



RMF Strategic Plan

2022
2025

#russellmartinfoundation



*Russell Martin - founder of RMF and
Swansea City FC Manager*



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Welcome

"When we set up the Russell Martin Foundation as a registered charity in 2017, one of the main reasons for doing so was for it to be a vehicle for ex-professional footballers to help support the local community and I am delighted to say that this concept has become a major success story.

However, I had no idea how quickly the charity would expand. We have been able to recruit staff from a range of different backgrounds who have worked together to create such a positive impact in so many areas of Sussex. I am proud of the difference we have been able to make to local families and I am really pleased that local partner organisations share the same vision and passion.

We have now written the Strategy for 2022-25 which is based upon local need. I hope the next few years can be just as successful as the past".

Russell Martin - Founder of RMF



Russell Martin coaching at RMA



Strategy Overview

The RMF 3-year strategy (2022-25) outlines our direction of travel as we look to support the Sussex community. Since we became a registered charity in 2017, we have been able to provide football and education to thousands of people in Brighton, Hove and West Sussex.

Our aim now is to maintain the high levels of quality of provision we have delivered to date whilst continuing to:

- ensure that we provide an inclusive football pathway that encourages people to play and enjoy the game
- increase the breadth of our targeted education programmes to include provision for all ages
- to further develop and increase our range of health improvement programmes

For this strategic plan we have looked at both a national and local context to see how we can best serve our communities relative to their needs and those we feel confident we can deliver on. The strategy will be underpinned by annual business plans which will help to support this.

Finally, we recognise that the most effective way of ensuring success is by working with a range of organisations from the public, private and voluntary sectors. Wherever possible, we will look to do this in an environmentally sustainable manner.

Alan Sanders, Chief Executive

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Vision

For our local community to prosper

Mission Statement

Using the power of football in our local community to empower individuals to improve their lives and their environment.

Our Values

Opportunity
Inclusivity
Quality
Sustainability



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Priority 1

To promote, develop and support football in an enjoyable, safe and inclusive way



National context

- In the 2017-18 academic year, around 37.4 percent of children aged between 5 and 16 had played football in the week prior to the survey. This figure decreased to approximately 33.3 percent by the 2020/21 academic year.
- Research shows that pressure to perform, negative interactions with coaches and a loss of enjoyment are the main reasons young people stop playing sport.
- Cancelled matches account for the equivalent of 5,000,000 playing opportunities lost this year because of poor facilities.

Local picture

- Only 45% of children and young people in Sussex lead active lives.
- In some parts of Sussex, almost 40% of children are doing less than 30 minutes of physical activity a day.
- For Adur, the Football Foundation Plan investment priorities include full size 3G pitches and changing room facilities/clubhouses.

What we want to achieve

- To expand our football training pathway for young people.
- To provide a range of inclusive programmes that provide opportunities for all.
- To build and facility manage a clubhouse and 3G pitch at Old Barn Way, Adur and explore opportunities to manage others within Sussex.

How will we measure

- We will increase the numbers who participate in our programme by 20% over the next 3 years.
- We will ensure that 10% of our football provision is free or at a reduced cost to the users.
- We will ensure that at least one of our facilities within Sussex will be managed on a long term lease.

To help change lives through learning

National context

- On average poorer children have worse cognitive, socio-behavioural, physical, and mental health than their better-off peers.
- Difficulty with transitions can manifest in a number of ways depending on the child and the setting. It can take the form of resistance, avoidance, distraction, negotiation or a full-blown meltdown.
- This survey found that 16.4% (or 1 in 6) of adults in England, have literacy levels at or below Level 1, which are considered to be 'very poor literacy skills'.

Local picture

- The disadvantage gap index in performance for those in primary schools has increased from 2.9 (2019) to 3.2 (2021).
- The pandemic saw school exclusion numbers increase in Sussex and these continue to rise.
- In Queens Park (Brighton & Hove) more than 40% of the population holds no qualifications. This compares to the national average of 12%.



What we want to achieve

- We will focus on encouraging pupils to engage with secondary school education.
- We will target the reduction of exclusion rates in our partner schools.
- We will deliver a range of suitable level adult accredited courses for the local community.

How will we measure

- We will track the pupils on our KS2 programme to measure how they engage with their new school.
- We will track the pupils on our KS3 programme for up to 12 months once they have returned to school.
- We will deliver a range of low level (EL3, L1 & L2) and measure the successful completions of adult courses at all of our education centres.



To promote healthy lives

National context

- There has been a significant rise of young people needing mental health support between 2018-2021.
- 74,000 deaths are attributed to smoking in the UK annually.
- Britain has the 2nd highest rate of obesity in the world and the highest in Europe.

Local picture

- Sussex has higher levels of mental ill health in the local population than England as a whole. Nine of the 13 local authorities in Sussex have a higher suicide rate than the national average.
- The percentage of under 15s who smoke in Brighton & Hove is 14.6% compared to 8.3% nationally.
- More than one in five households in Sussex live in poverty and there are 3,339 households with multiple needs – unemployment, low educational levels, low income, poor health and overcrowded housing.

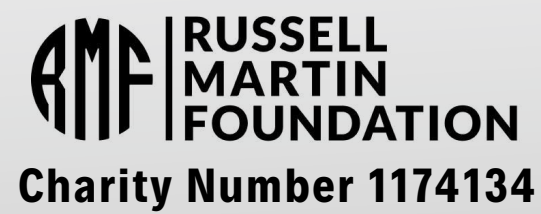
What we want to achieve

- Mental health wellbeing will be fundamental within all of our programmes for young people.
- We will include smoking cessation as a key area for all education programmes.
- We will address some of the needs of local inhabitants by offering a range of health-improvement programmes.

How will we measure

- We will use the Boxall Profile for all of our educational programmes to measure the social and emotional well-being of the students referred to us.
- We will work with local smoking cessation providers to increase the number of local inhabitants who stop smoking.
- We will feature our health improvement programmes as part of an annual social impact report.





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