Notts County Foundation

Notts County Foundation Strategy 2026 – 2028

Transforming Communities the Notts County Way

As the charitable Foundation of the World's oldest professional football club, we have a responsibility that goes beyond football.

Our Purpose: We exist to support people in Nottingham in addressing their biggest social needs by channelling the passion, energy, expertise and status of the Club-Foundation partnership to deliver innovative, inclusive and impactful programmes that transform lives.

Our Personality: Guides our culture, communications, partnership development and programme delivery.

We are...

- Compassionate
- Ambitious
- Collaborative
- Innovative
- Change Agents

"Through the shared love of the club and community it brings, the work Notts County Foundation do around Nottingham is vital and full of heart. People depend strongly on the work they do and the community of Nottingham benefit greatly and proudly."

Vicky McClure

Our Way, Our Theory of Change

By supporting behaviour change through our skilled coaches/mentors and careful programme design aligned with a holistic wellbeing philosophy, we will drive change to improve people's quality of life.

Our Impact

Our behaviour change model is epitomised by the following case study.

Meet Rob, 77. He's living with stage four prostate cancer. But every week, at The Portland Centre, he turns up to our Cancer and Rehabilitation Exercise (CARE) programme.

"**(CARE) has helped me build myself back up and feel less knocked out day-to-day,**" Rob explained. **"I genuinely have more good days than bad days since I joined."**

For Rob, the programme has provided much-needed support as he manages the effects of cancer alongside arthritis and long-term medication.

"**Physically, CARE helps ensure you are exercising muscles in the right way and gaining some strength back,**" he said. **"Even everyday things like tying shoelaces or getting in and out of a car can be difficult – but I feel more confident again in my physical wellbeing."**

Just as importantly, Rob highlights the sense of community within the sessions.

"It's wonderful to be working out with such a great bunch of people. Everyone understands what you've been through, and you can choose whether to talk about cancer or not. There's a real sense of positivity – we chat, laugh and genuinely have fun."

- Through our CARE programme to date we have supported **274 people** with **83% completing at least 9 weeks of the 12-week programme. 72% have achieved their initial goals** and **73% have started a new physical activity over and above attending the CARE programme.**
- One month into a 12-month contract we have already achieved **50% of our target of young NEETs on our books and employment has been secured for three.**
- Captured youth voice during our Sport & Inclusion programmes. **This has helped to build trusted relationships and generated deeper lived-experience** insight to inform programme adaptation, design and delivery.
- Development of our health offer has seen the successful launch of our Walk and Talk sessions. **96% report better mental health and wellbeing.**

The Context

Why Nottingham/The Meadows: Our home in Nottingham, and especially here in the Meadows, faces some of the toughest challenges in the country. But this is also a place full of talent, heart, and potential. A place where community means everything.

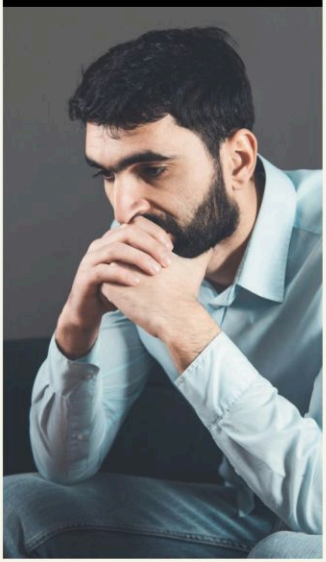
The following headline figures guide our strategic pillars and the design and delivery of our interventions.

Health

Ranked 328th for health and economic activity out of 330 local authorities (3rd worst)

Child Obesity - Nottingham in top ten areas for predicted obesity

One of the highest rates of depression and anxiety in the county with 1 in 6



Education

Permanent Exclusions - Nottingham LA highest in England

Attendance is the 2nd worst in country for primary schools at 2.52%

Nottingham had on average the joint lowest score for educational attainment of cities in England

Social Mobility

Severe Multiple Disadvantage - Is the 8th highest in the UK for prevalences of Severe Multiple Disadvantage

Crime - Is in top 10 areas outside of London for highest crime rates

38.5% of all adults in the city are economically inactive, one of the worst rates in the country

Our Primary Focus: The Meadows

Our commitment is city-wide, but with the Club and The Portland Centre based in The Meadows, we will place a clear priority on this community, where deprivation is particularly stark.

- **Deprivation -** Some parts are the **most deprived 10% in England**
- **Life expectancy gap is 9–10 years (men).** Women live longer in poorer health than men
- Employment deprivation of 18% to 20% is **twice the national average**
- **Free School Meals: Estimated at 45%** (significantly above national ~25%)

Our Community Holistic Wellbeing Hub: The Portland Centre

It is from this one-stop-shop that we will make a positive difference to the community facing multiple challenges.

Our Goals

Will be delivered through our key strategic pillars of **Health, Education and Social Mobility** underpinned by social inclusion and improved accessibility.

Health

20% Reduction in obesity,
especially for year 6 students

20% Reduction in number of smokers

Improved outcomes
for cancer survivors

20% Improved mental health
(and associated lifestyle choices)

Education

50% increase
in number of young people
re-integrated
into learning environments

30% Reduction
in absenteeism

30% Improvement
in young people achieving
5 GCSEs

Social Mobility

10% Reduction
in unemployment

Number of people
from all backgrounds
achieving qualifications

20% Reduction
in food poverty

Reduction
in anti-social behaviour

We're keen to develop new partnerships to amplify our impact.
Contact Ajay Sharma CEO **ajay.sharma@nottscountyfoundation.org.uk** to talk about becoming an area-based partner, system partner, donator, fundraiser or to volunteer.

Donate Here