

# SOCIAL IMPACT



2023/2024

REPORT



Ramsgate Active  
EDUCATION FOUNDATION



ASPIRATIONS  
CONNECTION  
**AIMS**  
DEMAND  
OUTCOMES  
CORNERSTONES  
SUCCESS



**Ramsgate Active**  
EDUCATION FOUNDATION

**RAMSGATE FC AND RAMSGATE ACTIVE EDUCATION FOUNDATION WORK TOGETHER TO UTILISE THE CLUBS STATUS AS A SENIOR FOOTBALL CLUB WITH FIRST CLASS FACILITIES TO CREATE OPPORTUNITIES FOR LOCAL PEOPLE.**

**WE BELIEVE THAT ACADEMIC SUCCESS AND FUTURE EMPLOYMENT OPPORTUNITIES ARE INCREASED BY AN ACTIVE LIFESTYLE.**

**THIS DOCUMENT WILL OUTLINE:**

- **WHY WE BELIEVE THIS**
- **WHAT THE DEMAND FOR THE PROJECT IS IN OUR AREA**
- **OUR CORNERSTONES THAT MAKE SUCCESS POSSIBLE**
- **OUR OUTCOMES IN NUMBERS**
- **IMPACT STATEMENTS**
- **OUR SUCCESS STORIES**

**WWW.RAMSGATEFC.CO.UK**

# OUTCOMES

**1000** AVERAGE CROWD RISEN FROM 170 WITH MANY COMING FROM YOUTH TEAMS AND COMMUNITY PROGRAMMES

**1600** PEOPLE FROM THANET, MANY FAMILIES FROM OUR YOUTH SECTION AND COMMUNITY PROGRAMME TRAVELLED TO LEAGUE TWO AFC WIMBLEDON FOR OUR FA CUP SECOND ROUND MATCH IN DEC 23

**1000** YOUTH SECTION MEMBERS HAVING GROWN FROM 150

**500** CHILDREN ON HAF PROGRAMME

**400** FREE LAP TOPS ISSUED TO LOCAL CHILDREN

**50** CHILDREN TAUGHT TO SWIM

**40** CHILDREN TAUGHT TO RIDE BIKES

**150** CHILDREN TAKEN ON HELICOPTER RIDES

**£1,000,000** INVESTED INTO FACILITIES

**£100,000** RAISED FOR LOCAL CHARITIES

**20,000** HOT MEALS PREPARED FOR CHILDREN ON OUR PROGRAMMES

**£0** LOCAL SCHOOLS AND COMMUNITY PROJECTS USE OUR 3G PITCH FOR FREE

**£10** SUBSIDISED AWAY TRAVEL TO ALL MATCHES TO ENABLE FAMILIES TO ENJOY FOOTBALL AWAY DAYS

**£0** - THE COST OF ENTRY TO FIRST TEAM MATCHES TO ALL U18'S

**11** YOUTH PLAYERS MAKE DEBUTS IN ENGLISH FOOTBALL PYRAMID THROUGH LOANS AND OUR FIRST TEAM WITH A NUMBER OF YOUNGSTERS GAINING EXPERIENCE IN SIDES JUST ONE STEP BELOW





# AIMS

**IT IS OUR AIM TO MAKE LOCAL PEOPLE ACTIVE PRIMARILY BY TAKING LOCAL CHILDREN ON A JOURNEY FROM INVOLVEMENT IN OUR COMMUNITY PROJECTS TO BECOME FULL TIME MEMBERS OF LOCAL SPORTS CLUBS.**

**THE YOUTH SPORTS TRUST FINDINGS OUTLINE THE LINK BETWEEN PHYSICAL ACTIVITY IN CHILDREN AND ACADEMIC SUCCESS.**

- 1. PHYSICALLY ACTIVE CHILDREN ACHIEVE HIGHER LEVELS OF ACADEMIC ATTAINMENT THAN THEIR LESS PHYSICALLY ACTIVE PEERS.**
- 2. PHYSICAL ACTIVITY MEANS THAT CHILDREN ARE BETTER ABLE TO CONCENTRATE, WHICH CAN ENHANCE LEARNING.**
- 3. PHYSICAL ACTIVITY SUPPORTS BETTER HEALTH AND WELL BEING AMONG YOUNG PEOPLE, WHICH IN TURN MEANS THEY ARE MORE LIKELY TO ACHIEVE BETTER ACADEMICALLY.**
- 4. PHYSICAL ACTIVITY CAN ENHANCE THE COGNITIVE HEALTH OF YOUNG PEOPLE TO SUPPORT EFFECTIVE LEARNING.**
- 5. PHYSICAL LITERACY CAN SUPPORT SCHOOL READINESS.**
- 6. ORGANISED SPORTS AND AFTER-SCHOOL CLUBS ARE ASSOCIATED WITH HIGHER LEVELS OF ATTAINMENT.**

# DEMAND

**THANET DISTRICT COUNCIL IS A LARGE LOCAL AUTHORITY IN THE COUNTY OF KENT. THE DISTRICT HAS A RESIDENT POPULATION OF 141,819 WHICH IS PROJECTED TO RISE TO 161,527 IN 2031.**

**THERE IS IN EXCESS OF 25,000 SCHOOL AGE CHILDREN IN THANET. ACCORDING TO SPORT ENGLAND ACTIVE LIVES DATA AROUND 30% OF THE POPULATION ARE CLASSIFIED AS INACTIVE.**

LSOA code (2011)	LSOA name (2011)	Local Authority District code (2013)	Local Authority District name (2013)	Index of Multiple Deprivation (IMD) Rank (where 1 is most deprived)	Index of Multiple Deprivation (IMD) Decile (where 1 is most deprived 10% of LSOAs)
E01024688	Thanet 011B	E07000114	Thanet	9,665	3
E01024682	Thanet 013A	E07000114	Thanet	2,633	1
E01024683	Thanet 013B	E07000114	Thanet	486	1
E01024685	Thanet 013D	E07000114	Thanet	6,427	2
E01024687	Thanet 013E	E07000114	Thanet	968	1
E01024696	Thanet 004E	E07000114	Thanet	9,303	3

**THANET ALSO HAS THE HIGHEST PROPORTION OF INACTIVE INDIVIDUALS ANYWHERE IN KENT**

REF: [HTTPS://WWW.KPHO.ORG.UK/\\_DATA/ASSETS/PDF\\_FILE/0008/72458/ADULT-PHYSICAL-ACTIVITY-2017.PDF](https://www.kpho.org.uk/_data/assets/pdf_file/0008/72458/adult-physical-activity-2017.pdf)



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**The area has the highest levels of unemployment in Kent and the largest amount of unemployed in the 18-24 age bracket in the South-East. It also has one of the lowest grouping for activity levels.**

# CORNERSTONES

## ASSOCIATION FOOTBALL AND FACILITIES - A PLACE PEOPLE WANT TO BE

- NEW 3G STADIUM
- FOOTBALLERS ARE LOCAL CELEBRITIES
- FIRST TEAM MATCH ATTENDANCES AMONGST HIGHEST AT LEVEL IN COUNTRY
- AN OPPORTUNITY FOR BUSINESSES AND SUPPORT SERVICES TO MEET LOCAL FAMILIES
- CHILDREN ASPIRE TO PLAY FOR RAMSGATE FC

## COMMUNITY ENGAGEMENT AND HEALTH - CONNECTION AND IMPACT

- AMONGST KENT'S BIGGEST HOLIDAY ACTIVITY AND FOOD PROGRAMME
- PRESENCE IN LOCAL SCHOOLS
- LOCAL FAMILIES BECOME SUPPORTERS OF FIRST TEAM
- RELATIONSHIP WITH LOCAL BUSINESSES TO INCREASE POSITIVE IMPACT
- OUR PEOPLE - OVER 100 VOLUNTEERS
- RELATIONSHIPS WITH LOCAL SERVICES AND FACILITATING OPPORTUNITIES TO MEET LOCAL FAMILIES

## COACHING, LEARNING AND SPORTS DEVELOPMENT - GET ACTIVE

- APPROACHING 1000 YOUTH PLAYERS
- WALKING FOOTBALL
- MULTI SPORTS
- SEN SESSIONS

## FUNDRAISING - POSITIVELY IMPACTING LOCAL COMMUNITY

- IT'S YOUR CHOICE - ACTIVITIES FOR ADULTS WITH PHYSICAL AND/OR LEARNING DIFFICULTIES
- OVER £100,000 RAISED WITH PARTNERS FOR LOCAL CHARITIES
- CHARITIES INCLUDE RAINBOW WARD, DEFIB FOR LOCAL HIGH STREET AND THE RNLI



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# IMPACT STATEMENT

**My name is Julie Marks I have 25 years experience working with families and children. I work at NCPS and have worked as part of the HAF programme in Newington and Ursuline College.**



**The change in the children has been amazing, their confidence and self-esteem grow as the days went on. Some children started by not wanting to engage but with some encouragement joined in and after a few days had no issues coming in and saying goodbye to parents/grandparents.**

**Not only did the children's confidence and self-esteem grow but the opportunity to try the different activities is something the children wouldn't otherwise have had. The HAF programme also kept our most vulnerable children of the streets safe and fed.**

**Parents continually said the HAF programme was a blessing as it kept their children safe and occupied half terms as it is a financial struggle especially holidays. We also had a lot of SEN children this time round and after they got to know the staff they came in the doors and had fun. Some needed ear protectors which helped them with the noise.**

**It was lovely to see their faces beam with excitement at some of the activities. Greeting the parents in the morning and at the end of the day gave me the opportunity to signpost some parents who were struggling to deal with their children's behaviour at home and give them some advice. I believe the HAF programme is something that is needed to keep our most vulnerable children safe happy and fed.**





# IMPACT STATEMENT

**I have noticed a significant improvement in the confidence of the children who were on the HAF programme.**

**They have been shown skills they may not have, experienced things they may only ever watch on the TV and it means that the children are still in touch with adults through the holiday so coming back to school is not so daunting for the children, when it normally is.**

**Those children now have something to talk about, something to share about their holidays and an adventure story to tell! The children have been able to form bonds with adults which has then meant they have someone to talk to and someone to share any worries with when they come back.**

**I think HAF at Newington has had a huge impact on the children who attended through the holidays and think it would be only right for the scheme to continue.**

**Many thanks,  
Claire ( Newington School)**





# SUCCESS STORIES

**Jamie Hewitt** worked with us at Broadstairs College before moving into one of our school placements and is now full time with a local sports coaching company

**TJ** has grown into one of the areas most popular players. He has also moved from our school placements onto running his own sports coaching franchise

**Leo and his Dad Pat** started attending our earliest haf programmes. Leo is now the centre forward for one of our teams coached by his Dad!

**Vinny** regularly attends our HAF programmes and his Dad Charlie is disabled. He states that it's a huge opportunity for Vinny to be active. Furthermore they don't have internet at home so the laptop and mobile internet access has made it far easier for Vinny to do his homework

**Tracey** works on our haf programmes and her son Joseph attends them and plays for our youth section. Joseph regularly attends our first team matches and is one of the children who learnt to ride a bike on our Easter programme

Many of the children who flew on helicopter flights during our summer 2023 programme had never been on a plane before. One of the primary school aged girls said "Her favourite thing was seeing everything in the world that she had never seen before"



**Rupert** is a primary school aged lad who is diagnosed with autism. His Mum states that he rarely attends any after school activities but has attended every one of our haf programmes. He also watches all of our first team matches and attends our Thursday evening SEN session. Rupert third place cert from the "floor is lava" competition is a prized possession of his

**Parents** have enrolled on East Kent College courses as a result of their presence at our community programmes. Including youth team player Jake's Mum Sally who is learning how to carry out MOT's

**Gabriel Clarke and Mike Bushall** brought the BBC and ITV cameras to film at the club and shine the light on our Town in Dec 23 as a result of our FA Cup exploits

**The FA cup** visited Thanet Schools for local children to be pictured with ahead of our second round match v league 2 AFC Wimbledon

**Chloe Watts.** First team ladies manager, teacher on our haf programmes and role model to the 150 plus girls in our youth section

We have teams at every age group ranging from tiny tots, u7-u23 and including over 35, over 45 and walking football sides

**Wes Hennessey** joined our 23's in summer 23 moving from district football to excel for both Deal Town and our own first team

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