Oxfordshire - A Community United

Increasing OUFC’s Charity’s Social Impact across Oxfordshire

Christopher Lowes – Head of Charity
Tim Tarby-Donald - Interim Head of Charitable Activities

Active Oxfordshire Leadership Forum
15th November 2019
The Power of Football

The Community Organisation attached to a football club is known as a CCO (Club Community Organisation), Community Trust or Charity. 20 in the Premier League and 72 in the English Football League.

£18m invested into 72 CCOs in 2018
‘Stronger, Healthier, More Active Communities.’

**INCREASING PARTICIPATION**
Sport for all is a cornerstone of our work and underpins everything that we do. Learn more about how we increase participation...

**INSPIRING EDUCATION**
The unique history of football and the location of many clubs in former industrial areas means we are in a strong position to help the people who need it most. Learn more about how we inspire education...

**COMMUNITY ENGAGEMENT**
Our football clubs and community trusts exist at the very heart of diverse communities, bringing people together from all walks of life. Learn more about how we engage communities...

**IMPROVING HEALTH**
We use the power of football to engage with people from all backgrounds and work strategically with partners to improve the health of their local community and reduce any health inequalities that exist. Learn more about how we improve health...

- Improving health and wellbeing
- Raising aspirations and realising potential
- Building stronger, more cohesive communities
What we found
Throughout the research we found that innovative leaders of organisations of all sizes are drawing on four key assets to achieve a greater impact in a changing world:

**Establishing an impact-focused strategy** That has a clear focus on an organisation’s key mission and offers a way to prioritise activities or decisions. Putting mission first enables them to take a more networked approach, working with others to deliver greater collective impact.

**Building strong governance and leadership** that embraces risk, supports collaboration and new partnerships, and draws on a diversity of backgrounds and skills to unlock innovative thinking and good decision-making.

**Taking new approaches to existing relationships**, rethinking and redefining the dynamic with both the state and with the public.

**Harnessing new networks and resources**, including technology, new partnerships and models of doing business, and new ways of relating to communities and beneficiaries.

[State of the Sector](https://www.thinknpc.org/what-we-do/)
Oxfordshire Community & Voluntary Action

EFLTRUST

Capability Code of Practice

Premier League Charitable Fund

Supported by

EFLTRUST
Every person in Oxfordshire has a positive connection with OUFC every day.

OUItC win regional Community Club of the Year in March 2021 and overall Community Club of the Year in April 2022.

The charity is a fully rolled-out Hub and Spoke-based organisation across Oxfordshire within 18 months with a multi use sports, education and community facility at its heart within 5 years.
Hub & Spoke Strategy

Oxfordshire Population
687,500 in 2018
814,400 in 2026 (Est.)

10 – 15 towns + Oxford City
15 month roll out using partnership model & ABCD

- Grassroots local football club
- Schools – Primary / Secondary
- County & local charity partners
- Corporate Partners / Business Sponsors
- Grant Funders
- Club - community pubs
- ASC / HC to be established to generate £
OUitC Current Activities

Early Years / Primary Schools
Secondary Schools
Youth Work
The Manor Club
Needs-based projects (Blind Football / Refugee sessions)
Grassroots football participation

Elite Development Centre
Shadow Squad/Girls Talent ID
Future Talent
After School Clubs/Lunch Clubs/PLPS/Soccer Tots and Holiday Camps
OUitC Activity Types

OUitC Lead
- Premier League Primary Stars

OUitC Collaboration
- New Delivery Partnership Model

OUitC Deliver
- We simply input to a wider project
Oxfordshire – A Community United: Timetable

1) STRATEGY – GAIN BUSINESS / MANAGEMENT APPROVAL
July / August 2019 – High Level Strategy & Ambitions Developed

2) STRATEGY ALIGNMENT / TESTING REQUIREMENTS / FUNDING
September / October – Stakeholder Engagement & Needs Identification (Data)
National / County / Region / District
October / November – Funding Needs

3) IDENTIFYING PARTNERS & PRIORITISATION
Community Engagement & Outreach (Data)
November / December – County Partners – Charities & Corporates
City / District / Town – Grassroots Football Clubs / Schools / Local Charities

4) EXECUTION – PROJECT LAUNCH !
January 2020
Initial 1-3 towns – Plan, Do, Check, Act cycle for learning and continuous improvement

5) ROLL OUT
March 2020 – March 2021
Further up to 15 towns
Proposed County-wide Partnerships (currently being established)

Covering:
- Grassroots football
- Healthy, active lifestyles
- Secondary / Youth Work
- Mental Health
- Literacy
- Employability

Tim Hollingsworth, Chief Executive of Sport England announced his organisation’s intention to invest in the EFL Trust network’s ability to reach one of their key audiences. Investment of £2.25 million, of National Lottery funding, will aim to reach around 10,000 inactive men women on low incomes.
Establishing Corporate Partnerships

...another great Nexus partnership

Modus Accountants + Oxford United in the Community

Who will you support?
Get in touch:

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https://www.justgiving.com/campaign/ouitc30years