



MORECAMBE FC COMMUNITY SPORTS



STRATEGY 2022 – 2025

INTRODUCTION FROM STEPHEN WRIGHT

I have the pleasure of presenting Morecambe FC Community Sports' Strategic plan for the next three years.

As you read through the following pages, I hope that you get a real feel for our aspirations as we strive to transform our organisation through growth, innovation, and the ability to respond to the ever-changing landscape for charitable trusts and community expectations.

We will, as always, endeavour to support the most vulnerable in our community and ensure our programmes and services are accessible to all and are delivered in a safe environment.

Our vision has evolved, and we have established a range of priorities, that accurately reflect the current needs of our communities.

This strategy has been developed at a time when the world has been through the worst pandemic in generations. The world has changed, community need has changed, and we have echoed this within our plan for the future.

We are proud of our efforts in supporting the most vulnerable in our communities during the pandemic and we will play our part locally in the recovery phase as we all move forward to a healthier future.

We have developed a new set of values that we have embedded throughout the organisation that demonstrate our commitment to delivering high quality, accessible and inclusive programmes.

We are extremely proud to be affiliated to Morecambe Football Club, who have seen some remarkable achievement in recent years, including a League Two, Play-off final win at

Wembley and establishing itself as a League One 'Club'. The club has instilled a renewed positivity in the town, and we aim to build on these achievements by ensuring the football club is at the heart of the community. We do this by delivering excellent and trusted services using the power of the badge and supporting the matchday experience for our supporters.

This strategy will be reviewed regularly by our Board of Trustees, to make our programmes reflect the current trends, continue to meet the needs of the community and has the ability to be dynamic in its approach.

The next three years will be a challenging and exciting time for the charity. Whatever your connection to us or the Football Club is, and we invite you to come along on our journey with us.

I hope you enjoy reading this strategy.

Stephen Wright

Chair
Morecambe FC Community Sports





Our Vision

To have a positive impact on our communities by creating a healthier and more connected Morecambe through the power of sport, health, education, and inclusion.

Our Mission

To work in partnership with Morecambe Football Club to deliver excellent and trusted services which inspire people and improve their communities.

OUR VALUES

Integrity

we are open, honest, ethical, and trustworthy

Inclusion

to include and integrate all people into our programmes and ensure that we are supporting the most vulnerable within our communities

Passion

continuous improvement, the ability to innovate, engage and inspire others

Accountability

we are answerable to our stakeholders. We do, what we say we will do

Pride

to represent the Morecambe Football Club brand with pride, in all that we do

Commitment

to deliver programmes that meet needs of our communities and partners to the highest possible standard



OUR COMMITMENTS

- **Promote the Morecambe FC family and Community Sports values in everything we do**
- **To expand the Morecambe FC family by supporting the Academy to identify talent and provide opportunities for people to get involved through an improved matchday experience**
- **Explore opportunities for growth by extending our partnerships and geographical reach**
- **Deliver high quality, accessible and affordable coaching sessions to contribute to the financial sustainability of the charity**
- **To be recognised locally and beyond as a high-quality, community delivery partner**
- **To contribute to the locally declared climate emergency, working in ways that are environmentally sustainable**
- **To put safeguarding at the heart of everything we do by creating a safe environment for all. We will do this by providing regular training and support for all staff, volunteers, and trustees, whilst adhering to robust internal and external reporting and monitoring processes and necessary regulations**

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'Morecambe FC Community Sports is a valued member of the EFL Trust's national network of club community organisations. The work that the charity does to support individuals is critical to the health and wellbeing of the local community. Morecambe's work with older people through their long running Extra Time project is fantastic and has become even more relevant through the pandemic where there is a real risk of people becoming more isolated. Their support for young people is helping to build confidence and advocate good life choices through a range of projects that are vital services in a community which faces some unique challenges.'

'We are proud to have worked with Morecambe FC since their promotion into the EFL in 2007 and look forward to supporting them to deliver this new strategy.'

**Mike Evans,
Chief Executive EFL Trust**



OUR FOUNDATIONS



Governance

To be a robust organisation which is fit for purpose and accountable, that operates clear systems, processes, procedures, and policies to be able to deliver safely and effectively. Trustees with specialist knowledge are in place to provide guidance and to monitor performance.

Finance

To ensure the sustainability of Community Sports through robust financial planning, effective controls and processes that manage growth and risk effectively. Secure funding from a range of sources and develop new business initiatives.

People

To have an engaged and pro-active team of staff, volunteers, and trustees, by providing opportunities for training, personal development, and a culture of sharing experiences. To increase the MFCCS team to be able to diversify our offer to meet local needs.

Equality & diversity

To embed equality and diversity principles within the culture of the charity, through training and support for our team.

Performance

To measure the impact of our work, through robust quantitative and qualitative data capture and reporting.

Communication

To provide effective, open, communication internally and externally about the way we work and the services we provide. To create a vibrant and interactive online presence to celebrate what we do.



'We have a close working relationship with MFC Community Sports as they clearly share our passion for improving the lives of local young people in schools and the community.'

Steve Jamieson / Tim Fletcher,
Partnership Managers, Lancaster & Heysham
School Sport Network

OUR PRIORITIES

Health & wellbeing

To encourage and support people to lead an active, healthy lifestyle and address health inequalities

To improve levels of mental health and wellbeing by developing and delivering initiatives to help support change

Social inclusion

Create safe and friendly environments for people to participate in our programmes

Investing in people

To provide individuals with opportunities to develop through upskilling, mentoring and empowerment

Diverting adults and young people from the risk of crime, offending, and reoffending

Collaboration

To work closely with all departments of the club to ensure the brand is maximised and the community fully engaged



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‘Having been involved from day one, I have witnessed the evolution of Morecambe Football Club Community Sports. The progress that has been made over those 20 plus years has been a great story locally.

The programmes provided by the charity engage with all age groups and embrace a huge variety of needs within our local community, from mental health to enhancing the matchday experience at the Mazuma Stadium, reducing crime, combating isolation, the list is endless.

As Co-Chairman of the Football Club, I am proud to say that the Board of Directors are committed to working in partnership with the charity to make a real difference and to deliver the priorities set out in this document, not only to Shrimps supporters, but also the wider community.

As Morecambe FC has grown and enjoyed great success over the past 25 years, our commitment to the engagement with our local population remains vitally important and the charity is pivotal in achieving that aim.’

**Rod Taylor,
Co-Chairman of Morecambe Football Club**

CASE STUDIES

EXTRA TIME - JUNE

I've been coming to extra time for about a month now after a recommendation from a friend.

As a season ticket holder at Morecambe FC, coming to Extra Time gives me an added bonus of seeing the players train and they even join us for a cuppa.

I am much happier because I am seeing people and socialising with a group of people on a regular basis. I have felt great these last few weeks. I live on my own, and just have my little dog for company. And so there are days when I might hardly see people. So, to come to our local football club like this is great for me and my health; it's a nice social atmosphere and I've made loads of new friends.



BYRON

Byron started attending our SEN (Special Educational Needs) Premier League Kicks football sessions in 2019, pre - pandemic.

Byron stood out as an energetic and talented young person with a real love for football and attended every Monday evening at Heysham Mossgate with our coaches.

Jump forward to 2021 and Byron continued to attend the sessions, standing out for his hard work rate and skill level, but also making sure everyone gets the opportunity to rotate positions and has equal opportunities.

In 2022, Byron has now taken the next step and attends the Morecambe FC Development Centre sessions to receive more coaching with the Academy coaches. Byron has shown that no matter your background, there is a pathway to football to keep learning and improve.



CONNOR WRIGHT - COMMUNITY COACH

After completing my degree, employment opportunities were hard to come by due to the pandemic.

I started with Morecambe FC Community Sports on the Governments Kickstart programme as a part-time Community Coach. During my time I have learned new skills that have underpinned my education. I have been able to work in a range of community settings with people of all ages from 4 - 85. I love it here! I have been fortunate enough to be able to secure a contracted post that will help me to progress even more.



'The Violence Reduction Network implements long term trauma informed support programmes across Lancashire, such as DIVERT and DIVERT Youth, with Morecambe FC in the community an integral part of them. Their flexibility around innovation is refreshing and their desire to support all members of the community is genuine. They are a valued partner and I trust them to deliver what they say they will.'

**Dave Oldfield,
Violence Reduction Network
Chief Inspector and Operational Lead**

OUR AIM IS TO



Improve the health and wellbeing of our communities

Use the power of the brand to engage with, and understand our communities

Help to reduce anti-social behaviour



Offer volunteer opportunities / work placements to help people build confidence and gain new skills

Improve the matchday experience

Deliver our commitments to the environmental sustainability agenda

Reduce re-offending

Improve the mental health of our young people

Work with our partners to help residents access services

Support vulnerable groups and individuals through our programmes

OUR STAKEHOLDERS

			
			
			
			
			

STRATEGY CONSULTEES

Community Sports Staff Team
Morecambe Football Club
Morecambe Academy
First Light Trust
Age UK Lancashire
School Sport Network Partnership Managers
Bay Star Academy

LDCVS
Lancaster City Council
EFL Trust
PFA
Lancashire VRN Unit
Premier League Charitable Fund



MORECAMBE FC COMMUNITY SPORTS

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