



COMMUNITY IMPACT REPORT

AUGUST
19 | AUGUST
20

MORE THAN A FOOTBALL CLUB



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EXECUTIVE SUMMARY



There has been no doubt this has been an unusual and extremely difficult year for the entire world as we have been collectively fighting Covid-19.

Our aim and intention was to ensure, now more than ever, we are an effective delivery vehicle to support our community and show why we are Wirral's Family Club.

We have an effective delivery system in place that has been built over a time period of more than 30 years, but due to the country going into lockdown in March 2020, we needed to rethink our entire delivery in order to continue to offer the same level of support to those in need.

A lot of our activity is face to face, so, that needed a complete rethink. However, this highlighted the important services we provide and when they were taken away, we witnessed the consequences and negative impact it had on the community. Our objective has remained the same, which is to provide quality services or enhancing and improving provision in the borough.

We maximise our key stakeholders, such as our fan base, Club and operational partners for example. We utilise our infrastructure such as our community team and the fantastic good will and unity the entire Club has in order to make a positive difference.

Our approach is proactive, and we pride ourselves in the work we do each and every day. We tailor our delivery to meet the needs of the Wirral community, and this means we engage and consult with our local partners to ensure our delivery is 100% effective.



DAWN TOLCHER
MANAGING DIRECTOR

This year, we have taken over the Beechwood recreation facility during the middle of the first lockdown in Spring 2020, and our intention is to continue to develop the site and ensure it becomes an important hub for the community. Our aim is to replicate what we have created at Prenton Park, and ensure it is another important strand of our community delivery.

Also, Super White Christmas 2019 was a huge success and it is an example of how we can bring people together. Commercial partners, volunteers and groups all work together by opening the Club up during the festive period to provide food and drink alongside allowing people to interact with others who may be alone.

What we achieved during this 12 month period has been excellent, and highlights our unique seamless delivery of a football club and charity combined.

Tranmere Rovers in the Community and the Club will continue to make a positive difference, and ultimately the most rewarding element is hearing and seeing the strong impact our work is having on so many people's lives.

I am proud to say we are a true community club and we will continue to do our best to help those who need us!





WHO'S WHO



BOARD OF TRUSTEES

JANICE MONTY- CHAIR

NICOLA PALIOS

MARTYN BEST

ROB JACKSON

MICHAEL TURNER



DAWN TOLCHER
MANAGING DIRECTOR



STEVE WILLIAMS
COMMUNITY MANAGER



EMMA PALIOS
GROWTH AND
IMPLEMENTATION MANAGER



LOUISE EDWARDS
GIRLS' AND WOMEN'S
DEVELOPMENT OFFICER



FAYE JONES
DISABILITY OFFICER



FRANKIE WASLEY
DANCE MANAGER



SHIRLEY WARING
COMMUNITY OFFICER



ADAM ROONEY
COMMUNITY COACH



HANNAH NAYLOR
MARKETING OFFICER



NINA ARDEN-BIRCH
DANCE COACH





TRIC HEARTLANDS



Stats & Data taken from Wirral Intelligence Service Website: <https://www.wirralintelligence.service.org/map-insight/>

TRIC's strategic delivery in the community is purposefully aligned to meet local needs identified through Wirral Borough Council data and policies to improve 'Community Wealth'. Over 30 years, TRIC have been working on the peninsular targeting specific areas to address various local issues arising from deprivation and lack of opportunities. We have an in-depth working knowledge of different needs across the Wirral, engaging with local groups of all ages and backgrounds.

TRIC work in some of the most deprived areas in the country, focussing mainly on the east side of the Wirral. Studies show that populations living in these neighbourhoods are more likely to experience barriers to health, education and employment resulting in some locations having a life expectancy difference of ten years compared to affluent areas. TRIC therefore target these locations to deliver programmes to improve health and wellbeing in addition to creating education and employment opportunities.

TRIC's strategy to work with local organisations and charities allow us to engage with people who need it the most to make a positive and meaningful impact. Most of our work takes place in our TRFC hubs based in Birkenhead and Beechwood. We also work in primary and secondary schools, ensuring that we reach as many young people and children as possible who may not have access.



Index of Multiple Deprivation (IMD) 2019 Rank

The colours on the map show Index of Multiple Deprivation (IMD) Average LSOA Rank (lower = more deprived)

Showing all areas at LSOA Level





WIRRAL NEED



Tranmere Rovers in the Community (TRIC) are located in one of the most deprived LSOAs in England. Multiple areas of the Borough are in the top 15 poorest communities in the North West and the Midlands, performing particularly badly in the areas of Income, Employment and Health & Disability (Wirral Compendium of Statistics 2019). One in three of the Wirral population live in areas classified as being amongst the 20% most deprived in England (Wirral Intelligence Service).

It is estimated around two-thirds of the Wirral adult population is obese or overweight; the largest group being 55-64 year olds, and it was more prevalent in deprived populations. It was also estimated 283 deaths could have been prevented through increasing physical activities among 40-79 year olds. Total cost of physical inactivity per 100,000 population on the Wirral is £2,366,533 compared to England average of £1,817,285. The Wirral has more adults with alcohol-induced harm, more admissions for alcohol related conditions and mortality rates, more admissions as a result of self-harm, less personal income than the North-West and England averages.

In terms of young people and children, ages four-five years 15% are overweight and 10% obese compared to the national average of 12.8% and 9%, with 123 children in care per 10,000 compared to national average of 63.6. The Wirral has more admissions as a result of self-harm in young people than the North-West's and England averages. In addition, in Wirral there is a 'significant cohort' of NEET young people that also needs more support. Alongside this is a rise in anti-social behaviour and high level of domestic violence cases. (Data from Wirral Intelligence Service, Wirral Compendium of Statistics 2019, The Health Foundation and Sport England & British Heart Foundation).

Against all of this, Tranmere Rovers is located in the most deprived area of the Borough, Birkenhead and Tranmere (Wirral Compendium of Statistics 2019). Studies have shown inadequate income can cause poor health (mental, social and physical) as it is critical to improving the chances and opportunities to maintain healthy behaviours. It has also been shown that life expectancy in deprived areas compared to affluent areas

can be a difference of ten years (Office for National Statistics – Gov). Therefore, to break the cycle and improve the livelihoods of our community, Tranmere Rovers focus around the three themes of:

- o Education & Employability
- o Health and wellbeing (Physical, mental and social)
- o Community Engagement

We want to get people into work, engaging with young NEET individuals, providing alternative provision and running adult learning courses for those out of work. We want to provide engaging education through our college to engage those that do not enjoy mainstream education and are looking for something different that fits their needs. We want to provide sport opportunities for all ages, genders and backgrounds to ensure that our community's mental, physical and social health is being looked after. We want to engage all individuals and groups of our community, providing a welcoming and friendly environment for people to come under one banner; The Wirral's Family Club.





MISSION STATEMENT



Tranmere Rovers in the Community have been in operation for more than 30 years, but 2020 has seen our biggest challenge so far.

This extensive impact report covers our activity from August 2019 to August 2020 and goes in-depth about the Club's work, programmes and initiatives during this 12-month period.

The August 2019 – August 2020 report also explains the support TRIC has offered alongside Tranmere Rovers Trust and our key partners, Wirral Borough Council and Essar, during the Covid-19 pandemic.

Also included is our well-established Tranmere Rovers Sports College, plus updates on our facilities including progress on Beechwood facility and our brand new charity shop, located in Birkenhead.

Tranmere Rovers in the Community was formed as a one-man team, by Steve Williams, who still manages the operations of the charity on a daily basis to this day. On an operational level, TRIC is overseen by the Club's Managing Director Dawn Tolcher and Growth and Implementation Manager, Emma Palios.

Our work was initially focused on the use of football and other ancillary sporting activities as educational tools. Since then, the community department has developed into a registered charity in its own right and now engages with tens of thousands of people across the Wirral peninsula and beyond each year.



Working across four core themes of Community Engagement, Health, Education and Sports Participation – the community team's work has expanded from coaching in schools to a wide range of innovative projects covering all ages and abilities.

Tranmere Rovers in the Community has developed a particularly positive reputation across the local area for providing support and activities for those with a variety of physical and mental disabilities.

TRIC work in key locations on the Wirral that have been identified through LSOA statistics, ensuring we provide opportunities for all and in the places of most need.

The charity is based at Prenton Park, and although the team visit many schools and colleges across the Wirral, we also run a large number of our sessions from the Recreation Centre where more than 800 participants a week visit before the Covid-19 pandemic.





BOARD OF TRUSTEES



JANICE MONTY

HEAD OF THE BOARD OF TRUSTEES

Every year, it never fails to amaze me the progress Tranmere Rovers in the Community have made, as the charity continues to support the local community in so many different ways.

I have been involved with TRIC for a number of years, and I even refereed for the girls' team in the late 1980s.

Since then, I have become a lot more hands on and involved with the charity and a couple of years ago, I took up the position of Chair for the charity.

We have received a lot of publicity, especially in 2020, for our work within the local community during the Covid-19 pandemic, but our support stretches a lot wider than that.

For example, Christmas 2019, as we have done for many years, we have looked after children in care, provided a Christmas dinner and a place for young people to go.

On Boxing Day, we provide a meal for the homeless and during Easter, we run activities for children. All of the work we do makes me extremely proud how we go about offering support for the local community.

We are more than just a football club. It is lovely to hear that people even with no interest in the game itself, are coming to take part in activities at the stadium ran by the charity.

The TRIC team are always looking for innovative ways to engage and support. In my role, I will always offer support where is required and consistently trying to find ways to help the charity improve.

We are always looking for new funding, and we received several grants during this 12 month period which has helped continue to run the projects that we do.

We are always looking for new funding, and we received several grants during this 12 month period which has helped continue to run the projects that we do.

It is important we continue to move forward and make sure that we can provide a service and serve the people of Wirral.

I wish our wonderful team all the very best in the upcoming year as they continue to help everyone they can in so many different ways.





GET ACTIVE



Walking Football

Tranmere Rovers in the Community's walking football sessions are for participants over the age of 45.

More than **200** people participated in the programme during the 12-month period, which included **18,655** hours of engagement.

Our walking football sessions run four times per week for both males and females, and are designed to help people keep an active lifestyle regardless of their age or ability.



TRIC Stars Dance Club

TRIC Stars Dance Club offers an alternative option for participants to engage and have fun. TRIC Stars Dance Club is open for children aged five and above, and they perform at half time during first team home matches.

During the 12-month period from August 2019–August 2020, there were **1,500** participants across all the dance programmes ran by TRIC. Included in this, Tranmere Rovers in the Community delivered ten weekly sessions at local partner primary schools and four chair dance sessions per week for disabled participants.



Active Rovers

Active Rovers is a programme which is funded by the NHS with the focus to encourage men over the age of **40** to keep active and healthy.

Tranmere Rovers in the Community's Active Rovers sessions last an hour, with men of all footballing abilities encouraged to attend and is held on a weekly basis.



PL Kicks

Tranmere Rovers in the Community offer young people who live in the Wirral area access to free football and dance sessions, through the Premier League Kicks programme.

The Premier League's flagship initiative, which is funded nationally by the Premier League and Sport England, enables our fully qualified football and dance coaches to deliver sessions to our local community.

The sessions provide young people with the opportunity to take part in weekly football and dance sessions, using the sports as a form of escapism from daily challenges and a fun and alternative way to keep fit in a safe and welcoming environment. All sessions are inclusive of both genders who are in the specified age group within each session, and most importantly, all sessions are free to access.



SIMON'S STORY



The power of football has always played a huge part in the life of Simon Rycroft and has acted as a coping mechanism to deal with his depression and anxiety.

Simon, aged 40, is a regular participant at Tranmere Rovers in the Community's Active Rovers Over 40s football sessions, and has benefited significantly, both mentally and physically, from participating in the weekly sessions at Prenton Park.

Speaking to raise awareness for World Mental Health Day 2020, Simon wanted to share his story of having a mental breakdown, and how Tranmere Rovers helped in his road to recovery.

"I hadn't played football for a long time, but I saw on social media about the football sessions, but I went along to try, and I have never looked back. That is now over three years ago.

"Time has flown by. I had a breakdown and a depressive episode four years ago and I got diagnosed with PCSD, an anxiety disorder, depression and OCD.

"Mental health affects a lot of people and through my own experiences, I know a lot of men have troubles talking about it.

"The football sessions at Tranmere have helped me deal with my anxiety.

I know a lot of lads have said it is the only time they feel like they have not got problems is when they play football."



"I was quite ill for a period of time, but I have always been quite open talking about my mental health. I realised it is something a lot of people have experienced but don't always feel comfortable talking about it.

"I was surprised how many lads I know and in football in particular, you wouldn't have thought had any issues with mental health.

"I had a few conversations because I opened the subject with people and they shared their issues too. Gradually over the last few years, it is becoming a subject lads are finding it easier to talk about.

"We now see famous footballers and boxers talking about their experiences and making their mental health problems public. I think sharing helps."

Simon, who has always had a keen interest in football since an early age, admitted he is not the only one who has used football as a way to cope.

He continued: "The football sessions at Tranmere have helped me deal with my anxiety.

"I know a lot of lads have said it is the only time they feel like they have not got problems is when they play football."





GET EDUCATED



Adult Learning

Tranmere Rovers are proud to be a partner of the 'Wirral Lifelong Learning Service' – providing educational courses to Wirral residents to enhance their wellbeing and employment skills.

We have worked with hundreds of people by helping them in getting jobs, gaining confidence, becoming volunteers and continuing learning within the community.

With courses ranging from team management, catering and hospitality and IT, Tranmere Rovers in the Community recorded **2,520** hours of engagement, working with **70** people and all were offered employment at a variety of different companies.



Premier League Primary Stars

Premier League Primary Stars is an education programme designed to use the appeal of professional football clubs to inspire girls and boys aged 5-11 in the classroom, the playground and on the sports field.

Learning with Tranmere Rovers in the Community helps connect to the real world of sport to enthuse pupils when tackling challenging PSHE topics such as resilience, diversity, self-esteem and fair-play.

Tranmere Rovers in the Community staff work with teachers to deliver fun, educational sessions in a range of subjects within local partner schools.

Once a week, two of our first-team players visit a partner school to deliver talks, Q&A sessions or partake in activities with the pupils. Competitions range from national football tournaments, to creative writing and reading challenges for reluctant readers.

During August 2019–August 2020, Tranmere Rovers in the Community recorded an impressive **12,624** hours of engagement through the Premier League Primary Stars project with **526** participants.





MIKE'S STORY



The opportunity to attend a number of different programmes at Tranmere Rovers in the Community has provided Mike with many useful tools to help him with his day to day life.

Mike has Asperger's syndrome, and this has resulted in him developing depression and anxiety, and at one point, he never wanted to leave his house.

But after consulting his doctor, Mike was encouraged to attend the adult learning sessions at Tranmere Rovers in the Community and has helped him with his well-being, confidence and self-esteem.

Alongside this, Mike has participated in a number of other programmes and he has admitted, if he didn't come along to Tranmere Rovers, he would still feel isolated at home.

He said: "All of the courses at Tranmere Rovers are really good, they are free, and you get a qualification at the end, so I can encourage everyone to do it.

"I played over-40s football on a Friday with Steve Williams and I have got depression and anxiety and playing football is good for your mentality and body, and when I saw the courses at Tranmere Rovers I thought I'd go for it, and I really enjoyed it.

"It's good for your mental health. You are learning and participating in something that you enjoy and you're not thinking about your mental health issues.

"The staff have been absolutely fantastic, especially Steve. He is a real credit to Tranmere Rovers, and I was really reluctant to go to the over-40s football as I didn't know anyone, but Steve said come along and if you're interested in having a game and having a laugh, the lads will introduce you.

"The lads there took me in as part of their team and the best thing about it is, it's free, it's a case of trying to participate.

"For the past two or three years now, they (TRIC) have had a Christmas party, for people with mental health issues or are homeless, and that is on Christmas Day or Boxing Day, and Steve runs it so well.

"I was really low, and it gives you a routine and an effort to go.

"The courses offer another skill to learn, it is free to come along and it's another skill to your bow, all you need to do is participate and you get a qualification, and it is really good for mental health."



Girls Development Centre

The Girls Development Centre is open to four to 12 years old with the aim to inspire more girls to play football.

The sessions are designed to improve participants skills and confidence playing football and are held on a weekly basis. Tranmere Rovers in the Community had 30 participants during August 2019-August 2020, with **52** sessions running and more than **1,500** hours of engagement during that time period.

Soccer Schools

Every school half term, Tranmere Rovers in the Community run two courses, Mini Strikers and Soccer School aged four to 12-years-old. Our sessions are based around coaching, competitions and games to engage and educate the participants.

On average, **40** children participate across both courses each half term with the sessions lasting five hours per day, ran only on weekdays.

Disability Football

Tranmere Rovers in the Community's Adult Ability Counts team is registered with the Cheshire FA and play on a monthly basis.

Alongside this, the disability team train on a weekly basis, with a junior disability team also hosting a weekly training session. The charity ran **56** disability training session, with **90** participants and **5,880** hours of engagement.



GET PLAYING - GET PLAYING - GET PLAYING - GET PLAYING



Futsal Development

Tranmere Rovers Futsal development programmes provide coaching opportunities for players to develop their technical and tactical skills, within an enjoyable environment.

The programme offers specialist coaching from UEFA Futsal coaches. Coaching focuses on each player as an individual and aims to develop players technically and tactically, and also develop focus and attention skills within a supportive and fun environment. The programme begins for children aged six right up until 16 and take place in the Recreation Centre.

During the 12-month period, Tranmere Rovers in the Community recorded **135,930** engagement hours with an excellent **2,955** participants.

Turn Up and Play

The Turn Up and Play initiative has proved to be a great success in bringing the wider Wirral community together through their love of football.

FA qualified coaches are on hand to assist and oversee participants, with sessions being twice a week and for boys and girls and a further two sessions running bi-weekly for girls only and our junior disability team, with **556** participants in total, with **8,562** hours of engagement in total.





COREY AND DANIEL'S STORY



Corey Hayes and Daniel Garnett both hope they can encourage more young people with a disability to play football.

Corey and Daniel regularly attend Tranmere Rovers in the Community's Adult Ability Counts scheme.

They have both enjoyed the sessions so much, they have decided to share their experiences and become coaches at the junior sessions.

Corey said: "What I would say to anyone interested is come along, and if you're not confident, you won't be alone, you'll be in a group and we will help you grow your confidence."

"On a Wednesday, I help with the younger footballers, so I help work on their passing, shooting, movement. I want to start working towards my coaching badges and hopefully a full-time role will become available."

Daniel continued: "It is a good way of getting to know others and understand each other's disabilities to try and support each other as much as possible."

Daniel and Corey were speaking ahead of International Day of Persons with Disabilities, which is on the 3rd of December each year. The day recognises that from the world's population of seven billion, one billion people have some form of disability, that's one in seven.

Tranmere Rovers in the Community host disability football sessions four days a week from the Recreation Centre at Prenton Park.

Offering a supportive framework of sessions specifically aimed at local residents who have a wide range of disabilities, the TRIC team have been providing disability programmes for over 30-years.

TRIC delivers Ability Counts coaching to U16s every Tuesday, which have become popular with the young people.

Harry Edwards and Alfie Harrison both take part in Ability Counts sessions, and they shared their experience.

Harry said: "I enjoy being with my friends and playing football, we just want to come and play football."

"Faye Jones (Tranmere Rovers in the Community lead coach) is great and we all like playing football, we all know each other, and all want to play football."

Alfie added: "When I first came two-years ago, I was quite nervous, but I knew that my mates attended and I would hang around with them, but now, we all know each other, and we all get on really well."

"We need to say thanks to Faye for giving us the opportunity to play and you should have a go if you like playing football, as the coaches are really good."





GET INVOLVED



Home Match Days

Tranmere Rovers Football Club and TRIC engage with young supporters in a variety of different ways on a home matchday.

Working alongside our partners, hi-impact, we offer a fantastic insight into how the media operation runs at the Club through the Junior Media Team programme where children aged nine to 13, write a match report and conduct interviews with key personnel at the football club.

We also offer an opportunity to be the official mascot for the game, which entails meeting the Tranmere first team and leading the players out for the match.

Our SWA2 Fan Zone is also extremely popular for children between the ages of six and 12. The hour long session, held in the Recreation Centre, allows participants to football, and enjoy other fun activities.

An estimated **50** children attend each home game, totalling **53,900** hours of engagement across 28 matchdays.



Dementia Friendly Afternoon

Our dementia support sessions are running on a weekly basis in the Recreation Centre at Prenton Park.

They are designed to help support people with dementia, their carers or anyone who has been affected by dementia.

The sessions allow participants to engage with each other through activities, games and discussion and we saw a regular attendance of more than **30** people.



NCS

Each year, Tranmere Rovers Football Club offer a unique and unforgettable experience for 15-17-year-olds through the highly recommended NCS programme.

The NCS programme provides young people the opportunity to develop new skills, grow their confidence, provide experience of working in a team and create fond memories that will last a life time.

The four-week project cumulates in participants completing social action projects, which are focused towards helping the local community in a variety of different ways.

From August 2019-August 2020, participants on the NCS programme at Tranmere Rovers in the Community completed more than **800** social action hours.

Adult Day Centres

The sessions allow participants to engage with each other through activities, games and discussion and we saw a regular attendance of more than **30** people.

The sessions vary on a weekly basis but are focused around the participants keeping their body and mind's active alongside having fun and engaging with those in attendance.





PETER'S STORY



"Peter aspires to one day become a football coach"

"I would like to be a coach and help young people to learn and play"

Those are the words of Peter, who attends Tranmere Rovers In the Community's Adult Day Care Centre sessions with his carer Paul.

Peter aspires to be a football coach and he says that the sessions have inspired him to follow his dream.

"I want to help teach people to play, and here, this time I'd be the coach to them and help them learn to play," Peter continued.

"Coming to Tranmere Rovers with Paul has really improved my confidence."

TRIC's Adult Day Care Centre programme welcomes over 50 different people from care homes across the Wirral.

Sessions are varied on a week-by-week basis, but consist of bingo, quizzes, dance exercise, plus much more.

The programme allows participants and their carers the opportunity to get involved and interact with different people and have fun in an inclusive environment.

Peter enjoys every aspect of coming to TRIC's Adult Day Care Centre, including dance sessions.

TRIC's emphasis during their Adult Day Care sessions is based around exercise, which is led by dance teacher Frankie Wasley.

He added: "We always have the music of the Jersey Boys on and we have a dance, it is fun."

Paul explained that coming to TRIC's Adult Day Care Centre programme has given Peter a sense of self-worth.

He went on to praise the Community Trust's work in the local area and how they play a role in supporting residents in the local area.

The community team at TRFC work to put on sessions for the community, with Tranmere Rovers more than a Football Club.

Paul said: "The important thing that we get from Tranmere Rovers is basically invaluable experience for our guys. It gives them a sense of empowerment and a sense of self-worth."

"The sense of social engagement with people who attend our services is incredibly important and I think for Peter, it's the confidence building skills and the sense of self-worth, and exercise plays a massive role."

"Frankie has played a key role in introducing our guys to music therapy. When we go back to the day care centre, it's following Frankie's programme of exercise and people feeling self-esteem and self-worth."

Peter concluded: "Thanks to Paul for taking me to Tranmere. Thanks for the help. I'm ecstatic."





NICOLA PALIOS TRANMERE ROVERS VICE CHAIR

As lockdown brought to a halt many of our traditional modes of delivery, and all activity involving physically bringing groups of people together had to be suspended, the TRIC team swiftly adapted to supporting the community in other ways. This included teaming up with another local charity to provide a telephone helpline to arrange befriending calls, shopping and prescription deliveries to people who were shielding. Where people were unable to afford to pay for groceries, we organised food parcels, and where they were unable to cook for themselves we arranged deliveries of cooked-chilled meals.

Through this initiative, over 1,000 elderly people were regularly supported through the crisis and close to 40,000 meals were supplied. In this manner, we were able to ensure that every one of them got the essential supplies that they needed, particularly at the start of the pandemic when government and local authority support systems had not yet been established.

The team also ensured that their regular users – such as those who would ordinarily attend Dementia Groups and sessions for people with mental or physical health issues, were regularly contacted to ensure they were well and not isolated or anxious.

In this way we have been able to make a real impact in tackling social exclusion, loneliness, and mental health issues through a particularly distressing time for many of the people with whom we routinely work.

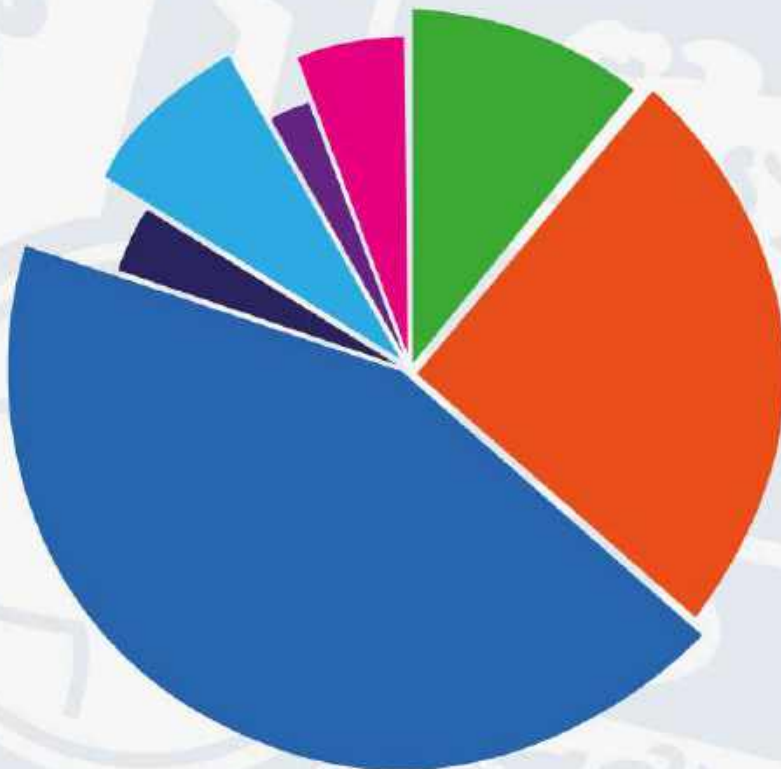
One area of TRIC's work which had to continue was the educational services provided through the College. Despite having to move to an online method of delivery, we should be immensely proud of the fact that every one of our students obtained their qualifications, despite the challenges thrown at them.

Society can be judged by the extent to which it looks after its most vulnerable members. I am proud that TRIC, alongside Tranmere Rovers Football Club and volunteers from its supporter base, have worked together to play a critical role in supporting members of the community through one of the most challenging periods in its history.

"The work of TRIC in the past 12 months has certainly not been what we had envisaged at the beginning of the start of the period due to the Covid pandemic, but the way that the charity adapted to the challenge has been a testament to dedication of the staff and volunteers involved."



TRIC IN THE NEWS



Viewer Statistics

- BBC Breakfast 6 Million Viewers x2
- Sky Sports News 7 Million Viewers
- Sky News Interview 3 Million Viewers
- Liverpool Echo 2.2 Million Viewers
- The Telegraph 1.5 Million Viewers
- The Globe 700,000 Viewers
- The Jakarta Post 40,000 Viewers





At Tranmere Rovers Sports College, we develop student's knowledge and experience within the sports industry. Of course, we teach workshops, lessons and practical sessions, but that is only half of our programme we offer. A student's story with the college begins with their chosen career pathway, and we tailor the programme of your choice to them!

That's because, at Tranmere Rovers College we believe in providing the best opportunities for our students, educationally and industrially. So, we provide industry work experience opportunities for all of our students.

Through structured support, guidance and opportunity at Tranmere Rovers College, our student's careers in sport will take the first step in a positive and productive direction.

Progression

During their course, students will work towards a range of BTEC Sport Diplomas that provide them with essential UCAS points to gain entry into higher education and university degrees.

Work experience will also enhance their CV and industry knowledge, also boosting their chances of progression to university and even employment.

Tranmere Rovers College also offer a range of higher education possibilities, with HNC, HND and degree programmes through our partnership with VLUK and Colchester Institute University.

Qualifications

BTEC LEVEL 2

Our BTEC Level 2 programme is a great place to start if students have not already acquired qualifications. This programme will give them the skills required to access a level 3 programme. Students will learn the fundamentals of sporting topics and exercise science and will also have the opportunity to build your coaching portfolio by assisting our team of coaches during their work experience element of the programme.

BTEC LEVEL 3

Tranmere Rovers College's BTEC Level 3 programme has a variety of outcomes once completed. In addition to studying sporting performance, students will also have the opportunity to gain work experience within the industry such as shadowing Tranmere Rovers Football Club's employees within their job roles.

With up to 160 UCAS points possible, students could progress onto university to study sports or other practical subjects such as quantity surveying.

HNC / HND

Students can also progress on to our very own football industry specific HNC/HND programme where they will study football coaching, performance analysis and development. They will also gain realistic industry experience.



Employment Opportunities

Although, if higher education is not a student's desired outcome, if successful on the course, Tranmere Rovers also has employment opportunities for dedicated and reliable prospects. Tranmere Rovers College can also support students in finding employment within the sports industry.



Tori Currans

"Since I started studying at the College I have gained the qualifications that I need and also been given the chance to work with the first team which is really important for my development and something that I think I wouldn't have got anywhere else".

BTEC Level 3 graduate Tori has shadowed Tranmere Rovers physiotherapy department in order to gain valuable experience in the elite sports environment as she gets ready to study at University.



Megan Kane

"I was always interested in sports but I was never sure where I would be able to get the help that I needed but the tutors at the College have been brilliant in both my practical and theory work".

Currently helping out as an assistant PE Teacher at Woodchurch High School, Megan is already gaining experience in the teaching industry after completing her BTEC qualifications at Tranmere Rovers Sports College.

department in order to gain valuable experience in the elite sports environment as she gets ready to study at University.



Josh Brooks

"When I started my studies, I never expected that these opportunities would be given to me by Tranmere Rovers Sports College but after working hard and gaining my qualifications at the College, I am now going to fulfil that dream"

Josh completed all of his qualifications at Tranmere Rovers through to his BTEC Level 3 and is now employed at the Club as a college mentor and one day hopes to coach and play football in Australia.

Key Stats -

- 100% Pass Success Rate in 2019-20
- 100% Attendance maintained during the Covid-19 Pandemic
- Despite Covid-19, the College recruited 174 new students for 1020-21

English and Maths

At Tranmere Rovers College, we value the importance of life skills, so we offer English and Maths GCSE lessons and exams to students who did not quite attain their desired grades at school.



The Tranmere Rovers Centre of Development programme is designed for footballers that have the aspiration to challenge themselves to achieve their maximal footballing potential.

We support footballers through our multi ability pyramid system providing players the opportunity to develop and compete in an array of footballing environments. This pyramid system gives individuals the opportunities to progress naturally whilst gaining excellent footballing experiences. Player's experiences can range from competing nationally in youth or conference leagues to playing for Tranmere Rovers U23's, reserves and ultimately Tranmere Rovers first team.

In order for an individual to succeed we understand that facilities, coaches and opportunities are of the upmost importance, therefore we pride ourselves on providing quality facilities to train and the professionalism that is embedded into all our daily coaching sessions. Our College of Development coaches are fully qualified to the highest standard, including UEFA A and B licence coaches that have played the professional game for over 20 years in England, Wales and European competitions.

Overall Aim

The overall aim for Tranmere Rovers Centre of Development is to enhance players understanding and their ability to play different roles, systems and ultimately to create opportunities for a pathway into professional football.



Michael Kinsella, Head of Operations said: "We are really pleased with how this year has gone. We pride ourselves on giving our students the best opportunities that we possibly can with the help of our coaches and tutors every day. As you can see from the players and case studies mentioned, we have been successful in progressing players and helping them to earn their opportunities and both semi-professional and professional levels."

"I'm really proud of all of the staff and students with the progress they've made, not only individually, but also as a collective in helping to push the Centre of Development even further and towards the targets that we want to achieve."

"Obviously the COVID-19 pandemic has altered the way that some things worked but everyone has adapted professionally to the changes we have had to make and worked hard together every day."

"Going forward, we will continue to give all of our players the help and support they need to improve and ultimately gain opportunities on their selected pathways in football and education."

Ethan Mitchell

Ethan started his football at academies such as Liverpool and Wigan Athletic before coming to us at the age of 15. He applied himself brilliantly, worked hard and was playing for our U18s. Ethan caught the eye of Paul Carden at Warrington Town and he played Ethan in some first team games for the Yellows. Sky Bet League One team Plymouth Argyle then became interested in signing Ethan for their academy team and within a few weeks, he was signed for the Devon Club. He is now playing regularly for the Pilgrims and continuing to progress his game.

"The coaching I received at the Centre of Development was brilliant. Coming out of school and academies, I couldn't have asked for better support from the tutors and coaches. The whole place has really helped me and I wouldn't have been given the opportunities that I've got without the Centre of Development at Tranmere Rovers," said Ethan

Kole Hall

Kole first came to the UK when he was 16 and joined the Centre of Development. After playing in our development side, Kole was asked to train with Tranmere Rovers first team due to his performances. He gained experience playing in the Cheshire Senior Cup with other first team players and has this season been playing for Radcliffe FC in the Northern Premier League.

"I really like the environment here, it is very calm and everyone always wants to help you learn and progress. I have worked hard and have been rewarded with some great opportunities. The facilities are great and I really enjoy training on the pitches we have, it helps me to improve my game more. Being in and around professional players and staff also helps to improve as much as I can" Said Kole.

Jacques Welch

"I played for the Centre of Development in the North West Youth Alliance league. Getting to train with the first team was unbelievable and earning my first professional contract on top of that. I can't thank them enough", said Jacques.

Jacques is a prime example of what a student can achieve. Released from Bolton Wanderers after breaking his leg, Jacques joined TRFC Centre of Development, gained his BTEC qualifications and excelled on the pitch too, earning a first team professional contract and is now on loan at Flint Town United.



Courses Available

- BTEC Level Two Sport
- BTEC Level Three Sport
- HND / HNC Degree
- MA at University
- Top Up Degree







TRANMERE TRUST



BEN HARRISON

TRANMERE ROVERS TRUST CHAIRMAN
TRANMERE ROVERS ASSOCIATE DIRECTOR

Tranmere Rovers Trust has worked alongside Tranmere Rovers in the Community for a number of years, but this year might have been our most important yet!

As we all know, 2020 has been unfortunately overshadowed by the Covid-19 pandemic but one beacon of light has been how the community has pulled together to help those most in need.

The Trust worked alongside Tranmere Rovers in the Community to provide support during the Covid-19 pandemic, including delivering hundreds of food parcels across Wirral which is still happening to this day.

Not just this, but all of the initiatives linked to Tranmere Rovers just shows how much football clubs are not just about the 90 minutes every Saturday, they are so much more!

When Mark and Nicola Palios arrived at the football club, they made it clear they wanted the community work to be a cornerstone of what we stood for. So here we are, five years on, and I must say I am really impressed with the progress that has been made and the work that has been done.

And now as we look ahead to what is going to happen in the World, our work is going to be even more important than ever before.

An important element is that the Chairman and Vice Chairman understand the importance of the community work that takes place each and every day. Whatever happens in the future, one thing is for sure, our community programmes will go from strength to strength.

Community work galvanises people and Tranmere Rovers in the Community have put in a lot of hard work for a number of years to help support and improve people's lives in Wirral.

We now have to continue to move things forward in the right direction. At this moment in time, there are a lot of people struggling and going without, so we need to keep on helping those in need which we will do collectively.





COVID-19 IMPACT



In March 2020, life as we all knew it completely changed due to the Worldwide spread of Covid-19 and we entered a pandemic.

The UK soon entered a national lockdown, and the country grinded to a halt as we were all encouraged and advised to stay at home, and only leave for essential needs.

The effect of Covid-19 was tremendous, and people needed support through this difficult time, and Tranmere Rovers in the Community had to quickly alter their delivery to help people in need.

Here are some statistics showing what we did to support up until August 2020...



34,259

Meals Supplied to the Vulnerable.



900

Support and Welfare Phone Calls.



1200

Shopping and Medication Drop Offs



42

Educational Workbooks and Social Media Posts.



£3200

Sanitary and Hygiene Items Donated to Local Charities.



101

Football Shirts Donated To Schools.



2

Referred and Received Treatment for Gambling Addictions



6951

Stewarding Work Hours.



250

Football Shirts Donated To Schools.





ESSAR



IAN COTTON

HEAD OF COMMUNICATIONS & COMMUNITY, ESSAR OIL UK

We are proud of the close relationship we have with Tranmere Rovers and it is important that our support for the club extends beyond just the pitch.

Tranmere is a pivotal hub on the Wirral and plays a crucial role in supporting its local communities, especially through the outreach work of its 'Tranmere Rovers in the Community' team. Essar's relationship with Rovers allows us to work collectively with them to give back locally to the surrounding communities that are central to the club's history and identity.

We are pleased to be able to support Tranmere's mission of increasing community engagement, health, education and sports participation which aligns with our own commitment to support the communities local to the areas in which we operate as a company.

This year has challenged everyone in many different ways. However, the club, through its outreach programme and the incredible efforts of its many volunteers, has done a fantastic job during these difficult times supporting vulnerable people through a wide range of initiatives. Its recent recognition by the British Chambers of Commerce as a UK Business Hero for its dedication to helping the local community during the Covid-19 pandemic is a richly deserved accolade.



ESSAR



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SUPER WHITE CHRISTMAS 2019



For a third year in a row, Tranmere Rovers Football Club ran their Super White Christmas initiative which involved collections, parties and fun events to help under privileged people in Wirral enjoy their Christmas.

In line with the Club's community ticket initiative, which enables disadvantaged local people to attend Tranmere Rovers matches at Prenton Park, the Super White Christmas Appeal helps both children and adults enjoy some of the festive experiences which most of us take for granted.

Hundreds of people participated in our 2019 Super White Christmas Appeal.

The Club hosted a Christmas party for children aged six to 14, which took place on Saturday 7th December 2019 prior to Tranmere Rovers' home league match against Accrington Stanley.

On Sunday 29th December, before the home match against Blackpool, Tranmere hosted an event for adults in need. We invited adults who are suffering from loneliness, homelessness or just needed cheering up over the Christmas period. The aim is to give adults who might not be able to access a hot meal, or someone to talk to, or a safe place over Christmas with something to look forward to.

The event, for 50 people, took place in the Recreational Centre and was a huge success with all in attendance having a good day, with a hot meal served and a present for all before they watched Tranmere's match against Blackpool.

Tranmere Rovers Managing Director Dawn Tolcher said: "Building on the success of Super White Christmas in previous years, we hosted events for young people in care and those who may not have someone to celebrate Christmas with.

"Every year we are overwhelmed by the amazing response from our fans and the local community who not only provide gift donations but also give up their time to help those most in need during the festive period.

"We see first-hand the impact that Super White Christmas has and we are pleased with how successful 2019's appeal was and the aim is to make sure 2020 is exactly the same.

"I would like to also take this opportunity to thank of all those who helped Super White Christmas happen, from volunteers to donators, it was a team effort to make such a positive impact on many people's lives during the festive period."





JOHN'S STORY



For John Duckers, Tranmere Rovers Football Club has been a mainstay in his life for more than half a century.

John, who is approaching his 60th season supporting the Super White Army, has always had the same mindset of wanting to help his football club and community as much as he possibly can.

Having been furloughed during Covid-19, John wanted an activity to keep him busy, and he decided to get involved in Tranmere's Project Prenton Park initiative.

More than 100 people played their part, including John, as they ensured Prenton Park was maintained during the pandemic.



John said: "The club asked for volunteers to help out and my feeling was if we got the ground and the surroundings all done, we'd be able to get back in faster, and get all of the fans back in.

"It gave me a target as I'd be furloughed for months and months and I was getting bored and fed up, and I needed something. It gives me a target and it is helping the club.

"When we first came back in July and August, the car park was full of shoulder-high weeds, so the first fortnight, we were doing weeding all over the outside and gateways.

"Most of the volunteers have been painting all the hoardings and helping the maintenance lads put them up.

"I've done stewarding, I've worked after the match on the ground tidying up the stands, I've worked in the bar and in the café helping out, it was all to help the club out. I did the toilets, I did the cleaning of the ground, and looked after the ball boys for 18-years.

"I've been coming to Tranmere since I was 14 and this is my 59th season supporting Tranmere.

"It's a family club, they have always looked after the families but there's a lot of different work that goes into it, and this is my way of giving back and helping out the club. The volunteers are helping to keep it going.

"The projects are very important. A lot of people I know, they haven't got family and they are lonely. The people from the club who have visited them through Covid, giving them parcels, it gives them a lifeline.

"It's not just out there on the pitch, and this club is important to a lot of people. To me, I've got my family and my football. The club means a heck of a lot to me. There is bad days and there's good days, and that's what it is about. It gets in your blood.

"It's a local club. It's my team and it's my town. I love the club and without it, life would be so different."





THANK YOU VOLUNTEERS





WIRRAL CHAMBER



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

The Wirral Chamber of Commerce released the following in regard to the Club's achievement:

Tranmere Rovers Football Club, founded in 1884 and based in Birkenhead, has been embedded in its local community for over 135 years. When the Coronavirus pandemic led to the cancellation of football fixtures, the Club turned its efforts to a massive community support effort, run by their community team and ably assisted by supporter volunteers.

They also partnered with Helpink, a local charity which offers transport, practical support and friendship for over 1,000 elderly and vulnerable people in the Wirral area. Recognising the various issues vulnerable people were facing in lockdown, Tranmere Rovers donated 35,000 food parcels and provided 1,000 cooked meals to those who were shielding and unable to cook for themselves.

The Club also made over 1,000 support phone calls to vulnerable people and collected or delivered 1,200 prescriptions and shopping orders to those who were shielding.

They also supported local children, running 42 educational workshops and providing workbooks to support their at home learning.

Outside of school, they also donated 100 football kits to children from financially deprived households. The Club's stewards supported the local council by providing almost 7,000 hours to support the Wirral Borough Council Food Hub, along with helping at Coronavirus test sites and municipal tips.

In addition to this new activity, the team also continued to offer existing support packages to vulnerable groups, including the dementia group and those with mental or physical disabilities.

As football starts up again, Tranmere Rovers is working to ensure that many of these initiatives will be in place for the future.

Tranmere Rovers Vice Chairman Nicola Palios said: "We are proud to have been able to provide a lifeline to thousands of people in our local community at one of the most difficult periods in its recent history."

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





WIRRAL DEEN



IMBRIAHIM SYED WIRRAL DEEN CENTRE

Wirral Deen Centre and Tranmere Rovers Football Club have a longstanding friendship which really started after Mark and Nicola Palios took over.

Mark and Nicola reached out to us along with Ben Harrison and explained their vision of how they wanted to include the local Muslim community and their local mosque, Wirral Deen Centre into their community plans for Tranmere Rovers and be part of the family, and we accepted their hand of friendship.

Since then, we have worked on various community focused projects together including food distribution and donating Tranmere Rovers football kits.

It has been really important because part of our outlook and vision is to picture and paint out the British Muslim narrative and a sense of belonging, and football is at the heart of people's lives, and at the heart of the community and it keeps everyone united.

Tranmere Rovers and Wirral Deen Centre in the Community are both so important. There is no organisation which is bigger in terms of kudos in Wirral, because the Club is seen at being in the heart of the community and brings everyone together.

Our relationship has continued to go from strength to strength, especially in the last 12 months. We have worked together to help people during the Covid-19 pandemic alongside other like-minded organisations.

We have been in close contact throughout and monitored how we can support those in need during these difficult times. The Club are always open to ideas, and Mark and Nicola always give us their full support whenever required.

Our relationship is based on trust and friendship, and when there are personal relationships, we have faith in each other to deliver what we need to do. At the core of it, it is about the individuals and people who lead the organisations having a shared sense of purpose and values.



WIRRAL DEEN CENTRE
serving the community

Charity No: 1174043



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OUR FACILITIES



Recreation Centres

Our community recreation centres host programmes designed to connect the local community bringing people together. Projects aim to remove barriers to provide health, education, sporting, and community engagement opportunities for all.



Prenton Park Recreation Centre

Pre-Covid, an average of 800+ people per week benefitted from the centre. It was also utilised 100% in the evenings. The gym hosts NHS rehabilitation sessions, private classes for Muslim women and TRFC College training. The sports hall provides football sessions for all ages and abilities such as TRFC disability team, women's walking football and inter-faith football. The classrooms provide a space for TRFC College, Alternative Provision and Adult Learning, in addition to education workshops around local issues such as gang violence and knife crime. The café offers discounted meals and a friendly and welcoming environment for dementia bingo sessions and mental health support meetings.



Beechwood Recreation Centre

The Beechwood Leisure Centre was acquired in March 2020 just as lockdown came into effect. The aim of the Club was to redevelop Beechwood Recreation Centre to be a vibrant community asset incorporating Education, Health and Well-being activities. Beechwood was to replicate the success of our Birkenhead Recreation Centre, improving the asset to make it fit for use and providing programmes to address the local needs, guided by community consultation. We intend to fully open the facility in line with government guidelines in 2021.



MARK CAMBORNE

WIRRAL COUNCIL'S ASSISTANT DIRECTOR
NEIGHBOURHOODS, SAFETY AND TRANSPORT

As Chair of the "Safety of Sports Grounds Group" it is my responsibility to sign the Prenton Park safety certificate that ensures all matches at Tranmere Rovers Football Club can take place safely with fans in the stadium. The Club have always been fantastic in adhering to the safety and welfare of the spectators and wider community around Prenton Park and this approach has continued and grown throughout the current Covid pandemic.

When the club were allowed to re-introduce a limited number of spectators to Prenton Park in December 2020, when Wirral as part of the Liverpool City Region was in Tier 3 restrictions and allowed up to 2,000 spectators in to watch home games, the Club worked tirelessly with the Council and Wirral's Public Health team to ensure the safe re-introduction of these spectators within those government guidelines. The Club were always respectful and considerate of the need to have a safety-first approach, over and above any other commercial pressures that they were obviously experiencing during this extremely challenging time.

My main role at the Council in 2020 has been to lead the humanitarian response to the Covid-19 pandemic and it is in that role that I have seen the already strong relationship the Council has with Tranmere in the Community and in particular Chairman Mark Palios and his wife Nicola come to the forefront.

When the pandemic hit in March 2020, Mark and Nicola 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.

That support has manifested itself in so many ways but to give examples of just a few, we have worked together to distribute emergency food parcels and the Council has supported their bids for Government grants and funding to enable them to provide hampers and meals and mental health and welfare support to the community. 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.

I am in regular contact with the Club and I can see our relationship only strengthening as we continue to work together to face the challenges of Covid-19.

Tranmere Rovers Football Club's support has been invaluable to me personally, Wirral Council and the wider communities of Wirral and the Club is the very embodiment of what a community football club should be.



WIRRAL





COMBAT GAMBLING



Tranmere Rovers Football Club combat against gambling!

If you or a loved one have been affected by gambling and wish to seek help, we are here for you.

We will be taking calls in order to give people as much help as we can and to refer them to the relevant professional. All calls are confidential. Don't suffer in silence!

Please call us on 0151 609 3325 or email community@tranmererovers.co.uk

Below are important links to the help that is available via our partners in this initiative.

The Big Step NHS Northern Gambling Clinic Gamban Tranmere Rovers has put together a team to combat the potential increase in online gambling which is another threat to communities arising out of the pandemic.

Tranmere Rovers, The Big Step, Gamban and the NHS have come together to create a formidable team to help those who have been affected by gambling.

Chairman Mark Palios said: "When gambling gets out of hand it is like a virus itself and has huge consequences for individuals and families, undermining the relationships and destroying the trust that underpins everything.

"The project with The Big Step is not just a short-term fix, but will evolve into a longer-term initiative too.

"In the short term, we will be available as a confidential point that will help to direct people to the help that's available through our partners. That is not just for Tranmere Rovers fans but for all members of their families and our community generally.

NHS



"As the first football club working alongside Gamban and teaming up with such other heavyweight organisations to combat (excessive) gambling, Tranmere Rovers has added an extra layer of support to its fans and the wider community and taken another step forward in the game re-defining its relationship with gambling."

James Grimes, Project Manager of The Big Step said: "I'm delighted that TRFC have partnered with The Big Step and will be able to reach people who need support and put measures in place to help anyone affected by gambling related harm in the community."

Matt Gaskell, Consultant Psychologist & Clinical Lead, NHS Northern Gambling Service said: "It is fantastic to see how seriously Tranmere take the welfare of their fans, and that they understand the link between gambling and football is a harmful one.

Jack Symons, Gamban Chief Executive & Co-Founder, said: "The commitment to supporting both players and fans in these uncertain times highlights just how much they contribute both to the Club and community. "This is a clear sign of commitment from TRFC, acknowledging the impact of gambling harm."



TRANMERE ROVERS IMPACT REPORT

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FUTSAL



Age Range & Number Of Players Who Attended Sessions At Some Time

Age	Boys	Girls	Total
Under 7	11	0	11
Under 8	14	0	14
Under 9	24	0	24
Under 10	27	4	31
Under 11	5	1	6
Under 12	14	1	15
Under 13	22	2	24
Under 14	11	1	12
Total	128	9	137

137 Different Players Attended, of whom just over 7% were girls.

Number of Sessions Attended By Age Range

Age	Boys	Girls	Total
Under 7	23	0	23
Under 8	34	0	34
Under 9	55	0	55
Under 10	80	6	86
Under 11	10	1	11
Under 12	24	2	26
Under 13	54	2	56
Under 14	13	1	14
Total	283	12	305

Tranmere Rovers' Futsal programme is predominately ran in the Recreational Centre at Prenton Park.

Futsal at TRFC has been in operation for more than two decades, from ages five all the way U16s.

Please see below the full age breakdown...

- U6, U7 and Under 8 (together)
- U9
- U10
- U11 and 12 (together)
- U13 and U14 (together)
- U15 and Under 16 (together)

All over 16 men's and women's provision came to a finish at the end of the 2018/2019 season.

For the season 2019/2020 provision involved the following age-groups:

- U6, U7 and U8 (together)
- U9
- U10
- U13 and U14 (together)
- U15 and U16 (together)

In addition, the Turn Up and Play Sessions proved successful and were held including the summer of 2019.





TRIC TIMELINE



Show Racism The Red Card

Over 60 local school pupils attended a Show Racism the Red Card event with three first team players in attendance to talk about their experience with Racism as a footballer.



Kip On The Kop

Tranmere Rovers team up with local charity Wirral Ark to raise awareness for homelessness. Vice Chair Nicola Palios, Managing Director Dawn Tolcher along with 30 fans, spent the night in The Kop and raised thousands in the process.

Super White Christmas Appeal

Tranmere Rovers Super White Christmas Appeal provided over 120 local adults and children with food, drinks, presents and a party to those who are venerable and in need for of some festive cheer of the Christmas period.



International Women's Day

Community officer Louise Edwards was a guest speaker at local women's charity Tomorrow's Women International Women's Day event where she spoke about her experience as a women's footballer and working in sport.

Help Link

When COVID-19 lockdown first hit England, we teamed up with Help Link to provide help and support to those most effected by the lockdown.

This consisted of be friending phone calls, shopping and medication support and food hampers. (See page 24)

Launched Project Prenton Park

Project Prenton Park was launched in order to get Prenton Park back to a standard fit for our fans. The schemes saw many Tranmere fans volunteer their time to help the Club with jobs around the stadium.



AUGUST 2019

SEPTEMBER 2019

OCTOBER 2019

NOVEMBER 2019

DECEMBER 2019

JANUARY 2020

FEBRUARY 2020

MARCH 2020

APRIL 2020

MAY 2020

JUNE 2020

JULY 2020

World Alzheimer's Day

In light of World Alzheimers Day three first team players attended our Dementia Friendly Afternoon session and spent time looking through old photos and listening to the participants stories.



EFL Kids Cup Final

Wirral Grammar Girls School and Port Lancelyn Primary School both won the chance to represent Tranmere Rovers in the EFL Kids Cup Northern Final. Both teams competed against other Wirral schools before heading to play against Football Club clubs in the North.



Premier League Primary Stars Festival

The recreation centre hosted a number of local schools for an inclusion festival as part of the Premier League Primary Stars programme and was designed to be inclusive of all pupils.



EFL Day Of Action

In celebration of the event we hosted a Social Inclusion football tournament with six Wirral charities that help those who suffer with drug and alcohol misuse.



Joy of Moving Festival

Thousands of pupils and adults took part in the Joy of Moving festival which aimed to fill the void of Sports Day that was cancelled across the country due to lockdown. The festival gave parents, teachers and fulfilled activities to do at home or school.

Donated 101 Shirts to Schools

101 wirral children benefited from receiving a brand new 2020/21 Tranmere Rovers home shirt thanks to the generosity of the SWA. The recipients of the shirt were picked by their school as pupils who have worked hard during lockdown or were in need of cheering up.





EQUALITY AND DIVERSITY



Tranmere Rovers Head of Matchday and Brand Growth, Christine Roberts, is the Club's Equality, Diversity and Inclusion Officer, and her responsibility is to ensure everyone connected with TRFC is not discriminated for any reason.

Speaking about her role, and the work the Club do in this area, she said: "There has been significant improvement over the last few years ensuring the demographic that we work with is a true representation of the community around us, so we truly are a community football club."

"We are actively working with a number of organisations in the local area to make sure that they know that they are welcomed and are part of the Club. We can address any apprehensions or concerns or any issues that they might feel that there is by coming to football."

"And whether that is respecting traditions and religious beliefs and ensuring that someone regardless of their religion, their gender, their beliefs and whatever that might be, they are able to feel comfortable and safe."

"We have continued to work with Rover and Out who are our LGBT+ supporters and allies' group and they have grown to be as inclusive as ever so everyone can be included in something regardless of what their beliefs are."

"I meet with them monthly and when there was an LGBT+ display at the Football Museum in Manchester, we were invited to the opening of that which was great, it was really good to see and a pleasure to be a part of."

"We held the first ever fans for diversity focus group which was supported by the football supporters' association and that was an opportunity for people to come and have a talk and ask some questions in a safe area and it was really successful."



This was connected with Kick it Out, so it was a great campaign, and we have continuous discussions with them, and we'll certainly hold more events with that group."

"Rover and Out launched a football for everyone group, so they started playing football and invited everyone to that, and they have some quiz nights as well and then we've worked with other groups in the community, so Wirral Chamber, who work with predominantly Wirral Change who struggle to feel included in society."

"Our supporters' groups have been linking in with our local mosques and we've done open events and gone to different community events."

"Everyone is welcome at football and everyone is part of our family. We strive to make sure that Tranmere and Prenton Park is a safe and welcoming place for all."



**Regenda
Homes**

Tranmere Rovers Football Club are proud to announce a new partnership with Regenda Homes. This partnership has a focus on the Club and Tranmere Rovers Community Trust's ongoing work within the local community.

Regenda Homes is a housing association with properties across the North West, including over 1,700 social housing homes in Wirral. Regenda has five independent living schemes located in Wallasey, Birkenhead and Prenton for people aged over 55 and in receipt of PIP/DLA or aged over 60.

Their independent living schemes ensure that residents have the right facilities and support available for their needs, to help maintain independence for as long as possible. Residents can enjoy the comfort of their own home with the peace of mind that comes from living in a safe and secure environment.

All schemes benefit from:

- Bright and spacious apartments
- Beautiful and professionally maintained communal gardens
- Specialist bathroom options, if required
- An onsite Scheme Manager from 9am to 5pm, Monday to Friday
- Free laundry facilities

All Scheme Managers are accredited with a national quality award (CHS Service Excellence Standards) for the services they provide to residents.

During 2020, the national lockdown meant that many residents had to follow government guidance around shielding. Regenda staff made over 4,500 calls to vulnerable residents. Residents who were socially isolated and shielding were called up to three times a day, including weekends and bank holidays. Staff also distributed mobile phones to residents who were severely socially isolated and gave out Christmas hampers and treats, as well as distributing tailored newsletters to keep residents informed of any changes to services.

If you or someone you know is aged over 55 and is looking for a new home in Wirral, visit regenda.org.uk/homes-available-now or call 0344 736 0066.

Tranmere Rovers Commercial Manager Debbie Quaile said: "We are delighted to welcome Regenda Homes to the Tranmere Rovers family and we are looking forward to a great future together."

"Their partnership has a strong focus on our ongoing community work and we are pleased they have agreed to support the work we do in the area."



TONY GAHAN MEMORIAL FUND



Remembering Tony (6 August 1940–18 March 2019)

The Tony Gahan Memorial Fund have agreed a partnership with Tranmere Rovers FC to support the charity's work with communities across the Wirral.

They have kindly donated £3,000 to support Tranmere Rovers in the Community's initiatives including dementia group focused activities.

Anthony Gahan, or Tony to his family and friends lived in Bromborough for over forty years, having being born in Liverpool where he grew up and lived before moving over the Mersey.

Tony was a lifelong football fan and player in his youth, supporting Everton all his life and Tranmere too, especially when he settled in Bromborough.

In the late 1950s, as a teenager, Tony would go every Sunday with a few friends to a 'park' – an open space with sparse grass used mainly to walk dogs and dump rubbish and play football for hours.

The group gradually formed a team and challenged other teams in the local area to matches and out of this Springfield Rovers was established. They bought some cheap shirts similar to Hibernian – green with white sleeves and played on Sundays before Sunday football was recognised, eventually joining a League when Sunday football got the seal of approval.

One story Tony loved to tell was how Springfield Rovers trained with Tranmere Rovers on one occasion.

Tony was widowed at an early age, only 56 and his interest in football was a help to him in the years afterwards and he took an increasing interest in the fortunes of TRFC, particularly enjoying the success under John Aldridge!

Tony, together with several old players from his Springfield Rovers playing days, were very much involved in the Merseyside Tramway Preservation Society at Taylor St in Birkenhead. Tony volunteered for many years, until ill health forced him to retire, but he so enjoyed his time conducting on the trams there.

A couple of years before his untimely death in 2019, Tony, who lived alone developed a dementia and struggled a lot during the final months of his life. His enjoyment of football and the fortunes of Tranmere kept him going at times during this time, before he moved into a care home for a short period before he died.

We have set up this fund in Tony's memory to commemorate his love of Tranmere and the pleasure football gives people, but also to help those in the community who are living with a dementia and their carers.

Also, it is very fitting that part of the fund can be used to enable others to enjoy the trams and tram rides as Tony did so much.



SWA2



Tranmere Rovers Football Club's SWA2 initiative engages with the next generation of the Club's supporters.

Rovers are Wirral's Family Club and offer a number of opportunities for young supporters to become a part of the SWA2.

From the chance of being a matchday mascot, school visits where they can meet first-team players, and ticket initiatives, the SWA2 is open to all young fans who want to get closer to Tranmere Rovers Football Club.

The SWA2 initiative was born in the 2018/19 season and really gained momentum throughout the Club and the fan base with crowds rising and more younger supporters watching Tranmere Rovers.

The aim was to bring a new generation of fans as close as we could to their football club and give them experiences that you couldn't get at any other clubs. Several groups of SWA2 were selected for many different experiences such as training ground visits to see the players and manager, competitions such as designing our programme front cover and surprise home visits from our star players.

A popular feature that we have been running is our SWA2 billboard outside of Prenton Park. Fans send in their pictures to be proudly displayed on a huge billboard outside of the ground, making some young supporter's dreams come true.

Coverage of the initiative was captured not only by our own social media channels but also by ITV News and shown in front of millions on the TV!

This year we have had to adapt to the ever-changing circumstances in the world and have therefore had to get the SWA2 involved in different ways than before.

At the start of the national lockdown, we encouraged the SWA2 to draw their rainbow designs to display in their windows for the NHS and seen a great number of participants for that. We also sent many video birthday messages to young fans from our players during lockdown, doing our bit to brighten their day in an otherwise downbeat situation.

A number of the SWA2 got involved in football and exercise challenges at home set out by Tranmere Rovers in the Community as well as our poetry competition where plenty of prizes were given away to young supporters for their efforts.

102 new shirts were given away to well-behaved students in local schools too.

We are constantly striving to involve the SWA2 in different ways across the Club, such as iFollow Radio features, to keep them engaged and will continue to bring them as close to their club as possible.



SWA2





NEW PROJECT AND PROGRAMMES



During Covid-19 lockdown, Tranmere Rovers in the Community received funding for three new programmes with the aim to help those in need during the pandemic.

The Tackling Loneliness Together project is aimed at helping over 70s, who are at risk of suffering from loneliness due to COVID-19 and to provide targeted and effective relief for them. We hope to build relationships with those affected in Wirral, so they feel confident integrating back into the community and continue our relationship with them going forward.

A 2020 study from the Office National Statistics (ONS) showed that 5.0% of people in Great Britain (2.6 million adults) reported that they felt lonely "often" or "always". Of those asked, 30.9% (7.4 million adults) reported their well-being had been affected through their having felt lonely in the past seven days.

Since March 2020, Tranmere Rovers in the Community have adapted the way we operate to help those in need during lockdown. We teamed up with HelpLink to provide support via the phone to over 800 people to help with shopping, prescriptions or just be there for someone to talk to if feeling lonely.

Additionally, our Food Bank provided over 1,000 food hampers to vulnerable people and the 'Tackling Loneliness Together' project is an extension of all the hard work we have already done.

We will be continuing to provide this support through the following:

- Outbound telephone support
- Online networking
- Support by post
- Face to face conversations.
- Food Hampers

Alongside this, Tranmere Rovers in the Community have been running holiday clubs, four hours a day, for four days during a one-month period. The holiday club's primary aim is to provide free school meals with the emphasis on the children receiving breakfast and lunch, alongside participating in sports activities and arts and crafts.

The final addition to the long list of projects TRIC run is a new 12 month health and well-being programme funded by medicash. The programme is focused towards makes and females with the aim to reduce health inequalities in Wirral, increase social inclusion, encourage behaviour change, increase employability and confidence.





Tranmere Rovers Women were formed in 1990 under the wings of Football in the Community & Steve Williams.

Over the years, the team became really successful and gained consecutive promotions until they reached the highest tier of women's football.

The team produced many players who went on to play for England, which led to the forming of our junior teams; U10s, U12s, U14s and U16s along with a reserve team.

We spoke to Louise Edwards from Tranmere Rovers ladies to discuss how this year has progressed for the first team, development team and junior teams.

"In terms of the first team, we had a positive start to the season and everyone was in training getting prepared for the new campaign in September. We started well with a strong run in the League Cup which was pleasing as we've not managed that in recent years. We got to the quarter finals but it was unfortunately halted due to the pandemic and eventually null and void. It was a similar story in the County Cup in which we reached the semi finals.

"In regards to the league, the first team were second in their division and it was neck and neck between us and FC United of Manchester. The main focus of that season was to gain promotion and I was pleased with how we were doing in a really strong league.

"For the junior sides the aim was to just keep developing and producing good players who can then make the step up to our development and first teams. That is a big part of our overall aim for the first team to really push on and get the best out of everyone here, we want that clear pathway that our players can have to progress.

"We have four junior teams which are U10s, U12s, U14s and U16s. The numbers we are seeing for our junior teams is pleasing and we had 20 players in our Under 16s during that season. At that age they play nine-a-side but we didn't want to lose any players because we rated everyone that we had. It was up to us to manage that and they performed really well, doing well in their cups having been in the finals of two of them and being top of their league.

"Overall in terms of structure, we've had a few internal changes with the women's team having a new manager and doing really well being top of the league so things were looking up and we'll definitely be looking to continue like that once we are able to do so."



PFA PLAYER APPEARANCES



Tranmere Rovers captain Scott Davies expressed his firm beliefs that Tranmere Rovers in the Community plays a huge role in keeping the Club connected in many ways.

One way the players interact with the people in the local areas is to do 'player appearances' which often consists of school visits, activity sessions such as walking football in the recreation centre and other community events.

"It's massively important for the Club. The success that we've had in recent times has been built on community and togetherness. From the Chairman of the Club, the players, the fans and the staff, everyone is aware of how important it is to connect with the people who support you on a Saturday and Tuesday.

"I love visiting schools and community sessions because as I've said before, these people are the reason we're able to do what we love doing and play for Tranmere. They come and watch us and support us so for us to go and visit them, get to know them and hopefully put a smile on their face is hugely important.

Having been to numerous community events himself, Scott Davies was named Tranmere Rovers PFA Community Champion for his efforts and engagement. He says that the positive impact is there for all to see.

"You see it first hand when you do community visits, the positive impact it can have on the people you meet. I think you should do anything you can to put a smile on anyone's face especially the people who support us week in and week out. If the players can take time out of their lives to put a smile on somebody's face then it's worth it because you never know what some people might be going through and it's great to talk. If talking to them or interacting with them can help in any way then that's great and I see it as our responsibility to support the people who support us on a weekly basis.

"We as players give to charity when we can but I never think it is just a case of doing one thing and then thinking your job is done, it's being part of a collective and a continuous process of making sure that we're out there supporting the community and the people within that community because that is what this Club is built on so long may that relationship continue."

"If the players can take time out of their lives to put a smile on somebody's face then it's worth it."





SASHA MATHIAS

CENTRE FUNDRAISING MANAGER (WIRRAL MAGGIES)

Tranmere Rovers and Maggie's have both got a great place within the community.

Tranmere offer a great social aspect in sporting events and bring people together, and what Maggie's does is bring people together who are affected by cancer, and it is great that we can reach out to all of the connections through Tranmere and their supporters, so everyone knows that we are there if they need our support.

Tranmere have been excellent to Maggie's, they have promoted the work we do each home game and it has been fantastic, because it has opened more doors to people who may need our support.

They paid a visit, Christmas 2019, and the players handed out gifts to our centre visitors who needed a pick me up at that time of year, so they were really grateful.

Chairman Mark Palios has been along to our opening for our new centre, which is set to open in January 2021, so it is great that he's there as that raises huge awareness and publicity to our events as well.

Tranmere has a great place within the community. They have got a huge network of people involved whether that be supporters, people who work there or through their other charities that they associate with.

Any charity that is able to engage with Tranmere is really lucky because we then get access to a wide range of people, more people hear about Maggie's and our support can reach me people who really need it.

This year during the pandemic, people with cancer need Maggie's more than ever, so we are so grateful for Tranmere to support and publicise

Maggie's and I'm sure they do for their other charities as well, so it's bringing the Wirral and other areas together.

We started working with the Club at the beginning of 2019. The staff have always been so cooperative and so friendly, always reaching out to us.

We have found the Club so approachable and we would love to continue working with them.

Football clubs are the hub of their community, they bring people together and a lot of people who come together and engage with Tranmere, in their lifetime with probably be affected by cancer as it's predicted one in two people.

It would really benefit our charity, but it would also benefit Tranmere supporters that we are there, and I'm sure it's the same for other charities as well.

It is great that Tranmere give back to its local community because the local community have backed Tranmere for years and years and will continue to do so.



MAGGIE'S
Everyone's home of cancer care



OUR PARTNERS



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TRANMERE ROVERS
IMPACT REPORT

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