



Community
and Education
Trust

Registered Charity No 1130772



Connecting people,
inspiring generations,
achieving goals.



2020-2023



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Who We Are

We are Preston North End Community and Education Trust, the official charity of Preston North End Football Club.

Utilising the power of Preston North End and football, we situate ourselves at the heart of the Preston community, providing a high quality service to improve lives. Our provision is centred around; community engagement, education, and health and wellbeing.

These services connect people from all walks of life, support all to achieve their goals and make positive changes to create a safer, stronger and more resilient community.



Our Strategy

Tom Drake Chief Executive Officer

Welcome to the Preston North End Community and Education Trust strategy for 2020 to 2023, developed both internally and externally with the consideration of local, regional and national polices and with feedback from key stakeholders, including participants and staff, to shape our thinking.

We are the official charity of Preston North End Football Club. Our unique partnership distinguishes us from other charitable organisations, using PNE and football to connect, inspire and engage generations to achieve their goals. Last year alone, we engaged with over 11,000 people from Preston and the surrounding areas across 26 different programmes. We continue to value and understand the importance of reviewing and developing as we strive to be better.

Every year, we invest more of our funds into the community, leading to increased engagement and staff numbers, but most importantly, impacting the lives of the people living in the community of Preston.

We provide a wealth of opportunities for people to achieve their goals, in turn helping us to achieve our own. In recent years, we have witnessed the evolution of our community's needs and we have responded by diversifying our approach and delivery.

Our strategy will allow us to readdress the needs of our community and focuses on three key areas:

- **Community Engagement:**
Delivering initiatives to create a safer, stronger and more resilient community.
- **Education:**
To provide an education pathway for all to help people achieve their goals.
- **Health and Wellbeing:**
Tackling the health inequalities across Preston by supporting people to lead healthier and more active lifestyles.

I would like to place on record my gratitude to our key partners and dedicated staff team, who must be credited for our success to date. We are excited to develop new and existing relationships with our partners over what I am confident will be an exciting and successful three years.



Our Current Provision



Community
Engagement

We currently deliver a range of projects across Preston and the surrounding areas, including:



PL Kicks

The PL Kicks programme, funded by the Premier League, uses the power of football and sport as a whole to provide free diversionary activities for eight to 18-year-olds across Preston.



NCS

The National Citizen Service programme is a government-backed initiative that gives 15 to 17-year-olds the opportunity to build their confidence and independence while developing life-skills on either a summer or autumn programme.



PNE Forces

The PNE Forces programme brings together past and present members of the military and their families for a weekly social hour and football session, as well as signposting them to local community services where required.



DIVERT

The DIVERT programme aims to reduce the reoffending rate in Lancashire among 18 to 25-year-olds by working with Custody Intervention Coaches in custody suites across the county.

Our Current Provision



Education

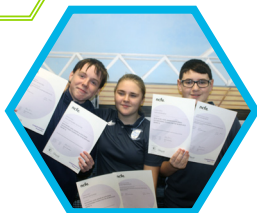
Premier League Primary Stars

The Premier League Primary Stars programme combines maths and literacy concepts into children's PE lessons, with PNECET staff's involvement improving the quality of lessons and teachers' delivery.



Secondary School Provision

The Secondary School Provision Programme targets hard-to-reach Key Stage 4 students who may struggle with a lack of confidence or self-esteem in a conventional school environment.



Preston Centre of Sporting Excellence

A partnership between PNECET and Preston's College, the Preston Centre of Sporting Excellence provides high quality further education programmes in sport for 16 to 19-year-olds, from levels one to three.



USW Foundation Degree

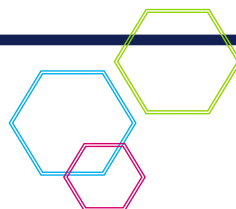
In conjunction with the University of South Wales and the EFL Trust, PNECET offers a foundation degree course in Community Football Coaching and Development, which can be extended to a full degree qualification.



Our Current Provision



Health and
Wellbeing



FIT FANS

Our FIT FANS programme takes men and women aged 35 to 65 on a health and fitness journey with educational classes and physical activity sessions once a week over a 12-week period at Deepdale.



Sporting Memories

Supporting over-50s living with dementia, depression or loneliness, the Sporting Memories programme brings people together over a common love for sport, reminiscing over past memories in both sport and otherwise.



Mental Health Programme

Our mental health programme supports young people suffering from the adverse effects of mental health by providing them with unique opportunities in the club's professional sporting environment.



Every Player Counts

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

Our Research



Community Engagement

- Approximately 3.7 per cent of people in Preston are unemployed, in line with the national average.
- Ethnically diverse individuals form ten per cent of the local population, but have low participation in our activity programmes.
- Crime rates across Preston average at 133 per 1,000 persons, significantly above the national average of 110 per 1,000 persons.
- Preston is ranked in the top 40 percent worst post codes for crime, with post codes near the stadium - PR1 and PR2 – being in the top 20 per cent for high crime rates.
- A Lancashire County Council study suggests that nine per cent of households in Preston are at risk of social isolation, the third highest in the county.



Education

- 33 per cent of children achieve a grade C (grade 5) or more in core academic subjects across Lancashire, which is lower than the national average of 37 per cent.

- 16 per cent of high schools in Preston and the surrounding areas are rated as 'requires improvement' from OFSTED.
- In Preston 57,657 households were recipients of free school meals with 17.9 per cent of children from low-income families.



Health and Wellbeing

- There are 10,848 estimated cases of people living with dementia in Lancashire with approximately nine per cent residing in Preston, a seven per cent increase from 2017/18. Research suggests 209,600 people in the UK will develop dementia this year.
- Mortality rates as a result of cardiovascular diseases in Preston are significantly higher than the national average, with 93.3 deaths per 100,000, against the national average of 71.7 deaths per 100,000.
- Ten per cent of Preston's population were seen by Mental Health services in 2018/19, 13 per cent of whom were under 18.

Our Values

We are Preston North End Community and Education Trust and our team are:

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 deliver the best possible outcomes and continuously 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.



Our Values

We are Preston North End Community and Education Trust and our service is:



Sustainable

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

Efficient

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



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.

Our Objectives



- Reduce anti-social behaviour and crime rates to help create a safer, stronger and more resilient community.
- Reduce re-offending.
- Reduce social isolation.



- Increase participation in physical activity in under-represented groups, including, but not limited to, those with disabilities and those from ethnically diverse communities.
- Inspire individuals to learn, be active and develop life skills.
- Improve the general physical and mental health of our community.



- To provide a platform for all to access education by providing an alternative setting to the mainstream provision.
- To improve educational attainment and employability in the local community.
- Improve the knowledge and skills of teachers to deliver fun and exciting PE sessions in school.



WHILST ALWAYS...

Inspiring the current and future generation of PNE supporters through our activities.



Achieving Our Objectives

Based on the research, local statistics, data and knowledge of our community, we have developed our services to meet the needs of our community through the following strands:



Community Engagement

Delivering initiatives to create safer, stronger and more resilient communities.



Health and Wellbeing

Tackling the health inequalities across Preston by supporting people to lead healthier and more active lifestyles.



Education

To provide an education pathway for all to help people achieve their goals.



Thank You

Kevin Abbott Chair of Trustees

As the Chair of Trustees of Preston North End Community and Education Trust, I am excited to endorse our new strategy, providing further direction over the next three years.

The strategy has been developed with the support of internal and external stakeholders, including our own staff and those who access our programmes. Our dedicated team will work hard to ensure we address the needs of the Preston community.

Our work could not be delivered without the support of our numerous local and national partners. Whether it is through their financial, resourcing or technical support, we are very grateful to all of them.

Special thanks must also go to all concerned with Preston North End Football Club and we are confident that the Trust will continue to represent the club with pride in the coming years.

I am optimistic that our new strategy will bring only continued success for the Trust until 2023 and beyond.



Our Partners





Community and Education Trust

Registered Charity No: 1130773

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PNECET



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