



COVID-19 IMPACT REPORT

MARCH 2020 - MARCH 2021



MARK PALIOS
CHAIRMAN

Nicky and I have always said that Tranmere is a Club that is rooted in its community, and the Covid pandemic was an opportunity to bring that to life what that really means on a scale we have never seen before. Whilst football has gone away, the Football Club has not.

When the first lockdown happened, there was huge disruption to supply chains for food and essentials. Elderly and vulnerable people were unable to leave their homes to buy food and if they did, they often found the shelves were bare.

At the same time, all commercial activity at the Club (and hotels and restaurants) had ceased and the commercial catering suppliers had a huge supply of unwanted food, but no way of getting it to the general public.

We therefore undertook to use our position to make sure that people in the community who needed food or medications were supplied with it and that no-one was left behind. And so began a huge logistical task – in some cases shopping for people, in some cases providing food parcels for those in financial crisis, and in others, preparing and delivering fresh ready cooked meals for those unable to cook for themselves and who were cut off from their usual support mechanisms. The Club has continuously been a testing site when required since September 2020 and has also provided trained stewards to testing sites in the borough.

It wasn't only people's physical needs that we aimed to help with. We also wanted to help those at risk of isolation or mental health issues, gambling addictions or simple loneliness.

Through support telephone lines, our loneliness project and work with dementia groups and gambling groups we helped look after the emotional well being of many in our community.

Little did we know back in March 2020 that more than a year later, many of those activities would still be continuing. We could not have done it without the enormous support of an army of volunteers, including from the staff, the Supporters Trust, the Official Supporters Club and members of the public who answered our call. Nor could we have done it without some tremendous fundraising efforts from our supporters, including a magnificent £50,000 raised through the sale of "virtual tickets" for a cup final they were sadly unable to attend. Saying thank you is an inadequate way to acknowledge the hours, and money, given to help others.

Clubs often have straplines that are very worthy, but the real test is whether they live those values. I am immensely proud that during the pandemic we – the Club and all those associated with it – have risen magnificently to the challenge. That is what being a club rooted in its community really means.

KEY COVID-19 SUPPORT



50,000

MEALS SUPPLIED TO
THE VULNERABLE



1200

SHOPPING AND
MEDICATION DROP OFFS



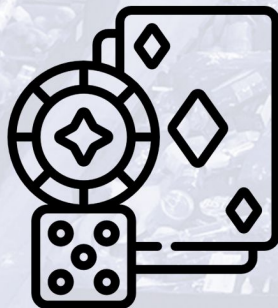
838

ACTIVITY PACKS
DELIVERED



£3500

SANITARY AND HYGIENE
ITEMS DONATED



2

REFERRED FOR TREATMENT FOR
GAMBLING ADDICTION



900

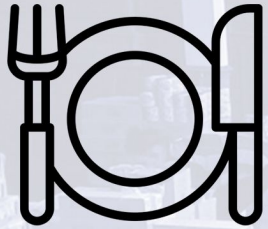
SUPPORT AND
WELFARE CALLS



101

FOOTBALL SHIRTS
DONATED TO SCHOOLS

KEY COVID-19 SUPPORT



816

FREE SCHOOL MEALS
PROVIDED



1000

FOOD AND SANITARY
HAMPERS FOR THE
VUNERABLE



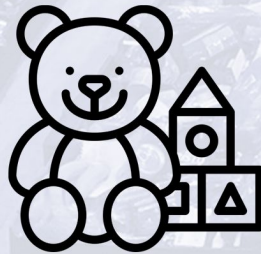
250

MEALS SUPPLIED DURING
RAMADAN



1300

PARTIPENTS OF OUR
LONELINESS PROGRAMME



394

TOYS DISTRUBUTED AT
CHRISTMAS



630

ENGAGMENT HOURS AT
OUR CHRISTMAS CAMP



121

VOLUNTEERS AS PART
RESPONSE

MEDIA COVERAGE

- BBC Breakfast – 6 Million Viewers
- Sky Sports News– 7 Million Viewers
- Sky News Interview – 3 Million Viewers
- Liverpool Echo – 2.2 Million Viewers
- The Telegraph – 1.5 Million Viewers
- Wirral Globe – 80,000 Readers
- The Jakarta Post – 40,000 Viewers
- Talk Sport – 500,000 Listeners
- New York Times – 33 Million Readers
- BBC News – 18 Million Viewers
- BBC North West – 1 Million Viewers
- ITV Granda News – 500,000 Viewers
- BBC Merseyside – 37,000 Listeners



The New York Times
The Jakarta Post



The Jakarta Post the latest news and updates.

NEWS BUSINESS SE ASIA No Thanks Allow

NEWS > SPORTS

Tranmere Rovers soccer club sees light at end of tunnel in COVID-19 pandemic

News Desk
The Jakarta Post

Jakarta / Wed, April 1, 2020 / 05:23 pm

Mark Palios (JP/Dicky Christanto)

The New York Times **SPORTS** Lockdown Kept Lonely Fans at Home. So Their Teams Went to Them.

Shirley Waring, the community officer for Tranmere Rovers, on one of her hundreds of so-called friending phone calls. Tranmere Rovers

TIMELINE

Unused Cowshed Catering food donated to five local charities. 300 pies, 500 bread buns, 250 burgers.



Santini Group donate £500,000 to Indonesian Red Cross

Replaying of old full games on YouTube free of charge during lockdown

TRFC and Essar continue to make positive impact within local community. Over 400 hampers delivered

TRFC assemble team to combat gambling issues

TRFC Alternative Provision programme receives praise

Community tickets crowdfunder raising £24,310



MARCH 2020

APRIL 2020

MAY 2020

JUNE 2020

JULY 2020

AUGUST 2020

Online activity packs for children in lockdown

Helplink phone line set up to check on people and help through isolation. Supports over 900 people

16 food parcels donated to local people in need

Dementia group support continues over the phone

Wirral Deen Centre food donation. 200 meals to people in need

101 new home shirts donated to local schools



Start of Project Prenton Park

Tranmere Rovers in the Community – Tackling Loneliness Together project begins



TIMELINE

The Ballad of Tranmere Rovers – Raising money for disabled access at Prenton Park was launched

Kip on the couch 2020 event in partnership with Wirral Ark. Raising money for homelessness.

Super white Christmas Appeal launched for the fifth year

Dementia Christmas Gathering put smiles on faces this Christmas

Wembley ticket initiative finishes – Over £50,000 raised for the local community



SEPTEMBER 2020

OCTOBER 2020

NOVEMBER 2020

DECEMBER 2020

FEBRUARY 2021

MARCH 2021



Supported the "Help Keep Wirral Well" Wirral Borough council campaign

Club recognised as UK Business Hero by British Chamber of Commerce

Super White Christmas – Over £10,000 raised. 250 food hampers, helping over 100 local elderly people and providing 450 free school meals

250 food hampers and activity packs to local schools

TRFC help fund 10 iPads for Clatterbridge patients



CROWDFUNDERS

EFL



We did it!

Fund food parcels and continue activities of TRIC

Please join me and make a difference? Every donation will help. Thank you in advance for your contribution to this cause.

73% raised
£10,969 total



We did it!

Trfc Community Tickets

To provide over 650 Community season tickets to kids/families who would not be able to afford to watch live football at Prenton Park

106% raised
£20,690 total



Tranmere Rovers FC Wembley virtual tickets

To help over 1000 people in the local community who are struggling through the pandemic with food poverty, mental health

£42,506 raised
1447 supporters

We know our community always comes together to show strength, support and unity for those in need during difficult times.

To support key schemes and initiatives to help those in need, we have ran four Crowdfunders during the past 12 months, which have raised crucial funds.

May/June 2020 – Food parcel and TRIC support Crowdfunder – £10,960

June/July 2020 – TRFC community tickets – £24,310

November/December 2020 – Super White Christmas – £16,531.25p

February/March 2021 – Wembley virtual match tickets – £50,189.75p

The grand total is a tremendous £101,991



We did it!

Half term meals for local children

To raise enough monies to pay for 100 kids food throughout half term

255% raised
£3,830 total



We did it!

Super White Christmas hamper appeal

To deliver food hampers (incl presents for the kids) to 250 families and 100 elderly people all of whom are identified as being in

138% raised
£13,810 total

money to support thousands of people in need'

FIRST TEAM SUPPORT

Tranmere Rovers first team squad have demonstrated their support throughout Covid-19 for the local community and the Club's fan base.

The squad donated money to this initiative to hand over a four-figure sum which went towards helping provide food hampers to 250 families and 100 elderly people.

During the lockdown period, some of the players took to social media to offer their spare time and resources to help local vulnerable people.

For three matches during December 2020, a maximum of 2000 fans were allowed back into Prenton Park, The first team are entitled to tickets to allow their families to watch them play however every player gave their tickets back to the Club in order to allow as many fans as possible into the ground.

Also, during the pandemic, Project Prenton Park was launched to help maintain the stadium whilst it was not in regular use and Captain Scott Davies played a key role in helping.



Follow

George Ray ✓

@GeorgeRay

Footballer For Tranmere Rovers FC

Joined May 2012

403 Following 5,227 Followers



Followed by Richard Ault, Tranmere Rovers FC, Mark Ellis, and 9 others

Tweets

Tweets & replies

Media

Likes

★ Pinned Tweet



George Ray ✓ @George... · 16/03/2020 ...

If there's any elderly people or you know of any elderly people in the Warrington area who are struggling for supplies or are in need of anything give me a tweet or a DM and I'll do my best to help you out with what I can safely 🙌 #covid-19uk

🗨️ 27

🔄 116

❤️ 642



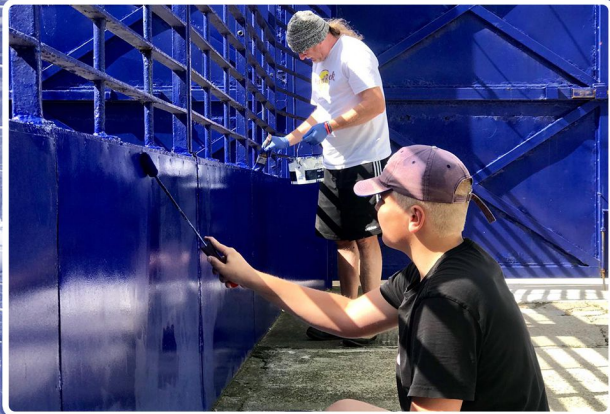
PROJECT PRENTON PARK

Prenton Park is a place of pride for everyone associated with the Club and a place we all call home.

Due to the Covid-19 outbreak in March 2020, the stadium and no constant maintenance and it was in need of deep clean operation.

Project Prenton Park saw more than 100 supporters volunteer more than 1,000 hours of their time to clean both the inside and outside of the stadium.

Volunteer and TRFC fan Maria said: "I wanted to help my local Club; I have supported Tranmere since I was young it was great to work with other people who feel the same as I do about TRFC."





TACKLING LONELINESS TOGETHER

The aim for the 'Tackling Loneliness Together' project is to help adults over the age of 70 who are at risk of suffering from loneliness due to COVID-19 and provide targeted and effective relief for them.

The Club helped a number of people across Wirral through this initiative, including married couple, Margi and Billy.

Margi said: "It has been our salvation as many of our friends have drifted away and at times, we have felt quite isolated. I can't praise the staff enough for their immense kindness and understanding.

Steve Williams, Community Development Officer at Tranmere Rovers in the Community added: "We first went to visit Margi and Billy just before lockdown in March and sat in their back garden thinking everything would be back to normal quite soon and it is obviously not worked out like that.

"We have kept in touch with them both as part of our loneliness programme by regular phone calls, quizzes, workbooks, email and text messages."





MARK CAMBORNE

ASSISTANT DIRECTOR NEIGHBOURHOODS,
SAFETY & TRANSPORT NEIGHBOURHOODS SERVICE
WIRRAL COUNCIL



WHEN THE PANDEMIC HIT IN MARCH 2020, MARK AND NICOLA PALIOS WERE ONE OF THE FIRST CALLS I TOOK, OFFERING SUPPORT AND ASKING HOW THEY COULD PROVIDE HELP TO NOT ONLY THEIR FANBASE BUT THE WIDER WIRRAL COMMUNITY.



When the Club were allowed to re-introduce a limited number of spectators to Prenton Park in December 2020, they worked tirelessly with the Council and Wirral's Public Health team to ensure the safe re-introduction of these spectators within those government guidelines. t

The Club have always been helpful in distributing important Covid-19 prevention and safety messages and the Chairman, manager and players have given their time to record public health campaign videos to help the community understand the importance of doing the right things to keep Wirral well.

They have also made the Club car park available to us to carry out testing when rates have been high, and it has been so important to have that ability to base ourselves within the heart of the community in Tranmere and Birkenhead so that we can identify infection quickly and stop the spread of the virus.



WIRRAL

AWARD WINNING

Tranmere Rovers Football Club were recognised as a UK Business Hero by British Chamber of Commerce for their dedication to helping the local community during COVID-19.

Paula Basnett, CEO Wirral Chamber of Commerce said: "Tranmere Rovers have been a real asset to the community, not only supporting residents but also supporting local businesses through these unprecedented times."



TRFC SUPPORT WIRRAL DEEN CENTRE MOSQUE FOOD DONATIONS

We were proud to support a fantastic community initiative ran by Wirral Deen Centre Mosque and a number of generous Indian restaurants who donated more than 250 meals to people in need.

Indian restaurants Britannia Spice, Ruhi Balti, Paneer and Wirral Tandoori all kindly provided food for families situated in Wirral.

The Marquee, located at Prenton Park, was used as the food pick-up point, with a number of key partners in attendance.

Each year during Ramadan, Wirral Deen Centre Mosque, located in Birkenhead, open their doors to share food and families from all backgrounds and this year has been no different.

Ibrahim Syed from Wirral Deen Centre Mosque said: "Despite the lock down we are delighted to be able to continue the tradition of Ramadan by sharing food and friendship with all members of the community particularly those most in need.

"It has been a symbolic effort showing how we are stronger together, with the coming together of MPs, Tranmere Rovers, churches mosques and Indian restaurants and the others."



WIRRAL DEEN CENTRE
serving the community
Charity No: 1174043



IAN COTTON

HEAD OF COMMUNICATIONS, ESSAR UK



**TRANMERE HAVE
CONTINUED TO
DEMONSTRATE THE
PIVOTAL WORK THEY DO
ON THE WIRRAL AND
THEIR VITAL ROLE IN
SUPPORTING LOCAL
COMMUNITIES**



Throughout the challenging past 12 months and resulting impacts of the Coronavirus pandemic, Tranmere have continued to demonstrate the pivotal work they do on the Wirral and their vital role in supporting local communities through their 'Rovers in the Community' team. We are proud of the close relationship we have developed with the club and it is important that this support extends beyond just the pitch and our contract as front of shirt sponsors.

Despite the restrictions on fans being able to come to Prenton Park, the club has rightly been recognised for its work supporting vulnerable people within the local communities, and this is credit to the incredible team and volunteers, working behind the scenes. Our relationship with Rovers continues to grow and aligned with our own ambition, we will work together to increase engagement, health, education and sport participation within the local community



BEN HARRISON

TRANMERE ROVERS TRUST CHAIRMAN



A LOT OF PEOPLE WON'T ASK FOR FOOD BECAUSE THEY DON'T WANT TO ADMIT THAT THEY ARE STRUGGLING IN THAT WAY, BUT I THINK THAT THE CLUB AND TRIC HAVE FILLED THAT MASSIVE GAP TO HELP THOSE PEOPLE.

I'M MASSIVELY PROUD OF EVERYONE INVOLVED AND CAN'T THANK EVERYONE ENOUGH.



We hit the ground running with the food parcels and supplying food to people who were shielding which was vitally important.

The Club has shown collectively its flexibility to respond and help support those in need which other organisations couldn't do in the area.

We worked closely with Wirral Borough Council and they were referring names of people who needed support and the numbers were increased on a daily basis. It was a common theme to be delivering 150 food parcels a week.

Alongside this, we also helped with the Super White Christmas Appeal and the Trust has made sure it has played its part in helping towards the cause.

I must add by saying a huge thank you to all of the volunteers who have played a massive role in everything that has gone on and we could not have achieved what we did without them.



IMPACT REPORTS

Tranmere Rovers' work during the Covid-19 pandemic has been extensive and to show this, we have published a further three Impact Reports which are all available to read.

The first is an overall Tranmere Rovers in the Community report covering the time period of August 2019–August 20, which touches on our initial response to Covid-19.

Our second report is totally dedicated to our Super White Christmas initiative, which took place in November–December 2020, and our third report is focused on helping the nationwide Government free school meals campaign.

To read all three reports, please visit tranmererovers.co.uk/community



TRANMERE ROVERS
IN THE COMMUNITY

FREE SCHOOL MEALS
IMPACT
REPORT
2020/21

WIRRAL



TRANMERE ROVERS
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COMMUNITY
IMPACT
REPORT
AUGUST 19 | AUGUST 20

MORE THAN A FOOTBALL CLUB