



Altrincham Football Club

Social Impact Report

2024

March 2025



Altrincham FC social value = **£13,589,400**



Foreword

by Simon Dow
Head of Community



As Community Manager for Altrincham FC Community Sports for over 7 years, I have been extremely fortunate to be a part of the huge impact our work has had on the local community.

We are proud of the varied and bespoke programmes that we offer to support both the physical and mental wellbeing of children, young people and adults living in Altrincham & South Trafford.

As we have continued to grow as an organisation, the board of trustees & Altrincham FC board of directors have put in place a working group to produce our 3-year strategic plan and in turn provide Altrincham FC Community Sports with clear direction and purpose for our next 3 years of delivery, ensuring we support the areas of our community that need it most.

The next 3 years will see a growth in our delivery and will prove to be an exciting time for all involved in Altrincham FC Community Sports; I for one am extremely excited to be a part of this next stage of our growth as a community charity.



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Introduction

Mission Statement:

To nurture, empower and drive healthy futures within our community, through direct communication with members of the local community including schools, community groups, charities & supporters.

Values:

Accessibility

We believe everyone should have equal opportunities to thrive. By removing barriers and fostering inclusivity, we create a space where all voices are heard and valued.

Leadership

We lead with integrity, innovation, and purpose. Through bold action and a commitment to excellence, we inspire positive change in our community.

Transformation

Growth and progress drive us forward. We embrace change, challenge the status quo, and continuously evolve to create lasting impact.

Your Well-being

People are at the heart of everything we do. We prioritise holistic well-being, ensuring a supportive and empowering environment for individuals to flourish.

Formed in 1891 and having played at Moss Lane since 1910 Altrincham FC has always played a central role in the life of the town and that has never been truer than it is today.

This inclusive approach which engages with the diverse local community across all generations comes with many and varied positive social impacts.



Altrincham FC has engaged Collins McHugh to complete a social value report on their behalf and provide an independent overview. Collins McHugh, an Altrincham-based company founded 20 years ago, has worked with some of the country's largest companies on social value, carbon reduction, and the broader Corporate Social Responsibility (CSR) and ESG agendas. For calculations, Collins McHugh will be using the Measure Up Database.

Altrincham FC Social Value

The figure represents a conservative estimate of the significant social impact generated by Altrincham FC. This assessment considers various community initiatives, engagement programs, and the club's broader positive influence on local well-being.

While this estimate provides a strong indication of the club's contribution, the true extent of its impact is likely even greater when factoring in intangible benefits such as community spirit, the exceptional work Altrincham FC does with under-12s, and the support it provides to the local economy.

Our Community:
£9,900,500

Our people:
£3,058,900

£13,589,400

Our environment:
£630,000



Our People

At Altrincham FC, our people are at the heart of everything we do. From players and coaches to staff, volunteers, and supporters, we foster an inclusive and supportive environment where everyone feels valued. We invest in personal development, mental well-being, and community engagement, ensuring the club remains a positive force both on and off the pitch.

The club places a strong emphasis on providing meaningful opportunities for employees and volunteers to develop their skills and progress in their careers. Recognising the pivotal role they play, our staff and volunteers are essential not only in delivering exceptional matchday experiences but also in executing a wide range of community-based initiatives. Their dedication is key to Altrincham FC's ongoing success and its lasting impact on the local community.



Physical and Mental health

Altrincham FC is committed to promoting the well-being of both its staff and the wider local community by ensuring access to essential physical and mental health support. The club actively fosters a culture of inclusivity and well-being, recognising the importance of both physical fitness and mental resilience in everyday life. Through various initiatives, programs, and partnerships, Altrincham FC strives to provide resources, support networks, and opportunities that empower individuals to take care of their overall health, reinforcing its role as a club that is a force for good in the Altrincham area.



Some of the most popular initiatives we have run in 2024 include Andy's Man Club, digital skills workshops, and Connect More drop-in sessions, as well as providing all staff with access to mental health support whenever necessary. Altrincham FC also offers a variety of sports for all ages to get involved in, with average weekly attendances of 95.

Physical and Mental Health Social Value =

£1,698,900

**Improved
Physical**

£486,200

**Mental
Activity**

£864,400

**Reduced
Loneliness**

£348,300

Our Community



Altrincham FC recognises the significant impact it has on its local communities and is committed to maintaining a strong and visible presence at a variety of local events. We are deeply committed to making a positive impact through outreach programs, charity partnerships, and grassroots initiatives, all aimed at bringing people together and creating opportunities for everyone.

We actively support local schools, promote youth development, and provide inclusive spaces for all to enjoy football. Our commitment goes beyond the pitch, tackling social issues, encouraging healthy lifestyles, and fostering a strong sense of belonging within our community. Through these efforts, Altrincham FC strives to create lasting, positive change for those who live and work in the area.



Our Environment

Altrincham FC is dedicated to continuously improving the appearance and experience of our stadium, investing tens of thousands of pounds annually in upgrades.

Our Moss Lane Stadium sits in the heart of the town, and it is important to the club that it provides a welcoming space that adds to the neighbourhood, providing a community hub which attracts local people throughout the year.

It is, of course, also important to us that the stadium is one our fans can take pride in.

In 2024, this commitment led to the introduction of our brand-new Fan Zone—a vibrant space where fans can gather, enjoy great food, and listen to performances from a variety of talented local entertainers.

In the coming years, Altrincham FC aims to measure and reduce its carbon footprint by implementing sustainable practices, focusing on energy efficiency, waste reduction, and eco-friendly initiatives to ensure a greener future for all.

**Improved Neighbourhood Environment
Social Value =
£630,000**



Community Impact

● Local supply chain ● People ● Community ● Environment



Moving forward

As Altrincham FC continues to grow, our commitment to social impact will remain at the heart of everything we do. Over the next three years, we will build on our strong foundations by expanding our community programs, increasing access to physical and mental well-being initiatives, and further strengthening our partnerships with local businesses and organisations.

We are dedicated to enhancing our sustainability efforts, reducing our carbon footprint, and creating new opportunities for local people to thrive. By working together, we will ensure that Altrincham FC Community Sports remains a driving force for positive change, fostering a healthier, more connected, and more inclusive community for years to come.

"I'm privileged as the CEO of Altrincham Football Club to see first-hand the impact the club and community trust has on our local community. We work hard to embed ourselves in the very heart of the town, its population and the surrounding district. As our relationships grow with fans, local businesses, schools and all our stakeholders, we are starting to see the positive impact as illustrated in this report."

Sam Mackenzie Chief Executive Officer





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Simon Dow
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