

# COMMUNITY

**City in the Community (CITC) celebrated its 30th year in the 2016-17 season, recognising the contribution of the thousands of people who have helped to make the charity what it is today.**

The support of City fans has been a vital part of the charity's development, and 94% of City fans believe that the Club makes a significant contribution to the local community, 21 percentage points more than the Premier League average.

The charity's revenue grew to £2.3 million, a record amount that enabled the delivery of 1,650 hours of free football during school holidays and at peak times of anti-social behaviour, almost 16,000 community sessions and 242 local people to gain qualifications. CITC now employs 62 full-time and 22-part time staff, plus 80 volunteers, and five new apprentices for the 2016-17 season.

These five apprentices joined CITC as part of the 'Coach Core' initiative, a joint programme created by the Duke and Duchess of Cambridge and Prince Harry's Royal Foundation, which will offer a total of 20 apprenticeships within Greater Manchester over the next 12 months.

CITC began a new programme for 2-to-5-year-old children, teaching physical literacy and basic movement in 120 Manchester nurseries. Its Primary Stars programme grew, and is now in 64 primary schools for 38 days a year, helping to deliver health and education outcomes through football.

In March 2017 CITC held the first ever 'Blue Run', a 5-kilometre run with a colourful twist, taking in

the full City Football Academy site and raising £40,000 for the charity. CITC also delivered 700 hours of community activity at the CFA during the year, including pan-disability football, girls' football and holiday-time soccer schools.

For the third consecutive year, the CFA played host to the Young Leaders Summit, where young people from Cityzens Giving projects around the world receive training to deliver innovative community football programmes tackling pressing social issues. The Young Leaders all work on projects within the 'Cityzens Giving' campaign, City Football Group's global community initiative.

CITC staff also travelled to Cityzens Giving projects around the world to provide Young Leaders training on the ground, visiting nine major cities including Melbourne, New York and Cape Coast. Coaches visiting the Cityzens Giving project in Mumbai were joined by City midfielder Jill Scott, who spent two days delivering leadership workshops and community football coaching clinics.

City Football Schools (CFS) continues to expand its international presence, with more than 2,700 players taking part in programmes in Abu Dhabi, and Club partner activities in Jamaica and China. Over 1,300 children also travelled to CFA Manchester from 50 different countries for CFS football education initiatives.

In China, CFS coaches have delivered football sessions with the Ministry of Education to more than 350,000 pupils in eight different provinces, and in the US, City returned to San Diego for the Manchester City Cup presented by Nexen Tire. The annual tournament welcomed 422 boys and girls teams, a 34% increase from the previous year.

The new 5k Blue Run raised £40,000 for CITC



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## CITC ENGAGEMENT STATS

RECORD NUMBERS FOR CITY IN THE COMMUNITY IN 2016-17



Source: Manchester City

## CITC HIGHLIGHTS

KEY OUTCOMES IN 2016-17



Source: Manchester City

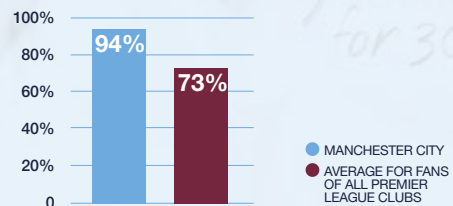


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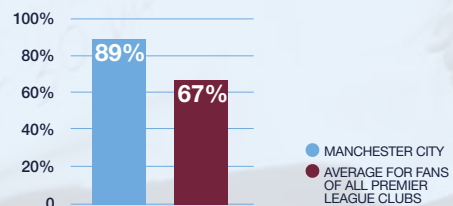
## FAN APPRECIATION OF COMMUNITY INITIATIVES

MANCHESTER CITY FANS HAVE A HIGH AWARENESS AND APPRECIATION OF THE CLUB'S COMMUNITY WORK

MY CLUB ALREADY MAKES A SIGNIFICANT CONTRIBUTION TO THE LOCAL COMMUNITY



I AM AWARE OF COMMUNITY INITIATIVES RUN BY MY CLUB



**75%** My club makes a greater contribution in its community than five years ago

Source: Manchester City

## CITYZENS MEMBERSHIP PROGRAMME

GIVING MANCHESTER CITY FANS A VOICE IN THE CLUB'S DECISIONS

OVER

**60,000** MEMBERS



Joined by May 2017

**27,000**

Number of participants working across 125 City Voice projects

ALMOST

**400,000**



Votes cast by fans in this season's campaign deciding how the Cityzens Giving fund was allocated

**£1.5 MILLION**



Total funding commitment to Cityzens Giving projects over last three seasons

Source: Manchester City

## CITY FOOTBALL SCHOOLS

EXPANDING THEIR PRESENCE ALL OVER THE WORLD

**4,000+**

Young people who participated in City Football Schools in four countries in 2016-17



**6,300**



Players in Manchester City Cup presented by Nexen Tire, in San Diego in May 2017, drawn from 422 participating boys and girls teams (up 34% on 2016). The games attracted more than 40,000 visitors

**350,000+**

Pupils aged 6-19 who have taken part in the Ministry of Education schools coaching sessions in eight provinces in China delivered by City Football Schools since the programme launched in November 2015

**50+**

**COUNTRIES**



From which more than 1,300 young players aged 9-17 came to Manchester to train at the City Football Academy as part of the City Football Language School, City Football Performance Program and City Football Training Experience

Source: Manchester City