TIGERS TRUST



2023 IMPACT REPORT





Sean Royce Chair



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corendon





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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.... CATHERINE BISHOP

Once again I am incredibly proud to be introducing our latest Impact Report, with numbers highlighting some of our achievements and fantastic stories demonstrating our impact and showcasing the work of the Trust in 2023.

As I approach my 5-year anniversary leading this amazing charity, I continue to be proud about the individual journeys we support every day and the 'magic' each and every member of our team creates through the power of our badge, ensuring the reach and impact of Hull City goes far beyond the 90 minutes on the pitch.

One of the best things about my job is telling stories. I do this each and every day and yet 5 years on I still hear 'I didn't realise the Trust did so much', so it is important we all continue to tell our stories and continue to work with so many other amazing organisations to help make the difference we do. So this year I have a plea, I would love for every reader to use this report to help tell our stories with others, build our footprint and celebrate the impact of our activity across our communities. Can you find someone who says 'I didn't realise the Trust did so much' and tell them the story on how Premier League Kicks has positively impacted Toby who has seen his 'confidence blossom' or how the power of football has helped Connor find a new and prosperous pathway and feel 'more proactive about a positive future' following his life experiencing care and finally, just how football is a language for everyone as our Active Through Football programme has brought together 64 nations.

Last year I referenced the challenging operating landscape and this year is no different, with growing demand for our services amidst the pressures from the cost of living increases which have impacted



so many in our communities. The Trust values its collaborations and make no apologies for our ambition and plans to continue to grow our reach whilst being inclusive in our approach as a valuesbased organisation.

I would like to use this opportunity to thank our Trustees, who remain committed to support the Trust with quality governance and decision making, which facilitates the delivery of our priorities and ensure we continue to thrive in a safe and quality environment.

I believe the future is bright for the Trust. I know we have an important place in the local landscape supporting and helping our communities and working to support those who need us. The Trust's priority is to deliver high quality provision to the communities of Hull and East Riding of Yorkshire to support improved health and wellbeing and I am confident next year we will be sharing more stories, working with more organisations and continuing to build our reach across schools and communities.

Finally, thank you to our funding partners and sponsors for all you do as we couldn't do what we do without you.

I hope you enjoy reading and sharing this report and I look forward to meeting you over the coming year.

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2,500

Children aged 5-12 have attended our Football Centres across 2022/23 on school holidays

808

Individuals aged 18+ have attended our Active Through Football sessions

36,172

People have accessed a range of activities at the **Tigers Trust Arena**

OUR IMPACT IN NUMBERS

3,000

Aggregate attendances of young people (aged 8-16) who enjoyed free sports provision through the Tigers Trust's delivery of the Healthy Holidays Programme

2,256 174

Young people engaged with during 22/23 through the **Premier League Kicks Programme**

Adults looking to improve their mental health and wellbeing through the power of football during **Tigers Together** sessions

57

Walking Footballers attend regular weekly sessions on a Monday and Thursday at the **Tigers Trust Arena**



Females attended Premier League Kicks sessions throughout 2022/2023

Attendees on the Tigers Pathways employability programme, including 65 who went from inactive searching to actively searching for jobs

147

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



Participants took part in the Street Soccer Academy ten week programme during 22/23 that focused on football coaching, mentoring, mindset development, and employability workshops

OUR STATS 2022/23

HOURS DELIVERED IN SCHOOLS SINCE 2021/22:

228,476

HOURS DELIVERED THROUGH SOCIAL INCLUSION SINCE 2021/22:

60,209

TOTAL ENGAGEMENT HOURS SINCE 2021/22:

Measuring the statistics of the Tigers Trust Programmes throughout 22/23 compared to 21/22:

PREMIER LEAGUE INSPIRES



Rise in the amount of sessions on the Premier League Inpsires Programme compared to 2021/22



Increase of groups engaged with on the Premier League Inspires programme from 2021/22

PREMIER LEAGUE PRIMARY STARS



Increase since 2021/22 of teachers supported with Continuing Professional Development



More Primary School's have got involved with the Trust's Premier League Primary Stars Programme since 2021/22

PREMIER LEAGUE KICKS



Rise in participants at Premier League Kicks sessions throughout the week compared to 2021/22

43%

Increase in hours delivered on the Premier League Kicks Programme compared to the data collected over 2021/22

TIGERS TOGETHER



Individual attendees who attend either on Monday Night's or Thursday afternoons aiming to improve their mental wellbeing

TIGERS TRUST ARENA



Growth of attendees at the Tigers Trust Arena since 2021/22. 36,172 people now access a range of activities at the Arena

SATURDAY MORNING FOOTBALL CENTRES



More children attend Saturday Morning Football Centres compared to during 2021/22

OUR KEY OBJECTIVES

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 or opportunities by engaging 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.

UNDER 55

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

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 for children to play football in a relaxed and inclusive environment.



SECONDARY

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 full potential, giving them the chance to learn new skills and 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 sessions for those aged 8-18.

The Tigers Trust is proud to provide an opportunity to undertake a degree with ourselves in collaboration with the EFL Trust & University of South Wales.

The Peer Action Collective (PAC) also gives young people the chance to make their communities safer & fairer places to live.



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 mental health conditions to come together and develop their skills and feel better about themselves.

The Active Through Football Programme identifies and works with key target audiences in Hull and East Riding, who face some of the greatest inequalities to being physically active.

Your Club. Your Community. Your Opportunity.



OVER 50s

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

Our Walking Football sessions provide a chance to stay active whilst meeting new people, with coffee mornings taking place afterwards on Monday and Thursday Mornings at the Tigers Trust Arena.

Also take the opportunity to deep dive into the history of Hull City Football Club by exploring our ongoing memorabilia project at the Tigers Trust Arena!



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

The Active Through Football programme works 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 for two eligible groups: all young people aged 16-19 years old and everyone from a black, Asian and minority ethnic background.

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



TIGERS TOGETHER

We provide weekly football sessions for those (18+) living with mental health conditions to come together and develop their skills and feel better about themselves.

We also provide opportunities to take part in matches and competitions both locally and nationally.

Sessions are delivered in a relaxed manner but competitive fixtures are organised if players wish to participate in tournaments.

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.lisney@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



Your Club. Your Community. Your Opportunity.



Tigers Pathways is a free six-week programme aimed at improving skills and preparing people for employment, education or training. It is 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 2024, the programme has already seen 65 outcomes since the programme started in 2022. This includes Scott Irvine who has now found employment 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 **STUDY FOR**

A DEGREE

EDUCATION & EMPLOYABILITY

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 specialise in age-appropriate sessions for kids aged 5-12. These safe and enjoyable sessions are offered during school half terms, with Saturday Morning Football Centres at The Tigers Trust Arena and Beverley Longcroft School, along with Monday Football Centres at Beverley Leisure Centre.

To find out more information about current & future Football Centres, please visit tigerstrust.co.uk

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 Tigers Trust, in conjunction with the EFL Trust and the University of South Wales,

The following courses are available:

- Sports Coaching and Development
- Community Football Coaching and Development

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



THE BOOT ROOM

The Boot Room initiative significantly impacts individuals in the Hull & East Riding area.

By gathering unused and surplus football boots and trainers from the local community, the initiative creates sporting opportunities for those who may otherwise lack access to participation, effectively breaking down these barriers.

If you wish to contribute to the Boot Room, please reach out to josh.barrett@tigerstrust.co.uk to make a donation

PREMIER LEAGUE KICKS

The Premier League Kicks project runs within the most high-need areas of Hull, engaging with over 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)

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





PEER ACTION COLLECTIVE

The Peer Action Collective (PAC) gives young people the chance to make their communities safer, fairer places to live.

PAC is a groundbreaking network of young people, aged 16-20, who are designing and conducting research about young people's experiences of violence, turning their research into action, and leading on meaningful change in their communities.

For more information about the Peer Action Collective Programme, please contact: stuart.oliver@tigerstrust.co.uk

WALKING FOOTBALL

The Tigers Trust takes pride in hosting inclusive Walking Football sessions every Monday and Thursday morning (10-11 am) at the Tigers Trust Arena. Following each session, there's a friendly social gathering featuring biscuits and hot drinks.

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

Our Women's Walking Football sessions takes place at Malet Lambert (Sports Hall).

Sessions take place on Monday evenings from 7.50-8.50pm.

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



CASE STUDY TOBY LAWLER ~

Toby Lawler, aged 9, began attending the Trust's Premier League Kicks Inclusive sessions in February 2022.

Toby was initially a reserved individual who primarily interacted with male peers and staff. However, after several weeks of engagement, Toby gradually warmed up to the staff, expanding his interactions to include female members too.

Over the subsequent months, Toby's demeanour and approach towards others underwent noticeable positive changes, as he noticed the sessions provide a secure and enjoyable space for young individuals to both play and acquire new skills. Initially, Toby's communication skills were somewhat not quite there, coupled with a noticeable hesitancy to engage with others. Yet, with continued attendance, his confidence blossomed.

Toby not only created strong relationships with the session staff but also demonstrated respect towards all members involved. In recognition of Toby's remarkable progress and consistent attendance which includes over 72 hours at the Tigers Trust's Inclusive sessions, he was granted a special opportunity—to participate in the Hull City first team photo at the MKM Stadium.

Escorted from school by Tigers Trust staff, Toby was welcomed at the stadium's main reception by the club's mascots, Roary and Amber. Following a guided tour by Millie from the Tigers Trust, Toby and his family were led to the changing rooms, where a personalised kit awaited him.



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Positioned pitch-side, Toby found himself amidst the players, seated prominently in the photo alongside Hull City's owner Acun Ilicalı and club captain, Lewie Coyle. To this day, Toby fondly recounts his experience, asserting a deep bond with Lewie as his best friend.

Additionally, through the power of the Premier League Kicks Inclusive programme, Toby had the exceptional opportunity to serve as a matchday mascot for Hull City versus Millwall on February 3rd 2023. This allowed him to delve into the behind-the-scenes areas of the MKM Stadium further, partake in an on-pitch skill session, and lead the teams onto the pitch alongside his cherished friend. Lewie!

Explore Toby participating in the Hull City squad photo by scanning the QR Code!





CASE STUDY ACTIVE THROUGH FOOTBALL

Active Through Football (ATF) is a community programme aimed at promoting physical activity in collaboration with Hull City Council, Hull Culture and Leisure Ltd (HCaL), and ourselves at the Tigers Trust.

ATF focuses on engaging key target audiences, particularly those facing inequalities in accessing recreational activities. This case study delves into the journey of ATF in Hull since its inception in 2022, highlighting its impact and achievements.

Hull, a city known for its diverse population, faces challenges in promoting physical activity, particularly among marginalised communities. Recognising this, ATF was launched with the aim of addressing inequalities by providing football opportunities for individuals aged 16-19 from black, Asian, and minority ethnic backgrounds.

Led by Abdu and Josh, the ATF Delivery Officers, the programme commenced with a slow start but steadily gained momentum. Through collaboration with local stakeholders, including Hull City Council and HCaL, ATF devised a comprehensive plan to activate key settings across the city.

The program's primary focus was on delivering recreational and informal small-sided football activities, developed through extensive community engagement.

54 NATIONS



Abdu commented:

COMMUNITY

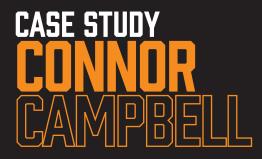
"The ATF Programme has been on quite a journey, from welcoming small numbers at the initial sessions to welcoming 140 participants to a single session, it's fantastic to see participants from all over the world come together through their shared love of football".

Since its inception, ATF has made significant strides in promoting physical activity and fostering inclusivity within the community. One notable achievement is the remarkable growth in participation, with ATF sessions attracting up to 140 participants, making it one of the largest sessions in the country as per ATF's national figures. When collecting data recently, the Marcomms team decided to see the reach and the global representation at our sessions shown on our new Nations map.

Looking ahead, ATF aims to build on its success in Hull by expanding its reach and impact. This includes leveraging partnerships, securing additional resources, and further tailoring activities to meet the diverse needs of the community. By continuing to prioritise inclusivity and community engagement, ATF endeavors to create a healthier and more active communities. By fostering a sense of belonging and promoting physical activity, ATF embodies the spirit of unity and resilience, proving that, indeed, within 64 nations, there is one community.

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IT'S FANTASTIC TO SEE PARTICIPANTS FROM ALL OVER THE WORLD COME TOGETHER THROUGH THEIR SHARED LOVE OF FOOTBALL



Connor, 27, initially got involved with the Tigers Trust through the Tigers Together football programme, a series of weekly sessions designed to enhance both physical and mental well-being.

As a care leaver, he also participated in the Tigers Trust's Care to Dream football sessions tailored specifically for individuals in similar circumstances within Hull.

Expressing his desire to find fulfilling employment without overwhelming his anxiety, Connor was welcomed into the Tigers Pathways employability initiative. Facing the initial hurdle of lacking any form of identification, The Tigers Trust assisted Connor in acquiring relevant ID, including a provisional license and his birth certificate, funded through the programme. This eliminated a significant barrier, facilitating a smoother transition into the workforce when he felt prepared.

Through exploration of his passions using the Trust's employability toolkit, Connor discovered his interest in working in an inclusive setting, supporting individuals with disabilities in reaching their potential. Recognising the value of hands-on experience, Connor was assisted in applying to volunteer for the Trust's inclusive sessions, a role he successfully secured, currently awaiting his DBS certificate before commencing his volunteer journey.

Seeking continuous growth, Connor expressed interest in the Street Soccer Academy programme, completing it in October 2023. This 10-week football-focused mindset initiative, delivered by the Tigers Trust, aims to bring the transformative power of football to communities nationwide. Connor, eager to enhance his confidence and leadership skills, emerged as a true leader during the programme, actively contributing to discussions on crucial topics like mental health, accountability, and honest self-reflection. His ability to inspire others became a noteworthy achievement.

SINCE COMING HERE, I'VE FOUND IT EASIER TO CONNECT WITH OTHERS AND CULTIVATE A POSITIVE OUTLOOK



Discovering his passion for coaching during the Street Soccer Academy, Connor was supported in applying for the Introduction to Football Qualification. Having completed the Safeguarding and First Aid components, he is on track to becoming a qualified coach.

Throughout his journey, Connor demonstrated exceptional commitment, consistently encouraging others, assuming leadership roles, and serving as a role model to fellow participants in each Tigers Trust programme he completed.

Connor says the Tigers Trust programmes have been hugely beneficial for himself: "I used to face difficulties just stepping out of the house, but since coming here, I've found it easier to connect with others and cultivate a positive outlook. Now, I tell myself that I can take on various challenges and have confidence in my abilities. This new mindset motivates me to start my day with purpose and engage in activities."

"The positive changes are significant, both in my personal well-being and interactions with others. I'm more proactive about contemplating my future, particularly myself pursuing a job. I've discovered a passion for working with children with disabilities, aiming to support them in achieving their goals. Previously lacking self-belief, I now realise that I can confidently step into the world and pursue any path I desire."

Learn more about Connor by scanning the QR Code!

CASE STUDY SARAH MACPHERSON

The Tigers Trust recently collaborated with a Year 6 class at Bude Park Primary School as part of the Trust's Primary School Programme: Premier League Primary Stars, which saw the class focus on delivering both Netball and Football schemes of work. One teacher, Sarah Macpherson, expressed her reluctance and lack of enjoyment in teaching PE, as reflected in her initial questionnaire response.

CASE STUDY FABIAN SHAAN

Fabian Shaan embarked on a transformative journey when he joined the Tigers Trust's secondary school programme, Premier League Inspires, in September 2022.

As part of the Year 10 Inspires cohort, Fabian engaged in weekly sessions throughout the year, initially displaying a mix of confidence and occasional disruptive behavior. Despite these challenges, it became evident that when focused, Fabian excelled in his tasks and achieved expected outcomes.

Throughout the year, Fabian's energy levels and effort varied during sessions. Initially prone to minor disruptions, his behaviour gradually improved as he became more familiar with the group dynamics and the content covered. The programme included modules in Enterprise, Career Planning, and Personal Skills, supplemented by practical sessions on presentation skills, money management, and interpersonal skills.

A pivotal moment in Fabian's journey came when Tigers Trust collaborated with R-evolution, a cycling charity specialising in bike repairs, maintenance, and safety. Over a six-week period, students engaged in STEM-focused activities, including building their own bikes as part of a social action project. Fabian's enthusiasm for bike mechanics was immediately apparent, and he emerged as a leader within the group, guiding others through basic repairs and demonstrating exceptional skill and passion.

Inspired by his experience, Fabian expressed a newfound interest in mechanical engineering, with aspirations to pursue it in college. The Tigers Trust is committed to supporting Fabian in this endeavour, providing guidance and resources to enhance his educational journey.

Find out more about the Tigers Trust's Premier League Inspires programme by scanning the QR Code:

SCAN ME



Looking ahead, Fabian will receive additional support in Year 11, including wellbeing check-ins to monitor his progress. With a focus on improving attendance and behaviour, Fabian also aims to secure admission to college or an apprenticeship in mechanics or engineering.

Reflecting on his journey, Fabian shared, "The R-evolution sessions have ignited my passion for mechanics and engineering. I'm eager to explore this further in college."

Moreover, R-evolution, supported by Tigers Trust, has expressed interest in facilitating Fabian's pursuit of a City and Guilds qualification in bike maintenance. This qualification would enable Fabian to support various bike hubs in the city, empowering others to enjoy safe and enjoyable cycling experiences.

Fabian's story exemplifies the transformative power of education and mentorship, highlighting the importance of tailored support and hands-on experiences in shaping future success. With determination and guidance, Fabian is poised to embark on a fulfilling career, leaving a lasting impact on his community along the way.

The Tigers Trust worked closely with Sarah for an overall 12 weeks and spoke about different ways to plan lessons effectively, different ways to differentiate and build blocks of learning to ensure children were getting full capacity to develop not only their physical skills but the social side of PE. In this time Sarah had the chance to observe Primary Stars staff member - Ryan lead a lesson and had the chance to team teach with Ryan by taking part in a lesson, Sarah is now on the verge of managing full lessons on her own.

Ryan now sits down with Sarah each week and plans the lesson and also provides feedback. Sarah has also started to use this in her own PE slots at her school.

Sarah provided us with a quote on how much the Tigers Trust coaches impacted her development and support.

"Being able to observe Ryan teaching PE and Football skills, as an expert in this area, meant that I had the time to consider the most effective way to deliver the lesson and plan for future lesson's, this helped me gain knowledge of skills in Football and put them into my PE Lesson's. This is has also increased my confidence massively and I now feel I can deliver a high quality & effective PE Lesson".





Find out more about the Tigers Trust's Premier League Primary Stars programme by scanning the QR Code:

