



2024 IMPACT REPORT

**ACCRINGTON STANLEY
COMMUNITY TRUST**

REGISTERED CHARITY NO. 1139575

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WELCOME



**MARTIN
FEARON**
CHIEF EXECUTIVE OFFICER

Welcome to Accrington Stanley Community Trust's 2024 impact report.

The aim of this report is to give you a reflection of the fantastic projects we have been delivering in our community and the positive impact we have made in 2024.

Inside this report you will learn about the new projects and partnerships we have launched, as well as some key information on our well-established provision.

We've had another very successful year at Accrington Stanley Community Trust. We have engaged over 20,000 people from our local community and deliver over 30 varied community projects.

We've invested further capital into our £4m Stanley Sports Hub facility, with the addition of a £200,000 3G Football Cage. This new pitch allows us to further increase our sports provision, as well as providing a great new space for grassroots teams and local community groups.

In January 2024 we were delighted to host the Prime Minister, Rishi Sunak, to Stanley Sports Hub. It was an honour to host the Prime Minister and discuss the valuable work our Charity does in the local community. He also took part in a disability sport session with participants at Stanley Sports Hub.

We secured various pots of funding including a further £25,000 funding from the Premier League to deliver a fan engagement project. We also received funding towards new maintenance machinery so we can continue to improve the pitches at Stanley Sports Hub.

I would like to thank all of our funders, partners, staff and volunteers who have enabled us to achieve our aims and objectives this year. We are actively delivering over 30 community projects which are vital to so many people in our community.

We are looking forward to continuing our progress in 2025, with a focus on growing our provision in education, sport, health and community engagement.

Martin

PURVES ALI

CHAIR OF TRUSTEES



I am delighted to have been appointed as Chair of Trustees of Accrington Stanley Community Trust in March 2024. I have served as a trustee since 2018, including two years as Vice Chair from 2022. I'm looking forward to working closely with our CEO Martin Fearon, as well as all of the staff and volunteers.

In January 2024, I was honoured to welcome the Prime Minister, Rishi Sunak to Accrington Stanley Community Trust. This was a memorable occasion to meet a sitting Prime Minister and showcase the fantastic work of our Charity.

May 2024, I was also invited to Buckingham Palace to one of his Majesty's Garden parties celebrating the 75th Anniversary of the commonwealth in recognition of services to the county of Lancashire

In partnership with the Football Club, we once again sponsored an initiative that sees over 1000 Year 3 pupils in Hyndburn receive a replica Accrington Stanley football shirt to wear with pride.

We have delivered some great projects in 2024, this has further enhanced our position of helping our community. It is essential that the community are involved in all of our work, and I am pleased to say that this has been a success over the past 12 months.

The Charity has taken the opportunity to connect with local businesses through developing its corporate responsibilities scheme (CSR). Launching a Business Club membership scheme, providing an ideal way for local businesses to engage its corporate social responsibilities. We've recruited over 30 businesses to the scheme, and hope to grow this further over the coming months.

The Charity has established itself over the past 14 years to become one of the leading organisations of the third sector within Hyndburn. The achievements of this year would not have been possible without the strong partnerships we have in place with a number of local organisations and the staff and volunteers who oversee the projects we deliver to our community.

The Stanley Sports Hub provides the Trust with a fantastic base to deliver over 30 community projects and provide outstanding facilities to sports clubs and residents in Hyndburn. Due to the continued success of the facility, we developed another capital project in 2024, with the addition of a £200,000 3G Football Cage. This is being used for charitable projects, community groups and grassroots teams.

In December 2024, we organised a fundraising event for the Charity to raise funds for a new security fence and additional gates at Stanley Sports Hub. We were very lucky to have former England Cricket Head Coach and Sky Sports Presenter, David Lloyd as a guest speaker, along with Peter Beardsley (ex-England International, Liverpool and Newcastle Footballer) and Marc Pugh (ex-Bournemouth Premier League Footballer) in attendance to support the event.

On behalf of myself and fellow trustees, we are immensely proud to be a part of this fantastic hard-working organisation that makes such a positive difference to thousands of people in our community. With my current business background and experience, I'm looking forward to continuing to develop and raise the profile of Accrington Stanley Community Trust by engaging with businesses, partners and the local community.

Purves

BOARD OF TRUSTEES

Accrington Stanley Community Trust is governed by a Board of Trustees whom have a responsibility for the strategy and direction of the charity's work. Since the inception of the charity in 2010 the board of trustees have grown from strength to strength in both numbers and experience. Our Trustees represent various sectors within the community including education, sport, health, business and commerce.

Upheld by our Chair of Trustees, Purves Ali and Accrington Stanley Football Club's CEO, Warren Eastham, the intrinsic link between the football club and charity ensures that there is a clear and constant line of communication between the two organisations.



ABOUT US MISSION & VISION

USE THE POWER OF ACCRINGTON STANLEY FOOTBALL CLUB TO **IMPROVE** THE LIVES OF THE **PEOPLE OF HYNDBURN** THROUGH PARTICIPATION IN **SPORT AND EXERCISE**

We are an award winning, non-profit, self-funding registered charity and community organisation that has been working within the Hyndburn community since 2007. After becoming a registered charity and re-forming as a Community Trust in 2010, the organisation has seen an accelerated rise and growth.

Accrington Stanley Community Trust was originally established under the banner of Football in the Community in 2007, with the aim to bring the professional club and their community closer together. Natural progression from Football in the Community resulted in the scheme being taken on to work alongside and under the guidance of the Football League Trust. Accrington Stanley Community Trust has expanded at a phenomenal rate and we now work in 4 key themed areas: Sports Participation, Education, Health & Wellbeing and Community Engagement.

Football and, in particular, Accrington Stanley Football Club has the ability to engage people, improve community cohesion and raise the hopes and aspirations of the people of Hyndburn. As a Club we are committed to ensuring that we respond to local needs whilst working strategically in line with regional and national agendas. We all recognise that sport can play a prominent role in addressing major issues such as obesity, anti-social behaviour, health, employment and attainment.

Through key partnerships and a robust multi-agency approach, we ensure that we can achieve our aims and objectives effectively and efficiently. Our partnerships work underpins the entire scheme delivery programme and enables us to work strategically within Hyndburn. These relationships enable us to engage with underrepresented and hard to reach groups.

OUR MISSION IS TO **SUPPORT THE LOCAL COMMUNITY** REGARDLESS OF AGE, GENDER, RACE, RELIGION OR SKILL LEVEL AND **PROMOTE A HEALTHIER LIFESTYLE** THROUGH **SPORT AND EDUCATION** BY ENCOURAGING INDIVIDUALS TO TAKE PART IN FUN-BASED ACTIVITIES, WHICH **DEVELOP CONFIDENCE, CO-OPERATION AND EDUCATION.**

OUR 11 VALUES



ROLL OF HONOUR

2024 - **Runners Up**
Orphanage Cup

2023 - **Runners Up**
Orphanage Cup

2022 - **Winner**
Orphanage Cup

2019 - **Winner**
Hyndburn Business Awards
(Beacon Award)

2019 - **Finalist**
Hyndburn Business Awards
(Not For Profit)

2018 - **Winner**
Hyndburn Business Awards
(Not For Profit)

2017 - **Finalist**
Hyndburn Community Business

2016 - **Winner**
Hyndburn Community Business



Orphanage Cup 2024

Finalists



YEAR IN NUMBERS

In total 21,421 people from the local community were engaged by the Charity, which also saw an average footfall of 3556 people per week at the Stanley Sports Hub. 1239 free Accrington Stanley shirts were given away to all Year 3 children in Hyndburn, an initiative sponsored by the Charity.



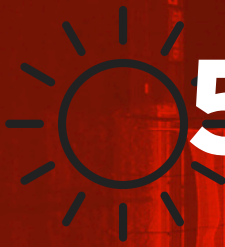
21,421

People engaged in our community



3,795

Free tickets given to the local community



504

Children attended holiday courses



335

Summer kicks participants



48

Staff employed



£1,245,405

GENERATED A TOTAL SOCIAL VALUE OF **£8,824,934** ACR

2024



1,239

Accrington Stanley shirts given to local children



3,556

Interactions per week at the Stanley Sports Hub



37

Community projects delivered



90

Students studied at our football college



182

Children received free school holiday provision

RAISED TOWARDS CHARITABLE OBJECTIVES

ACROSS OUR FULL RANGE OF PROJECTS AND PROGRAMMES

MEDITERRANEAN WORK EXPERIENCE FOR **STANLEY** STUDENTS

Students from the Accrington Stanley Community Trust travelled to Italy in March to take part in a work experience placement.


Two members of staff and 13 students embarked on the all-expenses paid trip to Salerno in the south west of Italy, where they took part in a coaching placement at a local junior football club.

The students, who all study a full time college course at the Community Trust's Stanley Sports Hub, had the chance to observe coaches at the club, as well as compare coaching styles and methodologies used, further underpinning the theory they have learnt on their college course.

Alongside their work experience placement, the students had time to immerse themselves in the local and national culture, including day trips to Naples, Pompeii and Rome, as well as an entertaining visit to watch local Serie A side U.S. Salernitana 1919.

A fantastic experience for the Community Trust students, they also got to attend a Q&A session with the local referee's association.

Mark Whalley, Head of Education & Employability at the Accrington Stanley Community Trust, said: "This was an invaluable experience that our students will remember fondly for years to come. The experience they gained in Italy was fantastic and to observe and learn different coaching styles and methods will put them in good stead for the future. As well as the coaching experience, the trip was also a great life experience for these students and it was one they all embraced fully."



Kason & Owen



COMMUNITY TRUST HOST KELLOGG'S FOOTBALL CAMPS THIS SUMMER



As the season came to an end, Accrington Stanley Community Trust geared up for an action-packed summer, hosting Kellogg's Football Camps in partnership with Kellogg's and the EFL.

These football camps are designed to inspire the next generation of players, offering an incredible opportunity for boys and girls aged 5 to 15 to stay active, sharpen their football skills, and make lasting memories. Whether your child dreams of playing like their footballing heroes or just wants to enjoy the beautiful game, these camps promise fun, teamwork, and plenty of action.

Thanks to Kellogg's, 30,000 free places were being offered nationwide, making the summer initiative accessible to families across the country. Participants had the chance to bond with peers, learn from experienced coaches, and maybe even kickstart their journey as a future football star.

Accrington Stanley Community Trust was proud to bring this enriching experience to the local community, helping children develop their skills both on and off the pitch.

Lee Walsh, Head of Sports commented "We're thrilled to host the Kellogg's Football Camps this summer. It's a fantastic opportunity for kids in our community to stay active, build confidence, and develop their love for the game in a fun and supportive environment."

SPORT

504
CHILDREN
ATTENDED
OUR HOLIDAY
COURSE
PROVISION

1267
CHILDREN
TOOK PART
IN SPORTS
TOURNAMENTS

Sport can have a hugely positive effect on people's lives and when you add in the power of the Accrington Stanley brand it enables us to engage with thousands of people every year. We believe that everybody should have opportunities to play sport regardless of age, gender, race and religion or skill level.

Our varied sports projects mean there is something for everybody, whether you are taking your first steps on Stanley Kickers at two years old, or taking part in our over 50s football, we pride ourselves in creating opportunities for everybody in our community.



MEET TEDDY

**STANLEY
KICKERS
CASE STUDY**

Joining us in the 2-3-year-old session Teddy was quite shy and rather reluctant to join in with all the different games and interact with all the coaches. But his confidence now has started to grow and is now fully participating in the full session. Teddy's Dad, Ben commented, "The coaches have been outstanding in developing Teddy's confidence, ability to listen and work with others. Coming to Stanley Kickers is the highlight of his week."

Stanley Kickers coach, Dan, is extremely happy with the enjoyment Teddy gets from the session: "Teddy has been a lovely boy to coach ever since he began attending our sessions. He always tries his best to listen and fully understand the games that are in front of him. We hope he enjoys playing football for a very long time."



2751
SCHOOL
CHILDREN
ENGAGED IN
OUR PRIMARY
STARS
PROGRAMME

55
CHILDREN
AGED 2-4
LEARNING
FOOTBALL
FOR THE
FIRST TIME



MEET CHARLOTTE

Charlotte was one of our participants on ASFC Engage. She has always been interested in sport and has a real love for football but didn't have any opportunities locally to get involved.

After a few sessions it was brilliant to see her confidence grow and she even started to help the other participants and made them feel comfortable at the sessions.

Gemma, Charlotte's mum commented, 'Charlotte loves attending her sports activities, the benefits for her are immense, they benefit her wellbeing, health, social skills and communication. She looks forward each week to the sessions and the staff are kind, understanding and well educated with children with SEN needs.'



**ENGAGE
SPORTS
SESSION**



EDUCATION

Education is very important and to date our projects have produced some amazing results. We work closely with local schools to engage with young people through a variety of projects. We continue to inspire individuals and offer education opportunities with a track record of encouraging individuals to go to university. Our unique education projects offer something different that has a positive impact on many people each year.

100

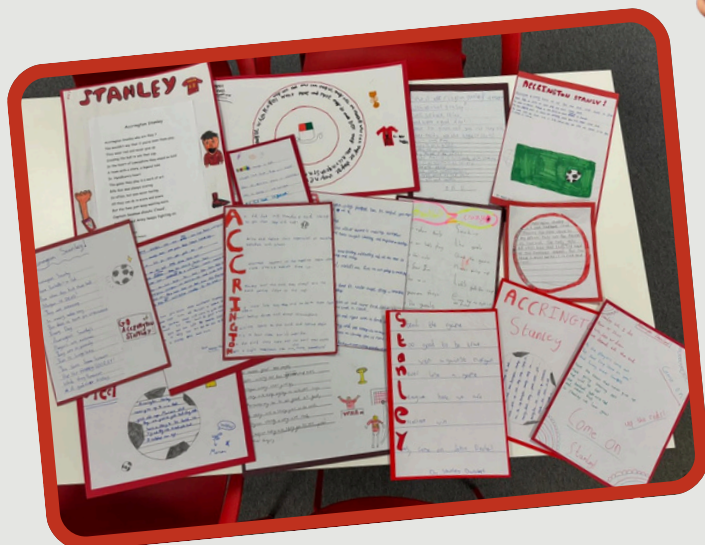
STUDENTS
STUDIED ON
OUR FULL-TIME
EDUCATION
PROGRAMME

2751

CHILDREN TOOK
PART IN OUR
PREMIER LEAGUE
PRIMARY STARS
PROGRAMME

1267

SCHOOL CUP
COMPETITION
PARTICIPANTS



MEET EMILY

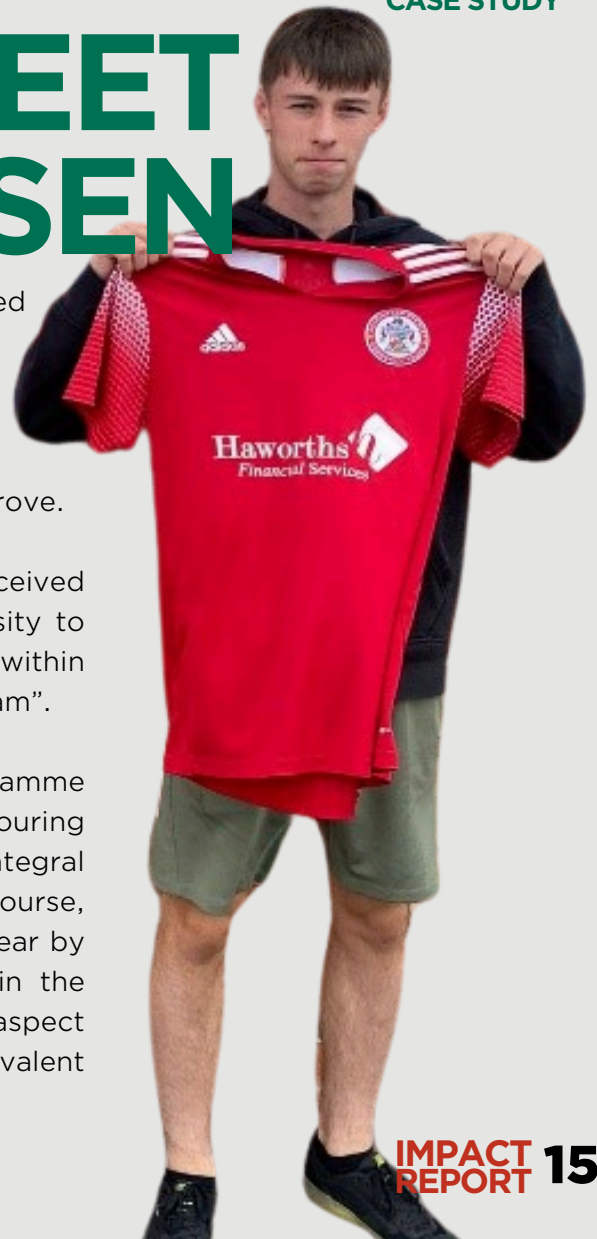


At the start of the year with the teachers we assessed all pupils' ability levels and we met Emily for the first time. Emily is nonverbal and struggled with school routine as it was a new environment and classroom but now through the relationship that she has with coach Dan she is now more engaged and takes part in the full session for the most part.

Mrs Creamer, Class teacher said 'Emily has progressed really well since starting PE with Elle and Dan. She interacts so well with them both and they certainly bring the best of her. Emily listens to instructions well and joins in more with her peers thanks to the different strategies we've implemented. She really seems to enjoy PE!



MEET JENSEN



"Whilst studying this course I have felt well supported by all members of staff within the Trust. I have really enjoyed combining full time education with a structured football programme. I have created positive relationships with coaches, tutors and my peer's. Quality coaching has helped me improve.

Through my studies and footballing enrichment I received at the college, I am joining Loughborough University to study Football Business Management and will play within their famous football programme with the senior team".

Mark Whalley *Students who sign up to our programme have an interest in Sport, with the majority favouring football. Jensen was no different and has been an integral part of the A team over the duration of his course, contributing to his team's success during his first year by winning the league. Along with a keen interest in the playing side, Jensen also excelled in the academic aspect of the course by achieving D*D*D*, the A level equivalent of 3 x A**

HEALTH

Health is a major part of our community programme with direct links to our sport and exercise projects. We are committed to play a positive role in our community and link in with many health organisations to achieve set goals. Our projects offer local people opportunities to exercise regularly and we also engage children and families in a fantastic project that increases their knowledge around nutrition and healthy eating.

1109

**CHILDREN
TAKING PART
IN THE JOY
OF MOVING
FESTIVAL**



WOMEN'S EXTRA TIME HUB

The women who attend the session really enjoy what it offers in terms of activities and things to do but most importantly they value the relationships they have built; and because of these sessions they often spend time together during the week doing a regular quiz night or going for lunch.

You have made **all the ladies who attend the hub feel extremely welcome** with every session filled with fun and laughter.

Kath

It is great meeting up on a Friday, we always have a good laugh **and we are all friends now.**

Jean

I always look forward to Fridays, a get together with a great bunch of ladies.

Pat

A **very friendly group** with excellent staff, lots of different activities to do and lots of time for a good chat over a brew, **everyone is made very welcome.**

Angela

2550

CHILDREN TAKING
PART IN OUR MOVE
AND LEARN PROJECT

27

PEOPLE AGED 50+
HAVE TAKEN PART IN
OVER 50's FOOTBALL

gulp. *give
up
loving
pop*

MEET TEDDY



GULP (giving up loving pop) went into Teddy's school to educate children on the high sugar content in soft drinks and to encourage healthier choices over a six-week period. Through interactive sessions, children learn to compare sugar amounts in beverages, and many are shocked by what they discover.

"I had no idea how much sugar was in my favourite drinks. After six weeks on the GULP program, it has made me think a little more about what drink I have. I have been swapping some of my fizzy drinks for water and have been brushing my teeth for 2 minutes using the timer I got'.



COMMUNITY ENGAGEMENT

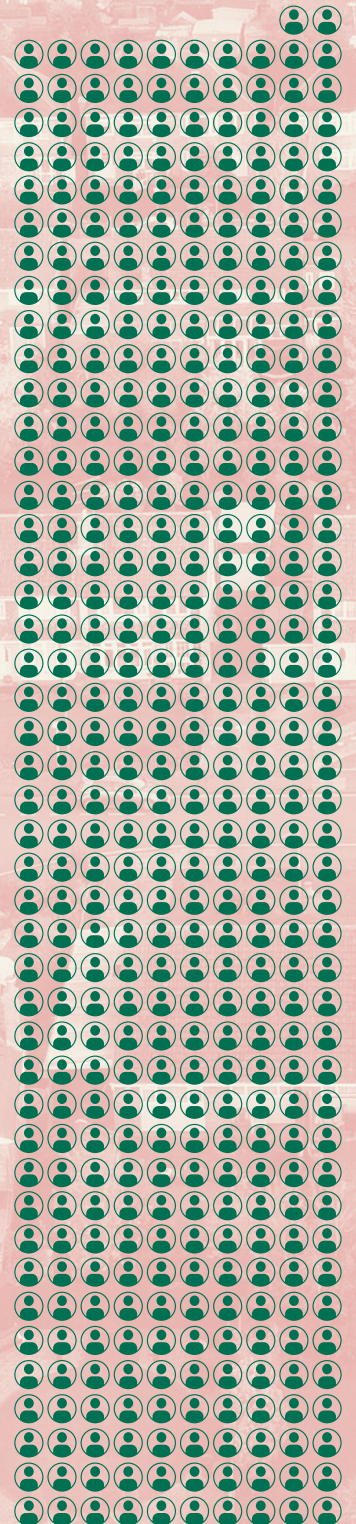
Community Engagement is a key area of our charity and our projects enable us to engage with some of the hardest to reach members of the community.

We work with many people from areas of high deprivation in Hyndburn and offer them opportunities to participate in a number of projects.

Our Kicks project sees us engage with the BAME communities and helps with social integration. We continue to increase engagement figures in this area to help transform lives and create a positive impact.

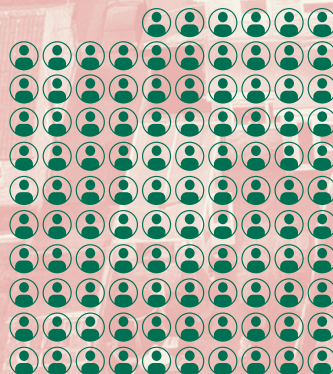
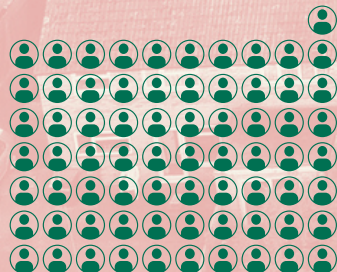


442 INDIVIDUALS HAVE TAKEN PART IN PL KICKS



106 INDIVIDUALS PARTICIPATING IN DISABILITY SPORT

71 PEOPLE TAKING PART IN NCS



JON'S STORY VETERANS FOOTBALL TEAM

Being slightly older than most of the group, they have accepted and encouraged me to be part of the Veterans Football team, my fitness has massively improved and so has my wellbeing. It has been a fantastic experience from day one.

The inter service banter and sense of brotherhood is something I've missed. There is a wide range of experience amongst us and many years of military service. There's a great bond amongst the group, a safe place to discuss problems and offer each other support.

Over the last year, we have reached out to other similar groups run by neighbouring clubs and have partnered with local groups to promote mental health awareness. I feel that this affiliation has benefitted everyone. We have also participated in sporting and social events. I really think we have all in our own way made a difference to someone else's life.



NCS was a very good and enjoyable experience, it allowed me to relax more and spend time with my friends, it allowed me to also become on more of a personal basis with our tutors and coaches which eased the stresses I felt when we would be doing training or matches

with them by knowing them better, it also allowed me to conquer my fear of heights and the water by the staff there helping me each step of the way and making it simpler to help me to do it and lastly it allowed me to do different experiences with different people which made it so much fun for me as I tried new things but also made new friends along the way who I would have never really spoken to if not for NCS.

MEET THOMAS

**NATIONAL
CITIZEN
SERVICE**



FREE SHIRT GIVEAWAY



Accrington Stanley's extremely popular big Shirt Giveaway headed back to the Wham Stadium in September for the eighth consecutive year, with the club now having handed out nearly 10,000 shirts to local youngsters. Players from the Stanley first team squad handed out replica shirts, as well as goodie bags, to excited Year Three students from 41 local schools, at the Wham Stadium.

Children had the opportunity to visit the ground, meet players and staff, as well as receiving their free Stanley football shirt, featuring shirt sponsors Wham, Accrington Stanley Community Trust, and Sundown Solutions.

Through Stanley's partner for the event, #AmazingAccrington, all pupils visiting the ground also received a goody bag, collated by Official Accrington Stanley Supporters' Trust volunteers, with various other goodies donated by local businesses and club sponsors, with great thanks to What More UK, Accrington Stanley Community Trust, North Lancs Training Group, Sundown Solutions, Refresco, Sawley Fine Arts, Clayton Park Bakery, Spar, and Burnley College.

Contribution towards the cost of coaches to transport all the schools was provided by Cllrs Loraine Cox and Peter Britcliffe from their Lancashire County Council Champions grants, plus Haworths Financial Services, Frasers Group, and Oswaldtwistle Mills.

With the support of schools and businesses across Hyndburn, this programme has now given away almost 10,000 Stanley shirts and goodie bags.

The event is designed to encourage youngsters in the borough to take an interest in sport, get involved in sport, and feel connected to their local professional League Two club.

Commercial Director, Warren Eastham, said: "The shirt giveaway is certainly the best thing we can do as a club. It's fantastic to see local children come here enjoying the Wham Stadium, and getting a feel for a real professional football club. This event means that over the last few years, we've given out over 10,000 shirts. It'll be great to see the kids back here cheering on the Reds as soon as possible."

First Team Manager, John Doolan, added: "This is a fantastic initiative that's been going on now for eight years. It's fantastic for the kids, and the community. "You've got 41 primary schools that come along and you see over 1,200 kids, it's brilliant. The players give the shirts away to the kids, then they go around and get their picture taken. The smile that puts on their faces!"

CEO of iMEP, Eddy O'Brien, said: "As brand new sponsors of the Eric Whalley Family Stand, we are delighted to be involved in the big Shirt Giveaway for the first time. We have admired this initiative from afar for some time and as a local business we can't thank Andy Holt and Accrington Stanley enough for how much this means to the community."

MD of Scott Dawson Advertising, Murray Dawson, added: "This is a very large project to get 1,239 primary school children to the ground on one day, but we want them to experience the Wham Stadium. It's a key part of our support with them to channel and arrange the day."

taskers

of ACCRINGTON

— est. —

1896

We are pleased to announce that the local furniture store, Taskers have renewed their sponsorship at Stanley Sports Hub.

The furniture company will remain the Hubs headline facility sponsor as well as the 3G Pitch Sponsor. The store, which has been serving the UK community for over 127 years, continues to strengthen its commitment to corporate social responsibility through this significant contribution.

As a Trust we engage with approximately 16,000 individuals annually through programs focused on fitness, wellbeing, employability, and education. With an estimated 150,000 visits expected at our facilities per year, the Trust remains a pillar of the community, helping people of all ages and backgrounds to participate, develop, and achieve.

Martin Fearon, CEO of Accrington Stanley Community Trust, expressed his gratitude for the ongoing support from Taskers: “As a charity, we rely heavily on financial backing to deliver our wide range of programs and maintain our new £4m facilities. Renewing Taskers’ sponsorship is fantastic news, especially considering their proximity to us, just 300 yards away.”



BUMBLE FUNDRAISER DELIVERS STORIES & VALUABLE FUNDS

Cricket enthusiasts, community supporters, and local residents gathered for an inspiring Q&A session with none other than David "Bumble" Lloyd, the former cricketer, coach, and beloved commentator. The event, held as a fundraiser for our Community Trust, proved to be an unforgettable afternoon of stories, laughter, and a shared passion for the game.

David Lloyd, known for his vibrant personality and illustrious career in cricket, captivated the audience as he delved into the highlights of his journey. From his days as a left-handed batsman and slow left-arm orthodox bowler for Lancashire and England to his tenure as a coach and commentator, Bumble had a treasure trove of anecdotes to share.

The Q&A format allowed attendees to ask Bumble about various aspects of his career. Questions ranged from his strategies as a player and coach to his transition into broadcasting, where he became one of the most recognisable voices in cricket.



The Q&A format allowed attendees to ask Bumble about various aspects of his career. Questions ranged from his strategies as a player and coach to his transition into broadcasting, where he became one of the most recognizable voices in cricket.

The afternoon wasn't just about cricket. All proceeds from the event went to support the Community Trust, a local initiative dedicated to promoting education, sports, and social welfare in the area. The Trust has been instrumental in organising youth programs, providing support for mental health, and fostering community spirit.

David Lloyd's appearance was a generous gesture, reflecting his dedication not just to cricket but also to giving back to communities.



LOCAL BUSINESS BACKS TRUST

Business Club for Local Businesses to Support Charitable Work in Hyndburn continues to grow.

We are delighted to announce our Business Club now has over **30 members**, with an aim of allowing local businesses the chance to support charitable work in Hyndburn.



The Business Club membership scheme provides an ideal way for local businesses to engage its corporate social responsibility (CSR) by supporting an organisation that improves health, social inclusion levels, as well as delivering sport and education programmes to over 15,000 local people.

It will also give you access to free and discounted room hire at the £4m Stanley Sports Hub, offering you opportunities to host clients, deliver workshops to your employees or provide a fantastic space for your business meetings. You will also benefit from a number of networking events we plan to host each year with members of this club.

We have three levels of membership:

BRONZE

ONLY

£20/MTH - £240/YR

1 Conference room use
10% room hire discount
Business club network
Use of ASCT badge

SILVER

ONLY

£40/MTH - £480/YR

2 Conference room use
15% room hire discount
Business club network
Use of ASCT badge

GOLD

ONLY

£80/MTH - £960/YR

5 Conference room use
20% room hire discount
Business club network
Use of ASCT badge





During his tour of the North West in Jan '24, the Prime Minister visited Accrington, where he visited the Wham Stadium and engaged in a Q and A with the audience as well as announcing that towns like Accrington would be benefiting from the Levelling Up Fund.

The Prime Minister then ventured to Accrington Stanley Community Trust, learning about our contributions to the local Hyndburn community. The Prime Minister spoke with staff, first team players and participants from a disability sports session.

Martin Fearon, CEO of Accrington Stanley Community Trust said; *"It was a great honour to have a visit from the Prime Minister, Rishi Sunak to Stanley Sports Hub. We got the chance to showcase some of our projects and show him the fantastic facility we have created for the Hyndburn community. He was very impressed with our community work and was extremely complimentary on the Stanley Sports Hub facilities"*.

Before departing, he also spoke to students from the Accrington Stanley Football College about their studies and aspirations.

"Our students' outstanding participation in the Q&A session with the Prime Minister showcased their enthusiasm and ability to pose thoughtful questions. This exemplary representation not only positively reflected on the college but also highlighted the commitment of Accrington Stanley Community Trust to fostering articulate, informed, and confident individuals. The interaction with the Prime Minister provided a valuable opportunity for our students to articulate their experiences and establish a meaningful connection between the Trust and the wider world." Commented Owen Greenwood- Dawson, Lead Coach and Recruitment Officer at Accrington Stanley Community Trust



PRIME MINISTER TAKES THE PERFECT SHOT



STANLEY SPORTS HUB



The Stanley Sports Hub is a state of the art £4m community facility developed and operated by Accrington Stanley Community Trust. Situated at Higham Playing Fields on Thorneyholme Road, Accrington, the Stanley Sports Hub provides fantastic indoor and outdoor facilities for many grassroots clubs, sports groups and local organisations as well as being the home of Accrington Stanley Community Trust, an award-winning Charity.

We have transformed Higham Playing Fields into a multipurpose community facility that is friendly and affordable. As well as opportunities to hire sports pitches for your team or group, there is a variety of exciting activities provided for the local community by Accrington Stanley Community Trust.

OUR STATE OF THE ART £750,000 3G PITCH

The full size 3G floodlit artificial football pitch is located on the lower section of the site and will provide a fantastic playing experience for its users.

The pitch can be split into a variety of playing areas suitable for 5, 7, 9 and 11-side football. This state-of-the-art pitch will prioritise use on evenings and weekends for local grassroots clubs and community activities.

ACCINGTON
STANLEY



COMMUNITY
TRUST

SPORT
HUB



CHANGING ROOMS

We have four changing rooms and two officials' rooms available for people to use when hiring our facilities for matches. The changing rooms have a shower area, two separate toilets, a tactics board, large seating area and plug socket for teams who like to listen to music before a match. Our officials' rooms offer a comfortable space for match officials to use before and after a match.



CONFERENCE ROOM

The conference room is laid out in a boardroom style and like the meeting rooms can be used for meetings, interviews and training sessions. There are 2 large 75" LCD screens which can be used for presentations and has Sky TV included alongside free Wi-Fi. There is free on-site parking available.



SPORTS CAFE

Heading into the new extension we've created a Sports Café which overlooks the 3G pitch and has seating for 32 people. 3 large LCD screens are scattered around showing live sports throughout the day.



CAFETERIA

Through the main entrance is a 28-seat cafeteria and breakout space for participants, parents and the general public to relax and enjoy hot and cold refreshments as well as a sports. Public toilet facilities are included in this section.



YOUR SPACE



MEETING ROOM

Our large modern meeting room caters for up to 12 people and our smaller modern meeting room caters for up to 6 people. The meeting room has a board room layout and is suitable for meetings, interviews and training sessions. Free Wi-Fi and a LCD screen which can be used for presentations is included.



OFFICE SPACE

Accrington Stanley Community Trust's offices are situated in the Stanley Sports Hub. The offices are open Monday-Friday 9am-5pm and are the main headquarters of the Charity. This base helps our Charity plan, devise and manage 30 projects which we deliver to thousands of people in our community each year.



TRAINING ROOM

Our adaptable training rooms are a great space for courses, workshops, interviews and meetings. We have four training rooms available for groups of up to 24 people with flexible layout options. The training rooms are both equipped with free Wi-Fi and a large LCD screen for use with laptops and tablets.



TRAINING ROOM



GRASS PITCHES



Stanley Sports Hub has several quality grass pitches which are suitable for a range of sports as well as a multi-use area. The pitches at Stanley Sports Hub will be taken care of all year round allowing us to get maximum usage from them throughout the year.

3G FLOODLIT CAGE



The 3G floodlit cage is located at the back of the building and will provide a fantastic playing experience for small sided football. The pitch is fully enclosed and has overhead netting, perfect for 5v5 matches or team training sessions.

Bookings are made on the hour, and evening use will end at 10pm.

ACCINGTON STANLEY
COMMUNITY TRUST
ENTRANCE

YOUR SPACE



BUILDING FOUNDATIONS FUND

Accrington Stanley has become the first EFL club to net a maximum £100,000 grant from the Sky Bet EFL Building Foundations Fund in the latest round of funding awards to boost football community projects across England and Wales.

The Lancashire club with traditions dating back nearly 140 years is one of seven Clubs to receive much-needed cash in the second round of awards since the Sky Bet EFL Building Foundations Fund was launched last season.

Accrington Stanley's Club Community Organisation (CCO) will use the funding to finance a new small-sided 3G pitch at its Stanley Sports Hub facility, a venue that already serves many local grassroots clubs, sports groups and organisations, and is a training venue in the UK and Ireland's successful bid to host the 2028 European Championships.

Construction of the new pitch has already begun and is expected to pave the way for a marked rise in the number of people playing football, from disabled groups to community sessions for over 50s. Other winnings bids included the CCOs run by Rotherham United, Stevenage, Walsall, Crawley Town, Watford and Notts County.

talkSPORT Breakfast Show host and Sky Bet ambassador, Jeff Stelling was one of the panellists who judged winning bids. He said: "There's no doubt that this round of funding will play a crucial role in keeping communities across England and Wales active for years to come.

What has really impressed me when judging these applications is the breadth of different programmes that the CCOs offer, and these new grants will be put to great use serving the whole community."

Accrington Stanley Chairman, Andy Holt said: "Community is key for every football club and this £100,000 grant from the Sky Bet EFL Building Foundations Fund is absolutely massive for the Hyndburn community."

"The new 3G pitch at the Stanley Sports Hub is now fully constructed, and it will mean more groups of every age and ability can use the excellent facilities that the Accrington Stanley Community Trust provide."

Sky Bet and the EFL launched the Building Foundations Fund to support and enhance new and existing community projects when the betting and gaming operator extended its title partnership with the EFL last year. Sky Bet committed to investing a bumper £6 million over six years.

Today's funding awards come after new Secretary of State for Culture, Media and Sport, Lisa Nandy MP talked of her ambition to prioritise support for grassroots sport - to help find the stars of tomorrow and transform lives in every part of Britain.

Debbie Cook, Director of EFL in the Community, the EFL's charitable arm, said: "Our Clubs are at the heart of our communities across England and Wales and are serving distinct and diverse local areas. The Sky Bet EFL Building Foundations Fund is enabling and strengthening the role of our network to change people's lives in EFL communities. The fund will continue to support the commitment to and significant impact that facility upgrades, and the delivery of new and existing programmes can create in communities up and down the country."

NEW 3G CAGE

More than £650,000-worth of funding was awarded by the Sky Bet EFL Building Foundations Fund to more than 60 EFL CCOs in March.

Under the first round of bids, Millwall launched a Military Veterans Football Programme, to reconnect ex-service men and women through free football sessions, while Leeds United used the money to expand its 'Social Goals' programme to tackle isolation among the over 50s.

Dan Colton, Managing Director of Sky Bet said: "We all celebrated the England team's progress to the final of the Euros in Germany, but the Building Foundations Fund is about providing much needed support at the other end of the ladder - the communities around the 72 great clubs in the EFL.

"We're incredibly proud of the impact the Building Foundations Fund is already having all over England and Wales and the calibre of the many applications from CCOs in this round of funding reinforces what vital services these organisations provide and how important it is they have the infrastructure they need to thrive."

EFL CCOs will have further opportunity to bid for funding grants throughout the upcoming season that will contribute to improving local sporting facilities or promoting the physical and social benefits of the game.



FUNDRAISING

TRUST AWARDED £100,000 FROM THE ARMED FORCES COVENANT FUND

Accrington Stanley Community Trust are delighted to have been awarded £100,000 funding from the Armed Forces Covenant Fund Trust's Reaching and Supporting Armed Forces programme.

The funding will be used to deliver the Armed Forces project in Hyndburn, based at the £4m Stanley Sports Hub.

A new 3-year funded Veterans Support Hub project will provide regular access to sport and physical activity alongside social activities as with our existing veterans support programme, however we will then work with each individual beneficiary to develop a personalised support programme which will see us put in place strategies to help that person to deal with their own issues with addiction, whether that be from substances, alcohol or gambling or a combination of all three.

 THE ARMED FORCES
COVENANT FUND TRUST

TRUST AWARDED £100,000 FROM SKY BET EFL BUILDING FOUNDATIONS FUND

The Accrington Stanley Community Trust have been awarded a £100,000 grant from the Sky Bet EFL Building Foundations Fund for the newly-constructed 3G pitch at the Stanley Sports Hub, meaning more groups of every age and ability can now use the excellent facilities!

Seven EFL club community organisations have received a grant in the second phase of funding, which aims to improve the quality of life within communities through the access to, and quality of, football provisions and initiatives.



TRUST CELEBRATE £24,000 MACHINERY FUNDING SUCCESS

Accrington Stanley Community Trust has been awarded a grant of £24,000 from the Premier League, The FA and Government's Football Foundation to improve grass pitches in Hyndburn.

The grant has contributed towards the cost of a brand new £32,000 compact tractor to help maintain the grass pitches at the £3.5m Stanley Sports Hub.





TRUST RECEIVE £25,000 SUPPORTED BY THE PREMIER LEAGUE

Accrington Stanley Community Trust, supported by the Premier League Fans Fund, received a further grant of £25,000.

The Premier League Fans Fund provides grants to support football clubs at all levels of the game to strengthen connections between them, their fans, and local communities.

The fund supports a range of fan-focused and fan-led projects, helping to foster a sense of belonging through meaningful engagement. This includes schemes for under-represented groups, to further develop an inclusive and welcoming matchday experience for everyone.

The project will use the reach and appeal of Accrington Stanley to engage predominantly with local women and girls in our community, as we look to increase the fan base.

Martin Fearon said: *“We’re delighted to be launching this new project, funded by the Premier League Fans Fund. The project will see us further strengthen the links between fans and the club, helping diversify the fan base by increasing the number of women and girls’ supporters, not just at football matches but in the local community engaging in Accrington Stanley activity.”*



**Premier League
Fans Fund**

TRUST GETS A BRIGHTER FUTURE AS FLOODLIGHTS INCREASE COMMUNITY PLAY TIME



Accrington Stanley Community Trust has invested a further £30,000 at Stanley Sports Hub to upgrade to new LED Floodlights on the 3G Pitch.

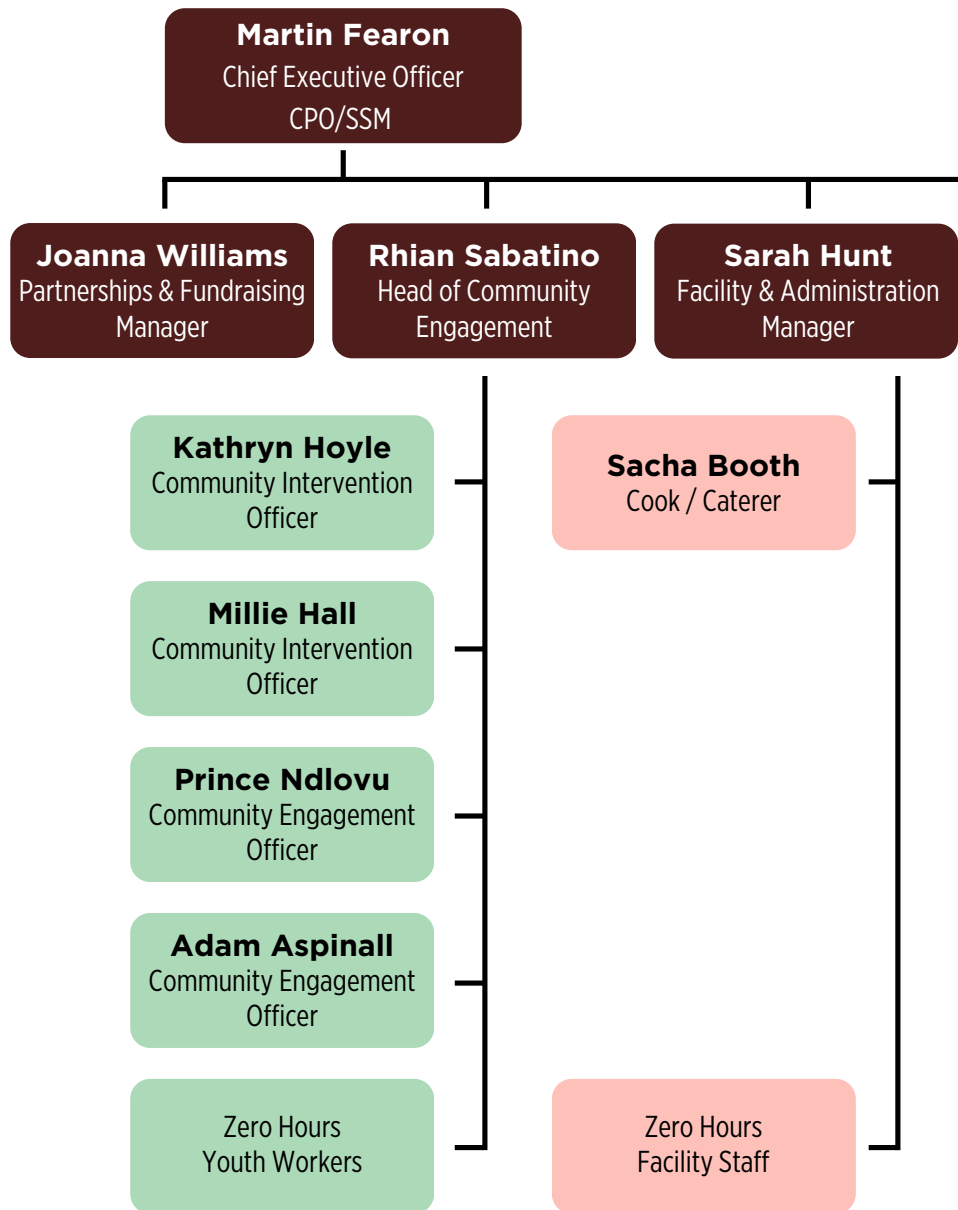
After securing a grant for 70% of the costs from the Premier League, The FA and Government’s Football Foundation, the new floodlights will improve energy efficiency and help the environment.

Accrington Stanley Community Trust have been awarded the grant as part of the Football Foundation’s LED Floodlight Fund to support the upgrading of metal halide (‘halogen’) floodlights on Football Foundation-funded floodlit 3G pitches to LED floodlights. LEDs help to reduce energy consumption.



BOARD of

- Carl Ellwood**
(HR)
- Warren Eastham**
(CEO ASFC)
- Purves Ali**
(Chair of Trustees & Business)
- John McGregor**
(Vice Chair & Finance)
- Chris Knagg**
(Health & Safety)

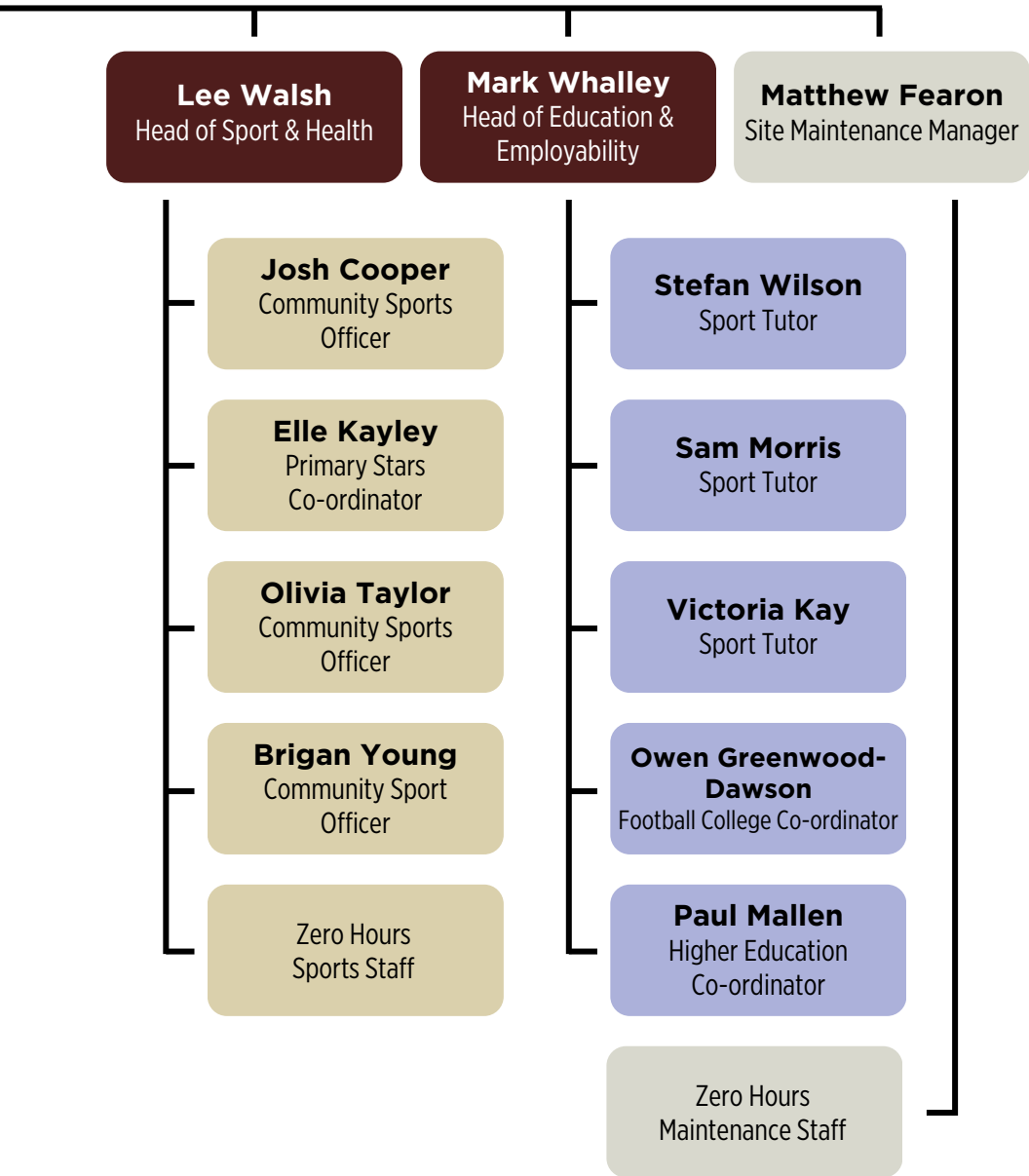


Senior Leadership Team

ORGANISATION STRUCTURE

TRUSTEES

- Peter Leatham**
(Environment)
- Anne Ellwood**
(Governance & Sport)
- Robert Houseman**
(Safeguarding & EDI)
- Tom O'Neill**
(Legal & GDPR)
- John Leaver**
(Marketing)





PLAYER ENGAGEMENT

Each year, Accrington Stanley players, coaches, staff and club mascot Winstanley make appearances at numerous community and corporate events.

Player visits are a fantastic way for all Professional Footballers to give something back to their communities and put a smile on people's faces.



NOLAN NAMED COMMUNITY PLAYER OF THE SEASON

The PFA Community Champion Award has been awarded to Stanley star Jack Nolan for his commitment to community appearances and participation throughout the 23/24 season.

The attacker has had a great season on the pitch, leading the scoring charts for the club and has matched this with his work off the pitch, showing his enthusiasm to participate in our community work. Jack's efforts were deservedly recognised by a panel of representatives from both the PFA and Accrington Stanley Community Trust.

Jack has been a great role model over the course of the season and has consistently engaged with our community, particularly in local schools, always answering every question put forward to him.

Lee Walsh, Head of Sport at the Trust, commented: *"We've been extremely happy to welcome Jack to a number of our sessions and projects across this season. He has always been more than happy to get himself stuck in and his support is greatly appreciated."*

Jack said: *"I'm very proud to be named PFA Community Champion for this season. I've enjoyed going out into the local community and being a part of what Accrington Stanley do in the area."*

We'd like to wish Jack Nolan a huge congratulations and thanks for all his hard work.



2024 continued to see the Accrington Stanley first team players make appearances in the local community. This summer we had Tyler Walton and Dan Martin visit our holiday courses giving them a chance to meet and ask questions about what it is like playing for Accrington Stanley.

Elle Andrews, Community Sports Officer said:

“It’s a great experience for the pupils to be able to meet professional footballers as they can get an insight to what is required to reach that level. Watching the pupils faces when the footballers or Winstanley walk into the room is priceless as many of them wouldn’t come into contact with them otherwise.”

COMMUNITY AMBASSADORS

A number of players have also become community ambassadors and get involved in supporting projects.

- SEAMUS CONNEELY** - EDUCATION
- DONAND LOVE** - SPORTS PARTICIPATION
- MICHAEL KELLY** - HEALTH
- FARREND RAWSON** - SOCIAL INCLUSION

The ambassadors are the public figurehead of a number of different schemes run by the Community Trust and endorsed by the Professional Footballers’ Association (PFA).



“The players are fantastic at supporting the charitable work we deliver in the community. They really make a difference and give fans a real boost when they spend time with them at various events. We are privileged to have such a great set of players who realise the importance of giving something back to the community”.

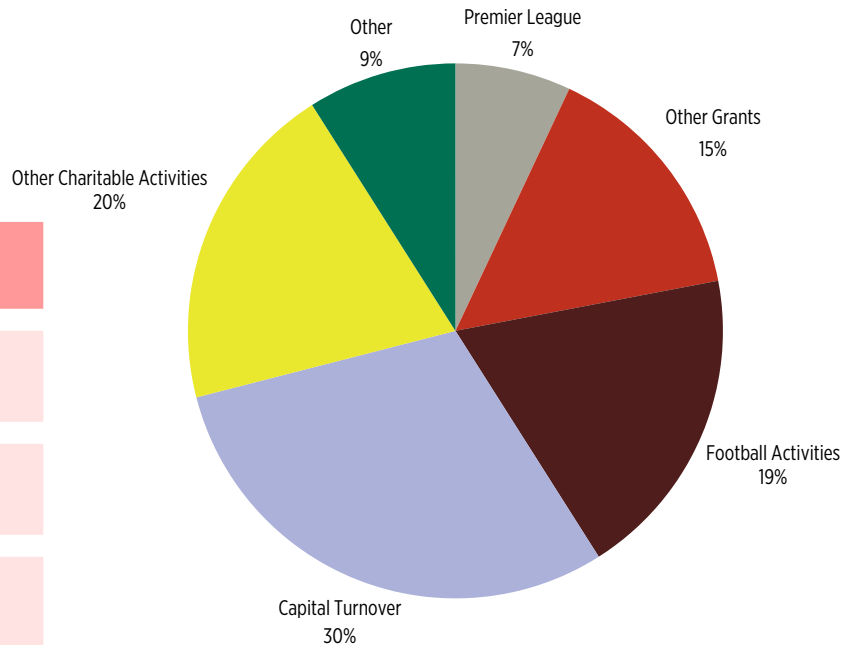
Martin Fearon – Trust CEO



FINANCIAL SUMMARY

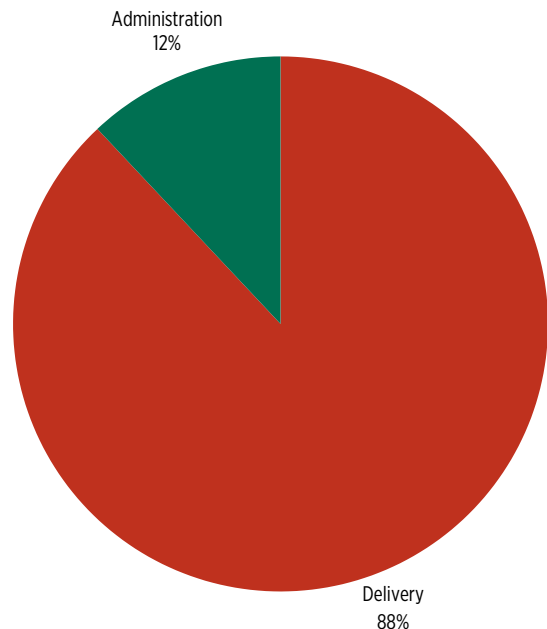
INCOME

| | 2023 / 24 | 2022 / 23 |
|--------------------|------------|------------|
| Income | £1,245,405 | £1,610,998 |
| Expenditure | £1,092,038 | £989,432 |
| Surplus | £153,367 | £621,566 |



COSTS

| | 2023 / 24 | 2022 / 23 |
|-------------------|------------|------------|
| Net Assets | £3,523,058 | £3,369,690 |



| FINANCIAL HISTORY | INCOME | EXPENDITURE | SURPLUS |
|-------------------|------------|-------------|------------|
| 2023/24 | £1,245,405 | £1,092,038 | £153,367 |
| 2022/23 | £1,610,998 | £989,432 | £621,566 |
| 2021/22 | £1,293,941 | £927,887 | £366,054 |
| 2019/20 | £1,649,235 | £524,183 | £1,125,052 |
| 2018/19* | £694,421 | £303,018 | £391,403 |
| 2017/18 | £489,680 | £421,520 | £68,160 |

*9 months accounts due to change of financial year end.

WHAT NEXT?

2025 is set to be another fantastic year at Accrington Stanley Community Trust as we continue to grow our provision with some exciting new projects planned.

The new 3G Cage will cater for grassroots teams, community groups and community provision. It will also allow us to expand our delivery of services.

New opportunities for external funding in health and wellbeing are also on the horizon with the introduction of a cancer prehab session at Stanley Sports Hub. This will see us engage with people who have been diagnosed with cancer and help them on their journey with some light exercise and a social group of peers.

We feel it is also extremely important to continue to develop and evaluate our current projects to enhance the experience of participants and create more opportunities than ever before.

We will continue to work intrinsically with Accrington Stanley Football Club to increase our presence in Hyndburn and encourage more local people to support the Football Club.

We look forward to 'helping people participate, develop, and achieve' in 2025.

**MARTIN
FEARON**
CHIEF EXECUTIVE OFFICER

Martin

HELPING PEOPLE PARTICIPATE, DEVELOP & ACHIEVE



WWW.STANLEYTRUST.CO.UK