2018-19 IMPACT REPORT

UEFA GRASSROOTS AWARDS (WINNER) 2019 - BEST PROFESSIONAL FOOTBALL CLUB
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Welcome,

On behalf of everyone connected with AFCCT it gives me great pleasure to introduce you to our inaugural Impact Report, which evaluates the community work of AFCCT from 1st July 2018 to 30th June 2019.

This Impact Report follows hot on the heels of our charity’s 5th birthday and recognition from UEFA, through their Grassroots Awards, as the Best Professional Club across all their 55 member nations. This is an achievement that would not be possible without our fantastic staff, volunteers and partners, many of whom will be referenced throughout this document.

After just 5 years we feel that we are still at the beginning of our journey, with room to grow and enhance the support and opportunity that we have been able to provide throughout the North-East.

We look forward to celebrating our 1 millionth participation at some point over the next year and with Cormack Park set to open October 2019, we will be able to reach further and wider into the community that surrounds us, a community that has supported our football club so well, for so many years.

Since day one we have been striving to measure the impact of our work in the community. Last year in partnership with UEFA and the Scottish FA, a report was commissioned to uncover the “unique tangible evidence” that participation in our national game has on the city and region’s economic, social and health benefits.

The report, published in November 2018, determined that grassroot football throughout Aberdeen City and Aberdeenshire has a value of £97m to society. Indeed for every £1 invested into AFCCT and football participation in the north-east, we deliver a £10 cumulative return in conjunction with our partners.

This Impact Report looks through the lens of 4 national bodies via a ‘Contribution Analysis’, to demonstrate what AFCCT is contributing across various national agendas, and what these outcomes look like at a local level. We are confident you will view our findings as both informative and an enjoyable read, and hope this evidence will lead to improved local, national and international conversations with key stakeholders.

We have exciting plans for growth over the next 5 years including expanding our Children’s & Education Services, using Cormack Park to build community capacity, exploring further innovative Club Partnerships such as our collaboration with Inverurie Loco Works FC, and the scaling of our MINDSET mental wellbeing programme in partnership with Grassroot SoccER.

We share our UEFA success with the city and the region, and ALSO thank you all for your ongoing support.

The award from UEFA as the Best Professional Club is testament to the partnership-working within the city and region, we thank you for your ongoing support and we are delighted to share this success with you!

Stand Free!

Steven Sweeney

Aberdeen FC Community Trust
THANK YOU TO ALL OF OUR PARTNERS!
OUR 3 PILLARS

FOOTBALL FOR LIFE

EDUCATION

HEALTHY COMMUNITIES
Local, National and International Strategies, alongside reacting to local community needs, drive our community interventions as an enabler for Aberdeen and Aberdeenshire. Direction from the World Health Organisation and United Nations give us an international perspective on the importance of increasing physical activity, and tackling issues related to poverty, inequalities and wellbeing to name but a few.

Nationally in Scotland we have identified strategies from these 4 bodies for 2018/19 which shaped our work; Scottish Government, Education Scotland, SportScotland and the Scottish FA. This Impact Report details a ‘Contribution Analysis’ against each strategy to demonstrate what AF CCT is doing to support the delivery of these key national outcomes.

The following is a descriptor of what each strategy is alongside an illustration of each framework. At a regional level this feeds into the Local Outcome Improvement Plans of Aberdeenshire and Aberdeen City Council’s, which shape our 3 pillars of activity.
The vision for our wonderful sport is that it can provide FOOTBALL FOR LIFE. This plan outlines how we will achieve this vision, underpinned by the belief that our collaborative work will achieve outcomes in three distinct areas:

- Growing the Game
- Developing Talent
- Football for Social Change

The National Performance Framework is for all of Scotland. We aim to:

- Create a more successful country
- Give opportunities to all people living in Scotland
- Increase the wellbeing of people living in Scotland
- Create sustainable and inclusive growth
- Reduce inequalities and give equal importance to economic, environmental and social progress

This is a framework to support the closing of the poverty related attainment gap in Scottish Education. It is based on a range of interventions and approaches that are currently being used in schools across Scotland. The key priorities with regards to Interventions for Equity are:

- Improve attainment in literacy and numeracy
- Improve employability skill and school leaver destinations
- Improve health and wellbeing

Sport for Life outlines the vision for an active Scotland where everyone benefits from sport. Sport For Life sets out the assets available to Scottish sport and the approach we can take, working with partners, to help everyone benefit from sport - even people who don’t take part in it
CONTRIBUTION ANALYSIS:
SCOTTISH FA’S ONE NATIONAL PLAN

We are the anchor organisation for Football Participation in Aberdeen & Aberdeenshire which is worth €110.4M to the Region. With €18.9M being a direct contribution to the economy, €14.6M impact of social benefits, and €76.9M in healthcare savings. For every £1 invested in Football Participation in Aberdeen & Aberdeenshire, there is a £10 cumulative economic, societal and public health return.

AFCCT run and develop 2 Leagues in Aberdeen & Aberdeenshire: the North Region Girls U7-U11s League & P2-P7 Primary Schools League.

There are 296 teams participating in 68 matchdays with 4v4, 5v5, 7v7 and 9v9 formats according to the National Player Pathway. Players are aged 5-12 years with 2,035 boys and 430 girls participating, contributing to 89,330 participations in total. There are 506 volunteer coaches who support this activity.

AFCCT won the Queens Award in 2018, the equivalent of the MBE for Charities based on the 20,014 volunteering hours contribution from the Red Army in the first 5 years of AFC’s Partner Charity.
SOCIAL RETURN ON INVESTMENT

£1:£10

For every £1 invested in football participation in Aberdeen & Aberdeenshire, there is a £10 cumulative economic, societal & public health return.

PARTICIPATION

There are 71,000 footballers in Aberdeen & Aberdeenshire delivering £97M value to the region.

EDUCATION

24 coach education & continuous coach development events for 769 volunteers

CLUB SERVICES

Inverurie community football partnership – “inspiring a community to love football”

ATTRACTIVE GAME

2 leagues
296 teams
68 matchdays
2,035 boys
430 girls
89,330 participations
506 volunteer coaches supported

There are 71,000 footballers in Aberdeen & Aberdeenshire delivering £97M value to the region.
Our purpose and values align with that of the National Performance Framework, and we welcome the enhanced focus as a nation on wellbeing as a key measure of success.

We work collaboratively with local and national government, local business and the people living in Aberdeen and Aberdeenshire to achieve national outcomes across areas including children and young people, communities, health, education and poverty.

AFCCT Youth Ambassadors believe that adults take their views into account in decisions that affect their lives of school 65%, in their community 80% and at AFCCT 90%. National average is 53.4%.

92% of AFCCT School of Football pupils have 3 or more positive social connections. National average is 81%.

In partnership with CFINE we provided 19,596 meals to young people. 93% of these young people with free school meal entitlement are from families that find it harder to make ends meet during school holidays.

"On retiring, living on a 9th floor multi-storey myself I began to feel so cut off. I then joined AFCCT who totally turned my life around so much that I give back by running activities for isolated people when normal services are shut."

- Marion Douglas, AFCCT Volunteer
CONTRIBUTION ANALYSIS:
EDUCATION SCOTLAND’S INTERVENTIONS FOR EQUITY
Our Partner Schools use health and wellbeing interventions through football to close the poverty-related attainment gap with targeted young people. In 2018/19 we supported 8,086 pupils across our 13 Partner Schools and other Education projects in Aberdeen City and Peterhead, Aberdeenshire. Key findings include:

- Lateness has reduced by 49% with our targeted young people at Quarryhill Primary.
- Sustained or enhanced wellbeing across 96% of targeted SHANARRI indicators with young people at Buchanhaven school.
- 90% of our targeted young people at Kaimhill School have improved their engagement with literacy and numeracy as a result of our health & wellbeing intervention.
- Our Alternative Academies Scholarship in partnership with Aberdeenshire Council support young people aged 14-16 years who are on a trajectory to leave School underachieving due to behavioural, emotional or social barriers. We enable young people to gather the skills for life, learning and work whilst reducing Local Authority spend on out of authority placements. Key findings include:
  - Alternative Academies attendance improved from 40% to 93%.
  - Alternative Academies behaviour referrals have decreased by 52% and exclusions are down 83%.
  - 7 Alternative Academies Scholars have achieved volunteering awards, 3 of which have achieved their 100 hours Saltire Award.

The PeterDeen Scholarship won SPFL Trust Community Project of the Year 2019.

**EDUCATION SCOTLAND OUTCOMES**

**INCREASING ATTENDANCE**

**REDUCING LATENESS**

**REDUCING EXCLUSIONS**

**INCREASING PARTICIPATION**

**IMPROVING WELLBEING**

**INCREASING CLASS ENGAGEMENT**

**OUR IMPACT**

**ATTENDANCE UP FROM 40% TO 93%**

**LATENESS HAS REDUCED BY 49%**

**BEHAVIOUR REFERRALS HAVE DECREASED 52% & EXCLUSIONS ARE DOWN 83%**

**100 HOURS SALTIRE AWARD FOR VOLUNTEERING**

**96% ENHANCED OR SUSTAINED WELLBEING**

**90% IMPROVED THEIR ENGAGEMENT WITH LITERACY & NUMERACY**
CONTRIBUTION ANALYSIS:
SPORTSCOTLAND’S
SPORT FOR LIFE STRATEGY
Through clubs, communities, schools & education we play our part in creating a more active Aberdeen and Aberdeenshire where everyone can participate, progress and achieve. Inclusion is a golden thread which runs through all of our projects.

We adopt a person-centred approach and aspire to remove barriers to participation for all.

Our Active Ageing activities include TechnoGym, Health Walks, Active Reminiscence and Walking Sports. Our focus in targeting inactive populations, introducing physical activity, enhancing social connections and reducing isolation. Our Dementia Friendly Wellbeing Programme won the European Club Association Best CSR Award in 2017/18.

Buchanhaven Primary School P5-7 pupils in partnership with the Children’s University collect credits to measure progress with their physical confidence and competence. The 22 ‘Buchanhaven Ballers’ achieved 1,036 Children’s University credits rewarded for improved health and wellbeing, improved teamwork skills, communication and good citizenship.

Our Football Fans in Training (FFIT) Legacy Groups continue with volunteer led physical activity in a sustainable way beyond the initial intervention. Our Walking Football Group recently celebrated their 3rd birthday. Our 30 FFIT graduates this year lost a combined 68.7kg in weight and 122cm from around the waist.

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**SPORTSCOTLAND OUTCOMES**

**PARTICIPATE, PROGRESS & ACHIEVE**

MORE ACTIVE

STAY ACTIVE

**PHYSICAL CONFIDENCE & COMPETENCE**

PEOPLE & PLACES

**WELLBEING & RESILIENCE**

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**OUR IMPACT**

1,769 EVENTS

20,402 PARTICIPANTS

424,299 PARTICIPATIONS

414 INACTIVE PEOPLE AGED 65+ HAVE BECOME ACTIVE

35 TO 73 YEARS

118 REGISTERED PLAYERS

5,000 PARTICIPATION HOURS

1,036 CHILDREN’S UNIVERSITY CREDITS ACHIEVED

AFC & AFCCT ARE AN ATTITUDINAL DEMENTIA FRIENDLY COMMUNITY

100% OF FOOTBALL FANS IN TRAINING GRADUATES REPORT AN INCREASED SENSE OF WELLBEING
AFC & AFCCT
THE FUTURE

From 31st October 2019, AFCCT will use the facilities at Cormack Park to build community capacity and further improve our positive impact on peoples’ lives.