

# CHESTER FC SOCIAL VALUE IMPACT REPORT 2024-25



# EXECUTIVE SUMMARY

**Chester FC and Chester FC Community Trust are an integral part of the Chester community, embodying the power of football as a force for social good.**

As a proudly fan-owned club, Chester FC is rooted in democratic ownership, transparency, and community engagement, ensuring that decisions are made in the best interests of supporters and the wider city. Complementing the Club's on-pitch ambitions, Chester FC Community Trust operates as the Club's charitable arm, delivering inclusive and impactful programmes that respond directly to local need and create lasting social value.

Together, the Club and the Community Trust play a vital role in improving health and wellbeing, supporting education and employability, promoting social inclusion and fostering community pride. Through targeted initiatives for young people, older adults, and individuals with

disabilities they provide accessible opportunities to participate, connect, and thrive.

This Social Value Impact Report highlights the breadth and depth of that contribution, demonstrating how Chester FC and Chester FC Community Trust leverage the reach and influence of football to generate measurable outcomes for individuals, families, and communities across Chester. To ensure transparency, credibility, and robustness, Chester FC has commissioned Collins McHugh, a multi award-winning CSR consultancy, to provide an independent assessment of the social value generated throughout the 2024-25 season. The findings evidence a shared commitment to sustainability, partnership working, and continuous improvement, reinforcing the Club's role not only as a sporting institution but also as a trusted community anchor delivering positive and enduring impact.



Chester FC Community Trust  
Social Return on Investment **£1 : £10.20**



# FOREWORD

**Chester FC is a football club with a difference, built on the principles of supporter ownership, sustainability, and community.**

As a fan-owned club, we understand our responsibilities to our supporters and the city, not only to safeguard the Club for future generations, but to bring people together, strengthen civic pride, and to benefit the communities we represent.

This report marks an important milestone for Chester FC and Chester FC Community Trust. For the first time, we are able to demonstrate the social, economic, and wellbeing impact of our work, and to do so through an independent and robust assessment. It provides clear evidence of the value created through our activity, both on match days and across the wider community.

Across our match days, volunteering, employment, education, and community programmes, we create opportunities for people of all ages and backgrounds. Our work supports healthier lives, develops skills, raises aspirations, and fosters a strong sense of belonging. None of this would be possible without the commitment of our staff, volunteers, partners, funders, participants, and supporters. The social value captured in this report reflects their dedication, passion, and shared belief in football’s power to be a force for good.

I am proud of what has been achieved, but equally clear that this report represents a starting point rather than an endpoint. It strengthens our commitment to accountability, improving our work, deepening its impact, and continuing to listen and respond to the needs of our community.

Thank you to everyone who has supported us and contributed to this work.



**Jim Green**  
Vice Chair, Chester Football Club  
CEO, Chester FC Community Trust

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# INTRODUCTION

**Welcome to Chester FC and Chester FC Community Trust’s first annual Social Value Impact Report.**

We are incredibly proud of the positive difference we make across Chester and the surrounding areas, using the power and reach of football to support individuals, families, and communities. As a fan-owned club with deep local roots, and a charitable trust committed to inclusion and opportunity, our shared purpose extends far beyond the pitch.

Chester is a city with a rich and distinctive history, renowned for its heritage, culture, and strong sense of identity. However, like many towns and cities across the UK, it also faces a range of social and economic challenges that affect the lives and opportunities of people within our community. These realities underline the importance of accessible, trusted local organisations that can respond to need, bring people together, and create positive change.

This report provides an overview of the social value generated throughout the 2024-25 season, highlighting the impact of our programmes, partnerships, and community engagement activity. It reflects our commitment to accountability, transparency, and continuous improvement, demonstrating how our work contributes to improved health and wellbeing, education and employability, social inclusion and community cohesion.

By capturing and evidencing our impact for the first time in this way, we aim not only to celebrate success but also to strengthen our approach to measuring outcomes and shaping future activity. We hope this report offers insight into the meaningful role Chester FC and Chester FC Community Trust play as an integral part of the local community and reinforces our commitment to delivering lasting social value for the city of Chester.

## Key Areas of Work



# OUR PEOPLE



At Chester FC and Chester FC Community Trust, it is our people, staff, volunteers, coaches, and supporters who bring our mission to life. Their dedication, passion, and expertise drive the work we do both on and off the pitch, ensuring we can make a real difference across Chester and the surrounding areas.

## OUR STAFF

Our staff team combines professional expertise with a deep commitment to community impact. From coaches inspiring young people through sport to programme managers delivering education and wellbeing initiatives, every member of our team contributes to creating meaningful opportunities for those we serve.

## OUR VOLUNTEERS

Volunteers are at the heart of our organisation. Their time, energy, and skills extend our reach,

help deliver our programmes, and strengthen the bonds between the club and the community. Without their contribution, much of what we achieve would not be possible.

## OUR SUPPORTERS

As a fan-owned club, our supporters are not just spectators, they are active participants in shaping our direction and holding us accountable. Their engagement and loyalty underpin everything we do, ensuring that our work remains connected to the community's needs.

Together, we are more than a football club.

It is the people behind Chester FC and Chester FC Community Trust, their passion, commitment, and shared belief in the power of football for social good, who make us an integral part of the Chester community.



# KEY AREA OF WORK: **SPORT**

We are thrilled with the impact of our Sport Pillar, engaging **465 participants** across a wide range of programmes and projects. Our **Mini Kickers** programme introduces under-7s to football in a fun and engaging way, encouraging physical activity while supporting early childhood development.

We place great emphasis on nurturing talent at all levels, with our separate Boys and Girls **Player Development Centres, Soccer Schools, Emerging Talent Centres, and Goalkeeping Camps** providing tailored coaching to develop technical skills, promote teamwork, and support personal growth.

Participation in sport contributes significantly to physical and mental wellbeing, and through our structured programmes, we encourage regular activity, promote healthy lifestyles, and provide safe, supportive environments where children and young people can thrive.

Designed to create clear pathways from grassroots engagement to higher-level competition, our programmes aim to inspire the next generation of players while delivering lasting benefits to the wider community.



Total  
Social Value:  
**£707,416**

# KEY AREA OF WORK:

## HEALTH & WELLBEING

The Health & Wellbeing pillar is our way of supporting physical and mental wellness across the community.

We run a variety of accessible and engaging programmes, including **Yoga, Pilates, Clubbercise, Metafit,** and **Wellbeing Walks**, all designed to encourage regular activity and promote healthy lifestyles.

These sessions provide safe, supportive environments where participants can improve fitness, reduce stress, and enhance overall wellbeing.

By offering a mix of classes and activities for different abilities and ages, we aim to make health and wellness inclusive, enjoyable and sustainable, empowering individuals to take positive steps for their physical and mental health while fostering a strong sense of community. Across 2024-25, we engaged **210 individuals** across our Health & Wellbeing programmes.



Total  
Social Value:  
**£314,613**





# KEY AREA OF WORK: EDUCATION

Across 2024-25, our Education Pillar was our largest, engaging **812 unique participants**. We are incredibly proud of the impact of this pillar, which delivers a wide variety of after-school clubs, including **Dance Club** run in partnership with House of Dance.

We also **supported 18 different schools** with **PE support, lunchtime clubs, and Give Up Loving Pop**, an initiative designed to encourage healthier lifestyles in young children.

Another highlight is our **Post-16 Football Education** project, which provided 40 students with qualifications to raise aspirations and equip them with skills to progress into further education, training, or employment.

Through these programmes, we aim to inspire learning, promote wellbeing, and provide opportunities that support young people to thrive both academically and personally.

*"Since starting the course, my confidence has grown and I've thrived in every aspect. It's given me new opportunities and opened a lot of doors for my future, which is thanks to the tutors and everybody involved being so supportive and encouraging."*

**Kingsley**, Football Education student

Total  
Social Value:  
**£1,301,334**





# KEY AREA OF WORK: SOCIAL INCLUSION

The Social Inclusion Pillar was a vitally important area of delivery for Chester FC Community Trust in 2024-25. This pillar is founded on the belief that everyone should have equal opportunities, regardless of age, ability, or background. In total, **687 participants** were engaged through this pillar. Some of the key projects delivered included our **Mental Health Football** sessions, run across two venues, Ellesmere Port and Chester, providing a safe, supportive environment for participants to improve wellbeing through sport. We also ran a **Youth Support Group** in Blacon, offering young people a safe and inclusive space, engaging activities and opportunities for personal development.

Our **Disability Football** programme supported 32 participants, providing inclusive and accessible football opportunities, while our **Walking Football** sessions engaged over 50 older adults, and our **Walking Netball**, over 30 women. We also delivered holiday camps and **Toddle & Play** sessions, giving young children and their parents opportunities to be active while forming social connections. Through these initiatives, the Social Inclusion Pillar has helped foster community engagement, promote wellbeing and ensure that everyone has the chance to participate, learn and thrive.

Attendance  
at Cultural  
Events  
**£408,595**

Improved  
Mental  
Health  
**£433,532**

Increased  
Physical  
Health  
**£332,717**

Engaging  
in Youth  
Activities  
**£71,450**

Increased  
Social  
Integration  
**£264,500**

Reduced  
Loneliness  
**£374,262**

Increased  
Children's  
Wellbeing  
**£33,628**

Total  
Social Value:  
**£1,918,684**



*"I'd never played football before. I'm of an age where we didn't play football at school - it was hockey or netball - and this has given me an opportunity for the first time in my life to actually play football. It's just such a great group of women. We've made friendships, we socialise, and we just have a really good time."*

**Alison**, Women's Walking Football participant

*"I have been coming to the Youth Hub since it started and love it. It's nice to have somewhere to go and meet up with my friends. We mostly just like to chat and relax, but there's lots of different things to do. The youth workers Liz and Alex are really nice and make it fun for everyone."*

**Azalea**, Blacon Youth Hub member



# MEETING LOCAL COUNCIL PRIORITIES

The following are a few of Cheshire West and Chester Council’s strategic social priorities:



At Chester FC and the Community Trust, we are fully committed to supporting the priorities set by Cheshire West and Chester Council. We recognise that these priorities reflect the needs and aspirations of the local community, and we see it as our responsibility to ensure our programmes and initiatives help deliver them. By aligning our work with the council’s objectives, we can make sure our efforts have a real, measurable impact on health and wellbeing, learning, sport, and social cohesion across the area.

Meeting these priorities is at the heart of everything we do. It helps us direct our resources to where they are needed most, address local challenges and deliver lasting benefits for residents. Through inclusive youth programmes, adult education, and volunteering opportunities, we strive to implement initiatives that address immediate community needs while supporting the council’s long-term vision for a vibrant, supportive, and thriving Cheshire West and Chester.

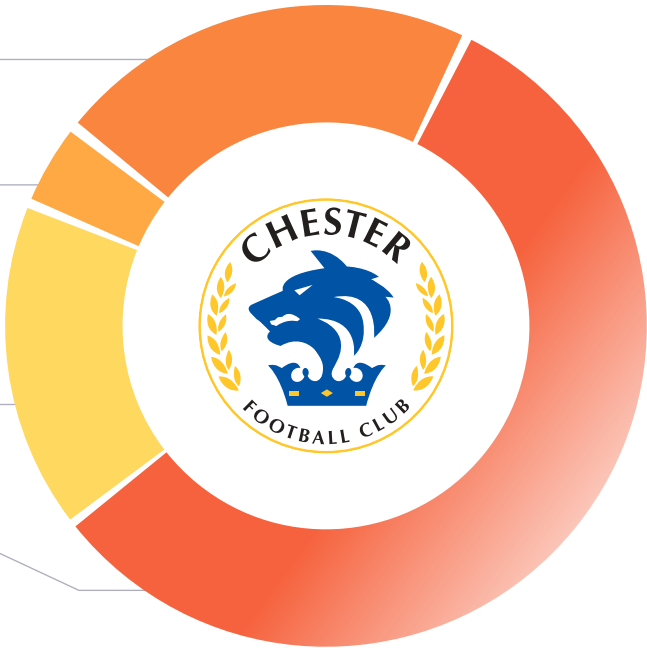
The following chart highlights how our work has contributed to these social priorities.

ENHANCING THE HEALTH & WELLBEING OF RESIDENTS **£1,721,116**

PLANNING FOR AN AGING POPULATION AND BEING AN AGE-FRIENDLY CITY **£349,860**

GIVING YOUNG PEOPLE THE BEST POSSIBLE START IN LIFE **£1,376,186**

TARGETING EDUCATION, SKILLS AND SOCIAL SUPPORT **£4,627,073**





# MOVING FORWARD

**At Chester FC Community Trust, we are immensely proud of the positive impact we have made over the past year.**

From supporting young people through education and sport, to promoting health, wellbeing, and social inclusion, our programmes have continued to create meaningful change across our community. The achievements, stories, and connections we have fostered are a reflection of the dedication and passion of our staff, volunteers, partners, and participants.

Yet, while we celebrate what has been accomplished, we know our work is never finished. The needs of our community continue to evolve, and we remain committed to responding with innovation, energy, and care. In the year ahead, we will build on the strong foundations we have established, enhancing existing programmes, exploring new ways to reach those most in need, and ensuring that every initiative delivers measurable and lasting social value.



**Chester FC and Chester FC Community Trust are committed to building on the strong foundations set out in this report. Together, we want to keep responding to the challenges our communities face, strengthening the relationships that make our work possible, and ensuring that football continues to be a positive force in people's lives.**

At a time when many individuals and families are feeling the effects of economic uncertainty and wider change, the role of trusted local organisations like ours really matters. By working closely with our supporters, partners, local businesses, schools, and public services, we can stay connected to what people need and continue to offer support that is practical, inclusive, and rooted in the community.

Above all, this work is about people and the future. We are passionate about giving young people opportunities to get involved with the Club and the Trust, whether through sport, education, volunteering, or learning new skills. By encouraging them to be part of the journey, we are helping to build confidence, create lasting connections, and ensure that the impact of Chester FC is felt for generations to come.

**Albert Davies**, General Manager  
Chester Football Club





COMMUNITY  
TRUST



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## OFFICIAL FUNDERS

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Cheshire West  
and Chester



Chester Football Club,  
The Deva Stadium,  
Bumpers Lane,  
Chester,  
United Kingdom,  
CH1 4LT

[info@Chesterfc.com](mailto:info@Chesterfc.com)

[chesterfc.com](http://chesterfc.com)

01244 371376



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