

Swindon Town Football in the Community Trust



Annual Review 2017/2018



Annual Review Contents



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A Warm Welcome



The 2017-18 season has already been one of most exciting years we've had as an organisation.

We're now able to engage over 3000 members of our community per week, not only through our football coaching, but through our education, social outreach and inclusion, and health and fitness programmes. This is around 400 more than last year, largely thanks to the ever-expanding nature of our trust.

We've opened our wildly successful Football Fans in Training to ladies as well as men, with the first year's courses selling out immediately, with a substantial reserve list.

We are now delivering weekly After School Clubs at 35 schools, as well as continuing to provide P.E. coaching to teachers through the Premier League's Primary Stars programme, and we look forward to welcoming our third cohort in our C6 football education programme.

Our Mental Health and Disability teams have gone from strength to strength in terms of numbers, and our Deaf team won their second consecutive league title. We've also been proud to launch our first After School Club specifically for wheelchair users.

Perhaps most excitingly, in March we were able to announce that we had secured planning permission to create the Sporting Hub that Swindon deserves. The new facility will not only house our Trust, but will have a floodlit 3G pitch, cafe, changing rooms, and function rooms - all of which will be open to the community.

Thanks to all the people who make Swindon Town Football in the Community such a special organisation and here's to another special year.

Jon Holloway

Jon Holloway, Head of Trust



Health



In 2018, we wished our Extra Time project a very happy 10th birthday. Over the last 10 years Extra Time has engaged hundreds of retired men and women, increasing their physical activity, promoting social inclusion and reducing the risk of age-related illness.

In September 2018 we'll welcome the eighth cohort of our Football Fans in Training Project, as well as the launch of our first Ladies FFIT initiative. The course is open to those aged 35 to 65, with a waist measurement of 38" and above. Public Health Swindon and Swindon Borough Council have been instrumental in supporting us with Football Fans in Training, which has helped over 200 local football fans become healthier and lose weight. Our most recent cohort lost a remarkable 31 stone. One of the most important indicators of progress for us, is that so many of our participants continue to take part in regular weekly activities to maintain their healthier lifestyles. We've had participants run the London Marathon, the RunVEMBER challenge, and take part in walking groups and six-a-side teams.

Our Ladies Fitness Sessions have also grown throughout the year, with the help of the Premier League Girls Football initiative, and now engage over 30 women a week. The sessions are a great way to exercise; the participants are taught new skills and techniques, and will also revisit some sports that they may not have participated in for a while, e.g. netball, hockey, football and fitness sessions. These are suitable for all abilities and will give the opportunity to have fun and make friends whilst getting fit.

Our health programmes are delivered with the aim of increasing sports participation and promoting healthy lifestyles in a fun and engaging environment.



For those with young children, we also offer a Mums and Tots Fitness Session in which we supply not only expert fitness coaching and health advice, but also childcare for the full length of the sessions.

Case Study: Rhys Dudding

Rhys started the FFIT course weighing 105.2kg and after just 12 weeks he has lost 15.4kg, which is 14% of his starting weight.

Rhys said of the project: "It really has been lifechanging. 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."





46

Retired men and women engaged in weekly sporting activity thanks to the Extra Time Programme.

33

Walking football participants every week.



245

Stone collectively lost by our Football Fans in Training so far.

586

Children attend our weekly After School Club sessions.



90

Teachers receiving Premier League Primary Stars P.E. mentoring.



72

Full-Time Students enrolled on our C6 football education programme.



Education



In December, we delivered our very first author event in association with the Premier League and the National Literary Trust. The event was hosted at the Energy Check County Ground, with pupils from Lainesmead and Drove Primary School attending. Pupils were able to take part in a wide range of activities throughout the day, both poetry and football related. The poetry workshop was hosted by the poet Paul Cookson, who inspired the children with poetry and was able to give them a taster of his fantastic work. Miss Griffiths of Lainesmead School reflected on the workshop, “[The children] were highly engaged when listening to Paul Cookson as he performed his poems with great enthusiasm, and each poem linked to the interests of the pupils that attended.”

In March, we embraced the EFL's Day of Action to host a football education day at the Energy Check County Ground. This was done to showcase our Premier League Primary Stars programme and the work we do with our partner school, Chiseldon Primary School. The day started with pupils working in small groups to form questions that they would use if they were interviewing a Swindon Town player. Whilst they initially thought they would be asked each other the questions, the children were surprised by seven of the Swindon Town First Team players. Chiseldon teacher, Mrs Hagley, said, “Thanks for the visit this morning. The children thoroughly enjoyed it and haven't stopped talking about it.”

From our C6 Football Education Programme, to poetry events and the Premier League Trophy Tour, the variety of our learning opportunities demonstrates our commitment to the educational development of Swindon's young people.



Case Study: FA Level 2 Coaches

It is incredibly rewarding to see Alice Telling, Ellie Burgess and Briony Hurd complete their FA Level 2 qualifications. All three girls have developed their Coaching Education through work experience at the Trust and have received Trust funding to complete their qualifications. It has been great to see the girls progress from our Girls' Centre of Excellence U13's through to our C6 Football Education Programme, and now starting out on their coaching careers. Both Ellie and Alice have expressed a desire to remain with the Trust, whilst Briony is set to coach in America.



Social Inclusion



It was another successful year for the **STFITC Deaf Football Team**, who won the Wiltshire Deaf Football League for a second year in a row. It was also a remarkable year for the side's captain, Gilson Sly, whose daughter Maisie starred in an Oscar-winning short film. even making an appearance at the Oscars ceremony in Hollywood. Maisie is herself profoundly deaf and did us the honour of leading the Swindon Town team onto the pitch as lead mascot before their game against Grimsby at the County Ground.

Our Mental Health Football side have had a busy year, playing in tournaments and events all around the country. We've been working in conjunction with MIND to set up the team, a mental health charity that provides advice and support to empower anyone experiencing mental health problems. The link was established as part of the EFL Trust's Every Player Counts Initiative, established in September 2016. In April, the team were flag bearers on the pitch at Rodney Parade before Swindon Town's fixture with Newport and played a 5-a-side match on the pitch at half time.

In June, we were delighted to launch our Wheelchair After School Club at Robert Le Kyng School. The children were put through their paces with several exercises to improve their wheelchair and ball control before play a coached match. Sarah Leighfield, teacher at

Our Social Inclusion Sessions are run for children and adults throughout Swindon and the wider Wiltshire area. Our projects engage in football and other sports in a social setting, proving that anyone can play the beautiful game.

Robert Le Kyng said, "We're all about inclusion at the school and we need this kind of thing so the children can all join in together. We've never had an After School Club where they can all join in so when Football in the Community suggested the idea I just grabbed it and said, 'Yes - it's perfect!'"

Case Study: Kallum Neal

We are delighted that 9-year-old Kallum Neal, of our Robert Le Kyng wheelchair group, is now a playing participant for the Swindon Rockets electric wheelchair squad. We suggested Kallum to the group in November 2017 and he now attends weekly sessions at Nova Hreod Academy. Kallum, who has cerebral palsy, is still a vital part of our Robert Le Kyng group and said, "I love football and it is great to be part of the school sessions that have enabled me to go on and play for the Rockets."





221

Children and adults with disabilities engaged in sessions each week.

2

League titles for our STFITC deaf team.



46

Men and Women each week engaged with the sport they love in our Mental Health Football sessions.

191

**Boys playing within
our Elite and Advanced
teams.**



**Over
200
children per day
participating during
our Holiday
Development Courses.**

125

**Girls playing within our
Girls' Centre for
Football Excellence**



Sports Participation



Our sports participation programmes have continued to grow throughout the year as we broaden our relationships with local schools and sports organisations.



Earlier this year we launched our SSE Wildcats In Schools coaching sessions at several primary schools around Swindon. The Wildcats initiative was established by the FA to encourage more girls aged 5-11 years to take up playing football. We now also run two weekly SSE Wildcats sessions out of school hours that engage over 30 young girls in regular football coaching each week.

Case Study: Sam Clarke

We've always been extremely proud of our Boys Elite and Advanced setup, with teams ranging from U7's to U16's. Players are given the opportunity to develop within a structured environment under the high quality guidance of STFC's qualified coaches. We use the latest coaching methods, developing players both tactically and technically. Our Elite Centres also act as a feeder system into the STFC Academy setup. This year, we're delighted to be sending our U13's and U15's teams to Sweden to play in the world's largest youth football tournament, the Gothia Cup, where they'll have the honour of representing both their country and their club.

STFC Elite Centre U13's player Sam Clarke had been monitored by the Swindon Town Academy and, after a successful trial, has now signed for the Academy. We are all delighted for Sam and it is a real credit to our coaches throughout our Elite set-up that we can develop players to their full potential and give them the best opportunities possible. Senior Development Officer Shane Hewlett said, "Sam has made massive strides with his development over the last few years and has always shown the desire to learn, giving his best in every training session and match."

Our Girls' Centre of Excellence also goes from strength to strength. In season 2017-2018 our Under 16's squad travelled to America for the incredible experience of participating in the Dallas Cup. In addition, our Under 12's and Under 13's travelled to compete in the Barcelona Cup. Further trips are planned for the 2018-19 campaign.



The activities and programmes that we deliver...

- Holiday Courses
- Soccer Centres
- After School Coaching Clubs
- Saturday Team Club Package
- Mini Robins & Mini Academy (2-3 year olds coaching)
 - STFC Junior Academy (4-6 year olds coaching)
- Extra Time (over 60s Healthy Living Programmes)
 - Birthday Parties
 - Disability Programme
- C6 Football Education Programme
 - Ground Tours
 - Club Coaching Days
- Free In-Schools Coaching Programme
- Girls Coaching & Development & Centre For Excellence
 - Multi Sports
- Swindon Town Ladies Football Club
 - Football Fans In Training
- Premier League Primary Stars and Premier League Girls
 - Zambia Community Project

Swindon Town Football in the Community Trust are actively involved not only in Swindon but throughout the County of Wiltshire.

**For further details on any of the above activities
please call (01793) 421303 or (01793) 617718
www.stfitc.co.uk**

STFITC MISSION STATEMENT

"To provide the best Football in the Community activities and programmes for everyone."

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