



ANNUAL REPORT

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Chairman's Report

Keith Soper

In 2023 we continued to see sustained growth of the trust in line with our board approved business plan.

Our work remains focused on the London Boroughs of Lewisham and Southwark, but with the granting of a planning consent for the club's proposed new training ground in West Kingsdown in Kent we have now agreed a community development plan with Sevenoaks District Council. This year saw us start to deliver programmes for them despite the fact we are not formally required to do so until building work commences.

The ongoing cost of living crisis means that our community focused programmes are needed more than ever to help some of the most vulnerable people in the areas in which we operate. The growth in the use of our food banks throughout 2023 reflects the hardship so many families face, even those like nurses who are in full time employment. We are extremely grateful to all the Millwall supporters who continue to donate items to help those less fortunate.

Once again, we provided 8,000 free meals for children out of school term time through our holiday activity programmes in Lewisham, Southwark and Kent. Without our intervention many children would simply go hungry and increasingly we found ourselves providing meals for parents as well. Our support for NHS workers continued during 2023.

Our programmes continue to tackle some of the most challenging social issues of our time.

In this annual report we set out the much-valued work we undertake in relation to: -

- Community Engagement
- Education and Life Skills
- Employment and Training
- Health and Wellbeing including tackling obesity
- Sport and Physical Activity
- Youth Interventions including tackling anti-social behaviour, street violence and knife crime

Every programme delivers positive and measurable outcomes. Overall, the trust now works with 12,000 individuals across 25 strands of activity and participants are aged from 5 to 75 years.

Our work in the field of equality, diversity and inclusion was enhanced still further in 2023 with the appointment of Jason Vincent as Head of EDI and I must pay tribute to all of those on the EDI Committee who give up their time so generously. 75% of those who attended our programmes in 2023 are from BAME backgrounds.

None of our achievements would be possible without the support of my fellow trustees. With the appointment of Sarah Revell in 2023, along with the addition of board advisors, we have added to the diversity of the board. We have increased the number of sub-committees to ensure we have robust governance in place. This means an increase in the amount of personal time trustees must give up and I never fail to be inspired by their passion, commitment and sheer common sense and they ensure the trust benefits from their wide range of skills and experience.

I must thank our inspiring Chief Executive Officer Sean Daly, his leadership team of John Scarborough, Tim Sells and Joubin Sarrami and all the full and part time members of staff without whom we would not be the organisation we are today. We look forward to the trust continuing to be an organisation that assists people on a day-to-day basis to meet the challenges they face.

I would like to conclude by paying tribute to the club's late chairman John Berylson. He was a big supporter of the work of the trust and was so proud of the work we do for the communities from which the club draws its support. He is sorely missed. In 2023 he facilitated a significant donation to our work which means at any one time we now have 5 months of reserves, which is very important. We aim to increase that to 6 months in 2024.

I give my heartfelt thanks to everyone who continues to support our work.

Keith Soper
Chairman



Millwall Community Trust
is the **community arm**
of Millwall Football
Club.

CEO's Report

Sean Daly

This has been an exciting year of growth for the trust which I am very proud to lead. The trust is in a healthy financial position and we are edging closer to reaching our target of having six months' reserves to cover any unforeseen issues. The Covid Pandemic proved that unexpected issues do arise.

The objectives of the three-year business plan continue to be realised and there have been solid improvements made in the last 12 months with the relationships with Lewisham Council, Southwark Council and now with our expansion into Kent the relationship with Sevenoaks District Council. Everyone at the trust and the football club values their support and all involved are committed to developing those relationships going forward.

The cost-of-living crisis has impacted heavily on the most vulnerable families in our local communities. We are already operating a weekly food bank which has seen a massive increase in use by residents accessing this facility.

We have continued providing hot meals and free holiday camps for 8,000 children in the 13 weeks of out of school term time and our focus is very much on supporting those with the greatest need.

Though the extensive range of community programmes we run, we play a vital role in supporting disabled people, in the education of young people and in tackling the negative social issues of the moment relating to anti-social behaviour, street violence, knife crime and obesity. The trust has received positive national and local recognition for this work from MPs and the Mayor of London.

Our walking football/sports programme for seniors continues to be well supported and we help the older generation to deal with issues that affect their daily lives such as loneliness. The Lions Centre has been opened up this year as a warm centre/hub, where residents can access the site for shelter, internet access and refreshments. All of these initiatives help to ease the effects of the cost of living crisis for our users.

I am particularly proud of our work in promoting diversity and inclusion with 82% of our workforce coming from ethnic minorities. The trust now runs 2 LGBTQ+ Millwall Romans teams as well as the well established Millwall Lionesses teams at all age groups. This year saw the appointment of an Equality, Diversity, and Inclusion Lead Officer in Jason Vincent. Jason is working across the trust and club to embed positive values and is also working to tackle discriminatory issues head on through the mechanism of the Equality, Diversity, and Inclusion Committee. I thank the members of that committee for their hard work and support. Jason is also driving other cutting edge programmes such as FAN United and the Pathway Programme.

The relationship between the trust and the football club continues to blossom and the trust has played a key role in assisting the club to secure a planning consent for a new training ground in West Kingsdown in Kent and the proposed development of The Den and surrounding areas.. Both of these developments will further the foothold the Trust will have in Lewisham, Southwark, Sevenoaks and the wider Kent region.

I am particularly pleased that some of the trust's groundbreaking work was recognised with a number of awards this year. These include the Mayor of Lewisham's Community Contribution Award, the Southwark Business Charity of the Year Award and the Sevenoaks Council IESE Excellence Award to name just three.

The trust has developed a new three year business plan for the period 2024/2027 and this focuses on growing still further our support for our local communities. Our new business plan also recognises the need to honour the support of the club's late chairman John Berylson. In 2024 we will be establishing a scholarship in his name and the club received approval to change Zampa Road to John Berylson Way. John was a great supporter of myself and the trust and he knew the impact a football club can have on its' local communities. I think we have seen in the last few months that his son Jimmy will continue that support and I am very grateful to him for his ongoing support.

Finally, I would like to take this opportunity to thank my board of trustees for the support they give me. I must also thank Steve Kavanagh, Billy Taylor, Luke Wilson, Emma Parker and everyone else at the football club including the fanbase for their much valued support.

And last but not least, I thank my leadership team of John Scarborough, Tim Sells and Joubin Sarrami and all the full time and part time staff at the trust who deliver our comprehensive range of programmes to the local communities we are all so proud to serve. They are making a difference to people's lives and without them those communities would be the poorer for it.

Sean Daly

Chief Executive Officer

Millwall FC's Chairman

James Berylson

Community is crucial for any football club and 2023 has been another year to proudly reflect on the amazing work the trust has carried out within the local area.

The trust has worked with over 12,000 individuals this year, delivering over 25 different projects and programmes.

The profound impact the trust has had on our local community was recognised at the Mayor of Lewisham Business Awards 2023, where they picked up the 'Best Community Contribution' award.



Trustees

Peter Garston

Philip O' Halloran (Secretary to the Trustees)

Sir Simon Hughes (Vice-Chairman)

Steve Kavanagh

Lord Roy Kennedy

Emma Parker

Carly Rawlinson-Simmons

Sarah Revell

Keith Soper (Chairman)

Jason Vincent

Luke Wilson



**1 CLUB
COMMUNITY**

Financial Highlights

	£000s 2023	£000s 2022	£000s 2021	£000s 2020	£000s 2019	£000s 2018
Total Income	1.390	1.347	1.447	1.258	1.141	984
Total Expenditure	{1173}	(1.173)	(930)	(1.129)	(1.262)	(1.243)
Surplus/ (Deficit)	217	194	547	129	(121)	(259)

Mission Statement

The trust is committed to developing a range of diverse community initiatives and partnership working groups, to give the best opportunities to individuals and the wider local community, whilst using the profile and brand of Millwall Football Club to the maximum effect.

The trust's innovative programmes are delivered through a regular presence in schools and working with disadvantaged or socially excluded groups in society, through crime reduction initiatives and community-based sport coaching sessions.

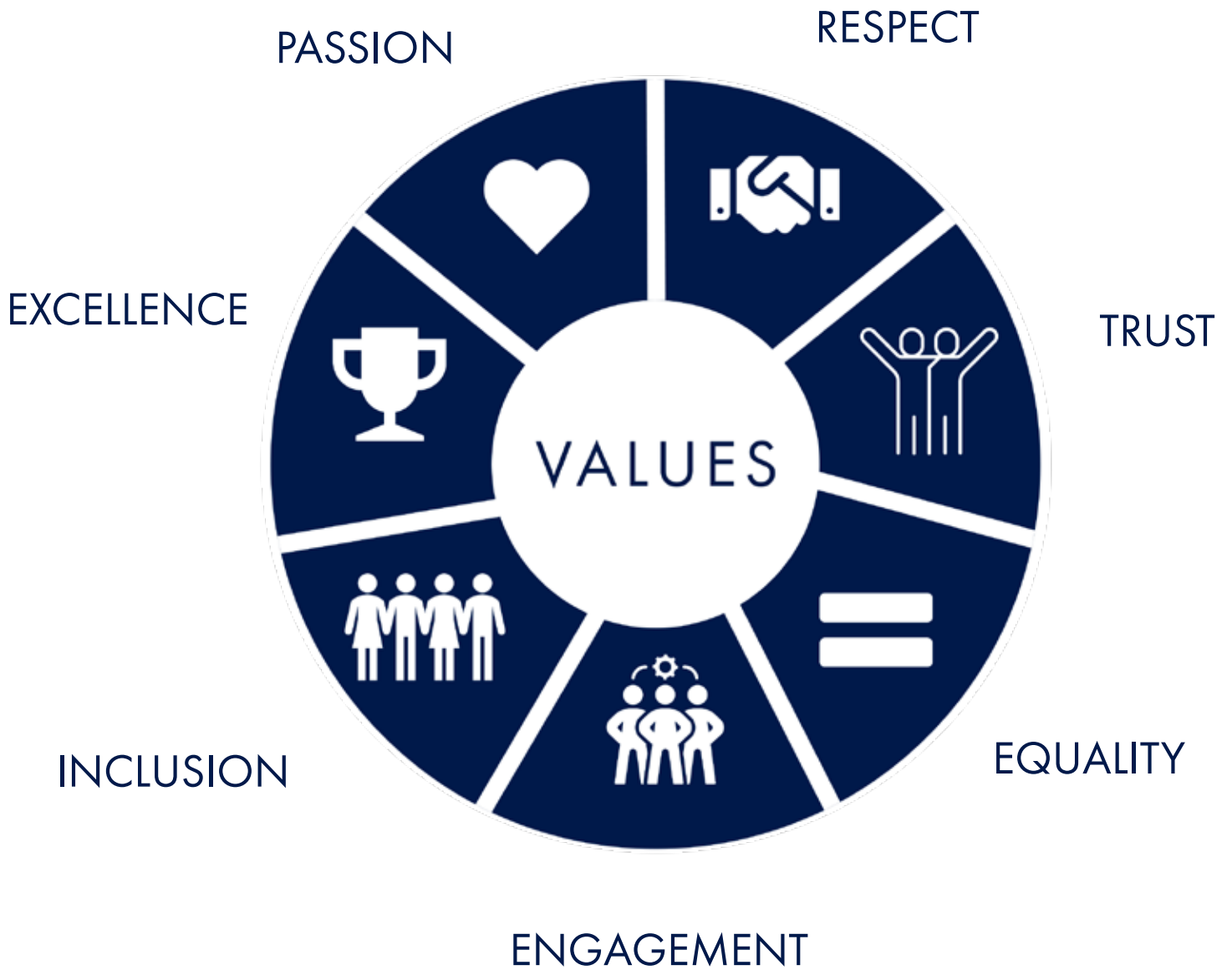
The type of programmes delivered by the trust fit under five main objectives: raising educational achievement, creating pathways to employment, building healthier lifestyles, bringing communities together and reducing crime.



Vision

To offer the highest quality programmes to all members of the local community to improve their quality of life through Physical Activity, Education and Employability, Health and Wellbeing while empowering and inspiring the local communities to changing people's lives for the better







6,500+

hours of provision
delivering in local schools



1,602

participants on
KICKS sessions



280

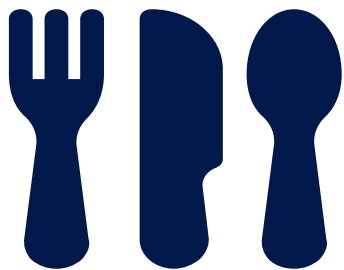
hours of delivering in
locals prison engaging
with 75 inmates



12,000



people worked with in 2023



8,000

meals provided for
our participants



Education and Employment

50

students registered for L1
and L2 qualifications



27

Employment support programmes



2,100

children took part in healthy lifestyle programmes



The Lions Centre opens a community gym



1,980

children engaged in schools provision programme



8,000

free of charge holiday camps places

Lions In Kenya

/// //

The Kenya trip proved to be a great experience for all that took part. The attendees made a difference and impacted people's lives, which is the main objective of the club's Community Trust. We are already looking to plan for next year's trip.

Sean Daly
MCT CEO

The trust's second trip to Kenya took place in June 2023, following on from the successful trip in 2022.

The 10-night trip saw 15 attendees consisting of Millwall Football Club staff, Community Trust staff, Lions fans and more help out again at Jubilee Academy, where they assisted in building new classrooms and leisure areas for the pupils, as well as supporting in the classroom by teaching some lessons, alongside playing football tournaments and more.

Furthermore, food parcels were donated to children's families, with home visits also taking place, including an emotional trip to some of the sites of the poorest families in Kenya.



Football Development

The trust provides an extensive Football and Sports Development program across Lewisham, Southwark, and Kent, benefiting numerous young individuals each year. Catering to a diverse range of players in terms of age, gender, and skill levels, the program encompasses activities ranging from toddler soccer to a professional pathway.

Schools Provision

1,980
Children engaged

30
Schools

2,508
Hours delivered

The trust collaborates with multiple partner schools in Lewisham and Southwark, offering a range of sessions, such as:

Sport sessions covering Football, Basketball, Cricket, and Tennis.

Flexible scheduling during PPA time, Lunchtime, and After-School Clubs, providing opportunities for participation in a variety of sports.

Exclusive Girls Only Coaching Sessions featuring players from the Millwall Lionesses, promoting gender inclusivity and female participation.

Premier League Primary Stars and the EFL's Joy of Moving programme, engaging and educating children on the importance of reading and healthy eating.

Helping improve behaviour and using the power of football to act as mentors to children.



Working with Millwall has been great. They're an amazing organization that has continued to **give structure to the PE delivery within the school**. The pupils have been positively affected by the work the trust is doing with them. **The project is also supporting development of our teaching staff.**

*- Claire Eames, PE lead
at Riverside School Southwark*



Football Development

Joy of Moving Programme

- 900 children engaged
- 15 schools
- 540 hours delivered

The trust operates in partnership with the EFL Trust and Ferrero UK to deliver the Joy of Moving programme to hundreds of school children in Lewisham and Southwark. The Joy of Moving programme is a national school-based educational programme for children aged 9-11 years old.

It aims to encourage physical activity, promote nutritional education and build awareness of the importance of a healthy diet and active lifestyle. Over six weeks, children will spend thirty minutes completing a practical session with the focus being around the participant's physical activity.

Sessions will be created and planned around physical fitness, motor co-ordination, cognitive functions and life skills. They will then spend thirty minutes in the classroom covering six different topics related to the body, nutrition, the importance of exercise and information about food groups, in line with the recommendations outlined in the Government's Eat Well Guide.

Case Study - Jamie McNeely

Jamie McNeely - PE Lead at Holy Trinity school in Lewisham said: "The programme made a huge difference at our school.

"As teachers we are obviously constrained to teach the national curriculum subjects so to have Millwall come in and deliver has been fantastic.

"Deiby was a breath of fresh air with the children and the fact he was a Millwall coach made him very engaging to our young students.

"I am convinced that all the children who took part now have a much better understanding of what a healthy, balanced meal looks like.

"The programme really is a game changer."



Football Development

Holiday football and multisport camps

4,000+
Children engaged

8,000
Hot meals provided

6,500+
Hours delivered

In a span of thirteen weeks each year, the trust organises over 100 football and multisport courses in the London Boroughs of Lewisham, Southwark, Bromley, and Kent. As a registered charity, all proceeds from these endeavours directly contribute to the trust's community-centric initiatives.

Thanks to funding from Lewisham, Kent and Southwark Councils, coupled with support from the club and the board of trustees, a significant number of these holiday camps have been offered free of charge to participants this year. Moreover, every child attending these camps has been ensured a free hot meal, emphasising our commitment to holistic well-being.

These camps play a crucial role in providing not only childcare support for families but also catering to children who rely on free school meals during term-time, ensuring they don't go without during school holidays. The activities presented at the camps focus on enhancing multi-skills, promoting increased physical activity levels, and contributing positively to the mental and physical health of all participants. Beyond the sporting activities, the trust's skilled community coaches organise enrichment workshops that delve into health and well-being topics. These workshops address essential subjects like healthy eating, heart health, and overall body care, further underscoring our commitment to fostering a community where every individual can thrive both physically and mentally.



"I would like to extend my heartfelt gratitude to your entire team for orchestrating an absolutely fantastic football camp over the past few weeks. It has been an immensely positive experience for my children, Gil and Keir, who not only had an enjoyable time but also benefited greatly from the enriching activities provided.

It's not just about the football skills they've acquired; it's about the holistic development that your team has fostered. The supportive environment, engaging activities, and skilled coaching have made a significant difference in their lives. As a parent, seeing this transformation is truly gratifying, and I couldn't be more appreciative of the effort and dedication your team has put into making the camp an enriching experience for every child."

Parent of holiday camp participants

Football Development

Player Performance Pathway

144	13	3
Sessions delivered	Academy trials	Players signed

Since February 2022, the trust has been conducting high-calibre academy-level sessions tailored for local football players, providing them with an invaluable opportunity to showcase their talents and receive high quality sessions delivered by UEFA qualified coaches.

The Millwall Player Performance Pathway is a strategic initiative designed to bridge the gap between grassroots and academy football. Recognising South London's reputation for producing exceptional football talent, this performance pathway has been meticulously crafted to identify and nurture young players who demonstrate outstanding skills within the local community, channeling them toward the esteemed Millwall Academy.

The structured sessions mirror the academy curriculum, ensuring a seamless transition for players who attain the requisite skill level. What sets the Pathway apart is its tier system (Skills, Development and Advanced) plus the inclusion of a dedicated resident scout present at every session, keenly identifying promising talents and facilitating their journey into the Millwall Academy. This approach not only fosters player development but also solidifies the trust's commitment to enhancing the local football landscape by providing a clear pathway for aspiring players to elevate their game.



"South London has a rich history of producing exceptionally talented footballers, many of whom have gone on to achieve professional success at the highest echelons of the sport.

"Understanding the potential within our local youth, Millwall has embarked on a journey to ensure that talent is not only identified but nurtured from a young age. Our mission is to offer the children of our communities the best chance of progressing and realizing their dreams within the world of football".

Tim Sells

Millwall CT Football Development Manager



Football Development

Joy of Moving Festivals

2100
Children engaged

15
Schools

5
Festivals

The trust, in collaboration with the EFL Trust, spearheads the Joy of Moving programme, a corporate social responsibility initiative by Ferrero UK. With a rich history spanning over seven years, this program is underpinned by a methodology crafted by independent experts, including Foro Italico (Rome University) and the Italian Olympic Committee (CONI). Its primary objective is to inspire children to embrace movement through play, emphasizing the critical aspect of enjoyment.

This methodology strategically hones in on cultivating essential skills across four major areas:

- Physical fitness
- Motor coordination
- Cognitive functions & creativity
- Life skills

Operational within schools, the comprehensive Joy of Moving programme encompasses two pivotal elements: The Move & Learn project and Joy of Moving Festivals.

Move & Learn: Tailored for children aged 9 and 10, a crucial developmental stage, Move & Learn adopts a dynamic and engaging approach, spanning 9 hours of education over six weeks. Additionally, a series of family challenges extend the impact beyond the classroom, educating children on the significance of physical activity, a balanced diet, and an active lifestyle. The trust actively promotes the integration of these concepts within schools for sustained, long-term impact.

Results from this approach are overwhelmingly positive, with children expressing an enhanced understanding of the importance of staying active and maintaining a balanced diet. The latest program evaluation reveals that 94% of children felt the six-week duration provided them with new ideas to engage in physical activity.

Joy of Moving Festivals: Running parallel to Move & Learn, the Joy of Moving Festivals are vibrant celebrations of physical activity organized by Millwall Community Trust. These events, conducted during the summer term, involve the entire school in half or full-day festivities that serve as a collective ode to being active. Children actively participate in a diverse range of enjoyable challenges and games throughout the day, fostering a sense of community and celebration around physical well-being.

Premier League Primary Stars

750
Children engaged

10
Schools

252
Sessions delivered

Millwall Community Trust's PL Primary Stars is a dynamic initiative leveraging the allure of professional football clubs to ignite children's passion for learning, encourage physical activity, and cultivate essential life skills. Over the upcoming three years, MCT is committed to engaging with every primary school across Lewisham and Southwark through immersive six-week interventions. This comprehensive approach seeks to aid children in enhancing their proficiency in reading, literacy, PSHE, maths, and physical education. Simultaneously, it aims to empower primary school teachers by providing them with the skills and knowledge needed to deliver improved PE lessons.

Key objectives of Millwall Community Trust's PL Primary Stars include:

Enhancing Teacher Skills: Elevate the knowledge, skills, and confidence of teachers, ensuring an improved delivery of PE and school sport. By upskilling educators, the program seeks to create a lasting impact on the quality of physical education provided to children.

Boosting Children's Engagement and Skills: Increase children's enjoyment, participation, and skills in both competitive and non-competitive sports and physical activities. The goal is to foster a love for physical activity while enhancing their overall sports proficiency.

Instilling Personal Skills and Values: Heighten children's understanding of the personal skills and values essential for achieving their goals. The program is designed not only to improve physical well-being but also to instil character-building attributes crucial for personal development.

Strengthening Academic Interest and Confidence: Enhance children's interest, understanding, and confidence in English and maths. By intertwining educational components with physical activities, PL Primary Stars aims to create a holistic learning environment that resonates with the academic development of participating children.

Supporting Sport Participation Pathways: Actively support young people in exploring and pursuing further participation pathways in sport. The program aspires to create a seamless transition for children interested in delving deeper into sports and physical activities beyond the initial engagement.

Football Development

EFL Girls and Kids Cup

20
Schools

200
Players attended

The EFL Kids and Girl's Cup stand as massive undertakings, engaging over 16,000 children nationwide in what has become one of the country's most prominent football competitions. This remarkable journey culminates in exhilarating finals at an iconic stadium, offering schoolchildren the chance to live out their dreams before a captivated audience of thousands.

The trust orchestrates a mini-tournament at the Lions Centre for schools that it works with, with the victorious team earning the opportunity to represent Millwall at a regional competition. The ultimate prize is a shot at progressing to the national finals, where the thrill of competing on a grand stage awaits and the kudos of being national champions.



Education and Employment

Millwall Post 16 Football and Education programme

72 Participants engaged 40+ Football Fixtures 250 Training sessions delivered

The programme provides a distinctive chance for 16-18-year-old football enthusiasts, regardless of gender, to embark on a 2-year Football & Education Scholarship in collaboration with Lewisham College, Bacon's College, and the EFL Trust. Participants can elevate their technical and tactical expertise through a comprehensive football development and education curriculum that incorporates A Levels and BTEC qualifications.

Under the guidance of seasoned and certified academy UEFA licensed coaches, participants engage in up to 6 hours of weekly training. The focus of these sessions is on refining individual technical, tactical, and physical skills, complemented by a weekly schedule of competitive games against other pro club's teams. Additionally, students have the opportunity to pursue various qualifications, including a BTECs and A Levels which can lead to US Scholarships, University or paid roles with the trust.



"The post-16 academy opened doors beyond just football. It played a pivotal role in securing my fully qualified coaching job, providing regular work. Training three days a week and participating in consistent matches in a professional environment significantly contributed to enhancing my fitness and technical prowess. The educational aspect offers a pathway to university or career opportunities, as I gain valuable qualifications. The college's strong connection to football and sports makes learning enjoyable and relevant."

Mo

Post 16 graduate

Education and Employment

Millwall Alternative Provision (AP) Academy Programme



The Millwall AP Academy Programme is a part-time alternative education provision delivered by the trust and acts as a precursor to our post-16 football academy programme. The AP Academy provides Key stage 4 and also Year 9 students opportunities to study towards YMCA Fitness Activity qualification, Employability and industry specific qualifications at Level 1 and 2, whilst partaking in practical, sport-related activities and learning within a professional football industry setting. The curriculum offers both non-formal theory and practical activities and work experience taster.

The key aim is to help re-engage targeted students in learning and develop the skills, knowledge and understanding necessary for employment in the sports industry sector as well as provide cover supervision support for students with their school core curriculum e.g. English, Maths and ICT.

The trust has experienced coaches, tutors and mentors who provide students with real life experiences of working within the sports sector, and offers clear and direct routes into further Education programmes, coaching and employment. The programme delivers a distinct pathway and accreditation programme qualifications outlined below:

AP Aspire pathway – For those with aspirations to learn and work within the wider football and sport industry

AP Elite pathway – Precursor to Millwall's Post 16 Academy programme for those identified with ambition to develop as football players

AP Girls pathway – During and after school programme supporting girls football and sport industry aspirations and development

AP Engage - Bespoke life skill, career, and employability workshops delivered onsite at schools by Millwall tutors, coaches and mentors

Millwall Progress Coach secondment – Trust staff supporting in school settings enhancing delivery via either covering supervision, TA and coaching roles.

Core Qualification offer:

- YMCA L1 Fitness & Physical Activity Award (Precursor to Gym instructor professional L2 qualification)
- Employability L2 Award or Certificate
- Money Management L1-2 Award
- First Aid Award L2
- Food Safety and Hygiene L2



Millwall AP programme has really helped support me in my future career. It's given me time out of school where I struggle to really focus on what I want to do in my future. The staff have been amazing to help me realise my potential and have been really encouraging on my journey into the football world.

Alysia, 15

Education and Employment

Second Chance Academy

2

8-12 Week Programme
Cohorts Delivered

18

Participants Between
16-24 Years Old
Supported

11

Work Taster Placements
Opportunities Provided

The Millwall Second Chance Academy is an employability and training programme run by the trust to give aspiring young people support to break into the employment world, professional football and the sport industry. It also allows any trainees that have been released by a football academy, or currently out of education or employment for whatever reason, a second chance in the industry via a 8-12-week full-time bespoke football and sport industry employment and pre-employability programme.

The programme allows young people wishing for employment and further training support, advice and experiences within the trust and partner employer organisations working in the wider professional football and sport industry to come in to Millwall and to learn, train, and work like a day to day professional whilst also being educated. The aim of the programme is to develop trainees to develop the right behaviour, attitude, and manner to be successful in the football and sports and wider employment industries, and if appropriate, earn a place onto Millwall's Post-16 Academy and Education programmes on completion. The programme also provides full-time football training via our Academy Sports and Education's UEFA & FA Licensed coaches as well as work experience opportunities within the trust and Millwall FC.

Whilst studying alongside football and coaching programmes, trainees are able to acquire employability and industry qualifications and essential experiences within the trust and Millwall FC to help secure positive employment and FE progression post course. Through our extensive partnerships with employer partners and local football clubs, wider sporting industry organisations and employment and recruitment agencies, we also provide extensive opportunities to ensure trainees move onto meaningful further education and employment in the future.



Education and Employment

Millwall Employment & IAG support programmes

2

Lewisham and Southwark
Community JCP Job Fairs
delivered at Millwall Lions Centre

1

16-24 Targeted Job fair
delivered at Millwall Lion Centre

800+

Unemployed
attendees

65+

Employment and
training partners
worked with

400+

positive job outcomes
including employment or
work trial

The trust offers Employability and IAG support programmes for unemployed people of all ages and backgrounds free of charge. This support includes delivery of targeted pre-employability programmes, as well as hosting and delivery of targeted employability events including most recently twice hosting one of Lewisham and Southwark's largest ever Employment Job Fair events at the Lions Centre in partnership with Department for Work and Pensions (DWP) local JCPs, Construction Skills Centre and Groundswell project.

The trust also works closely with partners such as TWIN Group, St Giles Trust, Big Local Works, Southwark Works, Lewisham Baseline, and Youth Offending services

All trust programmes incorporate vital employability skills, whilst targeting sector specific development in areas such as: Sports Coaching, Education, Health and Social Care, Administration, Hospitality and Construction.

An integral element of all of our Employability support and IAG programmes offered is the bespoke 1:1 and small group sessions provided both for client but also set up via partner employers in partnership with the trust ensuring participants gain the key IAG support and vital experience necessary in their chosen sector.



Case Study

"Reece Endicott's journey from school to Media Apprentice."

Reece was referred to Millwall Community Trust in Year 10. He was attending Spa Bermondsey School which is a SEN school for young people with autism. It was felt at the time that Reece needed to be challenged both in the classroom and socially to have the best chance of becoming more independent in adult life.

It was felt that his love for football - being a Millwall season ticket holder - could be a way of enabling that so Millwall Community Trust working with Spa Bermondsey agreed a one-day package where he would come onto our AP Programme which is a part-time alternative provision programme for young people at school or out of school. Reece's experience saw him put into a new group and environment with a teaching assistant to start with to work on his social skills with a different range of young people from various different backgrounds to both challenge and support Reece's development in Year 10.

Reece was conscientious, an excellent team member and completed all his work to a high standard. He also grew socially within the group and it got to a point where he was able to attend independently- making his own way down to Millwall without support of a TA. In Year 11 his development continued even further which saw him participate in reading out the last post on Remembrance Day at the club which we do each year. He read it to over 150 people which for his Dad and the school an amazing achievement to show how far he had come.

Reece's development continued and he became a real leader, captain and ambassador for the programme culminating in his opportunity - once he had made an indication that he would like to get into Media - to start shadowing our Media Officer Kai Bennett on various Media duties. Millwall Football Club picked up on Reece's journey and offered him the opportunity to attend a match in the press box - which Reece described "as the best day of his life".

He got to meet the players and was treated like a staff member of the Media team and was asked to write the match report which was subsequently used on our Trust website for the game. Reece continued to go from strength to strength and we gave him opportunities in our Post-16 Academy where he started to write the match report for all of our Post-16 matches and Alternative Provision academy tournament and fixtures to a very high standard. Reece indicated he wanted to get into Media but unfortunately the level three course wasn't able to facilitate that due to numbers and criteria. However, our partnership with Lewisham College enable Reece on deadline day to sign onto the programme and he is currently studying a BTEC NCFE level two Sports Studies programme.

Whilst Reece has time available he volunteers as an ambassador every Wednesday shadowing Kai helping with all of our Media duties to build up his portfolio for when he completes his Sports Studies programme to go on to the Media level three course.

John Scarborough, Millwall Community Trust's Education and Employability Manager, said: "Reece embodies what we try to establish for all young people which is an environment where they can grow and be the best version of themselves but that's just us providing the environment. It all takes the young people to walk through the door and take that risk for that reward. Reece for me in the five years of working here is someone who truly took that opportunity and chance with both hands and I'm in no doubt will go on to a hugely successful Media career.

"We joke he is the next Paul Jiggins - he thinks I'm joking, I'm serious."



Education and Employment

Millwall Prison Programme

75	2	280
Participants	Prison Venues	Hours delivered

67% of those in custody are unemployed at the time of imprisonment

30% of prisoners are regularly truant prior to sentencing

49% of male sentenced prisoners are excluded from school

71% of female prisoners have no qualifications prior to custody

52% of male prisoners have no qualifications prior to custody

83% do not have paid employment on release

The accredited FA football-based course is being delivered at HMP/YOI Belmarsh Prison by the trust in association with the Twinning project. Multiple individuals are participating in the course both in the classroom and out on the field, and on top of providing them with coaching knowledge and education, it will also have a wider impact regarding their life skills and lead to an upturn in their behaviour.

The project aims to support prisoners whilst in custody and on release to help prepare them in their search for employment and reduce the likelihood of reoffending.



Going inside a prison is an enlightening experience, they are not pleasant places. Nearly 64 per cent of adults commit another crime within 12 months of their release. The prisoners have a very low level of self-esteem, and the programme will deliver coaching and other qualifications aimed at boosting employment chances. Football clubs have a community responsibility to support these prisoners, and their release into the local community.

David Dein

Former Arsenal FC Vice Chairman

Community Development

Premier League Kicks

1,602

Participants

15

Weekly sessions

22

Squads entered in tournaments

Through the Premier League Kicks programme, the trust provides free weekly football sessions, youth work and mentoring of young people with the end goal of creating opportunities for young people to develop skills and improve confidence. The delivery takes place throughout the London Boroughs of Lewisham and Southwark and is aimed at supporting young people to progress into positive pathways such as football teams, volunteering as well as creating routes into education, training, and employment. The activities are split into age groups within the programme, and this is to allow participants that attend sessions to be engaging within their relevant age groups.

Activities take place in venues that are accessible to young people which include housing estate ball courts, youth clubs, leisure centres and football grounds. The football sessions take place in the evenings for 48 weeks throughout the year. and are very well attended by local young people.

In addition to regular weekly session through PL Kicks, the trust offer participants who attend the opportunity to represent Millwall at local and London wide tournaments hosted by a range of partners which include the Premier League Charitable Fund, professional football clubs and local community organisations.

As part of PL Kicks we also run a variety of workshops for young people to have the opportunity to develop themselves in areas outside of playing, workshops include, Coaching, Refereeing and Off the pitch roles in football to name a few. Our participants also complete social action projects and fundraiser as part of PL Kicks to support the local community.



Community Development

Disability Sport

53 Participants engaged 2 Weekly sessions 12 Tournaments entered

During the 2023 reporting period, the trust provided 2 weekly disability sessions in the London Boroughs of Lewisham and Southwark.

The programme aims are to continue to develop the growth of disability sports within our local community with the aim of creating pathways for those wishing to progress into structured teams and have regular competition through the year. We partner up with other local and national organisations such as the London and County FA, Premier League Charitable Fund and other professional and grassroots football clubs to host and deliver tournaments for our participants.



The sessions are fantastic. Not only does it help to keep them fit and active, but they are now taking part in competitions against other clubs as part of a team. This would never have happened without the support, care and patience given by their Millwall coach Steve. The work Steve has done with them to boost their self-belief has been remarkable over the years.

Susan

Parent of disability sports participant



Community Development

Older People programmes (Walking Football)

During the 2023 reporting period, the trust delivered a weekly programme tailored for older individuals in the London Boroughs of Lewisham and Southwark. The sessions were made available for FREE due to funding secured from our partners at Southwark Charities.

The programme aims to unite older individuals from diverse backgrounds by engaging them in enjoyable football activity. This not only fosters a sense of camaraderie but also serves as a means to alleviate stress, combat isolation, and alleviate loneliness. Walking Football plays a vital role in supporting older individuals who may currently lead sedentary lifestyles or grapple with two or three limiting long-term health conditions, including dementia, mental health issues, and limited mobility, empowering them to maintain their fitness and overall well-being.



I really enjoy the walking football sessions at Millwall. I was nervous about going along the 1st time as I'd never played football to a great extent. I was made very welcome & even at my standard; they included me from the start. It's a fun way to spend an hour or so on a Friday morning. The group is more of a social group & includes men & women. Some of us meet up in the Millwall cafe first & after the session we use the cafe upstairs in the hub, to have a cuppa & a chat.

We're all friends together & we enquire about the health of our members who are unwell & keep in touch with them. We organise events outside of the WF such as Christmas Parties & raffles. I have made a lot of new friends since being involved in WF & meet up with them drinks, meals outside of our sessions. We have a whatsapp group which we use to stay in touch with each other, to comment on games & to organise events.

It's been very good for my health & encourages me to do more physical exercise. I feel I've lost weight because of it. As I help organise some of the events & friendly games against other WF teams, I feel it's helped me mentally to focus on what I'm doing & what I'm trying to achieve. It also helps me bounce off the others & run my ideas by them & get their ideas & feedback.

The WF sessions are now built into part of my & other players routine. We look forward to our games & to meeting up again & catching up with everyone's news. We also discuss ways to improve the game for us & are always trying to recruit new members.

Benny Stone

*participant of the Walking Football Programme at
the Lions Centre*

Community Development

Millwall Mentoring

30 **300+**
Young people mentored Hours of mentoring

Millwall Mentoring provides and creates a safe environment so the young person can feel free to express and attend sessions without feeling like they are being judged or scrutinised.

Our mentors offer 1-1 mentoring sessions through the PL Kicks programme to support young people overcome bullying and help their mental wellbeing whilst reducing risky/harmful behaviours and anger management to name a few areas that young people are supported in.

Our mentors work with referral partners which include local police, local schools and community organisations, where they will refer any individuals that meets a specific referral criterion who may benefit from the programme, intervention and targeted support. Following an assessment and referral process the potential beneficiary is then partnered with a Millwall mentor coach who develops an overarching and individual programme of support.



New Deals For Young People

79 **200+**
Young people mentored Young people engaged
in weekly sports sessions

Millwall Community Trust through the New Deals For Young people project has been able to expand their current mentoring projects, The New Deal for Young People project was created to ensure that young Londoners have access to high quality mentoring opportunities and that all young Londoners have access to quality regular local youth activities.

These sessions have been done via small a 1-1 session or in groups. Some of the sessions have been physical based such as we have taken small groups to football tournaments, held employability workshops, held job fairs during each term, offered extra help with school work and have facilitated different after school activities such as cricket and boxing.

Equality and Diversity

Millwall Lionesses Academy

114
Participants engaged

4
Weekly venues

337
Hours delivered

Millwall FC has its own official female youth football academy run by the trust offering development opportunities for gifted and talented female footballers within London and the surrounding areas. Millwall Lionesses and the trust's Football & Education Programme gives female players an elite pro-club experience for the first time, both on the pitch and off it. The Academy offers all players two training sessions a week, and a full set of fixtures as part of this elite programme.

The players are able to complete A-Levels and BTECs in a wide variety of subjects. The academy provides players with the best opportunities including direct pathways to professional football with Millwall Lionesses, professional coaching, university, USA College Soccer Scholarships and careers in Sport.

The Academy runs teams at Under 12, Under 14, Under 16 and Under 18.



Equality and Diversity

Millwall Lionesses Football Club

Millwall Lionesses Football Club is an English Women's Football Club based in East Dulwich, south-east London. Founded in 1972, the team went on to become the first women's football team to affiliate to a professional men's team. Millwall Lionesses became a leading force in both the women's game as well as the "Millwall Community Programme" and played an active part in the development of girls' football.

Millwall Lionesses were the first club to have a female Centre of Excellence, of which there eventually became 42 in England.

Millwall Lionesses field teams with an age range of eight to thirty plus. Hope Powell the former England women's national football team coach began her career with the Lionesses at the age of eleven, making her international debut at the age of 16. Katie Whitmore, a graduate from the Academy, became the club's first female Team Manager for the Lionesses in their ERWFL Division One South 2020/21 season. They have since gone on to be promoted to the London & Southeast Regional Premier Division (Tier 5). The Lionesses won the FA Women's Cup both in 1991 and 1997.



Equality and Diversity

Equality and Diversity

The Millwall Equality Diversity Inclusion Committee (Millwall EDI) was created in January 2021 as an objective of Millwall's Diversity Strategy. MCT has a long and proud record on promoting Equality, Diversity and Inclusion across the trust and club throughout all areas of work, which services includes employment, the delivery of our Diversity Strategy and to ensure the club/trust are inclusive diverse and family friendly. The Committee reflects both club/trust commitment to equality, diversity and inclusion through partnership working and seeks to develop, monitor and further improve EDI and anti-discrimination practice with club/trust as well as working closely with the EFL around their Equality Code of Practice.

The Committee is responsible for supporting club/trust to achieve its strategic objectives through good EDI practice and fan engagement.

The Committee will ensure that adequate and appropriate actions are in place across club/trust in relation to EDI policies and procedures to ensure delivery against these strategic objectives.

The Committee is comprised of trust and club employees, fan representatives, independent diversity advisors and MCT trustees who meet monthly with an end of year AGM. The growth of the EDI section saw the appointment of an EDI Lead covering the trust and the club in December 2023.



The following represent the delivery outputs: -

- Recruitment of an EDI Lead
- Kit Marketing Campaigns
- One Club, One Community
- Her Game Too
- Rainbow Laces
- Millwall Romans/Pride FC
- Millwall Lionesses
- Greenwich Power-Chair Lions
- Community Coffee mornings
- Themed EDI matchdays
- Hear Hate, Don't Hesitate
- United 4 Change
- Muslim Athlete's Charter
- Anti Semitism Education
- Multi-Faith room
- Fans United Pathway
- Mental Health Champions

Equality and Diversity

Millwall Romans

60
Team members

3

Championship league titles

Millwall Romans Football Club is one of London's LGBTQI+ friendliest and inclusive teams based in Rotherhithe, south-east London. The Romans play in the London Unity League (LUL) - a competition for LGBT+-inclusive clubs in the capital - and are members of GFSN, who administer national competitions. In the last year the Millwall Romans programme has grown to 60 members, which has developed into a further team called Millwall Pride.

Millwall Romans and Millwall Pride members have been advisers to sports and government organisations on inclusion within sport. Five Millwall Romans players were part of the Stonewall UK squad that won gold at the Gay Olympic Games.

Members of the Romans, Pride, MFC fan base, Club and Trust staff once again took part in London pride 2023.



2023 has been another great year for the Millwall Romans and Millwall Pride. It's very important for the community to have an inclusive team. It's about providing that safe space. Players are very shy, and particularly in the football world, which is probably quite antiquated in its views. However, we're proud to be able to continue providing a safe space for everyone.

A player can come along to us, it doesn't matter if you're gay, straight, bisexual, transgender, doesn't make any difference. We don't want to know, doesn't matter. It's just a group who get together and want to play football and feel comfortable in themselves.

Paul Loding

Romans' manager





HOSPITAL HEROES

Supporting frontline workers



FOOD BANK

helps 120 low income families per week



Targeted education for **VULNERABLE YOUNG PEOPLE**

Hosting sessions for



PRIMARY AND SECONDARY SCHOOLS



SERVING THE COMMUNITY



Lions Centre open for **COMMUNITY MEETINGS**



8,000 MEALS
prepared and delivered



HARVEY'S DEN CAFE
opened
at The Lions Centre

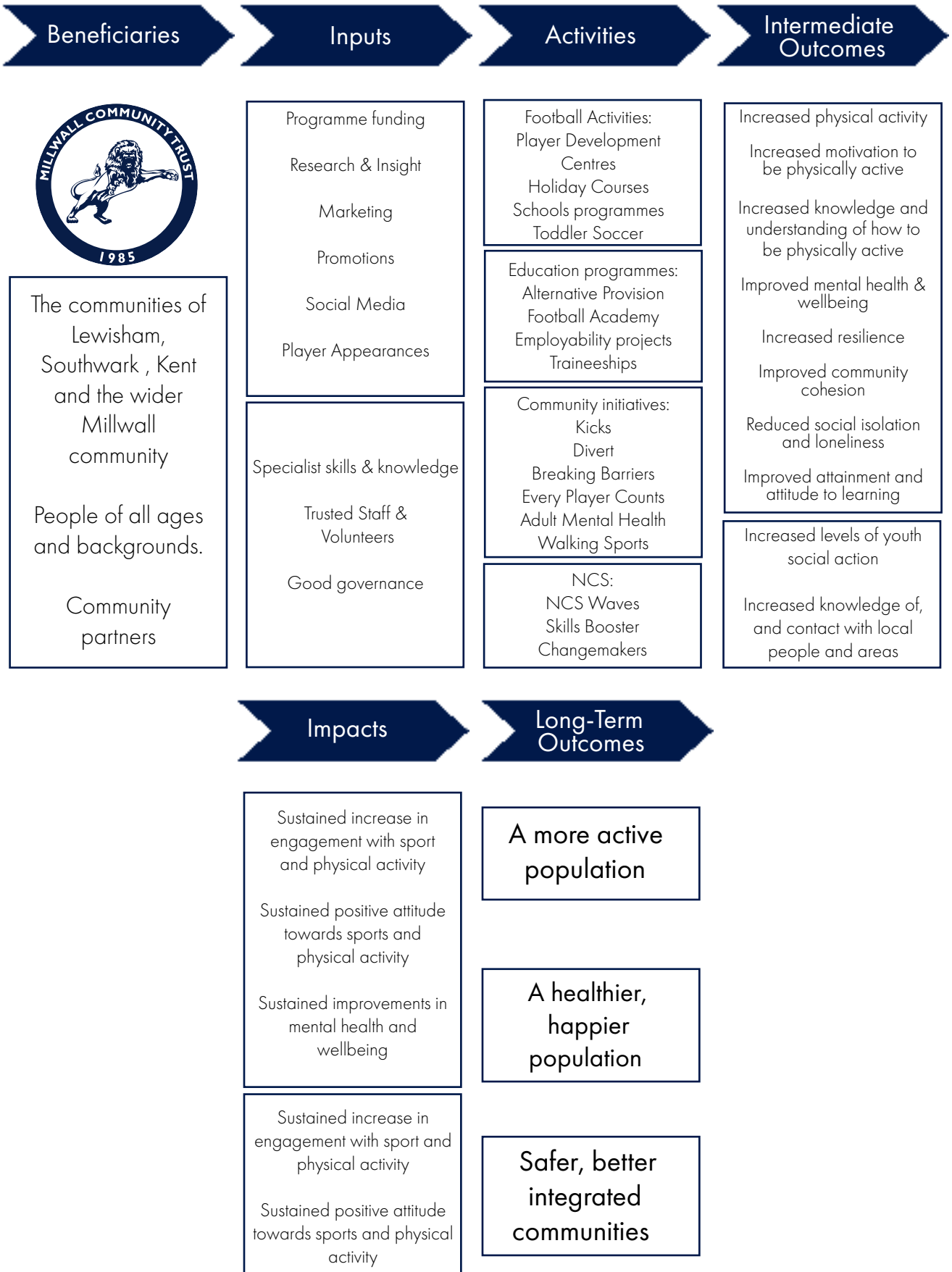


FREE
sports camps for
8,000 children



Millwall Community Trust Lions Centre used as a warm hub in the winter

Theory of Change



Community Development

Lions Food Hub

The trust and Millwall Football Club both became part of the community solution when the whole of the UK and further afield were rocked by the coronavirus pandemic and the cost of living crisis.

The Lions Food Hub, which ex Millwall Lionesses player Kelly Webster and Ellen Webster launched in association with the trust, is a food bank based at the Lions Centre to provide help to those in need of support in the local area.

The hub provides weekly food and household essentials for over 120 local families, serving users aged anywhere between their early 20s and mid-70s.

The food also offers advice support for users, with pop up stalls for citizen advice, council benefits, department works and pensions, job centre plus etc.



Kent Community Development

With the new development of the club's training ground in West Kingsdown Sevenoaks Kent, the trust has started this year in developing partnerships and programmes to support this new Millwall community.

Estate Leagues

With partnership funding from Sevenoaks council and Kent Police the trust delivered on going 12 weeks KICKS style football sessions, based in four wards of the district (Larkfield, Swanley, Edenbridge and new ash green).

Venues had been identified by the police and local authority as hot spot areas for anti- social behaviour and the need for positive activities for young people. Over 350 young people per week attended the sessions

Holiday Camps

Over the six weeks of summer school holidays the trust delivered in partnership with Sevenoaks council free of charge weekly sport and food holiday camps for children that were eligible for free school meals. The project targeted five venues in the district and was very successful with attendants.

The camps were multi sport camps , given the children an opportunity to experience a vary of sports, all the children attending received a hot meal on the day, and access for food for at home.

Millwall is more than a football club it is about helping the community and being part of something. I have learned so much and am now enrolling on a CSCS course so I can work in the career I want to do which is construction. Without Millwall's help this wouldn't have been possible, I am now enrolled on Employability and Money Management Level 2 courses with Millwall Community Trust and transitioning to Kite College for a full-time construction college course

*A participant commenting on their experience
of the West Kent Mentoring Programme*

"When a young person becomes isolated the impact on their family can be immense with so many ripple effects. This scheme was established to reach isolated young people that might find the support of an adult mentor from outside of their family beneficial in reconnecting and guiding them. Sometimes, as hard as parents, carers and families try to support their young people it doesn't have the desired effect. Giving a young person the opportunity to talk to, listen to and connect with a trusted adult outside of their normal circle can spark a change in their view of the world – I like to say 'show them the horizon'. Our mentoring sessions enable getting young people to Millwall and allow him ten to be part of the Millwall community meetings and introduced him to our trust to see, experience and be part of our work in the community from holiday camps, over 59s walking football, hospitality works and mentoring our 13-15 year olds on our onsite alternative provision Academy."

*- Jenny Godfrey
Sevenoaks District Council*



THE FUTURE

The trust has developed a new three-year strategic plan for 2014-2027 and the progress of this will be tracked through a business plan tracker and is reviewed at the quarterly trustees' meetings.

Equality, Diversity and Inclusion (EDI) will continue to be a key focus, and this has been shown with the appointment of an EDI lead including working around the trust, the club and the EDI Steering Group to promote diversity at all levels, within the club and the trust.

Again, this coming year will see a number of fundraising opportunities in collaboration with the club to raise unrestricted income for the Trust.

The club is currently looking at a redevelopment of The Den stadium, which will give the Trust a new and improved base to grow its programmes in Lewisham and Southwark.

The club was granted planning permission to build a new training ground complex in West Kingsdown Kent, the trust is an integral part of this planning permission, with the trust having a community base at this new training ground, with this new base the trust can replicate its ground-breaking programmes across the county of Kent.

The trust will continue to support the needs of our local community.

Key Partners

Millwall FC
Huski Chocolate
Lewisham Council
Southwark Council
Kent County Council
Premier league
EFL
EFL Trust
Professional Football Association
London FA
Football Foundation
Kick It Out
Show Racism The Red Card
Bounce Back
Peabody
Active Communities Network
Metropolitan Police
Department of Work and Pensions
Royal British Legion

