

CAMBRIDGE UNITED COMMUNITY TRUST



**UNITED FOR CAMBRIDGE:
OUR IMPACT REPORT**




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FOREWORD

I have the great privilege of welcoming you to Cambridge United Community Trust's first-ever impact report. It's safe to say this report looks a little different than how we planned it back in 2019!

The 2019-2020 football season turned out to be one like no other. Yet in so many ways, football clubs continued to be the beating heart of their communities. Here at Cambridge United we quickly adapted our work to help those most at need within our city. You can read more about our Here For U's programme on p5. The numbers within this report cover the one-year period from September 2019-August 2020 however our Covid-19 response work did however continue throughout 2020. We have decided to give a short insight into our U's at Home programme of support in the second national lockdown in November (p21.)

This Impact Report breaks down our work into our four themes: Inclusion, Wellbeing, Communities and Education. It highlights our work in those areas detailing the broad range of meaningful community programmes which we delivered "as normal" before the pandemic struck. We are so proud to share the stories of our participants who have benefitted from our projects. Naturally the way we had to work changed dramatically in March 2020 and each area of our work was affected. Throughout this report, you will also see the way in which programmes were adapted to continue empowering our community and changing lives despite the pandemic.

The work we were able to achieve in both national lockdowns, and throughout this whole period, simply would not have been possible without the partnership of Cambridge United Football Club. The level of support from club staff members, board members, players & volunteers has been phenomenal. The journey has certainly not been an easy one over this period, but I have never been prouder of the caring & collaborative staff we have at the Trust as they adapted to the ever-changing circumstances to continue to make a transformative difference on our city.

Indeed, February 2020 saw our Mind Your Head mental wellbeing programme being named EFL Project of the Year for League Two. This was an extremely proud moment for all involved with the Community Trust and likewise, we were delighted that Living Sport decided to recognise the Here For U's Covid-response work worthy of winning the Matthew Warn Power of Sport Award.

I hope that as people read this report, and in particular the stories from our participants, they can see the profound ability sport has to change lives and create meaningful impact in our communities. As we look to navigate a route out of the pandemic, divisions which already exist in Cambridge have the potential to be exacerbated. Yet we will strive to help Cambridge build back better as a healthier, stronger and more equal city and we will continue to be there for those who need us most.



Sam with Bryson, one of our Frame Footballers.

A handwritten signature in black ink, which appears to be 'Sam Gomarsall'.

Sam Gomarsall
Community Trust Manager

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Player Visits

“

The meals and activity packs you delivered throughout lockdown were an absolute lifesaver.

Senior citizen,
Cambridge City resident.



First-team Head Coach, Mark Bonner, delivering meals as part of our Here For U's response work.

HERE FOR U'S

Back in March 2020, Cambridge United was preparing to host the annual Community Matchday Takeover Game vs Cheltenham Town. The matchday takeover every year showcases our work and over 800 of our participants were planning to be in attendance. Of course, on Friday 13th March, the following day's game was called off due to the coronavirus outbreak. One week later, Cambridge United and the Community Trust launched Here For U's, providing practical, emotional and physical support to its local community. Over the next few months we partnered with Cambridge Sustainable Food & the city council to provide meals to those most in need three days a week and we rang seniors on a bi-weekly basis to ensure they were supported and connected. We also knew we had the expertise to support parents with home learning activities & video content. With our Community Careline opened for all over the age of 70 to ring for support, we managed to deliver regular shopping & pharmacy essentials to over 50 different individuals. In everything, we were determined to be there for our community.

1717

Meals cooked & delivered to families in need

1200+

Phone calls to Seniors

305

Educational Activity Packs Delivered

AND SO MUCH MORE... CHECK OUT HOW WE ADAPTED OUR "NORMAL" WORK TO SUPPORT THROUGHOUT THE REST OF THIS REPORT!



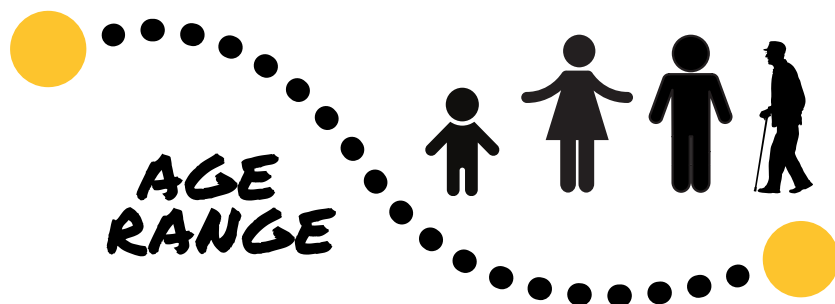
19/20 IN NUMBERS

8719

PARTICIPANTS



3



92



23

PROJECTS

14

MEMBERS OF STAFF

9

TRUSTEES

2

AWARDS



COMMUNITY PROJECT OF THE YEAR (LEAGUE TWO)



MATTHEW WARN POWER OF SPORT AWARD



WHO WE ARE

Cambridge United Community Trust is the charitable arm of Cambridge United. We are a registered charity and deliver projects for Cambridge United in the community.

OUR VISION

To be at the heart of a stronger, healthier and more equal Cambridge.

WHAT WE DO

Using the power of sport and the brand of Cambridge United FC to empower our community and change lives.

OUR FOUR THEMES

COMMUNITIES

Building community cohesion through sustainable projects

WELLBEING

Supporting good mental health and healthy lifestyles

INCLUSION

Opportunities to play sport for everyone.

EDUCATION

Inspiring, empowering and increasing aspirations for young people

WELLBEING

MENTAL HEALTH

Mind Your Head is our six-week secondary school programme which makes a tangible difference to mental health literacy within secondary schools in the local community. Mind Your Head destigmatises mental ill health, educates young people about how to deal with stress and also encourages young people to discuss how social media can both positively and negatively affect their well-being.

Alongside this, in partnership with Cambridgeshire County Council, we ran drop-ins for children & young people experiencing mental ill-health. Within Covid-19 restrictions, we adapted our mental health content so that it could be delivered virtually alongside running a live mental health assembly in Mental Health Awareness Week on this year's theme: Kindness.

661

Pupils completed
Mind Your Head in
19-20 season

16.9

Percentage improvement
(of maximum possible)
in mental health literacy

256

Live views of our Primary
School Mental Health
Virtual Assembly

32

Children were the focus of
mental health drop-ins.

72

Percentage increase in drop-
in participant confidence in
improving mental health

28

Members of Cambridge
United staff given Mental
Health First Aid Training

“

The participating schools were unanimously positive about the [Mind Your Head] programme and its benefits on pupils' mental health literacy.

**All-party parliamentary group for
a fit and healthy childhood.**

“

I think it's been a really great way in... I think the students are much more confident if not just knowing more about mental health, but also being more willing to talk about their own.

Henry Joyce

Trumpington Community College Teacher



“

The sessions were perfect [and] the footballers talking...sharing their feelings, that was the best bit.

Year 8 Student, North Cambridge Academy

WELLBEING

PHYSICAL HEALTH



Overview

- Community Bootcamp
- Man vs FAT
- Support U's Football Group
- Jolly Joggers

598
Total Weight Loss (Kg)

48
Unique participants

886
Attendances (Pre-Covid)

45

Unique participants across Jolly Joggers & Community Bootcamp

86

Attendances at the Support U's Football Sessions

From September '19 to March '20 our Health work expanded as we set up the Support U's Football Group for those looking to improve their mental & physical fitness. Our Man vs FAT programme continues to make a real impact in the lives of the men who attend such as Andy McGowan. Pre-Covid, Jolly Joggers & Community Bootcamps continued to get people moving in East Barnwell, with almost all participants coming from the Abbey Ward.



AN INSIGHT INTO SUPPORT U'S FOOTBALL GROUP

“As the weeks went on, I really noticed that relationships started to form between different individuals... and they are now starting to support each other outside of the Support U's Football sessions meeting up regularly. In terms of increasing their social connection, which is all part of increasing mental health, that's definitely happening. Physical health and mental health are so closely interlinked and I think we're seeing that people are generally a lot happier. The time after the session is allowing them to open up and having that safe environment to talk about what's going on for them is really important”

Jo Clarke
Community & Partnerships Manager



ADAPTING IN THE PANDEMIC

From March-May 2020, we moved our free Community Bootcamp online (every Wednesday evening) and also ran a new Family Fitness Session every single weekday at 10am! We also took part in the Joy of Moving Virtual Festival, a full afternoon of activities and games to get children and their families moving and having fun at home.



9 Number of schools

1043 Number of KS2-aged children taking part

18

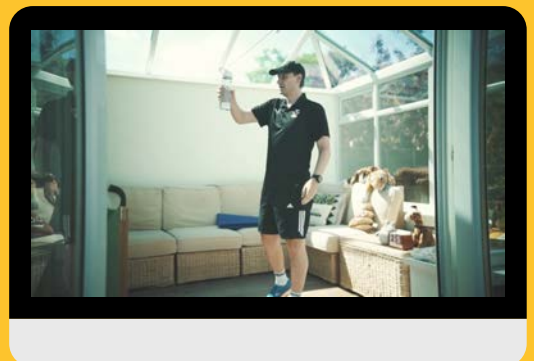
40-minute Community Bootcamps

82

20-minute Family Fitness Sessions

115,000

Views of Sessions on Facebook



“I love CUCT's Bootcamp normally and it was such a relief that it continued in lockdown!! Massive thanks to Simon, my kids have also loved the family fitness as they always want to come to Bootcamp and now they can!!

Amy Stelman
Community Bootcamp participant

ANDY'S STORY



Andy's story comes from our weight management programme Man v FAT. The Man v FAT programme has been going for 3 years at Cambridge United Community Trust. Andy was having an increasing number of health issues before starting his weight loss journey. He would often have to stop on his one-hour commute because he was too tired and was having significant stomach issues, which doctors had linked to his weight. Alongside this, a new baby had meant bad habits had crept further in consuming more calories than he had realised per meal and having lots of takeaways. Spending weeks in hospital and missing out on valuable time with his son, Andy recognised that he had to do something if he wanted to see him grow up and to be able to be there for him. Andy joined our Man v FAT group in September 2019 and soon started improving his wellbeing!



“It really motivated me to lose the weight – as soon as my team starting winning games based on the scales, it gave me that buzz and I soon wanted that top scorer spot, and to win the league – all of which I achieved in my first full season. It also kept me focused because I was determined not to cost my team. It got me into the habit of tracking what I ate, so now counting my calories is just part of my daily routine.” Joining a community of men all looking to lose weight and play a bit of football, Andy said he knew that he may never be the scorer of lots of goals on the pitch, but could help his team top the table for weight loss! “I feel so much better in myself and have got much more natural energy (which has been vital given sleep has been somewhat disrupted thanks to a 2-year-old in the house!)”



“ I’ve not had any more health issues since joining MAN v FAT Football. I’m able to spend quality time with my boy and love a kick-about in the garden with him now. I feel better about myself and am in the smallest clothes ever (I’d have never thought I’d have been ordering my Liverpool Champions League shirts in a medium!)”

And the change was evidently sustainable as amazingly, Andy kept the weight off during the coronavirus pandemic through continuing the healthy diet he had worked on prior to the lockdown, continuing to engage throughout with the Man vs Fat community of men: “I’m really proud that despite not having the time to exercise, and not having my weekly football to dive about in goal, I’m actually 1kg lighter than my last weigh-in.”



INCLUSION

DISABILITY SPORT



Overview:

This year we were supported by Every Player Counts, funded by EFL Trust and Wembley National Stadium Trust. We remain committed to impairment-specific sport and for the first time, are delighted to have entered our visually impaired & cerebral palsy teams into their national leagues: the Partially Sighted Football League (PSFL) & CP Sport League

Impairment-specific weekly sessions

Deaf & Hearing Impairment
 Adult Learning Disability
 Down Syndrome
 Visually Impaired
 Blind
 Frame Cerebral Palsy
 Powerchair
 Autism & Learning Difficulties (2 sessions)
 Amputee sponsored by Irwin Mitchell
 Ambulant Cerebral Palsy sponsored by Irwin Mitchell

Pan-disability sessions

Women & Girls' Pan-disability
 Pan-disability (under 9's)
 4 SEN School Sessions

230

Unique participants

382

Total number of sessions

1791

Cumulative hours of sport

AN INSIGHT INTO

OUR SEN SCHOOL SESSIONS

“

The Every Player Counts sessions which Phil has been running at our school... has allowed us to provide our students with an opportunity to get outside the classroom expressing themselves!

It's been great to see a noticeable difference in their confidence in many of the students... and helps their social skills too. The link with Cambridge United also inevitably helps, providing a real identity and team feeling. The sessions definitely align with our ethos at Gretton: which is about celebrating differences and creating confidence; and Phil's sessions, which he adapts to the varying students' needs, do precisely this.

We have also entered an under 12 side into an external tournament for the first time showing the impact the sessions are having.

Head of PE
Gretton School



ADAPTING IN THE PANDEMIC



190

Zoom calls made to our disability groups



101

Unique participants on the calls.



44

Activity Packs delivered



20

Activity sessions (delivered when restrictions eased)



1100

Keepy-ups by blind participant Indya



JASMINE'S STORY



Our Frame Football session sees participants, the majority of whom have cerebral palsy, get the chance to take part in lots of fun, football-based activities. Jasmine, aged, 9 has spastic diplegia: a form of cerebral palsy affecting her ability to move her legs.

Our Every Player Counts Frame Football sessions are designed to improve children like Jasmine's balance, co-ordination, agility and motor skills. The sessions have been going for almost 3 years now and have grown to create a group of 6: our own 'Frame Football Amber Army!'

“ Jasmine started frame football in August 2019. She has absolutely loved it, as has Summer (her sister). It's an amazing little team and an amazing coach. For anyone out there who is using a frame or walking aids, this is ideal. Lots of socialising with others which is so very important. We're so pleased we found it.

- Sally Morton, Jasmine's mum



And since coming to the session, Jasmine has taken her first unaided steps. "It's a place we were unsure we'd ever get to and hard to put into words," Sally said. 4 years ago Sally, fundraised more than £60,000 in less than a year to pay for the selective dorsal rhizotomy operation to reduce the stiffness in Jasmine's legs. But Jasmine didn't stop there! Her confidence grew further and she became more willing to allow herself to wobble and even fall. Sally says: "She's had great fun with her friend at the session who is starting to walk independently themselves, they were falling and stepping together and laughing so much."



Leon Davies, one of our first-team players, came along to the session himself and had a good time kicking the ball around with Jasmine and her team-mates saying: "I really enjoyed coming down and meeting the group! It's great what the Trust are doing for people with disabilities of all ages: providing so many opportunities for those with different impairments to engage in football, many of them for the first time."

As lockdown struck, our Frame Footballers continued to take part in our lockdown Zoom sessions with the coach & the players continued to meet up with one another alongside taking part in loads of virtual challenges!

“ Being around other children with a disability at Cambridge United's disability sport sessions, has made such a huge difference to Jasmine in more ways than I could have thought possible.

INCLUSION

SENIORS FOOTBALL

Our seniors football is a crucial part of our inclusion work, ensuring football is able to be played by everyone. It has so many benefits for physical and mental health, alongside creating real community.

Our two walking football 'ambling amber army' sessions are aimed at the over 50's looking to exercise in a relaxed, friendly and inclusive environment. Our SuperVets session fills the void between 35+ vets football and walking football.

As with our disability sessions, we continued to keep in contact with our participants through online sessions as the coronavirus pandemic struck the UK.

46

Unique participants

76

Total number of sessions

865

Cumulative hours of sport

ADAPTING IN A PANDEMIC

59

Zoom sessions keeping our participants connected.

AN INSIGHT INTO THE AMBLING AMBER ARMY!

“

It's just a great thing to do. It keeps you fit; it gets you moving and there's a lot of camaraderie. Great group to play with and really fun.”

Lesley Tubb



ANTI-DISCRIMINATION WORK

We use the brand of Cambridge United to proactively promote equality, diversity & inclusion. Before Covid-19 struck the UK, the Community Trust staff team delivered "Kick It Out" assemblies along with members of the Cambridge United first team in primary schools to promote the message that we are United against discrimination. Inclusion is at the heart of everything we do as a Trust and inclusive practices are embedded across all of our work.

4294

Children engaged through Kick It Out assembly

20

Different schools taking part



MAT'S STORY

Mat was “knocked for six” in 2017 when he was told his vision was significantly decreasing, becoming visually impaired: “it really knocked my confidence.” A keen footballer growing up, Mat played for university teams & local grassroots teams as well as a weekly 5-a-side. Being told his vision was decreasing, he felt that football was “just not a possibility” and made the decision to step away from football. Medical professionals put Mat in touch with Royal National Institute of Blind People (RNIB) and they soon found out about his love for football. They put him in touch with our Every Player Counts session in 2018. “Everyone was so welcoming and it was just so great to be back playing football. It soon went from a few of us kicking a ball around to a proper session and team.”



“ We’re not just teammates anymore. We all understand what each other is going through – being visually impaired is obviously a spectrum but we’ve all got this level of understanding of what each other is going through and so we can really open up to one another.



The Partially Sighted Football League is a national Football League for visually impaired players in the UK. Mat and the team were taken aback by how competitive the league was. Working in partnership with British Blind Sport, each player is classified from B2 to B5. (B1 athletes take part in Blind Football). The important thing for Mat and the rest of the team was that they were “actually able to compete – and [they’re] not two seconds slower all the time!”

Having to take time off in 2017 to adjust to his vision decreasing, Mat was working part-time hours in hospitality but in early 2020, Mat accepted a full-time role at the hotel at which he was working.

“Lockdown, and the Zoom calls the Trust put on, has brought us closer and I’m really looking forward to the PSFL restarting – it’s brought us together even more. We also now run our own fitness sessions on Zoom: I haven’t been this fit since I was 17. It’s going to be a good year for the visually impaired team!”

“ Without the Trust, Phil and the other guys in the team, I’d never ever imagined myself taking on this (full-time) job 2 years ago. Football has helped me regain my lost confidence after finding out about my decreasing vision. It’s got me back being me.

COMMUNITIES

CHILDREN AND YOUNG PEOPLE



One of our new projects from September 2019 was Premier League Kicks. The programme gives 8-18 year old's access to free football sessions, sports sessions and workshops, providing them with opportunities, support and pathways to achieve their full potential.

We work with Cambridge Police, Romsey Mill and Cambridge City Council Active Lifestyles team to create stronger, safer and more inclusive communities. This was in the form of 9 weekly sessions in Abbey, North Cambridge & Trumpington (Meadows) and we look forward to getting back on the pitch!

ADAPTING IN A PANDEMIC

As Covid-19 struck, we wanted to continue engaging with our participants and so ran FIFA tournaments and 1-1 'Catch up & game' sessions with our Youth Development Officer. Harry Darling, Cambridge United first-team player even took on the winner of our FIFA tournament.

“ Kwame really enjoyed participating in the tournament and also playing against [first-team player] Harry. You've put a big smile on Kwame's face and have been the highlight of his lockdown.

FIT + FED SESSIONS



152 Unique participants



43 Percentage of participants who have Free School Meals



350 Free Lunches Provided

100 % of parents that thought the sessions were safe

90 % of participants felt inspired or engaged

80 % of parents said their child's mental health had improved

WHAT PARENTS SAID

“ After being shut at home for months, it was great to have an activity to go to where my daughter could safely interact with other children her age and also be active as her other activities had been closed for months.”

“ The sessions were fantastic, amazingly run and [we were] just so grateful we were able to come. It made a huge difference to all of our mental health to have an organised activity to do. Thank you so much.”



206

Unique participants

53

Those aged 14+

29

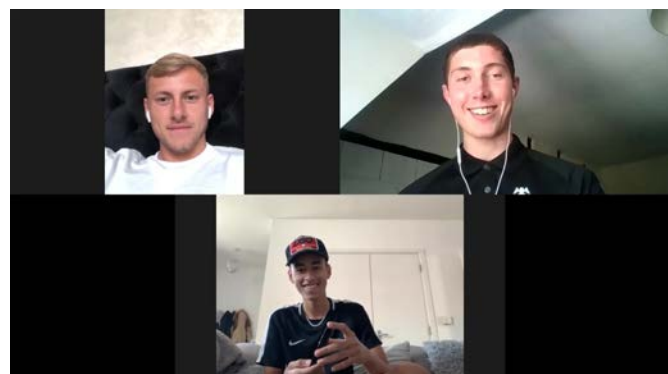
Females

8

Regular volunteers

118

Sessions



COMMUNITIES

SENIORS EVENTS

Overview

Seniors Lunch

Seniors Afternoon Tea

United by Memories Sports Cafe

Our seniors' events had to cease in March due to coronavirus restrictions however prior to this, we were having a superb year! Our United by Memories Dementia Sport Cafe has gone from strength to strength - it provides real support for those with mild cognitive impariments and their caregivers.

Senior participants

118

Attendances at Seniors' Lunch & Tea

565

Dementia Sports Cafe participants

17



TACKLING LONELINESS THROUGHOUT LOCKDOWN

As the Coronavirus pandemic struck the UK Cambridge United opened a Community Careline which those over 70 could ring to ask for help with their everyday needs - from picking up prescriptions or shopping as well as having a friendly chat! We made more than 1,500 phone calls over 2020 to seniors' in our community, continuing on from the Here For U's work. When restrictions began to ease slightly, we started to make 'garden gate visits' to drop off activity packs, we ran virtual afternoon teas & so much more.

LINDA'S STORY

One of those that attended our afternoon tea pre-Covid was Linda. Then the pandemic struck and everything changed for her. In Linda's own words, her "journey and love of Cambridge United goes back many years, both as a child at the age of 4 and now in [her] later years." She followed the U's home and away and would never go anywhere else." Immediately, Linda was no longer able to attend United matches, nor our Seniors events. Living alone and suffering from several health issues, she became isolated, and like many other people during lockdown struggled to cope.

There were two things that kept her going during lockdown. Firstly, the fact that she could still watch her beloved Cambridge United on iFollow and secondly the support from Cambridge United Community Trust, through garden gate visits, community activity packs and phone calls. During lockdown we straight away made a decision to carry on our Afternoon Teas online using Zoom.

We would organise a couple of quizzes and a virtual game of bingo and just have fun talking to each other. Unfortunately, Linda didn't own a webcam so she didn't participate in these sessions to begin with. That was until, thanks to funding from DCMS and EFLT's Tackling Loneliness Together programme, we supplied her with a webcam. Ever since, she has attended every Virtual Afternoon Tea and is feeling much more positive!



“ The Virtual Teas are great and keep me in touch with people again. They are a chance to socialise with others in the same age group who are in lockdown.

WHEN MICHAEL ROSEN CAME TO ABBEY...

history
works™

The Abbey is our home. We are proud to have been at the heart of this community for just under 100 years. From Community Lunches to sessions at Abbey Leisure Centre: our work in the Abbey ward is pivotal to our existence.

Together with HistoryWorks and Greater Cambridge Partnership, we hosted a Community Day with the English children's novelist and poet, Michael Rosen, at the Abbey Stadium. Michael is the former Children's Laureate, a post he held from June 2007 to June 2009. The first part of the day was an event for schoolchildren and around 250 pupils from Fen Ditton Primary School and The Galfrid School visited The Abbey Stadium in the morning! They got the chance to meet the legendary poet to sing songs, enjoy the exciting possibilities of rhythm and rhyme and then eventually create their own poem about the local area. This was followed by a number of school assemblies before the children, their families and members of the local community were invited back to the stadium to enjoy a celebratory evening filled with songs and poems. Michael gave a special performance of his well-known poem 'Chocolate Cake' to over 150 people before cutting an actual chocolate cake to unveil the Chisholm Trail's fantastic murals, created by local children.

Michael said of the day: "To encourage children to express themselves, putting their voices not just on paper, but to embody their ideas in rhythm and rhyme, learning to be confident to say words out loud, to sing them out and to tap them out in a rhythm, really helps with the creative process. By using their voices and embodying the story telling with actions, this gave them confidence to start a new poem which I co-composed with them about what you may see and hear on the Chisholm Trail which the children then finished in class. The youngsters' artwork, which tells the story of the history of the Chisholm Trail route in the Abbey area, covers the hoardings along Newmarket Road – behind which work is ongoing to transform the trail into a fast, safe link to enable cyclists and pedestrians to travel from the north of Cambridge to the south of the city. It was great to see so many members of the Abbey community come together for this event."



426

Participants
from CB5



“

It was a huge pleasure to be back in Cambridge for creative performance sessions with local children, to inspire them to be proud of the place where they live.

EDUCATION

ACTIVE SCIENCE



AstraZeneca Active Science is our six-week programme for year 5&6 pupils looking to inspire the next generation of scientists through sport! The project is delivered in 15 schools each year and raises awareness of the science behind health and what science can do, covering key topics such as the impact that diet has on their body and the way forces work. The programme sees the club working alongside a world leader in the pharmaceuticals industry with the objective of combining science education with sport in an inspirational way.

438

PUPILS COMPLETED THE FULL PROGRAMME PRE-COVID

WHAT THE PUPILS SAID:

"I didn't like science but now I think it's a really fun subject."

"I didn't realise that scientists could do so many experiments"

"Learning science is WAY more awesome than I thought."



8.42 OUT OF 10

AVERAGE ENJOYMENT SCORE

8

ONLINE ACTIVE SCIENCE LESSONS CREATED & SENT TO SCHOOLS IN LOCKDOWN

35000+

IMPRESSIONS IN ACTIVE SCIENCE WEEK ON FACEBOOK, INSTAGRAM & YOUTUBE.



“Thank you for these sessions. It has been really beneficial to the children. They can now see how science & sport can merge and could provide potential careers.

Ridgefield Primary School Teacher

EDUCATION



Premier League
**Primary
Stars**

It has been an exciting period for our Primary Stars programme, with many new projects being delivered and new schools joining our network. Some of our targeted intervention projects in the classroom included:

- Match Report Writing (English)
- Club Takeover (Maths)
- Personal Development (PSHE)
- Aspirations (PSHE)
- Active Phonics (English)
- Maths Challenge Project



147

Unique intervention session participants

90

Intervention hours delivered

71%

of children reported an increase in their enjoyment of PSHE



We've also delivered several rounds of assemblies both physically and virtually, including workshops on Anti-Bullying and Anti-Discrimination.

Our Teacher support programme has also gone from strength to strength, with 20 teachers receiving 6-week programmes to improve their skills, knowledge and confidence within PE lessons.

Maintaining our commitment to supporting local teachers, we also led two CPD events across the year with 38 teachers attending.

58

Assemblies/workshops delivered

68

Schools worked with

100%

Teachers reported increase in skills, knowledge & confidence when teaching PE

“The children who have been part of the writing group have really enjoyed the purpose for writing and the link to football has really interested and motivated them. They have had a chance to focus on vocabulary development and to use this within their final pieces of work. They have achieved good quality, edited paragraphs which they have then shared with each other and the process has enabled the boys to have less reticence in writing and to expand their vocabulary.

Headteacher - Trumpington Park Primary School

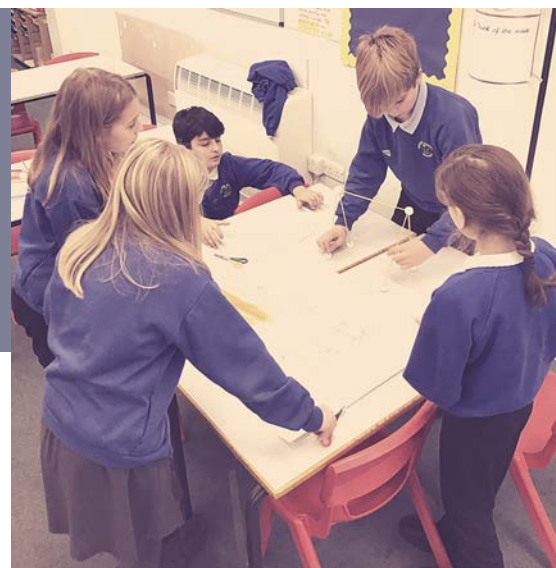
CHLOE'S STORY

Chloe is relatively new to Ridgefield School, having joined from another local school in September 2019. In school, her behaviour and attitude towards learning were described as excellent by her class teacher however her confidence was highlighted as being low, particularly in maths. This tallied with our own pre-project monitoring form where Chloe told us that she “wasn’t sure” whether she felt welcome in the school; that she “strongly disagreed” that she liked PSHE and disliked asking questions in class.



Through her class, Chloe was part of two projects: the first was a PSHE project named ‘Aspirations’ and the second was small group maths intervention project named ‘Project Club Takeover’. In the Aspirations PSHE project, Chloe participated in sessions in which the class were asked to she discuss their own attributes, highlighting their strengths and development areas. By using sport as a non-traditional educational tool, the classes helped Chloe grow in confidence and she made specific insightful contributions to a lesson based around leadership/role models and the importance of community when trying to achieve common goals.

“ My favourite thing about the Cambridge United sessions is probably the maths, when we made the goals using spaghetti and marshmallows, but it was a shame we couldn’t eat the marshmallows afterwards because they would have been delicious. I liked it when I had an opportunity to go to watch a Cambridge United game.



The Club Takeover Project is designed to empower children to make key decisions on behalf of a professional football club that must be justified by maths. Activities included: choosing which striker to sign based on performance statistics (fractions, decimals, percentages), producing training advice for coaches based on players’ attributes, and how to decide what team to select for upcoming games.

Chloe really took to these sessions and worked exceptionally hard to apply what she’d learned in the CUCT Staff-led aspects of the activity when making her decisions in the challenges. Within this smaller group environment, she was a lot more confident to ask questions and discuss her methods when solving maths problems. Both in the Maths and PSHE projects post-programme survey, Chloe indicated how her attitudes had changed now saying she enjoys PSHE and has more confidence with her Maths!



“ The Cambridge United PSHE Aspirations and Maths sessions have had an extremely positive impact on Chloe. She is now more confident in her learning but particularly in maths. She actively joins in during maths lessons and confidently works in small groups or is happy to share her ideas with the whole class. Her engagement with the PSHE Aspirations sessions have also given her increased focus, confidence and engagement in all areas of learning.

Chloe's teacher at Ridgefield

U'S AT HOME NOVEMBER 2020

As we moved back into national lockdown restrictions in November, we launched "U's At Home." We re-launched our Community Careline and a whole host of different lockdown activities with the aim keeping U's fans healthy & connected. There was lots of opportunities to get involved for all different ages. We put on after-school activities twice a week to maintain some consistency and structure, recognising that many grassroots football club activity and traditional after-school activity was unable to continue in person. We continued working hard keep seniors connected: working with the City & County Council to deliver activity & "Stay Safe" packs respectively. Continuing to engage in schools through our education work, we also delivered equipment bags and kit to schools!



130 kits donated to 13 schools

78 seniors in Abbey receiving Christmas presents!



MOVE WITH U'S VIRTUAL RUNNING CLUB

2556 km 'moved' from Nov 7th - Dec 7th!



4

weekly challenges completed

64

participants in the group!

UNITED AGAINST BULLYING

We delivered our annual anti bullying assembly to 23 different schools, virtually through Zoom and Microsoft Teams. These assemblies, linked with Anti-Bullying Alliance, had the theme this year of 'United Against Bullying' which, as a football club, we felt appropriate.

These assemblies were led live to each individual school from the Abbey Stadium, and featured a brief look at the Main Stand and the pitch. Some lucky children even had an impromptu chat with Ian Darler! The theme of bullying was discussed, along with some possible solutions to how to stand united against it.

Children then were challenged to complete a follow up task, which was a 'United Against Bullying' poster. With Marvin the Moose being a popular choice of image for the many posters we received, we felt it only right that Marvin himself looked at all of the posters and chose the winner!

3833

Children reached

99.3%

Confirmed that they were inspired & engaged

640

Follow up posters received



PLAYER VISITS

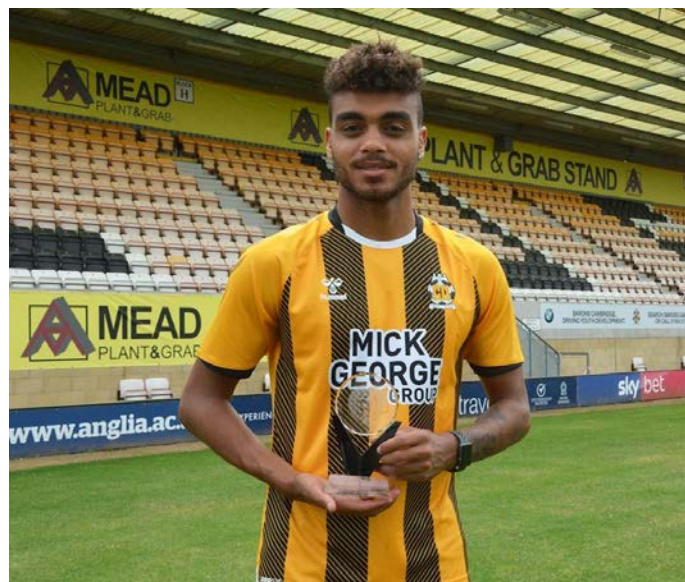
148

Player Visits Across the 19-20 Season



Cambridge United's first-team once again provided our programmes with incredible support giving our participants some magic moments! From keeper Dimi Mitov delivering meals, to a special trip to the training ground for our Down Syndrome group: the first-team truly have been United For Cambridge in this difficult year.

We selected Leon Davies as our PFA Community Champion. Whether it was heading along to the Trust's Every Player Counts Frame Football Session or speaking in a Primary School Virtual assembly about mental health: Leon threw himself into so many of our projects! As the Covid-19 outbreak struck, Leon was keen to continue his support: ringing seniors at risk of loneliness and supporting virtual assemblies run by the Community Trust's education team.



“

I am delighted to have been given this award and really enjoy getting involved in the Community Trust's work. Over the past few months, the Here For U's campaign especially has highlighted to me how committed the Club are to supporting people of all ages in our local area. It's something in which I'm very proud to be involved and will continue to champion the work of the Trust.

Leon Davies: PFA Community
Champion 19/20

PARTNERS



“

Cambridge United Community Trust is a fantastic organisation that the EFL Trust is proud to have in its network. Over the past few years we have seen CUCT develop and grow into a highly professional, and extremely passionate team that delivers a diverse range of high quality programmes across Cambridge and its wider community. During the Covid pandemic CUCT have shown great flexibility and innovation to support those most affected, the Joy of Moving programme providing online activity sessions for young children, and Tackling Loneliness Together supporting older people facing isolation issues. The national impact of these programmes has been hugely significant and this wouldn't be possible without committed local organisations such as CUCT, working in partnership with Cambridge United FC, getting into the heart of their local communities. I would like to commend the Board and staff of Cambridge United Community Trust on their first impact report and we look forward to supporting them to achieve all of their future ambitions.

Mike Evans
Chief Executive Officer
EFL Trust






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