



#ONECOMMUNITY

IMPACT REPORT

2021/22

Macclesfield FC Community Sports Trust

Bringing our community together since 1997



#One Community

We engage with our local community in Cheshire East in a range of different ways.

WE ARE NOT JUST FOOTBALL!



OUR AIMS & OBJECTIVES

Our main aims are:

* To maintain Macclesfield FC Community Sports Trust at the heart of our community by providing health and educational opportunities to all of Cheshire East in accordance with its needs and wants.

* To Build links between the Football Club and all sections of the community and to offer innovative and exciting programmes to use sport as a tool to motivate and inspire individuals and local communities to improve health and well being

* To work with individuals and partner organisations to establish strong links to enable the Trust to deliver programmes and projects that inspire individuals to improve achievement and employability

* Promote social responsibility and provide support to those who need help in order that they have respect for their community and are encouraged to make positive contributions

Our main objectives are:

Sports participation:

Promote the benefits of sports and activity from a physical , mental and social viewpoint for all participants of all ages , abilities and disabilities from school children to all adults through a comprehensive schools programmes and other initiatives.

Education:

Offer a range of educational courses for students aged 3+ in partnership with full time education providers as well as promote a number of numeracy, literacy & health/wellbeing initiative programmes to schools and groups using the power of football to enthuse an motivate all members of our community.

Health:

Offer a range of healthy and engaging activity programmes addressing lifestyle choices and promoting the benefits of regular exercise and healthy diets to school children and families with the objective of improving long term health benefits.

Social Cohesion & Inclusion:

Offer a range of projects targeting marginalised or disadvantaged groups particularly teenagers and young men at risk of offending or already involved in youth gangs and violence. Our projects will also cover inclusion projects to reflect and promote integration amongst the diverse ethnic minority groups within our community as well as engaging with those community members suffering with mental issues , homelessness and disability.



MFC CST MISSION STATEMENT

To be the focal point of our Cheshire East community.

To Create positive opportunities & tailor-made support to make a continual positive impact to our various customers.



BE PROFESSIONAL

BE PASSIONATE

BE INSPIRATIONAL

WE ARE MORE THAN JUST FOOTBALL

#Onecommunity



Who are we and what do we do?

The Community charity arm of Macclesfield FC

Established 1997 – Celebrating 25 years in 2022/23

A registered charity with the charities commission.

5 full time members of staff

4 Volunteer Community coaches

Overarched by a board of volunteer trustees from
Various backgrounds across local Businesses,
Education and Finance.

The football club link with our fans and the extended
Cheshire East Community.



[We are the beating heart of OUR community](#)

Lee Folkard : Head Of Macclesfield FC Community Sports Trust



What an amazing and rewarding year it has been.

The trust is going from strength to strength in difficult, challenging times for us all and on the football front the football club, in its first year trading, have started their journey up the Footballing Pyramid with the North West Counties Title and promotion.

When I took the opportunity to manage the Community Trust back in May 2021, I was tasked with making the trust sustainable. The £80,000 plus that the charity was receiving annually from the Premier League and Football League Charitable trusts was unfortunately on hold due to the new football club starting life back at the bottom of the pyramid and with at least 3 years until the potential on regaining this the challenge of keeping the Trust active in our local community was something I wanted to test my abilities to achieve.

What I inherited was a good base of activity within a cluster of local schools, mainly for PE and after school clubs, as well as our (previously known as Premier League Kicks now STREETBLUEZ) youth engagement free football projects in the evening.

The task was too fully extend that programme, to produce a bespoke activity menu that would benefit our vast geographical community from the ages of 2 upwards and to gain the financial security needed for the charity to continue to trade and be sustainable and successful.

Over this last year our programmes have extended in our local community to over 80% more than previous in years 2019/2020 and 2020/21 (mainly due to the Covid-19 pandemic). The pandemic has helped us refresh and rebrand our community trust in a way that is now supporting and engaging with over 2,500 people within our community a week.

Our new Community Menu is robust in a way that its not just about schools, its about the entire community being part of what we currently offer, and they will now support us to shape our future over the next 3 years.

We are looking forward as a trust, something we have not done in past – with a Community Business Plan, more provisions on the horizon and funding bids for additional community projects – we can finally say that we in a stronger position now than ever before.

This is due to the amazing work of my team, who every day engage with different participants and organisations to create our positive programmes. They also put up with my continual pushing of them professionally to create the best community scheme we can be.

A big thank you also goes out to our Board of Trustees. Over the past 12 months they have supported myself and the team in many ways and are a major part of our success and development. Thank you for being so positive to the new way of thinking, our ideas for growth etc.

I would also like to extend my thanks to our partners who have been a massive help to me and our activities over the last 12 months. AstraZeneca, Adelphi Medical and the Tytherington Club.

And finally, our new amazing club – what a year for the boys and everyone involved. As they continue to achieve excellence on the pitch, we will be supporting them with our range of activities that promote our community values and ethos as a football club.

Thank you all for such an amazing year



Current Delivery

- * After School Football & Multi-sport Clubs
- * STREETBLUEZ (Previously funded as Premier League Kicks)
- * CST Stars – educational packages
Including Reading Stars, Maths attack sessions. (previously funded as Premier League Primary Stars)
- * Education packages for Primary Schools including Healthy Hearts in partnership with Adelphi & Active Science in Partnership with AstraZeneca
- * School time PE sessions – PPA for teachers
- * Multi sports with Preschool & Nurseries
- * Half term Multisport activities
- * Partnership with Tytherington Club
- * Partnership with All Hallows 6th Form
- * Care home sessions
- * Disability specific sessions in SEN schools and out of school
- * Supported Housing network delivery
- * In house Community Cup Primary School Competition
- * FA Wildcats
- * Walking Football
- * Secondary School educational support
- * Man v Fat – Weight loss & physical activity programme





WE ARE MORE THAN JUST FOOTBALL

#One Community

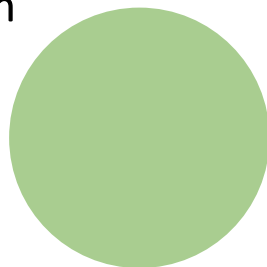
The Vision

- * Continual sustainability of the Charity.
- * Create & Deliver a development plan for the CST.
- * To work with over 5000 people over a calendar year in various sessions across the community.
- * Continual extension of the current programmes.
- * To create a diverse MFC CST menu/prospectus for our partners, schools & community partners.
- * Creation of new partnerships, sponsors & funders.
- * Extension of the current programmes across all of Cheshire East.
- * Extension of coaching team & volunteer pool.
- * Personal development of our staff.
- * To be the center piece of the community around the Football club & also the wider reaches of Macclesfield & Cheshire East.



Ideas & Plans

- * Active Science in partnership with Astra Zeneca
- * Healthy Hearts In partnership with Adelphi
- * Half term Multi Sports Camps across Cheshire East
- * CST Stars (Formally PL Primary Stars)
- * STREETBLUEZ (Formally PL Kicks)
- * PPA Cover in Primary Schools (PE Sessions)
- * Breakfast & Afterschool Clubs
- * Secondary School after school clubs
- * Disability Football – Both in and out of education
- * Girls sessions
- * Multisport coaching – Primary
- * Social Media expansion
- * Partnerships, Sponsorship & new stakeholders
- * Care home delivery
- * Fit Fans
- * Walking Football
- * Primary school Competition
- * Sporting memories in partnership with Dementia Friends
- * Fundraisers – Charity evenings
- * Volunteer platform for future roles at MFC CST
- * 6th Form Academy teams
- * Supported Housing Multi-activity sessions
- * Fundraising streams from various organisations = Sustainability





EDUCATION

EDUCATION

Our new & extended educational packages have been a huge part of our success in 2021/22.

We have engaged with over 1000 students with our Healthy Hearts & Active Science programmes.

Both sponsored by Adelphi Medical & AstraZeneca respectively – the feedback for both 6 week block activities has been so positive that we have been taking additional bookings in readiness for 2022/23.

Our aim for the year was to engage with at least 6 Schools (6 classes) of approximately 20 children in each school. This is a target that was hit before the Christmas break.

FEEDBACK

• *The children really loved the community team science programme; it was a great change for them to have someone else teach them something educational and the team really made the sessions fun and informative. Thank you'*
Miss Pasquill Whirley Primary School

• *'I really enjoyed the science bits where we did the volcano erupting with the fizzy drink, and I liked finding our heartbeat'*
Annabel Year 6 Broken Cross

• *'The programmes have been an amazing success this year. In the strangest of times with some schools still not allowing external providers into schools because of Covid-19, we have engaged with so many students in the year which is phenomenal & a testament to the belief in the team. The support from the schools, the children and of course our sponsors has helped us shape a new programme for our community schools which is both fun and educational.'*

Lee Folkard Head Of Macclesfield FC Community Sports Trust



CST STARS & PE SUPPORT

Our PE support package for our local schools is more than just in school time football.

Our CST Team are qualified in a range of different sports Which allows us to help in many more ways than before.

This year we have had major success in delivering Lacrosse sessions across our school platforms – this has opened up Many new opportunities for the CST.



After School Sessions

Our After School provision has extended rapidly over the last 12 months – with at least 1 per day in a range of local Primary Schools.

As our tag line suggests, its not just football that we do – with Multisports, Lacrosse, Rugby and of course a bit of football – especially for Girls over the last year – have been extremely popular.

This has been a positive form of finance for the CST with this more than doubling over the last school year.

All sessions are either paid for by the parents or the school and are open for all age groups from Key stage 1 upwards.

We are averaging approximately 25 children per after school session





STREETBLUEZ

Our STREETBLUEZ youth engagement programme was previously funded via the Premier League (Previously known as Premier league Kicks)

Although losing the funding of over £70,000 and support from the premier league due to the new Football Clubs stature in the football pyramid, we have continued to deliver the programme and gain funding elsewhere so that we can still create a safe environment for football in the area.

Over the last 12 months we have generated over £25,000 in funding which has helped stem the loss of the funds for the project.

In fact, the numbers of attendees that we get at the 2 sessions in Handforth & Macclesfield have at least doubled over the last year.



**Mum
Friend**



WILDCATS & GIRLS FOOTBALL

Over the last 12 months female football has been at the forefront of after school delivery, and this before the amazing success of the England Lionesses over the summer.

We highlighted the lack of opportunities for girls in playing football in the area and approached a number of Schools to trail our Girls Only Sessions.

This was a major success with 4 schools signing up for the programme in term one of 2021.

The outcome of these sessions has no linked into not only our weekly Wildcats session for newcomers into the game (with the help of some funding from Cheshire FA) but also the start of our Primary School Community Cup competition that we run at the Leasing.com stadium each term.



Care home & Supported Housing Support

Our support packages for local Care Homes and Supported Housing networks across Cheshire East now takes up over 35% of our weekly delivery schedule.

We are now active in 6 local Care Facilities and 4 Supported housing networks via Cheshire East Council on a weekly basis.

These sessions are fun and active which help to trigger stimulus within the participants as well as conversation with others.

In linking in with these facilities and using the Sporting memories Network and Dementia Friends training we create different activities that are tailor made for each group of participants.



CST WALKING FOOTBALL FC

In December 2021 we received a small grant from Cheshire FA to try and start some Walking Football Sessions locally – with the aim of generating a Squad of participants 55+ who still wanted to play Football at a slower pace.

The sessions have been a tremendous success and By March 2022 the group were playing in their First ever affiliated competition.

As the weekly session go from strength to strength And numbers extend, this has seen the team play In a number of friendlies and other local competitions As well as playing games at the Leasing.com stadium



PRESCHOOL & NURSERIES

We have a range of different multi sports options that we can deliver within nurseries & pre-school environment.

We currently deliver in a range of Preschool/Nursery sites across Cheshire East with all these sessions being bespoke to the needs of each location.

They are mainly based around handling, movement, identification, personal & physical development and of course having fun with a range of equipment.

Again for 2021/22 we have extended these sessions and now have 6 external nurseries & pre-schools we deliver in both in term and out of term time.

Half Term Multisports

WOW what an amazing year we have had in regards to our new and improved Half Term Camps.

Our camps have been stationed all over Cheshire East – from Macclesfield to Holmes Chapel.

We have extended the hours of the camps over a key time for parents in regards to support during the toughest of times.

We have averaged over the last 12 months 38 children per day on camp – which is a phenomenal achievement.

Again this has provided much needed sustainable income for the trust – and we plan to go bigger, better and have more fun and games in 2023 😊





DISABILITY SESSIONS

With a little financial help from Cheshire FA and the Barclays Community Fund via Spotted – the community trust have started the first ever disability sessions for the football club.

We are currently running fortnightly sessions for Under 16s & Over 16s to try and engage our disability community into football and in the future participate in the Ability Counts Football League.

We have also extended our disability provision in local SEN schools such as Park Lane, in which we do a weekly physical engagement session.

We have also been running quarterly sessions for Space4autism and Friends for Leisure which will continue in the autumn.

PRIMARY SCHOOL COMMUNITY CUP

In early 2022 after lengthy discussions with the Cheshire School Sports Partnership – the Community Cup idea was born.

With no continual primary school provision around the area, especially for girls, we created a 4 week termly competition for years 3 to 6.

Our local schools have embraced our idea – with 12 teams (over 120 students) per week coming to the Leasing.com Stadium to compete to be Community Champions.

2022/23 will be even bigger and better as we extend our provision to 16 teams per age group.

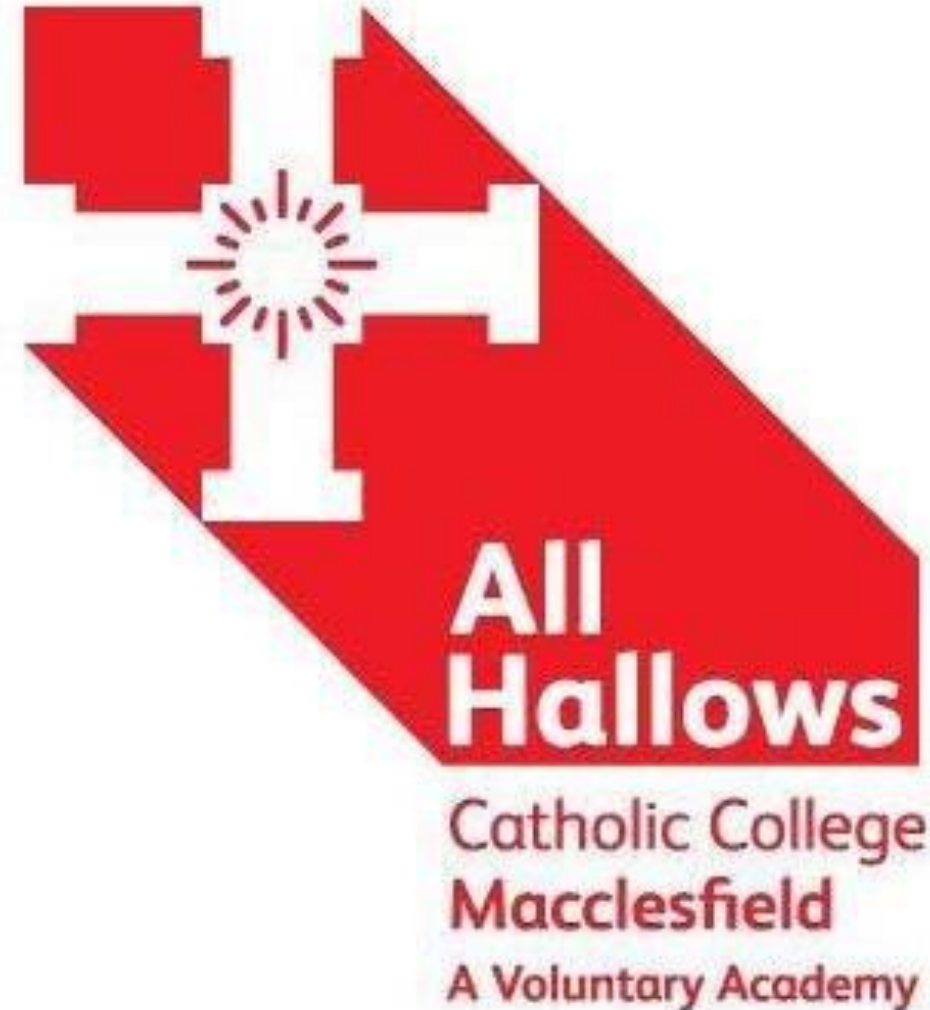


SECONDARY SCHOOL PROVISION MFA ALL HALLOWS

We have had a successful season with the year 12 and 13 students at our partner higher education sit All Hallows Catholic College.

The school SLA is for the CST to deliver a football support programme for Year 12 & 13 students to play in the Association Of Colleges League.

The team performed positively all season, finishing 3rd in a highly competitive league and also reaching the John Sleigh Macclesfield Cup Semi Finals – only being beaten by winners Knutsford Academy.



MAN V FAT



**GET READY
FOR KICK OFF
MACCLESFIELD**



At the start of 2022 we linked up with National charity Man v Fat to start the first Weight loss & social football session for the Area.

Its been an amazing success in its first 16 week season with the group losing over 182kg.

We are due to start season 2 in October

SEASONS STARTS 27TH MAY

PARTNERS

A massive thank you to our main sponsors and partners, who over the last 12 months have been simply amazing in every aspect of our community delivery.

From sponsoring a community programme, to being a main site that we get in kind.

Or

From a partner school who support us financially to our partner football club who support and promote our ideas (and vice versa) every single day to make our community the best in Cheshire.

THANK YOU

**Lifestyle
Fitness**®

AstraZeneca 



Adelphi





MALSPACES
TABLE IIIII
DISCOUNT FOR
MEMBERS



MACCLESFIELD FC
COMMUNITY SPORTS TRUST

CHARITY BALL II
SATURDAY 16th JULY 2022
@THE TYTHERINGTON CLUB
7pm TILL LATE

Inc. 3 course meal, drinks on arrival, Auction, Raffles & bar

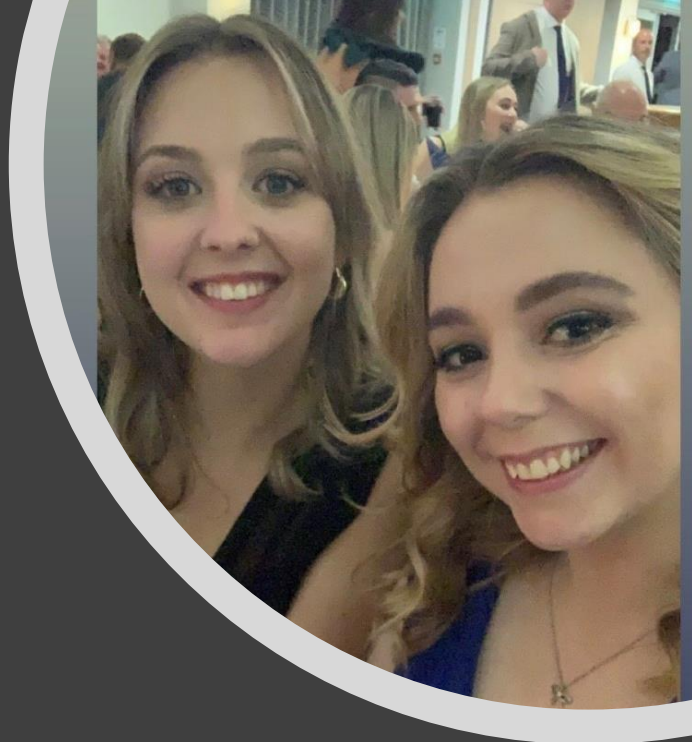
£45 PER PERSON or
£420 PER TABLE OF 10

£480 PER TABLE OF

DRESS CODE :

GUYS :
Suited & Booted

LADIES :
Formal Dresses



CHARITY BALL



Over the last 12 months we have put on 2 Charity Fundraising events at our amazing partner site The Tytherington Club. The CST have NEVER put on such events in their history The two events in September 2021 & June 2022 have Raised over £13,000 for the charity via ticket sales, Auctions and fun games





OUR FUTURE

So what's next on our community agenda?

We plan to continue and further extend our community delivery with

MORE

- School engagement
- Preschools and nursery sessions
- Care homes & support networks
- Half Term Delivery
- Education programmes (making 4)

NEW

- Matchday initiatives
- Secondary school provision
- Community hubs & Centres
- More after school community provision for adults
- Female turn up and play sessions
- Disability teams playing in leagues

ALAN CASH

In this our 25th Year, the community trust board of trustees and directors said goodbye and a massive thanks to a Football Club and Community Trust Legend.

Alan Cash, one of the founding members of the Community Sports Trust, retired his role as a Director and Trustee.

For over half a century, Alan has given the Club a wealth of support and expertise across several roles – including that of Chairman of Macclesfield Town FC.

As we celebrate Alan's illustrious career, we look back at his association with The Silkmen – which all began back in August 1970

In addition to his numerous club roles over the years, Alan also became heavily involved within the development of the Club's Football in the Community scheme.

Together with Mike Rance, Alan became a founding Director of the Community Sports Trust in 1997.

Alan played a pivotal role in advancing the Community Trust programme across numerous football and sporting areas across Macclesfield.

On behalf of myself, the trust team and all the trustees and directors of the Community Trust and everyone involved with the football club – I would like to thank Alan for his phenomenal contribution over the past five decades.

Not only has he helped shape our future with his contagious enthusiasm, but his knowledge and phenomenal support of the Community Sports Trust shall never be forgotten

Alan, from all of us – thank you and enjoy a much-deserved retirement.



WE ARE
MORE THAN
JUST
FOOTBALL



We are
Macclesfield FC
Community Sports Trust

#ONECOMMUNITY