Community and Education Trust

Registered Charity No: 1130773

IMPACT REPORT 2025/26



Enhancing lives and our communities

Contents

2 Contents

3 Who We Are

4 Foreword

5 Preston Context

6 Our Year - July To December 2025

7 Our Year - January To June 2026

8 Social Value

9 Community Engagement

13 Education And Employment

17 Health And Wellbeing Strand

21 Players In The Community

22 Women's First Team

23 Fundraising

24 Supporting The Trust

25 Our People

26 Financial Overview

27 Partners







Who We Are

At Preston North End Community and Education Trust (PNECET), we believe that football has the power to empower and transform lives.

Our mission is to improve the health, education and life opportunities of people across Preston and the surrounding areas by delivering inclusive and innovative initiatives that create lasting positive change.

Everything we do is guided by our core values of

Innovation **Youth Power** **Inclusion** **Wellbeing** **Community Commitment**

These values shape every interaction we have through every programme we deliver and every partnership we build. They ensure that our participants remain at the heart of our decision-making, shaping the future of the Trust and driving high standards across everything we do.

From supporting children from the age of two, to enriching the lives of the armed forces community, our values are embedded into our day-to-day operations. They influence not only how we deliver our work, but why we do it.

This report demonstrates the impact of that commitment, showcasing the stories, the partnerships and achievements that continue to strengthen communities and enhance lives through the power of **Preston North End Football Club**.



£1.98 MILLION INVESTED IN THE COMMUNITY	16,765 PEOPLE ENGAGED	41 PROGRAMMES DELIVERED	15,542 DELIVERY HOURS

Community and Education Trust

Registered Charity No: 1130773

Our Trustees



Kevin Abbott



Bryan Gray CBE



Doreen Hounslea



Ben Rhodes



Paula Wilson



Emma Butterworth

A Message From Our Chief Executive Officer



John Hartley,
Chief Executive Officer PNECET

As I reflect on my first months as Chief Executive of Preston North End Community and Education Trust, I am proud to present our 2025/26 Impact Report.

This report celebrates our achievements and, above all, the lives changed through the dedication of our staff, Trustees, volunteers, partners and supporters.

Between July 2025 and June 2026, we continued growing as one of Lancashire's leading community charities, harnessing the power of Preston North End to inspire Preston, South Ribble and the surrounding areas.

Through more than 40 programmes, we tackled health inequalities, supported education and employment, promoted wellbeing and reduced isolation. Behind every statistic in this report is a person whose life has been enhanced.

I would like to express my heartfelt appreciation to our wonderful workforce, Trustees, volunteers, and of course our participants.

I hope you enjoy discovering the remarkable difference we've made together.

Thank you for your continued support.

A Message From Our Chair Of Trustees



Kevin Abbott,
Chair of Trustees PNECET
and Club Director PNE

It is my pleasure, on behalf of the Board of Trustees, to introduce Preston North End Community and Education Trust's 2025/26 Impact Report.

The past year demonstrated the Trust's leading role in the voluntary sector, improving thousands of lives across Preston and the wider community through education, health and wellbeing, and community engagement.

This year marked an exciting new chapter with John Hartley's appointment as Chief Executive Officer. John has brought fresh energy, strategic vision and a commitment to collaboration.

I would also like to recognise the pivotal contribution of his predecessor, Harriet Creighton-Levis, whose leadership also supported the charity's development.

My thanks go to my fellow Trustees, staff and volunteers, whose passion and dedication underpin the stories of hope, opportunity and achievement within this report.

The Board will ensure the Trust remains well governed, financially sustainable and ambitious as we harness the power of Preston North End Football Club to enhance more lives.

Preston Context

Why Local Need Shapes Our Work

North End Together is our 2024 to 2027 strategy, setting out how we use the power of Preston North End Football Club to enhance lives and our communities.

We developed the strategy using local data and feedback from participants, partners and communities to better understand the challenges people face across Preston and where our work can make the biggest difference.

This understanding guides the programmes we deliver, the partnerships we build and our priorities.

Our work covers three areas: Community Engagement, Education and Employment, and Health and Wellbeing. Each one addresses different local needs, with all three contributing to our aim of making Preston and the surrounding areas safer, healthier and more inclusive places to live.

The Challenges Shaping Our Work

Community Engagement
Safer, stronger and a more connected community

54%
CRIME RATES IN PRESTON ARE ABOVE THE NATIONAL AVERAGE

Top 20%
PRESTON IS AMONG THE MOST INCOME-DEPRIVED AREAS IN ENGLAND

27.5%
OF PRESTON RESIDENTS ARE FROM ETHNICALLY DIVERSE BACKGROUNDS

Education And Employment
Providing opportunities, raising aspirations, fulfilling potential

32%
OF CHILDREN IN PRESTON ARE LIVING IN POVERTY

3%
OF 16 TO 19-YEAR-OLDS ARE NOT IN EDUCATION, EMPLOYMENT OR TRAINING

19%
OF PEOPLE IN PRESTON HAVE NO QUALIFICATIONS

Health And Wellbeing
Inspiring change, improving health, enhancing lives

23%
OF PRESTON RESIDENTS ARE PHYSICALLY INACTIVE

Bottom 10%
PRESTON FALLS WITHIN THE LOWEST-RANKED 10% OF LOCAL AUTHORITIES IN ENGLAND FOR HEALTH

32%
OF PEOPLE AGED 65 AND OVER LIVE ALONE AND MAY BE SOCIALLY ISOLATED



What Our Community Told Us

- Support people affected by poverty and cost of living pressures
- Create safer, fairer and healthier communities
- Improve educational attainment, skills and employment opportunities
- Reduce isolation, strengthen connections and celebrate Preston's diversity



North End Together



Our Year 2025

JULY



July reinforced our support for the Armed Forces community following the formal signing of the Armed Forces Covenant. The event brought together representatives from the Trust, the club and Armed Forces organisations, strengthening partnerships and outlining our commitment to support veterans, serving personnel and their families across Preston.

AUGUST



Ahead of the new season, an 80-metre mural celebrating Preston North End's history was unveiled at the Alan Kelly Town End. Developed as part of our Heritage programme and painted by local artist Shawn Sharpe, the mural captures key moments from the club's past and highlights our role in preserving and celebrating Preston's rich football heritage.

SEPTEMBER



September saw the launch of the Breaking Barriers in the Community programme at Deepdale, highlighting pathways into match officiating. Referees from across the professional game shared their journeys and insights with local attendees, while interactive workshops offered a hands on look at officiating. The evening reinforced our commitment to diversity, inclusion and opportunity within football.

OCTOBER



In **October**, Deepdale hosted a special Diwali celebration, welcoming over 120 guests from the local Hindu and Sikh community. Families enjoyed activities, stadium tours and player engagement in an evening built around togetherness and cultural celebration. We also delivered Show Racism the Red Card workshops with partner schools, continuing our education around equality and inclusion.

NOVEMBER



November's EFL Week of Action included player and staff visits to local schools, alongside matchday experiences for young people. We also supported Operation Sceptre through knife crime awareness workshops, helping students understand the risks and develop life-saving skills as part of our commitment to safeguarding and community safety across Preston.

DECEMBER



December focused on bringing people together and supporting families across Preston. Backed by local partners, our 'Whites Christmas' toy appeal provided gifts and essentials, while food bank donations offered further practical help. Festive events at Deepdale and Sporting Memories sessions gave participants opportunities to connect and celebrate Christmas together.

Our Year 2026

JANUARY



January saw the introduction of a Bleed Control Cabinet at Deepdale, reinforcing the club and Trust's commitment to keeping supporters and our wider community safe. Located outside the stadium, the cabinet provides access to potentially life saving equipment and is part of wider efforts to raise awareness around emergency first aid.

FEBRUARY



With the support of The North End Crescent Muslim supporters' group and Roccia, we hosted our annual Iftar at Deepdale.
The evening brought together supporters, partners and members of the local community to break fast during Ramadan. We also worked alongside the Light Foundation to distribute food parcels to supporters following our fixture against Millwall.

MARCH



Over 200 supporters took part in the Big PNE Sleep Out at Deepdale, raising over £60,000 in partnership with The Foxton Centre.
The event once again highlighted the incredible generosity of the local community, with participants giving up the comfort of their own beds for one night to help support people experiencing homelessness across Preston.

APRIL



April marked the start of a new chapter for PNECET as John Hartley was appointed Chief Executive Officer.
John brought fresh ideas and renewed ambition as we continued our work to enhance lives and our communities across Preston. With a strong focus on collaboration and impact, John's arrival signalled an exciting new era for the Trust and the communities we serve.

MAY



May was packed with special moments at Deepdale. More than 320 children stepped onto the pitch across two unforgettable days, giving participants the opportunity to follow in the footsteps of their heroes. The month also saw the return of our Corporate Cup, bringing local businesses together in support of the Trust and strengthening relationships with our partners and supporters.

JUNE



Following months of STEM United sessions delivered in schools, more than 120 young people came to Deepdale for a regional event partnering with the EFL, Creative Hut, Blackburn Rovers Community Trust and Bolton Wanderers in the Community.
Supported by BAE Systems volunteers, participants put learning into practice through a series of challenges focused on coding, engineering, creativity and problem solving.

Understanding Our Social Value



At PNECET, our mission is to enhance lives and our communities through our work across Community Engagement, Education and Employment, and Health and Wellbeing.

Whilst participation figures tell us how many people we support, social value helps us understand the wider difference these experiences have on individuals, communities and society.

By improving health, increasing confidence, reducing loneliness, supporting people into education and employment, and creating stronger communities, our work creates benefits that extend far beyond the programmes themselves.



These outcomes reduce pressures on public services, improve quality of life and create wider benefits for society generating social and economic value.

In simple terms, social value helps us to understand the return created through investment and the lasting difference being made across Preston.

During 2025, we began working alongside Collins McHugh (corporate responsibility and sustainability consultancy) to better understand and evidence this impact.



Using recognised wellbeing valuation methodologies and nationally accepted financial proxies, including the Housing Associations' Charitable Trust (HACT) Social Value Bank and HM Treasury's Green Book principles (UK government's guidance on appraisal), this work helps us understand the long-term difference being made through our work.

How Value Is Created

Investment → **Programmes Delivered** → **Positive Outcomes** → **Social Value Generated**

16,765 PEOPLE ENGAGED	**£1.98 MILLION** INVESTED IN THE COMMUNITY	**£16.6 MILLION** SOCIAL VALUE GENERATED	**£9.23** RETURNED FOR EVERY £1 INVESTED

Community Engagement



1,643
PARTICIPANTS ENGAGED

12
STAFF INVOLVED

3,727
DELIVERY HOURS

11
PROGRAMMES DELIVERED



39
PARTNER ORGANISATIONS

£3,030,961
PNECET SOCIAL VALUE GENERATED

£1 : £7.95
SOCIAL RETURN FOR EVERY £1 INVESTED



£ 705,895
STRAND INCOME 2025/26

Champions

Champions provides targeted mentoring for young people aged ten to 25 who are at risk of serious violence or offending.

Through trusted one-to-one support, mentors help participants understand their experiences, manage risk, improve behaviour and build routes towards education, employment and a more positive future.

Building Control And A Clearer Future

A 15-year-old individual was referred through the Turnaround Project after a youth caution and incidents of online harassment, aggression and minor criminal damage.

ADHD and additional needs affected his impulse control, especially online, and he struggled to manage his emotions. Through regular one-to-one mentoring, he recognised the impact of social media on his mental health and behaviour. He reduced his online use, stopped initiating conflicts and became calmer in difficult situations.

He completed his GCSEs, received extra maths and English support and began exploring apprenticeships. Preston College reconsidered his application, noting his improved calmness.

His mother has reported positive changes at home, and professionals say he is more emotionally regulated and better able to think before reacting.

CHAMPIONS



> “I enjoy having a mentor because I finally have someone I can speak to one-to-one, rather than always having to talk in a group.”
>
> **Champions Participant**

72% OF PARTICIPANTS HAD NO FURTHER ARRESTS

10 YOUNG PEOPLE RETURNED TO EDUCATION

Premier League Kicks And Detached Youth Work

Premier League Kicks uses football and trusted youth work to engage young people aged eight to 18, particularly in areas affected by antisocial behaviour.

Free weekly sessions, detached outreach, workshops and mentoring help participants stay active, build confidence, develop positive relationships and access wider opportunities.

Returning To Football And Finding Her Voice

Faith, 13, has attended Premier League Kicks for two years. After knee surgery and time away from football affected her confidence, she left her new grassroots club. Through Kicks, she stayed involved and helped develop a weekly girls-only session, giving more girls a welcoming place to play.

Now a Kicks Ambassador, Faith shares participant feedback to help shape sessions and has represented PNECET at the Preston Youth Strategy launch and Deepdale matchdays celebrating International Women’s Day and Her Game Too.

With support, she has rebuilt her confidence while helping create opportunities for others.

Lancashire County Council



> “Kicks gives me the chance to play football with my friends. The staff are genuinely interested in helping me and have given me volunteering opportunities. I am excited to see where the journey takes me.”
>
> **Faith**

1,072 YOUNG PEOPLE ENGAGED IN PL KICKS

66 GIRLS COMPLETED PL CHANGEMAKERS

PNE Forces

PNE Forces supports veterans, serving personnel and their families through football, social and wellbeing programmes, care home outreach and support for partners of serving soldiers.

The programme helps people remain active, improve wellbeing, build friendships and feel connected to a supportive armed forces community.

Finding Connection Through The Armed Forces Community

Army veterans **Heather and Stephen Walters** moved to Preston from Wales in 2016. After surgery, ongoing health issues and the loss of Heather's driving licence limited their opportunities to get out and meet people.

While waiting for Healthy Weight support, they joined PNECET Forces Walk and Talk sessions, where they were warmly welcomed and quickly made friends with other veterans. This led to the NAAFI Break programme and further activity. Both felt more active, less isolated and part of a community that understood them.

Heather also rediscovered painting after nearly 40 years, creating and donating artwork. Increased activity helped her lose 2% of her body weight, while new friendships gave the couple the social life they had struggled to build locally.



"Through Walk and Talk and the NAAFI Break, we have made rewarding friendships. Those connections created a social life we would not have had without joining the programme.

Heather Walters

THE ARMED FORCES COVENANT FUND TRUST
Funded by HM Government

100% BETTER UNDERSTAND THEIR MENTAL HEALTH

4 to 16 GROWTH IN FORCES FOOTBALL ATTENDANCE

Connecting Communities

With support from the Premier League Fans Fund and Preston City Council, we have continued to help more people get involved with Preston North End, creating opportunities for those previously facing barriers to accessing the club.

This has included women and girls, disabled supporters, ethnically diverse communities, LGBTQ+ supporters, refugees, asylum seekers, veterans and families facing financial difficulties.

Through events and matchday experiences, we've helped people connect with the club and one another.

Creating Opportunities Beyond The Weekly Session

Our SEND Premier League Kicks sessions at Sir Tom Finney Community High School help young people get active through activities tailored to their interests.

Participants wanted more opportunities to travel, compete and experience football beyond Preston. With support from Preston City Council, we made this possible. A Norwich trip let the group represent PNE in a tournament with Norwich City Community Sports Foundation, then attend a first team fixture.

The visit helped participants build confidence and independence, connect with peers and enjoy new experiences.
By listening to them, we created opportunities beyond weekly sessions.



"I was nervous going somewhere that's so far away from home. Norwich is nice though. Carrow Road was loud and even though we didn't get the result I enjoyed the match. I would love to do something like this again in the future.

Bradley Campbell

Premier League Fans Fund

79% REPORTED A STRONGER SENSE OF BELONGING

92% OF ATTENDEES FEEL WELCOME AT DEEPDALE

The Difference We Make

Across community engagement, people are making safer choices, building confidence and developing a stronger sense of belonging.

Targeted mentoring is helping young people return to education and avoid further offending, while inclusive football, cultural events and matchday activity help more people feel that Deepdale and the wider PNE community are for them.



Impact And Progression

PNECET first met **John** through its partnership with Guild Lodge, where he was a service user. Staff quickly recognised the way John engaged with and supported others, leading to an opportunity to volunteer with the Trust in 2019.

He later progressed into paid casual work across Community Engagement and Health and Wellbeing and was recognised with a Community Gateway Association Unsung Hero award for giving back to his community.

Since then, John has continued to progress from casual to part time and now full time employment as a Champions Mentor. Drawing on his own lived experience, he now works directly with young people, building trusted relationships and helping them make positive choices and take a different path.

Marshall joined Premier League Kicks in 2023 and over the last three years has progressed from participant to role model and volunteer.

Staff recognised his leadership potential and supported him to develop his confidence, communication and ability to work with younger participants.

He became the first participant to join the North End Volunteering Programme and is now gaining practical experience supporting sessions while working towards 100 volunteering hours and his FA Introduction to Coaching Football qualification.

Marshall hopes to build a career in community sport and ultimately progress into employment with PNECET.

> “I joined the Trust as a volunteer in 2019 and have progressed from volunteer, to casual, part-time and now full-time as Champions Mentor. The Trust has helped me grow in confidence and given me the opportunity to use my lived experience to support young people and help them make positive choices.
>
> **John Richardson**



> “Premier League Kicks has grown my confidence and given me opportunities I never imagined. Starting as a participant, I now volunteer, support sessions and am working towards a coaching qualification. I hope to keep progressing, work for the Trust one day, and help other young people just as the staff have helped me.
>
> **Marshall**

What Our Partners Say

> “Since working with PNECET, AR’s behaviour has improved both in and outside school. She now approaches staff to resolve issues rather than reacting, remains fully engaged and looks forward to every session.
>
> **Holy Cross Catholic High School**

4,250 COMPLIMENTARY TICKETS DISTRIBUTED THROUGH PL FANS FUND	**68%** FIRST TIME ATTENDEES RETURNED TO DEEPDALE	**98%** KICKS PARTICIPANTS FELT INSPIRED AND ENGAGED	**61** KICKS PARTICIPANTS PROGRESSED INTO POSITIVE PATHWAYS	**95%** VETERANS BUILT POSITIVE SOCIAL CONNECTIONS	**73%** OF CHAMPIONS PARTICIPANTS SHOWED IMPROVED BEHAVIOURS

Education And Employment



5,537
INDIVIDUALS SUPPORTED

14
STAFF INVOLVED

8,104
DELIVERY HOURS

14
PROGRAMMES DELIVERED



68
PARTNER ORGANISATIONS

£4,648,208
PNECET SOCIAL VALUE GENERATED

£1 : £7.62
SOCIAL RETURN FOR EVERY £1 INVESTED



£ 734,810
STRAND INCOME 2025/26

Premier League Primary Stars

Premier League Primary Stars supports primary schools to improve PE, physical activity and personal development.

PNECET staff deliver curriculum lessons, lunch and after school clubs, competitions and targeted support while working alongside teachers to strengthen their skills and confidence, helping schools to provide enjoyable and sustainable opportunities for pupils.



Building Teacher Confidence

Inskip Primary School asked PNECET to help staff improve confidence in teaching gymnastics.

The school originally commissioned one term of support, with Trust staff delivering lessons while sharing plans, resources and practical guidance with teachers. The approach allowed staff to observe strong delivery, practise new methods and build confidence in leading the subject themselves.

Following positive feedback from teachers and pupils, Inskip extended the agreement for the full academic year. The partnership shows how Primary Stars can create impact beyond the sessions delivered directly by PNECET. By supporting teachers as well as pupils, the programme helps schools continue providing better PE after the initial support has ended.

> “Working with the Trust has been a breath of fresh air. Staff have shared resources and lesson plans while building our confidence in gymnastics. We were so impressed that we extended the agreement for the full academic year.
>
> **Inskip Primary School**

87% OF TEACHERS REPORTED IMPROVED CONFIDENCE

2,910 PUPILS WERE SUPPORTED

Secondary School Provision and Premier League Inspires

The provision supports young people who are at risk of disengaging from school or not reaching their potential.

Small group learning, qualifications, mentoring and personal development help learners improve attendance, behaviour, wellbeing and attitudes towards education while building confidence for their next step.



From 36% Attendance To Full Engagement

George joined the Secondary School Provision and Premier League Inspires after struggling with mainstream education.

His attendance had fallen to 36%, affecting his learning and confidence.

George started at PNECET one day a week and responded well to the smaller, supportive setting. As engagement improved, this rose to three days. He achieved 100% attendance at the Trust, became more active and reported better physical and mental wellbeing.

George completed an NCFE Level 1 Certificate in Sport and began Level 2. His progress shows how the right environment, trusted staff and recognised qualifications can help a young person reconnect with education and plan for the future.

> “Premier League Inspires made me want to attend. It feels more relaxed and welcoming, and it improved my attitude towards learning. I stopped messing around at school and my attendance rose to 100%.
>
> **George**

85% OF STUDENTS ACHIEVED A QUALIFICATION

83% OF STUDENTS REPORTED IMPROVED MENTAL WELLBEING

Preston Centre Of Sporting Excellence

The Centre of Sporting Excellence provides Level 1 to Level 3 education programmes for 16 to 19-year-olds, combining recognised qualifications with regular football development.

Learners receive academic support, personal development and practical experiences designed to prepare them for university, employment and careers within sport.

Taking His Next Steps In The United States

Liam joined the Centre of Sporting Excellence to combine education with regular football development.

Supported by staff, he worked towards his qualification while building the confidence, discipline and independence for his next step.

Liam's progress earned him a scholarship in the United States, allowing him to continue his education and football journey. This achievement shows how the centre can create routes beyond the traditional college pathway.

His story shows how qualifications, high expectations and football development can raise aspirations and open opportunities further afield.

Centre of Sporting Excellence



> "The Centre of Sporting Excellence gave me the opportunity to combine my education with regular football development. The support I received helped me to grow in confidence, become more independent and prepare for my next step.
>
> Earning a scholarship in the United States was a huge achievement and I'm excited to continue my studies and my football journey.
>
> **Liam**

100% PASS AND PROGRESSION RATE

9 PROGRESSED ON TO PNECET DEGREES

University Of South Wales Higher Education

PNECET's higher education provision combines degree study with practical experience inside a professional football environment.

Students develop academic knowledge, professional behaviours and industry contacts through mentoring and work based learning, creating routes into employment, further study and careers across football, sport and community development.

From First Class Degree To Paid Employment

Hannah graduated with first class honours in Sports Business Management. Alongside her studies, she gained practical experience that built her confidence and understanding of the football and community sector.

This development led to a 26-hour part-time role where she applied her learning professionally.

She also spent two months in the United States with Challenger Sports, travelling across four states and strengthening her communication, independence and teamwork.

Her journey highlights the value of combining study with real responsibility, helping graduates leave with a qualification, work experience and a stronger career platform.

University of South Wales



> "The Sports Business Management degree helped me become more independent, confident and focused on my career goals. It provided valuable knowledge and experience with PNECET, leading to a contracted role, while supporting my personal and professional development and improving my career prospects.
>
> **Hannah Towne**

100% PROGRESSION TO EMPLOYMENT, EDUCATION OR TRAINING

10 PNECET STAFF GRADUATES

The Difference We Make

Across education and employment, pupils and learners are becoming more engaged, gaining qualifications and moving towards their next step.

Teachers are building confidence to deliver better PE, while young people who previously struggled in education are improving attendance, motivation and wellbeing. Clear routes from school to college, university and work help turn participation into lasting opportunity.



Impact And Progression

Jack completed the PNECET degree pathway before moving to the United States, where he spent two years working with Challenger Sports.

Living and working overseas developed his confidence, adaptability and coaching experience. After returning to Preston, Jack progressed into employment with PNECET and is now the Higher Education Mentor for the same degree programme where he supports current students with their academic work, practical development and future plans.

His journey from student to international experience and then mentor shows the long term value of the pathway and the importance of graduates returning to inspire the next group of learners.

Logan's journey has taken him from Preston North End's Academy into education, coaching and full time employment.

After completing his studies, he continued developing his practical experience and became involved with Preston North End WFC as first team coach.

He has since progressed into a full time role at the Trust as a PE specialist, using the knowledge and experience gained through his education to support children and young people.

This demonstrates how the pathway can connect football experience, recognised study and meaningful employment, allowing graduates to build careers while continuing to contribute to Preston North End and the wider community.

"The Trust has shaped who I am today, personally and professionally. As a student, I gained education and work experience, building confidence and ambition. After my degree and time in America, I returned to support the next generation.

Jack Ainsworth



"The Trust played a huge role in getting me where I am today, providing hands-on experience with girls' football, primary school PE and real-world coaching, building my skills, confidence and pathway into Preston North End Women as First Team Coach.

Logan De KLerk

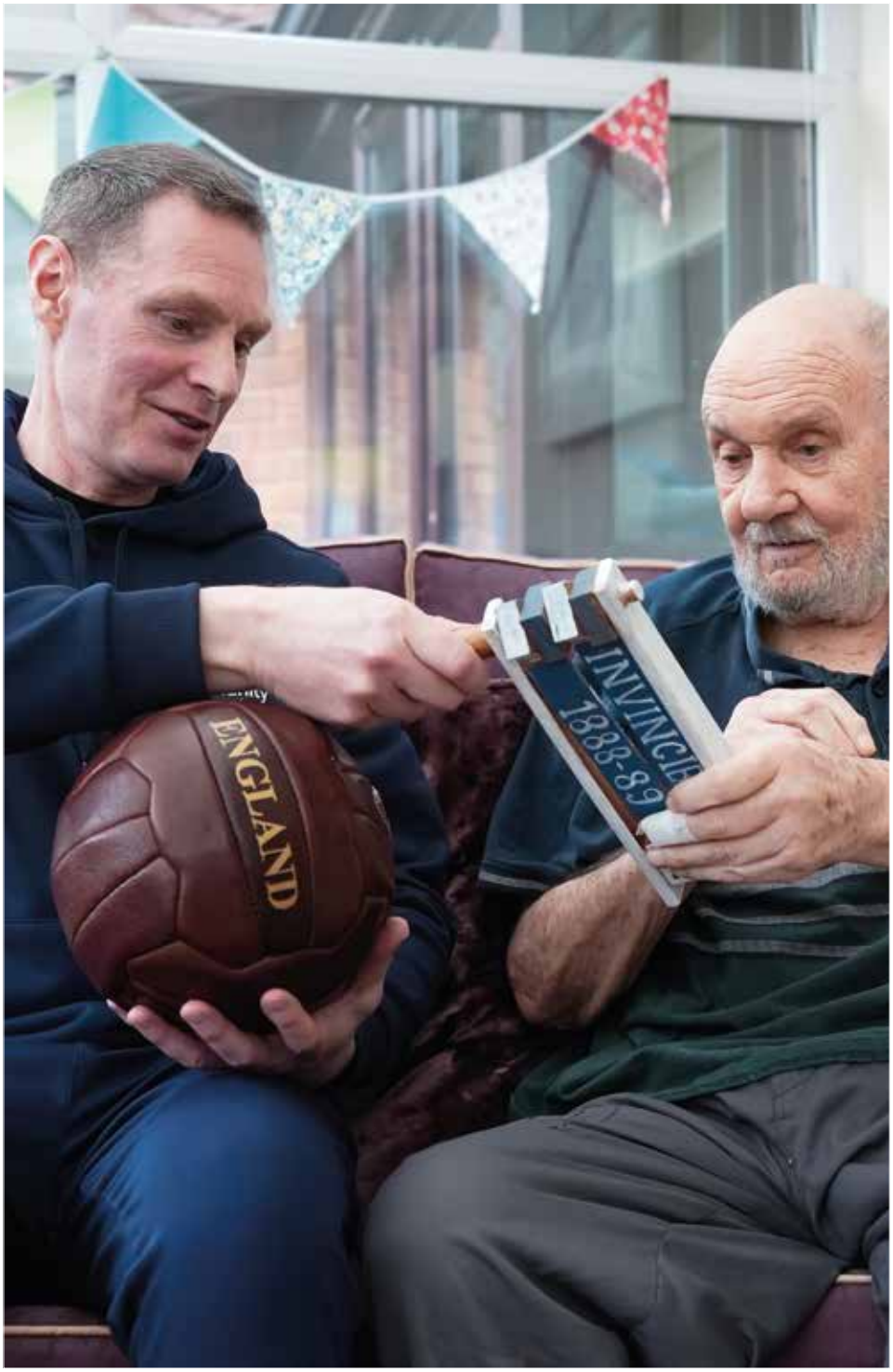
What Our Partners Say

"This is our third year working with PNECET. Communication is strong, staff are consistently supportive and we have seen real success with learners who attend. We would recommend the Trust as an alternative education provider.

Cara Tolson, Attendance and Behaviour Lead
Moor Park High School

89% LEARNERS GAINED A RECOGNISED QUALIFICATION	**92%** PLPS PUPILS IMPROVED THEIR PHYSICAL LITERACY	**90%** FELT SUCCESSFUL IN SCIENCE AFTER STEM UNITED	**85%** INSPIRES PARTICIPANTS IMPROVED ATTITUDE TOWARDS LEARNING	**198** INSPIRES PARTICIPANTS IMPROVED THEIR SCHOOL ATTENDANCE	**90%** LEVEL 3 LEARNERS COMPLETED WORK EXPERIENCE

Health And Wellbeing



5,804
INDIVIDUALS SUPPORTED

12
STAFF INVOLVED

3,711
HOURS DELIVERED

16
PROGRAMMES DELIVERED



104
PARTNER ORGANISATIONS

£8,281,542
PNECET SOCIAL VALUE GENERATED

£1 : £18.64
SOCIAL RETURN FOR EVERY £1 INVESTED



£ 429,301
STRAND INCOME 2025/26

Invincibles Heritage Project

Through our 'Invincibles' Heritage Project, PNECET partnered with the National Football Museum to launch the Giant Scarf Project.

Inspired by a 1964 FA Cup hand-knitted PNE scarf, the focus was to improve people's wellbeing, promote a strong sense of community spirit and connection, inspire people to get creative try a new skill, and celebrate Preston's rich football history.

Rebuilding Confidence Through Community Creativity

Debra, struggling with mental health post-Covid, found new confidence volunteering at knitting sessions.

Initially joining to teach knitting as an 'expert knitter', she quickly became a staple at workshops and 'sewing parties'.

By engaging with the Giant Scarf Project, Debra rebuilt her confidence and even shared her journey live on stage at the Giant Scarf Project celebration event.

This transformative experience led Debra to train as a Citizens Advice witness Service volunteer with plans to return to work, marking a significant step in her recovery and reconnection.



"Getting out helped me meet new people and build my confidence from zero. I enjoyed chatting, helping others and feeling more like the person I used to be.

Debra Guest

600 KNITTING PACKS DISTRIBUTED AND 1000+ INDIVIDUAL STRIPS KNITTED

90%+ OF PARTICIPANTS REPORTED IMPROVED MENTAL WELLBEING

Cancer Prehab

The Cancer Prehab programme supports people before any significant cancer treatment through tailored exercise sessions.

It helps participants improve fitness, confidence and wellbeing in a safe, supportive environment, while reducing isolation and encouraging long-term physical activity.

Preparing For Treatment With Greater Confidence

When **Pauline** was referred to Cancer Prehab, she was preparing for treatment and felt anxious about what her body could manage. She relied heavily on a walking stick, found everyday activity tiring and lacked confidence in exercising safely.

PNECET coaches introduced exercises suited to her ability and treatment stage, allowing her to progress at a pace that felt manageable. Over time, Pauline noticed improvements in her strength, balance, mobility and energy. The group environment was equally important, meeting with others who understood what she was experiencing and helping her feel less alone.

Pauline continues to attend and feels more positive about managing her health. She now has greater confidence in her movement and feels better prepared both physically and mentally for the challenges associated with treatment.



"I was worried about doing anything physical but wanted to rely less on my walking stick. The sessions helped me feel safe and supported, and the coaches let me progress at my own pace. Being around people who understand has made a huge difference.

Pauline Wilkinson

38 PARTICIPANTS SUPPORTED THROUGH THEIR CANCER JOURNEY

100% OF PARTICIPANTS REPORTED IMPROVED EMOTIONAL WELLBEING

WorkWell

WorkWell supports people whose health is affecting their ability to start, stay in or return to work.

A work and health coach helps each person create a practical plan, improve wellbeing, rebuild confidence and access support with employment, workplace conversations, applications and wider services.



Rebuilding Confidence And Returning To Work

A 41-year-old participant was referred by her GP after several months away from work due to stress and panic attacks. She had stopped driving, lost confidence and felt that her relationship with her employer had broken down.

Working with her work and health coach, she completed an outcomes assessment and created a practical plan focused on improving wellbeing and finding a new role. Step-by-step, she rebuilt her confidence, began applying for jobs and secured interviews with five employers. She was offered all five positions.

The progress extended beyond employment. She returned to driving, attended her first social event in months and reconnected with activities she previously enjoyed. The support helped her recognise her strengths, make decisions based on her own needs and move towards a healthier and more secure working life.

> “
>
> The support helped me regain my confidence and take one step at a time. It focused on me and my needs and reminded me that my health and future mattered.
>
> **Anon**

Funded by UK Government

88% OF PARTICIPANTS REPORTED IMPROVED HEALTH AND WELLBEING

77% OF PARTICIPANTS REPORTED IMPROVED JOB SEARCHING SKILLS

Adult Healthy Weight

The Adult Healthy Weight Programme provides 12 weeks of personal support for adults.

Practical nutrition guidance and enjoyable physical activity help people lose weight, improve their health and build realistic habits that can continue beyond the programme in a welcoming and non judgemental setting.



Healthier Habits And Renewed Confidence

Michael Watts joined following a GP referral to lose weight and improve his overall health. He recognised that his physical health was also affecting his emotional wellbeing and committed fully, attending all 12 sessions.

With personal support, Michael reduced his weight from 148.2kg to 139.4kg, a 6% loss. His waist measurement fell by 10cm and his blood pressure returned to healthier levels. A smartwatch and healthy weight journal helped him monitor progress, while encouragement from the group kept him motivated.

Michael reduced takeaways, alcohol and high sugar snacks, increased fruit, vegetables and water and doubled his daily walking from 20 to 40 minutes. He also reported better sleep, cardiovascular health, confidence and life satisfaction. The programme gave him the knowledge, routine and support to continue making progress.

> “
>
> I have lost weight and become more confident. The programme gave me the tools to continue, helped me make better choices and proved that I can exercise safely and keep progressing.
>
> **Michael Watts**

Preston City Council

Lancashire County Council

186 ADULTS ENGAGED IN THE HEALTHY WEIGHT PROGRAMME

64% OF PARTICIPANTS ACHIEVED 5% WEIGHT LOSS

The Difference We Make

Across health and wellbeing, people are becoming more active, managing their health with greater confidence and building relationships that reduce isolation.

Personal support is helping participants prepare for cancer treatment, improve mental wellbeing, return to work, lose weight and remain connected to others, improving quality of life and helping prevent further ill health.



Impact And Progression

Joe, aged 82, first joined PNECET through the Healthy Weight Programme because he wanted to improve his health and remain active.

The welcoming approach helped him build healthier habits, improve his mobility and feel more confident.

After completing the programme, Joe continued through Sporting Memories and Walk and Talk.

These weekly sessions now provide a routine which supports both his physical and mental wellbeing.

He remains active outdoors, shares his lifelong interest in Preston North End and looks forward to spending time with familiar faces each week.

Craig began his PNECET journey through FITFANS, looking to become more active and improve his fitness in a supportive setting. Structured activity and encouragement helped him establish a consistent routine.

As his fitness improved, Craig progressed into Walking Football and now represents the over 50s team.

The programme allows him to remain active while staying connected to football. Just as importantly, it has given him friendship, belonging and renewed purpose.

Craig reports improvements in his fitness, energy and mental wellbeing and values the social side as much as the activity.

> “
>
> The Trust has given me something to look forward to each week.
>
> They have supported my health and helped me meet great people who share my love of Preston North End.
>
> **Joe**



What Our Partners Say

> “
>
> We are delighted to have PNECET delivering Preston’s adult and family healthy weight services. Their dedication and impact have been excellent, and we look forward to continuing the partnership to improve health and wellbeing across the city.
>
> **Jess Jacobs, Community Health and Wellbeing Officer, Preston City Council**

> “
>
> Joining FITFANS was the best decision I made for my health.
>
> Walking Football has also been brilliant for my fitness, wellbeing and social life.
>
> **Craig Preston**

89% MORE CONFIDENT USING MENTAL HEALTH COPING STRATEGIES	**93%** REDUCED SOCIAL ISOLATION THROUGH SPORTING MEMORIES	**91%** IMPROVED MOBILITY THROUGH CANCER PREHAB	**79%** IMPROVED FAMILY PHYSICAL WELLBEING THROUGH PASTA	**100%** INCREASED HAPPINESS THROUGH PARKINSON’S WALKING FOOTBALL	**96%** IMPROVED THEIR KNOWLEDGE OF PNE HISTORY

Players In The Community

Using The Power Of Preston North End Beyond The Pitch

Players and staff from across Preston North End, including our men's and women's first teams and academy, play an important role in bringing the club closer to its community.

Throughout 2025/26, they supported visits, events and programmes across Preston, using the power of the club to create memorable experiences and help us enhance lives and our communities.



Across The Year

Support from Preston North End players and staff was felt across the full breadth of our work during 2025/26.

From Show Racism the Red Card workshops and CPR training to Sporting Memories, Diwali at Deepdale, soccer schools, Remembrance activity, heritage events and community celebrations, their involvement helped bring added profile, energy and meaning to programmes across the Trust.



Royal Preston Hospital

Bringing Christmas to young patients

Michael Smith, Ben Whiteman, Thierry Small, Stefán Thórdarson and Lewis Dobbin visited the children's ward at Royal Preston Hospital, sharing gifts and spending time with young patients and their families.

The players chatted about football and posed for photographs, bringing some festive cheer to the ward and giving families a welcome lift during a difficult time in hospital.



The Foxton Centre

Supporting people experiencing homelessness

Odel Offiah, Lewis Gibson, Alfie Devine, Pol Valentín and Paul Heckingbottom joined The Foxton Centre to serve meals and spend time with people experiencing homelessness.

The visit supported an important local partner while giving players and staff the opportunity to hear directly from people using the service and understand challenges faced within our community.

Premier League Community Captain

Celebrating Harmaan

In March, Harmaan was recognised as PNECET's Premier League Community Captain, celebrating the positive impact he has made through his involvement with the Trust.

Paul Heckingbottom surprised Harmaan and his peers at Sir Tom Finney Community High School to present the award, creating a memorable moment that celebrated his contribution and the difference young people can make in their community.

"

Player engagement in the community is a hugely important part of what Preston North End represents, giving our players the opportunity to inspire people and make a positive difference across Preston.

Paul Heckingbottom, PNEFC Manager

Women and Girls' Football







Our Pathway

Our women and girls pathway creates opportunities for players to develop from junior football through the Emerging Talent Centre and into senior football.

With high quality coaching, strong links across the pathway and an ambitious first team, the aim is to give talented local players a place to develop, progress and represent Preston North End at every stage of their journey.

2
ETC PLAYERS PROGRESSED TO WSL ACADEMIES

PNEWFC CHAMPIONS 2025/26

169
PLAYERS REGISTERED ACROSS OUR PATHWAY

A Landmark Season

The 2025/26 season was a landmark one for Preston North End Women, with the first team crowned North West Women's Regional Football League Division One North champions and securing promotion to tier five for the first time in the club's history.

North End wrapped up the title against Accrington Stanley before finishing the season in style with a 6–0 victory over Morecambe, lifting the trophy in front of supporters, friends and family. The team won 13 of their 16 league games and finished five points clear at the top, completing an outstanding campaign.

Developing The Next Generation

Success was also evident throughout the pathway. Two players from our Emerging Talent Centre progressed to Manchester City's Academy, demonstrating the quality of the environment being created for talented young players and providing a clear example of girls progressing from Preston North End into the highest levels of the game.

Our wider pathway also enjoyed success, with the under 16s winning Phase Two of the Fylde and Lancashire Youth Football League and the under 15 Whites winning the Cheshire Tournament Plate, showing development and achievement across several age groups.

Looking Ahead: Completing The Pathway

With 169 registered across 11 teams and age groups, Preston North End now provides opportunities from junior football and the Emerging Talent Centre through to open age and first team football.

Following the first team's promotion, they will compete at tier five of the women's football pyramid in 2026/27. Alongside this step up, the continued development of the reserve team will create a stronger bridge beyond under 16 football, completing the pathway and giving more girls the opportunity to progress and represent Preston North End at senior level.

> "
>
> The 2025/26 season has defined our women's programme, with the first team's title and promotion marking a landmark achievement.
>
> Beneath it, a connected pathway is building standards, opportunities and a bright future.
>
> **Cameron Molloy, ETC Manager and First Team Coach**

Fundraising

Fundraising plays a vital role in helping PNECET enhance lives and our communities.

Whilst our programmes are supported through a range of funding streams, the generosity of our partners, businesses and supporters enables us to go even further, creating opportunities and experiences that might otherwise not be possible.

Every pound raised helps us respond to local need, invest in our communities and extend the reach of our work across community engagement, education and employment, and health and wellbeing.

Whether through flagship events, corporate partnerships or community appeals, fundraising helps ensure more people across Preston can access the support, opportunities and experiences they deserve.

By working together, we are able to create lasting change and continue making a positive difference to individuals, families and communities across the city.







£113,688
INCOME RAISED 2025/26

Thank You To FWP

We are incredibly grateful to FWP, our principal partner, for extending their support beyond the initial two-year agreement.

Their continued commitment has played a significant role in strengthening our fundraising activity, supporting flagship events and enabling us to reach even more people across Preston and the surrounding areas.

Through a shared belief in enhancing lives and our communities, FWP have become much more than a sponsor.

They are a valued partner helping us create lasting change.

Principal Partner
fwp architecture

“

We are proud to be principal partner of Preston North End Community and Education Trust, supporting its positive work across our community.

This partnership reflects our shared commitment to Preston, creating opportunities that make a genuine difference across education, health and engagement, and continuing to support the Trust’s ambitions for the future.

David Robinson,
Managing Director FWP

Supporting The Trust

Creating Change Together

Whether you are an individual, business or organisation, there are many ways to support PNECET and help make a difference across Preston.

By working together, we can create meaningful experiences, strengthen communities and enhance lives.



16	4	3	1,246
EVENTS DELIVERED	COMMUNITY APPEALS	TRUST SPONSORSHIPS	PEOPLE ENGAGED



Why Organisations Choose To Work With Us

- Create meaningful social impact
- Generate measurable social value while supporting environmental, social and governance objectives and corporate social responsibility goals.
- Align with the official charity of Preston North End Football Club
- Engage and inspire your workforce through volunteering and fundraising
- Access unique events and experiences
- Build partnerships that strengthen Preston and its communities



Creating Value Together

In 2025, PNECET generated £16.6m of social value across Preston.

By supporting the Trust, our partners and supporters play a direct role in creating healthier, stronger and more connected communities whilst contributing towards their own social impact ambitions.

How You Can Support Us

- Become a strategic partner
- Sponsor a programme or event
- Support a community appeal
- Engage your workforce through fundraising and volunteering
- Create your own fundraising challenge
- Make a donation

To find out more about opportunities and how to get started, please contact **Jack.Mountain@pne.com.**

HELP US ENHANCE LIVES AND OUR COMMUNITIES

SCAN HERE TO DONATE TO PNECET

Our People

The people behind how we enhance lives and our communities

North End Together is about enhancing lives and our communities, and our people make that happen. Across the Trust, staff and volunteers bring the skills, experience and relationships that turn our strategy into action. We also want PNECET to be a place where people can learn, progress and build a career.

Our Workforce

45	5	15+	31
CONTRACTED STAFF	CASUAL STAFF	VOLUNTEERS	STAFF HERE 3+ YEARS

Developing Our People

31% of our contracted workforce (14 of 45) progressed into employment through a PNECET programme or pathway.

16 staff have progressed internally during their time at PNECET.

6 full time staff are currently completing apprenticeships.

46 staff qualifications achieved in 2025/26.

What Our People Think

72% FEEL THERE ARE OPPORTUNITIES TO GROW AT PNECET	**97%** ARE PROUD TO WORK AT PNECET
91% HAVE ACCESS TO THE TRAINING THEY NEED TO DO THEIR JOB WELL	**100%** UNDERSTAND HOW THEIR ROLE ENHANCES LIVES AND COMMUNITIES

Our Pathway In Action - James Ford

Centre Of Sporting Excellence → USW Degree → Casual Staff → PE Specialist → Schools Provision Coordinator



James joined PNECET through our Centre of Sporting Excellence before completing his University of South Wales degree with us. Alongside his studies, he began working for the Trust, progressing from casual work to PE Specialist and then Schools Provision Coordinator.

He now leads Premier League Primary Stars and our wider provision across more than 40 schools each year. James also shared his journey at Wembley Stadium during the Carabao Cup Final, speaking to invited guests including former Prime Minister Sir Keir Starmer.

Celebrating Our People

At our annual internal PNECET Staff Awards, colleagues vote for the people, teams, programmes and moments they believe deserve recognition.

The 2025/26 winners, chosen by staff, were:



Employee Of The Year - John Lee
Recruitment and Engagement Coordinator



Team Of The Year -
Youth Provision Team

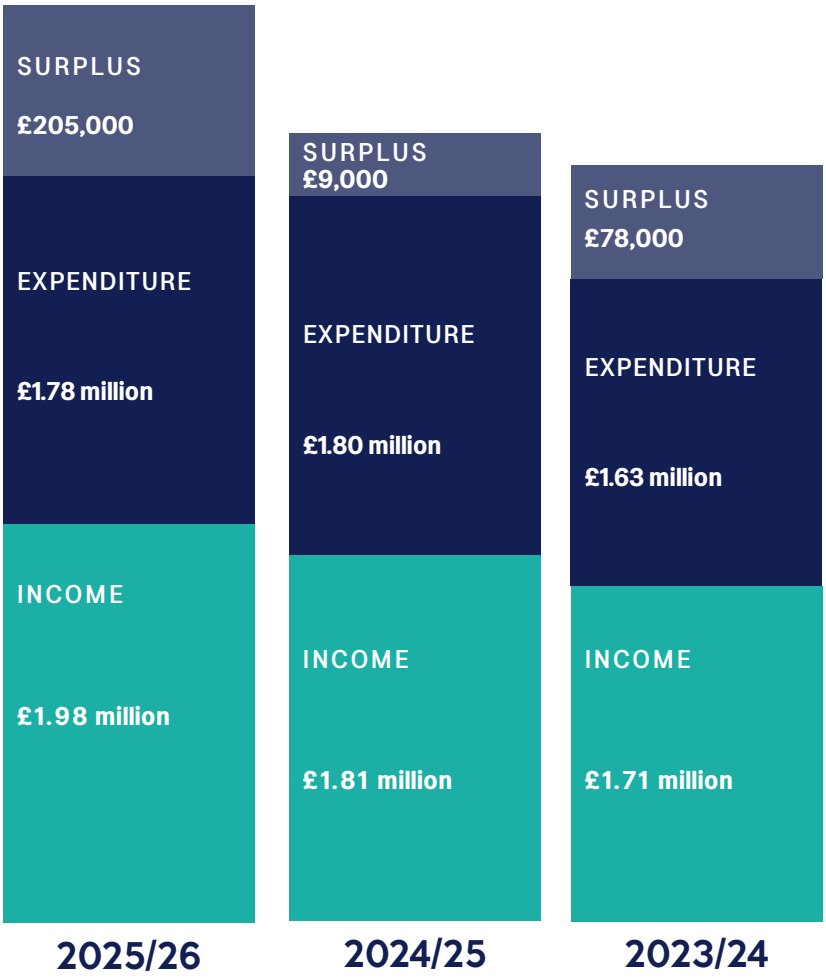


Programme Of The Year -
Premier League Inspires

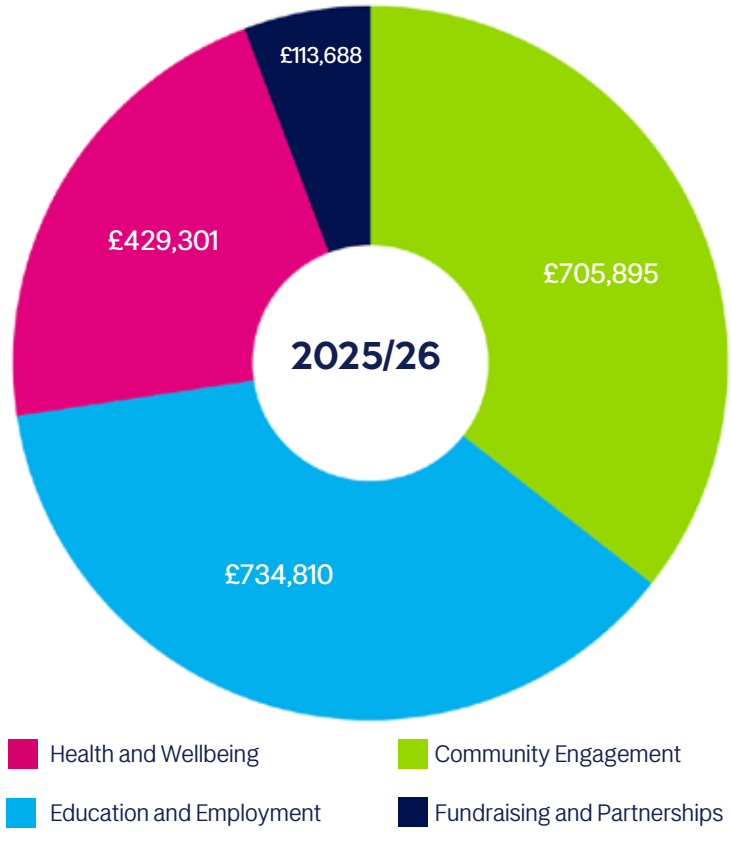


Moment Of The Year - Pauline Wilkinson
Cancer Prehab

Financial Overview



Where Our Income Came From



ALL FINANCIAL FIGURES PRESENTED FOR THE YEAR ENDING 2026 ARE UNAUDITED AND REMAIN SUBJECT TO CHANGE FOLLOWING COMPLETION OF THE FORMAL AUDIT PROCESS.



Looking Ahead

Maintaining long-term financial sustainability remains a key strategic priority for Preston North End Community and Education Trust.
We are committed to ensuring that every pound invested delivers meaningful impact whilst building a resilient organisation capable of meeting the evolving needs of our communities.

Over the coming years, we will continue to invest in capital development opportunities that enhance our facilities, strengthen our infrastructure and expand our ability to deliver high-quality programmes. These investments will enable the Trust to increase its reach, improving the participant experience whilst creating new and exciting opportunities.

Alongside this, we recognise the importance of diversifying our income to reduce reliance on individual funding sources. Through the implementation of our fundraising strategy, we will strengthen corporate partnerships and relations, increase philanthropic giving, grow fundraising events and explore innovative commercial income streams.

By broadening our funding portfolio, we will enhance the Trust's financial resilience in what we recognise is a challenging climate, ensuring that we can continue to create lasting positive impact for our communities both now and into the future.

Community Education Trust

Partners

Partnership working is a fundamental part of the charity's operations.

We are passionate about working in collaboration with partners who share the same vision as the Trust of enhancing lives and our communities through **Community Engagement, Education and Employment** and **Health And Wellbeing.**

Without our growing list of partners, the fantastic work of Preston North End Community and Education Trust would be unattainable.

Thank you.

Our partners include:

We support the Sustainable Development Goals

Partner With PNECET

If you are an organisation that shares our vision and would like to work in partnership with Preston North End Community and Education Trust, please do not hesitate to make contact.
E: Community@pne.com



WATCH OUR IMPACT IN ACTION

Scan to watch our 2025/26 impact film

Preston North End FC, Sir Tom Finney Way, Deepdale, Preston, PR1 6RU

W: www.pnefc.net/pnecet T: 01772 69330, option 5

Registered Charity No. 1130773

https://www.un.org/sustainabledevelopment
The content of this publication has not been approved by the United Nations and does not reflect the views of the United Nations or its officials or Member States.