



Shrewsbury Town IN THE
COMMUNITY

ANNUAL REVIEW 2016/17



FOREWORD

The work of Shrewsbury Town in the Community continues to inspire both the football club and our local community, continued growth now sees a reach of almost 10,000 people per year.

2016/17 has been another successful year with over half a million pounds being invested into Shropshire thanks to continued support from our national partners such as the EFL Trust, Premier League, NCS Trust, The FA and local partners such as Shropshire Council, Shrewsbury Colleges Group and Hereford and Ludlow College.

Whilst investment has increased so has the quality of our projects with both our NCS and ShrewsAbility programmes receiving special recognition.

The ability and passion of our dedicated staff truly shines through on all projects, I am personally immensely proud to have them as work colleagues and friends. Their hard work is continually rewarded and we are delighted to be able to offer them what I believe is one of the best staff development programmes in Shropshire.

Despite our success we will continue to 'raise the bar'. Moving forward we will be looking to deliver more innovative sport based programmes that improve health and wellbeing, provide better life chances and create a safer, stronger Shropshire.

Finally, I would like to take the opportunity to thank the football club and in particular the Chairman and our Patron Roland Wycherley in the support of creating the Community Hub and Football Pitch which is fast becoming a key facility in our growth as a charity.

Jamie Edwards (Head of Community)



Patron – Roland Wycherley | **Ambassador** – Dave Edwards |
Trustees – Ryan Jervis OBE, Mark Bramall, Nick Jones, Mandy Thorn MBE,
Huw Dolphin, Chris Mathews, Karen Bradshaw, James Hughes |
Head of Community – Jamie Edwards | **Head of Finance and Governance** –
Sue Davis | **Development Managers** – John Rix, Jade Hibbert, Steve Brotherwood |
Fundraising & Events Manager – Ceri Nicholls

2016/17 IN NUMBERS

905

participants at our
South Shropshire
Regional Hub

98%

of Soccer Schools
participants rated
our service as good
or better

Total Unique
Participants
9,796
30% Increase



721

pupils benefitted
from our PL Primary
Stars Programme

558

young people with
us on NCS



Total Income 2016/17

£573,988

36% increase

3,972

participants are
using our new
facilities at
Ludlow Stadium

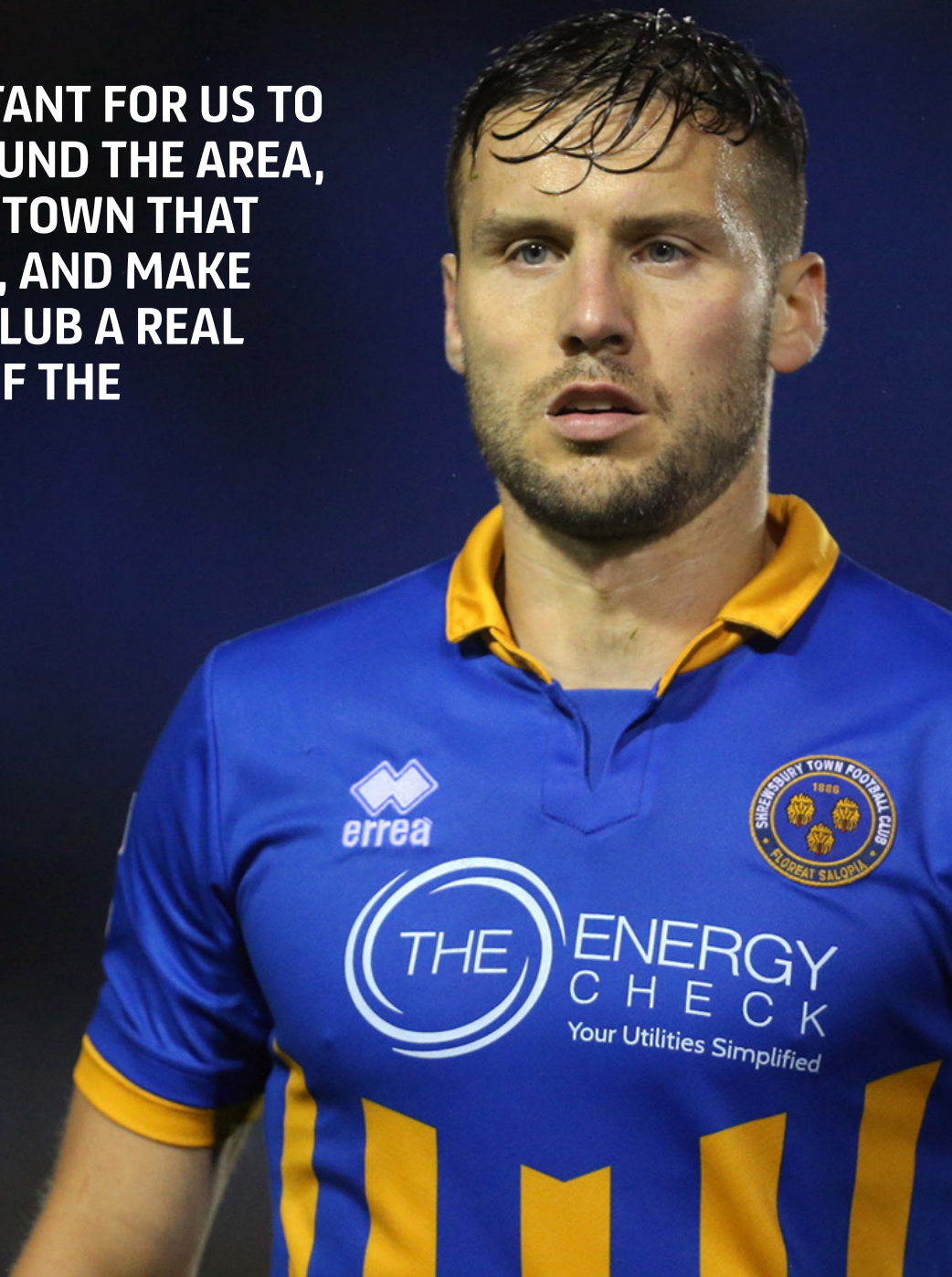
3,512

Participants in
Community
Sports



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**“IT’S SO IMPORTANT FOR US TO
GET IN AND AROUND THE AREA,
IN AN AMAZING TOWN THAT
SHREWSBURY IS, AND MAKE
THE FOOTBALL CLUB A REAL
CENTRAL PART OF THE
COMMUNITY.”**





SHREWSAbility

New for the 2017/18 season is the rebranded ShrewsAbility session, taking place Monday evenings 5-6pm at the Shrewsbury Sports Village.

The ShrewsAbility program provides the opportunity for players with Cerebral Palsy, Down's Syndrome and Muscular Dystrophy to play football in the forms of CP Football, DS Football and Powerchair Football.

Sessions are focused around developing players skills by providing a fun and inclusive environment that builds confidence and helps develop a lasting sporting lifestyle.

“

As soon as we're home, its football kit on and he just embraces the whole football side of things, everything is football orientated, through the Shrewsbury Town sessions; it really has improved his outlook on life. It's increased his social circle, it's also given him a lot of confidence, he's a lot more courageous, he's always had a determination but something has always been lacking.”



GIRLS PROGRAMME

We work hard to ensure that there are more opportunities for girls and women to participate in football.

This has included improvements to our player pathway for girl's football, using our programmes to help girls reach a higher standard of football, including the Shrewsbury Town Ladies which is now fronted by Shrewsbury Town in the Community.

The Community run a number of programmes designed to offer more opportunities into football to girls and women.

There is also the aim of taking Shrewsbury Ladies to the Women's Premier League in three years.

PREMIER LEAGUE GIRLS

The Premier League Girls programme was implemented in partnership with the Football Association across almost 90 Premier League and Football League clubs, with the aim of increasing the number of women and girls playing football on a regular basis.

WILDCATS

The Wildcats Mini Soccer Centre for girls has been set up in both Shrewsbury and Ludlow designed to inspire girls aged 5-11 to be involved in football.

Launched by the Football Association in partnership with SSE, the programme

provides girls with regular opportunities to play football and take part in organised sessions in a fun and engaging environment created exclusively for girls.

REGIONAL TALENT CLUB

In 2016 Shrewsbury Town became one of 32 centres to host a Regional Talent Club.

Representing Shrewsbury Town, age groups from the under 12's to under 16's compete against the likes of West Brom, Birmingham City and Aston Villa on a regular basis.



GIRLS AND WOMEN'S OFFICER PETER WILSON:

"We have been going from strength to strength. In terms of the Premier League Girls, the girls we've been going in to schools to work with, it's been very, very pleasing."

"One in fact, from one of the schools has now signed for our Regional Talent Club which is fantastic news. It's proved the programme works because that's what it's there for."

"In terms of our Wildcats, the session in Shrewsbury keeps growing in numbers and our Ludlow one just boomed from the off."

"We hit our targets on week one and from there it's just kept on growing."

"Finally our Regional Talent Club, we've done very well on recruitment this year with some of the players we've brought in."

"We've had our inaugural year, we're now going to grow and we're going to compete at a much higher level and really challenge everyone around us."

"I think that's what the programme is about and what it needs to put Shrewsbury Town on the map as one of the elite centres in the country."



**REGIONAL
TALENT
CLUB**

tier3



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“In 2016 Shrewsbury Town became one of 32 centres to host a Regional Talent Club.”



MEADOW MEMORIES

Throughout the year, we visited residential care homes across Shropshire as part of our 'Meadow Memories' programme.

Accompanied by ex-Town stars Ken Mulhearn, Steve Cross and Andrew Tretton, we reminisce with the residents of the 'good old days', with memorabilia such as match programmes, posters and even a coracle that was used to retrieve balls out of the River Severn at the Gay Meadow!"

Describing the impact that programmes like this can have on residents, Ken said: "You can't imagine how nice it is." He said after a visit. "I'm 72 coming up now, I played with Peter and now work with Shrewsbury Town and it really does help to see the old players. When you get to these homes and you see Peter Dolby, I think we give them a lift."

NATIONAL CITIZEN SERVICE (NCS)

Shrewsbury Town in the Community run the National Citizen Service (NCS), which is a life changing national programme for 16 to 17 year olds (or current year 11 and 12 students). It's a fun, exciting and challenging programme that offers young people the opportunity and skills to make a real difference in their local communities.

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**“It's amazing, it's a
once in a lifetime
experience and is
so, so good!”**



READING THE GAME: OFSTED PRAISE TOWN'S LITERACY LESSONS

Shrewsbury Town in the Community were recognised by Ofsted for their work in helping schools improve pupil's writing skills, as revealed in a report of a local school.

Ofsted are the checking body for schools, conducting regular visits to oversee the standards of schools in reading, writing and maths, as well as the pupil's wellbeing.

One of the many schools that we work with, Christ Church Primary School, were visited by Ofsted back in July.

And it was our 'Reading The Game' programme that caught the eye, which was seen to have improved the enthusiasm of boys in their writing.

Mrs Tracey Cansdale, a teacher at the school, was delighted to see the work done in schools by Shrewsbury Town recognised in the report.

Speaking of the day of the inspection, she said: "The inspector will speak to pupils, teachers and parents to gauge a picture of what the school is like.

"He talked to a group of students about what they enjoyed about school, and one of the things they mentioned and were really enthusiastic about was Reading The Game.

"They loved the P.E aspect of the sessions and the specialist coaching, that there's no way staff in school can do because we don't have those skills.

"But they also loved the way that it related to their reading and writing, because they could see the point of it."

Mrs Cansdale has been pleased to have seen a rise in the enthusiasm of boys writing in the classroom from the sessions, which she feels is a concern in education in the UK.

"There's a particular issue across the whole country, not just in Shropshire, or our school but across the country, with boys writing," she said.

"Across the country, boys reading and writing is not at the same standard as girls. Girls are achieving more.

"So schools have to try and look for things which are going to excite everybody, but particularly appeal to boys.

What I loved about Reading The Game is that it did just that. They could see the point of reading when you're looking at football programmes and you're doing reading comprehensions from them.

They also loved the multimedia side, with the little clips and the humour, and just the attitude of the staff which was really enthusiastic.

It was really good for motivating our boys, but an offshoot I didn't expect was how much it appealed to the girls.

Shrewsbury Town were really good at emphasising to the girls that football was for them too, showing really good examples of women's football but also coaching them separately.

I think that was really good for our girls because it meant that they had opportunities to develop, and they weren't held back by feeling compared to the boys or anything like that."

The work that Shrewsbury Town continue to do with schools is something that Mrs Cansdale believes is vitally important, as it helps highlight the importance of pupils improving their academic skills.

"I think it's fantastic. The football club in a place like Shrewsbury, is a big part of the town and a big part of a lot of families' lives.

"To have Shrewsbury Town as part of their school life, it raises their status of sport and P.E but it also raises the status that Shrewsbury Town think reading and writing are important.

"It's also been good to have so many good role models coming into our school."

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“Reading The Game was in January and it still had an impact. They talked about how it had helped them see the relationship between sport and other areas of the curriculum”



FOUNDATION DEGREE

Shrewsbury Town in the Community offer the chance to gain industry recognised coaching awards whilst being affiliated to a professional football club through our Foundation Degree.

Our course is designed in partnership with the Football League Trust, and done through the University of South Wales with students being based at Shrewsbury Town Football club. It is here you will be able to study all sub-disciplines of coaching on top of your coaching qualifications, and will teach you aspects of children's and youth coaching, football coaching, football development, social inclusion and sports management skills.

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“On completion of the degree, I moved into full time work as Shrewsbury Town in the Community's South Shropshire community coach. I've had lots of mentoring through the 3 years. From where I started to where I am now is light years apart”

University
of South
Wales





Premier League
Primary Stars

PRIMARY STARS

Local school children can now get in on the Premier League action as Shrewsbury Town in the Community proudly deliver the Premier League Primary Stars programme, which aims to engage and inspire boys and girls aged 5-11 years old.

This is a programme that has been carefully developed with teachers to use the power and popularity of the Premier League to motivate children and connect their learning to the world around them.

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"Maisie now has an eagerness to read away from the classroom. Her confidence in presenting the book she is reading and saying why she recommends it has also improved. Maisie's Reading score assessment has improved after the Reading Stars intervention"

EXTRA TIME

A session for 50+ where men and women socialise and participate in multi-skills to improve their health and well-being. This session is a great support group as the participants are also great friends and are very welcoming to new members.

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“IT TAKES YEARS OFF YOU! I ALWAYS CLAIM I’M 29! I’M 87 AND I LOVE IT.”THE LAUGHS YOU HAVE, AND THE FRIENDS YOU MAKE...A LAUGH A DAY MAKES ALL THE DIFFERENCE.” - IRENE, EXTRA TIME





WALKING FOOTBALL

A football session for those aged 50 where footballers walk instead of run so they can still enjoy and participate in competitive football but at a slower pace.

As well as our training sessions we regularly arrange mini tournaments and matches between our two teams, Shrewsbury and Ludlow!

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“I CAN DEFINITELY TELL THE DIFFERENCE, I CAN MOVE AROUND THE PITCH AND I’M NO ATHLETE BUT BEFORE I WOULD HAVE STOOD NO CHANCE” - ALAN, WALKING FOOTBALL

MAT SADLER - COMMUNITY CHAMPION



Every year Shrewsbury Town in the Community announce a Shrewsbury Town star as our 'Community Champion', to reward them for their commitment in helping us to reach out to the different areas of Shropshire.

We were fortunate enough to have a lot of support from Paul Hurst and the team, but it was club captain Mat Sadler who received the accolade.

Mat was heavily involved with the Community throughout the 2016/2017 season, and as well as making several visits himself he organised his team mates to events at schools, hospitals and care homes.

"When Jamie told me about it I said I was honoured and proud to win the award because it's a big deal," he said.

"I think my role in winning the award goes further than just coming to the sessions as

well, it's trying to organise the schedule to make sure that players know when and where they need to go.

"We need players doing as many visits as possible, because that's how we're going to draw attention to the football club and make a difference in some of these children's lives.

"I see my role as a big thing, making sure people get to the events that they're supposed to get to.

"So to be recognised for that is a big deal to me, I'm chuffed to bits."

"We know we're in a privileged position as football players so we've got lads who are really responsive and want to come out to highlight how privileged we feel and make the most of that."

"I like doing all of the ones with the schools, my wife's a primary school teacher so she works with the little ones.

"I love seeing the look on children's faces, some of the maybe heart rendering ones where we've been into the care homes and there's people with Alzheimer's and dementia isn't nice to see.

"Obviously going to the hospitals are always tough places to go and visit, but they're all ones you want to go to.

"If you've in any way, shape or form had any sort of a lasting impact, even if its not beyond that evening then it means the world to you

that you've been able to have that little bit of an impact on somebody's life.

"All the different ones for different reasons but of course, naturally, your hospital visits, especially with Alzheimer's as the family have gone through a similar thing.

"They will stick long in the memory."

Mat has been impressed with what he has seen from Shrewsbury Town in the Community during his time with Town, and hopes that more people follow suit in doing their bit for those in Shropshire.

"The people of Shrewsbury are proud of their town, they're proud of their community. I think the work that you guys are doing hopefully it can bring more pride to the town and more pride to the people of Shrewsbury.

"There are always more kids, adults and vulnerable people who we can touch and make a difference to."





LUDLOW FOOTBALL STADIUM

In February 2017 Shrewsbury Town in the Community hosted an Advanced Development Centre Football festival in Ludlow. It marked the official launch of our partnership with the Ludlow Football stadium, as we became the official tenants of the stadium and responsible for the general running of the site on a long term lease.

Ludlow Football Stadium, which was previously under-used and neglected, comprises a large clubhouse, a third generation (3G) artificial grass pitch (AGP) and a floodlit natural grass pitch.

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“We plan to support the development of junior and senior football in the area and help create a community hub and focus for all of the football clubs involved in the partnership.” - **Dave Ralphs, Chairman of the Ludlow Stadium Football Partnership**



Football 
Foundation



SHREWSBURY TOWN IN THE COMMUNITY WEBSITE

This year thanks to the hard work of our official marketing partner, Reech, we have been able to launch our brand new website.

Here you can find out all about us. Whether it's the programmes we run, our latest news or how to get involved yourself, you can find all about it at www.shrewsburytowninthecommunity.com



Friends of Community



Official Partners

