



**COMMUNITY SPORTS
FOUNDATION**

ANNUAL REVIEW 2017

www.communitysportsfoundation.org.uk







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INTRODUCTION

It's been a year to remember for the Norwich City Community Sports Foundation - a year where we've changed more lives than ever before, and where the wheels of our biggest ever project finally began to turn.

One of our challenges over the years has been the lack of facilities and space for our programmes to grow and develop.

2017 was the year we finally addressed this, as our purchase and plans for the disused Anglian Windows site near Horsford, was approved.

What our new site, which we've named The Nest, will bring to the Foundation will be huge. It will allow us to reach new people and new communities, and will be a major step-change in the charity's positive impact in Norwich and Norfolk.

With our vision set, and a plan in motion, comes the challenge of raising the £12.7m needed for the project. To hit this ambitious target, we are ever more reliant on the support of individuals and local organisations, and we urge you to get involved too.

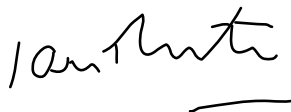
You can support us through volunteering, taking part in one of our fundraising challenges (this year we added three new exciting events to our repertoire), or by being a partner of the Foundation.

It's vitally important that we continue to the delivery of our core programmes during this time, and as you'll hopefully take from this document, there has been no let up in our desire to change lives.

Indeed, we've engaged with over 39,000 adults and children through our football, health, disability, schools, education, fundraising, inclusions & employability departments, over the past 12-months.

Large-scale events such as our Run Norwich 10k and our celebrity football match Jamie's Game, brought in thousands of spectators, and fundraising from such events has allowed us to grow into new areas, as evidenced by new programmes such as Kick Cancer - a project that works with those living with or recovering from cancer.

We're immensely proud to be the community wing of Norwich City Football Club, and of the work we do.



Ian Thornton
Chief Executive



FUN IN THE SUN!

Summer Cup participants revel in the moment, at a sun-soaked Summer Cup. The flagship grassroots tournament, organised by the Foundation, attracted over 200 teams.



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THORPE ENVIRONMENTAL SERVICES
STOR COMPANY





JAMES MADDISON VISITS THE CLARE SCHOOL

The City ace joined CSF at the school, which caters for complex physical and sensory needs. The Foundation deliver sport sessions to students at the school each week.





PINTO PROMOTES READING

City right-back Ivo Pinto visited students at Firside Junior School. He joined a class to listen to them read, and read an excerpt from his favourite book, all as part of the Premier League Primary Stars initiative.



OUR IMPACT



423

participants in our
challenge events



19,693

runners, volunteers
& spectators at
Run Norwich 2017

39,

people en
with the F
in 2017

878

participants aged
16-18 on NCS

649

disability
participants



3,000

young people engaged through Kicks & PL4S



289

Fit4it participants



1,200

boys and girls in our development centres

313

engaged
foundation

15,016

pupils worked with at schools



OUR YEAR

MAR

Fans welcome participants from the Foundation's disability programmes to Carrow Road, with a rousing half-time reception.

JAN

The Foundation launches the Kick Cancer programme, helping to support those living with or recovering from cancer.

Eighty nine walkers took to the North Norfolk Coast for the sixth annual Coastal Walk Challenge, raising £30,000 for the Foundation.

JUN

Dussindale Primary School are victorious at the CSF Schools Cup, while Timm Klose drops in to an assembly at Falcon Junior School.

MAY

Over 6,500 fans enjoy Jamie's Game at Carrow Road, with sides led by celebrity managers Sam Bailey and Jacqueline Jossa.

Former Canary favourites return to Carrow Road for CSF's inaugural 'Canary Legend Eleven' match.

The Foundation unveils plans for an exciting new facility on the site of a disused sports ground in Horsford, called The Nest.

A sun-drenched Summer Cup at Easton & Otley College welcomes over 200 local youth teams and thousands of spectators.

JUL

FEB



Glorious blue skies and crowd-filled streets form the majestic backdrop to Run Norwich, as a record turnout of runners run the city centre 10k route, raising over £140,000 for the race charities.

Over 700 young people celebrate their NCS achievements at a number of graduation events.

AUG

Ivo Pinto visits Firside Junior School to help launch the Premier League Reading Stars initiative.

OCT



DEC

Canary stars pay heartwarming visits to three local hospitals including the James Paget and the N&N.



SEP

Local teachers enjoy an exclusive opportunity to see the official Premier League trophy up close at a Primary Stars launch event at Carrow Road.

Canary legend Dean Ashton hosts his fifth annual golf day at Sprowston Manor Golf Club

NOV

Norwich City unveil plans for a special charity match against Inter Milan's 'Inter Forever' side at Carrow Road, to raise funds for the Foundation.

FOOTBALL



OUR PROGRAMMES

Elite Player Development Centres
Player Development Centres
Girls' Advanced Coaching Centres
Summer Cup

Across our football provisions, 1,200 young boys and girls receive weekly coaching, fixtures and additional development opportunities.

During 2017, eight boys progressed to Norwich City FC's Academy, while there are England U15 call-ups for two girls Kyra Robertson and Blue Wilson.

Former Foundation participant Lauren Hemp is named as Vauxhall England Women's Young Player of the Year.

**“
The development and progress
in all aspects of Jack's game, in
addition to his...social development
is largely due to his involvement in
this programme.
”**

Richard Greenwood, parent

1,200

young boys & girls in our development centres

8

players signed with Norwich City FC's Academy

202

teams take part in our Summer Cup



DISABILITY

OUR PROGRAMMES

- Pan-Disability Soccer Skill Centres
- Hearing impaired Soccer Skill Centres
- Cerebral Palsy Soccer Skill Centres
- Multi-Sports Sessions
- Water Exercise Sessions
- Down's Syndrome Football Team
- Powerchair Football Team
- U17 Player Development Centre
- Adults Player Development Centre
- Dance Sessions
- Representative squads
- Match Day Clubs
- Canary Club
- Adult Grand Prix Leagues
- Schools Grand Prix Leagues



“
The CSF staff and coaches
have always been there for
him and have given him the
confidence to progress”

Helen Woodrow, participant's mother



The Foundation's wide range of disability programmes and representative teams gave both children and adults the chance to shine.

Thanks to funding from the BT Sport & Premier League initiative, plus Foundation fundraising, the number of programmes available is fifteen.

With offerings that included swimming, multi-sports and football, and both term-time and holiday provision for children, the Foundation's disability coaches worked with 649 participants across 15,526 contact hours.

649

participants

15,526

contact hours

15

disability programmes

HEALTH



OUR PROGRAMMES

Kick Cancer

Fit4it

Walking Football

Extra Time



Empowering individuals, from 4 through to 82-years-old, to lead a healthy lifestyle is one of the Foundation's key goals.

In the final year of the 5-year Healthy Child programme, our Fit4it programme worked with close to 300 young children through weekly sessions and holiday camps, helping them to discover the benefits of an active and healthy lifestyle.

Kick Cancer, an innovative activity-based programme for those who are living with or recovering from cancer, welcomed its first participants, following a successful pilot scheme.

For our elder participants, Walking Football gives a new opportunity to play, while Extra Time continued to keep close to 50 over-55s involved in weekly sport and social sessions.

289

participants engage with our Fit4it programme

19

take part in Kick Cancer initiative

46

over 55s engaged through Extra Time

SCHOOLS

OUR PROGRAMMES

PPA

Extra-Curricular Clubs

Premier League Enterprise

Premier League Primary Stars

Schools Tournaments

Footy Finance

Teacher Training



In the playgrounds, school fields and classrooms, our coaches inspired in 150 infant, middle and high schools across Norfolk and Suffolk in 2017, working with children from 4-16 years of age.

Premier League Primary Stars, a new programme, is launched and delivered in our schools, allowing pupils to be part of an inspiring national initiative.

Elsewhere, Footy Finance, a new programme developed with Aviva and Norwich City Football Club, allows children to immerse themselves in the business world of football.

“ It’s been great to visit the school... and see how the programme is inspiring the children. ”

Ivo Pinto, Norwich City FC

150
schools worked with

13,000
pupils worked with

88
teams participated in CSF
Schools Cup

EDUCATION

OUR PROGRAMMES

Boys' Elite Football & Education programme

Girls' Elite Football & Education programme

Football & Education
Carrow Road

Football & Education
East Norfolk

Futsal & Education Programme
Carrow Road



Creating educational opportunities for 16-18 year olds through the power of football.

We provided a first-class education for a record number of 16-18 year olds in our college programmes in 2017.

For the first time, a new football and education offering (2017-18 academic year) allows both boys and girls to learn at Carrow Road, while a Junior Coaches Club is launched with the aim of boosting routes into employment for students.

175

students enrolled on courses

59%

Carrow Road futsal graduates (2016-17) achieved a 'distinction' grade

3

venues where programme is delivered

INCLUSION & EMPLOYABILITY



OUR PROGRAMMES

Premier League Kicks
Premier League 4 Sport
Street Life Soccer
Premier League Works

The Foundation continues to help address important social issues across Norfolk, including in some of our most deprived communities.

Vulnerable adults continue to be inspired by the Street Life Soccer and Premier League Works programmes. Over 380 AQA educational units were gained by 80 SLS learners.

Ormiston Denes became the latest hub, and the first in Suffolk, to run our Kicks and Premier League 4 Sport programmes, which give youngsters opportunities and education opportunities outside of school hours.

3,000

young people engaged through PL Kicks and PL4S sessions

119

participants on our Street Life Soccer participants

380

AQA educational units gained by 80 Street Life Soccer learners

“

The Foundation has helped me change my life for the better by getting fitter, having a better routine, and building my confidence.

”

Brian Cook,
Street Life Soccer participant



NCS



OUR PROGRAMMES

- National Citizen Service - Spring
- National Citizen Service - Summer
- National Citizen Service - Autumn

Spring, Summer and October saw 878 participants aged 16-18 take part in our delivery of the National Citizen Service programme.

From giving participants invaluable lifelong skills, the chance to take part in outdoor activities, meet local charities and entrepreneurs, and contribute over £11,290 to local charities through 56 social action projects, the programme enjoyed another highly successful year.

“
The team are dedicated to helping local young people further their education outside of the classroom, make new friends, and develop essential skills for work and life.
”

Norman Lamb, MP for North Norfolk

878

participants aged 16-18 took part in NCS in 2017

150

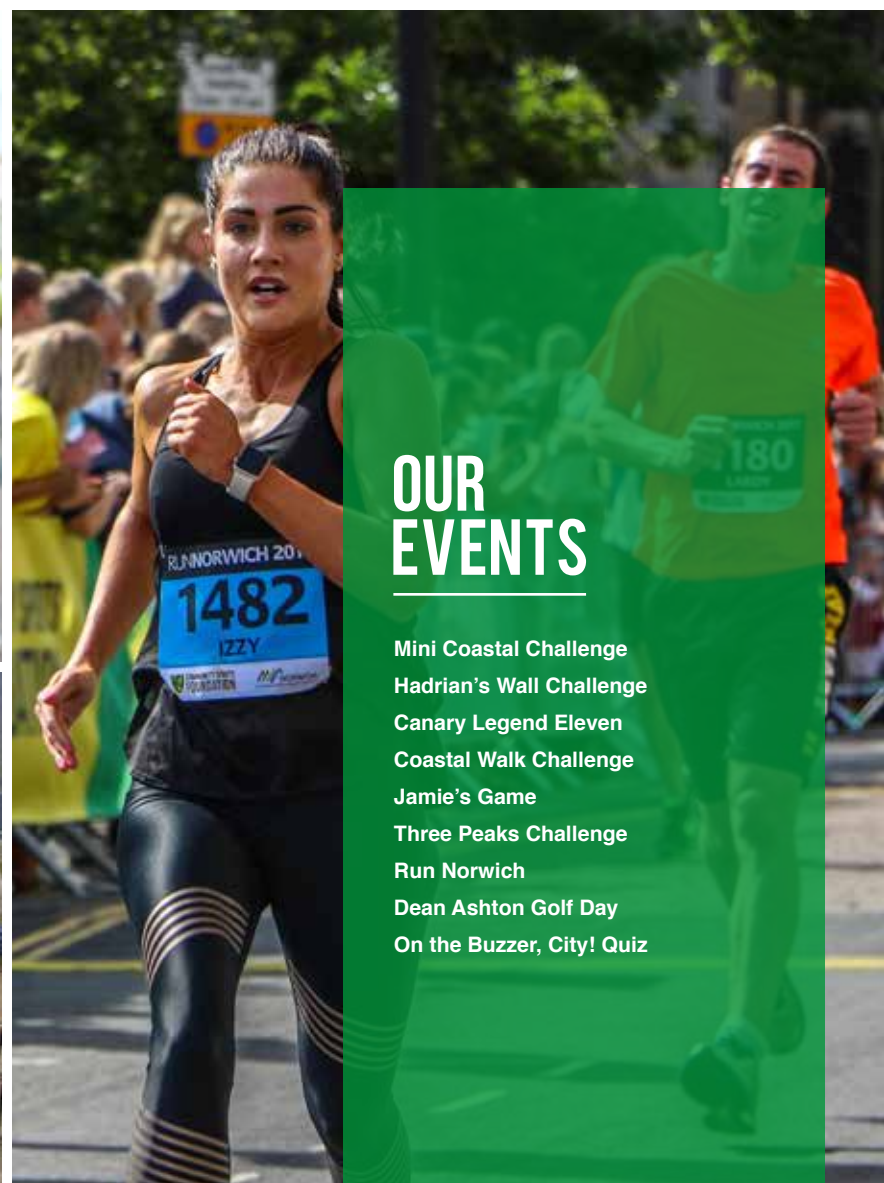
graduates have since been employed by the Foundation as team-leaders

£11,290

total raised for charity through 56 NCS social action projects



FUNDRAISING



OUR EVENTS

- Mini Coastal Challenge
- Hadrian's Wall Challenge
- Canary Legend Eleven
- Coastal Walk Challenge
- Jamie's Game
- Three Peaks Challenge
- Run Norwich
- Dean Ashton Golf Day
- On the Buzzer, City! Quiz



Hundreds of individuals helped the Foundation to continue change lives, by fundraising in 2017.

Close to 5,000 took to the streets of the city centre for Run Norwich, while over 6,500 cheered on the sides at Jamie's Game.

New Foundation events, such as Canary Legend Eleven, Hadrian's Wall Challenge and the Mini Coastal Challenge, help to boost the experiences and fundraising potential on offer.

Beyond events, tens of thousands are raised through individual fundraisers, bucket collections and 'Charity of the Year' initiatives.

Because of fundraising, deserving youngsters are invited to meet first-team players in exclusive Wish Days.



423

took part in our fundraising Challenge events

6,500

attendance at Jamie's Game celebrity football match



4,800

runners take part in our Run Norwich event

NEW HORIZONS

In June, we unveiled plans for a new facility on the site of a disused sports ground in Horsford.

To be named 'The Nest', in reference to the Canaries' history, the 22-acre site will be transformed into a multi-purpose sports and residential facility that would increase opportunities for local people.

Initial plans would see the renovation of the site's existing clubhouse and relaying of seven grass football pitches, with a completion date of Summer 2018.





“

The creation of The Nest will turn a derelict site into a hive of activity where people can learn, grow and spread their wings. It will provide a step-change in the Foundation’s ability to reach out and help thousands of individuals regardless of age, gender or ability.

”

Tom Smith,
Norwich City FC Director



FINANCE

“

The Foundation has seen consistent growth in income over the previous nine years as a result of its ability to secure income from different sources

”

The financial stability of the charity is crucial to the Foundation’s long-term sustainability. The charity’s income for 2017 of £4.22 million was marginally down on the previous year, however 2017 is the 3rd year in a row that income earned has been over £4m.

During 2017, the Foundation transferred two of the non-core charitable activities to its newly formed 100% owned trading subsidiary, The Nest. This has reduced the income level in the year reported by the Foundation. The overall level of income earned from the core charitable activities has remained in line with 2016.

The Foundation has seen consistent growth in income over the previous nine years as a result of its ability to secure income from different sources and develop its strategy for the delivery of its programme accordingly.

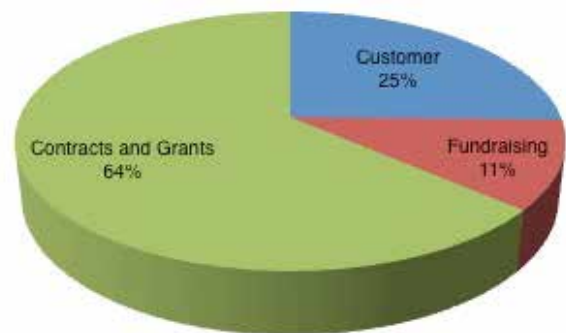
The Foundation has seen consistent growth in income over the previous 9 years as a result of

its ability to secure income from different sources and develop its strategy for the delivery of its programme accordingly.

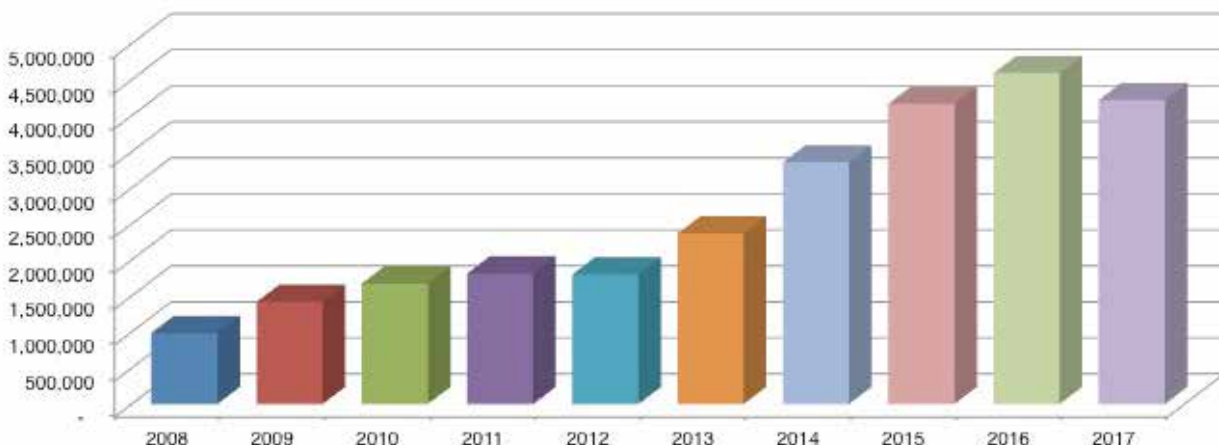
In 2017 income from fundraising represented 11% of the charity’s total income. This is in line with previous years and is vital for the charity to continue to deliver its key provision and invest in the growth and sustainability of the Foundation.

Overall the Foundation remains in a strong financial position to support more people in the local community during 2018 and beyond.

Foundation Income 2017



Foundation Turnover 2008-2017





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