



## Patrons July Newsletter

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Dear CACT Supporter,

Welcome to the July edition of the Patrons newsletter!

This edition of our quarterly newsletter will introduce Charlton Athletic Community Trust's (CACT) new Strategic Plan and touch on the latest news from across the organisation, including a celebration of our youth service.

Thank you for your continued support.

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### CACT unveil five-year Strategic Plan

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We are excited to share our strategic plan for the next five years as we continue with our commitment to relentlessly improve and develop our work and respond to the ever-changing contexts, priorities and needs within our communities.

We are extremely proud of the work we have delivered for over 30 years and have used feedback from valued individuals, partners, patrons, stakeholders and friends of the Trust to shape our direction for the next five years.

CACT's new vision is: Healthy, happy, resilient and thriving communities.

CACT's new mission is: Rooted in, trusted by and working in partnership with our communities to deliver positive outcomes.

CACT's new values are: Adaptability, Equity, Integrity, Passion, Respect.

The Strategic Plan outlines our intentions to create opportunities for people of all ages in the local area, as seen in the design below. The idea being as people progress through our programmes, participants can continue a relationship with CACT through one of our other 50+ programmes.

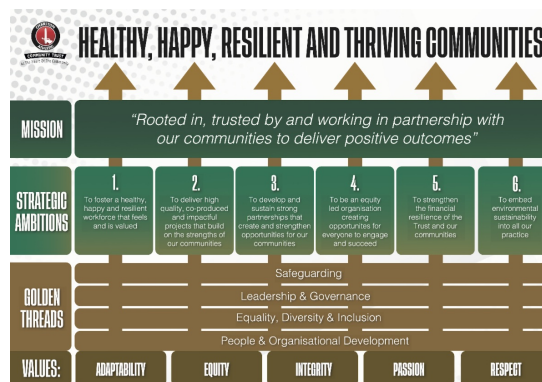


For example, a young girl could follow the pathway of attending our girls-only football programmes between the ages of 3-16, then going on to enrol on our Post-16 Football & Education Academy between the ages of 16-18 and are then supported by the Live Well Greenwich service over the age of 18, whether that is through social activities, healthy eating advice or employment and training support.

The organisation's new Strategic Ambitions are:

1. To foster a healthy, happy and resilient workforce that feels valued.
2. To deliver high quality, co-produced and impactful projects that build on the strengths of our communities.
3. To develop and sustain strong partnerships that create and strengthen opportunities for our communities.
4. To be an equity led organisation creating opportunities for everyone to engage and succeed.
5. To strengthen the financial resilience of the Trust and our communities.
6. To embed environmental sustainability into all our practice.

These ambitions have been carefully crafted in consultation with our communities, our staff, our Trustees and our partners to address specific challenges and opportunities, each play a crucial part in helping achieve our vision.



By setting clear objectives under each of the ambitions, we have established the direction for our efforts and a framework to measure and evaluate our progress towards creating a positive and enduring impact.

We are currently in the process of implementing the Strategic Plan and are looking forward to seeing the positive outcomes from it over the next five years.

# CACT equips participants with Barista skills

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As part of our ongoing commitment to increase employment and offer training support, CACT recently ran a Barista Training class, in partnership with Cafeology, for our youth service members and Live Well Greenwich clients.

All attendees learnt the basics of using the coffee machine from grinding the coffee beans to perfecting their lattes and cappuccinos. They came away from the session with a certificate and the basic understanding of how to use a coffee machine which they can go on to use when gaining employment.

Take a look at the video below to find out more about the Barista Training.



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## Young Greenwich Awards honours members' achievements over the past year

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The Young Greenwich Awards took place on Friday June 7th at the University of Greenwich celebrating the achievements of young people from across the youth service.

From Jack Petchey Awards to Duke of Edinburgh Gold Awards and sporting achievements, it was a joyful night with lots of young people excited to be



receiving their awards in front of their proud parents and guardians.

Young Greenwich is the youth provision commissioned by Royal Borough of Greenwich and run by CACT, Oxleas NHS Foundation Trust and Metro Charity in partnership with over 20 organisations across Greenwich.

In 2022-2023, Young Greenwich had 5,000 attendances and 15% of those had special educational needs.

Currently, the youth service is delivering a total of 85 sessions each week which are free to access for young people aged between 8-19 (up to 25 for people with special educational needs). These sessions range from evening youth club sessions to trips to Thorpe Park and residentials.

Take a look at the video below to see a bit more about the Young Greenwich Awards and hear from the Fischer family about how the youth service has helped them.



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## Charlton Athletic presented with EFL Community Club of the Season Award

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In April this year, Charlton Athletic were named as the Community Club of the Season at the 2024 EFL Awards ceremony in London.

The EFL Community Club of the Season Award celebrates an outstanding club, based on its commitment to the community and the impact it has on people's lives.

In 2023, CACT engaged with 25,000 participants, with the work having a value to society of £49.6 million. Charlton Athletic continues to remain committed to EDI excellence, with training provided to the club's Board and a women's network established last year.

More than 7,400 cost-of-living support referrals were received from Charlton's Primary Care partners, which lead to CACT making 11,222 outward referrals to support people in need of help.

Speaking after collecting the award, CACT CEO Jason Morgan said: "We were delighted at the House of Commons to win the divisional Community Club of the Year, but this is special tonight, very special.

"It is a credit to Terry Peart and everyone at the Charlton Athletic Community Trust for all the work they do, and we are delighted tonight."



Watch the video above to see why we won

## Upcoming Events



Patron visit to Lord's

CACT Awards

September 9th

Save the date: October 24th

Contact Chris for more info

More details to be confirmed

# EFL COMMUNITY CLUB OF THE SEASON 2023/2024

OUR MISSION: "ROOTED IN, TRUSTED BY AND WORKING IN PARTNERSHIP  
WITH OUR COMMUNITIES TO DELIVER POSITIVE OUTCOMES"



## OUR PARTNERS



CACT.ORG.UK // REGISTERED CHARITY NUMBER: 1096222 // TEL: 0208 850 2866

