



# Shrewsbury Town IN THE **COMMUNITY**

JULY - SEPTEMBER 2020

#AdaptingToChange



**3275**  
**SESSION**  
**ATTENDEES**



**36**  
**PROJECTS**



**931**  
**SESSIONS**  
**DELIVERED**



**1394**  
**HOURS**  
**OF DELIVERY**







WALK&TALK AT LOVE2STAY

## HEALTH & WELLBEING

Extra-Time Hubs returned to face to face delivery in small groups and have been vital to keeping older adults in Shropshire engaged with the community. Alongside this, our Tackling Loneliness Together project with the EFL has been vital to helping older members of our community with a new pen pal initiative allowing us to provide some companionship for isolated adults. Our team has also continued to make phone calls to vulnerable season ticket holders to check on their well-being and offer support where needed.

Our Head's Up Project has seen a high number of new participants with new social activities and mindfulness sessions now running as part of the session with extra support and interventions being available to participants who require it. We were also delighted to expand our cancer rehabilitation scheme, Kick Cancer, with Lingen Davies into a full-time project which now runs virtually every single week!

**677** NUMBER OF  
HEALTH & WELLBEING  
PARTICIPANTS

**539** UNIQUE TACKLING  
LONELINESS  
PARTICIPANTS

**550** PHONE CALLS  
MADE TO OUR  
TACKLING LONELINESS  
PARTICIPANTS



# SPOTLIGHT STORY – WALK&TALK

Working with funding from the EFL's Tackling Loneliness Together project we launched our brand new Walk & Talk sessions in September helping to bring together isolated adults. These sessions have been running twice-monthly at Haughmond Hill and Salop Leisure, providing a variety of scenic routes through the Shropshire countryside. Walk & Talk sessions have proved to be hugely popular with long-term and new participants alike, with the walks being suitable for all ability levels and providing an excellent way to stay active.

We have already seen how the sessions have been able to benefit participants and bring communities together with one member arriving to find her neighbour had also signed up completely separately allowing them to quickly strike up a bond.



*"It's lovely to be out and actually walking with someone else. I do go out most days on my own but walking by yourself is not the same as walking with company. It's really been a life-saver."*

**Gillian Keates, Walk&Talk Participant**

[WATCH THE VIDEO](#) 



DAN UDOH TAKES PART IN Pictionary

## SCHOOL SPORT

Our School Sport programme has seen a very successful return to face-to-face delivery with all but one of our partner schools inviting us back for the start of the new term with all relevant guidelines and procedures in place. We have also continued to provide digital resources via videos and online sessions to schools who still prefer it which has also added another dimension to our delivery.

In addition to this, in September we held our first Virtual Player Appearances. At Shrewsbury Academy Scott Golbourne gave a select group of children currently receiving mentoring support an idea of what other jobs are available within a professional football club and ways they could get there. Meanwhile, Dan Udoh dialled into an art lesson at Crowmoor Primary School to surprise pupils and took part in a game of Pictionary with them.

**64** PARTNER  
SCHOOLS

**27** PREMIER LEAGUE  
PRIMARY STARS  
SESSIONS

**1,995**  
UNIQUE  
PARTICIPANTS

**35** AFTER SCHOOL  
CLUBS  
DELIVERED





# EDUCATION & LEARNING

We welcomed our new intake of Foundation Degree and BTEC students as they begin their journey working towards a career in sport. Delivery of lessons has been adapted to be COVID secure and we have a total of 64 students across all of our courses this year. We are delighted to have received some great feedback from students already with 80% rating the quality of our mentors as Excellent/Very Good.

Our Ludlow College Coach Education Students developed their skills this quarter by achieving their Mental Health Awareness qualification. This qualification will allow our coaches to have a better understanding of the issues surrounding mental health and help them to aid our participants and each other when needed.

**64** STUDENTS  
ACROSS ALL OF  
OUR COURSES

**16** COACHES ACHIEVED A  
MENTAL HEALTH AWARENESS  
QUALIFICATION

**EXCELLENT/VERY GOOD**  
RATING FROM  
80% OF STUDENTS



# INCLUSIVE SPORT

Since September our ShrewsAbility and PL Kicks sessions have returned to face to face delivery with participants who are ecstatic to be back. 100% of participants in both these projects have said they felt that our sessions have helped them during the COVID crisis.

Our Short Breaks sessions have doubled in size since they restarted, showing the need for the service in the area and has helped increase the quality of the session through more greater participation. Throughout this time we have continued to engage with participants online to provide for those who still require them.

**181** UNIQUE  
PARTICIPANTS

**80** SESSIONS  
DELIVERED

**90** HOURS OF  
DELIVERY

**PL KICKS**  
HITS TARGET OF  
250 PARTICIPANTS





# SPOTLIGHT STORY – INCLUSION WEEK

In September as part of National Inclusion Week, Sky Sports News decided to pick one of our participants, Geoff Freeman as someone to highlight as being a great example of the impact football clubs can make in their community.

Since he started to be mentored by Nigel at Shrewsbury Academy, Geoff has turned a corner and has been able to find an outlet and goals to work towards by becoming involved in our Volunteer Academy. Geoff has had the opportunity to help-out at Shrewsbury Town matchdays as our Ball Retrieval Coordinator and also aiding coaches as some of our disability sports sessions.

A reporter from Sky Sports came to speak to Geoff and see him in action, with a full report of his story being ran on the national station and available to view online.



*"I've recently completed my Level 1 in coaching before lockdown. My target in the long term is to complete them all and hopefully at some point manage Shrewsbury Town Football Club"*

**Geoff Freeman, STITC Volunteer**

[WATCH THE VIDEO](#) ►





JENSEN MAKING CALLS TO OUR TACKLING LONELINESS PARTICIPANTS

## NCS

This Summer our NCS project collaborated with our Health and Wellbeing Team to help Tackle Loneliness across Shropshire, an initiative created by the EFL Trust. Our NCS participants made over 550 phone-calls to vulnerable members of our community and helped to facilitate our new Pen Pals scheme. A total of 756 hours have been volunteered by our NCS participants to help tackle loneliness across Shropshire.

Jensen, a Shrewsbury NCS volunteer and prospective BTEC student at STITC, has been making the calls throughout the initiative. He said;

*"It's been really good to get out and do something! Being at home throughout lockdown has been hard but I can't imagine what it's been like for those who are alone! I've really enjoyed being part of a team, tackling loneliness and making a difference."*

**52** YOUNG PEOPLE COMPLETED THE  
**KEEP DOING GOOD**  
**PROGRAMME**

**50** HOURS OF  
ACTIVITY PER  
PROGRAMME

**1,500 HOURS**  
OF SOCIAL ACTION



PRE SEASON TRAINING IN FULL SWING

# FOOTBALL DEVELOPMENT

It has been a successful start to our season for our Boys and Girls Advanced Development Centres. Already we have seen 3 players being signed to Shrewsbury Town Academy, with more expected, and two players from our GADC have been signed by Wolverhampton Wanderers Academy.

We are delighted with our pre-season preparations and after the long break we are confident that players are ready for the season ahead with all players turning up with a great attitude and good attendances.

**3** PLAYERS SIGNED  
TO SHREWSBURY  
TOWN ACADEMY

**56** HOURS OF  
DELIVERY

**12** PRE SEASON  
TRAINING SESSIONS  
DELIVERED



# COMING UP IN Q2

## NCS AUTUMN DELIVERY

This Autumn we will be delivering our NCS programme to over 80 young people completely for free, including a bespoke programme just for our BTEC students. The programmes will help develop confidence, build teamworking skills and promise plenty of fun with activities such as axe-throwing and wall-climbing involved!

## STYL CENTRE OPENS

We are preparing to open the doors to our brand-new facility in Harlescott. The STYL Centre will allow us to deliver projects in the heart of our community and provide space for us to begin our next phase as we look to help improve employability skills across Shropshire.

## OFF THE STREETS FC

This brand new project sees us teaming up with The Shrewsbury Ark to provide an hour of football for their clients every week on our all-weather pitches at the Mercedes-Benz Football Hub. The session allows participants to get some exercise and play football in a safe environment and we have even got a fixture planned for the group against our Head's Up team!





# REALISING POTENTIAL ACHIEVING GOALS

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