

**CITY IN THE  
COMMUNITY**

**ANNUAL  
REPORT**



**City** in the  
*Community*

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**INTRODUCTION FROM  
THE CEO OF CITY IN THE  
COMMUNITY**

# “2022/23 MARKED AN EXCITING AND TRANSFORMATIONAL YEAR.”

## CITY IN THE COMMUNITY IS MANCHESTER CITY'S CHARITY. FOUNDED IN 1986, WE EXIST TO EMPOWER HEALTHIER LIVES WITH CITY YOUTH THROUGH FOOTBALL.

This document will guide you through our purpose, values, method, and approach; as well as highlighting the impact we made in Greater Manchester during our 2022/23 reporting year.

Inside, we highlight participant and staff stories across all our 18 programmes, including a look at their associated outputs and outcomes. Also spotlighted is the work our teams have delivered across departments such as fundraising and partnerships.

2022/23 marked an exciting year for the charity, one which saw us deliver against our new-three-year strategy, adapting the way we approach and communicate our work, for the first time.

Highlights included the transformational work delivered by our Monitoring, Evaluation and Learning team, which has enabled us to better understand the landscape of Greater Manchester, determining local needs and priorities.

Health and wellbeing will always be a cornerstone of our work at City in the Community, and I will never cease to be proud of the work our coaches do to get people from all walks of life more active. These programmes are showcased under our 'Healthy People' pillar but a particular story that stands out this season was that of Finlay Fisher from our One City Disability programme – you can read about that in our 'Year in a Glance' section.

Elsewhere, our Operational Team has

worked to develop a new mentoring approach to programming, which included the introduction of our City Ready and City Mentoring initiatives, highlighted under our 'Healthy Communities' pillar.

We can only achieve tangible, meaningful impact through regular, sustained, and high-quality contact time between our staff and participants. We are proud to focus on developing the impact of our work through increased personalised time with participants, rather than driving high, light-touch, unique participant numbers.

City in the Community has also continued its priority of developing real, tangible pathways for education and employment through our 'Healthy Futures' pillar. I am immensely proud to say that 27 current members of staff at the charity have come through our own programmes, 15 of which graduated from, or are completing, our Football Coaching Degree at Manchester Metropolitan University.

## I CANNOT SUMMARISE THE 2022/23 CITY IN THE COMMUNITY SEASON, WITHOUT CELEBRATING ALEX WILLIAMS MBE.

We'll always remember it as the year that marked the end of Alex's leadership at City in the Community, after 33 years of service.

Following his successful playing career, Alex became Head of City in the Community in 1990, shaping the charity into the one you see today. After spending the last 12 years on the leadership team as CITC Ambassador, where he continued to support the strategic development of the charity, Alex has now stepped away from his

full-time role and will, instead, take on a non-executive Life President role.

It was a privilege to have been part of Alex's final year, which saw us rename a City Football Academy pitch in his honour, as well as witness a full Etihad stadium take part in a standing ovation. Manchester City was built upon community values and, for three decades, Alex Williams has personified the heartbeat of our Club. His impact across this city is beyond measure and I know that his legacy, along with the stories told by the people whose lives he has changed, will continue for many years to come.

## I HOPE YOU ENJOY READING OUR 2022/23 ANNUAL REPORT.

On behalf of the Board of Trustees and the senior leadership team at City in the Community, I'd like to extend a thank you to the many people who have supported us and worked alongside us this year. Our colleagues, funders, and partners across the network, as well as our donors and supporters, including Manchester City, all make our endeavours to empower healthier lives through football possible.

**Michael Geary**

CEO of City in the Community



# MEET THE TEAM

## PAT LOFTUS

Chartered Accountant

## TOM PITCHON

Director of City  
Football Foundation

## DANNY WILSON

Managing Director,  
Manchester City Operations

## SIMON CLIFF

City Football Group  
General Counsel

## CAROLYN MAGNAB

City Football Group  
Chief People Officer

## GARY TIPPER

Managing Partner of  
Palatine Private Equity LLP

## NEDUM ONUOHA

Former Manchester  
City Player

## ROBERT BALLENTINE

Director of Events  
Management Company

## KEVIN PARKER

General Secretary of  
MCFC OSC

## SARA TODD

Chief Executive  
Trafford Council

*An extended thank you...*

to our whole team, including casual staff, coaches and volunteers without whom we couldn't deliver all of our diverse and wide-reaching projects.

## CHAIR OF TRUSTEES

## BOARD OF TRUSTEES

## LEADERSHIP TEAM

## WIDER MANAGEMENT TEAM

### MICHAEL GEARY

CEO of City in the Community

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Head of Operations

### SAM DAINTY

Head of Partnerships and Fundraising

### NATALIE INGHAM

Head of People and Culture

### RACHEL CLARKSON

Head of Communications

### GARETH STACHINI

Interim Finance Controller

### NATALIE SUTCLIFFE

Monitoring, Evaluation and Learning Operations Manager

### LUCY GASKELL-MILWARD

Primary Schools Manager

### JONATHAN PAULEY

11+ Education Manager

### NIAMH NOLAN

Community Outreach Manager

### LOIS DANIELS

Early Years Manager

### MICHAEL WALKER

Safeguarding Manager

### JASON EL-KALEH

Community Mentoring Manager

### CRAIG BELL

Football Partnerships Manager

### JACK WARD

Partnerships Manager

### DAVID BROADBENT

Fundraising and Engagement Manager

Want to be part of the team?

To see all our current openings please search [CITC Jobs](#) or follow [@citcmancity](#) for other opportunities to get involved.

# OUR 2022-25 STRATEGY

## WE EMPOWER HEALTHIER LIVES WITH CITY YOUTH THROUGH FOOTBALL.

### OUR VALUES:

#### CARING:

Putting people first. Being compassionate and helping our people (participants, peers, and partners). Showing pride and passion in our work.

#### INCLUSIVE:

Valuing, respecting and supporting all individuals and communities through inclusive and accessible opportunities that break down barriers to participation, and help people to achieve their full potential.

#### TRANSFORMATIVE:

Causing positive change to our people and their communities through programmes which are influential, inspiring, innovative, and individualised.

#### YOUTH-LED:

Empowering and involving young people, providing the opportunity to participate meaningfully in decisions that affect them.

### OUR METHOD:

We achieve tangible, meaningful impact through regular, sustained and high-quality contact time between our staff and the participants they engage with. **Each of our 18 programmes sit under one outcome-led pillar...**

#### HEALTHY FUTURES:

We nurture healthy people by putting physical activity and mental well-being at the centre of our programmes.

#### HEALTHY PEOPLE:

We build healthy futures through education and employability pathways.

#### HEALTHY COMMUNITIES:

We connect people by creating healthy communities in safe, inclusive environments.

### OUR OUTCOMES:

We create programme specific outcomes, related to the core objective for each of our 18 programmes, **but our five overarching charity outcomes are...**

1. Improve physical health and wellbeing.
2. Improve mental health and wellbeing.
3. Feel inspired and engaged.
4. Develop skills and knowledge.
5. Improve confidence and self-esteem.



Watch:  
**OUR STRATEGY ANIMATION**



“ Watch:  
**WHAT CITC MEANS TO US**



**DETERMINING LOCAL NEEDS AND PRIORITIES:**

As part of CITC’s new strategy for 2022-25, a situational analysis of the local landscape took place to help determine local needs and priorities and, therefore, which programmes the charity should be delivering and prioritising over the next few years.

Each project team also underwent a programme review to assess quality, outputs, and outcomes, as well as changes needed to achieve greater impact.

This important work contributes to CITC’s overall Monitoring, Learning and Evaluation (MEL) framework, helping to formulate this annual report.

Its core purpose is to authentically evidence **NEED, CONTEXT and EFFECTIVENESS.**

This ongoing work represents our passion to authentically reflect the community we support and adapt our work to its changing landscape. Priority learnings include refocusing our provision in Manchester and close to the stadium footprint, increasing mental health support across all programmes, and better capturing and demonstrating participant voice to create meaningful and informed changes for the future.

CITC’s approach to MEL is to be robust, authentic and youth-led. This is achieved by:

- Working with key local stakeholders and education partners including research teams and academics to create valid and reliable data reports and evaluations.
- Collecting meaningful data which is analysed and interpreted with findings presented back to teams, partners and stakeholders regularly.

- Maintaining up to date knowledge of local trends and population data.
- Collecting the opinions of our participants and use this alongside with local data to make informed decisions to create more effective or longer lasting impact on our participants.
- Continue to implement reflective practice and strive to learn and adapt year on year.



# SEPTEMBER



Phil Foden gets aboard Jamie Carr's rowing boat, hearing about his upcoming challenge to cross the Atlantic solo, in aid of City in the Community.

# OCTOBER



Manchester City Women's players surprise participants from local primary and secondary schools during a tour of the Academy Stadium.

# JANUARY



Man City players came along to experience our Healthy Futures programmes – including Nathan Ake who gave nutrition and diet advice to City BTEC students.

# FEBRUARY



Academy Coach, Jamie Carr, completed his solo Atlantic Row in aid of City in the Community, crossing 3,000 nautical miles in 54 days, overcoming harsh winds, waves, heat, loneliness, and sharks. He raised £70,000 for CITC.

# MAY



Erling Haaland makes his first visit to a City in the Community session, transforming into a pirate for a game with our young City Play Together participants.

# JUNE



The treble trophies make their debut appearance in Manchester at the official opening of our new PlayZones site in Newton Heath!

# NOVEMBER



One City Disability participant, Finlay Fisher, meets his hero Jack Grealish – who promises to dedicate his next goal-scoring celebration to him! Weeks later, Jack keeps his promise at the FIFA World Cup.

# DECEMBER



Kevin De Bruyne goes undercover as Santa, giving our Premier League Primary Stars students the surprise of their lives!

# MARCH



We hosted a special event with female students from across Manchester to celebrate International Women's Day. In the same month, we announced a partnership with PUMA to enhance our City Girls provision.

# APRIL



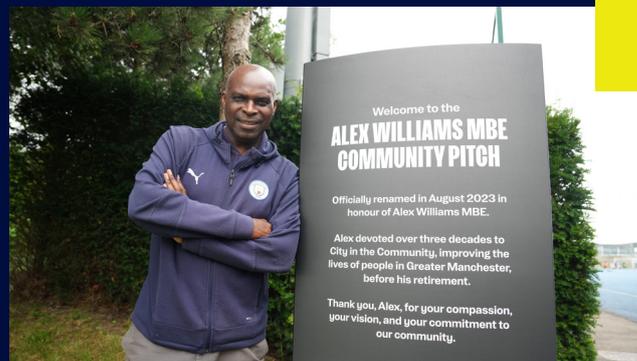
Former Safeguarding Manager, Deborah Glynn, celebrated twenty years with City in the Community and Manchester City; with a special award from the Premier League.

# JULY



Our coaches deliver a special community football festival in Tokyo, alongside Sergio Gomez, Joao Cancelo and Oscar Bobb as, part of Manchester City's pre-season tour.

# AUGUST



We honour the legacy of Alex Williams MBE, by renaming a pitch after him at the City Football Academy during a surprise unveiling event.

# HEALTHY PEOPLE

## WE NURTURE HEALTHY PEOPLE BY PUTTING PHYSICAL ACTIVITY AND MENTAL WELLBEING AT THE CENTRE OF OUR PROGRAMMES.

Seven programmes sit underneath our Healthy People pillar, meaning their core outcome is to improve physical and mental wellbeing. **These are:**

1. City Play
2. Premier League Primary Stars
3. Soccer Schools
4. One City Disability
5. City Thrive
6. Walking Football
7. ReminisCITY

### 83%

of participants from Healthy People programmes agree with the statement: *City in the Community empowers me to live a healthier lifestyle.*

### 84%

of participants from Healthy People programmes agree that the sessions improve their physical wellbeing.

### 83%

of participants from Healthy People programmes agree that the sessions improve their mental wellbeing.

### 14,346

unique participants supported across Healthy People programmes.

### 12,568

hours delivered across Healthy People programmes.

### 19

hours average contact time per participant across Healthy People programmes.

"I struggle to play with people that don't have disabilities but when I do, it makes me feel like I'm meant to be there. **City in the Community has grown my confidence.** Being with these people every week, it's just made me really, really happy."

**FINLAY**, One City Disability participant.

"**In City Thrive sessions, I feel more comfortable to speak about mental health** – it's a safe environment and you don't feel pressured in any way. Without it, I wouldn't be as open as I am now."

**ELLIE AND RUBY**, City Thrive participants.

**CITY PLAY**

**City Play is a bespoke Early Years programme that provides physical activity sessions for children aged between two and five years in nurseries and schools across Greater Manchester. It aims to use of the power of football and the Manchester City Football Club brand to encourage children to live a healthy and active lifestyle from a young age.**

Each themed session is delivered in a fun, engaging and inclusive environment and are created to support a child's physical development and progressive fundamental movement skill development, through a 38-week programme delivery.

The sessions reflect the seven learning areas of the EYFS framework and are made up of 45-60 minutes of moderate to vigorous physical activity per group, contributing to the nationally recognised three hours of physical activity per day.

**With thanks to our funders, Music Magpie and the Premier League.**



Watch:  
**OUR PROGRAMME OVERVIEW**

**2,606**

unique participants

**25 HOURS**

of average contact time per participant

**3,480**

hours delivered



**PREMIER LEAGUE PRIMARY STARS**

**We deliver the Premier League Primary Stars (PLPS) programme in schools across Greater Manchester. Pupils and teachers take part in national curriculum PE lessons, extra-curricular activities, targeted interventions, educational workshops, social action projects, anti-discrimination sessions, competitions, and teacher CPD events.**

CITC coaches work in five schools per week and deliver a full day each week of the academic year to each school. The aim is to use the inspiration of Manchester City Football Club and the Premier League to engage pupils and

teachers to help primary school children be active and develop essential life skills.

The programme also intends to improve teacher's confidence and competence when delivering PE and School Sport, and to increase children's enjoyment and engagement in this area.

**With thanks to our funder, the Premier League.**



Watch:  
**OUR PROGRAMME VIDEO**

**10,303**

unique participants

**15 HOURS**

of average contact time per participant

**7,551**

hours delivered



**Soccer Schools**

**Our Soccer Schools use the brand of Manchester City to engage participants in open access football, increasing physical activity throughout the school holidays with regular sessions in communities across the city.**

Participants are provided with free full day structured coaching sessions as well as free food provision at all sites to tackle holiday hunger in the most deprived areas of the city.

Sessions are also adapted to include educational and supportive workshops to highlight important

topics such as mental health and anti-bullying.

Soccer Schools have been running since the creation of City in the Community, almost 38 years ago.

**With thanks to our funders, Manchester City Council and MCR Active through the 'Holiday and Activities Food Programme'.**



Watch:  
**SCHOOL HOLIDAY SUPPORT**

**472**

unique participants

**36 HOURS**

of average contact time per participant

**456**

hours delivered



**ONE CITY DISABILITY**

**One City Disability provides the opportunity for participants, from a wide range of backgrounds, to take part in free football and sporting provision.**

Sessions – which range from dwarfism football to powerchair football, amputee football and more - are held in Primary and High Schools, as well as in community venues outside of school hours. Our aim is to ensure that participants across Greater Manchester have access to disability specific provision and education.

Participants with disabilities do not always feel comfortable or able to access universal provision, so we

believe it's important to provide disability specific sports to provide participants with a development and participation pathway, regardless of their disability or impairment.

**With thanks to our funders, Mark Davies via his family's Charitable Fund, NISSAN, Rexona and the Premier League.**



Watch:  
**DISCOVER OUR RANGE OF SESSIONS**

**800**

unique participants

**14 HOURS**

of average contact time per participant

**510**

hours delivered



**CITY THRIVE**

**City Thrive embeds a mental health curriculum across all CITC programmes for people aged up to 25 – it is the only one of its kind delivered by a football charity in the UK.**

In partnership with the NHS, City Thrive utilises a blended approach, using football sessions, group workshops and one-to-one mentoring to educate students whilst also equipping them with the tools to regulate their own mental wellbeing in a post COVID-19 landscape.

The programme also embeds an NHS mental health clinician within the CITC team four days a week, meaning that participants can access immediate support if needed.

**With thanks to our funders, NHS CAMHS and the Nothing Ventured Campaign.**



Watch:  
**SILVA VISITS CITY THRIVE**

**472**

unique participants

**36 HOURS**

of average contact time per participant

**456**

hours delivered



**WALKING FOOTBALL**

**City in the Community provides two free walking football sessions per week, aimed at engaging older participants in regular physical activity.**

By coming to the sessions, participants can meet others and build social relationships. Some individuals come to the sessions for the social interaction specifically as this is the only place that they have someone to talk to.

CITC take this social interaction further by giving our participants the chance to travel and play other Premier League teams that also have walking football sessions.



Watch:  
**WOMEN'S WALKING FOOTBALL**

**150**

unique participants

**16 HOURS**

of average contact time per participant

**152**

hours delivered

**REMINISCITY**

**ReminisCITY was launched to create a dementia safe environment for participants to enjoy social and physical activity, through the conduit of football and Manchester City, to promote active and engaged lifestyles in the face of the challenge's dementia can bring.**

The programme consists of a six-week programme of activity, taking place in and around the Etihad Stadium and Campus.

Activities include social elements, where participants can relive classic Manchester City matches and group discussions on the Club's history, as well as physical activity such as stadium walks and arts and crafts.



Watch:  
**ANNE AND ARTHUR'S STORY**

**15**

unique participants

**33**

hours delivered



# HEALTHY FUTURES

## WE BUILD HEALTHY FUTURES THROUGH EDUCATION AND EMPLOYABILITY PATHWAYS.

Programmes are designed to engage and inspire young people by providing the qualifications and skills required to progress into further education, employment or training. Six programmes sit underneath our Healthy Futures pillar, meaning their core outcome is develop skills and knowledge. **These are:**

1. City Girls
2. City Inspires
3. City BTEC
4. City Degree
5. City Careers
6. 93:20

### 83%

of participants from Healthy Futures programmes agree with the statement: *City in the Community empowers me to live a healthier lifestyle.*

### 85%

of participants from Healthy Futures programmes agree that the sessions help them to develop skills and knowledge.

### 1,092

unique participants supported across Healthy Futures programmes.

### 649

qualifications achieved across Healthy Futures programmes.

### 7,258

hours delivered across Healthy Futures programmes.

### 19

hours average contact time per participant across Healthy Futures programmes.

"The programme provided me with great employability pathways and I learnt a lot. They provide you with a lot of opportunities to test your skills in a lot of different areas. **It's had a huge impact on my life**, it has brought me out of my shell more and has been valuable when it came to finding a job."

**TOM**, City Careers participant



**CITY GIRLS**

**The City Girls project engages female participants with free football training, leadership and mentoring opportunities.**

Through after-school sessions and community satellites, girls across Greater Manchester have the regular opportunity to play for free with CITC. Using the power of football and brand of Manchester City, the City Girls project aims to provide safe spaces for girls to engage in football, improve their physical and mental wellbeing and develop their leadership skills.

**With thanks to our funders, the Premier League and Puma.**

“The programme has already helped me to be more confident, so when I grow up now, confidence is a part of me.

“City Girls has also made me feel empowered as a female, providing us with opportunities to speak to women who inspire me to who I want to be in the future.”

**Amirah, participant**



Scan:  
**HEAR MORE FROM AMIRAH**

**324**

unique participants

**14 HOURS**

of average contact time per participant

**316**

hours delivered



**CITY INSPIRES**

**City Inspires aims to use the appeal of Manchester City to work with secondary school learners who are at risk of not reaching their potential, supporting them through the education system and early adulthood.**

CITC coaches deliver a high-quality education curriculum that inspires pupils to succeed and excel academically, physically and socially. The programme provides an opportunity for pupils to learn essential life skills, with a focus on improving their engagement in education, prosocial behaviours and mental well-being.

Within the programme, we offer a wide range of PSHE sessions, which schools can choose from to tailor the programme to the needs of their students. We place a strong focus on behaviour, welfare and personal development, as we feel that these topics are vital for the cohorts that the programme is aimed at.

**With thanks to our funder, the Premier League.**



Watch:  
**OUR PROGRAMME OVERVIEW**

**354**

unique participants

**101 HOURS**

of average contact time per participant

**4,303**

hours delivered



**CITY BTEC**

**Delivered in colleges across Greater Manchester, the City BTEC programme aims to be totally inclusive, offering places to both male and female participants without trials.**

Coaches deliver a holistic education of football, supporting those who want to develop their skills and abilities on the pitch as well as receiving classroom-based education as well.

The programme provides an opportunity for students who are passionate about football and their education, to combine the two as part of this course.

The curriculum provides students with an insight into what life would be like coaching in an academy session, through the way in which CITC staff deliver sessions.

**With thanks to our associated colleges: Oldham College, Cheadle College, Ashton Sixth Form College, Connell Co-op College.**



Watch:  
**OUR PROGRAMME OVERVIEW**

**240**

unique participants

**168 HOURS**

of average contact time per participant

**112**

qualifications achieved



**CITY DEGREE**

**City in the Community's degree programme brings together our community football coaching knowledge with Manchester Metropolitan's academic expertise, to offer the best of both worlds and an integrated path to rewarding career goals.**

The degree combines classroom - and practical - based teaching at MMU's newly launched Institute of Sport with work-based learning at the state-of-the-art Etihad Campus.

This mix is designed to help students develop a comprehensive skillset in coaching, sport development, performance

analysis, strength and conditioning and more.

91% of students on the degree programme felt CITC helped them build a pathway towards their future. Both Foundation and Bachelor of Science courses are available.

**With thanks to our funder and associated university, Manchester Met University.**



Watch:  
**RODRI'S SURPRISE VISIT**

**74**

unique participants

**53 HOURS**

of average contact time per participant

**227**

qualifications achieved



**CITY CAREERS**

**City Careers is an eight-week employability programme, working in areas of deprivation creating health and education benefits, with an aim of getting young people into education and employment.**

Over the duration of the course, participants work with CITC officers, staff and external partners, on a series of employment workshops, with a focus on developing soft employability skills such as CV and cover letter writing, interview practise and how to approach job applications.

There is the opportunity to gain qualifications, such as ASDAN Level

1 Award in Employability Skills, First Aid Qualification, as well as Food Hygiene.

There is also a focus on developing participants as individuals, supporting life skills, confidence, resilience and wellbeing, so participant feel able to also develop their personal lives.

**With thanks to our funders, Socios and SIMTRAVA.**



Watch:  
**OLIVIA MEETS HER HEROES**

**89**

unique participants

**25 HOURS**

of average contact time per participant

**30**

qualifications achieved



**93:20**

**93:20 is a long-term volunteer programme providing skills, experiences, qualifications, and pathways into employment both within CITC and across our network of partner organisations.**

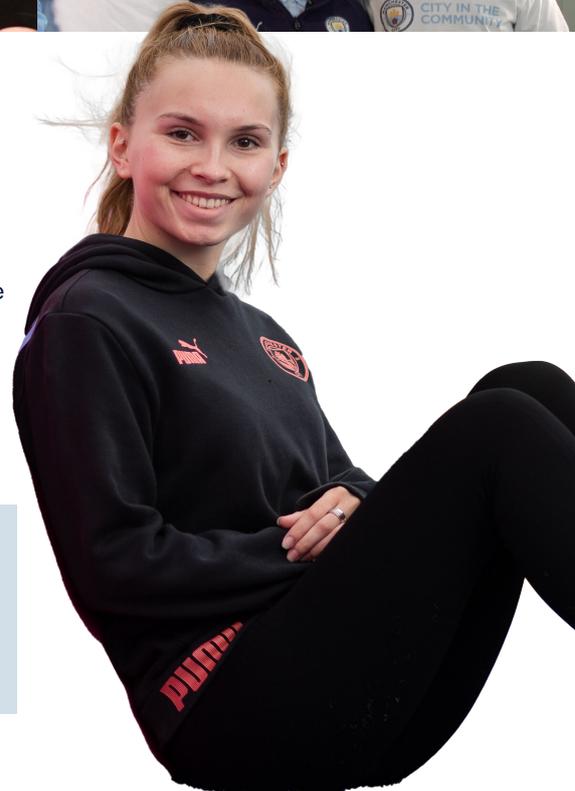
Named after the iconic moment in May 2012, when Manchester City became league champions for the first time in 44 years, it aims to inspire participants to never give up. 20 young people aged 16-25 from across various CITC programmes complete up to 93 hours of volunteering. Opportunities are designed to develop their skills and experience, to help them prepare for the world of work.

93:20 is a new programme, which is still being developed to help participants reach their full potential.

“The coaches at the City in the Community sessions I attend have inspired me. So much so, that it made me want to join the 93:20 programme so that I can be like them and hopefully inspire other girls and young people.” - Jodie



Watch:  
**JODIE'S STORY**



# HEALTHY COMMUNITIES

## WE CONNECT PEOPLE BY CREATING HEALTHY COMMUNITIES IN SAFE, INCLUSIVE ENVIRONMENTS.

Five programmes sit underneath our Healthy Communities pillar, meaning their core outcome is to help participants feel inspired and engaged, as well as improve confidence and self-esteem. **These are:**

1. City Kicks
2. City Mentoring
3. Military Vets
4. City Ready
5. City Play Together

### 86%

of participants from Healthy Communities programmes agree with the statement: *City in the Community empowers me to live a healthier lifestyle.*

### 85%

of participants from Healthy Communities programmes agree that sessions help them to feel inspired and engaged.

### 84%

of participants from Healthy Communities programmes agree that it has improved their confidence and self-esteem.

### 3,697

unique participants supported across Healthy Communities programmes.

### 2,452

hours delivered across Healthy Communities programmes.

### 23

hours average contact time per participant across Healthy Communities programmes.

"In two and a half years I've come such a long way from where I was when I first started the sessions. I don't think I'd be where I am now without City in the Community."

"It has helped changed my mind-set and my emotions. I understand that certain actions have consequences, and I am more composed in all areas of my life."

**ANONYMOUS**, City Ready participant.

**CITY KICKS**

**City Kicks is a community outreach programme which provides free evening, weekend, and school holiday provision.**

City Kicks is delivered six days a week, 48 weeks a year, ensuring CITC has a consistent presence across Greater Manchester.

The programme offers young people the opportunity to take part in football sessions, youth voice activities, multi-sports, including swimming, gym and indoor football across multiple locations.

The City Kicks project addresses the lack of opportunity for those living in areas of social deprivation

whilst providing positive activities at times and in communities where there is a gap in youth provision.

**With thanks to our funders, Manchester City Council, Wythenshawe Community housing Group, Onward housing, the GMP, The Forum Trust, Stockport Youth offending services and the Premier League.**



**CITY MENTORING**

**Our City Mentoring provision works to deliver a bespoke mentoring programme for young people aged between eight and 19 years, who are at risk of being affected by Serious Youth Violence, either as a victim or perpetrator.**

Young people are referred into the programme either by Greater Manchester Police or Youth Offending services, before they're given a personal development plan catered to their specific needs and circumstances. The overall aim is to transition the young people into positive activity, either with CITC or through an external partner. "The programme has been

imperative to the success of curbing youth violence.

"We try and steer young people away who are on the periphery of youth gang activity and the programme has been intrinsic in that success.

"It has helped to break down barriers between the police uniform and young people which is really important in the community." - GMP

**With thanks to our funders, the Premier League and Street Games.**



**MILITARY VETS**

The Military Vets project helps armed forces personnel stay active during and after transition to civilian life. It is a space for ex-military personnel to engage with each other, and enjoy the social aspects which team sports give, whilst maintaining regular physical exercise.

“The mental health side of this programme has really saved my life, as well as it being great for our social and physical lives. We cannot believe that we get to train on the first team indoor pitch every week. It is good to get out and have a laugh with the boys.”

**57**  
unique participants

**12 HOURS**  
of average contact time per participant

**152**  
hours delivered



**WATCH: UCL SURPRISE!**



**CITY READY**

City Ready is a new project for 2022/23, which aims to reduce reoffending in incarcerated young and vulnerable adult males.

Delivered in HM Prison Hindley, specialist CITC coaches work with inmates one day a week, across as three-month programme. Sessions provide football-based education and employability training, combining both workshops and physical exercise.

Participants are also offered 1-2-1 mentoring upon completion of the project, to provide exit strategies and support with wellbeing. 91% of participants said that these

sessions helped them to feel more at ease with returning into the community.

A non-judgemental approach is taken to help build strong, trusted relationships with young adults. Further targeted mentoring sessions also taking place on release.

Our aim through this programme is to help participants contribute to stronger, safer and more inclusive communities, through sustainable progression into employment or training.

**With thanks to our funder, Socios.**

**27**  
unique participants

**58 HOURS**  
of average contact time per participant

**180**  
hours delivered

“I learnt it’s better to make decisions calmly and more composed because you get further when you speak respectfully.”

“I’d like to thank the tutors for running the course. I loved it and could do it all year around!”

“The tutors were great and felt like one of us, rather than just someone with a badge and keys.”

**ANONYMOUS**, City Ready participants

**CITY PLAY TOGETHER**

**City Play Together is an initiative using the power of football and the brand of Manchester City Football Club to encourage children aged 2-5 and their parents, in Manchester, to live a healthy and active lifestyle from a young age.**

The curriculum has been specifically designed in order to have a greater impact on not just physical and mental wellbeing of families, but also empower parents to embed a healthy lifestyle at home. Sessions aim to develop their skills, confidence and self-esteem when interacting with their child in any setting.

City Play Together is delivered in Youth Zones and Sure Start Centres across Manchester, at no charge to participants.

**With thanks to our funders, Music Magpie and the Premier League.**



Watch: **CAITLYN'S STORY**

**293**

unique participants

**8 HOURS**

of average contact time per participant

**268**

hours delivered



**WE ARE CITC: TOM'S STORY**

Each month, City in the Community spotlights its work and programmes through the voices and stories of participants across Manchester.

One story in 22/23 saw Tom discuss his journey from CITC Inspires and Kicks participant, to now City Degree student and part-time Kicks coach. He also talks about how, without CITC, his life could have been completely different.

In the feature, Tom said: "It is such a rewarding thing to be able to give back, especially when I received so much out of the sessions as well. It is good to be able to take that and give it back.

"I don't think there is a day that goes by where I ever regret making this sort of life transition.

"With CITC, it doesn't feel like work. It feels like you're still part of the sessions rather than running them which is really good.

**"IT HAS 110% CHANGED EVERYTHING ABOUT WHAT MY LIFE COULD HAVE BEEN."**

Community Outreach Kicks Officer, Rofique Miah, said: "Tom has gone from strength to strength on the field with his coaching style and engagement.

"He has also developed himself off the field with his professionalism, confidence, and overall, into a fine young man."



# PARTNERSHIPS

## WORKING TOGETHER TO EMPOWER HEALTHIER LIVES THROUGH FOOTBALL.

At City in the Community, we ensure strong partnerships with commercial, public sector and third sector organisations in order to increase engagement, awareness and income.

Our aim is to form sustainable and strategic partnerships that support the wider business and ultimately aid the charity in the continuation of the amazing work it does.

The team works hard to build meaningful bespoke relationships for City in the Community, whilst also proactively connecting into Manchester City Football Club partnerships to build authentic connections.

**Below are just some of the highlights from an unforgettable 2022/23 season...**



# £458,000+

total partnership revenue for the 2022/23 season



# 29

total numbers of partners and funding streams for the 2022/23 season



**“It is an honour to be supporting such an amazing challenge all in the name of great causes** that support local people. Showing support for City in the Community is incredibly important due to them being so directly connected with fans and people around Manchester.”

**KEVIN PARKER**, CITC Trustee and General Secretary of OSCs

**“Without our combined effort I doubt whether the reach and impact of these sessions would be as successful as they are, especially during the last two years. I am looking forward to continuing a long and fruitful relationship with City in the Community.”**

**EDDIE FLANAGAN**, CEO, Wythenshawe Forum Trust Ltd

**PUMA X CITY GIRLS**

**City in the Community and Puma joined forces to help empower women and girls through football.**

The partnership launched with a new pre-match kit, worn by both the men's and women's teams at competitive fixtures close to International Women's day.

To further support the City Girls project, Puma's investment helped to expand sessions to Moss Side, the birthplace of Emmeline Pankhurst, for the first time. Activities also included a special week of education on the Suffragette movement across the city.

**76**

participants achieved certification for completing a leadership course

**148**

attended the City Girls Emerging Talent Centre



Watch:  
**PUMA X CITY GIRLS LAUNCH**



**NISSAN X POWERCHAIR FOOTBALL**

**Nissan, who were the first global partner of the City Football Group, have supported CITC's Powerchair Football sessions by purchasing eight new chairs for young people to enjoy.**

The electric wheelchairs are specially adapted so that players with a high level of impairment can dribble, shoot and intercept in fast-paced, dynamic matches. Thanks to Nissan's donation, CITC can ensure that more participants play football on a weekly basis, especially those without a powerchair at home. The sessions have increased in participation, resulting in the team not only allowing more people to experience Power Chair Football,

but also start to compete at the National League level.

"This donation ensures that everyone will have the same chance. Some players have their own chairs, but a lot of others do not, so it means they are able to still play. It also helps us to challenge at elite level." - Jake, participant



Watch:  
**NISSAN ANNOUNCEMENT VIDEO**

**33**

unique participants

**24 HOURS**

of average contact time per participant

**8**

new Powerchairs purchased



# FUNDRAISING & EVENTS

## CREATING MEMORIES WITH OUR CITY FAMILY, TO EMPOWER HEALTHIER LIVES.

Our purpose as a charity is to empower healthier lives through football, but we cannot do it alone. Each year, our Fundraising and Events team works hard to bring together fans, staff and wider stakeholders for a series of meaningful, and enjoyable, opportunities.

Our aim is to raise funds for City in the Community's important work, whilst also bringing people closer to the charity, helping to support our four communications objectives - interest, awareness, perception and advocacy.

These pages showcase just a snapshot of projects from the 2022/23 season, with others including golf events, matchday activities and individual fan challenges.

We would like to take this opportunity to say a HUGE thank you to everyone who supported our fundraising and event activities across the season, with a special mention for the Official Supporters Clubs and Blue Moon Rising Group.



### TREBLE CELEBRATIONS

Since its formation in 1880, community values have lived at the heart of Manchester City Football Club. This ethos rings true today and was embodied by how City in the Community was at the forefront of the Club's infamous treble celebration.

Activities included: Former City goalkeeper, Alex Williams MBE, was given the honour of handing the Premier League trophy to Club Captain, Ilkay Gundogan, during the presentation ceremony at the Etihad. He was joined by CITC participant, Tom.

City in the Community's logo featured on the back of Man City's FA Cup final shirts to help raise awareness of and funds for the charity. This opportunity was mirrored at the UEFA Champions League final.

Military Veteran participant, Dennis, received the surprise of his life when the Club gifted him two tickets, flights and a hotel package to watch the UEFA Champions League Final in Istanbul.

The charity received 100% of the proceeds raised by the Club's EFA Champions League Final screening at Depot Mayfield, which also included a raffle.

## £125,000

raised via FA Cup and UCL final shirt auctions

## £30,000

raised via 100% of ticket profits from UCL final screening

## DENNIS

CITC participant given UCL final experience by Man City

## CHRISTMAS



Manchester City, its fans, and staff, gave young people in Manchester the gift of football at Christmas through a collaborative festive community campaign. 'A Time for Giving' funded the equivalent of 76,000 hours of free football community sessions, to support the health of young people in Manchester in 2023 and beyond, raising over £190,000.

## BLUE RUN



In March 2023, the Blue Run returned to the Etihad Stadium. Over 1,400 people took part either at the stadium or in various places around the world. Runners had the option of completing a 2.5 or 5km run, whilst being covered in blue powder. The event was shared on BBC Match of the Day and over £30,000 was raised. With thanks to our sponsors, Music Magpie, Sure and OCS.

## CORPORATE CUP



2023's Corporate Cup took place in May on the pitch at the Joie Stadium. 24 teams competed, each creating a £500 donation for the charity, in this years tournament, where the winners were presented with their trophy by Ruben Dias. CITC also supplied a raffle for the day, which raised over £12,500 for CITC. The event itself was a huge success with 2024's contest planning to expand to 32 teams!

## ETIHAD ABSEIL



250 fans completed the second Etihad Abseil on July 15, raising more than £22,000 for our Healthy Goals initiative. Supporters aged from eight upwards took part in the event, braving the dizzying heights of the stadium's East Reception turrets with profits helping to uplift the physical and mental health of young people by creating new community football spaces in Manchester.

"There is absolutely nothing on this earth compared to what I just went through - a solo row across the Atlantic. "I can't describe to you the degrees of emotion you go through when you're out there on your own, but we got there in the end with a big team effort!"

"What a relief to be on dry land. I hit rock bottom this week, it's been some of the toughest moments of my life. "I'd like to say a huge thank you to everyone for their support - especially the fundraising team at City in the Community. Knowing that all the hard work and effort is supporting the health and wellbeing of young people in Manchester makes it all worth while."

**JAMIE**, CITC fundraiser, speaking on arrival at Antigua after completing the Talisker Whisky Atlantic Challenge



# SPECIAL MOMENTS



Watch:  
**CELEBRATING  
ALEX'S LEGACY**

**In 2023, Manchester City paid tribute to City in the Community Ambassador, Alex Williams MBE, who retired from his role at the charity after 33 years.**

Alex's career was commemorated during City's 5-1 victory over Fulham on Saturday September 2, where he was welcomed onto the pitch by a guard of honour, made up of CITC participants, before receiving a special gift from CFG CEO Ferran Soriano and CITC CEO, Mike Geary.

Alex said: "This wasn't an easy decision for me and my family but at some point, in time everything must come to an end. I feel now is the right time for me to step away from City in the Community, but I am proud to have represented this fantastic Club for the last 45 years on and off the pitch."

The matchday celebration followed a series of other farewell activities, which saw Alex present the 22/23 Premier League trophy, as well as the renaming of a pitch at the City Football Academy.



Watch:  
**OPENING OUR PLAYZONES  
WITH TREBLE TROPHIES**

**Manchester City took to the local community to debut its Treble winning haul of trophies, hours after landing from the UEFA Champions League win in Istanbul.**

All three pieces of silverware – Premier League, FA Cup and UEFA Champions League – made a surprise visit at a session being delivered by City in the Community coaches.

Children from St Wilfrid's primary school in Newton Heath, less than two miles from the Etihad, were enjoying the official opening event of one of two new City in the Community Playzones.

Playzones are purpose built recreational areas, which aim to uplift the physical and mental health of young people, by providing access to free football and CITC's youth-led sessions. They offer multi-functional football equipment including various sized football pitches and goals, football tennis zones, passing squares, benches, and floodlights.

The official opening followed the launch of a new fundraising initiative, Healthy Goals, which commits to creating more community football spaces across Greater Manchester.

This project will continue in 2023/24 and beyond.

**With thanks to our funders, The Football Foundation, Sport England, and Manchester City.**

# THANK YOU

To our official 2022/23 partners and sponsors



musicMagpie



Mike and  
Miranda Kerr

Mark Davies  
through his family's  
charitable foundation



City in the  
Community