



# **The Crawley Town** Community Foundation

Annual Review 2021-2022



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# Mission Statement

The Crawley Town Community Foundation is an ambitious community programme that thinks big and supports its people getting where they want to be - and our reach is everyone.

We work with our communities to get active, prepared, educated and dreaming without leaving anybody out in a diverse Crawley. All of our pathways are different and so we pride ourselves on doing the best for each other in getting where we would like to be.

Our mental and physical health is fundamental to wellbeing and happiness, so getting what we need requires a dedicated team to work for each other. The Foundation is devoted to the every day work our community needs, to widen participation, inclusion and respect.

This report is the annual review for the charity's 2021-2022 year and shows the depth of our community programme. It aims to illustrate the meaningful impact that the Foundation has on the community of Crawley.

The Foundation would like to thank everyone for their support, help, enthusiasm and expertise over the year that allows us to operate with such success.

That goes, but is not limited, to participants, employees, trustees, volunteers and partners.

Established in 2012, Crawley Town Community Foundation is the registered charity of Crawley Town FC (charity number 1149113)

## Our board of trustees

**Chairman**  
Steve Sawyer

**Vice Chair**  
Thura KT Win

**HR Trustee**  
Zoe Wright

**Finance Trustee**  
James May

**Trustee**  
Alan Foot

**Media & Communications Trustee**  
Mark Dunford

**Club Representative**  
Tom Allman

**Club Representative**  
Preston Johnson

**Head of Foundation**  
Darren Ford



# Head of Foundation

## Darren Ford

I am pleased to welcome you to our 2021/22 Annual Review which highlights the work of the Foundation, as we all began to work our way out of the Covid-19 pandemic and the subsequent lockdowns and towards what has become the 'new norm'.

Following the pandemic, the Foundation utilised the opportunity to review its operations and programme delivery to further enhance the work it delivers within Crawley and the surrounding areas.

Through harnessing the energy of Foundation staff and the support of the local community, the Foundation has continued to deliver a variety of themes including education, social inclusion, health and wellbeing, reducing social isolation and of course supporting physical activity through sport, especially Football.

We have seen our participant numbers return to pre-pandemic levels, welcoming new and existing participants to our sessions. Our delivery timetable has continued to offer new sessions and we are continuously

looking at new ways in which we can support the community.

Each department has continued to work tirelessly to ensure those who access our session are supported as much as possible and it has been great to see the positive impact the Foundation has had on the participants we see on a weekly basis, across all sessions.

This impact is purely down to the team of staff we have within the Foundation, who have continued to work towards supporting the local community. We are always grateful to the participants who support our sessions and I am especially grateful for the support and efforts of the staff during the year in which we are reporting.

We continue to have a great relationship with the Football Club and my thanks also go out to all those involved with the Club, as well as being grateful to our partners and stakeholders including the English Football League Trust, The Premier League Charitable Trust and our funding partners.

Thank you for your continued support and I hope you enjoy reading this review.

Darren





A portrait of Steve Sawyer, a middle-aged man with short, graying hair, wearing a dark blue blazer over a light blue button-down shirt. He is smiling slightly and looking towards the camera. The background is a blurred outdoor setting with green and yellow foliage.

# Chairman Steve Sawyer

Welcome to our Annual Review, my first as Chairman. I have been a Trustee of the Community Foundation for over five years and was elected Chairman in December 2021.

During that time the Foundation has always played a vital role in our community supporting health, wellbeing and educational outcomes alongside the development of footballers whether for recreation, health or competition.

Never has the contribution of the Foundation been more telling or more important than during recent times. The period covered by this Annual Review was difficult for everyone as we emerged from the pandemic and faced the challenge of getting back to “normal”.

This was an unsettling and challenging time for us all, the Foundation included. I commend and congratulate Darren, Sally, and every member of the team for their outstanding efforts.

This document is both a formal requirement and a necessary celebration of superb achievement.

The participant numbers, the excellent feedback, the positive impact on people’s lives and the brilliant performances of the Academy – in the classroom and on the field. So much to be proud of.

These results – whether football, community or education – do not happen by themselves. They are the result of talented people working very hard. I am proud to be involved, I am proud to be a Trustee and Chair of the Foundation and I am continually impressed by the achievements of the team who by their efforts are making a real and positive difference.

For me the Crawley Town Community Foundation is the embodiment of the “Town. Team. Together” motto.

My thanks to everyone involved from football club to participants, our supporters and founders, fellow trustees and – most of all – the Foundation Team.

Congratulations.

Steve



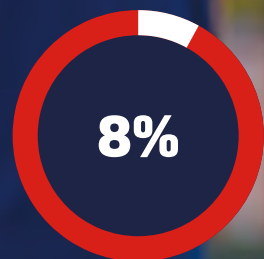
# About US

**3,216**  
Sessions

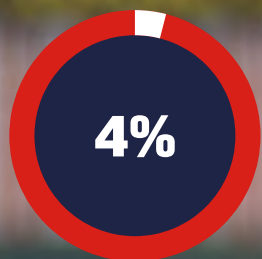
**39,885**  
Attendance

**69,775**  
Contact hours

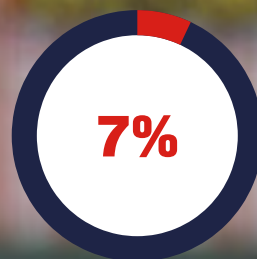
Asian / Asian  
British



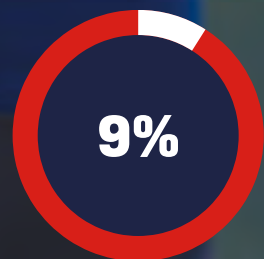
Mixed / multiple  
ethnic groups



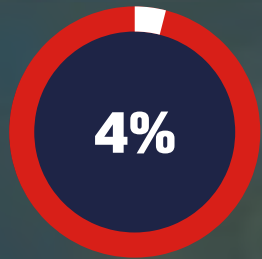
Declared  
Disability



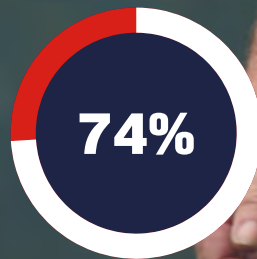
Prefer not to  
say



Black /  
Black British



White British  
/ other



# Town. Team. Together.



**Ages**  
4-98

**Female**  
29%

**Male**  
71%

## Our Values



**Participation**



**Respect**



**Inclusion**



**Community**



# Community Development

**842**  
Participants

## Our Community Programme

The Foundation's Community Development programme is at the heart of our work in Crawley, and is illustrative of the breadth of our projects.

Our team aims to support as many as we can, by running football sessions and social groups for people with learning disabilities, those with mental health issues and our older community. We also host women's recreational football, free kids' sport and dementia-friendly groups.

**Crawley Old Girls**  
Women's football

**Crawley Town Flyers**  
Disability football

**Sporting Memories**  
Dementia-friendly

**Extra Time Hubs**  
50+ social group

**Move the Goalposts**  
Mental health

**Premier League Kicks**  
Free kids football

These are held at various locations locally including the club's Broadfield Stadium and ball court.

We work in collaboration with local charities and organisations, in local schools and facilities around Crawley.

We want to see Crawley moving, active and engaged.

**Town.  
Team.  
Together.**





# Move the Goalposts

Our Move the Goalposts football is for those experiencing, or at risk of experiencing, mental health issues.

This has been a consistently well-attended session that involves people cutting across our other sessions.

Whilst the aim of the programme is to get people active and to improve wellbeing through football, it is crucially a safe space for those that might have sensitive issues.

The atmosphere is always spritely and with a good level of competition.



***"They help me with my physical exercise, the other sessions I attend help improve my mental health."***

***I have become more confident talking to other participants and confident when attending."***

- Move the Goalposts and walking football participant Pete

***"I care about all the people in the community."***

***I've learnt about different tactics, about dribbling and having the ball in my possession. Matt teaches us skills we do, he's the most brilliant coach ever!"***

- Crawley Town Flyers' Matt

## Crawley Town Flyers



The Crawley Town Flyers is the Crawley Town disability football team and play in our weekly football training sessions.

It is run in partnership with Out There West Sussex and is run by our UEFA qualified coaches at the Broadfield Stadium facilities.

The Flyers train twice a week and have two teams that compete in the Sussex Disability Football League.

The focus of the sessions is to build on footballing skills and tactics, and is a relaxed and supportive atmosphere catering for all abilities



# Crawley Town

## Old Girls

'COGs is an EFL Trust funded Female Football Development (FFD) scheme founded with the Foundation aimed at inspiring 'older' women to learn and play football.

The Broadfield Stadium ball court is host to beginners, intermediate and advanced sessions run by our qualified, dedicated coaches.

This is an opportunity for women to be involved with football on a recreational and regular basis and in a social space.

### COGs Beginners

61 Participants

### COGs Intermediate

66 Participants

### COGs Advanced

73 Participants

## Walking Football

As part of our flagship Broadfield Extra Time Hubs we offer walking football to our over-50s participants at the Broadfield Stadium's ball court.

Walking football is able to bring together all abilities and we see a supportive, good-spirited weekly session every Friday afternoon.

After each week participants join together with the rest of the Extra Time Hubs group at the stadium for refreshments and conversation.





# Extra Time Hubs

**130**  
Participants

**Socialise**  
Form friendships

**Increase**  
Physical activity

**Combat**  
Loneliness & isolation

## Jane and Bill

***"Joining the hub is the best thing we did...it's the atmosphere and we thoroughly enjoy it."*** - Bill

Bill: "Everything in our life is changed...my daughter rang me up and said mum has had a stroke and they're 'gonna keep her in. So they kept her in for five days and our lives have revolved around that ever since."

Jane: "Physically, my sight is really bad and my balance is bad...but mentally it's affected me worse because there are lots of things that I can't do. I can't drive now, I had to give up my driving licence... that was my bit of independence because now I can't go out by myself anymore."

Bill: "Since we joined the hub she has come out of her shell, she loves coming. This makes our week coming here on a Friday."

The Extra Time Hubs have been a particular highlight for the Foundation in the post-pandemic era.

Complications due to social contact and lockdowns have meant anxieties around meeting people since Covid 19 has played such a big part in our lives.

The Foundation has continued to meet demand for its 'virtual' Hubs zoom calls with participants since - being sure to keep the jovial nature of the calls - with its quizzes, questions and conversation going to those that still need it.

Being able to assimilate our community back together again has been tough, but rewarding and we have been able to provide the service at such a crucial time in people's lives.

Every week the Extra Time hubs runs at the Broadfield Stadium and at the Bewbush Community Centre to offer a community space to those wanting to socialise and do activities. We have been able to offer seated exercise, table tennis, pool, arts and crafts - alongside our flagship Walking Football session.





# Premier League Kicks

**512**  
Participants

Diverse ethnic  
backgrounds

8%



**Improve wellbeing**  
Physically & mentally

**90%** Felt their physical wellbeing improved



**Environment**  
Creating a safe space

**84%** Felt their mental wellbeing increased



**Participation**  
Teamwork/confidence

**99%** Felt safe at Premier League Kicks



**Community**  
Social Action projects

**91%** Felt engaged and inspired



**Social**  
Fostering unity

**78%** Felt included in decision-making

**84%** Felt they contributed to a stronger, inclusive community



Premier League  
**Kicks**

The Premier League Kicks programme is aimed at 8-18 year old children getting socially active and engaged.

Everyone has a different background and Kicks provides a safe environment for children to express themselves and contribute to their community space.

The Premier League Kicks initiative wants our young population to get inspired and to be inspiring; our sessions get them volunteering and impacting their communities through social action projects in the area.

The Foundation has been organising litter-picks that show kids care and they take pride in their space.

**"I have seen such a difference. He suffers with anxiety and finds it really difficult to start new clubs, but having this support in and out of school has really allowed him to flourish."**

- Participant's Mother

**"I have Improved my confidence and am adaptable to change depending on what session I am at."**

**If I'm playing with the younger girls at the girls session I let them have a chance with the ball.**

**I also believe my social skills have improved."**

- Reean - Premier League Kicks Participant

There are both boys and girls sessions, but importantly there are mixed sessions - for all abilities - which fosters a sense of unity and acceptance.

The Premier League Kicks Youth Summit event at Broadfield Stadium invited volunteer participants to discuss social issues that affect them and find solutions to them.



# Case Study

## Alfie

Ten year-old Alfie started attending Premier League Kicks in the summer of 2021 at Dorman's Youth Arts Centre - a hub run by Crawley Community Youth Services aimed at supporting young people from deprived backgrounds. He joined because he had been 'feeling isolated' during the third wave of Covid lockdown.

Alfie was initially daunted by taking part in sports and would watch rather than play. He was shy when communicating with others, had low self-esteem and had anxieties he would 'make himself look silly'.

Staff noticed and took steps to talk with, and encourage, Alfie to help him participate gradually in cricket, basketball and football sessions.

He would play a few minutes fielding and collect equipment at the end of the sessions and went on to play bigger roles in the teams - finding himself a place as a goalkeeper in football.

Coaches noticed he was coming to sessions happier and smiling, his confidence and communication was improving and he often became captain because of these skills.

He is now a regular at Premier League Kicks, volunteering at sessions and refereeing matches and tournaments and hopes to take part in the Premier League Kicks Volunteering Scheme.

***"I was often making the wrong choices, meaning I did not have many friends in my community, but since participating I am now a young leader taking responsibility."***

- Alfie, Premier League Kicks Participant

Alfie's mum, Annalea, said: "Premier League Kicks has improved Alfie's confidence - he has come out of his shell making a wide variety of new friends. Alfie used to be quite shy so this was really positive to see as a parent.



He is doing well at school, his relationships with his classmates are improving and there has been less altercations. He has been recognised by his teachers for his contributions in class and has gained new awards thanks to the difference the 'Kicks' Programme has made to his life."

Laura Carter, Head of Youth Services at CCYS commented: "Alfie has gained a lot from the Kicks program, he has progressed into being a young volunteer at his youth club, thriving at all sessions.

His social skills have improved vastly, and he now has a like-minded and strong friendship circle around him making him feel included within the Kicks Community.

Alfie's understanding of the community around him has improved outside the classroom too - for example, he got a community award at school for his ability to appreciate cultural diversity!"

Alfie was keen to get involved in the case study, he said

"Coming to Premier League Kicks has massively improved my social skills, my confidence has risen massively because not only have my skills improved in football, but I have noticed a huge difference in myself as a person. When I first started, I was often making the wrong choices, meaning I did not have many friends in my community. Since participating in the welcoming atmosphere Premier League Kicks provides, I am now a young leader taking responsibility in sessions and supporting and getting to know all my peers.

My behaviour outside of Youth Sessions has continued and improved at home, and I am getting much better grades at school as I have something to aspire and look forward to."



# Schools & Football Participation

2,209  
Participants

Development for the Foundation is more than football, and football skills. Our youth programme reaches from the pitch and to the imagination of the classroom.

We deliver the Premier League Primary Stars programme in Crawley schools, inspiring young students by using the power of the Premier League. The Foundation's Coordinator supports teachers and students with curriculum-based resources to instil the Premier League's values of being inspiring, being connected, being ambitious and being fair.

We run lunch and after-school clubs in schools which helps to contribute to the next generation of

healthy and happy adults. We help get children participating in sports and aim to improve retention.

Instilling universal values into our youth is so important in respecting and valuing each other in the community and football is a powerful tool to achieve this. We run development programmes for young footballers that promote growth and positive attitudes in and out of the game.

We focus on character in order to help develop the technical attributes of a young player. Being driven, hungry team players that respect and work for each other are the fundamentals that instil the 'Crawley Way'. This runs all the way through ages 4-16 years old and through each pathway programme so that all roads lead to a positive outcome that is not exclusively football.

We also run Soccer Schools half-term sessions that are focussed on fun, activity and social engagement with students out of school.



**Premier League Primary Stars**  
Teaching & student support

**Soccer Schools**  
Half-term social session

**Mini Reds**  
Age 3-6 learning skills

**Schools Programme**  
Lunch & after-school clubs

**Elite & Development**  
Centre

**Talent ID**  
U7-12 pre-elite development

**Goalkeeper Training**  
Age 8-14 specialist coaching



# Premier League Primary Stars



**1,674**  
Participants



**Improve wellbeing**  
Physically & mentally

**86%** Felt Inspired & Engaged



**Develop**  
Skills & knowledge

**80%** Improved mental & physical wellbeing



**Participation**  
Teamwork / confidence

**77%** Improved Confidence & Self-esteem



**Targeted intervention**  
Reading & maths stars

**86%** Improved attainment

**91%** Improved interpersonal relationships

The Premier League Primary Stars programme aims to get the best out of participants through its four values of being: ambitious, inspiring, connected and fair.

Recognising that everyone has different circumstances means that we are able to support students in local schools that need additional support in literacy, numeracy - as well as socially.

By working with the Premier League's message we are ensuring that all children needing help can get engaged in the same ways as everyone else.

***"I enjoyed designing games we can play in the playground."***

***We came up with ideas to make sure everyone can play!"***

- Forge Wood Primary Student

***"I have seen such a difference. He suffers with anxiety and finds it really difficult to start new clubs, but having this support in and out of school has really allowed him to flourish."***

- Student's Mother



# Education Academy

**100%**  
Pass rate

**58%**  
MMM & above\*

**1/3**  
DDM & above\*

**2**  
D\*D\*D

**42**  
Students

**2**  
Teams

**1**  
Golden Boot

**75**  
Goals

**2nd & 4th**  
Place finishes



## Train

Tactics & fitness



## Learn

Pearson BTEC qualification



## Play

National Football Youth League

Golden Boot winner  
Wiktor Maznica

## Education Academy Manager Holly Walker

In partnership with Holy Trinity Church of England Secondary School, the Foundation Academy's 2021/22 academic year was the best to date - in the classroom and on the pitch. The Academy had 22 new students join the programme, collectively we've had a group of hard working, intelligent, determined young local footballers raising the standards and expectations of the Academy to its highest level.

Our Education achieved a 100% pass rate across level three - year two students, with the highest achieving students, Kyle Tansley and Josh Laver, leaving the programme with a D\*D\*D and D\*DD respectively.

Arya Rajabali progressed to Fleetwood Town's under 23 team and continues his higher education and football career. Josh Olaniyan and Kyrece Lewis entered university to study Bachelor's degrees in Marketing alongside Sports Coaching.

On the football side, we made a big step in upgrading our home venue to the brilliant facilities of Horsham FC's Camping World Community Stadium. This move has been reflected in the team's

performances as the Academy finished fourth in the National Football Youth League South Championship and second in the South Reserves - narrowly missing out on the league title on goal difference. Both league positions are the highest finish since the start of the programme!

***"The traction and opportunities from the club are becoming more apparent every academic year for our young aspiring footballers."***

Our speed merchant striker, Wiktor Maznica, also won the golden boot for the NFYL South Championship with 13 goals - a great achievement that we are hoping he will match next season! The traction and opportunities from the club are becoming more apparent in every academic year for the young aspiring footballers on the programme and this year was no different. Two of our young goalkeepers, Louie Erotokritos and Monty Watson-Price, had the fantastic opportunity to train in the first team setup across June and July. Very few 17-year-olds can say they've trained alongside Glenn Morris and faced shots from Tom Nichols!

\*M = Merit  
\*D = Distinction



# Case Study

## Louie

Louie is a goalkeeper that has been with the Foundation since he was 13 and has had an inspiring pathway into the Crawley Town first team picture.

Louie is from Croydon and was encouraged by his Crawley Town fan grandfather to contact the Foundation to trial for the Elite and Development Centre six years ago.

Since then he has played above his age group, joined the Education Academy, enrolled on his FA Level one coaching qualification and trained with the first team squad.

Louie said "I kept attending every week and after school I'd have to rush out of Croydon to get to training with horrible traffic runs! My grandad came from East Grinstead every week to get me just to go and train on the ball court."

Coach Ian Cobbett would let Louie play with the age groups two years his senior as he was showing talent in the Foundation youth phase and when it came to making a decision when leaving school, that was easy to make.

***"I wanted to stay on at the club because I knew everyone and it felt like a family. I got accepted for trials elsewhere but, when I had Crawley, I wanted it straight away - Crawley was the one."***



This proved to be a crucial choice for Louie who talks about the positive changes in his life since.

He said "The Foundation has helped me massively. I would probably still be in Croydon. I've come from London and secondary school was tough. Grades I found really hard in the Covid-era and I'm one of those students that doesn't do well academically. But now that I'm in the Foundation, they've offered me education and I'm doing really well and all of a sudden, I'm getting distinctions and merits!"

***"They've guided me into the right path and instead of going onto streets and doing stupid stuff they've kept me on the right path."***

He impressed on the footballing side, too and got the call to train with the first team:

"I couldn't turn that down, it was a great experience!" he said "I had never been in a professional football environment before and I was very nervous. As time went on, I started to click a bit, I started to talk more, I started to communicate a little bit - I just had more confidence to talk to players."

Louie says the Foundation's Education has helped him with his character set and shares the difference in his life now.

"They've guided me into the right path and instead of going on the streets and doing stupid stuff, they've kept me on the right path. When there's problems, they'll talk to you as well."

***"Now that I'm in the Foundation they've offered me education and I'm doing really well, I'm getting distinctions and merits!"***

With his coaching badges within reach Louie hopes to open a goalkeeping academy in the future and talks about it as one of his ambitions.

Louie says that he would like to be able to return to the Foundation as a goalkeeper coach. This, he says, will be a way to then give back to the programme that has helped him in his journey so far.



# Our Partners



# Our Finances

As a charitable organisation we appreciate how fortunate we are to receive support from both large organisations and smaller individual donations which enable us to continue to support the wider community within Crawley.

We receive grants from both the Premier League Charitable Fund and English Football League Trust and have been lucky enough to have received funding from Crawley Borough Council, Active Sussex and the Department of Education.

These funding streams mean we are able to offer a range of programmes both here at the stadium and in the wider Crawley area.

We are particularly grateful to participants and parents/carers who also contribute and continue to support us be it After School Clubs or Saturday Sessions.

The figures given below approximate what we have received, the actual amounts will be subject to Independent Examination.

Main Funders in 2021/2022:

£369,801

Other Funding in 2021/2022:

£122,495

## Funding 2021-2022

## Financial Statement Summaries

Year Ending June 30th	2022	2021
Income	£492,296	£664,423
Expenditure	(£442,890)	(£497,836)
Net Income/(expenditure)	£49,406	£166,587
Net assets/total funds	£336,870	£287,464