



Impact Report

Sept 2022 - Dec 2023



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1. Introduction

“I’ve been delighted to see the progress made by our team over the last year. We now have a dedicated member of staff covering each of our five themes which has resulted in our participant numbers growing by nearly 50% this year. This also means we have been able to start exciting new programmes like Twerton Together and Fit & Fine to support unmet need in the community.

At the same time we have been able to improve our external communications and fundraising thanks to support from partners like Quartet Community Foundation, GWR, Roper Family Charitable Trust and Bath Spa University. This has led to increased bookings on our holiday courses, a successful crowdfunding appeal and much greater engagement with our work from the Bath City FC family.

This year we have been able to access new funding sources like The National Lottery and Bath Recreation Limited which will improve the long term sustainability of the charity and ensure we can reach every member of the local community that might be looking for opportunities to improve their health and wellbeing.”

James Carlin BEM
CEO- Bath City FC Foundation
January 2024



2. About us

WHO WE ARE

We are an independent registered charity governed by a board of 8 trustees. We are based at Twerton Park where we are a central part of the Bath City FC family working closely with the Club's staff, volunteers, supporters and Directors to provide our community with a range of pathways they can take to engage with our work.

We have a highly skilled team, who offer a range of quality programmes tailored to people of all backgrounds in our target communities of Twerton, Whiteway and Southdown as well as the wider BaNES area. The power of Bath City FC as a community club and football in general enables us to engage with a wide cross section of people and make a positive impact on thousands of people's physical and mental well-being each year.

Our reach now extends beyond football to members of our community that may not be interested in sport. This is exemplified through our Reconnecting Twerton project which seeks to bring older people together, reduce feelings of isolation and loneliness, enjoy new experiences and learn new skills.

OUR MISSION

Our mission is to effect positive change and enhance the lives of people in BaNES through football.

OUR VALUES

We strive to work collaboratively and in partnership with local organisations to effect change and support individuals to reach their potential. Our objective is to deliver a high quality service with passion and enthusiasm, whilst remaining locally led and grounded in the community.

All of this work is underpinned by our three core values: **Ambition, Integrity** and **Respect**. These principles run through everything that we do, helping us to achieve our vision for a healthy, happy, resilient community in the BaNES area.

“The Foundation is thriving! This Report shows how all the teams hard work is producing results.

Over 3000 people are supported each year by the Foundation's activities in our local area. The number of children attending our summer holiday camps has increased threefold. And the film, full of memories of railway journeys long-gone was a joy for all of us when it was screened at Twerton Park.

The Foundation represents the best of our football club: owned by the local people and an essential part of our community. Just as we cheer great performances on the pitch, let's applaud the brilliant achievements of the Foundation. Well done, everyone!”

Ken Loach
Foundation President

3. Team

PAUL

"The work we do with the Foundation is incredibly enjoyable and deeply rewarding. Inspiring young people and adults to enjoy sport.

The community outreach programs have been a real success and the increase numbers are a testament to the work we're doing within the community.

Our 1-2-1 sports mentoring is also an incredibly important session which helps those pupils who really need the extra support. I have really enjoyed being able to deliver these sessions and see the positive impact it can make. "

CHRIS

"Having been a participant in foundation projects before a career change four years ago I know how it feels being part of these sessions. Being approachable and understanding is key to successful delivery of the projects.

In the four years I have been coaching I have covered everything from working with primary school aged children, elite academies, anti-social behaviour sessions, founding a mental well-being project through to working with participants in their 90's. Doing this I feel has given me a great understanding of the breadth of work a Foundation undertakes and its importance in the local community."

GEOFF

"This year has seen the Foundation take huge strides increasing the capacity to deliver more and impact our community in a hugely positive way. We now have 4 lead members of coaching staff as well as support staff on the ground and behind the scenes. **We deliver to 3,462 BaNES residents a year** ranging from 3 years old up to 91 years old. An increase of 1,105 on last year

Our team continues to demonstrate its expertise with the diverse range of projects we run and the ability to be flexible in an ever changing world. With the support of our trustees we are adaptable to demand and provide an outstanding programme of opportunities, not only through football and sport but also a wide range of activities."

STEVE

"In 2018 I did a degree in community football coaching, and it really opened my eyes to the power of sport and its community impact. After completing my studies I then got the opportunity to join the Foundation in 2021, supporting a variety of different sessions and seeing all the great work that we do across several different projects.

In March 2023 I took on the role of Premier League Primary Stars and Education Coordinator where I get the opportunity to work with so many fantastic children and members of staff delivering teacher support, one to one sessions and school tournaments. Working for the Foundation makes me feel part of the local community and really make a positive difference to local people."

4. Our Community

Two areas of BaNES where we specifically target our support (Twerton and Whiteway) are within the most deprived 10% nationally.

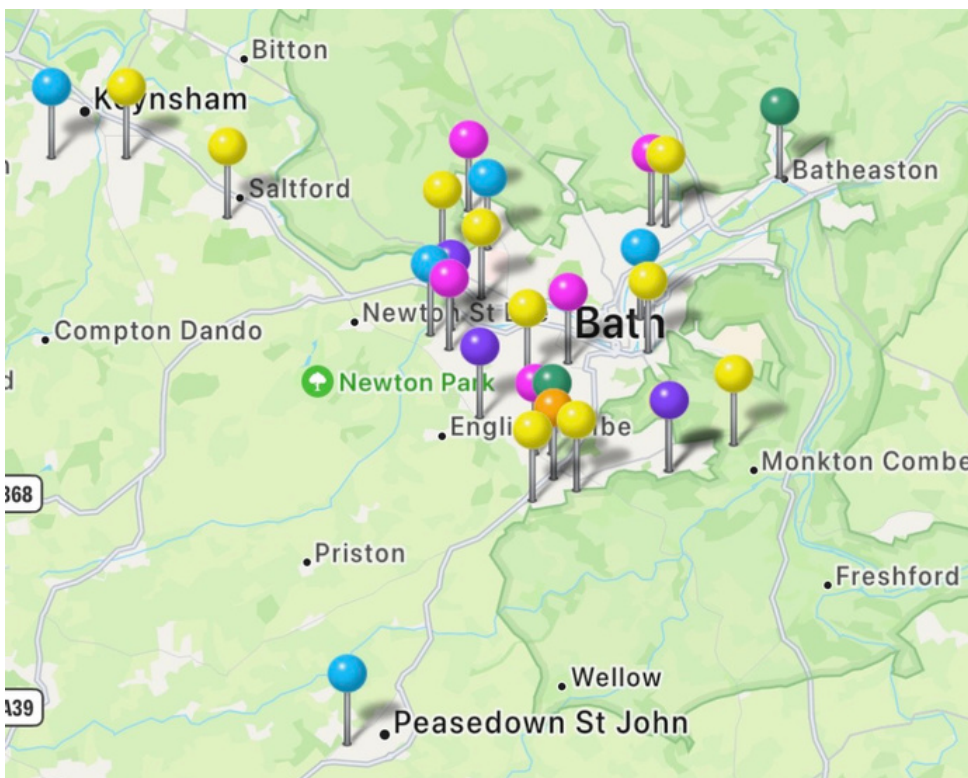
In Twerton men are likely to die 9 years earlier than men in the wealthier parts of Bath. In 2020/21 16.3% of children and young people lived in poverty in BaNES i.e 2,296 children. 35% of children in Twerton live in poverty vs 12% in Newbridge.

Suicides in B&NES stopped increasing and levelled off in the early 2010s. It is now similar to the England rate. The male suicide rate is three times higher than the female rate and suicides are most common in the 50-54 age band in B&NES.

Map of the areas we work in across BaNES

Although BaNES residents reported a high level of happiness (71%), satisfaction (75%) and worthwhileness (81%) in the 2020/21 OM Annual Population survey, these figures have shown a decline over time coupled with an increase in those reporting anxiety (27%), a greater increase than the national figure in 2020/21.

Our work is always driven by the needs of our community and this is reflected in the diverse range of projects which we have run this year. We are now working with more people than we ever have before and engaging with a much wider cross section of society.



In 2019/20, B&NES had some of the lowest levels of overweight and obesity in the South West with a prevalence of 55% compared to the England rate of 63%. However, this is still more than 1 in 2 adults carrying excess weight.

Paulton and Twerton had the highest standard mortality rate for premature deaths from circulatory disease in BaNES during the period 2016-2020. When compared to England, Twerton is the only ward in BaNES with a statistically significant lower life expectancy for both males and females for the period 2016-2020.

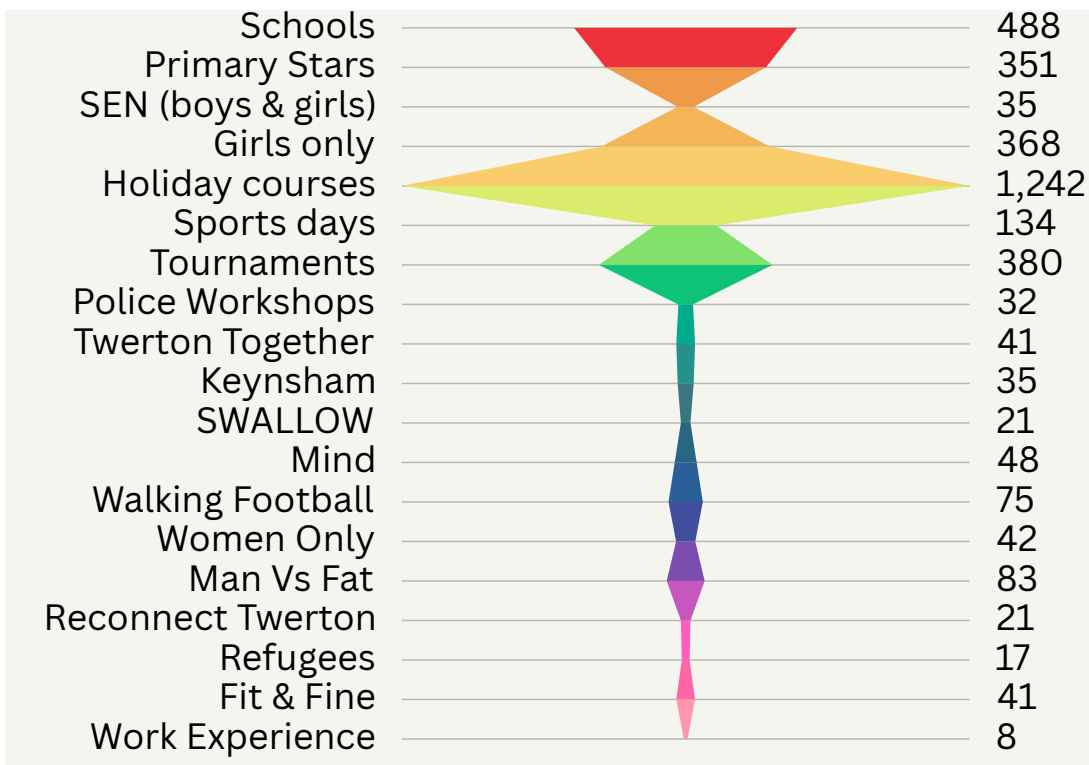


5. Programmes

Our team comprises; 4 full time, 5 part time members of staff, 4 casual coaches, 3 FA level 3 coaches, 4 FA level 2 coaches and 2 mental health first aid trained coaches.

In total we run 19 different programmes organised by 5 themes:

Number of people attending our programmes this year:



3,462

BaNES residents we have supported this year

3 to 91

Age range of people we worked with this year

47%

Increase in the number of people that have engaged with our programmes compared to 21/22

Health & Wellbeing	Core	Women & Girls	Inclusion	Holiday Activity	Schools
Reconnecting Twerton	Finance	Women's Just Play	Disability	Football Camps	Premier League Primary Stars
Man V Fat	Marketing	Wild Cats	Bath Mind	Come & Play	After School & Lunch Time Sessions
Walking Football	Social Media	Squad Girls	Weston Together	HAF	1-1 Sessions
Fit & Fine	Fundraising	After School & Lunch Time Sessions	Refugee		PPA Cover
			NCS		

1. Wildcats & Squad Girls

Sessions for girls aged 5-11 & 12-14

WOMEN & GIRLS

Football is now the top participation sport for women and girls in England. Our support has been strengthened this year with the appointment of Emily Stephens, as our Women and Girls Officer to provide opportunities for women and girls to play and enjoy football at the grassroots level. This is an exciting time for women's football in Bath with our participation numbers growing and Bath City FC launching its women's team this season.

2. Women only sessions

Fun and inclusive sessions for women of all ages

We would like to say a special thank you to the **Medlock Charitable Trust** in providing us with the finance to appoint Emily and to further develop this area of our work.

We offer several different opportunities for women and girls of all ages to participate and enjoy the game including Wildcats, Women only sessions and extra curricular football.

3. Extra curricular

Supporting primary and secondary aged girls via schools tournaments and after school football



769

Women & Girls we've worked with this year

Our Summer Women's Session participants at Bath Rec.



How do you feel having a girls only session has helped you?

I feel more confident playing football.

What is your favourite thing about the session?

Learning different skills and using them in the match at the end.

As a parent how important has it been to find a girls only session?

I think this is hugely important. As parents we try to instil that age, sex, race etc is not a barrier for anything she would like to try/do. I like how the session is it overly competitive and nurtures their skills whilst they enjoy themselves. We have found that mixed teams tend to have a more competitive nature and Anella does not enjoy these much at all.

Do you feel like attending these sessions has helped her confidence?

She is a confident child generally but she does sometimes lack confidence in her ability. Attending a girls only session has definitely improved this and I do not think this would have happened in a mixed team.

- Anella, Wild Cats Participant.



2021-22
Sessions - 8
Total Girls - 190
2022-23
Sessions - 17
Regular Girls - 260
Holiday camps - 96
Total Girls - 356
2023-24
Sessions - 27
Regular Girls - 368
Holiday Camps - 73
Tournament - 180
Total Girls - 621

19

Reconnecting
Twerton group
members benefiting
from our support

30

Weekly sessions at
Rose Cottage run
this year

5

Away days filmed for
a new film in 2024

2

million

people in England over 75
live alone (Age UK)

WELLBEING

Reconnecting Twerton is our social inclusion project which forms part of the community-based wellbeing work of the Bath City FC Foundation.

This is a social inclusion group which has been through a transformation in the last 12 months. The group is open to anyone over the age of 55 who is socially isolated, our current members range in age from 70 – 91, we have 21 members which is an increase on last year.

It has evolved from phone calls and home visits during the pandemic to a weekly coffee morning with activities such as bingo, quizzes of all types, the use of digital media to encourage an interest in using modern technology. We plan on holding workshops covering diversity, inclusion, digital inclusion, mental well-being and inclusion in the coming year along with day trips.

The second film the group have delivered is around the idea of evoking memories of past trips using the rail network. With the assistance and support of GWR we have been able to visit other football club foundations with similar projects and share past experiences between the groups. This year's visits included Cardiff City FC Foundation, Swindon Town FC Foundation, Forest Green FC Foundation and Bristol Zoo Project. All of these have brought back memories which can find out in the film and gave the participants a better appreciation of what foundations do and the difference in resources available to them.



Our Reconnecting Twerton Participants on a recent trip to Cardiff City Football Club.



41

Average number of sessions we run during a typical week



"I look forward to these sessions every week to reduce stress"

130

Walking football sessions run this year

1 in 4

People in England will experience a mental health problem of some kind each year in England

We work with **Man v Fat** to run their league on a Monday evening. So far we have engaged with over 200 men since May 2021 to help them to be more physically active and lose weight. Being more physically active has helped some of our participants to reverse existing medical conditions

We run a number of **walking football** sessions to support members of our community who are not able to take part in regular football games. It is aimed at people over 50. We have 75 registered participants with 41 regular participants attending 10 or more sessions.

We have been working together with **Bath Mind** for Four years delivering fun, relaxed and supportive mixed football to a group of over 30 people. Our participants are mixed age ranges (from 17-68) and face lived experience of mental ill health and disability.

We have been supporting **Swallow** charity for over 5 years now, helping to deliver a football session for beneficiaries of Swallow, many of whom also play fixtures throughout the year in the Somerset FA Pan Disability League. The sessions consist of various warm up and skills practise for the group and plenty of game related activities and matches.



Our Walking Footballers at Odd Down Sports Ground.

James Moore, Man V Fat Participant

James is 34 years of age and is a kitchen porter at the University of Bath. After moving back home to live with his mum after lockdown James wanted to make lifestyle changes and visited the doctor to get things moving. After re-establishing his love of football through watching England during the European championships James decided he wanted to try Man v Fat after discovering it on Facebook. James was facing the mental barriers of signing up and was low on confidence since his weight gain and kept putting off joining the project. Through Man v Fat and attending another foundation project James has lost just short of 42kg which is 23% of his body weight. James stated, "I definitely encourage anyone to have a go and the group are supportive, I look forward to it every week and I have improved my football skills." James also said that he feels like the staff have taken an interest in him as an individual and are supportive on and off the pitch, this combined with the peer support, an increase in mental wellbeing and the physical difference he can see looking in the mirror has given him the drive to carry on. He feels he is a more confident individual and has a better social network through participating in MvF.

Luke Christian, Bath Mind participant & Foundation Coach

"I started with Bath City FC Foundation through the Bath Mind football sessions. My support worker at the time got me involved. I was struggling with my mental health, mainly my anxiety. I went to a session reluctantly and it surprised me how welcoming everybody was, and I met my future colleagues. Geoff and Paul offered me some volunteering work with the Foundation, going to walking football every Monday and Wednesday. I really enjoyed it. I have gone from participant to volunteer to a paid member of staff. I now work with the Over 60's, women and school pupils."



INCLUSION



Young Bristol
Works for young people



LiveWest
A home for everyone



ANTHEM | PUBLISHING

We run a crime prevention through sport session every week in Keynsham funded by the **Avon & Somerset Police Crime Prevention Fund**. We have partnered with the Young Bristol mobile bus team in order to engage with those who would prefer not to get involved with the sports activity or would like some chillout or discussion time. There are lots of different workshops on the bus that include discussions on carrying knives, practical cooking, Mental Health and healthy living conversation.

We have been delivering sessions in Twerton & Weston aimed at supporting those who may be inclined to get involved in ASB. The weekly sessions have seen **over 70** young people in attendance aged between 8 and 16. The sessions run for 1 hour and include football and sports activities.

Case Study - Ellie-Mae aged 10 (Twerton Together)

Ellie-Mae has attended many of the Twerton Together sessions and has had her dad come along to support her throughout. "I felt nervous coming along to start with but it was a chance to get involved in something locally although I hadn't played much football before."

"It was good to have my dad there to help me and also the support of the coaches Paul and Luke. It was great to get encouragement from my friends and helped me make new friends as well as get better at football."

"If i didn't take part in the sessions I would be sat at home on my tablet. I feel much more confident now."

"I love doing these sessions, they make me feel better about myself i also look forward to being able to spend time with my Dad and friends. I can't wait until these sessions start up again next year."

SCHOOLS

Premier League Primary Stars (PLPS) is the Premier League's primary school education programme. It uses the appeal of football to inspire children aged five to eleven to be active and develop essential skills. More than one hundred Football clubs across England and Wales deliver Premier League Primary Stars, supporting teachers and pupils in the classroom, the playground and on the sports field and Bath City FC Foundation are proud to be a part of this.

In 2022 / 2023 we have successfully supported several teachers with the delivery of P.E across several different schools, this includes both newly qualified teachers who are looking to develop their knowledge in P.E delivery as well as more experienced teachers who are looking at getting back into P.E delivery or just want a refresher. We have also provided targeted intervention sessions where we have worked with small groups of children to help them improve key life skills such as confidence, teamwork, and leadership. Additionally we have created numerous new opportunities for girls to get more involved in football by setting up extracurricular girls only football sessions in seven different schools.

Coming away from the sport side of things we also delivered a social action project at St Michael's Junior school where pupils looked at the theme of 'discovering nature' where we researched the importance of nature in the local area and built bug hotels for the school's playground.

In May 2023 we hosted our hugely successful year five and six girl's tournament at Twerton Park where sixteen schools and over 180 girls took part in an action-packed day with some brilliant football on display. On the back of this tournament, we also provided five schools with brand new football kits for their girl's teams which are due to arrive in 2024.

In addition to our PLPS sessions we offer a variety of individually tailored lunchtime, afterschool, and enrichment day sessions to schools across Bath.



“I'd highly recommend this (PLPS) to any teacher at any stage of their career who's uncertain about their PE teaching!”

How do you feel the programme has helped you improve your P.E delivery?

The programme so far has focused my PE teaching thinking about the skill which is being taught each time, being inclusive and adapting lesson plans to the class's needs and remaining positive / managing behaviour during the lesson.

What have been the main differences in your delivery that you see now, compared to the start of the programme?

I definitely feel more confident with the Fitness lessons – it will be good to see if that confidence remains with the next unit of football. It's been really helpful to watch and repeat the teaching style, meaning I can really focus on balancing instructions with activity and using demonstrations effectively to improve pupils' performance.

How has the programme affected your confidence in delivering P.E?

Definitely improved confidence.

How have staff supported you during the programme so far?

Really supportive, especially with managing behaviour and discussing children who find it challenging to join in PE. Great adaptation to lesson plans and it's been great to chat before and after about what works.

Have you found any challenges with taking part in Primary Stars?

Not particularly! Steve's been really positive and great communication / flexible with lesson timings etc.

What have you enjoyed the most taking part in Primary Stars?

The support! Although I am an experienced teacher, for most of my career, PE has been my PPA time and taught by others. It's great to watch and learn from others and have a go without feeling that it'll be a disaster if it goes wrong! Really positive team to work with and the children read that as well, making it altogether a great Monday afternoon!

What have been the main benefits of taking part in PLPS?

Continued professional development for me and also moving me outside my comfort zone! I used to fear teaching PE and I'm growing to love it!

Combe Down Primary School Teacher



HOLIDAY ACTIVITY

Across BaNES in 2020/21, only 49% of children and young people are physically active, this is a decrease from the 2018/19 total of 57%. To tackle this issue we have delivered holiday activities across different venues in BaNES:

Batheaston - 12 days, half terms, Easter and summer, including a girls only day.

Glasshouse Academy - 4 days, Summer 2023 girls only.

In summer 2023 we partnered with Activate to deliver **HAF sessions**, providing 65 young people with a lunch during our holiday camps. We delivered Holiday camps at Ralph Allen school, St Martins Garden Primary School and Batheaston, Rhymes Pavilion to 227 unique participants over the year.

Easter and Summer 2023 saw us partner with **Bath Area Play Project (BAPP)** to provide football activity to support their play activities for **Come & Play**. At these events we saw almost 600 participants alone for the football activity, with BAPP engaging in excess of 1000 young people with the sessions over 15 days during April, July and August 2023.

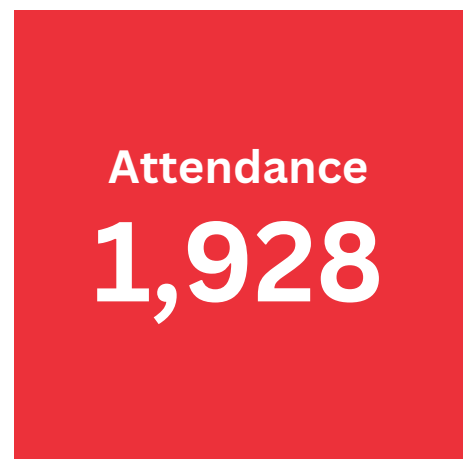


6. Foundation & Family Day

Saturday 11th November saw a record Foundation and Family day crowd of 1,928 packed into Twerton Park for the 3-0 win against Aveley. A lot of hard work went into promoting this game behind the scenes with tickets distributed by the Foundation to local schools like Roundhill Primary School and St Michaels all thanks to a partnership with the Roper Family Charitable Trust. We also gave out tickets to local charity partners such as Bath City Farm and BaNES Parent Carer Forum to provide an opportunity for families to attend for the first time.

At half time we had a demonstration from our SWALLOW disability football team plus the walking footballers who played against members of Bath City Youth on the pitch. Our Reconnecting Twerton group also watched the game from the family stand alongside children from local schools. Throughout November we have been giving the Family Stand its first coat of paint since it was built back in the 90's, finally covering the orange which was a legacy of a sponsorship deal with Sainsbury's! This was done by our CEO James Carlin and Foundation staff plus a couple of volunteers from the Bathampton Sloths cricket club who kindly gave up their weekends to help. We also have signs up for new sponsors that have generously supported the work of the Foundation.

The Family Stand Appeal, launched at Foundation & Family Day, raised a total of £6,135. This allowed the Foundation to begin renovation of the Family Stand itself and take over the offices based underneath the stand. The Foundation therefore now has secure facilities to accommodate programmes and meetings, as well as to store equipment.



TESTIMONIALS

Bath City Football foundation have been supporting our members to develop their football skills and confidence. The sessions are well set out, very professional and each coach has an understanding of our member's abilities and disabilities. During the years, SWALLOW FC has entered the Somerset disability league, playing monthly games against other adults with learning disabilities. The number of members attending our sessions have grown with a mix of male and female players. Members have been fortunate to watch Bath City play matches at Twerton park on foundation days , this may be the only time some of our members have watched a live game with a crowd.

Our members have said:

PD – “I love playing football and Watching Bath City”.

SSH – “Sam is a great coach”.

JMc – “I cannot wait to watch Bath City again”.

Justin Ricards – Swallow Charity

"Bath Mind have continued to enjoy working alongside Bath City Football Foundation this year, delivering mental health and wellbeing support at weekly football sessions. Group members have developed great bonds from attending, helping to reduce the isolation felt from experiencing poor mental health and giving them the opportunity and confidence to be more active. The group come with a variety of mental and physical health struggles, such as depression, anxiety, autism, learning differences, ADHD and more, but they share a mutual respect for each others challenges and they are supportive to one another on and off the pitch, despite their mixed football ability"

Becky Hughesman - Bath Mind

“Somerset FA is delighted to be working with Bath City Foundation on a number of projects including female provision with the Weetabix Wildcats, FA Squad Girls and Female Just Play, together with inclusion projects such as the Refugees football sessions and ‘Comets’ for young players with disabilities. Somerset FA has worked with the team at Bath City Foundation for a number of years and the partnership continues to go from strength to strength. They are a key delivery partner for us as a County, their local knowledge and experience in delivering football is excellent and we look forward to continuing our work with them in the future.“

Rachael Lawler-Edwards - Somerset FA

As a community owned club, we take our responsibility to deliver for our local community seriously. We're therefore immensely proud of the work that the Foundation does right across Bath and NE Somerset to use the power of football to change lives. This past year, it has been fantastic to work even more closely with them to celebrate this at some of our home games, something we will look to grow even more as our plans for the redevelopment of Twerton Park take shape.

Jane Jones - Community Director, Bath City FC

7. Future Plans

Our plans for 2024 include:

- Supporting more women to play football with new walking football sessions
- Further develop our close partnership with Bath Recreation Limited to ensure a joined up approach to sports provision in BaNES and opportunities for sharing resources.
- Securing funding from the Public Health department at BaNES to run a talk club at Twerton Park and improve men's mental health.
- Increasing the 1-1 mentoring we offer at our after school programmes
- Working with new disability schools to increase the number of sessions we run for children with a wide range of Special Educational Needs.
- Continue to increase the general awareness of our work within the BaNES area.
- Further develop our outreach programmes such as Twerton Together to ensure that our support is well advertised and integrated with a wider audience
- Support Bath City FC with plans for the 3G pitch at Twerton Park to ensure access is as inclusive as possible.
- Continue to grow participant numbers on our Reconnecting Twerton group and developing connections with other 3rd sector organisations in BaNES
- Exploring partnership opportunities with new and existing 3rd sector and commercial organisations in BaNES



8. Acknowledgements

Thanks to our wonderful partners, without whom we would not be able to do our work:



“Bath Recreation is delighted to be working with Bath City FC Foundation, one of our key partners, in delivering recreation in the form of football coaching to the underserved community of Bath. The Foundation is using the Active Zone, an all-weather football facility that Bath Recreation with the help of the Medlock Charitable Trust were able to put in at St Martin’s Garden Primary School, to coach Wildcats – 5 to 11-year-old girls, Squadgirls – 12 to 14 year-old girls and Women Only teams, as well as holiday and half-term camps.

One of Bath Recreation’s Medlock Charitable Trust apprentices, Alfie Kelsey who coaches boys and girls in Bath Recreation’s Glasshouse Academy and Buds programmes, has been able to support the Foundation with their outreach programme, and this is an ongoing collaboration to help provide recreation for the communities of Bath. Each week, The Foundation uses the recreational space at The Rec for Bath Mind, enabling individuals to enjoy football for their mental health and wellbeing, and it’s a real joy to see men and women having fun playing football on The Rec.”

Mark Cadbury
Chief Marketing Officer
Bath Recreation Limited



You can support us by making a donation to support our projects, staff, equipment:

www.justgiving.com/bathcityfcfoundation

You can also volunteer as a trustee, coach or admin support

We are proud to be active members of the Core Group of the Twerton and Whiteway Community Network promoting partnership amongst residents and organisations in the area.



Bath City FC Foundation

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