



Federation of Stadium Communities

# 'Reaching the Community'



Interim Report 4

April 2007 to March 2008



**FootballFoundation**  
football's biggest supporter

# 1. Background

## *Federation of Stadium Communities*

The FSC is a national charity which represents the interests of communities living in vicinity of major sports stadia. Established in 1991, the FSC exists to help to improve and build mutually beneficial relationships between sports clubs and their neighbouring communities.

The FSC works to improve the quality of life for stadium communities, by exploring ways in which sports clubs and community groups can work together to develop innovative projects, initiatives and partnerships which help to address local inequalities in health, learning and employment opportunities, to promote economic and environmental regeneration and minimise any negative impact due to the activities of the stadium.

The FSC provides information, advice and support and highlights and shares examples of good practice.

# 2. The Project

Reaching the Community (RtC) is a unique West Midlands based pilot project which seeks to improve the quality of life in stadium neighbourhoods by helping and supporting sports clubs to better engage with their neighbouring communities, local authorities, health agencies and community and voluntary organisations.

The 5 year project which began in April 2005 is funded by the Football Foundation with a contribution to the project for years 2 and 3 from the LankellyChase Foundation.

The project aims to support sports clubs to better understand the needs of their neighbouring communities and help's them to work in partnership with local organisations to develop mutually beneficial projects and initiatives, which use the resources, facilities and the power of sport and the club 'badge' to address local inequalities in health, learning, employment and the environment and to help combat social exclusion.

The project will identify the barriers preventing sports clubs from maximising their potential community engagement and recommend, facilitate and develop measures designed to allow clubs to address and overcome those barriers. Where necessary, the project will seek to improve the existing relationships between sports clubs and their neighbours, by facilitating the establishment of effective dialogues between clubs, communities, authorities and other agencies and through this dialogue seek to resolve issues relating to the negative impact caused by the activities of the sports club.

The project will encourage and facilitate partnership working that will:

- Develop stadia as centres which provide integrated cultural, sporting, health and educational services and use the power of sport to increase participation in such services by 'hard to reach' groups

- Create an understanding and responsive environment that can attract sustainable and mutually beneficial income streams
- Develop a process for the on-going involvement of all local communities in decision making in relation to community opportunities presented by stadia

The project will initially target 18 sports clubs including football, cricket and rugby clubs, however further clubs may be added as the project develops. The target clubs are:

- AFC Telford United
- Aston Villa
- Bromsgrove Rovers
- Birmingham City
- Coventry City
- Kidderminster Harriers
- Hereford United
- Port Vale
- Shrewsbury Town
- Stafford Rangers
- Stoke City
- Walsall
- West Bromwich Albion
- Wolverhampton Wanderers
- Worcester City
- Warwickshire CCC
- Worcester CCC
- Worcester RUFC

### **3. Progress & Achievements**

This report reviews the third year of the Reaching the Community project from April 2007 to March 2008. This year the project has focused on the development and delivery of specific engagement projects which have been developed through the successful relationship building and consultation work carried out in the first two years

This has focused primarily on the development of the 'Extra Time' intergenerational project and support for Shrewsbury Town FC's move to their new stadium.

#### **Extra Time**

Extra Time is an intergenerational project which has been designed 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' as a draw.

Three 'Extra Time' intergenerational reminiscence projects were developed in 2007 to be delivered in the first half of 2008. The projects were at Port Vale FC, Shrewsbury Town FC and AFC Telford United. Local sources of funding were

secured to cover the physical project costs, such as tutor time, room hire and refreshments etc.

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/or targets.

The Beth Johnson Foundation, leaders in intergenerational practice, are evaluating the projects and will promote them as best practice if successful.

## **On Going Support**

As well as the more intensive project development, a significant aspect of the Reaching the Community project has been the development of relationships with potential partner organisations, something that many Club's do not have the time or often knowledge to do.

The key to the development of successful partnerships has been in the understanding and appreciation of each of the partner's individual needs, priorities and targets and how they can fit in with those of both the Club and other potential partner organisations. It is this initial time and research which allows the development of successful and most importantly sustainable projects and partnerships.

Work has included:

- Providing support, information and examples of best practice to target sports clubs, partner organisations and community and supporter groups
- Development of new and existing relationships with target sports clubs, potential partner organisations and community and supporters groups
- Identification of potential partner organisations and opportunities for developing mutually beneficial community projects
- Brokering of meetings between sports clubs, community and supporters groups, key local stakeholders and partner organisations
- Identification of club, community and partners organisations support needs
- Facilitating the setting up of liaison groups and partnership working groups
- Having representation on and supporting existing monitoring, liaison and partnership working groups
- Undertaking community consultation
- Developing and piloting innovative community consultation tools such as 'Extra Time' and 'Healthy Stadia'
- Developing funding bids for community groups and partnership working groups
- Providing examples of best practice and project up-dates at liaison groups, partnership working groups and regional meetings of Supporters groups and County FAs
- Organising best practice visits

On a strategic regional level work has included:

- Regular liaison, project up-date and sharing of best practice with sports bodies including, Football in the Community, Supporters Direct, Football League, Premier League and Football Association
- Provision of information and examples of best practice to local, regional and national government authorities, health agencies, media organisations, academics and students
- Promotion of the achievements of Reaching the Community by co-ordinating and contributing to the production of FSC newsletter, annual report and publicity and promotional materials
- Promotion of a greater knowledge and understanding of the needs and concerns of stadium communities.

## Target Clubs

### AFC Telford United

Funding was secured from 'The Community Foundation for Shropshire and Telford' to run to 'Extra Time' intergenerational projects in Shrewsbury and Telford. One of the aims of the project is for participants of both projects to share their experiences at an end celebration event.

The AFC Telford project began in late February and took place at AFC Telford United's new Learning Centre. The intergenerational 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 participants, 6 year 10 students and 8 senior citizens from two older peoples organisations from

the communities neighbouring the stadium. Participants received free family tickets (2-adults and 2-children) to attend a match, where they all photographed their match-day experience. On the 28<sup>th</sup> February, participants also photographed their activities on a typical day in their life. The participants then worked in small mixed generation groups to produce a photo-story of 'A day in their Life' and their 'Match Day Experience'. Participants learned basic digital photography, editing skills and use of photo-story software. 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 younger people. The finished photo-stories were shown at a celebration event at AFC Telford United where the participants each received an 'Extra Time' certificate of achievement produced by the FSC, an article on the event appeared in the local Shropshire Chronicle.

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 Beth Johnson Foundation evaluated the project and a report is available upon request.

The project ran for 7 sessions in February 2008 and due to its popularity with the participants the project has been extended for a further 3 sessions to take place in June. For the extra sessions the returning participants will put together a web-page which will allow access to all the photo-stories produced in the first part of the project. The website will be hosted by the school with links from all the partner organisations.

### **Aston Villa**

The FSC was commissioned by Land Securities Trillium to facilitate a program of community activities in support of their work on a 'Building Schools for the Future' bid. The major activity was a Jobs Fair at Aston Villa FC, delivered by Business Education Partnership at which students had an opportunity to learn about the various occupations employed at the stadium.

340 year 6-pupils attended from the 5 local primary schools in walking distance of the ground. 18 employees from Aston Villa were involved in a total of 10 sessions. Contributors included staff from the media, including a sports commentator, representatives from Aston FM Radio, marketing and ticket sales, administrators, an American intern and fitness coaches. Outside contributors came from Connexions, adult guidance workers, who have since arranged to go into local schools parents' meetings and Personal Advisers and Fire Service and Police representatives who work the local patch.

### **Birmingham City**

A Community Liaison Group was established at Birmingham City FC in August 2007, however only three meetings were held due to a lack of attendance from local community representatives. It is hoped the community representatives can be encouraged to attend in the future.

Birmingham City FC has been introduced to community organisations that the Football in the Community had not previously worked with, including 'My Time' a Birmingham based counseling and psychotherapy service and the

Golden Hillock Children's Centre. Funding is now being sought by My Time in partnership with the FSC for two projects both of which include football coaching sessions delivered by BCFC as part of holistic family based projects supporting the diverse communities neighbouring St Andrews.

### **Birmingham City & West Bromwich Albion**

A joint project is being developed between the FSC, Birmingham City FC, West Bromwich Albion FC a poetry and media group called 'Start of an Era'. Initial funding has been secured by Start of an Era and a further bid for match funding will be made. The aim is to deliver intergenerational poetry workshops at both Clubs utilising the FSC's Extra Time engagement model.

### **Port Vale**

A 'taster' pilot session for the Extra Time intergenerational project took place in October 2005. Following the feedback from this, two successful projects were developed. The first, a 2-year, Heritage Lottery funded reminiscence project entitled '*Port Vale Tales*'. The second a more developed Extra Time programme.

The Port Vale Extra Time project is entitled Generation Games and focuses on the sharing of experiences of 'Play, Games and Sport' across generations. Participants are from the local high school, Haywood Engineering College, a neighbouring Retirement Village and Age Concern Staffordshire.

Participants will share learning around the 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 will film each of the project sessions, which will take place at Port Vale FC and the Retirement Village, they will then edit the material and design a DVD box cover. The work will then be presented in a DVD. Each participant will receive a copy of the DVD and an 'Extra Time' certificate of achievement produced by the FSC. The DVD will be screened at a celebration event at Port Vale FC and will also be submitted as part of the students course work for their GCSE Media course.

Funding for the project has been secured locally from Stoke-on-Trent City Council and the project will begin in late April 2008.

### **Shrewsbury**

#### **Stadium Liaison Group**

In order to allow Shrewsbury Town FC to meet their Section 106 planning obligations for their new stadium, the FSC supported the Club in setting up a stadium liaison group and drafting terms of reference and a code of conduct for the group. The group consists of representatives from:

- Shrewsbury Town FC
- FSC
- Community Groups
- Emergency Services

- West Mercia Police
- Shrewsbury and Atcham County Council
- Shropshire Borough Council
- Local Businesses
- Supporters Trust

Support was also been given to Shrewsbury Town FC at Town Planning meetings which resulted in the successful amending of the Section106 planning agreement, which has allowed for far greater freedom to deliver a comprehensive community-led Travel Plan.

### **Travel Plan**

The Stadium Liaison Group was also supported to develop a draft sustainable Travel Plan, which was unanimously agreed by the Stadium Liaison Group and both the County and Borough Councils. The Plan includes a Supporters Coach Scheme, developed by the Shews Supporters Trust, which is based on the model employed at the Ricoh Arena.

Support included the organisation of a best practice visit to the Ricoh Arena in Coventry, to allow representatives from Shrewsbury Town FC to learn how the Ricoh run their 'Park and Walk' and 'Park and Ride' car park sites and car park ticketing and stewarding systems and policies.

### **Healthy Stadia**

A Healthy Stadia steering group has been established at the Club. Terms of reference have been agreed and an action plan will put together for activities in 2008.

The group has representatives from the following:

- Shrewsbury Town FC
- FSC
- Shropshire County Primary Care Trust
- Shropshire Football Association
- County Sports Partnership
- Sports and Community Development, SA County Council
- Smoke Free Alliance, SACC
- Environmental Health, SACC
- Walking For Life project – Shropshire County Council
- Schools Sports Partnership
- Supporters Trust

Initial work will support the Club in aiming for the Football League Family Excellence Award for 2008/9 and the Shropshire 'Healthy Eating Award' and the 'Breast Feeding Friendly Award'.

### **Extra Time**

A pilot taster event was held in March 2007 at Shrewsbury Town FC's old ground for the 'Extra Time' project. A DVD of imagery was produced by the Adult Learners who took part, which included a voice over by the young people from the local High School. The project was very well received and paved the way for a more comprehensive project.

Funding has been secured from The Community Foundation for Shropshire and Telford to run two 'Extra Time' intergenerational projects in Shrewsbury and Telford. One of the aims of the project is for participants of both projects to share their experiences at an end celebration event.

The Shrewsbury project focuses on healthy eating and reminiscence of player's diets. A calendar will be produced with recipes and health messages. Participants will include year-10 students from Sundorne Sports College and senior citizens from local community groups. The participants will share learning around healthy cooking, digital photography, art and creative writing. The project will start in June and run for six sessions and have a celebration in July 2008.

### **Shrewsbury Town Community Initiative**

Shrewsbury Town FC has requested that the FSC replicate its' Port Vale FC based Vale Park Community Initiative project in Shrewsbury.

A funding bid has been submitted to Awards for All to fund the FSC to produce a feasibility study, which will include.

- Community consultation & Taster sessions
- Establishing and facilitating a Steering Group
- Developing an Action Plan
- Identification and securing of funding or a full time development worker

Work has begun in identifying key partners to form the steering group, feedback so far has been very positive.

### **Stoke City FC**

The FSC was commissioned to undertake a series of community consultation activities focusing on local views and aspirations of Stoke City FC's Britannia Stadium. The consultation was to form part of the Club's open day in August 2007 followed by an Extra Time: Intergenerational taster event. However, the project was halted by the Stoke City FC's Chief Executive with little explanation to the FSC or the Club's Community department.

### **Wolverhampton**

A Healthy Stadia Initiative has been developed at Wolverhampton Wanderers FC. Terms of reference and an action plan have been agreed for the group. Future activities will include a 'Stadium Legends' reminiscence/family learning project, a Health Kicks programme as well as a project designed to link the Stadium to the Molineux Alley townscape/regeneration project.

A steering group has been established which includes representation from:

- FSC
- Football in the Community
- Wolverhampton Race Course Playing for Success Centre
- Whitmore Reans Neighbourhood Partnership
- Whitmore Reans Children's Centre

- Wolverhampton Sports Partnership
- Midland Heart Housing Association
- Wolverhampton Museum and Art Gallery
- Princes Trust
- Base 25

## **Regionally**

A relationship has been established the planning department at Sport England, with an agreement being made to share information regarding new stadium planning developments and promote the services of our respective organisations.

## **4. Sharing Best Practice**

Best practice information regarding the Reaching the Community Project is provided by regular up-date reports which are disseminated at all available opportunities as well as via the FSC's newsletter and website. Progress updates and models of best practice are provided at all meetings of Liaison, Monitoring, Partnership and Steering Groups.

Best Practice models and case studies have been disseminated through the Football League and Supporter's Direct via their respective magazines.

Case Studies of the Extra Time projects will be disseminated internationally by the Beth Johnson Foundation via their Centre for Intergenerational Practice.

Progress on the project and models of best practice have also been disseminated via County FA Regional Development Meetings and at Supporter's Trust Regional meetings, seminars and conferences.

## **5. Problems & Issues**

The second year of the project has again clearly identified a lack of a consistent and sustainable partnership approach among sports clubs.

The three barriers previously identified through the project; that of resources (skills, time and funding); strategic understanding and internal and external communication are still the primary barriers to sports clubs engaging with their local communities and potential partner organisations. There is also still a general lack of understanding by the Public and Voluntary sectors as to what a Sports Club offers and could potentially offer by working in partnership.

Work in the third year of the project has also identified that there are often many communication barriers within the Club's themselves, the reason for this again is primarily one of resources and effective management structures, which are often not in place, particularly among the smaller Clubs.

It has also been difficult to secure funding for the project costs of the Extra Time projects. Through networking and attendance at intergenerational

conferences and events, it is apparent that this is a barrier faced by many organisations wishing to develop intergeneration projects. The difficulty appears to be in finding funders interested in funding projects which address the needs of both young and old participants equally.

A clear example of this is that, the regional offices of Age Concern are very keen to develop intergeneration work, designating officers to develop these kinds of projects, however there are no resources in place to cover for actual project costs, which means they are very keen to work in partnership. When developing the Port Vale Extra Time project, which Age Concern is a partner, a bid was submitted to the national Age Concern 'Bright Ideas' fund, however it was rejected because they would only fund projects if older people made up at least 70% of the overall participants, even though best practice suggests intergenerational projects should contain equal numbers of young and older participants. The same problem is then faced when trying to secure funding from funders who's focus is young people, they too would expect the majority of the funding to benefit their target beneficiaries.

## **6. Next Steps**

### **Extra Time**

The two remaining Extra Time projects will be delivered between April and July 2008, this will include:

- Co-ordinating project sessions.
- Undertaking baseline and post project evaluations.
- Liaising with partners to ensure all targets are met.
- Support of Beth Johnson Foundation in undertaking external evaluation.
- Co-ordinating production of final project work
- Organisation of celebration events

### **Stadium Legends**

In order to avoid confusion with the Football Foundations 'Extra Time' funding stream. The FSC's Extra Time projects will be re-branded as 'Stadium Legends' once the current projects are completed.

Preliminary work on the Stadium Legends will include identifying Clubs from the West Midlands wishing to develop intergeneration work. Priority will be given to the target Clubs which have not yet engaged with the Reaching the Community Project.

Once clubs have been identified, partners and target beneficiaries will be identified.

**Chris Lawley**  
**Development Officer - Reaching the Community**

## Action Plan

The Action Plan below outlines the mechanisms or activities identified to meet the needs or take advantage of the opportunities highlighted in each area. The action Plan summaries the outputs and outcomes of the activities and identifies any potential barriers to developing those activities. A timescale is given for completion within the context of the project.

The aim over the next six months is to continue to develop the agreed activities at each of the clubs already on board and to continue to develop relationships with the remaining target clubs.

<b>Reaching the Community - Action Plan April 2008 – Sept 2008</b>						
<b>Work Area</b>	<b>Identified Needs/ Opportunities</b>	<b>Mechanism</b>	<b>Outputs</b>	<b>Outcomes</b>	<b>Barriers</b>	<b>Time Scale</b>
<b>AFC Telford United</b>	- Supporters Trust owned Club already in partnership with local authority. Desire to develop further community projects. Desire to better understand and widen supporter base -- Funding secured for Extra Time project	Extra Time – Intergenerational Project	- Younger and Older people participation in Extra Time project	- Relationships built between AFC Telford, Age Concern and older peoples groups - Better understanding of different generations by Extra Time participants	- Local BME groups typically don't engage with other groups and further time is needed to slowly build sustainable relationships	- February to June 2008
<b>Aston Villa FC</b>	- Community Investment Company Established	- Development of Reminiscence project utilising radio Studios		- Older and Younger people engaged in		- ongoing

	<ul style="list-style-type: none"> <li>- Desire to develop usage of Radio Studios</li> <li>- Funding secure for Children's Gym with PCT</li> <li>- Access to under-used fully equipped kitchen</li> <li>- New Chairman and more Structured Community Department in place</li> <li>- Strong relationship with PCT</li> </ul>			community projects		
<b>Bromsgrove Rovers FC</b>	<ul style="list-style-type: none"> <li>- Poor relationship between Club and Supporters Trust</li> </ul>	<ul style="list-style-type: none"> <li>- Work with both the Club, the Supporters Trust and Supporters Direct to improve relationships</li> <li>- Work with PCT to explore potential projects</li> </ul>			Difficulty in arranging meetings with Supporters Trust	- ongoing
<b>Birmingham City FC</b>	<ul style="list-style-type: none"> <li>- FitC desire to work with wider Community</li> <li>- Parking problems affecting Local residents</li> </ul>	<ul style="list-style-type: none"> <li>- Funding secured to develop an intergenerational poetry project in association with West Bromwich Albion City FC</li> </ul>				- Sept to Nov 2008
<b>Coventry City FC</b>	<ul style="list-style-type: none"> <li>- LA owned Multi-use Arena</li> <li>- Dedicated Community Space</li> </ul>				- Funding required for Community Space	- Ongoing

	<p>managed by local community</p> <ul style="list-style-type: none"> <li>- Arena Monitoring Group established</li> </ul>				Manager	
<b>Halesowen Town FC</b>	<ul style="list-style-type: none"> <li>- Desire to develop community projects</li> <li>- Desire to redevelop ground including community facilities</li> <li>- desire to improve relationship with neighbouring community</li> </ul>					ongoing
<b>Hereford United FC</b>	<ul style="list-style-type: none"> <li>- LA desire to develop intergenerational work with Club.</li> </ul>					-Ongoing
<b>Kidderminster Harriers FC</b>	<ul style="list-style-type: none"> <li>- Supporters Trust desire to work with neighbouring community and develop community projects</li> </ul>	<ul style="list-style-type: none"> <li>- Work with both the Club, the Supporters Trust and Supporters Direct to improve relationships</li> </ul>			Difficulty in arranging meetings with Supporters Trust	- Ongoing
<b>Port Vale FC</b>	<ul style="list-style-type: none"> <li>- Club desire to improve and develop relationships with neighbouring communities, statutory agencies and other sports clubs</li> <li>- New supporters group established</li> </ul>	<ul style="list-style-type: none"> <li>- Development of 'Extra Time' intergenerational partnership project</li> <li>- Development of Valiants Against Racism membership scheme</li> </ul>	<ul style="list-style-type: none"> <li>- Younger and Older people participation in Extra Time project</li> <li>- Support given to 'Valiants Against Racism' (VAR) in developing membership scheme</li> </ul>	<ul style="list-style-type: none"> <li>- Relationships built between PVFC, Age Concern, Bradley Retirement Village and Haywood High School.</li> <li>- Better understanding of</li> </ul>	<ul style="list-style-type: none"> <li>- Funding secured for Extra Time project</li> </ul>	<ul style="list-style-type: none"> <li>- Extra Time July 2008</li> <li>- VAR Membership scheme Nov 2008</li> </ul>

	<ul style="list-style-type: none"> <li>- Constituted anti-racism initiative in place</li> <li>- Funding Secured for further 3 year PPCI project</li> <li>- Funding secured for Extra Time project</li> </ul>			different generations by Extra Time participants		
<b>Shrewsbury Town FC</b>	<ul style="list-style-type: none"> <li>- Stadium relocated, New stadium includes community facilities</li> <li>- Community Liaison Group established to develop Green Travel Plan</li> <li>- Healthy Stadia Steering Group established</li> <li>- Funding secured for Extra Time project</li> </ul>	<ul style="list-style-type: none"> <li>- Development of Green Travel Plan</li> <li>- Development of Health Stadia Programme for new stadium</li> <li>- Representation on Stadium Liaison Group</li> </ul>	<ul style="list-style-type: none"> <li>- Best Practice visits organised for Directors and Supporters groups</li> <li>- Younger and Older people participation in Extra Time project</li> <li>- Best Practice shared regarding stadium impact issues with Stadium Liaison Group members</li> </ul>	<ul style="list-style-type: none"> <li>- Relationships built between STFC, Age Concern, Shropshire PCT, Sundorne Sports College and older peoples groups. - Better understanding of different generations by Extra Time participants</li> </ul>		<ul style="list-style-type: none"> <li>- 'Extra Time' project to run between May and July 2008</li> <li>- On-going: Healthy Stadia, Stadium Liaison Group</li> </ul>
<b>Stafford Rangers FC</b>	<ul style="list-style-type: none"> <li>- Supporters Trust have desire to work with PCT</li> <li>- PCT interest in promoting health issues to supporters</li> </ul>					ongoing
<b>Stoke City FC</b>	<ul style="list-style-type: none"> <li>- Desire to work with wider community</li> <li>- Club developing satellite community sports facilities</li> </ul>					Ongoing
<b>Walsall FC</b>	<ul style="list-style-type: none"> <li>- Desire to work with</li> </ul>					- Ongoing

	wider community -Improved relationship with supporters trust					
<b>West Bromwich Albion FC</b>	- Desire to work with wider community - Desire to expand community work including Arts based projects within community facilities	Funding secured to develop an intergenerational poetry project in association with Birmingham City FC				- Sept to Nov 2008
<b>Wolverhampton Wanderers FC</b>	- Club desire to develop relationship with PCT - Desire to expand community work	- Development of Healthy Stadia Initiative		- Relationship developed with PCT		- ongoing
<b>Worcester City FC</b>	- Clubs desire to develop community projects and expand currently limited facilities and community department - Club desire to work with Worcester Rugby and Cricket Clubs - Club desire to work with PCT	- Broker meetings between Football, Rugby and Cricket clubs - Broker meeting with Club and PCT				ongoing
<b>Warwickshire County Cricket Club</b>						ongoing
<b>Worcester County Cricket Club</b>	- Cricket, Rugby and Football clubs all	- Multi-Sport Healthy Stadia programme	- Key Partners Identified			ongoing

	share a desire to work together on community projects	for Worcester				
<b>Worcester Warriors RUFC</b>	- Cricket, Rugby and Football clubs all share a desire to work together on community projects	- Multi-Sport Healthy Stadia programme for Worcester	- Key Partners Identified			ongoing
<b>County Football Associations</b>	- Opportunity for County FAs to support and contribute to local projects - Opportunity to disseminate good practice through West Midlands County FA Development Officers	- Identify opportunities for County FAs to support and contribute to local projects	- Shropshire FA included as partner in the Shrewsbury Town Healthy Stadia Initiative	- All County FAs in West Midlands informed of Reaching the Community local projects and invited to partnership meetings		- ongoing
<b>Dissemination</b>	- Project updates and reports and good practice disseminated through meetings, reports, and best practice visits - Regular feedback on project requested by Supporters Direct - Regular progress updates featured in FSC quarterly newsletter - Regular progress	- Project Progress and progress of supporters trust community work disseminated at Regional Supporters Trust meetings - Project Progress disseminated through County FAs - Best practice disseminated at Liaison/Monitoring /partnership groups	- Project up-date given at regional Supporters trust meetings - Project Progress given at County FA Regional Development Meeting - Best practice visits organised - Liaison/Monitoring /partnership groups provide	- Supporters trusts aware of the project and its progress - FSC regularly informed of supporters trust community activities - Project updates and reports disseminated through FSC newsletter and website		

	updates featured on FSC website - Project Interim Reports available electronically via FSC website		mechanism for community reps and other partners to receive best practice information	- Members of Liaison/Monitoring /partnership groups better informed regarding examples of best practice		
<b>Staffordshire University</b>	Desire to develop learning, training and volunteer programme with FSC locally and regionally	Development of a programme of learning, training and volunteer opportunities				ongoing

**Key:**

FSC – Federation of Stadium Communities

VPCI – Vale Park Community Initiative

LA – Local Authority

FiTC – Football in the Community

PCT – Primary Care Trust

LRC – Learning Resource Centre

MAWG – Multi-Agency Working Group

MAP – Multi-Agency Partnership

LSP – Local Strategic Partnership