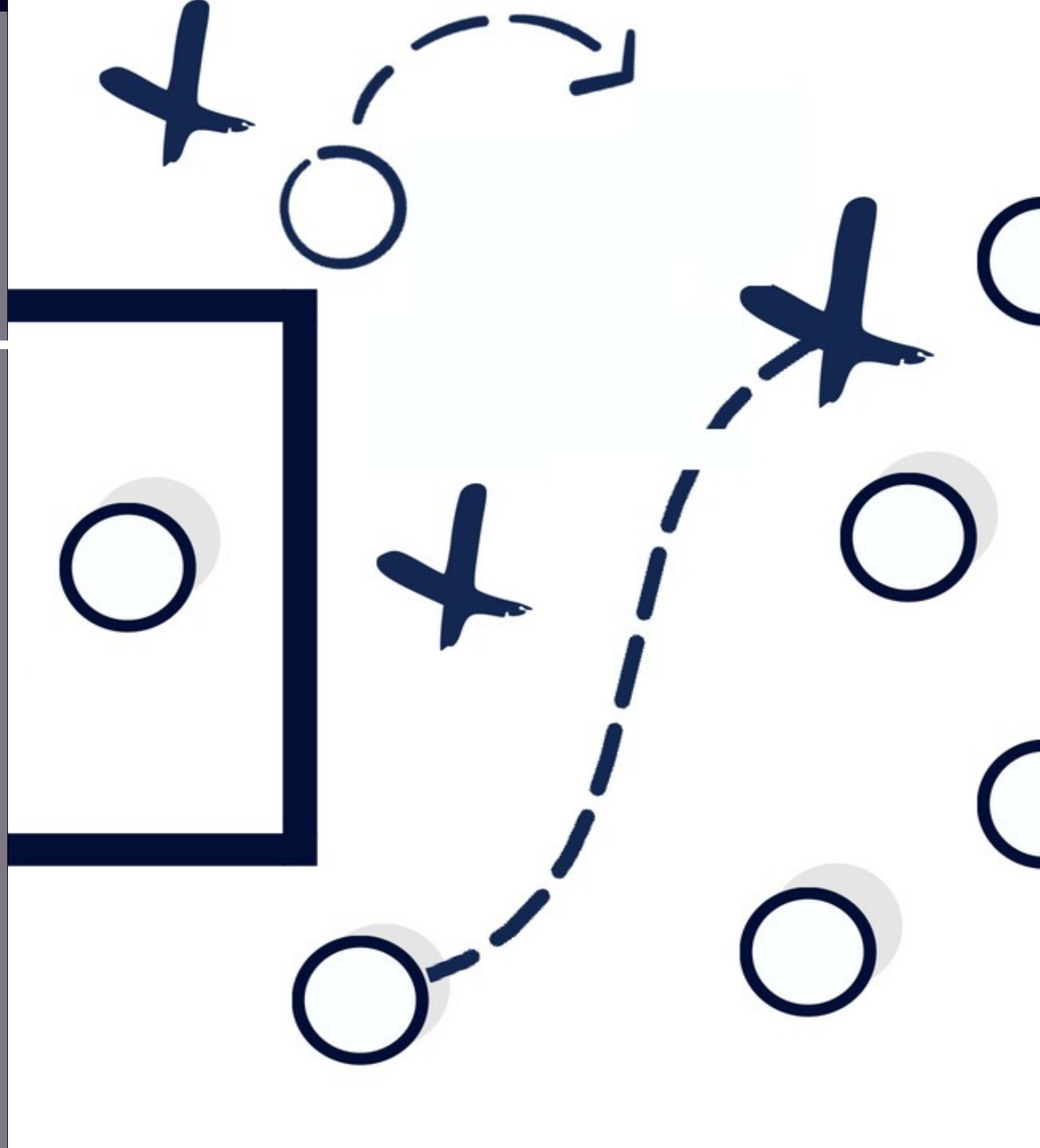


# STRATEGIC PLAN 2018 - 2021



**SPORTS &  
EDUCATION  
TRUST**

EDUCATING, MOTIVATING & INSPIRING THROUGH THE POWER OF SPORT

As the Chair of Trustees of Wycombe Wanderers Sports & Education Trust ("WWSET"), the not-for-profit charitable arm of Wycombe Wanderers Football Club, it gives me great pleasure to introduce our Strategic Plan for the period 2018 - 2021.

High Wycombe is a fantastic place to live and work for many people. However, it's also recognised that there are significant personal and social issues faced by many residents who call the town and the surrounding areas home.

WWSET's efforts seek to alleviate these issues and aim to help local people achieve personal progressions and positive outcomes via the delivery of engaging activities focused in four primary areas, namely;

*health, education, sports participation and social inclusion.*

Over recent years WWSET has made huge strides forward with regards to operational effectiveness, the result of which has allowed increased levels of activity for the benefit of the community that surrounds the football club to be provided.

Rather than now sitting back in satisfaction, our recent results have only served to further invigorate both the board of trustees and the staff team, and motivate all our members to continue striving for further development.

As a way of ensuring complete clarity over our future aims and direction this strategic plan has been produced following a detailed consultation period with numerous internal and external stakeholders. This process has enabled WWSET to have full confidence that the targets laid out within this plan are both relevant and fit-for-purpose from both an organisational and community perspective.

In summary, over the next three years WWSET will strive to:

- *Develop our ability to offer a high quality service*
- *Enable maximum levels of positive outcomes to be realised by our community*
- *Ensure continual growth and development of the charity as a whole*

On behalf of everybody at WWSET I hope you enjoying reading what follows and joining us on the next three years of our journey...

**STEVE EDGAR** Chair of WWSET Trustees

**TREVOR STROUD** WWFC Chairman

As Chairman of both Wycombe Wanderers Football Club and Wycombe Wanderers Trust, I'm delighted to write a foreword for the Wycombe Wanderers Sports & Education Trust Strategic Plan 2018-2021.

Being an English Football League club under fans' ownership brings its own challenges, but at the heart of everything we do is the desire to make the Football Club an organisation that is an integral part of, and develops pride in, our local community, as it has been since our creation back in the late eighteen hundreds.

The reason for this desire centres upon our belief that football clubs are ideally placed to position themselves at the heart of the community in terms of both football, and community engagement. We at Wycombe Wanderers want our football club to achieve excellence in both of these areas and recognise that WWSET play a key role in us satisfying this vision.

Ensuring a one club approach to everything we do will allow us to develop our standards both on and off the pitch for the benefit of everybody in the town of High Wycombe. It's for this reason that Wycombe Wanderers are happy to throw the full weight of their support behind WWSET, and to assist them in whatever ways we can to satisfy the strategic aims they have identified within this plan as being critical to their success. I am keen to ensure that Wycombe Wanderers FC interacts with all sectors of the local community and WWSET, with all the great work they do and their plans for future expansion, is the perfect vehicle to help us to achieve this aim.

I very much look forward to further supporting and advocating the excellent work our clubs charitable organisation carry out, and to further developing our strong collaborative working relationship with WWSET over the next 3 years of this strategic plan, and beyond.





Wycombe Wanderers Sports & Education Trust (“WWSET”) is the charitable arm of Wycombe Wanderers Football Club (“WWFC”) and exists in order to assist the club achieve its passionate commitment to being of benefit to the local community.

The role of WWSET involves harnessing the appeal of the WWFC brand to engage with as many people as possible, regardless of personal characteristics or demographics, and provide them with positive experiences via the delivery of an exciting and appealing range of projects and initiatives.

Furthermore, whilst engaging the community with our diverse array of projects, we also hope to provide positive exposure of the WWFC badge across the county of Buckinghamshire at all times in order to increase the interest in, and reputation of, the Chairboys.

## Vision

Educate, motivate, and inspire through the power of sport

## Mission

To deliver an innovative and appealing range of activities, often football related, to educate, motivate and inspire as many people as possible and to be a charity that both the local community and Wycombe Wanderers FC are proud of

## Aims

To help build a more active, inclusive, healthy and well-integrated community

To help improve educational outcomes within our community

To help create a safer and more cohesive community

To deliver professional, high quality, safe and affordable services within our community

To respect and listen to the views of children, young people and adults living in our community

To provide excellent communication and customer care to those living in our community

To provide activities that engage and empower those living in our community



## GOAL

# DELIVER HIGH QUALITY

## COMMENTARY

WWSET are fully committed to operating in accordance with the highest possible standards at all times.

Our coaches and delivery staff are often the public facing representatives of both the charity and Wycombe Wanderers Football Club and therefore need to aspire to being “best-in-class” in everything they do.

Similarly, our non-delivery employees need to ensure that the charity is run in the most effective and efficient ways possible, and maintain the highest possible operating standards each and every day.

## TACTICS

- Always attract, recruit and retain employees of the highest calibre and support them to thrive
- Develop and deliver a detailed performance management framework
- Always implement robust quality assurance measures and have the ability to evidence findings
- Offer comprehensive staff training and progression opportunities according to needs
- Maintain a positive and productive working environment
- Provide complete clarity around the aims and objectives of everything we do
- Continually critically appraise and refine our governance and operations, paying particular attention to health & safety, safeguarding and risk management

## GOAL

# FACILITATE POSITIVE OUTCOMES

## COMMENTARY

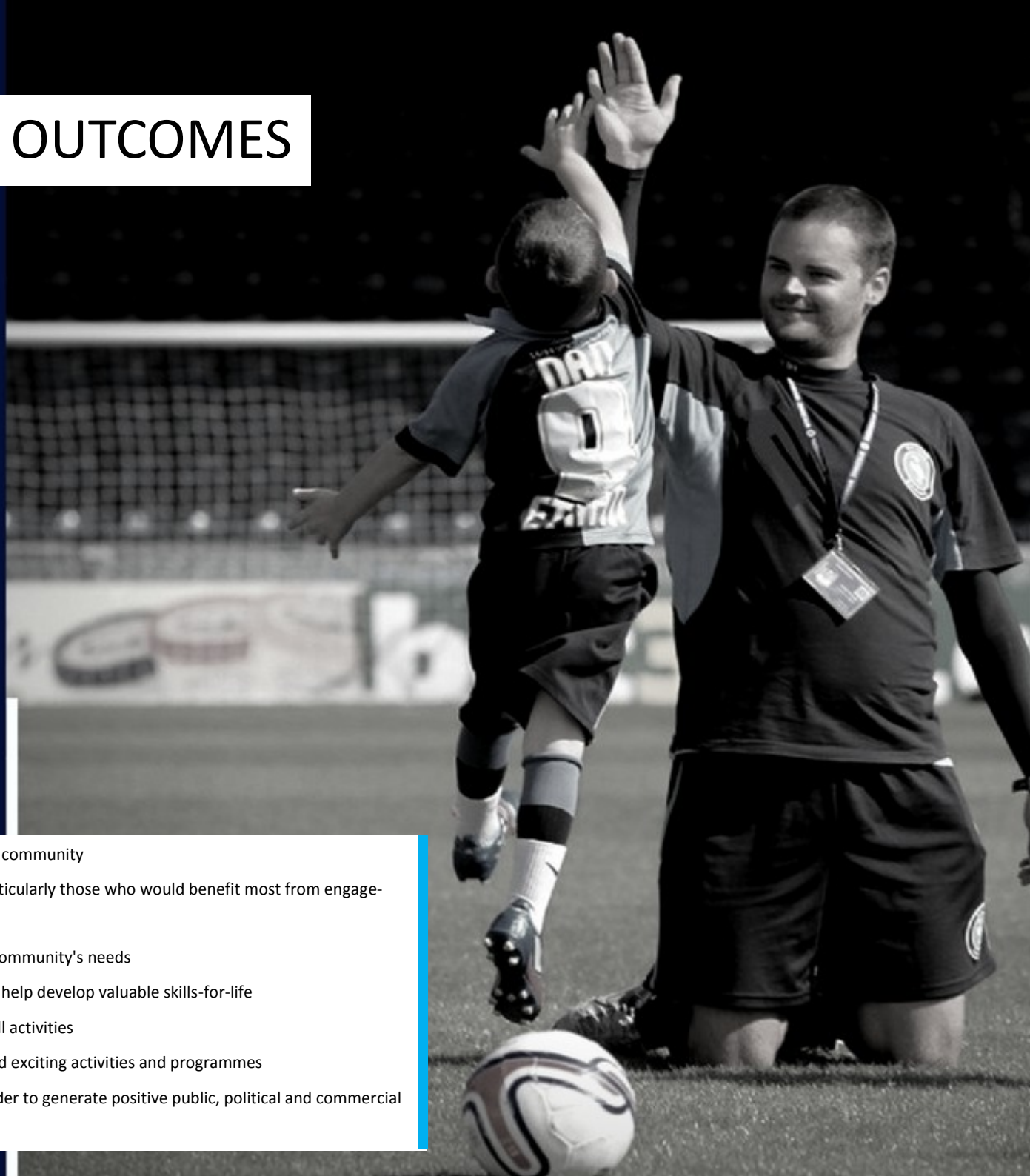
WWSET exists to serve our local community.

We recognise that sport, and in particular football, has a unique ability to generate interest and this can be harnessed to achieve positive impact with regards to physical, psychological and social well-being.

Ingrained in WWSET is the commitment to use the popularity and magnetism of the Wycombe Wanderers FC badge, and to embrace the power of sport in general, to raise the aspirations of our community and tackle society's greater goals concerned with our four primary areas of activity: **health**, **education**, **sports participation** and **social inclusion**.

## TACTICS

- Develop our understanding of the local social landscape and the needs of our community
- Provide interventions that satisfy the needs of our whole community, but particularly those who would benefit most from engagement
- Forge strategic partnerships and relationships that assist us in satisfying our community's needs
- Deliver interventions that educate, motivate, and inspire positive change and help develop valuable skills-for-life
- Continually seek ways to maximise participation and retention levels across all activities
- Foster a culture of growth and innovation concerned with developing new and exciting activities and programmes
- Always ensure we have the means to measure and evidence our impact in order to generate positive public, political and commercial interest



# CONTINUALLY DEVELOP & GROW

## COMMENTARY

It's WWSET's ambition to continuously develop and grow as an organisation over the period of this strategic plan and beyond, in order to be in the best possible position to offer maximum value to our community.

By doing what we already do, only better, and by increasing our capacity to deliver more provisions to more people, we'll ensure that as an organisation we prosper, and also that the current and future individuals we engage with are able to prosper alongside us.

## TACTICS

- Nurture our relationship with Wycombe Wanderers Football Club so that together we can be a positive force for community development
- Continually seek to increase brand reputation and people's awareness of who we are and what we do
- Increase and diversify our income streams
- Grow the staff team with high quality personnel that complement our existing skill-set
- Foster a culture of continuous improvement by learning from what we've done and using that learning to further develop ourselves
- Always adhere to strict financial controls in order to be financially responsible and viable
- Always operate in accordance with legal, moral and best practice standards





# SPORTS & EDUCATION TRUST



*EDUCATING, MOTIVATING & INSPIRING THROUGH THE POWER OF SPORT*

Financial donations from both individuals and groups help WWSET achieve positive change within our local community.

If you would like to make a financial contribution to assist us in the work we do it would be hugely appreciated...no matter how big or small.

You can do this by visiting the Virgin Money Giving website and searching for Wycombe Wanderers Sports & Education Trust:

[www.virginmoneygiving.com](http://www.virginmoneygiving.com)

Also, if you are considering taking on your own fundraising challenge it would be great if you would consider picking WWSET as your chosen charity.

In return, we promise to help you out with your challenge as much as we can!

Finally, WWSET can offer fantastic corporate sponsorship opportunities that not only satisfy organisations CSR targets, but also provide significant brand exposure.

For more information please don't hesitate to get in touch with us.

Many thanks in advance from everybody at WWSET.



# SPORTS & EDUCATION TRUST



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Kindly supported by:

