



IMPACT REPORT

SEASON 2022/23



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WHO ARE WE?



FOUR MAIN AREAS OF WORK:

EDUCATION

**SOCIAL
INCLUSION**

PARTICIPATION

HEALTH



PARTICIPATION

AFC Bournemouth Community Sports Trust participation sessions are an introduction in football for all.

Sessions start at 1 years old and we offer something for all ages from here to the over 70s.

***SESSIONS:
MINI CHERRIES | MINIKICKERS | SOCCER CAMPS***



2

Mini Cherries sessions take place at **2** venues in Bournemouth and Poole.

50

Mini Cherries sessions engaged over **50** children aged 1-3 years old.

Minikickers sessions take place at Vitality Stadium on Saturday and Sunday mornings.



250

Nearly **250** children take part in a Minikickers session per week

Progression of young people from Mini-Cherries sessions to Minikickers.

SOCCER CAMPS



Sessions take place every school holiday;

February, Easter, May,
Summer, October
and Christmas

Slades Park 3G
The Blandford School
Ringwood Community Hub

74

Average attendance
of **74** at each session


Offering Camps
at new venue:
**Ringwood
Community Hub**

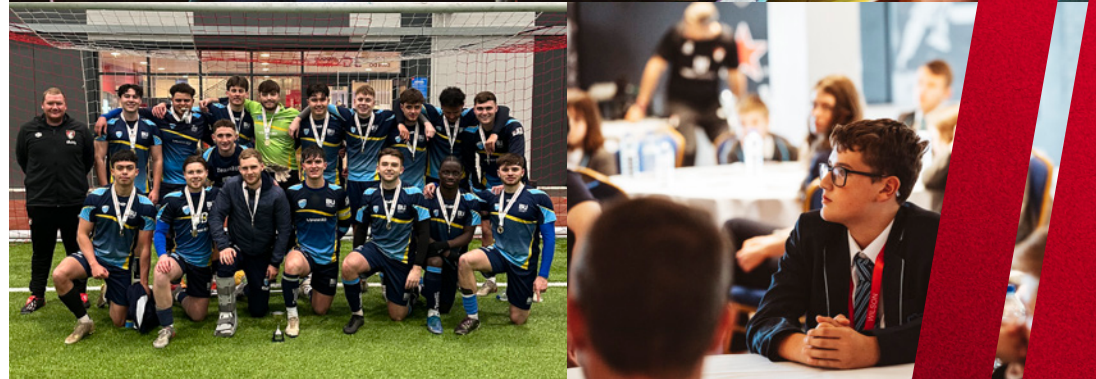
EDUCATION

AFC Bournemouth Community Sports Trust are committed to supporting school delivery and offering our own educational initiatives for school children across Dorset and Hampshire.

The Trust also work with local educational establishments to assist with the delivery of their sporting programmes, and offers a coach education programme.

Educational work includes:

	School Projects	Premier League Primary Stars
Premier League Inspires	College Programmes	Next Gen Coaching Programme



The Community Sports Trust work with the Bournemouth University football team – training on a twice-weekly basis and running the team on match days, including league and cup games, and varsity.

Men's First team are Western Conference Cup winners following a 2-1 victory over Southampton University.

SCHOOL PROJECTS



Lesson topics cover:

- > Safer Kids Online (Internet Safety)
- > Healthy Lifestyles
- > Respect and Citizenship
- > Mental Health
- > Money Management
- > Sustainability, Equality and Diversity

418 classroom lessons delivered

Sessions delivered across **40** schools

More than **135,000** people have been involved in one of these workshops



Six community groups took part in workshop activities

PREMIER LEAGUE PRIMARY STARS



Supported **12** Youth-led Social Action projects, with students focusing on topics such as environmental impact and leadership

Hosted **five** Teacher CPD events

13 local festivals for school teams

Hosted Premier League Primary Stars Regional Girls Tournament for the first time, using the new facilities at Ringwood Community Hub

50 targeted intervention sessions, taking place weekly for six weeks, delivered covering topics including PSHE, Maths and English

Supported Girls Only session at Kingsleigh Primary School – their girls team went on to represent AFC Bournemouth in Premier League Primary Stars National Tournament

950 books were shared across **19** local primary schools in a World Book Day Donation

PREMIER LEAGUE INSPIRES

256

individuals have engaged in the PL Inspires programme this academic year

90 of these are female students

159 young people have participated in **6** EDI themed workshops at Vitality Stadium covering topics including; **No Room for Racism, Rainbow Laces, Trailblazers, Mental Health, Money Management and Anti-Bullying**

Waste Not Wanted from The Blandford School won the PL Inspires Challenge Club Heat and have represented AFC Bournemouth against the other **44** Inspires Clubs in this year's Protect the Planet Challenge

20 pupils visited three other football stadiums for events, travelling to Fratton Park, St Marys Stadium and King Power Stadium



COLLEGE PROGRAMME

Girls Only Programme takes place at Brockenhurst College and a programme for boys and girls at Oak Academy

94 students across the two programmes

More female students than male taking part in these programmes

Boys 1st Team won their EFL league unbeaten – To receive their winners trophy they attended the League One Play Off Final

300+ training sessions delivered during the academic year

Throughout the year, students have completed **35** workshops covering a range of topics: Anti-bullying, CV building, Online Safety, LGBTQ+ Awareness and Anti-Knife Awareness

Students at Brockenhurst College supported the Planet League Green Football Weekend campaign, using their time at college to score goals for AFC Bournemouth

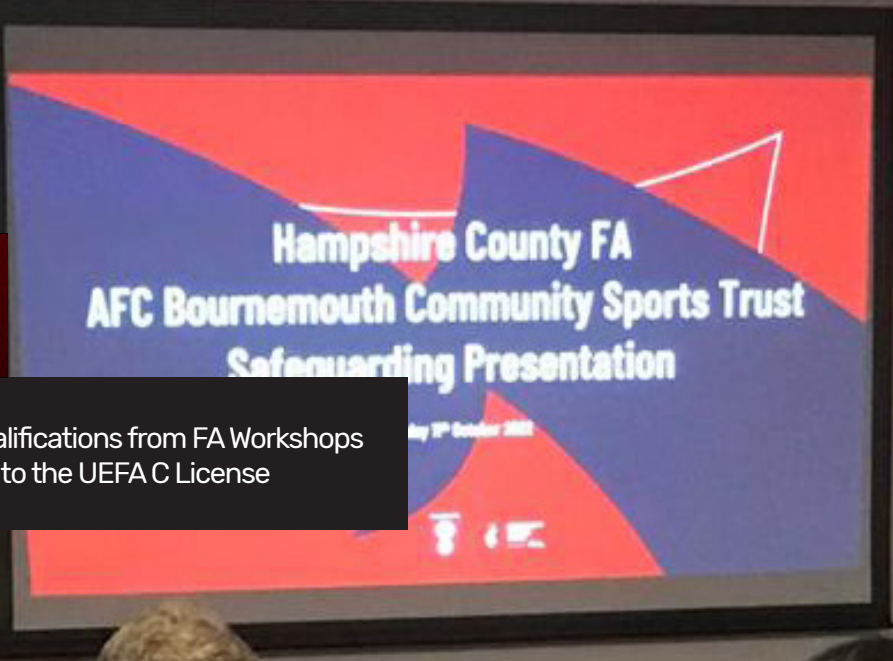
Nearly **70** competitive fixtures played by all teams

NEXT GEN

Supported **80** coaches throughout the 2022/23 season

20% female,
7 from under-
represented
groups, **20** from
SEND/Disability
backgrounds

Achieved **150** formal coaching qualifications from FA Workshops including the Playmaker Award up to the UEFA C License



12 CPD
workshops for
coaches over a
range of topics

Guest speakers as part of CPD workshops

Guest speakers including:
Sam Gisborne – AFC Bournemouth Academy Manager,
Meredith Hack – Safeguarding Manager AFC Bournemouth
Dan Carroll – Lead Youth Development Phase Coach

100% of coaches
have found the
programme beneficial
to their development

HEALTH

This is one area of work that continues to develop and grow for the Community Sports Trust year on year.

Supporting people's physical and mental health is an important value to the Trust, and we are delighted to be able to offer a range of activities to do this.

SESSIONS INCLUDE:

- > WALKING FOOTBALL
- > CARE SOUTH
CARE HOME VISITS
- > SPORT AND SOCIAL
- > GOALS
- > MEN'S 5-A-SIDE





Held monthly events and provided support to **17** men with cancer which they have used to network and build friendships within and outside of the group

Talking Cherries for fans who need support with their mental health

Senior Cherries meetings take place monthly, including walks in the local area and quizzes at Easter and Christmas

64% of Goals participants lose weight through weekly exercise sessions

Ran the Vitality KickStart programme in the New Year – **60** attendees started, with **50%** taking part in the Saturday morning Park Run session

WALKING FOOTBALL

6

sessions on a weekly basis; recreational, women's only and beginners alongside team training sessions for the over 50's, 60's and 70's



11

Competed in 11 Walking Football fixtures this year, with a trip to Arsenal which also included a stadium tour

Hosted a Walking Football Tournament in January 2023, including teams from Eastleigh, Chelsea and Norwich City

Over **125** players have taken part throughout the season

Sessions based at venues including Littledown Centre, Vitality Stadium 3G and Ringwood Community Hub

Welcomed a Romsey team to Vitality Stadium for a tour before a fixture in May 2023

Recreational Sessions

Care South
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Team Sessions

McCARTHY STONE
Life, well lived

CARE SOUTH



Twice weekly visits to different Care South Residential homes

Visits include Chair Football games; passing and shooting, football skittles and bean bag toss games



Hosted annual Christmas Coffee Morning event at Vitality Stadium

Hosted family day at a local care home to bring together multiple generations and raise awareness around dementia

Neto attended a session – first player appearance in a care home since before pandemic



MENTAL HEALTH



AFC Bournemouth Community Sports Trust offer a variety of sessions to support people of all ages with their mental health

To mark **World Mental Health Day**, Neto attended a school's event at Vitality Stadium with Premier League Inspires students, where over **60** young people took part

Continue to support the fan-led initiative Talking Cherries

Sport and Social sessions run twice weekly in partnership with Dorset Mental Health Forum – offer football sessions for anyone aged 16+ who has been affected by any mental health difficulty

Dorset Mind Partnership

Men in Mind Group – Thursday evening physical activity session for six weeks, offered specifically to men aged 18+. Also offers a judgment free space to focus on wellbeing and form positive social connections

59

Number of workshops delivered to local school children and community groups

Junior Stanislas attended workshops at St Mark's Primary School as part of Children's Mental Health Work



Steve Cuss spoke at **Dorset Mind's Courageous Conversations** event in November 2022, supporting **International Men's Day and Men's Mental Health Month** – helped to promote the importance and power of talking



SOCIAL INCLUSION

The Community Sports Trust Social Inclusion activities help to encourage many young people to engage in regular physical activity. The sessions engage different groups such as girls and people with disabilities, as well as targeting anti-social behaviour

- Girls Development
- Ability Counts
- Impairment Specific
- Premier League Kicks
- Premier League Kicks Targeted

Active Holidays Camps, as part of the Holiday and Activity food programme continued throughout school holidays, engaging **60** people per day

Launched Community Outreach Van in September 2022 – kitted out with an Xbox for FIFA, fitness equipment including boxing gloves and fitness mats – the van has travelled to youth centres and community hubs across Bournemouth and Poole throughout the season to engage young people in positive social activity



The Premier League's Targeted programme began working more closely with PL Kicks and PL Inspires in 2022. Received referrals from agencies including Dorset Police, Bournemouth Violence Reduction Unit and the Local Authority Youth Offending Team to engage young people in the mentoring process

PREMIER LEAGUE KICKS

Christchurch sessions supported by

REIDsteel



Dorset Police have been in attendance regularly at Community Engagement sessions

12

Twelve young people, participated in the **Premier League Kicks Cup Tournament**, against other National League and Premier League teams

Weekly partnerships with **ESOL** group from Bournemouth and Poole College and the **Children's Adolescents Mental Health Service (CAMHS)**, including stadium tours and football sessions – many young people from these sessions have transitioned into additional Kicks sessions

24

female participants aged 12-16 years old have participated in the **Premier League Changemakers programme** which includes leadership and empowerment workshops, whilst getting involved in social action and volunteering work

PREMIER LEAGUE KICKS TARGETED



Support young people through a **12-week** personal development programme with weekly mentoring sessions **4** young people started their engagement with the Community Sports Trust outside of education, three of these have now returned to education

200+

Over 200 hours of mentoring have been delivered since October 2022

Young people aged 11-16 years old Supporting students across **14** educational establishments, including four Pupil Referral Units

17% of the young people engaged in the programme are female

Young people have been sign posted to relevant opportunities such as **Premier League Kicks**, with one young person selected to represent AFC Bournemouth in the Premier League Kicks Cup



GIRLS DEVELOPMENT

134

Over 134 girls have attended a **Wildcats session** across three centres



Girls Development sessions take place weekly at Slades Park and Vitality Stadium

65 Girls across Under 9, Under 11 and Under 13 ETC Age groups

Launched **Girls Emerging Talent Centre** sessions in September 2022 in conjunction with Football Association as a development opportunity for local female footballers

ETC have played fixtures against Swindon, Exeter, Portsmouth and Forest Green Rovers

9

female members of staff delivering across **Wildcats sessions**

BU
Bournemouth
University

GIRLS AND WOMEN'S TEAM



PATHWAY:

- > *SCHOOLS COACHING*
- > *RECREATIONAL SESSIONS*
- > *GIRLS EMERGING TALENT CENTRE (ETC)*
- > *GIRLS TEAMS*

100+
Over 100 players involved in the programme from Under 10 to Women's Team

Holly Humphreys made First Team debut in September, making her the first player to play in each girls age group before the women's team

Women's Team played in front of a record crowd of **3067** at Vitality Stadium

Women's First Team won the Hampshire Women's Senior Cup for the first time in their history

BU
Bournemouth University

Vitality

eset
Digital Security
Progress. Protected.

WFA Women's National League

JPRO

BLUEBIRD COACHES

MSP CAPITAL

INTERNATIONAL WORK



Continued to develop **South Africa Community Project**. In March and April, Under 18 touring groups visited Bournemouth

Took part in training sessions, stadium tour, matches, watched **Women's and Premier League** matches and met AFC Bournemouth Men's and First Team players



Community Coaches returned to **South Africa** to continue project in June 2023

Welcomed International touring groups to Bournemouth as part of their trip – **Carmel FC** trained and played at Ringwood Community Hub

Delaware trip took place in **July 2023**, coaches delivered Soccer Camps



CHERRIES COMMUNITY FUND



Since its introduction the **Cherries Community Fund** has donated **£202,155.67** to worthy causes

Marcus Tavernier joined Jeff Mostyn and Steve Cuss on the panel to decide how funds were distributed and take part in cheque presentations

Cherry Monday Campaign to beat January blues. **£5962** donated on this day

Donations made to groups supporting **bereaved young people**, costumes for performing groups, charities supporting **Ukraine Relief**, schools for equipment



PLAYER SUPPORT

Nearly **200** appearances made in the community by players from across the club

More than **60** appearances made by the **Women's Team**

30 appearances by **Under 18s**



Women's team wrapped presents for Ukraine children ahead of Christmas

Players supported **Junior Cherries** events including Open Training session and Christmas Party



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Players warmed up in Community Sports Trust t-shirts during **Community Match Day and PL Supports weekend**

Women's Team and Under 18's participated in a tournament with the Walking Footballers

PFA Player of the Season Awards handed out to **Holly Humphreys** (Women's Team) **Neto** (First Team)



FACILITY: RINGWOOD COMMUNITY HUB

The Community Sports Trust opened the new 3G pitch at **Ringwood Community Hub** in February

Soft launch event involving AFC Bournemouth **Under 16 Girls and Walking Footballers** along with Ringwood Town Under 8s

Ringwood Community Hub is home to AFC Bournemouth Girls and Women's Teams alongside offering community activities for all

Phase two of the development will see the rebuild of the pavilion/clubhouse, before the car park development completes the project

Premier League Trophy has visited the site twice this season; the Premier League Primary Stars Tournament and PL30 event, where **Braydon from Ability Counts** was crowned Community Captain



22/23 SUMMARY

Throughout the season, the **Football Education Programme** invited local under **16** grassroots teams to Vitality Stadium for a taster coaching session, presentation about the programme and a stadium tour. Overall this was attended by more than **200+** local players



The **Next Gen** coaching programme provided coaches who had engaged well with the programme opportunities to bring their team to a Premier League match day at Vitality Stadium

Young people from the **Premier League Inspires** programme signed up to represent AFC Bournemouth in the **Premier League Green Football Weekend**, sustainability competition where we finished **7th** out of **92** clubs taking part

In support of **International Women's Day**, the **Under 12 Girls** team had lunch at the training ground with the **Men's First Team**

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