



Shrewsbury Town IN THE  
**COMMUNITY**

REALISING POTENTIAL . ACHIEVING GOALS . CHANGING LIVES

# ANNUAL REVIEW

2020/2021

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*'Shrewsbury Town in the Community saved my life'*

HEAD'S UP PARTICIPANT - 2021

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# FORWARD

Welcome to the 2020/2021 Shrewsbury Town in the Community Annual Review. Whilst the past 18 months have continued to be a challenge around the world, we are immensely proud of what has been achieved by a truly talented and dedicated workforce; for the benefit of our local community.

We are in a unique and privileged position to have a Football Club that both understands, supports and actively encourages the wide range of activities we deliver. Previously, the global pandemic and a country in lockdown gave us the foundation to 'raise the bar' in what we deliver and become more outcome focused. It was pleasing to see the enthusiasm and fearless attitude our workforce showed in adapting to 'Lockdown 3.0'.

This review is much more than our response to the on-going pandemic. It highlights how resilient our participants, projects and funders have been, allowing for a platform of continued growth; highlighted by the amazing delivery of a vital HAF (Holidays, Activities and Food) programme and a nationally recognised tackling loneliness together project. Both projects will leave a lasting memory of how a Football Club stepped up when needed the most.

The introduction of two first class facilities and plans for further investment to improve existing facilities sees us look forward with confidence and enthusiasm that we will continue to grow our delivery despite testing times. Finally, thank you to our participants, students, parents, funders, partners, volunteers, staff and trustees. Without you, Shrewsbury Town in the Community would not be able to deliver the life changing work across Shropshire.

**JAMIE EDWARDS, CEO OF SHREWSBURY TOWN IN THE COMMUNITY**

As we know recent times have presented daunting and unprecedented challenges. The response of the management and staff of Shrewsbury Town in the Community has been truly inspiring.

The pandemic might have been viewed as good reason to reduce activities and wait for normal circumstances to resume. Instead, the team at STitC grasped the opportunity to expand our offerings in areas where, as a result of the pandemic, need was at its greatest. STitC is now in a really strong position to move forward. Education and Learning is expanding at all levels with exciting new partnerships emerging, new Health and Wellbeing programmes are being delivered, particularly in areas of mental health, social isolation and increasing physical activity and we continue to promote Football Development utilising greatly enhanced facilities in Shrewsbury and Ludlow.

I am sure that I speak on behalf of all Trustees when I congratulate Jamie and all of the team at Shrewsbury Town in the Community on what they have achieved over the last eighteen months. We look forward with confidence to an exciting future.

**HOWARD THORNE, CHAIR OF TRUSTEES**

As a Football Club we have a duty to support our community, and through really tough times we are so proud of the impact our official charity continues to make across Shropshire. From garden gate visits being offered to our elderly season ticket holders through to thousands of meals and activities being given to those children in need, as a football club we stepped forward!

I do believe that the increase in our younger fan base over the past five years can be directly linked to the increased range of life changing programmes and projects we deliver to the local community. By continuing to support the charity through providing player appearances, thousands of free tickets for children and improved facilities we are confident we can do even more and continue to make such a positive impact across Shropshire.

**BRIAN CALDWELL, CEO OF SHREWSBURY TOWN**

# ABOUT US

Established in 1996, Shrewsbury Town in The Community is the official charity of Shrewsbury Town Football Club; we are the Club's way of giving back. We utilise the power of sport to engage, inspire and strengthen our local community.

We have a fantastic and dedicated team that in partnership with like-minded organisations work with thousands of individuals to realise their potential and achieve their goals.

We are proud of our team and of what we do, by providing innovative and engaging sessions we aim to improve health and wellbeing, create better life chances and build stronger communities.

**OUR VISION** - To take Shrewsbury Town into the heart of the local community, empowering people to realise their potential and achieve their goals.

**OUR MISSION** - To utilise the power of sport to engage, inspire and strengthen our local community.

## OUR VALUES

We are proud of what we do here at Shrewsbury Town in the Community, and every one of our team make sure that we uphold the following values:

*Professional, Passionate, Inclusive, Proactive, Caring & Fun.*

**WHAT WE DO** - We deliver over 47 projects targeting the following outcomes:

*Improving Health & Wellbeing.*

We create opportunities for people to lead healthy and active lifestyles.

*Provide Better Life Chances.*

We improve education and employment opportunities in Shropshire.

*Creating Stronger Communities.*

In partnership we support our local communities to become safer and stronger.





# YEAR IN NUMBERS

**109,631**  
AGGREGATE  
SESSION ATTENDEES

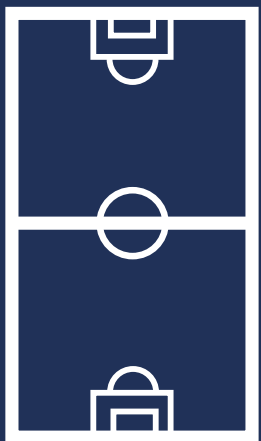


**47**  
PROJECTS



**£1,673,353**  
INVESTED INTO  
SHROPSHIRE

**16.3K** HOURS OF DELIVERY



**£909,000**  
INVESTED INTO OUR  
COMMUNITY FACILITIES



# CHARLIE

As part of our Partner School programme, we help to provide curriculum support to local schools, with the aim of developing bespoke upskilling sessions that encourage children to stay engaged, stay active and stay motivated. This is where we met Charlie.

Charlie lives with a condition known as Autism Spectrum Disorder (ASD), this means that Charlie can experience difficulties with social, emotional and communication skills. Naturally this can make education stressful for Charlie and what may be thought of as a 'small trigger' by some, can cause Charlie to lose concentration and disengage from a session or lesson.

When Shrewsbury Town in the Community and Education & Learning co-ordinator, Simon Tisdale first began to work with Charlie, he was only able to last five minutes of a PE lesson before having to remove himself through difficulties engaging.

Fortunately, this is where our story begins to change, through Simon's close work with Charlie and indeed Charlie's amazing attitude, Charlie is now able to fully engage in a lesson, not only participating for the full duration but offering regular positive contribution to the rest of the class. Charlie's infectious smile and willingness to improve is a real testament to his character; traits that are now able to shine through due to the positive relationship that has been created between Simon and Charlie.

This story is not uncommon and could represent many children of all ages and backgrounds. However, learning should not be limited because of an individual's barriers. With care and a little extra help, we believe that all children can excel in education, just as Charlie has demonstrated so brilliantly.

*'The work they have done with Charlie has been amazing'*  
- DAVID, CHARLIE'S DAD.

# RUBEN & JAMES

The story of Ruben and James is one of overcoming adversity and the willingness to reach outside of their comfort zones. Both live with a condition known as Development Coordination Disorder; a condition that can cause a person to perform less well than expected in daily activities for their age. This is linked to coordination and means that the individual may struggle with fine motor skills. A condition such as this can also lead to low self-esteem and a reluctance to participate in physical activity, particularly within a team environment.

Both James and Ruben met at one of our Shrewsability sessions and are now regular attendees. Having become good friends in such a short space of time, James and Ruben have helped to lift one another; with both displaying positive transformations physically and in their opinion of themselves. Prior to the session both were reluctant to mix with others and had very little interest with participating in physical activity. Ruben would watch others participate but never join in, whilst James often showed little interest. Both are now enjoying their exercise, have developed a sense of belonging and have a positive outlook on sports and team activities. Both display much more confidence in themselves, and both are now much more agreeable to mix with others; allowing their brilliant personalities to shine through.

Both Ruben and James have proved to be a tower of strength for one another. The transformations in both are testament to the positive effect that a good friendship and belief in one another can have.

*'Trying to find a scheme promoting engagement and development skills for special needs is very hard to find. It's like finding a needle in a haystack.... and Shrewsbury Town in the Community is that needle'*

**- PAUL, JAMES'S DAD.**







# HEALTH & WELLBEING

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As we start to see the true effects of the pandemic and lockdowns, the delivery and impact of our Health and Wellbeing programme has never been more important. The local and national success of the 'Tackling Loneliness Together' project, funded by the English Football League Trust and DCMS, provided garden gate conversation, weekly shops and walk and talk sessions, engaging with thousands of people that were socially isolated across Shropshire. Making over 3000 weekly wellbeing calls, resulted in a huge increase in participants when we returned to face-to-face delivery of our Extra Time Hubs project with over 50 elderly people now taking part in weekly sessions from gentle exercise to technology and gardening clubs.

Our 'Heads Up' programme provides weekly support for those living with mental health conditions which now has 48 participants taking part in physical and emotional support session held at the Montgomery Waters Meadow. Over the past 18 months, we have supported those participants on 5 occasions through crisis intervention and action plans.

Our Kick Cancer project funded by the Lingen Davies Trust, has been taking place in the virtual world since the beginning of the pandemic in March 2020, with many participants currently undergoing treatment or in recovery. We continued to engage with 13 participants in a weekly keep fit session before returning to our cohort-based delivery. This has seen an increase in people joining the programme over the past six months with 20 participating in the initial 12-week programme.

Finally, continued Children in Need funding saw the Future Generations programme supporting young people in the care system and seeing improved social skills and engagement in activities such as money management, physical exercise and social skills through twice weekly support sessions, residential trips and educational workshops.

**OVER 3,000 WEEKLY WELLBEING CALLS MADE**

**48 HEADS UP PARTICIPANTS**



# ROY

*"The Extra Time hubs have given me my husband back. That's all I could ask for"*

**- CATHERINE, ROY'S WIFE.**



Like so many of us, Roy found a sense of purpose in life through two great passions, a commitment to his family and to his working life. Having represented Team Great Britain at the Olympic Games, Roy was accustomed to dedicating his skills to a single purpose and persevering to reach his goals.

The realisation of retirement and the decision to call time on a lifetime of work can be hard for anyone. The loss of self-purpose can be mentally challenging with individuals losing their sense of belonging in a new and unstructured world. Unfortunately, Roy found these difficulties all too real and lost sight of himself.

However, with the support of his family and through strength of character, Roy was slowly able to contemplate a recovery. During this time, he found Shrewsbury Town in the Community and our Extra Time group (a session aimed at combatting social isolation for those aged 55 years and above). Roy was welcomed to the group and as the weeks went by, was able to share more of his personality as he began to build meaningful positive relationships with other members.

When a new technology club was created, Roy was confident enough to take a lead role, passing on his tech knowledge and know-how through demonstrations and lessons. Within a small amount of weeks Roy was known as 'The Head of Tech Club' and grew into the role, with a sense of purpose returning that was once lost.

Sadly, Roy's battles continue to this day. Through a recent diagnosis of Prostate Cancer, Roy's world has once again been devastated. Having rebuilt himself once, Roy's resilience is to be admired; he is choosing to face this next battle with a sense of optimism and positivity. We of course, send our best wishes to Roy and will stand side by side with him as he faces this latest challenge.

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# FOOTBALL DEVELOPMENT

The Football Development programme continues to grow and develop with the ambition of offering all, the opportunity to represent Shrewsbury Town Football Club, no matter your age, gender, race, beliefs, ability or disability.

The introduction of the new 3G pitch at the Montgomery Waters Meadow has seen the male player pathway programme go from strength to strength with 106 players, from 13 years old to 18 years old, representing Shrewsbury Town Football Club in a weekly competitive fixture programme; with a further 303 players, from the ages of 4 to 12 years old, taking part in weekly coaching sessions and games programme.

Our annual Summer Cup tournament returned in August 2021, hosting 554 players from 52 grassroots clubs from Shropshire, Herefordshire and Worcestershire taking part in a two-day festival of football held at Ludlow Football Stadium.

Thanks to funding from the Wembley National Stadium Trust and the Football Foundation, our Disability Football Programme 'ShrewsAbility' now includes DCD (Development Coordination Disorder), PAN, and Short Breaks sessions with 54 participants taking part in weekly sessions. Following Lockdown 3.0 our Walking Football groups now have an impressive 50 participants taking part every week. Funded by the Premier League Charitable Fund the PL Kicks programme offers sessions based in Sundorne, Shrewsbury that include football, dance and boxing to over 80 children from the age of 8 to 18 years on a Friday evening.

Finally, thanks to support from Physis Care, our Women's Team have excelled and we hope this will inspire futres generation of females to represent Shrewsbury Town Football Club. With 65 female players between the ages of 8 and 16 years currently taking part in weekly development sessions with Shrewsbury Town in the Community.

**554** PLAYERS TOOK PART  
IN OUR ANNUAL  
SUMMER CUP

**50** WALKING FOOTBALL  
PARTICIPANTS



# EDUCATION & LEARNING

The disruption in education and rising unemployment across Shropshire again highlighted the importance of our work. From supporting partner schools by offering engaging online sessions alongside continuing face to face delivery to key workers children still attending school, our programmes and students continued to grow in adversity.

Supported by the Premier League Charitable Fund, the Premier League Primary Stars project adapted to continue to support Primary School PE delivery across Shropshire and since returning to full face to face delivery now engages with 23 Primary Schools across Shropshire. During this time, we supported 20 teachers and engaged with 6936 students. Working with Shropshire Council we became a leading delivery partner of the Holiday, Activities & Food (HAF) programme, delivering free holiday courses to vulnerable and at-risk children across Shropshire whilst providing a hot and nutritious meal each day. Throughout Easter and Summer 2021, we delivered over 1,700 meals and educational activities to children in need across Shropshire.

Our unique Secondary School programme delivered with Shrewsbury Academy, Lakelands Academy and TMBSS again adapted to continue to support all schools when resources were being stretched to their limits. The programme actively engaged with over 370 students offering behavioural interventions, leadership and life skills programme. Our National Citizen Service programme dealt admirably with constant change to deliver an excellent summer and autumn experience, engaging with 425 young people and also delivered 'skill booster' sessions to 152 students within secondary schools.

In partnership with Shrewsbury College, the students and staff delivering our Football and Education college programme showed great resilience in completing the Level 3 academic qualification alongside competing in a condensed national league programme and fully enriched Curriculum4Life project. In total, 49 students took part and completed the course. Students on our degree programme in Community Football Coaching, delivered in collaboration with University South Wales, achieved 1620 hours of volunteering alongside the students all completing the academic year, despite a reduction in face-to-face delivery.

Finally, through the Governments Kickstart scheme we offered over 30 placements to 16 to 24 year-olds who were not in education or employment. Working alongside the Football Club, innovative and supported placements were offered from media assistants and grounds assistants to strength and conditioning coaches at Shrewsbury Town's Academy.



**6.9K** PRIMARY SCHOOL STUDENTS ENGAGED | **30+** KICKSTART SCHEME PLACEMENTS CREATED



# FACILITIES

Over the course of the previous twelve months we have continued to develop our outstanding facilities; allowing us to provide an ever greater level of service to our participants whilst reaching more people than ever.

In partnership with Shrewsbury Town Football Club, Shropshire Council and the Football Foundation we were able to successfully complete the bid and build of a state of the art, full size astroturf pitch.

Overlooking this pitch is our brand new Shropshire Homes Media and Training Suite which provides an exceptional learning environment for our present and future students. A huge thanks goes to Shropshire Homes and Salop Technology for making the build of this facility possible, and taking our facilities that extra mile.

## **MONTGOMERY WATERS MEADOW –**

- 1 – Floodlit Full size 3G pitch installed in 2021
- 1 – Floodlit 40m x 35m 3G pitch installed in 2021
- 6 – Floodlit 30m x 20m 3G pitches
- 1 – Outdoor Gym installed in 2021
- 1 – Training & Media Centre
- 2 – Multi use community buildings

## **LUDLOW FOOTBALL STADIUM –**

- 1 – Floodlit Full size 3G pitch
- 1 – Floodlit Full size grass pitch
- 2 – Junior grassroots pitch

## **TOTAL INVESTMENTS IN FACILITIES SINCE 2018 –**

**£1,166,286.**





# OUR COVID RESPONSE

*'It was lovely you came to see me. It's been a bit like old times. Because I do miss the club, we have such a great time. This has made my day'*

**- IRENE, EXTRA TIME & GARDEN GATE VISIT PARTICIPANT**



In one of the most unprecedented and difficult years in recent times, as a local charity we recognised the need to offer sustained and effective help to our local community. Faced with an uncompromising pandemic, we wanted to connect with as many vulnerable residents as possible. As the pandemic evolved, so did our response. We began with adapting our usual delivery into an online service; the perfect way to keep participants engaged on both a physical and social level. Programmes ranging from football based skills sessions to social sessions for the isolated elderly or those at risk of poor mental health or suicide all found their place in our new online timetable.

Where possible and safe, staff visited those most at risk of social isolation or at heightened risk of physical illness. Isolation packs were created and delivered with the aim of guarding against physical and mental illness. Our 'Garden Gate' visits meant that staff were able to visit local participants at their doorstep and enjoy a few welcomed words. These participants were those who would have gone without social interaction if it wasn't for these precious few moments. We are all one family of local residents and our staff excelled in carrying out a duty of care to those most at need.

As the country began its fightback against the pandemic and announced its vaccination rollout, Shrewsbury Town in the Community found themselves on the frontline; helping to facilitate the opening and delivery of the Ludlow vaccination centre. At a time where people felt unsafe to leave their homes and uneasy to be around others, staff at Shrewsbury Town in the Community were a welcoming smile, waiting to greet and reassure all who visited.

At the earliest opportunity, we welcomed the local community back to our facilities. Responding with measured vigour, the charity led the return to a normalised county, offering help and support at the earliest possible opportunity. To see human interaction away from a computer screen was an emotional moment for all; knowing that we helped to facilitate these moments of joy, gave a sense of accomplishment and relief. We had delivered on our promise, to support our local community whilst they were most at need.

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# YEAR IN PICTURES

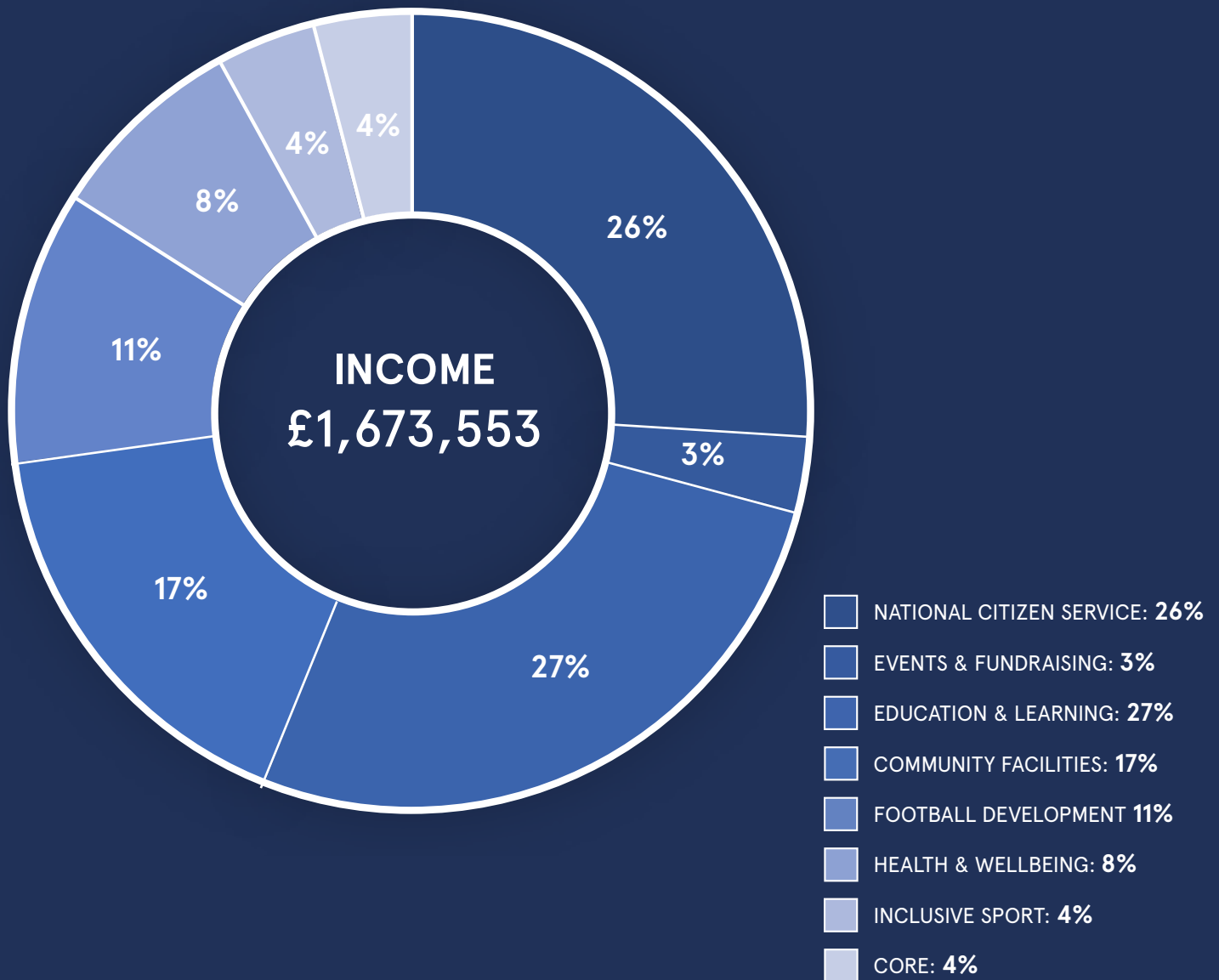








# FINANCIAL OVERVIEW



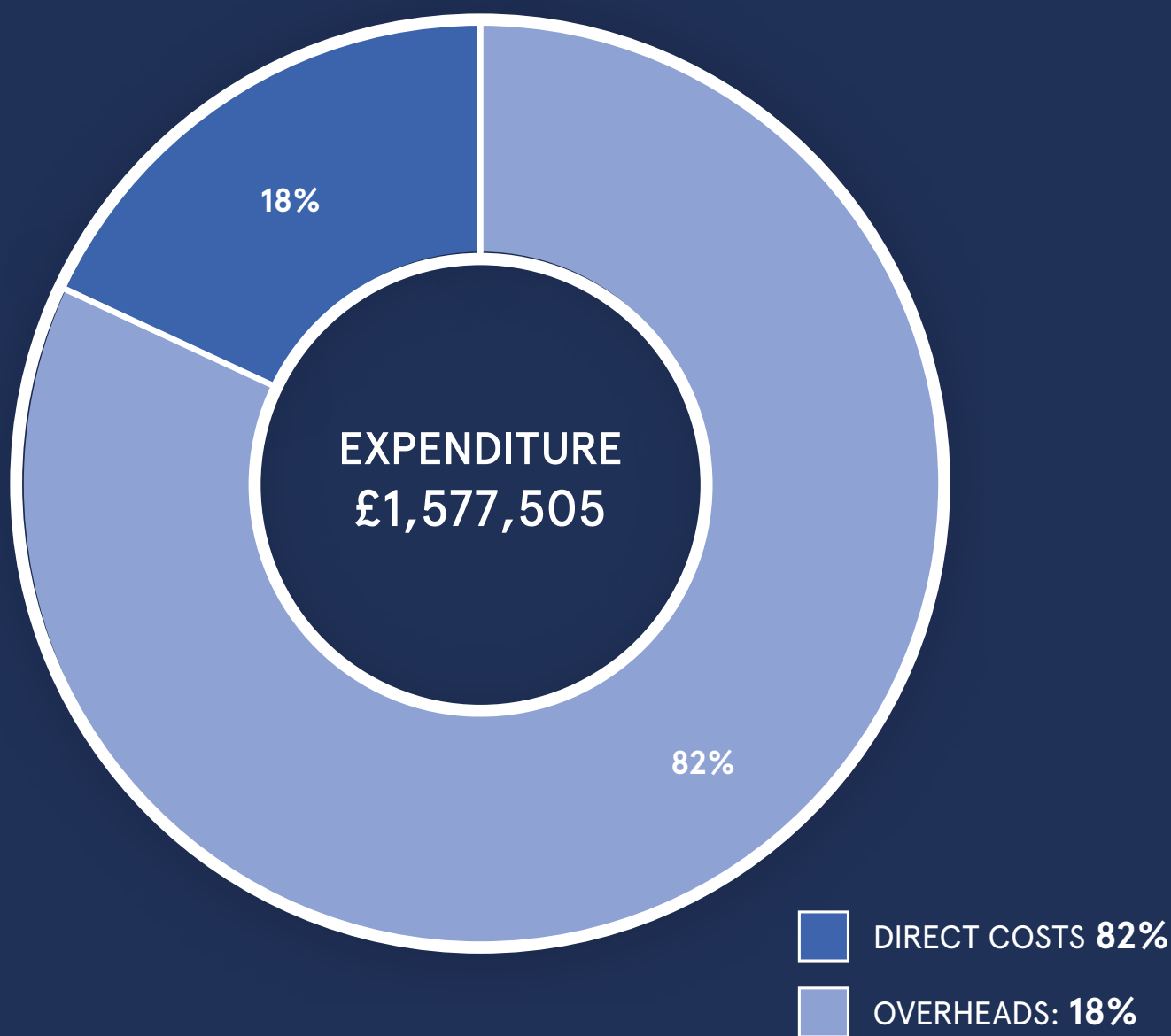
2020/2021

Direct Expenses Charitable Activities	£1,273,728
Overheads Support Costs	£283,777
Surplus	£116,048

Total Invested in Shropshire since 2008:

**£6,481,939**





**Patron:** Roland Wycherley MBE

**Chairman:** Howard Thorne

**Vice Chairman:** Ryan Jervis OBE

**Trustees:** Mark Bramall, Nick Jones, Dave Edwards, Brian Caldwell, Jamie Robinson, Marlon Miller, David Crosby, Mandy Thorn MBE, Karen Bradshaw, Ellie Johnson.



# WHAT'S NEXT

As we all hope that we continue to navigate away from such unsettled times we are excited with what will be delivered over the next 12 months.

## CREATING A STRONGER COMMUNITY

We are committed to further investment into our facilities as we continue to revitalise the Community Football Hub with the installation of an outdoor gym, in partnership with Beaverfit and DamStrong Gym, alongside a further £40,000 to improve the playing surfaces. Our National Citizen Service programme is also being reinvented and will see over 500 young people complete the life changing programme. Increased investment into female football will hopefully see Shrewsbury Town Football Club being trailblazers in Women's football in Shropshire; inspiring 1000's of females to play the game we all love.

## IMPROVING HEALTH & WELLBEING

In partnership with Shrewsbury Primary Care Network (PCN) we will be delivering an exciting new 'exercise on referral' project as well as piloting a Children's social prescribing project in South Shropshire. Finally, we continue to be one of the leading deliverers of the Holiday, Activity and Food (HAF) programme again in partnership with Shropshire Council; this will quite literally provide food and activity for thousands of children when not in school.

## PROVIDING BETTER LIFE CHANCES

In partnership with Job Centre Plus and funded through the Department of Work and Pension our new 'Back in the Game' project will provide a pathway to employment for those currently in need of support. Through the Government's Kickstart scheme we will be providing one of the largest number of 'placements' across any football club in the country; providing unique and engaging work experience opportunities across the Football Club.

## FACILITY DEVELOPMENT

Finally, by the end of 2021 we hope to announce further developments to the Reech Community Hub where we are planning to redevelop the current building in order to provide first class changing rooms, community space and an improved working environment for our workforce.

# THANK YOU

A charity is only as strong as its supporters and partners; the projects that we offer across Shropshire would not be possible without this support.

We pride ourselves on being a Community Football Club with a real connect to our local area and would like to take this opportunity to say a huge thank you, both from ourselves and on behalf of all of our participants; for the amazing support we have been shown this year.

We continue to be truly humbled by your generosity and wish to celebrate each and every one of you. From all of us at Shrewsbury Town in the Community, thank you!

## OUR PARTNERS



## FRIENDS OF THE COMMUNITY



REALISING POTENTIAL.ACHIEVING GOALS.CHANGING LIVES

## Contact us:

☎ 01743 289177 opt 6

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