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# Annual Report

2018-2019

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**3920**

**Attendances**

**22**

**Projects/Events**

**1380**

**Individual Participants**

**35**

**Volunteers Used**

**1600 +**

**Hours of Delivery**

# The Stones Community Trust

The Stones Community Trust is the charitable arm of Maidstone United Football Club which is founded on the principles of hard work, determination, passion and integrity.

The Trust has delivered a range of programmes since its formation in October 2018, that reflect its commitment to improving the education, health and wellbeing of its local communities.

Through our multi-sports programmes, we are opening doors for the excluded and fighting for a healthier and more cohesive community.

We rely on funding and sponsorship support to keep us going and enable us to really make a difference.

We deliver a range of initiatives that inspire people from all walks of life to make positive change happen for themselves and their community. The following report shows the activities this year and the projects we have delivered.

## What have we done this year?

### Governance

We started the year focusing on recruiting and completing Trustee information, developing policies and procedures, an ambitious business plan and ensuring we had everything in place to operate and allow us to start the process of becoming a registered Charity (which was achieved earlier this year). We also realised quite early on that funding was more accessible if we had the Charity registration.



We designed a Trust Logo to help us start to establish a brand of our own.

We looked at areas of the community that needed our support whilst also ensuring we delivered some of the traditional activities carried out previously under the banner of the football club.

### Marketing / Media

We designed a website and also started a Twitter page to let people know about our programmes and what the Trust was doing.



Website: [www.stonesct.org.uk](http://www.stonesct.org.uk)

Twitter: @StonesTrust

## Fit 4 Life Programme

This programme is in partnership Kent Community Safety Charity

The Programme is designed to help young people who are deemed 'at risk' of entering the Criminal Justice System or being excluded from their peer group as victims. We also supported those young people whose agencies and partners believed would benefit and change the direction of their current behaviour. It is important to note that the programme also supported those young people who have 'risk factors' such as siblings in prison, those living in poverty and who would otherwise be unable to participate in sport.

The programme is aimed at young people aged **11-16 years** who participate for a total of **8 weeks**. They took part in football sessions, mindset workshops as well as completing a newly introduced ASDAN qualification in Football.



The programme was based at The Gallagher Stadium and was delivered by Trust staff and Safer Kent staff.

## Street Soccer

This programme is in partnership with Street Soccer Foundation.



The '**Street Soccer Academy**' provides a 10-week learning and development course (or as many refer to it as 'experience') for 16-25 year olds (male and female) delivered at The Gallagher Stadium, offering selected young participants a fusion of: **1) Professional Football Coaching; 2) Growth/Positive Mindset Training; and 3) Skills & Employability Workshops:** a specially crafted 'hat-trick' to enable course participants to fundamentally improve their

mindset and be ready and able to move into Work, Education or Further Training on successful graduation. The Trust staff provided the coaching and supported the young people with reading and writing during the workshop sessions.



We have worked with 30 young people this year who have reported "life changing"

differences in their mindset and future prospects as a result of the course. Maidstone Utd First Team players also supported the young people by joining in the sessions and hosting a Q&A session to help inspire the participants.



## Schools Out Summer Programme

**This programme was funded by Golding Vision and KCC Councillor Gary Cooke via the members grant**

We identified an area of Maidstone that needed our help, Parkwood. It is an area with one of the highest levels of deprivation; 28.6% are low income families, with two thirds of the children in those families being aged under 10 years.

Holiday Hunger has been a topic in national and local media and can push families into food poverty and insecurity. Whilst many children from low income families are entitled to free school meals, there is very little support for provision during the holidays.



These families were mostly single parent households. Having spoken to some of these parents, we identified that many do not have access to school holiday provision, with many children also not receiving a healthy lunch during school holidays due to relying on free school meals.

Our Schools Out programme aimed to address this.

The Programme ran at Heather House in Parkwood on 5th – 16th August 2019. We delivered a range of sports, games and activities and every child got to try, cricket, tennis, football, as well as rounders, football tennis, athletics and much more. Each day had a different Arts and Craft theme, ranging from Making masks, creating rockets, making keyrings and designing artwork, painting superheroes, glitter dolls and using creative minds.



We provided lunch for each child that included a range of healthy food and snacks.

We had 60 children registered with 218 attendances throughout the two weeks. Having highlighted Parkwood as an area of need



we established the following:

Of all the children registered, 86% of them lived in ME15 (Parkwood). This supports our initial research of need in that area. The parents/carers feedback was that the need in other areas was equally as great and if we had targeted our promotion to a wider audience, the take up could easily have doubled!

## Walking Football

This project runs weekly and all year round. It is for men over 50 years old. There are currently 30 regular players and they take part in a range of competitions and social events every year. The average age of participant is 60 years old!



## Readers Utd

**This project was funded by MBC Councillor Matt Boughton from the Members Community Grant**



Our Readers Utd Programme supported children that were not reaching the required levels of literacy in class or were disengaged in reading and writing. We worked with Greenfields Primary School to pilot this programme.

We provided 12 weeks of reading and sport for 60 children. The Trust staff read with the children and discussed the book and then went on to play a range of sports. We also supported the children to write letters to the Maidstone United FC players. At the End of the Programme, MUFC Players visited the children and presented the school with some books for the school library.

## National League Trust Cup



The SCT hosted two tournaments for this annual competition for the National League Trust, one of the SCT's main funding partners. There was a tournament for boys and a separate one for girls all from local primary schools. We had a total of 176 young people take part across the two days. The two winning

schools took part in the Regional Heats held at Sutton Utd and were also given some valuable coaching prior to the Regional Heats from the Trust's coaches who went into their schools to provide some tactical advice and training.





## The SCT - "World Cup Tournament"

The SCT hosted our annual Schools Tournament and themed it around the Women's World Cup. Each school was given a team and they made flags to represent the country they were given.

The Trust added a new age range this year as Schools had asked us to include year's 3/4 in the event. So, we had two tournaments running alongside each other for all children in school years 3/4 and 5/6.

We had a total of 180 children take part.



## Sleep Out - Homeless Awareness

We teamed up with Street Soccer Foundation to sleep out at The Gallagher Stadium in order to raise awareness of homelessness and to promote a bigger event in January 2020. 20 people slept out in the stands all night!

## Remembrance November 2018

We invited local children to come and be part of our Remembrance match. They made poppies for all players and a poppy wreath for each team to keep. The children were mascots for the day and walked out with the players for the minute silence.



## Disability Teams



The Stones Community Trust teamed up with Gulland's Solicitors, The Gallagher Group and Europa Sports to provide kit for the Maidstone Utd Raiders FC. The teams were invited to parade their new kit around the pitch at a MUFC home match.

## School Visits

The Trust visited local schools throughout the season to support PE lessons and other school events including Careers Week and Sports Week. We took players into the schools to support the initiatives and talk to the children.



## Easter Hospital Visit

The Trust provided Easter treats for children in Maidstone Hospital. Trust staff and an MUFC player presented the gifts to the children on the wards.

## Sports Introduction Day

This is an annual event where children from Primary Schools in Maidstone try out a range of different sports. Over 220 young people took part at The Gallagher Stadium and tried 12 different activities.



If anyone has any questions related to the above or recommended funding opportunities, please contact Kay Skelton, Community Development Officer at [kay.skelton@stonesct.org.uk](mailto:kay.skelton@stonesct.org.uk)

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