



TIGERS TRUST

IN THE COMMUNITY

2022

IMPACT REPORT

OUR TRUSTEES



Sean Royce
Chair



Anita Pace



Chris O'Neill



Diane Hayden



Joe Clutterbrook



Neil Cavill
Vice-Chair



Nick Rennardson



Stephen Logan



Vicky Stabler

OUR VISION & MISSION

Working to 'inspire' and raise the aspirations of our local communities through an inclusive and quality offer of sport and education activities and provision.

Improving the health and wellbeing of our local communities through activities which promote safe, healthy and happy lifestyles.

Creating the opportunity to raise educational attainment and promote a value of lifelong learning, whilst increasing access to the 'world of work' through the creation of pathways promotion of opportunities through the interact with employers and entrepreneurs.

Connecting and Collaborating with Key Stakeholders to maximise our impact and resources by delivering together for the benefit of the local communities.



A NOTE FROM OUR CEO...



Dear Partners, Supporters and Friends...

I am immensely proud to be sharing our latest impact report, with data and stories with you and I hope you enjoy reading some of the amazing stories behind the numbers.

Leading the Trust over the past 4 years has been a journey and every single day I continue to be proud about the individual journeys the passionate Trust team facilitate.

Despite the well documented challenges of the last few years, the Trust has continued to reach out and support more and more people across our communities in so many ways. Having the privileged position of leading a dynamic community organisation such as the Trust it remains important for me to take the time out every day to listen and learn more about these magical stories and the many people who make them happen.

As a consequence of the challenges there have been changes for us. Our operating landscape continues to challenge, growing demand for our services amidst reduced resources means we need to continue to adapt, learn and flex our delivery models. I am proud we are now involved with so many other wonderful organisations across our communities and proud we remain ambitious in our outlook and plans to grow the Trust whilst being respectful in our collaborations and inclusive in our approach to delivery.

Once again we have supported upwards of 30,000 people through employment and education; improving activity levels; increasing engagement in community projects to keep people safe and connected and deliver an increased range of health and wellbeing initiatives.

Our commitment to live our values and continue to pride ourselves on our ability to offer creative and innovative solutions to the increasing challenges facing many people in our society today, in the wake of the pandemic and the current cost of living crisis is fundamental. We continue to be a small charity with a big heart, full of passionate and dedicated people who are governed by a committed board of Trustees. I look forward to your continued support in engaging in our activities, providing us valuable resources and working with us and of course our funding partners and sponsors, thank you to you all for helping us make the magic happen!

A handwritten signature in black ink that reads "Catharine".



OUR IMPACT 2021/22 IN NUMBERS

1,073

Young people (aged 8-16) enjoyed free sports provision and free packed lunches through the Tigers Trust's delivery of the holiday activities and food programme this summer

16,775

Unique individuals engaged through our programmes in schools and communities

26,272

People have accessed a range of activities in the Tigers Trust Arena

1,850

Young people engaged with during 21/22 through the Premier League Kicks programme

197

Children and young people engaged with who have a registered disability through the Premier League Kicks programme

719

Females attended during 21/22 through the Premier League Kicks programme

406

Young people completed NCS across Summer and Autumn

14,374

Children and young people supported in our primary school programmes

1,443

Individual attendances at our Tigers Together sessions for those looking to improve their mental wellbeing through football

2,412

Children (ages 5 to 12) have attended our Football Centres and Saturday Morning Football Centres

SOCIAL VALUE

In January 2023, the English Football League's (EFL) launched a new report highlighting the significant role that its 72 Clubs play in supporting communities across England and Wales.

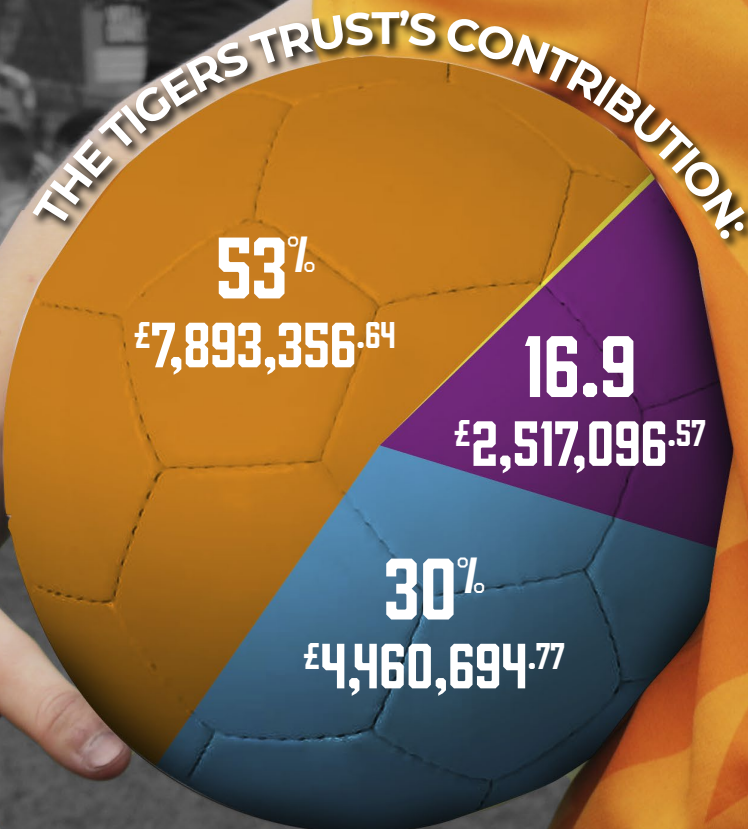
Produced by research experts Substance, the report shows that EFL Clubs and their Club Community Organisations (CCOs) generated more than £865m (£865,196,135) of social value in communities across the country through ground-breaking community programmes during the 2021/22 season. This value is the positive value the network has generated through the delivery of activities and services for the economy, communities and society.

£865,196,135

in social value generated by EFL Clubs and their Club Community Organisations



Measuring the Impact of EFL Clubs in the Community



SOCIAL VALUE OF COMMUNITY/SOCIAL

53% (£7,893,356.64) of the social value came from community & social outcomes.

SOCIAL VALUE OF MENTAL HEALTH

30% (£4,460,694.77) came from outcomes relating to mental health & wellbeing.

SOCIAL VALUE OF EDUCATION, TRAINING & EMPLOYEMENT

16.9% (£2,517,096.57) came from education, training & employment outcomes.

SOCIAL VALUE OF PHYSICAL HEALTH

0.1% (£20,514.18) came from outcomes relating to physical health.



OUR KEY OBJECTIVES

01

Working to 'inspire' and raise the aspirations of our local communities through an inclusive and quality offer of sport and education activities and provision.

02

Improving the health and wellbeing of our local communities through activities which promote safe, healthy and happy lifestyles.

03

Creating the opportunity to raise educational attainment and promote a value of lifelong learning, whilst increasing access to the 'world of work' through the creation of pathways promotion of opportunities through the interact with employers and entrepreneurs.

04

Connecting and Collaborating with Key Stakeholders to maximise our impact and resources by delivering together for the benefit of the local communities.

UNDER 5s

The Tigers Trust provides a first introduction to football for children as young as two.

Our weekly Tiger Cubs sessions (2-4) take place every Saturday morning at the Tigers Trust Arena.

To find out more about these sessions please visit tigerstrust.co.uk



PRIMARY SCHOOL

We offer a wide range of activities for children that support both education and health.

The Premier League Primary Stars programme seeks to inspire children to learn and develop important life skills.

The Trust's Football Centres provide chance to children to play football in a relaxed and inclusive environment.



SECONDARY SCHOOL

It is absolutely crucial that no child is left disadvantaged at such a vital stage of education.

The Premier League Inspires programme targets students who are at risk of not reaching their potential, giving them the chance to learn new skills and to help them become more aware of the next steps in education and the working world.





YOUNG PEOPLE

As young people move on from secondary school, they'll start to think more seriously about their future career.

The Premier League Kicks programme provides free and inclusive weekly for sessions for those aged 8-18.

The Tigers Trust in proud provide to provide an opportunity to undertake a degree.



ADULTS

We look to support those in adulthood with a range of activities that support both health and wellbeing.

The Tigers Pathways programme seeks to improve skills and prepare people for employment, education or training.

Our Tigers Together sessions are for those people living with poor mental health to come together and develop their skills and feel better about themselves.



OVER 50S

We are aware that the risk of isolation and loneliness increases as people get older, especially after the pandemic.

Our Walking Football sessions provide a chance to stay active whilst meeting new people, with coffee mornings taking place afterwards.

HEALTH & WELLBEING

Our aim is to improve the health and well-being of our local communities through activities which promote safe, healthy and happy lifestyles.

ACTIVE THROUGH FOOTBALL

Active Through Football is our exciting new programme and opportunity to learn from doing things differently and support our communities to 'get active'. Working with key target audiences, who face some of the greatest inequalities to being physically active, we want to increase activity levels and create sustained behaviour change using a 'Place based approach'.

Working with Hull City Council and Hull Culture and Leisure Ltd (HCaL) in collaboration with a wide range of partners, the Tigers Trust delivers the scheme which aims to tackle inequalities by delivering a range of activities and opportunities to get active and two eligible groups: all young people aged 16-19 years old and everyone from a BAME (black, Asian and minority ethnic) background.

For more information, please contact:
josh.barrett@tigerstrust.co.uk



TIGERS TOGETHER

We provide football sessions for people (18+) battling their mental health to come together and develop their skills and feel better about themselves.

Sessions take place on:

Monday - (8-9pm) at St Mary's College, HU6 7TN.

Thursday - (1:30-3pm) at Tigers Trust Arena, HU3 6GA

For more information, please contact
paul.wray@tigerstrust.co.uk



EDUCATION & EMPLOYABILITY

Our aim is to create the opportunity to raise educational attainment and promote the value of lifelong learning, whilst increasing access to the 'world of work' through promoting opportunities to interact with employers and entrepreneurs.

PREMIER LEAGUE PRIMARY STARS

The Tigers Trust is working in partnership with Primary Schools across Hull & East Riding to achieve physical, social and emotional wellbeing outcomes.

The value of sport and an active lifestyle cannot be underestimated. It impacts on the development of children and in many cases their lives. The Sports Premium allows individual schools to invest in the resources it needs to best encourage and enable an active lifestyle through sport, play and learning.

For further details or to enquire about a partnership, please contact: alex.linsey@tigerstrust.co.uk



PREMIER LEAGUE INSPIRES

The Premier League Inspires programme works with students in secondary schools that typically face barriers to them achieving their full potential such as low confidence and self-esteem, attendance or social skills.

Away from supporting young people in the classroom, the Trust have also hosted a range of inspiration days and collapsed curriculum days. These days are aimed at putting into practice a range of skills in school by interacting with guest speakers and other local organisations.

For further details or to enquire about a partnership, please contact: ellis.oliver@tigerstrust.co.uk



TIGERS PATHWAYS

Tigers Pathways is a free six-week programme aimed at improving skills and preparing people for employment, education or training. A bespoke programme tailored to suit the journey that the individual is currently on and helping them choose the right future pathway.

As of February 2023, the programme has already seen 10 positive outcomes since its launch in 2022. This includes Libbi Hinson who is now working on the Tigers Trust's Premier League Primary Stars Team after being supported through the programme.

To find out more information or to sign up, please email: amy.blinkhorn@tigerstrust.co.uk or paul.wray@tigerstrust.co.uk



EDUCATION & EMPLOYABILITY STUDY FOR A DEGREE



The Tigers Trust, in conjunction with the EFL Trust and the University of South Wales, is providing an opportunity to undertake a degree in FD/Bsc Sports coaching and development or Community Football Coaching and Development.

Courses are delivered through blended learning which allows students to remain residing in Hull or the local area while obtaining the specialist learning from lecturers at the university itself through video facilitation.

The following courses are available:

- Sports Coaching and Development
- Community Football Coaching and Development
- Sports Business and Management

If you'd be interested in signing up, please scan the QR Code!



SCAN ME

COMMUNITY & INCLUSION

We work to 'inspire' and raise the aspirations of our local communities through an inclusive and quality offer of sport and education activities and provision.

FOOTBALL CENTRES

Our FA qualified coaches deliver age-appropriate sessions for 5-12 yrs, safe and enjoyable for every school half term.

To find out more about future Football Centres visit tigerstrust.co.uk

DID YOU KNOW?



Home grown Hull City defender Jacob Greaves attended the Tigers Trust's Football Centres and admits that they've helped his career to date.



PREMIER LEAGUE KICKS

The Premier League Kicks project runs within the most high-need areas of Hull, engaging with 2,000 participants (8-18) each year providing positive activities.

Open to all abilities, our Premier League Kicks sessions run every week.

These sessions include:

Premier League Kicks (Mixed and Girls Only)

Premier League Kicks Dance

Premier League Kicks Inclusive (For those with special educational needs and disabilities)

Premier League Kicks LGBTQ+

PREMIER LEAGUE KICKS TARGETED

The Premier League Kicks Targeted programme has been designed to divert young people away from serious youth violence, knife crime, gang membership by forming trusted relationships with those identified as being at risk.

Exploitation is everywhere, and unfortunately the signs aren't always obvious.

For more information on our Premier League Kicks programme, please contact: kicks@tigerstrust.co.uk

INCLUSIVE WALKING FOOTBALL

The Tigers Trust are proud to inclusive Walking Football sessions on Monday and Thursday mornings at the Tigers Trust Arena.

Walking Football has incredible social benefits for the participants and it is an opportunity to meet people and rekindle a sense of camaraderie within a team environment.

These sessions take place from 10-11am at the Tigers Trust Arena, with a social taking place after the session which involves biscuits and hot drinks.

We are also excited to have launched a Women's Walking Football session at Malet Lambert (Sports Hall).

Sessions take place on Monday evenings from 6.50-7.50pm.

For more information, please contact ellie.tanser@tigerstrust.co.uk



CASE STUDY RHYS' STORY

The Tigers Trust's Tigers Together sessions aim to improve the mental health and wellbeing of those in the local community. In the 2021/22 season alone, the charity recorded 1,443 individual Tigers Together attendances.

Rhys Peachey, 25, has attended the turn up and played sessions for nearly three months now and is already seeing noticeable improvements. Rhys, a season ticket holder at Hull City for over 10 years, admits that he hit "rock bottom" earlier this year.

He said: "I'd really been struggling with my mental health for a while, and I desperately needed something to get me away from that. Since starting the sessions, my mental wellbeing and fitness levels

have improved massively. My mind is a lot clearer now and it's nice to have that escape for 90 minutes."

During a Tigers Together session this year, Rhys played alongside other Tigers Together participants against representatives from the MFC Foundation.

He said: "It's a good feeling, it's the first time I've played a proper game that isn't 5-a-side in a long time. Its nice just to play different people while playing a team that are nationally recognised."

During the Tigers Trust's A Question of Sport event on Thursday 10th of November, Rhys was given the chance to share his story through the Tigers Together sessions and explain to a crowd of over 200 people how the sessions have helped improve his mental wellbeing.

“ MY MIND IS A LOT CLEARER NOW AND IT'S NICE TO HAVE THAT ESCAPE FOR 90 MINUTES ”



CASE STUDY SOUTH HUNSLEY GIRLS

On Sunday 3rd April, South Hunsley Under 13 Girls 6 a-side football team were crowned National Champions after winning the Utilita Girls Cup at Wembley Stadium.

They earned their place in the final after progressing through club, area and regional stages, with over 22,000 other students across the UK participating in the competition.

After winning the National Semi Finals in Derby, South Hunsley Girls qualified for the National Final at Wembley Stadium to face Surbiton High School, representing AFC Wimbledon for the chance to get their hands on the Utilita Girls Cup.

In front of a boisterous crowd ahead of the Papa Johns Trophy Final, Annabelle Cawthra scored the game's only goal when her low, long-range drive found the back of the net.

South Hunsley Girls Football Coach Laura Bramhill was beaming with pride after seeing her side triumph under the famous arch.

"It's unbelievable!" she said: "It's a once in a lifetime opportunity to bring a team to Wembley. The whole journey in the competition has been amazing and to win it just tops it off. Incredible!"

"The Utilita Girls Cup is unbelievable – it gives them loads of opportunities, not just to develop their football skills, but also personal skills, social skills and emotional skills."

“SOME OF THEM GIRLS THERE ARE SUPER TALENTED, SO I WOULD NOT BE SHOCKED TO SEE THEM AT WEMBLEY AGAIN!”



CASE STUDY MIKE MELVIN

“ THE PEOPLE WHO ATTEND THE SESSIONS ARE OPEN AND FRIENDLY. THEY MAKE NEWCOMERS VERY WELCOME



Having first attended the Tigers Trust's Walking Football sessions over 5 years ago, Mike Melvin has seen the number of participants increase.

Mike's first involvement came after a current participant and friend invited him to attend and he's never looked back since. The sessions have not only helped with Mike's physical health, but also his mental health too.

Mike admits that the relaxed atmosphere at the sessions and the relationships he has built with staff play a pivotal role towards his regular attendance at the sessions.

He said: "The people who attend the sessions are open and friendly. They make newcomers very welcome. This is encouraged greatly by the staff who play an extremely important part in setting up a positive environment for this to flourish. They make everybody feel valued."

It has not just been the Walking Football sessions that Mike has been involved with the Trust. "We have taken part in events organised by the staff such as The Boot Room which involved young pupils, Walking Footballers and some of the Hull City players. It was very well organised and extremely successful."

The Tigers Trust were also appreciative of Mike's help with Hull Fair School as he thanks the Trust's staff throughout the programme "I was privileged to help to support staff with The Hull Fair School. The staff were excellent. They were very well organised and creative in the events that they put on. They had an excellent relationship with the pupils and their parents. Their enthusiasm was a credit to them."



CASE STUDY THE BOOT ROOM

In April 2022, the Tigers Trust launched a boot appeal campaign that aimed to recycle old and unwanted football boots.

This appeal was created to remove any barriers from participating in sport, such as not having the correct equipment, especially with the increased cost of living.

The initiative also targets major issues, including global climate change. As an organisation, the Tigers Trust is aware of the climate change crisis and is incredibly committed to minimising the local environmental impact wherever possible.

The Tigers Trust is incredibly committed to building towards a sustainable future and improving the environmental wellbeing of our local communities. Please scan the QR Code to find out more about how the Tigers Trust's work around sustainability.

In the same month as the launch, the Trust invited Hull City players Matt Ingram and Ritchie Smallwood to take part in a boot cleaning event as part of the EFL's Week of Action.

This saw over 100 pairs of boots cleaned and arranged into size order, before being distributed to the local community.

As part of the Rainbow Laces campaign in October 2022, some of the donated boots were re-laced by

Hull City's Greg Docherty and Sean McLoughlin to increase visibility for LGBTQ+ people in sport.

On Monday 16th January 2023, Hull City's Ryan Longman and Sean McLoughlin officially launched The Boot Room at the Tigers Trust Arena. This is a dedicated room to storing donated boots, which can easily be accessed by staff members to distribute to the community.

In the same week, a donation of six pairs of football boots was made to local secondary school Sirius Academy West.

A teacher from the secondary school had released an online appeal for students who didn't previously have access to any boots, and this is where the Trust stepped in to support.

Thank you to everyone that is donated boots so far to the Tigers Trust, these donations will make a huge difference to the health and wellbeing to our local communities.

If you would like to donate any old or unwanted boots to the Tigers Trust, please email: office@tigerstrust.co.uk



SCAN ME



OUR SPONSORS & SUPPORTERS



YOUR CLUB. YOUR COMMUNITY. YOUR OPPORTUNITY.



TIGERS TRUST
IN THE COMMUNITY

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