

The 'Class of 92' are passionate about creating social and economic impact across Greater Manchester, with a particular emphasis of achieving this through sport, wellbeing and education. They are in the process of establishing a Foundation which will be the vehicle through which their community impact is delivered. This Foundation will connect to other aspects of their portfolio, including Salford City FC, Academy 92 and UA92. In its infancy, the Foundation will look to deliver impact locally around the assets of the 'Class of 92', namely Salford City Football Club, UA92 and Academy 92.

An extensive piece of insight and consultation work has been undertaken by GreaterSport on behalf of the Class of 92', around Salford City FC, to understand both evidential need and community perspectives on how the Club might add value to the local community. This is helping the Foundation to shape a fit for purpose, high impact Corporate Social Responsibility programme based on the values they are passionate about, whilst aligning that to community aspirations and need.

The extensive report including focus groups and meetings with existing community groups, organisations and foundations, a fans forum and an analysis of existing data for the region, demonstrated real evidence that many people in Greater Manchester face significant challenges which hamper their ability to live well and reach their potential.

From this report 'Foundation 92' has outlined 5 key areas in which they wish to focus their attention and have an impact for the benefit of the local community:

- ❖ Disability
- ❖ Homelessness
- ❖ Physical Wellbeing
- ❖ Mental Wellbeing
- ❖ Young Offenders of those at Risk of Offending

The new Turn Moss training facilities will create new opportunities to enable our work with the local community, working closely with Trafford Council, Trafford Leisure, local schools and community groups to gain an in depth understanding of the community so that we can add value in a meaningful way and for the benefit of local people. We will facilitate this through focus groups to provide insight and develop ideas and turn them into tangible programmes aimed at addressing these 5 key areas with our partners and the local community. We will also create a Community Forum to actively engage, listen to and discuss matters that are important to local residents.

We are excited by the opportunities that Turn Moss will provide for local people, schools, groups and organisations as a catalyst for increasing physically activity, reducing social isolation and becoming a focal point for people to socialise in order to benefit their physical and mental wellbeing. Utilising the expertise of the specialist Salford City FC coaching and fitness team, we plan to provide fitness sessions to be agreed with the local community, tailored to be inclusive and designed around their preferences. This will aim to enthuse and motivate the less active as well as the enthusiasts as part of a joint physical wellbeing programme and working closely with Trafford Leisure to complement their programmes and existing links with many community groups and their excellent social prescribing programme that works with GP practices across Trafford.



**FOUNDATION '92**  
**SALFORD CITY FOOTBALL CLUB**

The enhanced new community facilities, including a café with a children's play area, a new full sized 3G pitch, trim trail and newly refurbished community changing rooms for both male and females provide a fantastic opportunity for us to work alongside and with the local community, schools and other groups to increase participation but also to help create a family atmosphere where the whole family can enjoy their free time and socialise and foster community spirit.

The layout of the site will be inviting to ensure that the local community can watch Salford City FC players training and preparing for matches, as well as providing players and coaches for outreach work to engage more people, for example, promoting women's football to help address the growth of women's football, where we see Turn Moss as an exciting and positive contributor to the infrastructure required to sustain and positively contribute to a growth women's football.

One of the key principles of UA92 is supporting young people to build strong life skills and engage within the community. We will route the project work of students to this site in order to provide opportunities for the local community to engage in new activities, this could include things like, fun days, sports coaching and summer camps for example. We will actively engage with Trafford College students within a similar approach to support the 'pathway' model into UA92 and the principle of community impact. Our Academy participants will also be engaged to deliver community impact on or around the site. We are also proud of our existing work on simple things like respect for the environment, through outreach and by talking to school students about, for example, the importance of disposing of their litter responsibly.

The 'Class of 92' are firmly committed to and passionate about long term community engagement and the pro-active approach to using Salford City Football Club's facilities and expertise for the community. Something that is already starting to bear fruit in Kersal, with a number of schemes including preparation for schools engagement, establishment of a women's non-competitive running club with a base at the Peninsula Stadium and support for the local Ability Counts league.

As a testimonial to Salford City FC outreach work in local schools, Jane Tyres, Executive Head Teacher of St Paul's C of E Primary School, on Nevile Road said;

*"We were approached by Andrew from Salford City F.C. to look at ways in which the club could support schools and promote sport and healthy choices. The club have since been proactive in developing ideas from early discussions. Children have visited the club, met the players and took part in a game on the pitch. We now have football coaching taking place in school led by club captain Liam Hogan, which the children are really enjoying. I'm certain that working with Andrew, who has lots of enthusiasm and great ideas, will lead to many more activities and projects which will support the children and families at our school".*

In respect of wider community engagement, Aimi Barton, founder of Prestwich Plodders, a local running group for women, said;

*"I initially approached Salford City Football Club to acquire a raffle prize. Andrew was interested in our group ethos, and what we were hoping to achieve in the long term. After further discussions with Andrew he suggested that we meet and involved GreaterSport. This has been massively beneficial for myself and the plodders. We have received valuable advice in regards to the direction we should be taking to support our members and how to achieve our long term goals. What started out as an enquiry about a raffle prize has resulted in us having a base, the opportunity to grow bigger than we ever imagined and the support we desperately needed to reach more women within our community".*



In summary, we see huge potential within Turn Moss, working alongside Trafford Council, Trafford Leisure and other local partners for the benefit of the local community. We are committed to actively engaging with and listening to the community to fully understand what they value and co-design what we do together, to make a positive difference over the long-term.

