



CommunityFoundation

**CMC**

**COLLINS MCHUGH**  
CORPORATE SOCIAL RESPONSIBILITY

WARRINGTON WOLVES FOUNDATION

# **SOCIAL VALUE IMPACT REPORT 2025**



# EXECUTIVE SUMMARY

The Warrington Wolves Foundation sits at the heart of the Warrington community, using the power of rugby league and the club badge to drive meaningful social change and help reduce inequality. Through its strong local presence and trusted relationships, the Foundation delivers programmes that support people of all ages to improve their health, wellbeing, skills, and life opportunities.

Working closely with local partners, schools, and community groups, the Foundation engages people from all backgrounds through inclusive programmes that promote health and wellbeing, build confidence, develop skills, and strengthen social connections.

This Social Value Impact Report quantifies and showcases the scope of Warrington Wolves Foundation's impact within the local community. To ensure transparency, credibility, and robustness, the Foundation commissioned Collins McHugh, a multi award-winning CSR consultancy, to provide an independent assessment of the social value generated throughout the 2025 calendar year.

The findings demonstrate a shared commitment to social sustainability and continuous improvement, reinforcing the Club's role not only as a sporting institution but also as a trusted community anchor delivering positive and enduring impact.

## Total Social Value **£8,591,965**



## Social Return on Investment **£1 : £10.03**

# FOREWORD

As CEO of Warrington Wolves Community Foundation, I am incredibly proud to introduce our first annual Social Value Impact Report. This document captures not only the scale of our work in 2025, but the real stories, relationships, and outcomes that sit behind the numbers. It reflects the collective effort of a community that believes in the power of sport, education, inclusion, and connection to change lives for the better.

At the heart of our mission is a simple belief: **everyone in Warrington deserves the opportunity to thrive.** Whether through improving health and wellbeing, raising aspirations, supporting people with disabilities, engaging young people in positive activities, or tackling loneliness and social isolation, our work is built on responding to real local need with care, consistency, and ambition.

This year, our programmes generated over **£8.5 million in social value**, delivering a return of over **£10 for every £1 invested**. But the true measure of our impact lies far beyond the financial. It exists in the confidence regained, friendships formed, skills developed, and opportunities unlocked for thousands of people across our town. It is seen in the resilience of our young people, the independence gained by adults with disabilities, the joy of older participants reconnecting with others, and the pride felt by families as children grow in wellbeing and self-belief.

None of this would be possible without the passion and commitment of our staff team, volunteers, trustees, partners, sponsors, and the Warrington Wolves family. Their dedication ensures that our programmes remain inclusive, impactful, and firmly rooted in the community we are proud to serve.

As we look ahead, we know that the challenges facing our community continue to evolve. We remain committed to strengthening our delivery, expanding our reach, and working collaboratively to address health inequalities, support young people, and create a more connected and resilient Warrington. This report is not just a record of what we have achieved—it is a statement of our ambition to do even more.

Thank you for your continued support. Together, we will keep building a healthier, happier, and more inclusive future for our town.



**NEIL KELLY**  
Chief Executive Officer,  
Warrington Wolves  
Community Foundation

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# INTRODUCTION

Welcome to the first annual Social Value Impact Report from Warrington Wolves Foundation.

At Warrington Wolves Foundation, we are proud to use the influence and reach of rugby league to make a positive difference across Warrington and the surrounding areas. Our work goes beyond sport, supporting individuals, families, and communities while promoting inclusion, opportunity, and social wellbeing.

Warrington is a town with a strong sense of identity, rich culture, and proud heritage. Like many communities, it faces challenges that can impact people's health, education, and opportunities.

This highlights the vital role of local organisations that can respond to these needs, connect people, and create meaningful change.

This report showcases the impact of our programmes, partnerships, and community initiatives throughout 2025. It demonstrates how our efforts improve wellbeing, support learning and employability, strengthen social connections, and build resilient communities.

By showcasing our work in this way, we aim to celebrate achievements, learn from experience, and refine how we measure and enhance our impact. We hope this report gives a clear picture of the role Warrington Wolves Foundation plays in the community and our ongoing commitment to creating lasting, positive change.



## OUR PILLARS OF DELIVERY



### RUGBY LEAGUE:

Using the game to inspire, engage, and develop skills on and off the pitch.



### DISABILITY:

Creating inclusive opportunities for people of all abilities to participate and thrive.



### EDUCATION:

Supporting learning, personal development, and future opportunities for all ages.



### HEALTH + WELLBEING:

Promoting physical and mental wellbeing across the community.

# OUR PEOPLE

Our people are at the heart of everything we do. It's the passion, dedication, and expertise of our staff, volunteers, and delivery teams that drive the Foundation forward, ensuring that every programme and initiative makes a real difference in our community. Their commitment to supporting individuals and families across Warrington is what allows us to use the power of rugby league to inspire, educate, and create lasting social impact.

Equally important are our sponsors, partners, and fans. Their belief in our mission and ongoing support enables us to reach more people, tackle social challenges, and deliver innovative projects that strengthen the community. Together, this network of dedicated people, inside and outside the organisation, forms the foundation of our success and the reason Warrington Wolves Foundation continues to make a meaningful difference every day.

**Our People's Social Value - £208,982**



# KEY PILLAR OF DELIVERY: RUGBY LEAGUE

As the official charity of Warrington Wolves, one of the most recognisable and influential brands in rugby league, we use the power and reach of the badge to engage our local community and inspire participation in the sport.

Our programmes are designed to support children and young people at every stage of their sporting journey. We work closely with local primary schools, delivering **coaching sessions, assemblies, festivals, and holiday camps** that introduce rugby league in a fun, inclusive, and educational environment. Events such as the **Cheshire Fire 7s** tournament provide exciting opportunities for young players to experience competitive rugby in a supportive setting. We are committed to ensuring that both girls and boys have equal opportunities to participate, develop, and thrive, with dedicated initiatives such as **RugBees** for U11 girls helping to grow the female game.

Beyond grassroots activity, we provide elite-level player pathways and **coaching masterclasses**, giving talented young athletes access to professional guidance, advanced skill development, and potential career opportunities within the sport. Our player pathway teams from U12 to U18, alongside the **Priestley Development Academy**, offer structured progression routes for aspiring athletes.

Through these programmes, we aim not only to increase participation in rugby league but also to promote health, wellbeing, teamwork, and confidence among young people, creating a lasting, positive impact within our community.



# KEY PILLAR OF DELIVERY: DISABILITY

Our disability programmes are built around inclusion, opportunity, and representation, ensuring that people of all abilities can access meaningful sporting and creative experiences within their community.

We deliver a range of accessible physical activity sessions, including **disability football** and **Learning Disability Rugby League** as well as **wheelchair rugby league**, creating inclusive environments where participants can build skills, confidence, and social connections through sport. Alongside this, we work closely with specialist schools and education settings, providing tailored coaching that supports both physical development and personal wellbeing.

Creativity and self-expression are also central to this pillar. Through our **Wolfprint sessions and performances**, we champion disability representation in the arts, giving participants a platform to develop their talents, share their stories, and build confidence through performance and creative projects.

Beyond structured sessions, we provide **day provision services and social clubs**, offering safe, welcoming spaces where individuals can develop independence, form friendships, and feel part of a supportive community.

Through these programmes, we aim to reduce barriers to participation, celebrate ability, and empower individuals with disabilities to lead active, connected, and fulfilling lives.

***‘When I was younger, I found it hard to even join in. Now I can help other people feel comfortable, and I know I can make a difference.’***

**KL**, Wolfprint Dance Attendee

**Total  
Social  
Value**

**£2,057,797**

**Improved  
Children’s  
Wellbeing**

£33,628

**Increased  
Social  
Integration**

£402,500

**Improved Life  
Satisfaction**

£369,908

**Increased  
Physical  
Activity**

£816,669

**Engaging  
in Youth  
Activities**

£354,392

**Personal  
Development  
Programmes**

£80,700



# KEY PILLAR OF DELIVERY: EDUCATION

Our Education programmes are designed to support young people's personal development, resilience, and aspirations, helping them build the confidence and skills they need to thrive both in and out of school.

Through **Inspiring Futures**, we work with young people aged 11–16 to develop resilience, self-belief, and positive behaviour. This 12-week mentoring programme combines group workshops, one-to-one support, and community-based activities to help participants make positive choices and build brighter futures. Delivered in partnership with the Youth Endowment Fund and local police, the programme also plays an important role in addressing anti-social behaviour and creating constructive pathways for personal growth.

Alongside this, **Try Hard** encourages young people to get involved in social action, volunteering, and projects that improve their local environment. By giving participants the

opportunity to contribute positively to their communities, the programme helps develop teamwork, leadership skills, and a strong sense of civic pride.

Across our Education pillar, we create supportive environments where young people feel valued, heard, and motivated to achieve. Through these initiatives, we aim to raise aspirations, strengthen communities, and empower the next generation with the skills and confidence to shape positive futures.



**Total  
Social  
Value**  
**£380,095**

**Improved  
Mental  
Health**  
£80,828

**Improved Life  
Satisfaction**  
£50,442

**Personal  
Development  
Programmes**  
£248,825

# KEY PILLAR OF DELIVERY: HEALTH + WELLBEING

Our Health + Wellbeing programmes are designed to support physical, mental, and social wellbeing across all ages, creating opportunities for participants to lead healthier, more connected lives.

For young people, we deliver engaging sessions such as **Every Body Counts**, **Ahead of the Game**, and **Give Up Loving Pop**, promoting physical activity, healthy lifestyles, and positive wellbeing.

For adults, our programmes focus on keeping people active while fostering social connections. Participants can take part in **Touch Rugby** and **Pack Run** to build physical health, while **Yoga on the Pitch** offers a relaxed, inclusive way to connect with others through movement. Mental health support is also provided through **Offload** and **Extra Time**, helping adults manage stress, wellbeing, and resilience.

Older adults benefit from targeted initiatives including **Dementia Match Buddies**, which provides in-stadium support for fans living with dementia, as well as **Walking Rugby**, **Mature Movers**, and **First Station Circuits**. These activities promote fitness, confidence, and social engagement in safe and supportive environments.

Across all ages, our Health + Wellbeing projects create inclusive spaces where people can stay active, build friendships, and improve their overall wellbeing. Through these programmes, we aim to break down barriers to participation, encourage healthier lifestyles, and leave a lasting positive impact on our community.

These quotes are from staff members of Every Body Counts recipient schools.

***'Wellness is broader than just telling children what not to eat – it's about choices, habits and confidence.'***

***'So much of what we learned fed into playtimes, classrooms and conversations across the school day.'***

***'When it's done properly, the impact goes far beyond the sessions. It changes mindsets.'***

**Total  
Social  
Value**

**£3,110,849**

**Reduced  
Loneliness**

£408,450

**Increased  
Social  
Integration**

£488,750

**Increased Life  
Satisfaction**

£50,442

**Increased  
Physical  
Activity**

£1,140,744

**Attendance  
at Cultural  
Events**

£198,835

**Improved  
Mental  
Health**

£455,576

**Engaging  
in Youth  
Activities**

£48,586

**Improved  
Children's  
Wellbeing**

£319,466

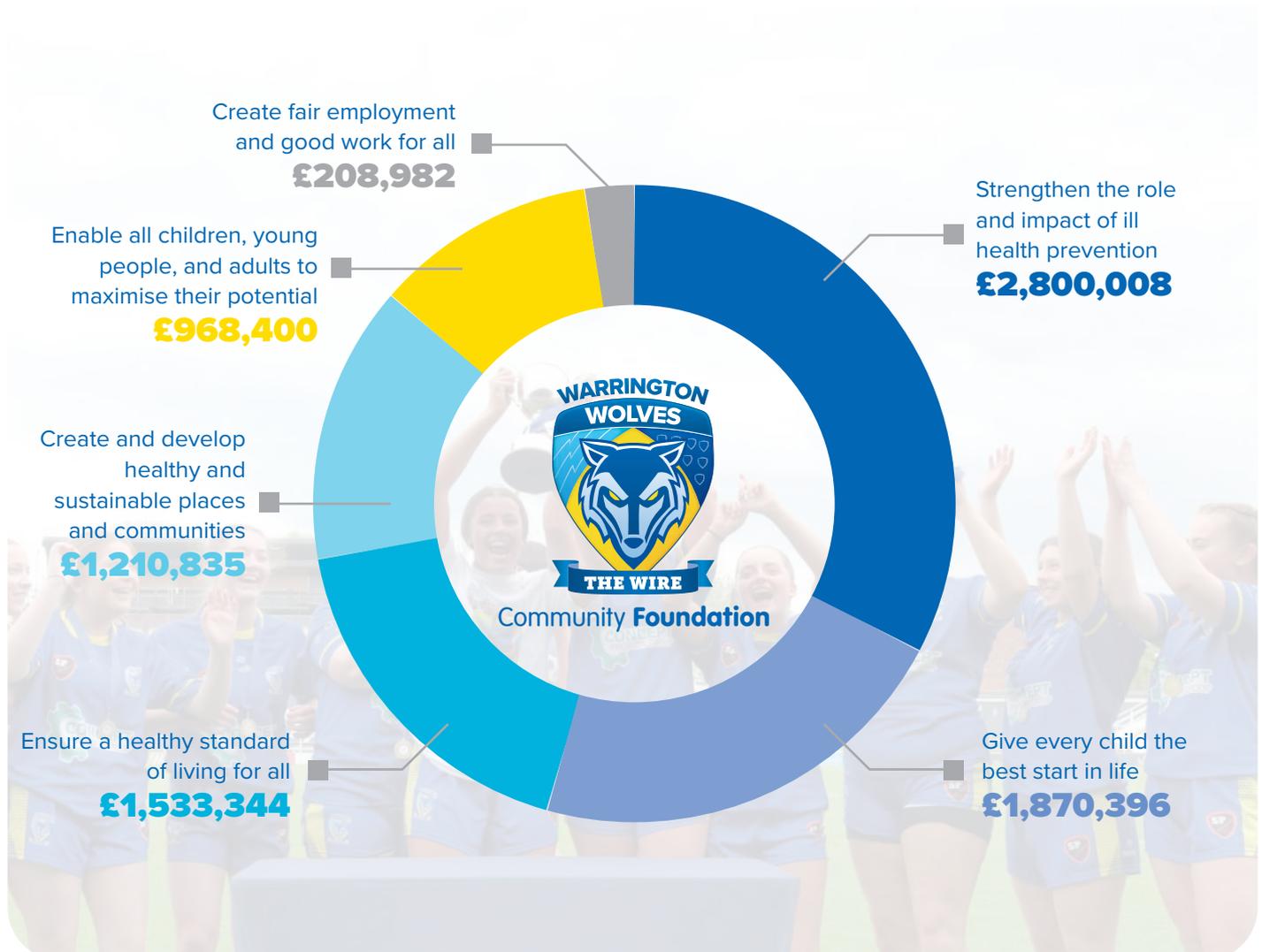
# MEETING LOCAL COUNCIL PRIORITIES

Warrington Borough Council's Health and Wellbeing Strategy 2024–2028 highlights the following key social priorities, among others:

- Give every child the best start in life.
- Enable all children, young people, and adults to maximise their potential.
- Create fair employment and good work for all.
- Ensure a healthy standard of living for all.
- Create and develop healthy and sustainable places and communities.
- Strengthen the role and impact of ill health prevention.

As a foundation, we are committed to ensuring that our work responds directly to the needs and priorities of local people. Aligning our activities with Warrington Borough Council's key social priorities provides an important framework for delivering meaningful and lasting impact. This alignment strengthens our ability to work collaboratively with partners, target resources effectively, and contribute to a healthier, more equitable borough.

The following section outlines how our social value work has contributed to supporting Warrington Borough Council's key social priorities.



# MOVING FORWARD

**At Warrington Wolves Foundation, we are proud of the positive impact we have made over the past year. From supporting children and young people to promoting wellbeing, education, and community engagement, our programmes have continued to drive meaningful change across Warrington and the surrounding areas.**

Our work with older adults has helped reduce social isolation, improve physical and mental wellbeing, and foster stronger community connections. The achievements, stories, and relationships formed are a reflection of the dedication and passion of our staff, volunteers, partners, and participants.

Yet, while we celebrate these successes, we recognise that there is always more to do. The needs of our community are constantly changing, and we remain committed to responding with energy, innovation, and care. In the coming year, we will build on the work we have started, strengthen our current initiatives, explore new ways to reach those most in need, and ensure that all our activities deliver measurable and lasting social value.

For participation, sponsorship opportunities, or further information, please contact us at [community@warringtonwolvesfoundation.com](mailto:community@warringtonwolvesfoundation.com)

*“The Foundation has been massive for me. PDRL gave me somewhere I could just be myself, feel included, and enjoy rugby again. Getting to pull on the Warrington badge and represent the town means a lot to me, especially being able to play alongside my dad. The support I’ve had from the Foundation — not just as a player, but as a person — has meant everything to me. It’s helped me believe in myself and shown me that nothing has to hold me back.”*

**Ethan Mertens**





## WARRINGTON WOLVES COMMUNITY FOUNDATION

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