

Saints

in the Community

STRATEGY 2023 - 2026

POVERTY



SPORT



EDUCATION



WELLBEING

HEALTH

Changing Lives Through Football

Chief Executive & Chairman's Message

We are delighted to introduce our new strategy which sets out how we plan to inspire children, young people, adults and families in Perth & Kinross to achieve their full potential.

This is an exciting time for Saints in the Community as we launch our strategy for the next 3 years which will take in our 10th anniversary.

In developing this strategy, we have embarked upon an important journey; listening to our stakeholders and addressing some fundamental questions about our purpose, what we plan to achieve and how we intend to achieve it.

Over the next 3 years we want to help address two key themes in Perth & Kinross: **Poverty** and **Health**. Using our new Trust pillars of Sport, Education and Wellbeing, we will aim to upskill children and adults through physical, mental and social support. With this in mind, we are committed to working closer with our communities and creating opportunities for people to lead healthier lives, improving education and employment opportunities.

We cannot, however, deliver any of this without key partnerships. Our priorities are aligned to local, national and international outcomes too, including a number of the United Nations Sustainable Development Goals.

We hope you will join us on this journey in ultimately changing lives through football and sport, and we look forward to sharing impact documents with you as we progress.

Francis Smith
CEO
&
Roddy Ross
Chairman

Strategic Partners



Vision

Building stronger communities through sport, education, and wellbeing to develop healthier, happier, and successful people

Mission Statement

To use the brand of St. Johnstone Football Club to improve the lives of people in Perth and Kinross



Charitable Objectives

- To provide football and other sporting activities for children and young people
- To promote participation by providing activities designed to improve health and wellbeing
- To promote equality and inclusion through programmes that target the disadvantaged
- To provide a range of projects designed to assist in the development of life skills

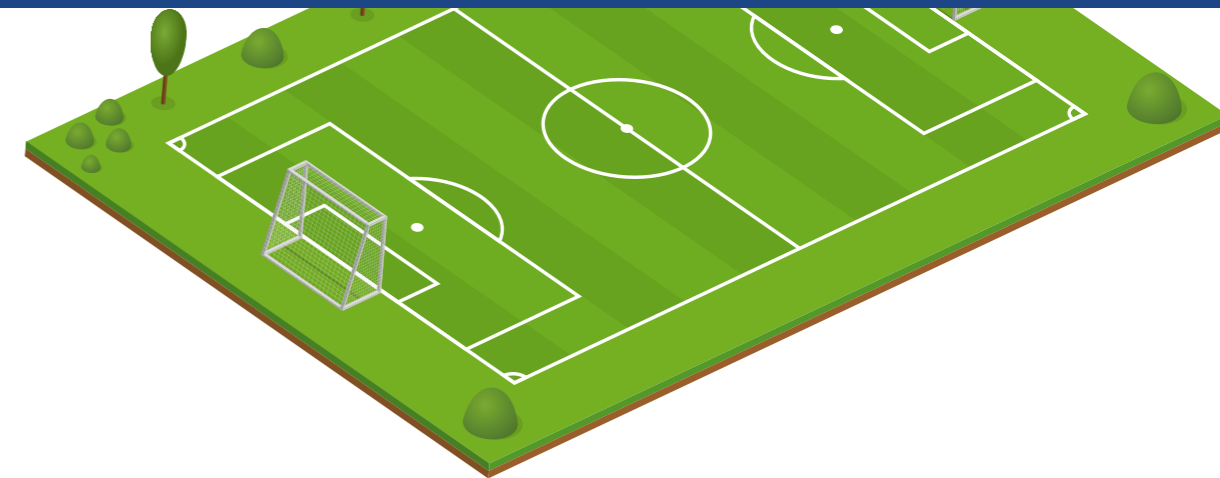


Saints

in the Community

Timeline

VEHICLE FOR CHANGE



2016

Registered as a Scottish Charitable Incorporated Organisation, relaunching as The St Johnstone Community Trust – widely known as Saints in the Community

The projects formerly part of the St Johnstone community department transferred to the Trust from the outset

2017

Piloted ADHD+Sport provision to support identified need

St Johnstone legend, Henry Hall, appointed as Trust ambassador

2018

Healthy eating and physical activity education programme launched in schools

Invited to attend Civic Reception with the Provost to celebrate 10 years of Show Racism the Red Card education input

2019

Secured substantial funding for a Community Projects Development Manager role

Secured substantial funding for our ADHD+Sport initiative to run for 3 years

2020

Launched 'Give & Go: Community Support' programme in response to the pandemic

Awarded the Scottish FA Grassroots 'Best Professional Club in the Community' national award

2021

Awarded the Scottish FA Grassroots 'Best Para-Football Project' regional award

Expanded our staff team through the Community Jobs Scotland opportunities

Retirement of Chief Executive Officer, Atholl Henderson

2022

Welcomed new Chief Executive Officer to the Trust, Francis Smith

Expanded our staff team through the Young Persons Guarantee and Graduate Career Advantage opportunities

Awarded the Perthshire Chamber of Commerce 'Commitment to the Community' Business Star award



Logic Model

| | | | |
|----------------------|--|---|--|
| INTERNATIONAL | <p align="center">UNITED NATIONS: SUSTAINABLE DEVELOPMENT GOALS</p> <p>The sustainable development goals are the blueprint to achieve a better and more sustainable future for all. They address the global challenges we face, including poverty, inequality, climate change, environmental degradation, peace, and justice.</p> | <p align="center">WORLD HEALTH ORGANISATION: GLOBAL ACTION PLAN ON PHYSICAL ACTIVITY</p> <p>The global action plan on physical activity aims to create a more active society, more active environments, more active systems, and more active people, working towards the global goal of reducing physical inactivity by 15% by 2030.</p> | |
| NATIONAL | <p align="center"> Active Scotland Outcomes Framework Scottish FA – Football For All </p> <p align="center"> SPFL Trust – Football Powered Sports Scotland – Sport For Life Scottish Government National Performance Framework </p> | | |
| LOCAL | <p align="center">Perth and Kinross Community Plan</p> | <p align="center">Perth and Kinross Health Plans</p> | |
| | <p>Local outcome improvement plans are the mechanism by which community planning partnerships deliver improved outcomes for their communities. They are based on a clear understanding of local needs and reflect agreed local priorities. We collaborate with Education & Children’s Services in our local authority to deliver better outcomes for young people.</p> | | |
| OUTCOMES | <p align="center">Poverty</p> | | <p align="center">Health</p> |
| PILLARS | <p align="center">Sport</p> | <p align="center">Education</p> | <p align="center">Wellbeing</p> |

Understanding Our Community

Why Poverty?

Poverty can have a devastating impact on people's lives. This can be anything from financial hardship, education attainment, stress, social isolation, shame and stigma. In the longer term, poverty affects people's health and wellbeing, and can lead to experiencing a wide range of lifelong negative outcomes.



Why Health?

Regular physical activity is proven to help prevent and manage noncommunicable diseases (NCDs) such as heart disease, stroke, diabetes and several cancers. It also helps prevent hypertension, maintain healthy body weight and can improve mental health, quality of life and wellbeing. With all the added benefits of being active, this is why supporting to reduce health issues was important to us.



4th largest geographical area in Scotland

Two thirds of the population live in rural areas

1 in 4 children live in poverty

30% of adults do not meet physical activity recommendations

Perth & Kinross has the 7th highest suicide rate in Scotland

89% rise in food bank use

237% rise in people claiming universal credit

People living in poverty are 3x more likely to die by suicide

69% of people are either overweight or obese



Community Impact

CULTURE

Everything we undertake is with a mindset of changing lives through sport

Saints

Saints

Saints

POVERTY

SPORT

EDUCATION

WELLBEING

HEALTH

INCLUSION

Promoting equality and inclusion throughout all our work

SPORT

To provide football and other sporting activities, competitive and recreational, for children, young people and adults.

Impacts

- Increased access to a range of affordable sporting and physical activity opportunities
- More 'sport for all' participation pathways across the county
- Contributing to getting the inactive active
- Increased fanbase of St Johnstone Football Club

How we will do it

- Provide discounted and free access to families most in need
- Develop opportunities for females to participate
- Develop parasport opportunities
- Provide activities in county and rural areas
- Provide an increasing number of low-impact physical activity opportunities
- Regularly distribute complimentary tickets for St Johnstone home fixtures

PROJECTS

- Pre-School Activities
- Recreational Sports
- Development Coaching
- Girls Football
- Goalkeeper Coaching
- Holiday Sports
- ASN Sports
- Adult Sports



EDUCATION

Using the widespread appeal of sport to engage the community in projects designed to educate and upskill.

Impacts

- Increased children, young people and adults benefitting from training, education, and employment programmes
- Contributing to the reduction in the poverty related attainment and school attendance gap
- Positively engaging with young people to reduce levels of anti-social behaviour and crime
- Well-rounded volunteers, young and older, developed
- Raised awareness amongst our community, health professionals, key stakeholders and education professionals of the services available

How we will do it

- Use the widespread appeal of sport, and in particular football, to engage children in themed education
- Engage pupils in non-classroom activities
- Support pupils to achieve their potential
- Invest in upskilling community volunteers relevant to their role
- Host open nights for the general public and professionals to learn about our work



PROJECTS

- Employment Support
- School Education
- Club Support
- Developing Life Skills
- Street Sports
- Discrimination & Diversity



WELLBEING

To provide mental and physical wellbeing projects which help support people to be fitter, healthier and happier.

Impacts

- Increased accessible community-based activities and resources to build physically, mentally, and emotionally healthy people
- Mental wellbeing supported through prevention and early intervention activities and services
- Reduced feelings of social isolation and loneliness
- Promoted healthy aging by supporting people to stay active, healthy, and socially engaged

How we will do it

- Expand our work into new areas and venues
- Gift community memberships to families facing financial hardship
- Increase the use of sport as a vehicle to support mental wellbeing
- Provide opportunities and spaces for the community to socialise with each other
- Increase reminiscence opportunities for adults
- Expand physical activity provisions

PROJECTS

- Holiday Hunger
- ADHD+Sport
- Learning Disability & Autism Support
- Mental Health & Wellbeing Support
- Football Fans in Training
- Health Walks
- Reminiscence Activities



HOW WE WILL MEASURE SUCCESS

INTERNAL AND EXTERNAL SURVEYS

IMPROVED COMMUNITY OPPORTUNITIES

IMPROVED PERCEPTIONS AND INTERACTIONS BETWEEN LOCAL COMMUNITIES

CASE STUDIES

360 FEEDBACK SESSIONS



TRUST APPROACH GOVERNANCE

GOOD GOVERNANCE & SAFEGUARDING

This is important because good governance is the foundation of a successful and thriving organisation. It enables and supports our compliance with the law and relevant regulations and promotes a culture where everything works towards fulfilling our goals.

We want to achieve a well-governed and effective organisation, where the framework of strategy, risk management and controls, culture, values and integrity underpin everything we do and how we do it.



HOW WE ACHIEVE THIS

- By ensuring board members are clear about the charity's aims and ensure these are delivered
- By ensuring our board provides strategic leadership in line with the charity's aims and values
- By ensuring the board acts with integrity, adopting values and creating a culture which helps the organisation's charitable purposes
- By ensuring the board decision making processes are informed, rigorous and timely, control and risk-assessment and management systems are monitored
- By ensuring the board has an appropriate balance of skills, experience, backgrounds and knowledge to make informed decisions
- By ensuring the organisation maintains the highest level of safeguarding and provides a safe and positive environment for children, young people and adults

FINANCE

SOCIAL IMPACT WITHIN A FINANCIALLY SUSTAINABLE MODEL

This is important because good management of finances and other assets is a key foundation of any organisation and will enable us to succeed in delivering our charitable aims.

We want to achieve a diverse portfolio of sustainable funding sources maximised to deliver impact.

HOW WE ACHIEVE THIS

- By developing realistic fundraising plans and operating within a framework of controls and effective systems
- By keeping costs in line with and proportional to growth
- By increasing our football offering to increase revenue by 11% each year to continue the growth
- By building a series of challenge events and community fundraising opportunities which increases our voluntary income
- By collaborating with others to make best use of our collective assets

WORKFORCE

A DIVERSE, SKILLED & PASSIONATE WORKFORCE

This is important because our workforce is our most important asset and our beneficiaries connect with people not just programmes.

We want to achieve a diverse, skilled and passionate workforce capable of empowering our beneficiaries to achieve their full potential.

HOW WE ACHIEVE THIS

- By identifying current and future workforce needs and strengthening our approach to continuing professional development
- By utilising the skills, experiences and environments of our partnership network to create dynamic learning environments for our workforce
- By utilising the skills and expertise of our partnership supporters to develop a network of volunteers and advocates
- By establishing a Leadership Academy which develops children and young people as peer leaders and volunteers
- By recognising and rewarding those who volunteer to support us

COMMUNICATIONS

CONNECTED INTERNAL & EXTERNAL

This is important because we work with exceptional people and we want to celebrate their passion, resilience and talent. By sharing their stories, we hope to attract others to join us, partner with us and support us.

We want to achieve a sense of belonging and pride that our organisation changes lives.

HOW WE ACHIEVE THIS

- By being clear we are the charitable arm of St Johnstone Football Club
- By conducting an annual stakeholders survey
- By celebrating the achievements of our participants, through stories and case studies
- By increasing our reach through the launch of an ambassador network
- By advocating the impact of sport as a vehicle for social good
- By promoting ourselves throughout the public, private and third sectors as an organisation which achieves positive outcomes for children, young people and families

FACILITIES

A RANGE OF FACILITIES TO FIT THE NEEDS OF THE TRUST & COMMUNITIES

This is important because a social home in the community can be used to inspire people to keep fit whether that is physically or mentally.

We want to achieve a building which meets the needs of the community, the Trust and St Johnstone FC.

HOW WE ACHIEVE THIS

- Engage with the community and local partners to assess the needs
- Review the local, regional and national plans for development of sports facilities
- Develop a facility strategy which encompasses multiple options for the Trust
- Embark on a capital funding plan



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