



OLDHAM ATHLETIC
**COMMUNITY
TRUST**



A BETTER OLDHAM

**STRATEGY
2026-29**

OUR VISION, MISSION AND FOCUS

VISION

'A Better Oldham' – Oldham Athletic Community Trust 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.










MISSION

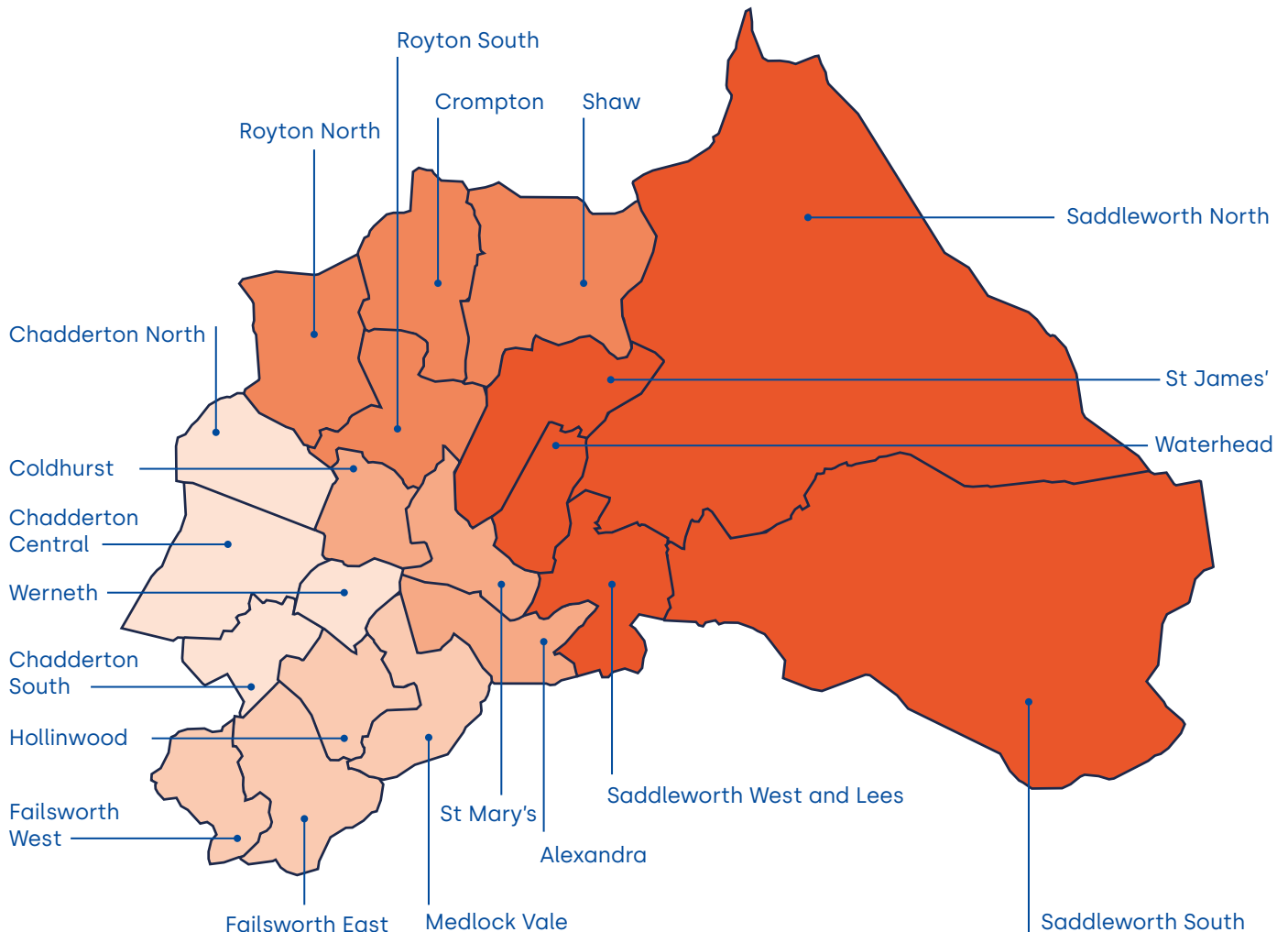
Working collaboratively, we will leave a lasting legacy in our communities; providing high quality, needs led engagement opportunities in sport, education and health & wellbeing that help to make a positive difference to the lives of individuals in Oldham.

FOCUS

Recognised as an essential provider of community provision in Oldham, we will have a relentless focus on helping to improve the lives of residents across the borough.

Oldham

-  250,000 population
-  1 Borough
-  5 Districts:  East  North  Central  South  West
-  20 Wards



OUR 3 YEAR 'GOALS' FOR GROWTH

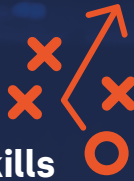
A year-on-year increase in participants engaged in education and individual development activities across Oldham.



Build strategic partnerships that accelerate our growth and amplify our impact across Oldham.



Increase and improve workforce capacity and skills to deliver our growth ambitions.



Establish stronger connections with the Oldham business community to extend our reach, increase our impact, and strengthen financial sustainability.



A year-on-year increase in participants engaged in positive, inspirational activities at Boundary Park and through 'SportsTown'.



The expansion of 'needs led' community place-based offers into each of the 5 Oldham Districts.



Improve governance standards to enhance organisational performance, accountability, and financial sustainability.



Diversify and grow our income streams to secure long-term financial stability and enable the expansion of our community programmes.



Develop and implement robust M&E tools that measure the impact of our work on the individuals we engage.



Increase awareness, understanding, and support for the Trust's work across all stakeholder groups.




OUR CHALLENGES

Oldham is a borough with a rich history and a vibrant and diverse population. Proud of its industrial heritage and working class roots it sits on the edge of the Pennines, offering easy access to breathtaking countryside while remaining well connected to Manchester and the wider Greater Manchester region. Today's Oldham is full of opportunities, with a younger than average growing population our diversity is one of our greatest strengths, inspiring creativity and innovation. However, Oldham also faces some key challenges (some of which are highlighted below) and it is vital that we collaborate to address the inequalities faced and ensure increased / improved access of opportunities for all.

Some of the key challenges faced

- Life expectancy & healthy life expectancy is significantly lower than the England average
- Higher rates of childhood obesity than the England average
- Higher rates of 16-17 NEET young people than the England average
- Higher rates of adult obesity than the England average
- Lower rates of 'happiness' than the England average
- Lower rates of degree educated adults than the England average
- 32% of children are classed as inactive (less than 30 mins p/w)
- 35% of Oldham amongst the top 10% most deprived in England
- Lower rates of physical activity amongst adults than the England average
- Higher rates of unemployment than the England average
- Higher rates of youth unemployment than the England average
- Higher rates of ASB than the England average
- 54% of adults meet the recommended physical activity levels
- 44% of children in Oldham live in poverty



32% 
of children are classed
as inactive (less than
30 mins p/w)

OUR STRATEGIC PRIORITIES

PRIMARY / CHARITABLE OUTCOMES >



Connecting our communities

OACT will develop and deliver projects that create stronger connections in, with and between the communities of Oldham; helping to foster trust and collaboration among all communities, breaking down barriers, reducing inequality and helping to create a stronger, BETTER OLDHAM where everyone feels a sense of belonging and shared responsibility.



Individual development

OACT will develop and deliver projects that enhance an individual's life prospects; supporting the development of skills and knowledge, creating pathways to improved education and employment, and equipping individuals with the knowledge and confidence to achieve their goals.



Improved health and wellbeing

OACT will develop and deliver projects that improve an individual's physical and mental health; helping to increase levels of physical activity and strengthening emotional and mental resilience in order to support individuals in Oldham to lead longer, healthier, and happier lives.

SECONDARY OUTCOMES >



Increased connection to the Oldham Athletic brand

OACT will create a greater affinity to Oldham Athletic Football Club across all the communities of Oldham through the projects it delivers; helping to strengthen community identity, foster local pride and use the club as a vehicle to drive positive change in Oldham communities.



OUR VALUES AND FOUNDATIONS

VALUES

- 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.

FOUNDATIONS

- **Good Governance:** Doing the right things, in the right way, for the right reasons.
- **Data & Insight Led:** Making more informed decisions in order to drive better outcomes.
- **Developing Our People:** Creating an open culture of learning and continuous improvement.
- **Honest Communication:** Using communication to build trust, strengthen relationships, and create a culture where people feel valued, heard, and empowered.
- **Financial Sustainability:** Financially resilient and future-ready in order to deliver consistent impact and growth.
- **Professional:** Valuing standards and behaviours that build trust, respect, and credibility both internally and externally.

MAKE A DONATION

Your support helps us create a **better Oldham**. Please scan the QR code or visit:

donate.supportedgiving.com/oldham-athletic



OLDHAM ATHLETIC COMMUNITY TRUST

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Oldham Athletic Community Trust is a charitable organisation (charity number 1120894).

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