



FOUNDATION

PORT VALE FOUNDATION IMPACT REPORT 2024-25

Compiled by:

evid impact

Published October 2025



Disclaimer:
The report has been compiled by EventID Sports Consultancy Ltd ("Evid Impact") on behalf of Port Vale Football Club Foundation ("PVF"), registered charity number 1161401.

Evid Impact has prepared this report using reasonable skill, care and diligence for the sole use of PVF for the purposes set out. Evid Impact does not assume or accept or owe any responsibility or duty of care to PVF or any other person. Any use that a third party makes of this report or reliance thereon or any decision made based on it is the responsibility of such third party. The report reflects Evid Impact's best judgement in light of the information available at the time of its preparation.

The report is subject to copyright agreements. The report or any parts thereof may not be used, published or redistributed without the prior written consent of Evid Impact.

"As Chair, I see first-hand the extraordinary impact the Foundation has across Stoke-on-Trent. This charity is not an add-on to Port Vale – it is integral to the identity of the club.

The values of the club shine through every programme, whether supporting young people into education, encouraging older adults to stay active, or providing safe spaces where everyone feels they belong. What stands out most is the trust people place in us; that sense of being a family where lives are supported and celebrated.

Our Foundation proves that football clubs can be more than places for sport – they can be catalysts for lasting social change. I'm proud to champion such a dedicated team and inspiring mission."

Andy Taylor
Chair of Trustees, Port Vale Foundation



Welcome to our 2024-25 Impact Report!

Everyone at Port Vale Foundation (PVF) welcomes you to our impact report for the 2024-25 season.

As the charity arm of Port Vale Football Club (PVFC), we are proud of the role that we play in our local area - acting as a bedrock to our Burslem community, delivering support and opportunities to those who need it.

Through this report, we aim to highlight some of the ways that we help, support and empower our local community, and the impact of that work.

As we begin to celebrate PVFC's landmark 150th anniversary season, we're thrilled to share more about the difference we made in 2024-25.

EXECUTIVE SUMMARY

Our 2024-25 Impact Report explores how PVF has been making a real difference in people’s lives – whether that’s through boosting physical and mental wellbeing, helping individuals grow, or strengthening our local community.

We had the chance to work with 5,927 participants this season just gone – now that’s a lot of ‘ay up me ducks’!

Here’s a closer look at some of the amazing impact that our charitable activity created:

- **Positive change** - 3 in 4 people told us that they had made a positive change to their lives since beginning their activity with PVF.
- **Wellbeing** - Participants’ personal wellbeing scores improved from last season for 3 out of 4 measures.
- **Physical activity** - 65% of adults involved in our programmes were classed as physically active – a 5.9% increase for adults compared to last year.
- **Community** - Engaging with the Foundation led to a strong sense of community. Local community integration – belief that people from different backgrounds get on well together in their local area – was also particularly strong.

These results reflect the real impact of our work - not just in numbers, but in the lives of the people we support. Whether it’s helping someone feel more confident, more connected, or simply happier day-to-day. We’re exceptionally proud of the role we play in our community.



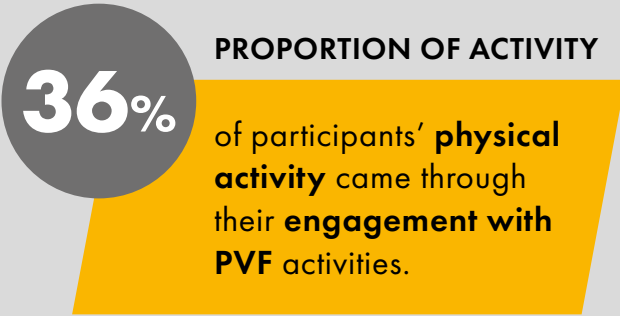
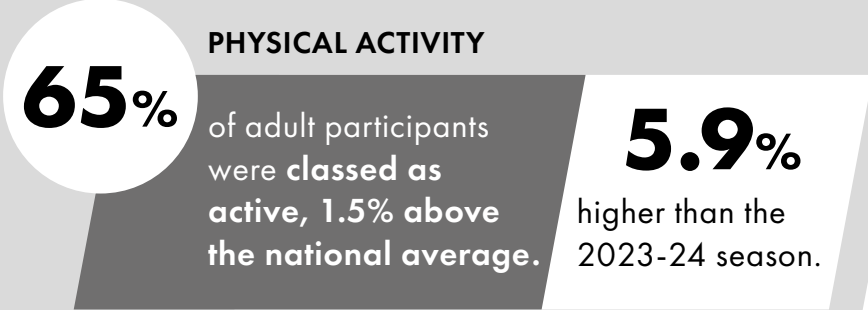
DATA OVERVIEW

	Measures	Age group	Season 2024-25 result	Comparison to 2023-24	Benchmarks
Sport & physical activity	1. Physical activity levels	Juniors	82% active	n/a*	n/a*
		Adults	65% active	+5.9%	1.5% higher than national average and 2.8% higher than local average
	2. Subjective physical wellbeing	All	91% positive or very positive	-0.5%	n/a
Health & wellbeing	3. Measures of personal wellbeing				
	a. Happiness	Adults	7.97 out of 10	+0.33	6.3% higher than national and regional averages
	b. Life satisfaction	Adults	7.82 out of 10	+0.15	4.3% higher than national and regional averages
	c. Sense of worthwhile life	Adults	7.91 out of 10	-0.17	1.5% higher than national and regional averages
	d. Levels of anxiety	Adults	3.80 out of 10	-0.10	23% higher than national and regional averages
	4. Subjective mental wellbeing	All	88% positive or very positive	-5.5%	n/a
Community engagement	5. Local community integration	All	89% agreed or strongly agreed	New measure for 2024-25	Adults up to 35% higher than national average†
	6. Impact on sense of community	All	89% positive or very positive	-1%	n/a
Education & employability	7. Resilience (belief in oneself)	Adults	75% agreed or strongly agreed	-2.8%	2.8% higher than national average
	8. Impact on personal development	All	90% positive or very positive	+6.6%	n/a
Positive change	9. Positive changes to life made owing to activity at PVF	All	75% agreed or strongly agreed	-10%	n/a

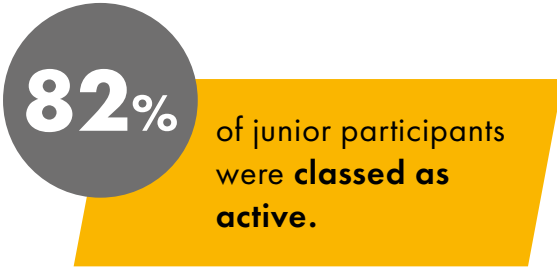
*Low sample size prevents year-on-year comparison for junior results (aged 11-16). Some junior results still featured through report.

†Percentages not directly comparable due to change in UK government measurement approach.

SPORTS & PHYSICAL ACTIVITY

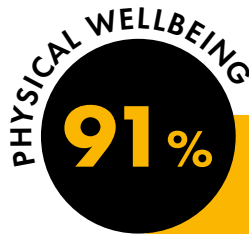


	Adult participants	National average	Local average
Active (150+ activity minutes per week)	65%	64%	62%
Fairly active (30-149 activity minutes per week)	16%	11%	12%
Inactive (0-29 activity minutes per week)	19%	25%	26%



“PVF helped me to continue my football passion even at my age! Brilliant opportunity and a great group.”

Female aged 66-75 participating in Foundation/Wellbeing Football



of participants felt that their activity with PVF was **positive or very positive** for their **physical wellbeing**.

Adult participants who have been part of PVF programmes for 1 year or more reported **6.5% higher levels of physical wellbeing**.

Samina’s experience with our Ladies Netball programme

I have been attending a ladies-only netball session with PVF for 4 years with my 13-year-old daughter. This is a weekly session that takes place in a safe space where members of the community can play netball without any barriers.

This session gives myself and the other ladies a chance to come and socialise with our daughters, whilst getting exercise which is great for my physical and mental wellbeing. Netball gives me something to look forward to; it gives me the mental drive to pull through the week, and this has had a significant impact on my general and mental health.

Since the sessions have started, we have had friendlies both locally and further afield which has been great for community integration. Some of the ladies from the session have also played in the local netball league.

Being a part of the netball has given me so many opportunities. I attended a matchday as part of international women’s day which was a great experience for myself and my family. The netball is a very important part of my week and something that I am very proud to be part of.

I am very passionate about making a difference for my local community. I have joined the Port Vale community group – we are a group of people from the local south Asian community that are working closely with Port Vale to break down barriers. The group has been in place for two years and we have delivered two Iftar events, an Eid community fun day, and recently, we have been able to work with the local leisure centre to do some female-only swimming sessions. I have been involved in community work previously, so this has been great for me to be able to get involved with.



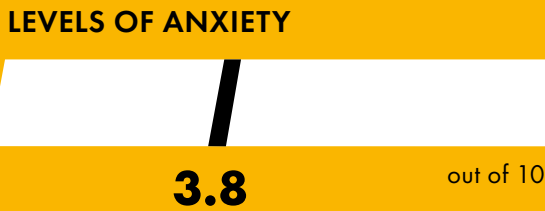
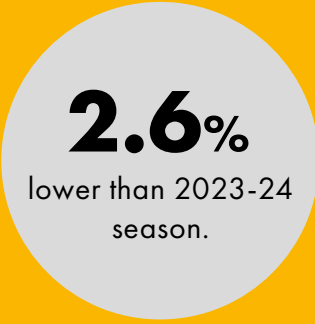
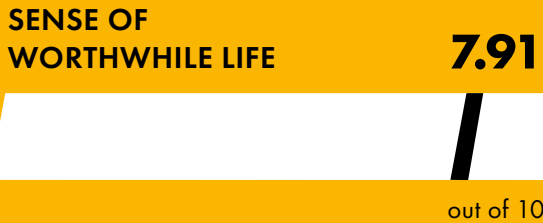
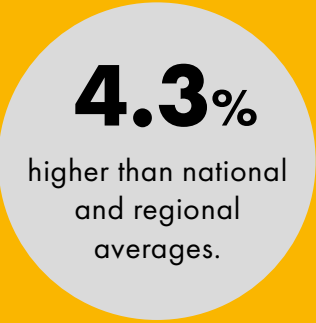
“PVF brought some fun, laughter and a love for netball back to life.”

Female aged 36-45 participating in Ladies Netball

HEALTH & WELLBEING

We tracked our impact on participants across four areas of **personal wellbeing** – commonly known as the ONS4.

Each measure of personal wellbeing is scored from 0 (low) to 10 (high). Due to sample size, personal wellbeing measures have been reported for adults only.



of participants felt that their activity was **positive or very positive for their mental wellbeing.**

Happiness is on average **1.9%** higher amongst adult participants who have been part of their PVF programme for **1 year or more.**

Levels of anxiety are on average **2.8%** lower amongst adult participants who have been part of their PVF programme for **6 months or more.**

“It has helped me with my stress levels.”
Female aged 19-21 participating in Every Girl Counts

“It has helped my mental and physical health. It is a place I feel confident and everybody is welcoming, friendly and inclusive. I always look forward to going along to the Wednesday evening session, it’s one of the favourite parts of my week.”
Female aged 26-35 participating in Foundation / Wellbeing football



COMMUNITY ENGAGEMENT

SENSE OF COMMUNITY
89%

of participants felt their engagement with PVF was **positive or very positive** for their sense of community.

"I enjoy coming [to] the community meals as it brings everyone together. We are one community."

Female aged 36-45 participating in Bowls and Football & Education

"It has helped me by giving me the chance to socialise with other girls and have fun."

Female aged 16-18 participating in Every Girl Counts

"It's helped me to socialise with new friends, even renewed old school friendships too! [...] It's a sanctuary and safe place to bring along my Dementia suffering parent, who comes alive whilst attending the sessions."

Female aged 66-75 participating in Memory Lane and Time for Tea

Sense of community was **5.5%** higher for adult participants who have been part of PVF programmes for 1 year or more.



How did PVF help build participants' sense of community?

As reported by participants:

- **Belonging:** Participants felt welcomed and valued, often describing the Foundation as a "family" or "safe space".
- **Connection:** Activities helped people make new friends, reconnect with others, and engage across diverse backgrounds.
- **Shared Identity:** Many expressed pride in being part of the Port Vale community, strengthening local ties.
- **Support:** Sessions reduced isolation, improved wellbeing, and gave people something to look forward to each week.



"Port Vale are excellent at looking beyond being a football club. They provide support and new opportunities that support their local community and use new initiatives to work in partnership."

Rachel Wooliscroft, Community Engagement coordinator and Quality Improvement at North Staffordshire Combined Health Care Trust

89%

LOCAL COMMUNITY INTEGRATION

of participants agreed or strongly agreed that their local area is a **place where people from different backgrounds get on well together.**

EDUCATION & EMPLOYABILITY

PERSONAL DEVELOPMENT

90%

of participants felt their activity at PVF was **positive or very positive** for their personal development.

6.6%

higher than 2023-24 season.

"It's helped me to get my confidence up with speaking to people."

Female aged 19-21 participating in Baby Massage, Family Hub and Parent, Baby & Toddler Sessions

"Helped get me a placement for university. [...] Widened my knowledge of opportunities in football, and the community [and gave] me football teaching experience."

Male aged 19-21 participating in Football and Education

POSITIVE CHANGE TO LIFE

75%

of participants agreed or strongly agreed that they had made **a positive change to their life** since beginning their activity with PVF.

"Since joining the USW course it's opened up so many opportunities for me and I believe it's been one of the best decisions I've made on my education journey as it's a brilliant course with [a] really good sense of support."

Male aged 19-21 participating in USW



RESILIENCE

32%

of junior NFCT participants **strongly agreed** that they show resilience.

7.8%

higher than the national average

75%

of adult participants **agreed or strongly agreed** that they show resilience.

2.8%

higher than the national average

"It has gained me skills in interviewing, moving onto my next steps in life to get a job and proceed in further education."

Female aged 16-18 participating in Valiant Voice



Callum's journey from participant to Foundation volunteer

I first engaged with PVF in 2021 when, as a 13-year-old, I was one of the first students to progress through the Foundation's mentoring programme. I became an active participant in many programmes, including Premier League Kicks and Wednesday night football sessions.

I then started volunteering for the Foundation – particularly during school holiday periods – and have regularly completed 200 hours of volunteering a year, gaining coaching experience, completing training and engaging in social action projects.

Upon leaving secondary education, I signed up to the Foundation's Education Development Squad – a full-time offer which combines football and education, delivered in partnership with Stoke-on-Trent College. I have recently completed my second year of three, making good progress academically all the while contributing to the community.

This year, I have:

- Volunteered time to prepare and serve the Community meal at YMCA
- Helped staff the E-Sports session on a Friday evening
- Been a vital member of the staff team at the youth club every week
- Supported the running of the Fan Zone every home game
- Worked as a volunteer on Kids Holiday Clubs and HAF clubs

When I first joined the programme, I was quite introverted and struggled with school. Next year, I will qualify with a strong set of academic results, equivalent to three A-levels and will continue to use the personal and social skills that I have developed to contribute to the Foundation's work.

PARENT PERCEPTIONS

We asked parents of participants what impact our programmes had on their children.

91%

PHYSICAL WELLBEING

of parents felt that their child's activity with PVF was **positive or very positive** for their physical wellbeing.

98%

of parents felt that their child's activity with PVF was **positive or very positive** for their mental wellbeing.

10%

MENTAL WELLBEING

higher than 2023-24 season.

98%

of parents felt that their child's activity with PVF was **positive or very positive** for their personal development.

9.2%

PERSONAL DEVELOPMENT

higher than 2023-24 season.

95%

of parents felt that an activity at PVF was **positive or very positive** for their child's sense of community.

14%

SENSE OF COMMUNITY

higher than 2023-24 season.

"Gives my child an incentive at school and has also helped him take a greater interest in other sports."

Parent of child participating in Family Hub



97%

USEFUL OR BENEFICIAL ACTIVITY

of parents believed their **child(s) activity at PVF has been useful or beneficial** for their children.

"It has really helped with her confidence. Not just confidence with football but with social surroundings and being able to make relationships outside of school and friendship groups."

Parent of child participating in PL Kicks Girls Football



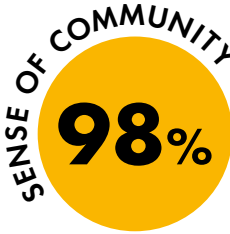
How did activity at PVF help children in school or wider life?

As reported by parents:

- Boosted confidence
- Improved social skills and friendships
- Fostered a sense of belonging and community
- Supported development (speech, teamwork, emotional regulation, fitness)
- Enhanced school readiness and motivation



SUPPORTER IMPACT



of supporters felt that being a supporter of Port Vale FC was **positive or very positive** for their sense of community.



of supporters had a **very or fairly strong sense of belonging**, 37% above the national average.

What being a Valiant means to fans

As reported by fans:

- **Family and tradition:** A shared passion passed through generations, creating lasting memories.
- **Community and belonging:** A strong sense of togetherness, support, and local pride.
- **Identity and loyalty:** Being a fan is part of who they are – lifelong, passionate, and proud.
- **Emotional fulfilment:** Brings joy, purpose, and escape from daily life.
- **Connection and experience:** Matchdays offer fun, connection, and meaningful experiences.

“It gives me a great sense of pride, both in my club and in the area I was born.”

Male supporter and participant aged 66-75

“I feel like family when around Port Vale community.”

Female supporter and participant aged 36-45



STRATEGY

In October 2025 we launched *One Vale*, our Port Vale Foundation Strategy 2025-2028. This strategy sets our future direction over the coming years.

Your voice helped to shape this strategy through our official impact research and via your feedback given to our staff and volunteers.

The extensive development process incorporated participants, local families, Port Vale supporters, external stakeholders, staff, volunteers and trustees.

About One Vale

Through *One Vale*, we will strive to unlock doors that other organisations can't, using the power of the badge and the profile of PVFC. We will celebrate the fighting spirit of Burslem and Stoke-on-Trent, putting people first and creating partnerships that punch.

Enabling lasting wellbeing is our golden thread, and our core ambition across all of our programmes. Beyond this, we look to build belonging and power potential across the whole of our community.

The 2025-2028 period brings major opportunities to transform our impact and safeguard our future. *One Vale* describes the actions we will take to achieve these ambitious objectives.

Thank you to everybody who had their say in setting our future direction. We look forward to seeing you all at Vale Park soon.



“ PVF has a great pull factor within the community through using the club’s branding and popularity with local residents. Football is an incredibly effective engagement tool spanning a wide range of demographics. PVF has a great resource in the football club and its facilities/venue, and enjoy a great reputation with the community and local organisations. [They] support local initiatives with many cohorts of people including the most disadvantaged.

Jon Connolly, Anti-social Behaviour Commissioning and Partnerships Manager at Staffordshire Commissioner’s Office



METHODOLOGY



The PVF Impact Report 2024-25 explores in detail the Foundation’s social and community impact across the season.

It’s the second year that we’ve done this kind of research, helping us get a clearer picture of how our work is making a difference – for both the people who take part in our programmes and the wider Burslem and Stoke-on-Trent community.

We ran impact surveys for young people (ages 11 – 16) and adults (16+), collecting 335 valid responses during April and May 2025. These came from participants, their parents, supporters, volunteers, staff, and other key people involved. The sample size for junior participants (23) was not sufficient for all analysis to take place; readers should note this wherever junior figures are presented.

The questions used vary slightly depending on who was answering and their age group. Wherever we could, we compared our results to local (Staffordshire), regional (West Midlands), and national (England) averages to see how we stack up.

The report was put together by Evid Impact for PVF, with design by Imagework Media. Want to know more? Head over to evidimpact.com

THANK YOU

We would like to thank everyone who has helped PVF this past year. The work that we do, and the programmes that we deliver, would not be what they are without our incredible staff, volunteers and participants.

A huge thank you also goes to the Foundation’s many partners and funders, especially PVFC, for their unequivocal support.

Across 2024-25, PVF delivered the following:

- Alternative Provision & Education
- Baby Bank
- Baby Boomers
- Baby Massage
- Bowls
- Breakfast Clubs
- Community Learning (e.g. First Aid, Multiply)
- Community Lounge / Cupboard
- Dance
- Dementia Choir
- Family Hub
- Football & Education
- Foundation / Wellbeing Football
- Girls Wellbeing (Every Girl Counts)
- Golden Valiants
- Jumping Beans
- Kenya
- Ladies Netball
- Memory Lane
- Mental Health Session
- Mini Soccer
- Pan Disability
- Parents, Baby & Toddler Sessions
- PL Kicks Football
- PL Kicks Girls Football
- PL Kicks Youth Club
- School Sport & Curriculum
- Skills Centre
- Time for Tea
- USW
- Valiant Voice
- Walking Cricket
- Walking Football
- Walking Football (Rec)





1876

FOUNDATION

Port Vale FC Foundation registered charity number 1161401

Hamil Road, Burslem, Stoke-on-Trent, ST6 1AW

community@port-vale.co.uk

www.port-vale.co.uk