



TRUST PARTNERSHIP

PROPOSAL

OUR VISION

A THRIVING, HEALTHY, CONNECTED COMMUNITY

OUR MISSION

**EMPOWERING COMMUNITIES TO IMPROVE LIVES THROUGH
SPORT, PHYSICAL ACTIVITY, HEALTH AND EDUCATION:
HARNESSING THE POWER OF DERBY COUNTY FOOTBALL CLUB**

OUR VALUES

INNOVATIVE

PURPOSEFUL

CARING

TRUSTED

COLLABORATIVE

INCLUSIVE

OUR PRIORITIES

BUILD COMMUNITY PRIDE

Foster communities that people are proud of
and actively engaged in.

OPTIMISE LIFE CHANCES

Raise aspirations, build resilience and
positively influence future prospects for people.

SUPPORT GOOD HEALTH AND WELLBEING

Help people to live longer, healthier, happier lives.

DEVELOP MORE ACTIVE COMMUNITIES

Support people of all ages to move more.

HOW WE DELIVER IMPACT

INCLUSION

HEALTH

EDUCATION

SCHOOLS & COACHING

EVENTS & FUNDRAISING

KEY ENABLERS

PARTNERSHIPS & STAKEHOLDERS

INCOME GENERATION

COMMUNITIES

DATA INSIGHT AND IMPACT

STAFF & VOLUNTEERS

MARKETING AND COMMUNICATIONS

FOUNDATIONS

SAFEGUARDING

EQUALITY, DIVERSITY AND INCLUSION

GOVERNANCE

FINANCE

ENVIRONMENT & SUSTAINABILITY

WHY WE EXIST

Across Derbyshire, too many people are living with poor health that limits their quality of life every day. Long term conditions, mental health struggles, and lifestyle related risks are becoming part of everyday reality for thousands of residents. These challenges are felt most in communities facing deprivation, where fewer opportunities, poorer housing, and limited access to support, impact the population.

→ **Overall deprivation**

Derby is in the top 15% most deprived areas nationally.

→ **Employment deprivation**

Derby has higher-than-average unemployment and economic inactivity.

→ **Health deprivation**

Derby has worse health outcomes than the national average.

→ **Education and skills**

Derby is below average in attainment and skills levels.

→ **Ageing population**

Derby has a growing proportion of older residents leading to higher demand on health services, social care and support for long-term conditions.

→ **Long term health conditions**

Derby has a high prevalence of conditions like heart disease, diabetes and respiratory illness - many linked to lifestyle factors.

Without meaningful, sustained action, these inequalities will continue to grow, leaving people behind and placing increasing pressure on families, communities, and services across the county.

→ **Lifestyle related risks**

Derby has key concerns around smoking, obesity, physical activity and alcohol misuse.

→ **Mental health challenges**

Derby has ongoing issues with depression, anxiety and suicide rates.

→ **Child health inequalities**

Derby has ongoing concerns around obesity levels and early development outcomes.

→ **Premature mortality**

Derby is seeing deaths occurring earlier than expected from cardiovascular disease and cancer.

→ **School Sport/Physical Activity in schools**

Derby is seeing inactivity in young people with 51% not achieving medical officers recommendations of 60 active minutes each day.

WHAT DOES THIS MEAN?

→ **Links between deprivation and poor health outcomes**

Mental health problems are on the rise. Suicide is the biggest cause of death for men under the age of 45, with men three more times more likely than females to take their own life.

→ **Sustained pressure on local healthcare systems**

A rise in the elderly population, particularly if not matched by health improvement, will place ever-greater pressure on the public finances, as a relatively smaller working-age population supports growth on health, social care and pensions.

→ **Unequal starts in life depending on area or background**

Children from deprived backgrounds are more at risk of poorer development. Social and economic disadvantage is often associated with poorer health outcomes, which include mental wellbeing amongst children and young people and childhood obesity.

→ **Preventable diseases are linked to lifestyle choices**

Physical inactivity is the 4th leading risk factor for global mortality accounting for 6% of deaths globally. People who have a physically active lifestyle have a 20-35% lower risk of cardiovascular disease, coronary heart disease and stroke compared to those who have a sedentary lifestyle.

→ **Persistent inequality between communities**

Differences in wealth, access to resource, opportunities, or quality of life continue to exist between different groups or areas, meaning poorer schools, limited healthcare and fewer job opportunities.

→ **Gaps in prevention and support services**

Existing systems fail to adequately protect individuals or provide timely, effective help when it is needed, meaning risks can go unaddressed, issues may escalate and individuals may experience poorer outcomes that could have been prevented with more comprehensive and accessible support.



HOW WE ARE ADDRESSING THESE ISSUES

At Derby County Community Trust, we will always remain dedicated to creating lasting impact across Derby and Derbyshire.

Whilst our footballing offer remains a strong and vital part of our identity, we are so much more: from green activities to cancer recovery and the Derby 10K to Community Meals. Derby County Community Trust is Not Just Football.

We offer a variety of programmes, activities and events all aimed at meeting the needs of the city and county:

FOREVER ACTIVE / EXTRA TIME HUB

Promoting healthier lifestyles in older people and encouraging early intervention, disease management, addressing loneliness, isolation and physical inactivity.

THE DUG OUT / BLACK WHITE AND GREEN SCHOOL OFFER

Delivering programmes around green gym activities, which will improve the mental and physical health of people taking part.

ABILITY COUNTS / DS ACTIVE / SHOOTERS

Deliver inclusive, welcoming sessions, bringing together participants with a variety of impairments and health conditions to enjoy football in a supportive and engaging environment.



ACTIVE CHOICES / NEW CHOICES / PREMIER LEAGUE KICKS / YOUR NEXT STEP / ONSIDE / PREVENT / SWITCHING FORMATIONS

Work with partners to support individuals recovering from alcohol and substance misuse, young people who may be at risk of engaging in anti-social behaviour or youth violence.

WOMEN'S HEALTH / PARKIE RAMS

Deliver inclusive, preventative and community driven support that meets the diverse needs of specific groups across the region.



TEAM TALK

Delivering targeted programmes which will support those who suffer from mild mental health issues, offering secure and friendly spaces to socialise, talk opening and create a positive and relaxed atmosphere.

HEALTH AND WELLBEING / CHOOSE TO LOSE / PULMONARY REHABILITATION / CARDIAC REHABILITATION / WELLBEING FOR ALL / ACTIVE RECOVERY

Working to enable people to self-manage their conditions by delivering an integrated and personalised care programme to help people to lead healthier lifestyles.



LIVE IT / ACTIVE SCHOOLS / ORAL HEALTH / EMPOWER / RAMMIE'S LITTLE MOVERS / WINNING MINDS / TACKLE IT / RESILIENT RAMMIE / PREMIER LEAGUE INSPIRES

Working within low income areas, often with higher than average number of ethnically diverse communities, addressing emotional wellbeing, resilience, self-esteem and child weight management.



SCAN THE QR CODE TO WATCH
NOT JUST FOOTBALL



THE DIFFERENCE YOUR SUPPORT CAN MAKE

We pride ourselves on being at the heart of the communities we serve and aim to be responsive and agile to meet unique local needs. By supporting us you can help create a more stable economy, provide essential support needed to improve life chances and create positive change for your business and our communities. Below is a snapshot of what we can achieve in a 12 month period:

40,000

Participants a year

45

Over 45 programmes delivered

45

Women supported through our endometriosis programme

200

Active cardiac rehab clients

65

Affiliated school from across Derby City

14,500

Students engaged in school events

257

Weekly attendees at wellbeing for all sessions

250

Clients supported by our substance misuse programme

8

Graduates from our degree course

2,700

Young people supported by our Premier League Funded programmes

975

Dinners served as part of our community meals programme

4

Female Talent Pathway Players made international débuts

TOGETHER WE CAN MAKE A DIFFERENCE!

"I amazed myself by being so enthusiastic about attending, that I have not missed a single session, except when I was away from Derby on holiday! Not only am I in a better state physically than I was a year ago, but far more significantly for me, a better state mentally. A year ago, I was very prone to depression and had some really dark days. The regular routine of gym attendance and the exercise have helped me in a way that I couldn't have imagined."

- Active Recovery Participant

"The Trust's work brings people together, inspires ambition and makes a real difference across Derbyshire."

- Managing Director, DNS Limited

"I would absolutely recommend the women's health programmes at DCCT. I tell anybody who will listen. I like the variety of what DCCT offer us and I can't believe we don't have to pay for them!"

- Women's Health Participant

"DCCT provides impartial support to anyone in our community who needs it, from menopause awareness and mental health to rehab services, wellbeing, community meals, and lifelong learning opportunities. They are quickly becoming an essential resource within the Derby and Derbyshire community. We're proud to contribute towards that and understand the vital and varied work the Trust deliver."

- Marketing Manager, Clowes Developments



SMALL CONTRIBUTIONS CAN MAKE LIFE CHANGING IMPACT!

HOW YOU CAN SUPPORT US

There are several ways you can support the Trust. You can choose to invest in one area of our partnership offer or select a mix of opportunities. We will work with you to tailor the partnership to suit the needs of your business and budget.

Whichever way you choose to support us there are many benefits for you and your business, which include:

- Align your corporate social responsibility and environmental, social and governance strategies.
 - Your company can reduce corporation tax by donating to charity.
 - Stronger employee engagement and morale.
 - Differentiation from competitors.
 - Brand exposure to a diverse audience.
 - Know you are supporting a highly-regarded charity that is delivering impactful and essential programmes.
 - Help members of our community overcome hardship, find connection and feel supported when it matters most.
 - A welcome pack including information on the work of Derby County Community Trust and your very own Trust Partners pin badge to wear with pride.
 - Invitations to exclusive quarterly networking events where you can learn more about Derby County Community Trust and meet some of the beneficiaries of your donations.
 - Monthly communication about the programmes your donations have supported and future opportunities.
 - Access to volunteer opportunities for your workforce.
- A tailored package to reflect the level of support and sponsorship which could include: company logo on kit/incorporated into event branding, free entries to events, logo opportunities at events, coordinated marketing campaigns and exposure across Trust and Club social media channels, and many more.



1946 BUSINESS CLUB

1946 was a special year for the people of Derby, it was the last time Derby County lifted the FA Cup. A member of that team was Reg Harrison and we have proudly named our community corner at Pride Park - Harrison's Hub - in his honour.

By committing to a regular monthly donation you will be part of a special group of businesses that support the upkeep of Harrison's Hub. The Hub hosts a multitude of programmes such as our dementia-friendly support sessions, community meals and our knit and natter group. It is a warm and welcoming space for people of all ages. Your generous support will ensure the sustainability of our programmes, help us grow our reach, maximise our impact and guarantee the longevity of Harrison's Hub.

- **£50** could fund a child, who's family may be suffering financial hardship, through holiday coaching ensuring they remain active whilst out of school.
- **£150** could fund an electronic device that can be used to bridge the digital divide and keep an isolated member of community connected.
- **£200** could provide one of our learners with the necessary kit needed to fulfil their qualification.
- **£300** could fund a wellbeing event which tackles inequalities in lower socio-economic and BME communities.
- **£500** could support the running costs of our sensory room at Pride Park, providing a safe and replacing space for children.
- **£1,000** could pay for a community Christmas meal for 100 participants from our most vulnerable programmes such as Active Choices.
- **£2,000** could pay for a volunteer to experience a life changing humanitarian trip on our Rams in Kenya trip and leave a lasting legacy in the projects.



DCCT TRUST SPONSOR

Derby County Community Trust deliver a multitude of activities over the year, providing exciting and engaging opportunities for your organisations to align with a highly respected charity.

Your business can become a direct sponsor of one of Derby County Community Trusts programmes, events, projects or campaigns or make an unrestricted donation. By becoming a Trust Sponsor, your business helps keep costs affordable for the people who rely on it most, ensuring vital support remains accessible to every beneficiary.

We will work with you to develop a package that suits your business needs.

Examples of opportunities include:

→ **Event Sponsor**

Become a sponsor of one of our prestigious events such as The Derby 10K, Charity Dinner, Awards Evening, Celebration of Dance, Golf Day and Founders Ride.

→ **Team Sponsor**

Become a sponsor of one of our female talent pathway football teams.

→ **Community Meal Sponsor**

Become a sponsor of one of our largest community schemes which now runs year long. Sponsor a meal which feeds 50 members of the public and gives them access to a warm space.



PROGRAMME SPONSOR

Become a direct sponsor of a Derby County Community Trust programme which has significant impact in the city. Examples include:

→ Talent Identification Programme (TIPS)

TIPS helps identify and develop talented young footballers across Derbyshire who may otherwise miss opportunities to progress into elite football pathways.

The programme provides high-quality coaching, player assessment and development opportunities while ensuring talent is recognised regardless of background. Your support will help subsidise coaching delivery, facilities, equipment and player development opportunities.

→ Schools Events Programme

The Schools Events Programme delivers sporting events, festivals, competitions and educational conferences across Derbyshire. Working with 60 Primary Schools, 16 Secondary Schools and 6 Alternative Provision Schools, the programme reaches over 14,500 young people annually and supports physical activity, leadership, confidence and wellbeing.

Your support will ensure schools can continue accessing high-quality events regardless of budget pressures.

→ Green Activities

The Little Chester Allotment, provides children, families and SEND participants with opportunities to learn outdoors, improve wellbeing and develop healthier lifestyles through practical green activities.

Many children in Derby city centre have limited access to safe green spaces. Funding supports transport, staffing, equipment and the continued development of outdoor learning opportunities.

→ DS Active

DS Active provides weekly football sessions for young people aged 8+ with Down Syndrome in an inclusive, supportive and enjoyable environment. Participants develop football skills, confidence, friendships and physical wellbeing while also accessing competitive opportunities.

The programme requires ongoing funding to cover facility hire, equipment, staffing, playing kits, competition costs and staff training and development.

→ Parkinson's Physical Activity Programme

The Parkinson's Programme supports individuals living with Parkinson's through structured physical activity sessions designed to improve mobility, confidence, independence and quality of life. Research demonstrates that exercise can play a significant role in managing symptoms and improving long-term outcomes.

Your support will enable us to offer more sessions, invest in staff development and introduce more activities to the group.



EVENT ENTRIES

Support our events calendar by purchasing corporate entries before they go general sale. Examples include:

THE DERBY 10K

GOLF DAY

THE FOUNDERS RIDE

DCCT CHARITY DINNER

RAMS IN KENYA

HEALTH AND WELLBEING WORKSHOPS

Derby County Community Trust delivers a range of dynamic, workplace-focused workshops designed to improve employee wellbeing, strengthen team performance, and enhance workplace culture.

These sessions are practical, engaging, and delivered by experienced facilitators from Derby County Community Trust, helping organisations create healthier, more productive, and more connected workplaces.

The delivery method can be tailored to meet the needs of your business including online delivery, workplace delivery or hosted at a DCCT venue.

HEALTH, WELLBEING AND LIFESTYLE WORKSHOP

(90 MINS PER WORKSHOP)

Practical workshops designed to improve physical and mental wellbeing of your employees which will lead to a happier, healthier workplace.

1. Championing positive masculinity

A facilitated session exploring respectful workplace culture, challenging potential harmful behaviours, and supporting inclusive environments.

2. Menopause in the workplace

A practical and supportive workshop helping organisations understand menopause, reducing stigma, and improving workplace support.

3. Women's Health

A board wellbeing session covering key health topics affecting women in the workplace, promoting awareness and early support.

4. Nutrition

Simple, realistic nutrition guidance to improve energy, focus and workplace wellbeing.

5. Cancer Champions

A workplace awareness session helping staff understand cancer prevention early signs, and how to support colleagues effectively.

MOVEMENT & PHYSICAL WELLBEING SESSIONS

(90 MINS PER WORKSHOP)

Engaging physical wellbeing sessions designed to reduce stress, improve movement, and boost workplace energy.

1. Yoga

A calming session focussed on mobility, stress reduction and mental clarity suitable for all abilities.

2. DanceFit

A fun, energetic session designed to boost morals, improve fitness, and encourage team connections.

3. Chair-based exercise

Accessible movement designed for all abilities, ideal for office environments and inclusive wellbeing programmes.

4. Pilates

Core strength and posture focussed session supporting physical health and workplace comfort.



SPECIALIST/EXPERIENCE BASED SESSIONS

(90 MINS PER WORKSHOP)

Unique, immersive sessions designed to support wellbeing, creativity, and workplace connection.

1. Sounds Healing

A restorative session using sound and vibration to support relaxation, stress reduction and mental reset



HALF DAY WORKSHOPS

Extended workshops combining wellbeing. Teamwork and experiential learning for deeper impact.

1. Green workshop – DCCT allotment experience

A nature-based wellbeing session delivered at DCCT allotment focussed on planting, creativity, and mindful connection with the outdoors. Includes practical horticulture activities and reflective wellbeing exercises.

2. Team Building

A creative team development experience designed to strengthen communication, collaboration, and problem solving through engaging group challenges tailored to your organisation.

CHARITY OF THE YEAR

Commit to hosting events or campaigns with DCCT as the beneficiary charity or encourage regular giving through your workforce. DCCT can provide event ideas, support at your events and branded fundraising items.



CONTACT US

- Emma Pilgrim (Events & Partnerships Manager)
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- Chris Tomlinson (Head of Business Development)
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PAYROLL GIVING

A SIMPLE WAY FOR EMPLOYEES TO MAKE A LASTING DIFFERENCE.

Payroll giving is one of the easiest and most effective ways for employees to support Derby County Community Trust. By giving directly through salaries each month, employees make a reliable contribution that helps us deliver consistent support.

Payroll donations are taken from pre tax income after National Insurance, meaning employees receive immediate tax relief at their highest rate. For those earning over £50,000 a year, this is one of the most tax efficient ways to give.

For employers, Payroll Giving is straightforward to set up and clearly demonstrates a commitment to social responsibility. For employees, it is a small monthly gesture that delivers big and lasting change.

Contact us to arrange an initial discussion around how your business can partner with the Trust and support us to improve lives through sport, physical activity, health and education.

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