



OPERATIONAL REPORT

ACADEMIC YEAR
2022/23



Foundation

1st September 2022 - 30th August 2023



FOREWORD



Thank you for engaging in our latest Academic Impact Report.

The work of Manchester United Foundation has never been more important to the communities it serves. This year, the social value of our work has been estimated at £45,834,262, but that is just the tip of the iceberg; there is so much more to be done.

The cost-of-living crisis has had heart-breaking consequences, with many families struggling to keep their lives on track. Our aim is to provide support as much as we can for the young people we work with, enabling them to navigate these harsh circumstances, fulfil their potential and become contributing adults.

Last winter saw us distribute 100,000 items of warm clothing and 1,000 slow cookers to children and their families so that they were better equipped to face the colder months, and throughout this report you will see further examples of our work in communities, offering opportunities to help young people find solutions to their circumstances. For this, I must thank the brilliant team at the Foundation, who inspire me through their work daily.

At the Foundation, children and young people are at the centre of all our activity and decision making. Participants are

encouraged to discover their passions and find their voice; in return for that we demonstrate that we are active listeners and offer opportunities for participants to shape our programmes and policies.

Throughout the course of last season, we provided some incredible enrichment to allow our young people to do this: our fantastic Youth Voice group had the chance to meet with Andy Burnham, Mayor of Greater Manchester, allowing them to discuss issues close to their hearts with a senior figure in their community. As you will read in this report, the same group was also part of the travelling contingent that flew to Munich to commemorate the 65th anniversary of the Munich Air Disaster, representing the Foundation with distinction.

When participants see the doors that we can open for them, this raises aspirations across our programmes.

However, it is important to note that the work we do cannot be done alone. I am truly grateful to the many partners we have, listed at the back of the report. These allies assist us in many ways, ensuring that our provision to young people is the best it can be. A collaborative offering ensures that enriched results are often the case.

The principal partnership with DXC Technology deserves specific reference, as I truly believe it is unique. It is so visionary and could change how technology is taught to future generations. This creative and innovative approach is something with which the Foundation prides itself. Long may it continue.

As we face another difficult winter, we will once again be on hand to support our participants and their families; additionally we will continue to offer extra-curricular enrichment, educational opportunities and life-changing experiences to make an ongoing difference to young lives.



John Shiels MBE
Chief executive officer,
Manchester United Foundation

ABOUT MANCHESTER UNITED FOUNDATION

A legacy to the Busby Babes

Manchester United Foundation is a lasting legacy to the Busby Babes and the club's time-honoured tradition of celebrating and believing in the potential of youth.



OUR VISION, MISSION AND VALUES



VISION

A future where all young people are empowered to achieve their goals



MISSION

We use the power of football and Manchester United to help young people make positive choices in their lives



VALUES

Unite - Recognise the power of football across the world

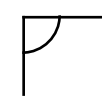
Nurture - Growing the potential of every young person

Invest - Sustained financial investment aligning to our charitable objectives

Together - Working as a team with our stakeholders

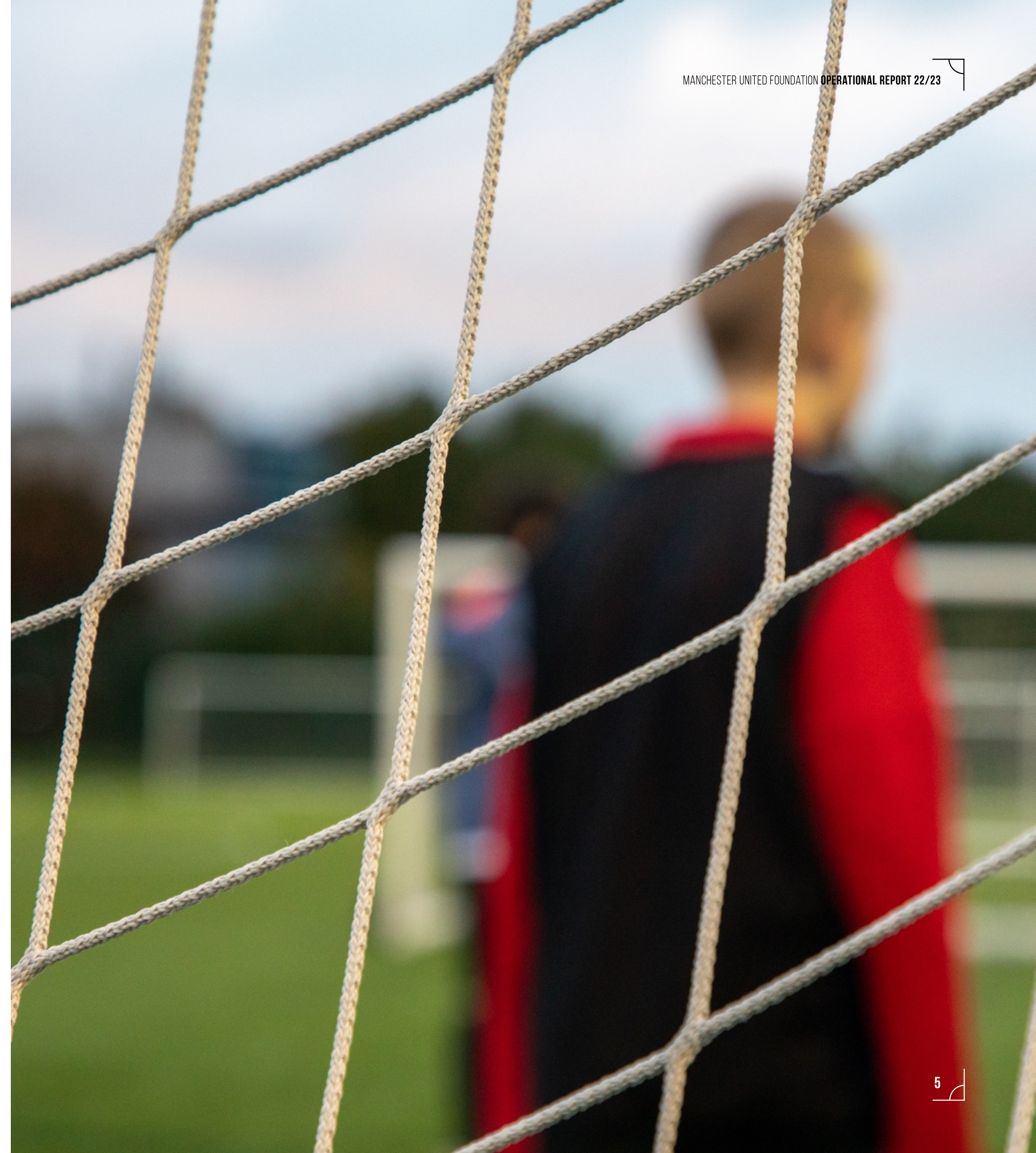
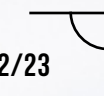
Excellence - Delivering programmes to the highest standard

Diversity - What makes us different, makes us stronger



THE NEED AND WHY

For many young people, the world that they know can be a daunting, unwelcoming and unequal place. This is especially true for those who live in poverty or lack support.





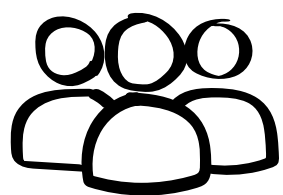
WHAT WE DO

The Foundation delivers community and education programmes to help young people make positive choices in their lives, by improving their:

- Physical and mental health - By contributing to young people's ability to live a healthy and positive lifestyle.
- Social wellbeing - By giving young people a sense of belonging in their community.
- Employability - By improving educational and employment outcomes.

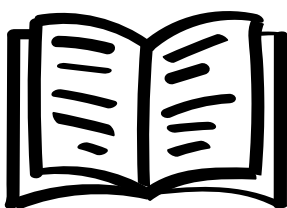


OUTPUT



25,644

Unique participants



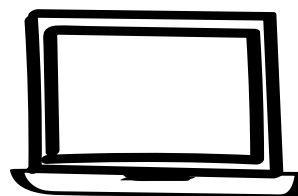
34

Partner secondary schools



30,825

Number of sessions and events



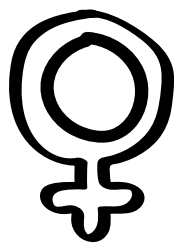
8

Partner SEND schools



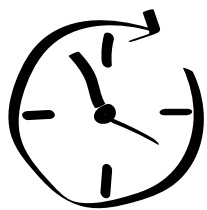
477,273

Total attendances at sessions and events



41%

Female participation



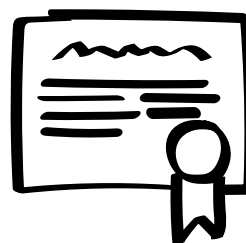
39,920

Hours delivered



13%

Participants with a disability



1,643

Qualifications



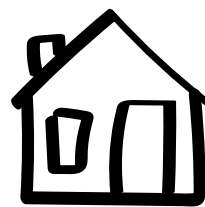
17

Average hours a participant attends



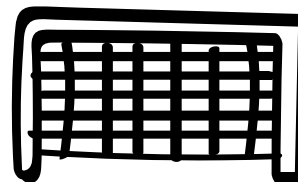
12

Average sessions a participant attends



60%

Participants from the top 20% IMD deprived areas



18

Street Reds sites

HEALTHIER YOUNG PEOPLE

66.5%

Improved physical
activity levels

70.8%

Improved physical
literacy

Across Greater Manchester, many young people are struggling with their physical health, especially in areas of high deprivation. For instance, we know that:

- Two out of every five (40%) Year 6 children in Greater Manchester are classed as overweight or obese
- Year 6 children living in the most deprived neighbourhoods in England are 23% more likely to be overweight or obese than Year 6 children in general
- More than half (51%) of children and young people in Greater Manchester are doing less than the recommended daily minutes of exercise

Poor physical health outcomes can have many detrimental, long-term effects on young people's confidence, self-esteem and general ability to live happy and successful lives. At Manchester United Foundation we support young people's physical health by helping them to:

- Be more physically active, more often
- Improve their physical literacy (ie their knowledge, understanding, confidence and motivation levels in relation to physical activity and physical health more broadly)

INCREASED PHYSICAL LITERACY

Primary Reds

Primary Reds aims to develop and improve the wellbeing and life skills of children aged five to 11 years. In line with the National Curriculum the Foundation addresses physical literacy, healthy lifestyles, and the broader curriculum. This is conducted through a partnership with primary schools that sign up to the Foundation programme, where they receive one or more full days of delivery, on a weekly basis throughout the full school year. Our school delivery officers provide high quality PE as the focus, as well as supporting the up-skilling of the class teacher, through our Premier League Primary Stars offering.

Headline outcomes:

- **6,048** unique participants, across 34 primary schools from EYFS, KS1 and KS2, have participated in PL Primary Stars for a minimum of six weeks, with an aggregate attendance of **129,210**

- **89%** of students surveyed had improved physical wellbeing
- **89%** of students surveyed participate more in competitive sport and physical literacy
- **73%** of students surveyed have developed their skills and knowledge
- **44** football tournaments, inclusive festivals, sports days and multisport competitions have taken place
- **82** extracurricular sports clubs have been delivered, with a minimum of six weeks' delivery for each
- **7,210** hours of physical literacy sessions have been delivered throughout the school year

KS2 students are assessed via a pre- and post- bronze, silver and gold assessment during each scheme of work, focused on elements such as throwing and catching, dribbling, attacking and defending principles, as well as a range of multi-sport activities,

such as football, Tri-Golf, tennis and handball etc.

- **1,110** pre- and post- assessments conducted with individual students from KS2 throughout the year
- **69% (771)** of individual student assessments recorded an improvement in their physical and healthy literacy related to the scheme of work they focused on
- **31% (339)** of individual student assessments recorded they were the same in the post- assessment as the pre- related to the scheme of work they focused on



6,048

Unique participants



124,526

Total attendances



6,184

Number of sessions and events



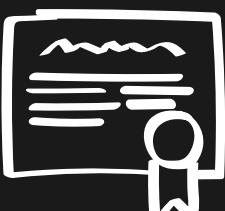
6,147

Hours of delivery



2,920
[48%]

Number and percentage of girls



1,178

Number of qualifications or certificates achieved



836
[13%]

Number and percentage of disabled participants



2,036
[29%]

Number and percentage of ethnic minority groups

INCREASED ACTIVITY LEVELS



Spotlight on Sid

Our Primary Reds and inclusion teams have worked with Sid for a number of years and staff have built positive relationships with him. He is a happy child and loves playing sports and helping others. However, sometimes his disabilities restrict him, which can dent his confidence and he can become frustrated. Sid has Poland Syndrome – a renal condition – and Von Williebrand’s disease.

If Sid can’t join in due to his disability, he takes on the role of coach alongside staff. He helps to pick the star of the week, referees, and offers advice to his peers, telling them what they have done well and how they could improve their skills.

Through provision by the Primary Reds team Sid was invited to our Ability Counts sessions, at which he can play alongside other children with disabilities. He absolutely loves the programme and has grown in confidence since joining.

Sid encompasses the PL Primary Stars values: he inspires his classmates by never giving up and has ambitions of becoming a coach when he’s older. He stays connected with his classmates by encouraging them and offering them praise and advice, and makes sure that the games are fair.

Over the 2022/23 academic year we were able to gift a Manchester United coat to Sid through

the partnership with adidas, for all his hard work, determination, and positivity. He was over the moon with this gift and said that he can now feel and look like a proper coach whenever he can’t join in with the activities.

Sid was also invited to the Manchester United men’s first-team game against Manchester City and given the opportunity to take a penalty on the pitch at half-time. He was completely shocked and in awe at this and his family were so proud.

Sid has been brilliant since attending Ability Counts. He started training with his own age group, however it was clear to see that Sid was a talented footballer and he was ready to be challenged by children older than him. Sid fitted into the group seamlessly and has now made friends, with whom he socialises outside the session.

Since Sid has been with Ability Counts, he has won the Greater Manchester Ability Counts League, played in a friendly match against Shrewsbury, and watched Manchester United Women v West Ham Women at Old Trafford. Sid and other participants from Ability Counts were also invited to participate in the Liverpool Disabled Supporters’ Association’s annual tournament, playing a key part in his team winning the tournament.

INCREASED ACTIVITY LEVELS CONT.

““””

“Through our partnership with the Foundation, Sid has become a much happier child and his confidence has improved massively.

“Due to medical reasons Sid is not always able to participate in sports but Sophie (primary delivery officer) will always make her lessons fully inclusive so Sid can be included. This has kept Sid very motivated and allowed him to explore different avenues of being involved with sport, leading to Sid wanting to become a coach when he is older.”

Miss Threadgold – Sid’s teacher

““””

“Sid loves the Ability Counts sessions and the opportunities that it has brought. Sid struggled with his confidence before he started the sessions; he was recovering from a bad hip injury due to his disability and he was considering if he should stop playing football. He then started the sessions, which helped him start to believe in himself again. He met fantastic friends, wonderful coaches and had fun.

“I can’t thank Manchester United Foundation enough; to see the growth in Sid’s confidence, friendships he has made and the fun he has had, and will continue to have, is wonderful.”

Joanne – Sid’s mum

““””

“I like sports because it’s good for your physical and mental health, but I find it hard when I’m not allowed to play because I love football and it’s my release.

“I love coming to the Ability Counts sessions – I am a Manchester United fan and to be able to experience opportunities to represent the club and the Foundation is providing me with lifelong memories. I have made great friends, who I see outside of the Foundation, and these will be friends for life. The coaches have been really good with me, helping me to develop and gain confidence after my injury.

“I’m so glad that I started Ability Counts; thank you for everything you have done for me.”

Sid

IMPROVED ACCESS TO BASIC NEED AND SUPPORT

Winter effort: Supporting families during winter

A coordinated winter campaign was delivered by the Foundation amid cold temperatures and a cost-of-living crisis.

100,000 essential items were donated across Greater Manchester to our participants and families in need. This included a £60,000 Foundation investment in 8,600 hats, gloves and scarves and 1,000 slow cookers.

Winter clothing was gratefully received by our young people, while slow cookers – each of which were accompanied by a set of seven recipe cards – were distributed by FareShare Greater Manchester and by our partner schools.

Local charity volunteers visited Old Trafford to learn how to cook seven recipes, and they then passed on that knowledge to service users accessing the charities. Similarly, some partner schools have used the slow cookers during classroom sessions.

We were also able to provide Christmas gifts for our young people through a club donation of 55,000 items and an adidas donation of 2,400 items of kit.



POSITIVE YOUNG PEOPLE



Across Greater Manchester and beyond, significant – and rising – numbers of young people are struggling with their mental health. For instance, we know that:

- In 2022, 18% of children aged seven to 16 years in England had a probable mental disorder
- There is evidence that levels of life satisfaction and mental wellbeing among young people in Greater Manchester are lower than in England as a whole
- In 2022, 16% of young people in Greater Manchester reported high levels of emotional difficulties often associated with requiring mental health support

Poor mental health can have a devastating effect on a young person's ability to make friends, succeed in school, move into employment and generally live a happy and productive life. At Manchester United Foundation we are supporting young people's mental health by helping them to improve their:

- Confidence and self-esteem
- Happiness and life satisfaction
- Resilience and wellbeing
- Motivations and aspirations

IMPROVED CONFIDENCE/ SELF-ESTEEM



Spotlight on Freddie and SEND school partnership

Freddie attends Kingfisher Special School in Oldham, one of Manchester United Foundation's six partner SEND [special educational needs and disabilities] schools.

Born with Optic Nerve Hypoplasia, Freddie is blind, and experiences further complications that affect his development, including spending the first few years of his life being unable to walk. However, he has demonstrated a determination and resilience synonymous with Manchester United to allow him to thrive, despite his condition.

Kingfisher provides Freddie with support to manage his needs, including one-to-one time with Foundation SEND officer Jordan, and access to a specialised rocking chair, purchased with a grant the Foundation provided to each of its partner schools following the impact of the Covid-19 pandemic in 2020.

The rocker complements Freddie's existing provision of rebound therapy on a trampoline, which allows him to experience enhanced movement and motion.

Those resources have been transformative for Freddie's mood and approach to school life; as has the relationship he has developed with Jordan. Freddie associates his time on the trampoline with Jordan's voice, and the time he has spent with Jordan over the past year has coincided with him defying the odds to learn to walk.

IMPROVED CONFIDENCE / SELF-ESTEEM CONT.

““””

“The best part of Freddie’s day is his rebound therapy time with Jordan. He is performing at a high standard and his balance and coordination is improving day-to-day.”

Fran Scholes – Class teacher

““””

“I know when Freddie has been on the trampoline with Jordan because he comes home happy. He has become so much more confident and I know it’s from learning to trust on the trampoline. Just to see how high he jumped, how he can communicate with others – it makes me burst with pride.”

Amy – Freddie’s mother



IMPROVED HAPPINESS / LIFE SATISFACTION

Spotlight on Arissa and community partnerships

Arissa is a student at Whalley Range High School and has been working with Lauren, the Foundation's school partnership officer, for two years. In that time, Arissa has taken part in opportunities that she says she will 'remember forever'.

Since working with Lauren and the Foundation, Arissa has received many opportunities to focus on more positive activities, in and outside of school. Arissa has become a part of the community Street Reds programme, where she attends evening football sessions with other participants on a weekly basis. Through Street Reds she is also part of the Foundation's Youth Voice panel and had the amazing opportunity of travelling to Munich to mark the 65th Anniversary

of the Munich Air Disaster. The group also met and presented to Mayor of Greater Manchester Andy Burnham and Manchester United legend Bryan Robson (see page 23).

Arissa became one of the Manchester United ball assistants for the 2022/23 season and completed 19 matches, including men's team, women's team and Academy games.

As a valued participant of Manchester United Foundation, Arissa was invited to attend the Foundation's all staff meeting in February 2023. Arissa presented to staff members about her experiences within the Foundation, how it helps her and what she wants to do in the future. She also shared her own ideas on what else the Foundation can do.



“The Foundation has changed my life in many ways. It has stopped me from going down the wrong path. I have experienced so many amazing opportunities with the Foundation. It has given me a different outlook and perspective on my future. Even though I am leaving school soon, I still want to be a part of the Foundation and I want to have a future here.”

Arissa, Year 11 student





INCREASED RESILIENCE / MENTAL WELLBEING

United Minds

During the 2022/23 academic year, 2,007 high school students were engaged in 'United Minds' delivery. This included a 10-week curriculum time programme designed in partnership with Manchester Mind aimed at nurturing resilience and the development of healthy wellbeing strategies, including:

- Self-exploration and reflection
- Recognising and understanding mental wellbeing
- Developing character, ability and skillset
- Building self-esteem, communication, and active listening
- Developing knowledge and confidence
- Behaviour changing, transitions and habit formation
- Emotional regulation, resistance of temptations and impulse control
- Learning about and developing self-help strategies

- Understanding where support can be accessed (effective signposting) and developing alternative routes to seek support

Additionally, student-led podcasts invited peers to explore their mental health and wellbeing in greater depth, discussing issues pertinent to them and their local communities. Topics included mental health and wellbeing, bullying, LGBTQ+ and social media. The recordings were shared across partner high schools and used in PSHE lessons to stimulate conversation and raise awareness.

52.5%

of students who watched the podcasts agreed that the topics discussed were relevant to them

““””

“I enjoyed being able to voice my opinions on the podcast. It helped to listen and learn about everyone’s viewpoints and it opened a new perspective for me.”

Levenshulme High School student

69.5%

said that after engaging with the podcast, there was a conversation that allowed student opinions to be heard

““””

“The sessions have definitely helped me to feel happier and more grateful for the positive things in life. I’ve also learned to cope better with setbacks and challenges because of the work we’ve done in our group.”

Isaac, Copley Academy student



INCREASED MOTIVATION AND ASPIRATIONS

DXC Digital Futures Academy

DXC Technology and Manchester United Foundation launched the DXC Digital Futures Academy, a four-year education programme for secondary school students in the Greater Manchester area.

Developing key social and technical skills, the academy strives to support and empower young people, connecting them to opportunities they may otherwise not have access to, enhancing their career prospects and shaping the future of work.

50 students aged 12-13 years old were selected from the Foundation's partner schools for the four-year programme. They have begun to learn skills spanning several key areas, including automation, big data, virtual reality and security, as well as professional development skills.

The curriculum of the Digital Futures Academy has been co-created by DXC's technology experts, Manchester United Foundation, and local teacher advisory groups. Together, we use mentoring, personal development, and practical sessions to build the social leaders of the future. At the end of the programme, students will be supported with pathways into further education, colleges, apprenticeships, and employment.



CONNECTED AND SOCIALLY RESPONSIBLE YOUNG PEOPLE

44.9%

Improved social
behaviour

62%

Improved social
engagement and
sense of belonging

Across Greater Manchester, too many young people do not feel safe in – or connected to – their peer groups or local communities. For instance, we know that:

- 16% of young people in Greater Manchester reported being bullied in 2022
- Nearly one in five (19%) young people in the city region do not agree that they live in a safe area
- More than half of young people in Greater Manchester (53%) do not agree that people in their local area are trustworthy

At Manchester United Foundation, we believe that helping young people to feel safe and positively connected to their communities is crucial for both their own success, and that of their local neighbourhoods. That is why we are working with young people to improve their:

- Social behaviour
- Social engagement
- Feelings of belonging

IMPROVED SOCIAL BEHAVIOUR



Spotlight on Bailey and Eccles Sixth Form College partnership

Bailey started his life-changing journey when he enrolled on the Level 2 BTEC Sport qualification in September 2020. His story is a testament to the transformative power of sports and the unwavering support of Manchester United Foundation.

At the outset, Bailey encountered significant challenges in college, including issues with attendance and behaviour. Manchester United Foundation coaches were informed of his struggles and stepped in to provide crucial guidance and support. Bailey's commitment to representing his college through the football programme began to shape his path towards success. With the knowledge that without an improvement in behaviour and attendance he would be removed from football, Bailey quickly turned the corner into being an exemplary student.

During his first year at college, Bailey battled injuries and confidence issues, however, he worked tirelessly to recover and eventually progressed from the third team to the second and first teams, making regular appearances for the college sides.

In recognition of Bailey's commitment, work ethic and positive attitude within the football programme, he was honoured with the prestigious football programme player of the year award. His boundless enthusiasm for the sport led him to play the highest number of games of all students, representing all four competitive squads during the 2022/23 season. Beyond his on-field contributions, Bailey also voluntarily supported numerous events throughout the year, taking on the role of referee at inclusive tournaments, and assisted Foundation coaches in delivering casual football programmes.

Bailey's involvement in the football programme had a profound impact on his personal growth. It instilled the confidence he needed to apply for jobs, eventually securing full-time employment upon leaving college. His journey underlines the life-changing opportunities that young people can access through the power of sport.

IMPROVED SOCIAL BEHAVIOUR CONT.

““””

“Bailey is a great example to any young player, showing that after a major setback, with a good attitude and determination, you can achieve your goals.”

Richard Lee – Sport Tutor, Eccles Sixth Form College

““””

“I’ve really enjoyed training and playing in the Foundation programme. The support from coaches has shown me that with encouragement, commitment and a positive attitude, you can achieve the things you want to.”

Bailey



IMPROVED SOCIAL ENGAGEMENT AND SENSE OF BELONGING

Youth Voice panel

To ensure that the young people who attend the Foundation's community provision were represented effectively and given a voice and platform, the Street Reds Youth Voice panel was established.

Across the 2022/23 season, the group had the opportunity to shape the direction of the Street Reds programme and highlight wider issues within their communities.

The objective of the panel was to give the young people involved a sense of purpose

and belonging within their communities and their own Street Reds venues. The group also became role models for the younger participants at sites, by demonstrating positive behaviours.

To showcase the success of this group, members of the Foundation community engagement team were asked to present at a Premier League Charitable Fund (PLCF) learning event as an example of best practice for developing a Youth Voice group.

“ ”

“Being a committed and devoted member of the Foundation both as a participant and a Youth Voice member has been the highlight of my life so far and something I don't think I will ever forget.

“To be able to give my opinion on decisions to do with the Foundation, and having the chance to change certain things in my community that I feel passionate about, has been amazing and given me a sense of importance and belonging.”

Ciaran – Street Reds Youth Voice representative



IMPROVED SOCIAL ENGAGEMENT AND SENSE OF BELONGING CONT.



"Football has a unique ability to break down barriers and bring communities closer together. Congratulations to all involved in this fantastic programme."

Andy Burnham – Mayor of Greater Manchester



Andy Burnham meeting

In October, the Youth Voice group was given the opportunity to present to Mayor of Greater Manchester Andy Burnham around issues that they felt were important to them and their peers. The group was tasked with presenting the issues but also focusing on what can be done to alleviate these.

The topics discussed included youth violence, winter challenges and increasing opportunities for young people within the community.

As a result of this discussion, the focus of the Foundation's winter effort was turned to providing warm clothes as the cost of energy and staying warm through the winter was identified as a key concern.

Munich Anniversary trip

In February, the Youth Voice group and members of the community engagement team visited Germany to take part in the 65th anniversary memorial service of the Munich Air Disaster. This event was the first time that young people from the Foundation have attended this annual service, and our Youth Voice panel were selected as our chosen representatives. Guests included Bryan Robson and Andy Burnham; both of whom made the time to meet and talk with our young people.

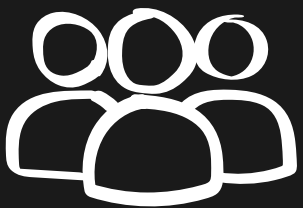


IMPROVED AWARENESS OF - AND PASSION FOR - THE LOCAL ENVIRONMENT AND PLANET



The 2022/23 season saw Manchester United Foundation strive to perform in engaging young people across all delivery areas to increase their awareness and passion around the environment. Young people from all communities in which we work, along with Foundation staff, joined the Planet League platform and scored goals through sustainable activities both in their homes and local communities. This community effort ensured that excellent scoring figures were achieved.

The highlight of the season was Manchester United Foundation becoming champions in Green Football Weekend and winning by over 8,000 goals. This success was due to the young people with whom we engage having a genuine passion for playing their part in protecting the planet and having an awareness of how this can be achieved.



474

total participants



12,885

total activities



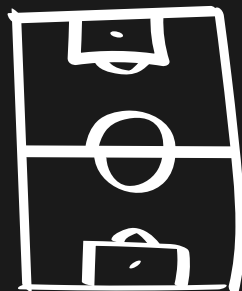
40,892

total goals



42,734KG

CO2e offset (equivalent to planting 2,442 trees)



An area the size of 1,000 football pitches' worth of trees protected in the club's name via the Rainforest Trust UK



Green Football Weekend winners 2022/23



SKILLED AND EMPLOYMENT-READY YOUNG PEOPLE

53.1%

Improved positive
engagement
with education,
employment and
training

67%

Improved
attainment

68%

Improved
knowledge/skills

60.7%

Progression into
new education,
training or
employment
pathways

Across Greater Manchester, many young people are struggling at school, are not progressing into further education and training, and are not moving into employment, especially in areas of high deprivation. For instance, we know that:

- Nearly a quarter (23.5%) of secondary school pupils in Greater Manchester were persistently absent in 2021/22
- Less than half (46%) of KS4 pupils in Manchester achieved a grade five or above in English and maths in 2021/22
- 16% of 18-24-year-olds are not in education, employment or training in Greater Manchester, with the proportion being even higher in Manchester itself (21%)
- The unemployment rate for 16-24-year-olds in Greater Manchester (that is, those currently out of work and looking for a job) is nearly one in five (19%)

IMPROVED POSITIVE ENGAGEMENT WITH EDUCATION, EMPLOYMENT AND TRAINING



“ ”

“I've been given a lot of opportunities, so I would love to repay that somehow, because volunteering and working at Old Trafford has been amazing.”

Fayyaz

Spotlight on Fayyaz and college partnership

Fayyaz is a young man with an incredible story. Emigrating to the UK from Iran at the age of 13, he started his college journey in Manchester, overcoming language barriers and adapting to a new life in a new country. With the help and support of Manchester United Foundation, he has flourished.

His arrival in Manchester presented several challenges, mainly due to his inability to communicate effectively in English. Fayyaz vividly recalls the initial difficulties: "When I came here, I couldn't even say hello."

Undeterred, Fayyaz took it upon himself to learn English, mostly through self-study and interaction with people. He meticulously maintained a language notebook, painstakingly translating words from Iranian to English, which took him two years to master. This dedication and perseverance marked the beginning of his remarkable transformation.

Fayyaz's growing confidence in English encouraged him to pursue further education, attending an open evening at Eccles Sixth Form College, where he enrolled on our college programme.

A student that grasps every opportunity that comes his way, he continually pushes himself and those around him to be better. Fayyaz went on to achieve a Distinction.

Beyond his studies, Fayyaz also works as waiting-on staff on a matchday at Old Trafford, and even had the opportunity to play, and coach, on the pitch at the Theatre of Dreams.

Additionally, Fayyaz has represented Manchester United in matches against other colleges and taken part in football sessions with former club favourites Jaap Stam and Juan Mata. He has also completed nine additional qualifications, including first aid and refereeing, all while pursuing his passion for coaching.

His journey with us has been an extraordinary one and is testament to Fayyaz embracing our support while demonstrating determination and resilience. His story is a shining example of how the Foundation continues to make a profound impact on the lives of young people seeking to achieve their aspirations.

IMPROVED ATTAINMENT

Spotlight on Student A and mentoring programme

As a result of an extremely difficult family background, Student A came to The Oldham Academy North with a number of emotional and behavioural difficulties. They were severely anxious around staff and fellow pupils and, consequently, Student A's engagement with school was very low. They missed over a third of the year during both of their first two years at school and almost the entirety of Year 9. This was in part due to the Covid-19 lockdowns, but also because of a prolonged deterioration of their mental health.

In Year 10, Student A began to address their difficulties with our school partnership officer and the school counsellor. This gave them assurances that they had multiple safe spaces when feeling overwhelmed in school. Additionally, Student A received continuous support from our safeguarding team, who were familiar with the complexities of their

family environment and were able to make interventions that were timely, effective and responsive.

The school partnership officer worked with Student A's teachers to best understand their needs, which led to 16 one-to-one mentoring sessions, and included supporting Student A's application for college.

By the end of Year 10, their attendance had improved dramatically, as had their engagement in class. They completed all of their mock exams, attended extra lessons and supported the Foundation officer in sessions delivered for SEND pupils.

Student A is about to take their GCSEs and expects to attend college where they will study art – they will be the first in their family to go to college.

“

“I’m so proud of Student A, who has grown so much as a person.

Their confidence and their positive attitude towards school has improved so much - it’s a joy to see. I really hope they keep going and achieve the results they deserve.”

Tony Ensor – School partnership officer

IMPROVED KNOWLEDGE / SKILLS

Spotlight on Declan and inclusion provision

Declan attends our partner Manchester Hospital School and regularly accesses the sports sessions on offer. Declan has autism, and after developing a positive working relationship with our school partnership officer, he was asked if he would like to access our Ability Counts programme. After refusing at first due to low confidence, he decided to attend and was immediately comfortable in the environment. He now attends sessions regularly.

Declan loves Manchester United, so after impressing with his application at school and at Ability Counts, he was rewarded with the opportunity to be a ball assistant at Old Trafford. He was nervous to begin with, but relished the opportunity to be close to the players and retrieve the ball during the warm-up and the match.

Back in school, he was able to complete the FA Playmaker and Referee courses, where he demonstrated strong leadership qualities throughout. These qualifications enabled Declan to begin volunteering, supporting young participants at Ability Counts sessions where he gave brilliant advice to some of the participants, especially those with low confidence.

Declan was also invited to meet some of the men's team players as part of the build-up to the 2023 FA Cup Final. Throughout the day he participated in various footballing activities at Carrington and loved meeting the players.



IMPROVED KNOWLEDGE / SKILLS CONT.

““””

“The Foundation has helped me in many ways, and my confidence has never been higher. My social skills have improved massively and it has been really helpful to meet people my age who also have autism and other disabilities. I’ve had so many amazing opportunities, which have helped turn me into the person I am today. I can’t thank the Foundation enough, it has changed my life.”

**Declan – Manchester Hospital School pupil
and Ability Counts participant**

““””

“When Declan was diagnosed as autistic, we cannot deny that it came as a total shock. We were lost on how to support him, so we reached out to various available resources for knowledge and help. Declan then joined the Ability Counts team and hasn’t looked back. I cannot praise the coaching staff highly enough for their professionalism and commitment. Thank you so much to the Foundation; continue to be truly amazing!”

David – Declan’s father

PROGRESSION INTO NEW EDUCATION, TRAINING OR EMPLOYMENT PATHWAYS



Spotlight on Anisa and the work experience programme

Anisa is a previous participant at our partner Whalley Range High School, and worked with the then school partnership officer, Jay.

Anisa was initially very disruptive in classes at school, would walk out of lessons and would be confrontational with teachers. At first, her work with Jay was difficult, but over time she began to trust the sessions, celebrating small wins as the issues began to reduce. Anisa began to understand the consequences of her actions and would acknowledge and apologise when things went wrong, but still struggled with her behaviour. Soon after, she became determined to change teachers' perceptions of her.

Anisa began a revision programme with Jay's help and achieved two GCSEs, allowing her to enrol at sixth form. Whilst at college, she signed up to the United Futures work placement programme and has been an excellent member of the team.

She started her placement at two partner schools, but wanted to push her boundaries and decided that she would like to support our Ability Counts programme, something that she quickly began to enjoy, impressing participants and coaches. After completing over 200 hours on placement, 22 qualifications and supporting a variety of programmes, Anisa became a casual member of staff at Ability Counts and Street Reds. Her end goal is to gain full-time employment with the Foundation and continue to support young people the way she was supported.

She has recently passed her college course with a Distinction, and she is now aiming to get her English qualification in order to apply for a place on our Sport and Youth Leadership degree.

PROGRESSION INTO NEW EDUCATION, TRAINING OR EMPLOYMENT PATHWAYS CONT.

““””

“Anisa has been absolutely fantastic at Ability Counts, is extremely reliable and never misses a session. She has built up positive relationships with both participants and staff members and is a fantastic addition to the team.”

Matt Pilkington – Disability & inclusion coordinator

““””

“Being part of the Foundation has been incredibly rewarding for me and I have gained not only technical skills, but also a deeper understanding of the importance of community engagement and social responsibility. I am really grateful for the opportunities I have had.”

Anisa

HIGHLY ENGAGED PARTICIPANTS - A STUDY

In July 2023, Manchester United Foundation and data evaluation organisation Substance worked together to further measure the impact of the Foundation's work on young people who had engaged in projects and other interventions most frequently in recent years. Specifically, a survey was conducted with participants who had attended over 100 sessions in the past two years, and results were compared with a second group who had only attended between five and 10 sessions in the same period.

The results from the survey are testament to just how much stronger Manchester United Foundation's impact is with young people who engage in projects regularly and over a prolonged period. While young people who had attended small numbers of sessions still often noted improvements in their health, happiness, connectedness and skills, results for the Foundation's most engaged were significantly stronger. For example, since engaging with Manchester United Foundation:

- 73% of highly engaged participants reported **increased levels of physical activity**, compared with 68% of other attendees
- 77% of highly engaged participants reported **increased resilience and mental wellbeing**, compared with 57% of other attendees
- 89% of highly engaged participants reported **improved happiness and life satisfaction**, compared with 70% of other attendees
- 83% of highly engaged participants reported **improved social engagement and a sense of belonging** (specifically, through improved relationships with peers), compared to 70% of other attendees
- 59% of highly engaged participants reported **improved attainment at school**, compared to 53% of other attendees
- These results reinforce Manchester United Foundation's belief that the best possible way to help young people is to develop strong and long-lasting relationships with them: relationships that can help young people overcome disadvantages and reach their full potential



SOCIAL AND ECONOMIC VALUE

£45,834,262

total social value generated

To calculate Manchester United Foundation's social value, Substance has used a series of approaches and calculations built from close to 20 years of company research. These vary depending on the specific type of social value being calculated, but are often based on understanding:

- The **risk** that a population group (eg young people in Manchester) face in relation to a health or social problem (eg obesity or youth unemployment)
- The **protection** that Manchester United Foundation has helped groups of young people to develop against health or social problems (eg through increased physical activity rates or improved

engagement with education, training or employment)

- The **social cost savings** that result from the protection these young people have developed (eg through reduced national and local government spending on health and welfare)

Substance has worked on social valuing projects for several national and international sports organisations in recent years, including UEFA, the Irish Rugby Football Union and Badminton Europe. It has worked with Manchester United Foundation since 2020, supporting the charity to improve the quantity and quality of the data it collects to support its annual social value reporting.



THANK YOU



Partner secondary schools

Bolton St. Catherine's Academy
Buile Hill Academy
City Heights E-Act Academy
Coop Academy North Manchester
Coop Academy Swinton
Copley Academy
Dixons Brooklands Academy
Dean Trust Ardwick
Dean Trust Broadoak School
Dean Trust Rose Bridge
Dean Trust Wigan
ESSA Academy
Great Academy Ashton
Glossopdale
Irlam and Cadishead Academy
Kingsway Park High School
Levenshulme High School for Girls
Loreto High School
Manchester Academy
Manchester Enterprise Academy
Manchester Enterprise Academy Central
Middleton Technology School
Oakgrove Integrated Academy

Philips High School
Richard Rose Central Academy
Royton and Crompton Academy
St Cuthbert's RC High School
Stockport Academy
Stretford High School
The East Manchester Academy
The Oldham Academy North
Waterhead Academy
Werneth High School
Whalley Range High School for Girls

Partner primary schools

Alice Ingham RC Primary School
Arden Primary School
Bredbury Green Primary School
Bredbury St Mark's CE Primary School
Clifton Primary School
Divine Mercy RC Primary School
ESSA Primary Academy
Hamilton Davies Trust
Haslam Park Primary School
Holden Clough Community Primary School
Medlock Primary School
Our Lady & St Paul's RC Primary School
Parklee Community Primary School
Primrose Hill Primary School
Ringway Primary School
St Alphonsus RC Primary School
St Bernadette's RC Primary School
St Gabriel's RC Primary School
St Philip's C of E Primary School
Vale View Primary School

Partner special schools

Brentwood High School and Community College
Chatsworth High School and Community College
Inscape House School
Kingfisher Special School
Manchester Hospital School
Pioneer House High School
Seashell Trust
The Orchards School

Also thanks to

adidas
Bury MBC
Greater Sport
Manchester FA
Michael Carrick Foundation
MUDSA
Ordsall and Langworthy Partnership
Salford City College
Stockport Youth Offending Service
StreetGames
Substance
The FA
The Growth Company
The Schmidt Family Foundation
Trafford MBC
Ulster University
Wayne Rooney Foundation