

ANNUAL REVIEW

2019/20



Shrewsbury
Town IN THE
COMMUNITY

ABOUT US

Shrewsbury Town in the Community are the official charity of Shrewsbury Town Football Club. We aim to make sure that Shropshire can flourish, by helping everyone realise their potential and achieve their goals.

OUR AIMS

At Shrewsbury Town in the Community, we aim to deliver a service that can be judged as 'first class' by our participants, funders and community partners. Integral to this are our vision, mission and values.

Our passionate and professional team deliver over 36 projects every week across Shropshire. No matter your age, ability level, or goals, at Shrewsbury Town in the Community, we have a pathway for you.

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 own goals are simple:

- To improve health and well-being
- To build stronger communities
- To create better life chances for everyone.

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 – Our workforce are coaches, mentors, teachers and role models and always conduct themselves in a professional manner.

Passionate – We are passionate about what we deliver for Shrewsbury Town Football Club, and how we can make a difference for the community we live in.

Inclusive – We are committed to support all of our participants regardless of race, gender or ability and will ensure that our programmes reflect this.

Proactive – We are determined to be forward thinking, innovative and ambitious in continually looking to improve our performance and impact.

Fun – We want all participants to share our enjoyment and enthusiasm in what we deliver – in a fun and safe environment.

JAMIE EDWARDS

Chief Executive Officer
Shrewsbury Town in the Community

Welcome to the 2019/20 Shrewsbury Town in the Community Annual Review. On behalf of everyone who benefits from our activities and services we need to start by saying thank you.

Thank you to our funders, strategic and business partners, participants, staff, volunteers, and supporters who make it possible for Shrewsbury Town in the Community to realise our vision for Shropshire; helping everyone in the county to realise their potential and achieve their goals.

We are in the privileged and fortunate position to have a football club and chairman who understands, supports, and actively encourages the wide range of projects that we deliver. Likewise, we have a team of staff that are passionate and dedicated to the cause. Without them, none of the stories you are about to read could be achieved.

A worldwide pandemic, a country in lockdown and football behind closed doors is something we never thought we would experience in our lifetime. However, I am so proud with how our charity quickly adapted and contributed during the crisis. From delivering bespoke isolation packs to online fitness classes from staff member's front rooms, we made sure that we were there when our participants needed us the most.

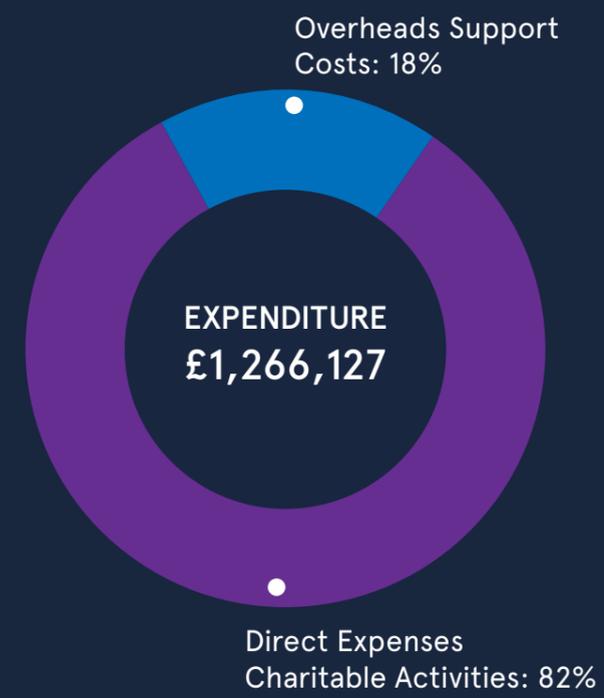
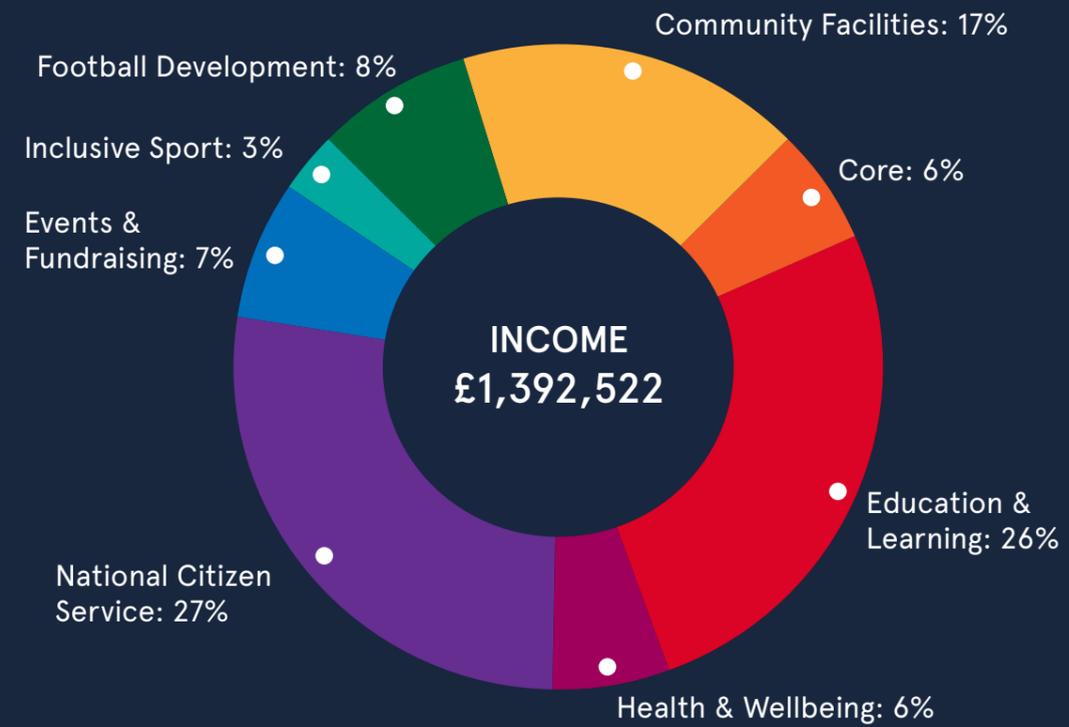


This report is much more than a review of our response to the crisis and we hope we have highlighted the exceptional work which was delivered in a 'pre-COVID' world. We have strived to become an outcome focused charity and believe we have made substantial progress in this area which will be shown in these pages.

For many reasons this has been our most successful year ever and hopefully this review highlights the life changing work we deliver across Shropshire. The past twelve months have given the charity a foundation to 'raise the bar' further and we are so excited about what comes next.

FINANCIAL OVERVIEW

YEAR IN NUMBERS



7,201
SESSIONS
DELIVERED

36
PROJECTS

102,722
SESSION
ATTENDEES

11,695
HOURS OF
DELIVERY

£1,266,127
INVESTED INTO
SHROPSHIRE

8
FORMER FOUNDATION
DEGREE STUDENTS
EMPLOYED AS STAFF

2019/2020 Expenditure

Direct Expenses Charitable Activities	£1,042,668
Overheads Support Costs	£223,459
Surplus	£166,395

Total Invested in Shropshire since 2008:
£5,208,211

Patron: Roland Wycherley
Chairman: Howard Thorne
Vice Chairman: Ryan Jervis OBE,
Trustees: Mark Bramall, Nick Jones, Mandy Thorn MBE,
 Dave Edwards, Karen Bradshaw, Brian Caldwell,
 Jamie Robinson, Ellie Johnson

STFC vs NEWPORT COUNTY

JULY 2019

We kicked off the season with a bang by hosting the first ever Shrewsbury Town fixture at Ludlow Football Stadium in July. The game represented the culmination of three years of hard work refurbishing and modernising the facility since we took it over in 2016, thanks to funding from the Football Foundation. The fixture attracted over 1,300 supporters and helped to raise £1,300 which has gone towards further facility improvements and developments at our South Shropshire Hub.

Before the game, our Football Development teams were given a surprise as first-team manager Sam Ricketts arrived to give them some encouraging words. Sam also revealed that one of our players, Charlie Williams had been chosen as the winner of a county-wide competition to find someone most deserving for a spot as mascot for the visit of Aston Villa to Montgomery Waters Meadow for a pre-season friendly.

Charlie received over 100 nominations from across the county due to the bravery and resilience he had shown over the previous three years with on-going treatment for leukaemia. To round off a brilliant month, Charlie finished his treatment and was later informed that his condition was in remission.

Also this month:



SHREWSBURY TOWN SLEEPOUT
RAISES MONEY FOR HOMELESSNESS
ACROSS SHROPSHIRE





NCS – NATIONAL CITIZEN SERVICE

AUGUST 2019



PROVIDING BETTER LIFE CHANCES

Our NCS programme continued to grow in the summer as over 450 young people from across Shropshire took part alongside 50 different staff members. For the second year running we were honoured to be named as the Number 1 NCS programme in the West Midlands and receive a 100% programme delivery score from the EFL Trust.

Over the summer our Young People raised over £30,000 for local causes such as supporting mental health, cancer research, local care homes and more. Some highlights from our social action phase included over £500 worth of food and supplies being donated to the Shrewsbury Ark, young people volunteering to help renovate the outside play area at Severndale Specialist Academy and in creating a new sensory area, and spending time in local care homes speaking to and engaging with residents.

Alongside this some of our young people got involved in helping us to transform the Reech Community Hub with a new lick of paint and tidying the surrounding area including our changing rooms. With their help we were able to lay the foundations for the next stage of our development of the facility.

Also this month:



LEVEL PLAYING FIELD FESTIVAL

SEPTEMBER 2019

In September we held our first ever Level-Playing Field Festival at the Mercedes-Benz Football Hub.

The event brought together participants from our Inclusive Sports and Schools programmes for a mixed-ability Football Festival, giving players with disabilities the opportunity to represent their school and play with their peers.

At the end of the day we even had a visit from our newly appointed Disability Ambassador, Trustee, and Shrewsbury Town Senior Pro, Dave Edwards who joined in with the fun and created some unforgettable memories for our participants.

"This has been a great day for all the children involved. It's a special thing to go and represent your school, an opportunity which some of these children might not get to do, so to be able to come and see them all playing together and making sure that everyone is included is fantastic."

Dave Edwards, Shrewsbury Town Football Club

Also this month:



COMMUNITY SUMMER CUP 2019



INCLUSIVE SPORT OVERVIEW

Our Inclusive Sport programme saw further growth this year with the addition of the new PL Kicks programme providing free sport and activity for anyone aged 8-18 in the area.

Our weekly ShrewsAbility sessions continued to gain new participants, and this year we were able to expand the opportunities available to our participants by hosting our first ever Level-Playing Field Festival.

This year also saw the start of our Disability Supporters Group, with plans being put in place in partnership with the club to improve the match day experience for disabled supporters and bring our community closer together.

[FIND OUT MORE ABOUT INCLUSIVE SPORT](#)

738

SESSIONS DELIVERED

829

UNIQUE PARTICIPANTS



“

The staff and volunteers are excellent and provide support and guidance to those attending with fun and positive attitudes, a real benefit to the kids attending and a credit to the club

”



PL KICKS LAUNCH OCTOBER 2019



CREATING STRONGER COMMUNITIES

The first of our brand new projects this year was launched in October as we were delighted to team up with the Premier League to bring PL Kicks to Shropshire. Over 260 young people have taken part in the free sessions over the course of the year which has allowed them to play sport in a safe environment every Tuesday and Friday evenings. The project has also opened the door to further constructive activities such as joining our Volunteer Academy and our Education pathway for those who may be interested in pursuing a career in sport.

PL Kicks has also gained approval from West Mercia Police as a way of helping to keep our community safe and secure during evenings by engaging with young people and providing an outlet in the most high-need areas of Harlescott and Meole Brace.

"Since starting PL Kicks every Friday, I have something to look forward to every week instead of just being out on the streets. It's great fun and a great learning experience with all my mates."

Alex Grange, PL Kicks Participant

Also this month:



GALA DINNER NOVEMBER 2019

In November we held our most successful Gala Dinner ever which raised over £6,800 to be reinvested back into our projects across Shropshire.

The evening was a fantastic opportunity for our supporters, partners, and friends of the community to see some of the amazing stories that have come out of our projects in the last year. Over the course of the night we celebrated participants from all areas of the charity, including Health and Wellbeing, Education and Learning, and our Disability Sports Provision.

Our ShrewsAbility participant, Ben, stole the show as his story was showcased to the room for the first time earning a standing ovation in recognition of his bravery and determination.

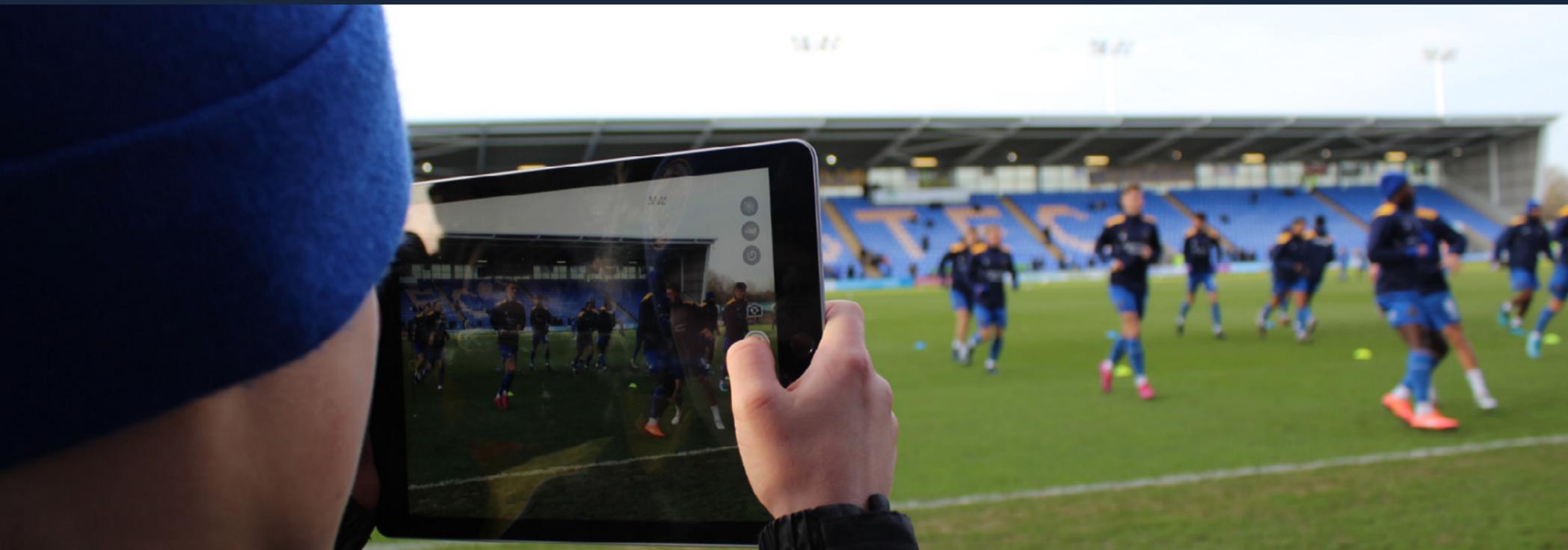
[READ BEN'S STORY - #SHREWS4BEN](#)

"The impact and the motivation that this night has given to our staff is always fantastic. They get to see that people really do appreciate their hard-work. As well as getting to share these stories it has been a great way to say thank you to everyone who supports us and spread even more awareness of what we are about at Shrewsbury Town."

Jamie Edwards, CEO of Shrewsbury Town in the Community

Also this month:





CREATING STRONGER COMMUNITIES

CHRISTMAS AT STITC

DECEMBER 2019

JUNIOR TAKE OVER DAY

As part of our aim to continue inspiring our supporters in November we held our first ever Junior Takeover Day. This allowed some of our Junior Members to step into the shoes of some of the club and community staff members to get a look at all the work that goes into creating a matchday at Montgomery Waters Meadow.

Eight lucky winners were chosen to partner seven different staff members ranging from Kit Assistant, to Stadium Announcer Assistant, and Media Assistant. This meant that the Junior Shrews were given the opportunity to help set up the dressing room before the match, announce the matchday squad to the stadium, and even had the opportunity to hold a post-match interview with Sam Ricketts!

The day was a huge success and was a fantastic experience for all the junior members involved.

PLAYER CHRISTMAS VISITS

At the end of 2019 we held our Christmas Visits to local hospitals and other facilities to bring some festive joy. Shrewsbury Town First-Team players went to see patients at Telford Hospital, the Lingen Davies Centre and clients at the Shrewsbury Ark. Along with this we teamed up with the club to provide presents for children at the hospital and food donations for the Ark.

Also this month:



SANTA DASH WITH SALOP LEISURE



EDUCATION & LEARNING OVERVIEW

Through our continued partnership with University of South Wales and Shrewsbury Colleges Group, we continue to provide a first-class experience for our students with a blended learning programme, offering real-world experience combined with high-quality teaching.

This August our Foundation Degree programme achieved their best ever grades with 2 students receiving 1st Class Honours, 3 students receiving Upper 2nd Class Honours (2:1) and 3 students receiving 2nd Class Honours (2:2)

We hope to use our Education Pathway to inspire the next generation, providing the tools for them to succeed on their career path wherever that may lie.

[FIND OUT MORE ABOUT EDUCATION & LEARNING](#)

4103

SESSIONS DELIVERED

1339

UNIQUE PARTICIPANTS



“

The degree provided me with lots of practical coaching opportunities which helped me to progress and become a member of the coaching team at stitc. The encouragement and support from the staff pushed me to achieve my overall goal of a first class honours!

Scott Guilbert, Foundation Degree Student

”

SALOP DONE PROUD IN EFL GIRLS CUP

JANUARY 2020

Sir John Talbot Girls reached the area finals of the EFL Girls Cup, going on to compete against clubs from the rest of the Midlands with one winner going on to the regional final with the dream opportunity of playing at Wembley Stadium on offer.

Town performed fantastically in their group, going unbeaten and gaining victories against Birmingham, Walsall, and Coventry and drawing with Macclesfield.

Unfortunately the girls run came to an end in a play-off against West Brom where they were beaten and exited the competition.

However, the team showed great spirit and skill throughout all their games. Their effort levels throughout meant that Shrewsbury was very well represented in the area finals.

"All the players handled themselves really well and were fantastic representatives for Shrewsbury Town. They were really unlucky to miss out on top-spot by just one goal but it will have been a great experience for them to compete against teams all across the country and they should be really proud of their efforts."

Nigel Wellings, Shrewsbury Town in the Community

Also this month:





FOOTBALL & EDUCATION PROGRAMME LIVERPOOL TRIP FEBRUARY 2020

Students from our Football & Education and PL Kicks programmes were incredibly fortunate to be invited to travel up to Liverpool in February on the day of the FA Cup Fourth Round Replay to take part in some special events before the game kicked off.

Our students had the fantastic opportunity to visit the Liverpool FC Football Academy and were given a tour of the facility as well as being given a talk by the academy manager. Having the experience of visiting the academy of the European and World Club Champions was an experience none of them will be forgetting in a hurry!

Meanwhile, a short walk away from Anfield our PL Kicks group took on the Liverpool PL Kicks team in a close and competitive fixture giving them a chance to play against fresh opposition and test their skills. Everyone who travelled up also had a ticket for the match that evening and despite the eventual result it was a wonderful day for everyone.

SHREWSBURY
COLLEGES GROUP



PROVIDING BETTER LIFE CHANCES

Also this month:



COMMUNITY DAY/EFL DAY OF ACTION

MARCH 2020

Early March saw a flurry of activity as we not only held our annual Community Day but also took part in the EFL Day of Action.

As always, our Community Day gave us a great opportunity to showcase some of our projects with taster sessions taking place for Disability Sport, PL Kicks, our Girls Football Programme, and saw the launch of our drive to form a Disability Supporters Club. At half-time we welcomed children from Crowmoor Primary School to perform a special Community Day dance on the pitch which they had been spending many hours learning in PE Lessons with our Health Activator.

The EFL Day of Action saw the launch of a brand-new project in the form of our 'Off The Streets FC'. Teaming up with Shrewsbury Ark we launched a pilot to provide space for homeless people in Shrewsbury to socialise and get some exercise by playing football at the Mercedes-Benz Football Hub. After this they were also able to use the facility to have a shower and we even invited down a local barber to give free haircuts. The day was a huge success and earned the interest from local and national media.

'This is really a boost for people's confidence! It's made them feel good about themselves and we can see they've all really enjoyed it today. Watching them get onto that pitch in their kit and boots is a really positive thing for all of us. I might even get involved next time!'

Wendy Faulkner, Shrewsbury Ark

Also this month:



SHREWSABILITY RUN
RAISES OVER £700



LAKELANDS SCHOOL
HOST BLUE & AMBER DAY



HEALTH & WELLBEING OVERVIEW

Health & Wellbeing saw the launch of two brand-new Extra-Time Hubs, enabling us to cater for an even wider range of people across the county.

During the COVID-19 pandemic at a time when social isolation became a global spotlight, these hubs provided a vital way for us to keep our elderly community connected and supported while the nation was in lockdown.

Our team made phone-calls to all our members to check on their wellbeing and offered virtual support for Head's Up participants. We also launched our new digital Kick Cancer programme!

We connected people to other local residents creating a web of support around those most at need; with willing participants assisting us in making over 700 welfare calls.

[FIND OUT MORE ABOUT HEALTH & WELLBEING](#)

399

SESSIONS DELIVERED

205

UNIQUE PARTICIPANTS



“
The nicest thing was being able to have a socially distanced tea with friends, thank you Kate for not forgetting about us.
”

June Marshel, Extra Time Participant



Oscar Brotherwood



Mr Jones

SHREWS@HOME

APRIL 2020



Daniel udoh



Mark



Joe Hart



Bob



IMPROVING HEALTH AND WELLBEING

As the country was put into an unprecedented national lockdown, we knew we had to ensure we could continue our work in whatever way we could. Along with virtual sessions, online support groups and continuing support for schools while they remained open, we set out to support the wider community with a brand new initiative; Shrews @ Home.

Each day we sent out daily challenges and resource packs to over 250 parents who had signed up to our free mailing list. Shrewsbury Town First Team players also got involved and made videos for our Shrews @ Home participants. Children were able to learn how to make super healthy pancakes with Dave Edwards, and learn how to speak French with Romain Vincelot.

We also soon started a daily live lesson which covered different areas each day to help keep kids across Shropshire busy and of course we brought some special guests along too! From Daniel Udoh taking part in a reflexes and agility lesson, to former England international Joe Hart helping to deliver a session to Severndale special academy, you never knew who might show up next!

"It was great to see the team at Shrewsbury Town in the Community continue to reach out to their participants through what was an unknown time for all. The daily online lessons they provided were fun, energetic and I was delighted to be involved."

Daniel Udoh, Shrewsbury Town Football Club

Also this month:



current Guinness World Record for the most...
QUESTION OF SHREWSBURY TOWN LAUNCHES

SHREWS FAMILY

MAY 2020

As the effects of the lockdown continued to grow we teamed up with Shrewsbury Town, Tuffins Supermarkets, Montgomery Waters and Net World Sports to put together isolation packs for our vulnerable community members. 200 age-specific packs were hand delivered by our staff across the county, and even the world as one of our packs ended up in Afghanistan!

Our isolation packs were designed to prevent social isolation, encourage engagement and combat muscle wastage in the elderly.

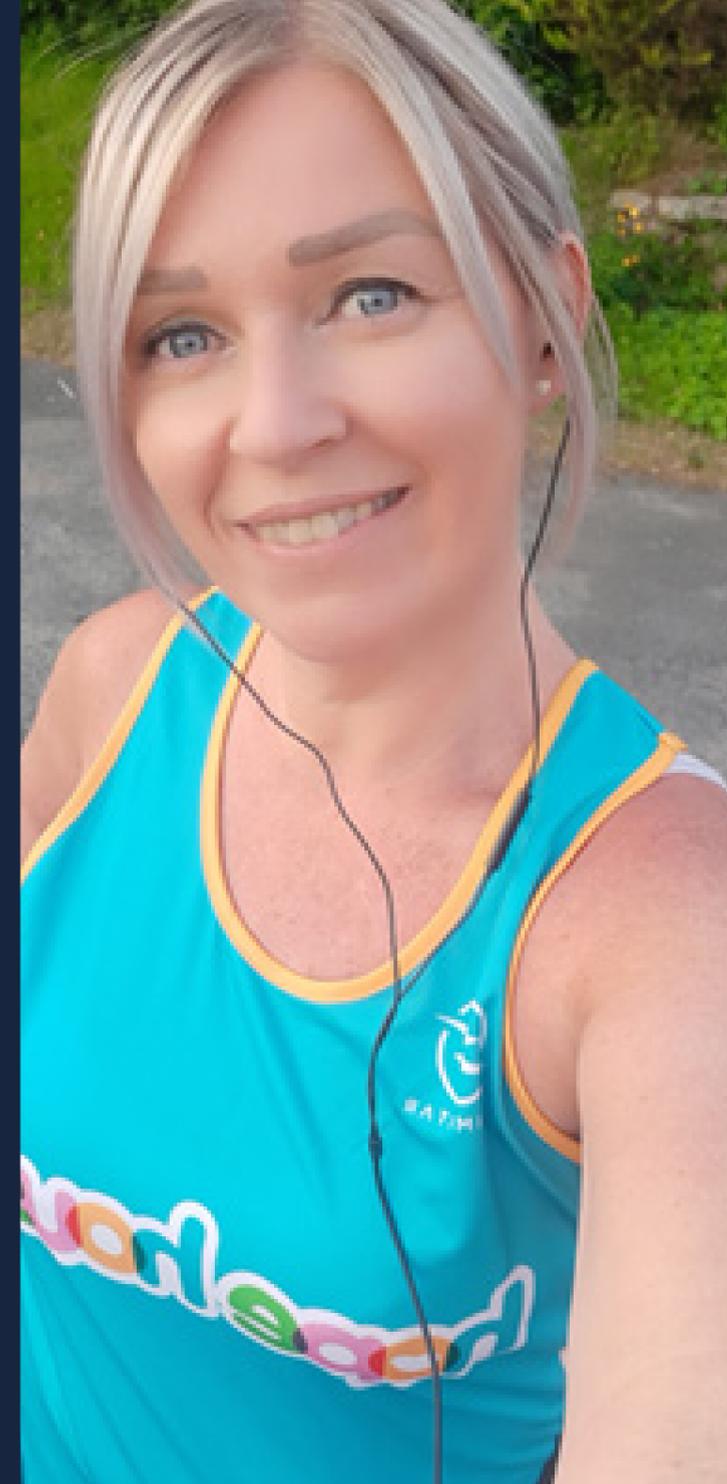
We also enlisted the help of Sam Ricketts to deliver some of the packs to loyal season ticket holders giving them a big surprise! We were overwhelmed by the response and gratitude from those receiving their packs and were proud to stand with our community during the difficult period.

"Just want to say thank you to Steve, Jamie & The Team for getting Sam Ricketts to visit Corbin this morning with the isolation pack. Corbin was made up and smiling from cheek to cheek ... it is a fantastic idea from all you guys involved to reach out to the community in these extreme times. Corbin has renamed today "Sam Ricketts Day"

Daz & Corbin

Also this month:





MOVE AS ONE

JUNE 2020

IMPROVING HEALTH AND WELLBEING

In June we started to look towards the future and begin to return to normal delivery. To aid with this we teamed up with local charities, Little Rascals Foundation, Hope House and SAHA Football Club to launch 'Move As One'; a fundraising event challenging individuals to walk, run, or cycle as much as they could throughout June to help reach an overall goal of 2,788 miles; the combined distance from Montgomery Waters Meadow to all other League One stadiums.

Of course thanks to our fantastic supporters they smashed this target in no time so we created a stretch goal of another 4,277 miles with the aim of covering the distance to the Kirani James Athletic Stadium in Grenada! By the end of the month our participants had met this goal too and overall helped us to raise £700 to be split between each charity.

The event was a great reminder that even at the most difficult times our community was still there to help out great local causes.

"Hope House were thrilled to be part of STiTC's Move as One challenge. At a time when things are so difficult for everyone it was a fantastic opportunity for local charities and community groups to come together to raise their profiles and remind people why they need support. Thank you STiTC for letting Hope House be a part of it"

Lynsey Kilvert, Hope House

Thank you to Hope House, Little Rascals and SAHA Football Club for your support with Move As One.



FOOTBALL DEVELOPMENT OVERVIEW

Our Football Development programme saw a shake-up as we launched our Shadow Squads for ages U13-U16; providing a platform for our players to continue their development after progressing from our Advanced Development Centre groups.

This programme aims to create better life chances for participants by ensuring that they develop not only as footballers, but also as people.

As always, we continue to work closely with Shrewsbury Town Academy to provide a pathway into Elite football for the strongest players, but we also provide alternative exit routes through our Football Education programmes offering alternative qualifications.

[FIND OUT MORE ABOUT FOOTBALL AND DEVELOPMENT](#)

738

SESSIONS DELIVERED

829

UNIQUE PARTICIPANTS



“

Evan has really excelled and is finding himself at the top end of the academy age group. We moved to sign him after his first game as the Wolves coaches were also impressed by him.

Charlie Musselwhite, Academy Lead FDP

”

FUTURE PLANS

As we look towards the future, we have some exciting plans as we continue to develop our projects across Shropshire and further grow as an organisation.

TACKLING LONELINESS TOGETHER

Tackling Loneliness Together is an EFLT funded project that aims to engage older adults within our Community, and relieve the effects of loneliness amongst the older generations. This will include the launch of a new pen-pal scheme to connect fans, regular walk and talk groups, and vouchers being distributed for local cafes. It is hoped that the project will connect fans from across the county and act as a vital support network.

3G PITCH

Early in 2021 we hope to have completed the build of our new 3G football pitch by the Reech Community Hub. The new surface will allow all-weather use of the pitch both for our existing projects and grassroots partner clubs. This will be a vital addition to much needed facilities in Shropshire.

STYL CENTRE

The STYL Centre will be our brand new facility located in Harlescott on the current site of The Grange Sport Centre. In the next twelve months we will be working closely with the Marches Academy Trust, using the site to support pupils in Secondary Education providing alternative curriculum provision and career development opportunities.

#BUILDTHEHUB

Our campaign to construct a brick-and-mortar building in place off the current Community Hub continues to gather strength as we continue the search for funding. Our plans for the two-story building are nearing completion as we strive to provide a first-class facility for our community.

EMPLOYABILITY

Following the effects of COVID-19 on local employment rates, particularly in the 16–24 years age range, we will be launching a range of employability courses. The short courses will help those furthest from employment become more confident and qualified in order to gain full time employment.

WATCH THE #BUILDTHEHUB WALKTHROUGH



OUR PARTNERS



Mercedes-Benz of Shrewsbury



REALISING POTENTIAL ACHIEVING GOALS

01743 289177 Opt 6
admin@sttc.co.uk

www.shrewsburytowninthecommunity.com