



# 2019-20 ANNUAL REPORT



# WELCOME

**Our Annual Report 2019-20 comes at a time of extraordinary uncertainty.**

We have all faced this wretched global pandemic; it has claimed thousands upon thousands of lives, and caused untold distress which will be felt long after Covid-19 is defeated.

This year our Annual Report necessarily takes on a different approach, for the financial year ending 31 May 2020.

All of our programmes faced significant disruption during the final months of this reporting period.

That said, the period until early 2020 includes a number of notable highlights, as we developed existing programmes, secured funding for new partnerships, and continued to strengthen relationships with stakeholders.

And, even in the darkness of the last few months, we have seen light.

Associated Trusts and SPFL Clubs (ATCs) have brought comfort where there was grief, hope where there was fear, and smiles where there was sadness.

As we often say, football in Scotland has an unrivalled ability to reach out to those in need.

During this time, ATCs have reached out further than ever before, providing lifeline support, working with local partners, to help many of those worst affected by the pandemic.

It is our intention to publish a Covid-19 impact report on the work of our ATCs before the end of 2020. Doing so will enable us to tell some of the extraordinary stories behind this unprecedented time.

This year's Annual Report also takes on a new look. Shortly after the end of the reporting period, we launched a new look brand. A brighter, fresher feel, it brings our tagline Trusted to Support to life, and provides a visual structure for our strategic pillars of activity.

Yours,



**Nicky Reid**  
Chief Executive

## TRUSTEES

Our board of trustees meet every six weeks to provide strategic counsel, approve plans, monitor risk, and oversee fiduciary and governance responsibilities.

Read trustee bios on our website.

[spfltrust.org.uk](http://spfltrust.org.uk)



## OUR STRATEGY

We work in partnership with Scotland's 42 professional clubs and external agencies to promote, support, fund and administer activities which inspire SPFL clubs to help meet the identified social needs of the people of Scotland.

Our purpose is to use football's unique presence to assist Scotland's people to achieve their goals and improve their life chances.

Our vision is to work with SPFL clubs to use the unique power of football to engage with communities.

Our work focuses on five core areas:



HEALTH



ATTAINMENT



INCLUSION



CAPACITY BUILDING



PROMOTION

At this time, our leadership team and board of trustees have commenced a review, in line with the end of the current strategic period in 2021.

Followers  
**+13%**



Followers  
**+20%**



Website visits during Covid-19  
**+807%**



## FINANCIAL UPDATE

Year ending 31 May 2020

Income: **£550,459**

Expenditure: **£623,817**

Year ending 31 May 2019

Income: **£606,857**

Expenditure: **£539,150**

Although the SPFL Trust is reporting a significant deficit in this year's accounts, this is as a consequence of the trustees' commitment to further expand and deliver our activities in line with our charitable objectives, using an unexpected one-off donation received in May 2019 (i.e. at the end of the previous financial year).



## Joy of Moving

Hearts became the third club to engage in a project that encourages primary school aged children to become more active.

The Jam Tarts, alongside Celtic and Rangers, delivered Ferraro UK's Move+Learn project, a national school-based programme for children aged 9-10 which aims to inspire children to get physically active and learn about the importance of a healthy diet.

This year's Joy of Moving festival, which took place online this year due to Covid-19, was a huge success reaching 8.4 million people, with 1,300 schools involved and 250,000 families taking part across the UK.



IN NUMBERS

**131**  
programmes delivered

**32,400**  
hours of activity and education

**3,750**  
children reached annually

**67**  
schools participated

## FFIT Stat Attack!

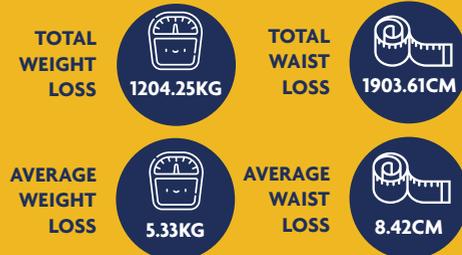
### WOMEN

**263** PARTICIPANTS    **61.98%\*** RETENTION



### MEN

**347** PARTICIPANTS    **65.13%\*** RETENTION



\*This year's statistics show a lower retention rate, but this reflects that several FFIT intakes did not complete the programme due to Covid-19.

## Fans rise to the FFIT challenge!



Alison McKenzie, Partick Thistle

Football Fans in Training (FFIT) may have been derailed by the pandemic, but the good news is that when the programme was paused we were on target to exceed over 1,000 men and women.

Those who eventually finished the programme achieved some great results and made significant changes to their lifestyle.

Europe's leading sport intervention programme was developed by the SPFL Trust in partnership with the University of Glasgow. Our 12-week programme has been proven to help participants lose weight, get healthier, fitter and happier.

Long term research also shows that participants who lose weight tend to keep it off after five years.

This year's programme ran from August 2019 and ended earlier than usual, in March 2020. There were 610 participants in total and 389 completed the course at this point. Courses planned for the Spring would have comfortably taken the number of participants over the 1,000 mark.

This year's metrics do show a drop in 'completers' but this was because so many FFIT courses were unable to finish after lockdown was implemented.

### THE PROGRAMME IS OPEN TO:

**Men and women aged 35-65**  
**Waist size of 38 inches OR belly size at least 40 inches**

### THE MAIN AIMS ARE TO:

- Increase knowledge of diet & nutrition**
- Improve lifestyle choices**
- Increase physical activity amongst participants**
- Reduce weight and waist measurements**
- Increase engagement in other physical activity**

Free 12 week programme for men & women

Takes place at local SPFL clubs

Delivered by a trained club coach

Sessions combine healthy living advice and light exercise

### Meet our heroes

watch our FFIT stories at [spfltrust.org.uk/ffit](http://spfltrust.org.uk/ffit)





# Mental Health First Aid Training

We delivered nine Mental Health First Aid Training courses to 136 participants from 88 different football organisations from July 2019 to March 2020. This included an on the road session at Hibernian FC.

The free two-day courses are run in partnership with NHS Scotland, Positive Mental Health Scotland, and the Chris Mitchell Foundation which funds the project.

They aim to equip staff and volunteers with the skills to provide initial support, to prevent problems from getting worse, and to provide tools for giving comfort.

This enables course participants to talk about suicide, recognise the signs of mental health problems, and ensure they can provide initial support, before signposting appropriate help.



**88** organisations took part in courses



**136** participants took part



**9** courses delivered between July to March

# The Changing Room secures three year funding



We were delighted that The Changing Room, created by SAMH in partnership with the SPFL Trust, was awarded game changing funding during this year.

November Foundation is to provide vital financial support after a two-year pilot Social Innovators fund project with Hibernian and Heart of Midlothian.

The long-term trial showed the value of connecting men in their middle years through the power of their club.

Since the end of our financial year, 24 ATCs have expressed an interest in delivering The Changing Room at their club.



# 4-4-2 Reading Challenge



The 4-4-2 Reading Challenge project saw an increase in children engaged, and challenges completed despite the impact of Covid-19.

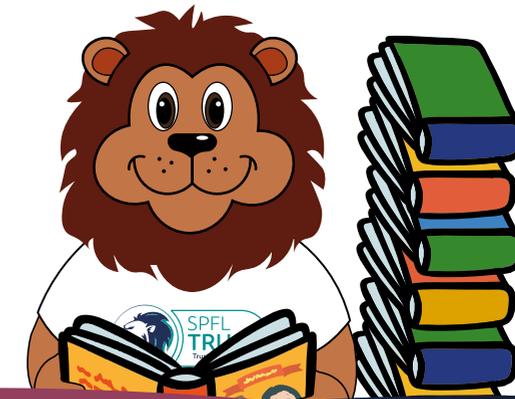
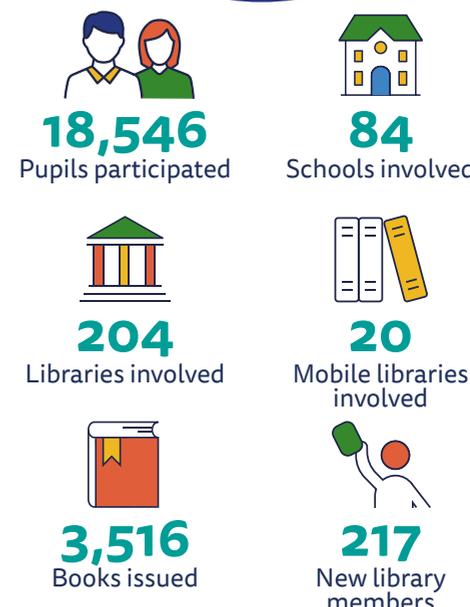
Despite the issues associated with the pandemic and the early end of the project for this academic year in March 2020, more children (+60%) took part in the challenge. This converted to a 38% increase in the number of books read.

Whilst some of the other metrics used to determine the success are slightly down on a comparative basis, the trend of activity suggests that – across the board – the project would have shown growth by all measures had the participation period been the same as 2018.

In 2019-20 we were delighted to secure a grant from Bòrd na Gàidhlig to enable the challenge to be accessible in Gàidhlig. This comes at a time when there are an increasing number of schools providing Gaelic Medium Education (GME) across Scotland.

First established in 2017, our incentive-based programme inspires children of primary school age to read four books at their local library.

In return they earn two tickets to a participating SPFL club, free for themselves, and discounted for an adult.





## Festive Friends

Christmas can be a lonely time for many elderly and socially isolated people.

We worked with 37 clubs to help them provide a special day filled with festive cheer for socially isolated older people.

And for the first time we even held our own event at Hampden Park for participants in the stadium's Football Memories programme, supported by Sodexo.

Festive Friends is an incredibly simple concept: a hearty Christmas lunch, the means to get there, friendship, fun and a little gift.

The programme has grown significantly in recent years. In particular several clubs have been able to obtain additional funding or in-kind support to expand the programme enabling more people to be part of it.

### Meet Peggy

Peggy Kyle (82) attended Arbroath Football Club's Festive Friends lunch at Gayfield Park and being there brought back a lot of childhood memories.

Peggy said: "We used to come down and help sell the programmes every match day and they cost approximately 3d (old pennies each). We loved the busyness and excitement and everyone loved their local team."



Our CEO Nicky helps deliver lunch at Hibernian's Festive Friends event at Easter Road



**6** clubs open on Christmas Day - two more than last year

**37** clubs participated

**1,473** participants in Festive Friends this year

**+42%** Up 433 year on year

**99** Age of oldest participant

## Football for all

During 2019-20, ten SPFL clubs supported our Football for All projects with Family Fund.

Family Fund is the UK's largest charity providing grants for families raising disabled or seriously ill children and young people.

It helps people like nine-year-old James Kerr.

James has Global Development Delay which means that it's taken him longer to reach milestones in his development such as walking and he can only say a few words. He got to attend his first ever Inverness Caledonian Thistle match, with his great grandad, 90-year-old Alexander Cumming.

Mum Karen Cumming also went along with her dad. She said:

"It was a very special day which allowed four generations of our family to go to the match together and we will all remember it.

This may be one of the last games my granda attends and it was my son's first - that's not something that will happen again."



## A-Team gives access to everyone

We were proud to launch a new programme, A-Team, in March to make football more accessible to supporters who have autism.

All SPFL clubs are now able to loan a new mobile sensory unit so they can welcome supporters with autism or other sensory difficulties into a safe environment.

Once set up the room has interactive bubble columns, multi-coloured fibre optic cables, solar projector, sound and light panel, fibre optic carpet, glitter ball, and an aroma unit.

Staff at clubs also receive Autism Awareness Training, delivered by the National Autistic Society, before they welcome families. Training has been delivered to 11 clubs so far.

The project has been co-funded by Variety Scotland, the children's charity, with support from the SPFL and Corra Foundation.

Our unit was used for the first time just days before the Covid-19 lockdown.

Five families and seven children experienced the unit at Hearts v Motherwell, with the club's Disability Awareness Day providing an ideal platform to launch the new project. One family had never attended a football match before.





## Off The Bench

We were pleased to reveal a three year funding settlement from the Scottish Government's Cashback for Communities fund to launch Off the Bench.

A new 16-week programme, it will support young people aged 18-24 who have been, or are at risk of becoming involved in crime. The programme is due to launch at Heart of Midlothian, Dundee, Falkirk, Motherwell and St Mirren in January 2021.

There will be a strong focus on delivering certificate-based courses, enabling young people to build a better path, going forward.

For example, participants will complete their Scottish FA Level 1.1 coaching badge, SportsLeader Award, and SQA Workplace Core Skills – Employability: First Steps SCQF Level 4 course and the Approach Saltire Award.

There will be an additional opportunity to join the Scottish FA's Volunteer Inspire Programme.

On completion of the programme and with suitable behaviour, participants will also be offered the chance to volunteer for 'their' club.

We were also delighted to welcome our new Project Officer, Mandy Choi who will manage this transformational programme of activity.



Pictured: Glebe Park, Brechin City



## Building Capacity

We aim to create long-lasting links between football clubs and local organisations to help meet the Scottish Government's objectives of improving people's mental and physical health and wellbeing.

One unusual partnership forged this year was between a breastfeeding support group 'Breast Buddies' and Brechin City FC and the new mums started meeting at the club every week (before Covid-19).

In the male dominated arena of football this wasn't the most obvious partnership but the club quickly realised the benefits of opening their doors to this group.

They saw that it widens the club's audience to women, their families and friends, and introduces new, albeit very young, potential supporters! It may also lead to other activities being set up such as mini kickers for toddlers.

The club now regularly spoils the mums with much needed cakes and biscuits when they visit!



## Trusted to Support Impact of Covid-19

We launched our 'Trusted to Support' campaign in March this year to highlight the activity of clubs during the Covid-19 crisis.

As we found ourselves in unprecedented circumstances this year we felt it was vital to let people know about the support and resources that are available at their local club.

The initiatives that range over a variety of areas including; mental health, fitness and education, to name a few, are vital to us all as individuals and a community at this time.

We kept people informed of the activities at various clubs through the SPFL website and later this year we will produce an Impact Report on the work that's been carried out by ATCs.



### Thank you

A huge thank you to our funders and partners for their support during 2019-20.





## Scottish Professional Football League Trust

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Cover picture: Festive Friends fun at Falkirk FC

