



20 24 IMPACT REPORT



MANSFIELD TOWN
COMMUNITY TRUST

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Thank You



MANSFIELD TOWN
COMMUNITY TRUST

INTRODUCTION

We are delighted to welcome you to the Mansfield Town Community Trust Impact Report 2024.

Our annual report seeks to share the work that Mansfield Town Community Trust (MTCT) has achieved this past year, showcasing the key outcomes, highlights and case studies from the last 12 months.

WHO WE ARE

Mansfield Town Community Trust (MTCT) is the charity arm of Mansfield Town Football Club (MTFC).

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 mid and north-Nottinghamshire:

- Community Engagement
- Health and Well-Being
- Physical Activity & Education

WELCOME FROM THE CHAIRMAN

“

As the proud owner of my hometown football club, it gives me immense satisfaction to know that our club's charity is making such a positive impact on our communities.

Knowing that MTCT is carrying out life-changing work across Mid & North Nottinghamshire for people of all ages fills me with personal pride.

”

My wife Carolyn, the club's CEO, and I understand the critical role that hard work and education play in enabling social mobility and providing opportunities for all. As you will see in this report, MTCT is delivering this essential work to those who need it most every day, and having done so for over three decades is truly remarkable.

We take pride in the work that MTCT does with children, young people and adults in the local area, all in the name and brand of Mansfield Town Football Club.

The fact that they deliver targeted programmes right in the heart of our local communities, ensuring everyone has the chance to participate and benefit, is vital for a family-oriented club like Mansfield Town. Collaborating with the Premier League to bring our programs to schools and communities is something only MTCT's dedicated staff can accomplish with such positivity, engagement, and commitment.

Reading about the numbers of local people involved in MTCT's programs highlights just how crucial charities are to clubs like ours. MTCT is reaching a significant portion of our local population and achieving positive outcomes for participants through their connection to our club. Whether it's boosting children's confidence, helping people increase physical and mental wellbeing, supporting individuals in gaining qualifications, or enabling older people to become active again, this work is vitally important.

My pride in this football club is immeasurable, and as a club, we are privileged to have MTCT standing with us every step of the way with their focused efforts and the positive results they deliver daily.

John Radford
Chairman, Mansfield Town FC



MEET THE TEAM

CHAIR OF TRUSTEES - ANDREW SAUNDERS

BOARD OF TRUSTEES

JON HODGKINSON

PAUL BROWN

ALEX SHERRIFF

ELSPETH WILKINS-CAMPBELL

ADAM BAILEY

TIM HATTON

SENIOR LEADERSHIP TEAM

GARY SHAW

Community Manager

ALEX CARTWRIGHT

Business Development Manager

MELISSA STYLES

Head of Education

MIKE KASINOWICZ

Healthier Communities Manager

STEPHEN CLAYTON

Marketing & Communications Manager

MEET THE TEAM

WIDER MANAGEMENT, CORE & DELIVERY

JOE IVES

Out-of-School
Delivery Officer

MACAULEY SHORT

Schools Delivery Officer

BRADLEY GILES

Community
Outreach Officer

MITCHELL SCOTFORD

Health & Wellbeing Activator

CHRISTOPHER HALL-BARNETT

Community Engagement Officer

STUART GROZIER

Community Coach

RUTH OLDHAM

Lead Coach

JULIE HEMINGRAY

Admin & Accounts Officer

JOEANNE SHUTTLEWORTH

Safety & Welfare Officer

JAMIE PALMER

Media & Communications Officer

PATRICK AUSTIN

Post-16 Lead Tutor

MARK LYNK

Post-16 Lead Coach

ALAN BROOKES

Walking Football
Lead

LUKE BOLSTRIDGE

Apprentice Coach

LEWIS JOHNSON

Apprentice Coach

OUR STRATEGY

INSPIRE | IMPACT | ACHIEVE

In the first months of 2025, Mansfield Town Community Trust are launching our new strategic plan which will run until 2027.

2025

OUR VALUES

INSPIRING

Ensuring our work inspires everyone to fulfill their potential.

PRIDE

The trust take pride in wearing the MTFC badge and the power it can have in positively impacting people.

PASSIONATE

Passionate about supporting people in our communities.

INCLUSIVE

Every individual we engage with can be supported towards their goals and potential.

Become a highly **IMPACTFUL** and trusted organisation.

Promote physical and mental **WELLBEING** through our work.

Make a positive **DIFFERENCE** to those in our communities.

Provide **UNIQUE** experiences for our individuals and groups.

OUR OBJECTIVES

OUR OUTCOMES



Improved health and wellbeing in our communities.



Support people in fulfilling their potential and providing more opportunities.



Creating an inclusive and diverse CCO and football club.



Developing safer and more cohesive communities.

2027

As part of MTCT's strategy for 2025-2027, we are furthering our commitment towards equality and diversity at the CCO and within the club. Both MTCT and MTFC believe Mansfield Town is a club that is accessible and open to all individuals in our communities. Through the club(s) active EDI forum, we are active in creating a positive and open culture.

The Local People

We take pride in supporting our local communities and people from all walks of life. Based in Mansfield, our impact extends across Nottinghamshire, including Ashfield, Gedling, and Newark & Sherwood. As we grow, so does our ability to build meaningful relationships and help more people. Supporting our community is at the heart of everything we do, and that's why we're proud to stand alongside those who make our areas so great.



Mansfield

Ashfield

Gedling

Newark & Sherwood

OUR REACH

2024 A YEAR IN REVIEW

JANUARY



The Minter School represented Mansfield Town at the EFL Girls Cup in Doncaster. The school were victorious in the area finals, earlier in the year, winning the opportunity to represent MTFC.

MARCH



Our fixture against Colchester was our dedicated Community Day with staff and volunteers fundraising for the Community Trust and sharing insights into our work in the community.

MAY



Students from our post-16 cohort played their final league game on the pitch at The One Call Stadium.

FEBRUARY



Former Mansfield Town full back Colin Toon attended our active minds session, with director Paul Brown also visiting the group, and was able to recall and share memories of his playing at the club. Sadly, Colin passed away later in the year.

APRIL



Callum Johnson was named and awarded PFA Community Champion 2023-24 at the club's annual awards night, following on from the club's promotion to the third tier of English Football.

JUNE



Our Walking Football team visited Blackpool AFC to compete in a tournament at the seaside, with the team progressing to the Semi-finals.

2024 A YEAR IN REVIEW

JULY



Pupils from Dawn House School travelled to the Premier League Disability Football Festival in Wolverhampton, representing Mansfield Town.

SEPTEMBER



MTCT launched the 'Come for a Kick About' session in partnership with Enlighten the Shadows, celebrating one year since the session began. The initiative provides men with a safe environment for open dialogue with others around mental health.

NOVEMBER



Mansfield Town men's first team players attended community led sessions.

AUGUST



HAF attendees visited Wembley Stadium during the school summer holidays to learn about the venue and the history of English football.

OCTOBER



As part of the HelloYellow campaign, MTCT spoke with thousands of pupils about mental health and how to support their minds. Mansfield Town first-team players also shared their thoughts on what supports their minds and helps them lead happy, healthier lives.

DECEMBER



Mitchell, Bradley, and Alex completed a 77 km walk from Huddersfield to Mansfield, raising over £3,000 for the Trust's mental health support sessions.



HEALTH & WELLBEING

Through our Healthier Communities activities, we aim to inspire our participants to lead active and more healthier lives, placing physical and mental health at the centre of our programmes.

Programmes we currently deliver:

- 1 **WALKING FOOTBALL**
- 2 **DAY SERVICE SUPPORT**
- 3 **ACTIVE MINDS**
- 4 **COME FOR A KICK ABOUT?**

86%

Of participants are physically active for more than 2 hour per week

80%

Of participants said their confidence in taking part in sport **increased**

85%

Of participants believed their self-esteem levels **increased**

277

UNIQUE PARTICIPANTS

333

HOURS DELIVERED



WALKING FOOTBALL

Mansfield Town Community Trust delivers three walking football sessions a week, aimed at engaging older and physically inactive participants to increase physical activity.

Our sessions are designed to engage people in physical activity through football and to help build social relationships with others. Most of our participants join the sessions to connect and engage with others.

MTCT also gives our walking football team the opportunity to play at regional and national events, representing Mansfield Town.

For more information, you can contact alan.brookes@mansfieldtownct.net

With thanks to our funders, EFL in the Community.



65

UNIQUE
PARTICIPANTS

84

HOURS
DELIVERED

HEALTH & WELLBEING DAVE'S STORY

Dave Mason has been a dedicated participant in our Walking Football programme for over four years. As a lifelong supporter of the club, Dave was initially drawn to the sessions as a way to stay active and engage with the sport he loves. However, his journey with the programme has provided him with much more than just physical exercise.

When Dave first attended a session, he felt incredibly nervous and nearly turned back. "My first session was daunting, and I wanted to turn around and drive away," he recalls. Despite these initial reservations, Dave pushed through, and it turned out to be one of the best decisions he would make.

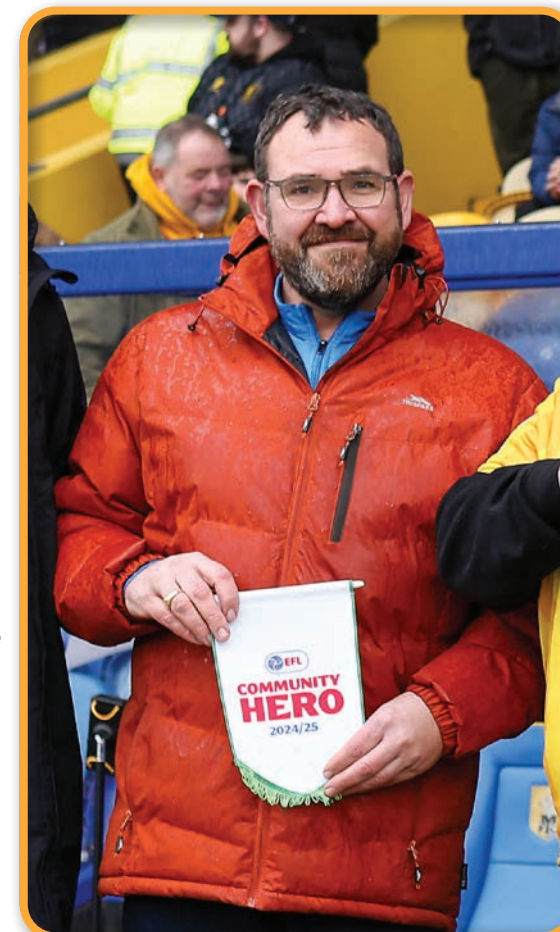
The programme, which is designed to increase physical activity and foster social connections among participants, has become a significant part of his life.

Over the years, Dave has become a key member of the Walking Football community. The programme not only allows him to stay physically active but also provides him with a sense of belonging and pride.

Representing the club he has supported all his life gives Dave immense satisfaction. **"I get to represent the club I've supported all my life; there's no better feeling."** he says.

His story is a testament to the power of community sports programmes in transforming lives by combining physical fitness with strong social bonds.

His journey reflects the true spirit of the programme—encouraging participants to step out of their comfort zones, embrace new challenges, and find joy in both the game and the camaraderie it fosters.



ACTIVE MINDS

Active Minds is one of the trust's long standing healthy communities programmes. The programme is split into two sub strands: Active Minds Sport & Active Minds Chat. The programmes overall aims is to support those with poor mental health, long-term health conditions and disabilities.

Through Active Minds, we aim to help participants become more physically and mentally active, as well as create social relationships with others.

93

UNIQUE PARTICIPANTS

84

HOURS DELIVERED

Our sport sessions are football-focused, and our chat sessions include mentally stimulating activities such as crosswords, quizzes, working in groups, and chatting, among others.

With thanks to our funders, The National Lottery, and donations from the late former Mansfield Town legend, Colin Toon.



DAY SERVICE SUPPORT

Our Day Service Support sessions help engage people at Day Service centres in our communities through fun physical activity.

Participants with disabilities can often find it difficult to engage in mainstream sport and physical activity sessions.

Through this programme, we can engage with people in environments where they

feel safe and welcome.

Our staff deliver a range of sports and activities to our day service participants, which engage them both physically and mentally.

With thanks to our funders, The National Lottery.



Nathan, one of our Active Minds and Day Service participants, has a special message for Nigel Clough.

90

UNIQUE PARTICIPANTS

117

HOURS DELIVERED



93
UNIQUE
PARTICIPANTS

84
HOURS
DELIVERED

[HEALTH & WELLBEING]

COME FOR A KICK ABOUT?

With the support of our charitable partners, Enlighten the Shadows, Mansfield Town Community Trust delivers sessions aimed at engaging participants to speak openly about their mental health and share experiences with others.

Sessions are split into two parts, starting with a football session delivered by our staff, followed by a group discussion that allows attendees to speak openly with one another in a safe and non-judgmental environment.

Participants from the group were invited to watch a Vertu Trophy game, thanks to the EFL. We have also hosted a dedicated Men's Mental Health fixture.

**With thanks to our funders,
The National Lottery**



HEALTH & WELLBEING CONNOR'S STORY

'Come for a Kickabout?' is a football and talk session for men over 18, organised in collaboration with the men's mental health group, 'Enlighten the Shadows.' The sessions, which are free to attend and open to men of all abilities, create a relaxed environment where participants can engage in physical activity and open conversation.

Many attendees, like Connor, have experienced significant benefits, both mentally and physically, from participating in the sessions.

Connor began attending 'Come for a Kickabout?' in January, seeking new social interactions as part of his recovery from

drug and alcohol addiction. He quickly became an integral part of the group, helping new participants feel welcome. Connor shared, "My self-esteem has come on in leaps and bounds since attending the sessions. It has helped me make difficult decisions in my life with confidence." Through the sessions, Connor not only improved his physical fitness but also found a supportive community that helped him overcome his struggles and rebuild his life.

Reflecting on his journey, Connor expressed deep gratitude for the programme's impact: **"These sessions have been fundamental in helping**

me turn my life around from crippling anxiety and substance abuse. I'm now four months clean and sober, with a new career working with SEND young adults and volunteering with ETS. I no longer look towards the future with fear and dread; I am a new man."

His story highlights the transformative power of 'Come for a Kickabout?' in providing a safe space for men to improve their well-being, build relationships, and regain control of their lives.



COMMUNITY ENGAGEMENT & INCLUSION

To deliver inclusive and beneficial projects that give people in our communities unique experiences, backed by the brand of Mansfield Town FC.

Programmes and activities we currently deliver:

- | | | | | | | | |
|---|----------------------|---|---------------------------|---|-----------------------|---|-------------|
| 1 | PREMIER LEAGUE KICKS | 2 | BIRTHDAY PARTIES | 3 | WILDCATS | 4 | SQUAD GIRLS |
| 5 | HOLIDAY CAMPS | 6 | HOLIDAY ACTIVITIES & FOOD | 7 | SATURDAY MORNING CLUB | | |

72%

Of participants believe they have made **positive** connections with others at MTCT programmes

76%

Of participants believe MTCT has **empowered** them as individuals.

88%

Of female participants believe sessions have **increased** their social skills.

1,753

Unique Participants

1,200

Hours delivered



554

UNIQUE PARTICIPANTS

258

HOURS DELIVERED

[COMMUNITY ENGAGEMENT & INCLUSION]

PREMIER LEAGUE KICKS

Premier League Kicks is a community engagement programme run by professional CCOs across the country, backed by the Premier League Charitable Fund.

Aimed at 10-19-year-olds, Mansfield Town Community Trust has been delivering the programme for the last 7 years. The programme aims to tackle anti-social behaviour and youth

violence in our communities by providing accessible sessions.

The programme addresses the lack of opportunities in the area for young people, providing pathways and experiences to help empower those we engage with.

With thanks to our funders, the Premier League.



Cody started his journey with Premier League Kicks, and now he's giving back! As a 1st-year student at our Mansfield Town Community Trust Sports College, he's grown his football knowledge and now volunteers at sessions.



WILDCATS

Engaging female participants aged 5-11, our Wildcats session has been highly successful. With a number of girls progressing to local grassroots teams, Wildcats is the first step in the football pathway pyramid for girls wanting to take part in football.

The Wildcats programme aims to provide safe spaces for girls to engage with football and improve

their physical and mental well-being.

Using the brand and power of Mansfield Town Football Club, we hope to engage with more enthusiastic female footballers and bring them onto the player pathway.

With thanks to our funders, England Football.

71

UNIQUE PARTICIPANTS

36

HOURS DELIVERED



SQUAD GIRLS

Squad Girls at MTCT is coming up to its two-year anniversary of starting.

As England Football continues its support of the female player pathway, Squad Girls is another participation-based session aimed at getting girls aged 12-14 in to local grassroots team.

The aims of Squad Girls are to create a fun and safe environment for teenage girls to take part in football sessions, increasing their confidence both on the ball and socially with others attending.

With thanks to our funders, England Football.

50

UNIQUE PARTICIPANTS

39

HOURS DELIVERED



COMMUNITY ENGAGEMENT & INCLUSION

ELLOUISE'S STORY

Ellouise joined Squad Girls Football in late 2022 as a shy and reserved participant.

Over time, the programme, which provides football training and leadership development for girls aged 12-14, helped her gain confidence both on and off the pitch. Initially hesitant to interact with others, Ellouise gradually became more socially engaged, leading to improvements in her football skills and a positive influence on her peers.

Adam Glew, noted, **“Ellouise now believes in herself and doesn’t give up. She’s mentally stronger and understands the importance of team effort.”** Ellouise gradually became more socially engaged, leading to improvements in her football skills and a positive influence on her peers. The trust has observed significant growth in her understanding of teamwork and her mental resilience during games.



Ellouise's transformation is also evident outside the sessions. Her mother credits Squad Girls for boosting Ellouise's confidence, enabling her to progress into a grassroots football team, Sherwood Girls.

As a programme, Squad Girls has not only enhanced Ellouise's football abilities but also nurtured her leadership skills and social development, setting her on a promising path both in sports and personal growth.



HOLIDAY CAMPS

The Community Trust has been delivering half-term provision for the last 3 decades, seeing different generations of youngsters from around the area coming through our door.

As of May 2024, the Trust made a decision to roll out two types of holiday activities; **Soccer schools** and **Holiday Clubs**, to help deliver specific activities to children.

SOCCER SCHOOLS



Soccer Schools are focused on providing attendees with top-quality coaching from our UEFA-qualified coaches, as well as a socially inclusive environment for players of all footballing abilities.

Activities always have a football element, ranging from progressive drills/practices with a certain topic such as shooting or dribbling to games-based activities to tournaments.



HOLIDAY CLUBS

The Holiday Club provides alternative childcare for children, offering a variety of activities beyond football. This includes outdoor activities, indoor crafts, and movie days.

Our Holiday Club is mainly based around a fun theme, in order to keep our content fresh, new and engaging for the children.



71

UNIQUE PARTICIPANTS

36

HOURS DELIVERED

HOLIDAY ACTIVITIES & FOOD

Following successful pilots between 2018 and 2020, the programme was rolled out to all upper tier local authorities in 2021.

Research has shown that school holidays can be pressure points for some families. For some children, this can lead to a holiday experience gap, with those from low-income households being:

- Less likely to access organised out-of-school activities
- More likely to experience 'unhealthy holidays' in terms of nutrition and physical health
- More likely to experience social isolation

The HAF programme is a response to this issue, with evidence showing that free holiday clubs can have a positive impact on children and young people. Research also shows they work best when they:

- Provide consistent and easily accessible enrichment activities
- Cover more than just breakfast or lunch
- Involve children (and parents) in food preparation
- Use local partnerships and connections, particularly with the voluntary and community organisation sector.



91

UNIQUE PARTICIPANTS

107

HOURS DELIVERED



SATURDAY MORNING CLUB

Our Saturday Morning Club sessions are at the foundation of the player pathway, offering 5–13-year-olds the opportunity to engage in football sessions within an environment that encourages learning new skills, having fun, and making friends.

SMC sessions aim to provide a pathway into

football for those who are between the stage of playing for a grassroots team and those who are not currently involved with a football team. We are able to support youngsters through the pathway by recommending grassroots clubs through our local network.

92
UNIQUE PARTICIPANTS

92
HOURS DELIVERED



BIRTHDAY PARTIES

MTCT has been hosting and running birthday parties since the 1990s, offering children a unique experience of celebrating their special day at The One Call Stadium in a safe and fun environment.

Our coaches deliver fun matches and games for the attending children, and MTCT provides a room for guests to enjoy food and refreshments.

576
UNIQUE PARTICIPANTS

116
HOURS DELIVERED



PHYSICAL ACTIVITY AND EDUCATION

Supporting physically active and educated communities by providing opportunities for people to further their development through structured and creative education for all ages. Using the brand and appeal of the football club to engage with individuals across our communities.

Programmes and activities we currently deliver:

- 1

FOOTBALL EDUCATION PROGRAMME
- 2

ASPIRE STUDENT MENTORING
- 3

TWINNING PROJECT
- 4

PREMIER LEAGUE PRIMARY STARS
- 5

SCHOOL TOURNAMENTS & EVENTS
- 6

50/50 PENALTY SHOOTOUTS FUNDRAISER



3,385
UNIQUE PARTICIPANTS

1,459
HOURS DELIVERED

74%

Of participants agree that our sessions improved their physical and mental wellbeing.

81%

Of participants agreed with the statement: Mansfield Town Community Trust empowers them to live healthier lives

78%

Of participants said MTCT helped grow their skill set in either Sport, English or Maths.

FOOTBALL EDUCATION PROGRAMME

Delivered from The One Call Stadium, our education programmes aims to provide an inclusive environment for both male and female learners.

MTCT coaches support learners on the pitch through sessions developing technical skills and tactical understanding of the game.

Our football education programme has been running for a decade now, with the trust providing pathways internally and externally for our past, present, and future students.

The various curriculums provide our learners with insight into sport coaching and development, as well as an understanding of how UEFA-qualified coaches prepare and deliver their sessions.

66% of our Year 13 cohort are remaining with the Trust, either on the Higher Education university degree programme or by enrolling as apprentices for the following academic year.

With thanks to The LFE and EFL in the Community.



18

UNIQUE PARTICIPANTS

429

HOURS DELIVERED



CAITLINS'S STORY

Caitlin Walker joined our Post-16 programme in October 2022, transitioning from her previous Further Education provider. Despite joining later than her peers, Caitlin quickly integrated into the group, excelling both academically and practically.

Her dedication to her studies, alongside her passion for football, particularly as a player for Sheffield Wednesday Ladies, has set her apart. Caitlin has demonstrated a strong understanding of academic coursework, particularly in referencing, and has balanced her studies with extracurricular commitments, showcasing her ability to work independently and in teams.

Throughout her time in the programme, Caitlin has overcome significant personal challenges, including navigating gender stereotypes in a male-dominated football league.

Her leadership on the pitch earned her the role of club captain, where she led her team against notable opponents such as Derby County and Nottingham Forest.



Beyond her studies, Caitlin has been an active volunteer within the Community Trust, dedicating time to support school programmes and events like the U16's All-Girls Football Tournament, which she helped plan and officiate.

Reflecting on this experience, Caitlin shared **"It has been a great honour to be given the captain's armband, especially when the team is made up of mainly lads...my hard work within the football side of the programme has clearly been recognised by my coach."**

This commitment aligns with her ultimate goal of running her own all-girls football coaching business—a dream she has already begun to pursue by registering as self-employed.

Having completed her post-16 studies with a Level 3 BTEC Diploma in Sports Coaching and Development, Caitlin is set to progress to our Higher Education programme in partnership with the University of South Wales, where she will pursue a BSc in Sports Coaching and Development.

PREMIER LEAGUE PRIMARY STARS

Premier League Primary Stars uses the appeal of the Premier League and professional football clubs, including Mansfield Town, to help primary school children stay active and develop essential life skills. As an education programme, it inspires young learners by connecting learning to the real world of sport.

Premier League Primary Stars covers everything from supporting high quality physical education (PE) and sport in school to engaging learning in English and Maths, as well as tackling challenging

topics within the Personal, Social, Health and Economic Education (PSHE) curriculum.

The programme has been developed and is managed by the Premier League Charitable Fund (PLCF), a Premier League-funded charity that aims to create positive and lasting sporting, health, and education outcomes for children, young people, and the wider community.

With thanks to our funders, the Premier League Charitable Fund.



We sat down with Siobhan to talk about our Premier League Primary Stars delivery at St. Joseph's Primary School.

2430

UNIQUE PARTICIPANTS

919

HOURS DELIVERED



SCHOOL TOURNAMENTS & EVENTS

842

UNIQUE PARTICIPANTS

36

HOURS DELIVERED

Throughout the academic year, the Trust hosts primary and secondary school football competitions, offering opportunities to win silverware and represent Mansfield Town at regional and national events.

We'd like to thank all schools for attending our competitions over the last academic year. Highlighted are the winners from the 2023/2024 season:



**The Sean Lynk Memorial Trophy
St. Andrews C of E Primary School**



**Acorn Signs Trophy
Berry Hill Primary School**



**The John Radford Trophy
Sir Edmund Hillary Academy**



**Premier League U11's Girls Cup
Woodborough Wood's Foundation C of E Primary School**



**EFL Utilita Girls Cup
Minster School**



**EFL Utilita Kids Cup
Peafield Lane Academy**

TWINNING PROJECT

Mansfield Town Community Trust is backing the programme and delivering it within local prisons. The Twinning Project is a collaboration between the HM Prison and Probation Service (HMPPS) and professional football clubs such as Mansfield Town, aiming to pair every prison in England and Wales with a local professional football team.

Together, professional coaches, football club staff, and prison PE officers co-deliver accredited coaching and employability qualifications to inmates, helping them prepare for life after their release.

With thanks to The Twinning Project and its supporters HMPPS, EFL, PFA and Premier League.

15

UNIQUE PARTICIPANTS

21

HOURS DELIVERED



50/50 PENALTY SHOOTOUT FUNDRAISER

Over the course of the last year, we delivered our 50/50 penalty shootout fundraiser in 17 schools within our communities. These shootout fundraisers allow us to raise unrestricted funds for both ourselves and, more importantly, for schools.

The funds raised allow schools to enrich their pupils' education and experiences.

Over the course of the year, we raised £72,522.91, with the amounts being split between the trust and the schools.

4,918

UNIQUE PARTICIPANTS

306

HOURS DELIVERED



114

UNIQUE PARTICIPANTS

54

HOURS DELIVERED

ASPIRE STUDENT MENTORING PROGRAMME

One of our newest programmes, Aspire Mentoring, places MTCT coaches within our community's secondary schools to help support behaviour, attendance, and building interpersonal skills.

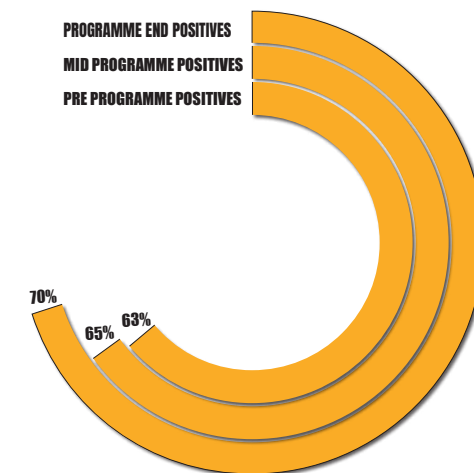
Through unique workshops and 1-2-1 sessions, our aim is to understand our mentees and guide them

to reach their potential. As the programme continues to reach students in and around our communities, we are looking to engage with more students to help support their personal development as well as local secondary schools.

With thanks to our funders Children in Need.

BRUNTS ACADEMY DATA

PROGRAMME END POSITIVES
MID PROGRAMME POSITIVES
PRE PROGRAMME POSITIVES



Positive points pre programme were at 63% and throughout the course of the summer term it has improved to 70% which is a 6% increase and a 6% decrease in negative points across the board from 8 mentees at Brunts Academy.



MATCHDAY MOMENTS / MAGIC

MASCOTS

With the increased success on the pitch, we have seen many young Mansfield Town fans become our player mascots for game day. An amazing experience for any Stags fan, our mascots get to put themselves in the shoes of our first-team players.

From warming up alongside the players to leading the team out in front of the home faithful, our mascot package gives young stags fans memories that will last a lifetime.

With thanks to Mansfield Town for providing tickets and men's first team players for their engagement.

Over the course of the 23/24 season, we worked with multiple groups and partners to give away mascot experiences to those most deserving of them.

With special thanks to Ollerton Stags Supporters Club, Shirebrook Stags Supporters Club, The Stags Supporters Association and Free Kicks Foundation.



FLAG BEARING

The atmosphere at The One Call has an electric feel to it every matchday, and our flag bearers add to that as they welcome the Stags onto the pitch.

Over the last 12 months, we've welcomed grassroots clubs, academy teams, schools and other various groups on the pitch to help create a carnival atmosphere.

957 UNIQUE PARTICIPANTS
87 GROUPS & TEAMS

MATCHDAY CLUB



Providing youngsters with opportunities to watch the men's first team, Match Day Club has been a staple of MTCT provision for the last three decades. Last season, our Match Day Club attendees cheered on the Stags right until the end, with the Stags ultimately winning promotion to League One. A total of 428 tickets were donated by the club to the trust for use by the Match Day Club over the course of the 23/24 season.

We are looking forward to our Match Day Club attendees coming to the One Call Stadium in the third tier this season, with an increased capacity of 24 tickets per game.

Many thanks to Mansfield Town for providing tickets for our Match Day Club attendees.

COMMUNITY ENGAGEMENT

Mansfield Town prides itself on being a club with the community at its forefront. Without the kind donations of tickets from the football club, we wouldn't be able to give matchday experiences to people in our communities. Over the course of the 24/25 season, Mansfield Town will be donating 5,704 tickets to the Community Trust for community engagement purposes, such as giving them away to local charity and voluntary groups, as well as our community partners who support the Trust in changing the lives of thousands of people.

We'd like to thank the club again for their ongoing support of the trust.



SPECIAL MOMENTS



NATHAN MEETS THE TEAM

One of our regular day service and active minds attendees, Nathan, met the men's first team players as well as management staff including the Manager Nigel Clough.

NIGEL ATTENDS ST. ANDREWS

The Mansfield Town manager Nigel Clough paid a surprise visit to the pupils at St. Andrews CofE Primary School.



PROMOTION

The men's first team celebrated promotion back to the third tier of English football.



CHAD BUSINESS AWARDS

Mansfield Town Community Trust received a highly commendable award for 'Business in the Community'.



PLAYER VISITS

A thank you to all MTFC players who have attended our sessions over the last 12 months, all interactions with our participants create memories that will last a life time.



**Professional
Footballers'
Association**



THANK YOU

A huge thank you to our partners for their support towards MTCT over the past 12 months and more. We would not be able to deliver the impactful work we do without them!

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