

# FOOTBALL POWERED



SPFL Trust Strategy **2022-25**

[spfltrust.org.uk/powerd](https://spfltrust.org.uk/powerd)

# Vision

That sport, in particular the unique power of football, plays an important role in helping people to live happier, healthier, longer lives in Scotland.

# Mission

To enable our network of community trusts and their associated professional football clubs (ATCs) to create places where people can thrive.

# Strategic Priorities

As a public health focused organisation, we have an important contribution to make in helping all communities thrive.

We recognise the negative link between deprivation, and happiness, health, and opportunity and strongly believe there is untapped potential across the SPFL network (and beyond) to reduce the impact of poverty in our communities.

We understand that the impact is vast and complex and so we will work with different age groups, prioritising work which seeks to lessen that impact in two inter-related areas in which we already have particular strengths:

- **Health and wellbeing (physical and mental)**
- **Attainment (education and employability)**

By using our strengths, learning from others and engaging with key strategic partners, we will work collectively to improve the lives of people across Scotland.

# Context

**Almost one in five people live in poverty in Scotland.**

**For children it is worse at one in four and is predicted to reach 29% by 2024.**

That's significant, not least because those living in poverty are more likely to have poorer mental health, go to prison, face barriers to education and employment, have experience of trauma and abuse, and have a three-fold risk of suicide.

Living in poverty means fewer chances and opportunities in life.

Our recent research tells us that people living near an SPFL club are even more likely to experience poverty and that matters to us.

**In fact, those living within 10 miles of an SPFL ground are three times more likely to experience poverty than people living further away.**

Football clubs are local institutions, anchors in their communities, which leave generational imprints on people across Scotland.

We believe in using the power of football for good; to get to and inspire change in the heart of communities in a way that others can't.



We have seen at first-hand the unique power of football to engage those who are the hardest to reach, to get people through the door and to deliver interventions which have a meaningful impact.

It's about the extraordinary, unifying way in which the football community can bring people together in friendship, and enable them to find the courage to overcome barriers to making a difference.

We are proud of what we have accomplished over the last 12 years.

Whether it's Football Fans In Training participants who have lost more than 28,000 kg of weight in the past decade, or supporting almost 11,000 older, socially isolated people through Festive Friends, or using the power of football



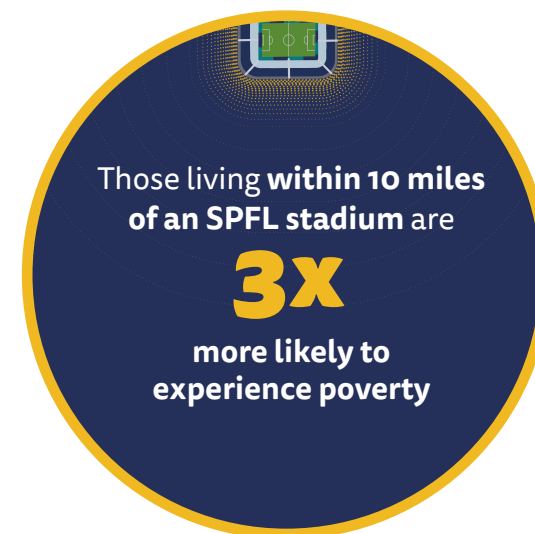
to tackle poor mental health through the Changing Room project at more than 20 SPFL clubs this year, stories of social impact abound.

But we want to do more.

We have undertaken an extensive process of review and development and have worked with key stakeholders, critical friends and used new and existing research. The process has been detailed, consultative and so crucially, is informed.

Going forward, we will take that learning, work with key strategic partners, all experts in their fields, and have a stronger focus on reducing the impact of poverty.

This will allow us to understand better the role that football can play.



Much of this work will be delivered through a network of community organisations - most of whom are registered charities - associated with SPFL clubs and the good news is that they are committed to their communities, now more than ever.

This is a journey that will see us learn, build, test and evaluate how football can play its part in supporting people to thrive.

When we have identified approaches that improve lives and reduce the impact of poverty, we will be limitless in our ambition to collaborate with our network and scale up our work.

# Strategic Pillars

To achieve this, we will work across two strategic pillars with clear objectives:

## Improving Lives

### Strategic Objective:

to understand better the role that professional football in Scotland can play in tackling inequalities created by poverty in our communities

### How we will do this:

Use research to understand better the impact of poverty

Identify appropriate ways for our ATC network to reduce the impact of poverty

Create, test, and evaluate activity to improve people's lives

### Impact:

By significantly enhancing our understanding as a network, we'll be able to develop the types of local level support needed to achieve sustainable change in reducing the impact of poverty.

## Place Making

### Strategic Objective:

to support our ATC network by committing energy, expertise, and resources to enable them to be local champions of meaningful change

### How we will do this:

Develop a learning and development programme for ATCs

Strengthen and build sustainable strategic partnerships which support our ambitions

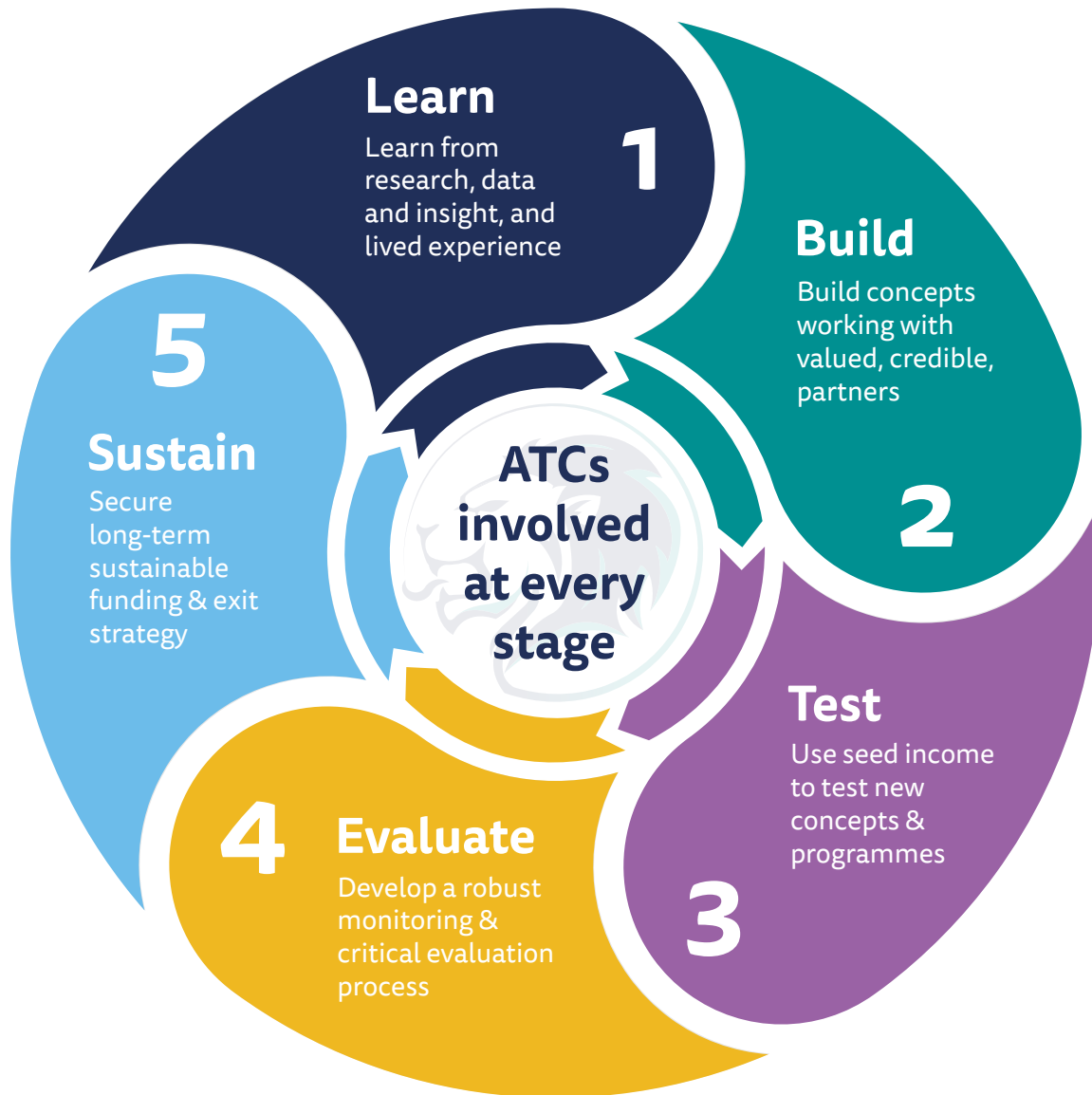
Prove that ATCs can be agents for real social change

### Impact:

By supporting ATCs to be sustainably equipped in terms of people, experience, resources, and flexibility we will help to underpin work which effectively and sustainably reduces the impact of poverty.

# Our Approach

We have identified a clear approach with collaboration at its core.



**We will learn;** using research, insight and the voice of lived experience to increase our knowledge

**We will build;** working with expert partners, to create concepts and programmes designed to improve lives

**We will test;** using seed income to test those concepts and programmes measuring effectiveness and impact

**We will evaluate;** developing robust monitoring and evaluation processes, ensure continuous improvement

**We will sustain:** securing long-term sustainability of funding, ensuring a solid foundation underpins our work, identifying clear exit strategies as required

In achieving this, we will stay true to the values that inform our way of working.

We will have **respect** for each other, our stakeholders, our supporters and our beneficiaries.

We will ensure that **fairness and equality** are evident in all that we do allowing us to be **fully inclusive** and **diverse**.

We will retain **integrity** and **transparency** in all that we do and above all else...

We will be **kind**.

# Monitoring

We recognise the vital importance of monitoring and evaluation to ensure effectiveness, continuous improvement and to deliver impact. We fully commit to a monitoring process in which the whole organisation plays a part. This includes oversight at board level plus both internal and external monitoring and evaluation across our activities.



## How we got to this...

It is important to us to deliver a strategy that is informed, ambitious, achievable, relevant, and insightful.

To ensure our strategy achieves this, we have worked hard to research, consult, listen and understand.

We have continuously engaged with our partners and stakeholders via surveys, development workshops, focus groups via our Regional Meetings and looked at some of the key data.

**There's a broad range of information available, but we've summarised some of the key points that have informed our thinking:**

- One in five people lived in relative poverty in Scotland between 2017-2020 <sup>1</sup>
- For children the rate goes up to one in four<sup>2</sup>
- 29% of children are predicted to live in poverty by 2023-24 <sup>3</sup>
- Without action the Scottish Government predicts this will rise to 38% by 2030-31 <sup>4</sup>
- Men and women in the most deprived areas of Scotland have shorter healthy life expectancy (HLE) than men and women in the most affluent areas by 26 and 22 years, respectively <sup>5</sup>
- Unemployment increases the risk of premature death by 63% (even after taking lifestyle factors such as smoking and obesity into account) <sup>6</sup>
- At SCQF Level 5, the attainment gap between most deprived and least deprived was almost 21% and at SCQF Level 6 36% (both 2019-20) <sup>7</sup>
- Suicide rates are three times higher in most deprived communities <sup>8</sup>

<sup>1</sup> <sup>2</sup> <sup>4</sup> <sup>5</sup> <sup>7</sup> Scot.Gov

<sup>3</sup> Resolution Foundation

<sup>6</sup> Leyland AH, Dundas R, McLoone P, Boddy FA. Cause-specific inequalities in mortality in Scotland: Two decades of change – a population-based study. BMC Public Health 2007, 7, 172.

<sup>8</sup> NRS, Deaths by Probable Suicide 2020

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