



Community Trust

**Inspiring, educating
& supporting our community**

Our three-year strategy

July 2023 - June 2026



Alison Warwood

On behalf of the Trustees and staff team at Stockport County Community Trust, I am proud to set out our new strategy which highlights the priority areas for the charity over the next three years.

The strategy has been developed through extensive consultation with our local community including individuals, Stockport MBC and other local charities and stakeholders and we are delighted by how much our partners have engaged with this process. This shows the connection and pride the community in Stockport has with its football club and the confidence our partners

have in the ability of the Club and its affiliated charity to make a real difference to the lives of those that need us.

The strategy sets out the way we intend to make a positive difference to people in Stockport and the surrounding area by building stronger, healthier, active and more engaged communities. It sets out our overarching mission, our priority areas and the strong values we have as a charity which will ensure our work is a success.

We are excited about the journey ahead and the life changing role that we will have

in Stockport over the next three years and look forward to working together as a strong staff team and Board of Trustees to bring this strategy to life.

Alison Warwood
CEO
Stockport County Community Trust



Mark Stott

I'm often asked by people why I bought Stockport County, and whilst my love of football was a key part of my decision-making process, it was the opportunity to be able to make a positive impact in my hometown which was a real driver.

Football is often described as a language, it helps to bring people together and it breaks down barriers, something which is easy to see when you watch two people from different backgrounds playing together.

It's football's unique ability to bring people together, empower change and inspire people which drew me to the club, the ability to not just deliver results on the pitch, but

deliver positive impact in the community which makes Stockport County so incredibly exciting.

Since officially becoming the club's custodian in March 2020, so much of the attention has been about the results on the pitch. County's return to the EFL in 2022 and then reaching the play-off final this season have created amazing memories which will last me a lifetime and make me so proud, but it's the wider work the club is able to do, and has been doing through the Community Trust which I hope will become a lasting legacy.

That's why I'm delighted for us to share this strategic framework for the Community

Trust's three year plan within Stockport. To be able to have a positive impact on people's lives through our unique position as a football club, being able to inspire future generations, and being able to bring people together to form lasting, meaningful relationships which support them for a lifetime is everything that Stockport County is about, and everything I hope the club and the Community Trust continue to do.

Mark Stott
Owner
Stockport County Football Club





**Community
Trust**

About Stockport County & its Community Trust

Stockport County has a proud history as a local football club since its formation in 1883. The club has always had a strong association with the town, situated in Edgeley at the heart of the community and benefits from a loyal and passionate fan base. The importance the club places on its position in the community was reiterated by Mark Stott, who when he bought the club in 2020 was clear that he wanted to create a platform through the club to deliver community and philanthropic programmes to support the people of Stockport.

Stockport County Community Trust was established as a registered charity in 2021 to help deliver this vision and to support the ambition to use football and the reach of the club to positively impact the local community and to address some of the key inequalities that exist within the town.



About Our Area



In developing a new strategy for Stockport County Community Trust, it is important for the charity to address the need for its work in a national, regional and local context. This includes taking into account some of the inequalities that have arisen within the area as a result of Covid-19, including health, social and economic inequalities and the ongoing impact caused by the cost of living crisis.

As one of the boroughs of Greater Manchester, there is currently a real buzz around Stockport. The town centre is undergoing a great deal of regeneration and

the surrounding villages and district centres benefit from some beautiful greenspaces and thriving local economies. In 2023, Stockport was named as one of the best places to live in the UK (according to The Times) and also named as the Greater Manchester Town of Culture. However, this sense of growth and regeneration is not felt throughout the town.

Stockport is currently the 5th most polarised borough in England regarding levels of deprivation, with wards such as Brinnington which feature in the most deprived areas nationally and areas such as Bramhall which is one of the least deprived wards nationally.

The latest census information from 2021 indicates that Stockport is becoming even more polarised than it was at the previous census.

There are some key inequalities which exist within the town which are having a negative impact on the population, with deprived areas having lower than average education, health and employment outcomes leading to significant inequalities when compared to similar areas across Greater Manchester. These include poorer levels of health and lower life expectancy, lower levels of physical activity and lower levels

of educational attainment leading to lower levels of employment. These inequalities affect the most deprived wards in Stockport more disproportionately than other areas locally. For example, men in Brinnington, die on average 10 years earlier than men in Bramhall.

Many areas of inequality are inter-connected leading to a continual cycle of deprivation. For example, people living in the most deprived areas of Stockport are often the least active which leads to poorer levels of health. Additionally, there is also a connection between health and education,

with those taking part in less physical activity often having lower educational attainment levels which leads to poorer employment prospects.

There is often an inter-generational cycle of deprivation, for example adults who may be unemployed and suffering from long term health conditions have lower aspirations for their children to be healthy or do well at school.

The work the Trust will undertake aims to reduce the impact of inequality and help to break some of the cycles associated with

living in areas of deprivation. This will fit in with work taking place across Stockport by the local authority and other voluntary and community groups as part of the One Stockport borough plan which sets out a vision for the area for 2030.

Our Mission

Using the power of **Stockport County FC** to make a positive difference by inspiring, educating and supporting **our community**.

Our Purpose & Aim

Our purpose is to provide opportunities to increase skills and wellbeing amongst our community to enable people to lead more positive lives by being,



More active



More healthy



More confident



More skilled



More aspirational



More engaged

Our Values

The programmes delivered by Stockport County Community Trust will be underpinned by our values.

We believe that:

We are CARING

we don't want to let people down and we care what happens to them.

We are BRAVE

and courageous in following our goals in order to make a difference.

We INSPIRE

each other and the people we work with.

We are PASSIONATE

about what we deliver and the impact we will make.

We are INCLUSIVE

in working with all the communities who need us and who want to be included.

We also acknowledge and value the history and heritage of Stockport County Football Club alongside the previous contribution made to the club by its community and fans.

Our Strategic Focus

The following four areas of strategic focus have been highlighted through our consultation process and discussions with key partners and stakeholders. The Trust has set itself some key objectives within each of these areas of strategic focus.

- 1. Increasing levels of physical activity leading to better physical health**
- 2. Improving wellbeing in our communities leading to better mental health**
- 3. Increasing educational attainment and skills**
- 4. Building stronger communities**

Through delivering our key areas of focus, we will also work to elevate the position of Stockport County within the town, with the aim of creating a strong fan base, increasing the use of Edgeley Park by the local community and drawing on the use of players to create strong role models.





1. Increasing levels of physical activity leading to better physical health

Help the local community to use physical activity to start well, to live well and to age well.

Key objectives

- Reduce levels of childhood obesity and improve the fact that 50% of children only undertake physical activity in schools and that 30% of primary school children are obese when they leave primary school.
- Help halt the age at which health declines for people aged over 50 which will help to increase life expectancy rates for people living in deprived areas of Stockport.
- Improve physical activity of people living with a disability or long term health condition.

2. Improving wellbeing in our communities leading to better mental health

Develop confident, empowered, engaged and resilient communities.

Key objectives

- Improve mental wellbeing of children and young people.
- Reduce social isolation amongst vulnerable groups including over 50s, veterans and people with a disability.
- Increase confidence and resilience across the community.

3. Increasing educational attainment and skills

Improve academic and vocational attainment and ambition, leading to better employment, economic prospects and life chances.

Key objectives

- Improve educational attainment of young people living in areas of deprivation within Stockport particularly where there are existing gaps such as reading and literacy.
- Increase economic and employment aspirations for children and adults within Stockport.
- Reduce the number of young people leaving school not in education, employment or training.
- Reduce levels of economic inactivity.

4. Building stronger communities

Celebrate and embed diversity and inclusion across all areas of the club, enable people to make better life choices and live in safer communities.

Key objectives

- Increase involvement in football from under-represented communities including diverse ethnic communities, people living with a disability and LGBTQ+ groups.
- Reduce anti-social behaviour within Stockport.
- Create opportunity to affect change in people's lives, especially those that live in areas of high deprivation.
- Contribute to an increased sense of pride in Stockport and places where people live in the borough.

Underlying Principles



There are a number of principles that Stockport County Community Trust have considered in developing a new strategy for the organisation. All programmes that the Trust delivers will be set against our eight underlying principles.

Addressing need

Programmes will be developed based on the need of the community and will be delivered where programmes are most required and where we can have the greatest impact.

Looking at where we are best placed

We cannot solve all social problems due to limited resources. We need to assess the programmes that we deliver with a 'so what' and 'why us' perspective as we may not always be best placed to provide direct support.

Link to the club

We believe that it is important that all activities should have a tie with the Stockport County club badge and/or Edgeley Park. We also want to use players as role models in the community.

Excellence

We want to be the best at what we do. We have to provide quality provision and be recognised for this.

Working in partnership

The club badge gives us a strong platform to help build support and awareness of other charities in Stockport who are making a difference to the community within Stockport. The success of the partnerships we can develop will be crucial to this. The Trust is committed to working with partners across the local authority, local and regional businesses and organisations in the voluntary, community and faith sectors.

Inter-generational approach

Our work will support communities across the generations from aged 5-95 (the ages of our current youngest and oldest participants).

Geography is important

Our key focus will be on work in Stockport, supporting the communities that need us the most.

Sustainability is important

We want to try and avoid one off or short-term activities, particularly with the projects we deliver. Where one off activities are organised, this should be aligned to a campaign or partner which can continue the work longer term.

Building Blocks to Success

Stockport County Community Trust has highlighted a set of building blocks that will need to be put in place to help the Trust achieve the impact it aims to have.

These include:



Staff



**Reviewing
Impact**



**Partners
& Stakeholders**



Funding



**Communication
& Media**



Staff

The Trust recognises that building a skilled and experienced staff team who are dedicated to making a difference in the community will be key to the success of the charity. The Trust will ensure that an appropriate staffing model is developed which meets the delivery needs of the organisation and that all staff are trained and have the equipment and resources required to enable them to do their jobs well. This includes ensuring safeguarding, equality and diversity, and health and safety underpin all activities.



Reviewing Impact

It is important to Stockport County Community Trust to be able to measure and evaluate the programmes it delivers, in order to show that it has made a positive impact to the lives of the local community. The Trust will also need to be able to report back to funders and sponsors the outcomes that have been met as a result of funding received. A full monitoring and evaluation plan will be put in place which will ensure we capture, measure and evaluate data we record to show the social value of our programmes. For example, to demonstrate how through the preventative work we have undertaken, how we have been able to save the NHS money in the future through reducing levels of treatment required.





Partners & Stakeholders

One of the underlying principles of the Trust will be to work with partners and stakeholders wherever possible to add value to different programmes. In order to achieve this aim, the Trust will develop a comprehensive list of local partners, setting out who they are and what they do, in order that we can signpost our participants to them when appropriate, and they can help advertise and promote the Trust's activities. This will help ensure we are embedded in local networks and become the club's main link with the voluntary, community, faith and social sector. This will also help the club to have a role in shaping and influencing key programmes within the local community.



Funding

Securing funding for Stockport County Community Trust will be essential in order for the Trust to deliver its ambitious aims for its work with the local community and to extend the programmes it delivers. The Trust will need to set out a funding and income generation plan setting out where it expects to receive funding from. The aim is to work towards a mixed economy of funding sources including income generated from sponsors, from grants and trusts, paid for activities and through income generated via the football club.



Communication & Media

In order to raise awareness of the work that is delivered by Stockport County Community Trust, a full Media and Communications Plan will be developed. This is important to help promote the activities taking place to the local community to increase programme attendance and to acknowledge the funding and support the Trust has received from sponsors, and other funders. The Media and Communications Plan will set out the methods the Trust will use to promote its activities and who will be responsible within the club and Trust for delivering the plan.





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