EXETER CITY COMMUNITY TRUST

IMPACT REPORT 2025/26

EXETERCCT.ORG

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Welcome



As the Chief Executive of Exeter City Community Trust, I am pleased to welcome you to our impact report for 2025/26.

Throughout the year, we have seen further growth and development of our community programmes, enabling us to reach and support more people than ever before.

I have always been proud that the charity has an offering for everyone, regardless of age, background, and ability and this approach is reflected in our purpose, mission, and values, as well as the programmes, activities, and events that are delivered across all areas of the organisation.

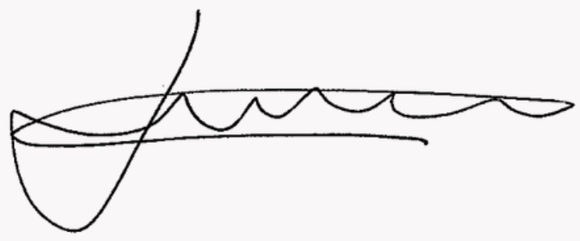
Whilst what follows is not a complete view of all our delivery, it will give a strong sense of the scope and scale of our provision in the community, highlighted by a substantial increase in our annual Social Impact Value, which has risen from £6.6 million to over £16.3 million since our last report.

This growth is a testament to the efforts of our staff, volunteers and partners, and highlights the difference we are making together in the community.

Looking ahead, the progress we have made on the King George V Playing Fields project stands out as a significant achievement, and one that we hope will increase our impact for many years to come.

While we celebrate these accomplishments, we are cognisant of the myriad health and wellbeing challenges that affect society, and the continuous learning and development that is required to respond and meet the needs of our community.

As we reflect on a year filled with achievements and challenges, I remain optimistic about our future - as an organisation and as a community - and pledge to continue striving for positive impact for all through sport, inclusion, education, health, and supported housing.



Jamie Vittles - Chief Executive



About Us

Background and History
Since our inception in 1997 as the charitable arm of Exeter City Football Club, ECCT has evolved into Exeter's foremost health and well-being charity. Rebranded in 2017 from Exeter City Football in the Community to the Exeter City Community Trust, we've broadened our scope far beyond the pitch, delivering vital programmes across Devon and Somerset.

Governance and Legal Status
Registered as a charity (No. 1121596) and a company limited by guarantee (No. 06053326), ECCT is guided by a Board of Trustees ensuring adherence to Charity Commission guidelines and the Premier League and English Football League's Capability Code of Practice (CCOP), proudly maintaining an exemplary rating as of 2025. Our governance framework includes quarterly board meetings and robust policies on EDI, safeguarding, and risk management.



Our Community

Exeter Overview
Exeter is a historic city of around 130,000 residents, projected to grow to 135,000 by 2028. Yet, beneath its charm lie stark challenges. The most recent Clubs in the Community Report (EFL and Substance) reveals that 17% of residents remain physically inactive, life expectancy differs by 12 years between affluent and deprived areas, and 18% of children face poverty.

Demographics and Needs
Within a 10-mile radius (277,014 people), Exeter's community is 51.4% female, 94.1% White British, and 4.2% reside in the most deprived 20% nationally.

For the period of this report, our focus has been on:

- Tackling inactivity, particularly among low-income groups, women, and those with disabilities.
- Easing mental health struggles and social isolation.
- Bolstering educational attainment and employment prospects.



PURPOSE

To transform lives and strengthen communities across Exeter and its neighbouring areas through a positive and proactive approach to themes of sport, inclusion, education, health, and supported housing.

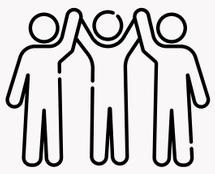
MISSION

We are dedicated to delivering inclusive, high-impact programmes that ignite participation, nurture physical and mental well-being, and open doors to educational and social growth.

VALUES



Inclusivity: Welcoming and valuing everyone, no matter their age, background, or ability.



Community: Supporting robust, interconnected communities through shared efforts and activity.



Impact: Creating tangible, positive changes in individual lives and society at large.



Innovation: Embracing fresh ideas and adaptive solutions to meet new challenges.



Integrity: Acting with transparency, accountability, and unwavering ethical standards.



OUR YEAR IN NUMBERS

TOTAL INCOME

£2,526,919.88

TOTAL SPEND

£2,056,578.51

Excluding investment dedicated towards the King George V Playing Fields Project.

350,000+ hours of community engagement

20,205 Unique Participants

Social Impact



£16,414,367

Social impact value calculated using Social Return on Investment methodology. This represents improved physical and mental health, enhanced education and employment outcomes, stronger social connections, and reduced demand on public services.



KEY STATS

£1,200,000 dedicated from the charity facility fund towards the KGV Playing Fields Project.

1,917 women (16+) engaged in our Strive ‘25 touch rugby programme in the past 12 months.

733 young players engaged each week in the Boys’ and Girls’ Development Centres.

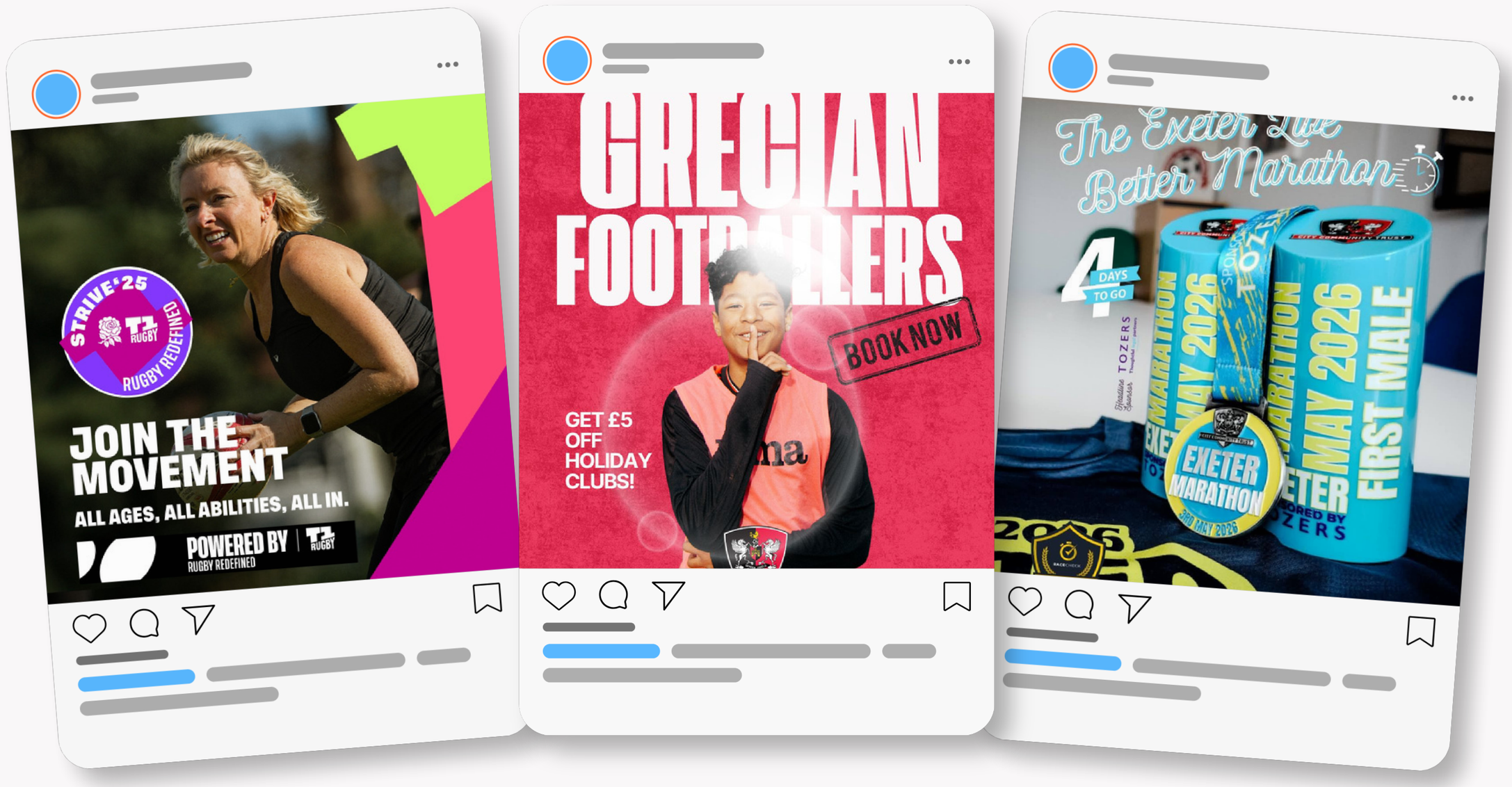
391 individuals housed since 2021, with 24/7 support provided by our dedicated team.

318 young people participating weekly in the Premier League Kicks programme.

301 children, young people, and adults actively engaged in our disability football programme.

52 referrals to the Change our Path sports, education, and social action programme.

Six running events with 4,185 runners in total completing 47,579 miles in the past 12 months

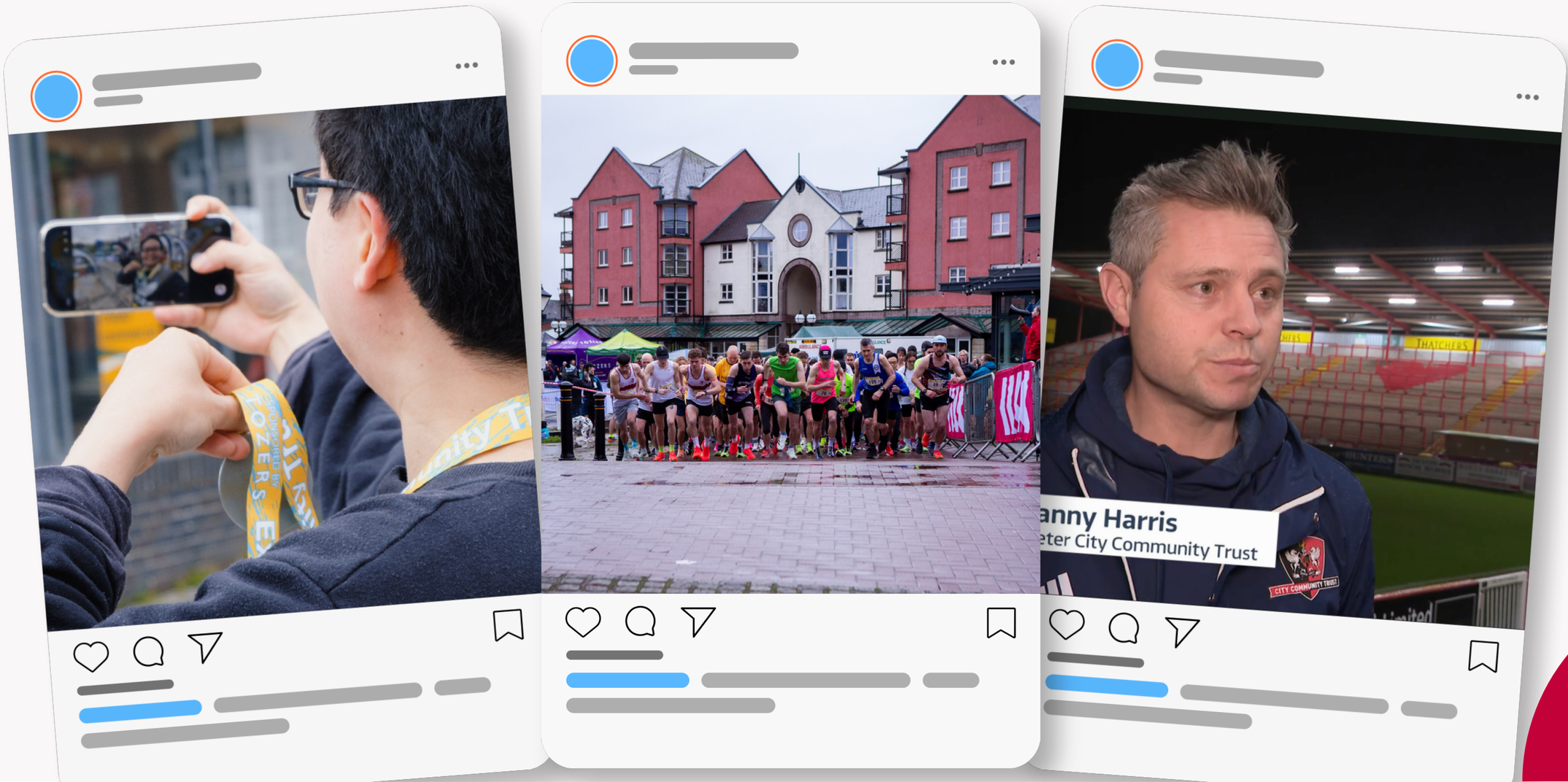


MEDIA & COMMS

At ECCT we're always working to expand our reach via a variety of platforms to share the impact of our work, the opportunities we provide, and to ensure that we find ways to engage with those who will benefit from our work the most.

In the past year, our online audience has grown to more than 18,000 followers across all social media platforms and our work with McQueenie Mulholland has helped to extend our reach via television, print, radio, and digital content..

This coming year, the 'Our City, Our Community, Our Impact' series will unpack and share stories from across all areas of our community, putting the voice of our staff, volunteers, partners, and participants at the forefront of our media, communications, and impact work for the 2026/27 season.





JUNE '25

Launch of the Strive '25 Rugby Challenge, a national programme aimed at engaging 25,000 women and girls across each of the Women's Rugby World Cup host cities.



JULY '25

Further success for our para-football teams as the under-16s squad travel to the Hawthorns for the Premier League Disability Football Festival, hosted by West Bromwich Albion.



AUGUST '25

Back to the midlands, this time to Wolves to participate in the Premier League Primary Stars National Girls Football Tournament finals at Molineux Stadium.



SEPTEMBER '25

The annual Joy of Moving festival made its way to Exeter Arena for running, jumping, movement, and positiviy... and some excellent photo ops for our participants.



OCTOBER '25

Launch of the Exeter City Para Football Talent Hub, that supports young players aged 7–16 who are deaf, have cerebral palsy (ambulant), or are visually impaired.



NOVEMBER '25

Our Sporting Memories group have the opporunity to thank the Parker Family and Cambian Group who donated a total of £2,346 to support the programme.



DECEMBER '25

Maddie, age 5, joins 756 runners of all ages in Red & White for the Exeter Santa Run to raise money for a charity close to her heart, the Crohn's & Colitis UK Charity.



JANUARY '26

The Housing Team's gift drive and Christmas tree collection raises resources and funds whilst also significantly reducing C02 emissions from the disposal of trees in our community.



FEBRUARY '26

A record breaking 1,402 runners head to our traditional riverside route for the Exeter City Half Marathon and Community Five Mile Event, sponsored by Tozers LLP.



MARCH '26

Committed supporters - including trustee, Andrew Rothwell - take to the Big Bank at St James Park for the Big Sleep Out, raising £5,500 for initiatives focusing on homelessness and inequality.



APRIL '26

Rob Andrews and Ebony Mardle celebrate becoming our first Sports Business & Management Degree Graduates, with Rob receiving the Best Academic Presentation Award.



MAY '26

More firsts with the inaugural PL Kicks changemakers course, which included topics on leadership, confidence, empowerment, and social action.


EXETER CITY
ACADEMY
DEVELOPMENT CENTRE

OUR PROGRAMMES

Multiple strands of each programme are delivered in locations across Greater Exeter, North Devon, and West Somerset, reaching more than 20,000 people each year.

Ability Counts, Advanced Development Centre, After School Clubs, ASPIRE Alternative Provision, Big Sleep Out, Change Our Path, City Sisters, ECCT Holiday Clubs, Emerging Talent Centre, Exeter College Women's Football Academy, Extra Time Hub, Exwick Sports Hub and Cliff Hill Training Ground, Football Coaching and Management Degree, Football Development Programme Exeter and Teignmouth, Girls' Development Centre, Emerging Talent Centre, HEAL, Holiday Activities and Food, IWill Youth Hub, Joy of Moving, Junior Premier League, Kickers, Lose 2 Win, Man V Fat, Opportunity Club, Para Football Talent Hub, Para Holiday Clubs, Parkinsons / Neuro Walking Football, Peer Action Collective, Premier League Kicks, KGV Playing Fields Project, Premier League Primary Stars, Running Events and Festivals, Sporting Memories, Squad Girls, Strive '25, Supported Housing Service, Tiny Tots, USW Sports Business Management Degree, Walkability, Wellbeing Exeter, Wildcats.



SPORT

ECCT runs a wide range of football and multi-sport sessions, including Advanced Development Centres, Holiday Clubs, and Premier League Primary Stars, reaching 15,587 participants across 1,663 sessions (25,599 hours). Initiatives like our Girls' Football and Para Football underscore our push for inclusivity.

Girls' football is flourishing in Exeter and North Devon. Every week, hundreds of girls and young women lace up their boots and take to the pitch – growing in confidence, building friendships, and discovering just how far the game can take them.

Through our Emerging Talent Centres, Girls' Development Centre, Performance and Development Groups, and Junior Premier League Teams, more than 350 girls aged 9–16 are supported along a structured pathway that helps them thrive at every level of the game.

But the journey starts even earlier. Our Grecian Tots sessions in Exeter introduce girls as young as four to the joy of football, while Grecian Girls sessions at Exwick Sports Hub offer fun, inclusive football for older players. And for those ready to take the next step, our partnership with Exeter College delivers the Exeter College Women's Football Academy, helping to develop the female footballers – and leaders – of the future.

Each summer, we are proud to host the **Catherine Fraser Memorial Tournament**, welcoming more than 150 young female footballers from 13 secondary schools across Devon. Events like this not only celebrate talent, but also create memories and inspiration that last a lifetime.

Another area of incredible growth has been our **Disability Football** programmes. These sessions provide more than 300 children and adults with disabilities the chance to take part in sport – often for the very first time.

From the age of seven, children can join a wide range of activities, including Down's Syndrome football, neuro walking football, Ability Counts, and sessions for deaf and blind players.

Each activity is designed not just to get people moving, but to offer support, friendship and confidence that extend far beyond the pitch and enabling players of all ages to be active and included in all areas of their lives.





PLAYER ENGAGEMENT

Alongside the Professional Footballers' Association, we believe that community work enriches players' lives and helps them to better understand the world outside the disciplined confines of professional sport. Building a connection with wider society can be beneficial to players' wellbeing, as it helps them understand their value beyond their performance on the pitch.

Whilst we're fortunate at Exeter City to have an engaged group of players at all levels, attending 170+ sessions this past season, two players stood out for their impact across the club and in the wider community.

The men's PFA Champion for this season was Jack Fitzwater who was nominated for his work as an advocate for the Know Your Sh*t' campaign, raising awareness of Crohn's disease and ulcerative colitis, which affect 1 in 100 people in the UK.

Jack was joined by Abbi Bond whose dedication to developing young female goalkeepers is inspirational. Abbi's presence in engaging with young players and supporters is evident both on matchdays here at the club, and in the time she spends assisting grassroots clubs.

As a club that puts community at its heart, both winners have been incredible ambassadors and are hugely deserving of this year's award.



Jack Fitzwater



Abbi Bond

Professional Footballers' Association

CITY COMMUNITY TRUST


EXETER CITY FC



INCLUSION

Social inclusion drives our work across all themes, whether it's helping young people build confidence, offering families a lifeline in difficult times, or creating safe spaces for those most at risk. Below is a snapshot of some of our impactful programmes in 2025/26.

Dedicated social inclusion programmes, including Holiday Activity and Food (HAF), Premier League Kicks (engaging 150+ weekly), and Peer Action Collective, connected with 1,499 participants in 444 sessions (1,039 hours).

Now in it's sixth year, the **HAF** programme supports youngsters from lower income families, by providing free holiday activities with a hot meal. Funded by the Department for Education, we create bespoke activities for our youngsters, with days out including mountain biking on Haldon, a visit to Crealy and a theatre trip.

The programme mixes physical activity with education and more than 85% of participants report feeling happier, healthier, and more confident as a result of this initiative that is delivered in partnership with Devon Country Council's Early Years and Childcare Services.

Premier League Kicks is a free community programme that uses the power of sport to inspire young people and create safer, stronger communities.

Led by our PL community captain, Laura Evans, the programme has grown exponentially in recent years, with higher levels of female participation, volunteering initiatives, and the changemakers leadership programme which demonstrates the charity's committment to learning and development for our community.

The Peer Action Collective (PAC), empowered young people to research and tackle the root causes of youth violence and create safer communities.

Using peer researchers to gather insights, with a strong focus on increasing safe spaces and access to trusted adults, our team worked in partnership with the Robins Foundation to explore and deliver recommendations for social action.

Key Themes from the research demonstrated that young people need more support to know where they can go how to meet trusted adults that could help them, resulting in the creation of a prototype mapping app and contributions to the EFL's national Community of Change model.


Premier League
Primary
stars

Strength in Change

At just 14 years old, Scott is at a pivotal crossroads. After a period of significant involvement with the police and the judicial service, Scott is showing determined signs of changing his path through a work experience placement at Studio 20 gym in Ilfracombe. Supported by the Exeter City Community Trust, Scott is proving that with the right environment and mentorship, a positive turnaround is possible.

The success of Scott's journey is rooted in a collaborative effort between local business and community support services. Shaun Kennard, owner of Studio 20, has witnessed a remarkable shift in Scott's maturity, particularly as the young man has now clocked up over 50 hours of work experience.

"Scott has become a confident lad," Shaun notes, highlighting how he has taken on essential responsibilities including gym maintenance, customer service, and handling phone inquiries. Shaun observes that Scott's initial anxieties, such as a worry regarding his stutter, have diminished as he has gained hands-on experience and a sense of belonging in the gym environment.

Clem Bennellick, Youth Support Worker and Inclusion Lead in North Devon for the Exeter City Community Trust, also notes the importance of Scott's newfound independence. "It has been great to see Scott take ownership of tasks and run things on his own," Clem says. "He's now seen as someone that belongs here, rather than someone out on the streets that's causing problems."

The Trust's focus remains on building Scott's long-term resilience and "employability" by encouraging him to engage with every available learning opportunity.

In addition to his professional duties, Scott is also putting in significant effort on his own physical fitness. He has been training hard in the gym and attending boxing classes, using these sessions as a constructive outlet to build the discipline and focus required to stay on a positive trajectory.

Scott himself finds value in the routine, noting that the work is engaging and helps him stay focused on his goals. "It's fun' he says, "it keeps me out of trouble, and I get a free membership, and I want to do more [at the gym] now that I'm a bit more confident"

The team is incredibly proud of the progress he has made at such a young age. Looking toward the future, the goal is to transition Scott into paid work and support him in gaining formal qualifications, such as a Level 1 or Level 2 Gym Instructor certification. Alongside these professional goals, we are doing our best to support Scott in engaging back into his education timetable.

We would like to extend a huge thank you to Shaun for his support and ongoing enthusiasm to support local young people to make positive change and to the Adam Stansfield Foundation for supporting Scott with his gym membership and kit; it is a very much appreciated donation that has helped make this possible.





EDUCATION

Education has been at the heart of the activity at Exeter City Community Trust since we were established more than 25 years ago. From delivering our own courses, to supporting education partners across the county we have developed and evolved our offer to meet the needs of our society.

Our **Alternative Provision** supports young people who may be disengaged or not attending school. We work with our local schools and through intervention and help we support students to get back into education.

Government figures show that in autumn 2024, local authorities reported an estimated 149,900 children missing education at some point during the 2023/24 academic year - an increase from 117,100 the previous year.

Our pioneering **ASPIRE** scheme is designed for students who face challenges in traditional school settings. We work closely with Ted Wragg Trust schools in Exeter to provide targeted support for those struggling with attendance. Over the past 18 months, we have worked with more than 50 young people from 10 schools across the county.

Our commitment to students doesn't end when they return to school. We continue to offer in-class support, ensuring a smooth transition and long-term success - an approach that has been welcomed by both students and teachers.

The programme also includes vocational training, enabling students to explore various career paths through courses in fields like hospitality, construction, digital media, and more. We also partner with local businesses to provide real-world work experience, helping students build professional skills and networks.

The **Change Our Path** programme works with young people aged between 12 and 18 in Greater Exeter who are involved in, or at risk of, youth crime and educational disengagement. At the core of programme is the mission to create a positive and supportive environment that addresses their needs holistically.

This project is co-designed and delivered with the support of Exeter City first team players, who act as mentors and role models, sharing their experiences and expertise to inspire and motivate participants.





HEALTH

ECCT deliver a range of health and wellbeing sessions such as the Extra Time Hub, Lose 2 Win, and Wellbeing Exeter, reaching 771 participants in 271 sessions. A new dedicated Health Lead - delivered in partnership with Nexus PCN - will strengthen ties with primary care networks.

Our **Extra Time Hub**, which is supported by the Parker family and Caretech Foundation regularly hosts up to 60 people each week across two sessions at St James Park.

The programme offers a variety of structured activities and organised trips which are co-designed with participants. These sessions provide an opportunity for people who may be isolated, or in the early stages of dementia to enjoy the company of the group.

Some of our members have experienced depression, they may have had a stroke or live with Parkinson's, all have one thing in common, a love for sport and the enjoyment from discussing their favourite sporting moments over a cup of tea and cake.

Lose 2 Win, which is funded by Sport England, is a free weekly lifestyle intervention programme designed for men aged 18+ who are looking to make positive changes to their health and wellbeing.

Sessions combine physical activity with classroom learning to provide a blended learning environment that supports sustainable improvements to both physical and mental health, with 75% of participants achieveing targeted improvements in weightloss, blood pressure, and positive thinking and behaviours.

Wellbeing Exeter is a collaborative partnership of organisations working together to promote and improve the wellbeing of people individually and in their neighbourhoods, to make the community a better place to live.

Delivered by our Community Physical Activity Organisers, this year has seen a range of achievements the team can be proud of, particularly the continued growth of women-centred activity through the City Sisters programme and Women's Monday Night Football, and the initiation of Walking Basketball and Walking Tennis sessions, all of which create accessible, sociable opportunities that fill real gaps in the community.


AXE VALLEY RUNNERS
211
TOZERS

Lose To Win
– More Than Weight Loss

Since launching in January 2025, the Lose To Win programme, funded by Sport England, has become far more than a traditional weight management course for men over 50. What began as a project designed to support healthier lifestyles and sustainable weight loss has grown into a welcoming community built around friendship, accountability, honesty and shared experience.

The programme recognises a simple truth: most people already know what they should do to improve their health - move more, eat better and look after themselves - but putting those changes into practice consistently can often be the hardest part. Lose To Win creates a supportive environment where men can openly discuss those challenges, celebrate successes and encourage one another without judgement.

Every session starts with a cup of tea or coffee, a piece of fruit and a relaxed catch-up where conversations can cover everything and nothing at all. From there, the group moves into discussion-based learning sessions exploring topics such as motivation, behaviour change, purpose, goal setting, life stages, identity and healthy habits. The atmosphere is often filled with humour and laughter, balanced with sincerity and openness.

With programme lead Adam Williams' background in psychology and counselling, the sessions intentionally go beyond being simply an exercise class. Participants are encouraged to reflect on their wellbeing more broadly, discussing not only physical health but also retirement, purpose, stress, relationships and self-care. The result is a unique type of "looking after ourselves" club where men feel comfortable opening up, supporting one another and trying new things together.

The physical activity element is equally varied, inclusive and enjoyable. Sessions regularly take place within St James Park Stadium, alongside visits to venues such as Riverside Leisure Centre and local parks. Activities include mobility work, balance exercises, light circuits and team-based activities designed to build confidence as much as fitness.

The programme also works with fantastic external delivery partners to introduce sessions such as yoga and tai chi, while participants have enjoyed opportunities to try walking football, pickleball and even cricket when the weather allows. More recently, the group took advantage of end-of-season access at St James Park by stepping onto the pitch for small-sided football games and a lively penalty shootout. The penalties may still leave room for improvement, but the competitiveness certainly did not.

One of the standout features of the programme has been the variety of personal successes experienced by attendees. For some, the wins have been physical - going from a somewhat sedentary lifestyle to using a rowing machine daily and feeling the benefits in energy, fitness and mood. Others have built the confidence to increase activity levels significantly, including one attendee progressing from weekly swimming sessions to joining a walking football group and representing a local team, enjoying the camaraderie and friendship alongside the health benefits.

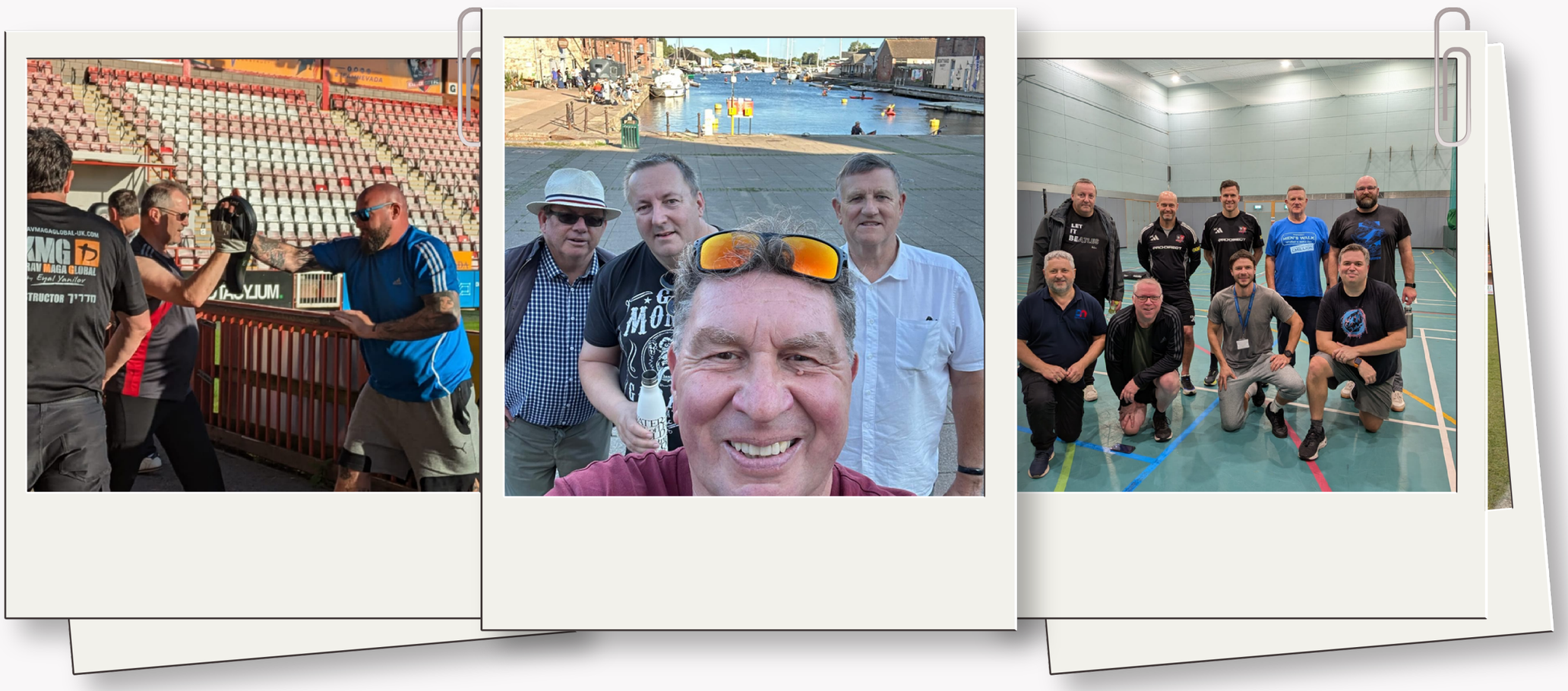
For others, the changes have been more reflective. Participants have spoken about learning to slow down and appreciate the positives in life rather than becoming consumed by stressful routines, travel and work pressures. Walking has become a major focus for several members, with one participant recently completing a walking holiday through Scotland following ancestral family routes. Nature walks have also sparked new interests, with one attendee approaching retirement now keen to learn more about the natural treasures found within local hedgerows and how they can support both his and his wife's wellbeing.

There have been setbacks too - which the group openly acknowledges is part of any meaningful lifestyle change. What has made the programme special is the social connection created between like-minded men who have found a space where they can share challenges honestly and celebrate victories together. Over time, the programme has become less about simply "losing weight" and more about improving lifestyle habits, increasing physical activity, managing negative eating patterns and making healthier choices in a sustainable and enjoyable way.

Programme lead Adam Williams said: "It's a genuine privilege to spend time with this group each week. The lads are always open to new ideas and incredibly honest in the discussions we have, which creates a really supportive environment for everybody involved. They throw themselves into the activities with enthusiasm and it's been fantastic to see improvements not only in coordination, posture and fitness, but in confidence and overall wellbeing too."

Participant Simon added: "I was told about the club by my GP as a way for me to become more active. I have now been attending for over twelve months and thoroughly enjoy the sessions. The exercise is fun and achievable, I've met new people and been introduced to new sports and activities. Thank you to Adam and Pete for all of their continued support."

Ultimately, Lose To Win continues to demonstrate that improving health is about far more than numbers on a scale. Through movement, conversation, laughter and genuine connection, the programme is helping men support one another to live healthier, happier and more fulfilling lives.



"It's clear that the work is backed by knowledge of exercise, nutrition, and wellbeing science, but it runs like a community not like a classroom" - Jon Morgan



SUPPORTED HOUSING

Our specialist supported housing service was set up in 2021 to help and support vulnerable people who are at risk of being homeless – or have experienced homelessness – to have a new start and be provided with the opportunity to live in their own home and prepare for independent living.

Through our activities and support programmes during the Covid-19 pandemic, we witnessed first-hand how many people were struggling to maintain tenancies.

Through our Supported Housing programme, we provide people with a place of safety and support them to work towards independence. We do this by helping residents to maintain their tenancy, understand budgeting and provide help with general life skills to enable them to move forward.

Our overall approach is to support people to take on their own tenancies and sustain employment by providing intensive support to our residents, who come from a wide range of ages and backgrounds, including veterans adjusting to civilian life, single parents, people fleeing domestic violence, care leavers, and people facing financial hardship.

Since 2021, the service has received 2,173 referrals, enabling us to work with and support 391 individuals during that period and up to 105 people each day of the year.

The primary aim is to achieve positive outcomes for all, with many finding new occupations, and moving on to their own private tenancy, the next step on their supported housing journey, or returning home to family.

One such positive outcome in the last year was James. who had been living on the streets before he was signposted to our team.

James credits the Supported Housing programme with turning his life around. He says: “From feeling like you’re not going anywhere in the world, everything is slowly working out.

“I have been here nine months now and I've got this lovely place I’m living in, and it’s changed my life.

“I’m training to be a chef and would love to have my own business one day.

“From the staff and everything, it’s just lovely to live here and work with them. I’m just glad they got me off the streets and they’re sticking with me.”



KGV PROJECT



The King George V Playing Fields on Topsham Road are one of hundreds of green spaces created across the UK in memory of King George V. They were originally established to 'promote and assist in the establishment of playing fields for the use and enjoyment of the people' and remain protected by Fields in Trust, the charity set up by the King in 1925 to safeguard community spaces.

For almost 90 years, the site has been a hub for recreation and sport. Today it is home to several local clubs, including Central FC, Exeter City Girls' Junior Premier League teams, and the Exeter Spitfires Baseball Club. The grounds feature grass sports fields, an accessible playground, and walking paths, making it a much-loved resource for the local community.

But much of the site needs refurbishment and improvements, so we have launched an ambitious vision to revitalise and expand the facilities. Planning approval has been secured, and we have been awarded funds from the Football Foundation, Exeter City Council, The Royal Foundation, and charity partners to support the charity's investment.

The project aims to enhance and expand the existing facilities to serve the community even better. Planned additions include new play zones, a 3G sports pitch, and a transformed health and wellbeing hub in the renovated building on the site. These improvements are designed to provide modern, accessible amenities while preserving the natural landscape and the field's historic character.

The KGV project will deliver:

- 91m x 55m third-generation (3G) artificial turf pitch with floodlighting
- Two new multi-sport play zones with floodlighting, designed for football, netball, basketball, cricket and tennis
- Upgrades to existing grass pitches
- Padel Tennis Courts
- Woodland trails and walkways linking to the wider Riverside Valley Park
- A leisure garden and picnic area
- Improvements to parking areas
- A fully refurbished pavilion with a single-storey extension

We are committed to honouring the ethos of KGV Playing Fields as a vital space for active, healthy lifestyles across generations. This ambitious project has several core aims: to create modern health, wellbeing and leisure facilities; protect and enhance the natural environment; reduce barriers to participation for underrepresented groups; and strengthen community pride.

With the first phase of the project underway, our focus is firmly on securing the remaining funding needed to make the full vision a reality. This is a once-in-a-generation opportunity to reimagine KGV Playing Fields - safeguarding its historic legacy while transforming it into a vibrant, inclusive and sustainable community asset for the future.

Find out more and support the project at www.kgvexeter.com.




Premier League
Nando's



DELIVERING IMPACT

Driven by our internal charity development plan and the Capability Code of Practice, ECCT embraces a solid framework for delivering impact:

- **Robust Governance:** Quarterly Board oversight, annual audits, and full compliance with charity law and CCOP across 15 areas (target: retain exemplary rating through CCOP 3.0 launch in Summer 2026).
- **Stakeholder Engagement:** Co-create programmes with community input (target: 50% feedback from underrepresented groups by 2027) to address needs like inactivity and health disparities.
- **Monitoring and Evaluation:** Employ data-driven methods (e.g., participant surveys, social value metrics) to track outcomes, aiming for £20M by 2028.
- **Capacity Building:** Prioritise staff and volunteer training (target: 100% completion of training matrix annually).
- **Partnerships:** Grow to 50 active partnerships by 2028, leveraging ties with EFL in the Community, Exeter City Council, and new collaborators like Nexus PCN to amplify impact.
- **Sustainability:** Diversify funding (target: Grants: 40%, Individual Donations & Fundraising Events: 15%, Corporate Partnerships & Sponsorships: 15%, Other Income Generation (e.g., merchandise, paid services): 30%.

As a charity, all trustees, staff, and volunteers are committed to continuous development and improvement. In the coming year we will focus on:

- **Review:** We'll undertake annual strategy reviews, evaluating progress against KPIs (e.g., 25,000 participants, £20M social value) and refining priorities based on data, community needs, and developments like KGV.
- **Learning:** Capture lessons from programme delivery and stakeholder input, weaving these into our planning (e.g., post-event debriefs shared within 14 days, achieving 100% documentation by 2027)
- **Feedback Loops:** Conduct quarterly surveys with participants and staff (target: 80% response rate by 2027) and biannual focus groups with diverse communities to ensure inclusivity drives strategy updates (target: 50% input from underrepresented groups by 2027).

THEORY OF CHANGE



At Exeter City Community Trust, we believe that sustainable change occurs when programmes adapt to individuals, not the other way around.

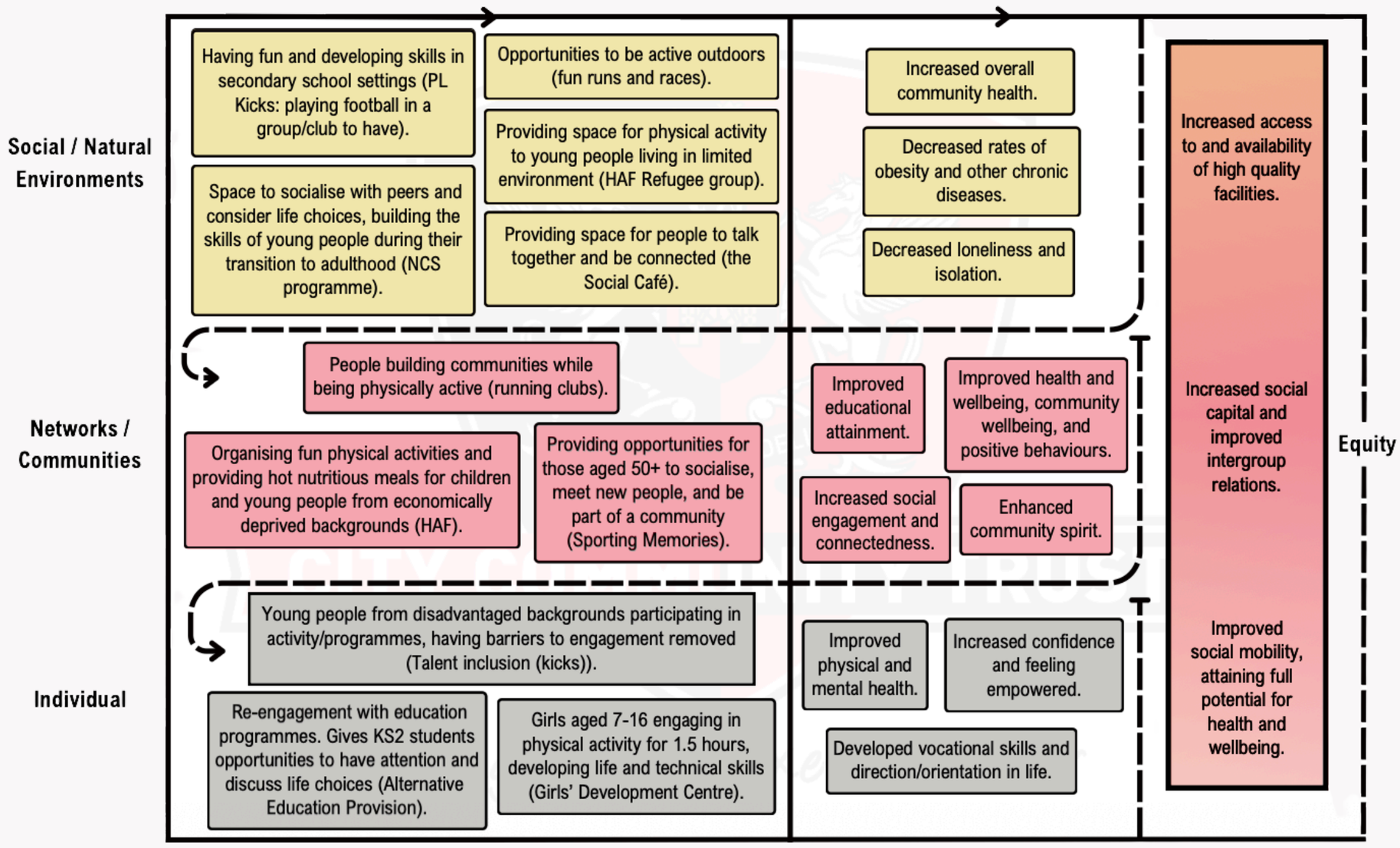
In a city facing a 12-year life expectancy gap, inactivity, and child poverty, we work to reach 'hard-to-reach' communities with flexible, holistic support Traditional services often require people to fit institutional models.

ECCT's approach is the inverse: we listen first, remain agile, and design whole-person interventions that address interconnected needs - physical health, mental wellbeing, social connection, education, employment, and housing stability - whilst ensuring that projects are designed based on and understanding of need and opportunity at social, community, and individual levels.

Key Principles

- Trust through authentic community connection
- Flexibility and bespoke support
- Whole-person, integrated interventions
- Genuine co-design with communities

By meeting people where they are and addressing root causes, ECCT provides opportunities, transforms lives, and builds a healthier, more inclusive Exeter.




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On behalf of the leadership team and staff of ECCT, we would like to thank all of our trustees for their guidance and support in the past year.



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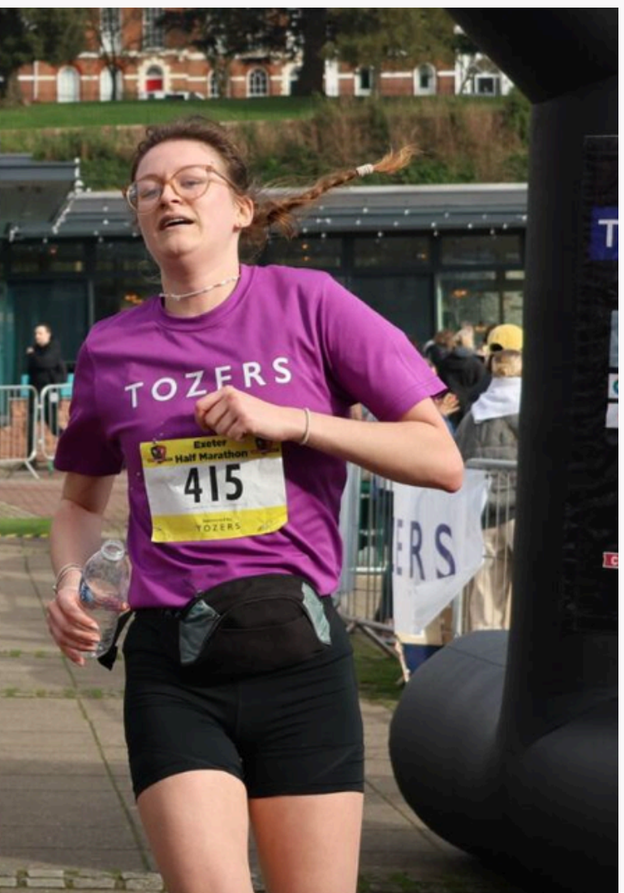



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If If you would like to find out more about our work in the community or wish to explore ways of supporting our mission and social impact, please contact:

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