

# IMPACT REPORT 2022

Connecting people, inspiring generations, achieving goals.

# **Our Provision**



# Community Engagement

Our Community Engagement provision delivers initiatives that create safer, stronger and more resilient communities.





# **Education**

Our Education provision provides a pathway for all, helping people to achieve their goals.





# Health and Wellbeing

Our Health and Wellbeing provision tackles health inequalities across Preston by supporting people to lead healthier and more active lifestyles.



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#### "

I just do it because I have it within my heart. I want to help, I want to do everything for my club, and if I can help I'm the first one to be there so it's a real pleasure to receive this trophy.

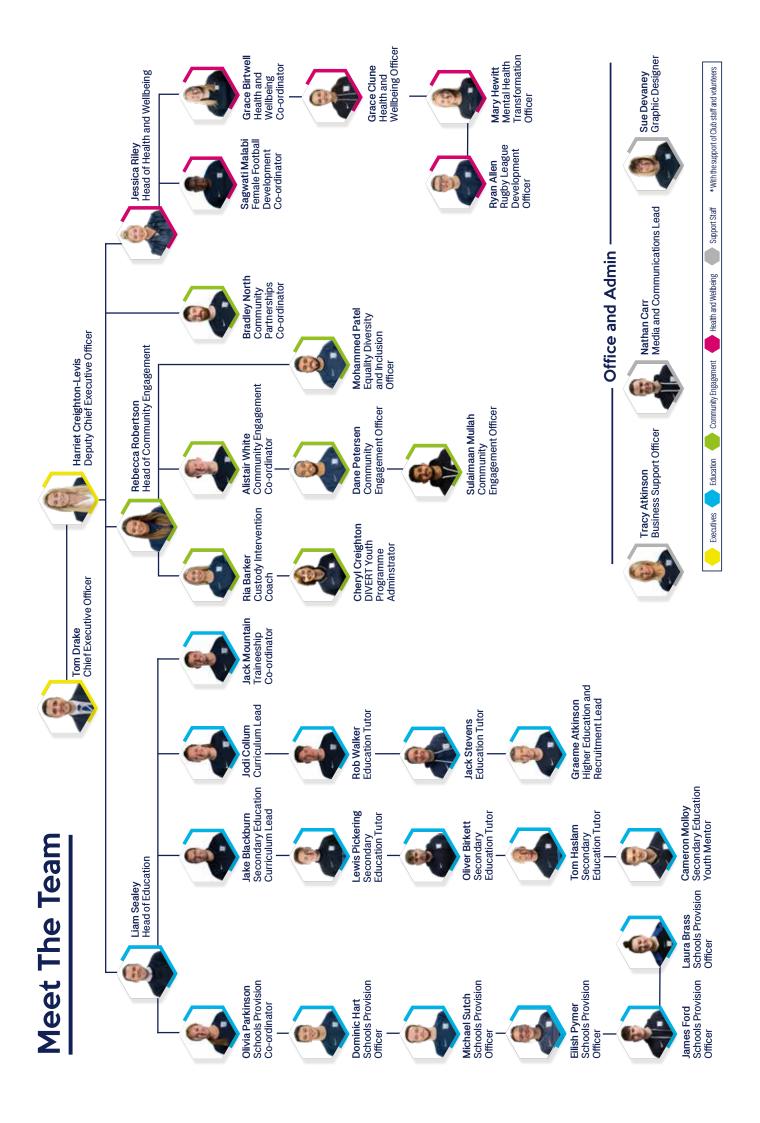
#### PFA Community Champion 2021/2022, Bambo Diaby



#### "

My involvement with Tipy Toes, was something that really interested me because it was something I'd thought of in the past in terms of whether there are charities for babies and children. You start to think how people cope. I probably should have got involved a lot sooner as it was something I wanted to do.

Community Player Of The Year 2022, Alan Browne



### A Message From Our Chief Executive Officer

### "

It is with great pride that I present to you Preston North End Community and Education Trust's 2022 Impact Report. 2022 proved to be another year of growth and success, which was encapsulated by being recognised at this year's EFL Awards for our PR1 Community project, which is outlined in this report.

The Trust has grown to 36 full-time staff, and for the second year running invested over £1 million into the Preston community through delivering our life changing programmes. During 2022 over 17,000 people benefitted from our programmes with much of the impact being highlighted throughout this document.

I would like to thank all of our partners and funders for their continued support, without whom it would not be possible to impact the lives of so many.

I would like to place on record my thanks to our team, who work tirelessly and show great professionalism, enthusiasm and dedication to continue to provide for the needs of our community. I look forward to 2023 with great optimism.

Thank you for taking the time to read Preston North End Community and Education Trust's 2022 Impact Report.



Tom Drake

#### 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.

Utilising the power and appeal of Preston North End Football Club and football as a whole, we situate ourselves at the heart of the Preston community, providing a high-quality service to improve people's lives.

Our provision is centred around

**Community Engagement** Education Health and Wellbeing



#### **Our Trustees**

















Kevin Abbott Doreen Hounslea

Sharon Asquith Bryan Gray CBE Dr Adrian Ibbetson Ian Topping

Ben Rhodes Zafar Coupland

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# 2022 The Year At A Glance



#### JANUARY - Class Of The Week

We launched a Class of the Week ticket initiative to invite primary school classes to Preston North End home matches, alongside an accompanying adult, free of charge. school to be recognised.

The initiative rewards primary school classes for achievements both inside and outside of school. Hoole St Michael's were the first

#### **FEBRUARY - Ministerial Visit**

PNECET received a ministerial visit from the Chancellor of the Duchy of Lancaster, Steve Barclay. He witnessed the power and impact of the Trust's Community

Engagement work by speaking to participants from our PNE Armed Forces programme, and graduates from the National Citizen Service programme.

#### MARCH - EFL Awards Win

PNECET was recognised as the EFL's Community Club of the Season for the Championship with a community awards event at the House of Commons.

Our 'innovative' entry won judges over by supporting members of the local community to mark Ramadan and Fid.

#### **APRIL - Break Your Fast Event**

PNE's Bambo Diaby supported our Ramadan project by delivering Iftar meals during the EFL Week of Action as well as attending our

Break Your Fast event at Deepdale. Bambo prayed, ate and spoke with fellow Muslims, 350 of whom attended the the event.



#### MAY - Brockholes Wood Community Primary

A team of eight girls from **Brockholes Wood Community** Primary School represented **PNECET in a Premier League** national tournament at Watford's Vicarage Road. The girls had won two regional tournaments to qualify for the final event, an experience for all to remember.

#### JUNE - Girls Talent ID Event

In partnership with the EFL Trust and England Football, PNECET delivered a Girls Talent ID event at Christ the King High School as part for the Girls Talent Inclusion

programme. Fifteen girls were identified and referred to the next stage of the England Women's Talent Pathway.



#### JULY - PASTA Programme

PNECET delivered its first six-week Play and Skills at Teatime Activities [PASTA] programme to 16 families at St Teresa's Catholic Primary

School. Together families took part in physical exercise, tried new food and took home affordable recipe ideas.

#### AUGUST - Get Stuck In Programme

PNECET provided 150 daily places to support children eligible for free school meals with its Get Stuck In programme throughout August. Across three venues throughout the month children took part in educational workshops, physical activity and were provided with a free lunch.



#### **SEPTEMBER - A Royal Visit**

The Earl and Countess of Wessex met participants from the Trust's programmes on their visit to Preston Trust's provision in conversation during September. Participants from across five of PNECET's

various programmes shared how they had benefitted from the with the Earl and Countess of Wessex.



#### OCTOBER - Rugby League World Cup

The eagerly anticipated Rugby League World Cup kicked off during Officer hosted a number of October 2022. Preston played host tournaments and events with the to the Men's Welsh Rugby League team. During the tournament the

Trust's Rugby League Development winners representing Preston as flag bearers at the Wales v Tonga game.



#### **NOVEMBER - Mission Christmas Appeal**

PNECET collaborated with PNE and Rock FM for the Mission Christmas Campaign, collecting toys at its offices and raising funds for vulnerable families and young

people in Preston. Staff, players and fans kindly donated new and unwrapped toys which were suitable for children and young people aged between 0 and 18.



#### **DECEMBER - Senior Whites Christmas Lunch**

Over 65 guests from a variety of Health and Wellbeing programmes came together for the Senior Whites enjoyed festive food and Christmas Lunch at Deepdale. Members from Sporting Memories,

Walking Football and FIT Fans, as well as local group Age Concern, live musical performances.

# Community Project of the Season EFL Championship



Preston North End Community and Education Trust's Ramadan project was recognised at the House of Commons for the EFL Championship Community Project of the Season.

3,000 lftar packs delivered Over 150 hours volunteered £8,000 raised to deliver PR1 Community project Over 350 individuals broke fast at Deepdale

Staff from PNECET, alongside Omar Khan of the Preston United Youth Development Programme and Deepdale Councillor Zafar Coupland, were present at the House of Commons for the EFL Community Awards ceremony.

PNECET were presented with the EFL Community Project of the Season award for the Championship at the House of Commons in April 2022, recognising its PR1-Community Ramadan response project.

The PR1-Community Ramadan project was delivered from April to May 2022 to support those fasting during the holy month of Ramadan. There were 3,000 free Iftar packs - which included fresh fruit, dates water - delivered across the local community.

"

It was a pleasure for members of our team and some of our key project partners to be recognised at the EFL Community Awards event. It was a fantastic opportunity not only to reflect on our own successes, but to learn and celebrate the other clubs' award-winning work.

Tom Drake Chief Executive Officer PNECET











# **Community Engagement**

Our Community Engagement provision delivers initiatives that create safer, stronger and more resilient communities.

- 8 DIVERT
- 9 Premier League Kicks
- **10** PNE Forces
- 11 National Citizen Service [NCS]

**42%** of the 467 PL Kicks participants have a more positive attitude towards the police

**PL** Kicks

Armed Forces 90% of the 26 participants feel that their mental wellbeing has improved by attending

weekly armed forces sessions

NCS 777% of the 334 participants felt they connected with people from their local community during the NCS

programme



have been supported into education from our DIVERT Youth programme



reoffended since engaging in the programme

# DIVERT



The Divert programme aims to reduce the rate of re-offending in Lancashire by working with 11 to 25-year-olds, who have entered or are at risk of entering the criminal justice system. PNECET provides clients with the chance to make positive life changes centred around their goals.

After meeting AC in custody, the PNECET Divert team supported him with help around employment, as well as providing support around his mental health and substance misuse. AC was referred into the Prince's Trust Enterprise programme which led to him writing a business plan to open a music studio to support others with similar struggles to him. 38 engagements " on the adult programme in I have had amazing one 2022 to one support from the DIVERT team. I have suffered with mental health issues from an early 16 age, but this support has individuals have helped bring my dream been supported back of opening a music into education, studio to support other training and/or individuals with mental 61 employment health issues. have not reoffended since engaging in either **Divert Adult Client** the DIVERT youth or adult programme Jimmy Roxby from the Police Early Intervention Team, based at Preston Police Station, works alongside our Divert team. Together, they provide opportunities to young people as well as breaking down the barriers of police engagement and the negative perceptions young people have towards them as a service. The DIVERT team work collaboratively with the police especially with the 37 Early Intervention Team referrals made as we both try to change into the youth the mindset of young POLICE programme people who have started individuals in 2022 on the wrong path. The have been team are very obliging and referred to have helped with positive other support incentives for the young agencies/Trust people I work with. activities

> Jimmy Roxby, Police Early Intervention Team



Trauma

Informed

# **Premier League Kicks**



Premier League Kicks [PL Kicks] is the flagship community programme that uses the power of sport and the brand of professional football clubs to inspire young people aged eight to 18 in the local community to improve their wellbeing, ability to work together and build stronger, safer and more inclusive communities.

Reda first got involved with our PL Kicks project in September 2021. Reda enjoyed being part of this programme so much he joined the Trust's NCS programme and was supported onto our Level 2 Sport Programme at Preston College Centre of Sporting Excellence.

"

It's been fantastic, very enjoyable and it's really made me feel at home and it's brought the best out of me. The sessions have been very good as well because everyone is like each other, we get to play football together, speak with each other and even pray together during the session.



Reda, PL Kicks participant

The PNECET team deliver weekly sessions to special educational needs and disability [SEND] students at Cardinal Newman College as part of our PL Kicks offer, in order to provide opportunities in a fun, inclusive and friendly environment.

"

Having the weekly sessions delivered to our SEND students is the highlight of their week. Physical and mental health, socialisation, skill development, enjoyment of football and camaraderie amongst peers and staff are all positively impacted throughout these sessions.

Brett Longstaff, Cardinal Newman College



401 particpants took part in workshops centred around life skills



467

engagements

in

2022

10% reduction in anti-social behaviour across the area we operate in

18% of our engagements

in 2022 were

from an ethnic

background

60

engagements

were females



9

# **PNE Forces**



90% of participants

feel they are more socially connected

as a result of

the weekly

sessions

An open session to anyone who currently or has previously served in the Armed Forces. Weekly football sessions provide attendees with the chance to reconnect with other like-minded people and benefit their physical and mental wellbeing.

> Martin has been a member of PNE's Forces programme for around three years and enjoys regularly attending the sessions and representing the PNE Forces team.

#### It is a great programme and provides a much needed chance for ex-service personnel, young or old, to get out and keep fit, whilst also providing us with events, education and contacts that can we may otherwise not be aware of. I will definitely be an active unique member for as long engagements in 2022 as my legs allow!

Martin Walters, PNE **Forces participant** 



90% of participants feel the sessions help them to stay connected with the armed forces community

80%

of the group have

benefitted from

ticket incentives through being

part of the Forces

programme

COVENAN

PNECET work in partnership with Ian Barber, Lancashire Armed Forces Covenant Network Lead, to provide support for the veteran community, sharing information around education, employment, health, housing, wellbeing, and welfare support.

### "

individuals received further support with housing and employment

**PNECET** have been at the forefront of the Lancashire football clubs; reaching into the veteran community and using their brand to engage with and support military veterans through a range of health and social activities. I commend PNECET for their support to the armed forces community.



lan Barber. Lancashire Armed Forces Covenant Network Lead

# **National Citizen Service**



National Citizen Service [NCS] is an unforgettable experience aimed at young people aged 15 to 17. PNECET delivers one of the most inclusive programmes throughout the year and help young people overcome unique challenges whilst making their mark, supporting them to build their work and life skills.

This summer, 102 young people embarked on a life-changing programme; starting with a week-long residential of team building, growing independence and outdoor adventures, before planning and delivering a social action project.

"

It was the most accommodating and comfortable experience with both adults and people my own age I have ever had in my life. It has offered me countless incredible opportunities and let me forge memories that I will never forget, teaching me valuable skills and allowing me to make lifelong friends.

#### **NCS** participant





161

200

participants agree that the

programme helped them gain confidence

engagements in 2022

Our NCS team supported Preston College's English for Speakers of Other Languages [ESOL] group on a weekly basis with their fundraising activities. As part of their social action project they learnt about the history of PNE and delivered a stadium tour to their fellow college

"

A massive thank you for all your help and support with the students for their fundraiser. They have made a lot of money for their school trip and the Red Cross. It's been great having the team in on a Thursday working alongside our 18 ESOL teens.

students, in several different languages.

Joanne Smith, Preston College



100% completion rate across all NCS programmes 227 of participants agree they experienced a new challenge with NCS





# **Community Engagement**

Our Community Engagement provision delivers initiatives that create safer, stronger and more resilient communities.





# **Education**

Our Education provision provides a pathway for all, helping people to achieve their goals.

- 14 Premier League Primary Stars
- 15 Secondary Education
- 16 Further Education
- 17 Higher Education

PL Primary Stars 161 sessions delivered during 2022

**Secondary Education** 

Å

2,399

contact hours with pupils across the academic

Learners enrolled on our Community Football Coaching and Development Degree

T

**Higher Education** 

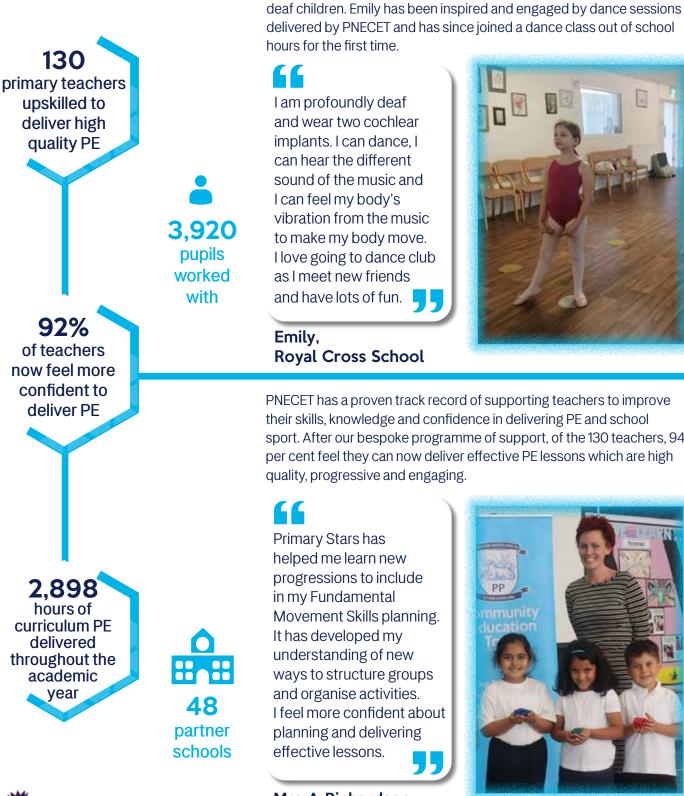




# **Premier League Primary Stars**



Premier League Primary Stars [PLPS] uses the appeal of the Premier League and professional football clubs to inspire children to learn, be active and develop important life skills. Our bespoke and unique curriculum encompasses physical education, English, maths and PSHE.



Mrs A Richardson, **Kennington Primary School** 



PNECET has a proven track record of supporting teachers to improve their skills, knowledge and confidence in delivering PE and school sport. After our bespoke programme of support, of the 130 teachers, 94 per cent feel they can now deliver effective PE lessons which are high quality, progressive and engaging.

Emily is a pupil at our partner school Royal Cross which is a school for





# **Secondary School Provision**



Our Secondary School prvision [SSP] supports pupils disengaged with the traditional school environment with our multi-component alternative provision, delivered at Deepdale.

Josh was at Acorns School before he enrolled on our provision in March 2022. Despite difficulties in his personal life, through his hard work and endeavour, Josh achieved a Level One and has progressed on to Christ the King Sixth Form College and semi-professional football.

PNE helped me realise I could achieve and be successful even during a difficult time. The staff understood my circumstances and were very approachable and supported me to gain a qualification to progress on to college and play semi-professional football.

Josh Jackson, SSP pupil

A Secondary Education Youth Mentor was appointed by PNECET to deliver for four days a week in Southlands High School. There have been 191 students who have benefitted from support which has seen school exclusions reduced and behaviour improved by 28 per cent.

I think it is key having a skilled Youth Mentor at the school, wearing the PNE badge and developing a positive relationship with our young people. This helps our young people buy into the concept of pursuing excellence and we can promote the PNE badge as a brand to the students; emphasising hard work and being the best that they can be.

Mr P Bousfield, Headteacher Southlands





70



# **Further Education**



Excellence

The Preston Centre of Sporting Excellence is a formal partnership between PNECET and Preston College. The partnership offers high-quality, technical education programmes in sport for 16 to 19-year-olds in Preston spanning level one to three.

Grace enrolled at the Centre of Sporting Excellence in 2022 studying

a Level 3 extended Diploma in Sport. Grace is a talented Skiier who represents Great Britain and has won multiple titles nationally and internationally. 28 learners This programme has accessed helped me understand coaching from much more than elite coaches performance in my sport. Studying mechanics, sports science, and anatomy, I've become a more educated athlete. Understanding the relationship of healthy mind, attitude, physiology, 120 and anatomy, I am much enrolments better equipped to push myself to a higher in 2022 100% level. achievement Grace Harrison. rate achieved **PCSE** student across Levels 1to 3 Preston Centre of Sporting Excellence is in its third academic year of partnership. Over this time, our combined recruitment has doubled in size making sport one of the top five programmes applied for at the College. Through the combined presence of both PNECET and Preston College, teachers from both partners 96 offer an eclectic array of progressed expertise and experience onto HE or allowing us to offer an ambitious curriculum with employment opportunities for young professional people looking to pursue guest careers within the speakers sporting industry. Sam McKenna. Centre of **Preston College** Sporting

# **Higher Education**



In conjunction with the University of South Wales [USW] and the EFL Trust, Preston North End Community and Education Trust offer the opportunity to study various degree qualifications with lectures delivered on-site at Deepdale.

Steven Spence completed the Community Football Coaching and Development degree in 2020 and progressed onto a Masters degree. Since his studies Steven has successfully gained employment with FIFA as a Tournament Analyst.

"

I'm over the moon to have accepted a position at FIFA. It's been a long journey, but I've found myself working for the biggest football organisation in the world. The academic work has been interesting for the most part, but it's the work experience that has given me the confidence and knowledge to acquire such a role.

#### Steven Spence, USW student



PNECET are one of over 40 clubs delivering the degree programme. Our students find that online learning, mentor support and work experience makes them work ready and proves a significant advantage to securing their chosen career.

PNECET are a valued delivery partner and have been for a number of years. Students gain access to a supportive and engaging learning environment, allowing them to develop their knowledge, skills and experiences in a variety of areas including sports coaching, sports development, project management and sports science.





learners

enrolled

2,184 volunteer hours contributed to community activity 10 learners have received paid employment with the Trust

10 participants

gained additional

Level 2 coaching

qualifications

50%

of graduates

received 2:1 or above



University of South Wales







# Health and Wellbeing

Our Health and Wellbeing provision tackles health inequalities across Preston by supporting people to lead healthier and more active lifestyles.

- 20 Weight Management and FIT FANS
- 21 Sporting Memories
- 22 Every Player Counts
- 23 Walking Football
- **24** Play And Skills At Teatime Activities [PASTA]
- 25 HeadStart

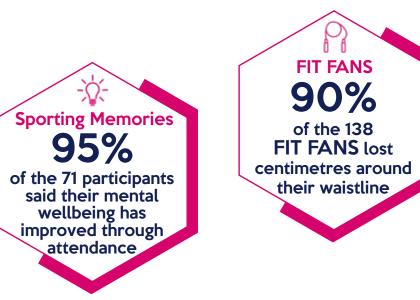


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**5.6cm** average loss of cm from waist per participant

**Every Player Counts** 

54 participants engaged in Every Player Counts sessions



Walking Football 79% of the 130 participants have improved their physical activity levels

# Weight Management and FIT FANS



Our Weight Management and FIT FANS provision supports adults aged 18 and over with a BMI of 28 or above to make healthier lifestyle choices, through a variety of tailored programme methods.

Stephen joined our FIT FANS programme in January 2022 and the 12week programme had a huge positive impact on him. He has lost a total of 32kg and has improved his blood pressure, cholesterol and diabetic levels.



# **Sporting Memories**



Our Sporting Memories programme is an initiative which forms part of our Extra Time Hub programme, in partnership with the EFL Trust, bringing people of retirement age together to do things that they enjoy. The programme is primarily designed to support those living with dementia, depression and loneliness and those wishing to reminisce about sport with like-minded people.

Malcolm is one of our longest-serving Sporting Memories participants and thoroughly enjoys attending sessions with his friends, but also with his wife, Joyce.

"

Attending the sessions has not only maintained, but added to my positive and optimistic orientation. Additionally, connecting with friends and new people is life enhancing. Sharing past memories with like-minded others is enjoyable and uplifting.



#### Malcolm Rae OBE, Sporting Memories participant

We regularly invite guest speakers to deliver talks and presentations to the group. This year, we invited Gail Newsham, a local author, to visit our Sporting Memories group to deliver a presentation about the Dick, Kerr Ladies football team.

### "

I think the sessions are fantastic and they help to bring interesting local stories to the attention of the participants that they might not otherwise be aware of. The Sporting Memories sessions also help to jog some past memories of their own.

Gail Newsham, Guest Speaker



23 guest speakers

engagements

in 2022



**63** participants

said they feel

less lonely or

isolated

100%

believe the

programme has helped break down barriers

associated with dementia



# **Every Player Counts**



EFLTRUS

The Every Player Counts programme, an EFL Trust initiative, aims to increase participation in football amongst disabled people with free sessions every week, for both adults and children in Preston.

Umar, an Every Player Counts participant, thoroughly enjoyed the sessions we provided at Preston College. He enjoyed both the social aspect of the programme and playing football with other students.



22

Zoe Bidula, Student Services Co-ordinator, Preston College

# Walking Football



Walking Football is a slower paced version of the beautiful game, with running not permitted, for men aged 50 and over and for women of all ages. The aim of Walking Football is to re-engage people with a sport, where the mainstream game is beyond their limitations, due to age or health.

Richard has become a frequent and enthusiastic attendee at our Walking Football sessions, which has led to him representing Preston North End in regional Walking Football tournaments against other clubs.

" Three years ago, I got diagnosed as diabetic and I had to lose some weight and alter my diet and exercise. I have now reversed my diabetes. **Representing Preston** North End is special to me. I couldn't be prouder engagements when I put that North in 2022 End top on. **Richard Wilkinson**, Walking Football participant

Val, who grew up in Germany, only had limited opportunities to play football in her home country. It is only later in life that Val has started playing walking football, thanks to our weekly sessions.

"

I got involved in Walking Football in April 2022, a dream come true. At the tender age of 781 finally got on a football pitch! Though my speed, skills and courage has dropped, I just enjoy being amongst wonderful team-mates, keeping active and having fun. It certainly gives me a happy feeling.

Val Finney



130

teams entered into Greater Manchester Walking Football League

70% participation retention over five or more sessions

85%

saw an

improvement

in their mental

wellbeing

**65%** 

strongly agreed

that they have reconnected with old or made

new friends

23

# **Play And Skills At Teatime Activities**



County Council The Play And Skills At Teatime Activities [PASTA] programme supports families with young children between five and eight-years-old, to learn to cook various healthy recipes, and take part in physical activity, over the course of a six-week programme.

Charlie and his mother, Paige, from Fishwick, completed our PASTA programme in June 2022. They both wanted to learn new recipes, in order to cook healthier family meals together.



# **HeadStart**



HeadStart is a new initiative being piloted across Lancashire and South Cumbria to support the mental health of year six children that are transitioning into secondary school.

Through whole class sessions and one-to-one support, PNECET's Mental Health Transformation Officer [MHTO] has been supporting Grange Primary School pupils' mental health and raising awareness of support services and coping strategies.

"

I thought the lessons with the MHTO were great. She was kind to us and never judged us if we felt a certain way about something. The MHTO always says 'it's okay' and gives us ways to feel better. If we wanted to talk outside of our group about something personal, she always made time for us.

#### Grange Primary School pupil

Through the HeadStart programme, we are working with Year 6 pupils from five primary schools within Preston, including Brookfield Community Primary School.

#### "

Pupils have engaged in a range of whole class sessions with a focus on reflecting on their own mental health and gaining strategies for how to overcome potential barriers. Some of our most vulnerable pupils have engaged... and the MHTO has provided a safe space for them to do this.



Xa

174

children

and young

people have

engaged

with

**HeadStart** 

5 Primary schools engaged with



73 children have

been identified

for one to one

support

34

hours spent delivering one to one

support



Miss L Payne, Brookfield Community Primary School







# **Health and Wellbeing**

Our Health and Wellbeing provision tackles health inequalities across Preston by supporting people to lead healthier and more active lifestyles.



# **Rugby League**



The eagerly anticipated Rugby League World Cup came to England in 2022. Preston were host to Wales men's Rugby League team. In partnership with Preston City Council, the University of Central Lancashire and Rugby League football, PNECET employed a Rugby League Development Officer [RLDO] to support and build participation and interest across the city.

As part of the build up to the Rugby League World Cup, the Trust's

RLDO has delivered a number of initiative's across the City centred around raising the interest and participation in Rugby League, including the development of the new South Ribble Rabbitohs Junior team. " Under 13 **Rugby League** We joined forces with local club club Preston and South estabished Ribble club, Rabbitohs to form a junior side. After successful taster sessions. a new U13 team was formed, training weekly and playing two friendly matches in 2022. In 2023 840 the team will be playing in the local North West I children and eague, and plans are in young people place for additional engaged age groups. **Rugby League** competitions **Ryan Allen** delivered in Preston Through participating in the Rugby League provision at school, Ethan has joined South Ribble Rabbitohs, which was set up by PNECET's RLDO. Since taking this step, Ethan's mother has seen real improvements in Ethan's behaviour and mood. " I've seen a massive change in Ethan since playing rugby. He is a very shy lad 80 who can find socialising girls attended difficult. He seems a lot the first girls only happier which makes me really happy. I would like to **Rugby League** thank the RLDO for giving competition Ethan an opportunity to join 20 a team. He looks forward to local schools every training session and involved game.

#### Lucy Parker



# **Financial Summary**

2020/21 INCOME			
RESTRICTED		TOTAL	
£772,563	£306,298	£1,078,86	I
EXPENDITURE			
TOTAL	SURPLUS		
£823,637	£255,224		
2021/22 INCOME			
RESTRICTED	UNRESTRICTE	D	TOTAL
£834,168	£478,523		£1,312,691
EXPENDITURE			
TOTAL £1,109,860		SURPLUS £201,554	

# What's Next?

Despite the challenging economic climate of the last 12 months and the challenges we continue to face as a result of the cost of living crisis, PNECET is in the privileged position to have generated a surplus of £201,554 for the last financial year.

This will be used to invest in the growth of our existing programmes whilst looking for new ways in which we can improve the lives of the people in our local community in line with our 2020-2023 strategy.

As a result of the success and growth of the organisation over the last three years, we have begun identifying ways in which we could fund the development of a new facility within the stadium, which will provide further space to expand our programmes, in turn positively impact more people from across our community.

In line with our new outcomes framework the Trust will continue to collect data to measure the short, medium and long term impact of our programmes seeking to keep in touch with all our participants.

Throughout 2023 the Trust will begin the development of their 2024-2027 strategy, engaging with participants, key stakeholders and employees on the aims and objectives of the organisation ensuring we continue to address the needs of our community.

We look forward to the next 12 months with optimism.

### **Our Values**

#### HOLISTIC

We strive to be holistic, with our participants at the heart of our provision. Developing their physical, mental, and emotional health, while taking social factors into consideration.

#### CREATIVE

We are creative in our approach, encouraging employees to seek or create the best solutions, show a willingness to experiment, take calculated risks and challenges.

#### AMBITIOUS

We always strive to be a forward-thinking organisation that delivers the best possible outcomes and continually improve and grow.

#### PASSIONATE

We employ passionate individuals, who provide high quality services, that are inspiring to our community to help drive a positive change.

#### EFFICIENT

We know that being efficient not only produces results, but it does so with minimum wasted effort or expense.

#### SUSTAINABLE

We know that providing a service that our community can rely on, will be sustainable and leave a lasting legacy.

#### EMPOWERING

We believe that by providing the correct tools and environment for our team and participants will increase independence and self-determination, to enable them to represent themselves and their community in a positive way.

#### DIVERSE

We believe that cultural perspectives can inspire our creativity and drive innovation in our community.



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

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