



4 All
FOUNDATION

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ANNUAL

REPORT

JULY 2024 - AUGUST 2025



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ABOUT 4 ALL

Established by The Marches Academy Trust in 2022, 4 All Foundation is now an independent registered charity, which aims to support communities across Shropshire and Telford & Wrekin through the provision of a wide range of activities, programmes, workshops and groups. Working in partnership with councils, schools and colleges, businesses, and the communities themselves, we aim to promote: participation in sport, employability and education, health and wellbeing, and community engagement.



VISION: For everyone to have the opportunity to overcome barriers in order to thrive.

VALUES:



Ambition



Collaboration



Creativity



Empathy



Inclusion

MISSION: To provide safe spaces; deliver opportunities to promote health and wellbeing; and advance education as the key to unlocking potential.

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FIND US ON:



WELCOME

From our Director of Operations, George Hounsell:

As we reflect on what's been our most successful year to date for the 4 All Foundation, I am thrilled to share our latest annual report.

The impact the foundation has made to our communities most in need has been fantastic.

It goes without saying that the success 4 All has had over the past 12 months is down to the continued hard work from every staff member, volunteer and Trustee, the partners and supporters we work with and, of course, the beneficiaries we dedicate our time to.

George



From our Chair of Trustees, Dean Harris:

The positive impact 4 All Foundation is having on communities across Shropshire and Telford & Wrekin is immense, and we have ambitious plans for the future.

My thanks must go to our extraordinary staff, supporters, donors and partners, and not least our wonderful team of dedicated volunteers – we really could not do it without them all.

We are delighted to be connected with the Marches Academy Trust, working together towards our vision: 'for everyone to have the opportunity to overcome barriers in order to thrive'. It is an honour to support the charity, and I am very proud of the achievements to date and the trajectory of travel ahead.

Dean



AT A GLANCE

6,585

children
engaged with

2,911

adults
engaged with

225

hours of activities
every week

72

dedicated
volunteers

29

partner schools
and colleges

11

partner local
authorities

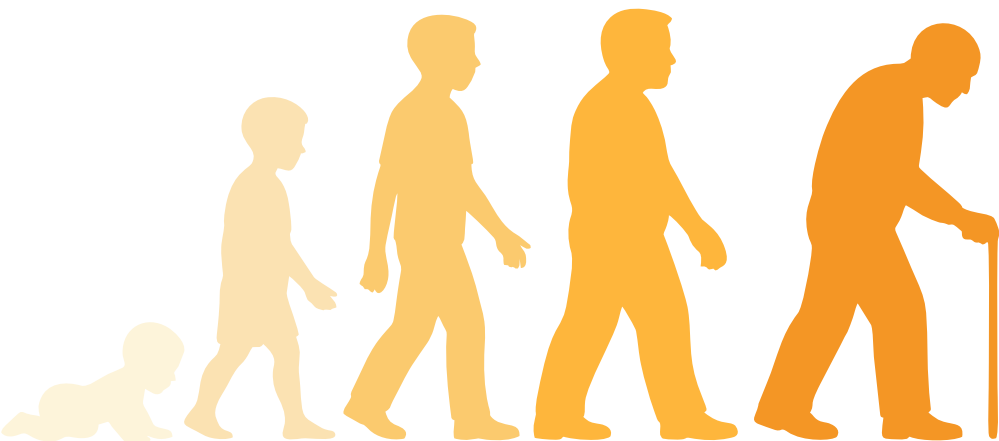


4 MONTHS

age of youngest
participant

91 YEARS

age of oldest
participant



LOCATIONS

4 ALL OFFERS A RANGE OF ACTIVITIES ACROSS SHROPSHIRE, TELFORD & WREKIN, AND THE WIDER MIDLANDS.

SHROPSHIRE:

Bishop's Castle, Church Stretton, Cockshutt, Craven Arms, Ellesmere, Market Drayton, Oswestry, Prees, Selattyn, Shrewsbury and surrounding villages, Wem, Whitchurch

TELFORD & WREKIN:

Admaston, Allscott, Arleston, Apley, Brookside, Coalbrookdale, Dawley, Donnington, Hollinswood, Ironbridge, Ketley, Ketley Bank, Lawley, Lightmoor, Lilleshall, Madeley, Newport, Oakengates, Priorslee, Randlay, Shifnal, St George's, Stirchley, Sutton Hill, Telford Town Park, Trench, Wellington, Woodcote, Woodside, Wrockwardine Wood

MIDLANDS:

Birmingham, Bridgemere, Castle Bromwich, Chester, Eccleshall, Kingsbury, Stafford, Stoke, Uttoxeter, Walsall, Wolverhampton

MARCHES ACADEMY TRUST:

4 All Foundation is proud to have been founded by the Marches Academy Trust (MMAT) and to retain its strong bond with the trust and its schools since becoming an independent charitable organisation in 2022. The trust now has 18 schools, which 4 All works closely with.

Our thanks to the MMAT leadership and to each of their schools, their teachers and students for the fantastic way they support 4 All, including through fundraising initiatives.



MAJOR NEWS

This year we were delighted when Andrew 'Vern' Stokes OBE MVO DL agreed to join 4 All Foundation as our patron. Vern was born and raised in Telford – growing up in Madeley and attending the former BRJ school in Wellington, now known as Holy Trinity Academy.

After leaving school, he joined the Army and travelled the world, trained countless soldiers at Sandhurst and took on the role of Academy Sergeant Major which, at the time, was the most senior post a soldier could attain. He was awarded a Meritorious Service Medal, True Englishman of the Year by the St George's Day Society, and an OBE, as well as being appointed a Member of the Royal Victorian Order and Deputy Lieutenant of Shropshire.

For the past decade, he has been Garrison Sergeant Major, organising state events including Queen Elizabeth II's funeral, King Charles III's coronation and the VE 80 military ceremonial events. He was even awarded a BAFTA for co-ordinating the Royal British Legion Festival of Remembrance.



“As a youngster growing up in Telford, I relied upon organisations offering similar opportunities to those that the 4 All Foundation now delivers.

“They shaped me, kept me occupied, gave me purpose and experiences that I still reminisce about, ultimately giving me the confidence to begin my career, and that is why I am delighted to be appointed as 4 All's Patron.”

Vern

HOLIDAY FUN

Working in conjunction with Telford & Wrekin Council, Shropshire Council, and the Department for Education, we have offered HAF (Holiday Activities and Food) and HHAH (Happy, Healthy, Active Holidays) sessions throughout each school break – giving young people the opportunity to take part in everything from skateboarding and boxing to science experiments and meeting exotic animals.



SUMMER 2025 STATS:

430

children attended
at least 1 session

2,500

HAF spaces
filled

300

families joined
us on a day trip



INITIATIVES

EXPLORE, GROW AND BELONG



Thanks to Madeley Town Council, Arleston Community Centre and MyWorkwear, we were able to give every young person who attends our Hub on the Hill and Arleston Youth Clubs a free 'Explore, Grow and Belong' t-shirt as part of a wider anti-knife-crime programme.

URBAN GAMES

As part of Telford & Wrekin Council's Urban Games, we offer multi-sports activities across the borough during the school holidays. Almost 400 children took part during the six weeks of summer this year.



PLUS

Our Hygiene 4 All project, launched in June 2025, provides free toiletries for children in need across Marches Academy Trust schools in Shropshire.

A community fridge at The Zone Community Hub enables people to access free groceries – and offers others the opportunity to donate items for those in need.

A huge range of workshops and drop-ins have focused on topics including digital skills, online safety, school applications, first aid and family reading.

WELLBEING

"I'm so grateful this group exists, it gives me something to look forward to this week."

Group member

DITHERINGTON

Launched in September 2024, the Wellbeing Group at Ditherington Community Centre in Shrewsbury has become a vital weekly space for adults to support their emotional health and wellbeing. The sessions combine creativity, relaxation and community spirit, with activities ranging from mindful art and seasonal crafts and quizzes to gardening, trips out, and baking with homegrown produce.

HUB ON THE HILL

Funded by McPhillips, the sessions in Sutton Hill, Telford, aim to boost emotional health, empower members to try new activities, and support them to make new friends. The group has become a safe space for members to share problems, seek advice, and have a chat in a relaxed, welcoming atmosphere. Activities include arts and crafts, gentle sporting activities and a communal lunch.

OUTCOMES: INCREASED CONFIDENCE, REDUCED ISOLATION, STRONG PEER SUPPORT, SENSE OF BELONGING, IMPROVED MENTAL WELLBEING THROUGH CREATIVITY AND CONNECTION.



4 ALL HUBS



THE ZONE COMMUNITY HUB
MARKET DRAYTON | JUNE 2022



DITHERINGTON COMMUNITY CENTRE
SHREWSBURY | JULY 2023



HARLESCOTT GRANGE COMMUNITY CENTRE
SHREWSBURY | SEPTEMBER 2025



**ACTIVITIES INCLUDE:
READING WORKSHOPS,
STAY AND PLAY, YOGA,
STUDY CAFE, TENNIS,
BOXING, CROCHET...**

Managing hubs within communities across Shropshire, alongside working with partner sites including schools and neighbourhood centres, gives 4 All the opportunity to offer a schedule of regular events – as well as a space for local groups to rent at reasonable rates.

This autumn, the foundation took on the running of Harlescott Grange Community Centre, and is now working with corporate partners supporting the renovation of the site.

Plans are already in place to increase the number of locations managed by the foundation in the county.

YOUTH CLUBS



4 All's Youth Clubs provide a safe, welcoming space for young people from communities across Telford & Wrekin and Shropshire to socialise, learn new skills, and take part in a range of activities.

Throughout the year, we have sought opportunities to set up new Youth Clubs in areas where they are most needed, with six being launched in 2025 alone.

4 ALL NOW RUNS 28 YOUTH CLUBS ACROSS SHROPSHIRE AND TELFORD & WREKIN

I CAN 2

Our I Can 2 youth clubs continue to offer children and young people with a range of additional needs the opportunity to enjoy dance, drama, music and art.



FOOTBALL

As part of our mission to increase sports participation in our communities, we run the North Shropshire District Association, which has been a cornerstone of youth football development in the area for the past three years. The programme has created unique opportunities for players to grow and develop, offering high-quality coaching and access to world-class sporting environments including Manchester City's training ground, Villa Park and St George's Park.



By nurturing young talent and developing confidence, teamwork and resilience, the programme bridges the gap between grassroots and elite-level sport: a vital platform for the next generation of aspiring athletes.

OUTCOMES:

SEVERAL PLAYERS HAVE GONE ON TO SIGN PROFESSIONAL CONTRACTS, REPRESENT THEIR COUNTRY AT YOUTH LEVEL, OR TRAIN WITH PROFESSIONAL CLUBS.



AWARDS

**SHREWSBURY TOWN COUNCIL | MAYOR'S COMMUNITY AWARDS
WINNERS**

**CLUB HUB TOP 100 PROVIDERS
RANKED 45TH**

**CLUB HUB AWARDS | NOT FOR PROFIT OF THE YEAR
RUNNERS UP**

**MAT ASSOCIATION | COMMUNITY IMPACT OF THE YEAR
SHORTLISTED**

**TELFORD & WREKIN COUNCIL | MAKE A CHANGE AWARDS
WINNERS: KELSI, JACK AND ALICE | YOUTH SPACE TRANSFORMATION
CHARLIE, EVIE-ROSE AND PAIGE | COMMUNITY GARDEN PROJECT**



WE ARE PROUD TO BE ASSOCIATED WITH THE FOLLOWING CAMPAIGNS, ACCREDITED SCHEMES AND ORGANISATIONS:



AWARENESS

SOCIAL MEDIA STATS:

Through Facebook, Instagram and LinkedIn we have been able to update communities about programmes and activities, news, and events – we have also been able to grow awareness around 4 All and connect with individuals and organisations.



FACEBOOK:

Reach: 123,800
Content interactions: 12,200
Page visits: 37,400
New follows: 727



INSTAGRAM:

Reach: 5,300
Content interactions: 869
Page visits: 1,000
New follows: 100

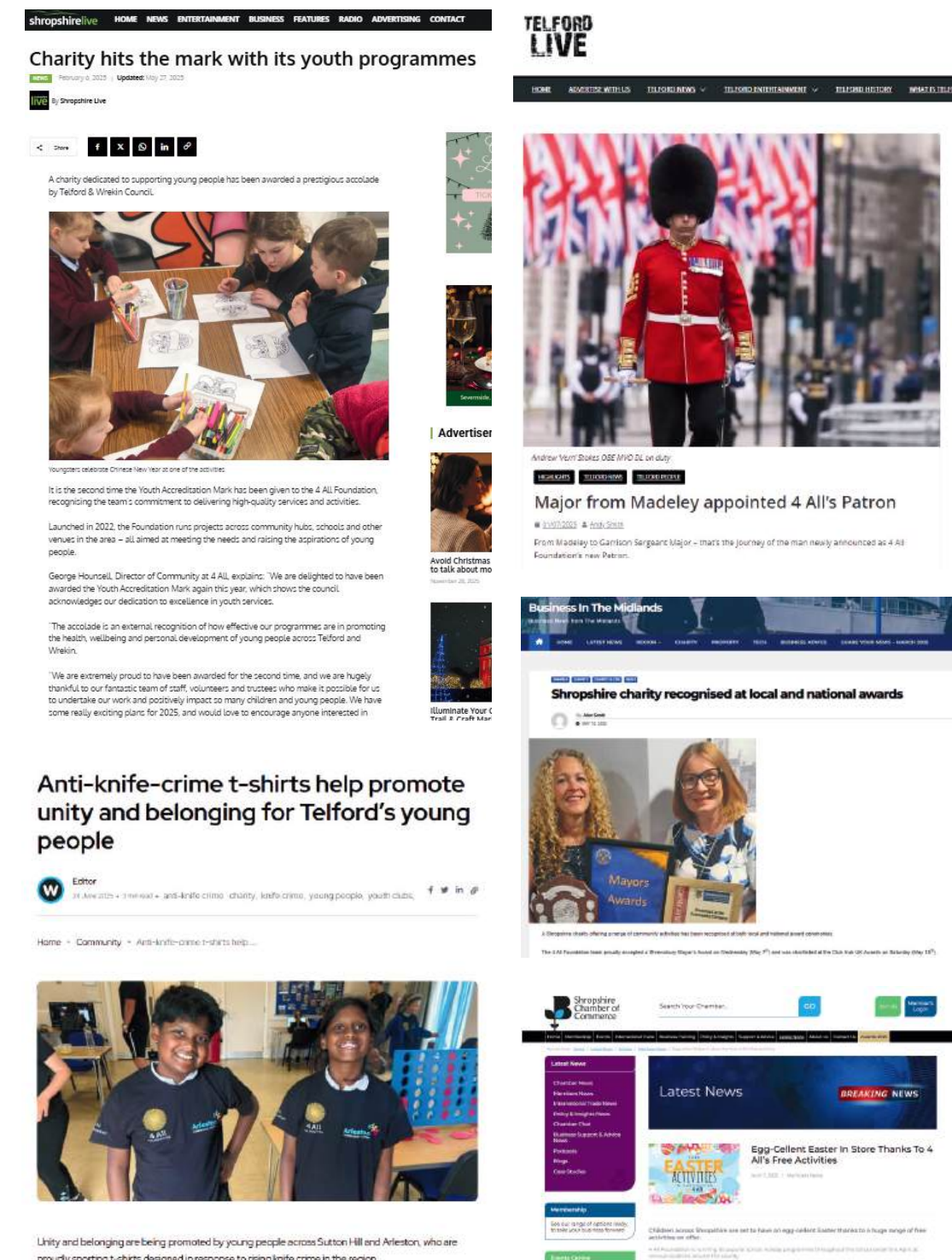


LINKEDIN:

Impressions: 62,451
Members reached: 19,810
Engagement rate: 16.2%
Reactions: 2,568

HOLD THE FRONT PAGE:

We regularly engage with media across Shropshire to share our news with them – resulting in articles published in a range of titles including Shropshire Star, Love Shrewsbury, Shropshire Live, What's What, My Shrewsbury, and Shropshire Chamber online news.



PARTNERS

THANK YOU TO ALL OF OUR PARTNERS, SUPPORTERS AND FUNDERS, WITHOUT WHOM WE WOULD NOT BE ABLE TO MAKE SUCH A DIFFERENCE IN SHROPSHIRE AND TELFORD & WREKIN COMMUNITIES.



TEAM

OUR GROWING TEAM OF TRUSTEES, STAFF AND VOLUNTEERS ARE THE REASON WE ARE ABLE TO EXPAND OUR PROGRAMMES - AND SUPPORT MORE COMMUNITIES - EVERY YEAR. A HUGE AND HEARTFELT THANK YOU TO EVERY SINGLE ONE OF THEM.

BOARD OF TRUSTEES:



Helen Columb, Claire Dempsey, Sarah Finch, Dean Harris (Chair), Mandy Jones, Jane Lloyd, Claire Turner, Ian Watman (Treasurer)

STAFF:

4 All now has almost 40 dedicated staff members across six teams focusing on operations, community, education, outreach, youth, and football.

VOLUNTEERS:

More than 70 volunteers help us run 4 All's activities and programmes.

GET INVOLVED

If you would like to partner with 4 All, raise funds or donate, choose us as your corporate charity, or volunteer, we'd love to hear from you. Please email our Director of Operations, George, at george.hounsell@4all.foundation.



4 All Foundation is registered as a charitable incorporated organisation (CIO) in England and Wales.
Registered charity number 1203479