

2015-2016

# ANNUAL REVIEW

REGISTERED CHARITY NUMBER 1119794



# SPORTS & EDUCATION TRUST



**EDUCATING, MOTIVATING & INSPIRING THROUGH THE POWER OF SPORT**



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**Head of WWSET**

**Paul Foley**

**As Head of the Wycombe Wanderers Sports & Education Trust, the charitable arm of Wycombe Wanderers Football Club, it gives me great pleasure to present this Annual Report.**

**Its purpose is to outline the activity undertaken during the 2015-16 season to satisfy our objectives based around Sports Participation, Health, Education and Social Inclusion.**

**This is the first time WWSET have presented an Annual Report and we hope you enjoy reading it and learning more about what we do. We also look forward to producing many more reports in the years to come, with each one demonstrating our growth and illustrating how we are helping the local people of High Wycombe and the surrounding areas to increase their aspirations and their quality of life.**

## Vision, Mission, Aims & Objectives

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### WWSET VISION:

- To educate, motivate & inspire through the power of sport.

### WWSET MISSION:

- To deliver an innovative and appealing range of activities, often football related, to educate, motivate and inspire as many people as possible and to be a charity that both the local community and Wycombe Wanderers FC are proud of.

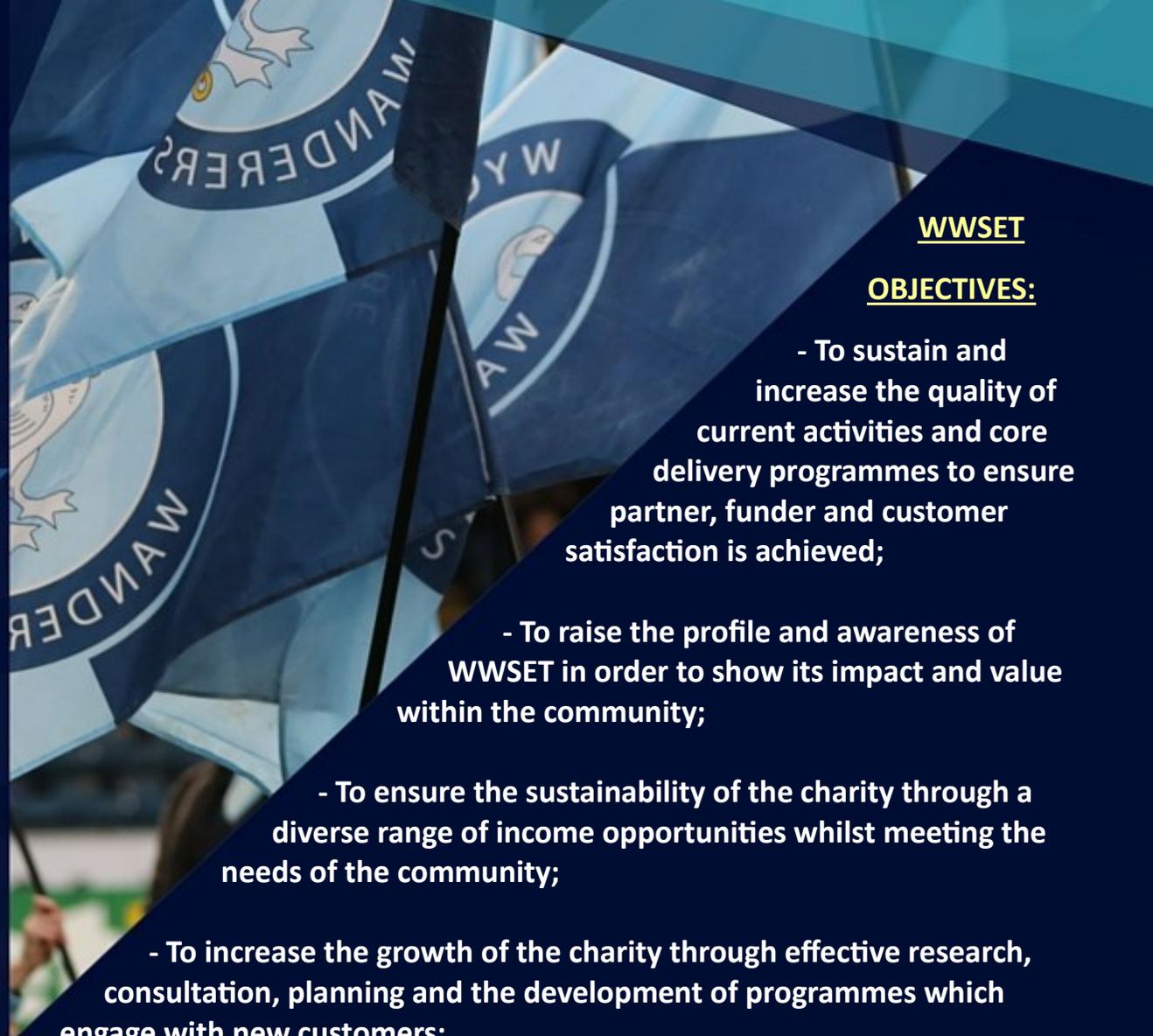
### WWSET AIMS:

- To help build a more active, inclusive, healthy and integrated community;
- To help improve educational outcomes within our community;
- To help create a safer and more cohesive community;
- To deliver professional, high quality, safe, affordable services within our community;
- To respect and listen to the views of children, young people and adults living in our community;
- To provide excellent communication and customer care to those living in our community;
- To provide activities that engage and empower those living in our community.

### WWSET

### OBJECTIVES:

- To sustain and increase the quality of current activities and core delivery programmes to ensure partner, funder and customer satisfaction is achieved;
- To raise the profile and awareness of WWSET in order to show its impact and value within the community;
- To ensure the sustainability of the charity through a diverse range of income opportunities whilst meeting the needs of the community;
- To increase the growth of the charity through effective research, consultation, planning and the development of programmes which engage with new customers;
- To identify and engage with new partners, businesses and organisations who can assist us in achieving our charitable aims and use the power of Wycombe Wanderers FC to engage supporters and the wider community to help the club meet their corporate and social responsibilities.



## The FLT School Sports Programme

During the 2015-16 season WWSET delivered the Football League Trust School Sports Programme which saw professional football club community departments support local primary schools in delivering fun, high quality, and age-appropriate PE and sport sessions.

A proportion of the overall national £10.5m 3 year fund allowed WWSET to offer 30 hours of FREE football coaching in curricular and extra-curricular time to 15 local Wycombe schools.

Specifically, the core aims of the programme were to:

- Increase high quality sports participation opportunities and experiences for pupils;
- Increase pupils knowledge around the importance of health and exercise;
- Facilitate staff learning concerned with sports delivery best practice;
- Provide playing pathways for pupils outside the school environment.

The FLT School Sports Programme allowed WWSET to...

...Engage with **15** High Wycombe schools identified as being located in areas of high social deprivation.

As a result **1100+** local children each took part in 10 hours of high quality sports participation sessions throughout the year helping them keep fit & healthy, as well as helping to foster a love for sport that will hopefully last a lifetime.



“The WWSET coach has great management skills and strategies to engage with both children who are gifted and those who have special educational needs. An outstanding lesson; thank you.”

MRS S WEST – YEAR 2 PRIMARY SCHOOL TEACHER



**11250**



**Hours of individual sports coaching received by local children via the delivery of the FLT School Sports Programme**

“Our school have been extremely impressed by the range of skills taught as well as the methods used. Each lesson had the right amount of challenge and fun. Both the children and teachers will be sorry when the lessons come to an end.”

HEADTEACHER OF A SCHOOL THAT PARTICIPATED IN THE FLT SCHOOL SPORTS PROGRAMME

## PPA & After School Clubs

Virtually every day of the academic year WWSET were present in numerous schools in High Wycombe and the surrounding areas running our hugely popular After School Clubs and PPA lessons.

All the sessions that WWSET delivered followed a strict coaching curriculum based around personal development as well as helping to improve participants sports/football skills.

The clubs focused on allowing players to enjoy themselves in a safe and structured environment where hard work, effort, enthusiasm and sportsmanship were encouraged and rewarded with fantastic daily prizes. Further to this, all participants who attended one of our clubs were given free match tickets so they could come along to a Wycombe Wanderers fixture and cheer the team on at Adams Park.

**44160...**Individual participation hours delivered @ WWSET ASC's during the 2015 - 16 season

**32...**Average clubs delivered each week

**23...**Average children attended each club

**736...**Average children participated each term

**4000+**...free WWFC match tickets given out to after school club participants during the season



“The WWSET Activity Programme which leads on all school based engagement) enjoyed another fantastic year during 2015-16 building new partnerships and strengthening existing ones with local schools.

WWSET are pleased to have strong, mutually beneficial relationships with 30+ schools, both primary & secondary, in and around High Wycombe. These relationships, which are built upon the quality of the sessions we deliver and our reliability, allow us to provide numerous opportunities to the children who take part in our sessions, as well as to school staff and parents, to positively engage with us as a Community Trust and as a football club.

Over the last 12 months the WWSET Activity Programme were immensely proud to have delivered over forty four thousand participation hours of sport, during our PPA and after school clubs, to children all over Berks & Bucks and we are now looking forward to the year ahead and trying to surpass those figures. ”

**Andrew Homent - WWSET Activity Programme Manager**



## Holiday Courses

Throughout 2015-16, WWSET offered a hugely popular football course programme during each of the school holiday periods.

The fun-filled, entertaining, and action packed courses welcomed both boys and girls, between the ages of 4 - 12, each day at numerous venues across Berks & Bucks. Focusing on FUNdamentals and skill development, the carefully designed coaching curriculum allowed children of all levels of ability and experience the opportunity to make new friends as well as stay active both physically and mentally.

One of the highlights of WWSET's holiday course delivery model is our ability to generate income that goes directly to junior football clubs in our local community. We achieve this by hosting partnership holiday football courses with junior football clubs taking a cut of the bookings income, and therefore allowing us to financially support local grassroots football.

During the season WWSET were proud to have raised more than £3,000 for the junior football clubs across Berks & Bucks who took part in the scheme with this money helping them fund much needed pitch & buildings improvements/renovations plus purchase kit and equipment amongst other things.

“A big thank you to your coaches at Cox Green for the fantastic time Gaby had. We upped the booking to 5 days and she loved every minute...Easter is being booked as well!”

*Parent of a holiday course participant*

## HOLIDAY FOOTBALL COURSES SEASON 2015-16

- **45** COURSES DELIVERED OVER **219** INDIVIDUAL DAYS
- AN AVERAGE OF **30** CHILDREN ATTENDED COURSES EACH DAY
- TOTAL **32,850** PARTICIPATION HOURS DELIVERED ON HOLIDAY COURSES

## PARENT EVALUATION FORM AVERAGE RESPONSES

- How would you rate the quality of coaches who delivered the course?  
Very Poor = 1, Excellent = 10 **9**
- How would you rate our online booking system?  
Very Poor = 1, Excellent = 10 **9**
- How would you rate your child's enjoyment on the course?  
Very Poor = 1, Excellent = 10 **9**



## Saturday Morning Clubs

Wycombe Wanderers Sports & Education Trust has been delivering Saturday morning football clubs for many years and they are proven to be a great introduction to football for local youngsters.

The WWSET courses are an ideal place for young players to develop their confidence and talent, with each individual placed in groups of similar age and ability to ensure maximum levels of improvement and enjoyment. During the Saturday Morning Clubs players benefit from both technique and skills coaching across a variety of differently themed sessions covering all core aspects of football development, and all delivered via fun games and all-inclusive competitions.

In addition to the practical elements of the Saturday Morning Clubs, the sessions provide a great opportunity to make new friends whilst playing the beautiful game. As well as learning new skills children are also taught the values of sportsmanship and teamwork so they not only become better footballers but better human beings.



### SATURDAY MORNING CLUB STATS:

- **45** SATURDAY MORNING CLUBS DELIVERED BY WWSET DURING SEASON 2015-16
- **31** CHILDREN ON AVERAGE ATTEND THE EACH CLUB
- **2092.5** INDIVIDUAL PARTICIPATION HOURS COACHED BY WWSET STAFF



“The Saturday morning clubs are excellent. Each week they give the kids one specific skill to try and practice to then showcase the next week. Overall a very positive experience and my son loves it; it's an excellent course.”

*Parent of a young participant*

“What a perfect blend of fun activities with skills coaching to keep my son engaged for 90 minutes, and I'm amazed what tricks he is showing me in the back garden whilst dribbling around the dog!”

*Parent of a young participant*



## Elite & Development Academy (“EDA”)

Wycombe Wanderers Football Club has an excellent reputation for developing young players and preparing them for careers in the professional game.

In recent years several Wycombe Wanderers youth team players have graduated to play at Premiership and Championship level – *Matt Phillips (QPR), Jordan Ibe (Bournemouth), Mike Williamson Newcastle, Roger Johnson (West Ham United), Kadeem Harris (Cardiff City), Charles Dunne (Blackpool) & Russell Martin (Norwich City)* to name a few.

Following the closure of the clubs academy in 2007, Wycombe Wanderers wanted to continue its strong tradition and reputation for youth development.

The EDA was started under the management of the Sports & Education Trust with the main aim of minimising the difference in standards between the strongest grassroots players and the level required to be signed by a professional clubs academy.

The EDA exists in order to compliment the coaching that talented players receive from the junior football clubs they play for and to give every child who attends the best opportunity of reaching their full potential and playing at the highest possible level.

Over the years, the EDA has developed a fantastic reputation for producing young talented footballers through the quality of the coaching sessions which run in accordance with the EDA’s football philosophy. This philosophy is based around the encouragement of ‘*technical grooving*’ through the repetition of challenging and focused practice, as well as the creation of an environment which encourages freedom to express individuality without fear of failure.

We are extremely proud of the fact that in excess of **75** players have graduated from our EDA programme at various age groups and signed for professional club academies (*including Chelsea, Arsenal, Reading and Tottenham Hotspur*) and are hopefully well on their way to successful future football careers .

“It’s a pleasure managing the WWSET EDA programme. All credit for our popularity and success goes to our fantastic coaching team, whose skills, dedication & professionalism are unquestionable. This allows us to develop young players in a supportive and enjoyable environment, giving them the technical & tactical foundations plus work ethic to go on and achieve their footballing dreams.”

*Kirk Williams*  
Head of the WWSET EDA



### ELITE & DEVELOPMENT ACADEMY

- APPROXIMATELY **600** CHILDREN COACHED EACH WEEK ACROSS **6** CENTRES;
- WWSET STAFF DELIVER **40** WEEKS OF EDA SESSIONS PER SEASON, WITH EACH SESSION RUNNING FOR **2** HOURS;
- **48,000** INDIVIDUAL PARTICIPATION HOURS COACHED DURING 2015-16 SESSIONS;
- EDA SQUADS PLAYED OVER **80** FIXTURES DURING THE SEASON ACROSS THE VARIOUS AGE GROUPS (*from under 6’s to under 16’s*);

“The WWSET coach continues to praise and encourage him which makes him feel brilliant and want to do better; a sign of an excellent coach who can spot talent and try to improve the weaker parts of a kids game.”

**GRANDAD OF AN EDA PLAYER**

“My sons WWSET coach has enthusiasm and humour that goes above and beyond; no wonder the current crop of kids at Wycombe are superb.”

**FATHER OF AN EDA PLAYER**

## The Football League Trust Female Football Development Programme

During the 2015-16 season, WWSET were in the privileged position of being one of 54 Football League community organisations receiving funding from the Premier League/ Football League to deliver the Female Football Development Programme (“FFD”) with a goal to try and **“Inspire the future female game”**.

The funding received originated from the FA’s “Women & Girls Growth & Retention Fund” which saw an investment of over £2.4m from Sport England in an attempt to increase the number of UK based female players by 40,000.

The aim of the FFD programme was to play a pivotal role in contributing to the overall FA target by engaging with an ambitious 14,760 new female players.

Working in partnership with our local Berks & Bucks County FA, as well as schools, colleges and universities, the funding allowed WWSET to offer 12 different sessions across the season with each one comprising 10 hours of FREE football activities to women and girls who were 14 years or older and currently not playing any affiliated football.

Led by our female FA Level 2 qualified coaches all sessions were delivered in a relaxed environment and based around an ethos of fun, friends and fitness.



“It was a pleasure delivering the FFD programme and seeing girls and young women either enjoying football for the first time, or playing again after previously giving up. Hopefully all the fun that was experienced during the FFD sessions will lead many to continue playing for many years to come”

*Kirsty Gladwin: Lead FFD Coach*

### FFD DURING SEASON 2015 - 16:

**- 12 ALL FEMALE SESSIONS**

**EACH DELIVERED OVER THE**

**COURSE OF 10 WEEKS;**

**- AN AVERAGE OF 15 FEMALES PARTICIPATED**

**IN EACH SESSION DELIVERED BY WWSET;**

**- TOTAL OF 120 HOURS OF ALL FEMALE SESSIONS COACHED**

**THROUGHOUT THE SEASON;**

**- TOTAL OF 1800 INDIVIDUAL PARTICIPATION HOURS DELIVERED VIA THE**

**FFD PROGRAMME.**



## Matrix Centre

The **Matrix Study Support Centre** is an educational facility, managed in partnership between WWSET, Wycombe Wanderers FC, and the Bucks Learning Trust.

Based overlooking the pitch at Adams Park, the centre provides an engaging and inspiring location for young children, who live and go to school in High Wycombe and the surrounding areas, to learn and develop.

The carefully designed programmes delivered by the fantastic teacher qualified staff (*as well as WWFC 1st team players on numerous occasions throughout the season*) aim to help raise attainment levels of pupils by boosting their self-esteem which we believe has a direct impact on academic achievement back in school.

As well as providing programmes of study support, SATS boosters and intervention programmes at the Matrix Centre, sessions are also delivered in various schools which are tailored to individual requirements (by request). These include, motivational programmes for behaviour & attendance, transition work, leadership training plus team & skills based sessions.

Specifically the key aims of the Matrix Study Support Centre are to:

- Promote independent learning;
- Offer innovative and dynamic learning opportunities;
- Develop skills in literacy, numeracy and ICT;
- Improve motivation and resilience;
- Improve self-esteem and confidence;
- Raise the aspirations & educational achievements of all learners;
- Contribute towards raising educational standards by seeking to remove barriers to learning.

“The Matrix has been my favourite club since it is not an everyday club and it made me feel special every time I was there.”

*Student from Booker Hill School*

### MATRIX CENTRE STATS:



- **890** students accessed a variety of courses in season 2015-16;
- **99%** of students rated their learning experience as ‘brilliant’ or ‘good’;
- **95%** of students said they felt more confident as learners following Matrix Centre visits;
- **73%** of students reported a positive impact on their work when back at school;
- **100%** of schools felt the programmes had a real impact on motivation and engagement;
- **99%** of parents said they were pleased with their child’s experience at the Matrix Centre;
- **98%** of parents reported that the confidence of their child has improved following Matrix Centre sessions;
- **99%** of parents reported that the attitude to learning of their child had noticeably improved following attendance at the Matrix Centre.



## BTEC Football & Education Programme

The **Wycombe Wanderers Football & Education Programme** is made up of 16-19 year olds who, alongside their studies, represent Wycombe Wanderers Sports & Education Trust playing football in competitive national college leagues.

The innovative two or three-year programme enables students to study A-Levels or BTEC courses whilst combining their academic studies with football activities. While the programme is primarily focused on helping prepare students for moving into employment or further study, the time spent with WWSET also involves football training and/or matches five days per week.

The programme, which is based in Stokenchurch, provides academic studies through the use of an exciting virtual learning platform run by InnovEd, our principle partner in the programme. This allows students to complete and submit assignments remotely, as well as allowing parents the ability to stay updated on their child's progress. Students are fully supported throughout their time on the programme which is delivered by two qualified PE teachers, two Post 16 college tutors, FA & UEFA qualified football coaches, as well as an additional teaching assistant.

“The BTEC course is great as it offers the opportunity to progress and develop further as a player whilst at the same time getting a good education.”

*Cameron Hawkins, BTEC student*

“What I have learnt over the past 12 months on the BTEC course is that the effort you put in determines your outcomes, as well as the need to always stay positive in order to achieve your goals.”

*Hamzah Mahmood, BTEC student*



- During season 2015-16, there were **56** students participating on the programme, the highest number since it began in 2005.
- During 2015-16, BTEC grades increased in comparison with previous years and resulted in students achieving an **MMM (MERIT)** grade on average.
- Throughout the course of the season, **12** individuals undertook the FA Level 1 Coaching Award, with every one of them passing their assessments.
- **5** students had the privilege of being invited along by Gareth Ainsworth to take part in a first team training session.
- Fabian Driffill was the **National under 19 Youth Development League top scorer** hitting the back of the net a colossal **56** times over the course of the season.

## SOCIAL INCLUSION, HEALTH & WELLBEING

In order to satisfy our charitable objectives, WWSET delivered numerous activities and initiatives during season 2015-16 which focused on engaging with the local community and trying to assist them in improving their levels of personal health (*both physical and mental*), and also to reduce the levels of social exclusion and isolation that some people feel on a daily basis. Many of the programmes delivered were done so in partnership with other organisations (*such as the Berks & Bucks FA , Gerrards Cross Community Association, the PFA, Karima Foundation, Show Racism the Red Card, Bucks County Council, Kick It Out, Mars & Wycombe Womens Aid*) who all deserve credit for helping us with our efforts.

Aqeel Akram, who acts as the WWSET Health & Social Inclusion Manager, had this to say about our work in this area:

“The aim of the Social Inclusion & Health programmes delivered by WWSET within the local community during last season were to increase sports participation levels, educate people on the importance of healthy lifestyles, to improve community cohesion, and to give opportunities to those who don't often have easy access to productive pastimes. Both the club and WWSET are fully aware that we have a responsibility to utilise the appeal of Wycombe Wanderers to do good within the local area and the programmes outlined on the following pages will hopefully have had a positive impact on those who took part.”



“A big thanks to Aqeel and Wycombe Wanderers for putting on the Saturday night Just Play sessions for us kids. Without them we would probably just be hanging about on the streets getting into trouble.”

*Just Play participant*

“Paul Hannaford is a remarkable man. His story is astonishing and how he has turned his life around is inspirational. The community work he is doing is fantastic and it was a pleasure to have him at our Just Play sessions, delivering his workshop to the youngsters who were totally stunned by his previous lifestyle and experiences. The workshop was engaging, thought provoking, hard-hitting, and gave all the youngsters a stark reminder of the dangers of getting involved with drugs and crime.”

*WWSET Just Play Coach following an educational workshop delivered by ex gangster & drug addict, Paul Hanniford, who now works as a community/youth educator*



WWSET's Saturday evening "street soccer" sessions, which operate under the banner of an FA Just Play Centre, use the power of football to bring people from all backgrounds, cultures and local areas together in a relaxed environment to play football as well as socialise, and keep fit & healthy. The sessions are staffed by fully qualified WWSET coaches but the content of the sessions are dictated by the participants and usually consist of organised matches or tournaments. Throughout season 2015-16 the sessions, which took place at the Cressex Astroturf pitch, engaged with an average of 40 participants each week and provided over 2730 hours of participation throughout the year for young people who were in need of a positive Saturday evening pastime.



On Tuesday 23rd February 2016 WWSET, in partnership with the football club, welcomed to Adams Park the "Show Racism the Red Card" organisation, as well as nearly 200 local school children. Whilst at Wycombe Wanderers home ground the pupils watched a screening of the Show Racism the Red Card film and took part in an interactive workshop that explored the issue of racism and taught the young attendees the value of embracing different races and cultures. First team players from Wycombe Wanderers and other special guests were also in attendance to appear on a Q&A panel which saw them field questions from the children and explain their views on racism and experiences of discrimination. The event received fantastic feedback from both the children and the school teachers and more similar events are already in the planning stages for season 2016-17.



After hearing about the threat of closure being faced by Gerrards Cross Youth Centre (GXCYC) in early 2015 due to staff shortages, WWSET stepped in to help and to stabilise the future of the club as somewhere safe and enjoyable that local youngsters could continue to go and socialise. Due to WWSET's intervention GXCYC, which has been in existence for over 60 years, has continued to be a valued community asset and the number of children attending since WWSET became involved has steadily risen. In addition to running 2 nights of the youth club each week, WWSET have also been taking youngsters on trips during school holidays, bringing the youngsters to WWFC matches, and running various educational activities for those who attend the club.



During March 2016 WWSET began the "Get Active @ Adams Park" programme in partnership with the Bucks County Council 'Active Bucks' team. The programme is a personal trainer led, weekly group exercise session, which aims to help Bucks residents lead a more active life. The exciting outdoor gym sessions take place pitch-side at Wycombe Wanderers home stadium and focus on increasing health levels in a supportive, inclusive and relaxed environment. Individually tailored in order to be suitable for anybody who wishes to attend regardless of age or ability, the sessions proved increasingly popular as the season went by and resulted in regular attendance figures of 10-15 people per week who, on the most part, were previously participating in little or no exercise. With a focus on fun, a beautiful backdrop, motivating music, and an engaging instructor the sessions will continue growing as time goes on allowing WWSET to further assist in increasing the health of the local population.



Ahead of Wycombe Wanderers dedicated 'Kick It Out Season of Action' fixture against Stevenage FC on Saturday 12th March 2016, WWSET organised a special school art competition which saw over 250 children submit designs. The art competition attempted to educate local children on the subject of discrimination and steer them away from forming discriminatory opinions. Each piece of art submitted had to promote a message of equality/inclusion/anti-discrimination, and the winning entry was used as the official match day programme cover for the game. In addition to hoping to promote discussions in local schools regarding the subject of discrimination the aim of the initiative was also to send a clear message that Wycombe Wanderers FC want to actively promote equality in all walks of life.



WWSET formed a valuable partnership with the local branch of the national domestic violence charity, Women's Aid, during season 2015-16. This partnership saw the football club sign up to the "Football United Against Domestic Violence" campaign which actively denounces domestic violence as well as helping to raise awareness of domestic violence and the negative impact it has on those individuals affected by it. As part of this newly formed partnership, a free interactive educational workshop was designed and delivered to over 300 local school children. The workshop aimed to provide an interesting way for children to learn about healthy relationships, the dangers of domestic abuse, ways in which people can recognise abusive relationships, and avenues for support that people can access to help keep



During 2015-16 WWSET developed a new partnership with the Wycombe Homeless Connection, a local community project of Wycombe churches, which provides help and support to around 400 homeless or vulnerably housed individuals each year. The cornerstone of the partnership involved a 'drop your drawers' campaign which involved WWSET and WWFC asking fans to donate new underwear (as well as other items of clothing) at the Wanderers home match against Crawley Town so that the garments could be redistributed to local homeless people to help them keep warm over the winter months. A huge number of items were given, which went a long way to helping those most in need within the local community.



WWSET & WWFC showed their support to bowel cancer awareness campaign 'Know the Score' at the Good Friday game versus Carlisle United last season. The campaign (promoted by The Bobby Moore Fund, The Adam Stansfield Foundation, Beating Bowel Cancer, Bowel Cancer UK and The Mr Brightside Project) saw players and staff wear specially designed silver "Star of Hope" badges throughout the day, while the Chairboys players all warmed up in a 'Know the Score' t-shirt. In addition to the above, the football club and WWSET also ran a large matchday programme feature which outlined numerous facts about bowel cancer and aimed to educate our fans on ways in which to make healthy lifestyle changes and minimise the chances of becoming a bowel cancer sufferer.

## Walking Football

During season 2015-16, WWSET delivered a very popular Walking Football session each week.

As the name suggests, Walking Football is a slow paced version of the beautiful game and is aimed specifically at the over 50's age group, providing a great way for those who are no longer willing or able to play at full speed, to still stay fit and healthy.

It's generally accepted that as you get older the opportunity to participate in team sports are reduced; ironically at the age when you most need to keep active, both physically and socially.

Walking Football is designed to help people maintain an active lifestyle despite their age or physical condition, as well as getting those back playing football who have previously had to stop for whatever reason. Despite the fact that no running is allowed, the walking format of football is surprisingly tiring, and you certainly work up a sweat:

**Simply playing 1 hour a week for 3 months enables players to cover approximately 30 miles and burn up to 4,200 calories!**

In addition to the physical benefits, there are also huge social benefits gained from participating. The sessions run by WWSET (*in partnership with our local Berks & Bucks County FA*) are extremely relaxed, very welcoming, and the participants love nothing more than a laugh and a joke.



“This is now the first thing in my diary each week. I have always struggled with regular exercise such as gym sessions as I get bored so easily. Walking football is a great way of getting exercise and enjoying my favourite sport at the same time.”

*Walking Football participant (Age 63)*

### WALKING FOOTBALL FEEDBACK QUESTIONNAIRE:

- *Did you benefit socially from partaking?*  
**85% responded HUGELY, 15% responded DEFINITELY**
- *Did you achieve health benefits from partaking?*  
**45% responded HUGELY, 27% responded DEFINITELY, 25% responded NOTICEABLY, 3% responded SLIGHTLY**

## Player Community Appearances

When delivering WWSET activities, one of the things that adds huge value is having first team players come and join us to meet members of the community that we engage with. Modern day footballers have a fantastic ability to positively influence those that they meet and we are thankful to the club for their willingness to facilitate player appearances, and also to the players themselves who gave up their free time during season 2015-16 to help out at our programmes. Each and every time the Wycombe Wanderers players joined us at activities we were running they talked openly and honestly to the public and passed on some great messages regarding the challenges they have overcome to get to where they are now, and the importance of hard work and dedication in order to achieve personal goals. During the 2015-16 season, Wycombe Wanderers players made **194** hours worth of community appearances at a wide range of different events:

**X40** TRAINING GROUND EVENTS

**X16** EDUCATION EVENTS

**X12** HOLIDAY COURSES

**X13** HOSPITAL VISITS

**X4** ANTI-RACISM EVENTS

**X20** SOCIAL INCLUSION EVENTS

**X87** MATCHDAY EVENTS

**X2** PRESENTATION EVENTS



“I'm very pleased to have received this year's PFA Community Champion Award. I've thoroughly enjoyed all the community appearances I've been involved in this year and take a great deal of satisfaction from the fact that I've perhaps managed to play a small part in brightening somebody's day, or maybe helped to educate or motivate them. The fact that professional footballers are in the media spotlight so much these days gives us a great opportunity to give something back to the local community, so I've been only too happy to do what I can.”

Alex Lynch, WWFC PFA Community Champion 2015-16



## SPORTS & EDUCATION TRUST



EDUCATING, MOTIVATING & INSPIRING THROUGH THE POWER OF SPORT

“Wycombe Wanderers Sports and Education Trust continues to be an energetic and successful charity that raises the profile of WWFC and makes a real difference to the lives of both young people and adults throughout the local community.

In addition to a number of well-established football programmes, over the past twelve months WWSET are proud to have strengthened provision to include various activities that support and encourage social inclusion, healthy lifestyles and educational development using sport, and football in particular, as a focus.

The Board of Trustees are delighted to support the work of the charity and believe that the WWSET team can be proud of their achievements in 2015-16.”

**STEVE EDGAR: CHAIRMAN OF THE WWSET BOARD OF TRUSTEES**

“It makes me immensely proud to not only be the Chairman of Wycombe Wanderers FC, but also a trustee of the Wycombe Wanderers Sports & Education Trust.

The communities that surround and support football clubs are the lifeblood of those clubs, without which clubs wouldn't exist. The Wycombe Wanderers fans give so much to the club and we have a moral obligation to give something back to them which extends beyond what happens on the pitch, and we do this by supporting our fantastic charity to achieve positive outcomes.

We as a club are proud of what they have achieved over the past season and look forward to helping them achieve even more going forward.”

**ANDREW HOWARD: WWFC CHAIRMAN & WWSET TRUSTEE**

“I've been involved with Wycombe Wanderers for many years, both as player and manager, and can confidently say that it's a true community club from top to bottom.

Myself and the players recognise the positive impact that football can achieve within local communities and we are happy to support the clubs Sports & Education Trust with all the great work they undertake in any way we can.”

**GARETH AINSWORTH: MANAGER OF WWFC**

# COMMUNITY PARTNERS





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