



FOUNDATION

IMPACT REPORT 2021-2022







CONTENTS

WELCOME / ABOUT US	4
ORGANISATION CHART	5
YEAR IN NUMBERS	6
MAP OF SESSIONS	7
PROGRAMMES (PART 1)	10-17
SEPTEMBER 21 - FEBRUARY 22	20-21
PROGRAMMES (PART 2)	23-28
MARCH 22 - AUGUST 22	30-32
HEALTH & WELLBEING	35
ED&I AND SAFEGUARDING	37
FINANCE	38
PARTNERS	39

CROESO WELCOME



As Head of Foundation at Swansea City AFC, it is my privilege to present the impact report for Swansea City AFC Foundation for 2021-22. As this period was prior to my appointment, credit must go to former Head of Foundation, Helen Elton, the Senior Management Team, and all employees at Swansea City AFC Foundation for achieving such impact during a period which was heavily effected once again by Covid-19 restrictions.

As we continue to recover from the impact of Covid, and are now facing a cost of living crisis, the need for our work has never been greater. Football has a unique way in which it can engage with people, and with that comes a great responsibility to use that power to best effect. So whilst we celebrate our impact during 2021-22, we know that we must do more going forward, particularly to support people's mental and physical health and wellbeing, employability for young people and reducing anti-social behaviour.

Swansea City Football Club has one of the largest catchment areas within the Football League, which is a challenge, but also a tremendous opportunity. Over the next 12 months, we will be exploring different delivery models in order to expand our high quality programmes to a wider geographical area, ensuring consistency of services across 8 counties.

We will also be looking at ways in which we improve the information which we collect, and the way we use it to demonstrate our impact. As a charity with a mission to use Swansea City as a force for positive change, evidencing the change we make in people's lives is crucial to demonstrating our impact and social value.

The English Football League Trust have recently produced a report for Measuring the Impact of Clubs in the Community. I am delighted to learn that Swansea City AFC Foundation delivered a social impact of £16,426,082.31 during season 2020/21, which means for every £1 invested into the Foundation, we deliver a social value of £18.92. This report was commissioned and created independently by industry experts Substance.

In recent years the concept of 'social value' has emerged as a means of quantifying the relative significance that people place on the changes they experience in their lives. It has also provided a means to measure – in financial terms – the positive value that charities create for the economy, society and local communities. Everyone at Swansea City AFC Foundation should feel extremely proud of the impact they are making...but we must continue to strive to do more.

It wouldn't be possible to deliver our work without support from key partners, so thanks must go to our key partners and stakeholders, especially Swansea City Football Club, the Premier League Charitable Fund, the English Football League Trust, the Professional Footballers Association, Swansea City Council, Swansea University, Swansea Bay University Hospital Board, Dyfed-Powys Police and Crime Commissioner, and all other strategic, funding or delivery partners.

Swansea City AFC Foundation is a charity which prides itself in working collaboratively, so if you want to help to make a difference in the lives of people in South West Wales, please do get in touch. Together we can help Swansea to Flourish.

ABOUT US

Swansea City AFC Foundation works at the heart of the community and as the charitable arm of the club, we strive to inspire and engage people from all backgrounds from across South West Wales.

Our mission is to use Swansea City AFC as a force for positive change within our communities, creating the conditions needed for communities to flourish.

WE AIM TO DO THIS THROUGH:

BUILDING PROSPERITY

inspiring educational achievement and entrepreneurial spirit, and by offering employability courses

DEVELOPING RESILIENCE

offering experiences and relationships that support mental health and nurture optimism

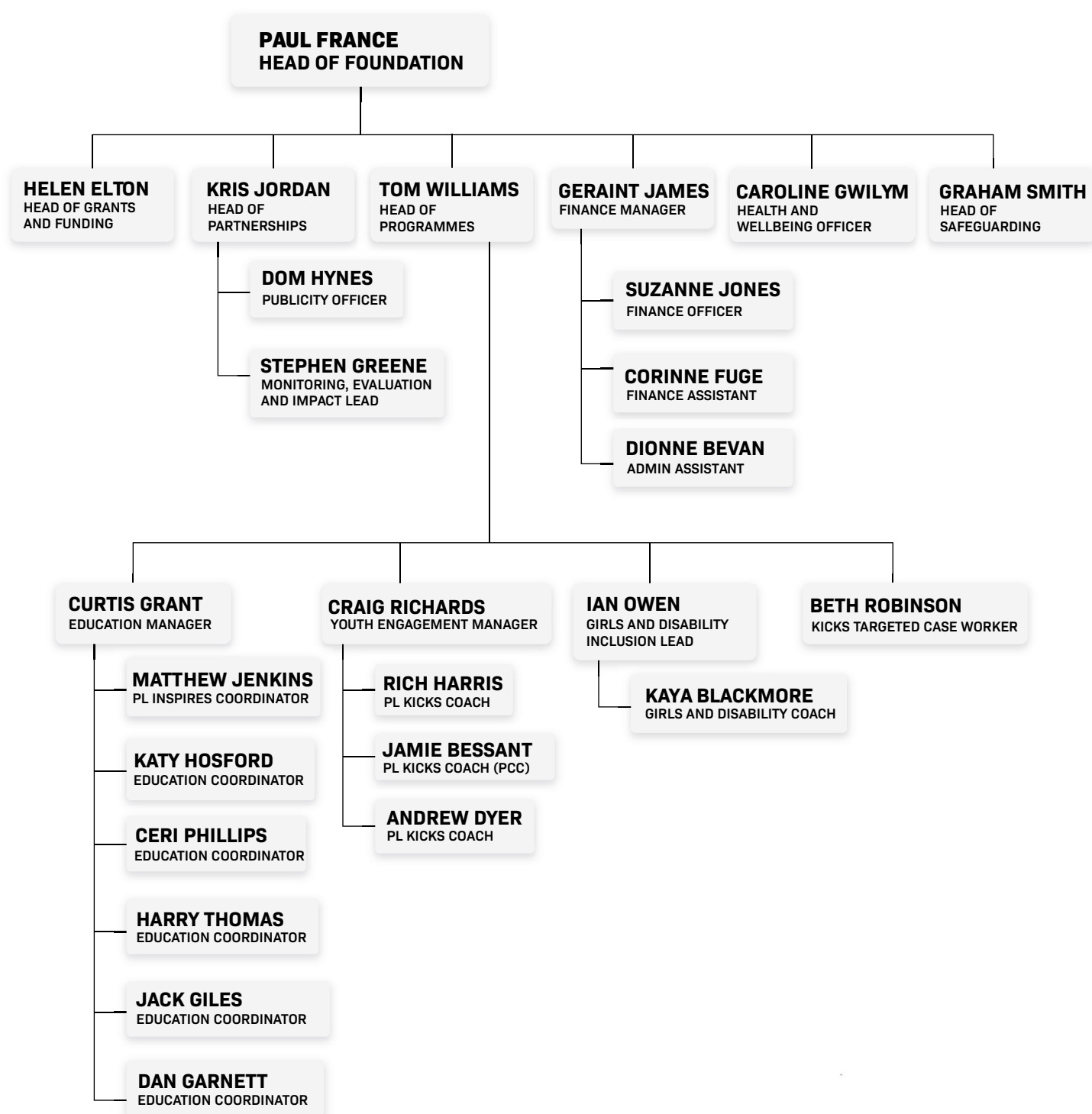
IMPROVING HEALTH

encouraging a love of exercise and healthy food

SUPPORTING INCLUSIVITY

supporting the most disadvantaged and working for equality and inclusion

ORGANISATION CHART



THIS YEAR IN NUMBERS



TOTAL ATTENDANCE
85229



SESSIONS
4140



PARTICIPANTS
8310



**ATTENDEES
WITH DISABILITY**
7.3%



MALE 68%
FEMALE 32%



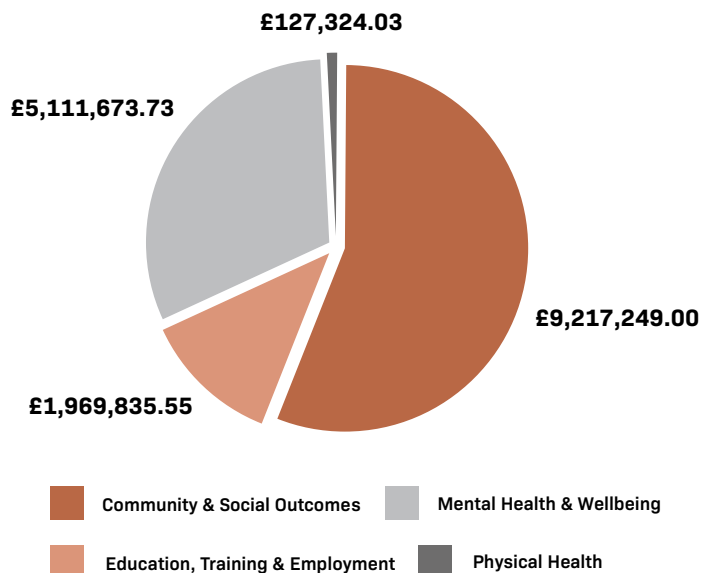
**ATTENDEES
OF ETHNIC MINORITY**
8.1%

SOCIAL VALUE

In 2021-22 a total social value of £16,426,082.31 was generated by the projects and programmes delivered to the communities in South West Wales. Thus meaning, for every £1 spent, Swansea City AFC Foundation creates a social return of £18.92.

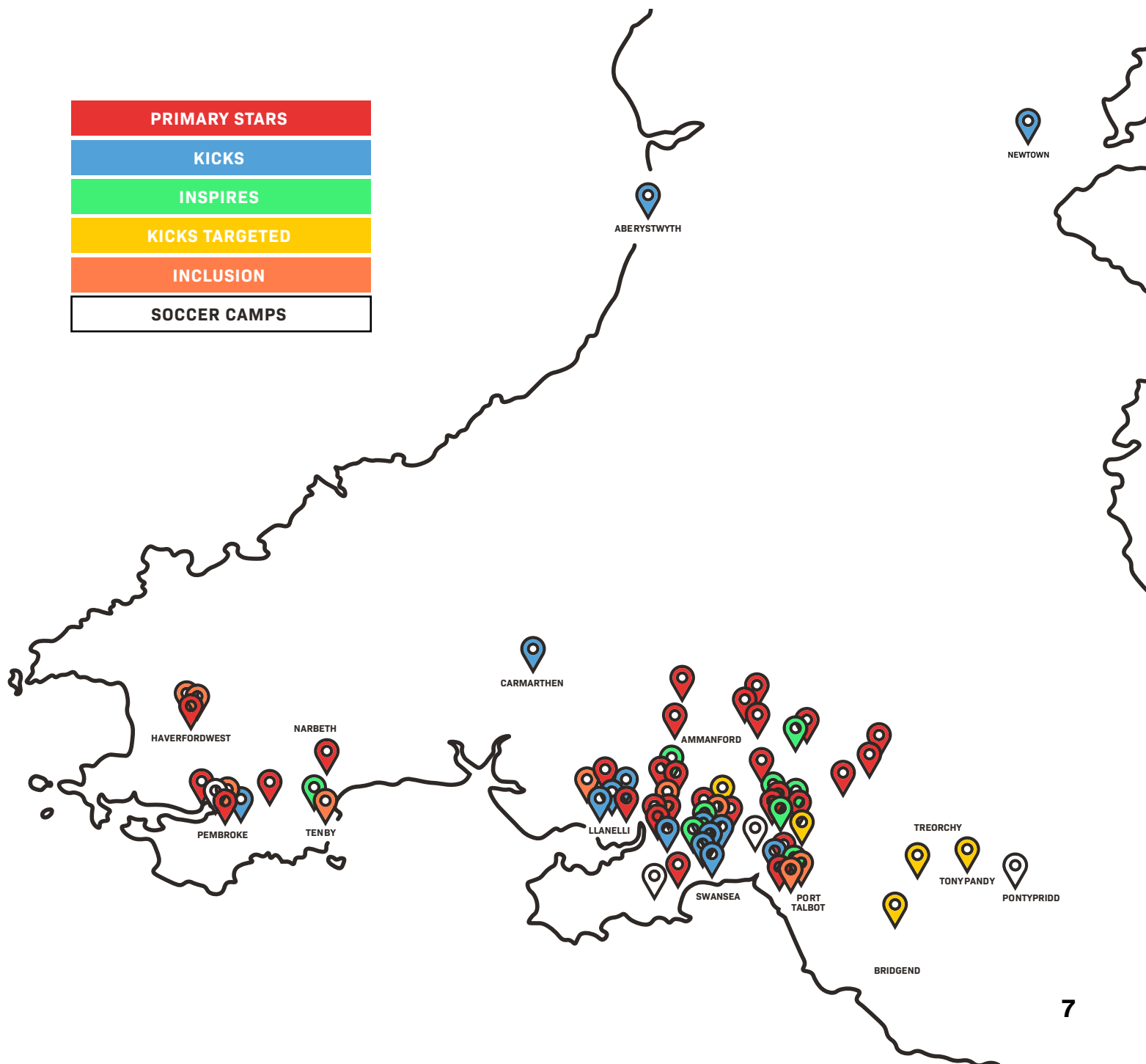
The social value calculation used elements of the UEFA Social Return on Investment model as well as other valuing techniques developed by the social research company Substance.

The total social value is broken down into the following outcome pillars.



MAP OF SESSIONS

PRIMARY STARS
KICKS
INSPIRES
KICKS TARGETED
INCLUSION
SOCCER CAMPS





Premier League

Premier League

Premier League

Premier League

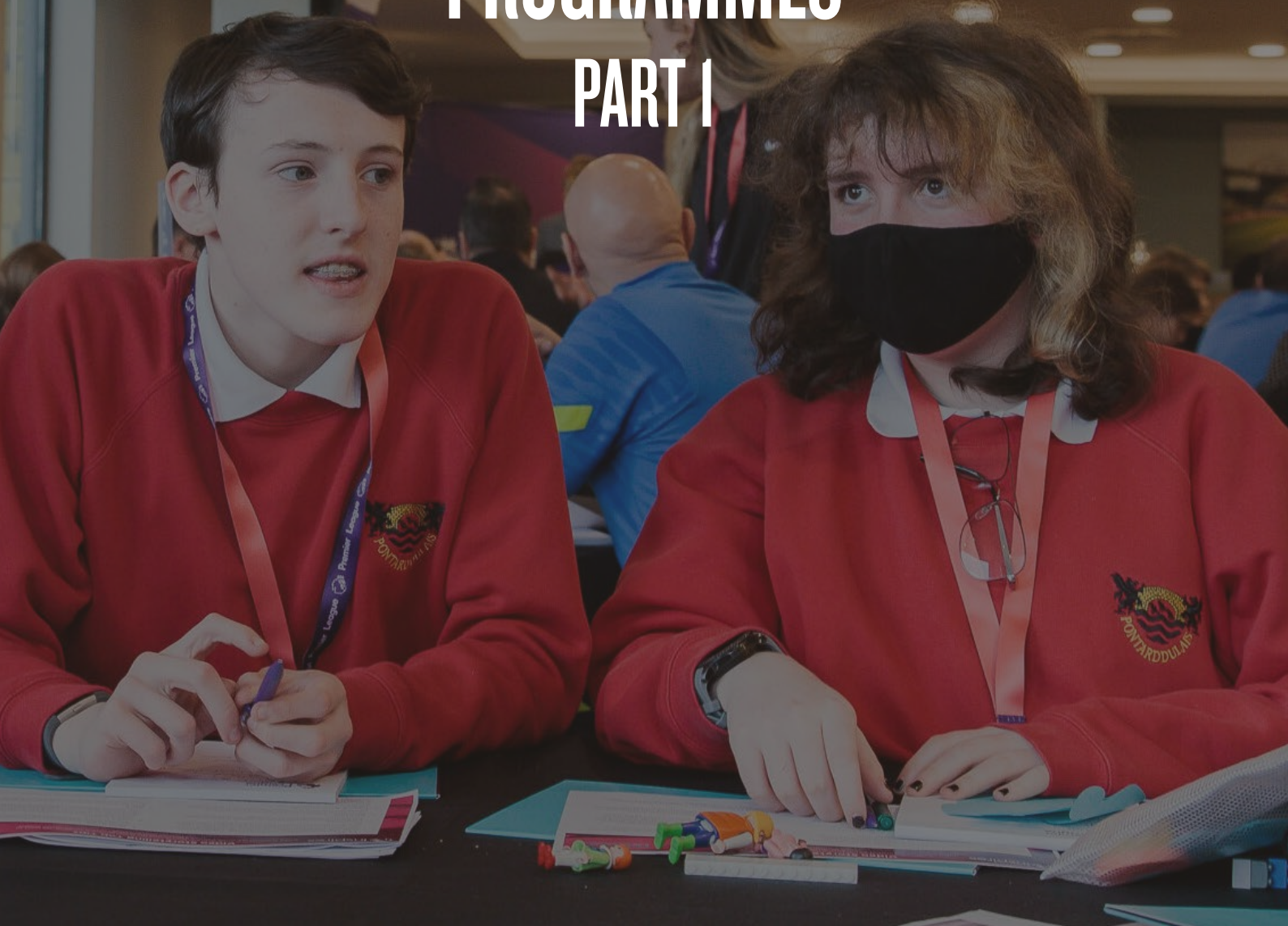
Premier League

Premier League

Premier League

Premier League

PROGRAMMES PART I



PREMIER LEAGUE PRIMARY STARS



Premier League
Primary Stars

Premier League Primary Stars uses the appeal of professional football clubs to inspire children to learn, be active and develop important life skills through the power of sport.

The programme aims to develop the whole child by looking to improve their physical literacy, classroom engagement and develop a healthier and more positive lifestyle.

PARTICIPANTS	2758
SESSIONS	2234
TOTAL ATTENDANCE	55131
TEACHERS SUPPORTED	95
PARTNER SCHOOLS	31
SCHOOLS ENGAGED	61

“

I HAVE BEEN TEACHING FOR OVER 20 YEARS, AND IN MY OPINION PREMIER LEAGUE PRIMARY STARS ARE THE BEST PROVIDERS OF PE EDUCATION.

TEACHER, BRYNAMAN

”

68% OF PARTICIPANTS
HAVE IMPROVED
PHYSICAL WELLBEING

70% OF PARTICIPANTS
FEEL INSPIRED AND ENGAGED

I LIKE THE STAFF THAT DELIVER PLPS



Strongly Disagree Disagree Don't Know Agree Strongly Agree

I ENJOY THE CLASSROOM LESSONS



Strongly Disagree Disagree Don't Know Agree Strongly Agree

“

THE PROGRAMME HAS BEEN BENEFICIAL IN PROMOTING HEALTH AND WELLBEING WITH THE CHILDREN AND THEY ENJOY HAVING THE LINK WITH SWANSEA CITY.

THE CLASSROOM BASED ACTIVITIES HAVE BEEN GREAT AT PROMOTING CROSS CURRICULAR BASIC SKILLS, AND HAVING WATCHED THIS SESSION BEING DELIVERED, I WAS VERY IMPRESSED WITH THE LEVEL OF TEACHING SKILLS.

HEADTEACHER, TYCROES

”

ISAAC IS A PRIMARY STARS SUPERSTAR



To celebrate five years of Premier League Primary Stars, clubs have nominated a 'Superstar' – a young person or teacher who has inspired others through their dedication to the programme, enthusiasm and own personal development.

One person who has benefitted from their involvement in the programme is Isaac of Brynaman Primary School, who has been named as a 'Superstar' by Swansea City AFC Foundation as part of the programme's five-year anniversary celebrations.

Isaac was chosen as the Foundation's Superstar due to his commitment to the programme and the great example he sets to his classmates. On the back of this we have noticed a considerable increase in his confidence interacting with others.

Harry Thomas, Education Coordinator, who regularly works with Isaac said: "When we first started working with Isaac, we could see that he was hesitant to engage in sessions fully and that he lacked some confidence when participating in physical education.

Over the course of the programme, Isaac has gone from strength to strength and is now an active, confident and exemplary pupil within his class."

PREMIER LEAGUE INSPIRES



Premier League
Inspires

Premier League Inspires takes place in comprehensive schools across South West Wales. Our aim is to use the power of Swansea City AFC as a positive force to inspire young people to develop the personal skills and positive attitudes to succeed in life.

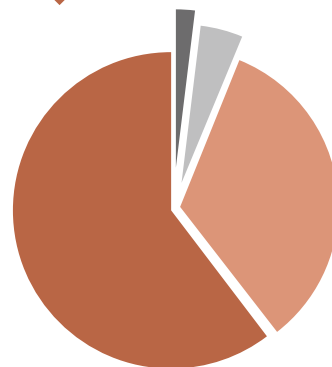
Taking place in school and at the Swansea.com Stadium, the health and wellbeing course inspires and encourages young people to develop a healthy lifestyle and relationships that will bring lifelong benefits.

**68% OF PARTICIPANTS
HAVE IMPROVED
MENTAL WELLBEING**

**74% OF PARTICIPANTS
DEVELOPED SKILLS & KNOWLEDGE**

PARTICIPANTS	256
SESSIONS	300
PARTNER SCHOOLS	10
TOTAL ATTENDANCE	3370

I LIKE THE STAFF AT INSPIRES



Strongly Disagree Disagree Don't Know Agree Strongly Agree

“PUPILS HAVE BEEN GIVEN THE OPPORTUNITY TO WORK WITH OTHER WITH WHOM THEY MAY NOT NATURALLY WORK WITH DAY TO DAY. THEY HAVE BEEN GIVEN THE CHANCE TO DEVELOP THEIR IDEAS AND HAVE ENJOYED THE STADIUM VISITS.

Y9 PROGRESS MANAGER, PONTARDDULAI

I MAKE A POSITIVE CONTRIBUTION TO MY SCHOOL



Strongly Disagree Disagree Don't Know Agree Strongly Agree

YSGOL GYMRAEG YSTALYFERA & TRYSTAN BENEFIT FROM HWB PROGRAMME

Ysgol Gymraeg Ystalyfera received a 10 week Health and Wellbeing Programme focusing on everything from nutrition to mental health.

Matthew Jenkins, Premier League Inspires Coordinator, has seen the confidence of the group grow throughout his lessons.

“The school has supported Premier League Inspires for a long time and I think it’s made a big difference.

This group particularly was quite low in confidence. In other lessons the more confident children might take over and not give them much chance to speak, but in our lessons they have the floor to speak, so that’s really great for them.” said Jenkins.

Steffan Lupton, Ysgol Gymraeg Ystalyfera teacher stated, “The group isn’t the most social bunch, but over the weeks that Matthew has come to the school they have developed individually and collectively. You can tell every time that Matthew comes in they are inspired and it has really helped them in school life.”

One student who particularly benefited from the programme was Tristan, who developed leadership skills alongside his understanding of health and wellbeing.

“He was quite quiet to start with, but he really became a leader within that group. If I needed anything done I would turn to Tristan and he would get it done for me,” said Jenkins.

“When Matthew first came Tristan would be the only one answering questions, but now he’s egging other people on to answer questions and helping them with their answers and sharing ideas with the classroom,” said Lupton.



“ THE SCHOOL HAS SUPPORTED PREMIER LEAGUE INSPIRES FOR A LONG TIME AND I THINK IT’S MADE A BIG DIFFERENCE.

MATTHEW JENKINS, PL INSPIRES CO-ORDINATOR ”

PREMIER LEAGUE KICKS



Premier League Kicks is a national programme that uses the power of football and sport to regularly engage children and young people of all backgrounds and abilities in football, sport and personal development – providing a trusted, positive influence in high-need areas.

The project delivers free weekly sessions, giving young people aged 8-16 across South West Wales the opportunities to play in football activities, whilst 16-18's in further education have the opportunity to become volunteers.

PARTICIPANTS	2986
SESSIONS	952
TOTAL ATTENDANCE	19743
VOLUNTEERS	44

“MY SON LOOKS FORWARD TO COMING HERE EACH WEEK. HIS CONFIDENCE HAS GROWN AND THAT'S REALLY NICE TO SEE. ALL THE STAFF ARE SO ENCOURAGING AND FRIENDLY.”
PARENT, CARMARTHEN”

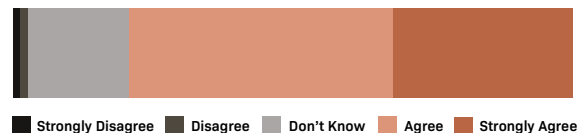
86% OF PARENTS FEEL THE PROGRAMME HAS A POSITIVE IMPACT IN THE COMMUNITY

97% OF PARTICIPANTS HAVE IMPROVED CONFIDENCE AND SELF-ESTEEM

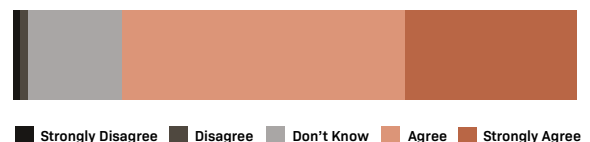
84% OF PARENTS FEEL THEIR CHILD HAS DEVELOPED THEIR SOCIAL SKILLS

93% OF PARTICIPANTS HAVE A POSITIVE ATTITUDE TOWARDS OTHERS

I FEEL MORE POSITIVE ABOUT MY FUTURE



I GET ALONG BETTER WITH PEOPLE FROM DIFFERENT BACKGROUNDS



“THE IMPORTANCE OF THESE FOOTBALL SESSIONS CANNOT BE UNDER ESTIMATED, IT IS ESSENTIAL THERE ARE CLUBS LIKE THIS. THE CHANGE IN MY SONS ATTITUDE WAS NOTICEABLE FROM DAY ONE.”
PARENT, MORRISTON”

SWANSEA CITY DUO JOIN THE FOUNDATION TO MAKE KAI'S DAY

Michael Obafemi and Ethan Laird surprised Premier League Kicks participant Kai Tanikie to reward him for his excellent progression with the Swansea City AFC Foundation.

Kai has been attending the Foundation's Kicks sessions for over three years now, with the coaches seeing him grow and develop his skills.

To reward him for his efforts, Kai was invited to the Swansea.com Stadium with his favourite players Ethan Laird and Michael Obafemi there to present him with a signed shirt when he arrived.

"The sessions are really important because Kai's father passed away a few years ago, so it's really important for us to find male role models for Kai, which we've found at Kicks.



It's enabled him to improve his skills because he does play for a Saturday league side as well, and it's given him a tremendous amount of confidence in his game.

He's improving his skills at every session and he's having fun, which I think is the important thing," said Kai's mum Alison.

PARTNERSHIP WITH DYFED-POWYS POLICE AND CRIME COMMISSIONER GROWS

Swansea City AFC Foundation were delighted to receive additional funding from the Dyfed-Powys Police and Crime Commissioner.

The extra funding has seen an expansion in the number of free Premier League Kicks sessions that are offered to young people within the Dyfed-Powys Police area.

This funding enabled the delivery of weekly sessions at Carmarthen, Seaside (Llanelli), Newtown, Aberystwyth and Pembroke.

A total of 298 sessions were delivered, seeing 1368 participants attend throughout the year.

Police and Crime Commissioner Dafydd Llywelyn said: "It has been a privilege to see first-hand, the impact the Kicks scheme is having on children and young people.

As a sports enthusiast, I am fully aware of the influence that sport and exercise have on the health and wellbeing of individuals



and communities in general. PCSOs from local Neighbourhood Police Teams have been attending the weekly sessions, with the aim of developing a positive relationship between the Police and young people."

Youth Engagement Manager Craig Richards said: "We are delighted to have received additional funding from the Dyfed-Powys Police and

Crime Commissioner. This has enables us to work with more young people across a greater geographical area.

We believe these sessions have had a positive influence on young people to build stronger communities and to reduce

PREMIER LEAGUE KICKS TARGETED

The aim of the project is to work with young people at risk of becoming victims or perpetrators of serious youth violence.

The initiative looks to empower young people by delivering activities and workshops that are bespoke to the individual's needs.

This is an early intervention programme using a combination of one-to-one mentoring and small group workshops to promote positive behaviours and life choices.

We also assist young people to manage their emotions and teach them effective and relevant coping strategies.

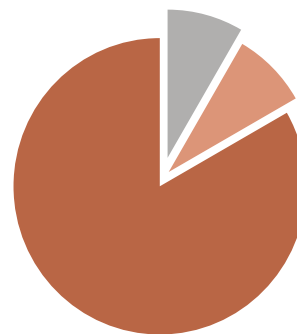
Throughout the year, we are able to practise these coping strategies in real-life scenarios, then use reflective practice to hand over the responsibility to the young person.

100% OF PARENTS HAVE NOTICED A REDUCTION IN THEIR CHILD'S ANTI-SOCIAL, AGGRESSIVE AND/OR DISRUPTIVE BEHAVIOUR

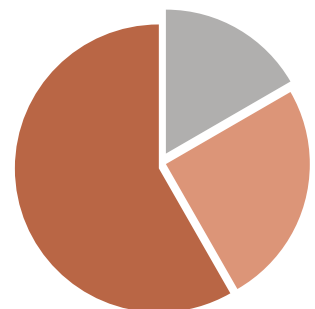
83% OF PARENTS FEEL THEIR CHILD HAS BETTER COPING MECHANISMS FOR DEALING WITH STRESSFUL SITUATIONS

PARTICIPANTS	26
SESSIONS	225
TOTAL ATTENDANCE	252

I CAN DEAL WITH CHALLENGING SITUATIONS CALMLY



I'VE BEEN FEELING OPTIMISTIC ABOUT THE FUTURE



Strongly Disagree Disagree Don't Know Agree Strongly Agree

“THE TARGETED PROJECT HAS BEEN A GREAT OUTLET FOR MY SON. HE IS NOW COACHING FOOTBALL BECAUSE OF THE COURSE YOU PUT HIM ON AND THE CONFIDENCE YOU INSTILLED IN HIM, HE'S THE HAPPIEST WE'VE SEEN HIM FOR A LONG TIME.”

PARENT

“I'M SHOCKED WITH THE IMPACT THE PROJECT HAS MADE TO MY SONS BEHAVIOUR AND OVERALL SELF. HE HAS GROWN IN CONFIDENCE BECAUSE OF THE OPPORTUNITIES YOU HAVE PROVIDED HIM WITH. IT IS BECAUSE OF YOUR HARD WORK AND SUPPORT THAT HE IS NO LONGER IN TEC, WE WILL BE FOREVER GRATEFUL FOR THAT.”

PARENT

ETHAN SHOWS GREAT PROGRESS AFTER 1-2-1 MENTORING

Within the 1-2-1 mentoring sessions, a personal development plan was created focusing on goal setting, consequences of criminal behaviour, building confidence/self-esteem and making healthier lifestyle choices.

Ethan completed a First Aid Awareness Qualification with St Johns Ambulance Cymru and attended a mental wellbeing workshop which focused on the 5 ways to wellbeing, coping mechanisms and mindfulness activities.

Ethan also participated in an Environmental Social Action Project, completing 10 hours of volunteering work and helped out at a Beach Clean Up Event.

Ethan made great progress on the programme, achieving the outcomes stated in the PL Kicks Targeted Framework to an exceptional level.

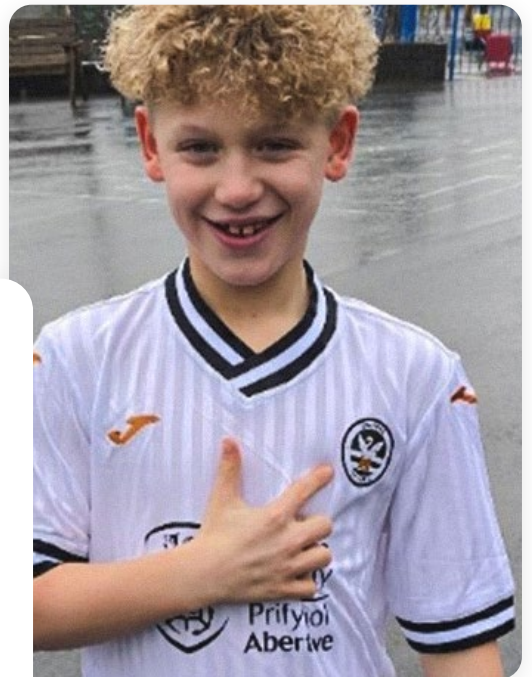
Ethan successfully achieved all of the short-term goals, and is on course to complete his long-term goals, set out in his personal development plan.

Ethan has grown in confidence since the start of the programme which was demonstrated through his active participation in the Kicks Targeted Youth Voice Group.

Ethan's Keyworker stated "Since working with Swans Foundation, Ethan has become a reformed young man.

He is now able to calmly walk away from situations that he would've previously become frustrated and angry over.

He's definitely on the right track thanks to you guys. You've really managed to get the best out him, whatever you're doing, keep doing it!"





A young man with dark, curly hair is looking down at a certificate he is holding. He is wearing a light blue Swansea City tracksuit with yellow and white stripes on the sleeves and a purple hoodie underneath. The Swansea City crest is visible on the left chest of the jacket. He is standing on a green soccer field with a white goal net in the background. The certificate he is holding has the text "CELEBRATION OF ACHIEVEMENT" and "SWANSEA CITY A.C." visible. The background is slightly blurred, showing the goal net and some greenery.

A YEAR IN REVIEW SEPTEMBER 21 ~ FEBRUARY 22

FORMER PLAYERS' ASSOCIATION FUNDRAISERS PRAISED BY ALZHEIMER'S SOCIETY CYMRU

Fundraisers from the Swansea City Former Players' Association have been commended for their efforts in raising more than a thousand pounds for Alzheimer's Society Cymru.

Committee members of the FPA were joined by Swansea City head coach, Russell Martin, on their memory walk to raise money for the club's featured charity this season.

Sue Phelps, Wales' operations director, said: "We are in awe of the incredible fundraisers at Swansea City's Former Players' Association who stepped out to support people living with dementia in Wales.



The pandemic has been catastrophic for people with dementia, with Alzheimer's Society's services, like our dementia connect support line, used over six million times since lockdown began in March 2020.

Every pound raised from the walk will help Alzheimer's Society provide information and support, improve care, fund research and create lasting change for people affected by dementia.

NATHAN DYER JOINS SWANSEA CITY AFC FOUNDATION FOR BLACK HISTORY MONTH WORKSHOP



Nathan Dyer joined a Black History Month Workshop during October Half Term which was for Premier League Kicks participants.

Swans legend Dyer discussed his experiences with racism and shared what he believes can be done to tackle the issue.

Dyer, who retired at the start of this season, was happy to be able to be a part of the education and feels that more needs to be done to inform people about all race.

"I think it's amazing that they get to learn and educate themselves on a lot of things, I think all race needs to be learned and the awareness needs to be spread, it's incredibly important, I think it needs to start as young as possible, definitely in schools as well.

It's massive, all we can do is keep talking and educating and spreading the awareness, that's what needs to be done and be implemented a lot more."

SWANSEA CITY PROUD TO BACK EVERYONE DESERVES A CHRISTMAS CAMPAIGN

Swansea City was proud to once again be a part of the Everyone Deserves a Christmas campaign, which looked to deliver hampers to struggling families in the local community.

The Swansea City AFC Foundation and the Ospreys teamed up with Carolyn Harris MP and Julie James MS, to help deliver the campaign.

Now in its fifth year, the annual campaign aims to provide festive cheer to those who require an extra helping hand at this time of year.

Once again, in addition to local politicians, the Foundation worked with several other partners including the South Wales Evening Post, Ospreys in the Community, Swansea Council and many local businesses.

A number of staff and volunteers - including Swansea City AFC Foundation's Helen Elton and club ambassador Lee Trundle - gave their time to help organise and deliver the hampers.

"We first got involved with this campaign a few years ago, and it aims to provide extra support at Christmas for those who need extra help and may be struggling for various reasons.

It has grown every year and we are now distributing hundreds of hampers.

As a club we really see ourselves as part of this community, we have grown with this community; so it is important to give something back and support the people who support us." said Elton



SWANSEA CITY AFC FOUNDATION STAFF RECEIVE EPI PEN TRAINING



Swansea City AFC Foundation welcomed Rachel Williams to the Swansea.com Stadium to educate staff on the use of EpiPens prior to the delivery of this February's Soccer Camps.

Rachel found out her son, Jacob, had an allergy to peanuts when he was just three years old. An estimated 21.3 million adults (33%) in the UK suffer from at least one allergy with five to eight per cent of children having a food allergy.

Due to the seriousness of anaphylaxis and the number of people living with allergies, all Foundation staff undertook online allergy awareness training through AllergyWise.org.uk.

Following on from the training, Rachel met with staff to discuss her experiences as the mum of a young person with an allergy and provided some useful information for staff.

Craig Richards, Youth Engagement Manager commented: "It's really important that our team is fully aware of the dangers posed by anaphylaxis and are confident in administering the epi-pen should it be required.

The training provided by AllergyWise was really informative and coupled with speaking to Rachel staff developed a greater understanding of what it's like to live with an allergy and some of the things to look out for."

PROGRAMMES PART 2



UNIVERSITY OF SOUTH WALES DEGREE

University of
South Wales
Prifysgol
De Cymru

Swansea City AFC Foundation delivers a Community Football Coaching & Development Foundation Degree in partnership with University of South Wales.

The two-year course provides the students with an introduction to football coaching alongside a range of work placement opportunities delivering on the Foundation programmes.

At the end of the two years, students have the opportunity to complete a top up year allowing them to gain a full BSc (Hons) degree.

IWAN IS SHOWING GREAT POTENTIAL AFTER OVERCOMING BARRIERS FROM AN EARLY AGE

Iwan suffered encephalitis at the age of 14. Encephalitis is an uncommon but serious condition in which the brain becomes inflamed.

Iwan experienced extreme fatigue levels, constant headaches and mobility complications for three years which put most of his life on hold.

He was unable to complete his studies at school and had to rely on his wheelchair to aid his mobility.

At the age of 17 Iwan attended a brain injury rehabilitation session, delivered in partnership with Swans Foundation and Morriston Brain Trauma Unit.

Following on from these sessions Iwan showed an interest in supporting the Foundation's walking football sessions.

Iwan went on to complete his FAW Level 1 qualifications and began volunteer coaching at the Foundation's walking football sessions and soccer camps.

After a year of volunteering, Iwan's passion for coaching grew as he looked for additional opportunities.

This was when Iwan came across the Community Football Coaching and Development Foundation Degree in partnership with Swans Foundation, EFL Trust and USW.

Iwan revealed "I saw the degree programme advertised on social media and was unsure whether I could apply due to a lack of previous education because of my illness.

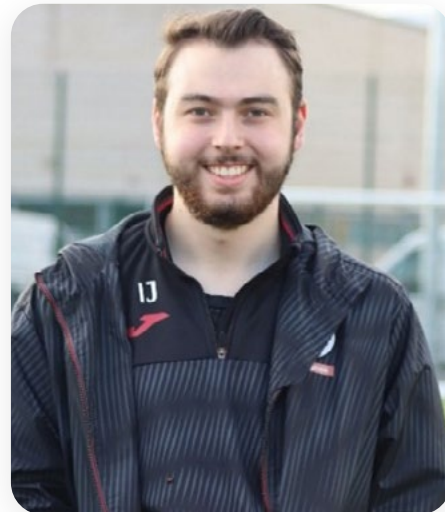
I then attended an open evening with Swans Foundation and thought it was perfect for me".

Iwan was accepted onto the course and hasn't looked back since.

He completed over 250 hours of delivery on various community projects and achieved a grade average of 76% during his first year.

Alongside this he completed his UEFA C Certificate and Youth Work Level 2.

Iwan's course mentor Stephen commented, "When Iwan first showed an interest in the course we questioned whether it was suitable for him due to previous health and education concerns.



Since beginning the course Iwan has proven to be an excellent student and is a real credit to himself, the programme and the Foundation.

His academic work has been completed to a very high standard and his time spent delivering has seen his coaching skills develop greatly.

He is now a trusted member of our casual staff and applies himself very well within a range of roles".

SOCCER CAMPS

PARTICIPANTS	1845
SESSIONS	70
TOTAL ATTENDANCE	3679

Swansea City AFC Foundation Soccer Camps take place during school half-terms and holiday periods at venues across South West Wales.

Our camps provide the perfect environment for Junior Jacks to develop and hone their skills.

Children attending enjoy fun technical activities, small-sided games, competitions and prizes – all delivered by our FAW qualified coaches in a safe and friendly environment.

ACADEMY STARLETS JOIN FOUNDATION FOR WELSH LANGUAGE SOCCER CAMPS

Academy players Corey Hurford and Josh Thomas joined Swansea City AFC Foundation for their Welsh Language Soccer Camp in Gowerton.

In partnership with Menter Iaith Abertawe, the Foundation hosted a soccer camp that encouraged the use of the Welsh language throughout the session for both participants and coaches.

Hurford and Thomas, who are Welsh speakers, joined the Foundation to help celebrate the event, answering questions from participants before handing out certificates and prizes.

“It was so good to go out and be part of the soccer camps and see so many young people playing football. It was a good opportunity to give something back to our young supporters.

It was also encouraging to see so many people speaking the Welsh language. Hopefully we can do our bit to help more people speak the language and help the use of Welsh to grow.” said Thomas.



EVERY PLAYER COUNTS



PARTICIPANTS	110
SESSIONS	126
TOTAL ATTENDANCE	1146

Funded by the EFL Trust and Wembley National Stadium Trust, Every Player Counts aims to increase sports participation for all.

Overall, it covers a wide range of disabilities with the simple aim of getting more people involved in sport.

Currently, people with disabilities are half as likely to take part in sport compared to non-disabled participants.

The programme aims to break down some of the barriers to participation and encourage more disabled people to get involved.

MAX SHINES IN SCHOOL

Swansea City AFC Foundation has been delivering the project to a class in Blaenhonddan Primary School, providing a football session every week.

Max, who has learning difficulties, has been part of these sessions and has seen confidence grow throughout his time on the project, not just in football but in the classroom too.

“In class, Max can be quite anxious about his work, but when he’s in the football sessions, you see a completely different side to him, he’s quite self-assured and confident when he is playing.

The confidence that he’s gained has been brought into the classroom, he’s needed less reassurance from us since doing the football sessions because of the confidence boost.”

“They don’t normally get the same opportunities that mainstream children get, certainly not the whole hour that Swansea City Foundation were delivering.

The focus is on them, it’s geared towards their abilities and it’s brought to a level of understanding that they can manage.

For the children who are less academically gifted, it’s given them another outlet and it’s given a lot of children a lot of confidence.” said Max’s teacher.

GIRLS FOOTBALL



PARTICIPANTS	155
SESSIONS	74
TOTAL ATTENDANCE	940

Swansea City AFC Foundation partnered with the FAW to launch a new series of turn-up-and-play football sessions for girls aged seven to twelve.

This partnership aims to encourage young females to participate in football through fun sessions open to all abilities.

The sessions are provided by experienced and qualified coaches in a welcoming and supportive environment in a bid to help young players discover a passion for the beautiful game, and eventually become confident enough to join local club teams.

SWANSEA CITY LADIES STRIKER STACEY JOHN-DAVIS SURPRISES LEILA

Leila attended the girls only sessions in partnership with FAW in Pembroke throughout the year and has seen her confidence and her skills grow massively ever since.

Kaya Blackmore, Foundation girls' coach, said "When she first came, she was very shy but as soon as she started kicking the ball with the girls she felt comfortable and we really started to see her confidence growing."

John-Davis grew up near where the sessions that Leila attends are held but didn't have the same opportunities to take part in girls-only sessions when she was growing up.

The forward was pleased to see so many young girls involved in the game and feels that the environment of the sessions would have been great for her own development.



"These sessions are massive. It's great to see that there are so many young girls involved in the game in general and even from such a young age.

Just to be around the environment of the girls and getting that togetherness and team bonding, I think that would have been great for me." said John-Davis.

WE WEAR THE SAME SHIRT

PARTICIPANTS	39
SESSIONS	52
TOTAL ATTENDANCE	454



The FAW funded We Wear The Same Shirt initiative is aimed at adults of all ages and abilities seeking to improve their physical and mental wellbeing.

The weekly sessions provide a great opportunity to play football and socialise with others in a pressure-free, relaxed environment.



PAUL'S WALKING FOOTBALL JOURNEY

Paul Colwill has felt the full benefits of the project, having become more active after the Covid-19 lockdowns as well as helping him to connect with people and get out of the house.

Paul attends the sessions at Penlan where participants enjoy an hour of walking football followed by a drink and a catch up afterwards, giving them the opportunity to break the stigma of discussing mental health.

Paul came to the sessions initially just looking to get active again, but found the bigger benefit of the session for him was the opportunity to socialise.

He stated "I had been quite stagnant for a few years fitness wise, I'd been out for regular walks but I felt like I needed something more. I wanted to lose a bit of weight and to get the muscles going again and I found this session.

It was great to get a bit of fitness, the boys at the session are all great friends now rather than just acquaintances, it's been a great experience.

I've maintained a lower weight, but it's also about the friendships that you build, playing on the pitch and with the cups of coffee after, winding down a little bit, having a laugh and just relaxing."

IN THE SQUAD

PARTICIPANTS	16
SESSIONS	70
TOTAL ATTENDANCE	180



Swansea City AFC Foundation joined forces with Ospreys In The Community to launch the brand-new In The Squad initiative.

Backed by the Armed Forces Covenant Fund Trust, the project sees both organisations use the power of sport and their brands to engage with veterans and ex-service personnel of all ages across the community, with the aim of supporting their wellbeing and combating social isolation.

We deliver sport and fitness activities based around football and rugby – including walking football and wheelchair rugby – weekly at local venues.

NICK'S STORY

Nick is an army veteran, having served 22 years, and has been deployed on operations to Sierra Leone, Kosovo, Afghanistan, and Iraq. Nick first came along to our session in Port Talbot in August 2021, not knowing anyone in the group or the wider community.

On coping with PTSD and how his involvement in the project has helped, Nick says, "It has helped me to remain present, and I've smiled and laughed. Both had been in short supply up to the point of joining In the Squad".

Nick quickly settled into the group and became an engaged and active member. His aim initially was to connect with people, whilst doing something active and enjoyable. "I have met some great people and made new friends.



I've also laughed more during the walking football and rugby, than I have playing them normally!" In terms of learning new skills and the benefits of being involved with the sessions, Nick feels he has learned how to throw a rugby ball, make new friends (both civilian and military), and has more confidence going out to new places, and speaking to new people. "It has given me the confidence to go out and socialise".

Caroline Gwilym, Health & Wellbeing Lead stated that "Nick is a great example of the need for and benefits of the project in supporting wellbeing and combatting loneliness and isolation experienced by some veterans in the community – he has gained in confidence, social skills, developed friendships and gained employment since starting with us and remains an active member of the group."

A photograph of three children standing on a sandy beach. The child on the left is wearing a white t-shirt, red shorts, and glasses. The child in the middle is wearing a purple and pink t-shirt and a black cap. The child on the right is wearing a white t-shirt with 'Swansea University' and 'Prifysgol Abertawe' printed on it, a white cap, and black gloves. They are all smiling and pointing towards the camera. In front of them are two large white bags with 'MILLION MILE CLEAN' printed on them. A pink scooter is visible in the foreground. The background shows a beach, a body of water, and some buildings in the distance under a clear sky.

A YEAR IN REVIEW MARCH 22 ~ AUGUST 22

LEE TRUNDLE SUPPORTS OPENING OF COMMUNITY SHOP

Swansea City ambassador Lee Trundle appeared at Primary Stars partner school Ynysfach as they opened their new 'pay as you can' shop which aims to make food affordable.

The school opened the store on their premises with a number of goods and building equipment donated from local business to help the initiative get off the ground.

The former Swans forward was excited to see the local community come together to support the cause and praised everyone involved in the project.



"It's brilliant to see, especially in a close community like this, I've been speaking to people, and they've been telling me how the shop will help out, but especially with how things are these days with the price of everything going up.

It's great to see a shop where people can come in and pay what they can for the food." said Trundle.

SWANSEA CITY AFC FOUNDATION SIGN ARMED FORCES COVENANT

Swansea City AFC Foundation signed the Armed Forces Covenant at the Forces for Change event, which took place in June at the Swansea.com Stadium.

The Armed Forces Covenant is a promise that those who serve, or who have served, in the armed forces, and their families, are treated fairly and given equal employment opportunities.

The Foundation joined four other local businesses in signing the Armed Forces Covenant at the event.



Helen Elton was proud to sign the Covenant on behalf of the Foundation as a way to continue the organisation's commitment to veterans and their families.

Elton stated "We are delighted to have signed the armed forces covenant today.

We are already working with veterans through our In the Squad project in partnership with Ospreys in the Community.

Signing the covenant formalises our commitment to veterans and their families"

PREMIER LEAGUE KICKS PARTICIPANTS COMPLETE YOUTH SUMMIT



Swansea City AFC Foundation invited Premier League Kicks participants to the Swansea.com Stadium to take part in the Premier League Youth Summit.

The Youth Summit looked at issues surrounding equality diversity and inclusion, community safety and youth violence and employability.

Participants from a range of Premier League Kicks sessions joined up at the Swansea.com Stadium to gain a better understanding of the topics.

The participants also had the opportunity to give their feedback on these topics alongside their coaches as well as giving ideas on how we can best support them in these areas.

It also gave them an opportunity to see what other clubs are doing to help support their communities, and see the impact that events such as these can have.

SWANSEA CITY AFC FOUNDATION DELIVER OVER 250 FREE BOOKS FOR WORLD BOOK DAY

Swansea City AFC Foundation has given over 250 free books and 50 WHSmith vouchers to six primary schools in the local area to celebrate World Book Day.

The initiative aims to support young readers as part of an exciting partnership between Premier League Primary Stars and the National Literacy Trust.

The partnership has enabled 27,000 free books to be distributed to schools across England and Wales via 81 community organisations affiliated to professional football clubs, all of whom deliver the Premier League Primary Stars education programme.

Curtis Grant, Education Manager at Swansea City AFC Foundation said:

“World Book Day is an event we have always been passionate about celebrating.

By combining the appeal of our professional club with our strong presence of positive role models throughout our partner schools, we feel we can make a huge impact to pupils' attitudes towards reading.”



KICKS TARGETED PARTICIPANTS ATTEND HATE CRIME WORKSHOP

Premier League Kicks Targeted participants recently attended a workshop delivered by Fearless, looking to empower them to speak out about hate crime.

Fearless is Crimestoppers Wales youth service aimed at 11–16 year olds. It is tasked with increasing awareness of the dangers surrounding street crime, drugs and violence.

The participants attended a workshop that gave them an understanding of hate crimes and what can be done to combat and report such instances should they occur, before having a tour of the Swansea.com Stadium.

Bethan Robinson, Premier League Kicks Targeted Coordinator said: "Following the racist abuse targeted at England players after the Euro 2020 final, I felt it was necessary to educate young people on the impact and consequences of hate crime."



SWANSEA CITY AFC FOUNDATION TACKLE LONELINESS IN SUPPORT OF MENTAL HEALTH AWARENESS WEEK

In Swansea and Neath Port Talbot, the Swansea City AFC Foundation run a number of programmes to encourage and support connection with weekly walking football sessions and a specific community provision for veterans in the community.

Caroline Gwilym, Health and Wellbeing Officer at the Foundation, has witnessed people coming together at these sessions, and has seen first-hand the positive impact of projects which tackle the issues stemming out of loneliness.

Caroline stated "Some of our participants have come to a session not knowing anyone and have made friends through joining in.

They not only enjoy the benefits of the physical activity on offer but also the social contact and connection the sessions can offer.

We all enjoy a coffee and a chat at the sessions and the good-hearted humor that flows freely! They look forward to coming every week and are in touch and support each other throughout the week.

It's really great to see and I would encourage people to come along or get involved with other community activities they may enjoy."







HEALTH & WELLBEING

THE ELECTIVE HOME LEARNING MENTAL HEALTH PROGRAMME

Swansea City AFC Foundation piloted delivery of a bespoke health and wellbeing programme to children and young people who were being “home schooled” and their parents/guardians across two cohorts over the winter months.

Participants enjoyed the social interactions and time spent at the stadium, including a full stadium tour.

We were then able to refer/signpost on for further support, if required.

WORLD SUICIDE PREVENTION DAY

Swansea City AFC Foundation hosted an awareness raising event for all staff when the local branch of the Samaritans joined us to share how to recognise when someone is feeling low and how to help them and give us an insight into what they do.

Also joining us was Alicia from Papyrus and she talked to us about their work and a short session on how to introduce the idea of a HOPEBOX when supporting young people.

TIME TO TALK DAY

This year we recognised the Time to Change Wales annual campaign with facilitated “meet, talk and listen” staff team sessions.

Caroline introduced the concept of the Thinking Team (Time to Think, Nancy Kline), specifically, listening without interrupting – giving others the opportunity to think and speak and always starting a meeting giving everyone in turn an opportunity to talk about positive aspects of their work/life.....which should then set the scene for the rest of the meeting.

WORLD MENTAL HEALTH WEEK

Caroline, Health & Wellbeing Officer, promoted the campaign by sharing the 5 Ways to Wellbeing across the week, and encouraging the staff team to get involved with useful tools and tips to promote and maintain personal wellbeing across the five strands.

WELLBEING WALK

The Foundation team exchanged their trainers for walking boots and headed out into the beautiful Carmarthenshire countryside on a wet and windy Monday morning in May.

We walked the loop around Llyn Y Fan Fach, meeting back in Llandeilo for a team bonding exercise to help us appreciate and build on what's good in our lives.





EQUALITY, DIVERSITY & INCLUSION AND SAFEGUARDING

EQUALITY, DIVERSITY & INCLUSION

21/22 has been a season of exciting changes for the Foundation in the area of Equality, Diversity and Inclusion.

On an organisational level, we were delighted to welcome Carolyn Harris MP onto our board of trustees as EDI Lead.

Carolyn brings a wealth of experience campaigning for equality on the national and international stage.

We also appointed Graham Smith as our EDI Lead within the Foundation, meaning a member of the Senior Management Team of the charity is now in place to create and drive positive change across the organisation.

Following on from these appointments, there was renewed focus on staff development and training in the area of EDI.

Organisations such as Football vs Homophobia and Level Playing Field were welcomed to the Swansea.Com Stadium to deliver workshops to the whole staff team.



The Foundation also embarked on the creation of individualised EDI training plans for all staff to support them in their specific roles.

The Foundation continued to deliver workshops around EDI in local primary and secondary schools with our Premier League Primary Stars and Premier League Inspires projects and running pitch-side EDI themed activities at our PL Kicks sessions.

A key step forward during the past 12 months was the development and release of our EDI Statement of Commitment.

Created in partnership with Swansea City AFC and the Disabled Supporters Association, it makes clear our desire to fight inequality and bring about positive change.

You can read the statement in full on our website.

SAFEGUARDING

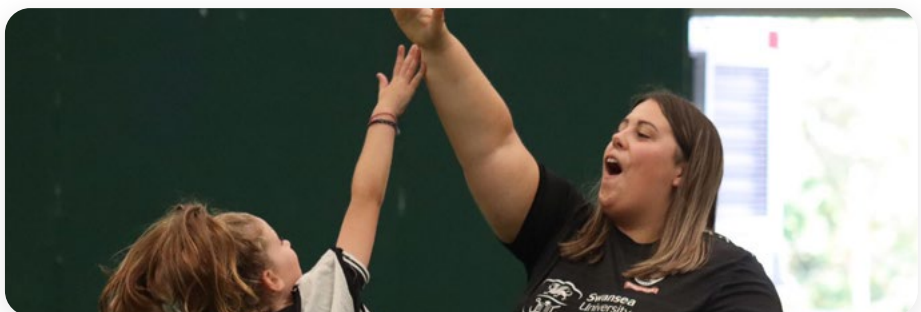
Making sure everyone who interacts with the Foundation feels welcome and is kept safe remains at the heart of who we are as an organisation.

To support this aim, Graham Smith was appointed as the Foundation Safeguarding Manager as part of the Senior Management Team at the start of September 2021.

The aim of this move was to make sure safeguarding is at the centre of all our strategic and operational planning within the charity.

The Foundation has seen improvement to its safeguarding operations by reviewing and updating all policies and procedures.

A staff Safeguarding Team was created which includes all our Heads of Departments and meets on a monthly basis to share good practice, update on ongoing safeguarding cases and to improve staff and participant voice in this area.



The Foundation has delivered training to staff throughout the year to help them support the children, young people and adults at risk that take part in Foundation activities.

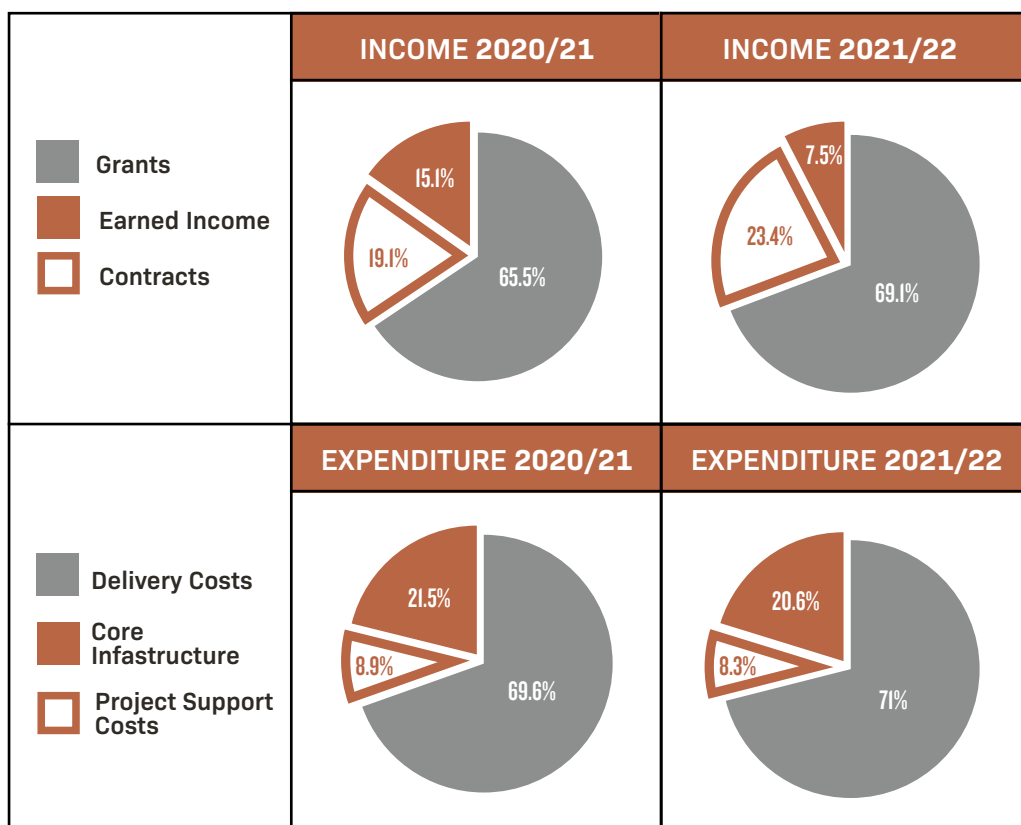
During 2021/22 staff reported 110 safeguarding concerns, 16 of which were referred onto statutory services such as the police or social services.

All reports were taken seriously, acted on appropriately and support was offered to a large number of children, young people and their families.

FINANCES

INCOME	2020/21	2021/22
PL Grants	£518,449.88	£555,000.00
Education	£34,869.00	£54,050.00
Youth Engagement	£113,394.32	£121,022.00
Sport Participation	£62,467.39	£38,000.00
Health	£80,830.10	£57,300.00
TOTAL	£810,010.69	£825,372.00

EXPENDITURE	2020/21	2021/22
Delivery Costs	£580,639.15	£631,264.44
Project Support Costs	£74,107.20	£74,107.20
Core Infrastructure	£179,604.41	£183,350.00
TOTAL	£834,350.76	£888,721.64



PARTNERS

