



CRAWLEY TOWN COMMUNITY FOUNDATION ANNUAL REVIEW 2018/19

Community Foundation

Positively changing lives through sport and football



FOUNDATION CHAIRMAN'S REPORT

Another momentous twelve months have elapsed since my last report and I am delighted with the Foundation's continued successful progress.

The Foundation has been not to say without its challenges over this period, not least with the implementation and interpretation of several new changes in legislation, which has been equally demanding on staff and trustees.

Ensuring the sustainability of the Foundation through the Capability Code of Practice and with stringent governance and financial management and controls and forward planning has been at the forefront of our thinking.

Suffice to say, having spoken to many of my fellow colleagues and Chairs across many other football club schemes and charities, we are in a healthy position to be able to continue with the work we do.

Maintaining our close relationships with the English Football League, Premier League, the football club, local schools and Crawley & West Sussex County Councils are central in us continuing to be an integral part of the community.

Their support and cooperation are significant in achieving our future ambitions, and we would like to thank them for their continued support.

I would also like to give my thanks to the dedicated efforts of the entire staff, whom without their fantastic input we could not have maintained the exceptional standards and values in which we aspire to.

They have not only been an inspiration to me but also to the local community that they serve.

We have several programmes, services and projects running, which are an integral part of our community.

I have managed to get out and witness these, first hand for myself. There were so many highlights for me.

These include the visit of Sussex Police and Crime Commissioner Katy Bourne to our Kicks initiative at the People's Pension Stadium in March (2019). I know Katy is supportive of the great work the team does to help support community safety.

I was delighted to join in the EFL Day of Action, which celebrated the fabulous work of the Foundation simultaneously with all of the other club schemes all over the country.

I was also honoured to have received the call up to be a Dragon on the Dragon's Den panel, and to assess the fantastic National Citizen Service (NCS) social action projects our young people were involved with whilst on programme.

To see over 600 people at the Hawth Theatre, young people, family and friends, to celebrate the achievements of our NCS graduates last summer was humbling.

You can see all of the great programmes and services we deliver on our website or by following us on social media.

My grateful thanks to my Board of Trustees, who without their dedicated efforts we would not exist.

Finally to you, our supporters, participants, families and friends, for the truly wonderful support.

Vic Marley Chair of Trustees



Chair of Trustees - Vic Marley
Retired. Former Crawley Town FC
Chairman and Financier

OUR TRUSTEES



Alan Foot
Retired. Former Accountant



Kelly Derham
Operations Director,
Crawley Town FC



Mark Dunford
Head of Community Sport,
Johnston Press Sussex



Steve Sawyer
BID Executive Director,
Manor Royal Business District



Nuhkan Ruzgar
Director, Crawley Town FC



Thura Win
IT Consultant, Magistrate and
Football Administrator (UEFA & FA)

Our Vision: Positively changing lives through sport and football

Our Mission: We use the power of sport and football to engage, inspire and empower people. Working with participants and the community, together with local, regional and national partners, we aim to positively change lives and support people in health & wellbeing, sports participation, equalities and inclusion, education, enterprise, employment and skills, regeneration and community safety

Our Values: Integrity, accountability, ethics, innovation, respect, inclusion

FOUNDATION CEO'S REPORT

It is an honour and a privilege to have served the community for the past 5 years, and to witness so many fantastic achievements.

The progress we have made over the last 12 months is very encouraging despite the challenges we have faced.

As we enter the final year of our existing 3-year strategic plan (2017-2020), 'To Engage, Inspire, and Empower', we have many accomplishments we can proudly look back on.

The sense of community, individual pride, identity, and belonging the Foundation conjures truly inspires us all.

We have a team of around 20 committed and passionate full time members of staff and a dozen coaches, delivering exciting programmes and services in health and wellbeing, education, employment and skills, community safety, equalities and inclusion, sports participation, and regeneration.

There is no doubt about the reach and power football and sport has to help make positive changes to people and our communities.

The Premier League recently committed a further investment of £300,000 into the Foundation over the next 3 years, through the Kicks and Primary Stars programmes, helping to tackle crime on the streets of Crawley and to support health, wellbeing and education in our primary schools.

This reflects the trust and confidence the Premier League has in the Foundation to support the local area.

We exclusively and successfully delivered the National Citizen Service (NCS) contract in Crawley, worth around £1 million over 3 years, directly creating over 1,000 opportunities of social action for those aged 15 – 17 years old.

Anyone who has been on the NCS programme or is related to someone who has been involved with it will tell you how life changing the experience is.

We continue to be at the forefront of innovation with projects.

The EFL commissioned us as one of 12 EFL clubs to pilot Extra Time Hubs, which offers a range of services to those aged 55+.

Move the Goalposts helps those at risk or those who have been diagnosed with mental health, and this project has provided many positive outcomes for so many people.

Of course, who can forget our very own Crawley Old Girls (COGS), who since being formed through the Foundation, have been empowered to go on to achieve so much for women and girls through recreational football.

All of these projects have been acknowledged, and some even won awards, at local, regional, national and international level.

Our programmes not only provide so much joy, so many exciting opportunities and positive experiences for so many people, they positively promote the Crawley Town brand.

Last season alone, the Foundation invested £491,602 of external funding into Crawley and to surrounding areas.

This took the total figure to £1,461,602 since 2016, helping to support the local community over a sustained period of time.

Another way to gauge the Foundation's contribution to the community is through social value, a concept we have been working on with partners 4global to develop Data Hub.

Through this partnership, we are able to generate the social cost savings achieved through engagement in sport and activity, and via the programmes and services we work in.



Community CEO - Birtug Kazim

The total social value generated for 2018-19 was £524,568, up slightly from £523,093 the previous year.

Since 2017, we have generated a social value of £1,494,448 to Crawley and surrounding areas.

That is almost £1.5m of savings to services since 2017.

With both financial investment and social value, the Foundation has clearly made a significant impact in Crawley, supporting the community during uncertain times particularly with cuts to the public sector and austerity.

Whilst there has been a very small drop in registered users and aggregate attendances on our courses and at events, we discovered that the number of contact hours and average contact hours per participant have increased.

This would indicate that we have successfully reduced sessions that were not so popular, and focused our attention, energy and resources on those making up the rest of our sessions.

In essence, we have improved our efficiency, effectiveness and reach.

We have around 2,982 registered users and members, and together with our events, we had an aggregate attendance of over 60,000 in 2018-19. This equates to over 1,100 opportunities created every week.

We have used this Annual Review to present some of the incredible journeys made by a handful of our participants.

We would have loved to have listed them all, but that would have been impossible given the sheer number of amazing stories there are to tell!

It is these journeys that gives us the most satisfaction, from our youngest participant of 2 up to our eldest at 85 and through engaging some of the most challenging and difficult to reach.

These individual and collective achievements inspired us so much that we decided to commission local company Stone Empire to film a video to celebrate the amazing feats of our participants.

Over the course of the year, the Foundation has also been through a journey of its own.

We have been working towards achieving the required industry standards of Capability Code of Practice through the EFL and Premier League, which provides a range of governance, safeguarding, finance, health and safety, and various other best practice and legislation we must adhere to.

Increasingly we are being held accountable for the investment being made into the Foundation, and from the board of trustees to staff and through to our participants, we are working hard to achieve and maintain the highest possible levels of professionalism, behaviour and conduct. I am delighted to report back that the Foundation currently sits in the top 24 EFL clubs from 72, which equates to EFL Championship level!

As we enter the final season of our existing Business Plan, 'To Engage, Inspire, and Empower', we approach the dawn of our next 3-year strategy (2020-2023).

It is our aim to move ahead over the next year, and to develop plans to take us forward into the next exciting chapter of the Foundation.

We aim to continue to nurture existing relationships and develop new partnerships at national, regional and local levels, through agencies who entrust us to deliver various social and sporting agendas.

The professionalism, dedication and endeavour of all our staff will continue to drive us forward, and enable us to deliver so many more programmes for the community.

Thank you for what turned out to be such an inspirational and exciting year, and I hope you enjoy the read as much as I did!

Birtug Kazim
Foundation CEO

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NATIONAL CITIZEN SERVICE (NCS)



"As a parent, I felt it was very well organised. There was a great variety of activities both before NCS and during the 4 weeks. It stretched our child and helped her to gain confidence in many ways."

Parent of Participant



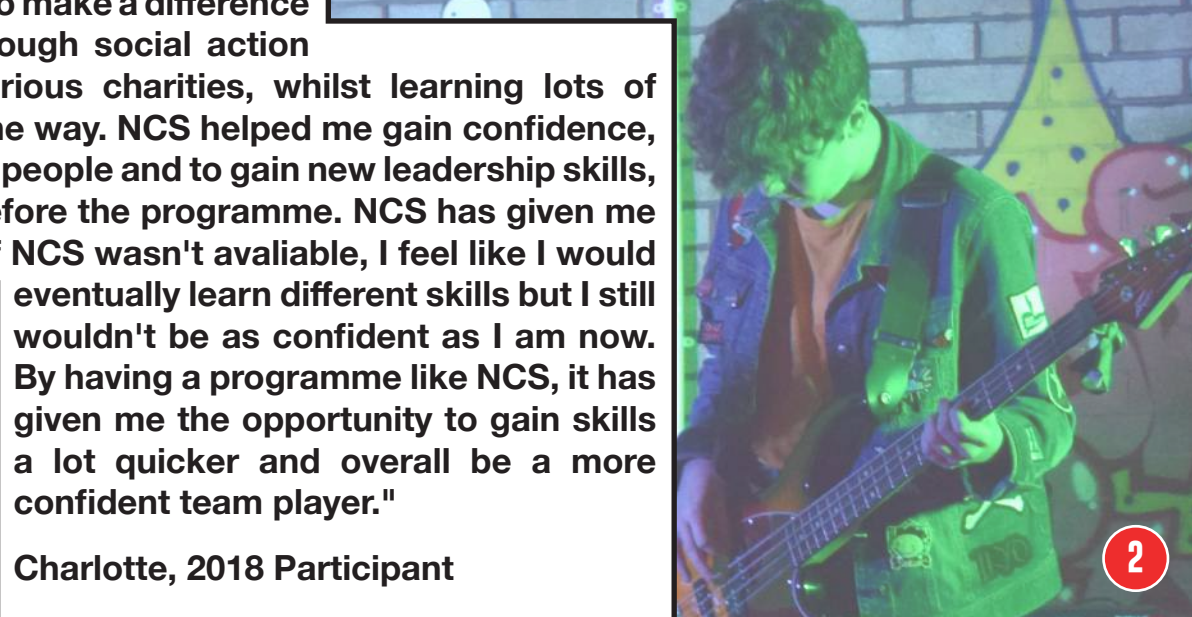
NCS is a life changing experience designed to challenge, engage and empower you into a positive change. The programme is open to all teenagers aged 15-17, and can help young people discover who they are and what they can achieve. The four-phase programme is the begining of an exciting journey that will give you the confidence and skills to seize and shape the future you want. It helps develop greater confidence, self-awareness and responsibility, whilst enabling young people to make new friends along the way. It can also boost a UCAS statement or CV, it helps to get your voice heard, and is a lot of fun!

**20%
INCREASE
IN PARTICIPANTS
FROM LAST YEAR**

"My journey through the programme was great. I learnt so many new skills along the way. For me, NCS provides young people with the opportunity to help the local community and to make a difference to someone's life through social action and working with various charities, whilst learning lots of new life skills along the way. NCS helped me gain confidence, helped me talk to new people and to gain new leadership skills, which I didn't have before the programme. NCS has given me many opportunities. If NCS wasn't available, I feel like I would eventually learn different skills but I still wouldn't be as confident as I am now. By having a programme like NCS, it has given me the opportunity to gain skills a lot quicker and overall be a more confident team player."

Charlotte, 2018 Participant

**102.7%
FILL RATE**



EDUCATION



The education programme offers students the chance to study and play full-time with Crawley Town, in partnership with Holy Trinity C of E School. With both BTEC Level 2 & BTEC Level 3 academic pathways, as well as offering a competitive programme playing against the likes of Crystal Palace, Fulham, Chelsea & QPR in the National Youth Football League, students have the perfect opportunity and environment to progress to University, work in the sports industry, gain a scholarship in the USA or play for Crawley Town FC.



"I started at Crawley Town last year. I signed up for the course to improve my overall performance and knowledge of sports performance. It's helped me understand more about sports in general and to understand how to go through a football game for 90 minutes, improving my knowledge about sports and recovery. The course has given me the opportunity to take part in Sussex trials and take part in Crawley Town FC first team training. This has helped my performance, and enabled me to identify my strengths and weaknesses.

If I didn't come to Crawley, I would have been at my 6th form and I wouldn't be enjoying myself as much as I am now, because I like the opportunities I get here. The course is very enjoyable, there is nothing to not like about this course, and if you put 100% in, you'll get 100% back."

Zac - 2nd year student on BTEC Level 3

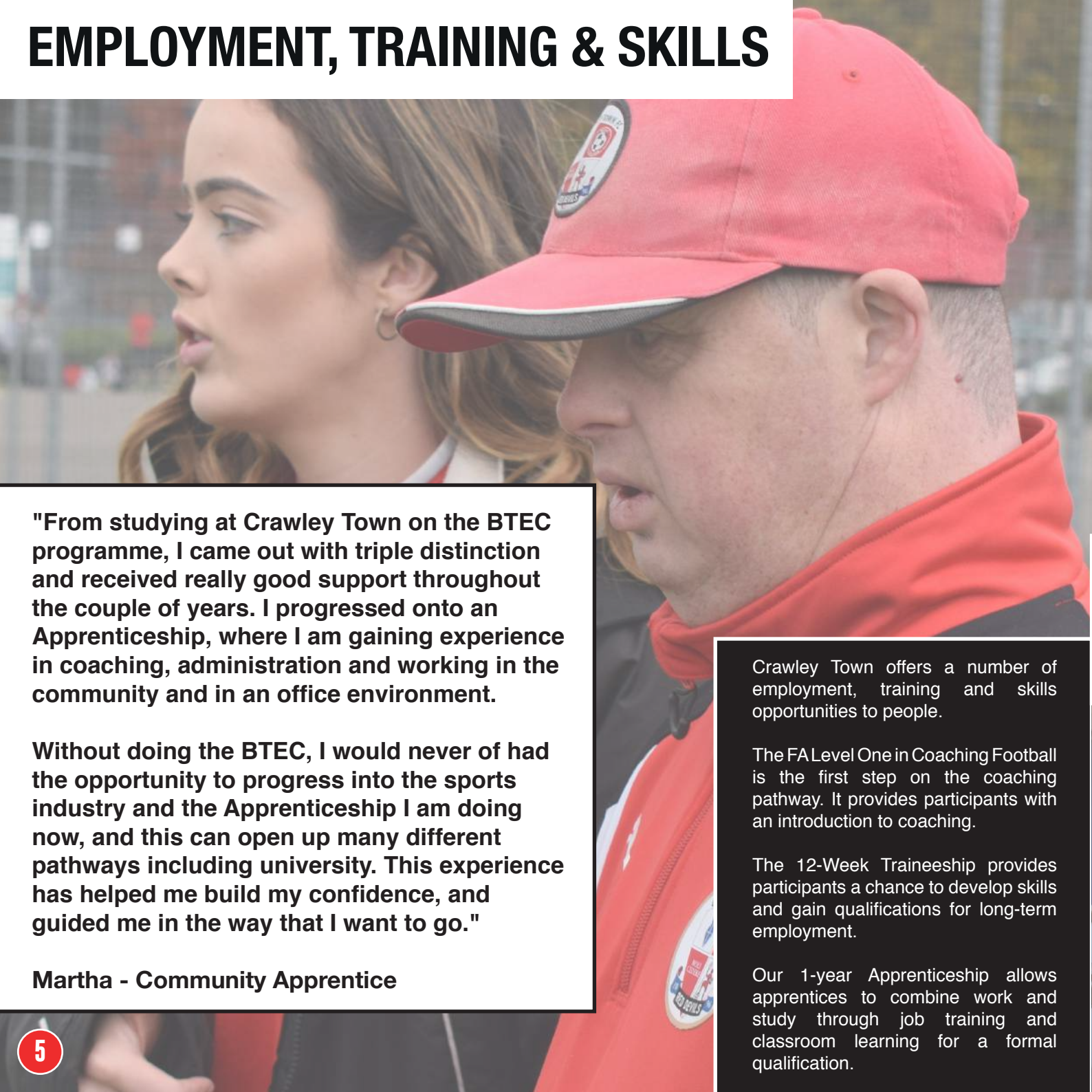
"The programme helped introduce me to the world of football, it is a good route into coaching, media, teaching and the football industry. The course gave me a purpose."

Adam Djellab - Former BTEC Level 3 student and current Premier League Programmes' Coach



- YEAR 1: 6 STUDENTS**
- YEAR 2: 11 STUDENTS**
- YEAR 3: 25 STUDENTS**
- YEAR 4: 40 STUDENTS**
- YEAR 5: 37 STUDENTS**
- YEAR 6: 41 STUDENTS**





"From studying at Crawley Town on the BTEC programme, I came out with triple distinction and received really good support throughout the couple of years. I progressed onto an Apprenticeship, where I am gaining experience in coaching, administration and working in the community and in an office environment.

Without doing the BTEC, I would never of had the opportunity to progress into the sports industry and the Apprenticeship I am doing now, and this can open up many different pathways including university. This experience has helped me build my confidence, and guided me in the way that I want to go."

Martha - Community Apprentice

Crawley Town offers a number of employment, training and skills opportunities to people.

The FA Level One in Coaching Football is the first step on the coaching pathway. It provides participants with an introduction to coaching.

The 12-Week Traineeship provides participants a chance to develop skills and gain qualifications for long-term employment.

Our 1-year Apprenticeship allows apprentices to combine work and study through job training and classroom learning for a formal qualification.



Move the Goalposts is a programme for those experiencing or for those at risk of experiencing mental health difficulties. It has enabled participants to improve personal development and communication skills, together with confidence and fitness levels, through a range of workshops and activities.



"I used to be very overheated. This has enabled me to channel my anger, and instead of doing wrong things I'm now doing something positive."

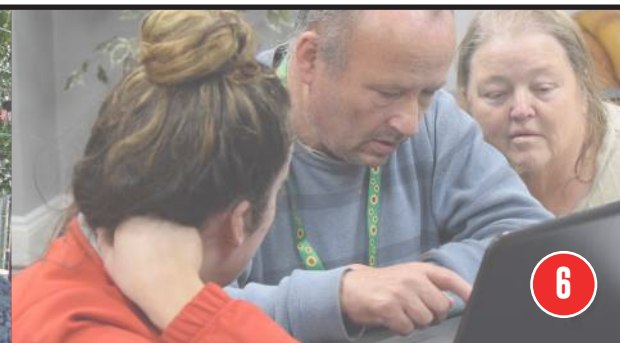
John, Participant

"I started not long after my nan passed away. This has helped me a lot, it has made me more confident, communicate better, I am more happy and it's made my depression go away."

Graham, Participant

"My life has completely turned around since I have been coming to the sessions. I have learnt about confidence and how it's important to talk about my illness. I am now a Personal Trainer and work with people to improve their confidence every day."

Michelle, Participant



EFL EXTRA TIME HUBS

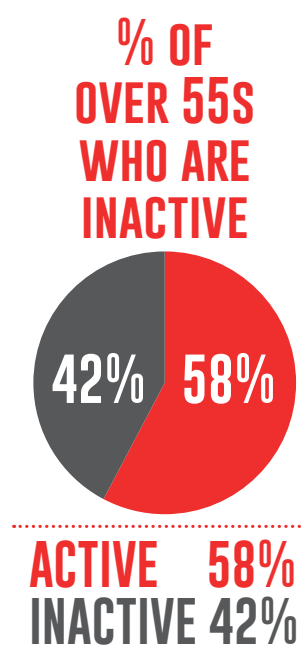
HEALTH & WELLBEING



Crawley Town was one of 12 EFL Clubs chosen to pilot EFL Trust Extra Time Hubs. The national project aims to give men and women over 55 the opportunity to meet like-minded people over tea and biscuits in a relaxed setting. The project aims to help improve the health and wellbeing of participants through socialising and taking part in a variety of activities.

"EFL's Extra Time Hubs has given me a focus and a structure once a week. The sessions really boost my mood, and meeting and talking to new people has really helped me get my confidence back. Having a circle of people that you meet once a week has helped me to speak about issues and build new friendships."

Mick, Participant



PREMIER LEAGUE KICKS

COMMUNITY SAFETY



Premier League Kicks aims to help young people make the right life choices through positive activities and workshops, in turn hoping to help steer and prevent involvement in crime and anti-social behaviour. From one session in Bewbush in 2015, Crawley Town now delivers 8 sessions in 7 different locations throughout Sussex for free to young people aged 12-19.

42%

PREMIER LEAGUE INCREASED FUNDING FOR CRAWLEY TOWN KICKS FOR 2020-23



"I would stay at home drinking alcohol every day, as well as hanging around with the wrong group of friends and getting involved in drug activity. My attitude towards life and people wouldn't be very nice, I was rude, aggressive and horrible to people who would try to look out for me and look after me.

Kicks is definitely something I would talk to friends and family about, as the staff are very welcoming and engaging. It's a great project where young people in the community benefit by keeping them out of trouble and getting them active."

Elle-Mae's interaction with Kicks has led from volunteering to paid sessional work. The future for Elle-Mae is looking more positive, and she now has aspirations for a career as a Prison Officer or if this is not possible, she is interested in becoming a football coach, delivering projects like Kicks in the community.



14% ♀♀♀

KICKS PARTICIPANTS WERE FEMALE AND THIS HAS LED TO THE CREATION OF A NEW FEMALE ONLY KICKS SESSION.

THIS ALLOWS FEMALES TO PARTICIPATE IN SPORT/ACTIVITY WITHOUT HAVING THE PRESSURE FROM THEIR MALE COUNTERPARTS.



"Events like this are so important for young people nowadays, it keeps them out of criminality, it gives them something healthy to do, it teaches them about friendship and teamwork."

Katy Bourne, Sussex Police and Crime Commissioner (pictured left)

CRAWLEY TOWN FLYERS

EQUALITIES & INCLUSION



FA SSE WILDCATS

EQUALITIES & INCLUSION



24 REGISTERED PARTICIPANTS

185 AGGREGATE ATTENDANCE

The Flyers 'green' team won the Sussex FA Disability League, and the 'yellow' team came runners up. The 'blue' team came joint third in the Cup.

The Flyers went on to win the Albion Cup in June

Crawley Town Flyers also won the Sussex Disability League mid-season trophy, and went on to win the Sussex round of the FA People's Cup, before losing the regional final in Havant.



Crawley Town and Out There West Sussex have teamed up to launch Crawley Town Flyers, a session that offers people with a range of disabilities the opportunity to play football in an inclusive and relaxed environment, together with the chance to represent Crawley Town Flyers in competitive football.



"Wildcats is an exciting way for my daughter to learn new football skills delivered by quality coaches. It is giving her the opportunity to grow as a footballer, surrounded by other young girls who are eager to learn."

Parent of Participant



This Football Association national programme provides girls aged 5 - 11 with opportunities to regularly play football and participate in organised, fun and engaging football sessions.

CRAWLEY OLD GIRLS (COGS) EQUALITIES & INCLUSION



COGs is a recreational football journey like no other. Starting with Football League Trust funding in 2015, the COGs has grown into more than just a project, it has inspired women 25+ from all over the country to get involved with recreational football.

The multi award-winning COGs continues to go from strength-to-strength both on and off the pitch. Off the pitch, the COGs have been busy attending the FIFA Women's World Cup and participated in the FA People's Cup.

Whilst in France for the World Cup, they were involved in running a festival and took part in a number of women's tournaments, spreading the word to the international stage!



OVER
100
MEMBERS

"I wear my COGs shirt with great pride and I have to pinch myself sometimes. As a beginner who had not kicked a ball since I was 13, I have taken part in the FA People's Cup, played at the Arsenal Hub and even scored a goal at the Crawley Town Supporters Alliance (CTSA) charity event. I have lost eight stone in weight and the combination of healthy eating and exercise has resulted in many health benefits. In addition I have made some wonderful new friends and love the fact that at nearly 50, I am still learning lots of new skills.

I like to think that being a COG makes me a better Crawley Town supporter as I have a better understanding and appreciation of the skills I see the lads demonstrate on the pitch.

Becoming a COG has been one the best things I have ever done and helps me maintain a healthy life style."

Tracey, Participant



96% either agree or strongly agree that their football is better due to PL Girls.



84% of participants aged 11-25 had noticed an increase in confidence.



72% of participants had developed life skills through attending sessions.

"Premier League Girls has really helped me to settle into school and make new friends who love football as much as much as I do."

Participant



PREMIER LEAGUE GIRLS EQUALITIES & INCLUSION



The Premier League Girls programme was set up to provide high quality, female only satellite clubs, and to give girls aged 12+ new opportunities to play football.





CRAWLEY TOWN COMMUNITY FOUNDATION

PARTICIPATION IMPACT REPORT

This section demonstrates how popular the programmes and services of Crawley Town are together with the demographics of some of our users.

PARTICIPATION ANALYSIS

REGISTERED PARTICIPANTS:

PREVIOUS 12-MONTHS

3,135

CURRENT 12-MONTHS

2,982

% CHANGE

-5 %

AGGREGATE PARTICIPATIONS:

PREVIOUS 12-MONTHS

36,013

CURRENT 12-MONTHS

35,060

% CHANGE

-3 %

NUMBER OF EVENTS

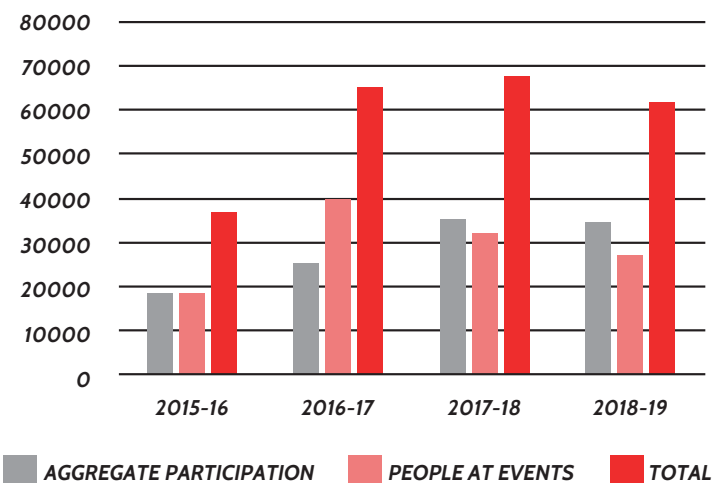
252

AGGREGATE EVENT PARTICIPATION

28,819

TOTAL SPORTING & EDUCATION OPPORTUNITIES CREATED

68,879



SESSION ANALYSIS

COUNT OF SESSIONS

2017 - 18

3,418

2018 - 19

2,935

AVERAGE # OF SESSIONS PER DAY

2017 - 18

9

2018 - 19

8

OF CONTACT HOURS

2017 - 18

81,832

2018 - 19

132,250

AVERAGE CONTACT HRS PER PERSON

2017 - 18

26:11

2018 - 19

44:20

NUMBER OF PLAYER VISITS

2017 - 18

116

2018 - 19

245

DEMOGRAPHIC ANALYSIS

AVERAGE AGE

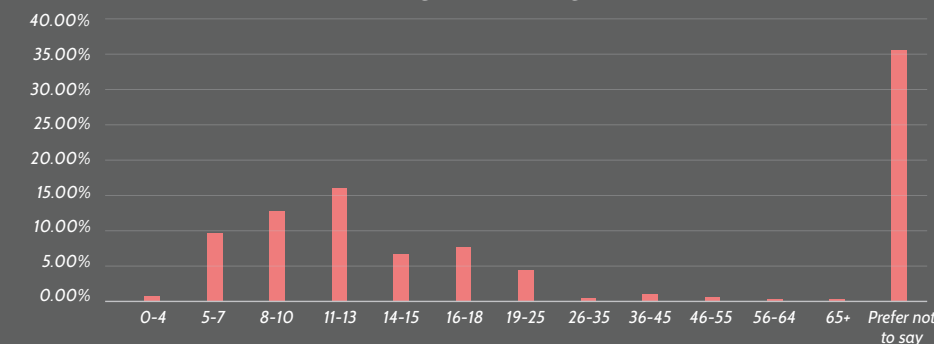
YOUNGEST PARTICIPANT

2

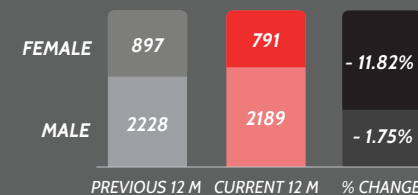
OLDEST PARTICIPANT

85

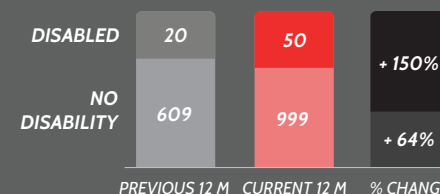
AGE BREAKDOWN



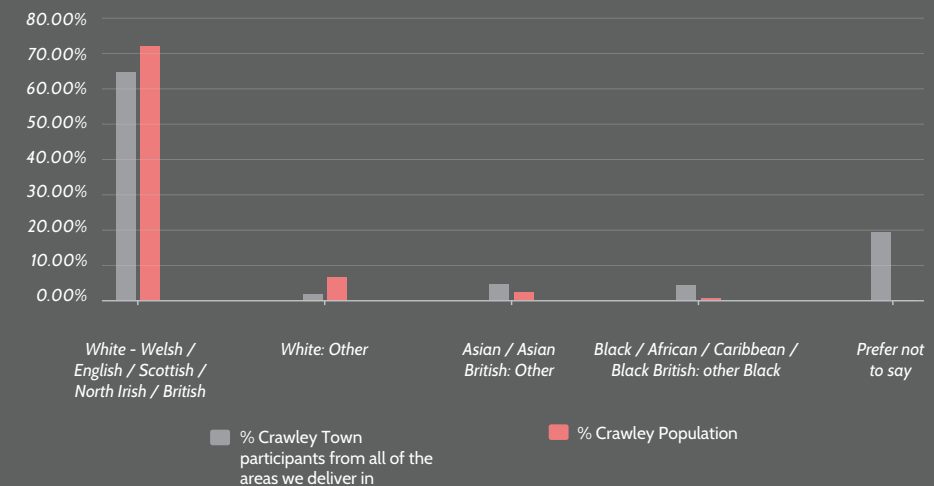
GENDER BREAKDOWN



DISABILITY BREAKDOWN



ETHNICITY BREAKDOWN

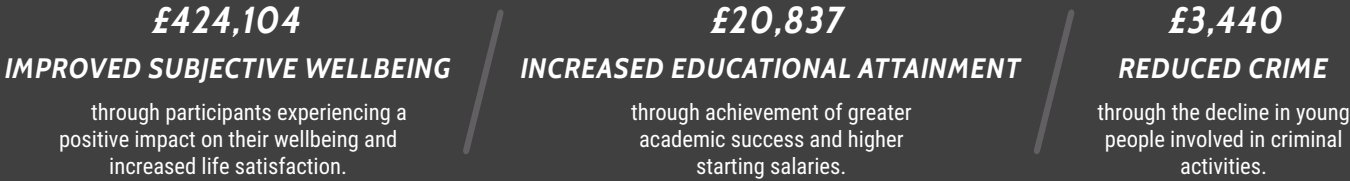
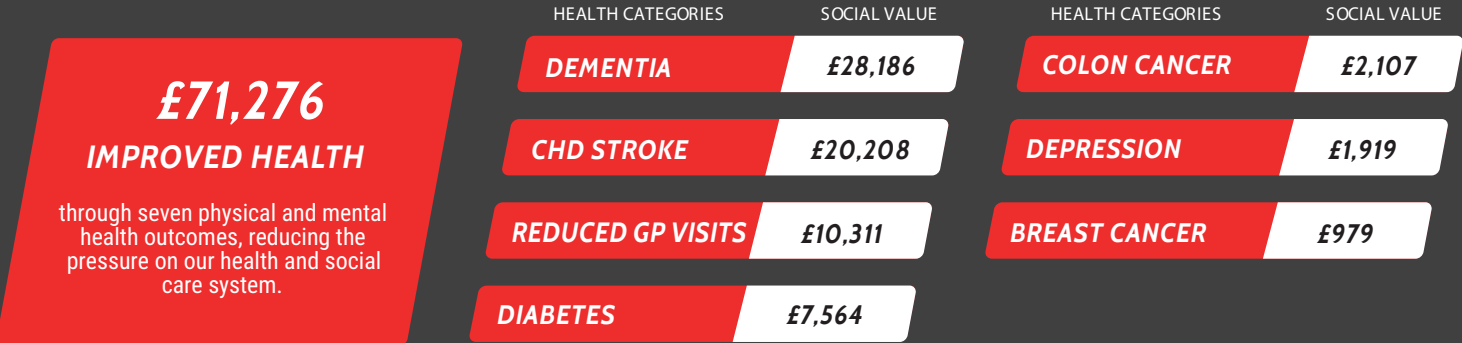


The Social Value Calculator was developed by DataHub in partnership with recognised industry leaders, Sheffield Hallam University, Experian and 4global, to ensure robustness and quality of results. The age, gender and postcode from each person is used to profile each participant and project the social cost savings achieved through engagement in sport and physical activity.

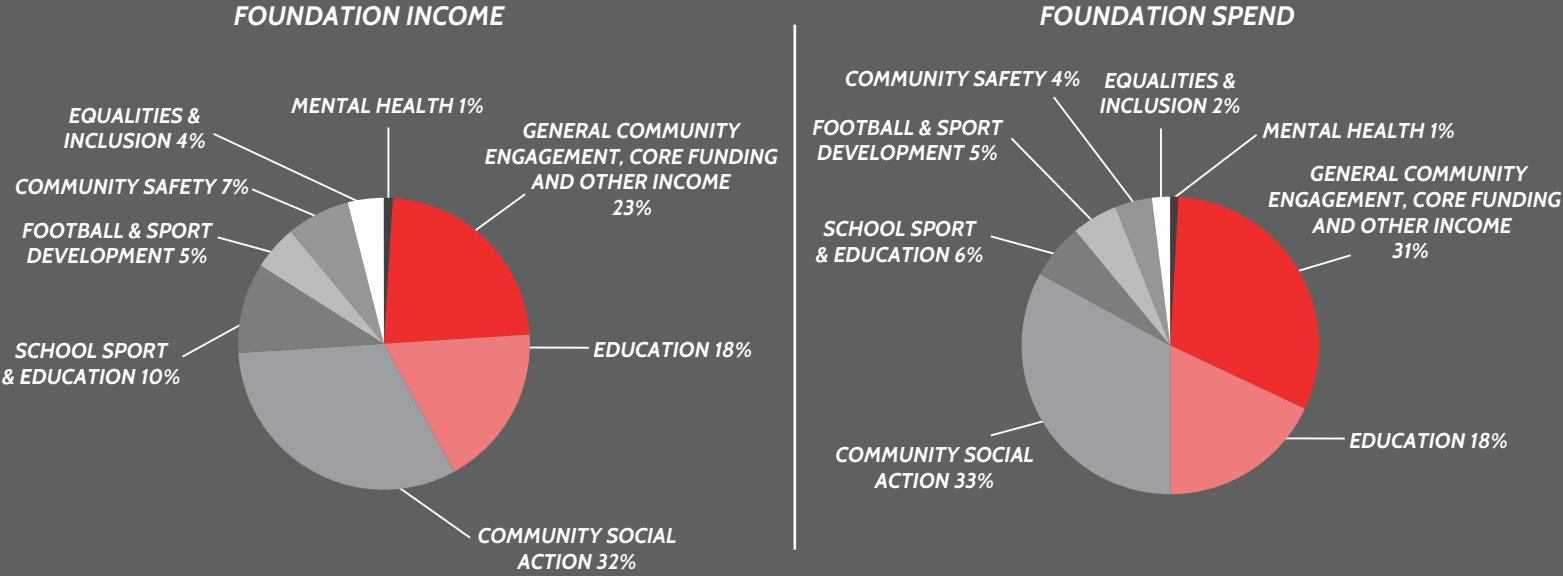
TOTAL SOCIAL VALUE GENERATED



SOCIAL VALUE BREAKDOWN INTO INDICATORS



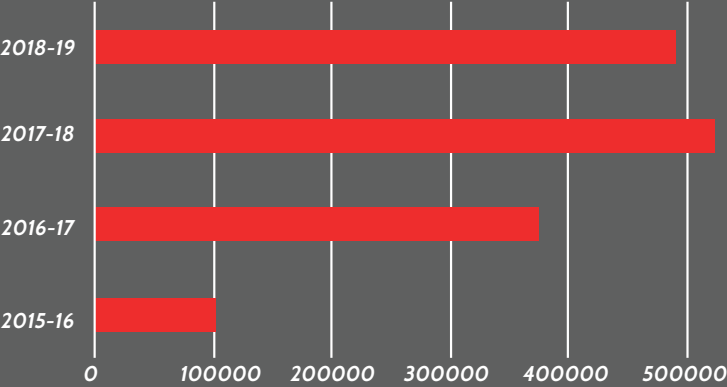
A BREAKDOWN OF INCOME AND EXPENDITURE



EXTERNAL INVESTMENT



AMOUNT OF EXTERNAL FUNDING WE HAVE INVESTED INTO CRAWLEY AND OTHER AREAS (£)



PREMIER LEAGUE PRIMARY STARS

SCHOOL SPORT & EDUCATION PROGRAMME



In Jack's first lesson, it was clear he was very easily distracted and he did not engage with the lesson. He would often look out of the window and during group discussions, he would sit on his own instead of participating. He especially lacked confidence when joining in with group activities.

However, he did like football but only played during lunchtimes and not for a grassroots team or in an extra-curricular club.

After completing the programme, Jack was asked how PLPS had helped him. He replied "I really enjoyed talking about our feelings and peer pressure. I also enjoyed learning the [football] skills and the match. PLPS has made me a better footballer and It has also made me listen better in class, helping me to focus better."

Jack Young, Participant



"He looks forward to coming to school now, the football helped calm his anxiety. It's also helped him enjoy learning."

Jack's mother

.....
Emily from Crawley Down Primary School said, "I think Primary Stars has made a difference to my reading because I have learnt to enjoy reading." While Ewan said, "it has changed my attitude to reading. I read a lot more now."

Primary Stars uses the appeal of the Premier League and professional football clubs to inspire children to learn, be active and develop important life skills both at school and in the stadium. We use the power of sport and football to engage children with innovative PHSE education workshops covering 10 week modules in subjects such as numeracy, literacy, health and nutrition, emotional wellbeing, and enterprise.



92%

either agree or strongly agree that they feel happy most of the time as a result of PLPS.

92%

of participants aged 6 -10 had noticed an increase in confidence.

80%

of participants had developed 'life skills' through attending sessions.



MINI REDS

SPORTS PARTICIPATION



This session is focused primarily on pre-school children aged under 6. Mini Reds ultimately is about fun and getting children started on their football journey.

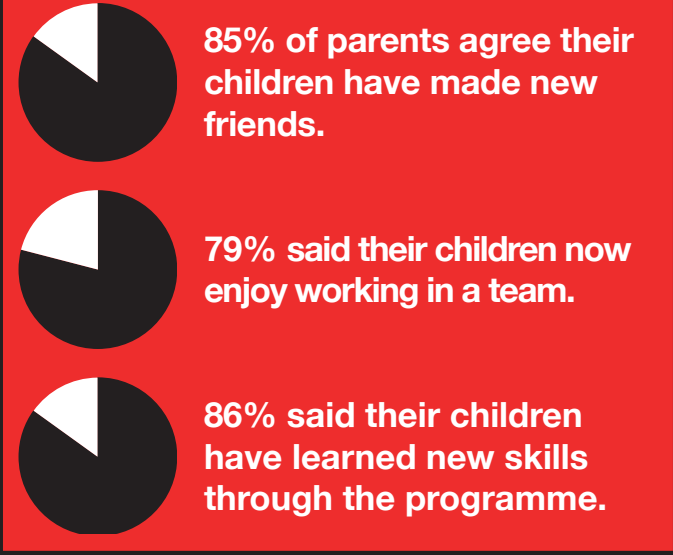


"Mini Reds was the perfect introduction to football I was looking for my child. There is no judgement, and it's a place where he can grow his confidence with children of a similar age."

Parent of Participant

"When Harrison began Mini Reds, he was an emotional wreck. By coming to the sessions, he has become more confident and has become stronger as a person. Mini Reds has taught him a lot about discipline and provided him with skills for football, which he loves. The coaches have helped him to realise how much he loves football and given him lessons he needs to play football every week."

Parent of Participant



"The kids love coming down on a Saturday morning. It's a chance for them to practice their skills and become more confident in their abilities. They also love saying they get to play football at Crawley Town."

Parent of Participant

"On Saturdays, we get the opportunity to play loads of football whilst having fun and making new friends."

Mitchell, Participant

"Saturdays are the best part of the week for me, I get to go and play football with my friends at Crawley Town."

Mason, Participant

SATURDAY SOCCER CENTRE

SPORTS PARTICIPATION



The Saturday Soccer Centre is open to boys & girls aged 6-11 years old and aims to deliver football session for participants to improve their technical game whilst having fun and making friends.



Soccer Schools

Sports Participation



Soccer Schools offer boys and girls aged 4 - 13 the chance to take part in football activities during the school holidays. Here children can learn skills and make new friends along the way. The days are run by our qualified and experienced team of coaches, to help ensure all of the participants have the best possible time.



245
TOTAL
PARTICIPANTS IN
2018/19 COMPARED
TO 229 IN 2017/18

"Soccer Schools are a fantastic holiday programme. They give the children the opportunity to learn new skills, play matches and learn more about the club. Everyday after my daughter attends she comes home with a smile on her face, buzzing about all the cool new things she has learnt."

Parent of Participant

93% of parents agree their child's confidence has improved from attending.

97% of parents agree their child has learnt new skills since attending

"My son always enjoys his after-school football sessions with Crawley Town coaches. Not only has he learnt lots of new skills but has had a great time with his friends too. The coaches are fantastic and set up brilliant training drills for all abilities."

Parent of Participant



School Clubs

Sports Participation



The Foundation promotes academic studies whilst encouraging participation in physical activity, as part of breakfast, lunch and after school clubs, as well as through PPA. We deliver a variety of sport and physical activity as a part of our school offer including football, basketball, hockey, ultimate Frisbee, multi-sports and multi-skills, athletics, cricket and rounders.



DEVELOPMENT & ELITE CENTRES

SPORTS PARTICIPATION



"It's such a great club, great coaches and community at Crawley Town, I cannot recommend it enough to people whose children have a passion for learning how to play football."

Parent of Participant



The journey to the professional game starts here. The Development Centre is our entry-level invitation centre. This centre is purely about the development of each player, and the age ranges from 6 - 14.

The Elite Centre is the closest programme we have to an Academy. The centre is for those players who excel and who are promoted from the Development Centre, and this offers players a higher level of football coaching. This operates from u8 - u16.



"While at Warden Park, Grace was spotted by the Crawley Town coaches during school sessions. She joined the Crawley Town u12 elite squad in November 2018, and absolutely loved the sessions there. Grace and I have nothing but huge praise for the coaching at Crawley Town. The team are committed, enthusiastic and I have seen big improvements in Grace's game. Her positional play, first touch, ability to use her weaker foot, and passing skills have all really developed. She is also tougher physically as she was the only girl in the squad!"

Parent of Participant

SHIRTS 4 SCHOOLS



1000 SHIRTS DISTRIBUTED **TO** **16** SCHOOLS IN CRAWLEY

Shirts 4 Schools is a collaboration between The People's Pension, Crawley Town FC and Crawley Town Community Foundation. The project runs across a week before the start of the new EFL season, where reception aged children receive a Crawley Town FC shirt and goody bag provided by The People's Pension. In addition, our very own Reggie the Red pays the children a visit, who all participate in a 30 minute PE lesson. This year the programme was covered by the media through Sky Sports and BBC News.



"The Shirts 4 Schools initiative was fantastic and created a brilliant buzz about our local football club with all of our reception children. The shirts were gratefully received by children and parents, and it's been great to see the some of the children wearing the shirts on non-uniform days!"

Matt Eagle
The Mill PE Coordinator

PLAYER VISITS



"I have been humbled by the impact the projects have on the kids in the local area, and seeing the smiles on the children's faces and how excited they were to be building and learning vital character skills to take them forward in life."

Lewis Young, Crawley Town FC March 2019

Number of Player Visits

116 in 2017/18

245 in 2018/19



Crawley Town FC first team players and management are regularly out in town to meet participants and to get involved with community engagement. The visits can include Q&A, the opportunity to learn new skills from professional footballers, or to discuss topical issues the community is involved with. The Foundation Player Ambassador for 2018-19 was Lewis Young.



BIRTHDAY PARTIES

"The children had an absolutely wonderful time - in their words it was an 'awesome day' and 'EPIC'! They loved going on to the pitch as mascots, and their faces when they found their shirts in the dressing room were priceless. Thanks to the coaches who looked after us on the day - they did a great job with a group of rather over-excited children, and everyone really enjoyed their tour and football session."

Parent of Participant



We offer 3 exciting birthday packages for boys and girls. It is the most unique party venue in Crawley, allowing children to enjoy their birthday with friends and family. We provide a matchday birthday at The People's Pension Stadium, and a birthday on non-match days either at the stadium or location of your choice. This gives your child a Crawley Town birthday experience on his/her actual birthday, regardless of when the next home match takes place.



Following a £42,315.72 grant from Biffa Award, the 3G Community Ball Court opposite Redz Bar is now open for community use and public hire. The pitch measures 41x31m full length, but can also be divided up to play 2 halves.

Being a community resource, all proceeds are reinvested through Crawley Town Community Foundation to continue to develop local programmes, services and projects serving the community.



£42,315.72
investment into
community
sport and a new
3G ball court



Building communities. Transforming lives.



HEADLINE PARTNERS



STATEMENT OF FINANCIAL ACTIVITY

FOR THE YEAR ENDED 30TH JUNE 2018

	Unrestricted Fund (£)	Restricted Fund (£)	2018 Total Funds (£)	2017 Total Funds (£)
Income and Endowments From				
Donations and Legacies	666,375	2,166	668,541	463,131
Other Trading Activities	105,437	58,959	164,396	146,266
Total	771,812	61,125	832,937	609,397

Expenditure On				
Raising Funds and Funding from Grants	776,778	5,836	782,614	504,013
Total	(4,966)	55,289	50,323	105,384

Reconciliation of Funds				
Total Funds Brought Forward	65,024	101,277	166,301	60,917

Total Funds Carried Forward	60,058	156,566	216,624	166,301
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