



TIGERS TRUST
IN THE COMMUNITY

STRATEGIC PLAN

2020 - 2025

EXECUTIVE SUMMARY

The Tigers Sport and Education Trust is on a journey. Reaching the milestone of 30 years of operations amidst the 2020 pandemic. During the 30 years the Football in the Community Project transitioned to a Charity in 2001 and has continued to grow and extend its offer beyond the football pitch but importantly using the power of the badge, Hull City FC. Located at the Tigers Trust Arena the charity provided support to over 33,395 participants through our core activity across Hull and East Yorkshire during the 2019-2020. In addition, reaching out to over 35,000+ people during the pandemic in new and innovative ways to continue our support to those in need in a Covid safe way. We are essentially a small charity with a big heart.



The Trust is governed by a Board of seven Trustees and currently employs 38 full and part-time staff. We are a small team with huge ambitions. The Trust delivers a wide range of engagement and support programmes relating to physical activity and well-being. Following a comprehensive review of governance and operations a new CEO was recruited in late 2018, joining the Trust in April 2019. The Trust has embraced rapid change during the CEO's first year with a restructure to support an integrated approach to programme delivery to ensure more effective outcomes for all those engaged. The restructure strengthens the Trust's ability to continue to improve its capability status*.

Since March 2020, Covid-19 has seen the charity adapt their delivery to support those in need across the local communities of Hull and East Yorkshire, working along side a number of other local organisations to respond to the pandemic. This is credit to the has demonstrated the Trust's ability to adapt operations to meet short-term needs but the pace of change coupled with the uncertainty presented by the Covid-19 pandemic present a new set of challenges for longer term planning and operations. This plan sets out our Vision, Mission and Strategic Objectives which provide the framework for delivering the charitable objectives as laid out in our governing document.



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THE BACKGROUND

The Tigers Sport and Education Trust is a registered charity and was incorporated on 9th November 2001 with a Charity Number 1092287 and Company Number 4320313.

The Trust was formed following the success of Football in the Community Project which was established in August 1990.

The Trust is governed by a Board of Trustees and currently has 7 Trustees:



Anita Pace



Chris O'Neill



Diane Hayden



Neil Cavill

Vice Chair



Sean Royce

Chair



Stephen Logan



Vicky Stabler

The Trust currently employs a team of 37 full and part-time staff and a number of casual members, and last year benefitted from the support of 220 volunteers.

*Premier League Community Foundation (PLCF) and EFL Trust Capability Code of Practice



CHARITABLE OBJECTIVES

The Charity's objectives are the benefit of the public generally and the for residents of East Riding of Yorkshire and Humberside and its surrounding areas:

A. To promote community participation in healthy recreation by providing facilities for the playing of association football and other sports capable of improving health ("facilities" in this clause 3 means land, buildings, equipment and organising sporting activities);

B. To provide and assist in providing facilities for sport, recreation or other leisure time occupation of such persons who have need for such facilities by reason of their youth, age, infirmity or disablement, poverty or social and economic circumstances or for the public at large in the interests of social welfare and with the object of improving their conditions of life; and



C. To advance the education of children and young people through such means think fit in accordance with the law of charity including (but not restricted to) the game of football (including its history and rules) and other sports activities as educational tools and, in furtherance of such objects through the provision of facilities at the MKM Stadium (or other such facility occupied by Hull City FC) for meetings, lectures and classes for the benefit of such persons, and

D. For the general purposes of such charitable bodies or for such other exclusively charitable purposes in each case as the trustees may from time to time decide.

OUR STRATEGY

OUR VISION

Inspired and integrated communities, living active, healthy and happy lives.



OUR MISSION

We dare to **inspire, engage and improve our communities**, through sport, active participation and education; providing opportunities and removing barriers; supporting and raising aspirations and helping people to lead healthy and happy lives because we care and because we can.

OUR VALUES

Fun - We believe fun should be central to all we do.

Ambitious - We strive to be the best in everything we do.

Inspiring - We seek to be positive role models in all we do.

Respectful - We treat everyone with respect.

Passionate - We care passionately about our community.

Inclusive - We seek inclusivity in all we do.

Your Club. Your Community. Your Opportunity.



STRATEGIC OBJECTIVES

Each of our business activities all work to achieve some or all of the following Key Objectives:

- **Inspire Communities** - working to 'inspire' and raise the aspirations of our local communities through an inclusive and quality offer of sport and education activities and provision
- **Improve Health & Wellbeing** - improving the health and well-being of our local communities through activities which promote safe, healthy and happy lifestyles
- **Create Pathways to Education & Employment Opportunities** - creating 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.



- **Connect and Collaborate with Key Stakeholders** - maximising impact and resources by delivering together for the benefit of the local communities.
- **Sustainable** - operate a financially sustainable and viable charity, working effectively with our Club, growing income and building strategic partnerships
- **Build Capacity** - of our charity through excellent governance, quality management and an effective integrated delivery structure

For more information, please contact:

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