



2018 - 19 ANNUAL REPORT



Hampden haze: Participants from Aberdeen FC's Football Fans in Training celebrate scoring (and saving) at the Betfred Cup Final. Meet Jim Blagdan on page 10.

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Welcome to our 2018-19 Annual Report. You'll see that Scottish football has an extraordinary power to reach those who are hardest to engage.

The selection of stories in this report are testament to the potential the SPFL Trust and our clubs have to change people's lives.

We work in partnership with Scotland's 42 professional clubs and 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 purpose is to use football's unique presence to assist Scotland's people to achieve their goals and improve their life chances.

Our vision is to work with SPFL clubs to use the unique 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 funders to facilitate national projects at a local level
- Establish relationships at a national level to ensure that Scotland's professional football clubs are at the heart of the national vision to tackle social issues

FOREWORD FROM THE SCOTTISH GOVERNMENT

I am delighted to contribute to the 2019 SPFL Trust annual report, which showcases the powerful work delivered by the Trust and its members.

Football is our national game, watched by tens of thousands of people every week. This report underlines that our national game is about more than 90 minutes on a Saturday, much more than 22 people kicking a ball.

The deep-rooted connection people of all ages have with football is inspiring the provision of programmes which deliver a wide range of benefits.

The ball – and the power of the badge – is the hook to strengthen communities, to help individuals improve their life chances.

That work is taking place in communities across Scotland – much of it co-ordinated by the SPFL Trust, but most of it delivered locally by dedicated staff and volunteers

at the Trusts and Foundations associated with our clubs.

Football Fans In Training is the flagship programme and the Scottish Government is proud to continue to fund this remarkable success story which has now been adopted in England and Germany.

But it is just one of a number of SPFL Trust programmes which are promoting a healthy lifestyle, strengthening mental health and wellbeing, reducing social isolation or improving attainment.

Countless lives improved and communities strengthened, using the power of football.

As the SPFL Trust approaches its tenth year, it continues to be a valued partner for the Scottish Government.

Jeanne Freeman MSP
Cabinet Secretary for Health and Sport



The Changing Room was created by the Scottish Association for Mental Health (SAMH), in partnership with the SPFL Trust, with funding from the Movember Foundation.

The programme is for men aged between 30 and 64 and takes place at both Heart of Midlothian and Hibernian. It provides a safe space for participants who have poor mental health, to explore ways to improve their wellbeing.

THE CHANGING ROOM

Bryan Millan

Bryan Millan (42) went through a very dark period with his mental health two years ago when he was suffering with severe depression and anxiety and attempted to take his own life.

After this period of illness the lifelong fan of Hearts contacted the club because he'd heard about the wonderful work they do in the community through their social media and by word of mouth.

He met Craig, Big Hearts' General Manager, to talk about what he'd been going through and discovered that Big Hearts was working on a project for men's mental health called **The Changing Room**.

He was invited to the launch of the project and signed up to be a participant for the first 12 weeks of the programme.

It helped him so much that he's now a volunteer leader for the programme, helping other men to improve their mental health.

Bryan said: "I've been a fan of everything that Big Hearts have done over the years, but I had never thought of volunteering for them before.

"When I had my own mental health issues they helped me enormously and I felt it was only right to give back and help others."

Bryan says it was great to talk to other people at the group meetings who had been through similar experiences and it has helped him to develop the tools to cope with his depression and anxiety.

He added: "When it comes to mental health issues men tend to not talk about it, but talking does help.

“This group helped me to learn how to talk about my feelings.”

"I don't believe I'll ever get rid of my depression and anxiety, I still have my ups and downs, but now when I'm on a downward slope I know how to bring myself back from that."

Bryan now sees other men attending the group for the first time. In them, he recognises how difficult it can be to open up. He knows what it feels like.

He said: "Many men are brought up with the idea that they need to 'man up' and they don't feel comfortable talking about how they feel.

"When they come along to meetings they soon realise that there's no such thing as 'manning up' and it's OK to talk about things.

"By the end of the 12 weeks they start to open up and to be honest, which is very rewarding to see.

"I love being able to help other people by using my own experience.

"The group also provides everyone with lots of new connections and friends."



Suicide is the single biggest cause of death of men under 45 in the UK.

Men account for 75% of UK deaths by suicide.

ONS. (2019). Suicides in the UK: 2018 registrations

You can call Samaritans free and in confidence 24-hours-a-day on 116 123





Kristian Wilson

Kristian Wilson (46) has battled with mental illness since the age of 19.

He was prescribed various medication for severe clinical depression and underwent many different treatments including talking therapy and electrical convulsive therapy.

At his worst Kristian was in bed for a year and a half. He was also hospitalised several times due to suicidal feelings and sadly his marriage broke down as a result of his ill health. The family lost their home, and he didn't have any contact with his two daughters, now aged 15 and 13, for many years.

Kristian found out about Hibernian Football Club's Changing Room project while he was taking part in a Scottish Association for Mental Health (SAMH) horticultural therapy

rehabilitation programme at Redhall Walled Garden in Edinburgh.

His confidence was beginning to grow, but because he'd recently moved back to Edinburgh, he still felt lonely and disconnected from the local community and wanted to meet and talk to new people.

Kristian said: "The Changing Room was a welcoming and safe environment to talk about my mental health recovery, and to learn new skills and techniques to help me manage my wellbeing. Through the project, my physical activity gradually increased, and I was able to open up about my mental health.

"It gave me hope for the future, and by increasing my confidence and self-esteem, I was able to develop new friendships. It made me feel less lonely and it was such a relief to be open and honest about my mental health.

"Over the course of the project, the conversation moved from football to being more about mental health. We had positive and proactive conversations, which were great for my healing process. The Changing Room was non-judgemental, and helped me to move on to better and bigger things in life.

"It sounds like such a simple thing, but the connections I built up over the 12-week programme reduced my loneliness so much. The leaders on the course were really understanding, and I feel so fortunate to have taken part."

Kristian's older brother tragically took his own life when he was only 36 and Kristian was determined to follow a different path and get better.

Kristian added: "Something like The Changing Room could have helped him. I miss him dearly, but feel so grateful for all the hope and courage that The Changing Room has given me – it's completely turned my life around.

"The sessions give people a chance to open up and say how they feel about things. Participants feel safe and don't feel the need to hide anything.

“**Having a sense of community and belonging has been crucial to my recovery and that's where The Changing Room has really helped.**”

Kristian now regularly meets up with his daughters and has started working as a volunteer for a fitness and health programme run by Edinburgh Council and as a gardener at Saughton Park in Edinburgh.

He added: "I'm one of the lucky ones, everything started slotting together in recent years to help my recovery.

"Having a good support network of friends and family has been a huge part of that."

MENTAL HEALTH FIRST AID TRAINING



310 lifetime attendance

82 organisations

Including **41** SPFL clubs

We deliver Mental Health First Aid Training in partnership with the Chris Mitchell Foundation.

Our two-day course aims to equip staff and volunteers with the skills to provide initial support, to prevent problems from getting worse, and provide tools for giving comfort

This enables course participants to talk about suicide, recognise the signs of mental health problems, and ensure they can provide initial support, before signposting towards appropriate help.

In 2018-19 ten Mental Health First Aid Training courses took place at a series of different venues. These included Hampden Park, Heart of Midlothian FC's Tynecastle Park and Inverurie Loco Works FC's Harlaw Park.



SAMH
for Scotland's mental health





FOOTBALL FANS IN TRAINING



12 week programme

Free weekly sessions

For both men and women

Theory & physical training

Local football clubs

Delivered by a club coach

27
SPFL clubs



Name: **Jim Blagden**

Age: **50**

Impact: **57.1 kg loss**

Jim Blagden (50) had tried different ways to

lose weight and get healthier, on and off, in the past but had never stuck to it.

His son James grew concerned about his dad's health while they were on holiday in Benidorm when Jim was struggling to breathe in the heat.

He thought it was time for Jim to do something about his weight, which had crept up to twenty-seven and a half stone, before it was too late.

This was a wake-up call for Jim, but he wasn't sure what to do.

He researched different options but it was a friend and fellow Aberdeen fan, Brian Cameron, who encouraged him to take part in a Football Fans in Training group, that he was helping to run with AFC Community Trust.

He had always loved his football and after a few games playing with the Don's FFIT team, he had got his passion back for playing between the sticks. Jim decided this was for him and signed up to the FFIT programme. This was an anchor in Jim's journey to help him lose weight, eat smarter and ultimately play in the FFIT tournament. It was a fork in the road to success, in more ways than one.

Jim took part in the twelve-week programme, shedding weight as he went, and with one eye on the FFIT tournament in Stirling, he was determined to complete the challenge. The Dons side had gone close in the past but, had not managed to lift the silverware. This time would be different with none other than Jim Blagden at the heart of things.

Jim kept seven clean sheets in the FFIT tournament, he helped the Dons to a draw in the final against a strong Rangers side, and then saved four penalties in the shoot-out,



to bring the trophy back home to the north. To say the programme was a success for Jim would be an understatement. A massive nine stone had been lost, a lifestyle changed, friends made for life and cup winning heroics for those treasured memories.

Jim said: "It's been life changing for me, it has changed my mind-set on how I look at exercise, the way I eat and day-to-day life.

"The programme was a lot more to me than just football and exercise, the comradery in our group was top class. It was competitive at times but it brought us closer together and made us stronger as a group and as individuals.

"The coaching and advice on the course were excellent. They kept it focused and fun."

Jim has continued to attend weekly kickabouts with the Aberdeen group and it is now attracting new people along to take part in the activities.

He added: "It's been great for me and I loved the process and winning the cup. I hope we can do it again but, the best part has been being able to encourage others with my story.

"We have five new folks coming along to our weekly kick about that are going to do the next FFIT programme and I've friends that are fans of other teams that have went along to their club programme or encouraged them to start one."



MEN'S IMPACT

680
PARTICIPANTS
74%
RETENTION

TOTAL WEIGHT LOSS
2411.3KG

AVERAGE WEIGHT LOSS
4.9KG

TOTAL WAIST LOSS
3525.2CM

AVERAGE WAIST LOSS
7.3CM



Name: **Susan Ramsay**
 Age: **54**
 Impact: **Nearly 13 kg loss**

WOMEN'S IMPACT



387
PARTICIPANTS

74%
RETENTION

TOTAL WEIGHT LOSS

954.7KG

AVERAGE WEIGHT LOSS

3.5KG

TOTAL WAIST LOSS

1750.4CM

AVERAGE WAIST LOSS

6.5CM

Susan Ramsay (54) lost two stones and made friends for life at Rangers Charity Foundation's FFIT course in February this year and she now goes regularly to their follow on programme, FFIT for Life.

Susan, a keen golfer, experienced a lot of pain in her knee for several years and had started to put on weight because she was becoming less active.

She had a knee replacement four years ago and was determined to build up her fitness again and lose the excess weight, so when she heard about the FFIT programme through her friend Cathy she was keen to get involved.

Both lifelong Rangers fans, they didn't need to be convinced to go to Ibrox stadium every week!

Susan has well and truly turned her health and fitness around thanks to FFIT and even completed the Ibrox Stair Challenge for the Foundation. That's the equivalent of walking up and down the Empire State Building, in only 28 minutes in September this year.

She was also the first female player from Rangers FFIT to take part in the Half Time Challenge (a fun football challenge) at the semi-final game v Hearts on Sunday, November 10.

Susan weighed 80.4 kg in February this year, and by the end of the 12-week FFIT programme she was only 66.4 kg.

She said: "Cathy and I were so excited about going to Ibrox every

week to run around inside the stadium – we didn't need to be convinced to turn up and try!

"John Joyce who ran the course, with help from Harry and Gwen, was very encouraging and knowledgeable.

"He makes it really very interesting and always has time for everyone.

"He remembers everyone's names and asks how they are getting on. Nothing is too much trouble for him.

"People come along from all walks of life for many different reasons and it's great to chat to them.

"John understands that everyone has a life and he doesn't lecture you if you go and have a curry at the weekend, he just tells you how to make healthy choices most of the time.

"He taught us a lot about diet, exercise and mental health, in an easy to understand way. We also learned about nutrition, portion sizes and how to enjoy healthy food."



A FFIT First at Hampden



LAST year Sharon McBride made history when she became the first woman to score at the Betfred Cup Final.

To be more accurate, Sharon became the first woman to score a goal during our Football Fans in Training half-time challenge at the Betfred Cup Final.



FFIT FOR THE FUTURE – OUR RESEARCH REVEAL!

Research from University of Glasgow revealed that participants in our Football Fans in Training programme not only lost weight, but kept the weight off.

We revealed the findings at an event at Hampden Park, in September, attended by the Minister for Sport & Public Health, Joe Fitzpatrick MSP along with a range of key stakeholders from across sport and health in Scotland.

Our event was hosted by broadcaster David Tanner and featured film, games, some powerful testimony and a presentation by Professor Cindy Gray from the University on the findings.

This followed an initial study In 2014, in which a randomised controlled trial found that men taking part in FFIT lost almost 5% of their bodyweight 12 months after taking part in FFIT.

Now we know that participants continue to hold off much of their baseline weight, maintaining at least half of their original weight loss.

The event generated coverage with BBC Reporting Scotland and other national newspapers reporting in detail on the research.





JOY OF MOVING

Joy of moving Programme



Celtic and Rangers are involved in a unique project across Glasgow that encourages primary school aged children to become more active. The project continued successfully in 2018-19.

Both clubs work with the SPFL Trust and Ferrero UK to deliver the Joy of Moving +Sport Move and Learn project, a national school-based educational programme for children aged between 9-10.

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

The SPFL Trust are proud to partner with both clubs to help primary school aged children across Glasgow find new ways to enjoy a healthy and active lifestyle.

65 Schools participated

3,614 Children reached annually

9,180 Hours of activity and education



“ I never had anything like this when I was at school so it is nice to visit the kids and see them keeping fit and active with the coaches. It is also good that they are learning about health and wellbeing while having fun. ”

Nicole Cairney
Celtic first Team Player



“ When the children see the players in their matches, they also can see the benefits of being healthy and I think having that role model means they can become more inspired. It's been great seeing lots of smiling faces today! ”

Angela Cunningham
Teacher, Milngavie Primary School





FESTIVE FRIENDS

For some it's the most wonderful time of the year...for others it is the opposite.

With few friends or family, Christmas can be the loneliest time. Festive Friends is a project created by the SPFL Trust to engage socially isolated people at Christmas.

The SPFL Trust works with clubs to help them put on a very special day for members of their community who have been identified as needing some community support and festive cheer.

Each guest receives a traditional Christmas dinner, with turkey and all the trimmings, live music for entertainment and some wonderful Christmas gifts.

All the Festive Friends events receive funding from the SPFL and more clubs than ever took part in 2018, with 36 clubs in total, five more than the previous year. In a fantastic gesture of goodwill, four clubs opened on Christmas Day itself.



Maria's Story



Maria Toner has attended Festive Friends at Partick Thistle FC on Christmas Day for the past two years and she enjoys it so much that she's really looking forward to returning this year.

The 80-year-old found out about the event through Contact the Elderly because she faces Christmas alone every year since her husband Peter passed away seven years ago.

They were married for 59 years and she says they had a wonderful marriage and describes him as an 'absolute angel'.

The pair met when she was just 16 and married when she was 20.

Tragically he died due to Asbestosis when he was only 77, after years of being exposed to the chemical through his job as an insulating engineer.

Maria cared for him for the last 17 years of his life.

She said: "He was the love of my life and I miss him every day, I feel even more lonely at Christmas without him."

"Everyone adored Peter, you couldn't help but like him, he was a wonderful man."

Maria had a difficult year with her health, suffering from anxiety and a recent diagnosis of Asbestosis, so she needed this happy festive event to look forward to more than ever.

Maria added: "I look forward to Festive Friends every year."

"The food is always great, it's a traditional Christmas dinner with all the trimmings, and the company is fantastic."

"I always have a lovely time, and it makes a change for me instead of crying alone, I can have a great laugh with everyone."

"There are some nice gentlemen who come every year who make me feel special by offering to take my coat for me when I arrive."

"The organisers also offer free drink and presents, they really can't do enough for us."

"I'd encourage anyone who faces Christmas Day alone to pop along and join us, you'll have a wonderful time!"



David's Story



David Fleetham (81) lives on his own in a one-bedroom council bungalow in Kirkcaldy after his wife Helen died just over seven years ago.

His grandson Stephen, said: "Grandad hasn't done much since my gran died.

"She was the love of his life and not a day goes by where he doesn't think about her and miss her.

"Since losing his wife he is simply getting by, only venturing out occasionally to the shops or the post office with his four-legged friend Hendrix. He mostly spends his days alone with his jigsaws and TV.

"He is a very sociable man when he gets out the house, but getting him out is the hardest part.

"He's a proud man from a generation that doesn't want to be a bother to anyone, living in isolation."

But Stephen, who helps to organise a Festive Friends get-together at Raith Rovers, was determined to get his grandad out of his house to socialise with others and he managed to get his grandad to join them at Festive Friends.

Dave, who has five grandchildren, nine great-children and two step-daughters, said: "Stephen is a pain in the a*** always trying to get me somewhere.

"I wasn't fussy for going to Festive Friends but it was his idea and I'm glad I did go.

"I would otherwise be sat in the house, like any other day, so it was good to get out for a lovely meal with good company.

"We were well fed, entertained and looked after on the day. I particularly enjoyed the shortbread gift and look forward to going along this year."

Stephen added: "It is important to get him along to Festive Friends, getting him there was a struggle, but once he arrived he was chatting away to people and having a good time.

"I couldn't have been happier to see him having so much fun!

"Last year he befriended Jim McIntosh, a diehard Rover fan, and they shared many a story.

"He thoroughly enjoyed the day, the company and the entertainment. So much so, he and I also attended the Christmas Day lunch at the Linton Lane centre in Kirkcaldy.

"I'm also planning to convince him to attend the 'Grey Panther' gatherings at the centre, which is a group for men and women of a similar age and circumstances."



How does Festive Friends work?



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.





FOOTBALL FOR ALL

We teamed up with Family Fund in 2018 for a pilot scheme, Football for All, which provides families supported by the charity with free tickets to a number of league matches at SPFL clubs.

This helps families who might otherwise not be able to afford to attend a football match the chance to enjoy the experience of seeing their local team.

Salena Begley MBE, Scotland Partnership Development Manager at Family Fund, said:

"We are delighted to be working with SPFL Trust and the eight clubs to provide the Football for All scheme to families.

"Everyone needs a break from their daily routine and a chance to re-charge their batteries, and this is especially true for the families we support.



"We know from talking with families that chances to go out together, and to have a break from caring can be very limited, often due to the costs involved.

"We'd like to thank all the participating clubs for providing free tickets to families, enabling disabled children, young people, their siblings, parents and carers to enjoy seeing their local team.

"Families have told us that they value not only the tickets, but the friendly approach of staff, which makes all the difference.

"We hope more clubs will come on board to help improve the accessibility of football for all in Scotland."

Tickets to selected home league games were available from: Clyde, Cowdenbeath, Dumbarton, East Fife, Livingston, Partick Thistle, St Johnstone and Stenhousemuir.



"It's vital that football, the most popular sport in the world, continues to play its part in promoting access and inclusion for all."

Beverley Mayer,
St Johnstone

DANIEL'S DAY OUT



Anne-Marie Ramsay attended a St Johnstone v Aberdeen game thanks to free tickets from our Football for All scheme.

She went to the game with her son Daniel (10) who has autism, her husband Steven and Daniel's brother Robbie (7).

The family, who live in Alness near Inverness, had a great day together and Daniel loved getting the opportunity to go on the outing with his family.

Anne-Marie (47) said: "We thoroughly enjoyed the afternoon at the match.

"Daniel had a really nice day out and loved being with all the family at this special event.

"The staff invited us to arrange a visit before the game to get familiar with the stadium but

we didn't feel the need to do that.

"We turned up an hour early on the day when it was still quiet and saw the team bus arriving much to my other son Robbie's delight.

"Daniel wore his ear defenders in case it was too noisy for him.

"He loves to get away and get a change of scene, and he even managed to sit still for three hours. He really enjoyed himself.

"He still talks about it and even remembers the date of the game!

"The staff were very friendly and couldn't do enough to help us.

"It's quite expensive to go to the football so without these tickets we probably wouldn't have gone.

"Myself and Robbie are big Aberdeen fans so when they won the game two - nil that was the icing on the cake. We were delighted!"





4-4-2 READING CHALLENGE

Working in partnership with Scottish Book Trust, the SPFL Trust launched a pilot project, the 4-4-2 Reading Challenge in 2018.

In total, 13 clubs were involved in the project across over 200 libraries. Participating clubs came from eleven of Scotland's 32 local authorities.

The 4-4-2 Reading Challenge sought to inspire children aged 5-12 to read four books in exchange for match tickets.

Four books for two tickets, it couldn't be simpler:

Our initiative centred on a reading "challenge card" which clubs and libraries issue to children who want to participate.



-  Read four books
-  Collect four stamps on your challenge card
-  Exchange the card for a FREE child's ticket and a discounted adult ticket for SPFL football matches at participating clubs

Funding for the 4-4-2 Reading Challenge was generously provided by the SPFL.



20,389
Pupils participated



200
Libraries involved



87
Schools involved



4,484
Books issued

In Kirkcaldy, Raith Rovers were strong supporters of the 4-4-2 Reading Challenge. Fife Council's libraries team explain...

We had over 200 children sign up to the reading challenge.

We think the core benefit is the effect it has on boys.

We had players along to read to children and we arranged other football focused events with authors like Danny Scott aimed at encouraging children to take part.

They are motivated by the football players who are all celebrities within their local communities.





BUILDING CAPACITY

Caroline Farquhar is the Network and Partnership Officer for the SPFL Trust, working with the Dundee and Angus football clubs.

This includes Dundee Football Club in the Community Trust, Dundee United Community Trust, Montrose FC Community Trust. Brechin City FC, Arbroath FC and Forfar Athletic FC are in the process of forming their own community trusts.

The Community Trusts are independent registered charities associated with the football clubs.

Both Dundee clubs and Montrose FC host charities with staff using the unique power of football to deliver community programmes, while Brechin City FC, Arbroath FC and Forfar Athletic FC also provide SPFL Trust activities such as Football Fans in Training (FFIT), the 4-4-2 Reading Challenge, Festive Friends along with Walking Football and Football Memory programmes.

Caroline's role, which had funding support from the Scottish Government and the SPFL, involves building long-lasting links between the

football clubs and local organisations, raising awareness amongst the clubs of local and national outcomes, sharing best practice, and supporting the delivery of new and existing projects to the wider community.

She started by going out to meet the clubs with a questionnaire to gather more information on what projects they were currently delivering, what they'd like to deliver in the next six months and what they had the capacity for going forward.

This was invaluable because it gave Caroline a better understanding of their strategic aims and helped to identify new ways to build positive connections that promoted their community activities.

Caroline explains: "The clubs are doing an amazing job delivering community programmes and regularly share this on social media or match day programmes with their own fan base but they generally don't tell anyone else so unless you follow the club you don't know what they are doing.

"My role is to identify which organisations could support the clubs to deliver their



programmes to the wider community, increase awareness to these groups and show them how the clubs are effectively delivering on national and local outcomes.

"The questionnaires helped me to understand what made the clubs tick.

"All six clubs picked a different area they'd like to develop so that made my job a lot easier!

"However, they all wanted to increase participation in their Football Fans In Training programmes.

"They wanted people to know that you do not need to be football fan to take part but because the clubs only advertise to their own fans, if you're not a football fan you don't know it's there."

Caroline has links with the Job Centre and built on that existing relationship to share with staff the mental and physical benefits of taking part in FFIT at their local football club.

This kind of partnership also helps to build long-term connections between the clubs and Job Centres across Tayside.

Caroline added: "We've also been meeting with NHS Tayside to share with them the activities being held at clubs across the area, and the health benefits that referring patients to their local football club can bring"

A great example of the unique reach of football was working with NHS Tayside Public Health Team who asked Dundee FC to host the Scottish Governments breastfeeding in public places logo launch at Dens stadium in June this year.

The Minister for Public Health, Sport and Wellbeing, Joe Fitzpatrick, attended along with the Director of Public Health, Dr Drew Walker and the managing director of Dundee Football Club, John Nelms.

Caroline said: "From that Dundee FCCT are working with the

dietetic team and local schools to deliver a family intervention plan in conjunction with their child healthy weight strategy for Tayside.

Another connection made at the Den's launch was linking new parent groups with local clubs.

Caroline explained: "We spoke to a local group attending the event and they told us they needed facilities to hold breastfeeding clubs in Angus.

"Football clubs are great places and are often underutilised during the week, so it was a good opportunity to demonstrate how effective clubs can be at meeting local needs and encouraging them to open their doors shows the unique selling point of Scottish football in the delivery of wider outcomes."

“It was a good opportunity to demonstrate how effective clubs can be at meeting local needs and encouraging them to open their doors shows the unique selling point of Scottish football in the delivery of wider outcomes.”





ALL CLUB CONFERENCE



Our SPFL Trust All Club Conference is a fantastic opportunity for clubs across the SPFL to find out more about best practice across the country, to learn from experts in their field from elsewhere, and to celebrate our Community Project of the Year.

This year's event was at Hampden Park, and the keynote speaker was the Cabinet Secretary for Health and Sport Jeanne Freeman MSP.

"Football is our national game," Ms Freeman said. "Our attendances are the highest in Europe per capita, and football dominates our media, and discussions with friends and family.

The passion of football supporters is a powerful force. The people who attend programmes like the ones shown today, are often the people who most need support. They are probably unlikely to respond to traditional interventions however they will listen and respond to their football club.

"That's football's unique selling point, and that's why we are so supportive of the work they do."

Our focus was on strategic National Outcomes and the role we can play in delivering them to improve the lives of people in the communities in which our clubs are based. In doing so, clubs will be able to better explain the genuine added value they can add to society.

Delegates were also able to participate in workshops led by SAMH and Show Racism the Red Card.

SAMH highlighted their work in football, such as our Changing Room project, currently being piloted at Hibernian and Heart of Midlothian.

Show Racism the Red Card spoke about how they engage children at various ages in equality and diversity training, including through games such as "culture shock" which allows children to question stereotypes.



SHOW RACISM THE RED CARD



Find out more on Facebook!

Peterdeen project secures SPFL Trust Community Project of the Year 2019

Aberdeen FC Community Trust's project provides alternative ways to engage teenage boys in education and training was the winner of our SPFL Trust Community Project of the Year 2019.

The Peterdeen Project focuses on reducing the poverty-related attainment gap, increasing school attendance, reducing exclusions, and building resilience in participants. It also aims to reduce harmful behaviours such as smoking, drug taking and alcohol consumption.

Participants are also able to improve soft skills such as timekeeping, confidence, teamwork, problem solving and communication.

The award was presented to the Dons after a secret ballot vote of SPFL clubs.

In all, 116 young people who struggle in classroom settings participated. They were given access to a wide range of training in subjects such as sports coaching and hospitality.

Such has been the success of the programme, school exclusions have been reduced by 80%. The local council believes it has saved £1m in costs, such as those associated with young people going into a residential care environment.



ABERDEEN FC
COMMUNITY
TRUST



MEET OUR BETFRED CUP FINAL STARS!



Sophie and Tyler enjoyed a very special day out as the official Betfred Cup Final mascots when Celtic and Aberdeen faced off against each other in the showpiece finale.

Both participate in projects at their respective club's charities, Celtic FC Foundation and AFC Community Trust.

Let's meet them...



MEET SOPHIE (12)

Where are you from?

East Kilbride

What project do you participate in?

I go to Celtic FC Foundation's Ability Counts Autism project every week at Tollcross. We do soft play, games, dancing and football. I love it!

What's the first football game you remember going to?

Henrik's Heroes vs. Lubo's Legends at Celtic Park. It was epic!

Who is your favourite player?

Henrik Larsson

What is your favourite footballing memory?

When I joined my primary school's football team and played football with my friends.

What are the coaches like?

Goofy, playful, funny, kind, cool, caring, helpful and awesome.

What do you think the score will be today/ who will score?

I think Celtic will score five and Aberdeen will score two. I think Callum McGregor will score because he came to visit us at Ability Counts and he was amazing!



MEET TYLER (11)

Where are you from?

Torry, Aberdeen.

Do you play football with a team or project?

I attend the Aberdeen FC Community Trust Breakfast Club and participate in Better Playground Play and Torry United programmes.

What's the first football game you remember going to?

I was 7 years old and was with my dad. It was Aberdeen at Pittodrie against Motherwell.

Who is your favourite player?

Graeme Shinnie.

What is your favourite footballing memory?

Playing with my friends in the park and working hard against 3 defenders.

What are the coaches like?

They are fun and allow us to have a good time playing football.

What do you think the score will be today/ who will score?

2-1 Aberdeen with Shinnie and Mackay-Steven the scorers.





LOMOND IN LONDON



Hello! My name is Lomond and I am the newest member of the SPFL Trust team.

My very first trip was especially exciting as I went to London to appear on BBC One's The One Show with Matt Baker, Alex Jones and Bonnie Tyler!

I got to take part in the BBC's Supermovers Mascot Mashup, which is all part of a campaign to encourage the use of physical activity to help teach literacy and numeracy.

We had such fun visiting Buckingham Palace, Downing Street, London Eye, Trafalgar Square and Piccadilly Circus, amongst other places.

I'm looking forward to lots more visits, so hopefully I'll see you very soon!

Roar!

Lomond xx

Introducing Lomond the Lion



Favourite food:
Salad

Choice dance move:
The Running Man

Fab football skill:
Scoring goals

Happy hobby:
Running (and reading)

Favourite colour:
Teal

Favourite band:
Runrig

Interesting fact:
Lomond is a vegetarian

Preferred loch:
Loch Lochy

Top transport:
Train (Lomond went to London by train)





SURE FIRE WINNER!

New partnership with Scottish Fire and Rescue Service revealed

We're always looking to build new community-focused partnerships and so it was great to agree a memorandum of understanding with the Scottish Fire and Rescue Service (SFRS).

Former SPFL defender and current Stranraer FC first team coach Frank McKeown was on the scene at Hampden Park.

But there was no football kit this time as Frank donned his firefighter's uniform. He's a Crew Manager at Easterhouse Fire Station in Glasgow.

We've agreed with the SFRS to share knowledge in seven areas: processes and protocols, learning and development, training, safety, safeguarding protected groups, health initiatives and equality.

"It's fantastic to see the Scottish Fire and Rescue Service and SPFL Trust – two organisations who do such important work in

the community, such as supporting vulnerable and disadvantaged members of society – join together in this way," he said.

Frank was joined by Assistant Chief Officer of the SFRS, Ross Haggart, who is the Director of Prevention & Protection.

He said: "We are very proud to officially mark the signing of this Memorandum of Understanding between the Scottish Fire and Rescue Service and the SPFL Trust.

"Through working with the SPFL Trust, we can utilise the power of football to support people, young and old, across Scotland's communities."



SCOTTISH
FIRE AND RESCUE SERVICE
Working together for a safer Scotland



FUNDRAISING

We've been out and about over the last year as we continue to build momentum around community and corporate related fundraising.

Kilt Walk

2018 was the first time we undertook the Edinburgh Kilt Walk to raise funds for Mental Health in football.

Our team was formed of Nicky Reid, Derek Allison, Fiona Taylor, Iain Roberts and Kathleen McLoughlin. Nearly £2,000 was raised!



Golf Day 2019

Our third annual SPFL Trust Golf Day, in partnership with the Chris Mitchell Foundation took place at The Carrick, by Loch Lomond.

Over £10,000 was raised to support mental health training in football.

We were also joined by a stellar line up of former football stars including Mark Hateley and Bobby Petta.

We'd like to extend our thanks to everyone who took a team at our golf day: Thorn-ton Law, Ladbrokes, Thrifty, SPFL, Scottish FA, BT Sport, Impact Signs, Montrose FC, Topps, Bluefin, PFA England, and Sodexo.

GOING GLOBAL

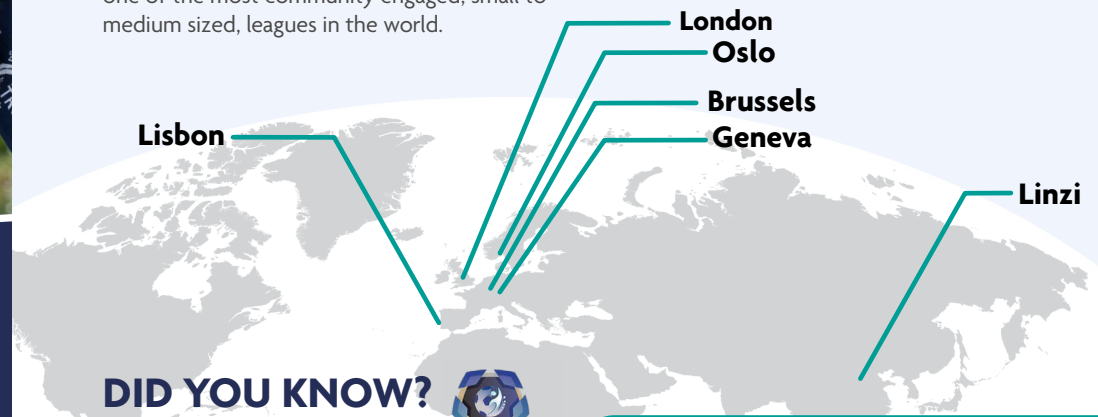


It's a great privilege that our team are invited to engage about the work of the SPFL Trust on the international stage.

In particular, our chief executive Nicky Reid is often invited to speak at events across Europe, and beyond, because we are recognised as one of the most community engaged, small to medium sized, leagues in the world.

The SPFL Trust is also an active member of the European Football Development Network (EFDN).

Of course, our Football Fans in Training programme is used in multiple countries across the continent, too!



DID YOU KNOW?



We are proud members of the EFDN.

A network of 75 organisations, these consist of professional football clubs, leagues and FAs who are committed to their communities and social responsibilities and have the passion to cooperate and engage on a European level.

The network aims to promote the power of football as a tool for social development and support the efforts of the network members in their initiatives to use football to reach out to various target groups in their communities.

We've been able to share a platform with organisations such as the Fundació Barça (Barça Foundation), Chelsea FC Foundation, and the English Premier League. In doing so, we've demonstrated the track record that Scottish football has to support communities in need.

Social success!

We continued to grow our audiences across Facebook and Twitter in 2018/19

1,209 followers

+15.7%



3,858 followers

+13.7%



LOOKING FORWARD WITH OUR CEO, NICKY REID



Financial year ending 31st May 19

INCOME

£606,857

EXPENDITURE

£539,150

Financial year ending 31st May 18

INCOME

£486,638

EXPENDITURE

£480,417

OUR PARTNERS



It's fair to say that the end of 2019 marks a very special milestone for the SPFL Trust, our tenth birthday on 4 December.

In recognition of this, we are putting in place a range of activities and events to celebrate our work throughout the 12 months that follow. We'll also be taking the opportunity to thank our partners for their invaluable support.

Elsewhere, we are halfway through our current strategy period and will take some time next year to review that. We want to ensure the work we are doing meets current need, is relevant, effective and complimentary to other services provided across Scotland.

As part of that, we will look to appoint a new trustee with particular experience at local authority level. We will also strengthen our working relationship with the Scottish Professional Football League.

In terms of projects, we look forward to the introduction of our 4-4-2 Reading Challenge for Gaelic speakers. We will also launch our A-Team initiative which will make mobile sensory equipment available at participating clubs, allowing for a fully inclusive match day experience for young people with autism.

We will widen our offering in terms of mental health, as well as continue to develop Festive Friends and Football for All.

Really excitingly, our Football Fans in Training (FFIT) programme is set for expansion internationally.

Indeed, we expect to see an increase in our international activities as Scotland continues to be recognised as one of the most community engaged leagues in the world!

Back home (where the heart is) we will engage with the Scottish Government to continue to support the delivery of Scotland's National Performance Framework. On a local level we are committed to building strong relationships at local authority level.

We are committed to creating and developing robust and meaningful partnerships across Scotland to ensure we truly harness the unique power of professional football to improve lives.

But we can't do any of this without the support of the SPFL, member clubs and their associated charities or community departments. We will continue to provide steadfast support enabling them to build capacity, to support those who need help.

We will also work hard to ensure that football remains part of the conversation, at national and local level, because we believe few are better placed to support the delivery of the Scottish Government's National Outcomes.

In doing so, we will be able to further demonstrate that football really is a force for good and that professional football – and the SPFL Trust - can be trusted to deliver!

spfltrust.org.uk

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Register Charity No. SC041121

