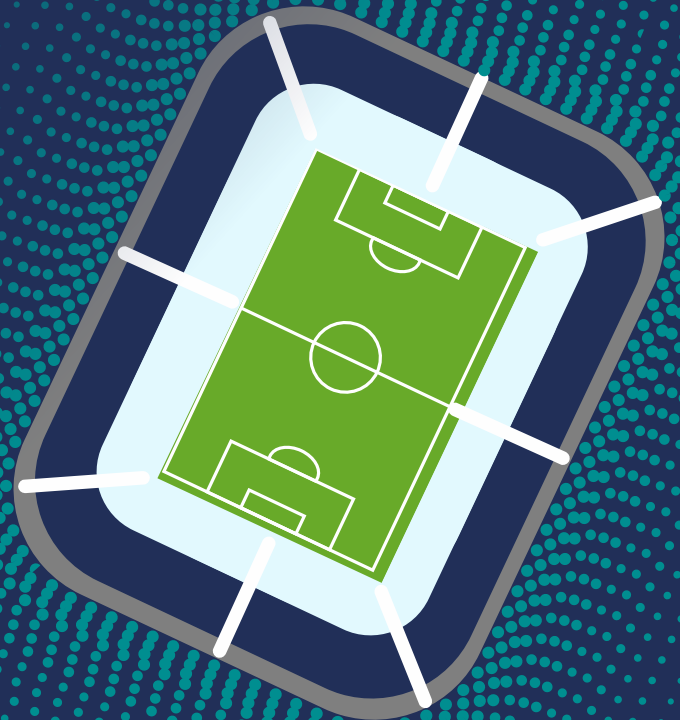


# FOOTBALL POWERED

SPFL Trust Annual Report  
2021-2022



[spfltrust.org.uk](http://spfltrust.org.uk)

# Welcome from our CEO

## Nicky Reid

### ATCs

Throughout this document, you will see us refer to ATCs - this means SPFL associated trusts and clubs

I am delighted to introduce you to our 2021-2022 Annual Report - a period in which we have turned the page to a new strategy designed to make meaningful change across Scottish football communities.

While we continue to deliver groundbreaking programmes like FFIT and CashBack Off The Bench, supported by ATCs, we know we can do more.

That is where Football Powered comes in - a 2022-25 strategy designed to tackle the effects of poverty in Scotland.

In the last couple of years, times have been as tough as many of us can remember.



The back end of Covid restrictions and the cost of living crisis have presented challenges for football, but, crucially, our ATC network and their communities.

Football grounds are the beating heart of villages, towns and cities across the country - and now more than ever people need the SPFL Trust and our wonderful clubs and trusts to step up.

ATCs have always risen to a challenge - and we have been heartened by their continued commitment to using their own means, as well as resources we provide, to deliver change.

We are committed to supporting these important organisations to support the needs of their communities.

Read on to learn more about what we've done to make Football Powered change within Scottish football - and what we are striving to achieve.



**Nicky Reid**  
CEO

## Financial update

### Year ending May 2022

**Income:** £830,998

**Expenditure:** £1,073,519

### Year ending May 2021

**Income:** £5,597,231

**Expenditure:** £3,621,978



# Introducing the SPFL Trust

At the SPFL Trust we believe that sport, in particular the unique power of football, plays an important role in helping people to live happier, healthier, longer lives in Scotland.

We do this by working together with our network of 42 SPFL associated trusts and clubs (ATCs) to create places where people can thrive.



# FOOTBALL POWERED.

## Strategy Launch

Towards the end of the reporting period in May 2022, we launched our new three-year strategy for 2022-25 Football Powered.

The name of our strategy reflects our belief that Scottish football has a unique power to create positive change.

And change is what is needed, as research shows that our communities are facing enormous challenges.

### Improving Lives

Over the next three years we will learn more about the impact of poverty through research, data and insight, and lived experience.

This will allow us to better understand the role professional football in Scotland can play in tackling inequalities created by poverty in our communities.

Prioritising health & wellbeing, employment and attainment-based activities, we'll be able to develop the types of innovative local level support needed to achieve sustainable change in reducing the impact of poverty.

In Scotland, one in five people, and one in four children, live in poverty. Indeed, you are three times more likely to experience poverty if you live within ten miles of an SPFL stadium.

SPFL grounds are shining lights in communities, charged with an energy that goes way beyond the ball, glorious goals, memorable wins and history-defining trophies.

Our vision is that Scottish football plays an important role in helping people to live happier, healthier, longer lives in Scotland.

Our new strategy is about reducing the impact of poverty, enabling our network to create places where people can thrive.

But we've got much to learn, and so we'll use the next three years to understand how best Scottish football can make a difference.

### Place Making

We will use what we have learned and developed to improve lives, supporting our ATC network by committing energy, expertise and resources, enabling them to be local champions of meaningful change.

By supporting ATCs with a new learning and development programme, developing strategic partnerships and working directly with ATCs, we will help to underpin their work, supporting them to effectively and sustainably reduce the impact of poverty across Scotland.

We believe that the SPFL Trust and our ATC network can be real assets for social change.

# SPFL Trust Programmes in 2021-22

## Football Fans in Training

Our flagship health and wellbeing programme Football Fans in Training (FFIT) has now been running for over twelve years, with more than 7,000 people completing the programme.

In that time an enormous 29,000 kilograms of weight has been lost, but for many participants it is more about what they gain in confidence, friendship and overall wellbeing.

The delivery of season 2021-22 started on a high with FFIT back in the grounds we all know and love.

However, challenges were just around the corner. The emergence of the Omicron variant last December once again resulted in further restrictions. This, naturally, had an impact on the programme, with a reduction in numbers compared to recent years.

Despite this, we ran three successful cohorts, reaching communities across Scotland. The number of participants who successfully completed the programme represented an enormous success in the circumstances.

We also used the time to ensure FFIT would come back stronger as restrictions were lifted - which happened in the latter part of this reporting period.

### Women and Men



### Women only



### Men only



### Mental health and wellbeing

As part of the programme FFIT Participants completed the Warwick-Edinburgh Mental Wellbeing scale monitoring. Both groups recorded an increase in improved wellbeing:

Men **13.29%**  
Women **14.93%**



### FFIT in numbers

	Men	Women
Starters:	451	367
Completers:	308	213
Retention:	68.29%	58.04%
Total weight lost:	1755.1kg	573.19kg
Average weight lost:	5.7kg	2.69kg
Average age:	48.62	46.99
Reduction in fizzy drinks:	45.09%	50.9%
Reduction in sugary snacks:	44.09%	43.5%
Raised awareness of alcohol intake:	12.32%	19.12%
Reduction in units of alcohol:	17.03%	22.84%
Reduction in sedentary minutes:	20.70%	23.32%
Physical activity increased:	39.02%	53.82%
Reduction in takeaways:	34.65%	38.98%
Increased fruit and vegetable intake:	52.4%	44.62%

### Refreshing FFIT

We've rebranded FFIT from 2021 onwards with a stronger focus on getting fitter, healthier and happier.

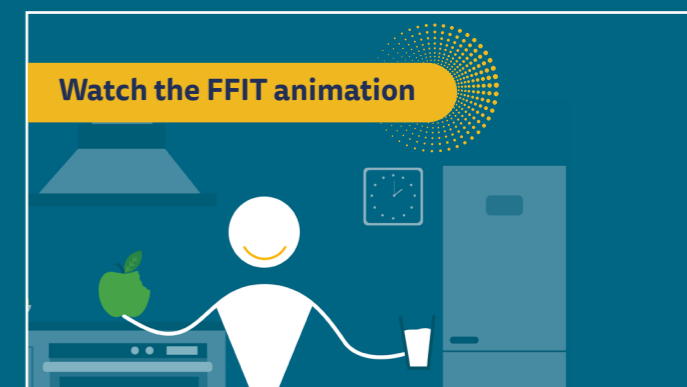
As well as this change in messaging, we introduced a bright colour palette - that sense of optimism and hope was what we all needed to get going after lockdown.



We also knew after a long period of restrictions and rules, that people would need reassurance. We created an explainer animation taking viewers through each stage of the programme.

**"I was hesitant at the start but FFIT was all-encompassing, the combination of that getting encouraged and getting advice - changed my mindset."**

*Linda, St Mirren*





# CashBack Off the Bench

CashBack Off the Bench is for young people aged 16-24, who are keen to build better futures, have an interest in football and get the chance to make a difference in their local community.

At the SPFL Trust we know that football has a unique power to reach communities and break down barriers. CashBack Off the Bench uses the shared love of a club to reach young people and support them to make their next positive step.

Together with key partners, we work with each young person to help them find employment, education, volunteering or training opportunities.

While the pandemic had a real impact on the delivery of Off the Bench in year one, we spent this time working with a range of partners and expertise to ensure that participants came away with new skills and importantly, confidence to move forward.

“ Even though I’ve got something on my criminal record, they treat you like a normal person. ”

Matthew

## Hear from participants



## CashBack Off the Bench in numbers

### Cohort one

**Clubs: 5**    **Participants: 60**

### Participant demographics

Age	
16 - 18 years	28
19 - 24 years	25
Over 24 years	1
Didn't disclose	6
SIMD profile	
0 - 20% (most deprived)	19
20% - 30%	8
30% - 40%	6
40% - 50%	2
50% - 100% (least deprived)	5
Didn't disclose	20
Sex	
Male	34
Female	8
Prefer not to say	1
Didn't disclose	17
Disability	
Vision:	2
Hearing:	2
Learning, understanding or concentrating	1
Memory	1
Stamina, breathing or fatigue	3
Social or behavioural	7
None of the above	19
Other	1
Prefer not to say	2
Didn't disclose	22

# Festive Friends 2021

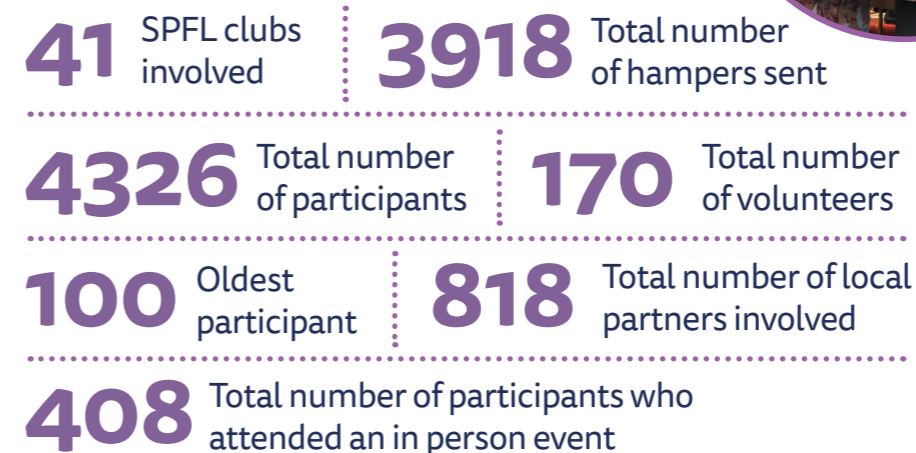
2021 was the biggest Festive Friends yet, with 41 of the 42 SPFL clubs taking part.

Festive Friends is a real highlight of the year. It's all about good old-fashioned Christmas spirit - bringing staff and volunteers together to deliver a little bit of magic to some of the most socially isolated, older people in our communities

Clubs could choose to use the funds to host an in person event, or deliver hampers to people in need. And they reached more people than ever before - 54% up on last year!

Supported by a fund of over £100,000, we worked with the 41 ATCs to bring food, games and joy to many elderly, vulnerable and socially-isolated people who may have otherwise faced Christmas alone.

## Festive Friends in numbers



Learn more about Festive Friends here

This year we reached more people than ever before, supporting 54% more people than last year.



The Scottish Fire and Rescue Service generously donated £3500 to our Festive Friends Fund which we used to host our own event at Kingswood Bowling Club.





# Mental Health Awareness Course 2021-22

Our Mental Health Awareness Courses are delivered by Positive Mental Health Scotland, funded by The Chris Mitchell Foundation.

The bespoke CPD-accredited Mental Health Awareness Course specifically designed for people in the football industry, focusing on the unique pressures experienced by those involved with the game and the role football has in communities.



## Mental Health Awareness Course in numbers

### Courses

Between June 2021 and May 2022:

- We delivered **13** mental health courses
- Nine of these have taken place online
- Four took place face to face, hosted at Pittodrie, Hampden, Easter Road and Firhill

### Who

In 2021:

- **134** participants took part in the course
- They represented **79** organisations including: local authorities, football clubs, their associated community trusts and other third sector organisations connected to the football world
- Participants came from a broad range of backgrounds including: players themselves, coaches, chaplains, club secretaries, physiotherapists, admin assistants and other operational staff from ATCs

# The Changing Room and The Changing Room Extra Time



The Changing Room supports men in their middle years, through a 12-week programme which uses the power of football to tackle poor mental health.

The powerful initiative is funded by Movember, and delivered in partnership with SAMH (Scottish Association for Mental Health) and ATCs.

In August 2021 four ATCs began to deliver an extended version of the programme, The Changing Room – Extra Time. It provides an opportunity for individuals to explore specific areas that can otherwise feel challenging, including how they view themselves, think and feel – all of which impacts on their mental wellbeing.

“ Since coming along to the Changing Room I’ve come on leaps and bounds, I’ve sought professional advice, rekindled friendships and I’ve been open about my emotions with my family; I feel that I’m as close to them as I’ve ever been. ”

Rangers participant

### Courses

Between June 2021 and May 2022:

- We delivered **13** The Changing Room courses
- **39** coaches were trained face to face
- Aberdeen FC Community Trust, Big Hearts Community Trust, Hibernian Community Foundation and Rangers Charity Foundation all delivered Extra Time

### Who

In 2021:

- **150** men took part in the programme
- Delivery took place at Aberdeen FC Community Trust, Big Hearts Community Trust, Clyde FC Community Foundation, Dundee United Community Foundation, Falkirk Foundation, Hibernian Community Foundation, Montrose Community Trust, Morton in the Community, Motherwell FC Community Trust, Pars Foundation, Queen of the South Community Trust, Rangers Charity Foundation and West Lothian Community Foundation





# Kick Off Your Career

In Spring 2022 we launched a new employability programme – Kick Off Your Career in partnership with the Department of Work and Pensions.

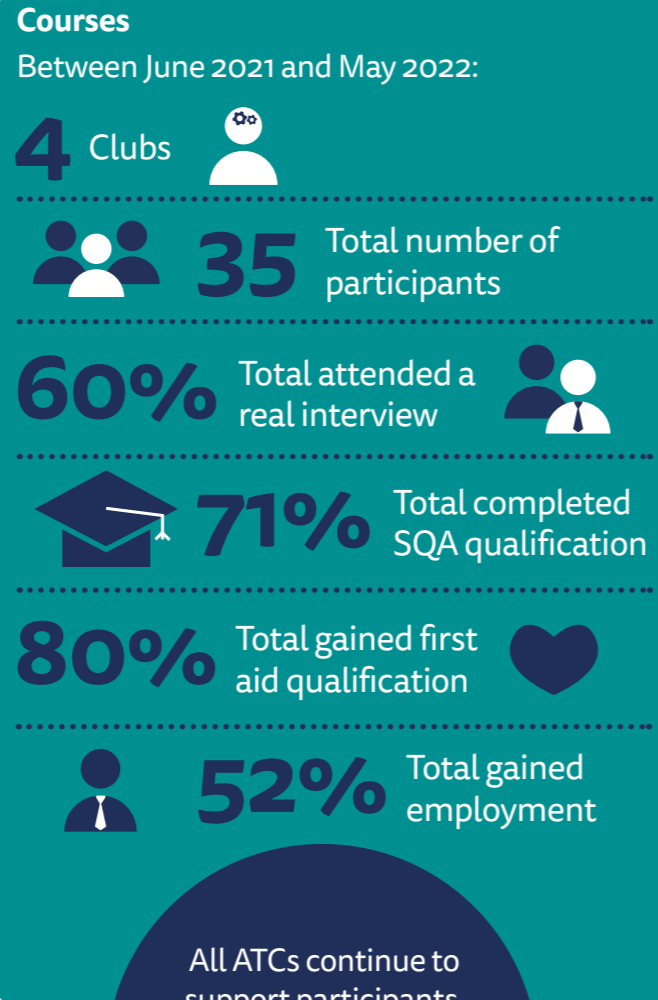
The initial pilot phase took place in the Jobcentre Plus North East of Scotland district, where there are currently high levels of unemployment.

KOYC is delivered in partnership with Jobcentre Plus and four ATCs - Aberdeen FC Community Trust, Dundee FC Community Trust, Montrose Community Trust and Raith Rovers Community Foundation.



Participants (aged 18-24) had the opportunity to receive a number of qualifications, including the SQA Level 4 Employability Award, first aid training and customer service skills.

Additionally, they received bespoke one-to-one career support with mock interviews and a chance to develop their CV.



All ATCs continue to support participants, either via weekly drop-ins or as-and-when required, depending on individual requirements.

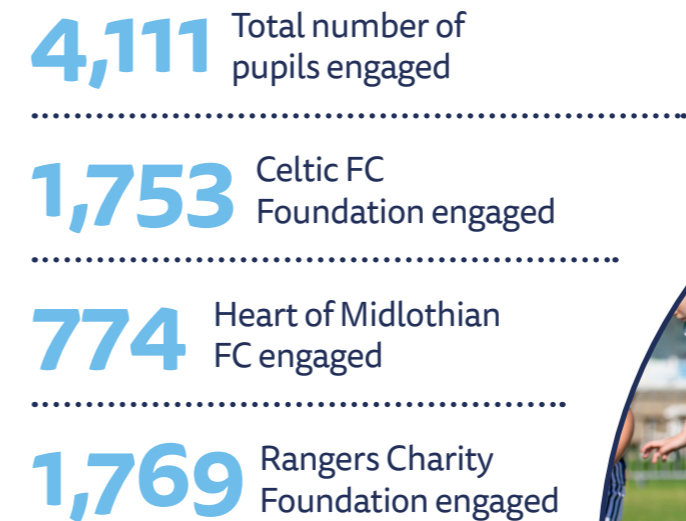
# Joy Of Moving



The Joy of Moving Move and Learn project is a national school-based project which encourages learning through a variety of non-competitive games.

During the six weeks in schools, children learn about the importance of physical activity, the Eatwell Guide, meal planning and hydration, all through fun games inspired by the Joy of Moving methodology.

We work with Celtic FC Foundation, Heart of Midlothian and Rangers Charity Foundation to deliver the programme across at least 60 schools.



## Thanks to our funders



# Demonstrating community impact

## Social Impact Report

In May this year, we launched our Social Impact Report, which highlights the powerful role ATCs play in communities across Scotland.

Working directly with ATCs, data was compiled and analysed by our external partners KKP.

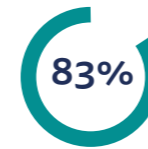
The first of its kind, the report provides a clear picture of the social impact of the SPFL Trust and ATCs across the country.

The final part of the reporting period included the first three months of the pandemic and the associated lockdown.

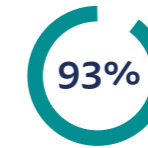


Over the course of the evaluation year more than **£5,000,000** was spent directly on community projects by ATCs to change people's lives for the better

In a single year ATCs delivered more than **2,402,000** person-hours of participation



83% of the Scottish population live within 10 miles of an SPFL ground



ATCs are well placed to reach 93% of the most-deprived population groups in the country

Despite the challenges at the height of the pandemic, between 1 March and 30 June 2020, ATCs delivered a total of **193,908** individual/family support initiatives







# SPFL Trust Trophy

In June 2020, we were delighted to be able to announce the single biggest personal donation made to support Scottish football communities in our history, as philanthropist James Anderson gifted us £3,125,000, inclusive of gift aid. This was followed by a series of further donations from donors who wish to remain anonymous.

As a result of this support, we were able to embark on a new adventure, sponsoring our first-ever tournament.

Our aim was clear - to use this platform to showcase the incredible impact Scottish football has in communities.

Kicking off in August 2021 we used each round of the competition to highlight a selected SPFL Trust programme or community initiative connected to Scottish football.

At each round, clubs received a pack of digital resources to support each game, with content relevant to work happening in their communities. We also raised our profile by holding media events and growing SPFL Trust social media channels.

In October 2021, the SPFL Trust hit an extraordinary milestone, securing over

# 1,000,000

impressions across its social content in a calendar month for the first time.

This proved to be particularly powerful at the quarter-final stage. We worked with the National Suicide Prevention Leadership Group (NSPLG) to use the available rights to raise awareness of the suicide prevention campaign - United to Prevent Suicide.

Participating clubs used media appearances to highlight the message that no suicide should ever be inevitable.

Unprompted, Partick Thistle striker Brian Graham spoke movingly about the death of his brother, Daniel.

Many clubs used our digital resources across their influential social media channels to encourage people, 'to talk to save lives'

In the final, we saw a scintillating game at Airdrie's Excelsior Stadium between Raith Rovers and Queen of the South, with the Rovers coming out on top 3-1 on a day of fun, community engagement and thrilling on-pitch action.



Watch the story of the final



2021-22 WINNERS



# Suicide prevention

Over the course of the last year, we've continued to be an active part of Scotland's mission to prevent suicide.

Our CEO Nicky Reid is a member of the National Suicide Prevention Leadership Group, and we continue to deliver strategic communications.

During the last year there has been a major focus on the development of a new ten-year strategy which marks a change in approach towards an outcomes-focused model.

We've been involved throughout these conversations, providing a connection into the wider Scottish football family.

Much has been achieved under the present banner strategy and action plan, including new toolkits for local suicide prevention leads,

launching a range of learning resources, a project to support people bereaved by suicide, and the development of a new approach to supporting people in immediate crisis.

Work has also been undertaken to understand why some people are at a heightened risk of suicide, and there has been an increasingly strong focus on children & young people. A pilot to review all deaths by suicide is also being established.

We've lent our support to the public awareness campaign that underpins all of this work, United to Prevent Suicide.

This included our biggest ever weekend on social media, as part of supporting FC United to Prevent Suicide during the SPFL Trust Trophy quarter-finals.



# Network relationships

Building stronger networks has been a key theme of our work over the last year. This includes looking at how and when we engage with the ATCs in our wider network.

As such, every ATC leader is invited to participate in one-to-one meetings with our CEO. We run quarterly drop-in leadership meetings to provide updates and to consult and engage on future activities.

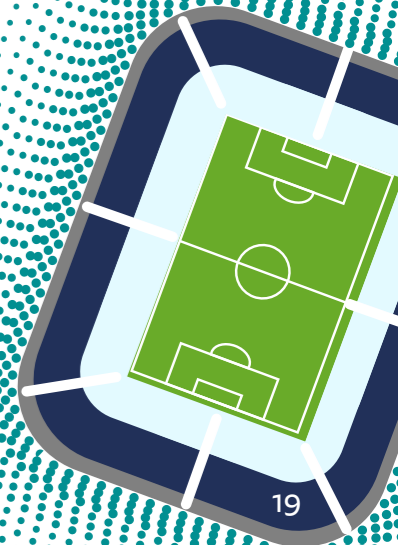
Additionally, Nicky Reid continued to strengthen relationships with a range of partners at a national level, as part of the development of our new Football Powered strategy.

Our CEO held 1-2-1 meetings with

**41**  
ATCs

**29**

ATCs attended a leadership meeting







## Scottish Professional Football League Trust

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