luton Town.

More than 100 tickets were provided to current and former military veterans for the Remembrance game, while a further 20 children from Fulwood Barracks participated in the half-time penalty shoot out.



20
children from Fulwood Barracks played in our Remembrance half-time penalty shoot out



7
fixtures or tournaments participated in



Communities United



100% of participants said Communities United supported them during the pandemic



7 nationalities were represented among the participants



100% of participants said Communities United supported their mental health

The Trust delivered a vastly successful Communities United programme having been awarded a Faith, Race and Hate Crime grant from the government as one of six EFL clubs chosen to deliver the programme.

Supported by the Ministry for Housing, Communities and Local Government, Communities United set out to address existing communities issues as well as pressures increased by the pandemic, including isolation.

Sustained social integration and meaningful civic participation activities delivered as part of the Trust's online programme allowed all participants to learn new skills, while also enabling 80 per cent to challenge and understand stereotypes.

Delivered over the course of ten weeks, with ten families participating, each week focused on a different family's culture – with seven nationalities represented across all participants – for participants to learn more about one another's cultures.

The Trust supplied all families with a tablet device and supported them to access the Internet to allow them to get online, and delivered foods

each week for families to cook a meal of varying cultures before families could then reconvene and share their experiences and thoughts together via Zoom in the weekly meetings.

With all the families living in Preston, it also allowed them to share their experiences of the city.

To celebrate the end of the 12-week programme, PNE's Patrick Bauer, of Germany, and Emil Riis, of Denmark, joined a Zoom call to discuss their own culture and experiences of being in Preston.

One family said: "The programme definitely enables a greater sense of belonging and understanding of the wider community in Preston, allowing a platform to find common ground."

Meanwhile, another added: "It has been great for the whole family to come together with other members of the community and experience the wealth of diversity and culture of those involved in the programme."



Education



- 18 Premier League Primary Stars
- 20 Secondary School Programme
- 22 Preston's Centre Of Sporting Excellence
- 24 University Of South Wales
- 26 Kickstart Scheme



27% increase in learners enrolled on our Secondary School Programme



98 primary school teachers were upskilled by PNECET staff



1,128 hours of curriculum PE delivered



84% of secondary school students' behaviour improved



100% of USW learners have developed their confidence



12 learners progressed from our Diploma in Sport programme to our foundation degree offer



Our Education Programmes provide a pathway for all, helping people to achieve their goals.



Premier League Primary Stars



Premier League Primary Stars Interventions



400 books delivered to **15** schools for World Book Day

Our Premier League Primary Stars programme utilises the power and appeal of Preston North End and football as a whole to inspire primary school children through cross-curricular learning, reaching 2,744 pupils across 45 Preston primary schools in 2021.

Primary Stars encompasses a number of different interventions and education activations, which inspire children while supporting their learning in English, maths and PSHE. Our Primary Stars provision also saw six competitions, six social action initiatives and two sports days delivered.

Through our remote offer early in 2021, where PNECET delivered online lessons as some schools were closed due to Covid-19 lockdown measures, 30 curriculum-based PE lessons themed around PE and PSHE were provided. Another 50 challenges followed due to the popularity of the initiative.

The programme also supported the up-skilling of 98 teachers to deliver higher quality PE sessions throughout the year, all of whom agreed that the programme had supported their improvement and that they would recommend the

programme to others.

Brindle Gregson Lane teacher, Mrs Kirkham, said: "Primary Stars helped me become a more confident teacher. My lessons have better structure and progressions and I feel I can group activities and implement differentiation which results in greater impact and inclusivity for all."

Grimsargh St Michael's teacher, Mr Brooks, added: "I feel more confident about planning and delivering effective lessons and the children are all reaching or exceeding expected standards."



92% of teachers feel more confident delivering PE



45 primary schools in and around Preston benefitted from our work



During 2021, PNECET delivered 20 different interventions across its Primary Stars programme, including two focused on English, four on Maths and 14 on PSHE. Four of our interventions include:

Team Talk

Team Talk challenges pupils to explore their emotions, discuss their mental health and develop positive relationships. 127 pupils completed the programme.

Give Up Loving Pop

Delivered with Lancashire County Council and Healthy Stadia, GULP encourages children to cut their consumption of sugary drinks. 616 pupils completed the programme.

Together As One

Together As One is an anti-racism education programme delivered in partnership with Windrush Initiatives. 168 pupils completed the programme.

Equaliser

Equaliser links national curriculum topics to bring maths to life through the power of sport. 64 pupils completed the programme.



90% of children who completed GULP would now choose water over a sugary drink when taking part in sport



95% of children who accessed Team Talk became better at managing and controlling their emotions



100% of pupils who completed Together As One improved their knowledge of racism and discrimination



100% of pupils who completed Equaliser agreed that maths can be fun, an increase of 25%





Secondary School Programme



100%
of our Secondary School Programme partners would recommend the provision

Our Secondary School Programme has seen a 27 per cent increase in the number of learners accessing the provision in 2021/22 compared to the previous year.

PNECET delivers the programme to both mainstream schools and pupil referral units, while providing an alternative, aspirational environment – Deepdale – in which students who have become disengaged with the traditional school environment can work towards achieving both Progress-Eight and Non-Progress Eight qualifications, in either sport or enterprise.

Learners from across the 11 schools accessing the provision work in line with the national curriculum on a range of qualifications while also gaining access to enrichment opportunities as part of the afternoon delivery with PNECET.

The programme also caters for children with special educational needs and disabilities [SEND]. Mal Fowler, a teacher at Aurora Brambles School, said: “The programme is perfect for disaffected students or students that struggle with a standard curriculum.

“I believe that access to sports and the sporting community is a fantastic way to develop social skills, building a bridge towards the working world and opening doors

to potential future employment. PNECET delivers this opportunity to many students from a variety of different schools in the local community. I feel it has been a great success so far, long may it continue.”

Year 11 Shaftesbury High School student Charlie Hurst, who first accessed the Secondary School Programme while he was in Year 9, has been supported to complete two entry level qualifications and the NCFE Level 1 Certificate in Sport. Shaftesbury High School SEND Coordinator Lee Fowler said: “PNE has allowed Charlie to access a curriculum that has both challenged him academically and provided him with the opportunity to explore new friendships, build on his social skills and experience a supportive environment away from school.

“Since Charlie has been accessing PNE as part of his curriculum, we have seen him grow in maturity, increase his independence and gain some exceptional qualifications along the way.

“We look forward to continuing our positive relationship with PNE whereby more of our students will be able to thrive in a similar way.”

Adam Horne, a former Shaftesbury student positively impacted by the programme before finishing school in the summer of 2021, added: “I feel like I can now achieve more and it has helped me understand what I want to do. It has provided me with the platform to feel normal again after obscurity in my education and personal life, I feel happy and safe when I am at PNE.”



88%
of departing Year 11 learners have progressed into employment or further training



100%
of Year 11 learners gained a qualification in the 2020/21 academic year



67%
of pupils now have a more positive attitude about education





Preston's Centre of Sporting Excellence



Centre of Sporting Excellence



106

learners enrolled on our post-16 education programme across Level 1-3

Preston North End and Preston College signed a ten-year agreement in the summer of 2021 to form the Preston Centre of Sporting Excellence post-16 education programme following a successful first year of the programme running, which saw learners create excellent work and win two league titles during the first year in partnership.



22
guest speakers hosted, including four first team players

Of the 35 learners who graduated from our Level 3 OCR Extended Diploma in Sport in July 2021, 12 have progressed to enrolling on our Foundation Degree in Community Football Coaching and Administration in conjunction with the University of South Wales and the EFL Trust.

The 12 learners making that progression have formed 80 per cent of the new intake of foundation degree learners for 2021, among those being James Ford – who is now also working on the Trust's provision alongside his studies.

James has worked on a wide range of our provision, including on our Premier League Primary Stars and National Citizen Service programmes, among plenty more, which has supported him in his personal development.

James said: "I have been offered many opportunities with PNECET to further my education and improve my skills.

"I have attended Level 1 and 2 football coaching courses, which massively helped in building my

confidence and coaching skills. I was also able to deliver sport sessions at primary schools with the help of the PNECET staff.

"I have had lots of relevant work experience, which is vital in gaining the skills needed by employers. I have also gained important sport qualifications such as my Talent ID and Level 1 and 2 coaching qualifications.

"I now have a much wider knowledge in sports and exercise and coaching skills. I have gained lots of confidence due to the opportunities that were on offer, which you can only access from this course."



7

learners worked on matchdays, supporting PNECET activities



2

EFL CEFA titles won by our men's and women's teams



48

learners achieved an FA coaching qualification



100%

of Level 3 graduates progressed into employment, higher education further training



57

learners supported the delivery of extra curricular, half-term and matchday activities





University Of South Wales

University of South Wales
Prifysgol De Cymru



150%
increase in first year enrolments from the previous year

Fifteen new first year students have enrolled on PNECET's Community Football Coaching and Development foundation degree programme in 2021.

The programme is delivered in partnership with the University of South Wales and the EFL Trust with learners studying a range of disciplines to provide them with pathways into routes such as teaching, coaching and administration, while also gaining industry recognised qualifications. Among the new first year students is Kirsten Hayes – who has thrown herself into gaining experience with the Trust.

how to manage different scenarios better. I have also completed further qualifications, which have given me a deeper understanding of how to coach and teach and how to try and make sessions more unique.

"I have developed my skills and adapted to each individual's needs. It has given me opportunities to lead and develop my confidence as well as being able to plan, deliver and review each practical lesson that I teach with the students that I have.

Kirsten initially came on work experience with PNECET before enrolling on the degree programme, allowing her to gain teaching experience while supporting the Secondary School Education Team with their delivery, one day a week.

"PNECET are supporting me to achieve my future aspirations by providing me with lots of opportunities that will aid me in the future."

She said: "I didn't know what I wanted to do before starting the USW course. Experiencing different opportunities has given me a narrower focus of career aspirations.

"The programme has allowed me to be more confident and know



1,000
hours of volunteering contributed across PNECET provision



23
unique participants engaged through our foundation degree in 2021

The USW programme has also seen a number of successful graduates in 2021, with Niraj Ganatra being one of them and having the opportunity to celebrate his achievements at Deepdale.

Niraj enrolled with the Trust more than five years ago, initially on the post-16 education programme, before progressing onto higher education in 2018.

While enjoying his education journey, Niraj has also been able to access numerous work experience opportunities along the way, and as a result, he has now gone onto become a casual member of staff with the Trust.

After completing a top-up year to ensure he left with a full degree qualification, Niraj now has an upper second-class honours degree in Community Football Coaching and Administration to his name, having secured his qualification in the summer of 2021.

Niraj said: "By graduating from the USW programme, I have achieved something which is valuable for my future.

"I learnt how to plan for coaching sessions, and it allowed me to prepare for any situations that may come my way in coaching. The theory that I had learnt at USW was valuable and PNE gave me the opportunity to put this into practice, for which I am very grateful, and I'm doing some casual hours with PNE now too.

"PNECET have given me the opportunity to shadow various coaches, to learn and develop in my coaching career, which helps me to learn different coaching styles and how to always engage the participants.

"The experienced coaches at PNE have been supportive and they are supporting my development. I am very proud to be working for PNECET and I look forward to the opportunities that come with this."



100%
of year 3 graduates progressed into employment or further study



33%
of USW learners earned paid employment while studying with PNECET



100%
of USW learners are satisfied with the course



Supporting Employability – David's Story



22 employers and **84** unemployed people attended a recruitment fair at Deepdale

20% of attendees were made a job offer at our recruitment fair

2,600 hours delivered by our Community Sports Coaches

We recruited four Community Sports Coaches under the government Kickstart scheme as they embarked on six-month job placement roles from April 2021.

They delivered across our community provision over a six-month period and have since continued working for the Trust in a casual capacity.

Kickstart is for 16 to 24-year-olds accessing Universal Credit, providing them with paid job placement roles to allow them to gain industry experience to aid their on-going search for employment. Preston North End was one of 65 EFL clubs to support the scheme, allowing one of our four recruits – David Berry – to solidify his vision to pursue a career in coaching.

David went on to enrol on our Community Football Coaching and Development foundation degree programme with the University of South Wales and the EFL Trust.

He said: "I found the past six months to be really informative and helpful. At the start I didn't really know what I wanted to do in the future. I was just planning to work for six months, get some experience under my belt and go back to working."

"Before I came here I didn't have much experience, so being able to coach and see how other coaches deal with sessions and problems was really helpful to me."

"It's been able to support me and support my passion for coaching as it has grown."

The Trust also supported a recruitment fair at Deepdale alongside the Department for Work and Pensions [DWP], at which David delivered a speech about Kickstart.

DWP Preston Employer Advisor Leader Janina Shaw said: "We are thankful to PNECET for supporting our jobs fair, which turned out to be successful and we had good feedback from our employers. We were really pleased with the outcomes."

100% of Kickstart employees felt they developed their confidence and personal skills



Health And Wellbeing



- 28** FIT FANS
- 29** Weight Management
- 30** Walk And Talk And Walking Football
- 32** Sporting Memories And Tackling Loneliness Together
- 33** Andy's Man Club
- 34** Disability Programmes

88 new participants attended Andy's Man Club

89% of participants agreed Walking Football supports their physical wellbeing

94% of Weight Management participants have completed our 12-week programme

47 individuals participated in our Every Player Counts programme

404 engagements through the Tackling Loneliness Together programme

19 guest speakers joined our Sporting Memories programme



Our Health and Wellbeing provision tackles health inequalities across Preston by supporting people to lead healthier and more active lifestyles.



FIT FANS Get Active At Deepdale



Tier Two Weight Management



320.6cm
lost on the waist
by our 2021
FIT FANS



59
participants completed
the FIT FANS
programme



157.6kg
total weight lost by our
FIT FANS
in 2021

PNECET delivered the FIT FANS programme to four cohorts – two men’s and two women’s – in 2021 as participants were able to return to Deepdale to accelerate their fitness journey.

The 12-week programme helps 35 to 65-year-olds with a BMI between 28 and 40 to make healthier lifestyle choices by engaging in classroom workshops and exercise sessions held at the club’s stadium, with the support of PNECET coaches.

The programme sees 20 men and 20 women enrolled all at the same time – with one of those men for the summer wave being Vijay Parekh. From week one to 12, Vijay lost just under 10kg in weight and six centimetres on his waist measurements, resulting in a reduced BMI.

He said: “I started my whole fitness journey before I joined FIT FANS, and this has really helped me lose weight and gain more knowledge about helping me to lose weight. It’s just been brilliant. Seeing the differences between the beginning and now, I’m really happy with it.

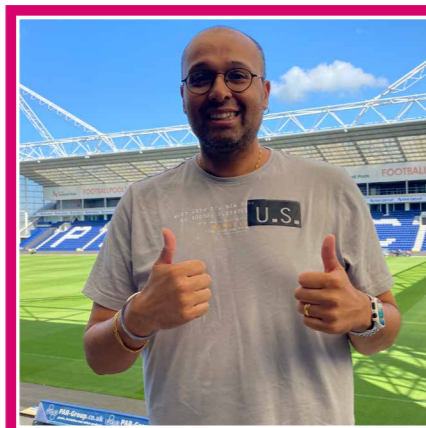
“Physically I’ve seen a lot of difference, mentally as well because losing weight has helped out.

“Mentally I feel better. I’ve gained a lot of knowledge in the sessions, which has been brilliant, just to help keep losing weight.”

Carole Baldwin was also enrolled on the women’s programme in the summer and she has remained involved in the programme in a voluntary capacity following her graduation; to support other people looking to improve their fitness.

Carole lost 10.2kg over the 12 weeks in weight and 13.7cm on the waist. Carole said: “It’s changed my life, I’ve absolutely loved it right from day one. My blood pressure is down a lot, I’ve lost weight, I’ve gained confidence, I’m happier than I have been for years and years.

“I’ve now been given the knowledge and the skills to carry on with this for the rest of my life, and I will, I’ve no intentions of going back to the old Carol, never again, I’m staying like this forever.”



In April 2021, PNECET secured a two-year contract from Lancashire County Council to deliver the Tier Two Weight Management programme in Preston.

The programme provides alternative delivery methods of FIT FANS, taking place online, in community settings and at Deepdale.

The Sahara Centre is a women’s refuge centre in the Fishwick ward of Preston, engaging ethnically diverse local residents, and is among the settings where PNECET has delivered a targeted model of the Weight Management programme.

South Asian ethnic groups are up to six times more likely to have type two diabetes than other ethnicities.

Naheeda Khan of the Sahara Centre said: “Just from attending these sessions once a week, already there are women who have made changes in their home. They have mentioned how exercising regularly has made a difference to how they feel mentally and physically.

“The staff from PNECET have been very helpful in answering the women’s concerns and health issues and reassuring those with health queries about changes they can

make to their lifestyle.”

Louise Williams, the EFL Trust’s National Development Manager for Health and Wellbeing, added: “There are so many different outcomes from FIT FANS. It’s primarily marketed as a weight loss programme but from speaking to the ladies today and other participants that we know that have been involved in the FIT FANS programme, it’s that social cohesion, mental wellbeing, peer support and sense of group support that keeps the participants engaged. This is the first ethnically diverse group that I’ve engaged with in the network and it was brilliant to see the difference that it’s making to people.”

Russell Walton of Lancashire County Council, who also visited the Sahara Centre session, added: “The visit enabled me to see, hear and feel the direct impact the women attending the group were receiving from PNECET interventions around weight management. The attention to detail in terms of cultural requirements were clear within the session.”



40
referrals to the
programme from
the NHS



62%
of participants have
improved their physical
activity levels



29
women from the Sahara
Centre completed
the programme



Walk And Talk For Lilywhites



21
people accessed
our Walk And Talk
programme

After relaunching our Walking Football programme in April 2021, we extended our Health and Wellbeing provision in the summer months by launching the Walk And Talk For Lilywhites programme.

With social isolation becoming such a prevalent issue amid the pandemic, the Walk And Talk For Lilywhites programme was launched to provide a weekly space in which people of all ages could meet in small groups to enjoy light physical exercise and reap the mental health benefits of face-to-face conversation with like-minded individuals.

The programme has gone from strength-to-strength and engaged 21 unique participants, 14 of whom have been referred from other PNECET provision.

Dave Hodson has come full circle on his personal fitness journey – after graduating from our FIT FANS programme late in 2020, he is now a regular member of both our Walking Football and Walk And Talk For Lilywhites programmes.

Having restarted in April following the easing of social restrictions, Walking Football allows over-50s the opportunity to play football at a slower pace, while Walk And Talk For Lilywhites was launched in summer 2021 to provide a space for like-minded people to meet up and enjoy

a local walk in Preston, reaping light physical exercise and mental health benefits.

Dave has continued to access the Trust's provision during 2021, after completing the FIT FANS programme.

His lifestyle has been transformed, with Dave now going to the gym twice a week, attending PNECET provision and following a more balanced diet together with his family.

Dave explained: "I started with FIT FANS in September 2020 and really enjoyed that, got a lot out of it and learned a lot about fitness, but also food and nutrition.

"At the end of the course, I joined the Walking Football when it restarted. The people there are very friendly and welcoming. It's really good from a social point of view, not just from a fitness point of view.

"Walk And Talk For Lilywhites was another initiative that I got involved in. We walk every Thursday and I really feel part of that group of people, who I've got to know quite well now. Being retired, it's given me a real focus with the walking on the Thursday and football on the Friday.

"I've also joined a local gym to continue the fitness journey. It's thanks to Hannah and Ryan who've got me in a positive frame of mind in terms of fitness and becoming more active."

"For 12 months, I've just broken the four million steps barrier, which is fantastic – I was doing probably 2,000 steps a day on average – now it's something like 14,000 a day.

"It's really positive and I can't thank the PNECET team enough because they've really helped to give me the right mindset."



80
people attended a
Walking Football
session in 2021



25
hours delivered on
our Walk And Talk
programme





Sporting Memories Goes Digital



50%
of our participants
attended 16 or more
meetings throughout
the year

PNECET celebrated two years of delivering the Sporting Memories programme in October 2020.

Among those that the Sporting Memories programme looks to support are people living with dementia, depression and loneliness and their carers, but it also engages those simply wishing to talk about sport.

Martin Atherton was the programme's lead volunteer throughout 2021 and said: "One of the real positives of being online is the geographical reach; you are not confined to people who can get to Deepdale on a Tuesday, which we were before.

Throughout 2021, the programme was delivered digitally, with a total of 48 unique participants accessing 48 online sessions during the year. A number of guest speakers joined the session throughout the year, including PNE defender Paul Huntington to mark the second anniversary of the programme in October 2021.

"This is something people can do together and they can do it together as a couple, a carer and somebody living with dementia, but also in the company of other people who understand what the situation is like – either through personal experience or just through having been around other people, even in an online setting."

Former players included Clarke Carlisle, Mike Elwiss, Geoff Twentyman and Les Chapman, who all joined as guest speakers during the year.

Sporting Memories formed part of our Tackling Loneliness Together offer, an EFL Trust initiative, early in 2021 to connect with isolated elderly people as a result of the pandemic.

The programme has been delivered exclusively online throughout 2021, with the exception of some additional in-person events, but has continued to go from strength-to-strength.

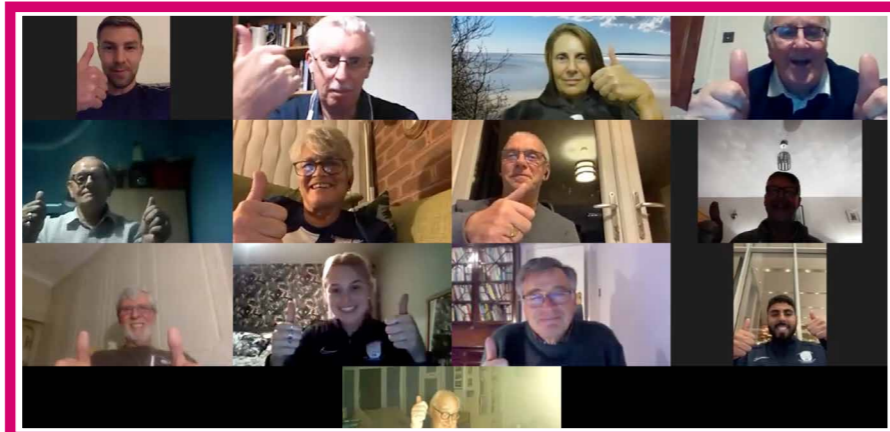
Through Tackling Loneliness Together, PNECET engaged with 404 unique individuals, with offers including mental health and wellbeing packs to support vulnerable members of the community.



404
people reached
through our Tackling
Loneliness Together
programme



48
online Sporting
Memories sessions
delivered



Men's Mental Health Supported With Andy's Man Club

Preston North End Community and Education Trust began its partnership with Andy's Man Club in May 2021 to bring the weekly men's mental health sessions to Deepdale.

The programme has more than 60 clubs running nationwide, stemming from the tragic passing of 23-year-old Andy Roberts in 2016, in Halifax, where the first club was set-up soon after.

"We've been more than happy with how our Preston club has been going and the work that's happening in the area to raise the profile of the sessions has been enormous. We thank PNECET for everything they've done to contribute to that."

The Preston group, founded in November 2020 at Penwortham Cricket Club, switched to Deepdale to allow for further growth – which has been realised during 2021.

Project Development Officer for Andy's Man Club, Andrew Greenway, said: "The uptake that we've had and the awareness that we've had in the area has been absolutely fantastic, and an awful lot of that has been thanks to PNECET and the awareness events they have done for us, and not only that, but allowing us to grow larger than we were able to in the previous venue.



56
hours delivered
on Andy's Man
Club



18
men attended on
average every
week



4
new participants
attended every week
on average after the
session moved to
Deepdale





Disability Provision Provides Unique Opportunities



100%
of participants enjoy
Every Player Counts
sessions



46
year age gap between
our oldest and youngest
adult participants



96
hours delivered
across all disability
provision

Across four different sessions, 68 children and adults engaged in our Every Player Counts programme in 2021, which provides opportunities for those living with PAN disabilities.

Our disability provision extended in 2021 as PNECET worked alongside the FA to run a North West Talent Hub, providing potential opportunities for seven to 16-year-olds living with a hearing or visual impairment or cerebral palsy to progress onto the England Talent Pathway.

Twelve young people engaged with the North West Talent Hub, which also forms part of the Every Player Counts programme.

Every Player Counts sessions have also been delivered in partnership with the Sir Tom Finney Preston Soccer Centre, while sessions at Preston College and Royal Cross Primary School have also been running on a weekly basis.

Delivery at Royal Cross – Lancashire’s school for deaf children – has coincided with delivery of our Primary Stars education programme, seeing both gymnastics and football sessions delivered every Monday.



The Trust has also supported Royal Cross on sports activity days with rugby league sessions, forming part of its commitment to build participation and interest in the sport ahead of the Rugby League World Cup in England, which has now been pushed back until 2022.

Teaching Assistant Mrs Marsden said: “The children are more confident in the skills that they have learned and they really enjoy it, especially some children who already go to gymnastic lessons, they love it.

On the excitement caused by the PNECET staff working in the school, she continued: “They think it’s fantastic. I know that one of our children does actually go to Preston North End. He thinks it’s amazing that you come here and work with him.”



Matchdays And Raising Awareness

Level Playing Field

Level Playing Field is a sports charity that champions access and inclusion for disabled sports fans. Our game against Huddersfield Town in February marked their Weeks of Action campaign, with Brownedge St Mary’s student Saphena Parker, who accesses our Secondary School Programme, awarded with the virtual mascot package on the day to recognise her achievements in the classroom with PNECET.



Rainbow Laces

The Rainbow Laces campaign was celebrated at our home fixture against Fulham in November 2021 to coincide with Stonewall’s ‘Lace Up, Speak Up’ campaign for 2021. Some of our players wore Rainbow Laces on the day with other activations including a rainbow captain’s armband, substitution board and more on the day of the game.



Kick It Out

Our Derby County fixture was dedicated to Kick It Out – the anti-racism charity – and coincided with Black History Month in October. Players wore Kick It Out warm-up t-shirts, while participants from the Preston United Youth Development programme, based in Deepdale, were also involved in pre-match fixtures and were invited to the match afterwards.



Remembrance

Current and former servicemen of the Duke of Lancaster’s Regiment were among those in attendance for our Remembrance fixture, against Luton Town in October. Players wore poppies on their shirts, children from Fulwood Barracks took part in the half-time penalty shoot out and a further 50 free tickets were distributed to Armed Forces personnel by local organisations supporting military veterans.

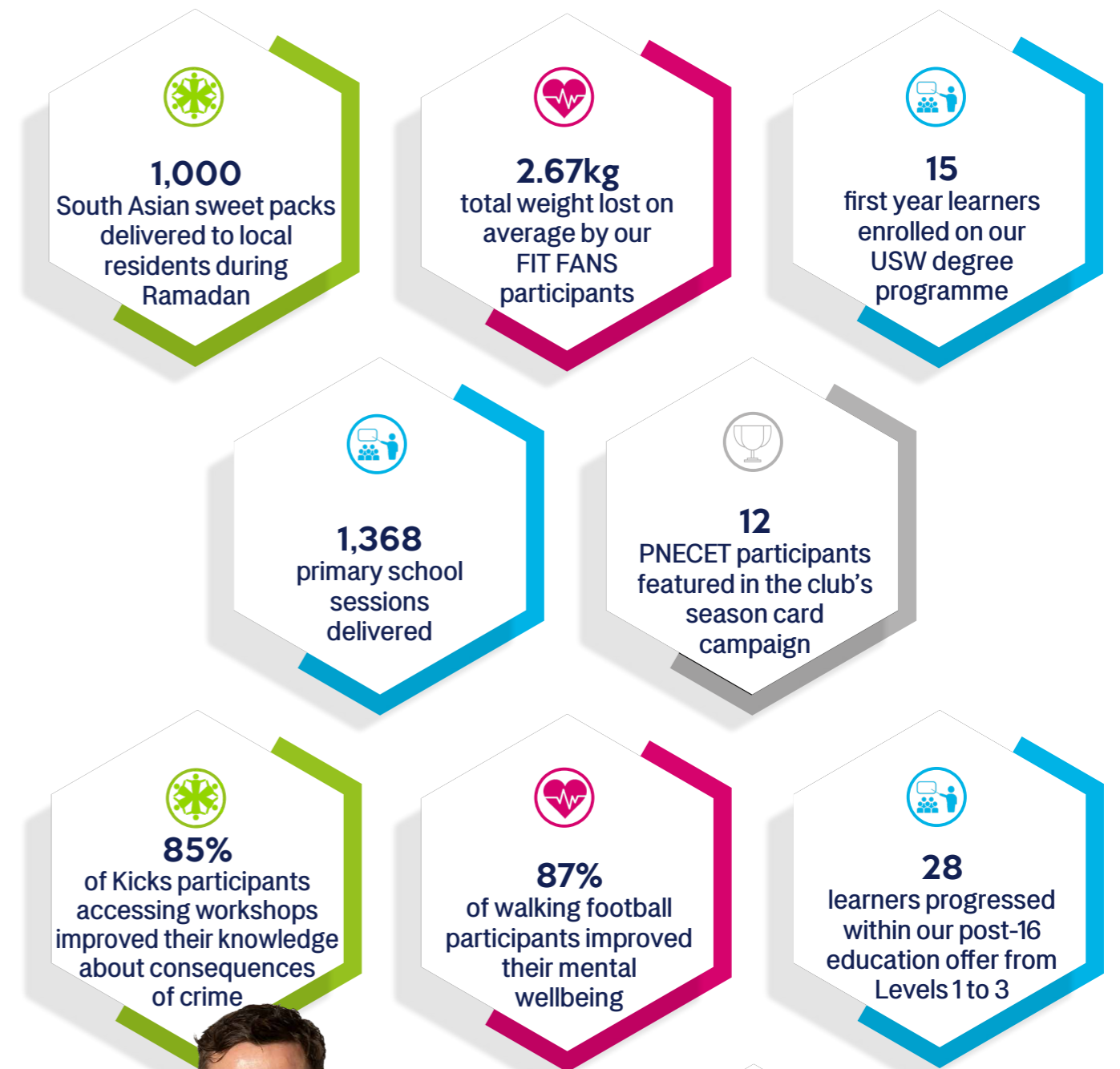
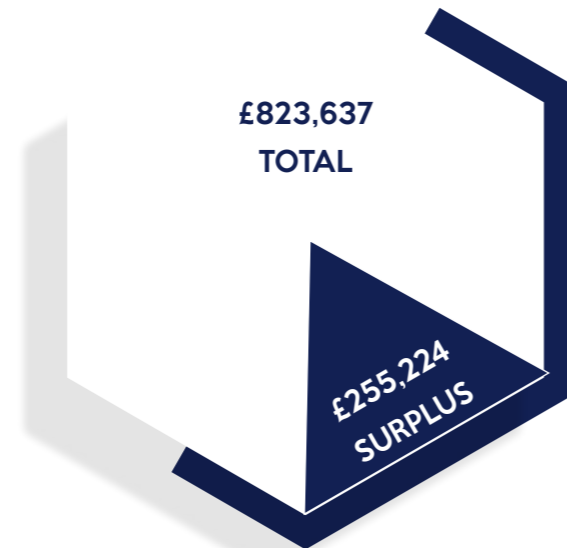


Financial Summary

INCOME	2020/21	2019/20
Restricted	£772,563	£730,121
Unrestricted	£306,298	£202,027
TOTAL	£1,078,861	£932,148



EXPENDITURE	2020/21	2019/20
TOTAL	£823,637	£960,438
Surplus/(Deficit)	£255,224	(£28,290)



What's Next?

Despite the difficult economic climate of the last 12 months, PNECET is in the fortunate position to have generated a surplus of £255,224 for the last financial year.

This will be used to invest in the growth of our existing programmes and we will also be looking for new ways in which we can improve the lives of the people in our local communities.

As our programmes are growing each year, we have

commenced the process of looking at how we can expand our premises within Preston North End's stadium.

In addition, we are looking at ways to measure the positive impact that our programmes are having on the lives of those who we work with. This will allow us to highlight the need for any improvements or expansion in our services.

We look forward to the next 12 months with optimism.





Community and Education Trust

Registered Charity No. 1130773



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