



**COMMUNITY  
TRUST**

**CAMBRIDGE UNITED COMMUNITY TRUST**

**IMPACT REPORT 2021-22**

**"Not Just A Saturday Afternoon"**



# Contents

- 3 FOREWORD
- 4 SOCIAL IMPACT: OUR FINDINGS
- 8 PLANET SUPER LEAGUE
- 10 COMMUNITY ENGAGEMENT
- 14 WELLBEING
- 19 MATCHDAYS
- 20 INCLUSION
- 25 OUR WORK WITH ABBEY PEOPLE
- 26 EDUCATION & SKILLS
- 32 PARTNERS & FINANCES



# Foreword & Methodology

## Foreword

In September last year, we set out our vision to be at the heart of a stronger, healthier and more equal community. Football clubs up and down the country are the beating hearts of their communities and much of that revolves around 90 minutes each Saturday. Yet, we use the passion that people feel for Cambridge United Football Club and the power of sport to make a real impact on our community all week and all year long. For a club so rooted in its community as Cambridge United, it's never just been about Saturday Afternoon, but about the wider impact we can make on our city and community.

We are committed to monitoring and evaluating the impact of all our programmes with clear strategic models. This means having robust measurement of our outputs and impacts in line with the theories of change we produced for our "At the Heart of Our Community" strategy document last year. Throughout this Impact Report, you will see numbers which highlight the reach of our work (how many people we're impacting) but also the 8 social impact measures (the outcomes of our work) we targeted. These were to increase levels of mental & physical wellbeing, confidence and resilience, sense of belonging and trust in one's community and to reduce anxiety and loneliness. We also wanted to measure the level of enjoyment and whether participants would recommend our programmes to a friend. A huge amount of thanks must go to the 24 members of staff, alongside volunteers and trustees, working for the Community Trust whose relentless drive to see lives changed has been at the heart of the impact we see across this report.

**Sam Gomarsall, Community Trust Manager**

## Methodology

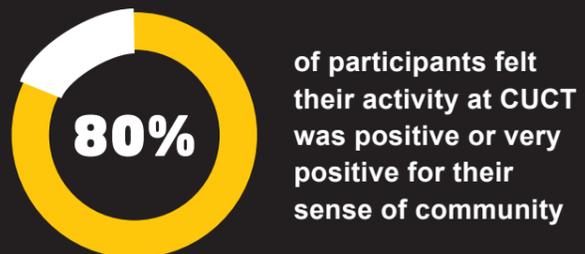
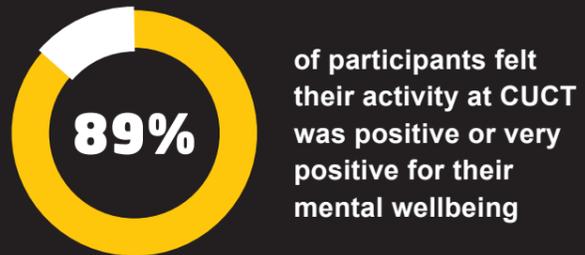
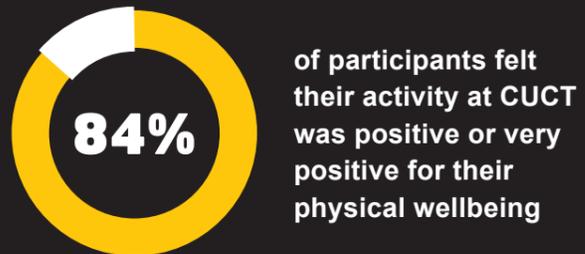
This report details the findings of social impact research conducted by EventID Sports Consulting Ltd on behalf of Cambridge United Community Trust (CUCT) with participants of CUCT programmes. This report has been compiled using quantitative impact surveys of CUCT participants and comparison to local, regional and national averages (where available). Surveys for juniors (aged 11-16) and adults (aged 16+) were administered across two waves in September-November 2021 and March-April 2022 to capture a comprehensive view of CUCT's social impact. There were 311 respondents to these surveys. Unless specified, results shown are for all participants of surveyed CUCT programmes. Some questions were asked of adults only. A full list of the national and regional benchmarks can be found in the full CUCT Social Impact Report, but the averages are predominantly derived from Office of National Statistics (all 2020-21) and Sport England Active Lives Surveys (2020-2021)

Taken alone, each of the findings in this report cannot be considered a full evaluation of causation that CUCT activity resulted in each outcome. However, taken as a complete body of research and evidence it is clear that the work of CUCT has a considerable social impact on the lives of those it supports.



# Social Impact: Executive Summary

## OVERALL



## ENJOYMENT



100% of juniors and 98% of adults said that they enjoy their activities at CUCT.



CUCT achieved a "net promoter score" of **+45** (average score of 8.52 out of 10).

\* 'Net Promoter Score' measures whether participants would recommend our work to a friend or colleague.

# Social Impact: Executive Summary

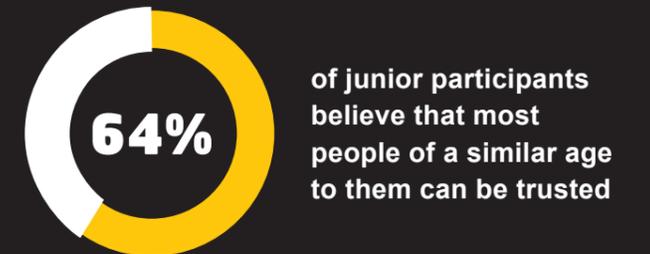
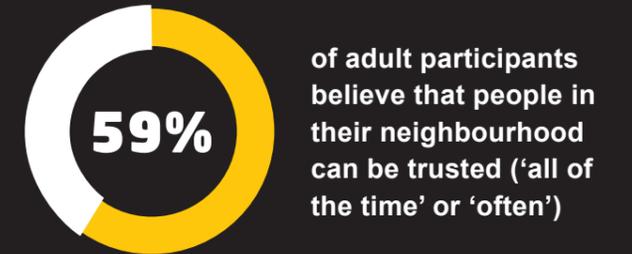
## SENSE OF BELONGING



( 9% above national average  
10% above regional average )

Feelings of strong sense of belonging increase from **57%** to **76%** after 3+ months of engagement in CUCT activity

## COMMUNITY TRUST



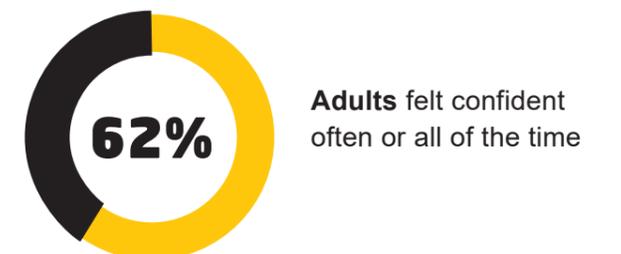
## LONELINESS



11% of junior participants feel lonely often or always, Comparable to national datasets.

4% of adult participants feel lonely often or always. Favourable compared to national (7%) and local datasets (5%)

## CONFIDENCE



Adults had an increase in levels of confidence after **3+** months of engagement (4.6%).

# Social Impact: Executive Summary

# Social Impact: Executive Summary

## PHYSICAL WELLBEING



of junior participants of CUCT programmes (where physical activity is included) would be considered 'active' (average of 60+ mins of physical activity per day)

Proportion of active youth participants is:  
**10%** above the national average, and  
**16%** above the local average.



of adult participants of CUCT programmes (where physical activity is included) would be considered 'active' (150+ mins of moderate activity per week)

Proportion of active adult participants is:  
**17%** above the national average, and  
**3%** above the local average.

## MENTAL WELLBEING

### HAPPINESS



Junior **6%** above nat av.  
Adult **8%** above nat. av.

Adult increased by **3.7%** after **3+ months** of engagement

### LIFE SATISFACTION

Junior **4%** above nat av.  
Adult **5%** above nat. av.



Adult increased by **4.6%** after **3+ months** of engagement

### SENSE OF WORTHWHILE LIFE



Junior **9%** above nat av.  
Adult **5%** above nat. av.



Adult increased by **7.4%** after **3+ months** of engagement

### ANXIETY

Average decrease of **26%** after **3+ months** of engagement

Adult participants:  
**19%** below national average  
**22%** below local average



## OUR REACH



**9,310** participants engaged

**3-90** Age Range of participants

**144** walking footballers



**1,722,651**  
social media views on social media posts



**622** students completing 'Mind Your Head'

**374** Seniors engaged in 'Forever United'

**50+** Local Schools



**214** Disability Sport Participants

**742** Disability Sport Sessions

**5,138** Hours of School Sport delivery

**6,738** Children receiving inclusion assemblies

# Planet Super League

From September to November, Cambridge United took part in the Planet Super League's CUP26, a tournament for football fans who care about the environment, and beat 48 other clubs to the title!

Following on from the CUP26 trophy, we were awarded the inaugural Environmental Sustainability Award at the 2022 EFL Awards. The Planet Super League success was the key contributing factor for this award and represents our second national EFL award in the past 3 years with our Mental Health programme "Mind Your Head" picking up 'Project of the Year' in 2020.

Fans scored goals for their clubs by taking green actions and there were two types of environmentally targeted activities. The first was those that have a direct impact on cutting emissions: activities such as turning down thermostats at home or cycling to work. The others involved activities which helped fans & children to get closer to nature and in so doing, educating them on the importance of protecting our planet.

To engage children in the tournament we ran workshops in schools, stimulating reflection and discussion around environmental sustainability as well as creating a Planet Super League Matchday where we gave out free resources, books and equipment to children that attended the game and challenged all fans to complete 10 green goals during and/or after the match.

In the whole competition, 463 participant accounts scored 7150 green goals for Cambridge United. This equated to 30,482kg of CO2 saved: equal to 1,742 trees being planted. This also led to Cambridge United receiving the Impact Award for being the club which saved the most CO2 overall.

As a result of the victory, it saw our Education & Skills Manager, Ash Dyer, accepting the trophy during COP26 Climate Change Conference in Glasgow. Ash said: "sport gives the opportunity to strive to absolutely everyone without exception", and praised Planet Super League for "inspiring and empowering young people to protect our planet".

Indeed, eight-year-old twins William and Oliver were particularly inspired by the tournament and together scored an incredible 629 climate goals. The boys were the top scorers for Cambridge United - and the second highest in the UK - raking in goals by taking green action to help protect the planet. They scored goals by picking up litter (and kicking it into recycling bins!), making a bird feeder, hanging up their washing instead of using the tumble dryer and understanding more about the biodiversity of their local parks amongst many others.



William and Oliver raising CUP26 at the Abbey

**30,482kg**  
of CO2 saved

=

**1,742**  
trees being planted



**463**  
participant accounts

**7150**  
climate actions

# Planet Super League

Oliver said about the tournament: "I really enjoyed [it], because I really like going on walks, helping save nature and spending time with my family. It's made me more interested in climate, because I understand more about the effects of climate change" whilst William commented: "I thought we should get involved because I really like nature and was hearing on the news that lots of animals have become extinct. I saw lots of CUP26 activities I would enjoy, so I just did loads. I feel really excited we won because it makes Cambridge United a more famous club. It makes me feel a bit shocked we've beaten all these Premier League teams. If more people do CUP26 in the future, then the more animals and nature there'll be - we need nature to survive." The twins were also invited to present the CUP26 trophy to Cambridge United on the pitch at our home game vs Wigan.

As part of the wider tournament, more than 27,500 goals were registered and verified across the country, accounting for over 14,300 climate actions. This has reduced carbon emissions by 113,000 kg and equates to planting 6,450 trees. The awards received dovetail nicely with the work we're committed to doing to making Cambridge United a greener club. Indeed, the football club have been working on measures to improve our environmental sustainability for years. Whether it is installing energy efficient lighting, recycling whatever we can - even our grass clippings - or investing in sinking a borehole to irrigate our training pitches, we are constantly looking for ways to improve alongside using our platform to inspire others to protect our planet.



Marvin the Moose celebrating the CUP26 win at Girton Glebe Primary school

“It's made me more interested in climate, because I understand more about the effects of climate change.”  
Oliver, Age 8

**Highlight:**  
Winners of CUP26 Trophy  
Winners of EFL Environmental Sustainability Award



Receiving EFL Environmental Sustainability Award at the 2022 EFL Awards

# Focus Area

## To combat social isolation amongst seniors.

We are proud to deliver our Forever United programme, providing a range of activities across Cambridge. Our Forever United programme was introduced with funding from the Department of Culture, Media & Sport as part of the English Football League Trust's 'Tackling Loneliness Together' campaign within Covid. We then were grateful to receive funding from Cambridgeshire County Council's Cultivate Fund to take this project even further and help combat loneliness and physical inactivity in more seniors in our community.



Fast forward to 2022 and the Forever United programme has grown, reaching 374 different individuals. Our continued monthly activity packs and garden gate visits have been a great way to help reduce isolation and encourage more social interaction. We currently visit over 40 individuals through these and we have started to see some enter other activities within the programme. Yet we've also reached out this year and created more opportunities for seniors to stay active through jogging groups, walking football, supervets (running) football and wellbeing walks. One of our participants shared that the walks "have helped [them] to make new friends and enjoy the green spaces in Cambridge."

We have developed yet further collaborations with local partners, including local community groups and also faith groups helping us to reach a diverse set of participants in the community. We have demonstrated our Forever United programme brings together communities through engaging them in activities selected by the individuals themselves to ensure they feel able and motivated to become part of a wider community, improving their physical and mental health as a consequence.



**1889**  
attendances at Forever United activities

**40 individuals**  
visited at least monthly through 'garden gate visits.'

**374**  
Seniors Engaged through Forever United

**around 2%**  
reported feelings of loneliness. This is lower than national and local averages.

“It has helped me feel part of the community, especially when able to help with activities. It was rewarding to feel needed and helpful.”

“I am starting to be more confident and feel that after a very long time of very negative feelings and thoughts that I can see light at the end of the tunnel.”

# Case Study

## Diane's Story

Diane heard about our Forever United programme during the pandemic and is now one of our regular Forever United attendees, fully embracing what we have on offer. She has openly expressed what a positive impact it has had on her life.

“I had heard about CUCT as a few of my friends went along to some of the activities, but I'd never been to any myself. My daughter suggested I go along to one of the lunches now that I am retired and I have been going with my husband ever since.”

The lunches aren't the only activities Diane joins us on. She is a regular attendee at our weekly walks, monthly afternoon teas and virtual afternoon teas.

She went on to say how her physical and mental health have greatly benefited from the activities.

“Joining Jake on our weekly wellbeing walks gives me a chance to get some physical exercise and enjoy the green spaces and nature. Whilst all of these are important to me personally, perhaps the strongest benefit is the social interaction with others who are also enjoying the outdoors. I highly recommend that each walk is tried.”

“Afternoon Teas are also a great chance to come out and meet lots of friends and enjoy the entertainment provided by Simon and Jake. We do lots of fun themed quizzes and games of bingo, all topped off and washed down with tea and coffee and a variety of cake selections.”

Diane represents everything that Forever United is about.



**117**  
attending Seniors Lunches and/or Afternoon Teas

**80%**  
of participants feel the Forever United activities are positive or very positive for their sense of community

“The strongest benefit is the social interaction with others who are also enjoying the outdoors.”

“Afternoon Teas are also a great chance to come out and meet lots of friends and enjoy the entertainment.”



# Focus Area

To create safer environments for young people to aspire to fulfil their potential.



## AstraZeneca Activate

Cambridge United Community Trust once again organised free Activate sports sessions during the year. Activate is designed to promote physical exercise and healthy eating in young people and is free to attend for all primary and secondary age school children, thanks to funding from AstraZeneca and Cambridge City Council. The sessions took place at three separate locations: Coldham's Common in Abbey, Nun's Way Rec in Arbury and King George V Rec in Trumpington, with a free meal handed out to participants. It was fantastic to have the support of the Cambridge United caterers and Cambridge Sustainable Food, who provided healthy, well balanced meals.

Over the 14 Activate sessions that took place during the year, an amazing 251 unique participants attended and over 320 free meals were handed out.



## Premier League Kicks

Our Premier League Kicks programme is aimed at anyone aged 8-18 living in Cambridge. They are free, turn up and play sport sessions that currently take place in Orchard Park, Arbury, Abbey and Trumpington.

Our aim is to increase sports participation in socially deprived areas to then inspire and empower Kicks participants to follow positive-pathways. This becomes possible through being part of constructive activities on a consistent basis, which will increase personal development and provide participants with the opportunity to reach their full potential. We work in partnership with young people, the police and other stakeholders to support the younger generation with the societal challenges they face (eg youth violence, county lines) and to improve community safety. The sessions have grown immensely over this past year, in part due to our close work with partners such as: Abbey People, Romsey Mill, City Council & local Christian & Muslim faith communities.

**251** young people attended our activate holiday programmes

**52** hours of activity offered through our activate holiday programme

**300** young people engaged in Premier League Kicks Programme

**76** young people have taken part in organised tournaments

**320** free healthy meals handed out

“ Thank you so much for the community outreach work you do. It is wonderful that you provide these opportunities and try to engage with local communities and young people. The coaches are always friendly, helpful, fun and engaging - even when the weather is not playing ball. The children receive a healthy lunch, which is great. **Parent of two children who attended the Trumpington Activate session** ”



I'm more active and I get more chances to play football. It's been good for my anger, taking deep breaths and calming down so the others can't make me angry. It was helpful talking to [coach] Sam about it. Kicks in 3 words? Best. Thing. Ever.

**Josh Turner, PL Kicks participant**

# Case Study

Finlay and Jessica's Story at HAF

Research has shown that the school holidays can be pressure points for some families. For some children this can lead to a holiday experience gap, with children from low-income households being less likely to access organised out-of-school activities, more likely to experience 'unhealthy holidays' in terms of nutrition and physical health and more likely to experience social isolation. Our work in the holidays tries to address this through our Holiday Activities & Food (HAF) Programme and our AstraZeneca Activate sessions.

The Community Trust, in partnership with Abbey people, held three HAF Holiday Camps during the year: 10 days during the Summer holidays and 3 days over Christmas & Easter.

These free multi-activity holiday camps for primary school aged Pupil Premium children were a great opportunity for children to play sport, do arts and crafts, play games and receive a free hot, healthy meal every day that they attended.

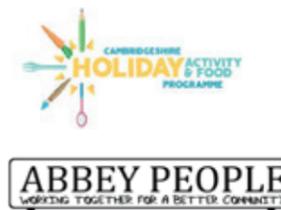
Around 50 children signed up for each camp and feedback from families has been very positive. One parent wrote: "My son had a phenomenal experience, and the range of activities proved to be very stimulating. He has already asked to return for the next holidays."

Nine year old Finlay and his six year old sister Jessica have attended both Summer and Christmas holiday camps. Their parents were initially reluctant to send them to the camp, as Finlay has additional needs and they were worried that he might not be able to take part in all the activities and therefore not enjoy the experience. With the help of specific funding from Cambridgeshire County Council, we were able to provide 1-1 support for Finlay which made a huge difference to him and meant that his time at HAF was an enjoyable one.

Finlay's mum explains, "Finlay and Jessica are always happy to go to the HAF Camps that Cambridge United Community Trust run. They like the staff, they enjoy the activities and always have lots of stories to tell. Finlay says that his favourite things to do at camp are playing games and the table football. Jessica says her favourite things at camp are the staff and arts and crafts."

She continues, "Finlay's additional needs could have been a barrier for him accessing these camps but the inclusivity has been amazing and meant he could do things that he otherwise might not have been able to."

One other extremely positive outcome of Finlay attending the HAF camps is that he has now started participating in the Trust's disability football programme.



Department for Education



**82** young people attended HAF

**104** hours of holiday provision provided

**100%** of children on free school meals



“ Finlay's additional needs could have been a barrier for him accessing these camps but the inclusivity has been amazing. ”

“ My son had a phenomenal experience, and the range of activities proved to be very stimulating. ”

# Focus Area

To promote positive physical and mental health.

Mental health has been severely impacted by the effects of the pandemic, including the feelings of anxiety and depression. Our focus on using physical activity to boost health and wellbeing is vital for not only the recovery from the pandemic, but also working towards overall behaviour changes within the community.

Our community-based physical activity sessions all have a running theme of taking care of mental health, which demonstrates the link that looking after your physical health has an impact on your mental health too. We work closely with our local CPSL MIND to ensure that our staff are trained to support individuals with managing their mental health, both in maintaining positive mental health and signposting to specialists if additional support is needed.

We use the brand of Cambridge United to engage individuals, particularly young people, in the delivery of the mental health interventions we provide, which motivates them to proactively engage in our sessions. In schools we promote positive physical and mental health in three ways:

### 1. Universal intervention - Mind Your Head

Our classroom-based programme covers topics such as coping with stress, social media impact, signs and symptoms of poor mental health and the benefits of talking. The programme itself has been recognised on a national level in the 'all-party parliamentary group for a fit and healthy childhood' report, demonstrating the impact on improving young people's mental health literacy and overall well being.

### 2. Targeted intervention - Teammates programme.

We work with the school/provision and identify a small group of students that would benefit from additional support. The sessions have wellbeing themes at the centre, such as resilience, self-esteem and coping with stress. Many young people have a difficult time managing school and home life and the session delivery varies depending on the needs of the group. Some are more sport focused, with the conversations taking place informally during the session, while others will be based in a classroom, allowing the young people the space to talk about issues they may be experiencing and offer guidance and signposting to additional support.

### 3. Specialist intervention - Mentoring/1 to 1 work

Our trained staff work with individuals that need additional support, this could be due to having poor mental health, needing help managing school life or planning for their future. These sessions take place in mainstream and alternative provision schools. Our work provides a huge support network for the young person, who will have faced a number of challenges within their school life. Our staff are consistent and patient, offering each individual the space they need to explore the challenges and empower them to take steps to making positive change in their life.



**622 pupils** completing Mind Your Head programme

**56 pupils** supported through targeted teammates and mentoring programme



Juniors taking part in CUCT activities scored:

**5.9% above** national average for general happiness.

“ The course made me feel confident about opening up about myself and now feeling that a lot of people relate to me which made me feel more comfortable. ”  
Year 8 student

“ A huge thank you to the team for delivering a great programme to our students. The feedback from other staff has been really positive. ”  
Coleridge PSHE Lead

# Case Study

Riverside Meadows Alternative Provision School



The partnership between Riverside Meadows and Cambridge United Community Trust has developed over the past year, both sharing the values of looking after mental health and the benefits physical activity can have on an individual's wellbeing. Our mental health officer visits Riverside Meadows Academy every week and delivers a classroom-based intervention followed by an afternoon football club. The students have also enjoyed a Cambridge United matchday this year coming along to the Community Matchday vs Morecambe.

The interventions delivered to the students focus on various topics each week such as aspirations, ways to look after our mental health and being aware of our own wellbeing, often using sport as the draw for conversations. The students at Riverside have shown a huge increase in confidence, positive engagement and enthusiasm as the weeks have progressed. The sessions are always filled with fun, lively conversations based on trust and openness as a group and leave not only the students but also the staff feeling positive after the session.

From picking up litter at the local park as part of their social action project to having valuable conversations around mental health to thinking about aspirations and strengths make up a very enjoyable morning before taking part in football after lunch. The staff have really enjoyed watching the students grow both individually and as a group throughout the year. Having positive role models from Cambridge United come into the school brings something new and different to the student's day, even those that may have had a difficult week or morning, are welcomed into the sessions. This support and consistency is invaluable for these young people in which school can so often be a challenge.

The success and achievements at Riverside were recently demonstrated when they became champions at the Cams FA SEN football tournament where they played against other schools. Not only did the students take home the gold medal, but they played with great spirit, teamwork, drive and sportsmanship. During the tournament, their developing confidence shone through and their ability to work as a team was brilliantly demonstrated. Well done team!

**61** alternative provision children engaged in interventions

**200** sessions in Alternative Provision Schools

**3** partner schools



“ It helps massively to have external people come in...to have another professional come in and have the same values we have as a school, just cements the process we are trying to do here. Since they've [Cambridge United Community Trust] come in, they have really helped with a lot of learners' ability to positively work within a team. Thursday is the best day of the week for most of the learners that love sport here. ”

Sam, PE Lead at Riverside Meadows

“ In the morning I get so excited that I want to do football, when I'm outside running I'm at my happiest. ”  
Year 8 student

# Focus Area

To empower people to live healthier lifestyles.

With the health inequalities being well documented within Cambridge, we are committed to listening to our local communities to provide them the means and the opportunities to live healthier lifestyles. Our ethos is to run accessible and inclusive sessions that contribute to improved physical and mental wellbeing. By using physical activities, the brand of Cambridge United and shared interests as the motivator for individuals to attend the sessions, over time, providing the routine and network of support built up empowers people to take ownership of their own wellbeing and to commit to the positive behaviour change that will improve their overall lifestyle.

Our weight management programme, Man V Fat, is a good example of what the consistency of weekly physical activity can have on overall health and wellbeing. Playing football matches being the reason to be active, however with the strength in support from teammates, guidance around living a healthy lifestyle from our coach and the motivation to contribute points for the team in so many different ways, has led our players to fantastic weight loss goals, increased social circles and improved mental health.

We hold additional physical activity sessions throughout the week, including multi-sport, jogging groups, bootcamp, wellbeing walks, ladies football and more, all with the same targeted outcome of bringing together a community of people. These individuals can then support each other with looking after their health and wellbeing, our staff being on hand as a consistent ear and signpost to further support if needed. Our partners are key to the success of these programmes and activities, as working cohesively ensures that participants are getting holistic support, whether this is physically, mentally or the education they might need/want to improve their overall lifestyles.

Our Forever United programme has developed significantly over the year, focusing on supporting the wellbeing of seniors within our community. With a strong offer of both physical and social activities to take part in every week, the community peer-on-peer support has become stronger. The strong trusted relationships our staff have with the participants enables these transformations to happen, with a few examples in this report demonstrating the impact on individuals lives.



**2696** attendances at community health sessions. **over 330** participants at community health sessions.

Proportion of active adult participants in CUCT activities is:

**17% above** the national average.

**3% above** the local average.

“  I live on my own so I have found it hugely helpful to be able to socialise with people with a similar interest as me, it is such a lovely way to meet new friends and keep fit. **Ann Stephenson** ”

“  If it wasn't for Walking Football there is no way I would still be playing competitive sport at nearly 70. There are a lot of benefits to our physical health but more importantly a lot of my friends who have suffered from serious depression have been given a permanent lift by the sessions. **Andrew Stephen** ”

“ I feel more confident in how I look and feel and enjoy spending time with like minded people. **Man v Fat participant** ”

# Case Study Martin's Story

We hear from Martin who has been an integral part of our Man v Fat programme since the programme launched in 2018.

“My Man V Fat journey began in January 2018 and other than a break during the second half of 2019 I have been involved consistently as a player, referee, team captain and more recently becoming a player facilitator.

Towards the end of 2017 my weight peaked at an all-time high and I realised that I needed to make radical changes to my lifestyle, and joined the new league at the Abbey Leisure Centre. During the course of the first season, I lost nearly 30kg and this was only possible due to buying into the philosophy of the programme. For me the accountability of the scheme was the feature that helped me initially unlock the door of losing weight week after week, alongside a lot of hard work away from the sessions.

Whilst I really enjoyed the first season and particularly having my achievements being recognised as the 'biggest loser', I realised that the harder bit was maintaining the weight loss. It would be fair to say that I have had to continuously work hard on managing my weight since then, but still 5 stone down from my peak and without the continued support of Man v Fat, specifically the coach Phil Mullen, and my peers I would be in a much worse position with my health.

Since taking up Man V Fat I have attempted things that I had never done before or even contemplated, including completing 16 half marathons since March 2019 and this year, with some other Cambridge Man V Fat players, undertaking the Yorkshire Three Peaks Challenge in July to raise money for the British Heart Foundation. My personal challenge for 2023 is attempting a full marathon, but my fitness is still a little way off that.

I would encourage anyone who qualifies (BMI over 27.5) to get involved. Don't let lack of football experience put you off, when I joined it was the first time since I was 14 back in the 1990s that I had played regularly (and it still shows!).”

We are so proud of Martin's achievements and commitment to the programme, his journey has been inspirational to so many other men that have taken the steps to improving their own physical health.



before



after



**78 males** participated in weight management programme over the past year.

**4.6% increase** in confidence after **3+ months** of engagement across all Trust programmes

**621.6 kg** lost by all participants

“ During the course of the first season, I lost nearly 30kg and this was only possible due to buying into the philosophy of the programme. ”

“ Since taking up Man V Fat I have attempted things that I had never done before. ”

# Case Study

## Emma's Story



Since Emma began attending sessions back in February, she now attends our Mental Health Football and "Kick it Off" (female football, fitness and wellbeing) sessions every week. Emma is also a key team member for the Trust in the Cambs FA Parability League. She always plays with strength, great spirit and is a valued member for the team.

Emma's journey started at our Mental Health Football session and she later joined the "Kick it Off" session, introduced in partnership with the City Council as part of the 'This Girl Can' campaign. Emma's confidence and drive over the weeks and months of regularly attending sessions have increased massively and the impact on her wellbeing has been visibly huge for her, it has allowed her to grow and challenge herself both physically and mentally.

We have discovered a new passion for football in Emma since she started attending the sessions and she is an absolute star on the pitch. Emma's infectious energy shines in every session and she is an incredibly supportive peer for other participants in the group, whether that's offering a listening ear or telling jokes.

Being part of the new group at "Kick it Off" has had a huge impact on Emma, in which she has experienced a sense of community and an increase in her mental and physical wellbeing. Emma always chats to everyone at the session, works hard on her fitness and hugely contributes to the fun, relaxed and open environment that the session has. Emma describes the impact of the session on her overall wellbeing.

At the Trust, we are so excited to continue to watch Emma grow, continue to be part of her journey and continue to have her energy at the sessions weekly. She is an incredible peer and participant to enjoy sport with - keep reaching your goals Emma!



**517**  
attendances at mental health physical activity sessions

**26%**  
reduction in anxiety level for adult participants who attend Trust sessions for over 3 months.

**9% lower**  
reduction in anxiety level than the national average

“ Being part of a group that bears no judgments that offers support and understanding has been a life-line for me. Every week I leave the session feeling energised, uplifted, empowered and a step further forward in my journey of personal growth. ”



“ Thank you for providing a group that offers something far more than just fitness. ”

# Community Trust Matchday

Our Matchday Takeovers gives us a fantastic opportunity to showcase what we do, not only to Cambridge United supporters and sponsors, but the wider public as well.

Our last Community Matchday took place during Cambridge United's home game against Morecambe on Saturday 9th April and was our biggest yet, featuring a wide range of activities, events and exciting announcements.

Hospitality guests were given the opportunity to take part in the popular 'Goal or No Goal' game to win a very special prize, with key staff of the Trust delivering fascinating talks about the work that we do.

Filling up the Mead Plant & Grab South Stand were participants of the Trust's various programmes and local schoolchildren, as well as families who live close to the stadium, some of which had never been to the Abbey Stadium before. They had all been specially invited to join the celebration.

In the lead up to the day, 459 primary school children across the region took part in a Celebrating Diversity Poetry competition and the winning entry, by Henry West, a Year 5 pupil from Bottisham Primary School, was read out over the tannoy before the match.

The matchday sponsor, and our Active Science partner, AstraZeneca, were at the front of the ground giving young supporters the chance to dress up as a scientist and take part in fun scientific activities.

Participants from our Premier League Kicks programme were given the fantastic opportunity to create a guard of honour and wave Cambridge United flags as the players walked out and at half time there was a Disability Sport demonstration on the Abbey Stadium turf.

We were really excited to host our annual Community Trust Matchday at the game against Morecambe. It was a fantastic opportunity for us to showcase the work we do and the difference it makes. This Impact Report highlights the difference on individuals and communities that our programmes make and it is great that this was on show for United fans too.



“ The children and I thoroughly enjoyed it and will definitely be coming to more games towards the end of the season and next! Once again thank you for a truly fantastic experience. ”  
Parent

# Focus Area

## To promote Equality, Diversity and Inclusion in our community.



Active and passive discrimination still exists in society and in football. Our commitment is to take positive action to promote equality, diversity and inclusion through our programmes and work with the Football Club. By supporting campaigns and our work in schools that address the topics that are either treated as ‘taboo’ subjects or are misunderstood, we can make positive change within our local community.

Over the past year our work with Central Mosque has given our staff an understanding of the additional barriers ethnic diverse communities face when accessing support. Cambridge United supported the ‘Kick It Out’ campaign back in 2021 by providing a number of gift packs for Ramadan, including food items that can be used throughout the period, club calendars and footballs. Following this we have had multiple meetings with the Director at the Mosque and their Trustees to listen and engage with their community and have taken small steps to improve access. This has largely involved our activities being present in their safe space, the Mosque, such as wellbeing walks and afternoon teas, which they can then welcome the wider community to, resulting in a more united community with a better understanding of each other’s culture.

On 19th March 2022, our Walking Footballers helped us support the ‘Level Playing Field’ campaign by playing a walking football match on the pitch at a first team game to demonstrate the accessibility of the sport. This was a special event as it involved not only our seniors, but also a number of our disability participants to highlight the inclusivity of the game. Following this, Walking Football Marathon took place on 2nd May in which our senior participants took part in a 12-hour game to raise money for our disability sport sessions! Thank you for your ongoing support for these sessions.

This season we also teamed up with PicturePath, who support individuals with additional needs, to introduce a visual visitor guide for supporters with an aim to help reduce anxiety for children and adults with SEN. This expanded on the work of the Football Clubs in reducing barriers to those with additional needs attending football matches by providing ear defenders, fidget toys and providing audio description. This app improves the users match day experience by helping them to prepare for the game, from travel to turnstiles to view from the stand, which has not only helped individuals with additional needs but also those with anxiety and dementia too.

**18**  
participants attend United for All football sessions

**57**  
United for all and Amber and Proud football sessions



**428 attendances**  
at Amber and Proud and United for All football sessions



# Case Study

## Henry's Story

Meet Henry. Henry is a year 5 pupil from Bottisham Primary School, and was one of the 3179 local children across 13 of our primary schools that received one of our assemblies from the on the theme Celebrating Diversity. Using local heroes as role models, our staff inspired children to not only learn more about how diversity can enrich our culture, but also think about ways to promote diversity through the means of writing a poem. Following the assemblies, each child was challenged to write a poem to capture what they had learned and think how they could teach others about diversity.

Henry left the assembly contemplating how he could promote the importance of others caring about diversity and one evening, whilst watching a football game, he had the idea of writing the poem he called ‘The Team, to the competition. Henry enjoys football himself, therefore found relating a huge topic like this to sport easy once he got going. He also considered the lessons that football can teach about diversity by relating it to bringing others together as a team, not playing as a single players.

We had over 600 entries to the competition following the assemblies, which demonstrated the outstanding work that local schools are doing to engage young people in understanding and discussing diversity as a topic, which over time we hope will reduce the discrimination still experienced by so many in our community. Ten poems were shortlisted to a panel of judges, who spent time deliberating who had captured the ‘celebrating diversity’ theme the best. Henry’s fantastic poem won the competition and not only did this mean he won tickets to watch a Cambridge United game, his poem was read out at half time and was featured in the match day programme.

Henry and his family cancelled their holiday to attend the match and were very proud to hear his poem be read to thousands of football fans at the Abbey Stadium. This story demonstrates the power of education, empowering young people and the means of bringing sport to life which so many people can relate to. Very proud day for Henry, a very well deserved winner.

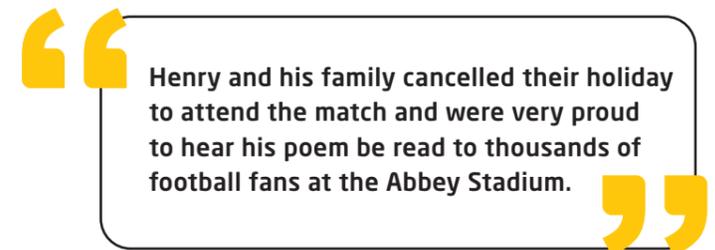


**3179**  
children engaged in anti-discrimination assemblies

**13**  
kick it out assemblies

**18**  
anti-bullying assemblies

**600+**  
‘Celebrating Diversity’ poems sent in



# Focus Area

To reduce barriers for people to participate in physical activity.



Inclusion in practice means we endeavour to ensure our activities are accessible to all, including females, individuals with a disability or long term illness, ethnic minority groups and LGBTQ+ communities.

With the ongoing support of partners including HSBC, Irwin Mitchell and Production Bureau, and donors, we have developed our disability programme, in conjunction with the participants, to cater for 10 various impairments ensuring there are accessible football opportunities for all to enjoy. Following the re-introduction of live sessions last year, we formed a steering group involving players and parents to give guidance on how best to cater for the needs of the players. This enabled us to find a good balance of pan disability sessions (mixed) and impairment specific sessions, as well as finding locations that would be accessible for many to attend. We are thrilled to see so many returning players and also a large number of new players at the sessions, some taking their first steps into football and others enjoying their time progressing their skills and understanding. We have also seen an introduction of an adults Pan Disability Team, which is player-led, who have played in a number of friendly fixtures already.

Our LGBTQ+ and United for All football sessions, supported by the Football Foundation, are also running weekly. These are extremely important in bringing communities together with a shared interest in football and being a support network for each other away from the sessions too. The coaches leading the sessions build fantastic relationships with the players that attend, with knowledge and understanding of the challenges some might face attending physical activity sessions. This relatability is key for new and existing players to ensure they feel understood not only at the sessions, but with consideration for home lives too that could potentially be a barrier to access.



**742**  
disability football sessions

**3879**  
attendances at disability football sessions

**4 unique players**  
in the England Para Football Performance Pathway

**91%**  
of participants felt the activity was positive or very positive for their sense of community

“ Over several years, Phil has supported and encouraged my daughter, who has cerebral palsy, to participate in football sessions with other people in his groups. Her balance and coordination have improved steadily as she joined in the various drills and skills training and self-confidence has grown too. She loves scoring goals!  
Parent ”

“ CUCT sessions have helped me make friends, grow in confidence. I feel happy learning new football skills as a girl when previously felt clubs were just for boys. I have found a voice and can now speak out loud in groups.  
Participant ”

# Case Study

## Bryson's Story



Our weekly Frame football sessions provide participants with restricted mobility, who would normally use a frame or other walking aid, the opportunity to have fun, get active and play football in a safe environment. As well as playing matches, participants take part in drills and fun football-based exercise to supplement physiotherapy outside of the sessions.

Bryson, aged 10, has Cerebral Palsy, mainly affecting the mobility in his legs. Bryson started playing Frame Football at the Trust when he was 4 years old. Bryson's first goals were to get active, join in games and improve mobility with the aid of a frame, which he absolutely smashed! Over the years he has been coming to the sessions, Bryson has progressed from using a frame, to quad sticks, tripods and monopod sticks.

We then set the challenge for Bryson to take some steps without walking aids. Through exercises and fun-based games and drills he worked on his balance and coordination. Bryson's determination and hard work paid off this year when he took his first unaided steps. We are so very proud of him!

Since taking those first few steps, Bryson's strength, coordination, balance, stamina and confidence have continued to improve each week and he can now walk the full length of the astro pitch unaided!

Bryson has come so far on his football journey, and along the way has grown in confidence and made lots of new friends. He is a fantastic role model to new participants joining the sessions and a shining example of how football can help improve coordination, agility and motor skills.

The new challenge is to prepare Bryson to join our Ambulant Cerebral Palsy sessions, both sponsored by Irwin Mitchell.



**10**  
different impairments catered for through Trust football sessions

**214**  
unique participants with disabilities engaged in football sessions

**93%**  
of disability sport participants felt the activity was positive or very positive for their personal development and skills

“ Bryson idolises Phil, which motivates him to complete the challenges Phil sets and improve his walking.  
Ann, Bryson's mother ”

# Case Study

## Dom's Story



Since finishing school last year, Dom has attended Inclusion football sessions provided by the Community Trust. Dom has been a reliable and valued team member for the Trust in the Cambs FA Parability League, playing with an amazing spirit and determination in matches and at sessions alike.

Since Dom has participated in sessions regularly, we have been able to steadily develop a rapport between Dom and session staff, as well as other players. Dom's confidence has noticeably improved since he first started, the first week Dom watched the warm up through the gate of the astro pitch. Over the weeks and months, staff have learned Dom has a keen interest in football and he engages in interesting conversations about football history in the 'walk and talk' warm up activity with staff and fellow participants. Dom is also demonstrating more and more of his excellent sense of humour in sessions too!

It has been really valuable to link in with Dom's support worker. With the consistency and stability Jill provides we are able to overcome some of the barriers for example changes to playing area and different coaching staff, which would have previously caused Dom to want to withdraw from sessions. This has supported Dom to challenge these difficulties with a successful outcome. We are delighted to hear that Dom has made progress with his confidence in other social settings too. Keep up the great work Dom!

With thanks to Production Bureau Limited with their ongoing support.



**“ Dom's confidence has really grown and it is amazing to see. Watching him play and talk to other players, it really is such a joy to see how much he has come on over the time with Phil & Emma. ”**  
*Jill, Dom's Support Worker*

**“ Dom enjoys his football sessions, he really looks forward to the tournaments. ”**  
*Stefan, Dom's Dad*

# Abbey People



With Cambridge United being situated in the heart of the Abbey Ward, it has always been vitally important for the Trust to work closely with local charities, including Abbey People.

Abbey People are a vibrant community charity in the Abbey Ward of Cambridge whose aim is to improve the lives and wellbeing of Abbey residents. They do this through targeted community projects. Provision of general anti-poverty support such as community fridge and Food Hub, supporting access to education and employment, projects to improve the environment, and by developing a culture of volunteering in the community.

During the Summer, Winter & Easter school holidays we partnered with Abbey People to provide free Holiday Camps at The Galfrid School for primary school aged children who receive free school meals.

In October we held a Halloween event at the Abbey Stadium for local families. There were lots of fun activities for families to take part in as well as a free healthy lunch.

Over the Christmas period we supported Abbey People by helping them deliver hampers to families, seniors and isolated members of the Abbey community. Through their scheme 190 households, made up of 487 individuals, were supported.

Our Premier League Kicks sessions at the Abbey Leisure Complex is attended every week by community workers from the City Council, Romsey Mill and Abbey People. This has made the session an even safer, more inclusive experience for all participants.



**190**  
**households supported at Christmas**

**26**  
**attendees of 42 Abbey Community Bootcamps held this year**

**“ We really value our partnership work with Cambridge United Community Trust. Through this work we are able to make sure people across the ward have access to a greater range of activities, while our staff and volunteers gain wider skills and experience from the partnership as well. We look forward to continuing to work closely with Cambridge United Community Trust for years to come. ”**  
*Nicky Shepard, Abbey People's CEO*



# Focus Area

## To improve engagement, confidence and attainment in primary schools.



Our Education programme is targeted at schools motivated to boost their students engagement in lessons and we use the Cambridge United badge and our coaches as positive role models to inspire children to learn, be active and develop important life skills. We deliver a number of different Maths, English and PSHE interventions for children using sport as an innovative educational tool through the Premier League Primary Stars programme.

This year we've developed "Club Takeover" - a Maths intervention that challenges the children to take on different roles at the club. Each week they tackle a different area of the club and are required to use different mathematical formulas to make the best decisions.

For a younger age group, Active Phonics is a provision that was designed to help children to improve their understanding of phonics. Each week they accompany Cambridge United's Club Mascot Marvin the Moose on an adventure of discovery, with a different phonetic theme each lesson. These lessons are entirely physical with their learning tasks, allowing them to learn through exploration.

The Primary Stars programme also facilitates the upskilling of teachers to allow them to have the confidence to deliver high quality P.E lessons to all their pupils. Over the past year we have worked with 14 teachers with 100% of them seeing improvement in their skills and knowledge. Alongside that we also found that 100% of participants had a more positive attitude towards the sport that they were assisted with through the programme.

When asked about her Primary Stars experience, Ridgefield Primary School teacher Natalie Fellows said: "it has shown me different ways to teach skills in P.E so that the children are engaged and motivated". Natalie also identified that "working with a coach in lessons and the digital resources" had a big impact on her confidence when delivering P.E in a variety of different ways.



**7,282**  
children engaged in School Sport Delivery

**31**  
PSHE, English, Maths 6-week Targeted Interventions delivered

**5138**  
hours of school sport delivery provided

“ The children who have been part of the writing group have really enjoyed the purpose for writing and the link to football has really interested and motivated them.  
Natalie Fellows, Teacher Ridgefield Primary School ”

“ It has shown me different ways to teach skills in P.E so that the children are engaged and motivated.  
Teacher, Primary School ”

# Case Study

## Michael Hallett

As part of Premier League Primary Stars we run a teacher support programme. This programme looks to develop 8 standards of delivery in the classroom setting, as well as some CPD opportunities, to upskill teachers in the following areas when delivering PE:

- Motivating and engaging children in PE
- Giving meaningful feedback to improve learning
- Knowledge of the sport/activity that will be taught
- Planning (short, medium and long term)
- Adapting sessions to challenges appropriately
- Assessing progress
- Managing behaviour
- Fulfilling wider responsibilities for sport & physical health.

Meet Michael, who is a passionate History teacher at Kennett Primary School. Michael signed up for the programme to boost his confidence in delivering PE and to get some new ideas to motivate the children to be more active. In our initial discussions we went through the standards and highlighted some areas of Michaels strengths and areas to improve when delivering PE to his students. We then created a week by week structure to incorporate a mixture of observations, individually led lessons, co-delivery and observed learning which would all aid his confidence and development. Michael was really open to ideas and wanted to challenge himself, wanting to blend the History curriculum with the PE curriculum where possible.

The first session is always an observation of one of Michael's lessons, to gain an understanding of the group Michael is working with and his current levels of engagement and delivery style. It was then important to reflect with Michael on the observation to prioritise areas of improvement to make sure that he was being effectively developed and felt happy with the targets he had set himself. It is important for all teachers to feel supported not only for the benefit of their students, but also their individual confidence and development, therefore following the observation the final edits to the programme were made and agreed.

Throughout the process we saw an improvement to Michael's attitude, enjoyment and understanding of P.E, along with his ability to adapt his sessions to ensure all of his pupils were pushed towards hitting or exceeding the national curriculum outcomes. A highlight for Michael was when we developed a 6 week programme based on an old historian ball game, which the children absolutely loved, as did Michael as it was teaching History as well as PE.

Following on from the completion of the programme, we visited Michael again to see if the development that he had made during

the programme had been embedded as part of his teaching. After meeting with Michael and observing his lesson it was evident that the experience the programme had given him had continued to aid his PE delivery and when speaking to him afterwards Michael shared that "the enthusiasm, the knowledge and the expertise that the CUCT coaches have been able to bestow on me has enabled me to enjoy teaching PE", which to us is a huge success.

**16**  
teachers supported across six weeks of PE delivery

**120**

children taking part in CUCT football tournaments

**93%**

of teachers 'strongly agreed' or 'agreed' they feel confident teaching PE after being supported by CUCT

“ The enthusiasm, the knowledge and the expertise that the CUCT coaches have been able to bestow on me has enabled me to enjoy teaching PE. ”



# Sport and Education

## Active Science and Aspiration Project

### Active Science & Aspiration Project

We are hugely grateful to our partners that support our mission to boost engagement in school, but also broaden their students' aspirations through innovative projects. We have two well-developed projects that have been successfully delivered across primary schools in Cambridge, boosting their confidence and self-esteem through learning.

### AstraZeneca Active Science Project

AstraZeneca Active Science raises awareness of the science behind health and what science can do. The programme sees the club working alongside a world-leader in pharmaceuticals and biochemistry with the objective of combining science education with sport in a fun way. The project also focuses on helping to raise the profile of STEM subjects available to children in school. This project is a mixture of physical and written tasks in which the children complete an accompanying workbook to allow them to keep their work for reference later on.

Each week the children focus on a different area of the body and discover how these bodily functions react when taking part in sport. One example of this would be the 'Heart-Smart' lesson that focuses on the cardiovascular system and how it reacts at different levels of intensity of physical activity. Another would be our 'May The Force Be With You' lesson that focuses on all of the forces that would affect sporting performance, whilst also thinking about how we could increase or decrease these forces to improve our performance.

### Marshall Skills Academy Aspiration Project

Our Marshall Aspirations project looks at the journey that children will take towards their futures and how they can take positive action now to create the best future possible for them. This project has been developed in partnership with Marshall Skills Academy, a local company which develops and delivers a single-source training provision for businesses operating across the aerospace and engineering sector.

Starting with the 'All About You' session, where children learn about attributes and how to identify strengths with examples, we look at what progression looks like and help children to become more informed about paths that may interest them in life. We also look at the importance of community, role models and how to make the most of opportunities that may help us to improve in the areas that are important to us. At the end of the project, the children make their own CV-type profile which can put them on the front foot in pursuit of their aspiration. Currently, this has been delivered to 9 different groups of children across many different schools, with a total of 241 children engaged.



13

School Active Science Programmes delivered

9

Marshall Skills Academy Aspirations projects delivered

“ It gives us the opportunity to inspire the curious minds of young people and gives them an idea of the range of opportunities our industry can provide.   
 Lisa King, External Science Liaison Manager at AstraZeneca ”

“ Really engaging and fun. The children have [since] been talking lots about aspirations and what they need to do to get where they need to be.   
 Aspirations Project Teacher ”

“ Active Science has made me more interested in science, especially chemistry.   
 Yr 6 Pupil ”

# Fundraising

## United For Cambridge Sleepout

### United For Cambridge Sleepout

On Friday 11th February 2022, over eighty people spent the night outside at the Abbey Stadium, raising an amazing £30,000 which was split equally between the Trust and Wintercomfort.

Teams took part from various companies including: *Biocair, Cambridge University Press & Assessment, Carbon Funding Consultants Cambridge, Co-op, Costello Medical, D&A (sleeping under their sponsored stand!), Deloitte, Front Foot Creative, Hill Group, Kameo Recruitment, PA Consulting, Purple & Green, Safety Rocks & University of Cambridge Institute of Continuing Education.*

At the beginning of the evening, Cambridge United fans and teams from local companies enjoyed a warm meal followed by a highly entertaining quiz. They then heard from representatives from both charities about how it would be use about the work of both charities.

The night itself was a bitterly cold one, dropping down to just under four degrees centigrade and certainly wasn't the most comfortable night's sleep. Everyone gathered again in the morning for breakfast, but as the participants went off to warm beds and showers, all recognised that the experience pales in comparison to what rough sleepers go through every single night.

### Walking Football Marathon

On Monday 2nd May, over 70 people turned up at the Abbey Leisure Complex astro throughout the day to take part in a 12 hour long five-a-side Walking Football Marathon, raising over £13,000 in the process.

The marathon match, that 'ran' from 10am until 10pm, was organised by Nigel Hillyard, a regular walking footballer, who wanted to create a fundraising event that would raise money specifically for the sessions run for participants with disabilities and at the same time promote the benefits of Walking Football.



“ The funds raised via this sleepout event are an incredible boost to our welfare budget supporting those at greatest need in our community. We are so grateful to all those who participated and supported and of course, to our friends and partners Cambridge United Community Trust.   
 Melody Brooker, Fundraising and Communications Manager at Wintercomfort ”

“ There was a carnival atmosphere at the leisure centre with friends and family bringing food, drink and picnic chairs to enjoy the spectacle. It was a fantastic team effort on the day and we are so grateful to all players and helpers who gave up their bank holiday Monday to support the event for this worthwhile cause.   
 Nigel Hillyard, Walking Football Marathon Organiser ”

“ This half marathon was my hardest and best physical achievement, so I'm glad I can inspire people with this. I don't enjoy running but if I can go out of my comfort zone and challenge myself and achieve it then anyone can.   
 Alessio Verrechia, Cerebral Palsy Football Participant who ran the Half Marathon to raise money for the Trust ”

# Focus Area

## Provide opportunities for people to develop new skills for employment

There is educational inequality across Cambridge causing differences in engagement, confidence and attainment. In turn, this creates a skills gap causing barriers for future employment. This year we have provided opportunities for our community to develop new skills for employment through: the Kickstart scheme, the University of South Wales Degree programme, and various volunteering opportunities. The purpose of delivering these programmes is to help with creating a more equal community with a reduced gap in attainment, improved aspirations and increased life prospects.

The Kickstart scheme is the government providing funding for employers to create jobs for 16-24 year olds, at risk of long-term unemployment. During this scheme, our Kickstart employees are inducted as a member of staff and with the support of qualified and experienced members of staff around them, are given the platform to develop their skill sets and build their confidence in delivery of their role. The aim of the scheme is to encourage the individuals to feel inspired and empowered to achieve their potential, and to create a progression into full time employment, either within our organisation or transferring their skills to alternative work.



The University of South Wales Foundation Degree programme is targeted at students with lower educational attainment, those who are re-entering education after time away from it or may need additional support. Our cohort of students work as a small group to enable a more in depth understanding of the content, but this also allows for development of soft skills and social values. As part of their studies, our students are required to complete work based learning, which is done across our different programmes. This gives them the experience of the workplace, and an opportunity to implement their learning within their delivery, again, reducing the barriers for employment.

Volunteering opportunities at Cambridge United Community Trust are a fantastic way to be involved in the delivery of our programmes. We create pathways for our community to come and work alongside our staff to gain experience of our programmes and the skills required to work within them. By spending this time as a volunteer, we are able to develop the individual's skill set and get them to a place where we may be able to pay them to assist with the sessions they have been supporting at or have the confidence to become qualified themselves to take on paid work elsewhere. By doing this we hope to increase the confidence of the volunteer, give them experiences they are able to write in job applications, and help to direct them in their pursuit of employment.

**100%**  
students passed year 1  
of the USW programme

**100%**  
students who completed the USW  
programme are coaching more than  
6 hours per week

**25**  
volunteers supporting across  
programmes and activities



“ I didn't have any experience of working with disabilities before I joined, but I was made to feel welcome straight away and now I definitely feel one of the team. **Volunteer** ”

“ I really look forward to my Saturdays helping Phil to coach, the sessions are really fun and we laugh a lot! **Volunteer** ”

“ I've had loads of opportunities to coach within development centres and even working on match days. **USW students** ”

# Case Study

## Matty's Story

Matty had been looking for work for 2 months before coming to begin his Kickstart programme with us at Cambridge United Community Trust. Before this he had only worked within hospitality, so had never engaged in coaching and working with young people before. Matty was employed as an assistant community coach. In this role he worked alongside our schools community coaches to deliver school sport to primary school children. The purpose of this supported integration was to provide Matty with the opportunity to learn about teaching, coaching and working with young people, and observe experienced staff deliver this effectively.

As the programme progressed, Matty was given increasing amounts of responsibility, from assisting a lead coach, to working with small groups to independently delivering lessons to whole classes. Once this responsibility had increased to delivering himself, we asked Matty to score himself against the eight Teaching Standards published by the DfE, and he recorded a score of 53 out of 80. Matty's strong ability to relate to the young people he had been working with in schools opened up the opportunity for him to deliver on our Premier League Kicks programme, sports sessions in the community, initially in a similar assistant role as he had within school sport. With Matty in a new environment, staff supported him to develop different skill sets to engage young people in the community. Once again Matty demonstrated outstanding ability to relate to the young people, particularly those with challenging living situations, and has now become an integral part of our PL Kicks delivery team, supporting 80% of our sessions.

The progression that Matty had demonstrated along his coaching journey, was reiterated when asked to rescore himself against the teacher standards, four months after his initial set of scores. Matty recorded a score of 61 out of 80, showing a 10% increase in his delivery and confidence. Senior Staff deliverers within the Education Team also completed their scores for Matty on his performance over his employment, and his scores demonstrate an increase of 16% from his first observation to his latest report.

Matty also reported feeling a significant increase in his confidence when it comes to delivery, and has said that although he "never thought it's the kind of job" he would have, Matty now "loves this kind of job", and became a hugely valued member of the staff team.

Matty has now gone on to pursue a career in music and left the team filled with his energy and enthusiasm for engaging young people through sport, his parting words to the team "Thank you to everyone that helped me out on my journey, I can remember how nervous I was when I started and you have all made me feel like I am leaving a family behind".



**10%**  
increase in delivery  
confidence



“ Never thought it's the kind of job I would have. **Matty** ”

“ Thank you to everyone that helped me out on my journey, I can remember how nervous I was when I started and you have all made me feel like I am leaving a family behind. **Matty** ”

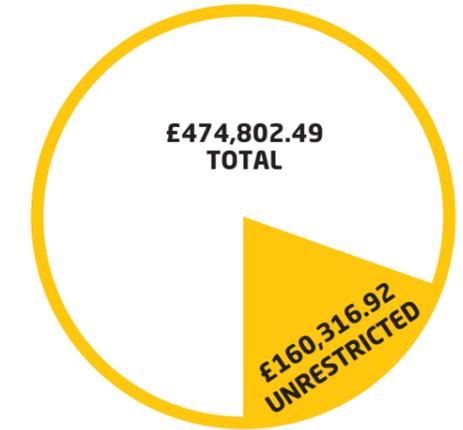
# Partners



# Financial Summary

In our Strategy Document "At the Heart of Our Community" we set out the Foundations of our work, one of which was Finance. It read "We will be a sustainable charity...and make proactive approaches to diversify our funding sources which are informed by our strategic aims." It is important to note that 2021-2022 figures below are taken from our management accounts from the period reflected in this Impact Report (ie June 2021-May 2022) and have not been independently examined as yet. We have seen significant growth in this year and we are delighted to have increased the level of investment into our community, allowing us to sustain our activities.

INCOME	2020-2021	2021-2022
Restricted	188,114.20	314,485.57
Unrestricted	98,410.14	160,316.92
<b>TOTAL TURNOVER</b>	<b>286,524.34</b>	<b>474,802.49</b>



Expenditure	2020-2021	2021-2022
<b>TOTAL EXPENDITURE</b>	<b>286,014.76</b>	<b>474,215.69</b>
<b>SURPLUS</b>	<b>509.58</b>	<b>586.80</b>



## What next?

Thank you for reading this Impact Report. We hope you have been inspired by what you've read and seen throughout this report. We think it highlights the tangible difference football clubs can make, not just on a Saturday afternoon, on their towns and cities.

We know that there is more to do and we continue to be united in our endeavour to see a stronger, healthier and more equal community.





# COMMUNITY TRUST

## **CAMBRIDGE UNITED COMMUNITY TRUST**

The Abbey Stadium, Newmarket Road  
Cambridge CB5 8LN

**01223 632129**

[communitytrust@cambridge-united.co.uk](mailto:communitytrust@cambridge-united.co.uk)

*At the heart of a  
healthier, stronger  
& more equal  
community.*