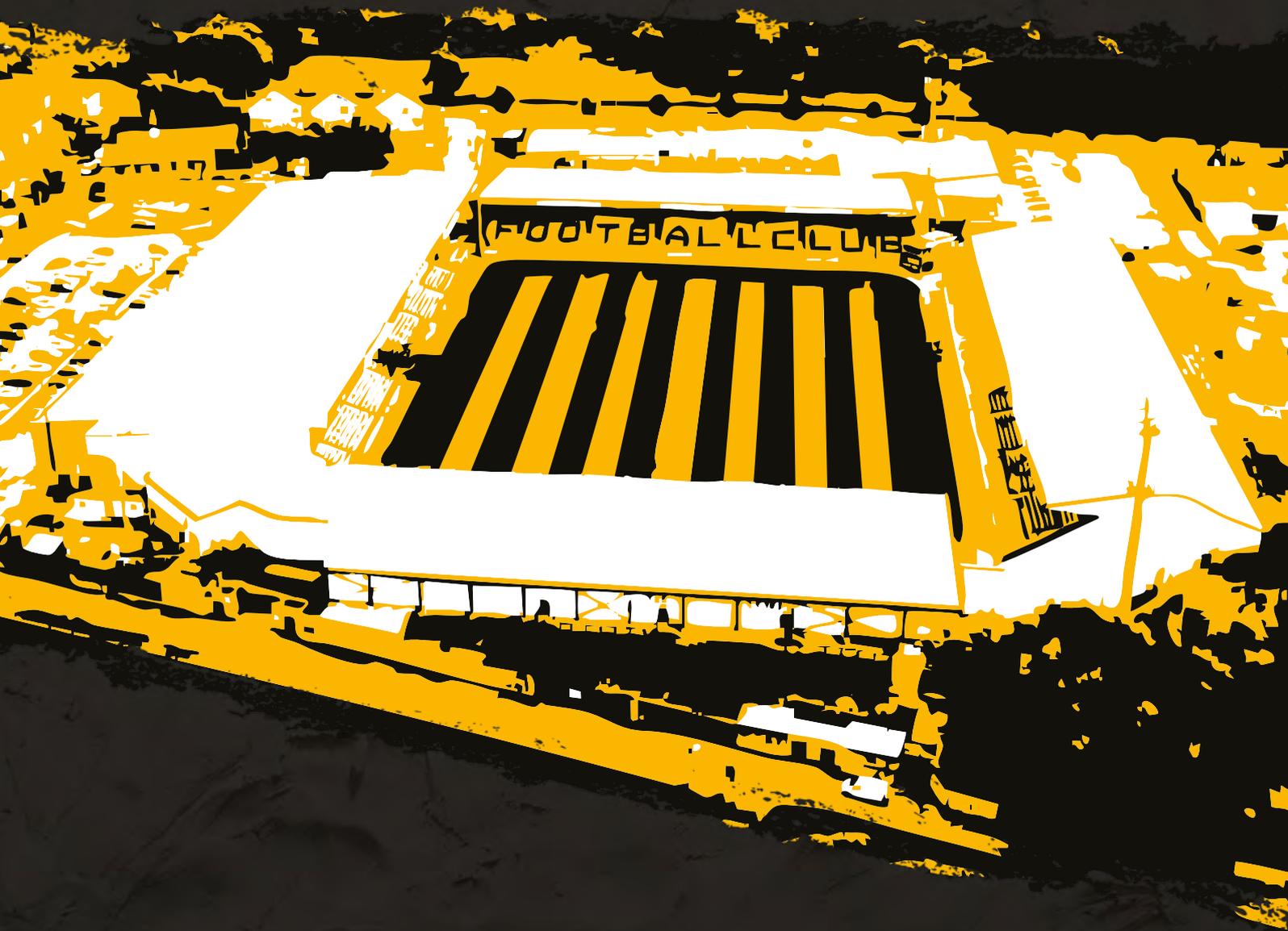




FOUNDATION

ONE VALE

Building Belonging,
Powering Potential



*In a country full of Towns, Cities and Uniteds,
there is only one Port Vale.*



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Celebrating 150 years of Port Vale FC
100 years of Stoke on Trent
10 years of Port Vale Foundation

I come from a town, Where the Pits closed down

I come from a town
Where the Pits closed down
And the Miners squinted at the sun
Afraid of the light, afraid of the night
Because they're afraid of the nothing to come

I come from a town
Where the Steelworks closed down
And the sky no longer glows red
Because the Furnace was quenched, the rolling mills wrenched,
But the families still need to be fed

I come from a town
Where the Potbanks closed down
And the Potters lined up on the Dole
Some of them phased, expressions are glazed,
Now there's no Pots, Steel or Coal

I come from a town
Where the shops shut down
Because nobody's got money to spend,
Nowhere has stocks of posh ladies frocks
And you wonder where will it end?

**But I come from a town
That won't be kept down
Because we've seen it all before,
And we're full of Resilience,
Creativity and Brilliance
And we'll never be down on that floor**

**Because I come from a town,
A town in the City,
The City of Stoke on Trent
And I love it duck**

By Nick Degg

Stoke-on-Trent Centenary Poet Laureate

Port Vale FC fan

But I come from a town, That won't be kept down

The Power of Port Vale – the EFL's Community Club

This is more than football. This is Port Vale.

From the streets to the stands, everything we do – on and off the pitch – is driven by one thing: impact. It's why we show up. It's why we fight for this club and this community.

From the Chair to the CEO, from the first team through to every coach, every volunteer, every person who wears the badge with pride – we are all in. Together. Because we believe in something bigger than football.

The Foundation and the community aren't just add-ons to the football club, they're the beating heart of everything we do! The soul. The reason we matter.

At Port Vale Foundation, every session, every handshake, every story shared across a cup of tea... it's part of something real. The badge has the power to unlock doors other organisations can't. It reaches people the system forgets. It brings hope to places that need it most.



“When we bought Port Vale, it was never just about football – it was about people. From the outset, Kevin and I wanted the club to be a heartbeat for Burslem and Stoke-on-Trent, where everyone could feel proud to belong. The Foundation is the embodiment of that vision. Its work reflects our values: creating opportunity, tackling barriers, and making sure that Vale truly is a club for everyone.

Seeing lives transformed – whether that's a young person gaining confidence, an older person connecting with friends, or families supported through our family hub – reaffirms why we bought the club. Port Vale is more than a matchday; it's about standing side by side with our community, every day.”

Carol Shanahan OBE
Co-Owner, Port Vale FC

“The growth and evolution of the Port Vale Foundation over recent years has been nothing short of remarkable. As Chair of Trustees, I am incredibly proud of the way the Foundation has matured into a strategically-driven, community-first organisation that reflects the core values of Port Vale Football Club.

Our work is not only aligned with the Club’s identity – it is central to it. The Foundation continues to prove that the Port Vale badge has the power to change lives and communities.

This new strategy provides real clarity for the organisation and our partners on the future direction of travel. It captures the impact we are already having in our communities and sets out a bold, shared vision for what comes next. We are excited to build on this over the next three years.”

Andy Taylor

Chair of Trustees, Port Vale Foundation



“When the community wins, we all win. That’s what Port Vale stands for – we fight together, and we rise together. I am immensely proud to be Port Vale FC Manager and the way the club contributes to our community makes me equally as proud.”

Darren Moore

First Team Manager, Port Vale FC



“The Foundation is at the centre of everything Port Vale stands for as a community club. The reason I am in football is because of the difference it can make as a force for good. What inspires me is how our reach has grown: thousands of participants engaging, learning, and thriving through activities we provide.

As CEO, I’m incredibly proud that Port Vale is known not just for football but for compassion, integrity, and resilience. Together, we’re helping to build a stronger, healthier, and more connected community.”

Matt Hancock

CEO, Port Vale FC



We're full of Resilience, Creativity and Brilliance, And we'll never be down on that floor

Port Vale Foundation

What we're here to do



FOUNDATION

Enable lasting wellbeing

Wellbeing is our golden thread

Port Vale has a unique way to connect wellbeing to people who otherwise wouldn't engage. We can reach the places many people can't through the power of the badge. From mental health workshops in schools to walking football with older people, we smash through barriers with zero judgement. If you've been knocked down, Port Vale is where you stand up again.

Create social connections

Building belonging

Port Vale is a place where thousands of people have a connection to a common cause. We build on that far beyond matchday, connecting thousands of people through meaningful, engaging programmes at the heart of our community.

Ignite greater ambition

Powering potential

Stoke-on-Trent doesn't always get the breaks. The people of Stoke-on-Trent don't always have opportunities to generate a sense of achievement or winning, but that's exactly what we create. For our young fans especially, football can generate that spark of wanting to win in other areas of their lives too.

Our way of working



People first

We are people first, supporting people to be the best version of themselves. Whether you are a member of staff, volunteer, participant or supporter. We will be people-centred with kindness, positivity and enthusiasm.



Place matters

There's no town called Port Vale – but there's a spirit behind the name. A raw, gritty pride that won't be pushed aside. We are here for Stoke-on-Trent's many amazing places and every forgotten street in between. We don't just serve the community – we are the community.



Partnerships that punch

We might be able to go where others can't, but we don't go it alone. We work with partners who believe in doing good and doing it properly – from grassroots charities to national institutions. This is long-term change, built side by side.

Port Vale. Built by the people, for the people
Powered by community. Driven by pride

Where the Steelworks closed down, But the families still need to be fed

Major opportunities to 2028

We have identified three major opportunities to 2028 that could transform our impact across the community:

Projects

To develop new community facilities

We will prepare for potential new sports and leisure facilities, including the confirmed Vale Park Community Campus development, that will transform our community activity.



To become an influential voice for Burslem

We are at the heart of the ST6 community, which is one of the most challenged neighbourhoods in England in terms of deprivation. We will build relationships across the public, private and voluntary sectors - becoming a trusted partner in local matters.



To engage diverse community leaders

We will expand on recent work with local communities, including those culturally and linguistically diverse, to build trust with people of all backgrounds. We are an inclusive, safe space where everybody feels welcome.



Targets

Support the **development of three new facilities** for our communities by end-2028.

Become an **influential partner in Stoke-on-Trent and Staffordshire** by end-2026.

Achieve EFL recognition for **exemplary practice in family excellence, EDI and safeguarding** by end of 2026/27 season.

In addition, we will **deliver flagship Port Vale 150th year projects**, specifically focused on Port Vale FC's impact on the community, through 2025/26.

Safeguarding our future

We plan to build the sustainability and resilience of the Foundation through our new strategy. We will:



Projects

Enhance communication

Create a clear Foundation presence on digital platforms and at physical events (e.g. city campaigns), maximising the opportunity to tell our story.



Increase funding resilience

Improve and diversify revenue streams including creating a new fundraising strategy and exploring new partnership opportunities.



Better understand Return On Investment

Further develop insight and business processes to inform decision making, including evidence-based trials of new ideas and innovations.



Targets

Build a clear Foundation presence across digital platforms by end-2026.

Explore new commercial and delivery partnerships with like-minded organisations across Burslem, Stoke-on-Trent and Staffordshire (ongoing).

Create and implement a new fundraising strategy by end-2027.

Build and implement a robust system to better understand our participants and impact by end-2028.

From the streets to the stands
We are One Vale

But I come from a town, A town in the City, The City of Stoke on Trent, **And I love it duck**

What's to come – our vision for 2025-2028

Challenges (2025)	Actions	Outcomes
Health & wellbeing <ul style="list-style-type: none">• Physical wellbeing: Healthy life expectancy in Stoke-on-Trent is 5.3 years (men) and 6.9 years (women) lower than regional averages• Mental wellbeing: Depression rates (18.6%) are higher than national and regional averages with a city suicide rate of 37%, the highest in the West Midlands	<p>We will:</p> <ul style="list-style-type: none">• Run engaging programmes that focus on wellbeing, social connection and aspiration• Act as a bridge between people and the services they require• Focus on younger and older age groups as direct beneficiaries• Be a welcoming and inclusive Foundation for everyone• Support our staff and volunteers in their development, offering opportunities to progress• Use the power and platform of Port Vale FC to increase engagement	<ul style="list-style-type: none">✓ Increased physical activity levels with more people meeting Sport England guidelines✓ Improved personal wellbeing (happiness, life satisfaction, sense of worthwhile life, levels of anxiety)
Social connection <ul style="list-style-type: none">• Loneliness: 13.7% of Stoke-on-Trent residents feel lonely often or always, substantially higher than neighbouring areas		<ul style="list-style-type: none">✓ Decreased levels of loneliness✓ Increased measures of community (sense of community, sense of belonging, community integration)
Aspiration & opportunity <ul style="list-style-type: none">• Attainment: A higher percentage of residents living in the city do not have any qualifications (25.9%) compared to Staffordshire (19.3%) and nationally (18.1%)		<ul style="list-style-type: none">✓ Increased levels of personal development✓ Participants make positive changes to their lives, influenced by the Foundation's support

Be part of our future

We want Vale Park to be a place where people come for health, fitness, education and community - not just football. A club at the heart of the community will enable partners to achieve their aims too. We invite you to join us.

Become a collaborator

One Vale reflects our bold commitment to collaboration - working hand in hand with partners across Stoke-on-Trent and beyond - so that everyone who comes to the Foundation with a need can be connected to the right support. That may be through ourselves or through other organisations better placed to help.

We would like to hear from organisations who can support us and work with us. In particular we want to hear from organisations who can help individuals who cannot directly be supported by Port Vale Foundation programmes.

Fund our activity

The transformational work of Port Vale Foundation is only possible through commercial partnerships, charitable grants and generous donations. If you would like to support the Foundation financially, or you can point us towards relevant grant opportunities, we would warmly welcome your approach.

How to contact us

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How we developed our strategy

One Vale was created through an extensive development process that incorporated participants, local families, Port Vale supporters, external stakeholders, staff, volunteers and trustees.

This approach included gathering primary research through Port Vale Foundation's impact survey 2024-25 and secondary research through the Stoke-on-Trent Future 100 Prospectus (Stoke-on-Trent City Council, 2025) and bespoke Stoke-on-Trent Needs Analysis (Evid Impact, 2025), that incorporated multiple local and national datasets.

Strategy research, development, drafting and design was managed by impact consultancy Evid Impact on behalf of Port Vale Foundation.



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Port Vale FC Foundation registered charity number 1161401

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