



2006/07

FSC
Federation of
Stadium
Communities

Annual Report

Chair's Message



June Jeffrey
October 2007

Welcome to the Federation of Stadium Communities annual report. Once again it has been a full and successful year which has seen changes, both for the FSC and the community and voluntary sector in general. A major change for the FSC is its bright new shiny offices! September saw us become the first tenants in the Vale Park Enterprise Centre, based, as the name suggests, at Port Vale Football Club. Don't forget to note our new address and phone number as shown on page 8.

Nationally, 2007 saw the publication of the government's review on the future role of the third sector in social and economic regeneration. As a charity, the FSC belongs to "The Third Sector." This term encompasses community and voluntary organisations, charities, social enterprises, co-operatives and mutuals both small and large. Such organisations share the common characteristics of being driven by their values and working to further social, environmental or cultural objectives. It is a diverse, active and passionate sector, and this is reflected in the projects being developed by the FSC to ensure community benefit in all things related to partnership working with sports stadia.

The FSC's current work continues to support our vision for healthy, cohesive communities, working in partnership with clubs, local authorities and other agencies to maximise the mutual benefits of sports stadia in any neighbourhood. Our Reaching the Community, Port Vale Community Initiative, and Healthy Stadia programmes are excellent examples of the value and expertise the FSC can bring, thus

ensuring the benefits of partnership working and sharing of best practise can be used to create successful community stadia, including for the communities who are their neighbours. Full details of these and some of our new projects can be found on pages 3 - 6 of this report.

As more local authorities consider the concept of community stadia, and the value they can bring to the areas and communities into which they are located, the FSC is uniquely placed to work with all parties involved in such developments to help ensure mutual benefits can be achieved, particularly in relation to the provision of Green Travel Plans (to protect residents quality of life and help reduce global warming) and the provision of quality community facilities in areas where these are often lacking and much needed.

Judy Crabb, now in her third year with us, continues her ground breaking work developing new projects and programmes. My thanks to her and all our staff and volunteers whose belief in and dedication to their work has made these projects so successful and valuable to our beneficiaries. My thanks also to my fellow trustees for their support, time, and the skills and experience they bring to the FSC to help it continue its unique and valuable work.

As we settle into our new offices, we look forward to continuing to work nationally, regionally and locally to support the partnership working which can make such a positive difference and enable sports stadia and the communities around them to become good neighbours.

Chief Executive's Report

This year has seen the further development of Healthy Stadia as the underlying theme of FSC's work. It has been supported by the practical initiatives delivered through Reaching the Community, The Vale Park Community Initiative and Port Vale Tales. Working in partnership remains fundamental to our approach. Through 'Talking Balls, Matchmaker and Villa in the Community we continue to explore new ways of using stadia as a setting and a 'hook' to engage and meet the needs of those hard to reach groups typical of deprived stadium neighbourhoods. We hope our developing track record, highlighted in this report, speaks for itself.

Judy Crabb, October 2007

Healthy Stadia

The fourth and final phase of **The NW Healthy Stadia Programme** is now available on the FSC website. It includes

- An updated base-line audit of health-related activities of NW Sports Clubs
- A revised and extended Healthy Stadia Toolkit incorporating learning and good practice from Phase IV specifically relating to evaluation and community participation work
- Documentary evidence of measurements of success indicators which demonstrate measurable health gains for 'the man in the street' from the four pilot stadia.
- Documentary evidence of effective partnership working from the Healthy Stadia partnership groups
- Documentary evidence of the input of local voluntary and community groups to Healthy Stadia initiatives

Further outputs of this phase included:

- Two interactive workshops at which pilot stadia shared learning, disseminated good practice, and the beginnings of a mutual support system was developed
- A Dissemination Event in March to disseminate learning from the Healthy Stadia Programme so far, up to and including Phase IV.
- A Development Day in May building the sustainability of the Healthy Stadia approach and forging links with corporate social responsibility and topic-based work.
- An increase in the number of stadia in the North West with Healthy Stadia partnership working groups from a baseline of 4 to 8
- An increase in the number of stadia in the North West releasing facilities for community use relating to physical activity from a baseline of 4 to 8

Heart of Mersey Healthy Stadia Project

The final phase of this project focused on embedding change. All stadia committed to becoming smoke free and are now tackling means of support for those wishing to quit smoking.

Two stadia have been awarded the Heart of Mersey Healthy Eating Award and through partnership development stadia are linking in and contributing to other related agenda including Health Trainers, Neighbourhood Support, workplace health and Sport and Physical Activity Alliances (SPAAs). The final report is available on the FSC website

Talking Balls

Using stadia as settings to engage hard to reach groups is an important element of the Healthy Stadia approach. Funding from The Arts Council enabled FSC to work in partnership with Women and Theatre to tour a theatre piece about men's health – 'Talking Balls' to 9 stadia across the West Midlands.

Feedback from all who attended was very positive and we are planning to do further work with Women and Theatre to realize the potential of reaching target audiences in this way.

The external evaluation is available on the FSC website

The Healthy Stadia Reports

Available from the FSC website or on request from the FSC Office

- Healthy Stadia Programme Parts 1 & 2
- Healthy Stadia Programme Executive Summary
- Healthy Stadia Programme Project Tool kit
- The Heart of Mersey Healthy Stadia Report 2005/06 in collaboration with Haig Associates



Reaching the Community

Funded by the Football Foundation and the Lankelly Chase Foundation, the aim of the project is to support sports clubs across the West Midlands to better understand the needs of their neighbouring communities and help them to work in partnership with local organisations to develop mutually beneficial projects and initiatives. The project uses the power of sport, the club 'badge' and the stadium to address local inequalities in health, learning, employment, the environment and to help combat social exclusion and build social cohesion.

Highlights of the second year of the project include; Supporting community representatives in Coventry to develop a management committee and to secure funding for equipment and a Development Worker for the Ricoh Arena Community Space; Supporting Shrewsbury Town FC in establishing a Community Liaison Group and developing a successful Green Travel Plan in order for them to meet the planning requirements for their new 10,000 all-seat stadium.

Work with Shrewsbury Town FC has also included the establishment of a Healthy stadia initiative at the new ground as well piloting one of the FSC's 'Extra Time' engagement projects.

Extra Time is being piloted at AFC Telford, Port Vale FC and Shrewsbury Town FC. Extra Time is an intergenerational project which engages with traditionally 'hard to reach' groups, in particular males, by capturing and celebrating mutual interests, experiences and memories of football and

sport. The project features a program of activities where young people (secondary school or 16-25) and older people (50+) share learning and provide each other with mutual support and mentoring. The versatile program can be tailored to include a variety of learning outcomes including, health messages, ICT, multi-media and participation in sport and physical activity. The program can also be used as an engagement and consultation tool and as a 'sign-post' into further education or employment. Materials produced through the project, such as DVDs, books and exhibitions etc will be exhibited and disseminated both locally and regionally.

Feedback from sports clubs supported by the Reaching the Community project clearly indicates that the most valuable aspect of the project is the resource to forge links, develop relationships, identify and secure funding and facilitate the partnerships with community groups, voluntary organisations, local authorities and Health agencies needed to make projects successful. It is the development of this genuine partnership approach that has allowed these new and innovative community projects to be developed.

Reaching the Community Reports

Available from the FSC website or on request from the FSC Office

- Interim Report 1 (Apr 05-Sept 05)
- Seminar Report 1 (Oct 05)
- Interim Report 2 (Oct 05-Mar 06)
- Interim Report 3 (April 06-March 07)
- Ricoh Arena Community Space Feasibility Study



Pupils from Sundorne Sports College in and Shrewsbury FC players past and present take part in Extra Time

Vale Park Community Initiative

This project has been funded by Coalfields Regeneration Trust, The Big Lottery and The Co-operative Foundation since October 2005. The aim is to develop community initiatives focussing on Port Vale Football Club using the power of sport to tackle inequalities in health, education and employment for all population groups living in the neighbourhood of the stadium. The project has worked to an Action Plan based on community consultation undertaken every six months to monitor progress. Over the course of two years: 12 Community activities have been supported, 25 new volunteers have been recruited, a total of 921 people have benefited, including 794 young people and 2 new groups have been supported

With the support of the VPCI, Port Vale FC club has committed to becoming a 'Healthy Stadium'. Initiatives have included Active in Age training with the Beth Johnson Foundation, Healthy Walks training, and a Health month with the PCT culminating in a Smoke-Free 'Healthy Match Day' on Saturday 17 March. Fans, players, and the wider community were able to find out about men's health with the premier of 'Talking Balls', attend walks around the Club and cycling workshops, access smoking cessation support, try healthy options at the kiosk and for people completing a health questionnaire have a free gym pass and the chance of a signed players tee shirt. A 'Health and Well Being Questionnaire' was collected by PCT staff at Port Vales home game versus Crewe and throughout the course of VPCI Community Consultation. The information has been used to develop the next work plan for the VPCI development officer and support the PCT in it's health promotion programme.

A significant element of the projects work has been to support the Valiants Against Racism campaign. VAR received the Kick It Out Level 1 Equity Standard for the work to combat racism at Port Vale. The work includes the Anti-Racism hotline (The VPCI Development Worker is responsible for reporting messages left on the line) training for matchday staff and stewards and also a website and membership scheme. The VAR Community Cohesion Shield has been run for four years, the last two through the VPCI. It brings together around 100 players from a range of ethnic backgrounds with a post tournament celebration hosted by Port Vale FC.

It is proposed that the VPCI manager will now develop closer relationships with the various groups involved in the tournament. This will include an arts

project, with a local community arts group, depicting the connections of the different cultural backgrounds and communities of the teams involved and their connections and relationships to football.

Social Inclusion Initiatives such as the graffiti project and the work with Closing the Gap have shown the value of using the brand name of club and it's facilities to engage and support excluded young people. It is proposed to further develop a programme of such initiatives over the next 3 years.

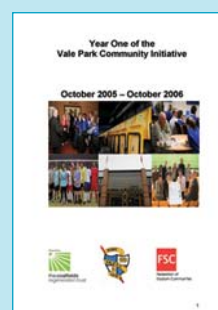


Players in the 2007 VAR Community Cohesion Shield

Vale Park Community Initiative Reports

Available from the FSC website or on request from the FSC Office

- [First Year Report](#)
- [Second Year Report](#)



Developing Projects

Port Vale Tales

This project began in April 2007. Port Vale Tales is a community oral history project which will capture the stories of players and supporters of PVFC between the 50s and the 80s

The project has so far trained year 9 students in interview techniques who have then interviewed former players and other local older people with stories to share about Port Vale and it's neighbourhood.

Over the course of the next two years a DVD will be produced in partnership with students from Staffordshire University, an exhibition of memorabilia and material produced by participants in the project will be held, a data base of material will be put together, educational material for young people produced and a series of road shows encouraging older people to relate their stories will result in a memory map. Further work will be developed to

- Use the experiences of Port Vale Tales to engage socially isolated older men
- Engage with refugee/asylum seeker groups in the City making football the focus of their old and new lives.

Match Maker

This is a partnership project with Sheffield Utd FC, The Big Picture, Trish O'Shea and Sharrow Community Forum. The project will explore the rites and rituals associated with match day at Sheffield United and the impact of the day on the club and its local community.

A team of four community artists have been commissioned, a writer, film maker, photographer and textile artist. A further team of individuals from the local community has been recruited to work with them. A series of creative outputs will culminate in a joint exhibition hosted by Sheffield United and Sharrow Community Forum in Spring 2008.

Villa in the Community

FSC has been commissioned by Land Securities Trillium / Investors in the Community to work with Aston Villa FC to develop work in the community that can support a role in the Building Schools for the Future Programme. The programme to engage with the local community includes a programme of community days looking at health and well being, safety and employment.

FSC Board of Trustees 2006/2007

Trustees

- June Jeffrey (Coventry) - Chair
- Peter Seaman (Sandbach) - Treasurer
- Yunus Ahmed (Sheffield)
- Ian Jackson (Swinton)
- Diane Jones (Hereford)
- Steve Pearshouse (Birmingham)
- Linda Ratincks (Lake District)
- Brian Todd (Blackburn)

Staff

- Judy Crabb - Chief Executive
- Chris Lawley - Development Officer (Reaching the Community)
- Jonathan Pace - Development Officer (Vale Park Community Initiative)
- Bill Cawley - Project Manager (Port Vale Tales)

THE FEDERATION OF STADIUM COMMUNITIES

BALANCE SHEET AS AT 31 MARCH 2007

	2007	2006
	£	£
FIXED ASSETS	1,181	1,576
CURRENT ASSETS	93,865	49,347
CURRENT LIABILITIES	7,126	3,951
NET CURRENT ASSETS	86,739	45,396
NET ASSETS	87,920	46,972
FINANCED BY		
UNRESTRICTED FUNDS	26,568	25,613
RESTRICTED FUNDS	61,352	21,359
TOTAL	87,920	46,972

INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31 MARCH 2007

	2007	2006
	£	£
INCOME	215,617	111,224
EXPENDITURE	174,669	105,613
SURPLUS	40,948	5,611
SURPLUS BROUGHT FORWARD	46,972	41,361
SURPLUS CARRIED FORWARD	87,920	46,972

Federation of Stadium Communities

Established in 1991 and based in Burslem, Stoke-on-Trent, the FSC seeks ways of tackling inequalities in stadium neighbourhoods, both by the resolution of stadium related issues and problems and by exploring ways in which sports clubs and stadia can have a positive influence on the health and well being of their neighbouring communities.

Almost 60% of professional football and rugby league clubs are located within deprived neighbourhoods. These areas are characterized by low skills and training, poor access to services, poor health, plus high disability, crime and a poor environment. 68% of FA Premier League and 61% of Football League clubs are based in areas with significant or high black and minority ethnic populations.

The FSC provides information and advice to those in stadium neighbourhoods, highlights and shares examples of good practice and helps to develop projects, partnerships and innovative ways of achieving mutual benefits.

In 2006/07 FSC Received Funding from:

- The Football Foundation
- Lankelly Chase
- Home Office Active Communities Unit
- The Coalfields Regeneration Trust
- The Cooperative Foundation
- The Big Lottery
- Heritage Lottery
- Ellerman Foundation
- Arts Council
- Heart of Mersey
- North West Public Health
- Land Securities Trillium

Federation of Stadium Communities
Suite 20
Vale Park Enterprise Centre
Hamil Road
Burslem
Stoke on Trent
ST6 1AW

Tel: 01782 831900

info@stadiumcommunities.org.uk

www.stadiumcommunities.org.uk