



NOTTINGHAM FOREST COMMUNITY TRUST

ANNUAL
REPORT
2023





18,102
HOURS OF
COMMUNITY
SUPPORT

2

ANNUAL REPORT 2023
NOTTINGHAM FOREST COMMUNITY TRUST



CONTENTS

4

INTRODUCTION

5

WHO WE ARE

6

**MESSAGE FROM
THE CHAIR
OF TRUSTEES**

11

**PHYSICAL
& MENTAL
WELLBEING**

16

**EDUCATION,
TRAINING
& EMPLOYMENT**

19

**COMMUNITY
ENGAGEMENT**

25

SUCCESS STORIES

29

**FINANCIAL
PERFORMANCE**

30

KEY PARTNERS

31

**LOOKING TO THE
FUTURE**

32

**A NOTE FROM THE
CHAIRMAN**

INTRODUCTION



I am proud to present another year of positive impact and achievement, delivering continued support for local people in the city of Nottingham and county of Nottinghamshire

Our dedicated team of people have once again shown relentless commitment and passion towards creating measurable, positive change throughout 2023, which has proved to be one of our strongest years on record.

Our relationship with Nottingham Forest Football Club continues to go from strength to strength, and we are thankful for the continued support from Mr Marinakis, Ownership, and the engagement and contribution from the First Team, Academy and Women's Team.

As we look ahead to the next 12 months, we congratulate Judith Lyons on her appointment as Chair of Trustees after over five years of dedicated service. We also welcome new Trustees Jamie Whysall, Hugh White, and Jayne Mayled, who bring dynamic expertise to our Board. Additionally, we express our gratitude to former Chair Karen Frankland and former Trustee Alison Hands, who departed in 2023, for their dedicated support and guidance during their tenure.

We have ambitious plans to positively engage more people through our work in the future, and support the development of community facilities and spaces where people can come together to be more active and feel safe.

Our purpose is to support our local communities to the best of our ability. This drives our focus and efforts to create even greater positive impact through our work, services and support and we are excited about the opportunities that lie ahead.

CALUM OSBORNE
CEO, NOTTINGHAM FOREST COMMUNITY TRUST

WHO WE ARE

5

For over three decades, Nottingham Forest has been actively involved in community engagement initiatives. In 2010, Nottingham Forest Community Trust was established with the aim of creating significant positive impact of local residents.

Serving as the charitable arm of Nottingham Forest Football Club, the Trust assumes a strategic role in Nottingham and Nottinghamshire, collaborating with partners from the private, public, and third sectors.

We are dedicated to our mission, and advocate working collectively with local and national partners to accomplish our strategic plan.

Our commitment to supporting the local community extends beyond football, and we take pride in Nottingham Forest Football Club's contributions to its communities since its establishment in 1865.

While acknowledging our past achievements, we aspire to continue supporting those who need us.

MESSAGE FROM THE CHAIR OF TRUSTEES

“ Reflecting on a remarkable year for Nottingham Forest Community Trust in 2023 we’re excited to share some of the highlights of our success.

We’re proud to report that over 94,000 members of our community directly benefited from our initiatives throughout the year. Our commitment to our three-year strategic plan remains steadfast as does our focus on making meaningful impact where it’s needed most.

Among our achievements was the launch of the Forest Futures mentor programme. This programme has provided vital support to vulnerable young individuals at risk of offending or re-offending. We’ve also made real strides in mental health awareness by appointing Nottingham Forest player, Harry Toffolo, as an Ambassador for our Tricky To Talk initiative. Positive feedback from participants highlights the impact of our efforts with 81% reporting improvements in their mental wellbeing, and 87% noting enhanced physical health.

We’ve facilitated the employment of 15 apprentices through the Think Big technology initiative in partnership with global technology company, Ideagen and our inaugural Iftar at the City Ground during the Islamic holy month of Ramadan showcased our commitment to inclusivity and community cohesion.

Furthermore, we’re proud to have provided 16,800 meals throughout the year, addressing a fundamental need within our community.

Looking ahead to 2024 we’ve set ourselves some ambitious goals to accelerate the progress we’ve made. We are proud to be an integral part of the Nottingham Forest family and remain committed to bringing continued, meaningful change within our community.”

JUDITH LYONS
CHAIR OF TRUSTEES, NOTTINGHAM FOREST COMMUNITY TRUST

OUR VALUES

ACCESSIBLE
COMMITTED
PROGRESSIVE

OUR MISSION

Our mission is to deliver support for the people, organisations and communities who need us.

OUR VISION

Our vision is to have a positive impact in our communities by providing support for those who need us.

OUR AIM

The aim of Nottingham Forest Community Trust is to become a leading charity in Nottinghamshire and establish itself as one of the UK's top performing charities in professional football.

OUR PURPOSE

Nottingham Forest Community Trust supports our local communities to the best of our ability, providing support for those who need it most, whenever they need it and wherever that might be.

7

In 2023, we unveiled our three-year strategic plan, setting out our values, vision, mission, purpose, and strategic objectives. This plan followed the launch of our 'supporting those who need us' campaign. The strategic plan outlines how we aim to build on our past achievements to provide even more help to the people of Nottingham and Nottinghamshire.

To achieve our goals, we focus on three key priorities. These priorities reflect where we believe our support will create the biggest impact in local communities. They are based on local insight and data, and our three decades of experience in community engagement.

- 1 Significantly increase improvements in local people's health and wellbeing.
- 2 Significantly increase opportunities for local people to access high-quality education and training, leading to meaningful sustainable employment.
- 3 Significantly increase reach into our local communities through our delivery of community engagement programmes.



ANNUAL REPORT 2023
NOTTINGHAM FOREST COMMUNITY TRUST



OUR PEOPLE

Our organisation is driven by the dedication and passion of our team members. We take immense pride in each individual's contribution to our collective strategy. Through a culture of accountability and shared responsibility, we work together to achieve our strategic priorities. Our team is committed to excellence and consistency, always ready to support those in need. They regularly exceed expectations, set high standards, and embrace innovation. This shared commitment, in partnership with Nottingham Forest Football Club, extends into our communities, offering vital support beyond the banks of the River Trent.

TRUSTEES

Judith Lyons (Chair)

Fellow of the Chartered Institute
of Personnel and Development

Karen Frankland (Chair 2023)

Managing Director, Primary Integrated
Community Services

Jamie Whysall

Governance and Quality Manager,
EFL Trust

Jayne Mayled

Managing Director, True Story

Hugh White

Former Director of Sport, Culture & Tourism,
Nottingham City Council

Iqbal Singh Sanghera

CEO, Sanghera Investments Limited

Nicholas Randall KC

Former Chairman, Nottingham Forest
Football Club

Oonagh Turnbull

Head of Health & Sustainable Diets
Campaigns, Tesco

PATRONS

Sir John Peace

Lord Lieutenant of Nottinghamshire

Sir David Nicholson

Former Chief Executive, NHS England

John McGovern

Nottingham Forest Football Club,
2 x European Cup Winning Captain

ADVISORS

Jason Lee

Senior EDI Education Executive,
The Professional Footballers' Association

Sir David Greenaway

Former Vice Chancellor,
University of Nottingham

Colin Morrell

Former Senior Partner, KPMG



8,083
**SESSIONS
DELIVERED**

10



PHYSICAL & MENTAL WELLBEING

Physical and mental wellbeing sits at the heart of everything we do – forming a core part of the Trust's long-term purpose and delivery strategy.

We're proud of our comprehensive range of community programmes which support the improvement of physical and mental wellbeing. Motivating our communities to be healthier is fundamental to our purpose.

As a team, we remain focused on promoting and developing our programmes so that we can support people to live healthily and improve their quality of life.

154

VETERANS
SUPPORTED

132

WALKING
FOOTBALL
SESSIONS

48

MENTAL
HEALTH AND
WELLBEING
SESSIONS

5,040

HOURS OF
OPERATION
AT THE
FOREST
SPORTS
ZONE

81%

POSITIVE
OR VERY
POSITIVE
IMPACT ON
MENTAL
WELLBEING

4.5KG

AVERAGE
WEIGHT
LOSS ON
OUR WEIGHT
MANAGEMENT
PROGRAMME

MANN'S JOURNEY TO IMPROVING HEALTH & WELLBEING THROUGH WALKING FOOTBALL

For over two years, Mann has been a dedicated participant in Nottingham Forest Community Trust's walking football programme. His journey began during the pandemic, a time when individuals found themselves dealing with isolation, uncertainty, and disrupted routines. As we retreated indoors and distanced ourselves from those close to us, staying active and connected became increasingly challenging.

Enter walking football, a modified version of the beautiful game that emphasises fun, camaraderie, and fitness over the traditional intensity of the sport. The sport's key rule is simple but transformative: participants must keep one foot on the ground at all times, making running impossible and ensuring that the pace is gentle yet still competitive.

One of the most remarkable aspects of Mann's journey is how walking football has significantly contributed to his physical wellbeing. This engaging sport has helped him maintain cardiovascular health and enhance his overall physical condition.

12



“ I HAVE FOUND IMMENSE JOY AND PURPOSE IN STAYING ACTIVE AND ENGAGED WITH MY COMMUNITY. ONE OF MY FAVOURITE WAYS TO DO THIS IS BY PARTICIPATING IN WALKING FOOTBALL AT FOREST COMMUNITY ZONE, NESTLED WITHIN THE BEAUTIFUL FOREST RECREATION GROUND. IT'S A SPORT THAT HAS NOT ONLY KEPT ME PHYSICALLY FIT BUT HAS ALSO CONNECTED ME WITH AN INCREDIBLE GROUP OF INDIVIDUALS WHO SHARE THE LOVE FOR THE GAME. ”

MANN

ANNUAL REPORT 2023
NOTTINGHAM FOREST COMMUNITY TRUST



HARRY TOFFOLO, MENTAL HEALTH AMBASSADOR

During the 2023/24 Premier League season, Nottingham Forest Football Club and Nottingham Forest Community Trust were delighted to announce defender Harry Toffolo as mental health ambassador for the Tricky to Talk programme.

Tricky to Talk is the Trust's mental health programme which began in 2019 and aims to look at how the Trust supports the mental health of Nottinghamshire residents and Forest fans to promote greater mental wellbeing. Based on peer-support methods, the Trust offers a range of 'hubs' each month, both online and face-to-face, including men-only hubs and support for the Armed Forces community.

Harry's role as an ambassador has come on the back of his attendance at a men-only session in Hucknall, facilitated in partnership with Bottled Up Blokes where he openly spoke about mental health, and actively listened to participants. Since becoming an ambassador, Toffolo has attended sessions at the City Ground.



I'M DELIGHTED TO BE AN AMBASSADOR FOR THE TRICKY TO TALK PROGRAMME AND GETTING INVOLVED GIVES ME A SENSE OF RESPONSIBILITY. I'VE GOT A STATURE WITHIN THE COMMUNITY WHERE I CAN HELP OTHERS, HAVING RECENTLY BEEN THROUGH WHAT A LOT OF OTHERS HAVE GONE THROUGH. IT DOESN'T MATTER WHAT WALK OF LIFE YOU COME FROM. WE'RE ALL EQUAL AND MENTAL HEALTH IS ALL RELATIVE.

IT'S IMPORTANT TO ME THAT WE CAN MAKE AWARENESS OF MENTAL HEALTH STRETCH AS FAR AS WE CAN TO MAKE SURE PEOPLE KNOW THAT THERE IS SUPPORT THERE. IF YOU'RE A FOREST FAN OR ANY FOOTBALL FAN, I HOPE THAT YOU KNOW THAT THERE ARE PEOPLE AND PROGRAMMES THERE FOR YOU.



HARRY TOFFOLO
NOTTINGHAM FOREST PLAYER



JACK FINDS CONNECTIONS AND SUPPORT

A passionate Nottingham Forest supporter, Jack's challenges with mental health led him to find support through our mental health programme, Tricky to Talk. Reflecting on his struggles with loneliness and isolation aggravated by the pandemic, Jack spoke to us about stepping out of his comfort zone and reconnecting with the world around him.

For Jack, Tricky Hubs not only provided a platform to discuss mental health but also give him a place to connect with like-minded individuals, united by their love for the football club:

Through weekly online sessions and monthly face-to-face gatherings, Jack found a sense of routine and support, empowering him to offer support and advice to others on their mental health journeys. His experience underscores the importance of community cohesion in navigating mental health obstacles, inviting others to join Tricky Hubs and embark on a path toward better mental wellbeing.

“WHAT DO I VALUE MOST ABOUT TRICKY HUBS? EVERYONE HAS THE OPPORTUNITY TO CONTRIBUTE AND AIR THEIR THOUGHTS. PEOPLE ALWAYS LISTEN WITH RESPECT. I LIKE THE REGULAR WEEKLY SLOT ON THURSDAY EVENINGS, AS I FIND ROUTINE A HELPFUL WAY OUT OF TOUGH TIMES MENTALLY. I HAVE FOUND THAT TAKING THE TIME TO LISTEN TO OTHERS AS THEY SHARE THEIR MENTAL HEALTH EXPERIENCES HAS GIVEN ME THE CONFIDENCE TO OFFER MY OWN WORDS OF SUPPORT AND ADVICE – SOMETHING I WOULDN'T HAVE THOUGHT I'D BE ABLE TO DO BEFORE I CAME TO TRICKY HUBS.”

JACK

CELEBRATING LOSSES

In 2023, the Trust launched its Weight Management Programme in partnership with Nottingham City Council. The programme consisted of five 12-week cohorts of 10 participants and was designed to work with local individuals to understand the benefits of healthy eating and engaging in weekly physical activity.

The programme played a pivotal role in empowering individuals, like Emily, on their journeys towards healthier lifestyles. Hosted at our community facility, The Forest Sports Zone, sessions focused on educating participants about the principles of healthy eating and the importance of engaging in regular exercise.

By building a supportive environment, each cohort were not only guided to achieve their weight loss goals but also encouraged to instil sustainable habits for long-term wellbeing.

The success of the programme reiterated the importance of collaboration by working with the public sector to contribute to the community's overall physical and mental health.

15



I NEVER THOUGHT I COULD ACHIEVE THIS LEVEL OF TRANSFORMATION IN JUST 12 WEEKS. JOINING THE WEIGHT MANAGEMENT PROGRAMME WITH NOTTINGHAM FOREST COMMUNITY TRUST WAS A GAME-CHANGER FOR ME. IT WASN'T JUST ABOUT SHEDDING KILOS; IT WAS ABOUT GAINING CONFIDENCE AND A HEALTHIER MINDSET. THE EDUCATION ON SUSTAINABLE CALORIE DEFICITS, COUPLED WITH EMBRACING TECHNOLOGY, MADE ALL THE DIFFERENCE. I REALISED IT'S NOT JUST ABOUT INTENSE WORKOUTS – IT'S ABOUT MINDFUL EATING AND ENJOYING ACTIVITIES YOU LOVE. THE COMMUNITY SUPPORT WAS INCREDIBLE, MAKING THE JOURNEY NOT ONLY EFFECTIVE BUT ALSO ENJOYABLE.



EMILY

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NOTTINGHAM FOREST COMMUNITY TRUST



EDUCATION, TRAINING & EMPLOYMENT

We prioritise equipping individuals in our communities with the necessary resources and support to unlock their full potential in education, training, and employment. By delivering a broad spectrum of educational programmes, training sessions, and providing job opportunities, we enhance the capabilities and self-assurance of people throughout the city and county.

This approach not only leads to personal success but also magnifies our positive influence, helping locals reach their aspirations and supporting their progress toward their goals. Through providing job opportunities and developing an environment of growth and advancement, we strive to nurture, assist, and build a more dynamic community. Most importantly, we emphasise close collaboration with individuals to empower them, which ultimately drives economic development in Nottingham and the local area.

116

SCHOOLS
ENGAGED

143

TARGETED
INTERVENTIONS

6,547

PUPILS
ENGAGED
IN PRIMARY
SCHOOLS

710

HOURS OF
POST-16 STUDY
DELIVERED

166

TEACHERS
SUPPORTED
WITH CPD

167

THINK BIG
WORKSHOPS

312

HOURS OF
DEGREE
MENTORING
DELIVERED

EMPOWERING YOUNG GIRLS ON AND OFF THE PITCH

Premier League Primary Stars coach, Mai, has empowered young girls like Poppy to embrace their potential on and off the pitch.

Poppy's admiration for Mai's skills and coaching is a testament to the support provided in across primary schools in Nottinghamshire.

Throughout the programme, Poppy enthusiastically participated in weekly after-school clubs, facilitated by Mai, and has since gone on to improve her football skills and communication on the pitch and in the classroom. Mai's influence extends beyond football, nurturing Poppy's growth and development in PE lessons and weekend matches.

The connection between the two has grown, as Mai has taken the time to personally interact with Poppy, encouraging her love for football.

Through conversations and shared experiences, Mai has become a mentor figure for Poppy, motivating her to pursue her dreams and work hard to achieve her goals.

Mai's commitment to excellence serves as a beacon of inspiration for Poppy and countless others, demonstrating the transformative power of football beyond the pitch.



“ BEING ABLE TO TEACH POPPY AND SEEING HER IMPROVE, NOT ONLY IN FOOTBALL BUT OTHER SPORTS TOO, IS ABSOLUTELY FANTASTIC. ”

MAI
PREMIER LEAGUE
PRIMARY STARS COACH

“ I THINK MAI IS AN AMAZING COACH. SHE'S REALLY INSPIRING AND HAS HELPED ME A LOT, ESPECIALLY IN PE AND FOOTBALL. ”

POPPY

ELLIE-MAI LEADS OUT THE TEAMS

Ellie-Mai's transformation through the Premier League Primary Stars programme showcases the profound impact sports can have on young people. Guided by professional coaches, Ellie-Mai's confidence flourished as she developed her football skills during PE, after-school clubs, and football festivals.

Her dedication and positive attitude led to her being chosen to represent her school in a football festival ran by Nottingham Forest Community Trust.

The festival brought together local schools, providing young players with an opportunity to showcase their talent and fair play among other players. Ellie-Mai, showed great determination and an exemplary attitude that personifies the Premier League values which encourages pupils to be fair, be inspired, be connected, be ambitious and be active.

Her positive attitude earned her the once-in-a-lifetime opportunity to lead out Nottingham Forest and Manchester United at the City Ground as a referee mascot in Forest's Premier League home fixture.

“ STEPPING ONTO THE PITCH WITH NOTTINGHAM FOREST AND MANCHESTER UNITED WAS A DREAM COME TRUE. ”

ELLIE-MAI

“ OVER THE COURSE OF THE PAST 18 MONTHS, ELLIE-MAI HAS CONSISTENTLY DEMONSTRATED HER COMMITMENT TO THE AFTER-SCHOOL CLUB. HER EXCEPTIONAL ATTENDANCE RECORD AND HER REMARKABLE ATTITUDE TOWARDS THE CLUB HAS TRULY MADE HER A STANDOUT AMONG HER PEERS. AS A MODEL PUPIL, ELLIE-MAI CONSISTENTLY EXHIBITS QUALITIES THAT SERVE AS AN INSPIRATION TO OTHERS. ”

MEGAN

PREMIER LEAGUE
PRIMARY STARS COACH



COMMUNITY ENGAGEMENT

We continually strive to be a core part of our community – where people trust and recognise the impact we deliver.

This includes providing ongoing community support through a dynamic range of programmes in order to deliver and promote community cohesion and strength.

By working closely with our valued partners, we're able to adopt a holistic approach that builds strong, resilient communities and encourages public participation, celebrating equality, diversity and inclusion.

850

HOURS OF
PREMIER
LEAGUE
KICKS
SESSIONS

97%

OF CHILDREN
ENJOYED
FREE
HOLIDAY
CLUBS

204

CHILDREN
ATTENDED
PREMIER
LEAGUE
KICKS

1,289

CHILDREN
ATTENDED
FREE
HOLIDAY
CLUBS

16,800

FREE MEALS
PROVIDED

68

PREMIER
LEAGUE
KICKS
DISABILITY
PARTICIPANTS



FOREST FUTURES MENTOR PROGRAMME IMPACT

Nottingham Forest Community Trust's Forest Futures programme was launched in 2023 and has since expanded its reach to support diverse individuals, including refugees through partnerships with local organisations.

Adam Mansouri's translation support addressed language barriers, facilitating clearer communication and greater accessibility for individuals who speak little to no English.

Initial challenges in participant engagement were overcome through personalised mentoring by Adam, building trust and retained participation. Practical support, including travel passes and budgeting sessions organised by Nottingham Forest Community Trust Mentoring Manager, Arron, empowered participants in daily life.

Continued engagement and community partnerships, such as ESOL (English for Speakers of Other Languages) courses with Catch 22, provided avenues for educational and social growth.

Forest Futures secured funding for a weekly football session, promoting ongoing integration, while partnerships with Morrisons ensured access to essential supplies.

Through dedicated mentoring, Forest Futures promotes trust, integration, and empowerment, encouraging a sense of belonging for participants.

HAYDEN'S JOURNEY WITH PL KICKS

Hayden, a dedicated participant in Nottingham Forest Community Trust's Premier League Kicks (PL Kicks) programme, embodies the transformative power of sport.

Since 2006, PL Kicks has empowered young people like Hayden, aged 8-16, through free weekly football sessions and workshops.

Hayden's unwavering commitment and passion for the programme have not only improved his football skills but also instilled valuable life lessons such as teamwork and leadership. Recognised for his talent and dedication, Hayden represented Nottingham Forest at the prestigious annual PL Kicks Cup, where he showcased his progress and forged new friendships.

Hayden's journey exemplifies how PL Kicks transcends football, developing personal growth and creating opportunities for young individuals to thrive.

“ PL KICKS HAS HAD A SIGNIFICANT IMPACT ON MY LIFE. ONE OF THE BIGGEST BENEFITS HAS BEEN THE OPPORTUNITY TO MAKE NEW FRIENDS. ”

HAYDEN



TYLER'S STORY

Tyler's journey with Nottingham Forest Community Trust's Holiday Activities & Food programme illustrates the profound impact of community initiatives in supporting young individuals. Initially reserved, Tyler quickly found comfort and fun in the programme's diverse activities, from sports sessions to creative workshops.

A significant benefit for Tyler was the opportunity to form new friendships, creating a sense of belonging and unity among participants from diverse backgrounds.

The programme's structured and supervised environment provided Tyler with a safe haven away from potential street risks, while access to nutritious meals promoted his physical health and wellbeing.

Tyler expressed his enthusiasm for the programme, highlighting its positive impact on his personal growth and development.

Through engaging activities and supportive staff, Tyler gained confidence, learned new skills, and embraced healthy habits.

His story symbolises the transformative power of community-based initiatives in nurturing potential, developing connections, and steering young individuals away from potential trouble.

Tyler's journey stands as a testament to the importance of programmes like the Holiday Activities & Food programme in shaping the future prospects of young people within the community.



“ TO RECEIVE AN AWARD LIKE THIS, I JUST DON’T HAVE ANY WORDS FOR IT, JUST UNBELIEVABLE. ”

GEORGE

COMMUNITY CAPTAIN: GEORGE

George, a devoted 17-year-old volunteer, has dedicated his time to coaching and inspiring fellow young people in his community at his beloved club, Nottingham Forest, over the past two years. In recognition of his commendable efforts and personal growth, George was invited to Nottingham Forest's training ground where midfielder Morgan Gibbs-White, along with the first-team squad, surprised him with the Community Captain award and a special captain's armband as part of the Premier League's "More than a game" campaign.

As a younger teenager, George regularly attended Premier League Kicks as a participant. This love for football sparked an interest in coaching and he has since been involved in community training and coaching at Premier League Kicks sessions in Nottingham with the support of the Trust to provide children with a safe space to play football and stay away from trouble.

George's positivity resonates deeply with those who know him closely, as they have witnessed his growth both professionally and personally and many individuals highlighted his journey of transformation when the Premier League Community Captain selection process took place toward the end of 2023.

Coaches from Nottingham Forest Community Trust who have worked with George noted their pride in George's development, expressing how Community Trust programmes have allowed him come out of his shell and has made significant contributions to his community.

SUCCESS STORIES

TOBY'S TRIUMPH



12-year-old Toby has recently embarked on a remarkable journey marked by health challenges and a triumphant return to his passion for football. From battling a ruptured appendix and a congenital heart disorder to rediscovering his love for the game, Toby's story is one of resilience and determination.

Following surgeries and treatments, Toby's physical growth improved, prompting a newfound desire to participate in sports. Despite lingering fears and mental barriers, Toby is gradually embracing his body's capabilities with the support of his family and medical professionals.

Football holds a special place in Toby's heart, and his return to the sport has been a significant milestone. From initially hesitating to participate, Toby now eagerly seizes every opportunity to play, particularly as a goalkeeper. Nottingham Forest Community Trust's Goalkeeper Development sessions have become a big part of his life, supported by dedicated coaches who ensure he feels included and valued.

Toby's journey showcases the strength of spirit children possess in overcoming adversity. His determination to pursue his dreams despite setbacks serves as an inspiration to others, reminding us that with perseverance, any obstacle can be overcome.

SUCCESS STORIES

JUDE'S CONFIDENCE BLOSSOMS



26

Jude's experience with PL Kicks Disability sessions at Portland College has been transformative, with his confidence soaring and physical fitness flourishing over the past year. His consistent attendance highlights the profound impact of sports and positive coaching on a child's life.

Recognising Jude's initial challenges in managing emotions and behaviour, his mother expressed gratitude for Nottingham Forest Community Trust coaching staff's positive influence. Their tolerant, accepting, and non-judgmental approach were vital in building trust with Jude, focusing on his strengths and potential rather than his obstacles.

Jude's excitement to attend sessions reflects his growing confidence and improved fitness, evident in his enthusiastic participation and readiness to attend. The coaching staff's celebration of his milestones further boosted his self-esteem, with lead coach, Oscar noting Jude's progress as a joy to watch.

Jude's engagement showcases the importance of a caring environment and supportive coaches in shaping participants' lives. PL Kicks not only teaches the game but also instils confidence, equipping children like Jude with the social tools they need to thrive and succeed.

SUCCESS STORIES

ACADEMY AND COMMUNITY TRUST SPREAD FESTIVE JOY



Nottingham Forest Academy and the Community Trust united for a heart-warming initiative in December, embodying the true essence of community engagement and spreading festive cheer. Students from the Trust's Premier League Inspires programme and Nottingham Forest Academy players visited care homes in Newark and Bramcote, forging meaningful connections between generations.

This collaborative effort demonstrates the powerful synergy of sports, community, and compassion. As students and players engaged in heartfelt conversations with care home residents, a sense of camaraderie filled the air, highlighting the unifying power of football in building community bonds.

Residents shared their stories with young visitors, creating a bridge between generations and emphasising shared experiences. Some even shared football tips with players, blending wisdom and youthful enthusiasm in a delightful exchange.

Aligned with the Premier League's Inside Matters mental health campaign, this initiative addresses issues of loneliness and emphasises the importance of staying connected and creating conversations. It reflects genuine efforts in building meaningful relationships and contributes to personal development beyond the pitch.



IFTAR AT THE CITY GROUND

Nottingham Forest made history by hosting its inaugural Iftar event at The City Ground in April 2023, bringing together members of the muslim community to break their fast pitch-side in the Brian Clough Stand as part of the Islamic holy month of Ramadan.

Co-organised by Nottingham Forest Football Club, Nottingham Forest Community Trust, the Karimia Institute, Guru Nanak's Mission, and Angela Kandola, the event aimed to create community cohesion among people of diverse faiths and backgrounds.

Iftar, the meal consumed by individuals observing fasting during Ramadan, was shared community members, Nottingham Forest, Nottingham Forest Community Trust staff, and player Moussa Niakhaté, who was also observing Ramadan.

Breaking their fast with water, dates, and a call to prayer, attendees enjoyed a hot meal served by local Sikh charity Guru Nanak's Mission, as dusk settled over the stadium.

FINANCIAL PERFORMANCE



2023 has been another strong year for revenue with the Trust continuing to build on the scale and range of delivery that it offers. It is pleasing to see this strength and diversity in revenue and surplus as we look to use this as a foundation for our exciting plans for the coming years.

Our excellent 2023 financial performance is a testament to our agility, adaptability, and capabilities to get the job done, thanks to our team, partners, supporters and investors.

We are focused on achieving more growth and success in 2024 and beyond by delivering our three-year strategic plan. This will enable us to deliver greater impact and reach out to more individuals and communities in need, and it outlines our commitment to delivering high-quality programmes and services that positively impact our communities.



IQBAL SINGH SANGHERA,
TRUSTEE & FINANCE COMMITTEE CHAIR

TOTAL REVENUE
£2,121,000



KEY PARTNERS

Working in partnership with like-minded organisations and partners enables us to achieve greater impact within our communities. We recognise and embrace the need for sustainable relationships on both local and national levels to maintain successful partnerships with private, public, and third sectors.

We acknowledge the strength of these partnerships and their role in supporting the Trust to grow and deliver more impact - without this support, we would not be able to reach and deliver such a diverse range of programmes, activities, and initiatives.



LOOKING TO THE FUTURE

Looking ahead, we plan to leverage our 30 years of experience and successes to deliver even greater impact by supporting those who need us. Building upon existing partnerships and developing new ones in collaboration with the private, public and third sectors. Our drive to remain committed and accessible to our communities is central to achieving our goals and ensuring our support extends far beyond football.

We will continue to focus on three strategic areas:

Improving health and wellbeing across Nottinghamshire.

Empowering through education and employment by increasing access to high-quality education and training - equipping individuals with the skills needed for sustainable employment.

Expanding community engagement by extending the reach of our programmes across Nottinghamshire.

By focusing on these core areas, we are confident in creating sustained positive impact.

Looking ahead to 2024, we remain committed to building on our momentum and expanding our impact even further.

A photograph of a middle-aged man with glasses, wearing a dark suit jacket over a white shirt, standing in a football stadium. The background shows red stadium seating and a large white letter 'F' on a red wall.

A NOTE FROM THE CHAIRMAN

32

As Chairman of Nottingham Forest, I am deeply committed to supporting the continuing bond between our football club and the Nottingham community — a relationship that is a cornerstone of our club's philosophy. This past year, Nottingham Forest Community Trust has not only continued its vital work but has expanded its impact, making 2023 one of our most rewarding years.

ANNUAL REPORT 2023
NOTTINGHAM FOREST COMMUNITY TRUST



The Community Trust has brilliantly executed its mission through strategic partnerships across the city and county, engaging with public, private and third-sector organisations to bring about real change. Our collaborative efforts are designed to leverage the unique strengths of each sector, enhancing the scope and effectiveness of our community initiatives.

It's always challenging to single out specific achievements without overshadowing others, as every aspect of the Trust's work is crucial. However, the impressive results achieved this year underscore the substantial impact of our joint efforts:

- Over 18,000 hours of community support were provided, focusing on Health and Wellbeing, Education, Training, and Employability, and broad Community Engagement.
- Initiatives like our mental health programme, Tricky to Talk, have significantly contributed to the physical and mental wellbeing of our community, demonstrating the power of sport as a catalyst for health and happiness.

- Our educational and employability programmes, including the successful Think Big technology initiative in partnership with sponsors, Ideagen, have empowered our youth, providing them with the skills and opportunities needed to thrive in a competitive world.
- The distribution of 16,800 meals to help combat food poverty and the inaugural Iftar at the City Ground were highlights that brought our community closer together, celebrating diversity and shared values.

These initiatives not only support our community but also enhance the reputation of Nottingham Forest as a club deeply embedded in its local context. They reflect our commitment to being more than just a football club, but a community dedicated to making a positive difference to those who need us.

As we look to the future, we are set to expand on these successes and continue to support the Trust in every endeavour. The board and I are excited about the potential to deepen our impact in 2024, developing an environment where community and club grow together.

With a sense of optimism and excitement, we anticipate the opportunities that the new year brings to support even more individuals in our community and to provide a positive platform for change. Together, with your continued support and belief in our mission, we are confident that we can achieve even greater heights.

TOM CARTLEDGE
CHAIRMAN, NOTTINGHAM FOREST FOOTBALL CLUB



NOTTINGHAM FOREST COMMUNITY TRUST



SUPPORTING THOSE WHO NEED US



CONTACT US

Nottingham Forest Community Trust
The City Ground
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