



2007/08

FSC Federation of Stadium Communities

Annual Report

Chair's Message

Welcome to the Federation of Stadium Communities 2007/8 Annual Report, which once again gives a detailed insight into the valuable and unique work being carried out to enable stadium communities and professional sports stadia to work together in partnership for the mutual benefit of all.

Sports stadia can be a valuable resource to the areas and communities in which they are located, as can those communities to the sports stadia who are their neighbours. As the only organisation in the country that specialises in representing stadium communities, the FSC's work continues to seek to improve the quality of life of all population groups in such neighbourhoods both by the resolution of stadium related issues and problems and by exploring ways in which sports clubs, community groups and other appropriate agencies can work together.

In the current economic climate finding ways of ensuring sustainability is, and will increasingly become, of paramount importance for the private, statutory, community and voluntary sectors. The diversity and innovativeness of the FSC's current and developing projects, and the benefits they are bringing to all involved in their delivery, clearly illustrates the success of such partnership working and the added value it can bring to the outcomes of such projects for all concerned.

The FSC's work with the Mens' Health Forum, our recent Mens' Health Symposium, "A Games of Two Halves" held at Manchester City Football Club, the launch of our "Closer to Home Circular Walks" project, further development of our Healthy Stadia Programme and Healthy Stadia Toolkit illustrate just some of the different ways we are working to use sport and sports stadia to address inequalities in health and widen participation in learning.

This year has also seen the launch of our new website at www.stadiumcommunities.org.uk. Why not spend five minutes browsing through its pages (cup of coffee optional!) to see more details of all our work over the past twelve months and to keep up to date with our latest developments.

Once again my thanks to Judy Crabb and our staff and volunteers for their hard work and dedication which continues to make our projects so successful for our partners and beneficiaries. My thanks also to all my fellow trustees for the support, time, skills and experience they give to the FSC.

There are many aspects to Healthy Lifestyles, Healthy Communities and Healthy Stadia and the way all can work together to improve our environment and deliver sustainable development for everyone. Developing partnership working as an embedded culture is key to ensuring that positive relationships developed between stadium communities and the sports stadia who are their neighbours becomes a sustainable resource for the future to benefit everyone.

June Jeffrey, November 2008

Chief Executive's Report

FSC is a unique organisation. There is no other organisation that specifically represents stadium communities. The past 12 months have seen a steady output of innovative projects successfully brokering relationships between the private, public and community sectors. In the run up to 2012, interest grows in the opportunities offered by sport and stadia to bring sustainable benefits to local communities and the challenges it also presents.

This report highlights our work, all of which uses sport and sport stadia to tackle local health and well being inequalities. We are delighted to be working in partnership with a growing range of agencies at the local level but also with key national agencies such as Supporters Direct and Men's Health Forum.

The Healthy Stadia concept continues to underpin our approach. Looking forward we will be building on the work contained in this report and further developing the Toolkit by the addition of tested work packages. It promises to be an exciting year to come.

Judy Crabb, November 2008

Healthy Stadia

'Developing sustainable partnerships for local health improvement strategies'

Wolves Healthy Stadia Partnership

Wolverhampton Wanderers FC is situated next to an area of Wolverhampton called Whitmore Reans - an area characterised by some of the most marked health and well being inequalities in the City. Commissioned by Wolverhampton PCT in 2007 FSC has facilitated the formation of a partnership group that includes:

- Wolves in the Community
- Wolverhampton City PCT
- Wolverhampton Arts and Museums Service
- Whitmore Reans Local Neighbourhood Partnership
- Whitmore Reans Children's Centre
- Base 25
- Playing for Success (Dunstall Racecourse)
- Molineux Alley regeneration project
- Wolverhampton City Council Sports Development Team
- Extended Schools co-ordinator

The group's aim is to maximise the benefits Wolverhampton Wanderers FC can bring to the health and well being of communities in Whitmore Reans in support of the Whitmore Reans Local Area

Neighbourhood Plan.

Much of the work in the first six months was focused on developing the partnership and delivering short to medium term projects. The key focus of the partnership now is to develop a long term sustainable partnership that can continue to make a difference both to the Whitmore Reans area and wider across the city. This includes:

The implementation of an intergenerational community engagement project between Wolves, and communities in Whitmore Reans, supporting the health and well being targets of the Neighbourhood Plan and linked to the Molineux Alley project.

The development of partnership bids for three year funding for a health and well being project (Health Kicks) that will use the stadium setting to engage men 18+ and offer a range of health services including sexual health, regular health checks and mental health, plus provide greater access to statutory jobs and enterprise services and decrease the sense of isolation, and increase group participation from a mix of ethnic groups.

Shrewsbury Town Healthy Stadia Partnership

The Shrewsbury Town Healthy Stadia Partnership was established as part of the FSC's work to support Shrewsbury Town FC during its stadium re-location in 2007. The FSC supported the Club in establishing both the Healthy Stadia Partnership and the Stadium Liaison Group, which is responsible for overseeing the Sustainable Transport Plan.

The Healthy Stadia Partnership Group includes representation from the following key partners:

- Shrewsbury Town FC
- Federation of Stadium Communities
- Shropshire County PCT
- Shrewsbury & Atcham Borough Council
- Shropshire County Council
- Shrews Supporters Trust
- Schools Sports Partnership
- Shropshire County Sports Partnership
- Shropshire County Football Association

The aim of the partnership is:

To ensure, through partnership working, that the stadium promotes the health of visitors, fans, players, employees and the surrounding community, and is a place where people can go to have a positive healthy experience while playing or watching sport or visiting the stadium.

Objectives:

- To ensure where practical and possible, that health initiatives developed within the stadium environment:
- Reflect local health need
- Support The Local Area Agreement, and Public Health Strategy
- Follow the guidelines of the Healthy Stadia Partnership Checklist
- To agree an annual Action Plan of health initiatives

Reaching the Community

The **Reaching the Community** project aims to support sports clubs across the West Midlands to better understand and engage with their neighbouring communities, by helping them to develop mutually beneficial partnership projects designed to address local inequalities.

The third year of the project has focused on developing projects with an intergenerational focus. Three 'Extra Time' pilot projects were developed with the support of the Beth Johnson Foundation's Centre for Intergenerational Practice, leaders in the field of intergenerational work. Copies of their evaluation of the projects are available upon request.

Funding was secured from 'The Community Foundation for Shropshire and Telford' to run two of the Extra Time projects at Shrewsbury Town FC and AFC Telford United.

Extra Time: A Day in the Life was developed in partnership with AFC Telford United's Learning Centre, Sutherland School and Age Concern Shropshire, Telford and Wrekin and took place in February 2008. Participants included year-10 students undertaking an ASDAN qualification and senior citizens from local community groups.

The project utilised digital photography to create photo-stories to highlight the differences and similarities between a typical 'Day in the Life' and a 'Match-day Experience' of the older and younger participants. The completed photo-stories were screened at a celebration event at AFC Telford United where the participants each received an 'Extra Time' certificate of achievement. Due to the popularity of the project further sessions were organised for the returning to design a web-page to showcase the photo-stories.

Extra Time: Healthy Lifestyles focused on positive messages of healthy eating and exercise, and was developed in partnership with Sundorne Sports College, Shrewsbury Town FC and Shropshire County Primary Care Trust (PCT).

Participants included year-8 students and senior citizens from local community groups, who participated in a variety of sessions including, healthy cooking, digital photography, art and creative writing. The work was compiled into a calendar to showcase the participants work.

The project began in June 2008 and culminated in a celebration event at Shrewsbury Town FC, attended by participants and partners from both the Shrewsbury and Telford projects. Participants all

received an Extra Time certificate of achievement and goody-bags provided by the PCT which contained a variety of fun literature, games and products designed to promote healthier lifestyles.

Extra Time: Generation Games focused on the sharing of experiences of 'Play, Games and Sport' across generations. Year-10 students from Haywood Engineering College and senior citizens Bradeley Retirement Village and Age Concern Staffordshire took part in the project, which began in April 2008 with funding secured locally from Staffordshire County Council.

Participants worked together to digitally record reminiscence sessions, interviews and sport and games activities, which they then edited together into a DVD. They also worked together to design the DVD box cover.



Above: Students and older volunteers take part in the *Generation Games* activity day

Everyone who took part received a copy of the DVD, an Extra Time certificate of achievement as well as two free tickets to the first Port Vale home game of the season. The DVD was screened at a celebration event at Port Vale FC in July and will also be submitted, along with the DVD box cover, as part of the students course work for their GCSE Media course.

All three projects gave the younger participants the opportunity to improve their social skills and confidence by supporting the older participants in developing their IT and media technology skills, while at the same time breaking down barriers and negative perceptions of the older and younger generations. Reaching the Community project reports can be found on the FSC website.

Vale Park Community Initiative

The Vale Park Community Initiative (VPCI) is a partnership between Port Vale FC, Vale in the Community, the City Council, Primary Care Trust, VAR, local schools, community groups and Housing Associations. It aims to develop community initiatives focusing 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, and to ensure that through partnership working, the existing and developing new facilities, services and assets at the club are used for the mutual benefit of the local community, in particular to meet the identified needs of younger people, older people and pursuing equal opportunities for all.

Originally funded through the Coalfields Regeneration Trust, the Co-operative Foundation and the Big Lottery to test whether the stadium could be a focus for community initiatives, the project has secured continuation funding to deliver on-going community initiatives and to embed such work into the club itself. Initiatives include a three year MEND programme and a healthy walks project.

MEND is a national initiative to combat childhood obesity. Port Vale Football club was the first sports club in the country to 'brand' a programme which

is funded through the Football Foundation, Stoke City PCT and Midland Heart. The VPCI partnership provides the critical setting. The programme is being managed by the VPCI and delivered by a team that includes Vale in the Community, Midland Heart, and Closing the Gap. It is targeting 7-13 year olds in areas neighbouring the stadium.

Close to Home Circular Walks is a PCT funded initiative that supports the Primary Care Trust's Lifestyle Programme. It is aimed at the very large numbers (118,000) of adults (16 plus) that are sedentary in Stoke on Trent. Easily accessible walks are being devised for each Ward in the city, starting with the wards nearest to Port Vale FC.

The initiative was launched by Joan Walley MP at Port Vale FC in September 2008, when members of the first team joined over 100 other people in a 45 minute walk starting and finishing at the stadium to demonstrate just how easily accessible interesting and 'healthy' walks can be.

The complete 'set' of maps will be available in Spring 2009 and made widely available. Free walk leader training is also being offered and FSC aim to train at least 60 walk leaders also by Spring 2009.

Port Vale Tales

Funded by Heritage Lottery, the project which began in May 2007 is now in its second and final year.

Port Vale Tales DVD

A DVD has been produced on which memories and stories of former players, their families and local people are shared. The DVD captures stories from 18 individuals spanning over 30 years, including wives of former players as well as John Poole and Graham Barnett, players from the 1950s and the current Chairman Bill Bratt.

Collected and Archived Material

The project has bought together and made accessible archive material including photographs, articles and interviews. Some material was included on the DVD which is being used as a tool for reminiscence work with older people. Sufficient copies of the DVD have been produced to enable FSC to distribute, and therefore share the contents very widely. The considerable archive footage currently held in store by Staffordshire University, has also been copied onto indexed discs that are now

stored and freely available for use at the Haywood Community Learning Centre close to Port Vale FC.

Community Engagement

The process of producing the DVD has engaged all generations from Year 9 students, university students and supporters in their late 20s through to their 80s as well as former players from the 50s and 60s and their wives in sharing local heritage. The use of the DVD by reminiscence groups will ensure a legacy of intergenerational sharing.

Learning Opportunities

School students have enjoyed learning opportunities including interview skills, media skills, presentation skills as well as local history. They are now involved in producing a Port Vale Tales exhibition that will be displayed in the main restaurant of the club. Older people who were involved in the DVD have also gained interview skills and we are now offering free places on the Active in Age reminiscence training courses being delivered in partnership with *Letting in the Light*.

Supporter's Trusts 'First Steps' Project

The FSC has been commissioned by Supporters Direct to deliver the 'First Steps' project. The aim of the project is to develop a model for first step community activities for Supporters' Trusts that can be replicated across the Supporters' Trust movement. Three Trusts are taking part at Burnley FC, Bradford City FC and Swinton Lions RLC.



Above: Students interview former players and supporters at the Burnley Legends taster day event

The project recognizes that the Trust membership itself is a potentially valuable community asset with individuals who have a wealth of skills and local knowledge that can be utilised to engage with other local people of all generations.

An intergenerational approach is therefore being used and local school children are being invited to 'taster' events at the stadia where they have the opportunity to meet and interview former players and Trust members to find out more about the club and its local area.

Clarets Trust (Burnley) held a very successful taster event in October and this will be evaluated by FSC and used as the basis of future community work. Similar events are planned with the Supporter's Trusts from Bradford and Swinton.

All the Trusts taking part in the pilot projects are now building partnerships with agencies they had not worked with before and in doing so reaching groups of all ages in their diverse communities neither they nor their clubs have had much engagement with.

FSC Board of Trustees 2007/2008

Trustees

- June Jeffrey (Coventry) - Chair
- Peter Seaman (Sandbach) - Treasurer
- Yunus Ahmed (Sheffield)
- Ian Jackson (Swinton)
- Diane Jones (Hereford)
- Linda Ratincks (Lake District)
- Brian Todd (Blackburn)
- Alan Hatton-Yeo (Stoke-on-Trent)
- Trish O'Shea (Sheffield)

Staff

- Judy Crabb - Chief Executive
- Chris Lawley - Development Officer (Reaching the Community)
- Jonathan Pace - Development Officer Vale Park Community Initiative (until January 2008)
- Pat Whitehouse - Development Officer (VPCI from May 2008)
- Bill Cawley - Project Manager (Port Vale Tales)

The Federation of Stadium Communities

BALANCE SHEET AS AT 31 MARCH 2008

	£	£ <u>2008</u>	£	£ <u>2007</u>
FIXED ASSETS		886		1,181
CURRENT ASSETS	85,902		93,865	
CURRENT LIABILITIES	4,214		7,126	
	<hr/>		<hr/>	
NET CURRENT ASSETS		81,688		86,739
NET ASSETS		<hr/> 82,574 <hr/>		<hr/> 87,920 <hr/>
FINANCED BY				
UNRESTRICTED FUNDS		40,818		26,568
RESTRICTED FUNDS		41,756		61,352
		<hr/>		<hr/>
TOTAL		<hr/> 82,574 <hr/>		<hr/> 87,920 <hr/>

INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31 MARCH 2008

	£ <u>2008</u>	£ <u>2007</u>
INCOME	172,473	215,617
EXPENDITURE	177,819	174,669
	<hr/>	<hr/>
SURPLUS	-5,346	40,948
SURPLUS BROUGHT FORWARD	87,920	46,972
	<hr/>	<hr/>
SURPLUS CARRIED FORWARD	<hr/> 82,574 <hr/>	<hr/> 87,920 <hr/>

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 2007/08 FSC Received Funding from:

Big Lottery
Heritage Lottery
Football Foundation
Coalfields Regeneration Trust
Cooperative Foundation
Ellerman Foundation
Lankelly Chase Foundation
Stoke-on-Trent PCT
Wolverhampton PCT
Midland Heart
Shropshire & Telford Community Foundation
Staffordshire County Council
Oldham Community Health Service

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