



THE KILLIE COMMUNITY

Social Value Impact Report

2025



Executive Summary

The Killie Community plays a significant role in supporting communities across Kilmarnock and East Ayrshire, with a strong focus on creating positive, long-term outcomes for local people. By delivering a broad portfolio of initiatives spanning health, wellbeing, learning, employability, and inclusion, the charity works to ensure individuals of all ages have the opportunity to succeed.

The Killie Community programmes are shaped by local and national priorities and respond directly to some of the area's most pressing social issues, including economic inactivity, loneliness, inequality, and poor health outcomes. This includes targeted support for care-experienced young people, individuals with additional support needs, and those who face challenges accessing

opportunities, alongside initiatives that promote skills development, volunteering, and active participation within the community.

With a strong emphasis on social impact and continuous improvement, The Killie Community demonstrates clear and measurable value through its work, supporting personal development, strengthening local networks, and contributing to a fairer and more resilient region.

As part of this commitment, The Killie Community has appointed Collins McHugh, a multi award-winning CSR consultancy, to carry out an independent evaluation of the social value delivered during the 2024–25 season.



Foreword

At The Killie Community, we understand football is one of the most powerful ways to bring people together. When it's harnessed properly, football can rebuild confidence, open doors, and help people feel seen, supported and part of something again. That is the purpose that drives this charity every day.

This report tells the story of what that purpose delivered across the 2024–25 season. It captures the scale of our work, our reach, and the real difference it has made for individuals, families and communities across Ayrshire. It also provides independent evidence of our impact, showing a social return of more than £20 for every £1 invested in us.

These figures matter because they show value for money in our local economy, but they will never fully measure the human impact behind the numbers. The first conversations, the breakthroughs, the quiet progress, the connections, and the turning points that change the direction of someone's life for the better.

We also know that too many people face barriers that limit their opportunities and wellbeing. That's why our work is focused on the areas where we can make the greatest difference, and where the need is most urgent. From youth pathways that create structure, aspiration and positive direction, to preventative health support that helps people take action before problems become crises. From financial inclusion work that supports dignity and stability, to ensuring those with additional support needs, and others who don't always get the same opportunities, are included, valued and able to thrive.

None of this is possible without people. People are our greatest asset. The strength of our staff team, the commitment of our volunteers and Trustees, and also the courage of individuals who choose to take part in our programmes, who show up, give things a try, and choose to keep going. We will never take that trust for granted.



Jordan Allison
Charity Manager,
The Killie Community



Contents

Foreword	3
Introduction	4
Our People	5
Investing in Ayrshire's Future	6
A Sport for All	7
Improving Health & Wellbeing	8
Visualising Our Impact	9
Meeting Local Council Priorities	10
Moving Forward	11



Introduction

Welcome to The Killie Community's first Social Value Impact Report. We are extremely proud of the work delivered across our programmes and partnerships, and this report offers an important opportunity to highlight the positive change being achieved and the social value created within our local communities.

Kilmarnock is a historic town at the heart of East Ayrshire, shaped by a strong sense of identity, a rich industrial past, and a deep connection to sport and community life. Serving as a central hub for surrounding towns and rural areas, Kilmarnock provides access to employment, education, and services for much of the region. Alongside its many

strengths, the town also experiences significant social and economic challenges.

Like many communities across Scotland, Kilmarnock faces ongoing issues including pockets of deprivation, health inequalities, unemployment, and child poverty. Barriers to opportunity remain for many young people, while social isolation and mental wellbeing continue to be growing concerns, particularly for vulnerable groups and older residents.

This report reflects The Killie Community's commitment to addressing these challenges and delivering meaningful, long-term impact. Our aim is to ensure that people across Kilmarnock and East Ayrshire feel supported, connected, and empowered to thrive.

What is Social Value

Social value refers to the wider benefits that activities, projects, or investments create for individuals, communities, and society beyond direct financial returns. It captures economic, social, and environmental outcomes and translates them into one common framework so that value can be understood, compared, and improved.

In practice, social value helps organisations understand how their work improves people's

lives, strengthens communities, and contributes to long-term economic resilience. It is

measured by identifying outcomes and assigning a monetary or wellbeing-based value to the change created. This allows different types of impact to be compared on a like-for-like basis.



About Collins McHugh

Founded in 2005, Collins McHugh has extensive experience in corporate social responsibility (CSR), environmental, social and governance (ESG), and social value reporting. We work with some of the largest organisations across both the public and private sectors. Since the introduction of social value in 2012, we have supported organisations to measure, evidence, and communicate their real-

world impact. As a multi-award-winning consultancy, Collins McHugh is recognised for its excellence and innovation in social value measurement and reporting.



Our People

We are incredibly proud of the committed and enthusiastic team behind The Killie Community. Each member of staff brings a shared passion for supporting local people and improving outcomes across Kilmarnock and East Ayrshire, consistently demonstrating care, inclusivity, and professionalism in their work.

From delivering community-based activities and educational support to leading programmes focused on health, wellbeing, and social inclusion, our team continually goes the extra mile to support those who need it most. Their willingness to adapt, innovate, and respond to local challenges plays a crucial role in the success of our work.

The strength of The Killie Community lies in the dedication, collaboration, and energy of its

people. Whether working directly with children and young people, supporting community events, or developing new initiatives to address emerging needs, our staff ensure the organisation continues to make a positive and lasting difference. We are extremely grateful for their commitment, creativity, and belief in the power of football and community to change lives.

Our
People's
Social Value
£128,930



Jordan Allison
Charity Manager



Daryl Knapp
Programmes Manager



Scott Montgomery
Hub Operations Lead



Craig Tracey
Education & Football
Development Lead



Grant Wallace
Employability &
Wellbeing Lead



Ciara McAllister
Communications
Lead



**Emmanuel
Ayobami**
Community Football Officer



Michelle Mallon
Finance Officer



Mairi MacKenzie
Inclusion & Engagement Lead

Investing in **Ayrshire's Future**

We are delighted with our youth outreach work this year, engaging more than 1,700 under-18s across the course of the year through a wide range of sessions and programmes. Key highlights include **Killie Kickers** and **Killie Kids** for under-5s and under-12s respectively. These initiatives aim to improve young people's wellbeing while providing healthy nutrition after school.

Our largest project by engagement was **Gamechangers**, with 683 participants involved throughout the year. These weekly sessions support primary school pupils, using football as a vehicle to deliver positive educational experiences. Alongside this, our **School Holiday Programme**

attracted 556 attendees across the year, providing structured, active opportunities during school breaks.

It is vitally important that we play our part in steering young people in Kilmarnock away from crime and antisocial behaviour. **Pitchin' In** and our **Community School of Football** are specifically designed to reduce antisocial and criminal behaviour, offering positive pathways through sport, mentorship, and community engagement. As well as this, **Off the Bench** is a programme delivered in partnership with the SPFL Trust and CashBack for Communities, designed to provide positive destinations for young adults with little or no formal qualifications or work experience.

Total Social Value
£2,129,956

Unique Participants Engaged
1,760



A Sport for All

Unique
Participants
Engaged
3,939



Total
Social Value
£3,293,698

At The Killie Community, we are passionate about making football a sport for all. We run weekly **ASN-friendly football sessions** (Additional Support Needs), with separate classes for adults and children, creating safe, inclusive environments for participants of all abilities. Across the 2024-25 season, our ASN-friendly football sessions engaged 43 participants.

One project we are particularly proud of is our **Football Memories** programme, delivered in partnership with Alzheimer Scotland and the Scottish Football Museum. With 174 attendees, these sessions are designed to support people living with early-onset dementia and those experiencing social isolation. The programme brings people together, celebrating the joy of football through shared memories, conversation, and meaningful connection.

We are also committed to ensuring that football can be enjoyed throughout all stages of life. To

support this, we deliver weekly **Walking Football** sessions for over-50s, promoting physical activity, social interaction, and wellbeing in a fun and accessible format.

At The Killie Community, we recognise and are committed to reducing the financial barriers to accessing football. Over the course of the 2024-25 season, we distributed **more than 3,600 free match tickets**, ensuring that everyone in our community has the opportunity to feel connected to the club, regardless of their financial circumstances.

We also deliver a range of sessions focused on mental inclusion and wellbeing. These include **Walk & Talk**, a weekly two-hour walking group designed to reduce loneliness and social isolation, while encouraging conversation and connection. Alongside this, we run **Get Together**, a warm, welcoming space where people can come together to socialise, build relationships, and access food in a supportive environment.

Improving Health and Wellbeing

Total Social Value
£778,288



Unique Participants Engaged
323



Health and Wellbeing

Health and wellbeing are a focal point of everything we do at The Killie Community, both in and outside of football. We are passionate about making a real and lasting impact on the health and wellbeing of our local community, delivering programmes that go beyond physical activity alone. Through a wide range of inclusive initiatives, we support improved physical health, mental wellbeing, and healthier lifestyles, while also creating safe, supportive spaces where people can access guidance and meaningful connection at every stage of life. This section highlights projects that specifically target key health conditions, providing tailored support and interventions

Our **Beat to Treat** programme focuses on the early diagnosis and treatment of heart conditions. By providing accessible screenings, advice, and support, we aim to reduce the risk of serious cardiac issues and empower participants to take proactive steps towards better heart health.

Football Fans in Training (FFIT) is a weight management programme that uses the passion for football to encourage healthier eating, increased physical activity, and long-term lifestyle changes. Participants benefit from practical guidance, peer support, and tailored sessions designed to make sustainable weight loss achievable and enjoyable. Similarly, **Weigh to Go** supports participants in improving their fitness and managing their weight.

We also deliver **Prostate FFIT: Living Well with Prostate Cancer**, a programme designed to support men living with prostate cancer. Through exercise, nutrition advice, and peer support, participants can improve physical fitness, manage symptoms, and enhance overall wellbeing while connecting with others facing similar challenges.

Together, these initiatives reflect our commitment to supporting the community's health beyond the pitch, tackling a range of physical and mental health issues, and creating inclusive opportunities for everyone to live healthier, happier lives.

Visualising Our Impact

Total People Engaged
6,022

Total Social Value
£6,330,872

Social Return on Investment
£1 : £21.39

Social Value: Composition by size

Improved Children's Wellbeing
£1,681,400

Increased Community Cohesion
£1,443,250

Increased Physical Activity
£924,694

Attendance at Cultural Events
£788,785

Reduced Loneliness
£623,770

Improved Mental Health
£617,232

Crime Reduction
£89,883

Employment
£55,233

Apprenticeships
£52,936

Job Related Learning
£34,104

Volunteering
£19,585

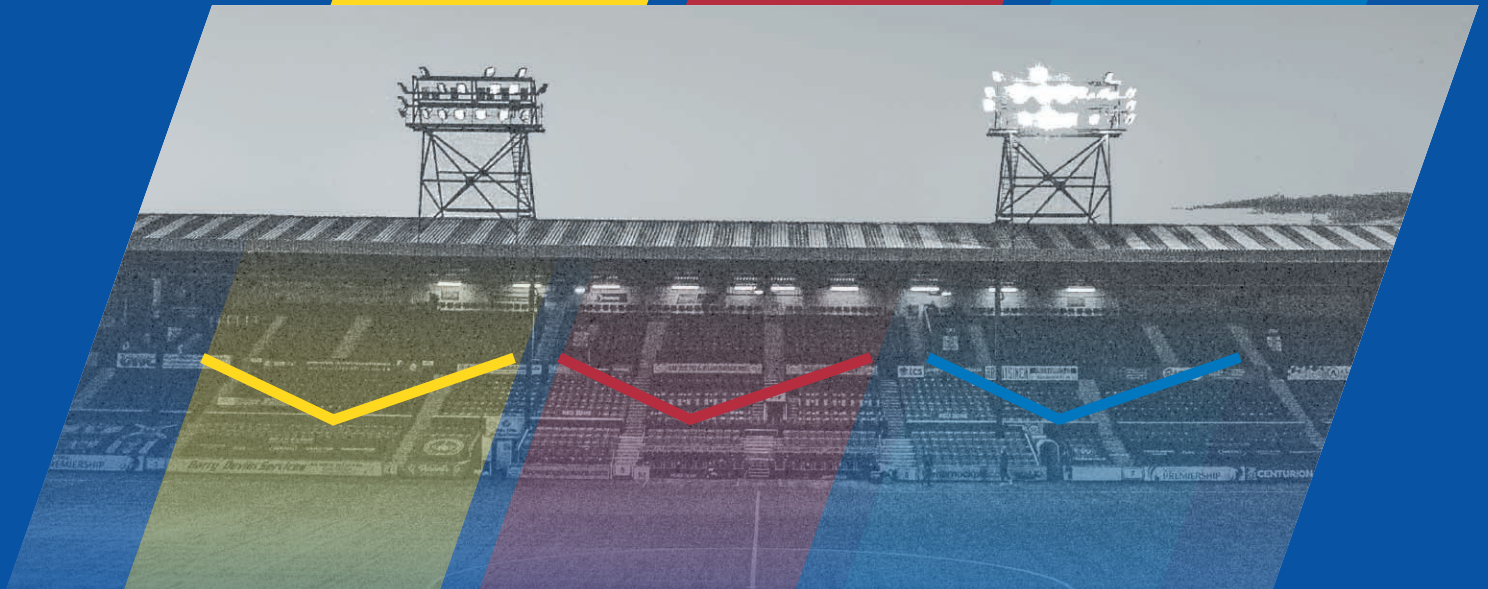
Meeting Local Council Priorities

East Ayrshire Council has outlined a set of strategic social priorities for the Kilmarnock area in its **"Kilmarnock Strategic Vision 2022–27"**. The following are some of the key priorities:

Tackling poverty and inequality

Improving community wellbeing

Supporting children and young people



Tackling poverty and inequality

Improving community wellbeing

Supporting children and young people

£2,303,191

£2,165,696

£1,842,400

It is crucial that the work we do responds directly to the needs of the local community.

These figures highlight how our work contributes to each of these strategic goals, demonstrating our ongoing commitment to supporting individuals, families, and communities in Kilmarnock.

Moving Forward

At The Killie Community, we take real pride in the positive impact we have made over the past year. Through our work with children, young people, and adults, we have helped strengthen wellbeing, support learning, and bring people together across Kilmarnock and the surrounding areas. The progress we see every day reflects the dedication of our staff, volunteers, partners, and the individuals and families who engage with our programmes.

That pride, however, drives us forward rather than allowing us to stand still. We recognise that our community's needs are changing, and we are committed to adapting alongside them. In the year ahead, we will continue to develop and enhance our existing projects, explore new ways to support those facing the greatest challenges, and ensure our work delivers meaningful, measurable, and lasting benefit for everyone we serve.

“ Ten years on from its origins as the community arm of Kilmarnock Football Club, the charity has evolved to become The Killie Community.

With our Community Hub and new Community Pitch now in place, Trustees who have a wide range of knowledge and experience, and an energetic staff team, we are ready to do more to improve the lives of people in our local area, making memories and building futures.

Our focus will be on the key priorities, but we will also be open to new ideas and meeting new challenges. I am grateful for the support The Killie Community has received from Trustees, staff, funders, supporters and participants who have done so much to get us to this point. I look forward to continuing those positive relationships and forging new partnerships in the years ahead. ”

Cathy Jamieson CHAIR OF TRUSTEE BOARD





The Killie Community Hub
11a Rugby Road, Kilmarnock, KA1 2DP

team@killiecommunity.co.uk

www.killiecommunity.co.uk

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CORPORATE SOCIAL RESPONSIBILITY