

OPERATIONAL REPORT

ACADEMIC YEAR 2023/24



Foundation



FOREWORD



Thank you for taking the time to engage with our latest Operational Impact Report.

This year has been another incredibly busy and impactful year at Manchester United Foundation and I was thrilled to find that our community work has generated a social value worth over £50 million, which as you will read, has left an indelible mark on the lives of the young people we work with.

In the harsh socio-economic times in which we live, it is always the poorest and most vulnerable in our society that bear the full brunt of the resultant hardship, which is why our work has never been more valuable, with Foundation staff staging a crucial intervention to ensure that the young people affected remain happy, healthy and empowered to achieve their potential.

These interventions are critical, particularly in the freezing cold winter months when our families can often go without basic warm provision. To combat this, we invested £100,000 in 22,000 warm winter clothing items, and I was delighted to see the wider

United family come together to support us, as fans and players donated coats as part of our matchday appeal, while club and Foundation staff donated shoeboxes containing Christmas gifts.

Our goal is for our young people to thrive, but without something as simple as feeling warm during the winter, their potential is severely hampered.

I never cease to be amazed by the difference you can see in young people when they are given this additional support. In this report, you will learn about Ellie, a local girl whose confidence and personality has blossomed under the care of coaches at our Ordsall Street Reds project. Initially quiet and unsure, Ellie now takes part in our Youth Voice panel, speaking up for her peers and voicing her views on how the Foundation can better serve the young people it engages with on a daily basis.

There is also Jack, a participant at our Northern Ireland projects, who through his hard work and dedication - where he

amassed over 200 hours of volunteering - has secured a place on our Sport and Youth Leadership degree, making the bold but adventurous step of leaving home for a new country and a new environment.

Once again, I have been humbled by the support of our partners, particularly DXC Technology during the second year of our Digital Futures Academy, which aims to open up the world of technology to our participants. We've seen some amazing results, with 93% of those who took part stating that it had improved their tech skills.

It just goes to show that if you give a child the opportunity and encouragement, they will seize it.



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

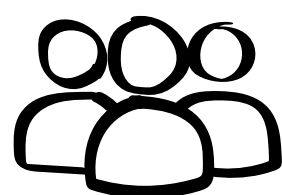
For many young people, the world that they know can be a daunting, unwelcoming and an unequal place. This is especially true for those living in poverty or lacking support.

Manchester United Foundation delivers educational and community outreach 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



HEADLINE REACH AND SCALE



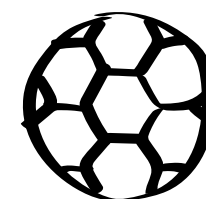
41,392

Unique participants



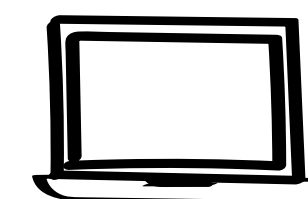
31

Partner secondary schools



33,857

Number of sessions
and events



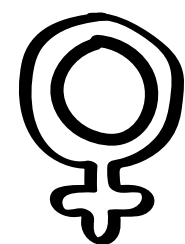
8

Partner SEN
schools



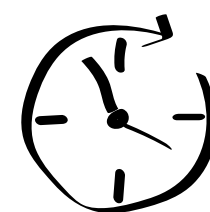
530,339

Total attendances at
sessions and events



40%

Female participation



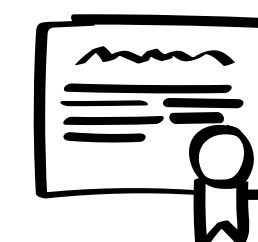
39,900

Hours delivered



14%

Participants with
a disability



1,800

Qualifications



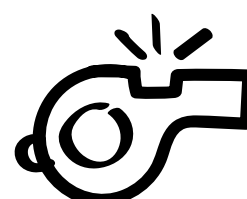
15

Average number of hours
a participant attends



21%

Participants from an ethnic
minority background



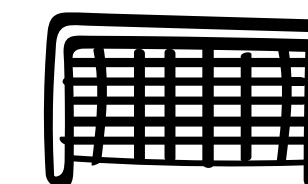
13

Average sessions a
participant attends



54%

Participants from the top
20% IMD deprived areas



21

Street Reds sites

HEALTHIER YOUNG PEOPLE

68.1%

Improved physical
activity levels

75%

Improved physical
literacy

Across Greater Manchester, many young people are struggling with their physical health, especially in areas of high deprivation. In 2022/23:

- 44% of Year 6 children in Greater Manchester were classed as overweight or obese
- Year 6 children living in the most deprived neighbourhoods in England are more than twice as likely to be obese, compared to children living in the least deprived areas
- 54% of children and young people in Greater Manchester were doing less than the recommended amount of daily minutes of exercise

Poor physical health outcomes can have detrimental and long-term effects on young people's confidence, self-esteem and 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 (their knowledge, understanding, confidence and motivation levels in relation to physical activity and physical health)

INCREASED PHYSICAL LITERACY



Spotlight on Primary Reds

Primary Reds aims to develop and improve the wellbeing and life skills of children aged 5-11. 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 primary delivery officers provide high-quality PE sessions, as well as supporting the class teacher to up-skill, through our Premier League Primary Stars [PLPS] offering.

Headline outcomes:

- 6,538 unique participants, across 34 primary schools from EYFS, KS1 and KS2 have participated in PLPS for a minimum of six weeks, with an aggregate attendance of 143,102.
- 95.35% of students surveyed had improved physical wellbeing.
- 93.64% of students surveyed enjoyed participating more in competitive sport and physical literacy.
- 95.65% of students surveyed have developed their skills and knowledge.

- 44 football, inclusive festivals, sports days and multisport competitions have taken place.
- 58 extracurricular sports sessions have been delivered, taking place over a minimum of a six-week period.
- 8077.38 hours of physical literacy sessions have been delivered throughout the school year.

Key Stage 2 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 multisport activities, such as football, Tri-Golf, tennis and handball.

- 5,698 pre- and post- assessments have been conducted with individual students from KS2 throughout the year.
- 72% (4,108) of individual student assessments recorded an improvement in their physical and healthy literacy related to the scheme of work they focused on.

INCREASED ACTIVITY LEVELS

Spotlight on Yana and the primary schools programme

Yana was a new starter to Lime Tree Primary School and life in the UK from Ukraine. In the first few lessons, Yana was very shy and reluctant to join in, making excuses in the first couple of lessons to try to avoid taking part.

With Yana not joining in with the lessons, this meant that she wasn't accessing the session objectives and scored poorly in the start-of-term assessment. During the term, we assessed the class on the variations of receiving and sending a volleyball and the associated techniques, and how to score and rotate around the court. Yana received a bronze score, which meant she couldn't access any of the termly objectives and, with her refusing to take part, the delivery officer was worried she wouldn't progress.

The delivery officer decided to think of ways to bring Yana out of her shell and become more willing to join in with the lessons. They spoke with her class teacher to identify a good friend and role model for Yana and the pupils were

encouraged to play with each other at break times. The delivery officer also talked to Yana more to try and build a positive relationship with her.

During the next few lessons, the delivery officer picked the Premier League value 'be connected' and used words like 'collaboration' and 'teamwork' as the words of the lessons. Staff made sure to clearly praise Yana whenever she showcased these values.

After a few more sessions, Yana slowly joined in, until she finally started to really enjoy and take part in the whole lesson. She even started to catch up with her classmates in terms of ability and skill. Yana also started working with other children in the class and not just her one chosen friend. Each lesson the delivery officer continued to pick Premier League values that could assist Yana, and praised her when he saw her doing those things. These values included perseverance, co-operation and risk-taking.

Towards the end of the term, Yana was fully engaged in the lessons, whether she was working on her own or with someone else in the class. She also started to become more independent in lessons and was happy to take part in demonstrations. Yana even achieved gold in her volleyball end-of-term assessment, which was progress from her initial score of bronze.

Yana is now very excited to come to lessons and has a great relationship with the delivery officer and her classmates. Future plans for Yana are to include her in different clubs where she can meet new people and take her out of her comfort zone. She is currently working in one of the Foundation's Premier League Primary Stars comprehension groups and has started to attend the girls' football club at her school. While attending these clubs, Yana is yet to miss a session, and it is really evident how much she has grown in confidence. She is always talking to her classmates and takes part with a big smile on her face.

IMCREASED ACTIVITY LEVELS CONT.

““””

Yana has made so much progress since she joined the school. She has gone from being very shy to chatty and approachable. She attends school every day with a smile on her face and always tries her hardest. I feel that the PE lessons have helped her build confidence and showed Yana how important it is to be open with others and work as part of a team.

Yana's teacher



IMPROVED ACCESS TO BASIC NEED AND SUPPORT

Winter effort: Supporting families during winter

Manchester United Foundation set out to provide every young person from our partner primary, secondary and special educational needs schools in Manchester with a warm winter clothing item, and moreover, to instigate a wider community effort to support those experiencing hardship during the winter months. A wide-ranging campaign included self-funded initiatives, along with other projects, which garnered help from Manchester United staff, the club's resourcing support, and generous donations from fans.

This resulted in several initiatives designed to raise awareness or provide a solution to the various challenges winter poses to young people in Manchester. These included:

- £100,000 invested by the Foundation in 22,000 warm winter clothing items (hats, scarves, gloves)
- 2,000 coats donated by Manchester United fans at a matchday appeal
- 200 shoeboxes of Christmas gifts given by Manchester United staff members
- Over £40,000 raised for vulnerable young people at the Old Trafford sleep out, supporting the Foundation and youth homelessness charity, Centrepont



POSITIVE AND HAPPIER YOUNG PEOPLE

62.9%

Improved
confidence /
self-esteem

50.6%

Improved
happiness / life
satisfaction

60.6%

Increased
resilience / mental
wellbeing

62.4%

Increased
motivation and
aspirations

Across Greater Manchester and beyond, significant - and rising - numbers of young people are struggling with their mental health. In 2023:

- One-in-five children aged 8-16 in England had a probable mental issue
- 14% of young people in Greater Manchester reported high levels of emotional difficulties often associated with requiring mental health support
- 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

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 to improve their mental health in the following areas:

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

IMPROVED CONFIDENCE, HAPPINESS AND MENTAL WELLBEING



Spotlight on Petra and the Ability Counts programme

The Foundation's disability and inclusion programme aims for equal sport and physical activity opportunities for disabled people, their friends and family.

Petra started attending Ability Counts - the Foundation's PAN-disability programme - in early 2024, and her development has been huge.

Petra was non-verbal in her earlier years, and also has difficulty with gross motor skills and co-ordination with her lower limbs, which affects her lower limbs and co-ordination. Before joining Ability Counts, she was very shy and anxious about accessing football sessions, so to support Petra's transition, the staff introduced her to the group so that all the participants knew each other's names and could then play small games together.

Over the following six months, Petra started to develop friendship groups, making the session even more enjoyable for her. Petra has also received many opportunities through working with the Foundation, which have also boosted her confidence.

Petra is a massive Manchester United fan and is a season ticket holder for the women's team. In May 2024, she was invited to take a penalty at half-time of the Manchester United Women v Chelsea Women match at Old Trafford. Petra had a brilliant time and scored her two penalties, even winning a prize.

In June, Petra was also given the opportunity to play on the pitch at Old Trafford, and was selected to be the latest star of the Foundation's UnitedandMe campaign, which tells the stories of young people positively impacted by Manchester United Foundation.

IMPROVED CONFIDENCE, HAPPINESS AND MENTAL WELLBEING CONT.

““““

Since we came to Ability Counts, we haven't looked back. Petra has developed her physical skills and communication, making friends as well as interacting with coaches, which she likes a lot.

Petra was low on confidence, shy and struggled in big groups, but since she's been here, I've noticed a massive difference every week. She really enjoys the atmosphere, the coaches and everything about it – she wants to come every week!

Andy – Petra's dad

INCREASED MOTIVATION AND ASPIRATIONS

Celebrating Excellence event

The third annual 'Celebrating Excellence' event took place at Old Trafford in October 2023, coinciding with the club and Foundation's Black History Month activations.

The event was an opportunity for students from across the Foundation's partner schools to engage with ethnically diverse professionals from a variety of sectors. It was also attended and supported by influencer Harry Pinero and former Manchester United player Danny Simpson.

Year 10 students were able to learn from industry leaders about their backgrounds and experiences within a range of sectors, including performing arts, sports management, music production and more.

Students were required to use interpersonal skills to take part in short networking-style Q&A sessions with guests. The aim was to increase student awareness of opportunities in a range of industries and offer an insight into each guest's journey into employment or self-employment, in the hope that this would act as a catalyst for further independent and active research into possible career progression pathways.

- 100% of students enjoyed the trip
- 100% of students felt inspired by the professionals
- 100% of pupils gained knowledge to enhance their aspirations and pursue their dreams and careers

““““

I felt inspired by the staff from Manchester United and other industries to work hard and never let anyone tell you that you can't do something. It makes me want to prove anyone that doubts me that they're wrong.

- Yousef, Year 10 pupil



CONNECTED AND SOCIALLY RESPONSIBLE YOUNG PEOPLE

63.1%

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:

- 14% of young people in Year 10 across Greater Manchester reported being bullied in 2023
- 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 (54%) 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 the Street Reds cross-community outreach programme in Northern Ireland

Street Reds offers 8-18 year olds free community football and alternative activities and opportunities to gain new skills and qualifications in a positive environment.

Street Reds was launched in Derry/Londonderry in September 2023, through our outreach programme to engage and support young people within the most deprived areas across the city.

Manchester United Foundation - along with local partners, including Police Service Northern Ireland, Northern Ireland Housing Executive and Policing Community Safety Partnership - aim to engage young people through Street Reds, with the overall aim of improving lives and building lasting relationships.

Football is the hook to engage young people, but ultimately, the sessions provide them with a safe and secure space to become socially educated.

The programme is aimed at young people aged 8-16, and runs for 42 weeks of the year across two sites: Shantallow and Caw.

Over the course of the academic year, 163 participants engaged regularly, with 164 sessions being delivered by 10 staff members who are employed locally by Manchester United Foundation.

The two locations play regular games against each other, and across the year, five events were held to encourage cross-community engagement. These events had several different themes, which included qualifications for young people, community safety and physical and mental health. Each event was delivered in partnership with organisations such as the fire service, Policing & Community Safety Partnership, the Police Service Northern Ireland, the Irish Football Association, Ulster University and Manchester United Foundation's partner schools in Northern Ireland.

The overall social value for both Street Reds sites in the city and the combined events is £484,388, making a huge impact on the local community.

IMPROVED SOCIAL ENGAGEMENT AND SENSE OF BELONGING

Spotlight on Ellie and the community engagement programme

Ellie, 15, attends Manchester United Foundation's Ordsall Street Reds session. Over time, she has become a regular attendee at several Street Reds sites, and has been involved with a range of Manchester United Foundation activities and events. Ellie's progression at the sessions since she first joined has been significant, and as a result, she was nominated by her coaches to be the Ordsall Street Reds representative on the assembled youth council with participants from across all projects.

Through her involvement in Street Reds, Ellie has developed socially and emotionally, as when she first joined, she struggled to socialise and communicate with many of her peers.

Coaches at the session worked closely with Ellie in supporting her growth and confidence. Ellie previously struggled to engage in positive conversations with participants her

own age and seemed more confident speaking to the coaches and adults at the session. She developed trust and respect with several of the coaches at Ordsall Street Reds, and over time, the coaches worked closely to support Ellie and develop her confidence and ability to work with others.

The growth in these areas has been evident, as Ellie has chosen to be involved in many opportunities we have offered alongside the football sessions, including the youth engagement interventions in place.

Ellie's personality when she is happy and interacting with her peers is warming, demonstrating the positive impact the programme can have on young people socially and emotionally, as well as physically and technically. She has recently demonstrated a real sense of belonging with the programme and her local community, providing some

brilliant feedback and ideas in our recent discussions and youth voice debates.

As a result of her development, Ellie was nominated by the coaches at Ordsall to be the site's representative on the Street Reds Youth Voice panel, where she would attend regular events with other representatives from across Greater Manchester and engage in discussions and debates around topical and social issues.

Initially, Ellie was quiet and struggled. However, as the group of young people built trust and understanding of each other's backgrounds and values, they developed a positive environment to be able to share ideas and thoughts around a range of issues.

The coaches at Ordsall continue to work with her on a regular basis and have even supported her with some challenges and issues around her performance and attitude to school and

education. The youth engagement and social development work delivered with Ellie has been some of the most rewarding enrichment work we have observed across our youth development programmes.

The impact Ellie's coaches have had on helping her are immeasurable and she is a great example of the work Manchester United Foundation delivers in its communities.

IMPROVED SOCIAL ENGAGEMENT AND SENSE OF BELONGING CONT.

““””

Ellie is an incredible young woman who has grown and developed so much through her passion for football and Manchester United. We look forward to hearing Ellie's stories at the sessions every week and we enjoy giving her the confidence and self-esteem to break down barriers and achieve goals and objectives. Not only has she improved in her ability to communicate and share her thoughts and ideas, but she has started to work with younger participants and encourage them to show confidence and bravery in their football and ability to work with others.

Ellie is an inspiring young woman and it has been a pleasure working with her to help her achieve her goals.

Craig Parry, head coach, Ordsall Street Reds



IMPROVED AWARENESS AND PASSION FOR THE LOCAL ENVIRONMENT AND PLANET

““““

I've learnt how pollution affects our lives and how we should improve, by not littering and using reusable plastics to protect plant life and sea life.

Sandu, Year 8 student



Spotlight on Eco Reds

In September 2023, following months of planning, Manchester United Foundation launched its Eco Reds concept, building upon the club's strategy around environmental sustainability.

The programme gives young people a sense of belonging, forming a wider community of like-minded individuals who represent their schools and local communities in making a greener environment.

Eco Reds forms part of our Premier League Inspires programme delivery. Premier League Inspires uses the power of football to inspire young people aged 11-18 to develop personal skills and positive attitudes needed to succeed in life.

Throughout the first year of the programme, students have attended events with multiple eco-friendly activities, helping them to develop their understanding in the environment and sustainability space, and pass that knowledge onto younger generations of pupils within their school – who could become Eco Reds themselves in the future.

The inaugural celebration saw more than 100 young people visit Old Trafford, with Year 5 and 6 students from four partner primary schools, Year 7 and 8 students from 13 partner high schools, and a mix of participants from six of our partner SEN (special educational needs) schools all getting involved.

Highlights of the Eco Reds programme include:

- Over 160 students across high schools, primaries and SEN schools engaged in year one
- One launch and one celebration event took place in the 2023/24 academic year
- Educational booklet and delivery material accompanying all delivery
- 46 Foundation delivery staff took part in an environmental and sustainability CPD event
- Eco Reds programme highlighted at the Foundation's headteachers' conference in January 2024

SKILLED AND EMPLOYMENT-READY YOUNG PEOPLE

66.5%

Improved positive
engagement
with education,
employment and
training

55.8%

Progression into
new education,
training or
employment
pathways

66.1%

Improved
knowledge/skills

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

- 21.2% of secondary school pupils in Greater Manchester were persistently absent in 2022/23
- Less than half (46%) of KS4 pupils in Manchester achieved a grade five or above in English and maths in 2022/23
- In 2022/23, more than one in 10 (12%) 18-24 year olds in Manchester were not in education, employment, or training (NEET)
- Nearly one in seven economically active young people in Greater Manchester (13.4%) were unemployed at the start of 2024

IMPROVED ATTAINMENT AND POSITIVE ENGAGEMENT WITH EDUCATION, EMPLOYMENT AND TRAINING



Manchester United Foundation helped me throughout the year. Playing football with my teammates helped me so much mentally and physically, and the staff were always there to support me, both on and off the pitch.

Dan, BTEC student



Spotlight on Dan and Salford City College partnership

The Foundation's 16+ education and employability programmes aim to equip students with the necessary skills, qualifications, and experiences to progress onto further education, an apprenticeship or employment, through partnerships with colleges and universities.

Dan joined Eccles College in 2023 to pursue a Level 2 BTEC Sport qualification in partnership with Manchester United Foundation.

His start, however, was challenging. Issues with attendance, disruptive behaviour in class, and two red cards in his first six football matches led to serious concerns. There was a risk of suspension from college or dropping out altogether, especially as Dan's popularity in the football squad made managing team dynamics difficult for his coaches.

Recognising the need for change, Dan's teachers, pastoral staff, and Manchester United Foundation staff put a student support plan in place, involving his parents. Knowing that Dan's primary motivation for attending college was football, coaches emphasised that

his participation on the team was contingent on his behaviour, attendance, and academic progress. When Dan was dropped from a matchday squad, it served as a wake-up call.

The prospect of losing football spurred Dan to take responsibility. His attendance improved from 78% to 90%, and he began to focus on his coursework, successfully completing the year and passing his Level 2 BTEC qualification.

His dedication on the pitch also earned him the captain's armband on several occasions, where he led his team to two victories. Beyond football, Dan volunteered at Foundation events, developing new interests while building strong relationships with staff and students.

Dan's turnaround demonstrates how personalised support, a clear plan, and a focus on both academic and extracurricular activities can help students overcome challenges. With renewed commitment, Dan is set to return for his Level 3 BTEC and continue his journey of growth.

IMPROVED KNOWLEDGE / SKILLS

Spotlight on DXC partnership

Club partner DXC Technology and Manchester United Foundation have successfully completed the second year of the DXC Digital Futures Academy, a four-year education programme for 50 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.

Throughout the second year of the programme, students have learnt about cyber security, virtual reality, automation and big data, as well as personal development sessions to support their confidence and presentation skills.

Students have also had the opportunity to feature on the front of the stadium branding and take part in campaigns featuring Manchester United players.

Key results from the programme include:

- 82% of students said it helped to improve general skills
- 93% said it helped to improve tech skills
- 82% said it helped them to try something new
- 48% said it has helped them to do better at school
- 66% said it has improved their confidence
- 61% said it has helped them make new friends

““““

It's really fun and it gives us an insight to newer topics we have not yet learned, and they give us opportunities most people won't be able to have. It makes me feel like I can make a difference.



PROGRESSION INTO NEW EDUCATION, TRAINING OR EMPLOYMENT PATHWAYS

““““

My biggest highlight of being involved in the Foundation was being able to take my dad, who has never been to Old Trafford, to a United game. It was a once-in-a-lifetime experience.

Jack, Sport and Youth Leadership student



Spotlight on Jack and the Northern Ireland volunteering programme

A student at Oakgrove College in Derry/Londonderry, Jack started to take a keen interest in Manchester United Foundation in 2022. A huge United fan, his passion was clear, and he was invited to a volunteering interview, to get involved with Foundation projects at the college.

Jack was a quiet, unassuming character, but he soon built confidence and became more involved in activities within Oakgrove, before progressing to volunteer at various Foundation sessions outside of college, including female development, Street Reds and Ability Counts.

Since volunteering, we have seen a real increase in Jack's confidence and self-esteem. He presents himself in a strong, positive manner, and he has become known to many of the younger students in the college. When working with the younger students, we often refer to Jack as a guide or role model that they should look up to. Jack is no longer the student that keeps his head down and

drifts through the school day; he is a confident and inspiring young man.

As a reward for his hard work, encompassing more than 200 hours of volunteering in 12 months, Jack was invited to watch the Manchester United men's team train and attend a Premier League game at Old Trafford in hospitality – thanks to the partnership between Manchester United Foundation, club partner DXC Technology, and Oakgrove College.

Through his excellent grades and volunteering experience, Jack was successful in his application for the Sports and Youth Leadership degree at Manchester Metropolitan University, in partnership with Manchester United Foundation.



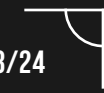
SOCIAL AND ECONOMIC VALUE

To calculate Manchester United Foundation's social and economic value, Substance - an independent research company - 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 (e.g. young people in Manchester) face in relation to a health or social problem (e.g. obesity or youth unemployment)
- The **protection** that Manchester United Foundation has helped groups of young people to develop against health or social problems (e.g. 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 (e.g. 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 that it collects to support its annual social value reporting.



£50,392,636

total social and economic value generated*

*This figure was calculated by Substance, an independent research and technology company who work on social valuing projects for several national and international sports organisations, including Sport England, NFL and UEFA.



ACKNOWLEDGEMENTS



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 College

Philips High School
Richard Rose Central Academy
Royton and Crompton Academy
St Cuthbert’s RC High School
St Joseph’s Boys’ 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
All Saints’ Catholic Primary School
Arden Primary School
Bredbury Green Primary School
Brook Street Primary School
Claremont Primary School
Clifton Primary School
Divine Mercy RC Primary School
Essa Primary Academy
Forest Gate Academy
Haslam Park Primary School
Lime Tree Primary Academy
Medlock Valley Primary School
Newtown Primary School
Norman Street Primary School
Our Lady & St Paul’s RC Primary School
Parklee Community Primary School
Partington Central Academy
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 Margaret Mary Catholic 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

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The Sir Bobby Charlton Foundation
Trafford MBC
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