



Swindon Town FC Community Foundation
FOOTBALL IN THE COMMUNITY



Swindon Town FC
Community Foundation



STFC COMMUNITY FOUNDATION

Swindon Town FC is one of 72 clubs in the English Football League with a community programme affiliated to the EFL Trust. We have been working tirelessly for nearly three decades to deliver sporting and social opportunities to people within their communities, regardless of age, race, gender, or background.



Swindon Town FC Community Foundation

Swindon Town FC Community Foundation was founded in 1991 as 'Swindon Town Football in the Community' by former Swindon Town player Leigh Barnard. The current head of Foundation, Jon Holloway, took over the project with Clive Maguire in 1996, transforming and growing it into the thriving organisation that it is today.

The Foundation delivers Football and Multi Sports based programmes within Swindon and the county of Wiltshire, and we endeavour to deliver and increase participation for people from 2 – 82 years of age, throughout the spectrum of programmes.

Under the guidance of the English Football League Trust, and the Premier League Charitable Fund, we deliver the four key themes of: Sports Participation, Education, Social Inclusion and Health.

The Foundation, with the support of our local partners, continues to engage with over 30,000 participants on an annual basis, and this number is only growing. We have no intention of resting on our laurels however, and we're as excited as our participants to find out what the future holds for us.

OUR CHARTER

Where People Matter

The vision of the Foundation is to strive and endeavour to help people achieve their goals by delivering quality and innovative programmes that focus upon the needs and requirements of its participants.

Our Mission

Swindon Town FC Community Foundation delivers a wide range of programmes in Swindon and the surrounding areas. These programmes are delivered with the aims of **engaging, participating and achieving**.

This is done by increasing sports participation, whilst looking to increase the allegiance between the local community and their local professional football club. The Foundation aims to achieve this whilst meeting the aims and objectives, and themes of the Premier League and Football League Trust, including **Sports Participation, Education, Social Inclusion and Health**.

Swindon Town FC Community Foundation continues to strive to meet the highest professional standards to enhance and develop their programmes.

Our Core Values

- **Deliver professional, quality, safe and affordable programmes.**
- **Listen to the views of children, young people, adults and our partners.**
- **Provide excellent communication and customer care.**
- **Offer opportunities for all participants to be empowered to achieve their goals.**
- **Invest in and support staff to develop.**
- **Make a difference.**

OUR HEAD OF FOUNDATION

“As Head of Foundation, I am extremely proud to lead a fantastic team of dedicated and professional staff and volunteers who go above and beyond to make a positive impact in our community. It is an extremely exciting time for us as we enter our next chapter and move into our very own ‘Foundation Park’. This state of the art facility will allow our organisation to grow further and deliver new and exciting activities to even more people.

This brochure will tell you more about the projects and programmes that we are delivering in your community as we are focused on engaging as many people as possible, with a wide range of programmes for all ages throughout Swindon and the surrounding areas, regardless of age or ability.

We look forward to seeing you on one of our programmes soon.”

Jon Holloway,
Head of Foundation



SWINDON TOWN FC HONORARY PRESIDENT

For over forty years, Mike Spearman (pictured here with Foundation Chairperson Kirsteen Fraser) has been associated with Swindon Town Football Club in a number of roles, and he now serves as the club’s honorary president. For many years Mike also served on the board of the Foundation, helping to guide, maintain and develop its programme to its full potential, and we’re now proud to have him serving as the Foundation’s patron.



“It is a great honour to be patron of such a professional organisation which impacts thousands of people throughout the year.

The variation and delivery of the programmes is amazing with not just mainstream school children engaging but people with special needs, disabilities and senior citizens.”

Mike Spearman,
STFC Honorary President

SPONSORS AND PARTNERS

We wouldn't be afforded the opportunity to do the amazing work that we do without the support of our sponsors and our partners so we'd like to take this opportunity to thank all of the great companies and organisations that support us.

We'd also like to give our special thanks to our main sponsor, Intel Corporation, and to Darren Howell, who continue to support us and the people of Swindon.

Main Sponsor





PLAYER PATHWAY

We've worked tirelessly to develop our player pathway. Starting at the age of two, our Foundation Centres are designed to create a fun and safe environment, where players can develop their skill, and we can potentially identify talented youngsters for the pathway to our Elite and Advanced programmes.



Our Foundation Centres are comprised of sessions devised to improve your child's football skills, as well as their balance, coordination, team work and listening skills. This is all through the fun of football, and other structured games and activities.

The programme gives many children their very first experience of participating within a professional football coaching session, and the emphasis is on the children learning and developing within a safe and fun environment. Our aim is to provide our participants with a 'foundation' upon which to build their own pathway whether that leads to a career in sport, or just a healthy adult lifestyle.

At the Swindon Town FC Community Foundation, we provide a wide variety of Foundation Centres within local leisure centres throughout Swindon and the county of Wiltshire, tailored for children from the ages of 2 to 16 years. These centres provide an opportunity to have fun, meet people and keep fit, and also serve as stepping stones on the pathway to progressing football skills and ability. Although this has in the past lead to Professional Football contracts, we are much prouder of it leading to an appreciation of a healthy active lifestyle.

STFC Community Foundation
PLAYER PATHWAY

51 SESSIONS RUN
EVERY WEEK



9

PLAYERS PATHWAYED
INTO THE STFC ACADEMY
IN THE LAST YEAR

PARTICIPANTS
AGES RANGE
BETWEEN

2-16
YEARS OLD

781 PARTICIPANTS
ACROSS ALL OF
OUR SESSIONS

STFC Community Foundation PLAYER PATHWAY



Mini Foundation (2-4 years)

The Mini Foundation gives children their first taste of a structured football session, in a safe and fun environment, in which parents and carers can join in as well. The emphasis is on improving listening and concentration skills, balance and co-ordination. These sessions help develop an early love of sport and exercise.

Junior Foundation (4-6 years)

A natural progression from the Mini Foundation, the Junior Foundation allows players to continue with their football and personal development. Building on what they have learnt, our coaches create a fun and safe environment for young players to work on their team work, communication, and football skills.



Youth Foundation and Foundation Goalkeepers (6-14 years)

These aim to focus on, and develop, players' skill and technique at a crucial period of the pathway. Designed to supplement and work alongside membership of a grass-roots football team, these sessions also serve to enable us to identify players of particular talent to trial for our invitational sessions.

Girls Youth Foundation (6-16 years)

Although we actively encourage both boys and girls to attend our Youth Foundation centres, we recognise that some girls would rather play in a girls-only environment. These sessions contain all of the benefits that come from the Youth Foundation centres, with focused training and friendly match experience.



STFC Community Foundation PLAYER PATHWAY



Youth Foundation Invitational

If in our Foundation Centres we identify a player of particular talent with a good attitude, we may invite them to join either our girls' or boys' invitational sessions. These sessions are also available to members of our Girls Centre of Excellence, and our Advanced and Elite Boys, in addition to their training within those programmes.

Boys Advanced Team

Players that stand out in our Invitational centres, may be invited to trial for our Boys Advanced Team. Coaches and players work closely to develop key skills on and off the ball. The coaches are also able to focus more closely on tactics and game-play in preparation for their regularly scheduled competitive fixtures.



Boys Elite Team

The final step on the player pathway before the academy, our Boys Elite Programmes represent the best of our Foundation Centres. Our Elite teams compete in the Elite Professional Club Programme and play in scheduled fixtures, as well as getting the opportunity to take part in international tournaments across Europe.

Girls Centre of Excellence

The Girls' Centre of Excellence is made up of the most talented girls identified in our Foundation Centres. Our Girls' Centre of Excellence teams compete against other professional clubs' girls Elite teams, and additionally there is a separate programme of games competing against boys' clubs and advanced centres.



COURSES AND PACKAGES

Our courses and packages offer a number of different ways that we can help our community feel a part of their local football club. Whether that's celebrating your birthday at the County Ground, joining us for a match-day experience with the Saturday Team Club, or spending the school holidays with us on our Holiday Development Camps.



Beyond our Foundation Centres, there are a host of ways for people to get involved. Since the Swindon Town Community Foundation was founded almost three decades ago, a key aim of ours has been to help the people of Swindon engage with their local football club. Both the town and STFC have a proud heritage and history, and we're privileged to be able to share that with the people of Swindon.



STFC Community Foundation COURSES AND PACKAGES

**OVER
230**

**KIDS PER DAY
ON OUR HOLIDAY
DEVELOPMENT
FUN WEEKS**

**SWINDON TOWN
FOOTBALL IN THE
COMMUNITY WAS
FOUNDED IN**



1991

1000+

**PEOPLE INVOLVED IN THE
MATCHDAY EXPERIENCE
EVERY SEASON THROUGH
OUR SATURDAY TEAM CLUB**



26

(GIVE OR TAKE)

**OPPORTUNITIES FOR
MATCH-DAY
BIRTHDAY PARTIES
EVERY SEASON**

Holiday Development Camps

Our holiday courses are one of the core components of our commitment to provide everyone with access to professional level coaching.

Three days of football at Foundation Park with an emphasis on fun, as well as the development of technique and skill. Split into a number of age groups, it affords young players the chance to play with others of varying abilities, spend lots of time on the ball, and get invaluable game experience. At the end of the week, each participant receives a goodie bag, and has the chance to win trophies in the competitions, special prizes in the Rockin' Robin Raffle, or the coveted 'Kid of the Week' award.

There are **three** main types of holiday courses that we run:



Mainstream...

Our primary offering: A chance for players from all over Swindon and Wiltshire, of all abilities, to play together in a friendly environment. The week consists of lots of fun activities, the opportunity to explore behind the scenes at the County Ground, and a tournament on the final day, to implement everything they've learned.



Girls Only...

Girls are more than welcome on our mainstream course, but for those who prefer a girls only environment, this provides all the benefits and features of our mainstream course. Having the opportunity to play in this setting helps to build confidence in girls, and allows them to indulge their love of football on their own terms.



Goalkeepers...

For all young up and coming Goalkeepers this is an opportunity to be offered professional, personal and expert advice to help improve your performance within this specialist position. This course offers a week focused on improving the technical basics in young keepers, such as handling, different save types, and distribution.

Saturday Team Club

The STFC Community Foundation offers the opportunity for junior football teams and local youth groups to be a part of the English Football League season, with a Swindon Town Football Club match-day experience.

Available every home game, this includes a match-day tour of the stadium, a professional coaching session, lunch, tickets and parking for the game, and the possibility of a photo of your team or group in the match-day programme.

Both players and parents/carers are invited to take in the atmosphere and be a part of a home game here at the County Ground, experiencing a special day as a treat for your team or youth group.



Party Packages

Celebrate your child's birthday or special occasion in style with our Party Packages. We offer two fantastic packages that will ensure your child's birthday celebration is one to remember.

Our **Home** package takes place at Foundation Park and includes a stadium tour, an hour long coaching session, lunch, a goodie bag, and a gift for the birthday child (if on a match-day, tickets can also be arranged at extra cost).

Our **Away** package is available on a Saturday when Swindon are playing away, and if you book the sports hall, we send the coach to you. The Away package consists of an hour long coaching session, a goodie bag for each guest, and a gift for the birthday child.

SCHOOLS AND EDUCATION

Education is a cornerstone of the Foundation, and we aim to use football as a tool for inspiring inside and outside the classroom; whether through our C6 further education programme, or working closely with a number of partner schools, to deliver coaching, after school clubs, teacher CPD, and PPA cover.



There are a number of ways that our community can engage with us through their schools – as a parent, teacher, or pupil. We deliver in the majority of schools across Swindon through our in-schools coaching and PPA, or the Premier League Primary Stars programme. We also deliver our After School Clubs in a large number of schools in Swindon, which can offer children a great chance to experience playing a sport outside of a PE lesson, but still in a fun supportive environment.

Our C6 programme has enabled us to take our commitment to education beyond secondary school age, and since it launched in 2016 we've been enabling the girls and boys on the programme to increase their potential, gain work experience, and earn coaching qualifications alongside their A-Levels and vocational qualifications. All whilst training with the STFC Community Foundation coaches, and playing in competitive league matches.

We're proud to work with such great schools, teachers, and students, across the entire spectrum of education, and we're striving to continue with our record of inspiring fantastic results – both on and off the pitch.

STFC Community Foundation
SCHOOLS AND EDUCATION



1608

**PRIMARY AGE
CHILDREN
COACHED
AT SCHOOL
EVERY WEEK**

159 GIRLS

**REDISCOVERING FOOTBALL THROUGH
THE PREMIER LEAGUE GIRLS PROGRAMME**

90

**PRIMARY
TEACHERS
RECEIVING
MENTORING
THROUGH
PREMIER LEAGUE
PRIMARY STARS**

72

**FULL-TIME STUDENTS
ENROLLED ON OUR C6
FURTHER EDUCATION
PROGRAMME**





Premier League Primary Stars

Premier League Primary Stars

Using the appeal of the Premier League and professional football to inspire children to learn, be active and develop important life skills such as resilience, diversity, self-esteem and fair-play. We work closely with teachers, to deliver fun, educational sessions in a range of subjects within schools. The project aims to inspire girls and boys aged 5–11 in the classroom, the playground and on the sports-field, helping children develop an early love of sport and exercise, and teachers develop the skills to deliver top quality PE.

After School Clubs

With over 800 participants, our after school club programme is one of the largest of its kind in the South West. Our after school clubs are in 30 schools across Swindon and Wiltshire, and are only open to pupils from that school. These clubs run once a week during term time, and offer children the opportunity to engage in fun, structured coaching sessions, directly at the end of the school day. Sessions are structured to allow children to develop their skills—before putting them into practice in a game situation.



PPA and In Schools Coaching

The Swindon Town FC Community Foundation can offer local schools in Swindon and surrounds the possibility of regular PPA cover or one off sessions of in-schools coaching. This can help alleviate staffing pressures within schools, to ensure that teachers are able to utilise their essential PPA time. It also adds a new dynamic to the children's day, giving the opportunity to frame lessons and subjects, such as PSHE, in a new and fun way. Sessions last approximately one hour, and can be arranged throughout the school year.

The C6 Programme

The C6 programme was launched in September 2016 as a Year 12 programme aimed at students from all over Wiltshire, with the educational element being delivered at Commonweal's state of the art sixth form centre in the heart of Swindon.

Alongside a full range of A-Level and Vocational qualifications, students are offered the opportunity to train, gain coaching qualifications, and compete against other professional football clubs from around the country. The teams play their fixtures once a week, averaging about 25 games per season, against teams from clubs such as Chelsea, Portsmouth and Norwich.

In addition to this, all students on the programme will be able to access the pastoral support, enrichment activities, and careers' opportunities available to all students at Commonweal Sixth Form. This is an opportunity for the young people of Swindon to embrace a new type of further education, that has led previous members to University placements, apprenticeships and work with STFC Community Foundation, and scholarships in the USA.



STFC6

“Being able to play football alongside my A-Levels gave me the best two years of my life. C6 has made me so much more confident in both my football, and my studies.”

– Briony Hurd, C6 Graduate



HEALTH AND FITNESS

STFC Community Foundation are proud to be able to deliver world class health, fitness, and nutritional education to our community. This ranges from helping people improve their health and fitness through the Football Fans in Training programme, or staying active in their later years with our Extra Time programme.



We understand that health and fitness can sometimes slide down the priorities list, so we want to help make it as easy as possible to remain aware of, and maintain this essential aspect of life. With the support of Swindon Borough Council and Public Health Swindon; since 2014 we've been offering our 'Football Fans in Training programme', for Men over 35 with a waist measurement of over 38". This has since expanded to include our women's group, and even a non-football fans group. However, we're constantly striving to improve how we serve our community, so we will be continuing to roll out health and fitness opportunities for all sectors of our community in the future.

Health and Fitness awareness is not limited to those looking to lose weight of course. We've also got our Walking Football, which helps people who might not be able to participate in regular football due to injury or age stay connected to the sport they love.

We've also been running our Extra Time Programme for over a decade now, providing an opportunity for older people to remain social and active, in a fun environment, taking part in a host of different activities every week.

STFC Community Foundation
HEALTH AND FITNESS

369

**STONE LOST
SO FAR BY OUR
FOOTBALL FANS
IN TRAINING**



**OUR OLDEST
PARTICIPANT IS**

82

YEARS YOUNG

120

**MILES WALKED
PER YEAR BY A
WEEKLY WALKING
FOOTBALLER**



50

**DIFFERENT
ACTIVITIES
ENJOYED BY
OUR EXTRA
TIME PROJECT**

Walking Football

As part of our commitment to providing opportunities for everyone in our community, we are pleased to be able to offer a slower paced, non-contact version of the beautiful game. Specifically designed for men and women aged 50 years or more, our walking football sessions are also suitable for people who may have had mobility, fitness, or health problems which have prevented them from playing a faster paced game.

Walking football reopens the door to players who have previously retired from competing in the sport, as playing the game at a walking pace reduces the chance of falls and injury, but is still a fantastic way to keep fit, and meet new and like-minded people.



Extra Time

The Extra Time project initially started in 2008 and now has 50 men and women over 65 meeting on a weekly basis to get exercise, socialise and take part in different sports and activities.

Some of the activities that we have offered to our participants include:

- Golf
- Bowls
- Croquet
- Water Polo
- Rowing
- Orienteering

We always have a great time, and it's a great opportunity for people to stay social and active in their later years.

Football Fans in Training

With the support of Swindon Borough Council, and Public Health Swindon, Football Fans in Training has now expanded to include our Ladies, and 'Friends of Football Fans in Training' programmes, which offer the same amazing fitness and nutritional information, but aimed at people who aren't coming from the Football environment.

The course lasts for 12 weeks, and covers topics such as nutrition, meal planning, and exercise. The focus is not simply on achieving an ideal fitness level, but maintaining it once you get there. We take a different approach from other purely calorie counting 'weight-loss' programmes, and the fact that so many people that take part in the programme continue to stay active, and maintain their new level of fitness is a testament to this approach.

Our past participants have lost a collective 369 stone, and some have gone on to join local sports teams, participate in the RunVember challenge, and even complete the London Marathon.



"It really has been life changing. I have enjoyed every minute of the course and will really miss our Thursday get-togethers, but I'm looking forward to continuing friendships with a great group of lads and spurring each other on to levels of fitness we've not seen for some years now! I'm so glad I did it."

- Rhys Dudding, Lost 2st 7lb

SOCIAL INCLUSION AND DISABILITY

One of the most amazing things about sport is its ability to bring people together, regardless of their situation. Our Social Inclusion and Disability programme aims to ensure that everyone in our community has a place to feel supported, whilst staying active, and having fun, regardless of background or ability.



People with disabilities may in the past have been excluded from traditional sports and physical education, but we aim to ensure that everyone has a place on one of our programmes. We also understand that not every disability is visible, so we offer an alternative for everyone who feels they need it. We engage with participants from every walk of life, whether living with cerebral palsy, or experiencing mental health disorders.



STFC Community Foundation
SOCIAL INCLUSION AND DISABILITY

2 

**LEAGUE TITLES
FOR THE STFC
DEAF TEAM**

**OUR DOWN'S SYNDROME
TEAM WAS FOUNDED OVER**

19

AMAZING YEARS AGO

221

**CHILDREN AND
ADULTS WITH
DISABILITIES
ENGAGED WITH
EACH WEEK**



1 **BRITISH EMPIRE MEDAL
FOR THE COACH OF OUR
MENTAL HEALTH SQUAD**

STFC Community Foundation SOCIAL INCLUSION AND DISABILITY



DS Active

Our Down's Syndrome sessions are one of the most well established in the country, and have been running through DS Active since 2011. This allows children and young people with DS to engage with the sport they love every week. Participants range from 5-25 years old, and all children, teens and adults with DS are welcome. Since its formation, the team has played DS Active teams from other clubs, travelling all over the country, attended the DS Active festival each year, and played on the pitch at the County Ground.

Wheelchair Football

Since 2016, STFC Community Foundation have been delivering wheelchair football sessions at the Robert Le Kyng Primary School, with their children who attend the SNUG (Special Needs Unit Group). The children all experience mobility problems, many of them having cerebral palsy, but engage in the weekly session using their powered wheelchairs, and specially adapted equipment provided by the Foundation. The children learn vital skills such as movement and teamwork through games and activities, and always finish with a match.



Deaf and Mental Health Teams

We run our teams for people who are deaf and have mental health issues, to provide opportunities for able-bodied people who have found it hard to find acceptance in mainstream football. We're extremely proud that in conjunction with his work with the groups; in 2019 the coach, Steve Holmes, was awarded the British Empire Medal for 'Services to Mental Health'. The projects seek to reduce the social isolation and stigma often associated with unseen disabilities, whilst improving physical and mental health.

Pan-Disability Sessions

This weekly session for local children with SEN and physical disabilities, helps to develop their social, mental and physical ability, as well as offering a respite facility for parents and carers who have children with special needs.

The children aged 5–16 who attend on a weekly basis, have additional needs ranging from cerebral palsy through to ADHD, and are encouraged to engage within the session, which delivers the opportunity to play sports such as football, unihoc, and basketball.

Three-day Multi-Sports Holiday courses are also delivered during a number of school holidays throughout the year.



Premier League Kicks

Currently in its tenth year, the Premier League Kicks programme seeks to achieve four objectives: Building stronger communities, enhancing physical and mental wellbeing, developing personal skills and positive relationships, and increasing sports education and employment opportunities.

The STFC Community Foundation will be utilising Foundation Park to provide free football opportunities for children and young people in our community, regardless of background. This will also allow us to provide volunteering opportunities for young adults who wish to get involved in coaching, and community engagement.



EVENTS AT HOME

The STFC Community Foundation aim to organise a number of events in the Swindon area throughout the year, to bring people together to celebrate our community. We aim to make these as accessible to as many people as we can, regardless of age or ability.

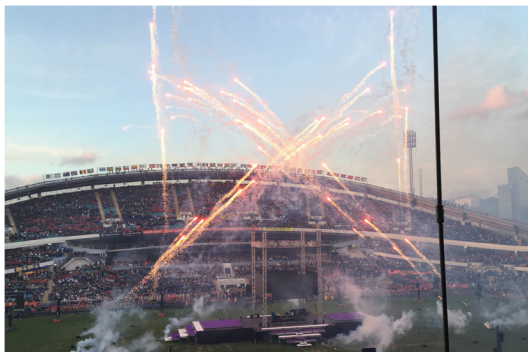
One key event in our calendar is our Six-a-Side Festival, which takes place at the end of the season on the pitch of the County Ground, and gives local teams the chance to play on the hallowed turf. Another is our SEN festival, which takes place in the Spring and brings together SEN students from schools all over Wiltshire, for a day of football and fun.

We've got events taking place locally all throughout the year, so be sure to check our website and social media for announcements and updates.



EVENTS AWAY

We are proud to be able to offer a number of our participants the opportunity to be able to play in some of the biggest tournaments in the world. We are also committed to ensuring that our girls teams receive the same opportunities as our boys teams.



We've taken teams to residential tournaments within the UK, as well as tournaments further afield, such as Spain, the USA, Holland, and the world's biggest youth tournament - the Gothia Cup in Sweden.

The Gothia Cup has been held since 1975 and sees around 1700 teams from 80 countries taking part, we've had some success in the past, and we feel it is one of the greatest experiences that we can offer our participants.

THE FOUNDATION IN ZAMBIA

Since 2007, STFC Community Foundation have been travelling to Zambia to deliver coach education workshops and disability coaching projects, which gives the opportunity of match experience, coaching, and tutoring for the area's young players, coaches, and referees.



In addition to the work we do when we are in the country, we annually send over kit and boots for the local teams, and in the past we've also been proud to install solar lighting in local schools, giving children the ability to study for longer hours during the day. During our time in Zambia, our coaching team have worked with hundreds of youngsters and Livingstone Association Coaches, with the word of Swindon Town Football Club being spread far and wide.





*Swindon town football club football in the community trust
Jaron Pinner got Chartered Architects August 2019.*

FOUNDATION PARK

“We look forward to creating a facility that the people of Swindon can be proud of.”

After years of planning, we're proud to finally be able to move into our new purpose-built home in the shadow of the County Ground, featuring home and away changing-rooms (that will also be utilised by our partners, the Swindon Harriers Athletic Club), multi-use function rooms, offices, a café, and a full-size 4G pitch.

This facility will allow us to host even more projects and activities, and allow us to continue to grow as a Foundation. We're excited to be able to offer the people of Swindon a new sporting hub for the community, and we hope this can allow us to bring even more people together in the name of Swindon Town Football Club.



Swindon Town FC
Community Foundation

www.STFCfoundation.com

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www.STFCfoundation.com/booking



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