



2019

ANNUAL
REPORT



COMMUNITY SPORTS
FOUNDATION



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OVERVIEW

The Community Sports Foundation is the official charity partner of Norwich City Football Club and we use the power of that association to engage with thousands of people and make a difference in each of their lives.

We developed our new vision towards the end of 2019 -“to support, inspire, and improve our community” -and that is exactly what each of our vast range of programmes does in its own way.

It’s easy sometimes in our line of work to focus on the tangible outcomes from our programmes, such as the number of qualifications our Football and Education participants have walked away with, or how many people have completed their first ever organised run by taking part in our own Run Norwich event. We of course need to measure all of this success and evidence it to existing and potential funders so that our programmes can keep running year-to-year.

But in addition to these statistics are the human stories, the people behind the numbers, the intangible improvements to people’s lives.

Our Premier League Kicks programme, for example, works with young people through sport and educational workshops and for some it’s the only contact with an adult who cares about their wellbeing.

For some primary school pupils our afternoon sessions might be the one lesson a week where they’re completely engaged as we disguise numeracy and literacy exercises behind transfer fee maths and press release writing. We’re supporting the teacher, and we’re giving the pupils something else to look forward to.

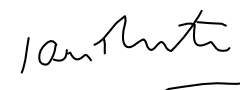
It’s vital to measure the tangible outcomes: reduction in anti-social behaviour, increased activity levels, and improved attainment in the classroom being just a handful, but we try to ensure that each member of our team reflects on the immeasurable difference that they make on so many throughout their working week.

2019 was a significant year for the Foundation as we neared our long-term vision of building phase two of The Nest, our community hub in Horsford. We opened phase one in September of 2018 and are already using the site to great effect, having welcomed over 6,000 through the gates for a variety of sessions, events, and residential.

There is more information on The Nest in the coming pages, and it details the incredible support we have received from Norwich City Football Club, who have helped us to launch a campaign to raise the final one million pounds needed to complete construction, by pledging to match-fund up to half a million pounds.

We want to say a huge thank you to anyone who has supported the Foundation this year from local businesses, funders, fundraisers, volunteers and Canary Citizens, schools, Norwich City fans, staff, and players, and of course our trustees and Nest directors, who give us so much support and guidance.

Finally, well done to the Community Sports Foundation team, we are incredibly proud of each and every one of you.



Ian Thornton
Chief Executive



BUILD THE NEST

In 2019, the Foundation made considerable strides towards achieving the funds needed to complete construction of phase two of The Nest, our community hub in Horsford near Norwich Airport.

The Nest has been designed to provide the ideal environment for the Foundation to address local issues such as health and wellbeing, education and training, disability sports, and community cohesion, as well as providing facilities for grassroots football, sports participation, and events.

Phase One of The Nest opened in September 2018 after the renovation of the existing clubhouse, the relaying of seven new football pitches, and the installation of residential bunk boxes with space for over 70 people, at a cost of £1.5 million.

The total cost of the second phase of development is £4.6 million, including £3.6 million of previous fundraising, and funding bids.

In October, the Foundation launched a major campaign to raise the remaining £1 million alongside Norwich City Football Club, who have pledged to match-fund every pound raised up to a total of £500k.

The money would enable building works to be completed, including a 3G artificial football pitch, an IT learning suite, and two multi-use spaces, allowing the Foundation to extend its reach by another 12,000 local people.

In addition, The Nest will become the new home for Norwich City Women FC.



1,000

school children will improve their health and wellbeing

750

people will gain qualifications and training

650

people with disabilities will take part in physical activity

10

apprentices will learn, grow, and develop their skills

225

people will take part in weekly sports clubs

337

people of all ages will join weekly health projects for dementia and mental health

600

events will be held to boost community cohesion

4,500

footballers of all ages will use the football pitches

180

young people will study and train in our football and education programmes.

FUNDRAISING

Typically, around 17% of the Foundation's income comes from fundraising through events and partnerships.

In 2019, we had the challenge of maintaining our fundraising to support the Foundation's work with disabled and disadvantaged people in Norfolk, while also raising funds for the second phase of construction at the Nest, through our #BuildTheNest campaign.

It made for a busy year but we were overwhelmed by the support from the community, who threw themselves at our challenges, and found other creative ways to raise money.



Community Day



Canary Legend Eleven

Canary Legend Eleven

Team Adam Drury was victorious over Team Simon Lappin at the Canary Legend Eleven event, in May.

On a sun-soaked Carrow Road pitch, the two teams of fundraisers – led by the former City duo and boosted by ex-Canaries Ryan Jarvis and Adrian Forbes – enjoyed an end-to-end encounter packed full of goals, which raised **£22,600** for the Foundation.

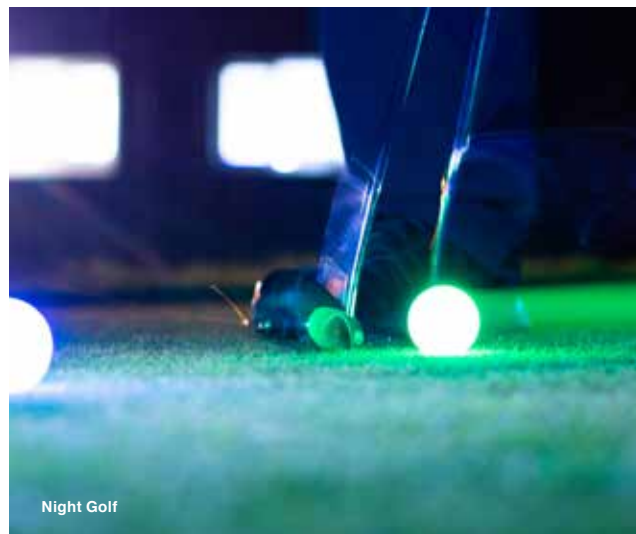


Hadrian's Wall

Hadrian's Wall

The third Hadrian's Wall Challenge was successfully completed over the May Bank Holiday weekend.

Despite conditions that included strong winds and hail, a team of 13 fundraisers trekked 85-miles along the route of the historic Roman wall, from Wallsend in Northumberland to Bowness-on-Solway in Cumbria, raising over **£7,000** for the Foundation.



Night Golf

Night Golf

Nearly **£4,000** was raised as Ashtons Legal emerged victorious from a field of 15 teams at Norfolk Premier Golf in Blofield.

Community Day

Norwich City fans, players, and staff got behind the Foundation in a big way, raising nearly **£50,000** from community day at a home fixture with Queens Park Rangers. The figure included money collected outside the ground, a donation from the first team playing squad, a percentage of casual ticket sales, and £1 from every programme sold.



Mini Coastal Walk Challenge

Mini Coastal Walk Challenge

A record turnout at our Mini Coastal Walk Challenge in April, saw 137 walkers don their walking boots to raise money for the Foundation.

The Challenge, a shortened version of our main Coastal Walk Challenge, welcomed the walkers to the Norfolk Coastal Path to hike between 6 and 22-miles.

Coastal Walk Challenge

Close to 150 fundraisers trekked the 47-mile Hunstanton to Cromer route in June for the charity. The largest turnout the event has seen since it started in 2011, their 24-hour efforts raised over **£25,000**.

Run Norwich

The fifth edition of the Foundation's mass participation 10k event took place in July as a record 6,199 people crossed the finish line on another fantastic morning in the city.

Norwich City FC's sporting director Stuart Webber was the official race starter, and over **£50,000** was raised to support the Foundation's work in the community.



Three Peak Challenge

22 hardy walkers scaled the highest mountains in Scotland, England, and Wales to raise money for the Foundation.

The challengers completed Ben Nevis, Scafell Pike in the Lake District, and Snowdon, raising over **£5,000**.



Sky Dive

Conditions couldn't have been better for ten intrepid CSF fundraisers as they took on our Yellow & Green skydive at Beccles Airfield, in July.

Blue skies gave the sky-divers perfect visibility for their nerve-wracking 13,000ft jump, which raised around **£2,000**. Among those jumping were ex-Norwich City footballers Simon Lappin, Adam Drury and Ryan Jarvis, who all now work for the Foundation.



Golf Day

Twenty three teams of four teed it up at Great Yarmouth & Caister Golf Club for the Foundation's annual golf day.

The links course, Norfolk's oldest, was a new setting for the event, which raised over **£8,000**.

There was also a change of host with former Norwich City FC shot-stopper Bryan Gunn filling in for usual host Dean Ashton.



Business Breakfast

Representatives from the local business community gathered at The Nest for breakfast and a presentation on the Build The Nest campaign. There were guest appearances from Tom McNulty of Soak Digital and Norwich City FC defender Timm Klose, who spoke about his experiences with mental health.

Canary Ball Rally

17 cars completed an epic 2200-mile journey through western Europe in October, calling in at the three venues that Norwich City FC visited during their 1993 UEFA Cup run, in order to raise money for the Build The Nest campaign.

Over **£60,000** was raised by the rally, which was matched by Norwich City as part of the campaign.



On the Buzzer, City! quiz

The ninth On the Buzzer, City! quiz returned to Carrow Road. 39 teams battled it out for the coveted trophy raising a grand total of **£5,600**.

Rob Butler and Adrian Forbes performed their hosting duties and bonus questions came from Canaries defender Max Aarons.



“BEST ATMOSPHERE I’VE
EXPERIENCED WORLDWIDE
FOR A 10K...AND THAT’S
OUT OF A LOT!”

Paul Chamberlain

RUN NORWICH

Run Norwich is the Foundation’s mass participation 10k running event through the centre of Norwich. It is a vital fundraiser for the Foundation, while also supporting other local charities.

6,199
finishers

450
volunteers

21%
of the field were
first time runners

£105,000
raised for official race charities

1.9
million social
media
impressions

97.9%
of people rated their overall
race experience as good or
excellent

10,000
spectators



FOOTBALL

Our football department continued to provide over 1,000 advanced footballers with a first-rate development programme, helping them both on and off-the-pitch physically, mentally, emotionally and socially.

Across the season, 14 players trialled with Norwich City FC's academy, with two players signing terms. Seven girls were invited to train at St George's Park, with some getting to represent the Three Lions in fixtures across Europe.

During school holidays, over 200 players experienced residential tours, one of which – a trip to Arnhem in Holland, was our first foray into Europe.

As well as the tours, a competitive fixture programme saw 40 matches played against other development sides, academies and grass roots clubs from across the country. Many of these games were hosted at the state-of-the-art pitches at The Nest; a site our players are now proud to call 'home'.

1,307

players worked with

4,773

hours of contact time over season

270

female players

97%

have made additional friends while on the programme, according to survey

Case Study



Summer

Summer's journey has seen her progress from a player to student to apprentice, and this year, achieve full-time employment with the Foundation.

As a participant, Summer was a member of our girls programmes between the U9 and U16 age groups. After leaving school, she was among the first intake of girls in our Football & Education programme and then on the first intake for our new coaching apprentice programme. After a successful year, she was appointed a full-time coach and then appointed to the role of Girls' & Women's Football Coordinator





SUMMER CUP

The twentieth edition of the Summer Cup tournament is held over two weekends and welcomes over 180 grassroot teams and 1,750 players from across East Anglia, as well as 12 different clubs from across the country for a disability tournament.





Disability Dance - 14 dancers were part of the Legacy Dance and performed a showcase in front of a crowd of around 2,000 people.



Powerchair The Norwich City Powerchair FC competed in the Muscular Dystrophy UK National Championship and finished 3rd in their league.



Under 16s Disability Football - beat Manchester City 2-0 away

DISABILITY

The Foundation helps people with disabilities to enjoy the benefits of sport, providing a safe and welcoming environment at its 15 different sessions.

In 2019, we supported young people and adults who have one of the following:

Cerebral Palsy,
Hearing impairments
ADHD
Partial-sight or blindness
Autism
Williams Syndrome
Muscular Dystrophy
Various learning disabilities

Case Study



Owen

Meet Owen, who is one of our participants. Owen is a member of our U21s cerebral palsy team and has been invited to the National Sports and Conferencing Centre for training. He is also a member of the Paralympic swimming programme.

100%
 of participants said confidence increased while taking part in or programmes

On average participant confidence increased by

41%

On average participant ambition increased by

32%

On average participant happiness increased by

28%



“
QUITE SIMPLY
THE BEST
DELIVERY
TEAM WE’VE
EVER HAD.”

Roz Robinson,
Headteacher, Firside Junior School

SCHOOLS

Our Schools department aim to raise the aspirations, skills, and wellbeing of local pupils through a number of different programmes.

School sports programme

The team provide:

31

schools engaged with the School Sport Programme

58

sessions a week were delivered



PL Primary Stars

The Schools team continue to deliver active learning and life skills to five to 11-year-olds, alongside teacher training to help primary school teachers deliver PE sessions.

In 2019:

38

schools were engaged with as part of PL Primary Stars

18

teachers received PL Primary Stars training

07

classes received regular maths/English/PSHE interventions

17

teachers gained Primary Teachers qualifications

School Tournaments

Sprowston Community Academy earned the right to represent Norwich City at the EFL Girls' U13 Schools Eastern Area finals in January, while Langley Prep School secured the U11 EFL Kids Cup regional spot and went to represent Norwich City in the regional competition.



EDUCATION

The Football and Education programmes provide young talented footballers with the opportunity to continue their studies while taking part in a comprehensive training and fixture schedule.

Our male and female programmes are delivered at Carrow Road/The Nest and East Norfolk Sixth Form College; students complete a Cambridge National Extended Diploma in Sport (Carrow Road) or A-Level/BTEC courses (East Norfolk).

In addition, we run a Football Learning programme at Carrow Road, which allows students to train on the football pitch, swap a traditional classroom for a learning environment immersed within the Football Club surroundings, and take part in a off-site experiences.

The programmes have a number of successful career development, football, and personal skill outcomes.

Case Study



Lewis

Lewis's first engagement was on Premier League Kicks, before he joined the Football and Education programme. After completing a BTEC and gaining his coaching qualifications, Lewis has recently secured a full-time role as a coach on the Kicks programme.

1.1

mark higher than the national average

Many students have progressed to play with semi-professional clubs

08

students have gone on to higher education in the UK and USA

08

former students have gained employment with the Foundation

100%

of F&E students achieved a merit grade or higher

OVER-55S

Inactivity and social isolation are problems that face many older members of our community.

Our Extra Time and Walking Football programmes provide an opportunity for participants to stay active and enjoy social interaction.

The Extra Time group meet once a week for an hour of sport, followed by a social session at Carrow Park, which often includes a guest speaker.

The Walking Football sessions happen weekly and attendees even have the chance to represent Norwich City FC at fixtures throughout the year on a local, national, and even international basis.

In 2019, the team took part in the Inaugural IWFF World Championships as the representatives from England and in November, beat the champions Wales.

50

participants regularly attend Extra Time

7,436

hours of physical activity and the same again of social time

“ I WAS INTRODUCED TO EXTRA TIME BY ONE PERSON BUT NOW I’VE MET 20 OR 30 OTHER PEOPLE I CONSIDER FRIENDS.”

Judy Trivett



EQUALITY, DIVERSITY, & INCLUSION

At the Community Sports Foundation, we pride ourselves on encouraging inclusion and diversity across our programmes and our teams.

Practices and data are regularly reviewed to ensure we are doing everything we can to welcome everyone to our programmes and workforce.

We also take a zero-tolerance approach to discrimination, bullying and harassment.

Specific actions we have taken as part of our commitment to Equality, Diversity, and Inclusion:

- **Supported the creation of Proud Canaries FC a football team supported by the foundation made up of LGBT+ players along with their allies.**
- **Designated our trustee Tom Smith as the board member responsible for Equality Diversity & Inclusion**
- **We now have appointed a Compliance, Impact and Inclusion Manager looking at the day-to-day Inclusion of programmes**
- **Supported the Premier League Rainbow laces campaign**
- **We are working with Norwich City Football Club and an external steering group made up from members of under-represented communities in the country along with members of the club and foundation.**

PL KICKS

Funded by the Premier League, with additional support from CSF, Kicks targets young people who have previously proven difficult to reach and helps guide them towards a range of sporting activities, using football as the main engagement tool.

Various workshops and sessions are delivered educating young people on issues they face on a daily basis, which include; sexual health advice, stop smoking advice and CV writing & career advice.

Sessions run five nights a week across 13 centres for 40 weeks of the year, with an average of 60 hours of contact time for every participant.

To date our Kicks project has been a huge success, contributing to a reduction in anti-social behaviour and crime within local communities, whilst improving sport engagement.

Norwich City's Christoph Zimmermann visited young people on a Kicks residential at The Nest, which was filmed for the BBC's Match of the Day community feature.

In 2019:

1,611

young people were engaged

895

delivery hours took place

116

BAME participants

29

volunteers supported the PL Kicks programme



STREET LIFE SOCCER

Street Life Soccer works with people who can be described as one or more of the following:

**Homeless,
vulnerably housed
seeking asylum
refugees
ethnic minority groups and
offenders / ex-offenders.**

Street Life Soccer also provides preventative work for those at risk of becoming homeless, with the opportunity to learn new skills, gain qualifications and integrate with new peer groups, as well as attend weekly football coaching and National Open College Network accredited training.

The aim is progression into further education, volunteering, training or employment.

In 2019:

101

participants took part in the Street Life Soccer programme across the county



NCS

Around 975 15-17 year olds took part in our National Citizen Service programme, and aside from friendships made, self-esteem raised and CVs boosted, they make a big difference in the local community through their social action projects.

Some of the fruits of their labour are there for all to see – a renovated youth shelter in Fitzmaurice Park, being one; while others leave their mark in other ways: care home residents treated to a day at a wildlife park, or thousands raised for local charities through cake bakes and talent shows.

The biggest NCS delivery provider in the eastern region, we worked with six new Sixth Form colleges this year, which helped us to achieve our biggest ever Autumn programme yet.



163,044

Contact hours for the programme in total

9.3

Rating (out of 10) from parents, and **8.53** from participants on our Summer programme

32,040

hours of voluntary community-based social action projects

52

Different schools were accessed across the country

88

Seasonal staff members employed





KIDS' COURSES

At venues across the county, our range of kids' courses gives children the chance to 'Play the Norwich City FC way', and learn and develop their skills from the Foundation's qualified coaching team.

With both weekly term-time sessions and holiday Soccer Schools providing the chance to play year round, close to 3,500 participants joined us in 2019.

A new Mini Kicker session aimed at our youngest age group - two to four-year olds - was a success, while a hundreds of children continued to use the brand new grass pitches at The Nest.

Programmes
 Birthday parties
 Soccer Schools
 Soccer Skill Centres

Sporty Tots
 Mini Kickers

3,401
 participants across
 all kids' courses

97
 Soccer School
 sessions across year

12
 venues across
 Norfolk & Suffolk

97.5%
 rated kids' courses
 excellent or good

121
 birthday parties
 delivered





FINANCE

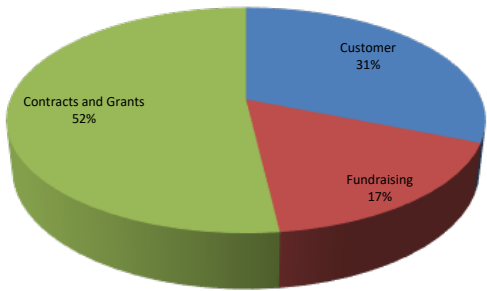
The financial stability of the charity is crucial to the Foundation’s long-term sustainability. The charity’s income for 2019 of £4.24 million was marginally above the previous year, and 2019 is the fifth year in a row where income earned is over £4m.

The last three years has seen a consolidation of the level of income earned after a period of significant growth for the Foundation. The growth was in part due to the four years spent in the Premier League from 2011, 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.

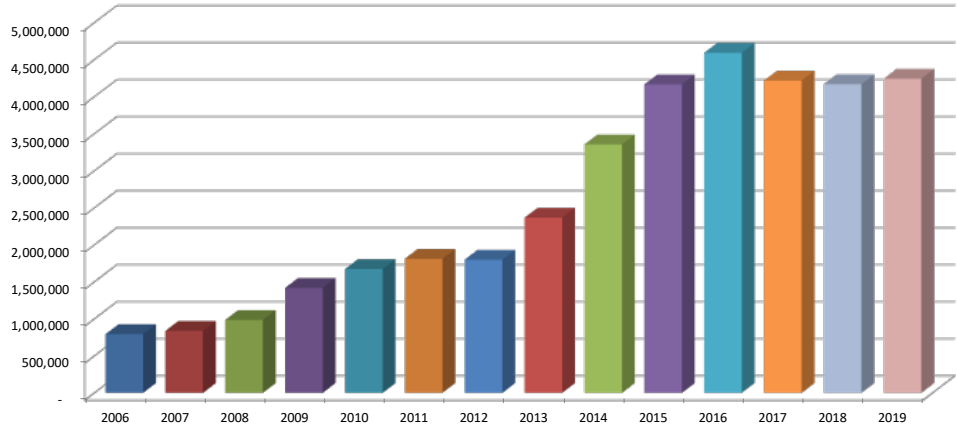
The Foundation’s financial philosophy is to continue to grow our unrestricted income to mitigate for the potential volatility of other funding that is dependant of league status, which is outside our control.

In 2019 income from fundraising represented 17% 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.

Foundation Income 2019



Foundation turnover 2006 - 2019





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