

CHARITY NO: SC048328



# ANNUAL REPORT

1ST JUNE 2021 - 31ST MAY 2022



# FOREWORD

The 12 months to the end of May 2022 saw significant development for Vics in the Community as we adapted to the many challenges arising from the Covid pandemic. This saw massive growth in the demand for our football programmes and provided invaluable support to the Community via our Mental Health and Wellbeing programme.



During the course of the year, we moved another step closer to achieving our ambition of taking over the lease of the football pitch and pavilion at Whitletts Activity Centre. We thank South Ayrshire Council for their magnificent support and look forward to providing modern changing facilities, together with a community hub which will be available to support our many programmes. This is a long-term project and will additionally create volunteering and employment opportunities for local people.

Growth in our football programmes was significant over the last 12 months, with a rise to a staggering 256 registered players - ranging in age from five through to 19. New teams were created at ages 5, 6 and 15 and all other existing teams experiencing a growth in demand - with age groups at 11 and 12 having to expand to running two teams.

We continued our hugely popular school holiday programmes during the Easter, Summer and October breaks, which saw a large rise in attendance. This is our fifth year and we have now had more than 10,000 attendances overall. Children receive coaching and healthy lunches at our programmes, thus tackling health, wellbeing, and food poverty issues.

We now have 74 players across our adult, amateur and futsal programmes alongside new adult community activity programmes which are growing amazingly fast – such as having almost 70 participants in our Men's and Ladies walking football teams.

This is an encouraging trend, showing that people are more actively engaging in physical activity to improve their health and wellbeing and reduce isolation. We expect these adult activity programmes to grow further in the next year.



Our Mental Health and Wellbeing programme has also expanded over the last year providing support across the community to individuals and families in need. A weekly programme of group sessions is provided at different locations together with 1:1 support sessions, cost of living crisis support and organised trips - to venues such as the Scottish Football Museum, Girvan, and shows at the Gaiety Theatre.

The World Health Organisation recently reported that prior to the Covid pandemic, one in eight people suffered from Mental Health issues. It is now declared as a global crisis which is lacking the required resources.

We are working at the very core of our community and have provided support to more than 500 families and individuals in the last year covering a wide range of issues; including suicide, depression, low moods, anxiety and concern over the cost-of-living crisis.

We now have five staff, 72 coaches and volunteers carrying out a huge range of work on a weekly basis and together with the support of some fantastic partners, we will aim to continue supporting the Ayr North Community in the best way we can in the year ahead.



# OVERVIEW

The area continues to face many challenges - from Covid recovery to food poverty and everything in-between - the work of the charity is needed more than ever in today's climate. We strive to ensure that no child is disadvantaged due to where they live and encourage families to be proud of their area and be part of the wider community. Working alongside our partners, our aim is to build relationships and promote positivity.



Our charitable aims have been updated during the year in accordance with our development and read as follows:

**THE  
ADVANCEMENT  
OF PUBLIC  
PARTICIPATION  
IN FOOTBALL**

**TO UTILISE FUNDS  
TO ASSIST THOSE IN  
NEED WITHIN OUR  
COMMUNITY WITH  
FOOD AND MENTAL  
HEALTH SUPPORT**

**WHAT DO OUR  
PARTNERS SAY?**

“Vics in the Community are much more than just a football club, they truly are an inspirational partner to have been working with over the last 3 years. The support Vics in the Community provide to the community of Ayr North is nothing short of phenomenal.

Vics in the Community have built strong relationships within Ayr North and have identified areas of need that they work on daily to overcome.

Delivering free football sessions to all age groups, supporting local youth groups, providing cost of living support to families, running mental health and wellbeing sessions all contribute to the fantastic work they do.

Vics in the Community are a joy to work with in terms of partnership working and have a dedicated team who will strive to achieve the best outcomes for the people they work with.

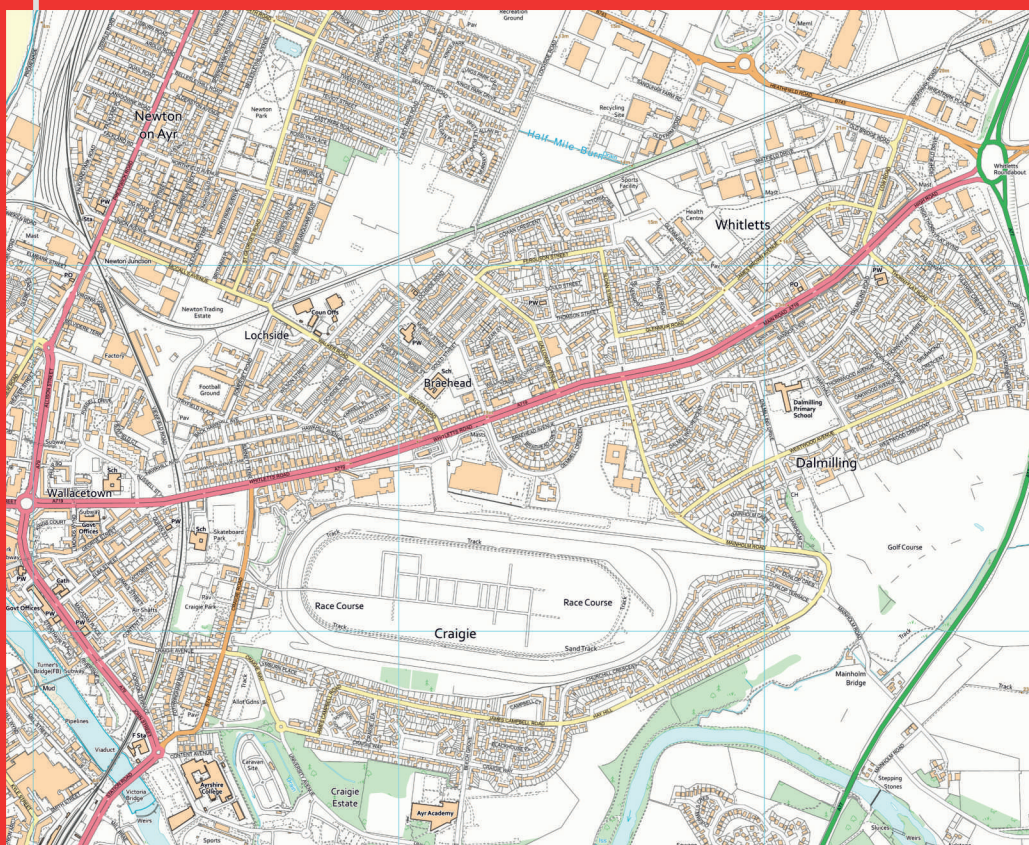
Increasing life chances and opportunities for success is embedded within their work which has seen great impacts right across Ayr North.

Every person connected to Vics in the Community should be hugely proud of what they have achieved and the positive difference this has made to the Ayr North Community. Long may this continue.”

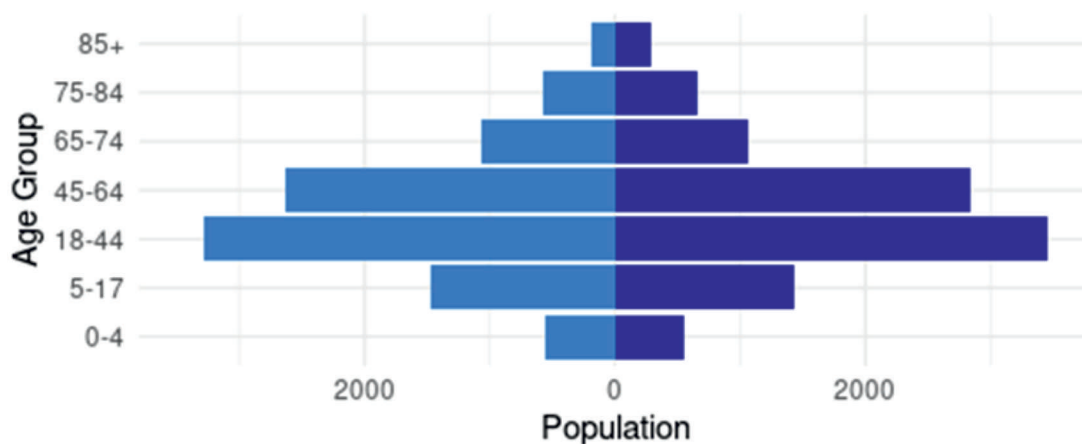
Scott Thomson  
Snr Thriving Communities Officer South Ayrshire Council

# AREA PROFILE

The Charity was formed in April 2018 and operates in the Ayr North electoral ward. Ayr North is built up of 5 areas Whitletts, Dalmilling, Lochside, Craigie and Wallacetown. Through the Scottish Index of Multiple Deprivation (SIMD), Ayr North has been ranked Quintile 1, which indicates that Ayr North is ranked as most deprived.



The total population of Ayr North and Former Coalfield Communities locality was 20,054. The graph below shows the population distribution of the locality.



51%



49%

Source: National Records Scotland, Locality Profile – Ayr North and Former Coalfield Communities Locality 2020/2021 – information correct August 2021



# HEALTH & WELLBEING SUPPORT

The Ayr North Community has suffered major effects following the Covid pandemic which only adds to the significant social challenges already faced. There has been a stark rise in poverty, unemployment, relationship breakdown, growth in addictions to alcohol and drugs and an alarming rise in suicide - with an increasing number of reports and referrals among people who have contemplated taking their own life.

It is against this backdrop that our Health and Wellbeing support programme has taken a huge role in the community providing invaluable support to hundreds of people.

## GROUP AND 1:1 SUPPORT

We have provided more than 120 group support sessions in the last year in different venues across the electoral ward. These bring people together each week reducing isolation, allows sharing of worries and concerns and provides tools which offer a combination of preventative and reactive techniques to help cope. These sessions have all been led by Marna Ferguson - our Mental Health and Wellbeing Officer.

Food is provided and assistance with the cost-of-living crisis has been key of late. We provide signposting to additional services, help with completing forms, offer transport to appointments and for those who require 1:1 support away from group sessions, they can do so with our Health and Wellbeing Officer who is available daily. More than 170 of our 1:1 sessions have been provided in CBT NLP and counselling.

We have also run a hugely successful men's health and fitness weekly programme which brings up to twenty men together each week who share a mix of physical activity and group support each week. None of the participants knew each other beforehand and now most attend the gym weekly outside of the group. A few have been on holiday together and have enjoyed trips including completing the Hampden Stadium Tour and visiting the Scottish football museum.

Over all our groups, 56 people have completed Mental Health Awareness Programme including basic first aid.

## UNITED TO PREVENT SUICIDE

We have created an extraordinarily strong partnership with United to Prevent Suicide - a national campaign aiming to reduce the alarmingly high growth in suicide and those who have had suicidal thoughts. We have supported campaigns such as National Suicide Prevention Week and all of our activities and groups are 100% behind the Talk campaign launched by UPS.

More than 200 from our adult teams have had an informal talk to promote the campaign and all teams have raised awareness by wearing specially commissioned training bibs to support the campaign prior to matches. We shall continue to work closely in the year ahead with UPS, and hopefully help those who require support in our community.



"WHEN I JOINED THE GROUP I WAS READY TO COMMIT SUICIDE THE GROUP HAS HELPED ME REALISE I HAVE SO MUCH TO LIVE FOR AND THANK MARNA AND THE GROUP FOR HELPING ME."

"BEFORE JOINING THE MEN'S GROUP MY HUSBAND WOULD BARELY LEAVE THE HOUSE, HE HAD NO GET UP AND GO, WAS CONSTANTLY IRRITABLE, WOULD BARELY SLEEP AT NIGHT. NOW HE HAS FRIENDS, DEALING WITH LIFE SO MUCH BETTER, SLEEPING BETTER, GOING TO THE GYM MOST DAYS AND CUT DOWN ON SMOKING DUE TO MARNA INTRODUCING HIM TO SMOKE SENSATION. OUR FAMILY LIFE HAS IMPROVED MASSIVELY, AND I CAN'T THANK MARNA ENOUGH FOR HER SUPPORT."

## CHRISTMAS MEALS

Thanks to the support of almost 30 volunteers, we were able to support more than 130 families, delivering 500 Christmas meals, 500 selection boxes, 100 gift packages to those most in need and providing much needed and valued support at the most important time of the year.

The project was invaluable in helping to keep families together on this very special day and members of our support groups who live alone, joined up in small groups to avoid isolation.



**500+**  
**CHRISTMAS**  
**MEALS**

**500+**  
**SELECTION**  
**BOXES**

**300+**  
**BOXES OF**  
**CHOCOLATES**

**100+**  
**GIFT**  
**PACKAGES**

## COST OF LIVING CRISIS SUPPORT

Over the course of the year, we were fortunate to have some great funding support and were therefore able to support more than 300 individuals and families – positively impacting more than 1000 people with food, fuel, digital support and signposting to additional services to help with longer term resilience.

We were among the founding members of the South Ayrshire Food Network which has created the Food Pantry and we are able to support people into using these valuable services with around 50 memberships purchased.

Additionally, we have also partnered with the BBC Emergency Essentials Programme and have provided key goods to families deep in crisis.

With the wave of crises predicted in the months ahead, working with our partners, we will continue to support our community as much as we can.



## CASE STUDY

**“I want to thank you for proving if you genuinely focus on your immediate community and genuinely care, you can make a difference, my father wouldn’t be alive today if it wasn’t for your visit to check on my family’s well being. On checking in on my mother with late stage dementia and discovering my father was having a stroke your intervention and rushing him to hospital saved his life. Forever thankful for you and the care of Whitletts Vics in the Community. Keep up the great work!**



# COMMUNITY POP UP EVENTS

Although our base is Whitletts Activity Centre, we have a strong outreach programme which ensures we are reaching as many people as possible throughout the electoral ward and we have carried out a range of events throughout the year in all parts of the community.

These events focus on a combination of football and other fun activities and often include food. There will be signposting for those who require other assistance, but most importantly it is about bringing people together from our own communities and reducing isolation and increasing access to other services required.

A range of additional programmes and activities have been conducted covering supporting families with furniture, oral health information, smoking sensation and digital support. Altogether, this shows a wide range of support offered to the local community directly helping more than 1000 people in the last year.

We are grateful for the support of the Community Health and Wellbeing fund, The Tudor Trust, South Ayrshire Health and Social Care Partnership and many other funders who have generously supported our work which we look to build on and develop in the year ahead.



## MENTAL HEALTH AND COMMUNITY

**5000+  
VOLUNTEER  
HOURS**

**13 NEW  
VOLUNTEERS  
GAINED**

**18 COMMUNITY  
GROUPS  
SUPPORTED**

**10 COMMUNITY  
POP-UP EVENTS**

**120 GROUP  
SESSIONS**

**500+  
SUPPORTED  
WITH UTILITIES**

**400+ FAMILIES  
SUPPORTED WITH  
FOOD**

**20 LOCAL  
BUSINESSES  
SUPPORTED**

**3 NEW  
GROUPS  
STARTED**

**170 ONE  
TO ONE  
SESSIONS**

**200  
EASTER EGGS  
DISTRIBUTED**

**100 FITNESS  
SESSIONS**

**25 FAMILIES  
SUPPORTED WITH  
DIGITAL DEVICES**



# VICS FAMILIES

Vics in the Community takes immense pride that our work reaches so many parts of the community, spanning generations and involving so many families and are delighted to feature a few of the families involved.



## THE BOYLE FAMILY

The Boyle family are another splendid example of the whole family in action. Jack (12) has been involved with the Charity since day one and is as active today as he was then, as part of our 2010. He has been joined by his sister Lucy over the last couple of years, who is now active in our Girls team.

Dad John completes the family connection, actively helping to coach both the 2010 age group and the Girls.

*John is pictured centre with Jack and Lucy*



## THE BOWLER FAMILY

William Bowler's family connections with the Whitletts area stretches back many years. This connection continues to this day with William - Head of Recruitment at Search - actively playing in our Amateur and Over 35s teams. He also coaches both the 2014 team - where his son Harrison plays - and also the 2015 team, which features his other son Hudson.

*William centre is pictured with Hudson, left and Harrison, right*



## THE GAUGHAN FAMILY

Steven Gaughan has been with the charity for the last four years. Steven is a local man who lives in the heart of the Ayr North community he has been very active for us. He initially helped with the Amateur team before moving onto helping coach the 2014, 2016, and Girls teams.

Steven is progressing well with his SFA coaching badges and over the past 6 months, through funding from the Scottish Government long term unemployment scheme, he has been on a work placement as our Football and Facility Assistant. As so, he looks after the football pitch and pavilion in a role we soon hope to be able to make permanent.

Steven's two children Tyler (8) and Steven Junior (6) play with the 2014 and 2016 age groups respectively, making it a real family affair.

*Stephen is pictured centre with Stephen Junior left, and Tyler, right.*



# COMMUNITY FOOTBALL DEVELOPMENT

Funded by the National Lottery Community Fund



Craig MacMorland is Head of our Community programmes. In the role of Community Development Manager - funded by the National Lottery Community Fund - he is now in his second full year.

We are delighted to see a sharp rise in participation across all existing programmes this year along with the introduction of several new activities all working closely with our Health and Wellbeing Officer to maximise the impact to everyone in the Community.



All of our activities have been designed to help Improve Lives and tackle:

- ◆ Health and wellbeing
- ◆ Reduce isolation and be fully inclusive
- ◆ Reach all parts of the community
- ◆ Tackle food poverty, insecurity, and wellbeing
- ◆ Be more than 'just' a football club
- ◆ Help ensure everyone gets the support they require

The growth in our programmes in the last year coupled with the reach of our Health and Wellbeing programme, shows the Charity is delivering on its targets and it is heartening to see all ages from 5 upwards engaging with physical activity and coming together as a community.

## COACH DEVELOPMENT

With over 200 registered players across 17 teams, together with active community programmes, after schools, evening community sessions, schools holiday programmes, we simply couldn't operate without the valued assistance of almost 70 coaches and volunteers who give their time so willingly week-in week-out and in all weathers, to ensure our activities run smoothly.

Craig MacMorland was successful in gaining his Scottish Football Association B Licence this year and has used this to further develop the support for all our coaches, and explained "We have put a development programme in place which is coach led, and promotes self-development for all participants to achieve their own development and maximise experience for all participants in the programmes.

Myself as well as multiple sessions, videos and engagement tools are there for all our coaches. We promote improving our coaches to help make our players better. It goes beyond the x's and o's of the game; it's how we develop them as people and learners.

We invest in the development of our coaches and fund their training via the Scottish FA coach development programme and our picture shows the most recent training with all recent new coaches completing Level 1.1 All coaches are fully PVG checked, and first aid trained.



# TEAMS PROGRAMME

We are proud to see the development of our Football Teams programme with teams now operating at age 5-19 with over 200 registered players. Most teams are operating at full capacity and the 2010, 2011 age groups have had to expand to running 2 teams.

We have also been delighted to see growth in our adult participation programmes with more than 100 players now across our adult futsal, amateur and 35s team programmes.



## CASE STUDY

Our weekly programmes deliver all across the community and are fully inclusive and do not exclude anyone. We are proud of the fact that participation helps people cope with challenging circumstances.

### JOHN (12)

John is 12 years old and has been part of Whitletts Vics for over 2 years. John's home life can be very hectic due to becoming a young carer at the age of 9 to his Mum when she sadly developed cancer. 3 years on his mum's health has continued to deteriorate, due to this John has also taken on care role of his younger brother. John comes to training once a week and sees him to be the 12 year old boy he should be, he is processing extremely well and has built up a strong bond with his coaches and fellow players.



## COMMUNITY PROGRAMMES DEVELOPMENT

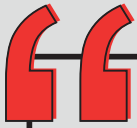
Our community programmes are based at Whitletts Activity Centre, but we work throughout the electoral ward to increase our reach and make sure our programmes are open and accessible to all.

The Community Programmes include:

- ◆ Evening sessions in the local multiuser games arenas at Braehead and Newton primary schools
- ◆ Cashback for community programmes to tackle anti-social behaviour on Friday nights
- ◆ Community pop up sessions in all areas
- ◆ Holiday sessions during each of the school holidays

School Holiday camps now use guides to help improve the experience for participants and have led to more children joining up with our weekly programmes.





**“EXCELLENT COACHES AND  
A FANTASTIC SUMMER  
CAMP THAT I WOULD  
RECOMMEND TO ANYONE.”**

**“WELL DONE TO ALL  
INVOLVED IT REALLY IS AN  
AMAZING THING YOU DO FOR  
THE KIDS AND COMMUNITY.”**



There has also been a growth in adult-based activity programmes and we are delighted to have recently started Men's and Ladies walking football with almost 100 people involved per week. Our Men's programme covers ages 40 – 70, whilst our newly formed Ladies team play in various tournaments and in the Glasgow League.



**Foundation  
Scotland**

**14000+ ATTENDANCES**

**9000+ VOLUNTEER HOURS**

**1462 TRAINING SESSIONS**

**544 GAMES**

**256 REGISTERED PLAYERS**

**17 TEAMS**

**16 NEW VOLUNTEERS**

**5 NEW TEAMS**

# **ACHIEVEMENTS**

# ACHIEVEMENTS & PERFORMANCE

The Charity has had a busy 12-month period and again attracted a record level of funding.

We have developed all of our programmes and continue to work with an increasing number of partners in delivering our key commitment of helping to Improve Lives in our community.

## STRUCTURE AND GOVERNANCE

The Charity operate with a constitution which is reviewed every 6 months.

Meetings are held monthly with minutes recorded and Trustees ensure our compliance with all aspects of the constitution.

## FUNDING

We are so grateful to the many funders who have helped our work in the last 12 months, with almost fifty from as far afield as Aberdeen and Essex. It is very much appreciated.

We have attracted key support from the National Lottery Community Fund, The Tudor Trust and Foundation Scotland which has laid the base for significant development.

Our thanks also to the many local companies who have provided valuable commercial sponsorship to most of our age group teams enabling them to be training and playing matches weekly and receiving an array of compliments on how smart they all look.

## TRUSTEE RECRUITMENT AND APPOINTMENT

Trustee Recruitment is open and reviewed by the Trustees on a regular basis. During this reporting period there were 5 Trustees and a quorum was maintained for all meetings.

The Trustees come from many professional backgrounds; such as local authority senior management, sales and management, administration, management, legal and other posts with practical skills.

As always, the Trustees remain open and committed to appointing individuals with interest, skills, and desire to help the Charity continue its progression.



GRANTS	£225,616
ADVERTISING	£4,755
DONATIONS	£67,779
FUNDRAISING	£2,454
OTHER	£3,018



Our work aligns closely with the Scottish Government's long term priorities which are detailed below:



The Scottish Parliament  
Pàrlamaid na h-Alba

## Scottish Government Long Term Priorities

### **“Caring Nation: setting out a new vision for health and social care”**

With the recruitment of our wellbeing officer, we have managed to follow this vision by working with people from the local community from all different backgrounds including disabilities, addiction and mental health issues, this has been done within groups and one to one session's.

### **“Land of Opportunity: supporting young people and promoting a fairer and more equal society”**

Our programmes give young people greater opportunity to activities, making connections and access to services.

### **“Net Zero Nation: ending Scotland’s contribution to climate change, restoring nature and enhancing our climate resilience, in a just and fair way”**

We are working on the upgrading of our pavilion at our central base and are investigating use of solar panels and other net Zero initiatives.

### **“An Economy that works for all of Scotland’s People and Places: putting sustainability, wellbeing and fair work at the heart of our economic transformation”**

We promote opportunities for all ages from age 5-80 and through all our work with sport and in the community the wellbeing of participants, staff, volunteers are at the very cornerstone of what we do. We have promoted strong support of young people via the Kickstart and Long-term unemployment programmes providing opportunities for 5 people in the last year. Our new stadium project will in due time continue to develop volunteering opportunities and employment for local people.

### **“Living Better: supporting thriving, resilient and diverse communities”**

We encourage our players, families and community members to be proud of their area and get involved within their communities, we support families to be self-sufficient and resilient by supporting their needs.

### **“Scotland in the World: championing democratic principles, at home and abroad”**

We regularly engage our staff, volunteers, parents and participants in feedback sessions to encourage their views in shaping our ongoing and future activities.

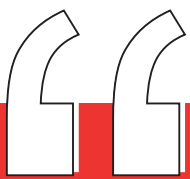
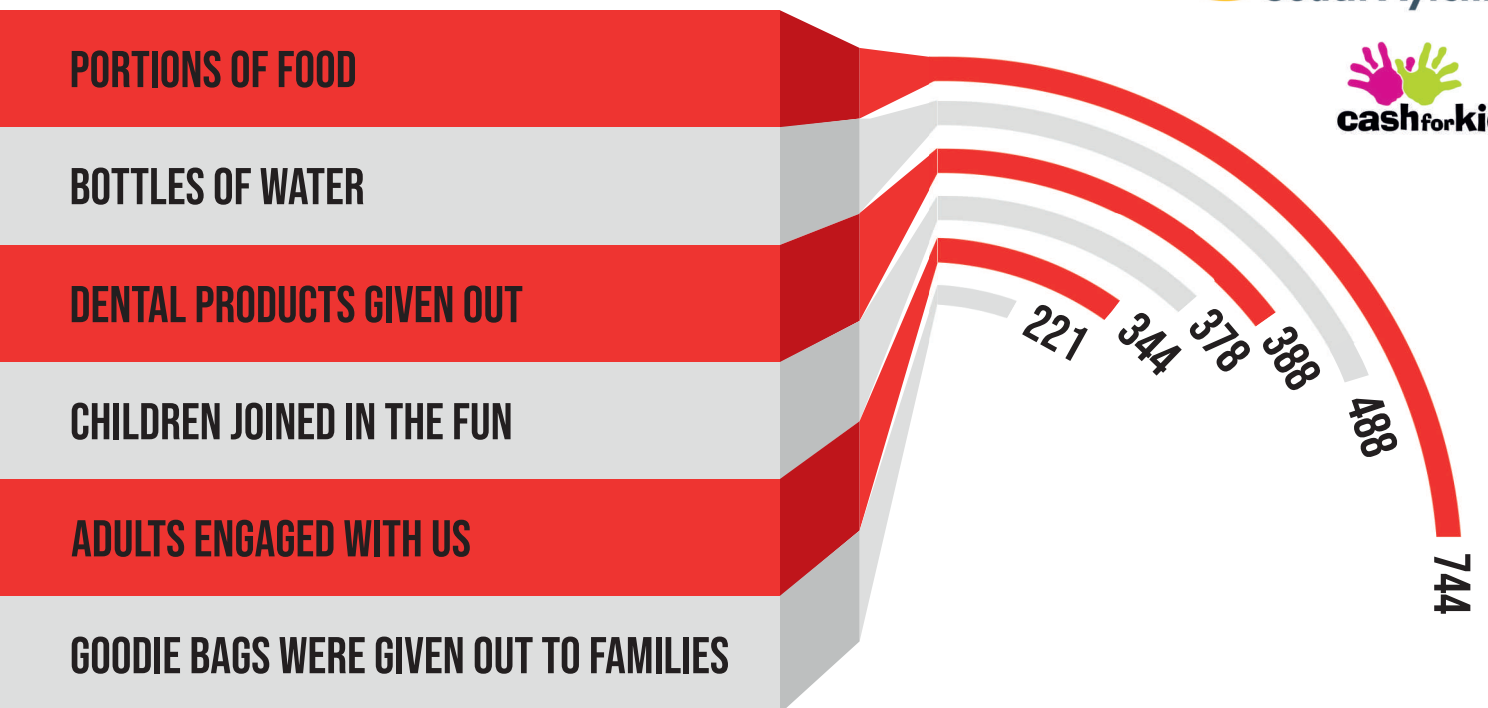


# POP UP DAY OVERVIEW

Over the past 12 months we have ran 10 Pop-Up sessions in North Ayr, these event were supported by cash for kids and destination South Ayrshire, we also worked in partnership with the Night Before Christmas Campaign (NB4CC) and baby to teen who ran a pop up school shop allowing families to obtain preloved and new school clothes, jackets and shoes for a small donation, the NHS also supported these sessions by giving us free dental products these were a massive help to families. In these sessions families enjoyed food, games, and crafts as well as a small goodie bag of essentials each session.

These events were well attended and was a fantastic way for the community to come together and have much needed conversations with each other.

## COMMUNITY POP-UPS



**“LOVING THESE POP-UP DAYS THEY HAVE BEEN A LIFESAVER IN THE HOLIDAYS”**

**“CAN WE NOT JUST DO THIS EVERY WEEK, I HAVE HAD SO MUCH FUN”**

**“THE GOODIE BAGS HAVE GOT ME THROUGH MY WEEKENDS, I GET EXCITED TO SEE WHAT’S IN THEM EACH WEEK, IT REALLY HAS MADE A DIFFERENCE FOR US”**

**“HAVE REALLY ENJOYED TODAY, LOVED THE FOOD”**

## FEEDBACK FROM OUR COMMUNITY POP UP DAYS

**“THE CLOTHES POP UP IS A LIFE SAVER, I WAS STRUGGLING TO GET SCHOOL CLOTHES AND I’VE MANAGED TO GET ENOUGH TO GET HIM STARTED OFF”**



in partnership with the Night Before Christmas Campaign



**NB4CC**



# CHARITY CONTACT INFORMATION

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