



COMMUNITY SPORTS
FOUNDATION

ANNUAL REVIEW 2018

www.communitysportsfoundation.org.uk







CONTENTS

4	Introduction
12	Our impact
14	Our year
16	Football
18	Disability
20	Health
22	Schools
24	Education
26	Inclusion & employability
28	National Citizen Service
30	Fundraising
32	The Nest
34	Finance



INTRODUCTION

2018 was a year of great forward strides for the Community Sports Foundation as we aim to increase our reach across Norfolk.

In the summer, the Foundation opened its new community hub in Horsford for the very first time.

The site was a disused sports ground, but £1.5m has been spent to renovate the existing clubhouse and football pitches, as well as installing residential bunk boxes, which has allowed the Foundation to host events, tournaments, and residential experiences for a broad range of users.

This initial phase of development has already increased the reach of the Foundation but plans for a second phase, including a brand-new building and 3G football pitch, have been drawn up, with funding applications and fundraising well under way.

One of the biggest fundraising events in 2018 was the excellent Norwich City Legends v Inter Forever match at Carrow Road, which marked 25 years since the Canaries' famous UEFA Cup appearance.

Nearly 18,000 turned up for the match, which saw players from the '92/'93 squad team up with some more recent City favourites to take on an Inter Forever side that boasted world cup winners such as Jurgen Klinsmann and Marco Materazzi.

Elsewhere, Run Norwich raised the most ever for the

Foundation, as around 600 runners took part in the event on behalf of the Community Sports Foundation. That figure was not run Norwich's only success story as it scooped 'Best 10k in the East of England' at the Running Awards.

Our fundraising is also vital for the sustainability of many of our programmes that make a hugely meaningful difference to the lives of so many people across Norfolk.

Whether it's our Street Life Soccer programme that helped 107 people to improve their chances of employment and independent living, or our disability programmes, which helped over 621 people improve their health and social skills, the Community Sports Foundation is committed to removing barriers and raising aspirations in Norfolk.

There were some memorable moments during 2018 when members of the Football Club's first team squad were able to drop in on our programmes, including Timm Klose's visit to Bignold Primary School, Tim Krul's appearance at a Premier League Reading Stars session at Spooner Row Primary School, and Christoph Zimmermann's support of the CSF Schools Cup.

The CSF team and Board of Trustees are looking ahead to a successful 2019 and helping to increase even further the impact of Norwich City Football Club in its community.



SPECIAL MOMENT FOR YOUNG FUNDRAISER

Nine-year-old Ollie Elvin who defied leukaemia to raise money for the Community Sports Foundation, meets his City heroes at Colney Training Ground.





A HUB FOR THE COMMUNITY

CSF Trustee and TV Presenter Jake Humphrey, CSF's Jackie Thornton, and Norwich City first team player Louis Thompson are on hand to mark the official opening of phase one of The Nest.





TIM KRUL INSPIRES IN SCHOOL

City goalkeeper Tim Krul visits students at Spooner Row Primary School. He joined a class to listen to them read their poems as part of the Premier League Primary Stars initiative.



OUR IMPACT



613

participants in our
challenge events



5,512

finishers at
Run Norwich 2018

38,

people engaged
the Foundation

761

participants aged
16-18 on NCS

621

disability
participants



1611

young people engaged
through PL Kicks

200

Fit4it participants

000

gaged with
ation in 2018

2,000

boys and girls at our
Summer Cup

12,000

pupils worked with
at schools



OUR YEAR

Partner school Bignold Primary School welcome Timm Klose for a 'Super Movers' session, while Canary duo Jacob Murphy and Angus Gunn visit Taverham Junior School.

MAR

JAN

Young entrepreneurs from CSF hub Ormiston Victory Academy represent the Canaries at this year's Premier League Enterprise Challenge Play-Offs at the King Power stadium in Leicester.

The Norwich City Powerchair Football Club get that winning feeling, securing promotion to the national WFA league.

JUN

MAY

Stars from Norwich City and Inter Milan's past put on a show in front of a bumper crowd of 17,969 at Carrow Road, with proceeds supporting the #BuildTheNest campaign.

The Foundation launches a new apprentice programme for coaches.

JUL

There's football fun in the sun, as 2,000 youngsters from 230 teams take part in our Summer Cup at Easton & Otley College.

FEB

Take-off! The Foundation launches its biggest ever fundraising campaign at the International Aviation Academy. The #BuildTheNest campaign seeks to raise £2.5 million to support the second phase of development of the Foundation's new hub in Horsford.

APR

Our Disability squads are given a rousing reception during a half-time parade at the City-Villa fixture. Christoph Zimmerman is named as PFA Community Champion for the Club.



The fourth annual Run Norwich event sees a record 5,512 runners take to the streets of Norwich, as three-time winner Nick Earl sets a new course record. City legends Russell Martin and Wes Hoolahan have the honour of firing the starting gun.

AUG



Canary stars pay heartwarming visits to three local hospitals including the James Paget and the N&N, with City's stopper Tim Krul visits Spooner Row Primary School for a Premier League Reading stars session.

DEC

SEP

There is cause for celebration as Phase one of The Nest officially opens, with CSF Trustee Jake Humphrey and City's Louis Thompson cutting the ribbon on the new community hub.

OCT

CSF partner with The Wensum Trust, enabling students on the Foundation's Football & Education programme to access an A-Level pathway for the first time.

Our Extra-Time programme celebrates a 10-year landmark with City COO Ben Kensell

NOV



FOOTBALL



OUR PROGRAMMES

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



Across our football provisions, 1,250 young boys and girls receive weekly coaching, fixtures and additional development opportunities.

With an emphasis on personal development, the Foundation's pathway continues to focus on developing our young players as people and not just footballers.

Many of our players join us as students on our Football and Education programmes (see page 24).

1,250

young boys & girls in our development centres

7

players signed with Norwich City FC's Academy

224

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

On the pitch, the Norwich City Powerchair Football Club get that winning feeling, securing promotion to the national WFA league after a four year absence.

Continued funding from the BT Sport & Premier League disability initiative, together with Foundation fundraising, allows a total of fifteen sessions to run.

Taster sessions for visually-impaired football are trialled in November, with plans to roll-out the sessions full time in 2018

621

participants

372

number of sessions delivered across year

15

disability programmes

HEALTH



OUR PROGRAMMES

Kick Cancer

Fit4it

Walking Football

Extra Time

Man vs Fat



In the final year of the 5-year Healthy Child programme, our Fit4it programme worked with close to 200 young people, helping them to discover the benefits of an active and healthy lifestyle.

Over 240 participants sign up to Man vs. Fat, a national initiative aimed at encouraging weight loss.

Kick Cancer, our new programme in partnership with The Big C, welcomes 19 participants.

Extra Time, celebrating its tenth anniversary, and Walking Football continue to give continued sport and social opportunities for the older generations.

200

participants engage with our Fit4it programme

19

take part in Kick Cancer initiative

141

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 2018, working with children from 4-16 years of age.

A full-time Premier League Primary Stars Coordinator is appointed, allowing the programme to continue to grow its presence in our partner schools.

Under the umbrella of the programme, 50 teachers get CPD with the Foundation.

In the final year of the Premier League Enterprise programme, 300 students are inspired through the power of the Premier League.

150

schools worked with

12,000

pupils worked with

100

teams participate in CSF
Schools tournaments

EDUCATION

OUR PROGRAMMES

**Boys' Elite Football
& Education programme**

**Girls' Elite Football
& Education programme**

Football & Education
Carrow Road

Football & Education
East Norfolk

Football Studies degree

WENSUM TRUST



Now in its fourth year, our football and educational programme for 16-18 year olds saw 150 students study with the Foundation in 2018.

A new partnership with the Wensum Trust, for the first time, enable students to choose an A-Level pathway within our Norwich based programmes.

A new girls programme at Carrow Road is launched. Former Canary Simon Lappin joins the coaching team, while a third full-time tutor is appointed.

The CSF Football Studies degree - the Foundation's Higher Education provision at Easton College welcomes its first students.

Two students gained overseas scholarships, while student Billy Johnson is offered a professional contact with Norwich City Football Club.

9

students progressed into CSF apprenticeships

1.2

Value added grade score

3

venues where programme is delivered

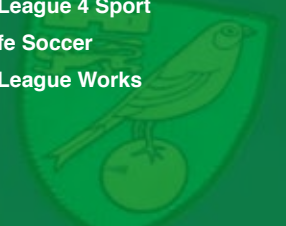
INCLUSION & EMPLOYABILITY

OUR PROGRAMMES

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.

Premier League Kicks gives over 1,500 youngsters free sport, social and educational opportunities outside of school hours, across 13 hub sites.

1611

young people engaged through PL Kicks

107

participants on our Street Life Soccer participants

184

AQA educational units gained by 80 Street Life Soccer learners

“

I never really excelled in school. I knew I wanted to do something in sport, but I didn't know what. One evening at Kicks we had a workshop about the BTEC course CSF run, where Adam Drury inspired me to take the course. If I hadn't attended Kicks that night, I might have followed a completely different route.”

Dani,
Kicks participant



NCS



OUR PROGRAMMES

NCS - Spring
NCS - Summer
NCS - Autumn



The National Citizen Service (NCS) programme saw 761 participants aged 16-18 partake in our Spring, Summer and October programme.

From giving participants invaluable lifelong skills, the chance to take part in outdoor activities, meet local charities and entrepreneurs, and contributing over £10,012 to local charities through 46 social action projects, the programme enjoyed another highly successful year.

Showing NCS's draw, 34 team leaders who worked with us over the year were previous participants on the programme.

761

participants aged 16-18 took part in NCS in 2018

34

graduates were employed by the Foundation as team-leaders over the year

£10,012

total raised for charity through 46 NCS social action projects



FUNDRAISING



OUR EVENTS

Endurance Go-Kart Race
Mini Coastal Challenge
Hadrian's Wall Challenge
Canary Legend Eleven
Coastal Walk Challenge
Norwich City Legends vs Inter
Forever
Three Peaks Challenge
Run Norwich
Dean Ashton Golf Day
On the Buzzer, City! Quiz
Apres-Ski party



With the need to support the fundraising needs for both the #BuildTheNest campaign and our programmes for disabled & disadvantaged individuals, the success of the Foundation's event programme is as important as ever.

In the year Run Norwich is recognised as the Best 10k in the East of England at the Running Awards, a record 7,000 entrants ensure the race is once again a sell-out.

In May, Carrow Road is treated to the spectacle of Norwich City vs Inter Forever as part of the anniversary celebrations of the Canaries UEFA Cup run in 1992/93.

The array of fundraising events is bolstered with the addition of an Endurance Go-Kart Race and a winter ski-themed party at The Nest.

New initiatives, such as Fill Your Boots, where Foundation participants are encourage to raise funds using old football boots, raises over £20,000.



613

took part in our fundraising
Challenge events

17,969

attend Norwich City FC
versus Inter Forever fund-
raiser

5,512

runners finish our Run
Norwich event



THE NEST OPENS



In September, we officially opened phase one of The Nest.

CSF Trustee and TV Presenter Jake Humphrey, and Norwich City first team player Louis Thompson were among the guests that visited The Nest to mark the official opening of phase one.

The rejuvenated site has seen extensive work completed on seven grass football pitches, as well as the renovation of the existing clubhouse, and the installation of residential bunk boxes.

Right away, the facility takes its first bookings, welcoming businesses, schools, sports teams and Foundation participants.

**“
We’ve taken a disused
sports facility and
breathed new life into it,
creating a hub that will
be of great value to the
community.”**

Jackie Thornton,
Head of Development, CSF



FINANCE



The financial stability of the charity is crucial to the Foundation's long-term sustainability. The charity's income for 2018 of £4.17 million was marginally down on the previous year, however 2018 is the 4th year in a row where income earned is over £4m.

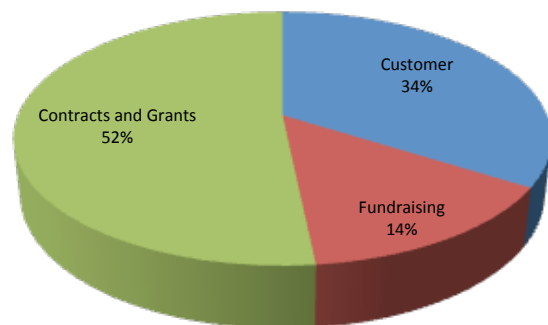
The last two years has seen a consolidation of the level of income earned after a period of significant growth for the Foundation. The growth has been in part due to the 4 years spent in the Premier League, but also due to the ability to secure income from a broad spread of different sources to ensure it is not over reliant on one stream of income.

The Foundation's financial philosophy is to continue to grow our unrestricted income to mitigate for the potential volatility of other funding that is dependant of league status, which is outside our control.

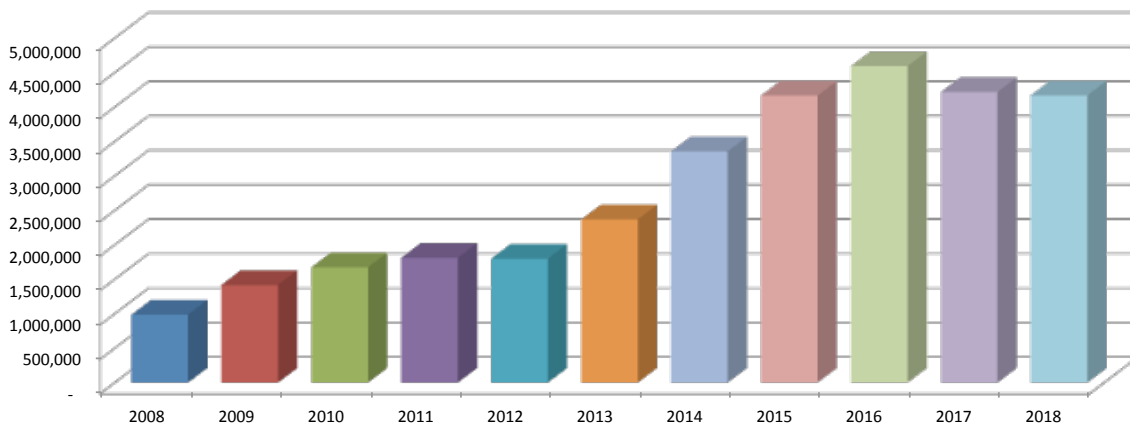
In 2018 income from fundraising represented 14% of the charity's total income. This is up on previous years and reflects the increasing success of Run Norwich as a major fundraising event. Fundraising is vital for the charity to continue to deliver its key provision and invest in the growth and sustainability of the Foundation.

The Foundation remains in a strong financial position to support more people in the local community during 2019 and beyond.

Foundation Income 2018



Foundation turnover 2008 - 2018





Follow us on:  [@NorwichCityCSF](https://twitter.com/NorwichCityCSF)  [communitysportsfoundation](https://www.facebook.com/communitysportsfoundation)  [norwichcitycsf](https://www.instagram.com/norwichcitycsf)

Norwich City Community Sports Foundation, Norwich City FC, Carrow Road, Norwich, NR1 1JE
www.communitysportsfoundation.org.uk / 01603 761122 / Registered charity number: 1088239