



GAME PLAN 2020

UNITED FOR CAMBRIDGE

A COMMUNITY CLUB

Cambridge United has always been a football club rooted firmly in its community. We recognise the power of football to help drive social change. That is why we set up our Community Trust in 2010 to help deepen this role in the City and the County. Community work is now very firmly part of our DNA.

We are proud of what we have all united to make happen over the last seven years. It has been a genuine team effort and the result of real partnership. In this time we have helped people across Cambridgeshire through 18 different projects - from youngsters in primary school to senior citizens in lunch clubs, from Cerebral Palsy Football to Walking Football. You can read about some of these programmes in this document.

But we are ambitious to do even more and in this next stage of the Trust we are most focussed on helping those whose needs are greatest. That is why we are publishing what we are calling 'Gameplan 2020' - our action plan for change that builds on the 18 programmes we are currently running and adds a further 12 new initiatives in areas such as mental health, literacy and loneliness.

Cambridge is a fantastic global city. It is world class in so many different ways. And we are proud that our Club is based here. It is also however a city which is home to some of the most disadvantaged communities in the country - many of whom live very close to our home at the Abbey Stadium. The Abbey Ward has, for example, the highest degree of child poverty in Cambridge.

The social responsibility to do more for these groups and to help close the inequality gap falls at least in part to organisations such as Cambridge United through the Community Trust. We believe that Gameplan 2020 with its 30 programmes focussed on the areas of health, education and inclusion can help create a fairer and more prosperous Cambridge for all. Over time we hope to do even more in different areas.

We are grateful to all our partners who have helped us to date. Our work is only made possible by their support. We are united in helping Cambridge combat inequality.



GRAHAM DANIELS

Chair of Trustees,
Cambridge United
Community Trust



BEN SZRETER

CEO,
Cambridge United
Community Trust



KENSINGTON PALACE

Cambridge United is a very close neighbour of the East Anglian Air Ambulance, where I was a pilot for two years, at the heart of a community to which I have a very strong personal connection. It is encouraging to see just how active the Club is in the local area – from running lunch clubs for pensioners through to hosting disability football sessions for all groups. The Club's new mental health programme for young people is particularly innovative and important.

Cambridge United is the epitome of a good community-based Club. The ambition of the Cambridge United Community Trust, on behalf of the Club in the local community, is one that many other football clubs – big and small – could learn from across the Country. It is great to see Cambridge United raise this ambition further and look to build on their outstanding community work of recent years. By focusing even more help on those who need it most, the Trust will ensure thousands of local people can benefit from the positive power of football. Good luck with the important work.



THE JOURNEY SO FAR

Over the last seven years Cambridge United Community Trust has established a wide range of projects to improve health, widen educational opportunity and boost greater inclusion.

Over this time the Community Trust's projects in primary schools have, for example, worked with approximately 3,200 children every week. We have run over 450 disability sport sessions, delivered anti-discrimination assemblies to over 10,000 children in Cambridgeshire and facilitated over 8,000 hours of volunteering in our local community. At the same time our players have made over 800 separate visits to all parts of the community.

We are proud of what we have done but are ambitious to do much more. That is why we are now extending our programmes over the next three years - this time with an even greater focus on tackling inequality and poverty in Cambridge in those areas where there are significant challenges and more help is needed.



“ It is great to see Cambridge United using the power of sport to have such a positive impact in their local community. Their new strategy - Gameplan 2020 - will build on the great work of their Community Trust and am sure will be a big success. I am particularly pleased to see the Club starting a new mental health programme in schools next year. I know myself just how sport can make such a difference to a person’s mental well being. ”

TRACEY CROUCH

Sports Minister



“ The work of the Cambridge United Community Trust is a shining example of how a professional football club can be a true force for good in its local community. It is great to see the Trust extending the chance to play the game to every part of society - from people with different disabilities to senior citizens who still love to kick a ball. The Club is now setting out its new ambitions to do even more to tackle inequality and provide opportunity. Everyone at the FA wishes them every success with these exciting plans. ”

MARTIN GLENN

CEO of the Football Association





UNITED FOR CAMBRIDGE

We want to help strengthen everything that is special about Cambridge and makes it a world class city. At the same time we want to play our part in helping to tackle inequality and do more for those who need the most.

CAMBRIDGE IS...

- World's No. 2 ranked university
- Most patent applications per person in the UK (more than 2.5 times nearest rival city)
- The country's most qualified population
- 4,725 technology companies with over 60,000 employees and combined revenues over £12bn in the Greater Cambridge sub-region.

CAMBRIDGE IS ALSO...

- UK's most unequal city
- Life expectancy 9.3 years lower for men and 7.4 years lower for women across city centre wards
- 2nd lowest rate of home ownership (lower than London)
- Child poverty in Abbey Ward is 26.7% and in Kings Hedges Ward it is 25.8%



WORLD'S NO.2 RANKED UNIVERSITY



UK'S MOST UNEQUAL CITY





EDUCATION

CURRENT PROJECTS

School Sport Programme

Working with over 50 Primary Schools every week across Cambridgeshire to provide physical education during curriculum time.

Extra-Curricular School Clubs

Running thousands of after-school clubs in Primary Schools every year.

Premier League Primary Stars

Partnering with the Premier League to up-skill primary school teachers in physical education and supporting cross-curricular projects using the power of football.

AstraZeneca Active Science

Delivering a six week programme to over 800 children each year designed to use physical activity to spark interest in the science curriculum and inspire the next generation of scientists.

National Citizens Service (NCS)

Delivering the NCS programme that supports 15-17 year olds to develop their teamwork, leadership and social skills as well as contribute to their local community through engaging in social action.



FUTURE PROJECTS

Mini Match Report

Working with primary school children over six weeks to encourage an interest in literacy through writing match reports about football. This will include seeing a Cambridge United game and the opportunity to have their match reports published in a local newspaper.

Cambridge United Enterprise Challenge

Working with secondary schools to increase job-related skills specifically in relation to business. This will help young people increase their aspirations and their job prospects. It will also enhance their knowledge of working life and the expectations that go with it.

Read Easy Club

Working to support adults struggling with literacy through focused one-to-one sessions to support their confidence and reading ability.

ASTRAZENECA ACTIVE SCIENCE

Developed in partnership with AstraZeneca, the Active Science programme reaches over 800 children each year equivalent to over 4,500 hours of delivery.

The programme aims to inspire primary school children's interest in science through physical activity and takes in specialist equipment provided by AstraZeneca such as heart-rate monitors and lab equipment.



Dr Al Mistrano, Headteacher at Bar Hill Primary School said:

“ **Active Science has been a humbling project for me. At its heart is an impressive team of teachers, researchers and coaches; all interested in inspiring young minds to pursue science with the aim of creating world class scientists in the future.** ”

HEALTH

CURRENT PROJECTS

Down's Syndrome Football

Providing weekly football sessions for individuals with Down's syndrome across Cambridgeshire and beyond.

Autism Spectrum Disorder and Learning Disabilities/Difficulties Football

Providing two weekly football sessions for individuals with autism spectrum disorder and learning disabilities/difficulties across Cambridgeshire and beyond.

Irwin Mitchell Ambulant Cerebral Palsy Football

Providing weekly football sessions for individuals with Cerebral Palsy across Cambridgeshire and beyond.

Frame Cerebral Palsy Football

Providing weekly football sessions for individuals with Cerebral Palsy across Cambridgeshire and beyond.

Blind and Partially Sighted Football

Providing two weekly football sessions for individuals who are blind and partially sighted across Cambridgeshire and beyond.

Deaf Football

Providing weekly football sessions for individuals who are deaf or hard of hearing across Cambridgeshire.

Disability Sport Festivals

Delivering pan-disability festivals to celebrate disability football across Cambridgeshire and encourage inclusivity.

Walking Football

Holding weekly walking football to support older people to remain physically active.

Abbey Walkers

Hosting a weekly walking group which departs from Cambridge United to help improve people's health and meet new people.



FUTURE PROJECTS

Man V Fat Football

Delivery of a 15-week programme designed to help overweight men reduce their weight whilst playing football and meeting new people.

Healthy Stadium Initiatives

Using our stadium facilities to provide healthy living projects including healthy stadium tours for families and stadium fitness sessions for our local community. This will help empower people to be as healthy as possible and support in narrowing the health gap in our city.

Expanded Disability Sport Programme

Providing disability sport wherever there is demand for it. We are currently exploring the creation of a Cambridge United Amputee Football team.

Mind Your Head

Working with our community to support positive mental health, well-being and resilience. This will start with work in secondary schools to increase awareness of the importance of these issues by using the power of professional football.

Abbey Running Club

Providing regular opportunities for people to get physically active by running. This will mainly cater to people who are inactive or mainly inactive and support them to get running regularly as part of a healthy lifestyle.



WALKING FOOTBALL

Our Walking Football sessions run every week in Abbey Ward to support people to remain physically active and meet new people.

The group play football for an hour before eating lunch and socialising afterwards. Derek Wall, a regular walking football player aged 84, commented:

“ I really enjoy coming along because it's good fun and exercise. It keeps you fit and we all have a good laugh even if we miss the balls sometimes. ”

INCLUSION

CURRENT PROJECTS

Seniors' Lunch

Hosting a monthly lunch at Cambridge United to help older people socialise, combat isolation and play games together.

Premier League Girls Football

Working with the Premier League to provide eight football sessions every week for women and girls who are new to football.

Anti-Discrimination Workshops

Delivery of workshops in schools to combat discrimination in all its forms. These are delivered under the banner of 'Kick It Out' the national charity tackling discrimination in sport.

Street Child United Partnership

Working with Cambridge-founded charity Street Child United to support their work raising awareness locally and globally of the plight of street children through the Street Child World Cup. This is done through match day work and school-based work.



FUTURE PROJECTS

Social Isolation Drop-In Afternoons

Supporting elderly residents of Cambridge through regular social events to help combat social isolation. These will be hosted at the stadium and provide time for socialising and structured events as well. This will help elderly residents who are at increased risk of poverty and loneliness.

Volunteering Programme

Supporting members of our community to gain skills and experience by volunteering with the full-range of our programmes on a both regular and semi-regular basis. This will help programmes combating poverty as well as help develop skills among those volunteering.

Digital Inclusion Clubs

Supporting people to gain digital skills and use digital resources by opening up facilities within the stadium for structured workshops for the community.

Football for All

Running free inclusive football sessions to bring different members of our local communities in Cambridge together. This programme will aim to encourage and increase the involvement of community groups from different backgrounds in football.

IRWIN MITCHELL AMBULANT CEREBRAL PALSY FOOTBALL

Our Cerebral Palsy football session has gone from strength to strength as it supports individuals to maintain and increase their physical activity.

A regular group play every week and also take part in disability sport festivals. Alessio Verrecchia, a player and volunteer with Cambridge United Cerebral Palsy Football, says:

“ My dream was to one day play for a team of my own and just play football on a regular basis. I found the Cambridge United cerebral palsy session about two years ago and I haven't looked back since then. The sessions consists of kids and adults of all ages and abilities playing football and having fun. As I went to more and more sessions I found my football improved, I made more and more friends and my responsibility within the group increased. I now hope the group continues to grow and grow. ”





SOURCES

SOURCES INCLUDE

- Cambridge Ahead Data
- Cambridge City Council, Anti-Poverty Strategy 2017-2020
- Cambridge City Foodbank, 2017
- Centre for Cities, Cities Outlook 2017
- Centre for Cities, Data, 2011
- Greater Cambridge City Deal Document, 2014
- Public Health England, Cambridge District Health Profiles, 2013-15 data
- Times Higher Education World University Rankings 2018

Special thanks to Joe Warwick for his contributions to this document.

PARTNERS



TRUSTEES



GRAHAM DANIELS (CHAIR)

General Director of Christians in Sport. He is also a former professional footballer at Cardiff City and Cambridge United and a director of Cambridge United FC.



JIM HILL

A referee tutor, welfare and safeguarding tutor for The FA. He was previously a top-level assistant referee.



JENNY HORSFIELD

Senior Vice President, Corporate Business Development at Carrick Therapeutics. She was previously a Global Transactions Manager at AstraZeneca.



CHRISTOPH LOCH

Dean of the University of Cambridge Judge Business School. He is also a director of Cambridge United FC.



IAN MATHER

A solicitor who heads the Cambridge office of national law firm Mills & Reeve. He is also Chairman of Cambridge Ahead and Cambridge Arts Theatre.



STEPHEN MUNDAY CBE

Chief Executive of The CAM Academy Trust and the Executive Principal of Comberton Village College. He works in several advisory capacities for the Department for Education.



ROBERT SMITH

Finance Director at the recruitment company The One Group. He has also previously been a director of Cambridge United FC.



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