

SPFL Trust Annual Report

2022-2023



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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 2022-2023 Annual Report, a period in which we have built on the foundations of our Football Powered strategy and continued to support changemaking in communities across Scotland.

While we continue to deliver groundbreaking programmes like Football Fans in Training and Festive Friends, we know that alongside ATCs, we can do even more in the future.

This period has not been easy; the cost of living crisis has affected so many in different ways. But, right at the heart of their communities, ATCs have risen to the challenge once again, and been there for those who need them the most.

We are delighted to be able to support these organisations, through a range of funds - our Winter Support Fund, which supported ATCs at the start of the year, and our Innovation Fund, which provided seed funding to seven community trusts.

Football grounds are right at the heart of towns and cities across the country - and we know just how powerful a football club can be in offering support to meet the needs of their communities.

Whether it be providing hot meals, being available for a chat, or supporting young people in education, ATCs have been on hand to support.

We have been encouraged by their ability to rise to the challenge and deliver meaningful change in our communities.

Read on to learn more about how we're making Football Powered change within Scottish football - and what we want for the future.



Nicky Reid
CEO



Foreword

In a year when the cost-of-living crisis has affected so many, it's been humbling to see the incredible work undertaken by Scotland's football community, which has come together to support those who need it most.

As the SPFL's long-standing charity partner, the SPFL Trust works tirelessly to help community trusts and clubs make an enormously positive impact in communities all over Scotland.

The SPFL's 42 clubs, and their associated community trusts, have uniquely deep roots in their communities, strengthened and nourished over generations.

This year, they have once again demonstrated the immense power of football in Scotland as a positive force.

Providing vital support such as the Winter Support Fund, which delivered £250,000 to help families through the difficult winter months, is just one example of the hugely valuable work undertaken by the SPFL Trust.

Reading through this year's annual report, you will find many more heartwarming examples of the power of football to change lives for the better.

Neil Doncaster

Managing Director,
Scottish Professional Football League

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.



Our strategic pillars



Our Football Powered strategy (2022-2025) is about reducing the impact of poverty, enabling our network to create places where people can thrive.

We've still got a lot to learn, and this period is helping us to understand how Scottish football can make a real difference.

To continue to support communities and ATCs, we have remained focused on our two strategic pillars; Improving Lives and Place Making.

Improving lives

Over the last year, we have learned more about the impact of poverty in Scotland and how we can help to alleviate the way it affects people in our communities. We have identified ways our network can work towards reducing the impact of poverty, and created ways in which we can test and evaluate programmes to improve people's lives.

Prioritising health & wellbeing, employment and attainment-based activities, we have developed local level support, and will continue to do this as we strive towards creating happier and healthier lives for those in our communities.

Place making

We are committed to supporting our ATC network with energy, expertise and resources, enabling them to be local champions of meaningful change.

Through the implementation of learning and development programmes for ATCs and the establishment of strategic partnerships, we've assisted them in their efforts to reduce the effects of poverty throughout Scotland.

We believe that the SPFL Trust and our ATC network can be real assets for social change, and we are committed to learning, building and testing new ways in which we can continue to provide support.

SPFL Trust Programmes in 2022-23

Football Fans in Training



Football Fans in Training (FFIT) has been running for over 13 years. It is our flagship health and wellbeing programme, with almost **8,000** people taking part during this time.

The programme is fully supported and funded by the Scottish Government.

The number of participants who successfully completed the programme represents an enormous success this year, and we will continue to build on this, helping people to become fitter, happier and healthier through FFIT.



Fitter



Healthier



Happier



Steven is on the ball with FFIT

Steven Holgan is a huge St Mirren fan, and attends games with his family as a season ticket holder. His love of the club has led him down his current path as a volunteer.

He first discovered the foundation in 2019 when he joined their Football Fans in Training programme, six months after he was diagnosed with Multiple Sclerosis. The programme was greatly beneficial for Steven.

Before finding FFIT, he struggled with both his mental and physical health, losing confidence in himself.

“I was in a dark place mentally and my physical ability wasn’t great either”, Steven said.

“FFIT helped me both physically and mentally and it got me through a really tough Christmas after I had been having a difficult time at work.”

Multiple Sclerosis meant that Steven had to retire at the age of 54, and having benefited from programmes at the foundation, he felt that he wanted to give back to others in his community.

“My MS made my job impossible,” he continued.

“I hope I can continue to help and support The St Mirren Charitable Foundation and give back to an organisation that helped me, so it can help others. It does so much for our community and I’m delighted to be a part of it in some way.”

Prostate FFIT launches

This year saw the launch of Prostate FFIT in partnership with Prostate Scotland, which fully funded the programme.

Prostate FFIT has been developed with the aim of giving men living with prostate cancer a safe



Prostate FFIT has been developed alongside experts in prostate cancer from the University of Glasgow



space to connect with others, while building their knowledge of exercise, diet and nutrition.

Further specialist versions of the programmes are planned for next year.



The launch of Prostate FFIT was covered by Sky Sports News, who filmed at the programme live from Tynecastle



FFIT in numbers

	Men	Women
Starters:	570	421
Completers:	366	241
Retention:	64.21%	57.24%
Total weight lost:	1604.30kg	772.70kg
Average weight lost:	4.38kg	3.21kg
Average age:	49.33	46.95
Reduction in fizzy drinks consumption:	51.62%	48.73%
Reduction in alcohol intake:	22.34%	19.50%
Reduction in chocolate consumption:	46.70%	46.76%
Reduction in takeaway consumption:	28.89%	32.45%
Physical activity increased:	52.57%	50.68%
Reduction in sedentary minutes:	22.05%	18.74%
Increased fruit intake:	52.07%	52.27%
Increased vegetable intake:	23.45%	41.15%

Our first ever FFIT conference took place in December 2022!

Mental health and wellbeing

Both groups recorded an increase in improved wellbeing:

Men 20.43%

Women 17.56%



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 want the chance to make a difference in their local community.

We know that football is an effective vehicle when it comes to reaching people and breaking down barriers.

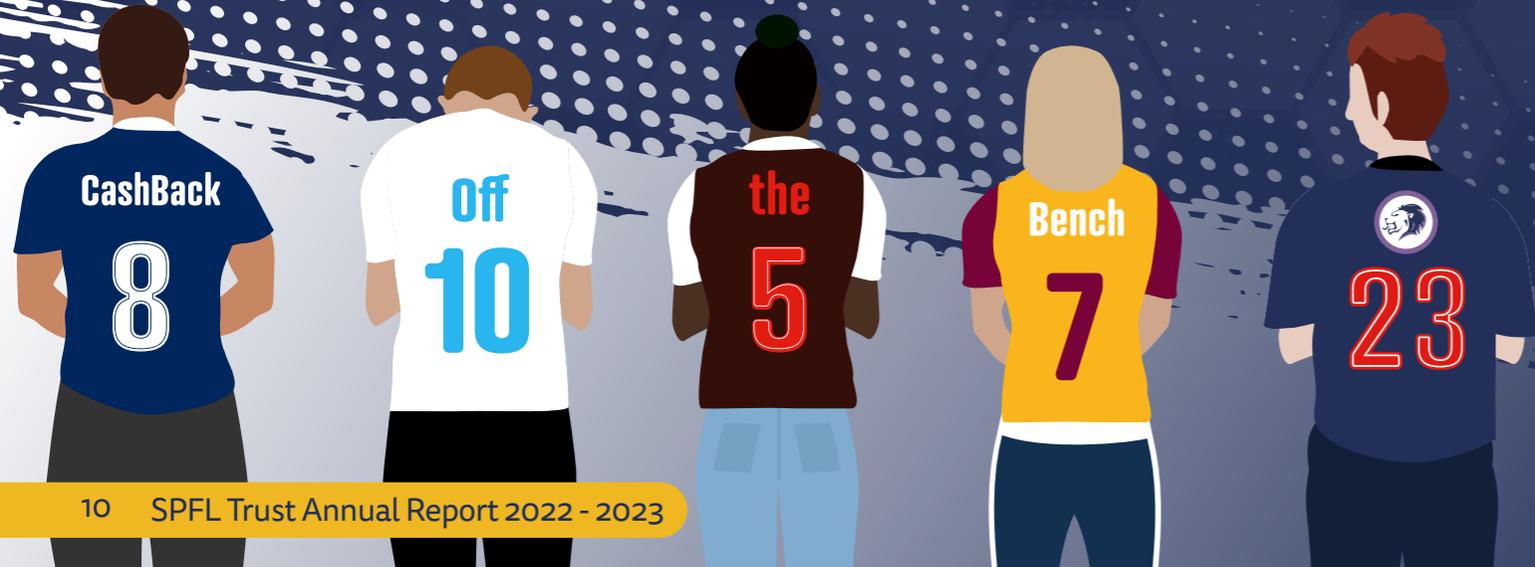
CashBack Off the Bench reaches young people in communities across the country, supporting them to power their own potential.

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



Throughout this reporting period, CashBack Off the Bench has helped participants to develop the skills and confidence they need to move forward, something that is testament to everyone involved in the delivery of the programme.

CashBack Off the Bench



CashBack Off the Bench in numbers

Year 2

Clubs: 5 Participants: 60

Participant demographics

Age	
16 - 18 years	25
19 - 24 years	15
Over 24 years	1
Didn't disclose	0
SIMD profile	
0 - 20% (most deprived)	19
20% - 30%	3
30% - 40%	5
40% - 50%	3
50% - 100% (least deprived)	10
Didn't disclose	3
Sex	
Male	34
Female	8
Didn't disclose	1

Disability identified: 26

Year 3

Clubs: 4 Participants: 123

Participant demographics

Age	
16 - 18 years	68
19 - 24 years	32
Over 24 years	2
Didn't disclose	21
SIMD profile	
0 - 20% (most deprived)	50
20% - 30%	24
30% - 40%	10
40% - 50%	12
50% - 100% (least deprived)	16
Didn't disclose	12
Sex	
Male	86
Female	18
Didn't disclose	20

Disability identified: 61

CashBack Off the Bench participant, Cameron O'Hanlon, participated in the fourth round draw for the SPFL Trust Trophy



Winter Response

In December 2022, we granted £250,000 across two grant funds into Scottish football communities to combat the challenges facing people throughout the winter period.

Our funding was spread across the delivery of our Festive Friends programme and our Winter Support Fund.

Winter Support Fund



We were delighted to be able to provide nine ATCs with funding to create new programmes to support those who need it most in the winter months.

A **£100,000** fund was split between the following ATCs:



Learn more about the Pittodrie Community Hub



Hear about Hibernian Community Foundation's 'Club Together' programme



The overall aim of our Winter Support Fund was to enable our ATC network to support more people through difficult winter months, in a way that was appropriate for each community.

Our research shows that 4.5 million people live within 10 miles of an SPFL stadium, and so clubs and community trusts are well positioned to effect this type of change in their communities.

"It's been absolutely magic. It's been brilliant. I'm getting out and meeting people and talking to people. That's what I miss when I'm not getting out."

James, Club Together participant, Hibernian Community Foundation

Festive Friends 2022



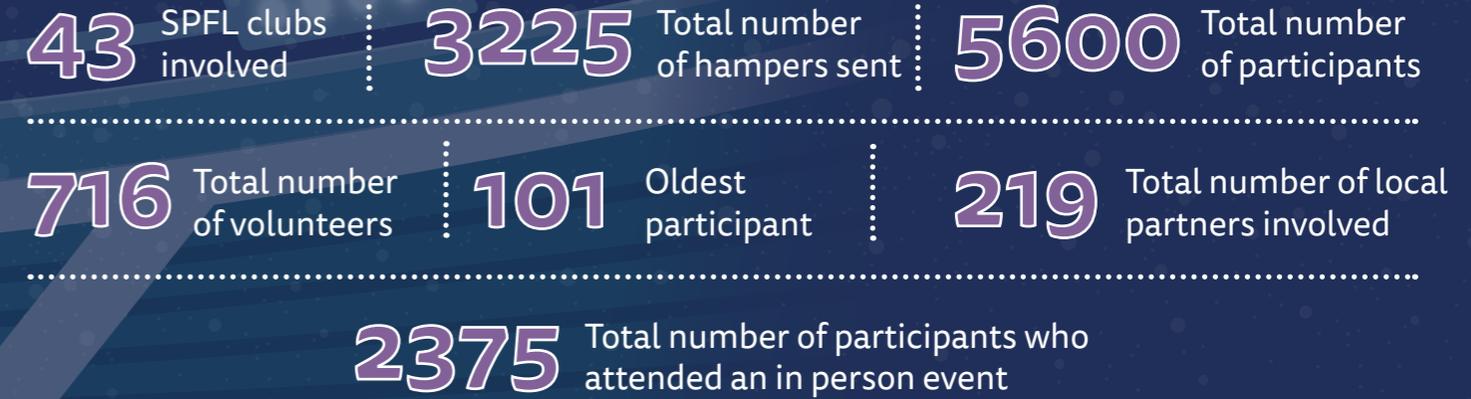
After our **Football Powered** strategy was launched in early 2022, it was of paramount importance that we delivered the most impactful Festive Friends yet, as we embarked on our mission to alleviate the effects of poverty throughout Scotland.

Festive Friends is a real highlight of the year. It's all about the 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.

With the cost-of-living crisis affecting many of those in our community, not least the elderly and those facing social isolation over the Christmas period, this important initiative has never mattered more.

All 42 SPFL clubs - and Cowdenbeath - took part, bringing joy into people's homes and inviting them down to stadiums for Christmas meals.

Festive Friends in numbers



When a club is relegated from the SPFL, they are granted a year's grace to deliver SPFL Trust funded programmes.

Cowdenbeath continued to deliver Festive Friends following their relegation to the Lowland League.



In 2022 we reached more people than ever before, supporting 1274 more people than last year.



Watch now ▶

We visited East End Park to take part in Festive Friends with The Pars Foundation

The stories behind the numbers



Janet Clyde FC Community Foundation

At the grand old age of 100, Janet was one of the oldest participants in Festive Friends 2022. She faced a lonely Christmas before being invited down to Clyde FC Community Foundation's lunch.

Local to Glasgow, Janet never married and has no children, but was able to enjoy her meal in the company of others in similar situations in the community.

Despite the club itself currently playing its games in Hamilton, it still very much has its roots in Glasgow, as does Janet.

Brought up in Maryhill and now living near Glasgow Cathedral, Janet worked in John Brown Shipyards during the Second World War and was

given an honorary Doctorate in engineering by the University of Glasgow in 2018 for her six years of service.

Clyde were honoured to have her take part in their Festive Friends delivery and Janet had a marvellous time in the company of the club and community foundation.



Charlie Peterhead FC

Lifelong Peterhead and Aberdeen supporter Charlie (88) was delighted to receive a special visit from a famous face when getting his Festive Friends hamper.

A knock at the door, and there stood Blue Toon manager and ex-Dons defender David Robertson bearing gifts.

Not only did Charlie have a bounty of goodies to enjoy, he also enjoyed a 15-minute chinwag with David in his living room and, needless to say, was chuffed.



Mental Health Awareness Courses 2022-23

Our Mental Health Awareness Courses are delivered by Positive Mental Health Scotland, and are specifically designed for people working in the football industry.

The bespoke course focuses on the unique pressures experienced by those involved with the game and the role football has in communities.

Mental Health Awareness Course in numbers

Between June 2022 and May 2023:

- We delivered five Mental Health Awareness Courses
- 64 participants took part in the course
- They represented 44 organisations including universities, 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, coaches, chaplains, club secretaries, physiotherapists and other operational staff from ATCs



The Changing Room

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.

This powerful initiative is funded by Movember, and delivered in partnership with SAMH and our ATC network.

The Changing Room Extra Time courses have also been running throughout this year.

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.

Courses between June 2022 and May 2023:

- 18 The Changing Room courses during this reporting period
- Two training for trainers courses ran during this period, taking our overall number of coaches trained to 61
- Four Extra Time courses ran at Aberdeen, Hearts, Hibs and Rangers, with 41 men participating in the course
- First The Changing Room Alumni Event delivered at Hampden Park with over 60 in attendance
- 143 men engaged in the 12 week programme
- Delivery took place at 11 ATCs during this period



Mark's mental health journey

For as long as he can remember Mark has been a season ticket holder at Pittodrie - going to watch the Dons has been his release over the years.

Mark has experienced poor mental health since his mid-thirties, and since a suicide attempt in 2008, has been on a journey of recovery and self development.

In 2021, Mark received a call from Aberdeen Football Club, asking if he would swap his season ticket seat. He kindly obliged, and shortly after received his new ticket with a handwritten letter of thanks from the club.

He was struck by this letter, writing back to thank them for such warm service, and this is where his journey with The Changing Room began.

"I thought you know what, he's gone and sent a handwritten letter to me and he could have just sent a compliment slip. So I thought why don't I send an email to him and his boss to tell him what a positive thing he's done.

"That email did the rounds in the ticket office, and then the Commercial Director of the club became aware and gave me a call to say thank you. We just got talking and my journey with mental health came up, and he told me that I should speak to Liz Bowie, the CEO of the community trust."

Shortly after this conversation Mark joined the programme as a volunteer, straight away he felt at home.

"I walked in there with zero expectations, I've always done 1:1 counselling and I'd never been in a group session before. It's probably one of the best things I've signed up for in terms of mental health."

After attending as a volunteer, Mark decided he wanted to stay involved and has since helped to deliver the next two cohorts of the programme.

"On day one, we've got a room of complete strangers, no eye contact, very nervous, nobody is speaking, they're scared to look at each other.

"Over the course of the 12 weeks, seeing them evolve and develop as individuals and as a group, that's what it's all about for me, it's something I'm really proud to be part of.

"I've come a long way on my journey, and I'm pretty comfortable about where I am and how to deal with things. Any spare time that I have is devoted to mental health because of the journey I am still on."

The first ever Changing Room alumni event took place at Hampden in October 2022!

Kick Off Your Career



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

KOYC was delivered in partnership with Jobcentre Plus North East and four ATCs: Aberdeen FC Community Trust, Dundee FC Community Trust, Montrose Community Trust and Raith Rovers Community Foundation.

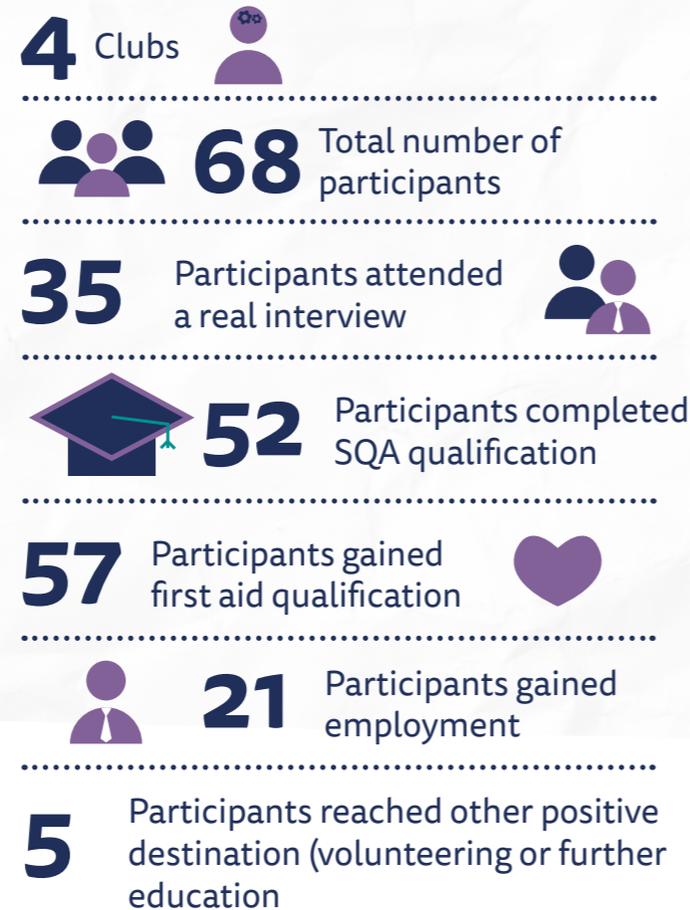
Participants (aged 18-24) had the opportunity to receive a number of qualifications, including the SQA Level 4 Employability Award, first aid training and customer service skills.

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

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

Kick Off Your Career in numbers

Between June 2022 and May 2023:



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



SPFL Trust Trophy

Story of the final

Watch now ▶



We were delighted to be able to continue our sponsorship of the SPFL trust Trophy, thanks to support from philanthropist James Anderson.

Our aim for this sponsorship is to use this platform to showcase the incredible impact

Scottish football has in communities and create a truly community focused competition.

Kicking off in August 2022, we used each round to tell extraordinary stories in Scottish football communities through our Football Powered films and podcasts.

At every stage, 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 our social media channels.

At the final, we saw an exciting encounter between Hamilton Academical and Raith Rovers at The Falkirk Stadium, with Accies coming out on top on a day of fabulous family fun, fantastic football and of course, community engagement.

On the day we welcomed Hamilton Accies superfan Brandon Smith along to present the SPFL Trust Trophy to his Accies heroes after being nominated by his fellow supporters.

This followed the theme of the whole competition, as we invited community participants to participate in draws, gave away free tickets, and ran player-escort competitions.



Series 1 of the SPFL Trust Football Powered Podcast had over **1000** listeners



In March 2023 we had **1.17 million** Twitter impressions!



Telling the story

As part of our Football Powered strategy, we have been highlighting the power of football in our communities, in order to make a real difference to people all over Scotland.

For each round of the 2022-23 competition, we told stories of community participants through films and podcasts.

Let's take a look back at some inspiring community tales.



Paul's story

In 2013, Paul's life changed forever when he joined Spartans para football programme.



Nora's story

Nora joined the walking football group at Warriors in the Community after finding herself at a loose end due to being medically retired. The group has helped her build her confidence and made her feel at home in the community.



Kerr's story

Montrose's defender Kerr delivers The Changing Room, using his own lived experiences with mental health, and it makes all the difference.



Janet and Lorna's story

Janet and Loran share beautiful memories of their dad, Morton superfan Jim Anderson, who attended Morton in the Community's football memories programme.



George's story

Queen of the South fan George Bell shares how the club supported him at Christmas time after the sad passing of his wife earlier in the year.



Jim's story

Lifelong Raith Rovers fan Jim Harvie changed his life after participating in Football Fans in Training and now runs his own team - Raith Seniors.

The Training Ground

Courses delivered

How to write a good funding application

This session helped ATCs to identify what funders look for in applications, and helped them become better at writing them.

Poverty

Impact Funding Partners, The Poverty Alliance and The Joseph Rowntree Foundation led on discussions about generational poverty, in-work poverty, child poverty and parental poverty.

Marketing our programmes

The main focus of this session was storytelling and the importance of using it as a communication tool.

Demonstrating impact

ATCs learned how they can show their impact as evidence in application forms.

Governance and sustainability

Throughout this session we considered the impact of good and bad governance, and how they affect funding applications.

Community engagement

We helped our network to understand community engagement, considering their communities demographic and how to set up lived experience groups.

The Training Ground is our bespoke learning and development programme, designed to support capacity building across the network.

It was developed in partnership with charity consultancy Impact Funding Partners in partnership with ATCs.

Launched at the start of 2023, it focuses on the following themes:

- Funding
- Poverty
- Marketing
- Demonstrating impact
- Governance and sustainability
- Engagement
- Peer support

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.

We run quarterly drop-in leadership meetings to provide updates and to consult and engage on future activities.

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

Over this year, our CEO Nicky Reid met with **36 ATCs**

Football Powered conference

Our annual conference took place at Hampden Park on 28 September 2022. It was fantastic to welcome staff from ATCs across the country, discussing the power of football in Scotland and how we can use it for positive change. On the day, we were joined by several guest speakers including:

- Jamie Hepburn MSP, Minister for Higher Education and Further Education, Youth Employment and Training
- Peter Kelly, Director at The Poverty Alliance
- Dr John McKendrick, Co-Director, Scottish Poverty and Inequality Research Unit, Glasgow Caledonian University

We also held three workshops on reflecting, local challenges and tactics, while providing an update on ongoing work at SPFL Trust to our ATC network.

Our annual conferences are a great opportunity to bring our network together to share experiences and learn from our colleagues at ATCs around the country.





Scottish Professional Football League Trust

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