



**KETTERING  
TOWN F.C.  
Community Trust**



**Bringing football and people together**

STRATEGY 2020-2023

Date created: April 2020

Review date: April 2021

## Kettering Town FC Community Trust Strategy 2020-2023

### **About us**

Kettering Town FC Community Trust is a vibrant and forward-thinking charity, providing a range of opportunities for people in Kettering and surrounding areas to increase community inclusion and education; improve physical and mental health; and reduce involvement in negative activities and anti-social behaviour.

### **Vision**

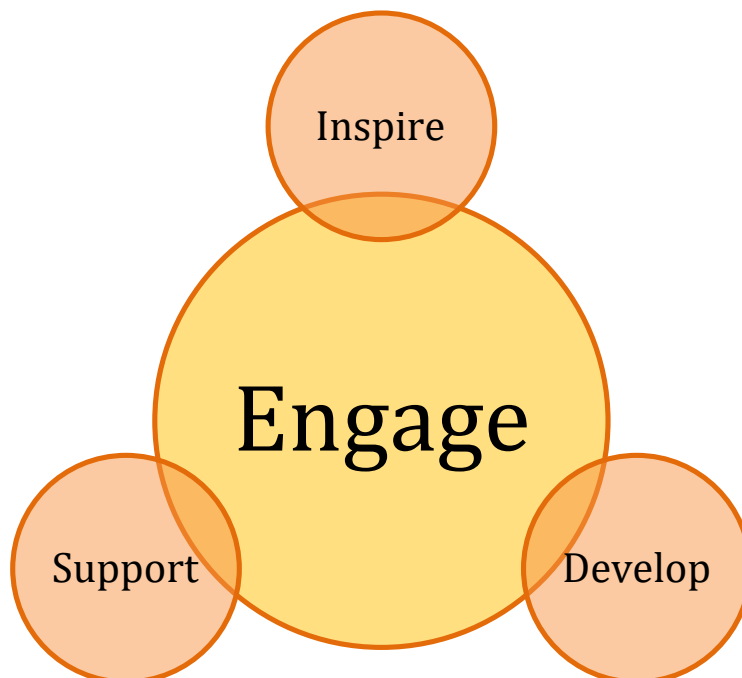
To offer the highest quality programmes to all members of the local community to improve their quality of life through Physical Activity, Education, Health and Community Inclusion.

### **Mission Statement**

We are at all times committed to developing a range of diverse community initiatives and partnership working groups, to give the best opportunities to the people of Kettering, whilst using the profile and brand of Kettering Town Football Club to the greatest effect.

### **Values**

Our values are to engage with all corners of the community, to give everyone the opportunity to be inspired, develop their skills and provide support for issues that affect people's lives.



## **Outcomes**

We will deliver our mission through four themes:

### **HEALTH**

The Trust will provide a range of health-related projects to increase the quality and life expectancy of people on the Kettering district. The Trust works very closely with relevant health agencies to inspire the population to eat well, take part in regular physical activity and ensure mental health.

### **EDUCATION**

Kettering Town FC Community Trust will work very closely with local primary schools, secondary schools, and college settings, to deliver a number of educational projects, which includes delivery based within the Trust and the wider community, as well as local facilities, to increase participation in regular positive activity and support career development within sport, leisure and employability

### **COMMUNITY INCLUSION**

The Trust will offer a range of activities to get target audiences, that would not normally participate in regular activity, to engage in fun, structured sessions that will inspire, motivate, and develop citizenship skills through social action projects.

### **PHYSICAL ACTIVITY**

The Trust will support and work with a cross section of community groups and settings to increase the opportunities for people to take part in Sport and improve pathways for the whole community. The Trust will develop a range of projects to support local schools improve the standard of PE delivery, by inspiring and upskilling school staff and motivating pupils to engage in physical education and extra-curricular activities.

## **Strategic Aims and Objectives**

The five strategic objectives that will determine our work programmes over the next three years are:

- Organisational Development
- Business Development
- Marketing, Promotion and Partnerships
- Impact
- Programme Delivery
  - Health
  - Education
  - Community Inclusion
  - Physical Activity

**Organisational Development** – to ensure that KTFCCCT meets all capability requirements of the National Football League Trust whilst delivering the highest quality governance for the whole organisation.

#### OUTCOMES

- KTFCCCT is regarded as a widely respected, trusted and valued organisation
- KTFCCCT increasing its ability to deliver on its plans through collaboration and partnerships and development of a quality working team

#### STRATEGIES

- Improve governance, operational and financial procedures
- Produce a three-year Strategic Plan with an annual review

#### WHAT WE WILL DO

- Develop a staff team that provides structure and quality, that can be revised with future developments
- Provide a broad range of staff and trustee CPD and development opportunities
- Continuously review policies and procedures and make sure the whole team implements all
- Continuously review staff performance and implement an appraisal procedure to develop a professional culture of high-quality delivery

**Business Development** – to increase the number of funded projects being delivered by the Trust, through the growth of partnerships made on a local, regional and national front.

#### OUTCOMES

- To increase the sustainability of KTFCCCT
- Strengthen our network in being proactive in our community and delivering quality and impactful projects

#### STRATEGIES

- Seek new funding opportunities that align with our Vision and Mission
- Support the local network to reach their targets and Aims through key partnership and development work.

## WHAT WE WILL DO

- Continue to develop our network amongst local, regional and national organisations
- Support partners and potential investors to recognise and understand how the Trusts contributions can support and deliver their strategies and future plans
- Work in partnerships to develop sustainable programmes
- Generate new projects and opportunities

**Marketing Promotion and Partnerships** – to promote and connect the work of KTFCCCT with the local community and make as many people aware of the work being done.

## OUTCOMES

- A broad and diverse marketing strategy to enhance the Trust brand across our whole network
- A number of working groups, including a range of local and regional partners engaged in regular updates

## STRATEGIES

- Develop a range of working groups to understand local and national need
- Align activity with local and national partners needs

## WHAT WE WILL DO

- Determine and utilise our unique selling points.
- Use a variety of methods, including social media, local press events to promote the work of the Trust.
- Work with a broad range of organisations, community groups and educational establishments to make as many people as possible aware of the work the Trust is delivering and the impact it is having.

**Impact** – to make the work being delivered evidence based, to add depth and quality to the work and justify delivery and future decisions.

## OUTCOMES

- Capacity to measure the impact of project delivery
- Future developments designed and delivered through informed research and

consultation

#### STRATEGIES

- Collate up to date information on all programmes delivered by the Trust
- Gather feedback on KTFCCCT and its ability to delivered on its plans

#### WHAT WE WILL DO

- Regularly evaluate programmes to show impact.
- Identify data requirements to judge outcomes and outputs at the start of project agreements.
- Develop methods to measure the social impact of the Trust.
- Use impact results to shape future developments and sustain existing projects

**Programme Delivery** – to deliver all sessions and projects to the highest standard and achieve the targeted outcomes and outputs of the targeted work.

#### OUTCOMES

- Inclusive and quality delivery across all projects delivered
- Pathways for participation and progression for local people to improve their lives

#### STRATEGIES

- Develop robust assessment and improvement processes to enhance participants experience on all programmes
- Draw on local, regional and national funding to meet local needs

#### WHAT WE WILL DO

- Deliver all sessions and projects at a high standard
- Continuously review and evaluate sessions with self-review and senior managements assessments.
- Report progress of projects to funds on a regular basis.
- Develop and deliver projects that fit within the Community Trusts four key themes

The Programme Delivery of the Community Trust will focus on the four key themes:

## **Health**

The Trust is focused on supporting the improvement of people's health in Kettering and district. Through partnerships with local gyms, the Trust will work with local agencies, including Kettering NHS and Kettering Council Public Health, to make young people aware of the importance of eating a healthy, balanced diet and taking part in regular physical activity. Projects will make sure the important messages are reached by the wider community, so the opportunity is available to all.

Aims:

- Sustain the partnership with Lion Cubs mini football focused on 3-6 year olds and their families to improve their understanding of a healthy lifestyle
- Sustain delivery of the Girls Development Centre and to continue to expand the FA's Wildcats centre for 5-11 year old girls.
- Develop the Women's only Walking football programme to increase activity levels and improve health and well-being.
- Develop the multi-disability youth project to increase the health and well-being of this all-inclusive, improving people's mental health, with particular focus on personal confidence and self-respect

## **Education**

The Trust strives to support all education establishments across Northamptonshire offering the community a broad spectrum of offers to improve their education and support increasing the standards within local schools. Projects like Reading the Game are focused on motivating pupils to read more often, whilst helping them understand how much of their lives depend on reading and literacy. The Trust, using the power and business of Football to inspire high school students to take their studies more seriously. The Trust also delivers a very successful education offer, for participants that want to progress into a career within the Sport and Leisure sector. Projects including scholarships, 'A' levels, BTEC Sports Studies and Football Coaching give individuals the opportunity to progress their studies, once they have finished school, whilst gaining first hand work experience. A Foundation Degree is also delivered in Partnership with Northampton University for students to progress their further education and experience.

Aims:

- Develop a Secondary School project, consisting of having a full-time member of the Community Trust team based within each local Secondary school, delivering a range of projects to support the improvement of provision in schools and attitudes of students
- Develop the Streets project, to be delivered across every Secondary schools in Kettering, to support the improvement of attitudes towards learning for students
- Establish and deliver the 'Top Up' year of the Foundation Degree the Trust delivers in partnership with Northampton University

- Develop a range of learning opportunities to support making people within the town job ready and working towards full time employment
- Make the Trusts very successful BTEC education provision a sustainable and more manageable project, by developing its partnership with a local education provider, whilst establishing a clear and successful recruitment model to fill all spaces on course being provided by the Trust
- Continue to develop funding sources to deliver quality provisions to support local schools with their provision of improving literacy and numeracy skills of local pupils.

### **Community Inclusion**

A key element of the Community Trusts work is to develop projects to get all people within the town involved in positive activity on a regular basis, with particular focus on the hard to reach and inactive population. Projects like National Citizen Service requires exploring to give as many sixteen and seventeen year olds the opportunity to get involved in quality social action opportunities, whilst the Trusts volunteer programme concentrates on rewarding young people that get involved in voluntary activity with coaching qualifications and work experience opportunities.

Aims:

- Develop the Trusts volunteer project into something that reaches across and supports as many people as possible to get involved in volunteering and be rewarded for their efforts
- Develop a project to support Ex-Offenders, Drug and Alcohol users to get involved in positive activities and work towards giving up their negative behaviours a habits
- Develop a project focused of supporting homeless members of the community to work within a positive environment, build up their CV and gain qualifications within the Sports sector
- Develop a project, in partnership with local supporters groups and the National League to deliver a programme before Kettering Town FC first team home matches, that is focused on bringing fans together in a positive environment
- Establish a strong working relationship with local Secondary schools and Colleges and other community groups to implement a clear operational plan to get as many of Kettering's young people involved with the Trusts work

### **Physical Activity**

A primary focus of Kettering Town FC Community Trust is to get as many people involved in physical activity and Sports activity. The School Sport project, delivered across Northamptonshire is focused on improving standards of PE in school, by up skilling and inspiring teachers to deliver quality PE lessons with the skills and confidence needed to motivate the pupils to enjoy their lessons. Programmes that



focus on delivering community sports sessions for seven to nineteen year olds in areas of high need during evening throughout the week, with projects like Female Football Development, Every Players Counts and Walking Football focusing attention on delivering sessions and programme for inactive audiences including women and girls, people with disabilities and over fifty year olds.

Aims:

- Develop a project of community-based adult sports and physical activity provision, targeted at the most inactive members of the town, to get involved in regular activity
- Develop a school sport offer, to be delivered in Kettering Borough to support the primary schools in the area to motivate and up skill the teachers and inspire the pupils to get involved in quality PE provision, whilst continuing to deliver the high standards in Kettering schools and extend the offer to more local schools
- Develop a broad range of opportunities for over 50 year olds to get involved in regular physical activity and sports provision
- Continue to deliver a project focused on getting more females playing Football, but develop a community provision, focused on recreational play
- Continue to develop a broader spectrum of opportunities for people with disabilities to take part in recreational and competitive sports, with a particular focus of Football
- Continue to deliver, whilst looking for opportunities to expand, the Trust's Holiday Sports Camps provision at an affordable and low a cost as possible across the Kettering area.
- Continue to develop and deliver a broad range of community based sports opportunities for young people of all ages, to participate on a regular basis, through projects including Lion Cubs and Satellite Clubs.

### **Areas of development**

Over the next three years we will strive to develop opportunities to support developing as many opportunities as possible, that feature within the Trusts key strategic aims. There a also some overarching areas that would support development of the Trust and all the themes:

- **Raising Awareness**  
A range of campaigns, events and promotional materials will be developed, to make the whole community fully aware of all the projects delivered by the charity and the benefits that can be made to their lives.
- **Facilities**  
The Trust, with support from the Football Foundation and the National League, will investigate opportunities to develop community-based facilities to give more people the opportunities to engage in positive activities, sports sessions and support local groups and teams with their delivery

## **Health**

- **Mental Health**  
Projects focused on improving adults and children's mental health will be investigated, to improve self-confidence, dementia and personal well-being. Projects will be based across a broad range of settings, including schools and local community groups.
- **Adult and Child Weight Management**  
Projects focused at reducing adults and children's weight through targeted programmes to educate the community on the importance of healthy eating, regular physical activity and a balanced lifestyle, to reduce the amount of obese individuals that are putting their lives and life expectancy at risk.

## **Education**

- **Supporting Secondary School Education and Year 6 – Year 7 transition**  
Projects based within local schools with staff supporting teachers to raise pupil's aspirations, attitudes towards learning and attendance at school. Support to also be given to Year 6 pupils making the transition into secondary school and Year 7, through buddying systems, supplied by the Trust.

## **Community Inclusion**

- **Employability and work experience**  
A number of projects focused at individuals not in employment, education or training will be progressed, to improve employability skills and people's chances of gaining full time employment through work-based learning and community-based education programmes.

## **Physical Activity**

- **Adult Participation**  
The Trust will endeavour to deliver a range of opportunities to get adults involved in regular physical activity, with particular focus on the most inactive and hard to reach groups in the town. A range of fitness, sports and recreational activities will be developed.