

2024-
2025

Community Impact Report

Haverfordwest County AFC
Community Impact Report
2024-25



Visit Us

www.haverfordwestcountyafc.com

A Welcome from our Community Manager

“The 2024–25 season marked an important step forward for our club as we began to re-establish our presence within the community. This year has been about building relationships, listening to local needs and beginning to deliver programmes that reflect our clubs values.

We are still in the early stages of our journey, however, the progress made thus far has been extremely pleasing. We are proud of the direction we are heading in and thank everyone sincerely who has engaged with our community provision across the 2024-25 season.

Match Day attendances since returning home to the Ogi Bridge Meadow on New Years Day have been exceptional and clearly contributed to the success of the First-Team this year. Achieving full capacity against Caernarfon in the European Play-Off Final was a huge achievement, along with welcoming over a thousand supporters to the Meadow on three occasions. The atmosphere all supporters have created at our home matches has been incredible and we look forward to welcoming you back on the 8th August 2025 when we take on Penybont.

We hope this report demonstrates the impact our community provision is making across Pembrokeshire and we are dedicated to building on our successes with our partners, supporters, and local people in 2025-26.”

Community Manager,
Harry Thomas.

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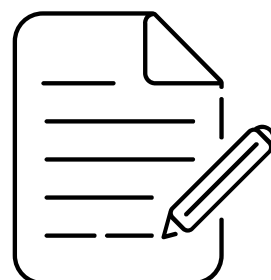
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Schools Provision

In September 2024, we launched extra-curricular offers for schools across Pembrokeshire. We aimed to ensure our provision would be tailored to the specific needs of each school, enhancing the impact made through the sessions. Each offer included a visit from a First-Team player and an assembly highlighting the schools specific values related to football. Looking ahead to the 2025-26 season, we will be continuing these offers across the county, aiming to recruit more partner schools and increase the impact made through our delivery.

Lunchtime Clubs

We have supported schools to create positive environments for football matches at lunchtime and ensure pupils return to the classroom with no distractions, ready to learn.

After School Clubs

Our most popular offer welcomed by schools has been our after school football clubs. Ranging from mixed to girls only sessions across multiple year groups.

HWB Clubs

Improving the Health and Wellbeing of children across Pembrokeshire is vital to us. These clubs have highlighted the importance of living a healthy lifestyle and provided opportunities for pupils to increase their physical activity.

Stadium Visits

We also provided schools with the opportunity to visit the Ogi Bridge Meadow Stadium to engage in a stadium tour, First-Team player Q&A and a workshop chosen by the school. We look forward to welcoming more schools to the stadium during the 2025-26 season.

Schools Impact

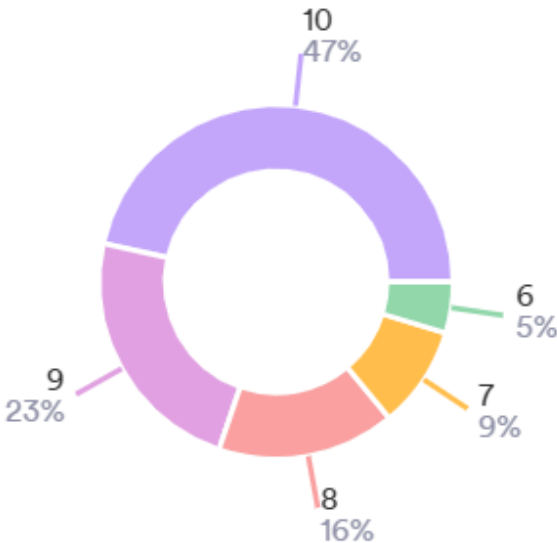
Number of
Partner Schools

5

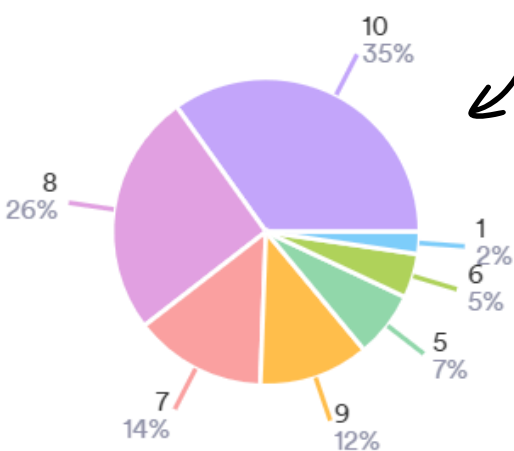
Number of
Sessions Delivered

173

How much did you enjoy attending the sessions with Haverfordwest County AFC coaches?

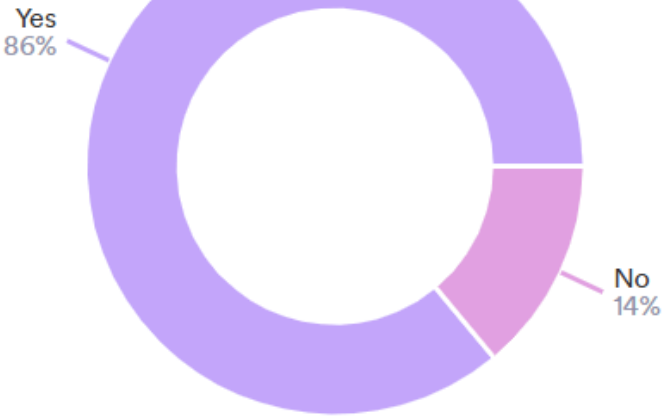
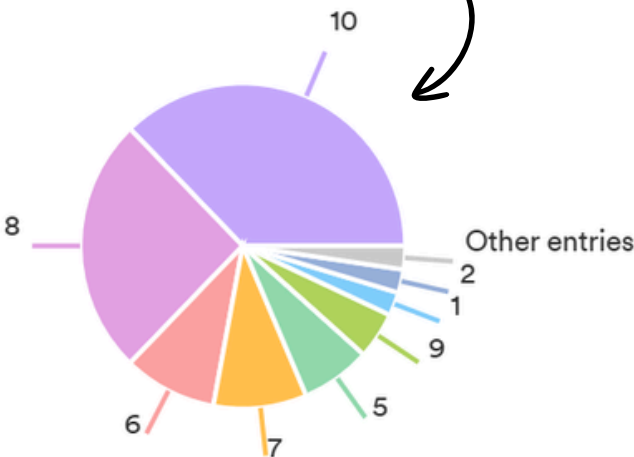


How much has your confidence grown from attending the sessions?



Have the sessions helped you make new friends or feel more comfortable around others?

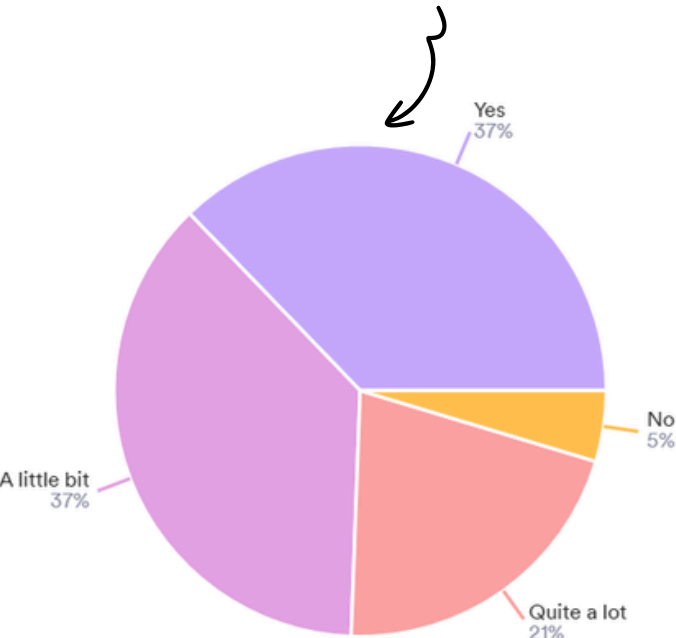
How much have the sessions improved your physical fitness?



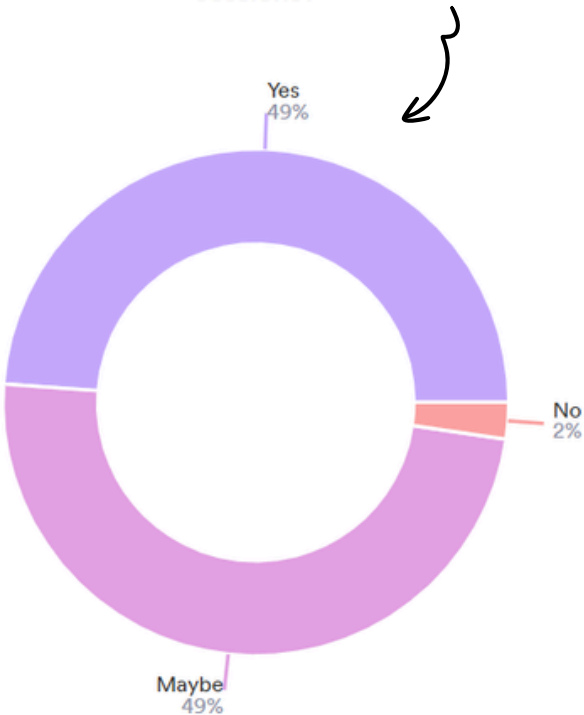


Schools Impact

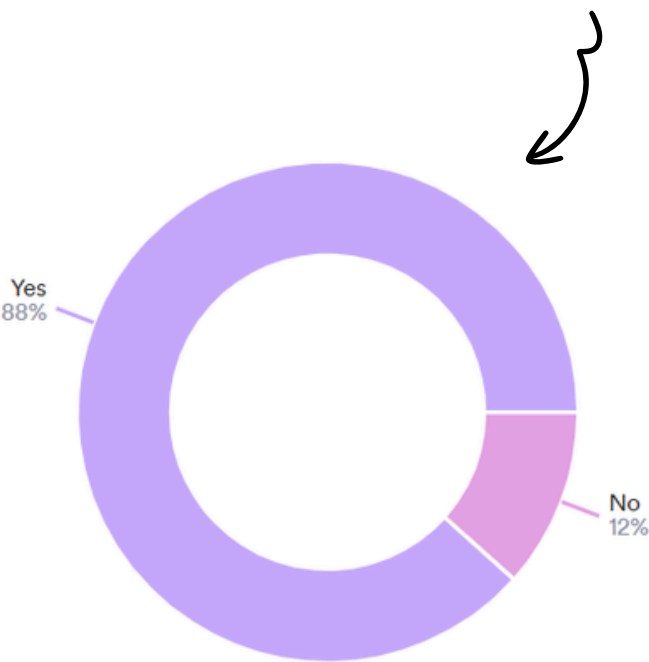
Did coming to the sessions help you feel happier and less stressed?



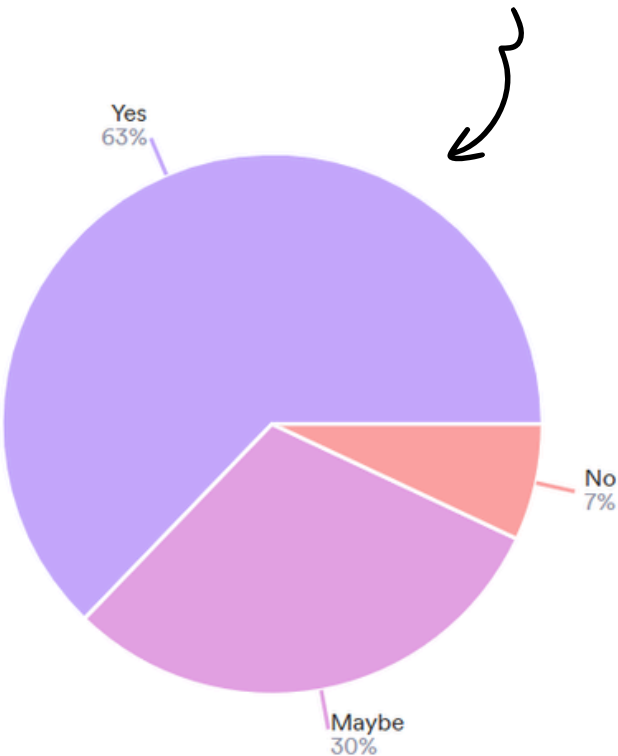
Do you feel you have learned new skills from attending the sessions?



Are you more likely to attend school if Haverfordwest County AFC coaches are providing activities?



Did the sessions help you make new friends and get along better with others?



Case Study - Pembroke Dock Community School

This season, we created a fantastic partnership with Pembroke Dock Community School allowing us to deliver weekly Health & Wellbeing sessions to pupils in years 3-6. Our sessions provided pupils with the opportunity to remain physically active and socially connected every Friday afternoon. The sessions were optional for the pupils and supported the schools wider Health and Wellbeing offer, so to have such well attended sessions each week was extremely pleasing. It was fantastic to work with pupils on a weekly basis, allowing us to make a true impact on their development and provide memorable real life learning experiences.



https://www.youtube.com/watch?v=5u65dlDJw_k

Stefan Jenkins
Deputy Head Teacher

“It is really interesting to see the blend of children that come. We have children who play football outside of school for different teams, we also have children who do not necessarily participate in sports outside of school. It is really great to see them mixing and playing together under the coaching of Haverfordwest County”.

Warm-Up Kit Competition

We were delighted to be able to provide primary school pupils across Pembrokeshire with the opportunity to design our 2025-26 Warm-Up Kit. Players and staff initially shortlisted four kit designs that were then voted on by the public via a social media poll. An incredible final design that used the Pembrokeshire flag and Haverfordwest County AFC colours for inspiration was selected, and we would like to congratulate year 5 pupil Joseph Davies once again for producing such an incredible Warm-Up Kit.

Schools

7

Classes

12

Entries

269

Joseph's
Original Design



Manufactured
Final Design!



Holiday Provision Soccer Camps

We hosted our popular Soccer Camps at the Ogi Bridge Meadow Stadium in February, April and May 2025, providing consistency of events and opportunities for children to keep active during the holiday periods. Our FAW & UEFA qualified coaches' engaging delivery style and creative activities, ensured children had the best and most enjoyable experience whilst in our care.

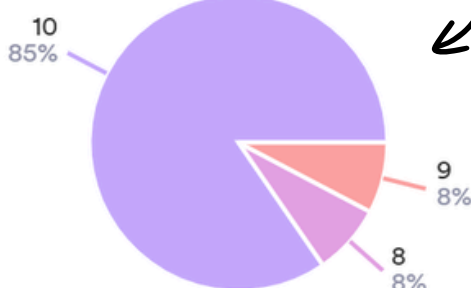
**Days
Delivered**

23

**Total
Attendances**

442

On a scale of 1 (lowest) to 10 (highest), please rate your child's Soccer Camp experience below:





Soccer Camps

Parent / Guardian

Testimonials

“Haverfordwest County AFC’s holiday provision offers a fantastic experience for young players of all abilities. The coaching staff are professional, supportive, and dedicated to developing skills while ensuring a fun and engaging environment. The sessions are well-structured, enjoyable, and help build confidence both on and off the pitch. A great opportunity for aspiring footballers to learn, grow, and enjoy the game.”

Kateryna

“Our Boys were thrilled to attend their first county training session during the school hols. They really enjoyed having the tips on how to improve and have taken it on board. The coaches were friendly and approachable to both the parents and children attending. Both boys are still talking about their time there with such passion & were in awe of the coaches skills and professionalism... They can’t wait for the Easter hols now!!”

Sara

“A really fantastic opportunity for children to play football and learn new skills in the holiday period. This was especially great timing for me as my son feels too old for childcare, but I feel he's too young to be left at home so was a great for me to know he was safe and keeping active.”

Anonymous

“Haverfordwest County AFC are amazing. There is always something going on for the local children as well as adults. We need this in the area to keep the children active and safe”.

Samantha

“The boys had a wonderful time at the football camp, a perfect balance between training and tournaments provided structure and challenge. They were on such a high coming home that the girls now want to give it a try.”

Francesca



Holiday Provision Fit & Fed 2024-25



We were grateful to receive funding from Sport Pembrokeshire to deliver Fit & Fed sessions across the 2024-25 academic year. We collaborated with Prendergast Community School to run sessions during the school holidays, aiming to ensure children remained physically active through the holiday periods. Each participant received healthy snacks and a complimentary hot meal at each event.



Sessions
Delivered

3

Snacks
Provided

76

Total
Attendances

40

Hot Meals
Provided

47

11

Match Days

Throughout the 2024–25 season, we focused on enhancing our matchday experience at the Ogi Bridge Meadow Stadium for the whole family. Highlights of the season included an attendance of 1,127 against Cardiff Met, a New Year’s Day attendance of 1,486 against Aberystwyth and a record-breaking crowd of 1,717 for our Play-Off Final against Caernarfon. As we look ahead to 2025-26, we will continue building on this progress, beginning our journey to average 1,000 supporters at every home fixture.

Since returning Home on NYD

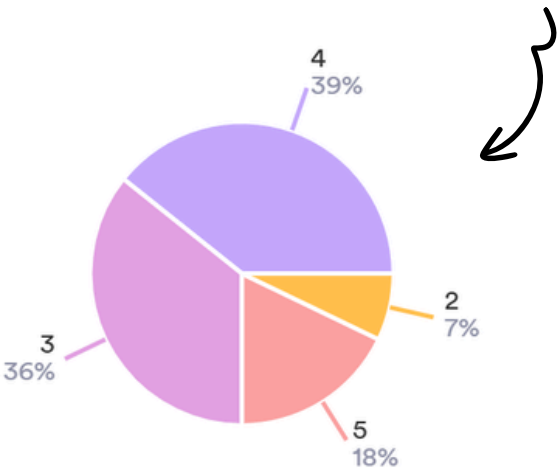
Highest Attendance

SOLD OUT!
1 7 1 7

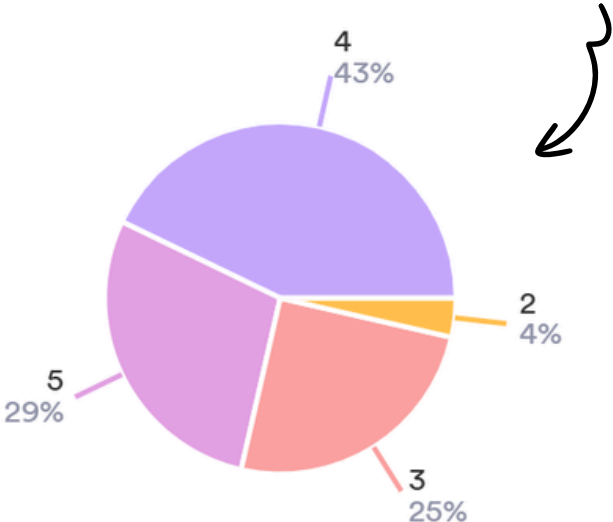
Average Attendance

8 9 7

On a scale of 1 (lowest) to 5 (highest), please rate the clubs match day experience:



On a scale of 1 (lowest) to 5 (highest), please rate the clubs match day activities for supporters to engage with:



Match Days

Food Vendors



Pure West Radio



Mascots



Flag Bearers



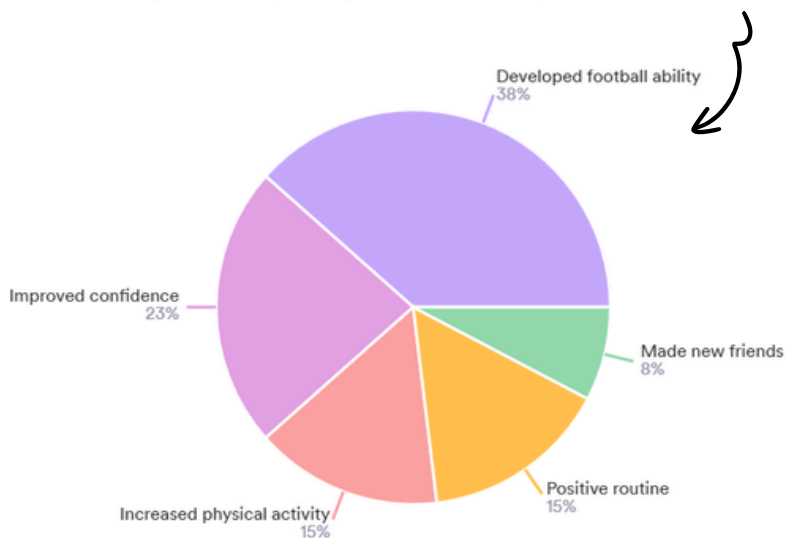
Hospitality



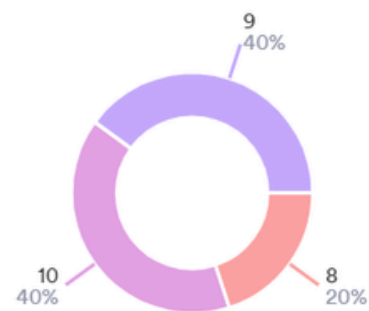
Pay & Play

We were delighted to introduce weekly Pay & Play football sessions at the Ogi Bridge Meadow Stadium this year, with boys sessions taking place every Monday and girls sessions every Wednesday. These inclusive and accessible sessions provided a fun, safe and structured environment for children of all abilities to enjoy football, stay active and build confidence. By offering regular opportunities for participation, the sessions helped promote physical, mental and social well-being.

What impact has Pay & Play sessions had on your child / children?



How would you rate the overall quality of the sessions?



How inclusive and welcoming did the coaches make the sessions?



How likely would you be to recommend the sessions to a friend?



“

“The coaches are so friendly and the girls are smiling and laughing the whole hour”.
Anonymous

”

Walking Football

We are proud that Haverfordwest Walking Football is now officially affiliated with Haverfordwest County AFC. This exciting partnership is a significant step forward in strengthening our community connections and marks the start of older ages provision at the club. We look forward to supporting their continued growth, both on and off the pitch.

International Recognition

Members

50

Age Groups

4

Youngest Member

35

Oldest Member

82

Rob Harries - Welsh Leagues Representative
Leanne Jones - Women's Over 40's
Marie Tilley - Women's Over 40's
Pam Thomas - Women's Over 50's
Jan Bevan - Women's Over 60's

2024-25 Achievements

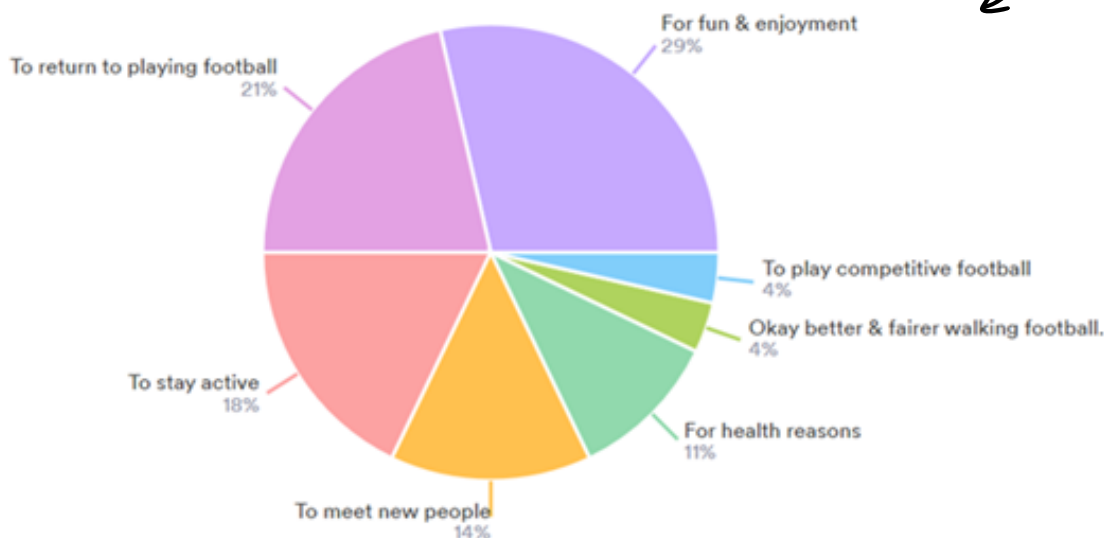
Charity Tournament at the Ogi Bridge Meadow
Men's & Women's won categories
Men's 50's, 60's & 70's competing in Welsh Leagues



Walking Football

What motivated you to take part in Walking Football sessions at the Ogi Bridge Meadow Stadium?

“



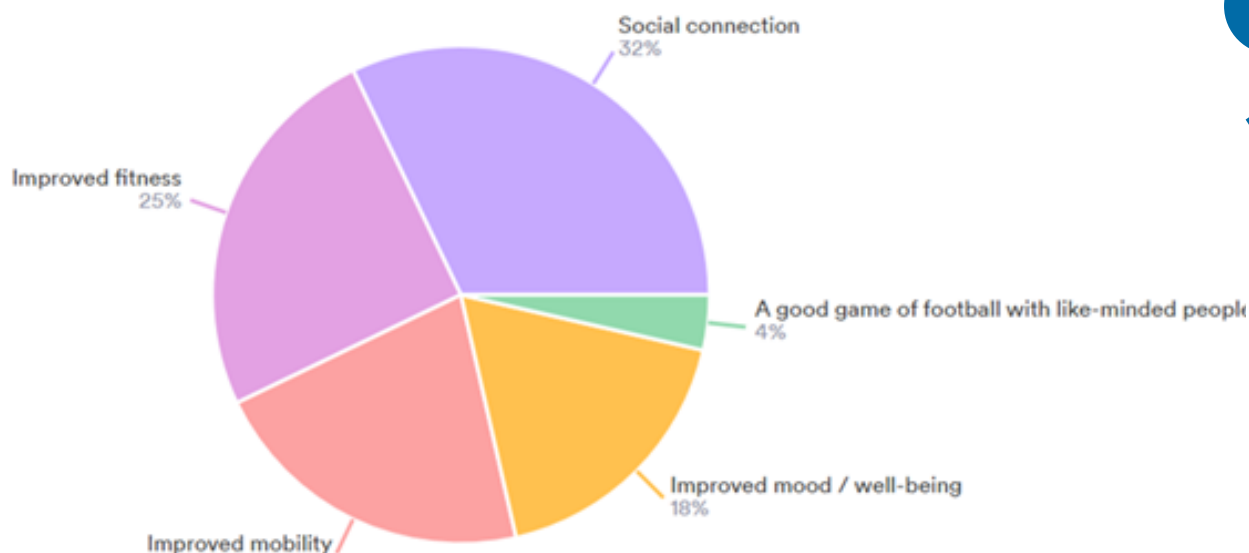
“The ability to still play football, to enjoy the sport I have played all my life and to have competitive opportunities to represent the club and to have an international cap in my 40s is an absolute honour.”

Anonymous

“Lovely welcoming people, playing walking football as it should be played with senior/ committee members making sure the rules are adhered. Thank you all.”

Anonymous

What benefits have you seen since starting the sessions?



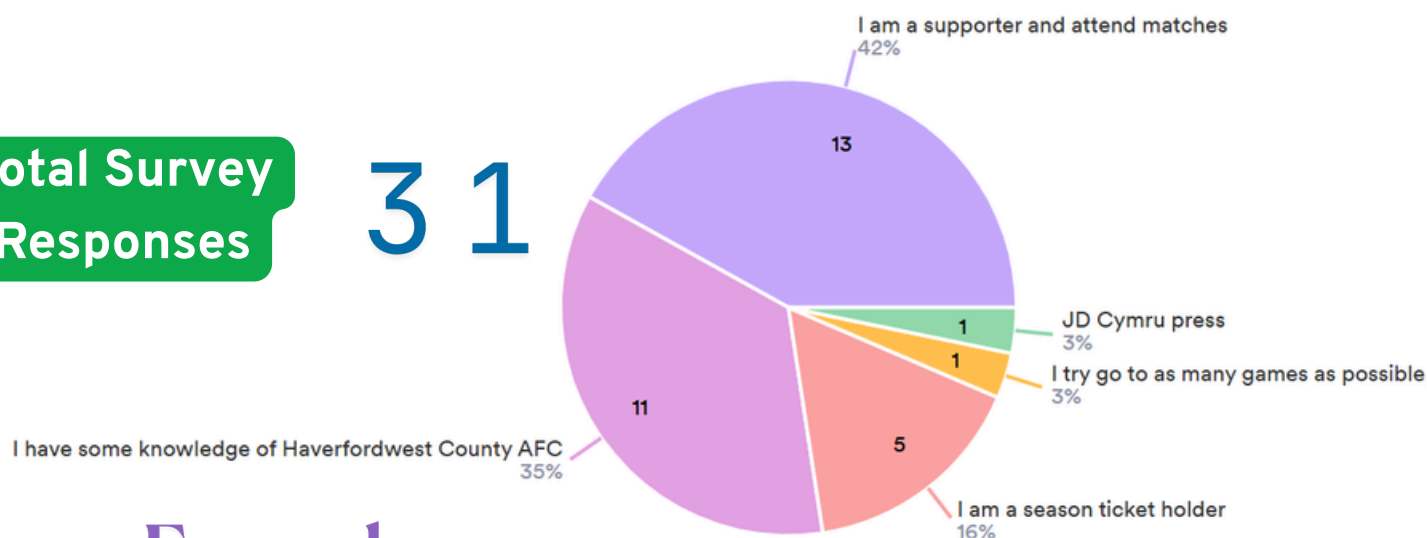
”

Have Your Say

Supporters and the wider community were provided with the opportunity to voice their opinions on various aspects of the football club, including the clubs current community outreach. We received some excellent feedback, which helped shape the programmes and initiatives we introduced across the season.

Total Survey Responses

31



Example Recommendations from Supporters

Our Response

“It would be nice to see some of the players involved in local school football, this would enhance the connection with HCAFC.”



Included First-Team player appearances as part of our extra-curricular schools offers

“Education of children as to benefits of team sports, health and fitness.”



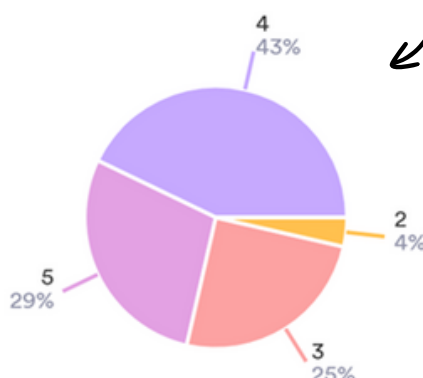
Introduced health & well-being sessions available to all schools across Pembrokeshire

“Help younger children of different ages.”



Launched weekly Pay & Play sessions for children ages 5-11

1.1 On a scale of 1 (lowest) to 5 (highest), please rate the clubs community engagements:



Back to the Meadow Feedback

On New Years Day against Aberystwyth, we encouraged supporters and match attendees to complete a short questionnaire regarding their experience of returning home to the Ogi Bridge Meadow Stadium. We were thrilled to receive such encouraging comments, along with some recommendations for future home matches.

What did you enjoy most about the experience?

"Lovely to see so many people there. Enjoyed the pint in the bar as always, great choice of food outside."

"Proper coffee. Fully stocked club shop. Big crowd. Support for local mental health charity."

"Good food. Good parking facilities. Well priced tickets".

"The whole day was great lovely to see so many people watching all the games well done Haverfordwest county."

What improvements would you like to see?

"Small stall or stand selling club merchandise, hats mugs etc."

"Keep that coffee coming."

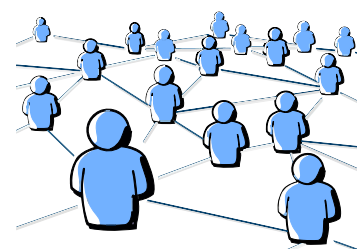
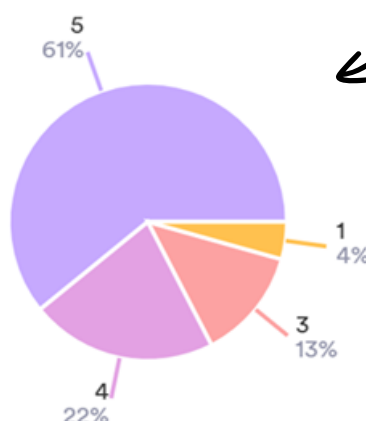
"Clock and score board."

"Car parking is very limited."

"More food vans would be great."

"Just keep up the good work was very inviting and made to feel very welcoming."

Please rate your match day experience below.





Gallery

“ Both boys are still talking about their time with such passion, and were in awe of the coaches' skills and professionalism
Sara

“ My son really enjoyed his first experience of the camps and thoroughly enjoyed the competitive side, the training and fun.
Alison

“ My son Leo thoroughly enjoyed himself and had a great day. He got taught some new skills but most of all he had fun!
Caroline

“ The sessions are well-structured, enjoyable, and help build confidence both on and off the pitch.
Kateryna

“ It was lovely to see children of all ages enjoying football, all the coaching staff are amazing with the kids.
Alfie

“ My child had loads of fun and all coaches were very approachable and informative.
Alfie

“ It was so amazing for local kids to get together and have something to do and to help with there skills and abilities
Samantha

“ A really fantastic opportunity for children to play football and learn new skills in the holiday period.
Francesca

“ An absolutely fantastic camp to keep the children engaged and fit over the holidays.
Andrea

“ Haverfordwest County AFC are amazing. There is always something going on for the local children as well as adults.
Samantha

“ The boys had a wonderful time. A perfect balance between training and tournaments provided structure and challenge.
Francesca

“ Fantastic stadium, facilities staff and emerging players. My son is very happy and I can see the development in him.
Peter



