



2019/2020

# IMPACT REPORT

# About Us



**Pompey in the Community (PitC) is an award-winning charity which harnesses the motivational power of Portsmouth Football Club to promote education, healthy living, sporting participation and achievement among vulnerable and disadvantaged people of all ages.**

Formed in 2009, we have built on Portsmouth Club's foundation as the heartbeat of the city to become a central force for health, social and educational change for the people of Portsmouth, Gosport, Havant, West Sussex and the Isle of Wight.

Renowned for our innovative range of coaching, inclusion, health and disability community programmes, we aim to advance the lives of disadvantaged and vulnerable people by supporting them to develop new skills, enhance their self-belief, act independently and seek out opportunities to improve their own lives and the lives of others.

**“We exist to create stronger, healthier and more active communities.”**

**Clare Martin**  
CEO

Working with our committed and enthusiastic staff and partners we can engage hard to reach members of the local community in a way that other organisations may not be able to; presenting a unique opportunity to improve the future of our city.

We were able to use our unique position to help support our community during the single most impactful event of last season – the COVID-19 pandemic. We became first respondents in supporting elderly and vulnerable residents who were self-isolating and who had no support network to call on by delivering food parcels and care packages across the city.

Our continued success would also not be possible without the support of our Trustees, volunteers, local businesses and all our funders and sponsors. Pompey in the Community will continue to build on its success by doing more, being more and inspiring more individuals to achieve their potential.

we employ

**82** 

local individuals  
and support  
**152 volunteers**

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# Covid Response

**Pompey in the Community were one of Portsmouth's first respondents to the COVID-19 emergency support effort and became the main hub for sorting, picking, packing and distributing over 4,000 food parcels to vulnerable and isolated residents.**

First Team Portsmouth FC players clubbed together to provide 110 care packages for our Disabled Fans Group; young people on our Kicks and Primary Stars programme prepared 120 Keep Busy packs for local children and we delivered over 700 care packages, fresh fruit and drinks to Community Integrated Care staff.

We also took donations from many different organisations and redistributed supplies to Food Banks and other charities where needed. We worked closely with the HIVE, who coordinated referrals on behalf of Portsmouth City Council.

Using our fleet of livered vans, volunteers from our coaching and support team delivered to families and individuals across the city. First Team players, Pompey legend Alan Knight and Kev the kit-man also stepped in to support the effort, not only delivering but making many a recipient's day!

While many of our programmes were curtailed due to lockdown we did maintain a presence in schools, operating in discreet bubbles to support the children of key workers. We also adapted some of our delivery to online, notably our BTEC, PL Kicks & Primary Stars, keeping engagement as high as we could and with as many participants as possible.



**"I couldn't believe it. I opened the door and there was Alan Knight, I mean THE Alan Knight, delivering a food parcel to our house! Thought I was dreaming, and me, still in my dressing gown!"**



# 4,000

**food parcels delivered to vulnerable and isolated residents during the COVID-19 lockdown**



During lockdown, it was imperative for us stay in touch with our community, which we did through a vigorous social media campaign. This was not only to maintain the close relationships we had developed over the years but to also support those suffering with anxiety and other mental health issues brought to the fore during this challenging time.

The pandemic changed what we did and how we operated overnight; not only did we respond swiftly and decisively, increasing our profile and operating network across the city but we have also taken the opportunity to consolidate our business and plan for a new norm.

**Over 1,000 care packages delivered to those in need**



# Community Engagement

**Our Blue Army of over 150 unpaid workers makes us what we are. We are proud and extremely grateful of their contribution**

**Established in 2009 to engage with groups and communities in health and wellbeing initiatives, we have been winning awards for our innovative work in Portsmouth, Havant, Gosport, West Sussex and the Isle of Wight ever since.**

We use the passion and power of football to connect with some of the most vulnerable, disadvantaged and hard to reach members of our community. Our wide range of projects and programmes are designed to engage those with even the most challenging barriers to develop new skills and create more opportunities for a better life.

Our programmes combine sport, physical activity, education, training and wellbeing to develop community cohesion and empowerment within the city.

## Volunteers

Pompey in the Community could not reach the highs we do without the invaluable support and commitment of our volunteers. From players, ex-players and legends joining the team, to coaches, cooks and collaborators; photographers and film-makers and even our mascot 'Nelson'.

## Life and Chimes

Life & Chimes is our dementia support group for those living with dementia, are at risk of developing dementia and their carers and families. We also welcome those feeling socially isolated and lonely.

The group meet each week for different activities and social events sharing the trials and tribulations of everyday life and their own experiences. They also engage with a range of different organisations across the city, maintaining their connection to the wider community.

**We support 60 active members across the year**

## Re-Fit

Re-Fit is our Sports Recovery programme delivered in partnership with the Society of St James. The programme offers free educational, sport and employment support to adults who are affected by complex issues that might include criminality, substance misuse, homelessness, and mental health. Leisure activities are provided at venues across the city and include badminton, football, table tennis, chess club and access to the gym and boxing/fitness sessions.

Re-Fit also provides pathways into education, volunteering and employment, with NVQ Health & Social Care Levels 2 & 3 also being offered alongside other workplace training initiatives. This work is in partnership with St Vincent College, Gosport.

**95%**  
**report increased feelings of happiness**

**“The stories of people that have been helped by Re-Fit are incredibly inspiring and I’m pleased that the service will remain so that other people will be able to benefit from the support it provides.”**

**Cllr Matthew Winnington,**  
Cabinet Member for Health, Wellbeing and Social Care at Portsmouth City Council.

**93%**  
**report reduced feelings of loneliness and increased belonging to their community**

## Cooking Courses

Launched during lockdown, 'Blue Kitchen' is an online cooking course aired over our social media platforms. Under the guidance of our Community Chef, we released a cook-along video with a different 'guest chef' each week. **15 young participants** from across our programmes were provided with the ingredients and followed the films safely at home.

Men's Kitchen and Diabetes' Kitchen cookery courses are 6-week cooking courses aimed at specific target audiences with dishes, recipes and handbooks to suit. 42 individuals completed courses in our purpose-built state-of-the-art training kitchen.

Dominos Pizza cooking workshops focus on healthy eating and have worked with different school groups across the year, engaging 180 individuals.

# Youth

## Premier League Kicks

**Pompey in the Community has been running the Premier League's flagship community project since it was launched in 2006. Aimed at 8-18 year olds, the programme uses the power of football and sports participation to inspire young people in the areas where it is needed most.**

While funded by the Premier League, Kicks is not just about football. Free activities are offered after school and during the holidays that include dance, gaming, drumming, multi-sports - and football.

We re-launched our Kicks programme in 2019 for the next 3-year cycle with 14 sessions a week across three main hubs: Bransbury Park, Mountbatten Centre and Somerstown Hub.

Workshops cover educational and contemporary social topics with lots of work being completed last year around Show Racism the Red Card. Next year we will be exploring the issues of knife crime in more detail. These workshops are often delivered in partnership with our Street Strong programme.



## Targeted Kicks

Targeted Kicks is an intensive 1:1 mentoring programme aimed at supporting 15-17 year olds transitioning from custodial care. This specific group was identified in consultation with Portsmouth's Youth Offending Team (YOT) as particularly vulnerable in every way.

Young people leaving custody need significant support to help them readjust to life back in the community, reduce their likelihood of reoffending and be able to contemplate a positive future. It is not just the young person who can benefit from this intervention but their families, community, victims, police, statutory and non-statutory authorities also reap the benefits.

# 1,320

## Young participants in our inclusive projects



## Street Strong

Street Strong Youth Project is aimed at reducing anti-social behaviour among 10-18 year olds across the city. Distraction techniques are used to engage the young people in formal and informal sports and education opportunities, as well as accredited and non-accredited courses and personal development workshops.

Few young people attended sessions or even wanted to engage with our coaches when the project was first launched, but now our team have become familiar faces to many of the young people in Baffins, Milton and Copnor areas. The coaches know most of the young people personally and can involve them in a range of activities or sign post them to alternative options.



## Equalities, Diversity and Inclusion

Pompey in the Community is pro-active in ensuring our all projects, programmes and activities are accessible and open to everyone, regardless of gender, sexuality, ethnicity, ability or disability, faith or age. Enshrining this equality, diversity and inclusion in our day-to-day operations is the key role of our newly appointed EDI Lead.

As well as ensuring we are part of a national debate in programmes such as Kick it Out, Show Racism the Red

Card and Black Lives Matter our EDI Lead runs workshops, engagement sessions and provides one-to-one mentoring. He also talks regularly to schools and colleges about his own lived experience of gang culture and criminality. His life story of involvement in gangs from an early age, the havoc it wreaked on his and others' lives and the lessons he subsequently learnt is powerful and engaging for young people and a salutary lesson in what not to do.

## Case Study - Sam

*Sam has been attending Kicks session at PitC for three years. He is an exemplary participant: always first to welcome newbies, rarely misses a session and is keen to learn.*

*Sam's passion is refereeing; he is already a level 7 referee in the refereeing pathway and referees and officiates at a good level on a weekly basis.*



**"He is an exemplary participant"**

**We will offer him the chance to complete the FA Playmakers course through PitC and once this is completed, we will look to support him through the FA Level 1 coaching course as a thank you for his positive contribution and fine example.**

# Disability & Walking Football

## Disability

PitC's weekly programmes offer football to those with learning, physical and emotional difficulties.

Premier League Kicks helps us to provide free and accessible weekly football sessions for children aged 8-16 in Portsmouth; they also participate in the local disability monthly football league with U12 & U16 teams. This programme is run alongside additional multisport and football opportunities delivered during school holidays.

In addition to our junior programme, PitC deliver a weekly adult PAN disability football session to over twenty regular attendees. Our weekly sessions delivered by PitC staff also provide mentoring opportunities for adults looking to progress into coaching and officiating alongside playing. We have two adult teams made up of sixteen players regularly attending monthly fixtures across the south coast.

## Amputee

Portsmouth Amputee Football Club currently compete in the England Amputee FA Premier League which also includes Peterborough United, Everton and Manchester City.

The squad trains once a week while traveling nationwide once a month for their respective Premier League

Over  
**40**  
regular adult participants each week

and FA Cup fixtures. Portsmouth FC Amputee squad is made up of a number of international players with a contingent representing England.

Alongside our Adult team, PitC run a junior development amputee programme for those looking to get into the sport at the grassroots level.



## 2019-20 successes

- WFA National 50+ and 65+ Cups: **Regional Finalists**
- Shrewsbury ITC Tournament: **Winners**
- Eastleigh Tournament: **Winners**
- Mallorca International Festival 2019: **3rd place**
- Saints Foundation Tournament 2019: **50+ winners; 65+ Runners-Up (lost on penalties in final!)**
- Stephen Darby National 50+ Tournament: **Winners**
- Bisham Abbey CFL National Charity Tournament 2020: **60+ Runners-Up (lost on sudden death penalties)**
- Hants FA League 2020: **Winners**



## 3 members of Portsmouth FC Amputee squad represent England

## Walking Football

Walking Football is the perfect game for people later in life. The threat of pain, discomfort and injury is reduced due to the combination of a slower pace and reduced contact. This allows people who have loved the sport all their lives to once again safely get back to playing. It also introduces the sport to people who perhaps have never considered playing before. Established in 2014, PitC's Walking Football group is now largely self-sufficient, run by its members and trained by our coaching team. The group has upwards of 80 members, the majority of whom are die-hard Pompey fans and season ticket holders. The social aspect of the group is vital to its members and has proved an invaluable support mechanism.

Despite the shortened season, the club was very successful in local, national and international competitions and fielded teams in 50+; 60+; 65+ and 70+ competitions. We also held a Ladies Charity Festival in September.

**“Walking football has been a revelation for me, it has had a positive effect on my physical and mental health. I look forward to the weekly sessions.”**

Chris, Walking Football participant



# NCS (National Citizen Service)

NCS is once in a lifetime opportunity that allows young people to meet new friends, develop their skills and make a positive impact in their local community.

In summer 2019, after taking part in two weeks of team bonding and skills development workshops, NCS participants across Portsmouth completed a total of 25,200 hours of social action activities. Stand out projects from the summer included a group partnering with a design company to design and create a plastic bottle recycling box, which they donated to a local college to encourage other young people to recycle their plastic bottles. Another group decided to partner with Redwood Park Academy to plan and deliver 'RedFest' which was a family festival held at the school for children with Special Educational Needs and their families who could not usually attend mainstream festivals.

**"I loved NCS as it gave me opportunity's to meet new people and try things I've never done before."**

**George Couling, 17**

**100%**  
retention on all programmes



**"Keep Doing Good has been one of the best experiences of my life. Seeing the impact I've had on other people and seeing how big of an impact it has made on me as a person has really changed the way I see myself and the world. It's been the best 2 weeks of my life and has made a significant impact on me as well as helping those in need in the community."**

**Sarah Musson, 16**, reflecting on her time during 'Keep Doing Good'



Over the course of the 2019/2020 season, **young people from Portsmouth and Isle of Wight completed a total of**

**27,870**

**Hours of Social Action activities** across all our NCS and Keep Doing Good programmes.

Summer 2020 saw our traditional NCS programme be repurposed into a shorter programme that focused on skills' development, social action and volunteering. With such a short turnaround from planning to delivery, we managed to engage and retain 72 young people over two 2-week programmes across Portsmouth and Isle of Wight.

Social Action projects from this programme included teams fundraising to buy resources to create thank you packages and deliver them to forgotten key workers such as youth workers, workers who supported the homeless and vets, all of whom worked throughout the pandemic. Some young people also created care packages which included COVID-19 guides, books, biscuits and games and delivered them to elderly and isolated members of our community.



# Matchday Activities & Fan Engagement

## Mascots

We have a minimum of 11 mascots per home game; this gives over 300 children per season (league games and cup games) the opportunity to walk out onto the pitch with their footballing heroes. Mascot places are made up of paying places and also some free ones that are taken by club sponsors as part of their contract, Junior Blues members (names are put in a hat for each home game), supporters club places and others. The children love to be on the pitch at Fratton Park and meet their PFC heroes. They each get a copy of the photographs that are taken on the pitch and the 3 lucky mascots who go into the dressing room before the game, also have individual photographs with the players.

*The Pompey Supporters Trust serve wheelchair-using fans a hot drink and snack at half-time and have a general catch up on their well-being. This activity is done in conjunction with Elior, the match-day caterers, who provide the refreshments free of charge.*

# 1,500

young people attend First Team matches at Fratton Park for free!

## Over 300

children per season have the opportunity to be a mascot



## Flag Bearers

Grassroots teams of up to 10 children, wear their own team kit and wave Pompey flags as the players emerge from the tunnel onto the pitch. This gives over 300 children per season (league games and cup games) the opportunity to be out on the pitch when their team emerge from the tunnel.

They also take part in a penalty shootout competition at half-time against Nelson (PFC mascot) and Danny Domino (Domino's Mascot). These are paying places, but give the team a chance to do an unusual activity together, some grassroots managers use it as a reward for team performances during the season.

**"I will be sure to renew his Junior Blues membership for next season as it has done wonders for him, to be involved in a project which has given him some fantastic opportunities to get involved with his new passions, football and Portsmouth Football Club."**

## Stadium Tours

Stadium Tours of Fratton Park are usually offered to Junior Blues members during the February half-term holiday. The tours are conducted by PitC coaches who make the tour interesting and informative for the participants and their parents. They take in the Fratton End and the view of pitch, the tunnel and dugout area, home and away dressing rooms, boardroom and other behind the scenes areas not normally seen by members of the public. The tours always provoke some fantastic questions and are always well received by the members, some of whom come back year after year!

**"Thank you so much for giving our team the opportunity to be flag bearers at the game on Saturday. All the children were buzzing to be on the pitch and greet the team as they came out of the tunnel and they haven't stopped talking about taking penalties at the Fratton End."**

## Junior Blues

Junior Blues is Pompey's junior fan club 0-17 year olds, with a paid subscription of over 250 members. When they join, the members get a box of Junior Blue's branded goodies, a membership card and other benefits during the season: free mascot places, discount on PitC holiday courses, birthday and Christmas cards, stadium tour of Fratton Park and an exclusive visit to PFC training ground to watch the players train at close quarters - and collect autographs.



# Player Pathways Girls & Women

Participation in girls' and women's football has seen unprecedented growth since England's success at the 2019 FIFA Women's World Cup. PitC have experienced this growth first hand and now see the younger age groups looking up to women players rather than their male counterparts. This is great for the sport and even better for PitC as it allows us to access even more people in the community.

Players are selected from our holiday courses, through trials over the summer or recommendation.

We have five teams in our girls' and women's pathway: U10, U12, U14, U15 and U16, each with between 13-16 players. Teams train twice a week with our UEFA and FA qualified coaches and play their matches every Saturday in the Hampshire Girls Youth League and Hampshire Cup, which we have won previously on five occasions in the last three seasons.

The girls' teams also take part in half term fixtures against other professional clubs and community sport trusts.

**PitC's U14 squad  
won the 2019-2020  
Hants Cup Final**

In 2019 we sent an U15 and U13 squad on tour to Holland, where they competed against female teams from Holland and Belgium and enjoyed a stadium tour of Eredivisie Club PSV.



**U10 - U16**

**BTEC  
programme**

**Portsmouth  
FC Womens'  
Development  
Team**

**Portsmouth  
FC Womens'  
First team**

**"I am delighted that a Development Squad is now up and running. This offers girls from ten-years-old a pathway through the junior squads, all the way to Portsmouth FC Women's 1st team. I think this is a vital addition to our girls' pathway and will ensure that future generations have all the stepping stones in place."**

Eric Coleborn, Chairman of Portsmouth FC Women



# Player Pathways Boys

PitC's boys player pathway is made up of 7 teams from U9 to U16s in which there are 100 participants. All teams train twice a week in local school grounds with matches each Saturday throughout the season; Bay House, Gosport is used for the home ground.

U11-U16 play in the Junior Premier League S.E. League. They compete within a 2-hour radius of Portsmouth, which takes in London and Bournemouth against other development and non-league academies. U9-U10 play in central venue fixture programme against local teams.

Ordinarily, open trials are held at the end of the football season, some time in May, attracting upwards of 500 young people. Around 20% are successful and called back for the start of the season. Many of the remainder go on to attend our pay and play sessions.

**PitC are the only Junior Premier League team in the city**

**U9 - U16**

**BTEC programme**

**Portsmouth FC Development Team**

**Portsmouth FC First team**



2019 saw our U14 boys team reach the Hampshire Cup Final against Oakwood Youth, a Southampton based team. The match was played in October after being delayed due to the pandemic. We were beaten in the end, 3-1 but put up a valiant effort.

Historically we have had a lot of success getting our boys into football academies and having trials. This year, despite the pandemic disrupting training, two of our players had trials and Beau Mullins was signed to Portsmouth FC Academy.

**Open trials attract up to**

**5000**

young people. 20% are successful and called back for the start of the season

**Beau Mullins signed to Portsmouth FC Academy**

Having attended PitC's holiday courses since the age of five, Beau went on to be selected for the U9's JPL team. He was chosen to play for the JPL representative team, went on a 5-day training visit to Real Madrid and played against various academy teams throughout the country. While playing for the PitC JPL U11 team Beau enjoyed more international success. Shortly after this he was scouted to play for the Portsmouth FC Academy.



# Coaching Schools & Holiday Courses

Football coaching in schools has been on PitC's agenda since 2010. Originally called the Double Club, it provided those children less likely to engage in education with half an hour of Maths and English followed by an hour's football as a reward.

This has since developed and is run as Homework Clubs in secondary schools. Aimed at those struggling to complete school work at home, it provides a 30-minute supported session on set homework followed by an hour's football activity. The activity, which is determined by the pupils.

While the format has changed slightly, this provision is still offered in 15 schools across the city with 30 children in each session. Sessions consist of up to an hour's lesson on various different sports from fully qualified PitC coaching staff in a safe environment. PE cover is provided at lunch time and in after school clubs for children from Reception to Year 6, potentially reaching up to 3,000 children a term.

## Move and Learn

Funded by Ferrero Rocher and in partnership with the Football League Trust, Move & Learn is a six-week programme of activities for Year 5 pupils, to encourage a healthy lifestyle. Sessions are delivered in curriculum time and consist of an hour in the classroom and an hour of physical activity. **This project is delivered to 1,800 pupils each year.**

Up to  
**3,000**  
children engaged  
in curriculum  
activity



## Holiday Courses

All our holiday courses are run by our professionally qualified coaches, many of whom also work with Portsmouth Football Club's Academy.

The courses run from Monday-Friday 9am to 3pm, with football skills and drills in the morning followed by competitions and matches in the afternoon. Presentations take place at the end of each day.

Typically, these sessions attract 50-80 children and young people, 5 days a week. Participants come from all over Hampshire, East Sussex, Isle of Wight; one family even came down from Newcastle for a week's holiday to attend.

Saturday morning sessions are pay and play sessions, run along similar lines as the holiday courses. Covering half an hour of drills, 20 minutes' fun and games and then matches. In a typical year we have up to 60 participants each Saturday.

## Premier League Primary Stars

This project is funded through the Premier League Community fund and aims to mentor Primary School Teachers in PE delivery, providing them with the skills and knowledge to increase their confidence when delivering physical activity. The programme also offers literacy, numeracy and PHSE support as well as opportunities for social action.

- Over 40 teachers attended the FA Primary Teachers Award
- End of season football festival at Fratton Park for Yrs 3-6
- The Premier League Trophy visited Fratton Park; our partner delivery school, Clanfield Juniors, won the national competition to host it. Schools from across Portsmouth and West Sussex attended.
- Three schools attended workshops at PitC around healthy eating before a tour at Fratton Park.
- Participation in local, regional football competitions while representing Portsmouth FC

Sessions attract

# 50-80

children and young people, 5 days a week



# Education

## BTEC

We have been delivering the BTEC Level 3 Extended Diploma in Sport programme in partnership with Highbury College for the last 10 years. This course is a mix of academic studies, weekly training sessions, conditioning sessions and match analysis using leading performance analysis software, Hudl.

Learners compete in competitive fixtures against other professional clubs in either the National Football Youth League U19 or EFL Community and Education Football Alliance League.

2019-2020 saw the first girls' cohort on the course with 14 starting the programme; 22 boys were also signed up last year.

The majority of students come through our development squad and with 100% achievement across the board, it provides a well-regarded progression route to higher education and training.

A number of students who were let go from leading football academies joined the course; this demonstrates the quality and reputation of our programme.

Opportunities for volunteering and work experience with our after schools and development programmes are offered to students and we support those wishing to follow a specific pathway through our extensive network.



**Ethan Pichard** was released from Bournemouth Academy and joined our BTEC programme. He now plays at a high level for Chichester City.

**Theo Bennett**, another BTEC student was part of the Chichester City squad when they played in the 2nd round of the FA cup. He is now in his 3rd year with PitC.

**Aimee Woodard**, now in her 2nd year on the programme, has been a volunteer coach on the girls' development programme since she started with PitC.

# 100%

## Pass rate

## Degree Programme

Working in conjunction with the University of South Wales and the EFL Trust we developed the Community Football Coaching and Development degree programme. Students study all sub-disciplines of coaching and football development while gaining valuable industry-recognised qualifications and employability skills. The majority of students run their 3rd year project through Pompey in the Community and the vast majority of graduates are working in this industry.

Third-year student James Watson has always been well-regarded. He made himself available and is now a part-time member of staff working on U9 JPL and school provision.

# 71%

of students awarded 1st class degree



## Brandon Miller, one of our BTEC students, was part of our visiting cohort and has since secured a scholarship at Bethel University in Tennessee

## Memphis

For students who are considering applying for a scholarship in the United States, our trip to Memphis provides the perfect opportunity to experience what that might be like. Students stay with a local host family and get to play in a local tournament with several universities, including the University of Memphis, one of the top universities in the States. PitC have won the tournament for the last 2 years!

The trip also provides coaches, from both sides of the Atlantic, to see different training and coaching regimes to embed in their own practise and personal development.

Brandon Miller, one of our BTEC students, was part of our visiting cohort and has since secured a scholarship at Bethel University in Tennessee

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