



# NOTTINGHAM FOREST COMMUNITY TRUST

ANNUAL  
REPORT  
2022





65,513

HOURS OF  
COMMUNITY  
SUPPORT

2



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# WHO WE ARE

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**Nottingham Forest Community Trust is a dynamic and authentic charitable organisation that inspires communities to aspire to, and do great things.**

The charitable arm of Nottingham Forest Football Club, The Trust serves a crucial role in the Nottingham and Nottinghamshire regions by working closely with private, public, and third-sector partners to provide support to individuals and organisations to the best of our abilities.

Our primary goals create links between individuals and communities in Nottingham and Nottinghamshire by supporting mental and physical wellbeing, providing opportunities for training, education, and employment, and encouraging these communities to play an active role in building stronger, safer, and more content communities.

Our commitment is to bring about positive change for as many individuals and groups as possible, while working together to contribute to the greater good of our community. We aim to expand our efforts and further assist those who require our support, and we will continue to do all that we can to achieve this goal.



# MESSAGE FROM THE CHAIR

“

As we reflect on what's been another highly successful year for Nottingham Forest Community Trust, I am thrilled to say that 2022 was our best year ever, beating 2021's impressive results. It goes without saying that the successes the Trust has had over the last 12 months is down to continued hard work from every member of our organisation, the partners we work with and of course, the beneficiaries we dedicate our time and expertise to.

When we look back and think of the challenges the pandemic brought with it, I am proud to say that the Trust quickly and efficiently managed to get back into full swing operations as face-to-face delivery resumed across our range of programmes.

Thinking back to May 2022, that jubilant day out at Wembley brought the return of Premier League football to the City Ground which, with the Club's new league status, the focus of the delivery of our Premier League programmes increased.

Our 2022 annual report captures a snapshot of the incredible activities and initiatives Nottingham Forest Community Trust has been supporting over an incredible 12 months and we now look forward to the further spotlight of Premier League football as the club strives to secure league status for another season.

However, regardless of league status, the Community Trust will endeavour to continue work as hard as we can and to the best of our ability, serving the people of Nottingham and Nottinghamshire with support and help, whatever that might be.

In 2021, I stated that the Trust has gone from strength-to-strength by no accident and as the official charity of Nottingham Forest Football Club, we continue to be fuelled by passion, determination and drive of everyone involved.

2023 will be another exciting year for the Trust as we continue to embed our activities across our communities and we are looking forward to launching our three-year strategic plan, crafted by extensive external consultation and analysis of wider societal context allowing us to understand about the wider issues and areas to target. By working together, alongside public, private and third sector organisations, we can effectively bring our vision, mission, and purpose into a game plan we'll work hard to execute and create even more positive impact.

**KAREN FRANKLAND,  
CHAIR OF TRUSTEES.**

”



# OUR PEOPLE

**At the core of our organisation, it is our people who drive positive impact. We take pride in our entire staff, from lead coaches to senior management, as they all play an integral role in our game plan.**

By embracing accountability and shared ownership, we collaborate to accomplish our goals that align with our three strategic priorities: enhancing physical and mental wellbeing, promoting education, training, and employment opportunities, and actively engaging with the community.

Our team strives to achieve excellence by putting in maximum effort. They are readily available to assist anyone who requires their support, and they remain devoted to surpassing expectations, setting lofty benchmarks, and embracing innovation.

This dedication extends beyond that of the Community Trust, and we appreciate Nottingham Forest Football Club's resources, support, and input as we work together to aid those in the most vulnerable situations.



## TRUSTEES

**Karen Frankland (Chair)**  
Estates Lead & Projects Manager, Primary  
Integrated Community Services

**Oonagh Turnbull**  
Head of Health Campaigns, Group  
Communications – Strategy and Campaigns,  
Tesco

**Alison Hands**  
Managing Director, Wilko Limited

**Judith Lyons**  
Group HR Director, City & County  
Healthcare Group

**Iqbal Singh Sanghera**  
CEO, Sanghera Investments Limited

**Nicholas Randall KC**  
Chairman, Nottingham Forest Football Club

## PATRONS

**Sir John Peace**  
Lord Lieutenant of Nottinghamshire

**Sir David Nicholson**  
former Chief Executive, NHS England

**John McGovern**  
Nottingham Forest Football Club  
2 x European Cup Winning Captain

## ADVISORS

**Jason Lee**  
Senior Equalities Diversity & Inclusion Executive,  
The Professional Footballers' Association

**Sarah Retzlaff**  
Sport & Leisure Manager, Nottingham City  
Council

**Sir David Greenaway**  
former Vice Chancellor, University of Nottingham





4,293  
**SESSIONS  
DELIVERED**



# PHYSICAL & MENTAL WELLBEING

Our activities and engagement go beyond football. Supporting physical and mental wellbeing continues to be a core part of the Trust's long-term purpose and delivery strategy. By offering a comprehensive range of community programmes that encourage both physical and mental stimulation, the Trust is making a positive impact on the health and wellbeing of the people in Nottingham and Nottinghamshire. Our motivation is driven by supporting communities to the best of our ability and we're committed to promoting and developing our programmes to help people live healthier and improve their quality of life. By prioritising physical and mental wellbeing, the Trust is contributing to the overall health and happiness of the community we serve.

162

VETERANS  
SUPPORTED

8

WALKING  
FOOTBALL  
FESTIVALS

43

MENTAL  
HEALTH  
WELLBEING  
SESSIONS

3,825

SOCCER  
SCHOOLS  
BOOKINGS

4,440

HOURS OF  
OPERATION  
AT THE  
FOREST  
SPORTS  
ZONE

2,167

AVERAGE  
USERS  
PER WEEK  
AT THE  
FOREST  
SPORTS  
ZONE



# REVEREND LIAM TALKS WALKING FOOTBALL

**The Nottingham Forest walking football programme is an excellent way for those over 50 to stay active, socialise, and improve their physical and mental health, regardless of their level of experience with football.**

Reverend Liam O'Boyle, a regular participant in the programme, has been attending since it began. Despite being initially hesitant due to his lack of familiarity with the other attendees, Liam has since enjoyed the sessions, which have allowed him to rediscover his love of football while also providing an opportunity for camaraderie and banter. Liam believes that football brings people together in a way that nothing else can, and that it is great to see people of all ages enjoying it around the community.

As a Vicar, Liam's job takes up much of his time, but he understands that it is beneficial for him to participate in the programme as it helps him to stay fit and healthy. Liam feels that staying active and having fun is essential for good mental and physical wellbeing.

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**TO BE HONEST AT THE AGE OF 57, I NEVER THOUGHT I'D PLAY FOOTBALL AGAIN, WHEN I WAS IN MY EARLY 20'S I GOT A SERIOUS ILLNESS, AND I WAS IN AND OUT OF HOSPITAL AND IT LEFT ME WITHOUT MUCH MOBILITY AT ALL SO I COULDN'T WALK FOR THE FIRST 10 YEARS AFTER, SO I HAD INTENSIVE PHYSIO. I STILL HAVE PHYSIO NOW AND IT WAS THEM THAT SUGGESTED I JOINED, I WASN'T SURE AT FIRST AS I DIDN'T KNOW ANYONE, BUT WHEN I CAME DOWN IT WAS JUST FANTASTIC. THE WELCOME YOU GET IS GREAT!**

**LIAM**

”

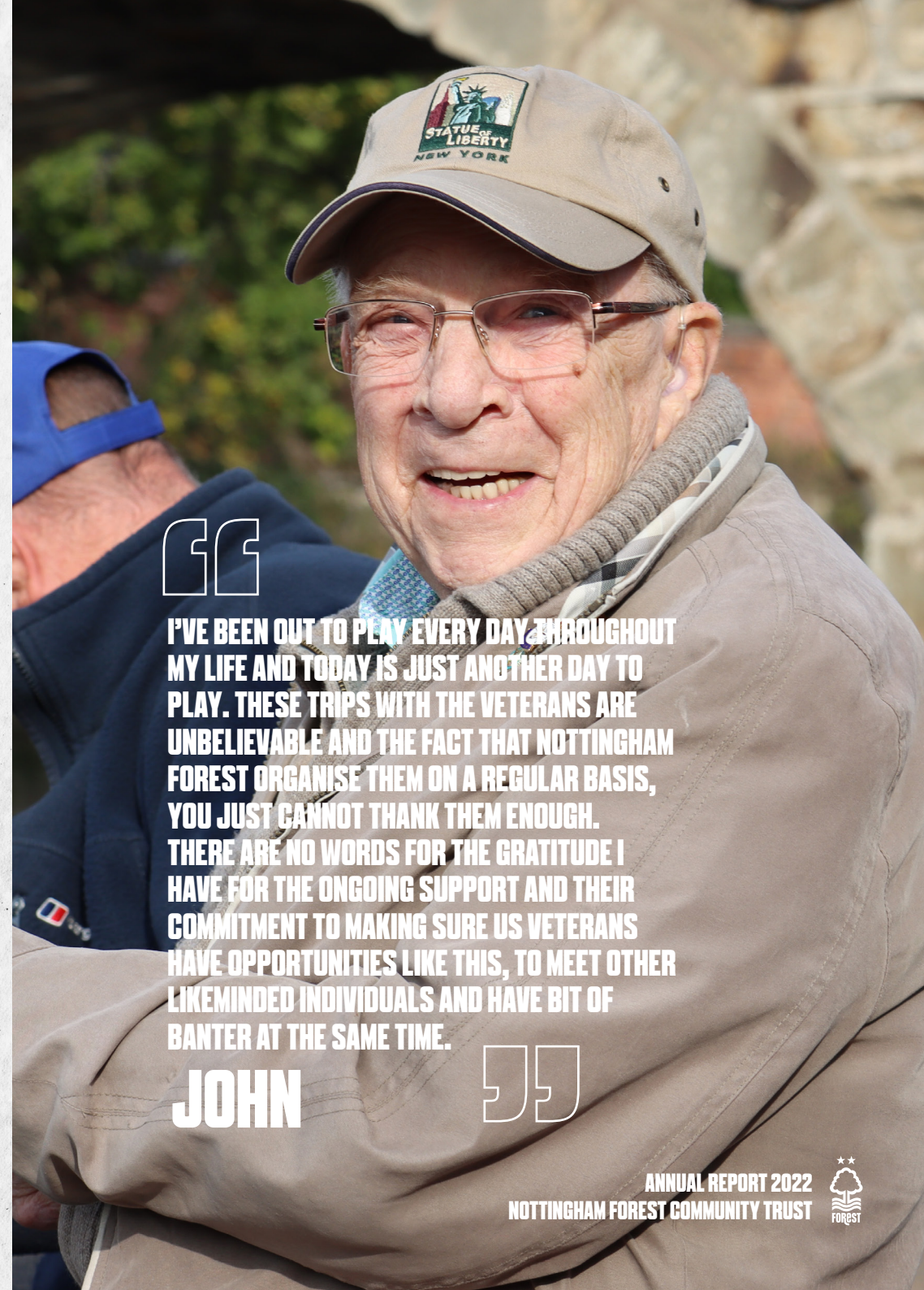


# JUST ANOTHER DAY OF COMING OUT TO PLAY

John has been attending our Forest Forces programme since its launch and has developed a great relationship with the Nottingham Forest Community Trust staff having joined the majority of the programme's events, trips, and excursions, including fishing on the Nottingham & Beeston Canal with the Canal & River Trust and Club legend John McGovern.

For John, his involvement with the Forest Forces programme has given him another reason to come out to play, keep active, meet new people and even learn new skills. John has expressed his deep appreciation toward the Trust, stating that they are truly incredible, and their efforts are highly valued. John acknowledges when someone starts doing things for you after you've spent your life working for others, it feels amazing and if you have never done anything for anyone, it's hard to appreciate gestures like this.

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I'VE BEEN OUT TO PLAY EVERY DAY THROUGHOUT MY LIFE AND TODAY IS JUST ANOTHER DAY TO PLAY. THESE TRIPS WITH THE VETERANS ARE UNBELIEVABLE AND THE FACT THAT NOTTINGHAM FOREST ORGANISE THEM ON A REGULAR BASIS, YOU JUST CANNOT THANK THEM ENOUGH. THERE ARE NO WORDS FOR THE GRATITUDE I HAVE FOR THE ONGOING SUPPORT AND THEIR COMMITMENT TO MAKING SURE US VETERANS HAVE OPPORTUNITIES LIKE THIS, TO MEET OTHER LIKEMINDED INDIVIDUALS AND HAVE BIT OF BANTER AT THE SAME TIME.

JOHN

”



# SUPPORTING THE DEVELOPMENT OF THE GIRLS' GAME

**Nottingham Forest Community Trust is committed to supporting the growth of the female game through various initiatives and programmes.**

The Trust engages girls in playing sport through its involvement with the Premier League Primary Stars and PL Kicks programmes as well as its organisation of the Nottingham Schools' FA programme supporting Primary Schools' leagues across the City. These programmes provide opportunities for girls to participate in football and other sports, while also promoting important values such as teamwork, respect, and fair play.

Being actively involved in the girls' game, Nottingham Forest Community Trust can develop and nurture girls and encourage them to play football in a fun and supportive environment. By using the power of football and sport, we can promote positive values and help girls develop the skills and confidence to succeed both on and off the field.

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**THE BEST PART OF THE SESSIONS IS PLAYING FOOTBALL WITH MY FRIENDS AND HOW FRIENDLY THE COACHES ARE; HOWEVER, I DO ENJOY PLAYING WITH AND AGAINST OTHER SCHOOLS AS IT BRINGS AN EXTRA ELEMENT TO THE SESSIONS, ESPECIALLY THE ORGANISED EVENTS AS I THEN GET TO MEET MORE PEOPLE AND WE HAVE A MUTUAL INTEREST IN FOOTBALL SO IT'S EASIER TO MAKE FRIENDS WITH THEM.**

**THE COACHES AT MY PL KICKS SESSIONS HAVE BEEN AMAZING, THEY'RE FRIENDLY, APPROACHABLE, AND ENCOURAGING. THEY HAVE REALLY GOT ME INTO FOOTBALL WHICH I HAVE ENJOYED AND HAVE HELPED ME IMPROVE.**

EMILY

JJ



# EDUCATION, TRAINING & EMPLOYMENT

Our priorities within education, training, and employment focus on providing resources and support to individuals across our communities to help them reach their full potential. By offering comprehensive education, training, and employment opportunities, we develop the skills and confidence of people across the city and county. This, in turn, contributes to their successes and amplifies the positive impact we have, enabling local people to achieve their goals and support them in their journey of where they want to be. By providing employment opportunities and fostering a culture of growth and development, we endeavour to help, support, and create a more vibrant and prosperous community. Above all, we understand the importance of working closely with individuals to empower them which ultimately promotes economic growth in and around Nottingham.

**88**

SCHOOLS  
ENGAGED

**12,056**

PUPILS  
ENGAGED  
IN SCHOOLS

**66**

TEACHERS  
ENGAGED

**38**

POST-16  
STUDENTS

**2,120**

HOURS OF  
POST-16  
WORK  
EXPERIENCE

**83**

TARGETED  
INTERVENTIONS

**36**

THINK BIG  
WORKSHOPS  
DELIVERED



# NATHAN REPORTS FOR NOTTINGHAM FOREST

Post-16 student Nathan has been studying to achieve a Level 3 Extended Diploma in Sport at Nottingham Forest and has been offered an unconditional place to go to university to further his studies in the sports media industry.

Nathan aspires to become a sports journalist and he's had the opportunity to gain work experience by working with the Trust's marketing and media team.

Additionally, Nathan's time at Nottingham Forest Community Trust has given him ample opportunities to network learn skills related to his desired fields of study, giving him hands-on experience with sports journalism and content creation.

With his passion for sports and dedication to his education, Nathan is well on his way to achieving his dream career in sports media.

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IT'S BEEN GREAT LEARNING ABOUT MEDIA SKILLS AND BEING ABLE TO PUT WHAT I'VE LEARNT IN CLASSES INTO PRACTICE BY WRITING MATCH REPORTS AND GETTING A FEEL FOR WHAT SPORTS MEDIA TEAMS HAVE TO GO THROUGH. I AM VERY EXCITED ABOUT GOING TO UNIVERSITY AND HAVE FOUND THE BTEC COURSE HERE TO BE INVALUABLE IN ACHIEVING MY GOAL OF BECOMING A SPORTS JOURNALIST.

NATHAN

”



# SECONDARY PUPILS INSPIRED BY NEXT TECH REVOLUTION

The next tech revolution is upon us, and secondary students are being inspired to be a part of it thanks to the Think Big programme ran in partnership with Ideagen. The programme aims to motivate young people to be excited by technology - inspiring them to think big about future employment in the tech industry.

Through Think Big, students are introduced to cutting-edge technologies such as artificial intelligence, the internet of things, and virtual reality. They are also given the opportunity to work on real-world tasks that address some of the most pressing social and environmental challenges facing society today.

Think Big has been a huge success, with many students expressing their excitement and interest in pursuing careers in technology. Through the programme, they have been able to see first-hand how technology can be used to make a positive impact on the world, and they are eager to be a part of this revolution.

15

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IT WAS AMAZING TO SEE ALL OF THE DIFFERENT CAREER PATHS THAT TECHNOLOGY CAN LEAD YOU TO, FOR EXAMPLE WE ALL KNEW ABOUT VAR BUT DIDN'T REALLY KNOW ABOUT BEHIND THE SCENES OF IT, HOW THE TECH WORKS AND HOW MANY DIFFERENT ROLES LEAD TO THE END PRODUCT.

THE 'THINK BIG' PROGRAMME SHOWS YOU THAT THERE CAN BE SO MANY OPPORTUNITIES YOU MAY NOT EVEN THINK OF AT THIS AGE LATER DOWN THE LINE WITHIN A SUBJECT YOU'RE INTERESTED IN – I'M LOOKING FORWARD TO THE WORKSHOPS TO FIND OUT MORE.

”

**JOSH**  
YEAR 10 PUPIL





# SUPPORTING THE MOVE TO SECONDARY SCHOOL

“

KAMEN HAS BEEN HELPING ME WITH MY DEVELOPMENT AND TEACHING ME BETTER WAYS TO BEHAVE, AWAY FROM MY OLD WAYS WHICH WERE BEING NAUGHTY AND DISRESPECTFUL. HE HAS TAUGHT ME HOW I CAN BE MORE RESPECTFUL AND REMOVE MYSELF FROM SITUATIONS AND TAUGHT ME TO APOLOGISE.

**HARRY**  
YEAR 6 PUPIL

”

Harry, a final year primary school student has been working closely with our Premier League Primary Stars (PLPS) coaches to prepare him for his transition into Year 7. Nottingham Forest Community Trust coaches have been providing classroom support since PLPS was launched in 2017 in essential subjects such as English and Maths, as well as physical education, including sports like football, cricket, athletics, and dance.

Since participating in the PLPS curriculum, Harry has made significant improvements in his behaviour and sports leadership skills. Our coaches have had a positive influence on Harry, helping him to develop his social skills, increase his confidence, and encourage him to become more engaged in physical activity. They have also been working with Harry to improve his knowledge of key subjects, including English and Maths, to ensure that he is well-prepared for the next stage of his education.



# COMMUNITY ENGAGEMENT

We believe that the more we can engage with community activities, the more we can play an active part in enriching the lives of more and more individuals.

To do this, and build strong, resilient communities, requires a collaborative and dynamic approach, sharing best practise and maximising expertise and we're proud to work with many local partners and organisations to be able to deliver positive impact to thousands of people each year.

Community support can take many forms, and through our agile, open-minded approach, it's important to have a range of channels through which people can access the support they need. Whether it's through events, programmes, or other initiatives, providing opportunities for public participation can help to stimulate a sense of connection and belonging.

Celebrating equality, diversity, and inclusion is also crucial in building strong communities. By recognising and valuing the differences and similarities among community members, we help to create an environment where everyone feels welcome and included. These will subsequently promote understanding and respect, and ultimately, contribute to a more cohesive and supportive community.

**309**

VIOLENCE  
REDUCTION  
SESSIONS  
DELIVERED

**82,000**

MEALS  
HANDLED  
OUT

**3,429**

INDIVIDUAL  
CHILDREN  
ATTENDED  
FREE HOLIDAY  
CLUBS

**97%**

OF CHILDREN  
ENJOYED  
FREE HOLIDAY  
CLUBS

**197**

FEMALES  
ATTENDED  
PL KICKS  
SESSIONS

**59**

DISABILITY  
PARTICIPANTS  
ATTENDED  
PL KICKS



# LYDIA PUSHES FOR ZERO TOLERANCE

In October, 9-year-old Lydia from Clifton joined us for our Nottingham Forest Girls Soccer School. We were thrilled to see her wearing the full garibaldi kit featuring her own choice of customisation as she proudly wore '0 tolerance' on the back of her shirt.

With October being Black History Month and also the point in the season where the Premier League focuses on its No Room For Racism campaign, Lydia's attendance couldn't have been more perfectly timed.

No Room For Racism is a Premier League campaign which tackles and challenges racism in football and communities. An annual feature across Premier League funded programmes, the campaign encourages participants to talk, learn and educate each other on the topic of racism and culture.

Through No Room For Racism, the Premier League and its clubs and club community organisations, including Nottingham Forest Community Trust, work with fans, the FA, EFL, PFA, Kick It Out and the police to tackle racism on and off the pitch, promoting equality, diversity and inclusion across all areas of football.

“

THERE SHOULD BE ZERO TOLERANCE OF ANY FORM OF RACISM IN FOOTBALL AND SPORT. I HAVE COUSINS AND CLOSE FRIENDS OF DIFFERENT RACES AND I WANT LITTLE GIRLS LIKE ME AND MY FRIENDS TO BE INSPIRED TO PLAY FOOTBALL AND BY WEARING THIS SHIRT I THINK IT CAN HAPPEN. I'M A BIG FOREST FAN AND I AM GLAD THAT THE TEAM SUPPORTS NO ROOM FOR RACISM AND I AM GLAD THAT I CAN COME DOWN TO THE SESSIONS AND HELP SPREAD THAT MESSAGE.

LYDIA

”



# WORKING WITH NOTTS POLICE, WARBURTONS & WILKO

Nottingham Forest Community Trust received support from Nottinghamshire Police to deliver 800 loaves of bread to our free holiday clubs as well as other charities and food banks across the city as part of the Free Fun and Food holiday programme.

The bread was donated by Warburtons, with the logistics support of Wilko, and a total of 3,500 loaves were delivered across the city. The Holiday Activities & Food programme, in partnership with Nottingham City Council, aims to keep young people physically and mentally active with enriching activities and well-fed with healthy nutritious meals during the school holidays as they attend clubs. The police officers from the Nottingham South neighbourhood policing team were delighted to be involved in the deliveries and to engage with the community.

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FF

THIS IS A FANTASTIC PROJECT, AND WE WERE DELIGHTED TO HELP OUT IN ANY WAY WE COULD. WE HELPED DELIVER THE BREAD TO COMMUNITY CENTRES ACROSS THE AREA AND HOPEFULLY THE YOUNG PEOPLE ENJOYED A HEALTHY MEAL AS WELL AS THE ENTERTAINMENT THE HOLIDAY CLUBS OFFER THEM. BEING A POLICE OFFICER ISN'T JUST ABOUT MAKING ARRESTS AND APPREHENDING WANTED PEOPLE, IT'S ALSO ABOUT ENGAGING WITH THE COMMUNITY, WORKING WITH OUR PARTNERS AND SUPPORTING BRILLIANT COMMUNITY INITIATIVES LIKE THIS.

**KARL THOMAS**  
NEIGHBOURHOOD POLICING INSPECTOR  
NOTTINGHAM SOUTH

FF



“

I FEEL VERY PROUD TO BE NAMED NOTTINGHAM FOREST'S COMMUNITY CAPTAIN. IT IS GREAT TO BE HERE TODAY WITH MY DAD TO RECEIVE THE CAPTAIN'S ARMBAND AND I AM EXCITED TO HAVE MET JOE WORRALL AND OTHER PLAYERS. I HAVE HAD SOME AMAZING EXPERIENCES THROUGH PL KICKS LIKE PLAYING IN A FOOTBALL TOURNAMENT FOR FOREST, WHICH HAS BEEN A HIGHLIGHT.

ALSO, VOLUNTEERING AT A LOCAL SIKH TEMPLE TO PREP, COOK AND PREPARE MEALS FOR THOSE MOST IN NEED IN NOTTINGHAM CITY CENTRE AND I TOOK PART IN SUDDEN CARDIAC ARREST TRAINING.

EMIRAH



20





# COMMUNITY CAPTAIN: EMIRAH

Fourteen-year-old Emirah was named as Nottingham Forest's Community Captain in recognition of his incredible support of other young people taking part in Premier League Kicks sessions and his role in youth social action in the local area.

The Community Captain accolade has been given to more than 100 members of the public who have made an outstanding contribution to their club and local community, as part of the Premier League's 30th anniversary celebrations.

The presentation to Emirah formed part of the Premier League Trophy Tour, which joined us at The Forest Sports Zone in August as the Premier League officially launched the season at our community facility.

Emirah was presented with a PL30 Community Captain armband and pennant by Club Captain Joe Worrall with former Premier League player Michael Dawson and England International Cricketer Stuart Broad also in attendance. His name was also engraved onto a plaque and added to a bespoke Premier League Trophy plinth created for the Tour.

“

**AS WE MARK 30 YEARS SINCE THE PREMIER LEAGUE FIRST KICKED OFF, IT IS IMPORTANT WE CELEBRATE THE UNSUNG HEROES WHO DELIVER BRILLIANT WORK IN THEIR COMMUNITIES. THESE PEOPLE – WHETHER THEY ARE PARTICIPANTS, COACHES, VOLUNTEERS OR LONG-TIME EMPLOYEES – ARE VITAL TO THEIR CLUBS AND THEIR COMMUNITIES.**

”

**RICHARD MASTERS**

**CHIEF EXECUTIVE OFFICER  
PREMIER LEAGUE**



# IMPACT RECOGNISED WITH AWARD WIN

In November the Trust brought home the East Midlands Chamber Nottinghamshire Business Awards for Community Impact. The Business Awards are a showpiece events in the regional business calendar, recognising and promoting the best of Nottinghamshire's businesses and is a celebration of success, determination, and hard work.

The Community Impact award acknowledges businesses, charities and social enterprises that have developed and implemented Corporate Social Responsibility policies as part of their overall business planning. Nottingham Forest Community Trust was shortlisted by a panel of judges and was up against strong competition.

The award criteria also included companies' impact on the local community where the Trust played a big part in tackling holiday hunger by being appointed Nottingham City Council's lead partner for the Holiday Activity & Food programme – pledging to provide local children with free activities and healthy meals during the school holidays.



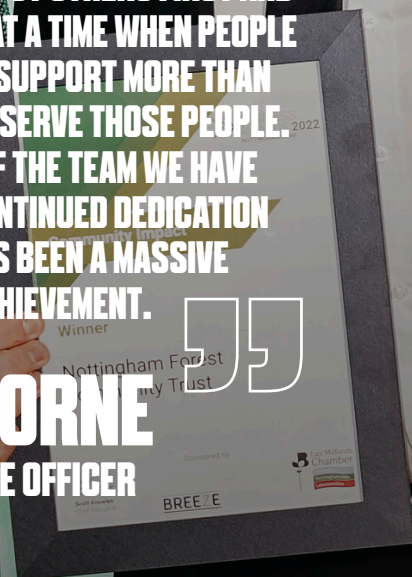


“

AS A TRUST, WE ALWAYS PUT OTHERS FIRST AND THIS AWARD WIN COMES AT A TIME WHEN PEOPLE IN OUR COMMUNITY NEED SUPPORT MORE THAN EVER AND WE'RE HERE TO SERVE THOSE PEOPLE. I AM IMMENSELY PROUD OF THE TEAM WE HAVE AT THE TRUST, WHOSE CONTINUED DEDICATION AND TIRELESS EFFORT HAS BEEN A MASSIVE CONTRIBUTOR TO THIS ACHIEVEMENT.

**CALUM OSBORNE**  
DEPUTY CHIEF EXECUTIVE OFFICER

”





# SUCCESS STORIES

## JONNY THINKS BIG

Jonny has been part of the Think Big programme through his school. Think Big is the result of a partnership between the Nottingham Forest Community Trust and International tech company, Ideagen. The programme aims to motivate young people to be excited by technology and inspire them to think big about future employment in the tech industry.

The Think Big programme had a significant impact on Jonny's life. It helped him gain valuable work experience, develop his skills, and build his confidence. The programme also helped Jonny realise that he had a passion for technology and that he could pursue a career in the tech industry.

The Think Big programme is an excellent example of how community organisations and a global corporate organisation can work together to provide opportunities for local young people.



**Musa is a 12-year-old boy who is extremely passionate about cricket who regularly attends our PL Kicks sessions. He spends most of his free time playing cricket outside of the PL Kicks programme. The PL Kicks programme is a community outreach initiative that focuses on using football as a tool to engage young people and steer them away from crime and anti-social behaviour.**

Despite his love for cricket, Musa was interested in developing his football skills and meeting new people through the PL Kicks programme. PL Kicks is delivered in partnership with the charitable arm of Nottinghamshire County Cricket Club who use their cricket expertise to provide children, including Musa with quality cricket coaching.

Initially, Musa was hesitant to join the football sessions. He felt that he might not be good enough to play and worried about not fitting in with the other young people. However, the PL Kicks coaches worked with Musa to encourage him to join the sessions and build his confidence.

Over time, Musa became a regular participant in the football sessions. He began to make new friends and form connections with other young people who share his passion for sports. Musa's involvement in the PL Kicks programme also helped to keep him busy and engaged in positive activities.



# SUCCESS STORIES

## MUSA DISCOVERS LOVE OF FOOTBALL WITH CRICKET





# SUCCESS STORIES

## ARCHIE INSPIRED TO LEARN WITH PREMIER LEAGUE PRIMARY STARS

26

**Nottingham Forest Community Trust collaborates with 19 primary schools through its delivery of the Premier League's Primary Stars education programme, offering a diverse range of education and sports-related activities.**

Coaches offer support in key subjects, such as English and Maths, and lead on Physical Education (PE), with sports that include football, cricket, athletics, and dance.

Archie, a year 6 primary school pupil and a passionate football fan, used to struggle with finding inspiration in subjects other than sports, especially Maths and English. However, since the Nottingham Forest team began delivering PLPS, Archie has made great strides in his learning.

Archie credits Kamen, our PLPS coach for helping him learn how to control his anger, which used to cause him to disrupt the class. He has found ways to calm down and manage his emotions, and he now spends most of his time in a safe space, using his strategies to count 1-10 five times.

Kamen's attentive support has not only impacted Archie but also the school as a whole. His relationship with Archie is likely to leave a lasting impression as Archie is due to move up to secondary school later this year.



# SUCCESS STORIES

## FEEDING THOSE IN NEED WITH HIMMAH



**Nottingham Forest Community Trust teamed up with Himmah, a local charity, to provide meals and food parcels to those in need throughout the school holidays. The collaboration has been focused on ensuring that no one goes hungry over the school holidays.**

The Community Trust has been able to extend our reach and provide even more meals, food parcels and essential items to those who need them most across Nottingham.

By working with Himmah to provide meals and food parcels to those who need them most across Nottingham. The holiday season can be a difficult time for many families, and we are committed to doing our part to ensure that no one goes hungry during this time.

This initiative is just one of the many ways in which the Nottingham Forest Community Trust is making a difference in the local community.



# FINANCIAL PERFORMANCE



2022 has been the 4th consecutive year of revenue growth as the Trust has continued to build on the delivery that it offers. It is pleasing to see this strength in revenue and surplus as we emerge from the turbulent times that 2020 and 2021 brought.

This performance and resilience have seen us grow not only financially but in confidence too as we continue to build and adapt our organisation to the ever-changing environments we operate within.

Our excellent 2022 financial performance is a testament to our agility, adaptability, and capabilities to get the job done, thanks to our team, partners and supporters and investors.

We are focused on achieving yet more growth and success in 2023 as we continue to build and develop as a trust and continue being a key part of the Nottingham and Nottinghamshire community.

**IQBAL SINGH SANGHERA,**  
**TRUSTEE**



**TOTAL REVENUE**  
**£2,383,285**





# KEY PARTNERS

Working with others highlights the importance of collaboration and partnerships in achieving large-scale impact within our communities. Prior to 2022 and beyond, we recognise and embrace the need for sustainable relationships on both local and national levels to maintain successful partnerships with private, public, and third sectors.

We acknowledge the strength of these partnerships in helping the Trust to evolve and improve our offerings as a community club organisation. Without the unconditional backing of our partners, we would be unable to provide comprehensive support through a diverse range of programmes, activities, and initiatives.





# LOOKING TO THE FUTURE

**2023 will see the Trust launch its three-year strategic plan and with that, outlining our short, medium, and long-term goals steered toward us by measuring and evaluating key criteria of our logic model resulting in a theory of change which will allow us to measure our impact and benchmark our success.**

Reaffirming our focus on delivering a positive impact and building stronger, more inclusive communities is essential, and dedicating time to working with individuals and groups to equip them with the tools and skills they need to improve their lives is a valuable initiative.

As an organisation, we understand the part we play in the local area and will look to innovate and develop our services and offerings allowing us to vitally engage with more people who need support across Nottingham and Nottinghamshire.

Over the next 12 months we'll continue to diversify and become more efficient operationally and build on our successes from previous years.

Retaining existing participants, adding value to their experiences, reaching new participants, and attracting new partners and investors will be crucial to delivering life-changing programmes.

Our relationship with Nottingham Forest Football Club is one of professionalism and understand of each other's needs, goals and we hope to continue and maintain this positive trend as the Club looks to

secure another season in the topflight and we, as a Trust deliver the work under the Nottingham Forest badge.

We will mark the launch of our strategic plan with three areas of focus: awareness, engagement, and fundraising. To position the Nottingham Forest Community Trust as a vital charity within Nottinghamshire and the Football League, we will embark on large scale campaigns. Through this, we will engage with key partners, organisations, and communities to achieve a deeper understanding of our objectives and to achieve trust, integrity and a reputation with everyone we engage with.

As a result of this approach, we aim to increase our unrestricted funds through multiple fundraising campaigns, which can be used to benefit our organisation and communities. We plan to accomplish this by sharing impactful stories that motivate individuals, groups, and organisations to support and donate to Nottingham Forest Community Trust.

The Trust will explore new funding streams and look to develop existing ones allowing us to raise additional funds to support new and current programmes and initiatives.









# A NOTE FROM THE CHAIRMAN

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The relationship between Nottingham Forest and our local community has always been a priority for the Board and ownership since the takeover of the Club in 2017.

Since that time we have strengthened the relationship with the Community Trust and have provided further support and funding to support its objectives.

We are rightly proud of the way in which this relationship has developed and the excellent work that the Trust has done within our community.

A key aspect of the Trust's work is to build partnerships within our City and County. We do this through collaboration with the Public, Private and Third sectors.

As ever it is difficult to highlight certain areas of the Trust's work for fear of excluding other important parts of its contribution. Accordingly, the list of special mentions is necessarily caveated for this reason. However, some of the numbers are so striking that I think they do deserve promotion.



We have engaged with 22,300 children through the Holiday Activities and Food Programme in partnership with Nottingham City Council.

We have engaged with 10,200 secondary school pupils through the Think Big tech programme in partnership with Ideagen.

We have engaged with 550 young people through 1-2-1 support via the City Centre targeted outreach work in partnership with the Nottingham Police, Violence Reduction Partnership and the Nottingham Business Improvement District.

We have welcomed 162 veterans to the Forest Forces programme. I am also delighted that the Trust's contribution has been recognised externally with the receipt of the Community Impact Award at the East Midlands Chamber Nottinghamshire Business Awards.

As I have already stressed these are simply highlights. The core work of the Trust continues to go from strength to strength. I am happy to recommend this report to you and confirm that the Club's continuing support for the Trust is assured.

**NICHOLAS RANDALL KC**  
**CHAIRMAN**  
**NOTTINGHAM FOREST FOOTBALL CLUB**







# NOTTINGHAM FOREST COMMUNITY TRUST





# SUPPORTING THOSE WHO NEED US





# CONTACT US

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