

# ANNUAL REPORT

2015/16



create opportunities,  
inspire, educate, motivate  
and change lives.

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# WELCOME

**TO THE MK DONS SET ANNUAL REPORT**  
**1ST OF JULY 2015 – 30TH JUNE 2016**

# CHAIRMAN'S REPORT

This is our 8th Annual Report covering the period from 1st July 2015 to 30th June 2016. At Milton Keynes Dons Sports and Education Trust (MK Dons SET), our mission is to provide everyone in Milton Keynes (MK), regardless of age or ability, the knowledge and skills to enjoy the lasting advantages of a healthy and active lifestyle. To accomplish this, we deliver an exciting range of programmes to support some of our most vulnerable through to our most gifted members of the community. We want to make sure every member of our community is given the skills and knowledge to be SET for life. In short, our aim is to help people in need to help themselves.

We are delighted to have been able to carry on delivering the level of service we deliver week in, week out in the face of a consistently difficult and worsening public sector funding environment. Whilst we stand ready to work in partnership with the public sector, the demands on their finances translates into large, broader scale contracts that, in turn, creates a more difficult market place for local third sector organisations and businesses to compete. This funding climate makes more important the support we receive from private sector and other partners and I would like to place on record the Board of Trustees' thanks for the fantastic support we receive from a range of different organisations listed elsewhere in this report.

However, what is clear is that our work is also transformational in the lives of a large number of the people we work with. This year, we have continued to deliver to over 50,000 children, young people and adults of all sporting and academic abilities throughout MK and the surrounding regions and we continue to seek out new challenges and projects. One of those challenges for the Trustees and the team is to raise the profile of the SET across the area in which it operates. We have a sense that a greater awareness of what we can do will open up yet further opportunities for both funding and delivery, be that independently or through partnerships.

Finally, I would like to thank our ever growing team of staff and volunteers who show great dedication, expertise and passion that makes a difference towards striving to improve quality in all areas of our work. I would also like to take this opportunity to thank all my fellow trustees for their continued support and guidance that is a vital part of the SET's success.

# CHIEF EXECUTIVES REPORT

As we approach a new season in the remarkable story of Milton Keynes Dons and look forward to the 50th Birthday of Milton Keynes in 2017, the Sport and Education Trust approaches its 10th Birthday. All of this just shows how quick time flies!

During that time we have used the power of sport- football in particular of course – to reach the wider community through the outstanding work we have delivered in the fields of sport, education, inclusion and health. We believe that we represent the best provision at the heart of our community and the supporter hinterland we serve. We are privileged to work with a range of partners who each demonstrate their commitment to our work that, in turn, allows us to extend our reach far beyond what you would normally see a local charity achieve. We are very thankful to them and their continued support.

In the past 9 years we have delivered sessions of one type or another to over 450,000 people, raised over £15m to support our work and delivered approximately 150 different projects. This trend looks set to continue but it also is true that we will have to work harder, smarter and more efficiently as the economic and political environment continues to set challenges for us. We have set out in the next section our achievements during the past year. However we couldn't deliver any of our work without the support of the following. So my thanks go:

- To our Trustees for their invaluable support and guidance that extends way beyond discussions at meetings
- To our staff and volunteers for all their effort, innovation and ingenuity they demonstrate all year that means our community benefit enormously from their endeavour
- To our sponsors without whom we couldn't continue to make a difference to people's lives
- To our public sector and grant funders for their belief in our ability to deliver
- To the Football Club for their generous support and patronage of the SET without which we wouldn't be here at all.

We want to build on our success in the future and would urge you to join and support us in that aim.



# ORGANISATIONAL STRUCTURE

## GET ORGANISED...

To make sure we give as many community members access and opportunities to participate in our often life changing programmes, we have created an organisational structure to deliver projects in five core areas.

The five departments we operate through are Education, Social Inclusion, Health and Wellbeing, Football Development and Community Delivery. This structure allows us to engage a diverse range of people as we continue to be a focal point of community activity.

The natural synergy between our departments allows us to share expertise and, in many projects, work across departments. So, whether playing football, growing vegetables or designing a poster, everyone involved will take away skills and knowledge that will help them get SET for life.

By developing programmes that use sports as a tool to engage people in educational and health related activities, we are able to reach all our community members, including some of the most vulnerable. This has enabled SET to establish a diverse range of working partnerships throughout the private and public sectors. These partnerships have not only increased our expertise and capacity, but also ensured our programmes are embedded in regional strategies to promote healthy lifestyle the MK Dons SET continues to be a dynamic and progressive organisation that is committed to promoting a healthy and active lifestyle in MK and beyond, as you will discover in the following pages.

GET APPRECIATED...

# A SPECIAL THANK YOU

During the course of the year, MK Dons SET has been indebted for the support of many as we continue our journey to make sure everyone in our community, regardless of ability, is given the opportunity to be SET for Life!

Firstly a special thank you to our partners, Suzuki, PJ Care, Happy Bodies, Milton Keynes Council, Deloitte & Optifab.

Also thank you to all our Friends of the Trust who have continued to support us throughout the year.

Thank you to all our volunteers who help with the day to day running of activities the SET are involved in, without their help many of the courses we provide to the community would not be possible.



# EDUCATION

## YOUTH AND VOCATIONAL

This year has been another challenging year for the education team with changes in funding and commissioning models having an impact on our service delivery. This has resulted in some contraction of services and reduction in staffing for our adult learning contracts; while in our Youth Work department we have seen significant increases in funding and delivery in relation to National Citizen Service (NCS). This has also brought along with it significant changes in relation to our administration and processes and we have had to adapt very quickly to the increased demands around quality, targets and customer contact in these areas. Managers and staff have responded to this very well but it has required a huge shift in working practices which continues to ask us 'to do more; for less'. Our youth work continues to be effective and is a growing area for education in the next 12 months. Our Community and Schools offer has undergone significant change and we have to review the reduction in our traditional core offer of adult learning and consider the way forward in building our partnerships with schools; returning to our circa 2011 position of shorter term contracts and traded services in this respect. Parenting is another area where we have had to adapt the service in line with commissioning requirements and reduced funding. This has seen the service successfully re-commissioned but taking the service from a universal offer providing preventative Early Help interventions to a targeted service for families defined as 'troubled' and who are identified by Milton Keynes Safeguarding Children Board as having additional and considerable needs as defined by the Milton Keynes Effective Support Windscreen. A successful aspect of this year's parenting work has been the effective development of our volunteer Mentor Befriender offer which has allowed us to build capacity to deliver, up-skill individuals and reduce costs to the service which is an aspect that builds sustainability and which commissioners value. We continue to innovate and shape services and initiatives such as our Football Scholarship, in partnership with a local school, provide opportunities for us to be leading the way with partnerships and creative ways of working.





## Youth and Vocational

In 2015/16 MK Dons SET's Youth and Vocational Education Team have been busy not only working with diverse communities in Milton Keynes, they have worked with communities across Central Bedfordshire and South Northants. The department have formed effective partnerships with local, regional and national organisations, which has allowed the Youth and Vocational Education Team to deliver a range of courses that has provided adults and young people a platform to get into employment, higher education and training. In the last 12 months, department has grown vastly delivering programmes including NCS, Leadership Programme, BTEC Scholarship and Apprenticeships.

## NCS

The National Citizens Service (NCS) programme is continuing to grow on a yearly basis. Due to our positive contribution over the years we have seen sign up targets increase, but in addition the department has managed to secure another contract that involves NCS delivery in South Northants. Consequently, in 15/16 young people on the NCS have taken part in challenging activities and have volunteered to deliver projects that that has made a difference to their communities, across both Central Bedfordshire and South Northants. The young people that were involved in the programme this calendar year have been working with a range of local organisations to in order to acquire support and resources in order to assist them to make a difference. Organisations include Thames Valley Police, ASDA Supermarket and Bucks Fire & Rescue Service and local parish councils. The NCS team work closely with a total of 13 dedicated schools. In summer 2015 all 45 participants from Central Bedfordshire graduated and developed projects such as local garden renovations and a social awareness campaign on how 'consent matters', which reached over 1000 people. In autumn 2015 saw the first time the NCS team delivering in the South Northants Area in conjunction with our Central Bedfordshire contract. Across both contracts we had an over 95% participant complete the NCS autumn programme. All young people developed innovative projects that benefitted local charities such as Harry's Rainbow and Happy at Home through donations and awareness.

# EDUCATION

## GET AHEAD...

### **Futsal Scholarship and 11aside BTEC Scholarship Programme**

It was another positive year on our Futsal Scholarship with again all 6 scholars successfully completing the programme with great outcomes. 2 students have progressed on to higher education (university), with one student securing a full time apprenticeship. The other 3 students have secured full-time employment. 15/16 saw the first year delivery of our 11aside BTEC Scholarship Programme alongside Sir Herbert Leon School. The new exciting programme, which is first of its kind, was introduced in order to increase the restricted cohort from the Futsal Scholarship. With the first year of the 11aside BTEC Scholarship Programme complete, the department has seen 16 students progress into the 2nd year of the scholarship with impressive grades. All students are keen for the next academic year start and looking to build on their first year. All students have aspirations beyond the course to either go on to university, apprenticeships and football scholarships in the USA.

### **Leadership Programme**

We have seen 9 young people register on the first MK Dons SET Leadership Programme in partnership with PJ Care. All young people were involved in our 2016 summer NCS programme as Team Leaders and Assistant Team Leaders, which allowed them to develop a range of key skills that helped them become effective leaders. Whilst on programme young people were amongst experience members of staff to aid personal development and confidence to lead. All young people on the programme developed knowledge around safeguarding and basic first aid. Furthermore, they also completed NCS training, which involved elements on how to engage, facilitate and lead a team, whilst learning behaviour management techniques. All graduates enjoyed the programme and felt the hands on work experience they received through the NCS was invaluable.

The education department delivered a range of adult education courses to nearly 300 participants in the Central Bedfordshire and Bedford Borough area as part of our contract with Bedford Adult Skills and Community Learning (BASCL). The courses involve learners with special educational needs, other vulnerable adults, adults aged 50+, adults recovering from serious illnesses and whole family learning. The courses have proved extremely popular and beneficial to the participants and by using both our own surveys and BASCL surveys, we have been able to quantify learner satisfaction and achieved an overall score of 9.3(out of 10) for learner satisfaction. During 2015-2016, all tutors involved in the BASCL courses were observed using the full Ofsted framework and all achieved a grade 2(good) or above. As well as this, our SET was part of BASCL's Ofsted inspection which was awarded a grade 2. Working closer with their children or younger relatives. The course attracted 8 families and we had 100% attendance. We have been asked to run another such intervention in the academic year 2016-2017.



## Apprenticeships

Across both the Level 3 Sports Development and Business Administration Apprenticeships, the department has seen 100% success rate. The apprenticeships allowed the young people to develop experience and key skills working across a range of departments within MK Dons SET. Subsequently, their positive contribution has allowed them to all secure full time posts with the charity in their chosen fields, which is an excellent outcome for the programme and allows future apprentices to look up to these graduates. Due to the success and great outcomes, MK Dons SET is continuing to develop apprentices and have a new intake of 3. These apprentices are working towards a level 2 Business Administration Apprenticeships, with aspirations of enrolling onto the level 3 with the charity. All are progressing well and are assets to MK Dons SET.

## Schools and Community

In 2015-2016, MK Dons SET's education department for Schools and Community has delivered a wide range of innovative and education programmes to over 600 participants of all ages in Milton Keynes, Central Bedfordshire, Bedford Borough and South Northamptonshire. The subjects covered in these programmes include leadership in sport, drawing, Literacy and Numeracy, gardening, ICT, personal wellbeing and money management. The success of these programmes has been a result of forming effective partnerships with over 70 organisations in the last 2-3 years. We will continue to work with many of these organisations in 2016-2017. Some notable features of the year include:

- In 2015-2016, we enjoyed once again a very productive partnership with the MacIntyre Charity in Milton Keynes and delivered 2 courses throughout the whole year. We have worked with MacIntyre since 2009 and have continued to create programmes which challenge this group of very enthusiastic learners. One of the courses we delivered in 2015-2016 involved drawing and watercolours and has received excellent feedback from both participants and MacIntyre staff. Two members of staff at MacIntyre who do some teaching in this area have attended a number of the sessions and have commented on how they have picked up useful tips and learned different techniques.
- Another organisation we have worked closely and productively with in 2015-2016 is Community Learning Milton Keynes (CLMK). We delivered a Personal Wellbeing education programme with CLMK and have received exceptional feedback from all participants and from the staff at CLMK who were involved in the programme. CLMK conducted an observation of the tutor and the overall running of the course. The feedback was excellent and we have been asked to run a longer version of this programme as part of a programme CLMK will accredit.
- In 2015-2016, we have started to deliver interventions in South Northamptonshire involving ICT. The programmes are aimed mainly at participants who lack confidence and have been popular with learners aged 50 and above. The success of these interventions has resulted in a contract to deliver 6 ICT courses in this area in 2016-2017.
- The education department continues to enjoy a very close partnership with the SET's Get SET Parenting service. We delivered a family learning programme at New Chapter School in Kents Hill. This was delivered at the school and involved families chosen by the school who the staff felt would benefit from

# GET SET ... PARENTING

Get SET Parenting is now in its fifth year of service and continues its ever successful partnership with Milton Keynes Council. Following on from the success of the interventions offered through the Early Help strategy earlier in this year, Get SET Parenting are now currently working under a national initiative (Troubled Families), known locally as Strengthening Families. This reduced yet more targeted service now supports dozens of local families who require a more structured and targeted intervention.

This year under Early Help (Jul 2015-Apr 2016), Get SET Parenting:

- Delivered 12 parenting programmes/workshops to local vulnerable families
- Reached out to approximately 110 parents in need of some level of support
- Trained 4 new volunteers for the befriending and mentoring scheme

Since April 2016, under the Strengthening Families commission, Get SET Parenting:

- Delivered two parenting workshops
- Supported over 35 families in three months
- Offered 20 families 1-1 support through mentoring and befriending
- Trained 3 new volunteers for the befriending and mentoring scheme

In addition to the core services available through its partnership with Strengthening Families, Get SET Parenting delivered a successful pilot project last year to the City's most in need families. Alongside family law firms, Get SET Parenting can boast an over 80% success rate of this pilot, meaning those families involved in public care proceedings were reunited with their children.

As the service continues to develop, Get SET Parenting is now seeking support for and developing a variety of other service options including:

- An extension of the above pilot of families moving through Court proceedings
- A play therapy service available to local children and young people in need
- Interventions alongside the families of target groups such as offenders and military service personnel

As we continue throughout the year, the above options are being explored further to ensure the sustainability of the service with the upcoming budget reviews.



# HEALTH & WELLBEING

## GET ACTIVE...

The Health and Wellbeing Team's mission is 'for the residents of MK and beyond to choose a healthy and active lifestyle'. The MK Dons SET has made a significant contribution to increasing the health and wellbeing of Milton Keynes over the past year. We work with a number of key organisations such as Health Promotion, Public Health and the NHS to deliver a range of targeted intervention and prevention programmes to reduce priority issues facing Milton Keynes today. Here's what we have been up to:

### Kinder + Sport Move and Learn

The +Sport Move and Learn project is part of Ferrero's global Kinder+ Sport initiative designed to encourage an active lifestyle in children across the world and has already reached 15 million children. Targeted at primary school children aged between 9-10 (year 5), the programme combines six weeks of practical sporting sessions with classroom based sessions focused on diet, nutrition and the human body.

During the season of 15/16 MK Dons Sport and Education Trust was given the opportunity to engage 30 schools; 1800 school children within the Milton Keynes community to be part of this initiative. We delivered to 32 schools engaging with 1876 pupils in the process.

The project has been heavily supported by all at the club, which includes 3 player visits; including the Chairman of the club, CEO of the Trust and Chair of the Trustees.

After the 6 weeks each child receives a certificate to show they have taken part in the Move and Learn project. The Trust believes that it's important to recognise such an achievement therefore it vital that we engaged our 1st team with handing the certificates out. Having the 1st team involved gives an added extra to the schools.

One of the school visits was to a class at Newton Longville, they had just started their 6 weeks; but this visited included some VIPS; Chairman; Pete Winkelman, CEO of the Trust; John Cove and Chair of the Trustees; Simon Ingram & 1st team player; Rob Hall to which the children were very excited about as well as having a Q&A session with all.

In May the Trust hosted a week of community pitch use; as a reward to the schools that have been involved with the Move and Learn project we invited them to the stadium for a big tournament on the pitch. This was successful with over 400 children in attendance. It was great to be able to offer the opportunity to all.

### Extra Time

Extra Time is a pilot funded by the Commissioning Team at Milton Keynes Council to prevent falls in over 60's. The falls prevention programme consists of seated exercises including Tai Chi, Pilates and Boccia for example. The sessions also have a social element of free teas and coffee after completing the group exercise. The offer of free transport for participants is often utilised and helps with attendance numbers.



# COMMUNITY SPORTS AND EVENTS

## GET BUILDING...

This year we have seen increased levels of participation across all of the coaching programmes coordinated and delivered by the Community delivery staff. This growth was partly prompted by the excitement of Championship football being played in Milton Keynes. There has been added excitement with the news of extra funding being provided for future school delivery through a programme called Premier League Primary Stars. This year we have engaged and worked within a number of environments.

We have continued to work with our partner schools and external organisations to provide the best possible service in delivering high-quality sports provision and Physical Education in Milton Keynes and the surrounding areas. For the 2016/17 season, we were invited to apply for additional funding through the new Premier League Primary Stars programme.

The funding received for the 15/16 season through the old PLCF scheme allowed us to enhance and develop our curriculum time delivery, PPA and after school clubs which includes developing school teams. We have also had in place a more robust framework for coaches CPD with external partners coming in to help upskill our staff helping us with our workforce development. CDE have placed importance on ensuring we can provide competition pathways for Under-8s through to Under-11s, and Under-11s district football (ESFA). With the success of district football more age groups will be opened up in 2017 to provide more opportunity for gifted and talented players.

This year we have:

- Delivered in 38 schools + 36 Kinder schools
  - Delivered 216 PSHE lessons
  - Had contact with 576 unique participants during curriculum time
  - Provided 24 schools extracurricular activities (minimum 6 week course)
  - Helped 448 children benefit from the extra curriculum sessions
  - Engaged with 1024 unique participants during our school programme
- The community delivery offer also extends to out-of-school hours learning with skills centre sessions during weekday evenings and Saturday soccer sessions.

This year we have delivered:

- 74 Saturday soccer sessions delivered
- 144 CDE centre sessions delivered
- 381 unique participants overall across skills centres and Saturday Soccer

### School holiday courses

These courses are targeted at children and young people aged three–14 to help them stay active throughout all the major holidays. As well as running courses at the MK Dons training ground, we have also worked with local organisations such as New Bradwell parish council to deliver sessions in areas where structured sport may not reach. 187 unique participants have attended courses during the school holidays, with a very high proportion booking onto multiple holiday courses. This particular environment has proven to be a great route into other courses that the SET operates during term time feeding directly in our skills centres.

We have already outlined plans for the year ahead, and we will be looking to deliver additional sessions in key strategic area like Bedford and Leighton Buzzard on the back of our extended schools programme. Our key objectives for the following year will be to increase our school delivery programme to 80 schools across Milton Keynes, Bedford and Leighton Buzzard; provide more structured competition for schools including inter-school tournaments and external competitions; work alongside the Premier League to maximise the new ‘Premier League Primary Stars website’ and to continue to grow our every expanding Skills Centres.

To ensure quality remains high we will continue to measure the impact of delivery; track progress of participants; and the sustainability of delivery by up-skilling school teachers and providing valuable resources.





# FOOTBALL DEVELOPMENT

## GET BUILDING...

In the last 12 months, the MK Dons SET Football Development department has grown vastly with an additional 400-plus females participating in football on a weekly basis. The Ladies team has also grown, adding a Development Squad, who will compete in the FA Women's Premier Reserve League.

The boys' football development programme works on two fronts: the advanced centre, which is a 2 tiered, weekly elite training from ages six-16 and competing against other professional clubs; and the Under-18s BTEC programme, which is a combination of education and 11-a-side football for 16-18 year olds competing against other professional clubs and colleges.

The advance centre is a programme designed for gifted and talented players. Over the past season, it has continued to develop and expand, with both tiers allowing more players to access the programme meaning we are now able to cater for 255 players across all age groups. This is the most amount of players we have had participating. The advance centre acts as a feeder to the MK Dons Academy; in the past year 16 players have trained with the Academy and three were eventually signed, providing another success for the MK Dons player pathway. Brandon Thomas-Asante who has just signed a professional contract originally came through the Advanced Centre before being taken on to the academy.

The first year of the Under-18s BTEC programme has been a great success with a 100% pass rate in the first year. Of those that completed the first year only 1 is not continuing their journey into the second year. There has been great success on the pitch too with the first XI finishing 2nd in the league and the 2nd XI improving results as the season progressed culminating in a 2-2 draw against a team 2 leagues above at Stadiummk.

This season's accomplishments include:

- Three players signed from the Advance centre.
- The largest number of Advanced Players ever.
- Brandon Thomas-Asante becoming a professional who started his journey with the Advanced centre.
- 136 players from both the Girls Centre of Excellence and Boys Advanced Centre attended Holland tour, competing against other professional clubs in the Dutch Easter Open, a tournament based in Holland which was attended by 440 teams from 14 different countries over the Easter weekend.
- 100% course pass rate of the Under-18 scholarship & BTEC programme
- Both BTEC squads playing at Stadiummk



# GIRLS & WOMENS

In 2015-16 the girls section of the football development department continued to grow and build upon its successes becoming one of the largest providers of female football in the county. The Girls Advanced programme ran at 3 age groups U11, U13 and U15 with over 50 players receiving coaching from our qualified staff members at the Friday evening sessions, they also took part in some fixtures playing advanced programmes from other clubs such as Norwich. We are very pleased that 5 players from this programme were then offered a place in our FA Licensed Regional Talent Club (RTC) for the 2016-17 season, a great achievement for all involved.

The Centre of Excellence was again successful in gaining an FA Licence to run for the 2015-16 season as part of the Elite Girls Talent Pathway, offering opportunities for talented female players to develop as part of a national programme at the U9, U11, U13 and U15 age groups. Playing in the Midlands region, playing teams including Birmingham, Aston Villa and Oxford, the U17s also took part in the FA Youth Cup competition making a trip to Liverpool to play Liverpool U17s. We are very pleased that we have continued to build upon our international success with the following achievements in the season:

- U15 player Abbie Roberts was called up on 3 occasions to the England U15 squad including captaining the side against Germany in a fixture that took place in Dusseldorf.
- U15 player Mellisa Filis was selected on two occasions for the National Performance Camp.
- U17 Amelia Hazard was called up to the England U16 squad to play in a UEFA Development Tournament.
- U17's player Megan Gordon gained her first cap for England Colleges U18's.

We were also successful in being offered a Tier 2 Status to run a FA Regional Talent Club (RTC) for 3 years starting in the 2016-17 season. This is a national restructure of the Girls Talent Pathway which replaces the Centre of Excellence (COE) programme. Our U14 and U16 squads will play their football in the Tier 2/3 South League playing teams including Chelsea and Millwall and our U12 and U10 squads will play in the local mixed football league the MKDDL as the new RTC programme requires that all U12 and U10 teams play their matches in local mixed football leagues. We are very pleased to continue to offer high level develop opportunities to elite female players in the local area and look forward to the season ahead. The Ladies team had a successful season in a very competitive league, finishing in 3rd place. They also retained the title of County Cup Champions for the 3rd year in a row and took part in the Women's FA Cup Competition. Looking ahead to the 2016-17 season plans are in place to build upon the success of the ladies team by offering a development squad to play in the Women's Premier League Development League as this also offers a more structured development pathway for players graduation from our Centre of Excellence U17 age group who want to play adult football at the club.

Girls Football League Cup was also held this year with 12 schools turning out to compete and Walton High the eventual winners. They missed out by one goal on reaching the national finals after competing in the regional tournament.

# SOCIAL INCLUSION

## GET BUILDING...

The year July 2015 to June 2016 has been one of change but also the beginning of a period of growth for the Inclusion Department. A number of programmes have been completed and we are looking forward to the start of a number of new and exciting projects.

The year has seen the completion of the STEP funded unified sports programme. Although funding was for just one year we are now able to sustain the programme by adding it into our Thursday afternoon disability sessions, so we now also offer multi-sports for adults and young people. Two special schools also attend these sessions. The BBFA's county wide DFDF programme is coming to an end after three years with the overriding conclusion, from an inclusion perspective, that we are far more effective and efficient when working closer to MK and delivering to local specific need. Our Street Games DS Club has also come to the end of its funding period and we now have a successful weekly provision based on Netherfield in partnership with Woughton Community Council. Although, there is no funding for the new year we are planning to retain our involvement with the introduction of new programmes based on funding from other sources.

Disability football and sports continues to be the main focus for the inclusion team partly due to our strong history and track record but also because there are more funding streams available and disability is generally more acceptable for funding applications. This year we have run 20 disability football teams across all ages, both genders and all ability levels with three of our teams winning their respective BOBi Leagues and a number of others in runners up places. The jewel in the crown has been the 11 a side adult disability squad that went on to win the South East Regional FA Cup in the new format of the competition. This was a remarkable achievement all round, not least because our team included four 16 year old players in their first season up from our disability youth teams. We are extremely grateful to our volunteers and sponsors for disability football and our ongoing success.

We have completed a BME development programme for young players aged 5 to 11 years in partnership with local club MK Galacticos and we hope to have occasional input in the future. Our Sunday Development League has been successful again with 6 teams and two of those moving into mainstream football for the 2016/17 season. This league may take a different form in future in line with BBFA objectives.

Walking football continues to develop although there are still no organised leagues. Our secondary school's engagement programme continues to grow and has also been delivered into KS3 and KS4 in special schools. Excellent feedback from all schools involved to date. This programme will also continue throughout the new year. Unified football continues in partnership with Deloitte. We also continue to work with Oakhill STC and the Campbell Centre.

**"I am very proud to play for one of the disability teams. I enjoy meeting my friends and playing the game I love."**

The annual Ability Counts Day (250+ participants) and Show Racism the Red Card Parade Day (500+ participants) were successful as usual and received excellent feedback from participants and observers. The Disability Football Awards evening was another notable success with more than 500 people in attendance. National Play Day attracted 5,000+ people and again SET Sports was a major attraction. Parenting was reduced to one course due to funding restrictions but was greatly appreciated by the families involved. A reduced summer play programme was delivered in partnership with Wolverton and Greenleys Town Council plus a number of shorter schemes delivered in the holiday periods. The Annual MK Disability Awareness Day was another notable success with 500+ people attending in a more unified and inclusive form of delivery.

Looking forward, we have been awarded three years funding for a mental health football programme by the WNST and are currently awaiting the outcomes of three further funding applications based upon working with young people living in MK's areas of highest deprivation. Plans are now in place for a new Special Schools and Alternative Education Providers Football League and this programme will be in partnership with Reed Education.



# BUSINESS DEVELOPMENT

## GET BUILDING...

In the past year SET has continued to develop the brand which includes incorporating some new branding that is fresh in the public eye which has helped strengthen the identity of the SET. Due to this the brand awareness has increased over the last year which includes news sponsors and also increased the social media exposure, which is helping spread the word about the work we do in the community. The official SET Twitter account rose from 876 followers to reaching a base of 1365, while our Facebook page continues to receive likes, reaching more than 3,500 likes. Throughout the year, we ran and supported a series of events which helped the SET engage with the community and businesses and the reception of these events have been hugely successful. We have been involved with some high class events that have a positive impact on relationships and raising SET awareness.

Some of the key areas of focus this year were:

### **Friends of The Trust**

The concept of Friends of The Trust has developed, grown and become more stable throughout the year. After the success of MK Dons reaching the Championship this saw an increase in new Friends of The Trusts, with current ones still renewing their membership. The SET secured 36 companies throughout the last year. Although the season didn't go the Dons' way we still maintained FOTTs, this is due to the work we do as a Trust but also the rapport we have with the organisations.

We want to uphold and strengthen the 'Friend' aspect of the scheme and decided there should be the opportunity to engage with all the companies; updates on the latest news and activities that have taken place in the SET was paramount, so our Friends of The Trust could see for themselves what impact their donation was having on the community. It also gave the SET the opportunity to thank them for their support.

We created opportunities for networking events, which allow current Friends of The Trust to bring a client or partner along to see what the Sport and Education Trust is and how it is an asset to the community. In the past year, we have hosted two events which have provided our Friends of the Trust a real insight into the progression of the Trust.

### **MK Marathon**

MK Dons SET once again hosted the MK Marathon and it once again received a high volume of entries for all three races – the full 26.2 miles, the half marathon and the 1.5 superhero fun run.

With there being a new route on offer to all the runners the number of entries grew from the previous years. Like the past all three races allowed people from Milton Keynes and the wider community to be involved; it included keen and experienced runners to children with an interest in dressing up as their favourite superhero. Subsequently, we hope it has inspired more of the community to consider running as their exercise of choice, and the SET would like to place on record its thanks to the volunteers and everyone else involved in the event.

## Partnerships

Over the last year a key area that has been advanced is our relationships with current and new organisations; sustaining them and also growing the relationship. Due to our strong relationships there have been a variety of opportunities that have been offered to us which has enabled us to raise awareness of our brand.

SET has continued their strong partnership with PJ Care as they continue to be a sponsor for the Girls. Over the last year we have sustained the relationship with Suzuki, as they now move from Disability sponsors to sponsoring the SET as a whole, we have also been fortunate to receive cars which enables to get out into the community.

A relationship that has really grown within the last year is with RBS/NatWest. The relationship started from an event sponsorship opportunity; which was key for them to see our work. They have engaged with the Trust an incredible amount within the year and always offer ways for us to be involved; inviting our involvement at their events, helping promote our activities and also offer opportunities for their staff to be involved with events.

Through our Friends of The Trust, the SET has established some strong partnerships that are helping towards other projects, especially raising funds to enable our parenting team.

We would like to thank all of our sponsors for their continued support.

## Rugby World Cup:

SET successfully played a vital role in the delivery of the RWC at Stadium MK. SET played a pivotal part in organising the Spectator plaza in the Arena. Over the three games there were around 8,000 people passed through the plaza, where there were a variety of activities on offer for them to take part in to build the atmosphere before the games.

## Women Leaders:

This was an event that was created and inspired by PJ Care Chair, Jan Flawn and SET were the nominated charity for this event. This event was an opportunity to recognise Women leaders in MK; with one employee reaching the finals of her designated category. It was a great evening as this was an opportunity to network and engage with businesses and individuals that attended the event.



# ACTIVE BUCKS GET BUILDING...



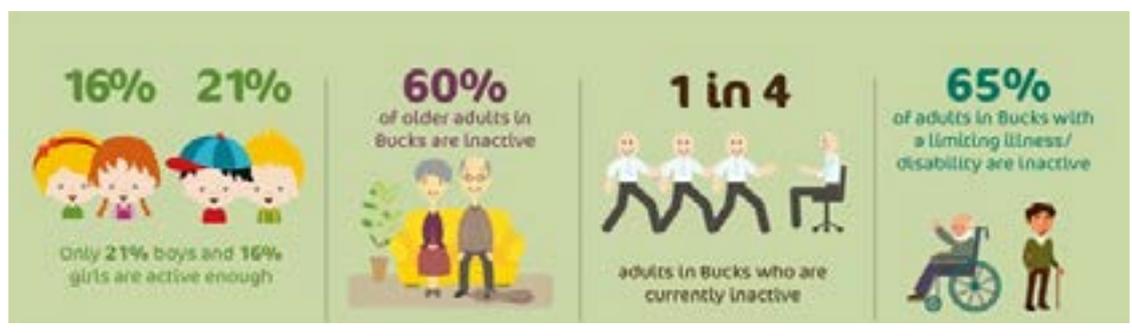
The MK Dons Sport and Education Trust were successful in obtaining the competitive tender to deliver the Active Bucks project. This project was commissioned by the Buckinghamshire County Council's Public Health Team and delivery started in May 2015.

The project itself aspires to help all Bucks residents lead happier, healthier lives by supporting more people to get more active, more often - with a particular focus on reducing the number of inactive people across the county.

We often speak about the power of the MK Dons brand; this project however is a little different due to the geographical coverage. Although the MK Dons brand has been utilised on a local level, this has also highlighted our strong partnership working by building on the great work that already takes place across Buckinghamshire; we engaged with communities in designing and advocating more opportunities for everyone to become more physically active.

We hope this approach will help create sustainability in getting residents of all ages moving more and feeling great!

As you will see from the info graphic, 2063 residents were engaged during this process, meaning we surpassed our target of 1000 by over 100%. This was achieved partly by attending 54 public events and hosting 23 interactive events across the county. As previously mentioned the strength of the partnership working helped make this phase a huge success, due to our geographical position we knew we needed the support of the local stakeholders and organisations to help promote this project on a local level.



# SET CYCLE CLUB

The SET Cycle Club (SET CC) is now in its fourth year and the number of members is ever increasing along the way. Following the launch of this initiative, MK Dons SET Cycle Club has gone from strength to strength with more than 80 new members participating in weekend rides and charity initiatives.

Our strategic Cycle Club partnership with Trek Bicycles UK also continued this year; this was on the back of a successful third year with the club and Trek Bicycles UK made a charitable donation to continue the partnership. The donation has continued to help the SET CC continue to grow and allow people to Get SET and start cycling – which is the mission of the club.

By partnering again with Trek Bicycles UK in 2014, the SET CC was also able to use the power of the football brand to maintain a delivery and to make a tangible impact in the local Milton Keynes community and surrounding area. To achieve this we developed and encouraged the cycling community within the city and greater Milton Keynes areas and we incorporated a variety of rides for all ages and riding abilities. MK Dons SET staff, along with volunteers, helps the SET CC to deliver its aims. The club has rides every Sunday, departing from Stadium MK.



# GET SET FOR LEGACY



## GET BUILDING...

The SET are one of 88 organisations that have received a share of £15 million worth of funding to support grassroots sport activity across the country.

The Get SET for Legacy project was set up by the SET and legacy partners in response to a need for more after-school sports activities for 14-25 year olds. The project will draw on the inspiration of hosting major sporting events in Milton Keynes (Rugby World Cup 2015, National Badminton Championships and the Women's FA Cup final).

The events will act as a catalyst to engage participants in rugby, football and badminton to form a sporting habit for life. The legacy is set to help more local people get into sports thanks to National Lottery funding from Sport England's Community Sport Activation fund.

Following the successful first year of the project, year two has seen the project continue to thrive alongside schools and partnerships following the successful hosting of the Rugby World Cup pool matches at Stadium MK. The partnerships built with England Rugby and local rugby clubs have ensured that the enthusiasm for rugby has been harnessed and exerted into the activity we provide.

Some of successful projects that we are running are listed below:

Post in Park – 10 locations around Milton Keynes parks will host mixed touch rugby sessions throughout the summer holiday period

Secondary School Coaching – MK Dons SET staff will be working in partnership with England Rugby and Northampton Saints to deliver extra curriculum rugby coaching sessions at the 12 secondary schools in Milton Keynes

Primary Delivery – Funded by the National Hockey Foundation, this project will look to up skill primary school teachers and mentor them in a six-week delivery of TAG rugby.

Stadium MK hosted three Rugby World Cup pool matches: France v Canada, Samoa v Japan, Fiji v Uruguay, all three games provided record breaking attendance numbers for the stadium. The Legacy Project also supported the official Rugby World Cup Fan Zone at Campbell Park in October which was one of the main attractions for visitors to Milton Keynes during the tournament. Campbell Park will played host to a vast array of sporting and cultural activities with the aim of showcasing Milton Keynes as a sporting city. During the week we facilitated rugby activity for a number of primary, secondary and special schools, and was visited by members of the Fijian side on one of the days.

The interest in rugby in Milton Keynes has continued to rise, and The Get SET for Legacy Project has continued to embrace and support this appetite throughout the many opportunities with the project. The aim of the project now going into its final year is to sustain the success we have had and to continue to support the development of rugby, badminton and women's football in Milton Keynes.



# WHAT YOU CAN EXPECT FROM US...

## The Matrix Standard

The matrix standard is the unique quality framework for the effective delivery of information, advice and/or guidance on learning and work. It promotes the delivery of high quality information, advice and/or guidance by ensuring organisations review, evaluate and develop their service; encourage the take up of professionally recognised qualifications and the continuous professional development of their staff.

The purpose of the matrix Standard is to provide a benchmark for organisations to assess/measure their advice and support services which ultimately support individuals in their choice of career, learning, work and life goals.

The matrix Standard is made up of four elements:

- Leadership and Management
- Resources
- Service Delivery
- Continuous Quality Improvement

If you have any questions regarding our Matrix Policy then please contact Angela Novell on 01908 622893 or [angela.novell@mkdonsset.com](mailto:angela.novell@mkdonsset.com)



# INFORMATION, ADVICE AND GUIDANCE STATEMENT OF SERVICES

Our aim is to offer a person focused service, which is convenient for all customers to access and provide up to date, comprehensive and impartial information, advice and guidance.

## About our IAG service

This service is designed to help you to make an informed decision about your future options. Our IAG statement briefly outlines the available services and facilities. For more information on the services available for customers please see our website [www.mkdonsset.com](http://www.mkdonsset.com)

## Our Services

- A confidential, impartial and objective information and advice service concerning learning opportunities, skills and qualifications, career progression and volunteering and how to access them.
- Written information on all courses and opportunities; including player pathways
- Support during courses to assist with learning and personal development
- Advice and services to enable our customers to learn effectively if they have a disability or additional requirement
- Telephone / internet services providing information and signposting
- A signposting and referral service to other agencies if we are unable to offer the information or advice you require.

## Feedback: Compliments, Comments and Complaints

To help us continuously improve our service and address your needs we want to hear from you; if you wish, you may do this anonymously. We welcome any feedback and use this to inform our future practice and make ongoing improvements to our service. A copy of our complaints/compliments policy can be found at [www.mkdonsset.com](http://www.mkdonsset.com)

If you would like to comment on or compliment the service, or make a complaint, please email [info@mkdonsset.com](mailto:info@mkdonsset.com) or write to us at the address on the back of this report.

Our complaints procedure explains clearly how complaints should be made and how these and any unresolved issues are dealt with. All complaints are dealt with in the strictest confidence.

# HOW YOU CAN GET INVOLVED

There are a number of ways you can get involved in our work:

- You could volunteer in any of our projects or in a wide variety of supporting roles within our charity.
- You could participate or encourage your family to take part in our activities.
- You, your company or your employer could work with us to design a flexible partnership that would bring mutual benefits to all parties.
- Come and join us as we make sure our community is SET for life, both on and off the field.

For more details please contact:

By Phone: (01908) 622888 By Email: [info@mkdonsset.com](mailto:info@mkdonsset.com)

# OUR SAFEGUARDING STATEMENT

Milton Keynes Dons SET acknowledges and accepts it has a responsibility for the wellbeing and safety of children, young people and vulnerable adults who are under the Scheme's care or utilizing the Scheme's facilities. It is the duty and welfare of all adults working at the scheme to safeguard the welfare of children, young people and vulnerable adults by protecting them from physical sexual or emotional harm, The protection of children, young people / vulnerable adult is paramount for all staff and they must make themselves aware of the community scheme's Safe Guarding Policy and procedures. Where appropriate the following guidelines will be supplemented by in-service training and guidance.

Child abuse is a very emotive and difficult subject. It is important to understand the feelings involved, and essential that time is made available to discuss and acknowledge these.

It is essential that children, young people and vulnerable adults using our services are in a safe and enjoyable environment.

**MILTON KEYNES DONS FOOTBALL CLUB SPORTS & EDUCATION TRUST**  
**STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 30 JUNE 2016**

	Notes	Un-Restricted General £	Restricted Funds £	Total 2016 £	Total 2015 £
<b><u>Income</u></b>					
<b>Income from Generated funds</b>					
Donations	3	161,619	-	161,619	149,690
Income from other trading activities		15,263	-	15,263	24,909
<b>Income from Charitable Activities</b>	<b>4</b>	<b>915,935</b>	<b>249,541</b>	<b>1,165,476</b>	<b>1,228,544</b>
<b>Total Income</b>		<b>1,092,817</b>	<b>249,541</b>	<b>1,342,358</b>	<b>1,403,143</b>
<b><u>Expenditure</u></b>					
<b>Cost of raising funds</b>					
Expenditure on raising funds		100,990	-	100,990	102,941
<b>Charitable Activities</b>					
Expenditure on charitable activities	5	971,271	281,522	1,252,793	1,348,068
<b>Total expenditure</b>		<b>1,072,261</b>	<b>281,522</b>	<b>1,353,783</b>	<b>1,451,009</b>
<b>Net income and net movement in funds for the year (before transfers)</b>		<b>20,556</b>	<b>(31,981)</b>	<b>(11,425)</b>	<b>(47,866)</b>
Transfers		-	-	-	-
<b>Net movement in funds</b>		<b>20,556</b>	<b>(31,981)</b>	<b>(11,425)</b>	<b>(47,866)</b>
Balance at 1 July 2015		100,460	82,238	182,698	
Net movement in funds		20,556	(31,981)	(11,425)	
<b>Balance at 30 June 2016</b>		<b>121,016</b>	<b>50,257</b>	<b>171,273</b>	