

FSC News

Summer 2008 Issue 31

This Issue:

Creative Engagement

There is a huge range of innovative activities with different communities across the UK. Creative artists are working with agencies including education, health, museums, galleries, libraries – and increasingly, with sport.

They are inspiring and empowering individuals and groups to explore and express ideas, talk and understand one another and let unheard voices be heard.

This issue highlights two projects taking this approach and provides an update on our own work in this area.

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A GAME OF TWO HALVES

SYMPOSIUM ON THE ROLE OF SPORT AND SPORTS STADIA IN IMPROVING MEN'S HEALTH

- **Can Sports stadia be settings for health improvement, through the provision of clinical services (e.g. GP surgeries or weight loss/mental health programmes) and/or health information campaigns?**
- **Should Sports stadia and clubs develop outreach work in their local communities (e.g. in schools, youth centres and workplaces)?**
- **Can sports role models influence the health behaviours of men and boys?**
- **What is the potential role of the 2012 Olympics Games in improving men's health?**

FSC and Men's Health Forum are bringing together a range of experts in the fields of men's health, public health, physical activity and sport to explore these and other areas of activity and to recommend priorities for action. A symposium, entitled 'A game of two halves' is to be held on October 30th at Manchester City Stadium.

The symposium is already attracting a lot of interest. We will report further in the next newsletter as well as posting information on our website.



This event is supported by the following organisations:



FSC Pilots 3 Intergenerational Projects

Extra Time is an intergenerational reminiscence project developed by the FSC as a means of engaging with traditionally 'hard to reach' learners, in particular older men, by using their interest in sport and football and the Club 'badge to encourage their involvement.

Initial taster sessions were carried out to determine the demand for the projects and

the needs of participants. Project steering groups were then set up to allow partner organisations and participant groups to have an input into the structure and content of each individual project, ensuring that the projects addressed partner's priorities and targets. The Beth Johnson Foundation, leaders in intergenerational practice, externally evaluated two of the projects.

Extra Time: 'A Day in the Life'

Funding was secured from 'The Community Foundation for Shropshire and Telford' to run two of the Extra Time projects in Shrewsbury and Telford. One of the aims was to share learning and experiences between participants of both projects through a joint end celebration event.

The AFC Telford project began in late February 2008 and took place at AFC Telford United's Learning Centre. The project was developed in partnership with the Learning Centre, Sutherland School and Age Concern Shropshire, Telford and Wrekin.

The project focused on digital photography and involved 6 year 10 students and 8 senior citizens identified through Age Concern Shropshire and the Hadley 50 Club.

Participants learnt digital photography and editing skills and photographed their match-day experience and a typical day in their life. The participants then worked in small mixed generation groups and used their photographs to produce individual photo-stories of the two days.

The younger participants supported the older participants in developing their basic IT skills, while contact with the older participants served to improve social skills and confidence among the young students. The finished photo-stories were screened at a celebration event at AFC Telford United where the participants

each received an FSC 'Extra Time' certificate of achievement.

The project compared the differences and similarities between 'A day in the life' of different age groups and different communities which live around the ground and served to dispel some of the negative perceptions of the older and younger generations.

The project ran for 7 sessions in and due to its popularity with the participants the project was extended for a further 3 sessions in June, where the returning participants designed a web-page in order to allow access to all the photo-stories produced in the first part of the project.



Extra Time: 'Healthy Lifestyles'

The Shrewsbury project focused on healthy eating and reminiscence of player's diets and was developed in partnership with Sundorne Sports College, Shrewsbury Town FC and Shropshire County Primary Care Trust (PCT).

Participants included 14 year-8 students from Sundorne Sports College and senior citizens from local community groups, who shared learning in a variety of sessions including, healthy cooking, digital photography, art and creative writing. The work was compiled into a calendar which showcased the participants work.

The project ran for six weeks starting 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 will receive a copy of the calendar at the

beginning of the new school term. Everyone who took part in the two projects received goody-bags provided by the Shropshire County PCT which contained a variety of fun literature, games and products designed to promote healthy lifestyles.



Extra Time: 'Generation Games'

The Port Vale Generation Games project focuses on the sharing of experiences of 'Play, Games and Sport' across generations. Taking part were 15 Year 10 students from Haywood Engineering College and 12 senior citizens Bradley Retirement Village and Age Concern Staffordshire.

The project ran between April and July 2008 with funding secured locally from Stoke-on-Trent City Council.

Participants shared learning on use of digital video cameras, digital photography, desk top publishing and video interview skills, as well as taking part in various reminiscence activities. The participants filmed each of the project sessions, which took place at Port Vale FC and the Retirement Village, they then edited the material and designed the DVD box cover. The work was then presented in a DVD. Everyone who took part received a copy of the DVD and an Extra Time certificate of achievement. Port Vale FC also gave

participants vouchers which could be redeemed for two free tickets to the first Port Vale home game of the new 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.



Children on Track for a Healthy Lifestyle

Parents, carers and young people on the Mind, Exercise, Nutrition and Do it programme (MEND) have become food detectives in the quest to lead healthier lifestyles.

As part of the nutritional education section of the course, all participants made a visit to the Co-Op Late Shop on Newcastle Street in Burslem, where manager Paul Cookson and his staff showed each of them how to choose healthier foods through reading label advice on packaging.

The visit to the supermarket was part of a 10 week course for young people and their families to learn how exercise and healthy eating can lead to healthier lifestyles.

Participants on the project can now recognise unrefined, low-fat and low-sugar foods by referring to the nutritional advice – making healthy choices much simpler.

The MEND programme is a national initiative to

reduce childhood obesity, and is being aimed at seven to 13-year-olds. MEND promotes a healthy mind, alongside exercise and good nutrition as the best recipe to tackle weight-related health problems among children.

The initiative is being delivered locally by a partnership of The Federation of Stadium Communities, Port Vale Football Club, Football in the Community, regeneration and social housing company Midland Heart and Stoke-on-Trent City Council's Closing the Gap programme.

During the 10 week programme the children looked at healthy eating, exercise and lifestyle choices. MEND ensures the essential messages are delivered in an exciting and user-friendly format to ensure each person takes away a positive experience which puts them on the road to a healthier lifestyle.

For more details please contact Midland Heart 01782 525 570.

Port Vale Tales Launches DVD

The FSC's two year Heritage Lottery funded project has successfully completed it's first year having achieved all of it's initial objectives, including:

- Bringing together and making more accessible, archive material.
- Production of a DVD of memories of former players, their families and local people.
- Offering learning opportunities for older and younger people.

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.

The DVD will now be used in the second year of the project as:

- A tool to encourage older people to undertake reminiscence training allowing them to run their own reminiscence groups.
- The basis of reminiscence sessions run by the Port Vale Tales project manager.
- A promotion of the value of local heritage and the part played by football clubs in the lives of their communities.

The process of producing the DVD has engaged all generations from Year 9 students, university students, supporters in their late 20s through to their 80s as well as former players from the 50s and 60s and their wives.

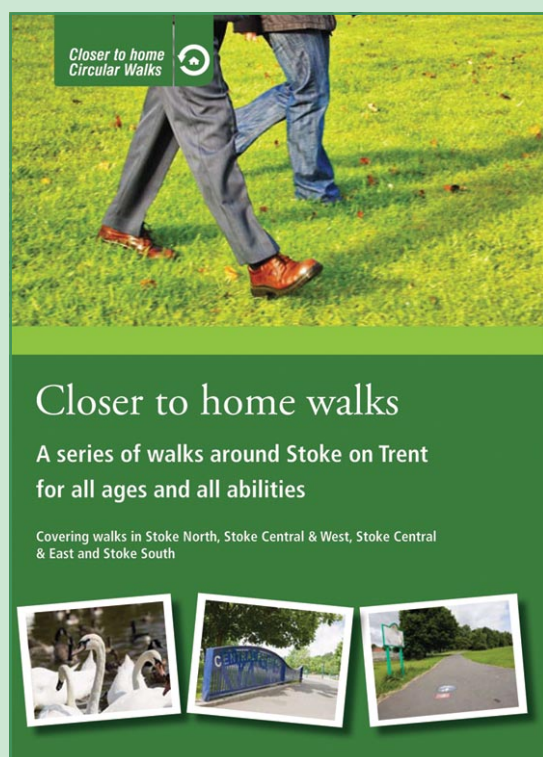
If anyone would like a copy of the DVD, please contact the FSC office.

Closer to Home, Circular Walks

Aimed at tackling the growing problems associated with obesity, the 'Closer to Home, Circular Walks' project, under the umbrella of the Vale Park Community Initiative, is funded by the Health Improvement Team (formally Health Promotion North Staffordshire) working in partnership with the FSC. The project is being delivered as part of Stoke-on-Trent Primary Care Trust's wider Lifestyle Support Programme. The initiative is aimed at the very large numbers (118,000) of adults (16 plus) in Stoke-on-Trent who are sedentary.

Joan Walley, MP for Stoke-on-Trent North, will be launching the first five maps on **Wednesday 3rd September 2008 at Port Vale FC**. The launch features a variety of activities including a Healthy Walk and the presentation of Walk Leader Certificates to newly trained walk leaders. For more details on the launch event please visit the FSC's website.

The remaining 15 walk maps will be produced by the end of 2008 and made widely available throughout the City.



The FSC will devise a series of 20 easily accessible healthy walks, one for each Ward in the city, starting with the 5 Wards nearest to Port Vale FC. Maps will be produced for each walk, which will feature short, medium and long walks allowing people of all ages and abilities to take part. The maps will include detailed descriptions of the walking routes as well as safety information and points of natural and historical interest.

Walk Leader Training

To support the 'Closer to home' project, 60 people from across Stoke-on-Trent will be trained as "Walk Leaders" who will then be able to lead regular walks in and around Stoke-on-Trent's main beautiful green and urban spaces.

Training to become a "Walk Leader" takes one full day and the trainees receive a nationally recognised qualification through the Walking for Health Initiative (WHI). The course highlights what the WHI expect of their walk leaders and includes; a demonstration from training venue; carrying out a risk assessment exercise; conducting a pre-walk health questionnaire; and munching your way through the healthy lunch. The day is filled with learning activities that are both fun and educational, and the newly qualified walk leaders leave the training fired up and ready to start leading walks.

The FSC is looking to recruit as many volunteers as possible to train as 'Walk Leaders' between September and December 2008. The project will continue until 2010, by which time we hope to have trained several hundred walk leaders.

Argi Bhaji & BIG Dance

The FSC is supporting Argi Bhaji, Arts and Media Productions to work with sports clubs in the West Midlands as part of 'Big Dance'.

Big Dance is a national bi-annual week-long celebration of dance in all its styles and forms and is open to everyone to join in! Big Dance aims to get as many people dancing as possible in the lead up to the event, throughout the week itself and also to encourage people to keep dancing all year round. In 2006 over 9000 people joined together to perform in city and town squares and indoor venues across the country, some dancing for the first time! Big Dance is an Arts Council initiative and in the West Midlands the Arts Council is keen for the project to develop to become part of the Cultural Olympiad programme.

Argy Bhaji has been tasked by the Arts Council to produce a vision for Big Dance for 2010 and

2012 developing Big Dance as an event with a football focus. They are seeking to develop partnerships with the region's football clubs and open a dialogue as to how the projects might develop to both meet the aims of club's community programmes and deliver dynamic dance events.

"After football, dance is the most popular form of exercise in schools and dance participation has increased by 83% in the last four years. Health, fitness and dance are on the government's agenda and we would like to reach people who would not normally take part in dance, perhaps thinking it was not for them. We believe that that working with football clubs is one way for us to do this." Sabra Khan, Project Manager, Argi Bhaji

For more information please email Sabra Khan at sabrakhan@hotmail.com

Artist Residency at Barrow AFC

John Hall is a professional artist, Arts Project Co-ordinator and Artist in residence at Barrow AFC. John has developed a number of arts projects over the last few years, following his approach to Barrow AFC with the idea of having an artist in residency program at the Club.

The projects have been developed in partnership with Barrow AFC, Barrow Football in the Community, Age Concern and local schools and supported by the Arts Council, The Lottery and Barrow Borough Council.

The 'No Way Ref' exhibition featured 50 large scale table football figures representing players, managers, fans and referees displayed on a miniature pitch accompanied by a digital montage of football sounds. The figures were made by local school children from plastic bottles, hanging baskets and plaster by local school children.

John has also worked with Peter Foley, one of the few black players to play professionally

during the 1960's, on an anti-racism schools project, as part of Kick It Out's 'Week of Action'.

John's work with the Club moved into its second phase last year with the appointment a second resident artist, Glenn Boulter, who was chosen from more than 40 candidates.

John is now in the process of preparing for the next phase, Sightlines 3, which will deliver a 12-month pilot program of arts events and education projects that will provide opportunities for local artists, attract professional artists to the region, and provide opportunities for participation in the arts for local people, particularly school children. The sustainable project will build on the current art residency program and will enhance the club's profile as a centre for all forms of creativity compliment the social inclusion work of the Club's study centre.

For more information please contact John Hall at johnkennethhall@aol.com

Stoke-on-Trent is Closing the Gap

'Closing the Gap' is an innovative, award winning project delivered by Stoke City Council. The vision is that:

"all young people between the ages of 0 and 25 will have the same opportunity to enjoy the benefits of sport and active recreation irrespective of their personal circumstances, for example who they are or where they live.

The purpose is to:

"have unlocked the potential of increased participation in sport and active recreation using this as a vehicle for change when working with young people at risk of social exclusion."

As part of this project The Port Vale Volunteer Scheme has been set up in association with FSC and Port Vale FC. It aims to recruit and train local people with an interest in Port Vale, sports coaching or their local community in sports leadership.

When qualified these volunteers will access community and youth groups in the north of Stoke-on-Trent and run Port Vale's Sports Challenge.

The challenge is designed to introduce participants to a range of sports, completing it involves attending at least 6 sessions of a ten week multi-sport programme.

The first recruitment drive earlier this year produced four qualified, enthusiastic volunteers who are now running two successful sessions in the north of the city.

One session at Haywood High School is open to any young person involved in the Youth Inclusion Project in Stanfields. This session attracts between ten and fifteen young people each Wednesday night, and

to date has offered them basketball, football and athletics sessions.

Another session is held at Swann Bank Methodist Church Youth Centre and numbers attending are increasing each week. The young people gain new sporting experiences, the opportunity to get healthy and a way of making new friends in a fun and safe environment.

The second recruitment drive for volunteers kicked off in November this year with a leaflet drop during Vale's home game against Crewe. Information was also included in the match day programme and posters put in local youth and community centres around Burslem and Tunstall.

So far, the interest in the scheme has been encouraging. A number of people from the match day have shown an interest, and five more people have already signed up to volunteer.

Volunteers all receive sports leadership training and a CRB check before they start delivery and are supported by staff from Closing th Gap.8 people are required to set up the next Community Sports Leaders training course and based on the response to date it is hoped that this can start early in 2008.

Becoming a Sports Volunteer for Port Vale FC offers people the chance to make a difference to their communities. It also helps people to gain valuable work experience and an opportunity to acquire skills in communication, organisation and coaching.

For more information on the scheme, becoming a volunteer or joining in with Port Vale's Sports Challenge contact Ruth Stainton at ruth.stainton@stoke.gov.uk.

Notice Board

FSC Launches New Website

The FSC has launched a brand new interactive website. The new site has been designed by the FSC to be far more user-friendly than previous websites, allowing far easier and quicker access to the information you are looking for.

All the information on FSC's projects and services, case studies, reports and information sheets can now all be accessed directly from the main Home Page. No more pull-down menus or confusing pages within pages.

The website is hosted by 'Webenable', a website design and hosting organisation who's primary mission is to help people with a learning disability communicate using the web and multimedia technology.

Webenable provide accessible websites using words, pictures, speech and video for good communication, helping to make the internet accessible to everyone. For more information on Webenable please visit www.webenable.org

We hope you find our new site easy to use and the information housed within its pages, of use and of interest. We also value your feedback, so please feel free to contact us if you have comments and suggestions regarding the site or if there is any information you can't find.

The website address remains the same as our old website and can be found at:

www.stadiumcommunities.org.uk



FSC News is published by the Federation of Stadium Communities. The views expressed within this newsletter are those of the author and not necessarily those of the FSC.

Article Contributions

The FSC welcomes any contributions to the newsletter. If you wish to highlight a particular issue, or would like to promote a success story which could serve to inspire others, we would be happy to receive your articles. The FSC reserves the right to edit submitted articles. This Newsletter may be copied with acknowledgements

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Printed by CPL Design & Print, Preston

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Registered Charity no. 1105527.

Company registered in England no. 4773288.