



COLCHESTER UNITED FC

Football in the Community



UNITE OUR COMMUNITIES



Professional Footballers' Association



Supported by Premier League

Registered Charity Number: 1159381

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#UniteOurCommunities

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HEAD OF COMMUNITY WELCOME

It is with great pleasure and enormous pride, despite the devastating impact of COVID-19, we are able to evidence through "Unite our Communities Impact Report 2021" that we are making a difference in our communities.

The pandemic has once again caused much distress, upset and pain for so many people across our communities. However, with our "Part of the Solution" strategy, both CUFITC and Colchester United Football Club have responded, enabling us to make a huge difference to lives across Colchester and North East Essex, as well as the surrounding areas. We send thoughts and condolences to those who have experienced loss and tough times.

We are always there for our community, but more importantly, we have been there for the communities that have needed us most. Moving forwards we will ensure we continue to make a difference whether that is to individuals, groups or likeminded organisations. The support of many partner organisations has enabled us to be successful in establishing our programmes whilst addressing mental health, physical health, loneliness and isolation in our community. Thank you to everyone over the past 12 months who has trusted us, supported us, funded us and believed in us.

Ensuring manageable growth whilst providing continual high-quality delivery has, and will continue to be, at the forefront of our objectives, as a result providing a positive impact within the areas we serve. If we continue to show

the passion and dedication to overcome the challenges that 2020 and 2021 presented, we can confidently look forward with optimism to creating further successes together in 2022.

We again enter 2022 acutely aware that factors beyond our control may continue to play a part in our direction of travel. We will need to continue being agile, flexible and recognise that there are likely to be bumps in the road. We do however have a strong infrastructure in place to react, which is underpinned by an exceptional football club at the heart of its community.

We hope you find that our "Unite Our Communities Impact Report 2021" provides a beneficial insight into the work and impact we are engaged in within our communities. The entire organisation looks forward to another year of strengthening our bonds and continuing to use the unparalleled power of football for good.

If any aspect of what we do is meaningful to you, please get in touch, we would love to hear from you.

Corin Haines
Head of Community

BEFRIENDING
 PREVENTION
 MALDON
 OPPORTUNITY
 MENTORING
 SOCIALISATION
 DEVELOPMENT
 EDUCATION
 CREATIVE
 BRAINTREE
 FAMILY
 CHARITY
 POSITIVITY
 PARTNERSHIP
 COHESION
 CLACTON-ON-SEA
 CLUB TRUSTED
 COLCHESTER
 WELLBEING
 COMMUNITY
 SUPPORT
 MENTAL HEALTH
 FOCUSED
 INCLUSIVE
 JAYWICK
 SHRUB END
 HARWICH
 CARE
 SPORT
 TIPTREE
 PRIDE
 COMMUNITY SAFETY
 TEAMWORK
 PASSION

KEY DETAILS

Colchester United Football in the Community (CUFITC) is the official charity partner of Colchester United Football Club.

We aim to get our community engaged in the wide range of activities we offer and, in turn, lead active and healthier lifestyles through our four main strands of delivery: Sports Participation, Education, Health, Inclusion and Facility Development.

Currently delivering our services to 7,500 people over 450 hours of provision each week, we positively impact people positively using the power of sport. We play a key role in our local community.

MISSION STATEMENT

“To enrich the lives of the people within the communities we operate through physical education and the brand of Colchester United”

AIMS AND OBJECTIVES

- To promote sport and learning to the wider community.
- To place Colchester United FC at the heart of the community by increasing sports participation and engagement with the Club.
- To help grow the supporter base of Colchester United through positive brand representation.
- To champion health and wellbeing throughout the operational region.





CORE VALUES

FOCUSED | INCLUSIVE | TRUSTED | CREATIVE



STRATEGIC PRIORITIES



PRIORITY 1 DELIVER HIGH QUALITY SERVICE

Our pledges - we will:

1. Develop and Deliver a Quality Assurance framework across all programmes
2. Ensure all participants receive a progressive, positive and safe journey
3. Measure impact through a range of techniques to collate clear, concise, appropriate information



PRIORITY 4 DEVELOP FURTHER WORKING RELATIONSHIPS WITH SUITABLE PARTNERS AND NETWORKS

Our pledges - we will:

1. Broker relationships and encourage effective collaborative working
2. Widen the network of partners to include a range of suitable organisations and groups
3. Work with organisations whose strategy is aligned with ours to achieve common outcomes

PRIORITY 2 IMPROVE HEALTH, WELLBEING AND INCLUSION

Our pledges - we will:

1. Provide a range of programmes and delivery designed to tackle key issues and areas of need
2. Ingrain aspects of health, wellbeing and inclusion into our organisational culture to achieve lasting effects.
3. Build strong working relationships with industry experts to gain a full understanding of the impact of positive health, wellbeing and inclusion



PRIORITY 3 GOVERN AND LEAD EFFECTIVELY

Our pledges - we will:

1. Ensure financial sustainability
2. Ensure there is an appropriate governance and leadership structure to support and deliver the strategy
3. Provide innovative ways of working, whilst being compliant with relevant legislation and regulators



TIMELINE

The strong foundations that have been built since the inception of Colchester United Football in the Community in 2013 has enabled our engagement levels to rise together with increased investment in the local community year on year. Ensuring manageable growth whilst providing high quality provision has been at the forefront of our objectives as a result providing a positive impact on people's lives. We are proud of the work we undertake and our achievements, and look forward to continuing these strong partnerships well into the future.

2013

Colchester United Football in the Community was formed as a department of Colchester United Football Club.

2015

Gains charitable status, becomes independent and forms a board of trustees.

2017

Start delivering a variety of EFL Trust and Premier League funded initiatives, including PL Kicks, PL Primary Stars and EFLT Joy of Moving.

2019

Record numbers: 32,500 engagements with participants, 86 different partner organisations and educational settings worked with us, 31 different community projects delivered.

Commissioned to start delivering the National Citizen Service.

Selected by the EFL Trust to present on our implementation of our 'Unite our Communities' strategy at the annual national conference with all EFL community club organisations.

2014

Core programme delivery enhanced with over 5,000 participants and 300 hours of engagement each week throughout Colchester and North East Essex.

2016

Signs a long-term lease with Colchester Borough Council to manage and operate the Shrub End Community Sports Centre of behalf of local authority.

New artificial surface is re-laid at the Shrub End Community Sports Centre, and the site becomes the home of our entire workforce.

2018

Begins comprehensive community strategic consultation which results in launching 'Unite our Communities' strategy 2018-2022.

Commences delivery of several new projects as set out in new strategy to support wider community diversity. Our provision includes United Against Knife Crime, Unite our Communities, Senior U's, Female Football Development Programme and Disability Sport.

2020

In response to COVID-19, implemented a part of the solution strategy supporting our community with 468 outreach hours, 1,150 food parcels and packages delivered, 190 supermarket collections and 1,120 befriending minutes with the most vulnerable.

EDUCATION

The sport and education department provides a wide range of lessons, including curriculum PE to PSHE and Community Safety. Utilising the power of sport and the Colchester United brand to engage all pupils in safe and challenging environments, we provide them with the skills they will need to succeed both inside and outside of the classroom.



47

Schools Engaged



4864

Sessions Delivered



5350

Participants Engaged



PREMIER LEAGUE PRIMARY STARS

Funded by the Premier League, Primary Stars aims to encourage children to be ambitious, be inspiring, be connected and be fair.

HEADLINE FIGURES

- **378** hours of Primary Stars programme delivered
- **33** individual schools delivered in
- **17** Teachers Supported through PE Teacher Support

JOY OF MOVING

Aims to encourage physical activity, promote nutritional education and build awareness of the importance of a healthy diet and active lifestyle.

HEADLINE FIGURES

- **944** children engaged
- **15** schools benefited from participation
- **180** hours of delivery
- **4** Joy of Moving festivals
- **814** children engaged in festivals



FOOTBALL COLLEGE PROGRAMME

A full-time football and education programme for 16-19 year olds who aren't inside an academy scholarship, providing professional coaching and playing opportunities against other EFL clubs.

HEADLINE FIGURES

- **180** training hours
- **20** fixtures
- **41** players



SPORTS & EDUCATION

Large variety of PE curriculum sessions alongside extra-curricular breakfast, lunch and after-school clubs that engage all pupils in physical activity and sport.

HEADLINE FIGURES

- **37** schools engaged
- **1,760** lessons delivered
- **3,560** participants engaged

SPORTS PARTICIPATION

This department covers a variety of sports and physical activity sessions that cater for all across the local community, showcasing that sport has a powerful impact on young people, inspiring them to lead happy and healthy lives.



HOLIDAY ACTIVITIES

Our open-to-all holiday provision provided lots of fun for boys and girls aged 4-16 across the community to fill their school holidays.

HEADLINE FIGURES

- **1,275** participants
- **960** hours of delivery



ACTIVATE HOLIDAY CAMPS

Working in conjunction with Active Essex Foundation, we were delighted to have provided free sports sessions and food provision across Colchester and Harwich.

HEADLINE FIGURES

- **1,728** participants
- **1,728** meals provided
- **1,200** hours delivered



SKILLS CENTRE

The programme is the very beginning of the pathway at Colchester United and we have seen some players successfully progress into our Development Centres and more advanced sessions.

HEADLINE FIGURES

- **163** participants attending on a weekly basis
- Age range from **4-14**
- **12** weekly courses
- **5** players progressed to the Development Centres

DEVELOPMENT CENTRE

Colchester United's Development Centre is an invitation-only football development programme from U6s through to U16s.

HEADLINE FIGURES

- **400** players engaged
- **270** boys
- **130** girls
- **1,480** weekly training minutes
- **20** weekly courses
- **23%** of registered Academy players from the Development Centre



HEALTH & INCLUSION

A vital strand of uniting our communities, the health and inclusion department focused on growing the reach of the support and provisions provided in 2021. Ensuring every person in our reach has access and the opportunity to be involved in sport and social activities.



Participants Engaged



New Projects



Locations



PREMIER LEAGUE KICKS

A national programme funded by the Premier League, which looks to promote and provide young people with opportunities, using sport as a tool to drive this forward.

HEADLINE FIGURES

- **7** sites across Essex (high need areas)
- Engaged with over **400** young people
- Over **100** girls engaged
- **11** volunteers

FLY LIKE AN EAGLE

Funded by Tendring District Council, a one-to-one mentoring programme for young people across a six to 12-week period. Developing life skills to take into the community.

HEADLINE FIGURES

- **15** young people engaged
- **3** partner schools
- **65** hours of one-to-one support



WALKING FOOTBALL

Colchester United's Football in the Community Walking Football provides a great opportunity for over 50s to enjoy their favourite sport and make new friends along the way. Running and slide tackling are both banned in the activity, and it is a great way to improve health and wellbeing.

HEADLINE FIGURES

- **22** participants engaged
- **35** sessions delivered
- **50-79** participant age range



UNITED AGAINST KNIFE CRIME

Funded by the Essex Police, Fire and Crime Commissioner with the purpose of raising awareness of the impacts and dangers of knife crime and County Lines.

HEADLINE FIGURES

- **2,800** children engaged
- **7** locations
- **42** hours of delivery

UNITE OUR COMMUNITIES

New funding from the Essex Police, Fire and Crime Commissioner Fund has allowed us to deliver educational workshops around radicalisation, hate crime and prejudice.

HEADLINE FIGURES

- **30** sessions delivered
- **1,250** students engaged
- **30** hours of workshops

NATIONAL CITIZEN SERVICE

2021 saw young people from all over Colchester take on this once-in-a-lifetime opportunity, challenging themselves on adventure activities and then creating fantastic social action projects to improve the lives of others across Essex.

HEADLINE FIGURES

- **72** participants engaged
- **340** hours of social action
- **£3,066.63** raised for local causes



PAN DISABILITY

Our football-specific and multi-sport sessions take place at our Community Centre in Shrub End. Funded by the EFL Trust through Every Player Counts and by Children in Need.

HEADLINE FIGURES

- **15** participants engaged
- **40** sessions delivered
- **40** hours delivered

SEN SCHOOL PE

Delivering Real PE to all of our partner schools across the Colchester and Tendring area. Utilising the positive brand of Colchester United to help everyone have the opportunity to enjoy Physical Education.

HEADLINE FIGURES

- **100** participants engaged
- **35** sessions delivered
- **35** hours delivered

COVID-19 - PART OF THE SOLUTION

Throughout the pandemic, Colchester United and Colchester United Football in the Community has provided additional support for those who needed it most. The Part of the Solution Strategy has been responsive throughout 2021, supporting vulnerable people, providing PE to NHS key workers children and engaging with the vaccination roll out across North Essex.



Staff Members Involved



Hours of Outreach



Community Locations

PE TO NHS KEY WORKERS

Delivering Real PE to pupils across Colchester during the restrictions, ensuring key workers' children had PE as part of their curriculum in 2021.

HEADLINE FIGURES

- **10** schools engaged
- **567** participants
- **496** hours delivered



FOODBANK SUPPORT

Following further restrictions in 2021, we provided weekly support for Colchester Foodbank in many different forms.

HEADLINE FIGURES

- **4** staff members involved
- **95** hours of support

REFUGEE SUPPORT

Delivered in conjunction with Refugee Action Colchester and Active Essex, the project aims to improve mental health whilst providing a fun environment for participants to socialise and integrate into society through physical activity.

HEADLINE FIGURES

- **19** participants engaged
- **950** minutes delivered
- **3** partner organisations collaborating



VACCINATION CENTRE COLCHESTER

Playing a vital role in supporting the vaccination programme alongside Community 360, to co-ordinate the vaccination centres across Colchester and North Essex.

HEADLINE FIGURES

- **432** hours provided
- **2** locations

FOOD PARCEL DELIVERIES

Our two main beneficiaries of this project were GO4 Cafe and Munch Clubs, who were both instrumental when it came to providing food to those in need across Colchester throughout the pandemic.

HEADLINE FIGURES

- **1,037** miles driven
- **23** location
- **392** parcels delivered



ONLINE SPORTS DEVELOPMENT

Sports Development moved to online platforms in early 2021, ensuring all CUFITC participants had the opportunity to remain active and receive vital support from our team.

HEADLINE FIGURES

- **197** participants engaged
- **117** hours delivered

TESTIMONIALS



"Coach Max is funny and he makes it interactive. We learn about our diets, not just sports, and how our diets can make our sports better. Now I realise that when I am running I need to drink lots of water and I know the signs of dehydration. The games Coach Max teaches us are good because they are fun and I have learnt lots of new games to play at both playtimes and at home."

**EMILY
JOHN BUNYAN SCHOOL PARTICIPANT**

"NCS was great for me over the summer, even with the restrictions with COVID we all had a great time doing our social action projects. We managed to raise over £1,500 for local charities that have helped myself and others in the group. I think we all want to continue doing social actions and supporting the local community after NCS is over."

**WILL
NCS PARTICIPANT**

"The outcome of the open trial was Victor's acceptance into the Development Centre, before he was further invited to train with the Elite Centre. He was offered a two-week trial for the U10s Academy squad during which he represented CUFC in matches against area academy teams, in addition to training alongside the current squad at Warrior's Rest Dome and Stadium Cages pitches. The CUFC staff then decided that Victor had the necessary qualities to continue his development at the academy. This demonstrates that CUFC offers sessions at different skill levels while actively observing performances to support player advancement along a player pathway."

**PARENTS OF VICTOR
U10S DEVELOPMENT CENTRE**

"The sessions are very good, they're the best thing ever! I think it's a lovely thing to do with friends. It is nice to get a break from school."

DISABILITY PARTICIPANT



"At St Andrew's, Colchester United Football in the Community play an essential role in our PE and Sports provision by providing challenging activities for our children and high-quality training for our staff. With their support we were able to continue sporting activities and clubs during the restrictions imposed by COVID-19. Our children have developed a range of skills in extensive sports skills, supported their mental health and enhanced their well-being. They deliver a truly community-orientated and supportive experience."

MR WAINFORD, SAINT ANDREWS COFE PRIMARY SCHOOL

"We here at Community360 have a fantastic relationship with Colchester United which impacts positively on the local community. We share our knowledge and expertise to create opportunities for the local community to engage and participate in sport and wellness. The relationship developed involves an asset-based community development approach and the impact that completed projects has had is amazing. We value our relationship with Colchester United greatly and their professional approach is well received within the local community."

SCOTT, COMMUNITY 360

"Colchester United Football in the Community (CUFITC) Premier League Primary Stars programme has continued to develop, which can be complemented by the reflective culture embedded strategically and operationally. CUFITC places its programme beneficiaries at the centre of learning, developing innovative and bespoke educational experiences designed to meet the needs of all who engage. Gaining insight from the pupils plays a key role in developing knowledge and understanding, as well as supporting with programme development and evolution. The Premier League Charitable Fund (PLCF) recognise the improvements to the quality and impact the CUFITC Premier League Primary Stars programme is having within the local community, and are optimistic of the opportunities to be provided moving forwards"

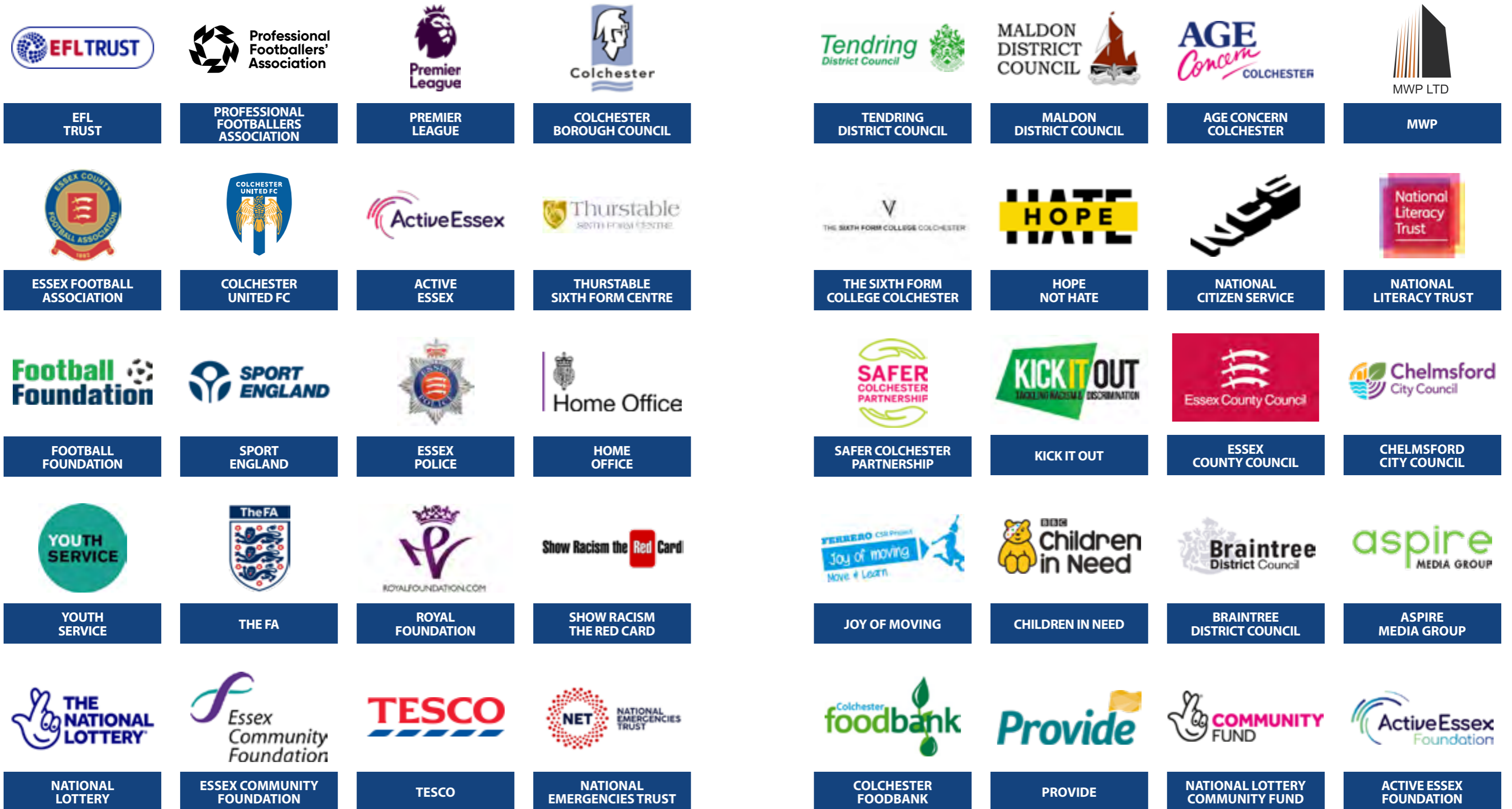
JOE, PREMIER LEAGUE CHARITABLE FUND

"From a teacher's perspective I've learnt how to organise the learning area better e.g. coaching zone, drinks zone and a conflict resolution zone. I've learnt many more games and activities to do with the pupils, lots of ways to challenge and extend the children, as well as ideas to combine different invasion sports which all use the same fundamental skills."

MS HALLIDAY, TEACHER, NOTLEY GREEN PRIMARY SCHOOL

ENABLERS

The support of many partner organisations has enabled us to develop and stabilise our projects, whilst addressing the needs of the community. Thank you to everyone over the past 12 months who has trusted us, supported us, funded us and believed in us.



IMPACT REPORT 2021

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