



FOUNDATION

WYCOMBE WANDERERS  
FOUNDATION STRATEGY  
2023-26

CHAIRBOYS

origin  
DOORS AND WINDOWS

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# INTRODUCTION

**Football clubs are often the beating heart of the communities they sit within. The result on a Saturday can affect people's mood for the rest of the week. In good times and bad, fans stay loyal to the club they support, for their entire lifetime. No other product or brand can claim to have that level of influence or impact on so many communities across the country.**

Charitable Foundations are a fantastic way for football clubs to continue to positively impact their communities seven days a week, 365 days a year. They can foster connections and drive positive change, arguably, in a way that no other organisation can.

Wycombe Wanderers Foundation continues to make a significant difference to many people's lives in the local community. As a Board of Trustees we are incredibly proud of the links, the partnerships and the impact the Foundation already has, and are delighted to share this new strategy with you, which we fully expect to result in even more people benefitting from our excellent work.

Our game plan is to use the mass appeal of the Wycombe Wanderers badge to engage and build relationships with more local people and communities, so that we can assist

them in reaching their potential and achieve personal and collective fulfilment. Within our game plan we have four primary strategic aims – through the delivery of our programmes and projects, we aim to;

- Increase participation in sport and physical activity
- Promote health and wellbeing
- Provide education and employment opportunities
- Promote social inclusion and community cohesion

Recent years, and current circumstances have demonstrated, if nothing else, the need for, and the power of 'community' and Wycombe Wanderers Foundation is excited to sit at the forefront of driving positive community impact over the coming years.

DAVE COVE  
**Chair of Trustees**  
**Wycombe Wanderers Foundation**

# 022

## VISION & MISSION

### **VISION**

“An educated, healthier, more connected community”

### **MISSION**

“Place Wycombe Wanderers Football Club at the forefront of supporting local people and communities to thrive.”

# VALUES



We passionately believe in making Wycombe Wanderers Football Club a force for good within High Wycombe and its surrounding areas, and appreciate the need to further enhance the presence and reputation of the football club's identity and brand at all times.

In doing so, we expect to be better placed to maximise our positive contribution to our local communities. The team at Wycombe Wanderers Foundation have created and adopted four values that underpin everything we do. In essence, these core values provide a direction of travel for our organisation and behavioural road map for all those involved with the foundation, to ensure our vision becomes a reality.

#### **We add value**

- To our community and to people's lives...
- To the team...
- To our club...
- To our growth and development...
- To discussions and meetings

#### **We are collaborative**

- Respectful of others, the environment and circumstances...
- Seek out, listen to and hear other opinions and feedback...
- We know that we is better than me...
- We surpass expectations and make others feel valued and supported...
- Communicate effectively with all stakeholders

#### **We are open**

- To new ideas and new destinations, but flexible in how we get there...
- To different perspectives and opinions...
- Honest, clear and concise...
- Ambitious with our goals and have a never give up spirit...
- To asking for help

#### **We are positive**

- We check and challenge each other...
- We are solutions orientated, we do the right thing...
- We enjoy what we do and we share that joy with others...
- We are decisive when needed.
- We'll always have a go!

# STRATEGIC AIMS

ELITE DEVELOPMENT ACADEMY | AMERSHAM & WYCOMBE COLLEGE

# 04

**Wycombe Wanderers Foundation is the club's way of embedding itself in the heart of the local community, in order to be a positive influence.**

Our game plan to maximise that position revolves around four primary strategic aims – through the delivery of our programmes and projects, we aim to;

- Increase participation in sport and physical activity
- Promote health and wellbeing
- Provide education and employment opportunities
- Promote social inclusion and community cohesion

# 05

## INCREASE PARTICIPATION IN SPORT PHYSICAL ACTIVITY

### FOCUS

DELIVER PROGRAMMES AND PROJECTS THAT ENCOURAGE PHYSICAL ACTIVITY AND PROVIDE OPPORTUNITIES TO PARTICIPATE IN SPORT AND ESTABLISH HEALTHY HABITS, REGARDLESS OF PERSONAL AND SOCIAL CIRCUMSTANCES



#### GOAL

- A more active and physically engaged community

#### THE STATS

- 22% of adults aged 16+ in Wycombe are considered 'inactive' which means they carry out less than 30 minutes of physical activity a week
- 1 in 3 Children in High Wycombe (year 6) are 31.1% obese
- 31.3% of children and young people do less than the World Health Organisation's recommended average of 30 minutes physical activity a day
- Disabled adults are almost twice as likely as non-disabled people to be physically inactive (43% vs. 23%)
- Four in five disabled people (78%) would like to be more active

#### THE TACTICS

- Get Active disability project
- Walking Football
- After school clubs and holiday camps
- Saturday morning football clubs
- Development and elite centres (male and female)
- Premier League Primary Stars

#### RESULTS

- Participants increase their levels of physical activity and general health
- Participants mental wellbeing levels improve
- Participants develop a love for sport and physical activity that remains with them throughout life
- Increased community social interaction

#### FINAL SCORE

High Wycombe and the communities that surround it are more physically active and aware of the benefits of engagement in sport, with increased numbers of people meeting recommended levels of daily/weekly exercise and reduced numbers of people who are sedentary.

# 6

## FOCUS

DELIVER PROGRAMMES AND PROJECTS THAT EFFECTIVELY TACKLE A WIDE RANGE OF EXISTING AND EMERGING PUBLIC HEALTH AND SOCIAL ISSUES

### GOAL

- A healthier and happier community

### THE STATS

- 1 in 3 Children in High Wycombe (year 6) are 31.1% obese
- 6 out of 10 adults in High Wycombe are classified as obese
- 11.3% of High Wycombe residents are smokers, compared to 14.6% in Buckinghamshire (2021 Census)
- 1 in 4 people in England experience a mental health problem

### THE TACTICS

- Fit Chairboys healthy lifestyle project
- Fit Xtra exercise project
- HAF (Holiday Activity and Food) camps
- Wellbeing Walk and allotment programmes
- Wycombe Wanderers Warm Hub
- Street Soccer

### RESULTS

- Reduction in preventable health issues caused by poor lifestyle choices
- Increase in the number of people meeting recommendations concerned with frequency of exercise
- Reduced levels of adult and child obesity amongst participants and our community
- Increased number of people recognising the importance of physical and mental health and how to achieve improvements

### FINAL SCORE

High Wycombe and the communities that surround it are healthier and happier, with increased numbers of people prioritising healthy habits.

# PROVIDE EDUCATION AND EMPLOYMENT OPPORTUNITIES

## FOCUS

DELIVER PROGRAMMES AND PROJECTS THAT ENCOURAGE LEARNING AND PROVIDE OPPORTUNITIES FOR PEOPLE TO IMPROVE THEIR KNOWLEDGE AND SKILLS, IN ORDER TO SUCCEED

### THE GOAL

A better educated and more employable community

### THE STATS

- 19.6% of people in High Wycombe don't have any qualifications
- High Wycombe has the largest proportion of unemployed people in Buckinghamshire (4.6% vs. 2.9%)
- There are 7,628 children living below the poverty line in High Wycombe
- Buckinghamshire has a lower proportion of 'school ready children' than the national average (only 71.6% in some areas)
- In Buckinghamshire, there are a higher proportion of 17 year olds males who are classified as NEET (not in education, employment or training) compared to the national average (8% vs. 6%)

### THE TACTICS

- Premier League Primary Stars schools project
- Future Goals schools project

- Education stadium days
- Twinning prison project
- Foundation degree in Sports Coaching with Football Coaching and Performance
- Football leadership project for looked-after children

### RESULTS

- Participants remain in, or progress into education, training or employment
- WWF contributes directly to a reduction in unemployment levels amongst our community and improved educational attainment
- WWF contributes to reducing protracted periods of time spent in poverty
- WWF contributes to creating a pool of young people with greater life skills, motivation and aspirations

### FINAL SCORE

High Wycombe and the communities that surround it are more aspirational, with increased levels of educational attainment and reduced levels of unemployment, regardless of circumstances.



07



PROMOTE SOCIAL, INCLUSION AND COMMUNITY COHESION

08

FEMALE REFUGEE SKATEBOARDING | MILLBROOK SCHOOL

*“We’ve had a difficult journey and life has been really hard. My son and daughter were home alone, they were isolated and now thanks to WWF skateboarding, they have friends.”*

*Parent of refugee*



# FOCUS

## DELIVER PROGRAMMES AND PROJECTS THAT BREAK DOWN SOCIAL BARRIERS AND ENCOURAGE PEOPLE TO LIVE HARMONIOUSLY. PROVIDE INCLUSIVE PARTICIPATION OPPORTUNITIES THAT BUILD AND DEVELOP SOCIAL NETWORKS

### THE GOAL

A more connected, integrated and unified community

### THE STATS

- High Wycombe has an ethnically diverse population – minority ethnicities account for 36.3% of the population compared with 13.6% in Buckinghamshire overall
- In a recent report amongst the Buckinghamshire BAME community 24% of black respondents and 30% of mixed ethnicity respondents disagree that Bucks charity work to support people of all ethnic backgrounds. 60% of respondents don't think charities understand the needs of their community. (Listen, Learn, Adapt Report 2023).
- High Wycombe has the highest proportion of people in the United Kingdom aged 16+ who said they 'often or always' felt lonely (18.52%)
- High Wycombe ranks higher than the rest of Buckinghamshire in levels of anti-social behaviour, drug-related crimes, theft, possession of dangerous weapons and shoplifting
- The most common crimes in High Wycombe are sexual offences and acts of violence.

### THE TACTICS

- Premier League Kicks
- Refugee skateboarding
- The Human Library
- Wycombe Wanderers Warm Hub
- Dementia Café and Golden Wanderers lunch clubs
- Youth clubs

### RESULTS

- Increased participant numbers in activities with positive social outcomes
- Increased levels of self-esteem, resilience and confidence amongst those perceived as disengaged and/or disinterested
- Increased levels of social interaction and sense of belonging amongst participants, spreading to the wider community
- Increased community knowledge and appreciation of the importance of equality, diversity and inclusion, as a direct result of WWF programmes
- WWF contributes to a community-wide reduction in unconscious biases and discriminatory behaviour

### FINAL SCORE

High Wycombe and the communities that surround it are more understanding and tolerant of differences, with increased levels of unity.

*"We are committed to creating an inclusive and diverse environment where everyone has equal opportunities to grow and succeed."*

*Mark Gaitskell, Chief Executive*



FOUNDATION

# EXTRA TIME – TACTICS

Outside of our four key strategic aims, Wycombe Wanderers Foundation will employ the following tactics in the pursuit of our goals and delivering excellence.

## Governance

We recognise that good governance is imperative if we are to achieve our core charitable aims. There needs to be clarity of direction, robust controls and clear accountability throughout the charity. **Considering this we commit to:**

## Finance

Creating and developing financial policies and practices that ensure our affairs are well managed, our funds are spent effectively, and our assets carefully stewarded.

## Safeguarding

Upholding the highest possible standards of safeguarding policy and practice, protecting the safety and welfare of all, and creating environments where all stakeholders feel safe, valued and respected.

## Data

Creating and developing data management policies and practices that protect the interests and confidentiality of all stakeholders, whilst adhering to our legal obligations and best practice guidelines

## Health & Safety

Creating and developing health and safety policies and practices that ensure a safe and secure environment for all our activities and operations. Robust identification and control of the level of risk the organisation faces, in order to protect our stakeholders, funds, assets and reputation.

## WE ARE DEDICATED TO...

### Equality, Diversity & Inclusion

Advancing the equality of opportunities for all and challenging discrimination.

### Environmental Sustainability

Operating with sustainability at the forefront of our operations, contributing to combatting climate change, driving climate awareness and action, and aligning with the United Nations Sustainability Development Goals.

## WE WILL...

### Raise our profile

We recognise the importance of ensuring that local people and communities are aware of who we are and what we do. If we can reach more people, we can deliver more programmes, which results in more impact. We hope our recent rebrand to Wycombe Wanderers Foundation and further collaborative partnerships can contribute to this goal. **Considering this we commit to:**

### Develop more partnerships

We believe in collaborative working, positioning Wycombe Wanderers Foundation as an appealing organisation to engage with, allowing us to increase our reach and to learn and grow via the sharing of skills, resources and best practice.

### Provide a diverse offering

We recognise the importance of offering a varied and appealing portfolio of programmes and projects. Our offering must be innovative and exciting, but more importantly, be of value to the intended participants, creating opportunities for all to achieve individual and collective growth and development. **Considering this we commit to:**

### Address Needs

Placing individual and community need at the forefront of strategic decision making, ensuring that the programmes and projects we deliver are positively addressing prevalent local issues.

### Deliver Quality

Creating and developing quality assurance policies and practices that enable us to accurately appraise and evidence the standards our provision. As well as continually identify areas for improvement, and efficiently implement positive changes.

### Evidence our Impact

Evidencing and measuring our impact to enable informed decisions. We will ensure all provision has clearly stated impact goals and that those responsible for impact measurement, fully appreciate its importance. Whilst also possessing the knowledge, skills and support required to do so effectively.

### BEONE – One Club, One Community

We will work alongside WWFC to unite our community, address key issues and overcome challenges as one.

## OUR VISION

“An educated, healthier, more connected community.”





FOUNDATION

[www.wycombewanderersfoundation.com](http://www.wycombewanderersfoundation.com)

Email: [community@wwfc.com](mailto:community@wwfc.com)

Tel: 01 494 455736

@WWFCFDN