



Foundation

IMPACT REPORT 2022

North East & Yorkshire Community Club of the Year



INTRODUCTION

Welcome to our Impact Report for 2022.

Over the next few pages you will be taken on a journey through the ages of those who live in the communities of Teesside that Middlesbrough FC Foundation support to Inspire Confidence, Inspire Hope.

The impact of the work of MFC Foundation in those communities can only be truly measured by the beneficiaries, aged two or 102. Our work is underpinned by our core values; quality of service, continuous improvement, communication, teamwork and inclusion. Every member of our community is made welcome at MFC Foundation.

By using the power and influence of the Middlesbrough FC badge, and by working with local businesses, often as part of the Friend of the Foundation initiative, our dedicated staff deliver programmes that provide opportunities, raise aspirations and improve life chances.

We hope after reading this report you will have a greater understanding of what we do and will be as inspired as the people it has been our privilege to serve.



Foundation



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INTRODUCING THE HEAD OF MFC FOUNDATION

By the end of 2022 Lynsey Edwards had been in her role as Head of MFC Foundation for nearly a year.

Her family is originally from Grangetown and Eston, and she grew up in Yarm, going to Levendale Primary School and Conyers School before studying at Teesside University. When she was very young she was taken by her parents to Ayresome Park before having her first season ticket at the Riverside Stadium aged 11....



What did you do before you joined MFC Foundation?

I've always worked in sports development, first for Badminton England in the north, and then for the Basketball Foundation – setting up free badminton and basketball across the country. I came into football as Head of Participation and Development for Middlesex County FA, and later the Premier League Charitable Fund where I worked with 90 club community organisations, including MFC Foundation, to deliver community-based programmes such as PL Kicks and Targeted.

As a Middlesbrough fan, how does it feel to be in your role?

It's the dream job! I was really happy working for the Premier League Charitable Fund, but when I saw this role I knew I'd regret it if I didn't try for it. We have a great team at the Foundation, I'm lucky every day to work with them and support them to do their brilliant work.

Has the size of the job surprised you?

Yes and no. The Foundation has a brilliant reputation locally and nationally, so I knew from that in some respect. What I have learned is the local need and reach we have and especially being a one-club area, the role we need to play across Teesside and trying to support everyone isn't always easy.

What has been the biggest challenge?

Getting to know everything we do!

How important is humility and empathy in our work, given the circumstances of some of the beneficiaries?

Absolutely, I think that's why we are so well thought of because we do show those characteristics and because the team are local people, they've grown up where they are delivering. They may have been through that programme or experienced a similar situation.

Why is it important to work with local businesses?

The Friends of the Foundation and other local businesses help us to do our day-to-day work, whether that be through financially supporting us or their skills and opportunities that we can then give to participants. But also working with the local community of businesses helps us to reach more people and that's the most important reason that we do any of our work, to help more people in Teesside.

What are your aims for the Foundation?

To build on the brilliant work and platform already achieved by the team, by continuing to deliver our locally led programmes, supporting the Teesside community how they need us and strengthening our partnership with the club. We're entering our 27th year in 2023, so I want to build on our longevity and ensure we're here for at least another 27 years.

ROARY'S ACADEMY

Our provision for the communities of Teesside begins around the time the little ones learn to walk.

Roary's Academy is essentially a football development programme for children aged two-to-four years. The sessions aim to enhance a child's self-confidence, encourage teamwork and develop motor skills through structured delivery from FA-qualified coaches.

Encouraging participation in sport at an early age has a proven pathway towards a healthy life. Although sessions differ from week to week, the key theme is to develop early confidence and key mobility techniques with a ball, including passing, dribbling, and shooting.

The grandmother of one child called Luke commented: *"I've seen a big change in our Luke since he started going. He loves it, and it's great to see all the kids joining in and laughing."*



OUR WORK IN SCHOOLS

PL PRIMARY STARS

The Premier League Primary Stars programme supports the PSHE (Personal Social Health and Economic) curriculum incorporating breakfast, lunchtime, and after-school provision.

Children develop skills and values needed to enhance understanding of, and their interest and confidence in, English and Maths through sport.

As they develop, children have the chance to be involved in team sports and take part in football tournaments against other Teesside schools as well as across the North East.

Alongside sport and PSHE, a key element is social action. Through PL Primary Stars, children are given the chance to give back to their local community through social action projects they design and deliver.

Egglescliffe Primary School pupils and staff set out to create a legacy in memory of one of their teachers who lost her life to cancer.

Raising funds through a school project, they created a cookbook written by the children with all proceeds donated to Cancer Research UK.

The challenge created a great sense of community, with all the children in the class



66 schools were involved in PL Primary Stars. There were **3,500** delivery hours and **80** teachers were assisted in development workshops.

becoming involved and supporting one another to help reach their goal. Children were given opportunities to communicate and work with local businesses and families which developed their personal maturity and ownership to the project.

Skills developed through PL Primary Stars helped them through an incredibly difficult time and create a legacy of which they can be proud.

MOVE AND LEARN

The EFL Trust's Move & Learn project is a six-week programme which combines classroom activities with PE lessons.

Each week the Foundation delivers health-related sessions based around various themes such as exercise, the human body, nutrition and hydration. The project incorporates Joy of Moving festivals in summer term where the whole school can take part in games sessions and health-related activities.



15 schools were engaged in Move and Learn involving **1,700** participants.



Thank you to the following trusts with whom we worked this year...

Nicholas Postgate Catholic Academy Trust.
Areté Learning Trust.

Northern Education Trust.

Outwood Grange Academies Trust.

PL INSPIRES

The Premier League Inspires programme uses the appeal of the Premier League and professional football clubs to support 11-16 year-olds who are marginalised or at risk of not reaching their potential.

Our team support students as they move through the education system and early adulthood.

This project aims to not only inspire students to develop the personal skills and positive attitudes to succeed in life, but also to support schools and alternative educational establishments to keep students present and committed, while encouraging others to re-engage with school life.

Alex was a Year 10 pupil who, at the start of the programme, shared that he struggled with his anger and temper and can sometimes be misunderstood.

On some occasions in school, he told us, things seemed too much for him so, accompanied by staff, he would go on a walk around the school.

83%
of students reported an increase in resilience.

During conversations with him it was explained to Alex that this was his way of coping with situations and that, in future, he could go to the Reflection Room and that he would be allowed some quiet time to calm down in an area that he felt safe in.

Working with MFC Foundation has allowed Alex to be able to focus when emotions take over, their causes, and how he does and should react to them.

Throughout the sessions his aspirations and future goals have become clearer. He says: "I wouldn't mind working with kids that are like me and struggle in school, maybe a similar job as my teaching assistant or working in a care home with them because I will have been in their shoes and know what it is like."

"I liked coming to the sessions because you just let me talk and chill out."

90%
of young people reported feeling increased trust and mental wellbeing from being part of PL Inspires.

77%
increase in problem solving with PL Inspires.



PL KICKS

Premier League Kicks uses the reach and appeal of the Premier League and network of professional football clubs to regularly engage children and young people of all backgrounds and abilities in football, sport and personal development - providing a trusted, positive influence.

The programme for 8-18-year-olds is delivered weekly across Teesside including football and multi-sports, with a significant track record of making an impact on anti-social behaviour.

Regular sessions are a positive diversionary tool, incorporating workshops, social action and events, they enhance physical and mental wellbeing, increase self-esteem and ambition.

Taking place outside the school environment, PL Kicks helps make an impact within the most deprived areas across the Tees Valley.

Over
2,000
young people
attended PL Kicks
across **32 sessions**
per week
in 2022.





Spencer was just like any other six-year-old playing a range of sports and socialising with his friends. He loved exercise and thought nothing of walking up the three-and-a-half miles long Cat Bells in the Lake District.

Two months after one such trip, Spencer was diagnosed with Acute Lymphoblastic Leukaemia – a cancer of the blood.

He was referred to the RVI in Newcastle and endured a tough nine months of intense chemotherapy, with multiple hospital stays, numerous infections, hair loss, and he struggled to eat.

Spencer joined PL Kicks in February 2022 attending every Wednesday evening at the De Brus Centre in Skelton – it was the highlight of his week. Attending PL Kicks has increased his confidence to get back to doing what he loves, where he runs, non-stop, for the full 50-minute session.

His skills have improved, he's learned to play as part of a team and has been supported throughout his football journey and given lots of encouragement by Foundation staff. He was also lucky enough to be mascot for Boro against Barnsley in the EFL Cup.

Engaged with
2,251
participants
throughout the
year on
PL Kicks.

72%
of young people
felt as though they
had better peer
relations.

In February 2022, we hosted the PL Kicks 15-year anniversary event for the North East at the Herlingshaw Centre. As well as a football tournament with Newcastle United and Sunderland, the young people had a workshop on knife crime. The event brought together over 100 young people and was held in association with the Office of Police and Crime Commissioner for Cleveland, Steve Turner.

The Police and Crime Commissioner has supported PL Kicks alongside the Premier League for a number of years, a partnership which will continue until at least 2025.

Steve Turner commented: "It's important that we inspire young people to find their passion and find ways to become law-abiding citizens, contributing to the overall wellbeing of our communities in Cleveland. For several years, MFC Foundation has been a valued partner of my office and it is a testament to their hard work that the PL Kicks programme has been such a success."

Within the PL Kicks programme, our Borobility sessions supported 100 young people with a disability to access sport and physical activity.





Foundation

The PL Kicks Targeted programme supported **20** medium-high risk young people with **five** achieving a qualification and **five** transitioning to education or employment.

Middlesbrough
moving forward

SWITCH IT

Switch It is a youth service that is accessible to young people residing in Middlesbrough aged 11-18-years-old (up to 25-years-old for those with additional needs).

It provides support for children and young people at key transition points where there is a significant change in their lives. This could be the transition when moving schools, as well as the transition from school to next steps in education, training or employment.

Some 81 young people were referred into the programme delivered in partnership with Middlesbrough Council. Participants benefitted from group work and one-to-one mentoring support to help support their social and mental wellbeing.

The parent of one participant, Mia, said: "I was really worried about how my daughter would settle when

she moved schools. She can be quite shy and lacking in confidence, but the work of MFC Foundation staff, alongside her school, was fantastic. She's a happy girl and settled and I'm convinced this programme has a lot to do with that."

PREMIER LEAGUE KICKS TARGETED

Support continues for children and young people in need.

The PL Kicks Targeted project supports children and young people who have been criminally or sexually exploited, or who are vulnerable to this and equips them with the tools to navigate a complex world, building confidence, self-esteem and resilience to give them hope for a more positive future.

Many have turned their life around through this programme. They included a young man from Hemlington called Tyler. He was in a dark place and gripped by a paranoia that people were out to hurt him. This was fuelled by bouts of drug-taking and binge drinking.

He was stabbed three times with consequential visits to A&E. There were concerns the stabbings were retribution between rival drug dealers and that they could happen again potentially leading to his death.

Following a Middlesbrough Council Vulnerable, Exploited, Missing, Trafficked (VEMT) practitioners group meeting, our PL Kicks Targeted programme was identified as the best fit during a multi-agency discussion.

Tyler had been promised a lot, had been let down and that had built up a level of mistrust.

He loved boxing and we set up weekly sessions with former IBF World Champion Stuart Hall, to complement work done with MFC Foundation staff. The impact this programme made on Tyler is summed up by Stuart Hall who says:

"The change I've seen in this kid is unbelievable. I grew up in a similar area to him and know the pitfalls and things that go on. I have tried to show him another way and I feel really proud to have helped mentor him to better himself. He is a naturally talented boxer with the world at his feet and if he gets his head down who knows what could happen. I really feel he now has the belief to do whatever he wants in life and that makes me proud."

Jeff Watson, VEMT Practitioner Group Chair, added: "The work MFC Foundation has done in this case is crucial to this particular outcome."

Tyler was named MFC Foundation Participant of the Year 2022.





A COMMUNITY DAY TO REMEMBER

It was a day when MFC Foundation and Middlesbrough FC were out all across the area.

Over 90 families joined in our Christmas in the Community at the Herlingshaw.

Generously sponsored by Teesside Park – who are owned by British Land – Boro stars Matt Clarke, Hayden Hackney, Alex Mowatt and Duncan Watmore joined in the fun.

We were at Willows Care Home in Middlesbrough alongside Isaiah Jones, Liam Roberts and Caolan Boyd-Munce, while at the stadium Foundation staff together with Boro boss Michael Carrick and several more first team players and coaches mixed with families at a Christmas party for people across the community including participants from Active Through Football, FIT BORO and PL Primary Stars.

The following day the Foundation delivered a Christmas hamper, containing food and toys, to over 230 people who otherwise may have gone without. Delivery was made in collaboration with the Michael Carrick Foundation and several businesses who donated items.

This year we started work with the Michael Carrick Foundation and The Jordan Sinnott Foundation; they kindly donated from their Boot Room programme and £5,000 to PL Kicks respectively.

Many took to social media to express their thoughts. This one post seemed to sum up the mood perfectly...

"Wow wow wow! What can I say! Apart from a massive thank you so much for the event today. We could never afford to give our son these experiences and he is absolutely on cloud 9! He loved every minute and is absolutely amazed to have met the players. He has gone straight to his grandad's (94 years old and the biggest Boro fan) to tell him all about it and show him his new Boro hat and scarf. Honestly from the bottom of my heart I cannot thank you enough. What an amazing thing to do for the kids."

 **Teesside Park**







HELPING WITH EMPLOYMENT

We delivered seven employability programmes across the year helping 45 young people into work.

These programmes used the power of sport to develop transferable skills which built confidence and a toolkit to successfully find sustained employment.

Through The Prince's Trust initiative, SCORE, we were able to help those aged 16-30 with a view to securing and sustaining employment within the health and social care sector.

When we met Rachael she was looking for direction. She had low self-esteem, high self-doubt, and was unsure if she would ever be able to gain work again. She had experienced a turbulent home life and wanted stability.

We recognised her as a reliable and trustworthy young person who had life aspirations and genuinely wanted to achieve these and improve her life.

We invited her to join an event we were running in partnership with a local NHS Trust and where, during the event, young people

were screened and those deemed to be work-ready were offered interviews. She succeeded in both rounds of this and was thrilled when offered a job as a residential carer in a home that works predominantly with young people struggling with their mental health. Working closely with the DWP (Department of Work and Pensions) on a national scheme called Kickstart, we made such an impact on the lives of young jobseekers in Teesside that we landed an award which was recognised nationally.

Out of the hundreds nominated, our work stood out and as a result we won the North East England SME (Small and Medium-sized Enterprises) Award at the Kickstart Award Ceremony.

The Kickstart scheme provided funding to create new jobs for 16-24-year olds on Universal Credit who were at risk of long-term unemployment. We found places within the Foundation and the club for youngsters, many of whom then took that experience into the workplace in the form of a full-time job.

We engaged with
430
participants on
the SCORE
programme.



Prince's Trust



ACROSS OUR COMMUNITIES

Our team work hard to bring the whole of Teesside together.

For many the thought of moving home is a traumatic experience.

Now, try to imagine you have no home and you're in a different country, one where the people don't speak your language. You had to move, you were fleeing war, conflict and the risk of persecution. Some members of our communities are living through this and that's where our **FOOTBALL WELCOMES** programmes comes in.

The initiative sees the Foundation offer football and educational provision for those who have sought asylum in Middlesbrough. Children often arrive having had a varying degree of education – some have had no formal education at all.

The participants are from all over the world. One school, Abingdon Primary, currently has a pupil base which has over 40 different home languages. For the older participants, Afghanistan, Ecuador, Eritrea, Iran, Mexico, Palestine and Syria, among others, were once home.

Over the year we helped more than 100 adult participants from 23 different countries.

They soon had a real sense of Middlesbrough becoming their home through our coaches visiting schools, organising football matches for adult groups and helping them settle into a new way of life, leaving behind one which many find difficult to comprehend.

Of course, housing isn't just a concern for refugees.

Utilising funding from the **THIRTEEN GROUP**, we have provided help to parents and their children from within specific wards in the region through 22 weeks of physical activity. Across three stages of delivery the project supports with family learning by blending parent and child development using football-themed workshops to improve parenting skills and mental health.

It complements another of our new initiatives, **ACTIVE THROUGH FOOTBALL**, funded by the Football Foundation.

This project has quickly become popular as it targets our Newport and North Ormesby communities to participate in football and physical activity while embedding lifelong behavioural change with improved physical and mental wellbeing. A short-term impact leading to life-long benefits, impacting over 75 participants.





More than
1,300
attendances were
recorded through
the year on Think
With Your Feet.



SUPPORTING MENTAL HEALTH

We have made a positive impact across many programmes, all tailored slightly differently.

THINK WITH YOUR FEET is a regular football therapy session for adults who are in need of support with their mental wellbeing. Under the banner of our Team Talk delivery, in East Cleveland **KITCHEN THERAPY** helps on two fronts, self-confidence and learning new skills in the kitchen and **KNIT AND NATTER** is, well, exactly that, a chance to knit and natter.

Both help those who may be dealing with issues of isolation, depression, low confidence or self-esteem.

Olive has been attending Knit And Natter sessions at Skinningrove Village Hall in East Cleveland. She says: "I like the knitting but love the natter! I look forward to seeing the group of strangers that have become friends.

"Being in the group has made me feel part of a team. I love hearing their life stories each week, we're able to support and encourage each other."



Over
90
participants now
enjoy Knit And
Natter and Kitchen
Therapy.



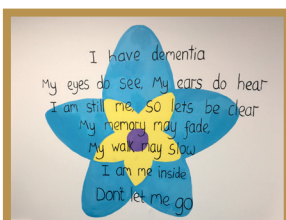
Our work with those living with dementia grew rapidly throughout the year.

DEMENTIA FRIENDLY dances held at the Riverside increased in popularity each month as those with the condition mixed with family and carers, sharing smiles, tea and biscuits, as well as memories when a spark of recognition ignited a long-forgotten event.

The dance floor wasn't always big enough to accommodate the numbers, with at least 40 attending every session.

It was the same at Senses Wellbeing in Skelton where again once a month there would be an inclusive tea dance for those with other needs as well as those living with dementia.

Numbers were bigger there, it wasn't uncommon for 60-80 to attend, coming as they did from surrounding villages, with Karen Winspear, a leading light in the provision of local community welfare and services saying: "The difference MFC Foundation has made to our programme of events is almost immeasurable. They work they do is fantastic, this is exactly what this area needed and the impact has been massive."



Our work extended into care homes through a Memory Box Tour with former Boro star and England international Alan Peacock, himself living with dementia.

Perhaps a letter sent from Montpellier Care Home in Middlesbrough sums it up, there were many like it.

Dear MFC Foundation,
Firstly, I'd like to take this opportunity to express our gratitude and offer the thanks of all our residents and staff for what was an amazing visit.

The changes seen in some of our residents with dementia had our staff in floods of tears, residents who normally refrain from engaging in conversation couldn't wait to talk to your team and connect or even reconnect with Alan Peacock, reciting moments from past matches or memories of previous meetings with Alan.

That day alone has helped staff connect with some residents, giving them conversation starters that engage the residents.

The whole team were professional, polite and most importantly able to bring the residents out of themselves creating a comfortable environment for residents and staff alike.

We at Montpellier Manor would love to welcome Middlesbrough FC Foundation back into our home at any time and feel that the Foundation are providing a fantastic service to the community.



IMPROVING HEALTH AND WELLBEING

The Riverside Stadium hosts unique physical fitness circuit classes.

FIT BORO is part of a national physical and mental wellbeing programme funded by EFL Trust and delivered by the Foundation at the Riverside.

Almost every project was over-subscribed as 30 males and 30 females signed-up for 12-week programmes which shed pounds in an environment that created friends that lasted long after the programmes had ended. Three cohorts were delivered in 2022 alone, helping 180 adults to lose weight, feel better and experience the unique surroundings of the stadium.

Weighing over 23st (149kg), Claire was at her heaviest and it was at this point she decided to make a positive lifestyle change. She was a single parent of two children, very self-conscious about her own body, and acutely aware that her youngest son had never been on a day out with his mother. Couple this with frequent panic attacks about not waking up and it's not difficult to understand why she felt it was time for change.

After trying various programmes with differing degrees of success, she joined FIT BORO which introduced the nutritional aspect of healthy living alongside the physical work. Being around other like-minded people with similar goals and challenges, Claire attended the weekly sessions where she loved the group exercise, enjoyed different workouts and helping other people. She reached her (11st) target weight and is training to be a Slimming World consultant.



Involving five different organisations across eight locations, the Boro Bus performed **177 health checks** leading to **20 referrals** to seek further medical help.

FOUNDATION HEALTH OFFER GOES MOBILE

Transport offered to maximise access to Foundation's health and education programmes.

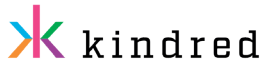
The **BORO HEALTH BUSES** were brought into service to help combat health and education difficulties in areas of deprivation, particularly East Cleveland, just prior to Covid-19. It is utilised as a mobile learning facility, often supplementing work done within classrooms as well as delivering our Boro Health Checks. Requisitioned as a pop-up vaccination centre during the pandemic, it continues to be taken to all areas of Teesside so NHS staff can administer the necessary jabs.

With the buses set up with dugout seats, projector screens and WiFi, we're able to take the buses to non-traditional locations and deliver a wide range of workshops including healthy eating, internet safety and anti-smoking, among others.

In 2022, we launched the first match day transport offer, picking up at a number of locations across East Cleveland to bring people to Middlesbrough home matches.

This has all been possible due to value-in-kind support from Arriva North East.

PARTNERS



Active Tees Valley
 Age UK Teesside
 AM Recruitment
 Amnesty International UK / M.A.P
 AV Dawson
 Beyond Housing
 Bulkhaul Ltd
 Cleveland Fire Brigade
 Close Protections Security
 Coach Core
 Cornerstone Business Solutions
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 Cumbria Waste
 Dementia Action Teesside
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 Durata Ltd
 Edge Services
 Emmerson Marketing
 Endeavour Law
 Erimus Insurance Brokers Ltd
 Evans Halshaw Vauxhall
 Everyone Active
 Falck
 First Source Solutions
 Footprints Food Bank
 GRS Insulation Ltd
 Head Quarters Barbers
 Holey Molies
 id8d
 iWonder
 John Morfield Ltd
 Mandale Group
 Midas Cladding
 Middlesbrough & Stockton MIND
 Middlesbrough College

Middlesbrough Food Bank
 Middlesbrough Ladies FC
 Middlesbrough Supporters Club
 Nanny Bears Nursery
 National Lottery Fund
 NETA Training Group
 Newcastle International Airport
 Normanby United
 Northumbrian Water
 Not Just Travel
 Pearl Safety
 Pepe's Piri Piri Chicken
 Project Escape
 RAH Group
 Redcar and Cleveland Borough Council
 Rosedene Nurseries
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 SDDE Smith Group
 Shutter Angels
 Sport England
 Substance
 Summer Sound Music Events
 Tees Valley Sport
 Teesside Hospice
 Teesside International Airport
 Teesside LGV Training
 Teesside University
 The Jordan Sinnott Foundation Trust
 Thirteen Group
 Vehicle Smart
 Vistech
 Wellington Square Shopping Centre
 WOODSmith Group
 You've Got This



Foundation

North East and Yorkshire Community Club of the Year 2022

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