

Impact Report

2024/25



HARROGATE TOWN AFC
**COMMUNITY
FOUNDATION**



Welcome

During a period of transition, our commitment to creating a healthy, happy, and connected Harrogate & District has never wavered. We are delighted to present the Harrogate Town AFC Community Foundation Impact Report for the 2024/25 season. This report reflects a year of resilience, growth, and renewed ambition.

Through the power of football and community engagement, we have worked tirelessly to inspire positive change, break down barriers, and provide opportunities for all.

This year, we have strengthened our foundation with a new leadership team, expanded our programmes in education, inclusion, and wellbeing, and deepened our partnerships across the district. From supporting schools through Premier League Primary Stars to delivering inclusive initiatives like Premier League Kicks and PAN disability football sessions, every project has been driven by our core values: inclusivity, community, wellbeing, participation, support, integrity, and inspiration.

Thank you to our dedicated staff, trustees, volunteers, partners, and supporters who make this work possible. Together, we are building a stronger, safer, and more active community where everyone can thrive.



OBJECTIVE • VISION • MISSION

Objective

Using the power of football, Harrogate Town Community Foundation's vision is to create and maintain a healthy, happy and connected Harrogate & District. We will work tirelessly to motivate, educate, inspire and empower all people to achieve their potential and improve their quality of life.

Our primary objectives are to: improve health & wellbeing, foster stronger, safer more active communities and enhance life chances.

Vision

To be truly inclusive and welcoming, working at the heart of our community, inspiring positive change through sport, supporting mental health and wellbeing and promoting an active, connected lifestyle for all. We strive to break down barriers, foster belonging and create a safe space where everyone can thrive.

Mission

At Harrogate Town AFC Community Foundation, our mission is to build an inclusive and supportive community that actively engages people of all ages and backgrounds. We are committed to promoting physical activity, supporting mental health and wellbeing for all, and strengthening community connections through accessible programmes, outreach and the power of sport.



OUR VALUES

Inclusivity – we welcome and respect everyone, creating a community where all feel seen, heard and valued.

Community – we are deeply rooted in Harrogate, working hand in hand with our local community to create lasting impact.

Wellbeing – we prioritise mental and physical health, supporting the wellbeing of every person in our community.

Participation – we believe in the power of being active and encourage involvement at all levels.

Support – we offer a safe trusted space where individuals can find help, friendship and a sense of purpose.

Integrity – we act with honesty, transparency and fairness in everything we do.

Inspiration – we aim to uplift and motivate participants to be their best selves through sport and community connection.



Proud to be Town

EDUCATION

Education is at the forefront of a lot of our delivery. We have carefully designed programmes from nursery through to secondary. Our qualified and experienced team of coaches, have great relationships in the settings that they deliver, and we see high participant numbers involved in our programmes. Working alongside the Premier League Foundation and EFL in the Community, we have a supportive network to keep up to date with the latest delivery methods.

TOTAL REACH: 4255 children across 41 schools.

Working with 130 young people on our Youth Matters Mental Health project.

PPA, CPD, afterschool clubs, competitions, workshops, assemblies and walk to school events are programmes that we have provided.

7 nurseries delivered in – 101 children

1321 children delivered to weekly in 13 schools.

2179 children **engaged** in workshops and activities.

40 girls attending weekly Wildcats football sessions.

230 children **attending** weekly cricket dynamos sessions in **collaboration** with YCC Foundation.

Partnerships: Premier League Primary Stars Programme (PLPS), Wildcats and Dynamos with Yorkshire Cricket Foundation.

Competitions: 4 competitions where 254 children were involved. Highlight PLPS (Premier League Primary Stars) – National finals with Saltergate School playing at Molineux and regional finals with Pannal Primary School at Accrington Stanley.



INCLUSION

The inclusion team delivered the first year of our **Premier League Kicks programme** – a PLCF funded programme being delivered in priority locations to offer opportunities and activities to children and young people aged 8-18. Offering **free** football sessions, working in partnership with local youth groups, the aim is to offer opportunities to young people in the district without any barriers.

Through this programme alone we engaged the following:

No of weekly sessions: 6.

490 young people regularly engaged over delivery period.

100+ young people aged 14+ engaged over delivery period.

210 girls and young women engaged over delivery period.

64 young people engaged in educational workshops over delivery period.

Partnership delivery with Inspire Youth.



Adult Delivery

Our Inclusion team also plans and delivers a range of programmes for adults in the community which have had a real impact and great feedback from participants.

Across our adult programmes we saw:

Total number of adult attendances: **3193**

No of programmes delivered: **5**

No of weekly activities: **9**



Man v FAT Collaboration-

Delivered each Monday evening, this programme has a huge impact with the aim of participants losing weight through the power of football and community in a supportive environment.

Walking Football

1583 attendances over 4 sessions weekly. A brilliant session keeping people active and the love of football accessible at any age.

Pitch Positive

600 attendances delivered weekly over the year.

A powerful programme in the area supporting men with their mental and physical wellbeing each week.

Talk of the Town

This only launched in June but has flourished into a lovely group, supporting the elderly community with social isolation. The group meets each week for tea, coffee and refreshments over a chat and light hearted games. Starting with only two participants, in can now see upto 16 people each week.



Holiday Camps

Our popular camps include **FEAST camps** (food, entertainment, arts and sport together) funded through the Local Authority to deliver holiday activities for children and young people on Free School meals, and Kelloggs Football camps (offering free football camp places utilising free codes through Kelloggs) We also delivered activity days **in partnership** with the National Trust at Fountains Abbey. Alongside this, our coaches support the delivery of the club's holiday camps too- a busy period for us!

We reached **1597** children & young people

Delivered **443** meals to children through FEAST

Incredibly proud to receive the **FEAST** award for our delivery.

Pictured above are children enjoying creating, making and eating healthy snacks. Our camps are **more than just football** and we receive great parental feedback.

We are proud to say that we received an award from FEAST for being **the best provider** of health, wellbeing and healthy eating during the holidays.



Matchday Experience

Matchday experiences at Harrogate Town AFC continue to be offered and provided for all home games with foundation staff. Working with the local community, schools and grassroots football clubs, alongside HTAFC, we strive to provide memorable experiences through flag bearing, ball crew and mascot opportunities, along with a community ticket offer.

Our club mascot, Harrygator, also attended a number of community events and galas to raise awareness of Harrogate Town AFC Community Foundation. Harrygator has also supported school engagement by being involved in the local Walk to School initiative with the Sustainable Travel team at North Yorkshire County Council.

Supported Flag bearers – 505; **ball crew** – 234; **mascots** – 64 = 803

Gold Award

We were proud that the club received recognition from the EFL and achieved the **GOLD** award for family excellence.

As a big part of the matchday experience, it was brilliant to receive this feedback, especially for our foundation staff that work matchdays.



Case Study

Meet **Arun** who is now a proud member of the Harrogate Town Community Foundation team, whilst it was only a while ago that his life looked very different.

Arun's GP referred him to a community link worker, who introduced him to **Pitch Positive**; one of our foundation programmes which supports men with their physical and mental wellbeing.

"Before joining **Pitch Positive**, mentally I was a wreck, I had suicidal thoughts and felt completely alone"

Pitch Positive provides a space where men come to connect.

Arun remembers in one of the earlier sessions, the group sat in a circle where they talked about their lives.

Arun said "Hearing other's stories **made me feel less alone** and week by week my legs hurt less and I realised that I was getting stronger; both physically and mentally"

We run sessions every Tuesday evening at Rossett Sports centre and the night is split into two parts. It has a social aspect for the first hour, followed by some social football for the second hour, facilitated by our HTAFC Community Foundation coaches.

Arun, has gone on to facilitate some of the sessions and through his hard work, **now works as part of the HTAFC matchday team**, he would now like to encourage others to take that first step if they need support.



Case Study

Every year, we organise and run competitions through the EFL and Premier League. This gives our partner schools in the area an opportunity to take that next step, represent their schools and then the foundation in later stages if successful.

Saltergate Schools went above and beyond last year, winning the local round of the Premier League Primary Stars Cup. The girls were successful in the regional round at Newcastle Utd, booking themselves a place in the National Finals held at Wolverhampton Wanderers. An amazing day which saw the girls having the opportunity to play on the pitch at Molineux, representing Saltergate Primary School and Harrogate Town AFC Community Foundation.



Pannal Ash Primary School

Pannal Ash Year 5/6 team, were the winners of the local round of the EFL Utilita Cup.

This saw them progress to the regional finals held at Accrington Stanley. It was a tough day against good opposition; however, Pannal made it to the final, narrowly missing out by a goal. The boys represented their school and the foundation really well with lots of talent on show giving the school and club some great exposure and memories.



Highlights



partner schools
worked with



free children's
meals provided



children attended
FEAST camps



adult attendances
on programmes



attendances on
men's mental
health programme



1st team matchday
activity participants



PROUD TO BE TOWN

Thank you to our partners

