



Shrewsbury Town IN THE **COMMUNITY**

OCTOBER – DECEMBER 2020
SUPPORT.CONNECT.INSPIRE.



19.3K
SESSION
ATTENDEES



36
PROJECTS



1950
SESSIONS
DELIVERED



1521
HOURS
OF DELIVERY





EDUCATION AND LEARNING RETURNS TO FACE TO FACE DELIVERY

EDUCATION & LEARNING

The success of our Education and Learning programme has once again centred around adaptability, with lessons fluently transitioning between face to face and online delivery. Our Higher Education students had the opportunity to gain practical coaching experience on our October soccer schools, with staff commenting how students *'helped enhance the service we provided'*.

Our school sports team not only continued but grew their partner school support, with a new school recruited and increased provision at existing schools. An aggregate attendance of 14,923, highlights the reach the school sports team has across Shropshire.

"Excellent provision this term - I could not be happier with the impact the sessions are having on the children's physical and mental well-being. Simon is always thinking about how to improve further too and how to increase engagement within sessions. It has been great to have Connor start too." **Tracey Cansdale, Headteacher – Christchurch CofE Primary School**

1132 TOTAL
SESSIONS
DELIVERED

14.9K TOTAL
AGGREGATE
ATTENDANCE

60 HOURS OF
SOCCER SCHOOL
DELIVERY



SPOTLIGHT STORY – JACK RUTTER

As part of the Curriculum 4 Life scheme of work, each Wednesday we challenged the thinking of our Education & Learning students with practical workshops and external guest speakers.

We were extremely fortunate to be visited by Ex England and Team GB Cerebral Palsy Captain Jack Rutter; who delivered a breathtakingly inspirational talk on building resilience. Jack graciously shared his story from promising young footballer, to being victim of assault, to rebuilding his life and representing his country at World Championships and Paralympic Games.



WATCH THE VIDEO 

"I live my life by this quote every single day..

'The only disability in life is a bad attitude, so why not have a positive one, and see how far it can take you'"

Jack Rutter, Ex England and Team GB Cerebral Palsy Captain

"The boys need to get lots of different angles in their development because yes, we're developing the lads as players but we're developing them as human beings and for later life also."

Ollie Eden, Football Development Coordinator



LAKELANDS ACADEMY SESSION

INCLUSIVE SPORT

In collaboration with Marches Academy Trust, we launched our alternative provision, offering pupils at Shrewsbury Academy and Lakelands Academy the opportunity to advance their learning without the confines of a traditional curriculum.

We have always been strong advocates that a child's learning should not be subject to their personal circumstance, this has culminated in our new partnership with TMBSS; providing lessons to children who have previously experienced difficulties, leading to them being expelled from education providers.

'The mentoring just helps to remind me to stay focused in school and not to get caught up in getting into trouble. It is nice to have someone to talk to'

792 **TOTAL**
AGGREGATE
ATTENDANCE

826 **TOTAL**
SESSIONS
DELIVERED

21 **FEMALE**
PL KICKS
PARTICIPANTS



SPOTLIGHT STORY – LAKELANDS

Ever since the Shrewsbury Town in the Community (STitC) and Lakelands Academy partnership began, staff have been working in collaboration to improve the participation of both boys and girls in extra curricular sporting activities. With over 413 lessons delivered, 108 pupils attending a Shrewsbury Town FC first team match and an average weekly attendance of 47 girls to extra curricular activities, football is causing a buzz in the corridors of Lakelands Academy.

STitC coach Harry Warren has become integral to the school in not only raising the standards of football and increasing participation but also as a vehicle for good; an advocate for a healthy living and the promotion of exercise for all. The partnership has been able to grow, allowing STitC the opportunity to assist Lakelands Academy in providing the highest levels of pastoral care. Harry has become a familiar face around the school, supporting students at every opportunity.



"Since we have returned in September, Shrewsbury Town in the Community have continued to have a massive impact with us. It's not just raising the standards of football in the school, it's increasing participation."

"We have a much higher participation now, that across boys, girls and all ages. From a pastoral point of view, Harry offers a lot more, he works with children in between lessons and supports them. He's become a real member of the Lakelands Academy family"

Andy Parkhurst, Lakelands Academy Assistant Headmaster

WATCH THE VIDEO 



HEADS UP WALK&TALK

HEALTH & WELLBEING

Our mission was to further our connection with our elderly community, helping them to maintain social relationships whilst promoting positive physical and mental wellbeing throughout the second national lockdown. Our Tackling Loneliness Together project in partnership with the EFL Trust saw the continuation of our pen pal initiative; providing comfort and companionship through the letter box.

Our Health and Wellbeing team valiantly travelled throughout Shropshire, meeting our participants on their door steps for much needed 'garden gate' visits. There truly is no substitute for in-person interaction (and the cups of tea/ slices of cake weren't bad either). These visits provided us a vital platform to check on the wellbeing of those forced to remain at home.

Our Heads Up project continued to evolve. Our post football debriefs became a safe haven for players to share their feelings and talk freely about their mental health. Twelve STITC staff completed their Mental Health First Aid course, ensuring they are well positioned to assist participants and aid them in their recovery from poor mental health.

2805 TOTAL
AGGREGATE
ATTENDANCE

235 TOTAL
SESSIONS
DELIVERED

544 TACKLING
LONELINESS
PARTICIPANTS



SPOTLIGHT STORY – GARDEN GATE VISITS

Carrying on the Tackling Loneliness Together initiative set up by the EFL Trust, we continued to engage with our older participants, through Garden Gate visits.

These visits meant we were able to stay connected with our most vulnerable participants and helped to provide a support network during the second lockdown. At these visits we were also able to actively encourage exercise through light lunchtime walks, tackle social isolation and help to improve both physical and mental wellbeing of our participants.



[WATCH THE VIDEO](#)



"Oh it was lovely you came to see me. This has been a bit like old times, because I do miss the club, we have such a lovely time there, it makes my day. It was a reason for getting up and getting going"

Irene, Extra Time Participant

"I was feeling very lonely not seeing many people. It's been very helpful to have someone to ring up, as I have very few friends"

Terry, Extra Time Participant



SPOTLIGHT STORY – OFF THE STREET FC vs HEADS UP

Our Off The Streets FC programme saw 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, and this quarter we were delighted to organise their first game against our Head's Up group!

Both teams were thrilled to be taking part in a non-competitive game, and have the chance to show off their skills on the football pitch. At half time our Heads Up Team were a staggering 5-0 up, but after a quick half time debrief our Off the Streets FC team had a new lease of life and came back with a fighting spirit. The game ended with a 8-7 win for our Heads Up Team, which was a fantastic result for both sides.



"It's was a fantastic opportunity to play against the Shrewsbury Ark, it brought everyone together and put all our personal struggles aside for a few hours. Although a friendly game both sides wanted the win and made for an exciting encounter.

At the end of the day the result was never going to matter, it was all about bringing the community together and having a much-needed escape and laugh after the year we've all had. We are all definitley up for a rematch in 2021!

Phil Morris, Heads Up Participant

[VIEW GALLERY](#)





CURRICULUM 4 LIFE IN FULL SWING

FOOTBALL DEVELOPMENT

This Autumn saw the launch of our new Curriculum 4 Life initiative; a project that focusses on the holistic development of our Football & Education Students, ensuring that they are not only developing themselves as a footballer on the pitch but as a person & human being off it.

The Curriculum 4 Life scheme of work covers topics such as Goal Setting, Effective Communication, understanding yourself & your emotions and planning for the future self. Lessons are designed to support students in all aspects of their life and best prepare them for life after education. 100% of learners said they now have a better understanding of nutrition, budgeting, conflict resolution and careers available in football.

986 TOTAL
AGGREGATE
ATTENDANCE

527 HOURS OF
DELIVERY

12 TOTAL
SESSIONS
DELIVERED



SPOTLIGHT STORY – FOOTBALL DEVELOPMENT GOES VIRTUAL

Delivery for our Football Development Programme ground to a halt with the introduction of the second national lockdown in November 2020. Our staff adapted quickly & efficiently to setup a substantial online timetable which focussed on various on & off field topics. We successfully delivered workshops in Nutrition, Tactical Analysis & Resilience alongside weekly engagement squad sessions in both the Technical & Social Corner.

We also saw the return of our 'Fitness Saturday' sessions that were a favourite from Lockdown 1 which saw players focus on aspects of injury prevention, agility & coordination from the comfort of their own homes!

397

UNIQUE PARTICIPANTS AGED 6-16 YRS

80

ONLINE SESSIONS DELIVERED

100%

PARTICIPANTS IMPROVED THEIR
KNOWLEDGE OF NUTRITION

"Really beneficial learning about how a healthy diet leads to becoming a better player. Taken loads from ways of improving what I eat on match days especially."

U12 GADC Player

"I enjoyed it and found it very interesting. It was like being at a school for professional footballers."

GADC Player



NCS PARTICIPANTS TAKING PART IN AXE THROWING

NCS

This autumn's NCS programme saw 81 youngsters chose to better themselves through positive action. A total of 2,340 hours of social action saw participants turn movie director as they created a video for public health Shropshire promoting how to keep safe during the pandemic as well as a mental health campaign to raise awareness of the impact COVID-19 has had on young people.

Our NCS team were also redeployed to help students bridge the education gap caused by school closures throughout COVID. At no additional cost to schools, we delivered a programme focussing on non-academic elements of the 'Ofsted Framework for Personal Development' supporting pupils to further their personal and social development. Core topic areas included Post-COVID Socialisation, Citizenship/British Values, Health and Wellbeing, Preparation for School Return, Careers and Progression Guidance, Employability and Skills for Independent Living.

45 HOURS OF SOCIAL ACTION
SUPPORTING THE
LOCAL COMMUNITY

80 HOURS OF
ACTIVITY

EXCELLENT/VERY GOOD
RATING FROM
97% OF PARTICIPANTS



SPOTLIGHT STORY – LOCKDOWN 2.0

Throughout the second National Lockdown we were able to adapt and develop our delivery once again to ensure all of our participants remained engaged and supported.

Our face to face delivery was successfully adapted to be delivered online and offered a total of 108 sessions to over 2,500 participants. Delivery of our Partner schools, Future Generations and Education and Learning programmes continued, as we were able to lead sessions in 26 schools, provide a fun and engaging space for young people in care and adapt our delivery to create a safe and well received session for our students.

We also continued to connect with over 700 of our most vulnerable participants through phonecalls, monthly newsletters, garden gates visits and socially distanced Walk & Talks.



"Throughout lockdown 2.0 I have been immensely proud of our staff efforts in helping Shropshire to stay supported, connected and inspired. We continue to challenge ourselves to find innovative ways of assisting those most at need throughout Shropshire."

We look forward with excitement to 2021 and the challenges that we will face in beginning our new normal."

Jamie Edwards CEO of Shrewsbury Town in the Community.

WATCH THE VIDEO 

COMING UP IN Q3

CHALLENGE YOURSELF 2021

With our pathway out of COVID looking more and more secure by the day (fingers crossed!), our attentions turn to planning our 2021 challenge events; aimed at securing vital fundraising for the charity. Past favourites will return, including the Pedal2Pool and Shropshire 3 Peaks Challenge, teamed with brand new events such as our 24 Hour Football Match and Inaugural Summer Ball.

JOB CLUB

One of our most eagerly anticipated projects for 2021, is our upcoming Job Club. Aimed at helping participants to overcome barriers to education, training and work, our Job Club will look to engage those who are currently without employment with meaningful training or work.

NEW 3G PITCHES

Following a successful bid with Football Foundation, 2021 will see the building work commence on a brand new, full size astro turf pitch. Combined with investment into existing facilities and the relaying of two 5-a-side pitches, our facilities will continue to be the most desirable in Shropshire.





REALISING POTENTIAL ACHIEVING GOALS

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