



Community and Education Trust

Registered Charity No: 1130773

IMPACT REPORT 2018

OUR IMPACT IN 2018...

**ENGAGED 2,083
MORE UNIQUE
SCHOOL CHILDREN
THROUGH PL
PRIMARY STARS**

**EIGHT
VOLUNTEERS** 
GAINED EMPLOYMENT
WITH PNECET

**60% INCREASE
IN OVER 50S
TAKING PART IN
WEEKLY ACTIVITIES**

**404 MORE
YOUNG PEOPLE
PARTICIPATED** 
IN PL KICKS IN 2018

**ANTI-SOCIAL BEHAVIOUR
REDUCED BY 44.6%
ACROSS TARGETED
AREAS DURING PNE
CONTACT HOURS**

**£785,504 INVESTED
IN THE LOCAL
COMMUNITY,
17% MORE THAN IN 2017**

**MAINTAINED 100%
PASS RATE FOR
STUDENTS ON OUR** 
EDUCATION COURSES

75 MORE 
TEACHERS BENEFITTED
FROM OUR PL PRIMARY
STARS PROGRAMME
COMPARED TO LAST YEAR

**33% INCREASE
IN FEMALES TAKING
PART IN SPORT**

CONTENTS

4 INTRODUCTION

6 TRUSTEES

8 STAFF CHARTER

10 EDUCATION

14 JOURNEY OF A STUDENT

16 PRIMARY STARS

20 HEALTH

24 INCLUSION

28 PLAYER VISITS

32 MATCHDAYS

34 RAISING AWARENESS

36 OUR PARTNERS

38 FINANCIAL SUMMARY

A MESSAGE FROM THE TRUSTEES

BEN RHODES



The year 2018 was another positive and progressive year for the Preston North End Community And Education Trust.

The formation of the new Trustee Board has added a new and experienced level of governance to the Trust, with additional knowhow and vital connections within our key areas of sport, health, education and inclusion. The Trust's figures for 2018 are again very encouraging, with over 10,000 people engaged with our projects, from young children, to our more 'experienced' Walking Footballers!

Our engagement within the local community is at an all-time high, working with 50 unique local schools and doing important partnership work within the greater Preston community with both Lancashire Constabulary and the local NHS Trust, amongst many others.

This impact report illustrates the diverse areas within which the Trust currently works and the excellent case studies show the impact that we are having with many different age and social groups.

Our work alongside Preston North End Football Club allows use of the players to promote and expand upon the work of the Trust and we are delighted that the squad invested over 100 hours of their time to invest into our projects and help deliver the key messages to our participants.

Our dedicated and hard-working full-time, part-time, casual and volunteer staff team continues to grow, due to the expanding work of the Trust and on behalf of the Trustee board, we thank them for their continued efforts and congratulate them on another year of development.

Looking ahead to 2019, we have already launched our unique new Genome project with Lancashire Teaching Hospitals NHS Foundation Trust and NHS England and look forward to exploring this brave new world and expanding this exciting opportunity.

Ben Rhodes
On behalf of the Trustee Board

TRUSTEES

IN 2018, WE WERE DELIGHTED TO BE ABLE TO BRING FOUR NEW TRUSTEES TO THE TABLE WHO – USING THEIR EXPERTISE AND EXPERIENCE – SHARE OUR VISION IN CONTRIBUTING TO THE OVERALL HEALTH AND WELLBEING OF THE PRESTON COMMUNITY.



BRYAN GRAY CBE
COMPANY DIRECTOR



IAN TOPPING
RETIRED BUSINESSMAN



SHARON ASQUITH
HEADTEACHER AT
ASHTON COMMUNITY
HIGH



DOREEN HOUNSLEA
COMPANY DIRECTOR



BEN RHODES
CLUB SECRETARY AND
HEAD OF
COMMUNICATIONS AT PNE



DR ADRIAN IBBETSON
DEAN OF SCHOOL OF
SPORT AND WELLBEING AT
UNIVERSITY OF CENTRAL
LANCASHIRE



KEVIN ABBOTT
FINANCE DIRECTOR AT PNE

HEAD OF COMMUNITY



ANDY HAYTHORNTHWAITE

It gives me great pleasure to introduce 2018's impact report as a year of real progression for the Trust.

On the ground, we have increased our local footprint with more hours, participants and partners than ever before. Our vibrant and community focused staff continue to engage with members of our community for their physical and mental wellbeing.

As a result, the Trust was a finalist in the North West Football Awards for Community Scheme of the Year for the third year in a row. As well as being recognised with a special recognition award for our work celebrating the anniversary of the historic Dick, Kerr Ladies.

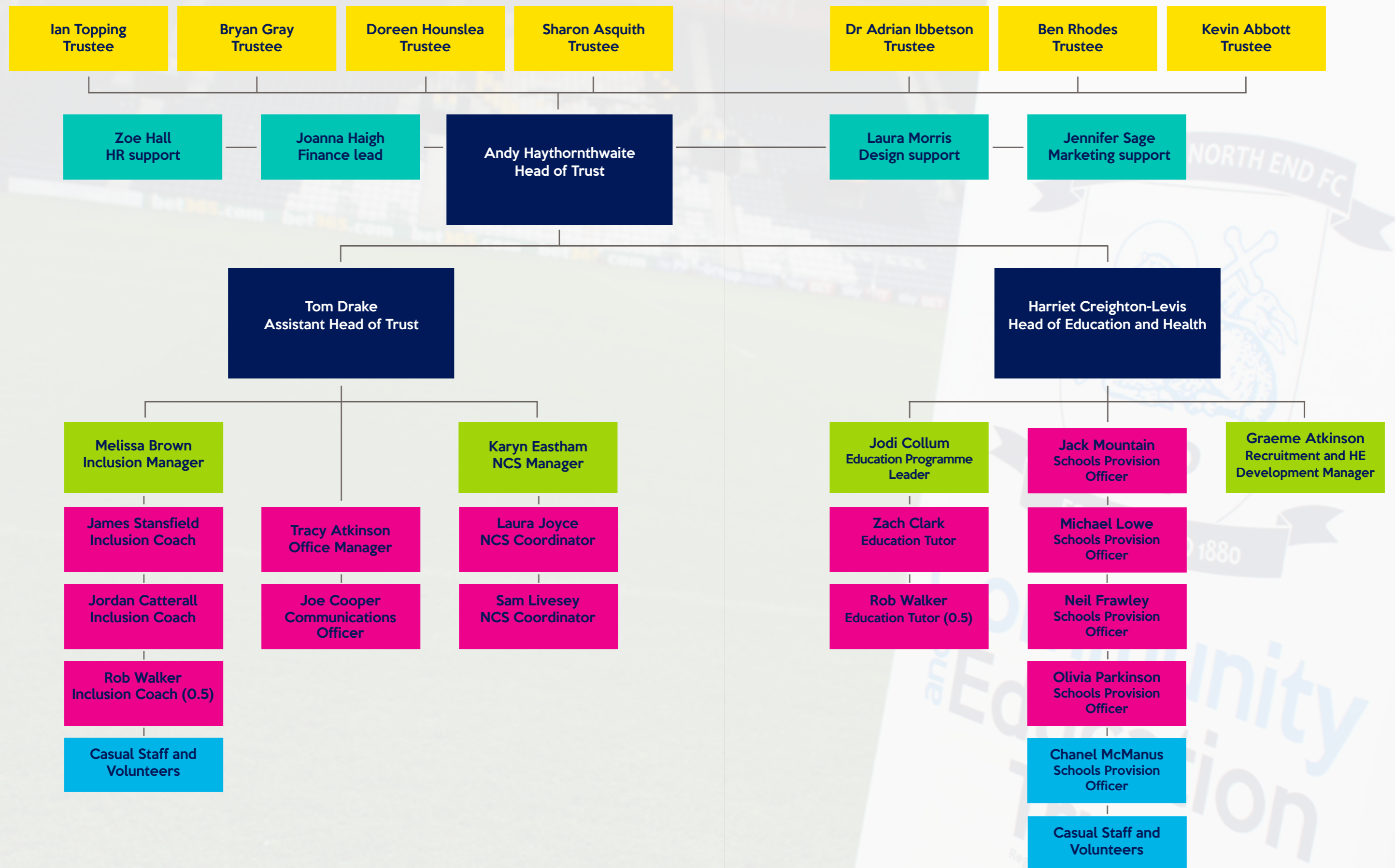
On a governance level, I am delighted to introduce four new Trustees with expertise in areas such as education, business and health. Three key areas for the development of the Trust who all share our desire to build on what we have achieved to date.

From a staff point of view I would like to make a special mention to Harriet Creighton-Levis on her continued progression, now taking up a position on the management team and a welcome to Tom Drake who takes up the role of Assistant Head of the Trust. Both will add great support to the team and bring new partnership opportunities to the Trust. Finally, a huge congratulations to education tutor Jodi Collum on the birth of her first child, Scarlett.

I hope you take great inspiration in reading this report as we begin planning for 2019 in what is likely to be an even bigger year for the Trust.



STAFF CHARTER



■ Board Level
 ■ Management
 ■ Senior Leadership
 ■ Full-time Staff
 ■ Casual Staff and Volunteers
 ■ Support Staff

EDUCATION

OLIVER BIRKETT

FOUNDATION DEGREE STUDENT


Having spent two years studying a level three diploma in sport and exercise, Oliver has been able to extend his studies and start his career at Preston North End. Oli is now in Further Education, studying a Foundation Degree at PNE and is now also gaining fantastic work experience working as an Academy coach at Preston North End's set up.

"Joining the course has given me plenty of opportunities to see what jobs are out there in sport, in particular football.

"It's helped me understand the qualifications I need to be a good coach and what I need in terms of the qualities of a coach and the equipment you need. It's given me a great idea of what it's like to be a coach at academy level. I've enjoyed it and it's been a fantastic experience.

"I don't think you'd get this opportunity studying at other colleges - you wouldn't get behind the scenes access like you would at a professional football club and I doubt you would get the opportunity to work with an Academy. I think there is plenty more opportunities within the football industry through the education at Preston North End compared to other colleges."



100% 
SUCCESS RATE OF STUDENTS
PASSING
THEIR POST 16 STUDIES



20% of students
were employed
on a part-time
basis by PNECET



LUKE HARRISON

FORMER STUDENT

A recent graduate of Preston North End's programme, Luke Harrison has put his qualifications and experience to good use. As well as working as a summer camp coach in America, Luke is now currently studying a Sports Management and Coaching degree at Edge Hill University.

"In my two years at PNE, it gave me the confidence and drive to get those vital qualifications under my belt and I was keen to put them to good use.

"Without the education programme at PNE, I probably wouldn't be here now; I learnt so much more than I thought I would have at PNE. Learning about different subjects such as Psychology and Business in Sport widened my horizons. My coaching certainly improved as many modules are practical and coaching based.

"From the back of that, I gained so much confidence in coaching people my own age and being assessed professionally. We went through a lot of analysis of not only coaching, but playing as a PNE representative; this didn't only make me a better player but increased my knowledge of the game and ultimately made me a better coach."

 **OVER 500**
VOLUNTARY HOURS
COMPLETED BY STUDENTS

STUDENTS REPRESENT PNE ABROAD



2018 marked a fantastic first for the education programme at PNE as we headed overseas and brought PNE out into the community on an International scale.

Students from North End's education programme represented the football club out in Portugal for an educational and cultural visit where the team played against Portuguese sides proudly wearing the lilywhite colours of Preston North End.

Students played in different stadiums and trained in first class facilities with some students venturing out of the UK for the first time.

A year on from the trip, the 15 students still look back on the trip with fond memories as former student Luke Harrison explained.

"We're always discussing the great memories we had and it's 100 per cent made us more of a team. A massive way of developing as a footballer is by taking on different styles of football, and playing against a completely different kind of opposition, it was a huge learning curve for us all and such a unique experience."

60% OF LEVEL THREE STUDENTS PROGRESSED TO UNIVERSITY



GEMMA COOKE

LEVEL THREE STUDENT ENROLMENT UP BY 80%

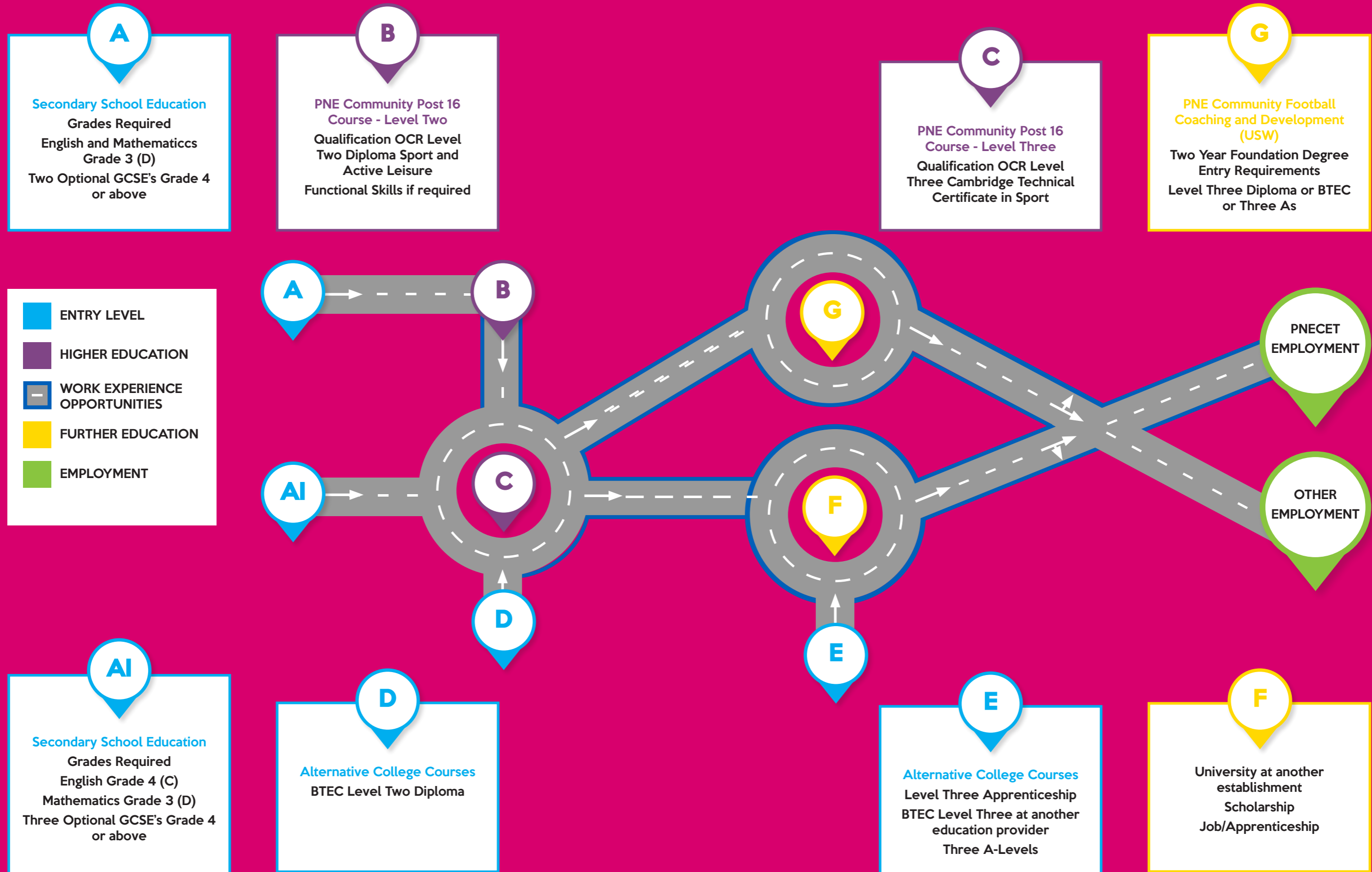


CURRENT STUDENT

Studying a level two in sports and exercise gave student Gemma Cooke the platform to study the level three course at Preston North End. As well as being given the opportunity to play football with a team of girls in a structured environment, Gemma is also able to gain a close insight and a whole depth of knowledge in coaching, a career she is looking to pursue.

"I want to make a career in the sports industry so finding out in depth some of the requirements and experience needed with the modules we study is really beneficial. I'm going on to do my level two in coaching soon and the work we do in lessons is a massive help towards getting that qualification. As well as that, I'm being able to play football consistently with a team of girls representing the club I support."

STUDENT JOURNEY TO STUDYING AT PNE



PRIMARY STARS PROGRAMME



WRITING COMPETITION INSPIRES

The Premier League Primary Stars programme is all about engaging children through sport. Whether it be reiterating positive messages towards leading a healthy lifestyle, or improving the ambitions of school children with educational resources and examples.

A key part of the programme we deliver at Preston North End centres around reading and writing, so coupling the pull of PNE and the buzz of the World Cup in the summer, we hosted a writing competition to all primary school children.

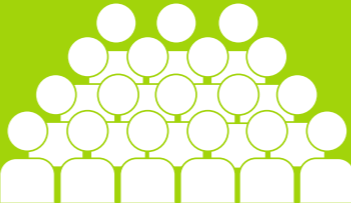
The competition invited primary school children to imagine that they were playing for Preston North End and had just received an international call up for their country.

One winner and two runners up were chosen and invited to Deepdale for a ground tour and a mock press conference between PNE and Wales winger Billy Bodin.

The winner, Jaxon, a North End fanatic said: "Because the competition was based on football, it made me

want to try really hard and work at it."

"Billy inspired me to never give up with whatever it is you want to do no matter how many times you get knocked down."

OVER 500  **PUPILS ENGAGED IN 2018'S PRIMARY STARS WRITING COMPETITION**



A TOTAL OF 1,905  **SESSIONS HOSTED IN SCHOOLS**



Over 50 unique primary schools took part in competitions hosted by the Trust

LEGO LEAGUE BRINGS OUT THE BEST IN PUPILS



The Lego League initiative exemplifies the innovative and focused approach to the PL Primary Stars programme at Preston North End after it was piloted at St Aidan's Primary School.

The initiative is unique and bespoke to North End's programme as it looks to provide children with an incentive throughout the working week.

Each child is given a card where a points system takes place in the style of a football match. Three points are awarded for a good lesson and zero points given for a bad lesson. Children will then need to accumulate a certain number of points with the top ten allowed to play Lego League at the end of the week.

Even in the early stages of the programme, Lego League is having a direct impact on children in the class as one pupil, Kyle described.

"IT'S REALLY FUN BECAUSE WE ARE WORKING TOGETHER AS PART OF A TEAM. BEFORE LEGO LEAGUE, I WAS A BIT BOSSY AND I COULDN'T REALLY WORK AS A TEAM, BUT NOW I CAN A LOT BETTER."

Lego League has been a new initiative that has been planned and delivered alongside St Aidan's Primary School Headteacher Leanne Finch who spoke in glowing terms of the project.

She said: "This is a way of getting the children more involved and getting them more excited and want to actually do that homework and behave a bit better in lessons, not just a reward for those who are always good.

"The children are now behaving a lot better to get into the Lego league, and are coming back talking about it which makes the other children want to make sure they get there next time and earn points - it really did create a buzz amongst children."

DELIVERED IN 35 DIFFERENT VENUES ACROSS PRESTON

94 TEACHERS ENGAGED WITH SIX OR MORE SESSIONS DELIVERED BY THE TRUST



WORLD BOOK DAY



World Book Day gave us the chance to celebrate the wonderful, magical world of storytelling. Not only did we invite a hosts of schools and special guests to Deepdale, we also went out into the community to encourage children to pick up a book.

Whilst goalkeeper Chris Maxwell joined author Rhona Whiteford and several partner schools at Deepdale for a creative writing event, defenders Tommy Spurr and Darnell Fisher spent time at St Clare's Primary School and spoke to children about their favourite books.

"It's been fantastic getting the players to come in and talk about what they're reading at the moment," said St Clare's school teacher Miss Bridgeman. "The fact that they enjoy reading does spur the children on to read, especially nowadays with the technology which takes away from their reading time - so getting them back focused via players who tell them that they read is great.

"I think children just think that players just play football so knowing that they need to read as well just encouraged the children to pick up a book and read more."

HEALTH



A HEALTHY ALTERNATIVE

The thought that children are naturally more drawn towards sugary drinks and junk food is a pretence that the Trust is combatting through its unique and bespoke initiatives.

Targeting primary school kids directly in the class through Premier League Primary Stars, the Trust looks to help children identify healthy and unhealthy foods, learn about their body, and use real life examples to educate and motivate children into leading a more active and healthier lifestyle.

The Healthy Eating and Lifestyle programme, otherwise known as HELP is a six week programme delivered as part of the PSHE at PNE and educates children in healthy living, using real life examples such as insights from first team players.

One particular example saw Paul Huntington and Tom Clarke visit Sherwood Primary school as part of HELP as teacher Paul Whelan explains.

"The year four children have done the HELP and really enjoyed it, working with the PNE coaches out in the hall and outside doing lots of different things.

"Having Preston North End in helps them and their

confidence. Pupils see that PNE are delivering the sessions and it makes them want to give that little bit more for the PNE staff that come in."

Following on from HELP, this year has also seen us introduce GULP, (Give Up Loving Pop) which motivates children to stop drinking fizzy drinks through various examples.

Whilst children were set a challenge to give up sugary drinks for 21 days, key stage two children received reusable water bottles and a postcard containing information on sugary drinks to take home to their parents.

813  **SCHOOL CHILDREN ENGAGED WITH HELP**



KEEPING CHILDREN ACTIVE WITH 3,351 VISITS ON OUR HOLIDAY CAMPS IN 2018



LOSING WEIGHT THE EASY WAY



Participant, Andy Laurie is feeling better both physically and mentally thanks to Walking Football and a new lease of life.

Andy spent 2018 shedding the pounds and playing the game he loves in its slower format, losing nearly three stone in just under two years.

"I started Walking Football in February 2017 and I now play two to three times a week" said Andy. "I've used it not only as playing the game but as weight loss. I thoroughly enjoy it and have continued to play to this day ever since.

"I'm currently 90 kilos, so to lose 18 kilos in just under two years is quite good. I'm feeling a lot healthier. I can walk up and down the stairs now without getting out of breath and I really enjoy it."

"What we have here in the group is very much two parts to the football. One is the actual football and the other is the banter and camaraderie we have as a group. We all support one another.

"If exercise is fun then you're going to do it. Start off slowly, don't overdo it and just work up. We all have a good laugh and that's what life is about at the end of the day."



SHOWING TRUE COMMUNITY SPIRIT



Walking Football has a habit of bringing people together, and although the Gerald Brown Trophy, hosted by Preston North End, came in the midst of tragic circumstances, the day was a fantastic celebration.

"It's a celebration tournament of my Uncle's life," said Inclusion Manager Mel Brown, who organised the tournament after her uncle, Gerald died of Kidney Cancer.

"He was still young and still playing for Fleetwood's Walking Football team when he died, so what we've done is get his old team-mates down today alongside various other Community Trust Walking Football teams, including three PNE teams.

"We had teams from Blackpool FC and other clubs, as well as a team made up of his closest friends, so it was a bit of fun raising a lot of money and awareness." £600 in total was raised for Kidney Cancer UK which included money raised from a raffle where a host of fantastic prizes were on offer.

OVER 50 ATTENDEES FOR WALKING FOOTBALL EVERY WEEK



INCLUSION



GROWING IN CONFIDENCE

Preston North End brought the curtain down on the second year of their Premier League girls programme in style in summer 2018 with an end of year celebration tournament at Ashton High Community Science College.

The end of year celebration was a perfect way to showcase the talent, the development and the fun that the PL Girls programme at Preston North End has seen, and there was plenty of participants who have stepped up to show off their personal development both on and off the pitch.

Seline from Ashton High School has seen a dramatic increase to her confidence, evident when she spoke so well about her development over the previous 12 months.

"I've improved my confidence when it comes to speaking to others, especially those that are older than me in the years above," said Seline on the impact the PL Girls programme is making on her.

"My favourite part of the sessions are the matches as there's a big variety of things that we do like football rounders; I enjoy football, especially when it gets competitive."

Five different high schools took part in the tournament, but beyond the participants, Miss Grove from Ashton High has also seen an improvement in her delivery thanks to PL Girls initiatives delivered by PNE.

She said: "I'm not a footballer, but I've been able to see different things you can do and I then can adapt the delivery to my classes and feel more confident to teach football and encourage the girls to play. A lot will say it's a boys sport and we can't do that so they can use me as a role model, if I can do it - so can you!"

ENGAGED WITH 232 FEMALES AS PART OF THE GIRLS PROGRAMME

751 YOUNG PEOPLE TOOK PART IN AT LEAST ONE SESSION



371 SESSIONS DELIVERED ACROSS PRESTON



INCLUSION

NCS AT THE FOREFRONT OF DEVELOPMENT

Amongst the 384 participants of Preston North End's National Citizen Services in 2018, summer graduate Hussain has felt more 'brave and enlightened' as a consequence of the programme.

As well as enjoying the activities, tasks and venues that come with NCS, Hussain also spoke about the diverse nature of NCS and about being given the opportunity to meet people from different backgrounds and groups, and has learnt not to judge people off first impressions.

He said: "The activities we did do were really enjoyable and it was nice to be able to share a room with your friends from different groups and being able to meet people from different backgrounds and different areas.

"Some people from the outside may look to appear quite intimidating but when you do get to know them they are lovely people.

"DON'T BE SCARED AND JUMP RIGHT INTO IT! IT'S EXTREMELY ENJOYABLE AND YOU WILL ENJOY IT. IF YOU DON'T HAVE ANY FRIENDS ON NCS THEN YOU'LL SOON MAKE SOME ALMOST IMMEDIATELY."

"It's made me more brave and forget about what other people think, to not be scared, just be you and jump right in."



MENTAL HEALTH



MAKING MEMORIES

It was with great pleasure that we were able to invite former North End stars Mark Lawrenson and Alex Bruce to two local care homes in Preston.

It was an opportunity for the two to reunite having played alongside each other during the mid 70s and look back on their fond memories of pulling on the lilywhite shirt with residents from both Finney House Care Home and Abraham House Care Home.

As nice as it was for the duo to get back together and look back on the good old days, Jen Stutter, Activities Coordinator said the afternoon also made a real difference to the residents.

She said: "Events like this brings everybody together and gives them something to talk about throughout the day. We do activities on a day to day basis and it helps stimulate conversation for them to talk to their families about as well and the photos we take - they can go in the scrapbooks and they can look back on the day and remember so it's very good for them."



PARTNERSHIP WITH MIND

As the English Football League's official charity partner from 2018, MIND charity are working alongside a host of EFL clubs from across the country, including Preston North End who are delighted to be working with the charity which coincides with the partnership.

Preston North End have joined forces with MIND to help raise awareness among fans about mental health and the support the charity provides. Alongside this, we hope to raise vital funds to tackle mental health problems.

North End's nearest MIND charity shop in Leyland received two brand new Preston North End shirts in mark of the partnership, and we are currently consulting with members of the organisation as we work towards making significant steps in helping people deal with mental health issues in Preston.

We are also working amongst a number of health organisations as we look towards better mental health care provisions for our city. This includes the launch of brand new football mental health sessions, improving not just the mental wellbeing of participants but also their physical health.

With plans and provisions underway in 2018, 2019 is set to be a huge year for the Trust and mental health care in Preston.

FOOTBALLER INSPIRED BY PERSONAL JOURNEY



It's easy to forget that all footballers start somewhere, and for North End forward Louis Moult, the path to become a professional was arguably harder than most. At the age of 15, Louis lost his mum to alcoholism, and although the topic is still an emotional one, Louis has been channelling that pain and suffering into his community work.

The highlight of Louis' off the pitch work was a visit to the Foxton Centre in December 2018. The centre is a local homeless charity which looks to combat addiction and homelessness, and Louis was invited along as part of PNE's Christmas Donation Centre which collected items for causes including the Foxton Centre.

As well as the issues with his mother, Louis has also seen his uncle suffer problems with alcohol as well as homelessness.

"I like to try and give back and use my experiences" said Louis. "I always try to do charity work, I try and help out as we are in the spotlight as footballers so it's important to be good role models."

"Everybody always says that I am so mature for my age, but that's the man I have become because of the things I have been through. I won't shy away from anything."

"I want to help people in similar situations and people that were in my situation that have been left with not knowing where they're going to go in life. I was 15 at the time and I had a couple of dark years, but always tried to stay positive and I was lucky I had people around me who helped."

"It's almost become like a family at the Foxton Centre. They welcome anybody in and if they're doing what they should be and they're on track then I am led to believe that they become part of this family."



HELPING JORGIE-RAE



Midfielder John Welsh departed Deepdale in the summer after receiving the club's Community Player of the Year for the 2017/18 season and was presented with his award by a special young supporter.

Four-year-old Jorgie Rae-Griffiths has captured the hearts of many PNE fans after she was invited to be a mascot earlier in the year where she met her friend, John Welsh for the first time.

Jorgie, who is battling Neuroblastoma has been undergoing life-saving treatment in America, and as well as visiting Jorgie at her home, Welsh has been an advocate for Jorgie's fundraising, so it was only appropriate that Welsh's Community Award was given to him by little Jorgie.

The club raised £2,580.73 from match-worn shirts, whilst Jorgie was put in the spotlight as part of our Childhood Cancer Awareness Month, as the community of Preston looked to raise even more awareness for Jorgie and children alike.

PLAYER VISITS



DECLAN RUDD HOSTS PE LESSON

Declan Rudd swapped the penalty box for the school hall as he hosted his very own goalkeeping session at a partner school of Preston North End.

Kennington Primary School welcome North End's qualified coaches to deliver national curriculum lessons as part of the club's school provision, but for one lesson only, PNE's No.1 was given the chance to host his very own PE session.

"I do really enjoy coaching, I like to do a bit of coaching and a bit of teaching and it's important that you give back to the community when you can," said Rudd.

"If you can get kids inspired to become footballers or get them into sport then that's important.

"It's a big part of education as football has a massive say in society and has a big impact on towns and cities.

"If the football club can go out there and inspire kids to be active, even if it's just for half an hour, running around and having fun then it's a good thing.

"I think I may have enjoyed it more than them! But we saw some smiles on their faces and they all seem to be having fun and it wasn't a bad session to be fair, so I might use that one again!"



OVER 600 PLAYER APPEARANCES CONDUCTED IN 2018

PLAYERS PROVIDE THE SPARK AT SOCCER SCHOOL AHEAD OF BONFIRE NIGHT



During every soccer camp at Preston North End, participants from ages five to 14-years-old can always expect to meet professional footballers, training schedules permitting.

For North End's October edition, however, as well as Daniel Johnson and Lukas Nmecha, Lancashire Fire and Rescue Service and the Deepdale Princes Trust were also welcomed as special guests for one day only at North End's official holiday camp.

Johnson and Nmecha were on hand for selfies and signatures, whilst Lancashire Fire and Rescue, armed with their fire engine looked to educate our participants of the dangers of fireworks and being safe ahead of Bonfire night.

Echoing the same message, the Deepdale Prince's Trust team were present to help enforce an important issue.



EFL DAY OF ACTION



North End's 2018 EFL Day of Action consisted of primary school children taking part in a healthy eating and lifestyle workshop with Daniel Johnson and Callum Robinson.

The annual national day of action saw clubs from across the EFL demonstrate the power of football in changing young people's lives, and North End's event gave primary school children who already take part in the club's PL Primary Stars HELP (Healthy Eating and Lifestyle Programme) enjoy a carousel of engaging workshops.

Helping North End in its quest to dump the junk food for its healthier alternative were first team players Daniel and Callum, who got involved in the various workshops before taking part in a question and answer session with the pupils.

"It's been really good and it's good to see the kids taking these ideas on board, because it's important and I'm just happy they are getting taught positive messages," said Johnson after addressing the participants who came from Sherwood Primary, St Andrew's Primary, St Aidan's Primary and Lea Endowed Primary School.

Robinson added: "I think it's really good for their education. Obviously it's key that they eat the right food and drink the right fluids and we've really enjoyed being here today."

MATCHDAYS



25 HALF-TIME GAMES PLAYED WITH OVER 100 TEAMS INVOLVED

14 MATCHDAY CLUBS HOSTED FOR MEMBERS BEFORE A HOME GAME



OVER 100 MEMBERS SIGNED UP TO BE JUNIOR WHITES



OVER 700 PARTICIPANTS TOOK A PENALTY AT DEEPPDALE



17 BIRTHDAY PARTIES HOSTED BY THE TRUST ON MATCHDAYS



RAISING AWARENESS

KICK IT OUT

Birmingham City 20.01.18

Supporting English football's equality and inclusion organisation.



LEVEL PLAYING FIELD

Bristol City 06.03.18

Dedicating a matchday to the access and inclusion of disabled supporters on a matchday.



NCS MATCHDAY

Fulham 10.03.18

Promoting the Trust's National Citizen Service initiative whilst highlighting the great work being done by participants in our community.



BOWEL CANCER KNOW THE SCORE

Backing the eighth annual Know the Score campaign which aims to raise awareness of bowel cancer signs and symptoms, supported by the Professional Footballers' Association and League Managers Association.



CHILDHOOD CANCER AWARENESS

West Bromwich Albion 29.09.18

An awareness campaign supporting children with any form of Cancer, fundraising for the Bradley Lowery foundation and raising money for the treatment of PNE fan Jorgie-Rae Griffiths.



ORGAN DONATION

Wigan Athletic 06.10.18

Actively supporting the NHS 'Sign for Life' campaign which encourages people to become an organ donor.



HIV SAVE A LIFE

November 2018

Supporting the national charity Saving Lives during National HIV Testing Week.



WORLD CANCER DAY

February 2018

Uniting in the fight against Cancer for World Cancer Day 2018, modelling and selling Unity Bands with money raised going back to Cancer Research UK.



REMEMBRANCE DAY

Rotherham United 27.10.18

One hundred years on since the end of World War One, the club marked the anniversary with a new marble monument to those connected to the club who died during the hostilities. Twenty one local school children walked out with the players wearing PNE kits bearing the names of 21 PNE players who died during the conflict.



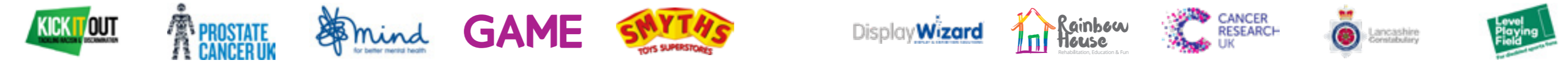
RAINBOW LACES

Blackburn Rovers 24.11.18

Joining forces with EFL clubs to support Stonewall's Rainbow Laces campaign. Players wore rainbow laces and rainbow corner flags and Rainbow stickers for the substitution board were all present at Deepdale.



OUR PARTNERS



SCHOOLS



The Blessed Sacrament Catholic Primary School
 Brindle Gregson Lane Primary School
 Fulwood and Cadley Primary School
 St Joseph's Catholic Primary School
 Calder Vale Primary School
 Cottam Primary School
 Cuerden Church Primary School
 Greenlands Community Primary School
 Grimsargh St Michael's C of E Primary School
 Harris Primary School
 Highfield Priory School

Kennington Primary School
 Lea Endowed C of E Primary School
 Longsands Primary School
 Middleforth C of E Primary School
 Our Lady & St Edward's Catholic Primary School
 Poplars Nursery
 Queens Drive Primary School
 The Roebuck School
 Scorton Primary School
 Sherwood Primary School
 St Aidan's C of E Primary School
 St Andrew's C of E Primary School
 St Anthony's Catholic Primary School

St Clare's Catholic Primary School
 St Ignatius' Catholic Primary School
 St Mary and St Andrew's Primary School
 St Peter's C of E Primary School
 St Stephen's C of E Primary School



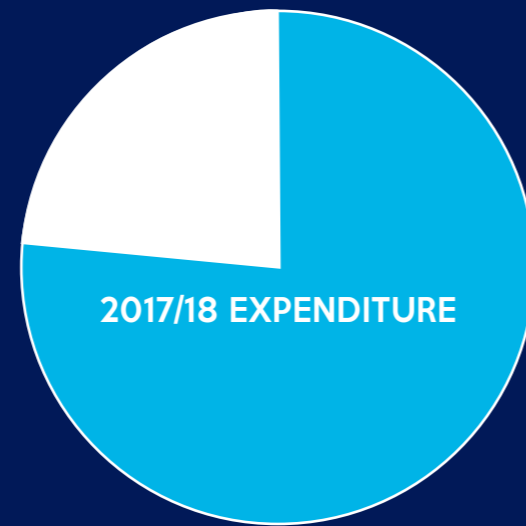
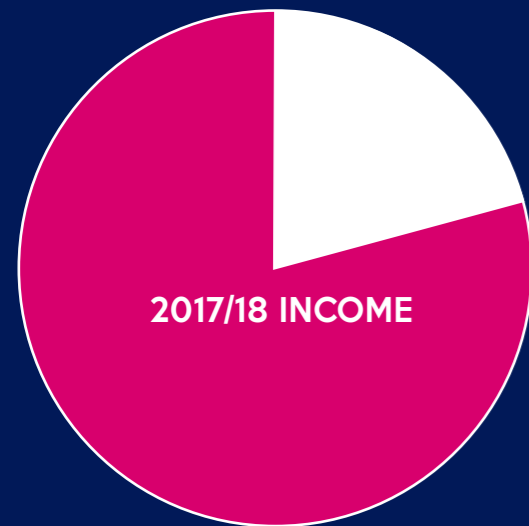
Corpus Christi High School
 Eden Boys High School
 Hutton Grammar High School
 Moor Park High School
 Sir Tom Finney High School



Ashton Community Science College
 Bishop Rawstorne Church of England Academy
 Broughton High School
 Carr Hill High School
 Fulwood Academy High School
 Larches High School
 St Cecilia's High School

FINANCIAL SUMMARY

	2017/18	2016/17
INCOME		
Restricted	£660,992	£664,827
Unrestricted	£136,351	£102,573
TOTAL	£797,343	£767,400
EXPENDITURE		
Administrative work	£174,949	£144,945
Delivery work	£610,555	£506,978
SURPLUS	£11,839	£115,477



£136,351 UNRESTRICTED

£174,949 ADMINISTRATION

£660,992 RESTRICTED

£610,555 DELIVERY

FINANCIAL HISTORY

	INCOME	EXPENDITURE	SURPLUS
2015/16	£435,438	£445,077	£-9,639
2014/15	£285,164	£242,138	£43,026
2013/14	£200,616	£193,950	£6,066
2012/13	£130,760	£117,321	£13,439

LOOKING AHEAD

COMMUNITY TRUST PARTNERS

As evidenced throughout this impact report, Preston North End Community and Education Trust strives to support and deliver positive differences to our community.

The work we do and the impact we make to thousands of individuals cannot be done without the help and support of our partners, who are extremely passionate in helping Preston become a better place.

We rely on funding pots and money raised through our own programmes, but as we cast our net further afield, introduce new work streams and maximise the impact on our current programmes, our work with partners becomes even more vital, and as such we are introducing a new initiative in 2019 which will allow local businesses and authorities to become an official partner of Preston North End Community and Education Trust.

From meeting 'corporate social responsibility' to simply acknowledging the advantages that comes with working in partnership of the Community Trust of Preston North End, there's no better time than now to get involved in the fantastic work we do.

Becoming a partner requires a cash injection or an 'in kind' contribution into the Trust in return for a number of unique and bespoke benefits.

WANT YOUR BUSINESS TO GET INVOLVED?

CONTACT US ON 01772 693309 OR EMAIL COMMUNITY@PNE.COM TO ORGANISE A MEETING AT A CONVENIENT TIME FOR YOU AND YOUR BUSINESS!

WORKING WITH THE NATIONAL HEALTH SERVICE

In conjunction with a variety strands of the NHS, the Trust is focused on providing better health provisions for its community through an array of projects. As the NHS moves towards providing individuals more responsibility for their own personal and mental wellbeing, we are providing much needed support through sport, such as 'socialising your genome' initiative and hosting 'HARRI' a health, recovery vehicle at Deepdale before a matchday.

ALTERNATIVE EDUCATION

We are introducing a new education project for key stage four pupils which provides an alternative approach to learning.

Targeting hard-to-engage individuals who may struggle in main stream schools, the Trust aims to provide a positive outlook on education for those who may struggle with confidence, attendance and may have a negative approach to learning.

The Trust is looking to use PNE as an incentive to engage learners with the intention of progressing onto our post-16 education.



**Community
and Education Trust**

Registered Charity No: 1130773

**Preston North End Football Club, Sir Tom Finney Way,
Deepdale, Preston PR1 6RU**

www.pne.com/PNECET

01772 693309



PNECET



@pnecommunity