

SEASON ANALYSIS

Annual Review 2018/19



Shrewsbury
Town IN THE
COMMUNITY

WE ARE... SHREWSBURY TOWN IN THE COMMUNITY



JAMIE EDWARDS

Head of Community

This year, we have continued to take Shrewsbury Town Football Club into the heart of Shropshire; empowering people to realise their potential and achieve their goals. As an organisation we have taken the opportunity to engage, inspire and strengthen the Shropshire community we live in. We have worked extremely hard to create an environment that allows our staff, participants and projects to achieve the maximum possible impact. In particular we have made huge strides in growing our Health and Wellbeing, School Sports and Inclusive Sports projects.

Progress over the past twelve months has included the growth of our Extra Time Hubs and Kick Cancer projects, allowing us to employ a Health Activator to deliver some life changing work. The expansion of our Partner Schools project into secondary schools has allowed for behavioral interventions at Shrewsbury Academy, an example of which you will be able to read about later on. The continued success operating Ludlow Football Stadium has given us the confidence to take the opportunity to manage the new Community Football Hub in partnership with the football club, providing us with the opportunity to deliver more key sessions.

As always we are thankful to our local and national partners who have been key to our growth. The continued support from the English Football League Trust and Premier League charitable fund allows us the opportunity to enhance and develop our projects, staff and facilities.

We are also in such a privileged and fortunate position to have a Chairman and Board and an entire Football Club that supports and encourages the work we deliver.



Over the next 12 months, new partnerships with Smash Life, Mercedes-Benz, The Shrewsbury 10k and University Centre Shrewsbury will undoubtedly make 2019/20 another exciting and action-packed year.

This report allows us to reflect on the outstanding work of the past twelve months and to showcase just some of the journeys we have seen in that time. We pride ourselves on creating these opportunities for our participants and this could not be achieved without an incredibly driven and passionate workforce alongside forward thinking trustees, who I am privileged to work alongside.

I am delighted and proud to share some of the highlights and I am sure there will be many more in the future as we continue to help Shropshire flourish every year.

6949
SESSIONS
DELIVERED



84,900
SESSION ATTENDEES



10,000
HOURS
OF DELIVERY

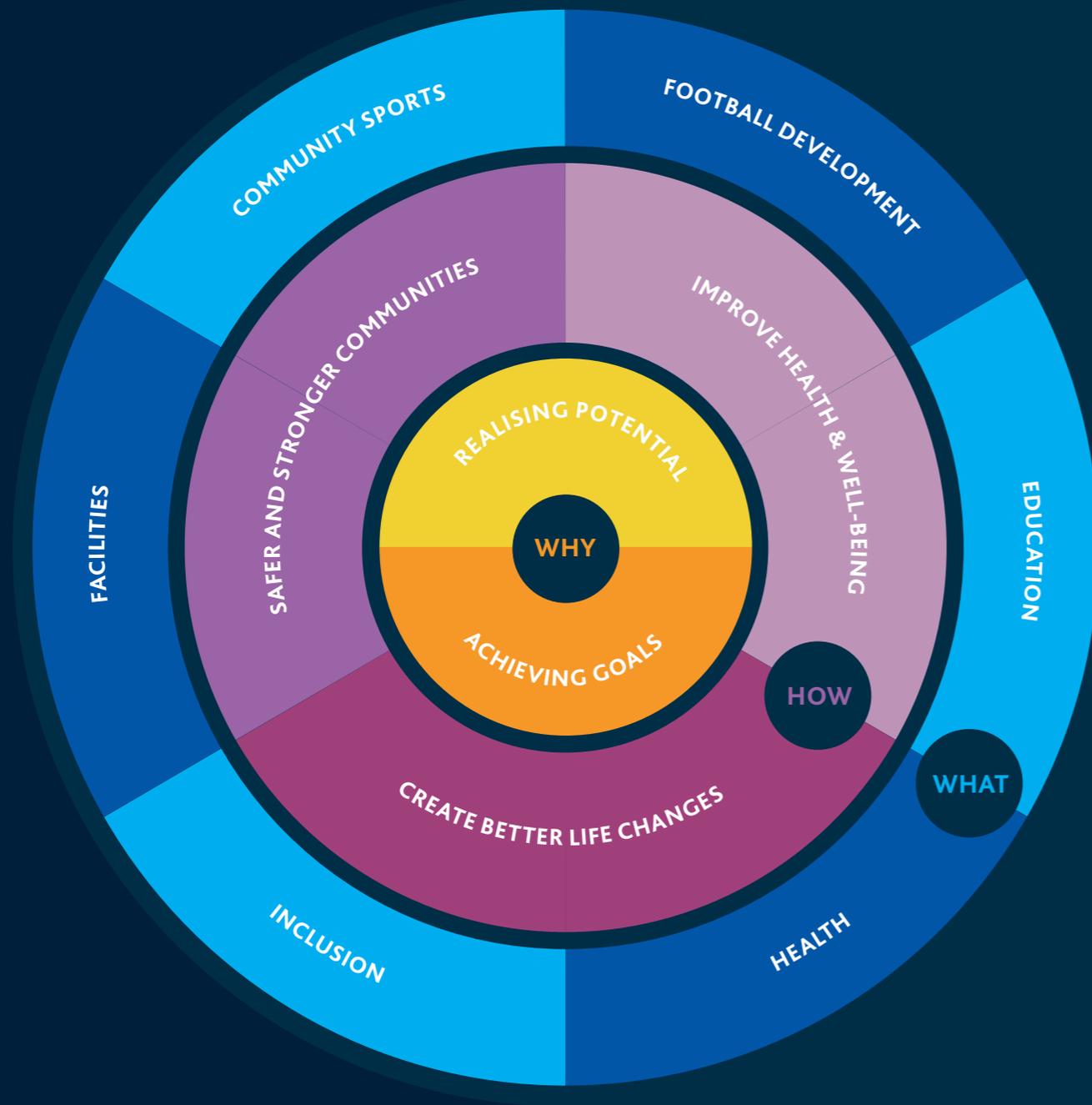
39
PROJECTS



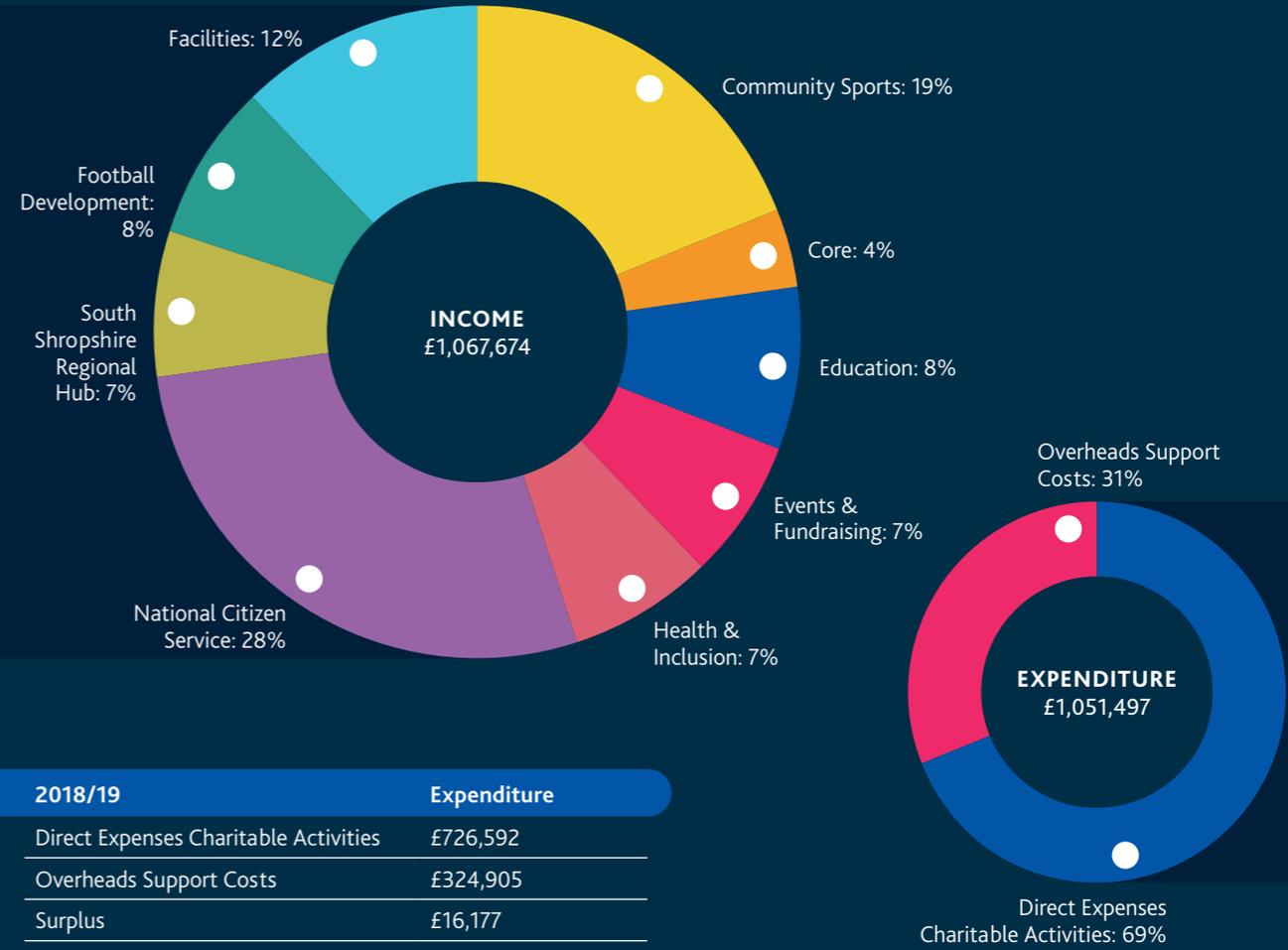
203,583
AGGREGATE CONTACT HOURS



£1,055,976
INVESTED INTO
SHROPSHIRE



FINANCIAL OVERVIEW



Total Invested in Shropshire since 2008:
£3,942,084

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.

PROGRAMME OVERVIEWS

FOOTBALL DEVELOPMENT

Our Football Development programme has seen further growth with over 500 participants at 4 centres in Shrewsbury, Ludlow, Bridgnorth and Prees. We have continued to work closely with the Academy at Shrewsbury Town providing an entry and exit route through our ADC, with several players moving on to play for the Academy over the course of the season. Alongside the full fixtures programme against other clubs, our ADC groups were also given the opportunity to take part in a tour to Barcelona in February. This provided them with the fantastic experience of playing against different opposition and experience a different culture of football.



EDUCATION AND LEARNING

By partnering with University of South Wales, we have been able to inspire and nurture the next generation of football coaches with our Community Football Coaching and Development Degree. Our BTEC course has continued to prove popular with 43 students enrolled. In particular our Elite squad had a fantastic season in the inaugural Community and Football Education Alliance.

SCHOOL SPORT

We have engaged with over 3000 pupils at more than 50 schools over the course of the 2018/2019 academic year. Delivery was tailored specifically to schools' needs, covering PE, Maths, English, Healthy Living, and PSHE. We also arranged for stadium education days and entered teams into the EFL Kids Cup. A Premier League Girls tournament in March saw competing teams meeting Shrewsbury Town players, and in May we were delighted to give our schools the unique opportunity to play on the Montgomery Waters Meadow pitch.



INCLUSIVE SPORTS

Our Inclusive Sports programme has made huge strides in the last year with 191 total participants. Along with our weekly sessions for Cerebral Palsy, Downs Syndrome, Powerchair Football, Amputee Football and PAN football, we held several tournaments across Shropshire and were able to take teams to play fixtures against Man City and Battersfield Town, all supported by funding thanks to Wembley National Stadium Trust. We have also started to deliver sessions for Developmental Coordination Disorder to cater for an even broader range of participants and started to take our sessions into schools such as Severndale Specialist Academy where our staff take PE classes every week.

HEALTH AND WELLBEING

Our Health and Wellbeing programme has expanded to cover a range of different areas as part of our Together Stronger initiative thanks to funding from the Lintel Trust. This enables us to tackle childhood obesity, drugs and alcohol abuse, mental health and improve active ageing. We have also expanded our Extra-Time Hubs and Kick Cancer to two sites across Shropshire and have reached over 100 participants throughout the year thanks to the support from Lingen Davies, Sport England and EFL Trust.



NCS

We had another fantastic year of NCS delivery with over 400 young people helping to raise funds for 24 different social action projects, including helping to keep Bayston Hill community centre open by raising over £800. Along with this our programme delivery received a 100% rating from the EFLT showing us to be one of the top NCS providers in the country.

VOLUNTEER ACADEMY

"If I hadn't had the mentoring this year I probably wouldn't have finished school."



GEOFF'S JOURNEY

At the beginning of his final year at Shrewsbury Academy, Geoff was identified as being an ideal candidate to benefit from one-to-one support due to his initial lack of engagement, enthusiasm and his disruptive behaviour. Since September, Nigel has been working with Geoff weekly to discuss Geoff's barriers to learning and help inspire him.

Since Nigel started mentoring Geoff, his school noted that he started to take ownership over his own learning, shown through him taking it upon himself to visit Nigel during lunch and break to give updates on how his day was going and has also began to help out with lunchtime activities for younger year groups. As a reward for his hard-work and changing attitude towards learning, Geoff was invited to a few Shrewsbury Town home games at the end of the

season where he was able to shadow members of the matchday staff, helping to deliver tours of the stadium and other pre-match activities to show him what working opportunities are available within a football club and give him an idea of where his hard work could end up.

When Geoff returned to school following the Easter break, he was taken off report for the first time, demonstrating the progress he has made and the difference the mentoring has had.

Geoff is now attending Shrewsbury College continuing his studies in sport. In addition to this he is our Matchday Ball Retriever coordinator as part of our Volunteer Academy, helping to organise the ball retrievers and look after them during Shrewsbury Town home games.

MATT'S JOURNEY (HEAD'S UP PARTICIPANT)

It does feel like a family here, I know if I came here on a Thursday and said 'guys I've had a really bad week' everyone would make sure I'm okay - Matthew Worrall



Matthew is 20 years old and lives with ADHD (Attention Deficit Hyperactivity Disorder) and EUHD (Emotionally Unstable Personality Disorder). He began attending our Head's Up sessions in 2018 and spoke out about how these sessions have helped his condition and confidence since he started.

Matthew describes his condition as "meaning that I see things as being very black and white and there is no middle ground. As an example my Granddad developed cancer which was very treatable and within a couple of months it could be gone, but when my Mum told me about it, all I heard was 'cancer'. To me he could only be perfectly healthy or was going to pass away. It means that I take things very literally and I'm more prone to getting angry. If someone tries to joke with me, I more than likely think they are being serious and are actually insulting me. I've lost a lot of friends because of it but that has mostly been those who are either negative in my life or just don't understand the illness. They'd say things like 'just don't take things literally' and obviously I can't, it's a mental health condition. If I don't take my tablets I will probably flip out and want to end my life."

He was first brought to the Head's Up sessions through being a patient at the Redwood Centre in Shrewsbury. The sessions are delivered by Shrewsbury Town in the Community coaches at the Community Football Hub and aim to provide space for patients from the centre and the wider community to play and enjoy football in a relaxed and friendly environment in order to help with their conditions. Matthew told us how important playing football has been for him to meet new friends and give him something to look forward to in the week.

On top of this, the sessions help Matthew to manage his condition and its effects; the tablets he is prescribed mean that he gains weight very easily, so playing football every week allows him to manage this easier along with improving his overall outlook on bad days. Through Head's Up Matthew has made many new friends and found something which helps keep him going when times are tough.





CASE STUDY KICK CANCER

Kick Cancer is delivered in association with Lingen Davies and is aimed at providing a support group and light physical activity for those living with or recovering from cancer. It has attendees of all ages. Participants have spoken out about how the sessions have helped them in their recovery through providing time for them to take part in activities with others in a similar situation. It helps participants to re-engage with physical activity after treatment in a comfortable environment where they are able to progress at their own pace. This year the project has expanded to run in both Shrewsbury and Ludlow to help us reach even more people.

Janet is a member of our Ludlow Kick Cancer and lives with the condition whilst being a mother of three. Her condition has had a major impact on their lives due through her treatment, however she has said that she has learnt to not take things for granted and is still trying to make memories to last for her children. She has said that Kick Cancer has helped her keep active and social despite her condition and helped her form new friendships.

In March, Laura Dale ran in the London Marathon to help us raise funds for Kick Cancer in memory of her husband who sadly passed away last year. She commented saying "I'm so happy that the funds we raised as Team Moz are going back into helping out others who are living with the disease and contributing to their recovery".



"I come here to forget about what's going on in my life and meet new people."

Janet James - (Kick Cancer Participant)

FOOTBALL DEVELOPMENT

ALFIE AND ZAYNE'S JOURNEY (ADC PARTICIPANTS)

Our Advanced Development Centres at Shrewsbury, Ludlow, Prees and Bridgnorth are the first step on our player pathway. The centres follow the same syllabus as the academy and helps develop players with weekly coaching sessions and a fixtures programme.

Alfie and Zayne have both had quite different journeys before joining us at Shrewsbury Town but both have now been signed to the Shrewsbury Town Academy.

Alfie had previously been at other centres and after being released from them, attended an open trial at Shrewsbury before being accepted onto the programme. His father commented on how welcome he was made to feel when first joining, giving him the confidence boost he needed stepping into a new environment. After playing three games with the academy squads, Alfie was given the opportunity to sign.

Zayne was first signposted to our ADC after our coaches saw him playing at one of our tournaments when he was 6 years old. After a period of time at the centre he was given the opportunity to play with the shadow squad before signing with the Academy.

Alfie and Zayne's parents both spoke about how it was an emotional and proud moment for them and thanked our Football Development team for their support and work with the two boys helping them to achieve their goals.



SCHOOL SPORT



BEN AND ARCHIE'S JOURNEY

Initially Ben and Archie were not engaged with sport or being active in any way, they did not enjoy taking part in any physical activity and were constantly comparing themselves to other pupils rather than focusing on their own targets. They then started working with Callum through an intervention as they wanted to make an effort to make a change and improve their fitness levels along with leading a healthier lifestyle. Since then this intervention has improved their fitness and agility along with increasing their enjoyment of sport has completely changed their attitude towards sport. Archie's self-esteem has improved and with his new found confidence he decided to climb Snowden with his family and took part

in our Community Day sponsored walk to Montgomery Waters Meadow from the old Gay Meadow site.

Ben also had a problem with always comparing himself to others, however since working with Callum he now understands that he should be setting his own targets, improving himself and understanding his own goals rather than worrying about others. From this he has completed the schools' half marathon, which he did completely at his own pace without worrying about what others were doing around him and has also joined several sports clubs in school, leading him to be chosen as a county bowler in cricket.

INCLUSIVE SPORT

BEN'S JOURNEY

ShrewsAbility is our Disability Sports Provision session which runs weekly at Shrewsbury Sports Village. The sessions are specifically tailored for different groups depending on their needs and ability levels, with different groups running for Cerebral Palsy, Downs Syndrome, Amputee Football and Powerchair Football.

One of our Powerchair participants is Ben who is 13 years old. He has a degenerative muscle condition which has meant that it has always been difficult for him to get out and take part in activities. Most children with his condition don't live past 2 years of age. Although he used to be able to walk with a frame, his condition has since worsened meaning that he now uses a wheelchair.

Around 18 months ago his condition deteriorated to such a degree that he had to stay in Hope House for a period of time. After this tough time had passed, his parents decided they had to try to get Ben more active and began bringing him to ShrewsAbility. At the sessions he was able to interact with children his own age and take part in sport for the first time.

After a year of attending the sessions his father commented that it changed Ben's life; giving him more confidence to go out and interact with other children and has helped combat the effects of the disease along with allowing him to have fun in a safe and supportive environment.



"If these sessions weren't taking place I don't think Ben would be here today."

Paul Evison - Ben's Dad



TAYLOR'S JOURNEY

When Taylor first signed up for our NCS summer programme in 2018 confidence was her biggest enemy. Throughout her wave she was given the opportunity to prove to herself that she was able to tackle new challenges, most notably leading her team's social action project helping to raise over £1,000 for Sands, a charity which supports families and mothers who have been affected by the death of a baby.

Through NCS, Taylor discovered a passion for social action and believes that the experience she had during the summer programme has allowed her to grow into the person that she is today. She has become much happier within herself and her

confidence has grown to such a level that she wanted to move onto the next challenge and joined the Regional Youth Board for Shropshire. In this role she performed so well that she has now been accepted to join the National Youth Board, continuing to champion causes that are important to her personally and for young people around the country.

"NCS has changed my life and I was so fortunate to have the best starting point to the rest of my journey. I can't wait to return again to help with the LYB and hopefully as staff in the coming summer."

Taylor Evans



EFL DAY OF ACTION

In March we took part in the EFL Day of Action, a day where all EFL clubs across the country were given the opportunity to showcase their various projects with coordinated media coverage through a variety of events to raise awareness about the work that we do. On the day we invited participants from ShrewsAbility, Walking Football, Kick Cancer and our BTEC students, to come along for an extra session where we were able to invite a number of partners to see just a small sample of our projects. We were also very lucky to have the entire first team squad along with manager Sam Ricketts visit the Community Football Hub where they took part in the activities with participants and presented the winners of our girls football tournament with their trophy.

The day also gave the opportunity for our Friends of the Community to come and see how their support helps our projects and what it provides for those in the local community along with giving us the chance to show them our new facilities at the Community Football Hub and our future plans.

Shrewsbury Town Chief Executive Brian Caldwell commented on the day that 'it is great for us to have players and a manager who buy in to what we are trying to do with the community where supporters and young people are able to come and meet the players'.

EVENTS & FUNDRAISING



SHROPSHIRE 3 PEAKS - MAY

Our first ever Shropshire 3 Peaks challenge was held with Dyke Yaxley and raised over £2,000 thanks to over 35 participants who cycled the 45 mile course, hiking up Pontesford Hill, The Lawley and The Wrekin.



COMMUNITY CHAMPIONS DINNER 2018 - NOVEMBER

Our annual Gala Dinner took place on 30th November and helped raise nearly £7,000 as we came together to celebrate all the achievements of the previous 12 months.

GHANA VISIT - OCTOBER

In October 2018 we took 21 young people to Woe, Ghana with African Adventures in order to take Shrewsbury Town global, offering our participants a once in a lifetime opportunity and helping out another community over 4,000 miles away.



SLEEPOUT - JULY

Our Sleepout in Montgomery Waters Meadow with Shropshire Homes helped to raised over £7,000 and spread awareness for homelessness across Shropshire, with half of the final sum being donated to local homeless shelter, the Shrewsbury Ark.

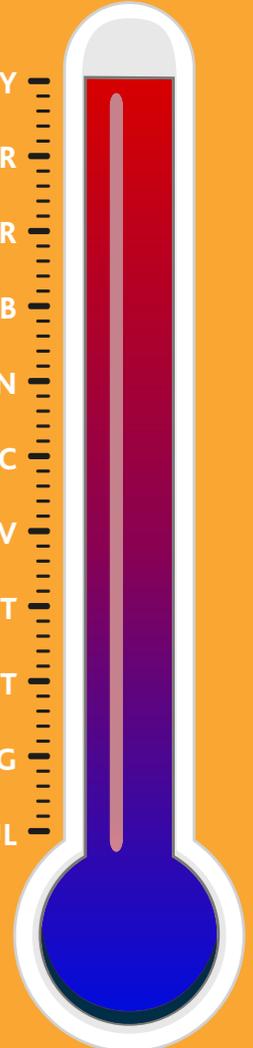


BIKE2BARNSELY - APRIL

This year's cycling challenge event took our cyclists to Barnsley after two days, 110 miles, and lots of hills! The journey was planned with help from Trek Bikes Shrewsbury, and helped raise over £2,500!



OVER £20,000 RAISED THROUGH FUNDRAISING EVENTS





**UTILISING THE POWER
OF SPORT TO ENGAGE,
INSPIRE AND STRENGTHEN
OUR LOCAL COMMUNITY.**



WHAT COMES NEXT...

This year we have some very exciting plans in place as we look to continue to grow and target new areas which are most important for Shropshire. For this we have now launched PL Kicks which will deliver free sports sessions to young people in Shropshire, in areas where it is most needed, in an attempt to reduce anti-social behavior and signpost them to other activities they can take part in. We have also expanded into North Shropshire with a new partner school at Lakelands Academy alongside a host of new Primary Schools and expanded holiday provision.

In partnership with Children in Need, we will launch Our Future Generations project that will engage children in care across Shropshire providing much needed mentoring support and opportunities.

We continue to work hard with the Football Club, Football Foundation and Shropshire Council on improving our facilities at the Montgomery Waters Meadow and we hope to have a new 'Hub' to facilitate our growing Education, and Heath and Wellbeing offer alongside a full size floodlit 3G artificial pitch as a home for all of our teams that play in competitive leagues.



MERCEDES-BENZ FOOTBALL HUB

In February we took over the Mercedes-Benz of Shrewsbury Football Hub, which has allowed us to offer the local community another fantastic facility with seven floodlit, all-weather pitches. Along with the continuation of weekly 5-a-side and 7-a-side leagues, it has provided more space for us to offer more sessions for our participants and a venue to host events such as our PL Girls tournament, disability festivals, and even a Q+A session with current Town star, Dave Edwards. The facility is also now the location of the matchday Fan-Zone in a joint project with the club and supporter's parliament.



REECH COMMUNITY HUB

In September we hosted Reech's Shropshire Bizfest allowing us to showcase our work to a range of local businesses and raise awareness of all the work we do. Now plans for the transformation of the Reech Community Hub are now entering the next stage as we get ready to begin work on the purpose-built facility with a floodlit 3G pitch, gym, changing rooms and lecture space for our degree programme. This will enable us to ensure the highest quality for our participants to help them realise their potential and achieve their goals.



LUDLOW FOOTBALL STADIUM

Our facility in Ludlow has catered for more than 3,500 participants this year, including our annual Summer Cup which saw a record attendance with teams coming to compete from seven different counties. In July we were delighted to host Shrewsbury Town vs Newport County in a pre-season friendly which allowed us to showcase the transformation the facility has undergone in the past few years.



PARTNERS



FRIENDS OF THE COMMUNITY



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