

2023-24

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Compiled by:



PORT VALE FOUNDATION IMPACT REPORT



CONTENTS



INTRODUCTION

We are delighted to welcome you to the Port Vale Foundation Impact Report 2023-2024.

Our annual report seeks to share the work that Port Vale Foundation (PVF) has achieved this past year, showcasing some of the key outcomes, highlights and case studies from across the season.

This report has been compiled by our partner, evid impact, in collaboration with PVF.



Who are we?

Port Vale Foundation (PVF) is the charity arm of Port Vale Football Club (PVFC).

We want to create opportunities through football and sport to support people from all sections of our community, helping them to fulfil their potential. To do this, we deliver programmes across Stoke-on-Trent and Staffordshire across four core areas:

- Sport and physical activity
- Community engagement
- Health and well-being
- Education and employability

Our mission

We use the power of Port Vale Football Club to improve lives and communities.

FOREWORD / CHAIR OF PORT VALE FC

When we, as a family, took the decision to acquire Port Vale Football Club, our vision extended far beyond just the 90 minutes the pitch. We recognised an opportunity to embrace the local community – one which makes this club so special - and make a real difference to people's lives in Burslem and beyond.

The Port Vale Foundation stands as a testament to this commitment, embodying our core belief that football is more than a beautiful game - it can also be a powerful catalyst for positive change.

The Foundation allows us to make a tangible difference in the lives of those around us, reaching into the heart of our community with initiatives that inspire and support people. Through our programmes, we aim to provide a real sense of belonging and pride, empowering people of all ages and backgrounds to realise their full potential.

Whether it's through developing young people's life skills, being in the classroom to support learning or out on the pitch providing a space for physical and mental wellbeing, the Port Vale Foundation works tirelessly to break down barriers and build a stronger, more connected community.

Over the last 12 months, we have continued our journey, seeing incredible stories of resilience and transformation, and it is the dedication of our staff, volunteers and supporters that drives us forward. Together, we have created a safe and inclusive environment where everyone is welcome.

I am immensely proud of the work we have accomplished and remain deeply committed to expanding our reach and impact. The Port Vale Foundation is not just an extension of this great football club; it is the heart of our mission to be a force for good. As we continue this journey together, I invite each of you to join us in our mission to make a difference, celebrate our successes and support us in creating a brighter future for everyone.

Thank you for believing in Port Vale and in the power of community.



Carol Shanahan
Co-Owner & Chair
Port Vale Football Club

FOREWORD / CHAIR OF PORT VALE FOUNDATION

It is with immense pride that I present the Port Vale Foundation Impact Report 2023-24.

Over the past year, our Foundation has made remarkable strides in delivering our mission to positively impact the local community, against the backdrop of both internal and external change, alongside the enhancement of our governing structures. I have been delighted to see the addition of six new trustees, who bring a wealth of knowledge and experience in key areas of the organisation, to support both the board and staff in delivering positive impact.

Reaching almost 5,000 people this year alone has been a fantastic achievement. We have supported people to improve their education and wellbeing, while engaging in our local area. The addition of the Bescura Family Hub in the last six months of the year has been particularly pleasing, and we are now offering services all the way from pre-birth, through to our oldest participant, who is now 96 years old!

Enhanced by our fantastic partnership with the club itself, our long-standing commitment to the community has never been stronger. Thanks to our committed team of staff and volunteers, we have seen progress against all of our annual objectives, including our work in schools and colleagues, and with adults and older people. Participants who have come into contact with Port Vale Foundation have had a meaningful experience, something which is reflected in our external evaluation.

However, this year has not been without its challenges. The economic climate has placed constraints on funding, compelling us to be more innovative and resourceful in our approach. We have seen a change in the make-up of our governance structure with the addition of new trustees, as well as the re-aligning of priorities as we look ahead to our new strategy next year.

Despite these hurdles, our dedicated team of staff and volunteers have shown remarkable resilience and adaptability to ensure the continuity and quality of our programmes.

As we look back on the past 12 months, I am filled with immense pride in the progress we have made. Our achievements are a testament to the unwavering support from our partners, volunteers and the wider community. Together, we have laid a strong foundation for continued growth and impact.

Thank you for your continued support and belief in the Port Vale Foundation. I am confident that, with your help, we will continue to make a lasting difference to people's lives for many years to come.



Andy Taylor
Chair of Trustees
Port Vale Foundation

EXECUTIVE SUMMARY

The PVF Impact Report 2023-24 looks in detail at how the Foundation makes a difference for our participants and the community in the areas of physical wellbeing, mental wellbeing, individual development and community development.

Over the season, PVF engaged with 4,808 participants across 38 programmes.

Our research found that 96% of participants felt that their activity at PVF had a positive impact on them in some way. That includes 92% who said it was positive for their physical wellbeing, 93% for mental wellbeing, 83% for their personal development and 90% for their sense of community.

Participants scored highly across measures of personal wellbeing and resilience. Some measures, such as happiness and life satisfaction, showed evidence of increasing over time spent with PVF, particularly amongst those supported for seven months or more.

The PVF Impact Report incorporates further feedback provided by PVF's stakeholders, staff and parents of participants. Meanwhile, the impact of the highly regarded Golden Valiants programme has been celebrated in its own eight-page report.

PVF's social and community impact would not be possible without its partnership with Port Vale FC. The Foundation is extremely grateful for the Club's ongoing support.

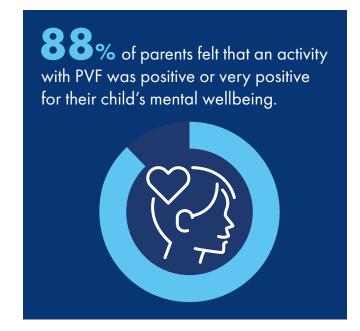


OUR IMPACT / 2023-24 IN NUMBERS

4,808 participants across **38** programmes in 2023-24



92% of participants felt that their activity with PVF was positive or very positive for their physical wellbeing.





% of participants felt that PVF was positive or very positive for their sense of community.

85% of participants made a positive change to their life since beginning their activity with the Foundation.

Measures of personal wellbeing (happiness, life satisfaction and sense of worthwhile life) were higher for PVF participants compared to national averages.



Happiness was on average % higher amongst adult participants who have been part of their PVF programme for seven months or more.

The Foundation was supported by

36 staff members (21 full-time, 16 part-time)

and 16 volunteers.

TIMELINE

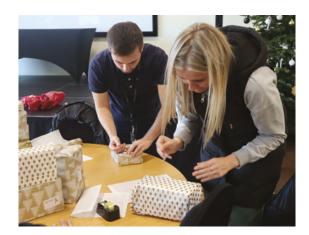
/ 2023-24

SEPTEMBER

- The new cohort for PVF's Education Squad 2023-24 was inducted.
- PVF collaborated with Stoke City to celebrate
 International Peace Day and highlight the importance of football clubs in our community.

NOVEMBER

- PVFC took part in the EFL
 Week of Action to highlight
 the positive impact that clubs
 have on their communities.
- Christmas Appeal 2023
 launched to collect, wrap and deliver gifts and support a
 Christmas Day dinner at Vale Park.



2023



OCTOBER

 Valiants in Kenya was PVF's first trip to Kenya and saw volunteers travel to make a difference in schools and local communities.



DECEMBER

- First team players visited Staffordshire Children's Hospital.
- PVF held its annual Christmas Carol service.

TIMELINE

/ 2023-24

JANUARY

 PVF took over the running of the Bescura Family Hubb located at Vale Park.

MARCH

- Young Valiants got an inside look into a matchday at Vale Park during the Team Valiant takeover.
- Our Community Lounge and Cupboard initiative was awarded EFL Community Project of the Season for League One.



MAY

- St. Giles and St. George's
 Academy represented Port Vale
 in the EFL Utilita Kids Cup

 Final at Wembley.
- PVFC Girls' Cup Finals took place.
- PVF supported Dementia
 Action Week.

2024



FEBRUARY

- Walking for Dementia saw PVF staff members walk a mile a day to raise awareness for dementia and funds for our Memory Lane Group.
- The Education Squad took part in a meat-free MasterChef challenge ahead of Green Football Weekend.
- 500+ local residents attended charity, Pumping Marvellous', pop-up heart check event at Vale Park.

APRIL

- **Team Valiants** participated in an open training session.
- First team players and staff joined pupils from local primary schools at a Show Racism the Red Card event.
- We welcomed 200+ people to our Community Iftar held at Vale Park.







IMPACT / PORT VALE FOUNDATION

PVF had a remarkable, measurable impact through season 2023-24 on those who engaged with its wide range of programmes and activities.

This is the first time that our annual report has adopted an in-depth approach to social and community impact reporting. This allows us to gain a greater understanding of how we support the local community and helps us to effectively demonstrate the difference that our work makes.

Our partners, evid impact, looked at twelve impact measures relating to the four core themes of PVF's work: sport and physical activity, health and wellbeing, community engagement, and education and employability.

Methodology summary

This 2023-24 impact report, compiled by evid impact, gathered impact data from 267 respondents including participants, parents of participants, staff, volunteers and wider stakeholders.

Comparisons were made with national, regional and local benchmarks where possible, using the latest or most relevant data available.

For more information on the methodology see page 30.

PVF'S FOUR CORE THEMES OF WORK

SPORT & PHYSICAL ACTIVITY

- 1. Physical activity levels
- 2. Subjective physical wellbeing

IMPACT MEASURES

HEALTH & WELLBEING

- 3. Measures of personal wellbeing:
 - a. Happiness
 - b. Life satisfaction
 - c. Sense of worthwhile life
 - d. Level of anxiety
- 4. Subjective mental wellbeing
- 5. General health

COMMUNITY ENGAGEMENT

- 6. Local community intergration
- 7. Subjective sense of community

EDUCATION & EMPLOYABILITY

- 8. Resilience (belief in oneself)
- 9. Subjective personal development

GENERAL MEASURES

- 10. Positive change influenced by PVF
- 11. First-person experiences (impact)
- 12. First-person experiences (attainment)

85%

of participants (81% of adults and 100% of juniors) who engaged with PVF activities **agreed or strongly agreed that they had made a positive change to their life** since beginning their activity with the Foundation.

96%

of participants **felt that their activity was positive or very positive** for one or more of the following: their physical wellbeing, their mental wellbeing, their personal development and/or their sense of community.

IMPACT / SPORT & PHYSICAL ACTIVITY

Subjective physical wellbeing



of participants felt that their activity with PVF was positive or very positive for their physical wellbeing.



of parents felt that their child's activity with PVF was positive or very positive for their physical wellbeing.

I look forward to my weekly netball sessions, it's where I get my exercise and really look forward to that healthy dose of competition... I love our group of girls, there's a real sisterhood. It's helped me to realise that I can actually play netball and enjoy it too!"

Female participant in Netball programme, aged 36-45.

Levels of physical activity



of PVF adult participants are classed as physically active. This is 4% lower than the national average and 2% lower than the local average (Staffordshire).



of PVF adult participants are physically inactive. This is relatively in line with the national and local averages.



of adult participants' physical activity came through their engagement with PVF programmes.

	PVF adult participants	National average	Local average
Active (150+ activity minutes per week)	59%	63%	61%
Fairly active (30-149 activity minutes per week)	14%	11%	11%
Inactive (0-29 activity minutes per week)	27%	26%	28%

IMPACT / HEALTH & WELLBEING

Each measure of personal wellbeing is scored from 0 (low) to 10 (high). Due to sample size, personal wellbeing measures have been reported for adults only.

Measures of personal wellbeing

Happiness

7.6 Participants' average score of **7.6** was 3.2% higher than national and regional (West Midlands) averages.



Life satisfaction



higher than the national average and 3.6% higher than the regional average. **7.7**



Life satisfaction was on average 33% higher amongst adult participants who had been part of their PVF programme for 7 months or more.

Sense of worthwhile life

Participants' average score of **7.8** was 3.6% higher than national and regional averages.

7.8

Levels of anxiety



IMPACT / HEALTH & WELLBEING

General health

Good or very good Fair, bad or very bad

73% 27%

73% of adults stated that their health was good or **very good**, 6.1% higher than the national average.

Subjective mental wellbeing



of participants felt that their activity was positive or very positive for their mental wellbeing.



of parents felt that an activity with PVF was positive or very positive for their child's mental wellbeing.

It's helped me get out and meet new people. It's massively helped my social anxiety as everyone is amazing and accepting. Just being able to do some physical activities have helped my mental well-being." Male participant in Foundation / Wellbeing Football aged 19-21.



CASE STUDY / HEALTH & WELLBEING

Z's lifeline at the Bescura Family Hubb

Z lives locally with her four children (aged between 5 months and 10 years old) and has accessed support and activities at the Bescura Family Hubb, located at Vale Park.

New to the area following a previous eviction, with no family living close by and feeling isolated living in an unknown area, Z was struggling financially and was finding it hard to afford basic provisions for her baby as well as food for the family. She first attended Bescura having been told about it by a Health Visitor and now regularly accesses the Baby Bank, Baby Massage and Tiny Baby sessions, as well as the Community Cupboard and the monthly community meal.

Z credits the centre's activities and support with making a difference to her, her baby and wider family, and considers Baby Bank to have massively helped financially.

'Z' was happy to tell her story for the PVF Impact Report but wishes to remain anonymous.

PVF took over the running of the Bescura Family Hubb in January 2024. It serves approximately 1,200 families per year through its Baby Bank, babies and toddler sessions, midwife appointments and health visitor sessions.





I feel more confident coming out and it has made me feel not alone. If I am struggling, I can ask - it's non-judgemental.

"Bescura is always there whenever we need a chat or advice. The free services make a massive difference to us because I don't have to decide whether I buy a loaf of bread or attend sessions.

"I would describe Bescura as a lifeline for struggling families."

IMPACT / COMMUNITY ENGAGEMENT

Subjective sense of community



of participants felt that their engagement with PVF was positive or very positive for their sense of community.



of parents felt that an activity at PVF was **positive** or very positive for their child's sense of community.

Community integration



of junior participants agree or strongly agree that their local area is a place where people from different backgrounds get on well together.



[PVF has] ... helped with my confidence, meeting new people, trying new things, and getting my daughter out of the house as there are not enough youth clubs for children with disabilities and this has been amazing for her social skills!"

Parent of participant on PL Kicks Youth Club programme.

CASE STUDIES / SCHOOLS & COMMUNITY

Mr. Margaritelli's support through teacher CPD

The Premier League Primary Stars Teacher Continuous Professional Development (CPD) scheme aims to train and empower teachers and staff members to deliver Physical Education (PE), helping them become more confident and competent in their delivery. PVF's schools team delivers this seven-week programme, upskilling staff across schools in the local area.

Stefano Margaritelli is in his first year of teaching and wanted to be able to plan his PE sessions for his class in a way that would both challenge and inspire them. The CPD sought to teach him how to teach PE, building his confidence and providing him with different ideas and engagement methods.

Mr. Margaritelli credits the scheme with teaching him how to structure lessons clearly and how to do so in a way that develops all of his students, particularly those with additional needs. He now feels better equipped to plan PE sessions for his class.

He has found the many tips, tricks and smaller pieces of advice from the PVF coach very helpful, noting that he wouldn't have learned these otherwise. For example, one tip was to think about where the sun is shining so that pupils don't have it in their eyes.



I've grown quite tremendously, a lot really. After each lesson we look at how to plan and assess for every child's need and Luke has helped me with this."



Golden Valiants

Golden Valiants is a programme for over-55s that seeks to combat loneliness, foster friendships and promote togetherness by providing a space to meet, chat and engage in various fun activities.

Some 78% of Golden Valiants participants felt that they had made positive changes to their life since beginning the programme.

A separate report detailing the impact of Golden Valiants has been published alongside this Impact Report and is available from PVF.

IMPACT / EDUCATION & EMPLOYABILITY





Male PL Kicks Youth Club participant, aged 13-15.



It has helped me by increasing my personal development as well as my attitude towards my peers."

Male participant aged 26-35.

Resilience (belief in oneself)



of adult participants reported strong levels of resilience, with an average score 6% higher than the national average.

Subjective personal development



of participants felt their activity at PVF was positive or very positive for their personal development.



of parents cited their child's engagement with a PVF activity as being **positive or very positive** for their child's personal development.

CASE STUDY / EDUCATION & EMPLOYABILITY

Callum's time with the Education Squad

Callum recently completed his two-year educational journey with PVF having been a member of the Education Squad since its inception in 2022.

The programme enabled Callum to obtain a Level 3 Extended Diploma in sports, coaching and development, whilst also giving him the opportunity to coach at Port Vale FC's pre-academy. He found the latter incredibly useful as it allowed him to work with different coaches and appreciate different coaching styles learning what works and what doesn't.

Callum is now looking to pursue PVF's Foundation Degree in community football coaching and development, delivered in partnership with the University of South Wales. He credits the Education Squad with providing him a pathway to the degree.

Whilst acknowledging that there are alternative offers that combine football with education, Callum cited the programme's close links with Port Vale FC's academy – specifically the opportunity to train with or alongside the under-18 team - as a major reason for joining the Education Squad, also noting that it is one of the best standards of college football that you can play at that age.





I've always wanted to go to uni, but I've always associated it with the, sort of smart [more traditional] subjects. Going through college helped me to understand the different options that are available and helped me to understand what the best option is for me."

IMPACT / FIRST-PERSON STORIES

Mentally it's helped me so much. I get out of my normal routine and get fit! I've also made so many friends."

Female participant in Women's Netball, aged 26-35.



IMPACT / FIRST-PERSON STORIES



Being part of the sessions has given me an insight into the older generation and their individual needs. I have learnt a lot about dementia and how to support the individuals who attend. I am amazed about the community spirit in the sessions and every day, I feel that I am making a difference in people's lives."

Female PVF staff member (Community Lounge/Cupboard; Golden Valiants; Memory Lane programmes) aged 36-45.

Our partnership with the PVF has been hugely beneficial for our local community. The Foundation has supported our work through book gifting at HAF programmes, supporting our summer festivals, running literacy activities on match days and supporting our local campaigns. Using football as a hook has allowed us to engage with children and families that can be harder for us to reach with our work."

PVF stakeholder supporting literacy activities (female aged 26-35).

COLLABORATION WITH

PORT VALE FOOTBALL CLUB





COLLABORATION / PVF & PVFC

PVF's brilliant and productive relationship with Port Vale FC is vital to its ongoing success.

The power of the club's badge, appeal of Vale Park facilities and its strong standing in the neighbourhood all contribute to PVF's reach across Burslem and the wider Stoke-on-Trent community.

In season 2023-24, PVF took a greater responsibility on men's first team matchdays, organising fan zones behind the Hamil Road Stand that have been attended by over 4,000 people.

Port Vale FC, through the ownership of Carol and Kevin Shanahan, have consistently emphasised their commitment to being a community club.

PVF aims to deliver upon this commitment, giving back to the football club and providing its life-changing services across the local community.

Thank you to Port Vale FC for your ongoing support.



Christmas appeal

Port Vale FC and PVF's annual Christmas Appeal exemplifies how important community is to the football club.

The 2023 Appeal saw the club and its partners deliver presents and a Christmas dinner to people who would otherwise go without. Players and staff, as well as volunteers, came together to wrap presents donated by the community.





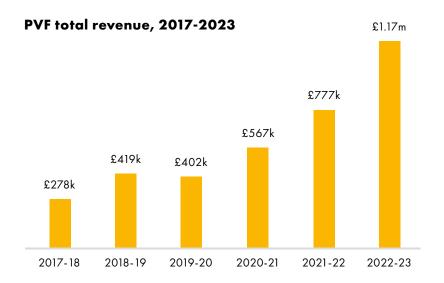
FINANCIAL SUMMARY

PVF's total revenues have grown by over 300% since 2017-18, increasing to £1.17m per year in season 2022-23.

Funds are crucial to continuing the charitable work of the Foundation, allowing us to design, deliver and scale our many programmes that benefit the local community.

In 2022-23, PVF re-invested £1.14m into its central costs and programmes.

As of 31 August 2023, PVF's financial reserves were £144k.









A MESSAGE FROM / THE HEAD OF COMMUNITY

Port Vale Foundation is ready to continue its positive trajectory with several exciting developments and strategic initiatives taking place through 2024-25.

In the coming 12 months, working closely with our partners across the public, private and third sector, we will be developing a new strategic framework that will guide us through the coming years.

This strategy will be rooted in our commitment to serving Burslem and the wider Stoke-on-Trent community, ensuring that we continue to use the power of Port Vale FC to make a positive change in people's lives.

I am excited that we will be continuing to work in partnership with Stoke-on-Trent City Council and the Football Foundation to enhance existing facilities and to create new ones for our community.

The re-development plans include the delivery of the Burslem Campus, rooted at the heart of our community, and the redevelopment of Bradeley Football Development Centre. If successful, the new facilities will provide high quality, safe, community focused spaces for people to be more active, healthier and engaged in their community.

A further exciting opportunity is the plan to re-design and re-focus the work we do with families through the Bescura Family Hubb. We hope to embed the facility's tremendous family support across all of PVF's programmes.

We have an exciting but challenging 12 months ahead and we will continue to deepen our community connections and enhance our impact, ensuring that our work continues to inspire, motivate, and support individuals across our area.

We are excited about the future and remain dedicated to using the power of football to improve lives and foster a strong and cohesive community.



Will Turner Head of Foundation Port Vale Foundation

COMING UP IN / 2024-25

Facilities

The Foundation is excited about plans to further develop its facilities in 2024-25, in partnership with Stoke-on-Trent City Council and the Football Foundation.

The plans include:

- Planning and delivery of the Burslem Campus.
- Redevelopment of the Bradeley Football Development Centre.
- Re-design and re-focusing of the Bescura Family Hubb.





Kenya 2025

Following our successful trip to Kenya in 2023, PVF is sending another group of volunteers in 2025.

Volunteers will support local schools and communities in Kenya to build facilities, support teaching and learning, take part in new activities and improve the quality of life for children.

A NEW STRATEGY FOR / PORT VALE FOUNDATION

Working in partnership

Partnerships are incredibly important to us, to enable our community services and to offer the best level of service to our participants.

For example, our relationship with the North Staffordshire Combined Health Care Trust and Stoke-On-Trent City Council sees projects like Golden Valiants and the Community Cupboard benefit from being hubs for wider NHS and council services.

This directly benefits our participants who sometimes come to PVF as their first point of contact when they have a health or welfare issue. Quickly and efficiently, our team can point them in the right direction to the services they require, directly benefiting their lives.

Together, we are truly greater than the sum of our parts.

If you wish to collaborate on our new strategy, please reach out via foundation.trust@port-vale.co.uk

Delivering for Burslem and Stoke

The majority of Burslem is categorised as being within of the 10% most deprived local neighbourhoods in England¹. This ranking highlights particular challenges across areas such as health, education, employment and crime that we aim to address through our work.

Our new strategy will be focused on Burslem and the wider Stoke-on-Trent area, delivering positive change for people and communities through leveraging the power of Port Vale FC.

¹Indices of Multiple Deprivation 2019



METHODOLOGY

The Port Vale Foundation Impact Report 2023-24 was compiled from multiple sources including online and paper-based impact surveys, PVF programme and participant data, first-person case studies and comparison data from the Office for National Statistics (ONS) and Sport England.

Impact surveys were designed for juniors (aged 11-16) and adults (aged 16+) and were completed throughout March and April 2024 with 267 valid responses from participants, parents of participants, volunteers, staff and stakeholders.

Survey questions differed slightly for respondents depending on age and type of respondent. Impact data comparisons were made with local, regional and national averages where available.

Participation data for season 2023-24 is accurate as of 9 May 2024.

The report was compiled by evid impact on behalf of PVF. Design was completed by Imagework Media. For more information visit evidimpact.com

Usage of this report is subject to terms and conditions outlined on page 2.





Source List:

- ONS Measures of National Wellbeing, 2023
- ONS Opinions and Lifestyle Survey, 2024
- Sport England Active Lives Survey (children, young people and adults), 2022-2023
- PVF financial accounts
- PVF programme information

THANK YOU

We would like to thank everybody who has helped Port Vale Foundation throughout this past year including our staff, volunteers and all of the participants who engage with our programmes and ultimately make them what they are.

May we also extend a huge thank you to our many partners and funders, shown on this page, as well as Port Vale FC for their consistent and unwavering support.

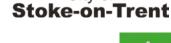


















































































Making you look the business



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