

North End Together

Strategy

2024-2027

Enhancing lives and our communities.



**Community
and Education
Trust**
Registered Charity No. 120773





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Introduction

“

I am delighted to present our brand new three year strategy for the Preston North End Community and Education Trust. The Trust continues to go from strength to strength and I am very proud of the valuable work we deliver in the local area, responding to the needs of our diverse communities.

We have something to offer all age groups. We welcome children and young people who benefit from a slightly different approach to their education. We will fight their corner and try to give them the best possible preparation for their working lives ahead.

Later in life, they may return to us if they need support with their physical or mental wellbeing, or if they have

served their country and seek our support back in civilian life. Or maybe they just enjoy the companionship of like-minded individuals.

We support our oldest beneficiaries with tackling dementia or facing loneliness, reflecting on and remembering the contribution they have made to their communities during their lifetime.

All of our activities are delivered against the backdrop of the Preston North End brand and the family welcome that comes with it. So, come and join us, turn the pages and learn more about how we can work with you to further enhance the lives of our community.

”

Kevin Abbott
Chair Of Trustees



Who We Are

We are Preston North End Community and Education Trust, the official charity (Registered Charity No. 1130773) of Preston North End Football Club.

We employ over 40 full-time staff to deliver the life enhancing work of the charity. Utilising the power of Preston North End Football Club, we address the needs of our community through;

- **Health and Wellbeing** support
- Providing opportunities through accessible **Education** and;
- Connecting the **Community** through positive **Engagement**.



Our History

1986

Preston North End Football in the Community was launched.



1996

PNEFC expanded it's Football in the Community programme.

1,100 children from 18 schools took part in sports.

100 disabled children and adults took part in 200 sessions per year.

Senior citizens bingo and coffee morning events were held in the Sir Tom Finney Stand.

1998

PNEFC Football in the Community appointed a Development Officer to work on 'Kick Racism Out Of Football.'



1995



Club Chairman Bryan Gray secured a grant of £875,000 to support the development of community facilities in the west stand which is now famously known as the Sir Tom Finney Stand and continues to host a number of activities for our junior supporters.

1990s

Young Northenders established in the late 90s, delivering family fun events, competitions and matchday entertainment.

Mission: 'Working with young people to encourage fans for the future.'

2000



PNEFC Football in the Community expanded to deliver six weeks of free coaching in curriculum time across Preston schools.



2008

The Club's Football in the Community scheme became a registered charity for the first time.

This led to the establishment of the Sir Tom Finney Foundation.

'Objective to promote and develop the physical and mental wellbeing and generally improve the conditions of life of the general people.'

Income: £28k.
Employees: 4.

2016

The charity changed its name to Preston North End Community and Education Trust [PNECET].

Objectives of the charity very much remained the same however the areas of work grow to Sport, Health, Inclusion and Education.

Income: £665k (2016) rising to £680k (2019).
Employees: 10 rising to 12.



2020

PNECET launched its new strategy centred around being at the heart of the Preston community, delivering initiatives focusing on Community Engagement, Health and Wellbeing and Education.

Income £933k (2020) rising to £1.5 million (2023).
Employees: 16 rising to 45.



2010

The charity developed a partnership with the NHS in Lancashire, as a result of the Minerva Health Centre being built into the Invincibles Pavilion.

Staff began to deliver health lifestyle initiatives in schools as well as football coaching and citizenship based programmes.

Income: £185k (2010) rising to £286k (2015)
Employees: 4 rising to 6.



2019

PNECET appoints Tom Drake and Harriet Creighton-Levis, its first CEO and Deputy CEO.

Tom and Harriet are both still in post today, helping to shape the future direction of the Trust with the launch of its innovative and forward-thinking three-year strategy.



2024

PNECET launch its new three year strategy to continue to help meet the needs of its community across three main strands: Community Engagement, Education and Health and Wellbeing.



Understanding Our Community

Community Engagement



Ethnically diverse individuals form **%** of Preston's population.



13% of Preston households are living in fuel poverty which is above the national average.



Preston's crime rates are **54%** above the national average with the most common crimes being violence based.



9% of the Preston population identify as being disabled.



Preston is ranked in the **top 20%** most income-deprived areas.



Understanding Our Community

Education And Employment



Average attainment **8 score** per pupil for Lancashire was **lower than the** England average.



Only **39%** of children in Preston were **physically active**, which is significantly below the national average.



3% of young people aged 16 to 19 are classed as not in employment, education or training [NEET].



32% of children are living in poverty across Preston.



4% of people in Preston are unemployed.



19% of people in Preston have no qualifications.



Understanding Our Community

Health And Wellbeing



Preston is ranked in the **bottom 10%** of local authority areas in England for Health.



There is an estimated **15,459** people living in Lancashire who have a diagnosis of dementia.



32% of individuals aged **65 and over** are living alone and may be socially isolated.



23% of the Preston population is inactive.



Child obesity levels went up on average by **5%** in comparison to previous census data.



NHS data shows **13,710** were seen in Preston by a mental health specialist, **13%** were under 18.



Your Voice, Our Action

This strategy sets out the key areas Preston North End Community and Education Trust are going to focus on over the next three years. These will build on what we have done over the last ten years. Our consultation has told us we need to focus on:

- Supporting those in poverty (cost of living).
- Targeting disengaged communities.
- Creating a safer, fairer and healthier Preston.
- Tackling obesity, supporting mental health and preventing self harm.
- Healthcare inequalities.
- The impact of Covid-19.
- Educational attainment and achievement.
- Employment skills and qualifications support.
- Reducing crime and anti-social behaviour.
- Celebrating culture and promoting cohesive communities.
- Climate emergency.



Our Vision And Our Mission

Vision



Utilise the power of Preston North End Football Club to enhance lives and our communities.

Mission

Utilising the power of Preston North End Football Club, we will continue to address the needs of our community.

Preston North End Community and Education Trust will enhance lives through health and wellbeing support while providing opportunities through accessible education and connecting the community through positive engagement.



Our Values

Innovation

We continuously innovate our approach in response to the needs of our community.

Wellbeing

We create safe spaces that enhance the social, emotional and physical wellbeing of our participants and their families.

Youth Power

We believe in the limitless potential of young people and invest in them, as the key to a brighter future for our communities.

Community Commitment

We are deeply connected with our community. We commit to allowing their voices to guide our work and help them thrive.

Inclusion

We believe our community is stronger when there are opportunities for people with diverse identities, backgrounds and perspectives. We make our provision fair and inclusive.



Community Engagement

Objectives

- Reduce offending and re-offending rates whilst empowering a positive and sustained behaviour change.
- Mentor participants into education, training or employment.
- Positively contribute to the local economy.
- Provide opportunities to participate in football and sports for all.
- Celebrate culture and promote cohesive communities
- Consider our impact on the environment.



Safer, stronger and a more connected community.

Education And Employment

Objectives

- Provide a unique education and training pathway, to gain industry recognised qualifications.
- Increase teachers' confidence, knowledge and skills in teaching PE and sport.
- Deliver high-quality teaching, learning and support to increase levels of attendance, attainment and achievement.
- Support the holistic development of children and young people socially, emotionally, physically and mentally.
- Provide teaching, learning and training for young people and adults.
- Provide pathways to reduce unemployment rates.



Providing opportunities, raising aspirations, fulfilling potential.



Health And Wellbeing

Objectives

- Inspire participants to make healthy lifestyle changes.
- Help to improve the physical and mental health of our community.
- Contribute towards reducing the healthcare inequalities across Preston.
- Reduce the risk of participants developing long-term health conditions.
- Help to reduce social isolation.



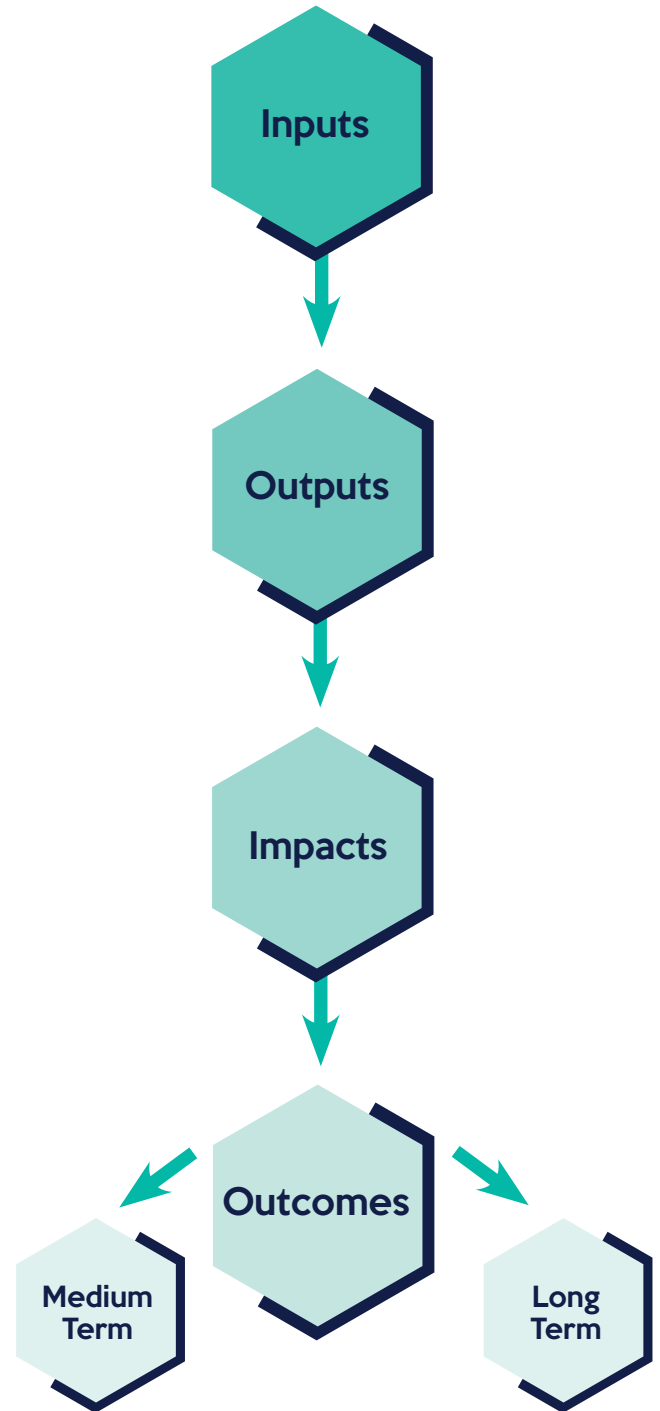
Inspiring change, improving health, enhancing lives.

Monitoring And Evaluating

Being able to demonstrate the impact of the fantastic work we undertake across our Community is a fundamental part of the Trust's operations. PNECET, with support from the Board of Trustees and Mike Parker at Progress Health Partnerships have invested resources into developing a logic model and outcomes framework which underpins the Charity. Through this we clearly defined inputs, outputs and desired organisational short, medium and long-term objectives. This helps provide clear and consistent outcomes that provide a clearer understanding of our achievements.

Monitoring and evaluating has become ingrained across all our programmes. We have invested in training for our staff to support the implementation of the above and embed systematic methods of data collection across our programmes.

On many occasions the work of the Trust has been described as invaluable. Although we may agree, it is important we can articulate the social value our work creates. To do this we work in partnership with the English Football League Trust who are able to report on both the social value of Club Community Organisations (CCO's) both across the network and at a local level.



Enablers

Partnership working is a fundamental part of the charities operations.

We are passionate about working in collaboration with partners who share the same vision as the Trust of enhancing lives and our communities through **Community Engagement**, **Education** and **Health and Wellbeing**.

Without our growing list of partners the fantastic work Preston North End Community and Education Trust would simply be unattainable.

Thank you.

If you are an organisation who share our vision and would like to work in partnership with Preston North End Community and Education Trust, please do not hesitate to make contact.

 community@pne.com

Our partners include:







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**Preston North End FC
Sir Tom Finney Way
Deepdale
Preston
PR1 6RU**

**www.pnafc.net/pnecet
T: 01772 693309**

Registered Charity No. 1130773

 @pnecommunity   PNECET