



OUR PLAN TO CHANGE LIVES ACROSS THE NORTH WEST

2020-2023



INTRODUCTION

Sharks Community Trust was established as a registered charity in 2010. During the past 10 years, we have worked with over 75,000 people across the North West. To help ensure we can continue to have a major impact on the local community, the staff and Trustees have developed a new three year strategy commencing October 2020. This will help the charity develop and build enabling us to work with more people in more communities.



PURPOSE

As the charitable trust of Sale Sharks, our purpose is to use our sport to provide life-changing opportunities in education, health and wellbeing.

We are committed to:

- Introducing rugby to people of all ages and abilities
- Igniting and encouraging passion for our sport
- Teaching vital skills
- Tackling inequality
- Uniting diverse groups
- Supporting the most vulnerable

VALUES

- Passionate
- Inclusive
- Respectful
- Kind
- Fun
- Proud



VISION

Our vision is to use the power of our sport to change lives throughout the North West

OBJECTIVES

By 2023 we will use our sport to positively impact the lives of at least 35,000 people across our communities in the North West. All our programmes will be aligned with our stated Vision, Purpose and Values. We will:

- **Improve wellbeing in our communities**, specifically in the areas of social isolation and loneliness, through projects such as: Walking Rugby, Sharks Forces and Disability Rugby
- **Inspire greater participation in, and enjoyment of, physical activity** to improve health and instill long-term sporting activity habits through projects such as: Primary Schools Sports Programmes, Sharks on Wheels and Walking Rugby
- **Provide opportunities and activities to improve mental health** through projects such as: Tackle Your Emotions, Sharks Forces and 80 Minute Chat
- **Help young people gain qualifications, improve life skills** and make better life choices through programmes such as Advantage, Rugby in the Park and Tackle Your Emotions
- **Help bring our diverse communities together** and enable greater understanding between them, through programmes such as Walking Rugby, Stronger Together and our prison programme
- **Encourage greater involvement in Sale Sharks activities** as a player, coach or fan through holiday camps, match day activities and programmes such as Project Rugby
- **Develop a new women and girls programme** to grow the game, attract new fans and to complement the recent addition of the Women's Premiership Team to the Sale Sharks family





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www.salesharks.com/community

Email: community@salesharks.com

Phone: **0161 672 9928**