



OLDHAM ATHLETIC
**COMMUNITY
TRUST**

IMPACT REPORT

2025 AND BEYOND!



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ABOUT US

As the official charity of Oldham Athletic AFC, Oldham Athletic Community Trust (OACT) is committed to positive action that helps to address the inequalities faced in and by communities across the borough in order to create 'A Better Oldham' for everyone.

Our mission is simple:

Working collaboratively, we will leave a lasting legacy in our communities; providing high quality, needs led engagement opportunities in sport, education and health & wellbeing that help to make a positive difference to the lives of individuals in Oldham.

We are DEDICATED, always willing to go the extra mile to make a positive difference.

We are PROUD of who we are, where we come from, and the communities we serve.

We are INCLUSIVE, creating positive opportunities for all.

We INSPIRE change, confidence and ambition.

We are committed to LEGACY, building for the future, not just for today.

Together, we're creating
A BETTER OLDHAM.



MAKE A DONATION

Your support helps us create a better Oldham. Please scan the QR code or visit: donate.supportedgiving.com/oldham-athletic

A WORD FROM OUR CEO

2025 has been a memorable year for everyone associated with Oldham Athletic AFC culminating in a dramatic extra time play-off victory at Wembley in June which saw the club promoted back to the EFL after a three-year absence from the Football League.

The ambitions of the owners, both on and off the pitch, to place the club at the heart of the community ensures that Oldham Athletic Community Trust (OACT) and the work we do in and with communities across the borough is recognised and acknowledged as an integral part of the club's future ambitions.

Our successes:

OACT has continued to expand it's work across the borough through the growth of our Primary Schools Partner Programme, an increase in our community projects, including funded programmes such as Premier League Kicks, a targeted focus on creating participation and pathway opportunities for women and girls and the growth of our holiday provision.

Some key highlights include:

- > **5,000 children engaged and inspired through our weekly Primary Schools Programme**
- > **3,750 children in Oldham got the chance to see and hold the trophy through the 'Oldham Athletic Trophy Tour'**
- > **500 young people supported in our free, weekly, community sports provision through programmes such as Premier League Kicks**
- > **144 hours of FREE sports provision for adults**

> **2,803 participants attended our Soccer Schools and half term provision over the year**

> **Women In Football Promoting Inclusion award 2025 at the Northwest football awards**

Additionally, we are thrilled to welcome Club Chairman Frank Rothwell OBE as our official Patron. His passion for Oldham and his commitment to supporting local residents perfectly match our ambitions as a charity.

The appointment of Frank as Patron further strengthens the connection between the Club and OACT.

The challenges:

However, social and health inequalities remain a challenge in Oldham, with healthy life expectancy remaining well below the England average and around 35% of Oldham's neighbourhoods amongst the 10% most deprived in England.

In addition, Oldham experiences:

- > Higher levels of childhood and adult obesity than the national average
- > Lower rates of physical activity amongst adults
- > Higher proportions of young people aged 16-17 not in education, employment or training (NEET)
- > Above-average levels of unemployment and youth unemployment

Looking forward:

Prioritising the growth, reach and impact of our work, we are focused on helping to address the inequalities faced in and by communities across the borough.

As we develop our new strategy, laying the foundations, direction and future priorities of the charity for the next three years, OACT will be relentlessly focussed on designing and delivering a range of community projects that:

- > **Strengthen** connections across Oldham's diverse communities
- > **Enhance** the life prospects of local residents
- > **Improve** physical and mental wellbeing
- > **Foster** a stronger sense of pride and belonging, building a deeper affinity with Oldham Athletic Football Club across all areas of the borough

Everything we do / plan to do in the future is only possible because of the dedication and commitment of our staff, the support of our trustees, the wider Club and our partners, sponsors and supporters. It is only by working collaboratively that we will leave a lasting legacy in our communities helping to create 'A Better Oldham' for everybody.

Sandy Mitchell
Chief Executive Officer



2025: OUR YEAR IN NUMBERS

These numbers represent more than activity — they represent connection, opportunity, and lasting community impact.

3,750 CHILDREN
inspired through the national league promotion trophy tour.



138 JUNIOR SUPPORTERS
enjoyed a unique O AFC experience through our matchday mascot package.



OVER £10,000 RAISED
through Oldham Athletic matchdays, supporting 15 local charities with their ongoing Oldham-based work.



FUNDRAISING

19 FRIENDS OF OACT



GOLF DAY
14 teams
£2,500 raised.



SLEEP OUT
110 people slept out at Boundary Park
£6,500 raised.



GAMING EVENT
17 teams
£500 raised.



480 YOUNG PEOPLE
engaged through our free PL Kicks provision.



2,803 PARTICIPANTS
for our Soccer School and half term HAF provision.



OVER 5,000
children engaged weekly through our school-based PE delivery.



144 HOURS
of free provision available through our adult Just Play free football sessions.



2,792 COMMUNITY PLAYER ENGAGEMENTS
Oldham Athletic players going out to schools and hosting community events.




OVER 200 CHILDREN
got to feel like a professional footballer playing at Boundary Park in our Ultimate Products Play on the Pitch.




COMMUNICATIONS


OVER 8,000 FOLLOWERS
across 6 social media channels.




OVER 3 MILLION
impressions/reach across all socials.



OVER 150,000 ENGAGEMENTS
across all socials.



22% FOLLOWER GROWTH
in 2025 across all channels.



1,330 HOURS

of physical activity delivered to over **5,000** primary school pupils.

EDUCATION

Our schools programme remains a cornerstone of OACT's community delivery. Our dedicated coaches work in schools across the borough to provide high-quality PE lessons, mentoring, and enrichment opportunities.

Our school partners increased from 23 to 26 for the 2025/26 school year. Over a school year we deliver **1,330 hours** of physical activity to over **5,000 primary school pupils** throughout Oldham.

This programme not only enhances physical literacy and wellbeing but also helps pupils develop teamwork, respect, and confidence – values that last far beyond the classroom.

Also under our education umbrella, we host Oldham Athletic Player Visits and Premier League Primary Stars, projects that will increase in the future.

In 2025, OACT launched its first-ever **Home Education Pilot** – designed to give home-educated children the chance to participate in fun, inclusive, and structured physical activity, increasing our outreach from mainstream schools.

The pilot brought together children from across Oldham to:

- > Get active and learn new skills through a variety of sports
- > Build confidence and make new friends
- > Feel part of the wider Oldham Athletic family

Following the pilot's success, OACT has now launched a **7-week Home Education Programme** at the Honeywell Centre, marking the start of a long-term commitment to supporting home-educated children across the borough as we continue to engage with young people beyond 2025.



> Key outcomes of the Home Education Pilot:

- > **15 children** (ages 6–12) participated in the free pilot
- > **Sessions included multi-sport delivery** to keep activities fun and engaging
- > Participants experienced a **Play-Off Trophy photo opportunity**, creating a lifelong memory
- > **100% of children** reported feeling more confident and part of a team.

"My son has had a ball at these sessions. He can't stop talking about it. He's really loved it and can't wait to go again."

"This was the first time my little boy attended after much encouragement. He lacks confidence and didn't know anyone else going. He made friends and now can't wait to return."

INCLUSION

Our inclusion work ensures that everyone in Oldham has access to football and the wider benefits of sport. Through our programmes we provide free and inclusive sessions for young people and adults alike – breaking down barriers to participation and promoting social inclusion.

Premier League Kicks

- > **Over 480 young people** engaged across the year (and counting)
- > **7 free sessions** offered weekly in local communities
- > **Creating positive pathways** and reducing anti-social behaviour

> **Building confidence, respect, and teamwork** through the power of football

HAF & family engagement

Through the Holiday Activities and Food (HAF) programme, we provided **40 free places per week**, ensuring children were active and nourished during the school holidays.

Premier League fans fund Just Play session

The programme continues to provide accessible, friendly football for adults who want to stay fit, meet new people, and enjoy the game at their own pace. With **144 hours of free**

provision delivered across the year, participants benefit from structured yet relaxed sessions that focus on enjoyment, teamwork, and inclusion. The programme has built strong local friendships and demonstrated that football truly is a game for everyone at every age.



144 HOURS

of free provision through our Just Play sessions.

PARTICIPATION



Soccer Schools

In 2025, OACT proudly delivered **10 weeks of Soccer Schools** across the school holidays – providing a fun, safe, and engaging environment for children to play, learn, and fall in love with football.

Soccer Schools are more than just football. They are:

- > **A safe space** for children to make friends and grow in confidence
- > **A bridge** between families and the football club through tickets, matchdays, player visits and flag-bearing opportunities
- > **A support network** for local families, with HAF places ensuring children are active and well-fed

"My son has attended every week this summer! The team is absolutely amazing. The coaches go above and beyond, rain or shine. Communication and organisation have been outstanding. We'll be back!"
Parent of Soccer School participant

Matchday experiences

Matchdays at Boundary Park are at the heart of what makes Oldham Athletic special and for many young fans, their first visit is a memory that lasts a lifetime.

Through our **flag-bearer opportunities, mascot packages, and community ticket initiatives**, we've connected hundreds of families to the club.

In 2025, **138 junior supporters** took part in mascot experiences, and over **1,000 free tickets** were distributed to local families, schools, and community groups ensuring everyone has the chance to be part of the matchday magic.

We welcomed **23 grassroots teams** and community groups across the season taking part in our flag-bearing opportunities, meaning over **250 children** have been able to welcome the Oldham Athletic team onto the pitch on a matchday. We also welcomed **26 schools** to our Ultimate Products Play on the Pitch opportunity which allowed over **200 children** to feel like a professional footballer playing a game of football on the pitch in front of thousands of Oldham Athletic Supporters.

HEALTH AND WELLBEING

Our health and wellbeing programmes continue to grow, ensuring people of all ages across Oldham have opportunities to stay active, connected, and supported. By combining physical activity with social interaction, our sessions improve not only fitness but also mental wellbeing, confidence, and community belonging.



Silver Latics

Originally launched by the club and the Oldham Athletic Community Trust, Silver Latics is aimed at those within the local community aged 55 and over. It provides a free opportunity for them to stay warm, enjoy a hot meal, and socialise with others at Boundary Park.

Throughout 2025, a total of eight sessions were hosted in the Joe Royle Stand, welcoming guests such as ex-players in Andy Ritchie and Keith Hicks, as well as those who made an impact off the field with former member of staff, Alan Hardy hosting each session.

One of these sessions was featured on ITV in November 2025 showcasing its positive impact in the Oldham community.

“This is a great initiative that hopefully will grip the imagination of some of the fans who have followed the club loyally for many years. It’s an opportunity for us to get together and reminisce about the club, as well as the chance to say hello to both old and new friends in a relaxed and comfortable environment. I’m really looking forward to seeing some faces that I haven’t seen for a long time.”

Barry, Silver Latics participant

Walking Football

2025 marked an exciting milestone with the OACT Walking Football participants forming a competitive Team. Designed for those who still love the game but prefer a slower pace, the team now competes in local leagues and friendly fixtures, proudly representing Oldham Athletic in the community.

Together, these initiatives highlight OACT’s commitment to **improving the health and wellbeing of our community; keeping Oldham active, connected, and inspired** through football.



WOMEN AND GIRLS

2025 marked a landmark year for women’s and girls’ football at OACT as during this year, working alongside the club we have a full-time Female Football Pathway Manager, showing our commitment to women’s and girls’ football.

In partnership with Full Circle and as part of our Premier League Kicks programme, we proudly launched a new Female Football Programme designed to create inclusive, inspiring, and accessible opportunities for girls aged 7–11.

The programme aimed to do more than just deliver football sessions – it sought to nurture confidence, friendships, and a lifelong love of the game.

Programme highlights:

- **10 weeks of delivery** for girls aged 7–11. More sessions will continue into 2026
- **Average of 12–15 participants** each week
- **Led by Coach Sophie**, providing a positive and relatable female role model
- **Medals, certificates, and kit giveaways** celebrating effort and inclusion, and a connection to Oldham Athletic

These moments created unforgettable experiences for the girls, who not only improved their football skills but also developed new friendships and self-belief.

Lasting impact

The programme’s success has already inspired lasting change. Through the strong partnership with Full Circle, Coach Sophie has continued to lead **Premier League Kicks Girls Only Sessions**, ensuring a sustainable pathway for girls to stay active, engaged, and connected to the club. By breaking down barriers such as cost, confidence, and access, the programme has laid the foundation for a new generation of girls in Oldham to play football freely and proudly.

Promoting Inclusion Award

OACT & Active Through Football Oldham has made an inspiring impact through its women’s football programmes at the Indian Temple in Oldham and the Honeywell Centre. These sessions offer **free, accessible football opportunities for women of all ages, abilities, and backgrounds**, breaking down barriers to participation and fostering a welcoming, inclusive environment.

The initiatives celebrate diversity, empowering women to connect through sport, improve their physical and mental wellbeing, and build confidence on and off the pitch. By creating safe and supportive spaces within local community hubs, the programmes are helping to redefine what inclusion in sport truly means, **ensuring every woman, regardless of experience or culture, feels valued and encouraged to get involved**. This programme stands as a shining example of how football can unite communities and promote equality.

In November 2025, this work was recognised at the Northwest Football awards where we won the **‘Women In Football Promoting Inclusion Award’**.



Our commitment beyond 2025

Our ambition for women and girls’ football goes far beyond a single programme. OACT is committed to building a **comprehensive female football pathway** that inspires lifelong participation and provides clear routes from grassroots to club-linked opportunities.

Our future plans include:

- **Expanding girls-only sessions** across more community hubs in Oldham
- **Collaborating with Oldham Athletic Girl’s and Women FC** providing growth, support and opportunities
- **Creating new school partnerships** to increase access for girls at primary and secondary levels
- **Establishing a Female Football Ambassador Network** to champion role models and inspire participation
- **Delivering regular tournaments and events** celebrating female football achievement
- **Strengthening pathways** into club activity and leadership roles within sport

Through continued collaboration with partners, funders, and the wider football community, OACT will ensure that **every girl in Oldham has the chance to play, belong, and thrive** in the game they love.



COMMUNITY HIGHLIGHTS



Beyond our direct programmes, OACT continues to play a vital role in bringing people together, supporting charities, and strengthening community spirit.

Fundraising & CSR Initiatives

2025 saw an increase in direct fundraising to sustain our charitable activity.

AROUND 10%
of annual income now comes from non-restricted fundraising ensuring long-term sustainability.



Key highlights:

Sleep Out at Boundary Park

110 participants raised **£6,500** for OACT and local charities including Northcare, Oldham Food Bank, and EGG Charity.



Charity Golf Day

14 teams (up from 10 the previous year) raised **£2,500**, with Werneth Golf Club providing fantastic support.

Gaming Event

In partnership with Arcade Pop-up, 17 participants raised **£500** through a FIFA Tournament that engaged young people from diverse backgrounds.



Friends of OACT & Business Club

The Friends of OACT network continues to thrive, with **19 local businesses** actively supporting our community work.

In 2025, this initiative merged with the **Oldham Athletic Business Club**, which OACT has been invited to coordinate. This will create even greater opportunities for partnership, CSR collaboration, and local business engagement.

Beyond 2025 – the future of OACT

Prioritising the growth, reach and impact of our work, we are focused on helping to address the inequalities in and faced by communities across the borough.

As we develop our new strategy, laying the foundations, direction and future priorities of the charity for the next three years, OACT will be relentlessly focused on designing and delivering a range of community projects that:

- > **Strengthen** connections across Oldham's diverse communities
- > **Enhance** the life prospects of local residents
- > **Improve** physical and mental wellbeing
- > **Foster** a stronger sense of pride and belonging, building a deeper affinity with Oldham Athletic Football Club across all areas of the borough.

THANK YOU

A message from Phil Royales, Chairman of the Board

"At Oldham Athletic Community Trust, our work is only possible because of the incredible people and partners who stand with us. From our dedicated funders and sponsors to the schools, community groups, and families who welcome us into their lives, every one of you plays a vital role in making our mission a reality.

2025 has been a year full of laughter, learning, and unforgettable memories. Whether its children scoring their first goal at Soccer Schools, families cheering on young flag-bearers at Boundary Park, or girls discovering their passion for football through our Female Football Programme, your support helps make these moments happen.

Together, we are doing more than delivering football, we are building a healthier, happier, and more connected Oldham. Every session, every matchday, every smile is a reminder that using Oldham Athletic as a driving force, we can be a true force for good in our community showcasing the club and community trust are more than just what happens on the pitch.

Thank you for believing in our vision and for helping us create 'A Better Oldham', one life-changing experience at a time."



It's not just about football, it's about giving people confidence, creating friendships, and bringing our community closer together.



Together, we are doing more than delivering football, we are building a healthier, happier, and more connected Oldham.

A message from Frank Rothwell OBE, Official Patron of Oldham Athletic Community Trust

"I'm incredibly proud to be the Official Patron of Oldham Athletic Community Trust and to see, first-hand, the amazing work this charity is doing right across our town. The 2025 Impact Report shows just how much has been achieved, from children having the time of their lives at Soccer Schools, to young people learning and growing through our Home Education and female football programmes. The stories, the numbers, and the smiles behind every page showcases the effort, passion and community spirit that runs through the charity and the work they deliver.

Oldham is my home, and I've always believed that when we come together, we can achieve great things. In Oldham, we do things proper and OACT is proof of that. It's not just about football, it's about giving people confidence, creating friendships, and bringing our community closer together.

Looking ahead, I'm excited about where the Trust is going next. With the commitment of its brilliant staff, volunteers, partners and families, I know OACT will keep growing, keep inspiring, and keep changing lives for the better. Together, we're building something special – a healthier, happier, stronger community for everyone.

Here's to continuing that journey and doing what we do best... **making a better Oldham.**"

THANK YOU TO OUR SPONSORS



And a huge thank you to all 26 of our #OACTSchoolPartners



OLDHAM ATHLETIC
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