FALKIRK
FOUNDATION
OUR COMMUNITY, OUR FUTURE

Community Champions

Falkirk Foundation Strategy

2022 - 2025

Welcome

Falkirk Football Community Foundation's vision is to be a leading provider of sport, health, education, and employability activities to children, young people, and adults in our community.

The Falkirk Foundation works with local and national partners to provide innovative initiatives that engage people across all age groups and backgrounds. As Falkirk Football Club's Official Charity, we are extremely proud of our close-knit relationship that is the heartbeat of the community. Our combined efforts bring people together and address wider issues through the power of football, our expertise, and our facilities.

The community's wellbeing is integral to our work and tackling deep-rooted issues is of utmost importance. The following four themes highlight these issues and, throughout this strategy, we will be discussing our plan of action going forward so we can contribute to make our community even greater: Mental Health & Wellbeing, Education & Employability, Physical Health & Wellbeing and Football Activity. In each of these areas, we will be adhering to the themes outlined in The Falkirk Plan 2021-2030.

Charles MacDonald, Chairman

It is a privilege to be Chairman of the Falkirk Foundation. With my hard-working board of trustees, CEO, and staff, we try to be innovative, pioneering, and carry out the most needed programs through all our departments to serve the community.

Derek Allison, Chief Executive

The Foundation is uniquely placed to tackle some of the issues that our community is facing which are identified as key areas in the Falkirk Plan. Through the engagement of over 1,500 individuals each week, the Foundation can contribute to tackling these issues and positively impact our community. Ongoing partnership development is key to our strategy and together we can help our community live happier, healthier, and more prosperous lives.

Our Vision

Our vision for 2022 - 2025 is divided across 4 key themes.

1

Mental Health & Wellbeing

Getting Your Head In The Game

2

Education & Employability

Levelling The Playing Field

3

Physical Health & Wellbeing

Getting Match Fit

4

Football Activity

Playing The Game

1 Mental Health & Wellbeing

Getting Your Head in the Game

Football brings people together and we are uniquely placed to integrate conversations about mental health in a recognisable, relaxed, and safe setting. We hear from those on our programmes who struggle to engage with other services and we have recognised that we are able to help. Our staff and facilities create a safe place for people to candidly speak with their friends while playing football about how they're feeling.

It is essential we continue to provide individuals with even more support so they can get the help they require.

Despite suicide rates reducing across the country, they have been rising in Falkirk

In a survey conducted by National Records of Scotland in 2021, Falkirk had the 5th highest suicide rate in Scotland.

The combination of these goals will hopefully reduce suicide rates across Falkirk and lead to increased morale in the community. In addition to this, the mental health of children and young people will be well-sourced, and reduced waiting times will ensure that the best support is provided for people of all ages.

Considering the various aspects of the National Performance Framework, we will be able to better support children and young people, communities at large, improve the culture around mental health, and health in general.

We Will

- Work with specialised organisations to develop and deliver impactful programmes that reflect current community needs.
- Ensure that the participants continue to positively engage with mental wellbeing programmes.
- Show a commitment to mental health and wellbeing, by performing actions such as signing up to the National Mental Health Sport Charter from SAMH.
- Embed mental health and wellbeing messaging throughout all of our activities to ensure we talk about it more consistently and participants feel comfortable.
- Record case studies and impact stories to highlight how beneficial this has been for those who have participated.
- Develop new initiatives as Getting Your Head in the Game evolves.

2 Education & Employability

Levelling the Playing Field

In our Levelling the Playing Field strategy, we will provide tools, skills and opportunities to our community to develop and secure employment. By supporting participants they will be able to live happier and healthier lives. Working closely with the community and partners throughout Falkirk, the Foundation will be able to facilitate an alternative to traditional education routes and attract a diverse range of participants from a variety of backgrounds.

We are committed to working with Falkirk Council and the community to reduce poverty across Falkirk, and will contribute towards the Support for People service so residents can access food, prescriptions, and other essential services.

In Falkirk, there is a bigger gap in achievement between those living in the most and least deprived areas for literacy and numeracy, according to Falkirk School Pupil Census, 2019

KPMG projected the impact of the pandemic on the Falkirk economy would decline by 11% in 2020 but grow by 8.7% in 2021 as the effects of the pandemic were addressed

With so many aspects of Levelling the Playing Field, we will look to address all points in the National Performance Framework. Areas such as children and young people, communities, culture, economy, education, environment, fair work and business, health, human rights, international, and poverty are all aspects we're looking to make fairer throughout Falkirk.

We will create a future that will be for everyone.

We Will

- Develop our SQA centre accreditation, while also regularly reviewing and developing the course portfolio in line with the needs of our community
- Progress key aspects of the National Performance Framework by supporting children and young people, communities, fair work and business, and poverty
- Work with local employers to provide quality placements for students
- Have a better understanding of where our priorities should lie
- Work together to ensure that Falkirk can be a positive and inclusive community and a great place to live
- Ensure the Falkirk community feels like they have a voice and we will be on the same page in terms of opportunities and support available
- Collaborate with our partners in our community who can also make a difference to provide pivotal services
- Be an integral part of The Community Planning Partnership to bring positive change in local areas

3 Physical Health & Wellbeing

Getting Match Fit

At the Falkirk Foundation, we have a host of excellent facilities and personnel to ensure that the community can keep fit through physical activities. We know how important this is and why we currently encourage it. With this strategy, we support the physical resilience of people in our community so they can get as much out of life as they wish.

Through Getting Match Fit, we will:

Continue to promote physical health in the community

Lean on the appeal that the football club has in terms of facilities and specialist staff

Use the expertise of our established partnerships to progress the goal

Everyone's measure of success will be different and on a case-by-case basis, so this will be done by:

- ➔ The outcomes of the individuals participating in the activities
- ➔ The amount of participation in other activities. For example, if more people sign up to volunteer or become coaches elsewhere within the community or for Falkirk Football Club.

When looking at the National Performance Framework, Getting Match Fit will develop our work with children and young people, communities, education, health, human rights, and poverty. Everyone benefits from being active and being able to provide these services to our community will help everyone involved.

4 Football Activity

Playing the Game

For many people in our community, football is a way of life.

At the Falkirk Foundation, we love seeing individuals, young and old, enjoying the beautiful game. It is why we always look to encourage people who are passionate about football, to participate and even find pathways into working in the sport.

We are at the heart of our community and can offer so much to Falkirk, including:

- **A plethora of terrific coaches and modern facilities**
- **The support of an SFA Platinum Hub means we can have an impact throughout the region**
- **A full range of regular football opportunities and pathways for all of our participants**

There are so many ways to get involved with football and we are in a fortunate position to be able to highlight and showcase these to those who get involved with this initiative.

When reflecting on the success of Playing the Game, we will consider:

- The number of participants and opportunities involved
- Seeing how many people we can retain through activities in the various pathways we will offer.

Football is a worldwide language and is able to attract a diverse range of people from our community. As this expands, we will be able to:

- **Continue to build our integral team of volunteer coaches**
- **Invest in the skills of our team through continued professional development.**

Similar to Getting Match Fit, Playing the Game will address several aspects of the National Performance Framework including children and young people, communities, culture, education, and health.

Working in Partnership To Support Our Community

Our Community

1

Mental Health & Wellbeing

Getting Your Head In The Game

The Falkirk Plan

National Performance Framework

4

Football Activity

Playing The Game

2

Education & Employability

Levelling The Playing Field

3

Physical Health & Wellbeing

Getting Match Fit

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