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TRUSTED

TO SUPPORT

Annual Report 2016/17



**TIME TO DELIVER,
ENGAGE, GROW
LISTEN AND LEAD!**



SPFL Trust Principal Funders:



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FOOTBALL FANS IN TRAINING
- est 2010 -

**TRAINED LIKE A PRO. GOT FIT.
GOT HEALTHY AND LOST**

SIGN UP NOW
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SPFL TRUST



FFIT FOR SUCCESS

Read all about the successes from page 14...



Welcome

Welcome to the SPFL Trust Report 2017. We hope that this document reflects an amazing 12 months for our organisation up to 31 May 2017.

It's been a fulfilling and exciting period. The SPFL Trust and SPFL clubs are engaging with more people than ever before, delivering meaningful activity which supports real, identifiable need.

This report is the most tangible representation that sport, and football in particular, can be the strongest vehicle for change.

Reflecting an inspirational year, you'll read some of the stories of those we've worked with – directly or via clubs – to make a genuine difference.

Over half of SPFL clubs are now represented by a registered charity, obligating them to support those in need. And all other clubs, who channel engagement through community departments are equally committed to delivering vital work.

Of course, there is much to do, but we are convinced that Scottish football – and not least the SPFL Trust – stand ready for the challenges ahead.



Our Annual Report 2017 focuses on four core areas which reflect our purpose and vision for the SPFL Trust. **We are Trusted to Support.**

Annual Report 2016/17

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Our Trustees



1.

1. BOB WINTER OBE
CHAIRMAN OF SPFL TRUST BOARD &
FORMER LORD PROVOST OF GLASGOW



2.

2. CHARLES BARNETT
FORMER PARTNER FOR PFK GLASGOW
& CURRENT FINANCE ADVISOR AS
NON-EXECUTIVE DIRECTOR FOR THREE
CHARITIES



6.

3. IAIN BLAIR
SPFL COMPANY SECRETARY



3.

4. RODDY FORSYTH
JOURNALIST & BROADCASTER



7.

5. TONY HIGGINS
FORMER HIBERNIAN FC PLAYER & CURRENT
VICE PRESIDENT OF FIFPRO DIVISION EUROPE



4.

6. RORY MAIR
FORMER CHIEF EXECUTIVE OF COSLA & NEW
INDEPENDENT CHAIR OF CITIZENS ADVICE
SCOTLAND



8.

7. KATHLEEN MCLOUGHLIN
DIRECTOR AT KAM [SCOTLAND] LTD



5.

8. ALISON WALKER
BROADCASTER



9.

9. PROFESSOR GRAHAM WATT CBE
EMERITUS PROFESSOR OF GENERAL PRACTICE
AT THE UNIVERSITY OF GLASGOW



TRUSTED TROPHY TOUR

Read all about the 2017 tour on page 31...

Our Strategy



OUR PURPOSE

To use football's unique presence to assist Scotland's people to achieve their goals and improve their life chances.

Professional football clubs work directly with local communities.

We work in partnership with external agencies to promote, support, fund and administer activities which inspire SPFL clubs to help meet the identified social needs of the people of Scotland.

OUR VISION

To work with SPFL clubs to use the power of football to engage with communities.



OUR PRIORITIES

- Inspire SPFL clubs to meet various local community needs
- Build capacity in SPFL clubs to help engage with local communities
- Engage with funders to facilitate national projects at local level
- Establish relationships at national level to ensure that Scotland's professional football clubs are at the heart of the national vision to tackle social issues

TRUSTED TO LISTEN & LEAD





FESTIVE FRIENDS
 COMMUNITY SUPPORT AT CHRISTMAS
 Read about this new initiative on page 24...



Leading our clubs

Our clubs gathered together in April at Hampden Park, for the third SPFL Trust All Club Conference.

A range of speakers addressed over 50 staff from across club and community trusts. Incorporating requests from clubs, delegates were able to participate in a range of workshops including:

- Planning & Partnership
- Becoming a Charity
- London Community Club of the Year – **Fulham FC**

The event once again demonstrated positive partnerships with our conference contributors the Scottish FA, Fulham FC, and Enterprise and Housing Resources.

Clubs also voted for the first SPFL Trust Community Programme of the Year, an award won by **Links Park Community Trust at Montrose FC**. Find out more about this award on page 13.



TRUSTED IN EUROPE



This year the SPFL Trust was invited to join a panel discussion at the European Football for Development Network.

EFDN is a group of professional football clubs who are committed to using football as a tool for social development and sharing knowledge.

During the period of this report, Scotland was represented by Aberdeen FC, Montrose FC, Greenock Morton FC and Rangers FC.

SPFL Trust General Manager Nicky Reid joined the top table at an event in Glasgow, alongside panellists from FIFPRO, UEFA,

and Supporters Direct.

Nicky Reid also attended the February 2017 conference in Lisboa, Portugal where the SPFL Trust was a key part of discussions on the #Morethanfootball initiative, as well as having the opportunity to benefit from the experience from clubs such as AC Milan and Everton in the Community.

The SPFL Trust look forward to an ongoing relationship with EFDN, their member clubs and their working partners such as the UEFA Foundation for Children, the European Club Association (ECA) and the Centre for Access in Football Europe (CAFÉ).

Working with the EFL Trust



The SPFL Trust is pleased to have signed a Memorandum of Understand (MOU) with the EFL Trust (English Football League). This formal partnership will explore best practice, exchange knowledge and explore joint funding applications. In the last year, the SPFL Trust was invited to showcase their Football Fans in Training (FFIT) programme at the EFL Trust' Annual Conference.

COMMUNITY AWARDS



Links Park Community Trust, the charitable arm of Montrose FC were the first recipients of the SPFL Trust's Community Programme of the Year for their brilliant Links Park Trails programme.

The Gable Endies secured the award following a vote of delegates – comprised of club staff and key stakeholders – after a presentation by the four shortlisted candidates at the SPFL Trust's All Club Conference.

The other nominees came from Hearts, Greenock Morton and Rangers.

Their trails are thematic learning experiences, designed in partnership with Angus teachers around the Curriculum for Excellence. They engage a large number of children across the area.

There are four trails:

Health Trail – Focusing on healthy eating for primary one pupils, this is based on the story of the Very Hungry Footballer, and uses inspiration from the famous book about a Caterpillar

Numeracy Trail – Measuring the pitch, the squad number challenge and activities in the club shop are all part of a numeracy focus for children in primary three

Literacy Trail – Primary five pupils look at the role of a reporter in a press conference, and take on a role as a commentator, as well as participating in a Question of Sport style activity as part of a focus on literacy and communication skills

Science Trail – At primary seven level, pupils look at friction – such as dragging a boot around the stadium – and areas such as heart rate assessments in a science-focused trail

Award Winning!



The SPFL Trust were winners at the prestigious 2016 Football Business awards ceremony at Arsenal's Emirates Stadium.

The charity came out on top in the category for best non-matchday use of a stadium for their Football Fans in Training programme (FFIT), which involves a total of 33 clubs across the SPFL.

The SPFL Trust beat off competition from Arsenal, Chelsea, Everton, Leicester City and Wolverhampton Wanderers to land the award.

Pic: SPFL Trust General Manager Nicky Reid and SPFL Trust Board member Charles Barnett at the awards ceremony



TRUSTED TO LISTEN & LEAD

TRUSTED TO DELIVER

2016-17 Football Fans in Training



Football Fans in Training

FFIT in FIVE

Five things you should know about Football Fans in Training:

- 1 FFIT 2016-17, run for men and women, aged 35+
- 2 Qualifying participants will have a waist of 38 inches+
- 3 The course combines moderate physical activity with practical advice on nutrition and a healthy lifestyle
- 4 Retention rates across men and women are 72.5%
- 5 Since 2011 a staggering 17,114.61kg has been lost by participants

FFIT 2016-17

Football Fans in Training (FFIT) is well established as the SPFL Trust's flagship project.

Supported by funding from the Scottish Government, football clubs in Scotland are offered the opportunity to run a block of activity supporting people who wish to lose weight, but more importantly earn about becoming healthier.

This year's statistics continue to be impressive:

INTAKES 79
STARTS 1,116
COMPLETERS 813

AVERAGE WEIGHT LOSS **5.14kg**
AVERAGE WAIST REDUCTION **9.5cm**
TOTAL WEIGHT LOST **3,876.4kg**
TOTAL WAIST REDUCTION **7,725cm**



Rangers/Celtic Ladies

DOUBLE JEOPARDY

Tracy Lennon and Debbie Doyle, two participants in FFIT are both Rangers supporters but took part in the CELTIC Women's FFIT programme!

Both were keen to participate but work requirements and time constraints meant it was easier to be part of the Parkhead club's programme - where they were warmly welcomed!

They participated in a 10-second challenge at half-time during the Scottish League Cup Semi-Final involving both Old Firm teams.

With friends and family sat in the Rangers end of Hampden Park they then pulled on the Hoops to take part in the challenge. It ended 0-0!

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Football Fans in Training



Current FFIT Clubs...



FFIT Goes Global

In the last year, FFIT has been rolled out across one of Europe's top football leagues, Bundesliga, following a formal partnership between the SPFL Trust and University of Glasgow with IFT-Nord, a German institute committed to the prevention of health risks and the promotion of healthy lifestyles.

After an initial pilot project with Holstein Kiel in 2. Bundesliga, several of the biggest clubs in Germany are now delivering FFIT including Schalke, Bayer Leverkusen, RB Leipzig and FSV Mainz.

This follows on from last year's roll out to clubs across England including Southampton, Middlesbrough, Charlton, Swindon Town, Leyton Orient and Torquay United.



We're now piloting a project with the Bundesliga, Germany's football league to bring FFIT to mainland Europe for the first time.

FFIT Tournament 2017

Dunfermline Athletic were the winners of this year's Football Fans in Training Tournament, which was held for the second consecutive year, at Stirling University.



Teams from Scotland and England took part in the full day event which was refereed by qualified Scottish FA officials, whilst more than 100 men participated.



The Pars lifted the trophy after defeating Queen's Park on penalties (5-4) during a tense final during a tense final!

"Great venue, Great staff and a great day had by all!"
FFIT participant who took part in the FFIT tournament.



FFIT STORY HILARY'S COMPLIMENTS

Hilary Service took part in Queen of the South's FFIT Programme.

For her, the biggest learning was portion sizes, and a better balance when it comes to eating fruit and vegetables, with less emphasis on the cheese! That learning – and the lifestyle change that goes with it – resulted in her losing 19 inches from her waistline

"It's nice to get compliments from people on how much weight I have lost but it wasn't from going on a diet, it was lifestyle changes," she said.



Legacy 2014 Report Revealed

This project was delivered between 2014 and 2016. The report was launched in 2017.



Legacy 2014 Report Revealed

The SPFL Trust revealed that 30,596 people across Scotland have been engaged through a Legacy 2014 and Scottish League Cup funding programme with the Scottish Government.

In total, 40 clubs – including all Scottish Premiership clubs – participated in delivering life-changing activity relevant to the needs of the community in which they are based.

The engagement total identifies it as the biggest single-impact community campaign that Scottish football has ever seen.

Each club, or its community trust, was invited to apply for a £11,000 grant to deliver a programme of activity which engaged people, often in traditionally hard to reach places.

Activity covered one of 18 different areas of need, and all met key requirements according to the Scottish Government's strategic objectives.

Over one third of clubs in Scotland are based in areas with the lowest scores on the Scottish Index of Multiple Deprivation (SIMD). With a cost of £16.34 per engagement, the SPFL Trust is convinced of the exceptional return on investment, both financially, and also in terms of widening accessibility.



"This programme demonstrates the on-going legacy of the 2014 Commonwealth Games and the power of football – and sport in general – to reach out to people and change lives.

Football can be a powerful force for good, and this report underlines that.

I'm delighted that more than 500 people have earned professional qualifications and dozens of people with disabilities are now enjoying sport and all the benefits that can bring.

If people are able to get into employment, or become more active, their health and standard of living can improve immeasurably.

Perhaps best of all, much of this work was carried out in some of Scotland's more deprived communities, helping to reduce inequalities".

Aileen Campbell MSP
Minister for Public Health and Sport

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Legacy 2014 Report Revealed



30,596

Total people engaged



£16.34 per person
cost to Scottish Government



3,000 Young people in rural communities supported



260 Young people in the NEET group in Life Skills Programmes

185  Volunteer opportunities created



250 Schools involved



36 Employment opportunities initiated



520 Accredited qualifications delivered



73 elderly and socially isolated people engaged in weekly social projects



241.3kg lost by participants in Football Fans in Training

88

Disabled people taking part in Pan-Disability Football Programme

2+

Age Range Reach



36 Prisoners engaged in Life Skills programmes at HMP Dumfries, and HMP Barlinnie

90



10 people suffering with Chronic Obstructive Pulmonary Disease taking part in a weekly rehabilitation and awareness programme

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Annual Report 2016/17

SPFL Trust Mental Health First Aid Training



In partnership with the
Chris Mitchell Foundation

The SPFL Trust is committed to promoting good mental health, having provided a range of courses around Mental Health First Aid training.

One in four people will experience instances of poor mental health in their lifetime and suicide is now the biggest killer of men under the age of 40.

Working alongside the NHS and Positive Mental Health Scotland, the SPFL Trust worked to create a bespoke Mental Health First Aid Training course which focuses on case studies and experiences commonly found in a football environment.

The courses take place over two days, and have been fully-booked. Sessions are delivered by qualified professionals with extensive experience in both football and mental health. Participants have included a range of SPFL club staff such as those working across every area of their organisations, as well as other key stakeholders from the Scottish Government and charitable organisations.

Sessions aimed to:

- Equip community coaches with the skills to provide initial help
- Promote recovery of good mental health
- Provide tools for giving comfort

This means that participants are able to:

- Recognise the signs of mental health problems
- Talk about suicide
- Provide initial support in guiding a person to appropriate help



41 provided Mental Health First Aid Training from SPFL clubs



League Cup Final 2016

Lead them out!



The Scottish League Cup Final 2016 was a particularly special day for Kieran Sinclair and Cayden Mathieson.

Both were nominated by their respective clubs, Aberdeen and Celtic, to represent them as their team's mascot for the final at Hampden Park.

The SPFL kindly invited the SPFL Trust to take up the opportunity to provide mascots for the semi-finals and final of the tournament. Doing so allowed the charity to shine a light on the positive community work at clubs.

Kieran participates in the Dons Torry United programme, which is designed to give local youngsters free access to football.

Cayden takes part in Celtic FC Foundation's Ability Counts project, established in 2010 to support children with Down's Syndrome, and since 2015 those with autism.

Celtic might have lifted the trophy, but both had an amazing day behind the scenes before the big walk out.



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Partick Thistle Community Trust & Partick Thistle FC

Albert's Story

On Christmas Day 2016 Partick Thistle hosted a very special event as part of our Festive Friends programme, providing lunch and companionship for older people who find themselves isolated. Albert takes up the story...

Six years ago, I lost my son.

Last year, my wife of 48 years died.

It was to be my first Christmas alone and I was worrying a wee bit.

I've got friends, and so I presumed one of them would have asked me, but they have their own family and you're just yourself, so it would be a bit difficult.

I was pleased that Paul Kelly (General Manager at Partick Thistle Community Trust) invited me to attend the lunch at Firhill.

It helped that I knew someone else going from Petershill. We both thought it was very good – an excellent meal, then bingo and karaoke. I enjoyed it and he [my friend] even won the bingo!

The karaoke singers were pretty rotten though!

We were really well looked after. I was picked up from the house and dropped off again at the end. That meant I was able to have a little Christmas refreshment.

Remembering you are not on your own and that other people are in the same boat as yourself is important.

I think my wife would have enjoyed it. It would be something she would have liked to do, be in the company of others.

She'd have been pleased that I was able to enjoy it - and not be on my own.



Christmas Day 2016

Albert, was one of a group of 569 participants to take part in Festive Friends 2016.

The hard bit is the SPFL Trust couldn't accommodate everyone in 2016. Demand for places exceeded 1,000.

Many of the clubs contributed over and above the requirements set out for funding, with acts of great compassion seen across the country.



How Festive Friends Works:



IDENTIFY
Clubs identify vulnerable or isolated groups, through existing programmes or partnerships



ACCESSIBILITY
Transport is organised for participants to attend and return home from the event



LUNCH
A full Christmas lunch is served for everyone



FUN
Fun, games and gifts are put on for all guests



LISTEN
Staff take the time to listen to guests and talk with them



+Sport Move & Learn Project

The SPFL Trust partnered with Ferrero UK once again for the +Sport Move and Learn Project, a national school-based educational programme for children aged 9 and 10 as part of the global Kinder + Sport initiative.

By combining six weeks of practical sporting sessions with classroom learning, the programme encourages physical activity, promotes nutritional education and builds awareness of the importance of a healthy diet and active lifestyle.

+Sport Move and Learn is delivered by local community trusts connected to leading national football clubs across the UK and Ireland.

The programme content is developed by nutritional and educational experts in line with the recommendations in the Government's eatwell plate and the National Curriculum.

The SPFL Trust partnered with Celtic FC Foundation and Rangers FC Charity Foundation to deliver the programme across 60 schools, reaching 3,600 children annually with 32,400 hours of activity and education.



Walking football promotes significant benefits, including increased physical activity and improved mental health and wellbeing. walk out.



H2-0



3,000 young people engaged

The SPFL Trust teamed up with Scottish Water for the second successive year, to deliver an innovative primary school project which focused on Water and Physical Activity.

Scottish Water is a familiar national company, responsible for providing water and waste water services to household customers and wholesale Licensed Providers.

Together with Scottish Water, the SPFL Trust worked in partnership with three of our professional clubs - Greenock Morton, Kilmarnock and Queens Park - to deliver the programme to a total of 3,000 young people. This followed the success of the first year programme with East Fife, Elgin City and Queen of the South.

Sessions were split into two parts: a 40 minute interactive classroom based session focusing on 'The Water Cycle' and 'Our Bodies and Water;' followed by a 40 minute physical activity session.

Each pupil was given a certificate, water bottle and a voucher for a free family match ticket to a game at the respective clubs.



TRUSTED TO DELIVER

Youth Engagement League



As part of a programme secured with funding from Erasmus+ and organised by the SPFL Trust, the Youth Engagement League (YEL) engaged four clubs over a ten-week programme.

The project involves training for, and playing games against the other teams in the Youth Engagement League but with the added social aspect of each club undertaking a community project close to their heart.

Celtic, Clyde, Motherwell & Livingston all took part in the initial pilot. Each club played six games during the programme with points awarded for game wins but also fair-play and community work. The emphasis is on showing young people how to work as a team, both on and off the pitch.

A final ceremony event at Hampden Park was used to celebrate the success of the programme, and for clubs to present their community project.



Football has the power to change things for the better - it is not just a game - it can bring people together and that is why it is the best game in the world.
Jack, Livingston YEL player



It teaches them so much about team spirit and how to work together. It is such a great programme.
Karen Rankin (mum of Sean, Celtic)



During the ceremony, there were individual awards for Fair Play and Best Community Champion, with a winner in each team.

The big award for the Most Socially Involved Team went to Livingston and the West Lothian Youth Foundation.

Their community project involved getting the team's chef to cook a meal for residents in a care home where the young people set the table, served the food, cleaned the dishes and afterwards, spent time with the residents.



What we really like about the project is that it has to do with the community and not just football because it's taught them about bullying and healthy eating & fitness and mental health and it's just been really good.

Hazel McMartin
(mum of Harry, Livingston)



In 2016-17,
the SPFL Trust
had **10,263**

direct engagements
through our programmes.

TRUSTED TO DELIVER

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MUSIC BOX CARES



“I have a lot of things going on out with this place, so this helps me take my mind off everything that’s going on.”

The words of Donald, participating in Ross County’s Music Box project.

Whether it’s rock, hip hop, rapping or pop, Music Box sessions are fun, upbeat and promote teamwork and confidence.

This year’s programme – with support from Comic Relief – focused on looked-after children or those currently living in care. It engaged 138 participants across over 200 hours of delivery.

Music and football are often synonymous with each other, and at County, like eleven other clubs delivering the programme over the last twelve months, the young people involved have seen a real benefit.

For Donald he loves the music, making new friends and enjoying the football which is part of the programme’s delivery.

Ross County’s community coach Amy Gibb adds, “The programme has been awesome. The children get to mix with other groups, people they never met before and make lots of friends. It really helps.

For Donald, he hopes that he’ll have another opportunity with Music Box Cares. “It is something I would love to keep coming to,” he smiles. No wonder.





TRUSTED TO ENGAGE

One of the biggest highlights of the last 12 months was the SPFL Trust's first ever **Trusted Trophy Tour**.

We wanted to highlight the amazing work of clubs across Scotland, who it is estimated engage with around 710,000 people every year. We thought more people should know about what goes on, and we believe the Trusted Trophy Tour afforded us an opportunity to shine a light across a range of clubs.

At each stop programme participants were able to get up close to the Premiership and League Cup trophies, having their pictures taken by our professional photographer. The visits provided us with an opportunity to showcase more about the positive impact that our clubs have on the people in and around the community in which they are based.

In all, we saw activity involving 21 clubs with work involving grassroots sport, education, family, citizenship and mental health featuring, amongst others.

We created galleries of images from every stop, and captured stories in short films. A huge bank of content can be viewed at www.trustedtrophytour.co.uk.



Tour Stop No. 1 Hearts

Hearts Kinship Care project came into focus on our very first stop.

Through the club's charity, Big Hearts, the programme works with children who are cared for by a family member who is not their parent. There are four focus areas: awareness, engagement with families, share the benefits, and provide support.

John Robertson, the club's record goal-scorer sums it up when he says, "Two years ago the kids would hardly speak to each other. It's done wonders for their confidence."



Tour Stop No. 2 Stranraer

Stranraer operate an impressive programme for 1,100 children from 19 local schools providing free coaching, as well as sessions focusing on the importance of health, wellbeing and a fit and active lifestyle.

We visited Stranraer Academy where around 120 young people took part in a special celebratory festival.



Tour Stop No. 3 Clyde FC

Our visit to Clyde FC afforded us an opportunity to highlight their Clyde United mental health programme which is run in partnership with NHS Lanarkshire.

Launched in the second half of 2016, the programme looks to support people who suffer from mental illness and addictions by helping create a football team.

"This group has grown like a rocket over the last six or seven months," said Martin Tobin, NHS clinical health care support worker. "Five or six months ago they wouldn't even have looked at you."



TRUSTED TO ENGAGE

Media Coverage

Over the last year we've seen an increase in media coverage for the SPFL Trust's work across print, broadcast and digital media channels. We're committed to continuing to build media relationships around our core message that we believe the SPFL is the most community engaged league in the world.

Social Media Growth



Twitter
Our Twitter account has enjoyed phenomenal growth, with over 2.5m impressions, 20,000 video views. Our net follower count is almost 1,000 up on last year with 2,500 followers at the end of 2016-17.



Facebook
We've doubled the number of likes on our Facebook page in the last year, with video at the heart of our strategy including 40,000 unique views of our Trusted Trophy tour content.

TRUSTED TO ENGAGE

Gordon Waddell
Guess where football is a force for good...
Right under your nose
Loads of our clubs fight the good fight.

Motherwell TIMES
Ex-Motherwell ace Jamie Murphy tees off for tragic Chris
Commonwealth legacy gave every senior club £11,000 to fund community projects

Daily Record
Scottish football clubs show festive goodwill with heartwarming charity gestures

Club's community role underlined by tour

Praying for the jersey..
It's child's play at Ton
McGraw backs Duff to go up

Murdoch lifts the league and cup trophies at East End Park



Raising funds with the Chris Mitchell Foundation to tackle mental health in Scottish football

SPFL Trust Golf Day 2017

Chris Mitchell Foundation trustee Laura Mitchell reflects on the first SPFL Trust Golf Day...

We were delighted to partner with the SPFL Trust to launch the first SPFL Trust Golf Day.

The event was held at Archerfield in May, and was the first time both organisations had come together to host a corporate event of this nature.

A host of players - including a number of Chris' former teammates - and business partners joined us for a superb day of golf at one of Scotland's most iconic courses, before enjoying a lunch in the clubhouse and silent auction.

It was also fantastic to be able to highlight the importance of good mental health in football, and in particular our Mental Health First Aid Training programme.

Funds raised from this day allowed us to continue to hold training sessions for club staff to understand how to recognise the signs of someone's distress and what you can do to help them.

We're very much looking forward to the 2018 SPFL Trust Golf Day, which will take place at The Carrick, by Loch Lomond.



Images provided by SNS Group

TRUSTED TO ENGAGE

SPFL Trust at the Scottish Parliament



Minister for Public Health and Sport **Aileen Campbell** MSP was one of a number of speakers at our Scottish Parliamentary event in January. She writes about the experience.

It was a fitting showcase for the work of the SPFL Trust and underlined that football is a force for good in our communities, using the power of our national game to improve lives and deliver positive outcomes

The Scottish Government-funded Football Fans In Training programme is just one example of the wide range of inspiring community work being delivered through the SPFL Trust and the wider football family.

Our national game's connection with its communities and fans is strong and deep-rooted.

I have visited many clubs across Scotland, and have always been enormously impressed by the activity they deliver and the results achieved.



207
Engagements,
meetings
and key contacts
with stakeholders



Supporting our clubs to Build Capacity



We're committed to supporting our clubs in building capacity to support their communities, better. There are now 23 clubs with registered charities across Scotland.

During 2016-17 St Johnstone launched their new charity, whilst Dundee United re-launched the Dundee United Community Trust (previously "United for All) allowing them to better access funds and support to deliver engagement where there is need.

The SPFL Trust is able to support clubs in registering a charity by providing valuable consultancy support. Setting up a charity is often a complicated process.

We know how clubs operate and understand our sector well, this makes us ideally placed to support this ongoing area of development – fundamentally allowing our clubs to help those who need it.



TRUSTED TO ENGAGE



INTERN MEDIA STARS

Back in November, working in partnership with Santander, the SPFL Trust took on two masters students from Glasgow Caledonian University (GCU) as multimedia interns.

During their seven months with the SPFL Trust, Daryn MacRae and Calum Woodger helped to increase the SPFL Trust's output online and across social media.

Of note, they created a regular feature, 'Spotlight On' and worked on other projects such as the **#KeepUpWithTheTrust** social media challenge and social media coverage at the Scottish League Cup Final.

Both have gone on to secure full time employment in the sports media industry.

Our stars of the future



TRUSTED TO ENGAGE

TRUSTED PARTNERS

Thank you to all our partners who worked with the SPFL Trust during 2016-17



VOLUNTEER PROGRAMME

The launch of our first ever volunteer programme, was a resounding success, featuring a group of media volunteers whom we worked with on our Trusted Trophy Tour.

Committed to creating inspiring opportunities, we worked with as many volunteers as was practical, providing them with an opportunity to work with a high-profile organisation, delivering inspiring content.

Our volunteers received support and advice as part of our Volunteer Agreement.

The group, comprising men and women spanning all ages, included: photographers, film makers, writers and designers. All brought tremendous professionalism, at the same time as enjoying a special, behind the scenes experience at clubs across the country. Our photographer even had her pictures published in the national media for the first time!

Each played a huge part in creating www.trustedtrophytour.co.uk, our campaign website, which features a rich variety of content.



Ross, Fie and Graeme were a big part of our volunteer team



TRUSTED TO ENGAGE



What meant most?



We asked the SPFL Trust team to reflect on the last year and tell us what meant most to them...

DEREK

I have learnt that the more we get to tell the stories of the great work that is being done by the clubs, the more there is an appetite for people to know. At the Trust we are aware of all this good work, passion and the commitment shown by clubs in delivering life changing, inspiring projects that make such an impact in people's lives. It is great to be a part of that. I am lucky to be involved in something that makes such a difference to people's lives. We hear all the stories from across the country and although we are not directly delivering the projects we are very much a part of them.



STEVIE

Each club we deal with has unique demands and capabilities but all have enormous potential for good in society. Some of the individual projects delivered by SPFL clubs are genuinely life changing and the biggest challenge for many is ensuring that their story is told, not just that of what happens on the pitch. Understanding this has outlined that there is no one size fits all solution to running projects and achieving positive results. Clubs and club Trusts know their own fans, area and community and what works and what doesn't for them. What is most rewarding for me is seeing men and women on FFIT reach their personal and collective goals.



ANDREW

I've learnt that there's a lot more to the community side of football than meets the eye and that every club is unique in its audience and circumstances. When I see programmes getting attention from all over Scotland and even at government level it's very satisfying and testament to the good work the Trust and every club do to make a positive difference in people's lives.



NICKY

I have learnt that people really are interested in the stories we have to tell and that if we tell them well, those in positions of authority will sit up and listen. This has allowed me to broaden our discussions with key decision makers and really demonstrate the impact football can have in the lives of people across Scotland who are facing significant challenges. The opportunities I have had to visit projects delivered in Scotland and beyond always means a lot to me. Seeing the powerful difference that football is making first hand is always a reminder of the importance of our work.



ALISON

Over the past year I have learnt that the clubs' best asset is its staff and the skills they bring to their community projects. They are motivated, driven, committed and have created professional programmes from small beginnings. This positivity has supported the trust to deliver excellent outcomes.



TRUSTED TO ENGAGE

What Next?

2018 and beyond...



SPFL Trust General Manager Nicky Reid reflects on what's next for the charity over 2017-18.

It's been a hugely positive 12-month period, but we don't rest – we continue to work on many more exciting projects.

We will widen our commitment to LGBTI, including signing and supporting the Scottish LGBT Sports Charter.

Our FFIT programme will continue to be a key focus, with our plans set to widen accessibility for women to the programme. We're also looking at FFIT Families as a concept which would see groups of families working together to be fitter and healthier.

Fundraising and building sustainability is a key part of our plans, and since the year end we've started the process of recruiting a new Business Development Officer. They will have a role in generating revenue for the charity. This will form part of a plan to increase the range of fundraising activities we undertake.

We will be focused on broadening our public exposure through a much more proactive approach to marketing and communications.



We will continue to deliver effective and impactful programmes and work to identify need, nationally, so that we can build new opportunities to support those who would benefit.

Relationships with key stakeholders in the football and third sectors will be increasingly important, not least following our first ever parliamentary event in early 2017.

The SPFL Trust is committed to supporting our clubs, leading debate, and playing a crucial role around how football can be a real force for good.



We're committed to helping SPFL clubs engage with one million people in their communities by 2022.

2016/17 Finance

Y/E 31st May 2016
Income: £442,817
Expenditure: £519,247

Y/E 31st May 2017
Income: £398,980
Expenditure: £515,051

The Scottish Professional Football League Trust is an independent charity registered with the independent regulator OSCR, and is a company limited by guarantee. The organisation's income is generated through grant funding, charitable donations and contributions and corporate partnerships.

For the year ending 31st May 2017 the Trust's income was £398,980, a reduction of £43,837 from the previous year.

The total expenditure for the year ending 31st May 2017 was £515,051, a reduction of £4,196 from the previous year.

We are grateful to the Scottish Professional Football League, Scottish Government, Comic Relief, Ferrero, Awards for All, Scottish Water, Action for Children, Santander and Erasmus+ and SCVO for their continued support of the SPFL Trust.

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Our Annual Report 2017 focuses on four core areas which reflect our purpose and vision for the SPFL Trust.
We are Trusted to Support.

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