



**Oxford United in  
the Community**

**STAND UNITED**

# An executive summary of the work of the charity

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**Oxford United in the Community (OUitC) is an independent charity delivering various Oxford United Football Club community programmes. The charity's core purpose is to harness the power and appeal of football to inspire people to live healthier lives and build a more inclusive and aspirational community.**

**Working collaboratively with local and county-wide delivery partners, Oxford United in the Community uses the power of football to inspire the people and communities of Oxfordshire to have positive aspirations for their futures and to have the health, wellbeing, self-confidence, opportunities and resources to achieve them.**

The charity's most recent accounts (2021) show a turnover of over £340,000. This funds its seven staff, plus fifteen part-time coaches, enabling work based at the club's training ground and at partner sites across Oxfordshire.

OUitC engages with over 10,000 people per year on non-matchdays, with over 3,000 participating directly in its programmes. There are ambitious plans to expand the reach and impact of the charity.

## **The Vision**

Every person in Oxfordshire to have the opportunity to have a positive connection with OUFC and OUitC, inspiring happier, healthier and better-connected communities.

## **The Mission**

Working collaboratively with various localised or county-wide delivery partners, Oxford United in the Community uses the power of football to inspire the people and communities of Oxfordshire to have positive aspirations for their futures and to have the health, wellbeing, self-confidence, opportunities and resources to achieve them.

## **A New remit**

Whilst our work has traditionally focused on younger children in primary schools via Football in the Community programmes, our new strategy "Oxfordshire – A Community United" means we are extending that focus, working to support all of the community across Oxfordshire aged from 2 to 92 with a more place-based approach.

## **Operating and delivering across Oxfordshire**

Broadly speaking these fall into the following categories: Football in the Community; Social Impact and Health and wellbeing. Currently, there are four football in the community

## **Operating and delivering across Oxfordshire**

OUitC's new strategy "Oxfordshire – A Community United" includes a goal to be operationally present in ten towns across Oxfordshire as well as Oxford, adopting a 'hub and spoke' approach to reach more people and communities.

The charity is based at the OUFC Training Ground, its Oxford-focused hub. It also has an established town spoke in Banbury and is currently setting up and delivering projects in a further three town spokes in Abingdon, Bicester and Didcot. Work is ongoing to identify a further six town spokes, which will include Kidlington. OUitC will begin the engagement with potential local partners later in 2023.

## **Projects being implemented**

These fall into three categories:

- Football in the Community - there are four football in the community projects in place
- Social Impact - there are ten currently in place
- Health and wellbeing – currently four projects being delivered.

More information on the work of Oxford United in the Community can be found at: [www.ouitc.org](http://www.ouitc.org). Listed on the next page are the organisations with which we partner on various programmes in Oxfordshire, with a separate list of activities in and around east Oxford.



# A list of Oxford United in the Community and OUFC partners:

- Easington Sports FC
- Premier League Kicks
- Premier League Primary Stars
- Oxfordshire Mind
- Brighter Futures Banbury
- Oxfordshire Youth
- AIPFF and Access Sport Oxfordshire
- Mosque Football Sessions with Cherwell DC, AIPFF and Access Sport Oxfordshire
- Refugee Football Project - with Refugee Resource & Asylum Welcome
- University of Oxford and Oxford Brookes University
- Abingdon and Witney Further Education College
- Abingdon School
- Thames Valley Police Violence reduction Unit
- Bullingdon Prison and Young Offenders Institute
- Ashfold School
- Oxford Academy
- Cheney School
- Cherwell School
- Age UK Oxfordshire
- St Gregory's
- TRAX
- The Hill Banbury
- BBL Leisure Centre
- Positive Futures
- Oxfordshire County Council
- Cherwell District Council
- Active Oxfordshire
- Generations
- Matthew Arnold School
- St Edward's School – Oxford
- Magdalen College School – Oxford
- King's Oxford
- Activate Learning – City of Oxford College
- Oxford International College
- Haddenham School
- Enstone School
- Marsh Baldon
- Long Wittenham
- Windmill School
- St Marys
- Bure Bark
- Pegasus School
- Bishop Loveday School
- Cooper School
- Bicester School



# OUIFC and OUFC East Oxford City Partnerships

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- Friday evening multi sports sessions with Oxford City Council (Youth Ambition), Oxfordshire Youth and Thames Valley Police – OuitC delivers Premier League Kicks at Blackbird Leys Leisure Centre – two age group sessions.
- Premier League Primary Stars at St Frideswide Primary School.
- Development centre, Skills centre and Holiday camp football held at The Oxford Academy in Littlemore.
- Life Chances, delivering sports and physical activity interventions to improve young people's life outcomes. Delivered at Oxford Spire, Meadow Brook College (former PRU) in Headington and at TRAX (alternative provision for young people) in Wolvercote.
- The Manor Club, a social club for older football supporters, takes place at Cowley Workers Sports and Social Club.
- FIT U'S is a new walking club In Rose Hill to get fit after enrolling onto the charity's free health programme.
- Walking Football for men aged 50 plus, 60 plus and 65 plus, and women of all ages, based in Horspath at the OUFC training ground and Blackbird Leys. This club is affiliated to OUFC and has over 100 registered players, operating three times a week.
- St. Frideswide school, OUFC provides free match tickets as incentives to improve school and the development of healthy lifestyles.
- Mabel Pritchard school, Littlemore, supporting students with additional needs, providing weekly coaching sessions.
- Detoxford United is a football club affiliated to OUFC which has bases in both Horspath and Bicester. The aim of this programme is to encourage players to live a healthier lifestyle. They play competitive games against other professional clubs who have similar programmes.
- Orion Academy, a school situated in Blackbird Leys for students with SEMH needs. This includes students visiting the training ground, participating in training sessions and the provision of free season tickets to the school.
- OUFC staff have participated in careers days at Cherwell School and are due to run a healthy living and work experience workshop day at Greyfriars School in Cowley in June 2023.
- Schools within the Cowley, Blackbird Leys, Wood Farm, Barton and Littlemore areas have priority for the provision of work experience placements at OUFC.
- Youth Sports Trust and the Schools Sport Partnership in conjunction with OUFC have provided exemplar coaching sessions to increase East Oxford girls' participation in football.
- OUFC continues to work closely with Blackbirds FC and Horspath FC, including the provision of season tickets or match day tickets for families with financial difficulties, making watching football more socially inclusive.



