



**OXFORD UNITED**  
IN THE COMMUNITY

REGISTERED CHARITY NO.  
1125173

# OUR IMPACT 2023/24

Celebrating the work of Oxford United  
in the Community



# CONTENTS

<b>3</b>	Welcome	<b>27</b>	Our Income
<b>4</b>	About Us	<b>29</b>	Support Us
<b>6</b>	2023/24 Highlights	<b>31</b>	With Thanks
<b>7</b>	Health & Wellbeing	<b>32</b>	Contact Us
<b>10</b>	Social Inclusion		
<b>17</b>	Education & Employability		
<b>22</b>	Participation & Experiences		



# WELCOME

“ We’re honoured to operate as the official charity of Oxford United Football Club.

It can sometimes be easy to underestimate the genuine power a football club’s badge holds in changing lives among those who face adversity for reasons either within or beyond their control.

2023/24 was a year of change for the Charity, and I’m delighted that the estimated social value delivered\* has increased by **88%** to just short of **£1m**.

In a year that culminated in a fantastic promotion for the Club, as this report shows, positive outcomes associated with the Club aren’t restricted to what happens on the pitch, and the Charity and Club continue to share a collective ambition to inspire positive change across Oxfordshire communities through football.

**JEREMY FAULKNER**  
**CHAIR OF TRUSTEES**



*\*EFL in the Community Impact Evaluation 2023/24*





# ABOUT US

Oxford United in the Community is the Official Charity of Oxford United Football Club. It operates as a legally separate registered charity which is affiliated to and supported by the Club but which operates independently on a 'not for profit' basis.

# WHAT WE DO

Use the power of football and the Oxford United badge to inspire happier, healthier and better-connected communities across Oxfordshire.

# WHY WE DO IT

Because football connects communities, brings together and inspires people of all ages, backgrounds and cultures.

To provide opportunities and inspiration to as many people as possible in Oxfordshire to achieve their full potential.

## OUR VALUES

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**OUTSTANDING** IN OUR DELIVERY.

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**UNITED** IN OUR APPROACH.

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**INCLUSIVE** IN OUR WORK.

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**TRUSTWORTHY** IN ALL OF OUR CONNECTIONS.

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**COMMITTED TO ALL** IN OUR COMMUNITY.



## OUR PILLARS

**PARTICIPATION,  
EXPERIENCES &  
OPPORTUNITIES**

**HEALTH &  
WELLBEING**

**SOCIAL  
INCLUSION**

**EDUCATION &  
EMPLOYABILITY**





# 2023/24 HIGHLIGHTS



**£973,182**

Estimated Social Value



**2378+**

Hours of Programme  
Delivery



**1672**

Individual Programme  
Participants



**28**

Venues Across  
Oxfordshire



**23**

Project Delivery  
Partners



**8**

Full-Time  
Employees



# HEALTH & WELLBEING



# THE MANOR CLUB

The Manor Club, entered its seventh year in 2023/24, having been founded in 2017 to help tackle loneliness and isolation.

1 in 10 people aged over 65 in Oxfordshire live alone, and The Manor Club provides an outlet for older residents and U's fans aged 50 or over to meet and socialise.

Hosted by Oxford United in the Community Patron, and club legend, Peter Rhoades-Brown, guest speakers related to Oxford United share stories and memories every month at the Cowley Workers Sports and Social Club.

In 2023/24, guests included current figures such as then First Team Manager Liam Manning and influential midfielder Cameron Brannagan, as well as former players such as Robbie Hall and Sam Baldock.

Special thanks go to four familiar faces who have been ever-presents since 2017, giving their time to ensure the success of the programme. As volunteers, Hayley Nash and Marisa Corbett work alongside Peter Rhoades-Brown and Roger Hiscock, the clubs former Chief Steward who has worked at the club for over 40 years, and have both hosted the Manor Club since it was formed.



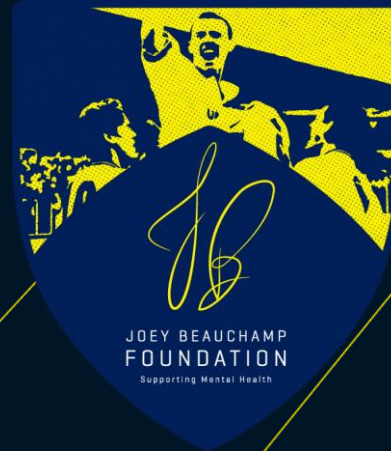
85

9 monthly events  
average number of  
monthly participants





# THE JOEY BEAUCHAMP FOUNDATION



The Joey Beauchamp Foundation is an Oxfordshire-based mental health organisation dedicated to improving local mental health support services in the area.

Their ultimate mission is to promote mental well-being and support local people living with mental health difficulties.

Founded in memory of one of the U's - and Oxfordshire's - best ever players, it will continue to support those in need, ensuring Joey's legacy lives on.

Oxford United in the Community and the Joey Beauchamp Foundation signed a Memorandum of understanding in 2024 which will see the charity and the Foundation work collaboratively to establish better mental health provision in the county.



[joeybeauchamp.org](https://joeybeauchamp.org)



# SOCIAL INCLUSION



# PREMIER LEAGUE KICKS

Premier League Kicks uses the power of football and sport to inspire young people to reach their potential by creating opportunities for young people who are at risk of anti-social behaviour, youth violence and/or from high-need areas to regularly engage in football, sport, mentoring and personal development.

Funded by the Premier League Community Foundation, Oxford United in the Community's Premier League Kicks programme has been running since late 2020, inspiring young people aged 8-18.

Free and for all, regardless of ability or background, the programme, with support from our community partners, aims to make a positive difference for all young people who take part.

In 2023/24, we increased our venues from 2 to 4, enabling over 300 participants to benefit from the programme. We have worked in partnership with Oxfordshire Youth and Thames Valley Police.

We were invited to speak at the Thames Valley Police Neighbourhoods Conference, where we highlighted the success our engagement in Oxfordshire has had on local youths and reducing anti-social behaviour.

54 participants have engaged with our workshops in 2023/24 covering a range of topics including knife crime, gambling, and mental health awareness.



**300+** participants  
**+2** new venues added



# FOOTBALL FOCUS 1:

A group of female footballers who met at our Premier League Kicks programme in Blackbird Leys won a regional Kicks tournament and qualified for the national final held at St George's Park in Staffordshire.

Girls from Oxford United in the Community's Premier League Kicks sessions booked their spot in the Premier League Kicks Cup final after winning five out of six matches during the regional qualifier held in Portsmouth.

The team won matches against Crawley, Brighton, Reading, Southampton and Southend to become the first Oxford team to qualify for the competition's national final.

On the day, the team achieved excellent results, qualifying from their group and reaching the quarter-finals, where they lost to eventual winners - a Kicks side from Tottenham Hotspur.



“ We trained twice at the Training Ground in the build-up which was an amazing experience. Playing at Kicks sessions gives me a lot of confidence. I've definitely made lifetime friends.

Participant P



# INCLUSION SQUAD

We partner with Abingdon & Witney College to deliver weekly inclusive football sessions exclusively for adults living with a disability.

2023/24 was our first full season delivering the programme, with sessions taking place at both the college and the Oxford United Training Ground.

Over 30 participants regularly attend, benefitting from increased mobility, wellbeing and confidence, but also becoming part of a team environment and supporting each other.



Abingdon  
& Witney  
College



*We're committed to providing meaningful provisions for adults who live with learning difficulties and might struggle to integrate into their communities.*

*Older people who live with learning differences can often be forgotten about, which is why our long-term programme of activities targets individuals of all ages.*

*Our work with Oxford United in the Community has been fundamental in getting our message across and the team's inclusion football sessions have gone from strength to strength.*

Lee Humber  
Adults with Learning Differences Coordinator at Abingdon & Witney College



# FOOTBALL FOCUS 2:

Oxford United in the Community inclusion football squad played their first ever fixture in 2023/24, against a visiting Northampton Town Community Trust inclusion squad.

Players were formally inducted into the club by first-team manager Des Buckingham ahead of the fixture, with Des inviting players into the dressing room for a motivational pre-match team talk where he personally welcomed each squad member into the club.

The fixture, held exactly a year after Oxford United in the Community launched its disability football programme in partnership with Abingdon and Witney College, was the first opportunity for United's players to represent the club badge on home turf.

Des Buckingham was again on the touch line providing his support with other senior staff at the club, alongside Oxford United in the Community coaches.



“It’s clear they’re a very close-knit team who support each other on and off the pitch which is fundamental across all walks of life. We had a really positive team meeting in the dressing room before Saturday’s game and we wish them every success.”

Des Buckingham  
Oxford United Men’s Head Coach



# INCLUSION COMMUNITY SUPPORT

## ALD Conference 2023

We joined other Charities and organisations committed to enhancing opportunities for adults living with learning differences in Oxfordshire at Abingdon & Witney College first Adults with Learning Differences Conference.

Social Inclusion Lead Mark Thomas and Football Development Manager Alex Blane were proud to attend as guest speakers to showcase our inclusion football sessions.

## Have a Go Festival 2023

We supported a free sports day designed specifically for adults living with a learning disability in Oxfordshire.

Organised by Oxford Health NHS Foundation Trust and Active Oxfordshire, Have a Go Festival is a free event where participants can try out a range of sports in a safe and inclusive space, meet new people and be active.

Among activities at the event were cycling, athletics, cricket, tennis, dance, archery and more. Oxford United in the Community provided the football arm to the festival which was attended by scores of sports enthusiasts.





# OXFORD PHOENIX

Oxford Phoenix launched in 2021 and works with city-based refugees and asylum seekers to help them integrate into the community, make new friends and develop life skills applicable on and off the pitch.

The team trains twice weekly, participates in regular competitive fixtures and is the brainchild of Refugee Resource and supported by charities Oxford United in the Community and Asylum Welcome plus the Oxfordshire FA.

This is a crucial provision locally which uses football to connect individuals seeking refuge in Oxfordshire to meet likeminded people and integrate into the community.

In addition to activities on the pitch, members of Oxford Phoenix FC were invited by Oxford United in the Community to the Kassam Stadium to watch Oxford United play Fleetwood in League One.



“It’s allowed me to make friends and settle into my new life. I always played football back home, and when I arrived in the UK I want to continue playing and found Oxford Phoenix FC which has been fun.”

Participant A





# EDUCATION & EMPLOYABILITY



# PREMIER LEAGUE PRIMARY STARS

Premier League Primary Stars is the flagship programme in the services we offer to primary schools, using the appeal of football and the Oxford United badge to inspire children aged 5 to 11 to be active and develop essential skills.

In 2023/24, we worked in 4 primary schools via the programme, supporting pupils who needed additional focused time with 13 targeted 1:1 pupil interventions, plus delivering PE and increasing teacher confidence in PE delivery.

Through this programme, we deliver a range of activities; the physical delivery of PE lessons within the National Curriculum, extra-curricular clubs, PSHE workshops, Literacy and Numeracy support, as well as assemblies focusing on values and behaviours in the playground.

Our team delivered 16 workshops based around helping young people to develop key life skills such as resilience, self-esteem, values, inclusion, diversity and teamwork. These workshops are designed to be interactive and football/sports-themed to engage participants as much as possible.

Centred around World Book Day, senior Men's first team pros Simon Eastwood and Billy Bodin delivered talks in assemblies about their school and footballing life, fielding questions from the children and staff. Topics also included their favourite books and subjects in school, and their plans for life after football which further reinforced to the children the importance of education.



*“Billy (Bodin) was fantastic, it was great to hear his story and have the message of hard work and always playing with a smile on your face emphasised to the children. Oxford United in the Community are doing great work in the school and this was a fantastic way to build that bond further.”*

Paul Higgins  
Headteacher, St John Fisher Primary School



# CASE STUDY 1: PUPIL S

Oxford United in the Community have worked 1:1 with Pupil S throughout the 2023/24 academic year through our Premier League Primary Stars programme. Pupil S faces a wide range of social problems both in and out of school, including being a full-time carer for a parent.

When in school they use their 1:1 time with our coach as an escape from their challenges at home, which affects their time at school where they can struggle with concentration and disrupting class.

Further to the in-school support, our coach noticed that Pupil S had a real passion for football, and was a talented player, but did not have the opportunity to play for a Grassroots team.

Through wider colleagues and programmes at Oxford United in the Community, we have been able to fund a place for them to play in our Development Centre – thus giving them their first ever experience and opportunity of formal coaching and the benefits of a wider friendship group amongst their squad.

This first exposure to an elite coached environment with peers their age outside of school allowed Pupil S to build confidence ahead of their move to secondary school and ensures that they continue to benefit from their engagement with Oxford United in the Community beyond our Premier League Primary Stars programme and into the future.

*“ Pupil S has really flourished through our work with Oxford United in the Community, and the extended opportunities it has provided for them.*

*Their progress has been a shining light and the team at Oxford United in the Community have managed to get them out of their shell and create a safe space to talk through their difficulties.*

*Hopefully the work Oxford United in the Community have done has set them on a path to be who they want to be and to further reach their potential in the years to come”*

Primary School Headteacher



# THE TWINNING PROJECT

In its second year in 2023/24 is our work with the Twinning Project at HMP Bullingdon, a football-based rehabilitation project to upskill and educate prisoners prior to their release.

Our work targets prisoners who show a genuine enthusiasm to have positive aspirations for their future and want to make a difference to their lives and community.

This 10-week programme helps prisoners improve their mental and physical health and overall wellbeing while simultaneously boosting life skills and employment opportunities upon their release, and by gaining a FA Level 1 coaching qualification, our work aims to reduce re-offending rates.

Over half of prisoners in custody in the UK had no qualifications before beginning their sentence with 83% leaving custody with no employment or training opportunities. In addition, less than 65% of prisoners engage with the Chief Medical Officer's recommended levels of at least two sessions of physical activity each week.

In 2023/24, Oxford United in the Community trained 2 cohorts, totalling 26 prisoners, with 20 going on to successfully achieve a coaching qualification.

One graduate of the programme was able to secure employment at another club charity, thanks to the programme and support of Oxford United in the Community.



**2** cohorts

**26** participants

**20** graduated with qualification



# CASE STUDY 2: TOMMY'S STORY

Tommy began his journey with Oxford United in the Community through the Development Centre Programme, when he was given the opportunity to take work experience at the Charity. After seeing some of the different areas Oxford United in Community work within he was invited to assist coaching on a voluntary basis with the Premier League Kicks programme.

Realising the difference he could make to young people from the most in need communities in his home town, he continued to finish school on a Friday and volunteer at the sessions and completed the Introduction to Football Coaching Qualification as soon as he was able.

This has not only provided him with an additional qualification, but meant he has been able to take on a paid Sessional Coach role with Oxford United in the Community, and alongside his volunteering he is now getting more opportunities to coach on other programmes.

Some of the young people we work with really look up to Tommy and are really engaging with our programmes as they see a pathway and opportunity to follow in his footsteps in the future.

As a result of his volunteering, we were able to reward Tommy and his family with a paid trip to Wembley Stadium, including travel, to watch the League One Play-Off Final in May 2024. Tommy was presented with the tickets by Premier League Kicks participants during a session, again reinforcing the reward people can get for volunteering and showing commitment to their community through programmes such as Premier League Kicks.



“ Tommy’s desire once he saw the programme on work experience to give up every Friday evening as a young volunteer shows the impact our work has.

Mark Thomas  
Social Inclusion Lead



# **PARTICIPATION & EXPERIENCES**



# A WIDE RANGE OF PARTICIPATION OPPORTUNITIES

We aim to make all of our participation and experiences as accessible as possible.

From running dedicated Girls programmes, to fully inclusive matchday experiences, we are committed to enabling as many people as possible to participate in football and sport.

Our participation and experiences are paid activities which make up our trading income, with all profits generated reinvested into our community programmes.

In 2023/24, 56% of our income was generated through trading activity (see page 28), so these programmes are vital to us.

Every time someone attends one of these programmes or experiences, they are directly supporting our work across Oxfordshire.





# PARTICIPATION

## HOLIDAY CAMPS

Holiday Camp programmes for boys and girls of all abilities from ages 5 to 13 run throughout the school holidays, offering courses which help inspire youngsters to improve their health and wellbeing, along with their technical ability of playing football.

The activities aim to develop respect, sportsmanship, fair play, teamwork and discipline within a safe, engaging environment.

To encourage female participation in the sport, we now offer Girls Only Camps every holiday.

## SKILLS & DEV CENTRE

Skills Centres offer starter-level technical coaching to girls and boys of any ability from 5 to 11. Players progressing well may be given the opportunity to trial for our invite-only Development Centre.

Our Elite Development Centre is an invitation-only programme offering an opportunity to boys and girls (under 7s to under 16s) to train in a team environment, improving both individual ability and technical and tactical knowledge.

It offers a direct pathway into the Oxford United Academies, and complements local grassroots football as players continue to represent their clubs.

## AFTER SCHOOL CLUBS

Oxford United in the Community After School Clubs are run in a number of primary schools across the county.

Sessions are designed for all abilities where girls and boys will learn new football skills and techniques.

Our experienced coaching staff will focus on the development of agility, balance and coordination, healthy competition, and cooperative learning.





# MATCHDAY EXPERIENCES

## MASCOT EXPERIENCE

Our Mascot Experience offers participants aged 5–13 a once-in-a-lifetime opportunity to see a behind the scenes tour on a matchday at the Kassam Stadium, warm up on the pitch, and walk out with the team!

Packages are always popular, and all proceeds are reinvested back into supporting our community programmes.

## GUARD OF HONOUR

Our Guard of Honour Experience allows a group of classmates or teammates the opportunity to attend a first-team fixture and form a Guard of Honour to welcome the teams onto the pitch.

Up to 20 participants can enjoy the experience, accompanied by coaches or teachers.

The experience adds a never to be forgotten experience to youngsters matchday, with all proceeds re-invested back into the charity.

## PLAY IT FORWARD

OxVox and the Oxford United Supporters Panel offered fans the chance to donate anything from a few pounds to the price of a full season ticket and that money raised enough for 14 season tickets.

Those have been distributed by Oxford United in the Community, making sure they reach fans across Oxfordshire who may need a boost, and would be unable to attend matches without such support.



# WEMBLEY 2024

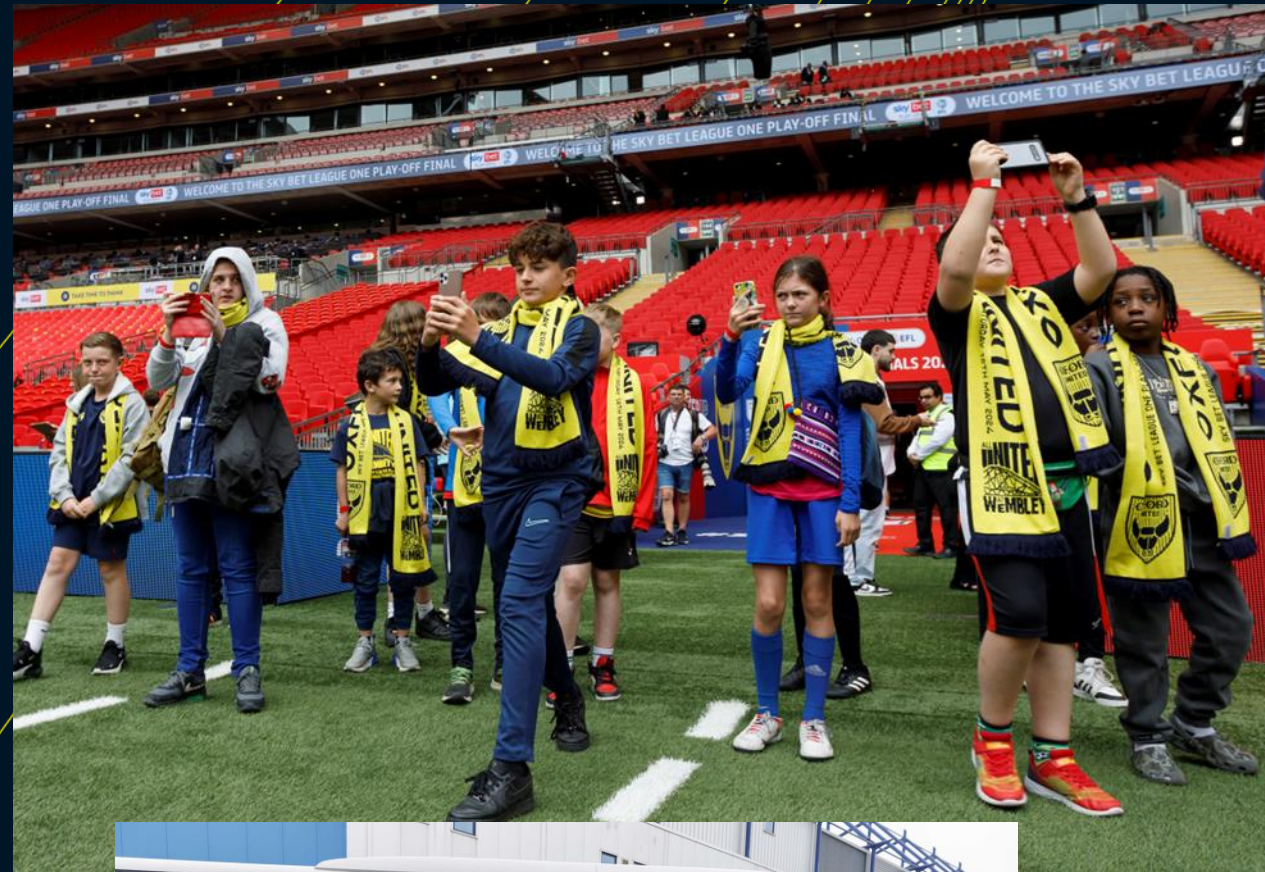
A group of community heroes experienced the trip of a lifetime at Wembley Stadium in May, when Oxford United won promotion to the Championship after a 25-year wait.

Oxford United in the Community selected 15 deserving participants from its countywide programmes to enjoy a VIP trip to the home of football with help from holiday camp partners Kellogg's.

Guests and their plus ones were picked up outside the Kassam Stadium before arriving at Wembley's players' entrance where they were escorted into the main complex for a pre-match tour of the venue.

After posing for photos pitch side, the group had a prime view of the game where Josh Murphy's brace secured Des Buckingham's side's spot in the second tier of English football for the first time this millennium.

In addition, 6 volunteers who give their time to support the charity were also offered a free VIP trip to the match.

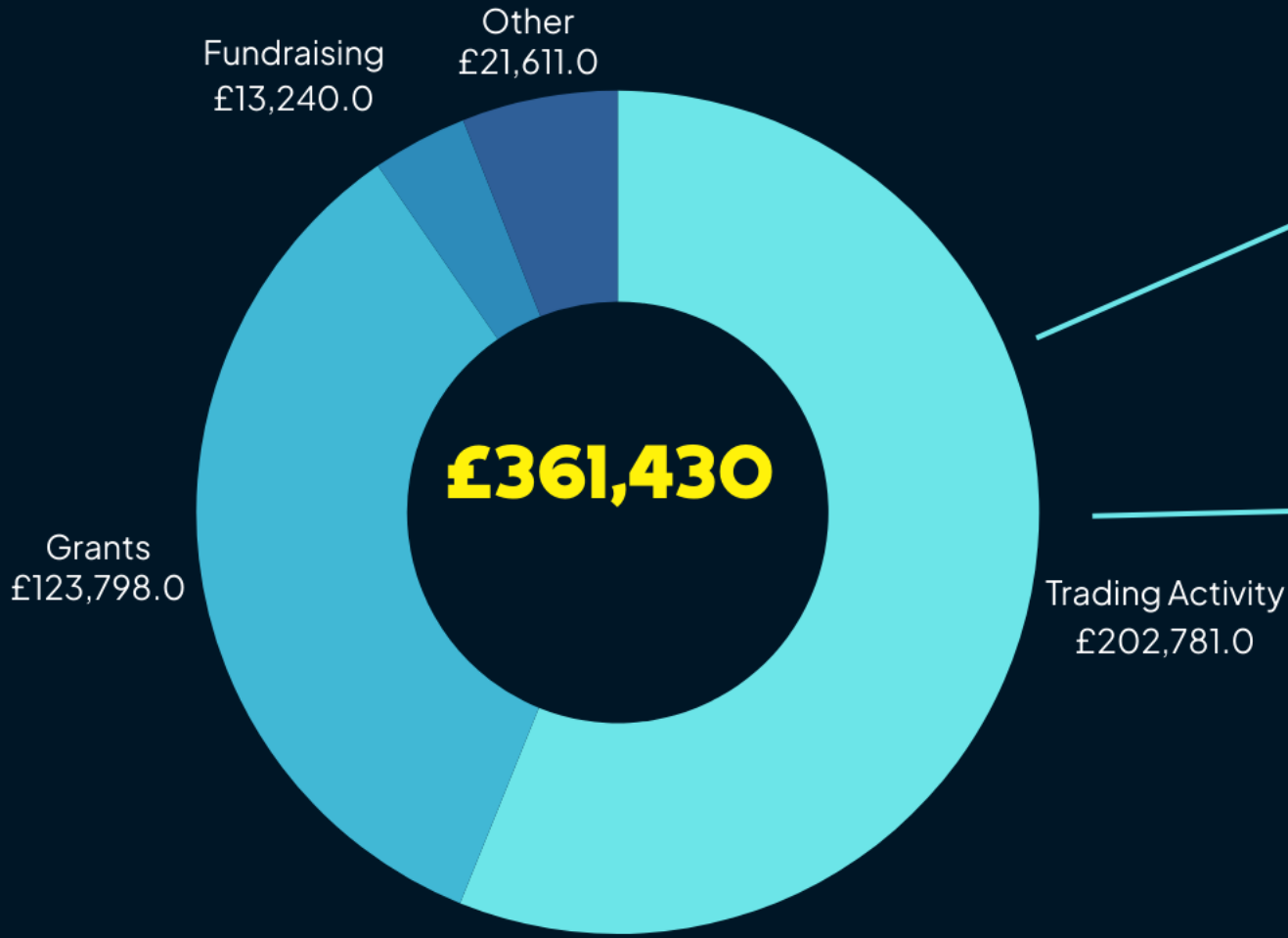




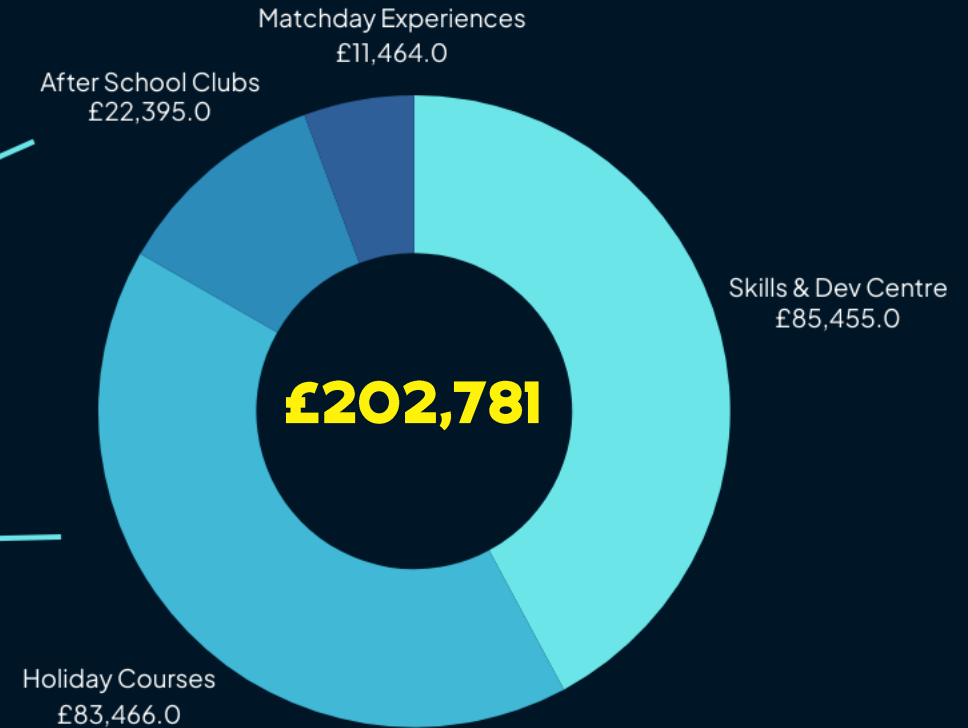
# OUR INCOME



## TOTAL INCOME 2023/24



## TRADING ACTIVITY 2023/24



**56% OF OUR INCOME  
COMES FROM OUR TRADING  
ACTIVITY**



**SUPPORT US**



[OUITC.ORG/SUPPORT-US](https://www.ouitc.org/support-us)

# BECOME A FRIEND OF OXFORD UNITED IN THE COMMUNITY

If you have been inspired by our work, or want to give back to the community in Oxfordshire, whether a business or an individual, you can support our work by becoming a regular donor and a 'Friend of Oxford United in the Community'.

If you want to make a one-off donation, or fundraise for us, you can find out more below.

For any corporate sponsorship, programme funding or donation opportunities that are not listed here, please email [community@oufc.co.uk](mailto:community@oufc.co.uk)

## BUSINESS

**£100 per month**

- 2 tickets to 3 x annual exclusive 'Friend of the Community' events.
- Your company listed in our business directory.
- Quarterly prize draw with prizes including match hospitality, tickets, signed merchandise and money can't buy experiences.
- Monthly newsletter updates on our work.

## INDIVIDUAL

**£5 per month**

- Quarterly prize draw with prizes including match hospitality, tickets, signed merchandise and money can't buy experiences.
- Exclusive 'Friend of the Community' pin badge.
- Monthly newsletter updates on our work.

## FUNDRAISE

If you are running a charity event, would like to fundraise for us, or give a one-off donation, you can do so via Just Giving.

If you'd like to nominate us as a chosen charity for an event, please email [community@oufc.co.uk](mailto:community@oufc.co.uk).

For more information please visit [www.ouitc.org](https://www.ouitc.org).



# WITH THANKS

Oxford United in the Community is indebted to its funders and delivery partners, without which none of the work in this report would be possible.

We'd like to thank our main funders:



In addition, everybody who has supported our work by booking any of our participation and experiences in 2023/24. All profit generated from these activities was re-invested into the Community programmes outlined in the report.

We would also like to thank everybody who has fundraised, donated or supported the work of the Charity in 2023/24.

## 2023/24 Delivery Partners:

- Abingdon & Witney College
  - Active Oxfordshire
  - Asylum Welcome
- Cherwell District Council
  - Cowley Workers Club
  - Easington Sports FC
  - EFL in the Community
    - Her Game Too
    - HMP Bullingdon
- Joey Beauchamp Foundation
  - Kidlington Youth FC
  - Oxford Brookes University
- Oxford Health NHS Foundation Trust
  - Oxford United Football Club
    - Oxford University
  - Oxfordshire County Council
    - Oxfordshire FA
    - Oxfordshire Youth
- Premier League Community Foundation
  - Refugee Resource
  - St Edwards School
  - Thames Valley Police
  - The Hill Community Centre, Banbury
- The Professional Footballers Association
  - The Twinning Project



# CHARITY INFORMATION

## REGISTERED OFFICE:

OXFORD UNITED IN THE COMMUNITY  
KASSAM STADIUM  
GRENOBLE ROAD  
OXFORD  
OX4 4XP

## COMPANY REGISTRATION NUMBER:

06621199 (ENGLAND AND WALES)



**OXFORD UNITED**  
IN THE COMMUNITY

## CHARITY REFERENCE NUMBER:

1125173

## FURTHER INFORMATION:

**WEBSITE:** [WWW.OUITC.ORG](http://WWW.OUITC.ORG)

**GENERAL ENQUIRIES:** [COMMUNITY@OUFC.CO.UK](mailto:COMMUNITY@OUFC.CO.UK)

**TELEPHONE:** 01865 337 515