



Swindon Town FC **Community Foundation**  
Football in the Community

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Swindon Town FC  
**Community Foundation**

[www.stfcfoundation.com](http://www.stfcfoundation.com)



Swindon Town FC  
**Community Foundation**

# Trustee Annual Report & Accounts Summary

*1st January 2020 – 31st December 2020*



Main Sponsor



CHARITY NUMBER 1121820

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COMPANY REGISTRATION NUMBER: 06366200  
CHARITY REGISTRATION NUMBER: 1121820

**Swindon Town FC Community Foundation**  
**Company Limited by Guarantee**  
**Financial Statements**  
**31 December 2020**

**ELLIOTT BUNKER LTD**

Chartered accountants & statutory auditor  
61 Macrae Road  
Ham Green  
Bristol  
BS20 0DD

# Swindon Town FC Community Foundation

Company Limited by Guarantee

Trustees' Annual Report (Incorporating the Directors' Report)

Year ended 31 December 2020

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The trustees, who are also the directors for the purposes of company law, present their report and the financial statements of the charity for the year ended 31 December 2020.

## Reference and administrative details

<b>Registered charity name</b>	Swindon Town FC Community Foundation
<b>Charity registration number</b>	1121820
<b>Company registration number</b>	06366200
<b>Principal office and registered office</b>	Foundation Park County Ground Lane Swindon Wiltshire SN1 2FD UK

## The trustees

J M Spearman  
K S Fraser  
C Brown  
M R Cook  
W Craig  
M Gow  
A Wilkins

## Auditor

Elliott Bunker Ltd  
Chartered accountants & statutory auditor  
61 Macrae Road  
Ham Green  
Bristol  
BS20 0DD

## Bankers

Bank of Scotland Plc  
  
The Co-operative Bank Plc



# Swindon Town FC Community Foundation

## Company Limited by Guarantee

### Trustees' Annual Report (Incorporating the Directors' Report) *(continued)*

Year ended 31 December 2020

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#### Structure, governance and management

##### Governing document

Swindon Town FC Community Foundation is a charitable company limited by guarantee, incorporated on 10 September 2007 and registered as a charity on 4 December 2007. The company was established under a Memorandum of Association and is governed under its Articles of Association. In the event of the company being wound up members are required to contribute an amount not exceeding £10. The registered name of the charitable company was changed from Swindon Town Football in the Community Trust on 12 March 2019.

##### Appointment of trustees

The trustees who are directors for the purpose of company law and trustees for the purpose of charity law, who served during the period and up to the date of this report, are set out on page 1. The number of trustees shall be not less than three but (unless otherwise determined by ordinary resolution) shall be no more than twelve. New trustees are appointed upon the recommendation of existing trustees. One third of the trustees must retire at each annual general meeting and offer themselves for re-election. It is relevant and appropriate to appoint trustees who represent a true cross section of the community and reflect its diversity, and the current Board of Trustees includes representatives from business, the Football Club, education, human resources and financial and legal organisations which together enhance the credibility and status of Swindon Town FC Community Foundation.

##### Risk management

The trustees regularly review and assess the procedures and formats for risk assessment to ensure that they continue to meet the needs of the Foundation to fulfil its responsibilities.

Due to the nature of the work, the Foundation never underestimates the importance of safeguarding or its responsibilities to safeguard the welfare of every child, young person and vulnerable adult who has been entrusted to its care. It is fully committed to working to provide a safe environment for all participants.

Every child, young person or vulnerable adult who plays or participates in sport with the Foundation should be able to take part in an enjoyable and safe environment and has the right to protection from abuse and exploitation. This is why the Foundation works to ensure that safeguarding is the responsibility of every adult in the organisation. To ensure that safeguarding is paramount across the Foundation, the aims are as follows:

- All participants, whatever their age, culture, disability, gender, language, racial origin, religious belief and/or sexual identity have the right to protection from abuse.
- All suspicions and allegations of abuse and poor practice are taken seriously and responded to swiftly and appropriately.
- All staff are recruited and checked in accordance with safer recruitment processes.
- All staff, paid and volunteers, working for the Foundation have a responsibility to report concerns. All staff are given the appropriate level of training to deal with situations which may occur and have the support required to report their concerns or suspicions.
- All staff working with children and vulnerable adults are accredited as necessary and all coaches and volunteers are appropriately qualified and checked through the Disclosure and Barring Services (DBS).

##### Organisational structure

Day to day responsibility for the charitable activities rests with the Head of Foundation Jon Holloway who holds a UEFA 'A' Licence coaching qualification as well as studying a Business HND. He is supported by Shane Hewlett, the assistant Head of Foundation.

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# Swindon Town FC Community Foundation

## Company Limited by Guarantee

### Trustees' Annual Report (Incorporating the Directors' Report) *(continued)*

Year ended 31 December 2020

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#### Objectives and activities

The Foundation's objects are to further and assist in the education (on a social and physical basis) of children and adults within Swindon and surrounding areas, without reference to race, sex, creed or social background, through the use of the game of football (including its history and rules) and other ancillary sporting activities as educational tools and in furtherance of that object to provide in Swindon and surrounding area facilities for meetings, lectures and classes for the benefit of such children and so that they might grow to maturity as individuals and members of society and so that their conditions of life may be improved.

The trustees confirm that they have had regard to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing the Foundation's aims and objectives and in planning future activities.

Swindon Town FC is one of 72 league clubs with a community programme affiliated to the English Football League Community Trust, delivering sporting and social opportunities to people within their communities. Swindon Town FC Community Foundation was founded in 1991 as Swindon Town Football in the Community under the guidance of former Swindon Town player Leigh Barnard. Jon Holloway took the project over with Clive Maguire in 1996, transforming and growing it into the thriving organisation it is today. It delivers football and multi sports-based programmes within Swindon and the county of Wiltshire, and endeavours to deliver and increase participation for people from 2 - 82 years of age. Under the guidance of the English Football League Trust, the delivery is designed to meet the four key themes of: Sports Participation, Education, Social Inclusion and Health. The Foundation, with the support of its local partners, continues to engage with over 30,000 participants on an annual basis.

The Foundation's Charter sets out its vision, mission and core values:

#### Vision

'Where People Matter' is the fundamental consideration in helping people achieve their goals by taking part in quality and innovative programmes which focus upon their needs and requirements.

#### Mission

To deliver a wide range of programmes in Swindon and the surrounding areas. These programmes are delivered with the aims of engaging, participating and achieving by increasing sports participation, whilst looking to increase the allegiance between the local community and their local professional football club.

#### Core values

1. Delivering professional, quality, safe and affordable programmes.
  2. Listen to the views of children, young people, adults and our partners.
  3. Provide excellent communication and customer care.
  4. Offer opportunities for all participants to be empowered to achieve their goals.
  5. Invest in and support staff to develop.
  6. Make a difference.
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# Swindon Town FC Community Foundation

## Company Limited by Guarantee

### Trustees' Annual Report (Incorporating the Directors' Report) *(continued)*

#### Year ended 31 December 2020

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##### **Achievements and performance** *(continued)*

The Foundation works closely with a number of key partners, including Swindon Town FC, the EFL Trust, the Premier League, the PFA, Swindon Borough Council and the Wiltshire Police and Probation Services. It also receives financial support and donations in kind from commercial sponsorship opportunities including sponsorship from the Intel Corporation Solutions. Swindon Borough Council has supported the Community Programme since the early 1990s through the Community Initiatives Fund and continues to support the work undertaken by the Foundation.

##### **Achievements and performance**

##### **A Review of 2020 - Statement from Jon Holloway - Head of Foundation**

2020 is a year that will go down in history, although for the STFC Community Foundation its historic nature was secured on January 2nd, with the opening of Foundation Park. We had taken up residence in the facility in December 2019, but on January 2nd the building was officially opened to the public by Nicky Alberry and John Trollope, who had both broken the ground at the site in January 2019. They, along with 150 invited guests congregated in the Nigel Eady Suite, for speeches from Kirsteen Fraser, Jon Holloway, and a blessing from Club Chaplain Simon Stevenette.

We then gathered outside the facility, on the slightly gloomy and windy afternoon, where Nicky and John cut the ribbon, and officially opened our fantastic new home. From then, until the end of March, it was amazing to see our participants coming through our doors and using the facilities that we were now able to provide for our community. Sadly, global events meant that we have had to close the doors to Foundation Park for the time being, but as this report shows, we haven't faltered in our commitment to serving our community, and delivering first-class community sports programming. We hope that this review of our projects over 2020 gives some insight into all that we were able to achieve during this difficult time. We look forward to a time when we can open our doors and welcome our community back to Foundation Park once again.

Our current developments and activities include the following:

##### **Education**

Education is a cornerstone of the Foundation with football being used as a tool for inspiring inside and outside the classroom; whether through the C6 further education programme, coaching delivery, after school clubs, teacher CPD or PPA cover.

##### **Free In-Schools Coaching:**

We currently deliver an in-schools coaching programme with schools across Swindon and the surrounding areas to ensure that children are given the opportunity to participate in sessions, regardless of their ability. This project also allows us to create positive relationships with schools, which in turn could lead to us setting up after-school clubs and other community initiatives.

##### **Football Education Programme:**

We are continuing to work in partnership with Commonweal C6 recruiting students for our Football Education Programme, which commenced in September 2016, through interviews, physical trials and open evenings. The Foundation delivers the coaching and football elements and Commonweal C6 oversees all educational delivery.

As part of their involvement in the Commonweal C6 programme, both girls and boys are given the opportunity to compete in competitive matches in the Community and Education Football Alliance League, and Category 1 of the English Schools League. Alongside the opportunity to gain a full-range of A-Level and Vocational qualifications, students are also granted the opportunity to train with professional coaches, gain coaching qualifications themselves, as well as competing against other professional football clubs from around the country.

On the pitch, this was the most successful year since the commencement of the Football Education

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# Swindon Town FC Community Foundation

## Company Limited by Guarantee

### Trustees' Annual Report (Incorporating the Directors' Report) *(continued)*

#### Year ended 31 December 2020

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##### **Achievements and performance** *(continued)*

Programme, with our four squads winning a total of four trophies. This included League titles for the first team, third team and the ladies - who also completed the double, by winning the CEFA national cup at St George's Park. Such was the strength of our programme that our first team also achieved the title of CEFA national cup runners up and reached the last 16 of the ESFA Cup, winning a total of 13 games to get to those latter rounds. The second team also reached the ESFA B-cup semi-final and were heartbroken when they conceded a last-minute goal in extra time to lose 2-1. These achievements ensured that STFC C6 became the most successful Football Education Programme throughout all of the CEFA leagues, which is an impressive feat considering there are over 70 clubs involved. Our strong relationship with The Commonwealth School has grown over the years, and academically all of our students have achieved their preferred outcomes, taking their next steps into apprenticeships and university placements. Lani Dickinson and Ben Paul were the latest two players to head off to the US on a football scholarship, joining former STFC C6 players such as Sophie Roberts, Mia Mugford, Chantelle Scott, Mark Whyte and Callum Rochester.

Despite the lockdown, the league successfully started again this season in September 2020, with all four teams remaining unbeaten in their respective league programme. The aim of all the teams is to win all four divisions this year and despite some early exits in the cup for the third team and the ladies' team, we are still on course for another amazing season. Because of the success on and off the field we have been able to attract a high calibre of players, interested in joining the programme for the 2021 - 2022 season. In December 2020 we were delighted to interview over 50 students to get a head start on all of the other sports education providers. It has to be said that the players we interviewed were undoubtedly the highest standard academic profiles that we have seen within our Education Programme. With further interviews and trials in January, we have every confidence that 2021 could be our best year yet.

Finally, we could not complete a review of 2020 without mentioning Hannah Peachey. Hannah started on our Foundation Development Centre programme at the age of 5, and progressed through the age groups and then into our Girls Centre of Excellence. After deciding to join C6 Hannah also took up a coaching and reception position within our Community Foundation. Throughout her years with the Centre of Excellence, Hannah has travelled to Barcelona, Sweden and the USA but saved her very best moment for the CEFA Cup final. With the score tied at 2-2 against Sheffield United, Hannah struck a last-minute wonder strike from 35 yards to win the game and bring the trophy back to Swindon, in a moment that will live long in the memory of everyone who was at St. George's Park that day.

##### **After School Clubs:**

From January to March our After School Clubs were up and running as normal, with 26 schools having clubs running on a variety of different days of the week. Our top After School Clubs were Croft, Orchid Vale, Haydonleigh, Lawn and Wanborough Primary Schools with over 20 participants on each course, which was a huge success.

Once the first lockdown was in place leading to school closures our After School Clubs had to stop until further notice. Then, by the time we were permitted to begin our Safe Return to play, the school year had ended, so we weren't able to restart any of the After School Clubs until the new school year had started.

To maintain our engagement with After School Club participants, we redirected them to Foundation Park to join one of our Development Centres. It was fantastic to see some familiar faces from our School Clubs at Foundation Park, as it had been over 3 months since we had last seen them. It was so important to have sessions open to our participants because with even a short time away from football, their ability and fitness levels decrease rapidly, so after three months this was having a real impact. But that aside, it was vitally important that the children were able to have some structured football sessions to help maintain their mental and social fitness. It was plain to see the effect on the children, as they were able to get active, see old friends, and make new ones at the Development Centre.

In the new school year our partnerships with schools needed to be rebuilt, and we were delighted that Longleaze, Wanborough and Seven Fields all got in early contact with us about starting the After School Club

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# Swindon Town FC Community Foundation

## Company Limited by Guarantee

### Trustees' Annual Report (Incorporating the Directors' Report) *(continued)*

#### Year ended 31 December 2020

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##### **Achievements and performance** *(continued)*

again, albeit with new COVID safe protocols in place. After communicating with more schools about the idea of restarting the After School Club again, a few were happy to get discussions moving and some even requested additional PE provision. This was good because although the environment makes it difficult to return to our full complement of 26 After School Clubs, building stronger relationships with schools is what will enable us to achieve this.

##### **Premier League Primary Stars:**

We have continued to be successful in our delivery of the Premier League's Primary Stars programme, which replaced their School Sports programme from September 2016. The programme provides structured football and PE sessions in schools with the additional objective of improving the skills of teachers during this process. Additional elements of the programme now encompass literacy, numeracy and citizenship for primary aged children. The year started with practical PE delivery taking place in five of our partner-schools, supporting ten teachers, and engaging with over 295 pupils. Out of the ten-week block of delivery, nine lessons were completed before delivery was halted by the first national lockdown.

Alongside the PE lessons, targeted interventions in the core subjects of Maths and English were delivered at Wanborough and Mountford Manor Primary Schools. These focused on small group work with pupils who were underachieving academically, in order to offer them additional support outside of the classroom environment. In February, the Foundation delivered a Teacher CPD workshop on 'Arrival Activities' and 'Differentiation in PE' which was supported by Ben Merry from the FA PE Unit. A total of twelve teachers attended the event which was designed to support them in delivering high quality PE.

When the first lockdown occurred, there was a need for us to react creatively to the situation, so delivery was quickly adapted to a digital format with educational content being shared both on social media and directly to schools to engage primary school children in activity. As well as sharing resources from the Primary Stars website, the Community Foundation also developed original content such as the Maths code-breakers. In April, the Foundation launched a social action project titled 'Spreading a Little Happiness'. Primary school children were asked to send in pictures and messages to promote the importance of remaining positive. These messages were distributed to vulnerable people in the community who were shielding from the virus, when we were supporting the council with food deliveries.

As the lockdown restrictions were eased in June, we were able to return to delivery at Orchid Vale and Wanborough Primary School, delivering PE lessons to Year 1, Year 6 and the children of key-workers. This was important to ensure children were remaining active and getting some PE, and also allowed us to support our partner schools in a different way.

Across 2020 as a whole, flexibility has been required within the delivery plan, and although we were able to adapt the programme to the extent of our abilities, some events were not able to go ahead as planned. For example, we had organised three competitions to take place in November, but due to the restrictions these unfortunately had to be cancelled. However, we are constantly amending and adjusting as we plan for the next year, to ensure that none of our partners miss out on any part of the programme.

##### **Health and Fitness**

##### **Health and Fitness for the Over 60s - Extra Time:**

The Foundation provides opportunities for retired and semi-retired men and women over the age of 60 years, to try out different sports, at some of the best venues in and around Swindon on a weekly basis. As well as the sports and activities, we also offer a really important social activity, by providing our groups with teas and coffees at the end of each session.

Despite the way 2020 has gone, this year's Extra Time has been extremely enjoyable, and has been a year where we have been able to assist in many of our participants going outside of their comfort zones and learning many new skills, in a comfortable and safe environment. During the year, the Extra Timers have learnt to use

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# Swindon Town FC Community Foundation

## Company Limited by Guarantee

### Trustees' Annual Report (Incorporating the Directors' Report) *(continued)*

Year ended 31 December 2020

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#### **Achievements and performance** *(continued)*

Zoom, have tried new activities they haven't played before and supported each-other by hosting quizzes and virtual activities during the months of lockdown. This has really illustrated what a great atmosphere there is within the group, and shows that all members care about each-others health and well-being, which is key to what this group is about.

Our highlight of the year would have to be the first set of meetings during the Summer months following the lockdown, when we set off in groups of 5/6 people around the local area. This was the first time the groups had seen each other (or anyone) in a very long time and enabled them to socialise and keep active safely.

Following the government guidance relating to meeting in public spaces, we took the decision to host all Extra Time sessions from Foundation Park. This also enabled us to have complete control over safety and COVID prevention measures. Because of the age of the participants, we did not take the risk lightly. Making the change has enabled us to introduce a range of new activities and provide an opportunity for physical activity and social interaction to a group that needs it the most.

This July, our Extra Timers joined up as one at Lechlade's The Trout Inn for some rowing and a picnic down by the River Thames. Every summer the groups meet up and enjoy a barbecue and activity, and this is the first year the group have tried something new and different for their annual activity. Some of our Extra Time participants who met at the sessions, are now members at some of our sporting partners, such as Supermarine Bowls Club and Swindon Croquet Club, showing that our group provides additional benefits to our participants.

#### **Walking Football:**

As part of our commitment to providing opportunities for everyone in our community, we are pleased to be able to offer a slower paced, non-contact version of the beautiful game. Specifically designed for men and women aged 50 years or more, our walking football sessions are also suitable for people who may have had mobility, fitness or health problems which has prevented them from playing a faster paced game. Walking football reopens the door to players who have previously retired from competing in the sport, as playing the game at a walking pace reduces the chance of falls and injury, but is still a fantastic way to keep fit, and meet new and like-minded people.

In May of this year, we received funding from Sport England to launch the first Walking Football League in Wiltshire, based in Central Swindon. At this stage we were in the middle of the first lockdown, but this exciting news gave us and many other people within Swindon a vision of what we would be doing once the lockdown was over. On the 20th and 27th August 2020, we held our first two Walking Football taster sessions, which saw over 20 players come and enjoy the sport for the first time. It was a great couple of sessions, and built the foundation for new teams to join the league, as well as allowing us to reflect on how we could improve the sessions.

We officially started weekly fixtures on Thursday 10th September, with teams from Highworth, Cirencester and Swindon taking part in the fixtures. Over the first few weeks we saw the league grow with more teams joining and showing an interest about getting involved. This put us in a good place leading up to the November lockdown, which halted play for just over a month.

Due to circumstances beyond our control, the early phase of the league saw a shifting line-up as some teams were forced to drop out, but they were soon replaced as new teams joined. By December, we had reached our target of eight teams, with over 60 players under the lights here at Foundation Park. This full complement allows us to run four matches concurrently, utilising the entire pitch. We finished the year with the first Foundation Park Walking Football Christmas Competition, which took place over two weeks with a qualifying week, and a finals week. This tournament was won by Croft FC and FFIT 12, and all teams are looking forward to when competitive fixtures can begin in the new year.

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# Swindon Town FC Community Foundation

## Company Limited by Guarantee

### Trustees' Annual Report (Incorporating the Directors' Report) *(continued)*

Year ended 31 December 2020

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#### Achievements and performance *(continued)*

##### **Football Fans in Training:**

No-one could have predicted what was to come in 2020, but despite the challenges that we all faced, we were still able to deliver our successful Football Fans in Training Courses for men and ladies. The year started promisingly, and it was amazing to be able to deliver our first course at Foundation Park for the very first time having delivered the course at the County Ground, previously. From a practical point of view, this gave us the ability to set up prior to the sessions, making the delivery of the sessions so much easier, but also it allowed us to feel even more that this was our project, and something we are incredibly proud of. As on our previous courses, STFC legend John Trollope made a guest appearance at our first course at Foundation Park, something which is always well received by the FFIT participants. John Trollope's inspirational talks always contain motivational messages about his journey as a footballer and the commitment, sacrifice and focus that he showed through his life and career, which are all key elements for success on the FFIT programme.

Lockdown came and the challenge initially was to stay connected, and transitioning from face-to-face delivery at the end of January to running the courses virtually in just a few months, was certainly an educational experience - not just for the participants, but also our delivery staff. Our delivery staff remained ever present, every week to ensure that both the ladies and men's group stayed focused. From group fitness challenges to healthy eating recipes from around the world, the sessions were fun, positive and most importantly gave everyone a focal point each week.

In September we were delighted to be given the go ahead by Public Health Swindon to welcome two new cohorts for another course of Football Fans in Training. This was the thirteenth group for men and the sixth for ladies, which saw us restricting numbers to 18 per course, due to the COVID-19 pandemic. This course also ended up having four weeks' worth of virtual delivery, due to the November lockdown, and we were delighted to receive support from the STFC Supporters Club to purchase a higher-level subscription of Zoom, to enable us to deliver more effectively. This ensured that there was not a detrimental effect on the delivery of the course, and numbers were maintained in preparation for the return to social distanced in person delivery in December.

We are very grateful to all of the volunteers who supported FFIT over 2020. Keith, Phil, Rich, Sally and Tracy were ever present either face-to-face or virtually, for both the ladies' and the men's programmes. All of these volunteers are former participants of the FFIT Programme, and have since become an integral part of our delivery team. These volunteers can really relate to the participants as they have personally completed the course and have continued to lead a healthy lifestyle, and we are very fortunate to have these ambassadors, or 'legends', to inspire future participants.

#### **Sports Participation - Courses and Packages**

##### **Holiday Development Camps:**

Our holiday courses are one of the cornerstones of the Foundation's commitment to providing access to professional level coaching.

With the stop-start year that we've had, the Holiday Courses have been a real highlight, with all of the courses that we were able to run selling out. In February we were able to run a very successful course, with participants having the opportunity to have fun and enjoy themselves throughout the three days. This was, of course, the last course we were able to run with any sense of normality. The lockdown meant that we were forced to skip our Easter and Whitsun courses, but as the lockdown ended and Summer began, we were able to implement our new 'Safe Return to Play' protocols, and host our summer courses in a safe and healthy environment, albeit with reduced numbers.

Our planning and preparation before the summer courses allowed every participant to feel safe at Foundation Park. We used our social media to demonstrate that we had the correct protocols in place, giving parents confidence to book their children on to our courses, knowing they were in a controlled and safe facility for the duration of the course. With the courses at half capacity, we were in the uncomfortable position of having to

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# Swindon Town FC Community Foundation

## Company Limited by Guarantee

### Trustees' Annual Report (Incorporating the Directors' Report) *(continued)*

#### Year ended 31 December 2020

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##### **Achievements and performance** *(continued)*

allocate bookings on a first come, first served basis. All of the five weeks were sold out with a week to go, and we implemented a waiting list in the event of any cancellations.

Throughout the summer our coaches showed fantastic professionalism on what was a tiring and hot six weeks. This could have taken its toll on our coaches, but everyone in the team pulled together and made sure every participant was comfortable and happy, whether they were on week one or week five. The courses in the summer used the carousel model, which had worked well in the early stages of our 'Safe Return to Play'. Each group were challenged with different sessions throughout the day, that developed their skills in passing, dribbling, control, competitiveness and agility. This enabled them to enjoy different elements of the game throughout the week.

In October we ran a successful 2-day Elite Camp and a 3-day Development Course in what was, in contrast to the summer, beset with wet and windy weather. Again, the professionalism of the coaches was exceptional, and we were able to provide a fun and exciting week for all the participants.

During December we ran a different kind of Holiday Course, targeted towards children from deprived areas of Swindon, helping them to stay active and healthy, as well build confidence during the Christmas break.

##### **Player Pathways - Foundation Centres:**

Available for 2-year-olds and above, the centres are designed to create a fun and safe environment where players can develop their skills and talented youngsters can be identified for the pathway to the Elite and Advanced programmes. They provide structured sessions devised to improve a child's football skills, as well as their balance, coordination, team work and listening skills as well as the opportunity to have fun, meet people and keep fit. The programme gives many children their very first experience of participating within a professional football coaching session, and the emphasis is on the children learning and developing within a safe and fun environment. There is a wide variety of Foundation Centres within local leisure centres throughout Swindon and the county of Wiltshire.

2020 has provided many challenges for our weekly Foundation Centres, but has also provided us with many opportunities to exercise our creativity. The year started with us delivering many Foundation Centre fixtures alongside the regular weekly sessions. These fixtures are something we have been doing for just over a year now and provides many players with a unique opportunity to experience competitive football that they would not get elsewhere. We also delivered our first Friendship Through Football tournament, an initiative to help encourage new participants along to Foundation Park. The day saw over 100 participants aged 5-11 years attend and proved a great success.

After the global pandemic hit in March, all Foundation Centres had to temporarily cease, however we stayed in contact with our participants through social media, making challenge videos and holding competitions. After the lockdown ended, and as soon as we were able to, Foundation Centres re-commenced in a small-group carousel format, which enabled us to work on players' individual technical attributes, as well as allowing them to see their friends for the first time in a few months. This format proved a great success and continued for just over a month, when the announcement came that team sports were once again able to re-commence.

Since September, numbers have continued to grow, despite other COVID related interruptions, and we truly feel that this is down to the reaction and work produced during the pandemic. The fact we remained in contact regularly with parents and participants and offered online learning for players has clearly gone a long way with our participants.

##### **Girls Only 6yrs - 16yrs:**

Although girls are more than welcome at our Youth Foundation Centres, we also appreciate that some girls feel more comfortable playing and training in a girls-only environment. As a result, we are happy to offer our Girls Only Youth Foundation Centres, which take place at Foundation Park and Great Western Academy.

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# Swindon Town FC Community Foundation

## Company Limited by Guarantee

### Trustees' Annual Report (Incorporating the Directors' Report) *(continued)*

#### Year ended 31 December 2020

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##### **Achievements and performance** *(continued)*

Our Foundation Centres are a great way of learning new skills and techniques in a safe environment, with an emphasis on development and fun. The Girls Only Foundation Centres offer all the same opportunities for improvement, as well as the same potential for advancement to teams such as our Girls' Centre of Excellence. All our coaches are FA Level 2 qualified and have extensive experience of working with girls.

We run three Girls Only Youth Foundation Centres:

- 6-8 years at Great Western Academy
- 8-10 years at Foundation Park
- 11-15 years at Foundation Park

##### **Invitation Only Development Centres:**

The Foundation's coaches look out for and try to identify players with talent or potential regularly. These players must also show a good attitude and a willingness to learn within our sessions, in order for them to attend these sessions.

These sessions are available to members of our Girls Centre of Excellence and our Advanced and Elite Boys squads, therefore the ability and talent within the sessions are very strong, providing children with further opportunity to improve their game.

Our Youth Foundation Invitational Centres take a similar format to our Junior and Youth Foundation Centres, but with the advantage of training with players at a similar or stronger level, providing more challenge.

##### **Boys Advanced and Elite Teams:**

Amongst those players who have stood out in our Youth Foundation Invitational centres, some will be further invited to trial for our Boys Advanced Programme.

Our U7s to U14s in the Advanced Programme participate in weekly sessions, and players can choose to continue to attend the Invitational Development Centres to supplement their training. Coaches work closely with the players to develop key skills on and off the ball, as well as being able to focus more closely on tactics and game-play, in preparation for their competitive fixtures. Matches predominantly take place in school holidays, so players can continue to play for their local clubs, as well as attending our Advanced Sessions, and Youth Foundation Invitational Centres, if they should so choose. The Advanced Programme also forms a part of our player path-way, with the team feeding into our final step, the Boys Elite Programme, from which players are often drafted into the STFC Academy.

As the final step on the player pathway, the Foundation delivers Elite level coaching for a number of players, selected through a trial process. The Elite level consists of players aged from U7s to U16s. The sessions take place once a week, and allow the coaches to work closely with the talented youngsters around developing their touch on the ball, spatial awareness and tactical knowledge of the game. Matches predominantly take place in school holidays, so players can continue to play for their local clubs, as well as attending our Elite centres. Although the COVID pandemic was a significant factor in how we were able to deliver the Elite and Advanced programmes this year, they were of great success. The year began with the invite-only holiday course and competitive fixtures away at Ipswich for both of our squads. The much longer trip away from home saw an opportunity to compete against another professional club, but also gave our aspiring players an understanding of the 'hard yards' around the game. The players turned up, in their numbers, determined to impress and it can be safely said they were a real credit to their parents and the Foundation.

During the pandemic, our coaches posted daily videos on our social media platforms. This was of paramount importance, ensuring some form of challenge/physical activity was provided to our participants. In addition, the engagement was essential for our young players' mental health and well-being. With on-pitch delivery being prevented for a large part of the year, the opportunity provided a real learning experience for all our staff, broadening their existing skills set.

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# Swindon Town FC Community Foundation

## Company Limited by Guarantee

### Trustees' Annual Report (Incorporating the Directors' Report) *(continued)*

Year ended 31 December 2020

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#### **Achievements and performance** *(continued)*

As we entered our 'Safe Return to Play' period, our Elite and Advanced participants were invited back to Foundation Park, under strict new safety protocols to ensure social distancing was maintained. Despite the new restrictions, the players were naturally excited to be back, ready to show their skills and socialise in some capacity. The coaches planned and delivered socially-distanced sessions, and our participants were able to continue attending from June all the way through to the end of the year, going some way to make up for lost time.

#### **Girls' Centre of Excellence:**

During the February half term, our Girls Centre of Excellence teams played in their first set of fixtures at Foundation Park, with some of our teams hosting Cambridge United and Arsenal, whilst the rest of our age groups travelled to Peterborough. Just before the country entered into the first national lockdown, we were also able to host the Utilita Girls Cup Regional finals at Foundation Park. This was a fantastic opportunity to welcome teams from Plymouth Argyle, Cheltenham Town, Leyton Orient and Wycombe Wanderers.

Throughout April and May whilst the country was in national lockdown and our players were unable to train, we held zoom meetings with all of our Girls Centre of Excellence teams. These allowed us to remain in contact and keep our players engaged with their teammates and consisted of quizzes for the players to get to know each other better.

From Monday 15th June we began our 'Safe Return to Play' for our Girls Centre of Excellence players, welcoming back each team and working in small groups of four or five players. These socially distanced sessions concentrated on ball control, agility, passing and shooting, allowing coaches to be able to focus on individual techniques. Whilst these sessions continued for our Centre of Excellence players in July, we were also able to welcome back some of our Foundation Centre participants to also take part in socially distanced sessions. It was great to be able to open two girls only groups and fill them with players who had previously attended our sessions as well as some new participants.

For the first time, we continued our Girls Centre of Excellence sessions throughout August, giving them a chance to catch up on the time they had missed. During this time, we also invited new players to trial for our teams. As we were unable to hold open trials in July this year, it was important to take the opportunity to progress players from our programmes within our pathway. This led to ten players joining from our Girls Only foundation centres and holiday courses.

#### **Team Club:**

Between January and March, Swindon had seven Saturday home fixtures where our Saturday Team Club project was delivered. Across this time a total of 526 children and parents attended the project, from a total of 20 grassroots football clubs. The highlight of this period was the Exeter game which saw three clubs attend Swindon's biggest home attendance of the season for a top of the table clash.

At the beginning of March, the project had to be suspended due to the lockdown restrictions and fans not being able to attend the County Ground. At the time of the announcement, we had a further 360 participants booked on to attend a matchday. These groups were contacted with some requesting a refund on the moneys they had already paid, with some choosing to hold the money for a future game.

With the current restrictions in place the Team Club project sadly still hasn't been able to restart and it is looking unlikely that grassroots clubs will be able to attend the Matchday experience this season. Plans are starting to be made looking ahead to the 2021/2022 season where we hope the project can return.



# Swindon Town FC Community Foundation

## Company Limited by Guarantee

### Trustees' Annual Report (Incorporating the Directors' Report) *(continued)*

Year ended 31 December 2020

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#### Achievements and performance *(continued)*

##### Social Inclusion

###### Super Robins:

In a year that has provided challenges for many, people suffering with mental health have needed that extra support to help each other through the pandemic. With regular Zoom Calls and active communication via WhatsApp, the group held together and supported each-other through this difficult time.

In June 2020, it was the Super Robins that acted as our 'guinea pigs' for our safe return to play, being the first group to return to activity. The sessions were organised in a carousel format and focused on their technical skills and abilities, such as dribbling, shooting and various skills. When we were permitted to loosen the restrictions, and allow play to return to normal, the participants were able to play matches again for the first time in a number of months.

A big change for the team this year, came in their rebranding as the Super Robins. For a long time, they had been known as the 'Swindon Mental Health Football Team' and it was long overdue that they had their own identity. They were given the opportunity to give themselves a name, and once the Super Robins was decided on, a brand-new badge was designed for them that they can wear and be proud of. October 10th was World Mental Health Day, which saw us host a question-and-answer session with Anthony Grant, Joel Grant and Noel Hunt. The three professionals spoke about how mental health affects them in a game and how they cope with it daily, which was extremely beneficial for the group, and the event received coverage from Sky Sports. The group also received their new team track-tops on this day, which further gives the team a sense of identity and brings them together.

###### Pan Disability:

We started the year with 15 participants signed up to the weekly course at St. Joseph's Catholic College. These sessions were in the format of multi-sports sessions with an emphasis on fun and being connected. These sessions were able to run between January and March until the first COVID lockdown was introduced on 16th March, meaning all sessions had to stop. During February half-term, we were able to hold a multi-sports holiday course, which 20 participants attended. During the lockdown, we remained connected with participants from our Pan Disability sessions by delivering them a Swindon Community Foundation branded snood. This was a great way to catch up and check on their wellbeing.

In September, we were able to successfully restart our Pan Disability sessions, ensuring strict COVID protocols were in place to maintain the safety of this vulnerable group. These COVID procedures also led to adaptations with how the multi-sports holiday course was delivered, to allow for additional cleaning, with 2 courses being run each week - one in the morning and one in the afternoon. The year ended with twelve participants back to attending the weekly multi-sports session, and the aim moving forwards will be to try and expand the group by encouraging new participants to attend.

###### Onside:

During the summer holidays we ran our third iteration of Onside, our education programme for younger teenagers. Participants are referred to the project by social services and family services. It was highly beneficial to the participants that we were able to provide them with an outlet, whilst there weren't many other opportunities due to the pandemic. We had ten boys and girls attending twice a week over the holidays and they thoroughly enjoyed it, making new friends, getting some exercise, and completing educational tasks and modules.

A testament to the programme is that we have had previous participants of Onside going on to join our Foundation Centres. Before the second Lockdown we were one week into the fourth Onside, which was a positive as it gave our new participants an insight into the programme and what they can expect from the course when we get back up and running with it. We were also able to make a few of our participants Christmases, as we received a number of gift boxes which were donated by Nationwide staff. These were

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# Swindon Town FC Community Foundation

## Company Limited by Guarantee

### Trustees' Annual Report (Incorporating the Directors' Report) *(continued)*

Year ended 31 December 2020

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#### **Achievements and performance** *(continued)*

distributed as Christmas presents, in the week leading up the day itself. It was amazing to see the faces of our participants and how excited they were when we delivered the presents to them.

#### **DS Active:**

Our DS Active participants have been some of the worst affected by the pandemic. As soon as the lockdown was announced, the participants had little choice but to self-isolate in order to shield from the virus, as the vast majority had underlying health issues. It was also less straight forward to remain in contact with the participants than it might be for some of the other groups, as it can be difficult to hold the participants' focus and attention over a phone or a computer. That being said, since the first lockdown we have maintained regular Zoom contact for those who want it, but we have also run challenges and exercises for them to try on their own. The team created their own skills video, and one of the participants even made a warm-up instruction video for us to share with our participants across all programmes. Because of the health concerns, when the lockdown eased, we were still unable to start up the regular sessions. We were however, delighted to see a few members who felt comfortable doing so, come along to our multi-sports holiday courses.

Before Christmas, we also gave all of the participants a goodie-bag with a football, water bottle, boot bag, and more, in order to reaffirm our commitment to them. Once a programme of vaccinations is widely rolled out, we hope to be able to resume these sessions.

#### **Tackling Loneliness Together:**

The Tackling Loneliness Together project has been a flagship programme for the Foundation in these uncertain times. Focusing on the elder generation, it reaffirms our position in the community at a time when we have been prevented from delivering our usual activities.

Initially it was a short-term programme funded by a grant of £12,000 which we received from the Department of Media, Culture, and Sport via the EFL. The aim of the project has been to contact people who are at high risk of loneliness and isolation caused by the lockdown and continuing COVID prevention measures.

We began by writing to 600 season ticket holders aged 70 and above, explaining what we were endeavouring to do, and sending them a STFC Community Foundation face-cover and a brochure. After this was delivered, we followed up with a telephone call to check if they were ok and gently find out if they needed support or would like to be contacted again via phone, Zoom or a with an in-person garden gate visit. The Zoom chats started in October, and have taken place regularly with a number of special guests including Noel Hunt, Paul Caddis, Mathieu Baudry, and Anthony Grant.

The next phase of this programme was to go out to some of these season ticket holder's homes for a socially distanced 'garden gate visit' and a chat in person. For the first of these, we took along the League Two trophy, giving the participants a chance to get their hands on the silverware. We have also been out to deliver an STFC Foundation activity book and pen, and most recently to deliver 100 Christmas Hampers and gift packages.

The hampers were made up from donations of food and gifts, including Christmas essentials such as mince pies and Christmas pudding, as well as decorations, water bottles, books, calendars, hats, socks, and more. The parcels were all very well received, and it was great to be able to brighten up some of our older fans Christmases. This was a brilliant team effort as we worked in collaboration with the STFC Official Supporters Club, Intel, Imagine Cruising, Swindon Scrapstore, Swindon Food Collective and Tesco's.

We're very pleased to be able to say that although the EFL's funding is coming to an end, we are very close to securing the funding to continue the programme far beyond its initial remit, in the form of weekly coffee mornings at Foundation Park.

#### **Premier League Kicks:**

In August 2019, we received confirmation from the Premier League that we had secured funding to begin delivering the Premier League Kicks programme Our Kicks programme, is part of a project run by clubs across

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# Swindon Town FC Community Foundation

## Company Limited by Guarantee

### Trustees' Annual Report (Incorporating the Directors' Report) *(continued)*

#### Year ended 31 December 2020

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##### **Achievements and performance** *(continued)*

the country, funded by the Premier League. The purpose of the project is to engage children between the ages of 8-18 in football and workshops and 18-25-year-olds in volunteering.

The aim of Premier League Kicks is to inspire children and young people to achieve their potential and improve their wellbeing; working together to build stronger; safer and more inclusive communities.

The main objectives of Premier League Kicks are:

- To increase playing, coaching and officiation opportunities in sport.
- To strengthen communities through volunteering and social action.
- To inspire young people to develop positive, supportive relationships with one another and local authorities.

The year started in a positive manner, with a select number of participants attending a regional tournament with other EFL clubs, all of which delivered PL Kicks. The participants representing Swindon Town FC were selected after showing regular engagement with the Kicks programme, and also identified as not already participating within grassroots football, providing additional playing opportunities in a competitive format. Additional to this, the event also included a workshop surrounding the theme of gang violence.

The Foundation also hosted an event along the same themes at Foundation Park, with guest speaker, Paul Hannaford. Paul was invited as a guest speaker due to the issues and experiences that he faced, being prevalent factors within the local community. More specifically, Paul spoke about the problem of 'County Lines', a term used to describe gangs and organised criminal networks involved in trafficking drugs around the country, and the gang violence that accompanies this. 54 of our Premier League Kicks participants were in attendance, but in order to participate in the tournament, workshop attendance was required.

The event was an eye-opening experience, and we hope it educated participants on issues they may come across in their local community.

The summer lockdown period was a significant moment for the Kicks programme. Due to many of the participants coming from areas of high deprivation, or otherwise being classified as vulnerable, it was essential to maintain engagement with participants. Stay at home challenges were distributed to participants, giving them a focus, and providing accessible challenges to be completed within their own home. FIFA virtual tournaments were organised to ensure participants could stay connected with their friends in a competitive way. As the restrictions were eased, eleven participants completed phases of their social action projects by delivering face coverings to members of the local community.

##### **Special Olympics:**

For the first two months of the year, the Special Olympics sessions took place at Play Football and came under the umbrella of the Swindon Borough Council. Around 24 participants with learning difficulties attended this session, split into two groups: a more able group who play in the Ability Counts League, and a less able group. The national lockdown in March saw these sessions suspended, and with the participants being considered a vulnerable group, it was not possible to restart delivery as quickly as some other projects. Discussions were held with Swindon Borough Council over the summer period regarding the running of the project, and the decision was made for the project to be taken over by the Foundation, with funding provided by the Council.

As part of this arrangement the sessions were reintroduced starting in September, using Foundation Park as the new outdoor venue where strict COVID-19 protocols could be followed. Thus far, only the more able group have been able to return due to the less able group still being more at risk from the virus. The plan for the near future is to reintroduce both groups, and to increase the number of participants with learning difficulties who play weekly football.



# Swindon Town FC Community Foundation

## Company Limited by Guarantee

### Trustees' Annual Report (Incorporating the Directors' Report) *(continued)*

Year ended 31 December 2020

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#### Achievements and performance *(continued)*

##### COVID-19 Safety

As part of our "Safe Return to Play" campaign, it was imperative that we read and understood all the requirements set out by the Government and our governing bodies, to ensure the safety of not only our participants but our spectators and staff alike. We set out two-meter markers along all walkways, as well as using dots and hoops in gathering areas, to ensure social distancing. Hand sanitising stations were set up at all entrances and exits, and a number of choke-points, and all players and spectators are required to sanitise their hands before and after their sessions. Players and spectators also have their own separate entrances to prevent cross-over.

To comply with Government and FA advice, it was imperative that we take all players' names and telephone numbers for the NHS Test and Trace programme. All players had completed a COVID-19 self-assessment which they also had to declare they came back negative with. As of the 24th September, we had to take this one step further by signing up for a QR code to allow visitors to log their movements with the NHS Test and Trace App. As per the government advice, all player data including names and telephone numbers are locked away securely, and destroyed after 21 days. For all coaches heading into schools or to various other sites, they were provided with a kit which includes gloves, face coverings, cloths, aprons, personal hand sanitiser, a bottle of hand sanitiser for participants to use as well as a bottle of anti-bacterial spray so they can carry out their sessions in a safe manner. All staff were also given handheld bottles of hand sanitiser to keep on their person. Later in the year we also installed touch-free hand sanitising units to allow staff and visitors to sanitise their hands at various points around the building.

##### COVID-19 RESPONSE

Since the start of the lockdown, daily posts have been uploaded to social media encouraging participants to stay healthy and active. These activities have included:

- Health and fitness exercises such as home workouts which has aimed to encourage people of all ages to participate in regular physical activity to maintain their wellbeing. The content of the activities has been varied to incorporate activities for different ages in order to engage more people.
- Educational activities for primary school aged children as part of the Primary Stars project through the sharing of resources from the Premier League website. This content has included a mixture of Maths, English and physical activity that combines football with educational activities.
- Football related skill challenges aimed for our weekly after school clubs, development centres and Elite, Advanced and Girls Centre of Excellence groups. Each activity was differentiated through bronze, silver and gold challenges. These daily posts helped us to stay in touch with participants whilst also expanding the reach to new followers who started to use the content during the lockdown which was shown by an increase in followers, likes and shares through the insights on Facebook. All the activities have also uploaded to an app created by the Foundation, so the content is easily accessible. On top of this, there have also been additional posts which have linked to both local and national campaigns such as clapping for the NHS and Men's Mental Health to showcase the good work happening in the community.

##### Football Fans in Training Zooms:

When government advice led to the cessation of the regular sessions, the current Football Fans in Training cohorts were midway through their healthy lifestyle course. To allow their education to continue, the sessions were delivered online via the Zoom platform, giving the participants access to the theoretical content whilst also challenging them through physical activity. This platform has allowed staff to keep the participants motivated whilst offering a support network with others on the course. The sessions ran in this format across 13 weeks and engaged a total of 35 out of 60 individuals enrolled on the course.

##### Easter Egg Donation:

With the COVID lockdown causing the postponement of the Easter holiday camps, the Foundation were left

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# Swindon Town FC Community Foundation

## Company Limited by Guarantee

### Trustees' Annual Report (Incorporating the Directors' Report) *(continued)*

Year ended 31 December 2020

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#### **Achievements and performance** *(continued)*

with 200 Easter eggs which would usually have been given to participants as part of their goody bag. Instead, these Easter eggs were donated to the Brighter Futures charity so they could be distributed across the NHS.

#### **Swindon Borough Council Food Deliveries:**

Throughout the lockdown, the Community Foundation has worked in partnership with Swindon Borough Council to support vulnerable members of the community through the delivery of food parcels. This involved 5 Community Foundation staff, volunteering whilst on furlough to help make deliveries to families across Swindon including individuals in the community who were shielding, COVID-19 vulnerable and the elderly who were unable to leave the house to get essentials for themselves. Across the lockdown period, the Community Foundation helped the council to deliver 918 food boxes to those in need across Swindon.

#### **Bowls Club:**

The Council was also supported by the Foundation through the renovation of the Swindon Bowls Club adjacent to Foundation Park. Community Foundation staff spent time clearing both inside the bowls club as well as the perimeter to prepare it for future community use. With the bowls club having been closed for several years and the area remaining unused, gardening jobs were required such as cutting back overgrown hedges and cutting the grass.

#### **Scrapstore Deliveries:**

As well as working with the Swindon Borough Council, another strong partnership was formed with the local charity, Swindon Scrapstore. Across lockdown, 5 Community Foundation staff helped the Scrapstore with a total of 441 deliveries of food and other items to people across Wiltshire. In addition, staff also volunteered to help within the shop to help clean and make space in anticipation of the store reopening.

#### **Premier League Projects:**

Throughout the period of March to June, delivery of projects in partnership with the Premier League has continued predominantly using an online platform. There has been regular contact with the PLCF via Zoom meetings and webinars to stay on top of current advice and this will continue until it is safe to return to play.

#### **Primary Stars:**

In addition to the sharing of the Premier League resources through social media platforms, the Foundation also used the COVID-19 lockdown to create and share with schools for them to distribute to their pupils. This included football related codebreakers which aimed to increase engagement with Maths. Further educational material such as activity booklets were also produced and distributed to schools for them to share with their pupils.

During the uncertain time the Foundation wanted to find a way to share messages of positivity within the community to help with mental wellbeing. This led to the social action project 'Spreading a Little Happiness' being implemented which involved Primary School aged children sending us positive messages and images within their home schooling which were then delivered to vulnerable and shielding members of the Community alongside the food parcels. The Foundation received 51 pieces of work from children between years 1-6 with the best being selected to have multiple copies printed and distributed to the community.

#### **PL Kicks:**

During lockdown, the Foundation launched a series of challenges for young people between the ages of 8-18 to try at home which was branded the #AtHomeChallenge. This challenge consisted of a variety of physical, creative, and educational activities which children could send in for the chance to win some prizes. Through this competition a total of 26 pieces of work were submitted from 12 different participants. Out of the entries, 3 pieces of work were selected to win match tickets for a Swindon game of their choice when the season returns with the work being shared both on social media and with the Premier League.

With regular delivery being suspended due to the pandemic, a large number of CCO's, including Swindon, organised online FIFA Tournaments to maintain engagement with participants. Our tournament took place

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# Swindon Town FC Community Foundation

## Company Limited by Guarantee

### Trustees' Annual Report (Incorporating the Directors' Report) *(continued)*

Year ended 31 December 2020

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#### **Achievements and performance** *(continued)*

between the 13th April and the 26th April and engaged 16 players between the ages of 13-18 across both the Xbox and PS4 consoles. This allowed for players to connect with each other socially as well as having the opportunity to compete against peers for the chance to play against a professional footballer (Cameron McGlip) at the end of the lockdown. Of the 16 participants, 50% were regular Premier League Kicks participants who attended weekly sessions at Foundation Park.

In addition to this, at the end of April, the Premier League organised a national FIFA tournament which they branded the #StayAtHome Cup. This aimed to engaged existing PL Kicks participants in an online tournament against other young people from other clubs also engaging in Kicks as a substitute for the Kicks Cup which had to be postponed due to the pandemic. In total, 4 Kicks participants represented Swindon in the tournament across 2 Fridays.

With the need for social distancing, the original Kicks social action of offering work placements was no longer suitable. Instead, this was changed to have Kicks participants volunteer to help with the delivery of the Swindon snoods around their local area of Swindon whilst having conversations with people in the community, helping to tackle the potential issue of isolation. In total, 11 young people aged between 8-18 assisted making at least 10 deliveries each.

#### **Snoods:**

As a fundraiser, the Community Foundation sold snoods/ face masks. The masks proved to be popular with a total of 1251 individuals placing an order with over 3,000 snoods being sold. A team of coaches and volunteers delivered the snoods across Swindon whilst the others were posted. There was an impressive reach on the snoods with orders being received from 5 countries outside the UK including America, Sweden, Australia, and New Zealand.

#### **Zoom meetings with Teams:**

With the Elite, Advanced and Centre for Excellence teams not able to have their weekly training session, we wanted to make sure players were still having contact with their teammates and their coach for their social development. Across a 2-week period in May, each of our 23 Elite, Advanced and girls Centre of Excellence teams had an individual team zoom with their coach and teammates. Out of the 361 players who are a part of these teams, 90% of them attended at least one zoom meeting with their coach and teammates.

#### **Water Bottles to Schools:**

Once a date was announced for the return of some year groups to Primary schools, the Foundation donated water bottles to 3 partner schools to make sure each child had their own bottle. Altogether, around 90 water bottles were donated to these schools with 2 of the classes being those we had previously worked with on the Premier League Primary Stars project.

#### **Football to Mental Health:**

When delivery stopped in early March, it was a priority to support the welfare of our vulnerable groups. One group that was identified as needing support was the Mental Health team who usually train together weekly. To keep the team active during this time, they were lent footballs which they could use to practice, whilst staying safe at home. The players were also encouraged to stay in touch with their teammates through the creation of a WhatsApp group chat.

#### **Extra Time Socially Distanced walk:**

With the easing of lockdown restrictions, the decision was made to invite participants from the Extra Time project to Foundation Park for a socially distanced walk. With these participants being part of the elderly population who were considered vulnerable during the pandemic, a lot of them had been shielding and therefore not socialising as much as they would normally. With the date set for Thursday 25th June, 22 participants out of a possible 32 indicated that they would be interested in attending with 11 from the men's group and 11 from the women's group.

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# Swindon Town FC Community Foundation

## Company Limited by Guarantee

### Trustees' Annual Report (Incorporating the Directors' Report) *(continued)*

Year ended 31 December 2020

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#### Financial review

The net incoming resources for the year were £279,251 (2019: £2,223,699) resulting in accumulated funds carried forward of £3,164,760, of which £1,193,592 (2019: £844,011) are unrestricted funds. Of this amount a sum of £472,337 has been designated to a fixed asset fund representing the Foundation's internal funding of the Foundation Park facility, and further amounts of £103,636 and £35,000 have been set aside for a covered bowls facility and a 3G pitch sinking fund respectively. The residual free reserves figure at the year end stood at £582,619 (see note 21 to the financial statements).

#### Reserves policy

Under normal circumstances it is the policy of the Foundation to maintain unrestricted funds at least at the level required to provide sufficient funds to cover operating expenses for a period of 4 to 6 months, this estimated as being in the range £200,000 to £300,000. Due to the uncertainties arising from the COVID-19 pandemic and the effect on the Foundation's activities the trustees consider it prudent to hold free reserves at an amount in excess of £300,000 if circumstances permit.

#### Plans for future periods

The Foundation aims to continue to provide and enhance its range of activities and seek new sources of funding including:

##### Trailblazer:

Funding of £60,000 has been received from Barnado's for the Swindon Trailblazer - Project Me in partnership with Bath and North East Somerset, Swindon and Wiltshire Clinical Commissioning Group.

The Foundation will be delivering mentoring programmes across 14 primary schools as well as holiday camps for children with mild to moderate mental health problems.

Young people who are home-schooled or not in education or training will be able to access sessions at Foundation Park where the coaches will be mentoring young people to help them develop coping strategies and build resilience to improve their healthy mental wellbeing.

The programme is based around non-traditional learning and mentoring through physical activity and focusses on topics such as communication, resilience, relationships, teamwork and well-being and, it is intended, will involve children who do not engage with PE lessons, which can be due to a number of reasons such as low self-esteem, dyspraxia or body image or simply by not being in school at the moment.

#### Trustees' responsibilities statement

The trustees, who are also directors for the purposes of company law, are responsible for preparing the trustees' report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).



# Swindon Town FC Community Foundation

## Company Limited by Guarantee

### Trustees' Annual Report (Incorporating the Directors' Report) *(continued)*

#### Year ended 31 December 2020

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Company law requires the charity trustees to prepare financial statements for each year which give a true and fair view of the state of affairs of the charitable company and the incoming resources and application of resources, including the income and expenditure, for that period.

In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the applicable Charities SORP;
- make judgments and accounting estimates that are reasonable and prudent;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business.

The trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the charity's transactions and disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

#### Auditor

Each of the persons who is a trustee at the date of approval of this report confirms that:

- so far as they are aware, there is no relevant audit information of which the charity's auditor is unaware; and
- they have taken all steps that they ought to have taken as a trustee to make themselves aware of any relevant audit information and to establish that the charity's auditor is aware of that information.

#### Small company provisions

This report has been prepared in accordance with the provisions applicable to companies entitled to the small companies exemption.

The trustees' annual report (incorporating the directors' report) was approved on 6 August 2021 and signed on behalf of the board of trustees by:



K S Fraser  
Trustee



# Swindon Town FC Community Foundation

Company Limited by Guarantee

## Independent Auditor's Report to the Members of Swindon Town FC Community Foundation

Year ended 31 December 2020

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### Opinion

We have audited the financial statements of Swindon Town FC Community Foundation (the 'charity') for the year ended 31 December 2020 which comprise the statement of financial activities (including income and expenditure account), statement of financial position, statement of cash flows and the related notes, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charity's affairs as at 31 December 2020 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice;
- have been prepared in accordance with the requirements of the Companies Act 2006.

### Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

### Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charity's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.



# Swindon Town FC Community Foundation

## Company Limited by Guarantee

### Independent Auditor's Report to the Members of Swindon Town FC Community Foundation *(continued)*

Year ended 31 December 2020

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#### Other information

The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

#### Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the trustees' report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the trustees' report has been prepared in accordance with applicable legal requirements.

#### Matters on which we are required to report by exception

In the light of the knowledge and understanding of the charity and its environment obtained in the course of the audit, we have not identified material misstatements in the trustees' report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemptions in preparing the directors' report and from the requirement to prepare a strategic report.



# Swindon Town FC Community Foundation

## Company Limited by Guarantee

### Independent Auditor's Report to the Members of Swindon Town FC Community Foundation *(continued)*

Year ended 31 December 2020

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#### Responsibilities of trustees

As explained more fully in the trustees' responsibilities statement, the trustees (who are also the directors for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charity or to cease operations, or have no realistic alternative but to do so.

#### Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

#### Key audit matters: our assessment of risks of material misstatement

Key audit matters are those matters that in our professional judgement were of most significance in the audit of the financial statements and include the most significant assessed risks of material misstatement (whether or not due to fraud) identified by us, including those which had the greatest effect on the allocation of resources in the audit, and directing the efforts of the engagement team. There are no key areas identified as the audit is very low risk with normal audit procedures adequate in all audit areas. We agreed to report to the board of trustees any corrected or uncorrected identified misstatements.

Whilst we were unable to perform site visit due to the restrictions imposed by the Coronavirus pandemic, we were able to obtain key audit evidence via email and telephone meetings.

#### Fraud and breaches of laws and regulations - ability to detect

##### Identifying and reporting of risks of material misstatement due to fraud

To identify risks of material misstatement due to fraud we assessed events or conditions that could indicate an incentive or pressure to commit fraud or provide an opportunity to commit fraud. Our risk assessment procedures included:

- Enquiring of the Head of Foundation and the trustees and inspection of key papers provided to those charged with governance as to high level policies and procedures to prevent and detect fraud.
- Reviewing the minutes of Trustees' meetings.

We communicated identified fraud risks throughout the audit team and remained alert to any indications of fraud

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# Swindon Town FC Community Foundation

## Company Limited by Guarantee

### Independent Auditor's Report to the Members of Swindon Town FC Community Foundation *(continued)*

Year ended 31 December 2020

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throughout the audit.

As required by auditing standards, and taking into account possible pressures to meet targets and our overall knowledge of the control environment, we performed procedures to assess the risks of management override of controls. To address the pervasive risk as it related to management override of controls, we reviewed material journal entries and agreed these to supporting documentation where appropriate.

#### **Identifying and responding to risks of material misstatement due to non-compliance with laws and regulations**

We identified areas of laws and regulations that could reasonably be expected to have a material effect on the financial statements from our general commercial and sector experience and through discussion with the general manager and trustees. As the charity is regulated, our assessment of risks involved gaining an understanding of the control environment including the entity's procedures for complying with regulatory requirements.

We communicated identified laws and regulations throughout our team and remained alert to any indications of non-compliance throughout the audit. The potential effect of these laws and regulations on the financial statements varies considerably:

- Firstly, the charity is subject to laws and regulations that directly affect the financial statements including financial reporting regulation (including related companies regulation), taxation legislation (payroll taxes) and pension legislation and we assessed the extent of compliance with these laws and regulations as part of our procedures in the audit areas relevant to these items.

- Secondly, the charity is subject to many other laws and regulations where the consequence of non-compliance could have a material effect on amounts or disclosures in the financial statements, for instance through the imposition of fines or litigation. We identified the following areas as those most likely to have such an effect:

Health and safety laws.

Food and hygiene regulations.

Laws relating to working with, and the safeguarding of, young people and vulnerable adults.

Auditing standards limit the required audit procedures to identify non-compliance with these laws and regulations to enquiry of management and trustees and inspection of regulatory and legal correspondence, if any. Therefore, if any breach of operational regulations is not disclosed to us or evident from relevant correspondence, an audit will not detect that breach.

#### **Limitations to the ability of the audit to detect fraud or breaches of laws and regulation**

Owing to the inherent limitation of an audit, there is an unavoidable risk that we may not have detected some material misstatements in the financial statements, even though we have properly planned and performed our audit in accordance with auditing standards. For example, the further removed non-compliance with laws and regulations is from the events and transactions reflected in the financial statements, the less likely the inherently limited procedures required by auditing standards would identify it.

In addition, as with any audit, there remained a higher risk of non-detection of fraud, as this may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal controls. Our audit procedures are designed to detect material misstatement, and therefore we are not responsible for preventing non-compliance or fraud and cannot be expected to detect non-compliance with all laws and regulations. A further description of our responsibilities for the audit of the financial statements is located on the FRC's website at [www.frc.org.uk/auditorsresponsibilities](http://www.frc.org.uk/auditorsresponsibilities). This description forms part of our auditor's report.

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# Swindon Town FC Community Foundation

## Company Limited by Guarantee

### Independent Auditor's Report to the Members of Swindon Town FC Community Foundation *(continued)*

#### Year ended 31 December 2020

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As part of an audit in accordance with ISAs (UK), we exercise professional judgment and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the trustees.
- Conclude on the appropriateness of the trustees' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the charity's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the charity to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

#### Use of our report

This report is made solely to the charity's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charity's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charity and the charity's members as a body, for our audit work, for this report, or for the opinions we have formed.

Nicolas Michael FCA (Senior Statutory Auditor)

For and on behalf of  
Elliott Bunker Ltd  
Chartered accountants & statutory auditor  
61 Macrae Road  
Ham Green  
Bristol  
BS20 0DD

6 August 2021

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# Swindon Town FC Community Foundation

Company Limited by Guarantee

## Statement of Financial Activities (including income and expenditure account)

Year ended 31 December 2020

			2020		2019
	Note	Unrestricted funds £	Restricted funds £	Total funds £	Total funds £
<b>Income and endowments</b>					
Donations and legacies	5	348,297	201,103	549,400	2,246,099
Charitable activities	6	369,717	–	369,717	648,661
Other trading activities	7	85,168	–	85,168	26,657
Investment income	8	974	–	974	1,779
Other income	9	6,758	–	6,758	–
<b>Total income</b>		<u>810,914</u>	<u>201,103</u>	<u>1,012,017</u>	<u>2,923,196</u>
<b>Expenditure</b>					
Expenditure on charitable activities	10	461,333	271,433	732,766	699,497
<b>Total expenditure</b>		<u>461,333</u>	<u>271,433</u>	<u>732,766</u>	<u>699,497</u>
<b>Net income and net movement in funds</b>		<u>349,581</u>	<u>(70,330)</u>	<u>279,251</u>	<u>2,223,699</u>
<b>Reconciliation of funds</b>					
Total funds brought forward		844,011	2,041,498	2,885,509	661,810
<b>Total funds carried forward</b>		<u>1,193,592</u>	<u>1,971,168</u>	<u>3,164,760</u>	<u>2,885,509</u>

The statement of financial activities includes all gains and losses recognised in the year.  
All income and expenditure derive from continuing activities.

The notes on pages 28 to 46 form part of these financial statements.



# Swindon Town FC Community Foundation

Company Limited by Guarantee

## Statement of Financial Position

31 December 2020

	Note	2020 £	2019 £
<b>Fixed assets</b>			
Tangible fixed assets	16	2,537,735	2,521,607
<b>Current assets</b>			
Debtors	17	178,317	146,133
Cash at bank and in hand		695,794	422,327
		<u>874,111</u>	<u>568,460</u>
<b>Creditors: amounts falling due within one year</b>	18	<u>247,086</u>	<u>204,558</u>
<b>Net current assets</b>		<u>627,025</u>	<u>363,902</u>
<b>Total assets less current liabilities</b>		<u>3,164,760</u>	<u>2,885,509</u>
<b>Net assets</b>		<u>3,164,760</u>	<u>2,885,509</u>
<b>Funds of the charity</b>			
Restricted funds		1,971,168	2,041,498
Unrestricted funds		<u>1,193,592</u>	<u>844,011</u>
<b>Total charity funds</b>	21	<u>3,164,760</u>	<u>2,885,509</u>

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

These financial statements were approved by the board of trustees and authorised for issue on 6 August 2021, and are signed on behalf of the board by:



K S Fraser  
Trustee

The notes on pages 28 to 46 form part of these financial statements.