



ABERDEEN FC
COMMUNITY
TRUST

*To provide **support** and **opportunity** to change lives for the better*

2014/2015 IN NUMBERS



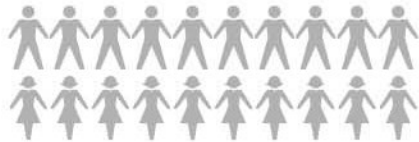
**PROGRAMMES
& INITIATIVES**



**AGE
RANGE
3 - 93**



**PARTICIPATIONS
/ ATTENDANCES**



**10,000
PARTICIPANTS**



**OVER
50%
INCREASE
IN STAFF**



**VOLUNTEERING
HOURS**



WHY

is it being done?

WHAT

has been created?

HOW

is it being done?



MAXIMISING COMMUNITY ENGAGEMENT

WHY

“To provide **SUPPORT** and **OPPORTUNITY** to change lives for the better”

- Utilise AFC Brand and Profile to Positively Impact on Communities
- Access CSR Budgets and Other Funding to Support Community Initiatives
- Develop Strong Relationships with Key Organisations
- Complement Delivery of Community Initiatives & Charitable Work by Others

- **DOING THE RIGHT THING**



WHAT

- A Registered Charity
(*Scottish Charitable Incorporated Organisation*)
- Separate Organisation to AFC plc
- Standalone Identity, Independent Board of Trustees
- Financially Independent



HOW

- Model on Existing Good Practice
- Clear Vision (and Charitable Purposes)
- Business Plan
- Build a Motivated Community Focussed Team
- Develop Key Partnerships
- Focussed and Flexible
- Risk Positive
- Hard Work





Positive Activity

Initiatives which increase the number and variety of people actively involved in any sport or other form of recreational activity.



Health & Wellbeing

Activities which promote improved mental and physical health & fitness.



Learning

Initiatives which promote the value of lifelong learning and personal development via academic, vocational and experiential opportunities.

THE 5 STRANDS OF ACTIVITY



Good Citizenship

Initiatives designed to provide interesting and varied diversionary activities, and those which increase positive behaviours and social responsibility.



Equality & Inclusion

Initiatives designed to address inequalities across communities, and to access and provide opportunities to those persons or groups who may be 'excluded' for whatever reason.




Positive Activity

Initiatives which increase the number and variety of people actively involved in any sport or other form of recreational activity.



- Tesco Bank Football Challenge
- School Visits
- Community Football Centres
- School Holiday Programme
- Junior Matchday Club 
- Half-time Activity
- Advanced Centres
- 2020 Development Centres
- AFCCT 7's (Primary School Football League) 
- Quality Mark
- SpeedCage 
- Aaron Williams Tournament
- Denis Law Community Festival 











 **ABERDEEN FC
COMMUNITY
TRUST** = new Initiative



Health & Wellbeing

Activities which promote improved mental and physical health & fitness.



- Food Standards Agency Football
- Football Fans In Training - Men 
- Football Fans In Training - Women 
- Dons Family In Training 
- A New You 
- Walking Football
- TechnoGym 
- Alternative Therapies 
- Golden Games 
- Mens Group 
- Get Outdoors 
 - Pittodrie Health Walks 
 - AFC in the Park 
 - Active Reminiscence 



Equality & Inclusion

Initiatives designed to address inequalities across communities, and to access and provide opportunities to those persons or groups who may be 'excluded' for whatever reason.



- Disability Sport
 - Grampian Strikers
 - Local Area Co-ordinator - Learning Disability Football
 - Pan Disability Grampian Regional Squad
 - ASN Primary Festival
- Equity Project
 - Participation Centres
 - MARS Just Play
 - UEFA Captains of Change
- WorkingRite
- Football Memories
- TACC FC (Tartan Army Children's Charity)
- TACC FC Breakfast Club
- Dementia Friendly Communities
- PROJECT SEARCH Mentoring



Good Citizenship

Initiatives designed to provide interesting and varied diversionary activities, and those which increase positive behaviours and social responsibility.



- Midnight Leagues
- Positive Coaching Scotland Workshops
- Better Playground Play 
- Drugs Action 
- Woodside Youth Club 








= new Initiative



Learning

Initiatives which promote the value of lifelong learning and personal development via academic, vocational and experiential opportunities.



- Coach Education
- 1v1 Skills Course
- Community Club Project 
- Regional In-Service Training
- Coach Development Group 
- Saltire Awards 
- College Internships
- RGU Volunteer For Sport 
- RGU Full-time Placements 
- School Work Experience
- Youth Academy Internships 
- Award Level Courses Mentoring 
- Future Legends Programme 



= new Initiative



CHALLENGES

BENEFITS

HIGHLIGHTS

CHALLENGES

- Internal Resistance to Business Change
- Suspicion of AFC + AFCCT Motivating Factors
- Confusion re Club + Charity Relationship
- Fear of Failure
- Living in AFC 'Shadow'
- Fulfilling Growing Expectations
- Funding



BENEFITS

- Real “...change lives for the better.”
 - Increased Good News Stories
 - Enhanced External Relationships
 - Support From New Partners
 - National / International Recognition
 - Staff Development
 - Unforeseen Opportunities
- (...more to come)



HIGHLIGHTS

- Informal Participant Feedback
- Achieving Charitable Status
- Excellent Cross-Sector Engagement
- Local & National Award Success
- Increase in Volunteers
- AFC Strips at Soccer Centres
- Donny The Sheep



WHAT'S NEXT?

- AFCCT Accommodation
- AFCCT Sports Facilities
- AFCCT Learning Centre
- AFCCT Geographically located staff
- SQA Accreditation
- Increased / Enhanced Relationships
- AFCCT Free School ?
-????



GET CREATIVE....



ABERDEEN FC
COMMUNITY
TRUST

DESIGN A POSTER – 10mins

- Think of your organisation and/or community
- Think of a way that AFCCT/local football club can support the community
- Design a poster advertising this programme – remember to think about target audience, key messages, etc.
- Each group will feedback their poster at the end

Evaluation Discussion – 10mins

- AFCCT experiences
- Different methods used per programmes
- Biggest Challenge – DFC
- Qualitative and Quantitative data gathered – how?
- Group discussion – how would you evaluate your AFCCT programme? Feedback to entire group

QUESTIONS?

 @AFCCT

 /AberdeenFcCommunityTrust

THANK YOU

www.afccommunitytrust.org

