

NOTTINGHAM FOREST COMMUNITY TRUST

2020 ANNUAL REPORT



A man in a Nottingham Forest tracksuit is playing pool. In the background, a group of children are huddled together, cheering with their arms raised. The entire image has a red color overlay.

37,836
HOURS OF
COMMUNITY
SUPPORT
PROGRAMMES
DELIVERED

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ABOUT THE TRUST

NOTTINGHAM FOREST COMMUNITY TRUST IS A VISIONARY AND AUTHENTIC ORGANISATION THAT INSPIRES COMMUNITIES TO BE BOLD AND DREAM BIG.

We help people to realise their potential by creating pathways into training, education and employment - enhancing physical and mental wellbeing while creating stronger, safer and happier communities.



1,149

**FOOTBALL
ENGAGEMENT
SESSIONS
DELIVERED**

301,000
ITEMS OF PPE,

FOOD AND
HOUSEHOLD GOODS
PROCURED AND
DELIVERED

MESSAGE FROM OUR CEO

“NOTTINGHAM FOREST COMMUNITY TRUST HAS A LOT TO BE PROUD OF IN ITS SUPPORT OF ITS STAFF AND ITS RESPONSE TO THE PANDEMIC. THE SENIOR TEAM HAVE DEMONSTRATED TRUE AUTHENTIC LEADERSHIP AND RESILIENCE. THE TEAM HAS LOOKED TO ADD VALUE AND IMPACT IN AREAS THEY WOULD NEVER HAVE IMAGINED A YEAR AGO”

**KAREN FRANKLAND
CHAIR OF TRUSTEES
NOTTINGHAM FOREST COMMUNITY TRUST**

WELCOME TO OUR 2020 ANNUAL REPORT. I HOPE IT PAINTS AN INTERESTING PICTURE AS TO WHO WE ARE AS AN ORGANISATION INCLUDING OUR RESULTS, OUR PEOPLE AND HOW WE ENGAGE WITH OUR COMMUNITIES IN COLLABORATION WITH NOTTINGHAM FOREST FOOTBALL CLUB.

Giving help to those in need when they need it and serving our community to the best of our ability is our purpose. It's what we do and we're determined to do even more in the future.

Our Board of Trustees steers the organisation towards a sustainable future by adopting sound and ethical policies combined with strong governance and financial management practices. The board also continues to ensure that we have adequate resources to advance our mission. This is their purpose; what they are committed to now and what they are determined to achieve in the future.

Working together to achieve the same goals is the purpose that drives Nottingham Forest Football Club in collaboration with Nottingham Forest Community Trust. We are driven by a passion for community engagement and a will to engage and serve our local community.

If the definition of a successful team is that each member contributes their fair share of the workload, understands their responsibilities and is prepared to do whatever is needed to support our community, then this is the best way I can describe our team.

Put simply, they are vital to our future success. We have the ambition to be truly representative of our communities and to achieve this we are taking action to significantly increase equality, diversity and inclusivity across our organisation.

We look forward to giving you an insight into the significant impact we have achieved as a team throughout 2019 and 2020.

**GRAHAM MORAN
CHIEF EXECUTIVE OFFICER
NOTTINGHAM FOREST COMMUNITY TRUST**



OUR PEOPLE

OUR EMPLOYEES, TRUSTEES, PATRONS AND ADVISORS ALLOW US TO TRULY FLOURISH AS A TRUST. WITHOUT THEIR BACKING AND SUPPORT, WE WOULD NOT BE ABLE TO CREATE SUCH A POSITIVE IMPACT IN OUR COMMUNITIES.

Their collective input is vital in allowing us to be the best we can be, and their backing gives us the confidence to push boundaries and fulfill our true potential. Without our team, our impact on the community would be far less and our ability to change lives, weakened.

TRUSTEES

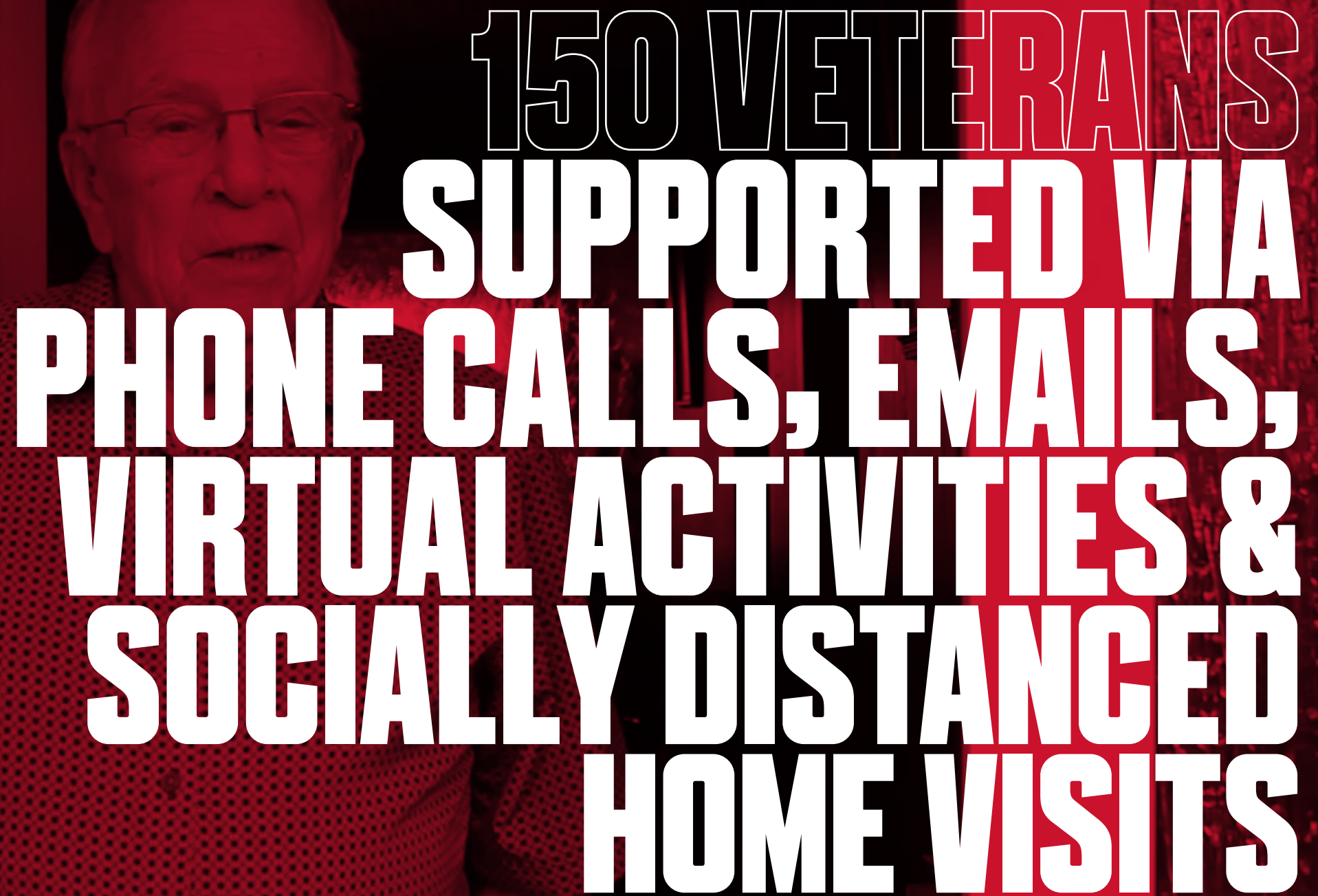
- Karen Frankland (Chair) - Director of Business and Marketing, CityCare
- Colin Morrell - former Senior Partner, KPMG
- Oonagh Turnbull - Head of Health Campaigns, Group Communications - Strategy and Campaigns, Tesco
- Alison Hands - Trading Director, Wilko
- Judith Lyons - Group HR Director, City & County Healthcare Group
- Iqbal Sanghera - CEO, Sanghera Investments Ltd
- Nicholas Randall QC - Chairman, Nottingham Forest FC

PATRONS

- Sir John Peace - Lord Lieutenant of Nottinghamshire
- Sir David Nicholson - former Chief Executive, NHS England
- John McGovern - Nottingham Forest Football Club 2x European Cup Winning Captain

ADVISORS

- Jason Lee - Equalities Education Executive, The Professional Footballers' Association
- Sarah Retzlaff - Sport & Leisure Manager, Nottingham City Council
- Sir David Greenaway - former Vice-Chancellor, University of



**150 VETERANS
SUPPORTED VIA
PHONE CALLS, EMAILS,
VIRTUAL ACTIVITIES &
SOCIALLY DISTANCED
HOME VISITS**

SUPPORTING PHYSICAL AND MENTAL WELLBEING

Enhancing physical and mental wellbeing is more important than ever before. At the Trust we actively encourage local people and communities to make healthy lifestyle choices through a number of programmes that focus on improving physical and mental wellbeing. We aim to provide sessions that people want, when they want them and where they want them.

1,854

**PARTICIPANTS
TOOK PART IN
224 COVID-19
SAFE FOOTBALL
SESSIONS**

1,000

**TENNIS RACKETS
PROCURED AND
DELIVERED TO
LOCAL FAMILIES**

4,550

**HOURS OF
OPERATION AT
THE FOREST
SPORTS ZONE**

2,000

**USERS PER WEEK
AT THE FOREST
SPORTS ZONE**

150

**FOREST
FORCES
VETERANS
SUPPORTED**

44

**TRICKY TO
TALK MENTAL
WELLBEING
PROGRAMME
SESSIONS
DELIVERED
TO 11
PARTICIPANTS**

100%

**OF TRICKY
TO TALK
PARTICIPANTS
SAID THE
SUPPORT HUBS
HAD A POSITIVE
IMPACT ON THEIR
MENTAL HEALTH**



TACKLING SOCIAL ISOLATION FOR VETERANS AND THE ELDERLY

Through our Forest Forces initiative and working collaboratively with the EFL Trust and The Armed Forces Covenant Fund Trust, we have been able to support those who are most vulnerable in communities across Nottingham and Nottinghamshire. We've achieved this by keeping in touch with participants on a weekly basis, hosting weekly virtual activities and performing regular socially distanced home visits to stimulate and engage people in familiar and comfortable surroundings.

"THEY COULDN'T BE DOING ANY MORE FOR US OLD GUYS, EVERYTHING THEY ARE DOING FOR US IS JUST FANTASTIC."

**BART
FOREST FORCES VETERANS**



CHAMPIONING PHYSICAL EDUCATION AT THE SHERWOOD EDUCATION CENTRE

In 2020, we implemented a physical education programme for Nottingham's Sherwood Education Centre which provides education for students in years 7-11 who are unable to attend their own schools for anxiety-related reasons. With evidence suggesting that physical activity can help to improve mental health, our programme was designed to positively impact the pupils' levels of anxiety, wellbeing and self-esteem over a six-month period. The programme saw a considerable reduction in feelings of anxiety and the majority of parents and staff noted a positive difference to the pupils' wellbeing - with one staff member making the following observation about a participant.

"IF WE ASKED HER A QUESTION, SHE WOULD NOT ANSWER... AND THAT WAS CHANGING BY THE END OF THIS. I DON'T KNOW WHAT THE CIRCUMSTANCES ARE AROUND THIS MASSIVE CHANGE BUT THERE HAS BEEN A CHANGE IN THIS STUDENT."

**STAFF MEMBER
THE SHERWOOD EDUCATION CENTRE**



KEEPING ACTIVE AND SAFE DURING LOCKDOWN

As local leaders in supporting health and wellbeing, we recognise the importance of keeping young people active during the pandemic. We've been working with local authorities and organisations such as Nottinghamshire Police, Tesco, The County Council and various Youth Centres to ensure that children can participate in sport safely. Thanks to this team effort, we were able to set up sessions in areas that would benefit the most from our presence. Danielle was one of a number of regular participants at our socially distanced sessions.

"I'M A VERY SPORTY PERSON BUT ALL MY CLUBS AND TEAMS HAVE STOPPED, SO THIS HAS BEEN THE ONLY THING KEEPING ME GOING. I DON'T KNOW WHAT I'D HAVE DONE WITHOUT IT. I REALLY ENJOY ALL THE ACTIVITIES."

**DANIELLE
NGFT PROGRAMME PARTICIPANT**

TRAINING, EDUCATION AND EMPLOYMENT

Through our outreach into training, education and employment, we support people in realising their potential by creating pathways into these three key life areas. Our team works to improve the education of people and communities while adding to their skills - creating shared success and contributing to a thriving local economy.

3,025

**PARTICIPANTS
IN 100 PRIMARY
SCHOOL SESSIONS**

41

**TEACHERS
PARTICIPATED
IN ON-LINE
TRAINING**

840

**HOURS OF POST-
16 EDUCATION
DELIVERED TO
60 STUDENTS**

65

**STUDENTS
ENGAGED IN
EDUCATION
PROGRAMMES
IN 2019/2020
ACADEMIC YEAR**

100%

**OF STUDENTS
ACHIEVED LV2
OR LV3 BTEC
IN SPORTS
COACHING AND
DEVELOPMENT**

95%

**OF CHILDREN
MORE CONFIDENT
IN THEMSELVES
AFTER
ATTENDING
HOLIDAY
ACTIVITY AND
FOOD CAMPS**



PREMIER LEAGUE KICKS BOOSTS ARCHIE'S LITERACY SKILLS

Archie Norman was a self-referral from our Premier League Kicks Christmas activities session. We approached Archie's dad about his participation in Premier League Kicks and he was excited for him to take part. Archie's dad told us that he'd spent most of his childhood growing up in Spain with his mother and although he'd settled well in the UK, Archie needed support through our programme with adapting to cultural differences and improving his literacy skills. Prior to engaging with us, Archie had been approached to sell drugs but to his credit, he turned this down, removed himself from that circle and immediately told his dad.

"I HAVE BEEN PART OF THE GROUP NOW ON A MONDAY FROM 6PM TO 8PM AND EVERYTHING THEY DO IS HELPING ME BECOME A BETTER ME."

**ARCHIE NORMAN
PL KICKS PARTICIPANT**



FROM APPRENTICE TO HEAD OF PROGRAMMES

Declan Barker joined Premier League Kicks in 2008 when he was 15 years old and attended our Clifton Estate sessions three times a week. At the age of 16, he was offered an Apprenticeship with Nottingham Forest Community Trust before gaining the qualifications and practical experience required to be offered a full-time community coaching role. Over the past 9 years, Dec has become integral to the growth of the Trust - progressing from his role as a coach to become our Premier League Programmes Manager. In 2020, we were delighted to see Dec step up to the role of Head of Programmes across all of our CCO programmes where he now plays a key role within our Leadership Team.

"OVER THE YEARS NFCT HELPED DEVELOP CONFIDENCE AND SKILLS WHICH WOULD ENABLE ME TO HELP SUPPORT COMMUNITIES SIMILAR TO MY OWN. 13 YEARS ON I'VE PROGRESSED WITHIN THE ORGANISATION AND NOW SIT WITHIN THE LEADERSHIP TEAM."

**DECLAN BARKER
HEAD OF PROGRAMMES - NFCT**



ADAPTING OUR TEACHING PROGRAMMES FOR STUDENTS

We pride ourselves on our ability to teach, interact and engage with our students to maximise their learning and development opportunities. COVID-19 has made this more challenging but we effectively adapted our support with virtual live lessons, one-to-one video calls and catch-ups, accessible online resources, fun activities and events and socially distanced learning where permitted. This adaptability has not only helped students' progress with their studies, but it's also boosted their morale and ambition - motivating them to surpass expectations.

"IT'S BEEN A REALLY STRANGE YEAR WITH THE PANDEMIC BUT HOW THE COURSE HAS BEEN ADJUSTED TO HELP ME CARRY ON WITH MY DEGREE HAS BEEN GREAT. THE SUPPORT I'VE BEEN GIVEN HAS BEEN BRILLIANT."

**JORDAN SILLS
SECOND YEAR UNDERGRADUATE**

BUILDING AND SUPPORTING COMMUNITIES

Our work around building and supporting communities aims to create stronger, safer and more resilient groups by embracing diversity and creating an environment where people feel comfortable in supporting each other. This community cohesion and strength benefits those who live within these groups, as well as those they come into contact with - creating a closer and more caring Nottingham community pulling in the same direction.

“OVER THE LAST YEAR THE NEED IN OUR COMMUNITIES HAS BEEN UNPRECEDENTED BUT NOTTINGHAM FOREST COMMUNITY TRUST HAS BEEN OF TREMENDOUS HELP WITH SIGNIFICANT CONTRIBUTIONS TO OUR FOOD SUPPLIES, PRACTICAL SUPPORT AND HELPING US TO PROMOTE OUR CAUSE SO THAT WE HAVE BEEN ABLE TO REACH THOUSANDS OF PEOPLE IN NEED OF FOOD AND OTHER ESSENTIALS.”

**NIGEL ADAMS
DIRECTOR - HOPE**

160K

**FOOD AND
ESSENTIALS
PROCURED AND
DELIVERED**

140K

**ITEMS OF PPE
DELIVERED TO
NHS MEDICAL
CENTRES AND
CARE HOMES**

109

**DREAM BIG
SESSIONS
DELIVERED**

55%+

**BAME USERS
AT THE FOREST
SPORTS ZONE**

£15K

**OF PPE
DONATED BY
UK MEDS**

256

**HOURS OF
COMMUNITY
SUPPORT
PROVIDED**



PROVIDING PPE TO NHS HEALTH CENTRES

Supermarket giant Tesco generously donated over 200 food parcels to help us support vulnerable people across Nottingham. Staff in their Bulwell and Toton stores created food packs before helping us load them into our vans. Working with Nottingham CityCare, an award-winning community health services provider, we delivered the parcels to those that had recently spent time in the hospital. We also used Nottingham CityCare's central storage and distribution location, set up in response to the pandemic, to deliver essential PPE to over 20 NHS Health Centres across the city on a weekly basis. This support allowed community-based nurses to provide vital care for vulnerable people in our communities.

"THEY HELP US EVERY SINGLE DAY. I HONESTLY DON'T KNOW WHAT WE'D HAVE DONE WITHOUT THEM."

CORINNA ROGERS
NOTTINGHAM CITYCARE



PROMOTING CHILDREN'S HEALTHY FOOD AND PHYSICAL ACTIVITY

We teamed up with the Premier League, Barclays, Tesco, Greenwood Academies Trust, FareShare and Renewal Trust to provide healthy, nutritious meals and COVID-safe sports provision to local children throughout the school holidays. The children were given the opportunity to participate in fun football activities provided by the Trust as well as additional sessions in dance, ice hockey and basketball. Every participant received a hot meal and a Christmas goodie bag and working in partnership with these amazing organisations allowed us to engage and support local children who needed it the most during the festive period.

"COLLABORATING WITH LIKE-MINDED PARTNERS HAS ENABLED US TO PROVIDE A SAFE ENVIRONMENT FOR CHILDREN TO PLAY, BE ACTIVE AND RECEIVE FREE ESSENTIAL MEALS. THE CHRISTMAS GIFTS LIFTED SPIRITS AND MADE A DIFFERENCE TO THOSE WHO NEEDED IT THE MOST."

CALUM OSBORNE
COO / DEPUTY CEO - NFCT



WORKING WITH WILKO TO CREATE COMMUNITY CHANGE

Nottinghamshire-based national retailer Wilko donated an incredible 160,000 items of food and household goods, which we delivered to numerous food banks and charities across the city and county with the support of Nottingham City Council. These items included bottled water, nappies, cleaning products, Easter eggs, pet food and much more. The generosity of Wilko allowed us to provide for the most vulnerable people locally and lift the spirits of those struggling during the pandemic. We are incredibly grateful to Wilko for yet another fantastic contribution to support people during such difficult times.

"WORKING ALONGSIDE THE CHARITY SECTOR HAS ENABLED OUR OUTREACH TO GO EVEN FURTHER AND TRULY BENEFIT THOSE WHO HAVE NEEDED A HELPING HAND DURING THESE UNPRECEDENTED TIMES."

JEROME SAINT-MARC
CEO - WILKO

The background of the image shows three young people in a red-tinted setting. On the left, a young man in a dark jacket and beanie looks towards the camera. In the center, a young woman with long dark hair is smiling. On the right, another young woman is partially visible, looking towards the camera. The overall tone is serious yet hopeful, with the red tint suggesting a focus on the issue of violence.

**120 VIOLENCE
REDUCTION SESSIONS
DELIVERED ACROSS
480 HOURS TO TACKLE
YOUTH VIOLENCE IN
NOTTINGHAM**

SUCCESS STORIES



JACK

Since introducing our COVID-safe sports activities as part of Premier League Kicks, Jack has attended one of the sessions every week to keep him going through lockdown. Activities he's taken part in have included footgolf, foot tennis and fitness activity sessions which enable boys and girls aged 8-16 to get out of the house, have fun, meet new friends and keep fit. Jack's life revolves around football so when the lockdown hit, all of that stopped. As a result, he spent much of his time on the Xbox, in front of the TV or on his phone but thanks to PL Kicks, he's spent more time outdoors, socialising and connecting with the thing he loves the most - football.

"THE SESSIONS HAVE HELPED JACK GET BACK OUT IN THE FRESH AIR GETTING EXERCISE AND SOCIALISING AGAIN."

JACK'S MUM



BETH

Beth has been involved in the Tricky to Talk programme since its inception and it's played a significant role in her personal development. Supporting Forest from an early age, Beth has always been involved with the club in some form or another and attends matches on a regular basis. After seeing the programme advertised on social media, Beth got in touch with the Tricky Hub because she was struggling with her mental health. Since making contact and attending her first session, she has not only grown in confidence but also made plenty of new friends and admits that her mental health has definitely improved as a result.

"THE TRICKY HUB HAS BECOME AN IMPORTANT LIFELINE FOR ME OVER THE LAST 15 MONTHS AND A VALUABLE SOURCE OF SUPPORT DURING THIS CURRENT PANDEMIC."

BETH

SUCCESS STORIES



JOHN

John Bowers has been attending our Forest Forces programme since its very early days and has developed a great relationship with all of the staff at the Trust. Forest Forces is designed to support local Veterans in leading a more healthy and connected life. It aims to tackle social isolation by providing a variety of regular activities and events that bring veterans together from different backgrounds and armed forces constituents. From coffee mornings to comedy nights, we work with our veterans to create initiatives that everyone can enjoy. Throughout the pandemic, we've been doing whatever we can to help veterans like John - keeping them engaged with virtual games, activities and workout sessions, socially distanced events, regular communication and home visits.

"IT'S BEEN A LONG, LONG YEAR AND IF IT HADN'T BEEN FOR THE NOTTINGHAM FOREST COMMUNITY TRUST STAFF CALLING TO SEE ME OR RINGING ME UP TO SEE IF I WAS OKAY, I DON'T KNOW WHAT I'D HAVE DONE."

JOHN BOWERS



HERMON

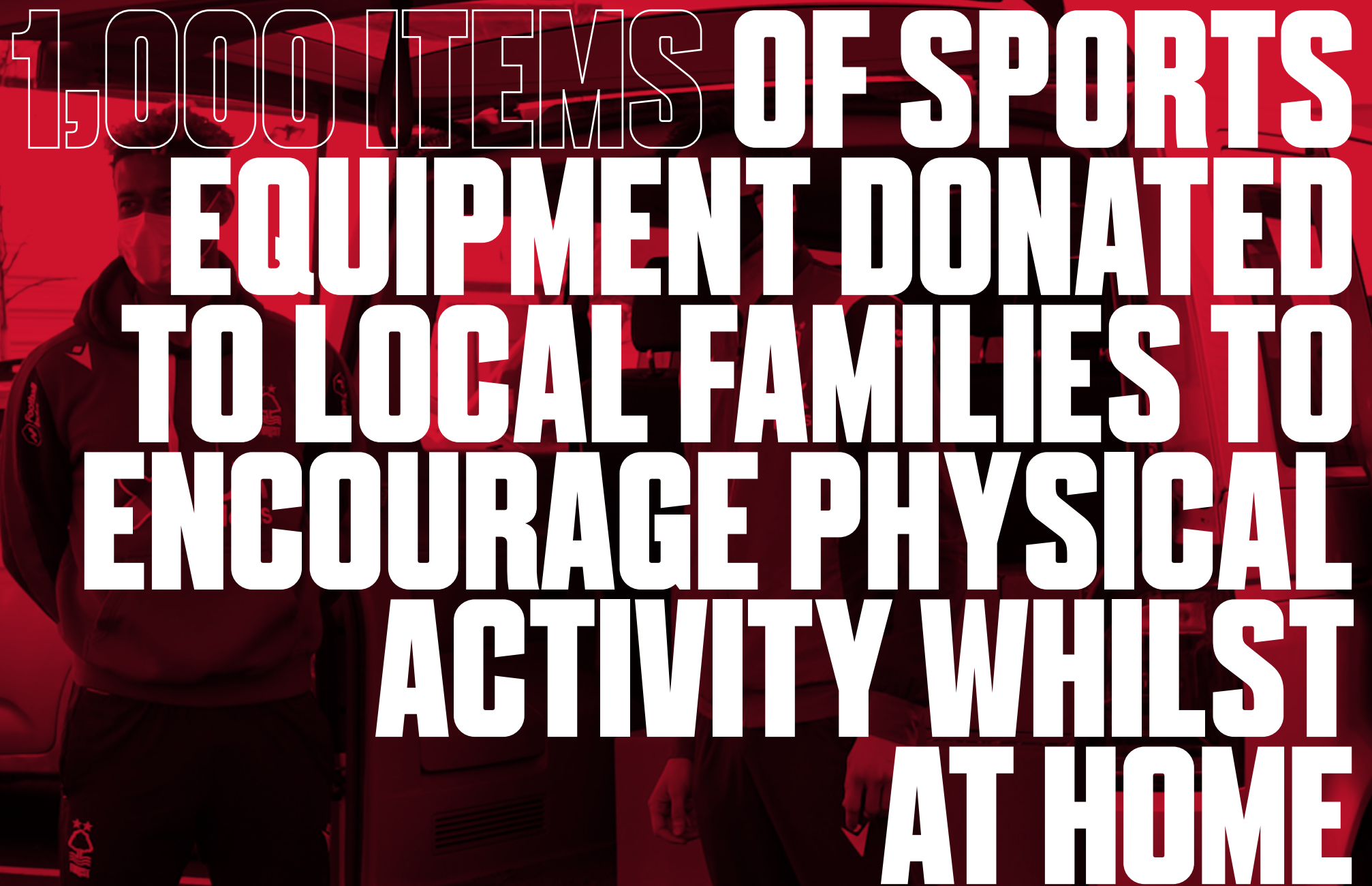
We first met Hermon in 2018 at a newly formed Premier League Kicks session in Basford and since then, he's attended 144 sessions. Hermon was keen to engage friends and other young people in the community - providing an important link between the coaches and the participants by promoting the sessions and forming new relationships. PL Kicks has opened up new opportunities for Hermon to make friends, watch his beloved Forest and play football at The Forest Sports Zone. At school, Hermon has also taken part in the social action programme - building his confidence and seeing him raise money for local charities and individuals in the community. Hermon firmly believes that without PL Kicks, he would have spent his time on the streets kicking a ball around. When he reflects back, he's realised the value and the impact the programme has had on not only his physical abilities, but his confidence and social skills too.

"I LEARNT HOW FOOTBALL CAN BRING PEOPLE TOGETHER AND TO TALK TO PEOPLE YOU MIGHT NOT USUALLY. IT'S HELPED ME EXPRESS MYSELF MORE AND TRY NEW STUFF, SKILLS AND THAT."

HERMON KUBROM



**100+ HOURS OF
MENTAL WELLBEING
SUPPORT
SESSIONS
DELIVERED AS PART
OF TRICKY TO TALK**



**1,000 ITEMS OF SPORTS
EQUIPMENT DONATED
TO LOCAL FAMILIES TO
ENCOURAGE PHYSICAL
ACTIVITY WHILST
AT HOME**

FINANCIAL PERFORMANCE

The Trust has always recognised the importance of being financially strong and through prudent management has been able to build its reserves to satisfactory levels in recent years.

This was critically important as we faced the challenges of 2020 giving us the confidence to stick to our strengths. In such a difficult year we are very pleased to report that we have managed to increase our revenue compared to 2019.

Our excellent 2020 financial performance is a testament to our team, partners and supporters and investors. We are hoping for yet more growth in 2021 as we continue to build and develop as a Trust and continue being a key part of the Nottingham and Nottinghamshire community.

COLIN MORRELL
TRUSTEE & FINANCE COMMITTEE CHAIR
NOTTINGHAM FOREST COMMUNITY TRUST

TOTAL REVENUE

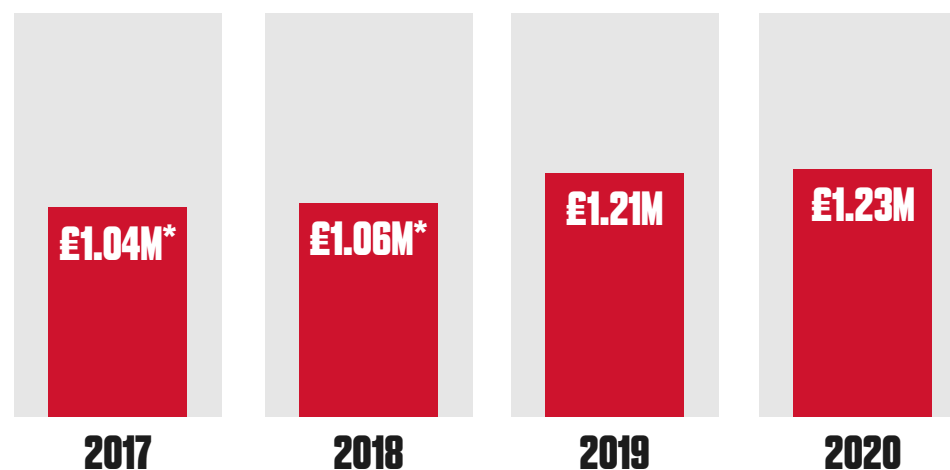
€1,231,938

TOTAL EXPENDITURE

€1,043,757

TOTAL SURPLUS / DEFICIT

€188,181



*excluding the National Citizen Service programme, finishing in 2018

KEY PARTNERS AND INVESTORS

COLLABORATION SITS AT THE HEART OF EVERYTHING WE DO.

It allows us to continue to deliver positive impact on a large scale within our communities and it's vital that we continue to build on the strong alliances already created with private, public and third sector partners. Financial investment is crucial but just as important are the skills, experience, knowledge and creativity of our partner organisations.

Without their backing, support and ongoing contributions, we would not be able to provide our communities with the comprehensive levels of support and programmes available through the Trust. For this reason, we would like to thank each and every one of our partners for their continued support and dedication.

“INCREDIBLE CHARITIES, SUCH AS NFCT HAVE BEEN PLAYING A VITAL ROLE IN THE UK’S RESPONSE TO THE PANDEMIC, ENSURING URGENT HELP REACHES THOSE MOST IN NEED OF SUPPORT.”

NIGEL HIGGINS
CHAIRMAN - BARCLAYS



LOOKING AHEAD TO 2021

WE HAVE AMBITIOUS PLANS IN PLACE FOR THE SHORT, MEDIUM AND LONG-TERM AS WE LOOK TO CONTINUE TO DELIVER POSITIVE IMPACT ACROSS ALL AGE GROUPS.

These impacts will be felt in areas including mental health and wellbeing, training, education and employment. We also remain committed to building safer, happier and more resilient communities across Nottingham and Nottinghamshire.

Looking closer to home, we can't wait to see fans back at the City Ground on a Saturday afternoon and to see the community come together to support the club we all love. When lockdown restrictions ease, we fully intend to restore our programmes as they were pre-COVID so that we can support everyone in the best way possible.

Most importantly of all, we want to build upon our successes of 2019 and 2020. We want to reach new people in our communities and continue to attract new partners and investors who want to join us in delivering life-changing programmes for many.

Through all of this activity, we will continue to inspire communities to be bold and dream big.

"FROM THE MOMENT I CAME TO NOTTINGHAM FOREST I WANTED OUR WORK IN THE LOCAL COMMUNITY TO BE PARAMOUNT IN WHAT WE WANT TO ACHIEVE AT THE CLUB. THE WORK WITH THE HOMELESS, FOOD BANKS, MENTAL HEALTH AND MANY OTHER ASPECTS ARE ALL ACTIONS WE ARE VERY PROUD OF. WE BELIEVE THE CLUB SHOULD BE AT THE CENTRE OF HELPING THE CITY AND THE PEOPLE OF NOTTINGHAMSHIRE. THIS IS SOMETHING WE WILL CONTINUE TO DO."

**EVANGELOS MARINAKIS
OWNER NOTTINGHAM FOREST FC**



CONTACT US

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