

SHARKSWATCH

A LOOK BACK AT THE ACTIVITIES DELIVERED
BY SHARKS COMMUNITY TRUST IN 2016



INTRODUCTION

LOOKING BACK **AND** LOOKING FORWARD

Writing Sharks Watch at the end of the year provides staff with a chance to review the activities carried out by Sharks Community Trust in the previous 12 months. It also gives us the chance to reflect on the number of people we work with and more importantly, the impact this work is having on communities across the North West.

The last 12 months has seen the Trust, established in 2010 to help extend the charitable activities carried out by Sale Sharks, **INCREASE THE NUMBER OF PEOPLE WE WORK WITH TO AROUND 16,000 ACROSS THE REGION.** This is only possible as the Trust now employs 20 full-time staff.

Undoubtedly **ONE OF THE MAIN SUCCESSES IN 2016 HAS BEEN THE DEVELOPMENT AND LAUNCH OF THE NEW DISABILITY PROGRAMME, 'IN THE PACK'.** However, there have also been a number of other notable successes. This includes Number Cruncherz which picked up another national award, and HITZ with a member of the team, Ian Fennell named nationally as HITZ Champion for the work he carried out supporting learners. This recognises the positive impact that the staff team have on young people.

The Trust is aware though, that like many charities, there are uncertainties which lie ahead, which the Trustees of the organisation are continually looking at. Long term stability is crucial and the Trustees have identified the risk of being too reliant on one or two funding streams, hence the strategy to increase the range of partners engaging with the Trust.

IN ADDITION THE TRUSTEES ARE ALSO WORKING CLOSELY WITH THE NEW BOARD AND OWNERS OF SALE SHARKS, SIMON ORANGE OF CORPACQ AND GED MASON OF THE MORSON GROUP, WHO TOOK OVER THE CLUB IN THE SUMMER.



However, with the continued commitment, enthusiasm and professionalism of the staff team at the Trust, the board, players and staff at Sale Sharks and all our partners and stakeholders, we are excited and optimistic about 2017 and the impact that we will be able to have on the community and on the game.

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**HITZ HELPED
100 NEET
YOUNG PEOPLE
TO GAIN
A NEW JOB**

**PROVIDED
COACH
EDUCATION
TO 500 LOCAL
VOLUNTEER
RUGBY
COACHES**

**IN 2016 THE
TRUST WORKED
WITH 16,000
PEOPLE**

**NUMBER
CRUNCHERZ
WON A
NATIONAL
AWARD**

**OVER 7000
CHILDREN
TOOK PART IN
A SCHOOLS
PROGRAMME**

**OVER 4500
CHILDREN
TOOK PART IN A
GRASSROOTS
ACTIVITY**



IN THE PACK

One of the most exciting developments of 2016 for Sharks Community Trust was the establishment and launch of In The Pack, the Trust's new inclusion programme.

In The Pack will work with a range of people across the North West who have additional and special needs (both physical and learning impairments) with **THE AIM OF ENCOURAGING MORE PEOPLE TO BECOME MORE ACTIVE IN A MORE INCLUSIVE WAY.**

The programme has been split into different strands including Wheelchair Tag Rugby, Inclusive Tag, Mixed Ability Rugby and Walking Rugby. The sessions aim to not only provide inclusive rugby opportunities locally to improve participants' physical activity levels, but also to improve confidence and self-esteem.

The programme will also provide a unique opportunity for disabled and non-disabled friends and family members to take part in an activity together, often for the first time.

In The Pack was launched at Woodchurch High School in Birkenhead, in September, to coincide with the start of Wheelchair Rugby at the Paralympics, and **IN THE FIRST THREE MONTHS WORKED WITH OVER 275 INDIVIDUALS, WITH 219 OF THESE INDIVIDUALS HAVING A DISABILITY OR AN ADDITIONAL NEED.**

In addition to sessions in schools, the Trust has also delivered a number of sessions in adult day care

centres and community centres including the CASC Group in Liverpool who took part in Walking Rugby sessions.

The new Trust inclusion team of Vicky Irwin (Inclusion Officer) and Hannah Aldridge (Inclusion Coach) have also **DELIVERED COACH EDUCATION TO 60 STAFF FROM SCHOOLS, COLLEGES AND ADULT DISABILITY CENTRES** along with delivering their first Inclusive Rugby CPD session to 18 sport students at Myerscough College.

PROJECT PARTNERS

The Trust would like to extend its thanks to a wide range of partners who have provided funding for the programme including Morrison's Foundation, People's Postcode Lottery, Key 103's Cash for Kids, Comic Relief, White Peak Planning and the Sylvia Waddilove Foundation.

WE WOULD ALSO LIKE TO THANK WEST WAY NISSAN

who are providing the Trust with a van to enable the programme to be delivered at schools and adult day centres across the North West.





"Wheelchair Rugby has provided me with the opportunity to engage in a team sport and interact with people who I normally would never have any contact with. It is nice to feel part of something and be accepted for who I am. I hope to play against other school teams in the future."

Year 12 student with autism from Stretford Grammar School

DEVELOPING **THE** GAME IN NEW COMMUNITIES

Many people have perceptions about the game of rugby, but Sharks Community Trust is working hard to break down barriers to participation and to take the game into new communities and to new audiences.

URBAN RUGBY SQUAD

Throughout the summer, Sharks Community Trust took part in Urban Rugby Squad for the second year. The project is run in conjunction with Premiership Rugby, BT Sport and Restart Rugby **AND AIMS TO TAKE RUGBY UNION TO DEPRIVED AND NON-TRADITIONAL RUGBY PLAYING AREAS.**

Urban Rugby Squad also helps to educate 14-16 year olds in areas such as anger management and sexual health, whilst providing them with the opportunity to play and progress on to local rugby union clubs.

In 2016, Sale Sharks took the project into Wythenshawe and Miles Platting in Manchester and Higher Folds in Leigh, working with around 70 young people. A squad of 10 (four boys and six girls) were then chosen to represent Sale

Sharks at the Urban Rugby Squad final which took place at the home of Worcester Warriors, the Sixways Stadium, against teams representing other Premiership Rugby clubs.

RUGBY 4 ALL

Rugby 4 All provides opportunities for new communities to play rugby, often for the first time with **THE AIM OF GROWING THE GAME PARTICULARLY AMONGST BLACK, ASIAN AND OTHER MINORITY COMMUNITIES AND WOMEN AND GIRLS.**



The programme, which has been developed by Premiership Rugby and the Equality and Human Rights Commission (EHRC) works to encourage new players to take up the game whilst also developing new coaches from within the local community to help sustain the activity at the end of programme.

DURING THE PAST 12 MONTHS, THE SHARKS RUGBY 4 ALL PROGRAMME WORKED WITH AROUND 1500 YOUNG PEOPLE AND HELPED DEVELOP AROUND 45 NEW COACHES.

MATCH DAY ACTIVITIES

Match days at Sale Sharks provide a unique chance for young people across the area to experience a professional sporting event, many of whom may otherwise not get access to this type of opportunity.

Pre-match there are a number of activities that take place on the 3G pitch at the AJ Bell Stadium. These include pre-match coaching clinics which provide an opportunity for local clubs to receive expert coaching on a particular aspect of the game, and match day festivals which take place at U7 to U12 level.

Inspiring experiences that Sharks offer young people include the chance to take part in the Guard of Honour which takes place before kick-off, play Tag Rugby on the pitch at half time and even to lead the team out onto the pitch as club mascots.

IN 2016 AROUND 2,000 YOUNG PEOPLE ATTENDED A MATCH DAY ACTIVITY DELIVERED BY THE COMMUNITY TRUST AT SALE SHARKS.



SUPPORTING ^{THE} GRASSROOTS GAME

RUGBY CAMPS

Sharks Community Trust have been out all over the North West throughout 2016 delivering rugby skills camps at **32 DIFFERENT VENUES ACROSS THE REGION, WORKING WITH OVER 1000 YOUNG PLAYERS.**

The two day camps for players at U7s-U12s level are all specifically designed around the Sale Sharks player-centred, game-based approach and aligned to the RFU Kids First philosophy.

Camps took place as far afield as Kendal down to Staffordshire, and as well as learning new skills and techniques, players also get to make new friends and attend a Sale Sharks home fixture.

During 2016, **EACH MEMBER OF THE SALE SHARKS FIRST TEAM SQUAD ALSO VISITED A CAMP** to hand out gifts, sign autographs and offer advice to the children about game understanding and position specific skill sets, as well as an insight into the life of a professional athlete.



Additionally, in conjunction with the launch of the Junior Sharks Club, which is the new junior supporters club at Sale Sharks sponsored by Sambro International, participants have had the opportunity to join up at the camps and receive a free goody bag and membership card.

My son, attended the Littleborough rugby camp in October. His coaches really made sure he had a great time and he has not stopped talking about it. This is such a positive step for him, because he has autism with sensory difficulties, and has very low self-esteem. The camp experience has left a positive impact on him and for that I am thankful.

Lisa, Parent of camp attendee

DEVELOPMENT DAYS

As well as rugby camps, junior development days in **2016 PROVIDED THE OPPORTUNITY FOR 250 BOYS AND GIRLS AGED BETWEEN 12 – 17, TO IMPROVE SKILL DEVELOPMENT AND DECISION MAKING THROUGH GAMES FOR UNDERSTANDING.** The majority of camps were held at the Sale Sharks High Performance Centre at Carrington and were supported by Sale Sharks Academy players passing on their knowledge and expertise.

In addition to development days, and the traditional boys residential camp held in August, the Trust held its first ever girls residential at Myerscough College in April to help improve female players across the whole of the UK in specific aspects of the game.

COACH EDUCATION

Sharks Coach Education Programme is designed to develop coaches, the majority of which are volunteers, from partner clubs and schools across the North West. In 2016, Trust coaches who are members of the RFU Coach Education Workforce **WORKED WITH OVER 500 COACHES AND TEACHERS FROM OVER 100 PARTNER ORGANISATIONS.**

The aim of the Coach Education Programme is to continually develop the clubs and schools by developing their coaches, to help increase knowledge and ideas to make the standards in the grassroots game of the highest quality.



A YEAR **IN** PICTURES

JANUARY



Girls Development Camps launched

MARCH



Carrington Training Centre announced as a RFU training centre

MAY



HITZ learners attend Premiership Rugby final at Twickenham

FEBRUARY



Number Cruncherz wins Card and Payment Awards

APRIL



HITZ Business Breakfast event with Jason Robinson and Mark Cueto

JUNE



George Osborne attends Number Cruncherz at Wilmslow High School

JULY



Urban Rugby Squad programme begins its 2nd year

AUGUST



Largest ever residential camp takes place at Myerscough College

OCTOBER



10,000th student goes through Number Cruncherz at event with Sharks players

SEPTEMBER



In The Pack inclusion programme is launched

DECEMBER



Kicking masterclass took place at Carrington Training Centre

NOVEMBER



HITZ Officer, Ian Fennell wins national award



HITZ SALE SHARKS

HITZ is an award winning education programme developed by Premiership Rugby **THAT HELPS PREVIOUSLY UNEMPLOYED YOUNG PEOPLE TO TURN THEIR LIVES AROUND.** The programme delivered in the North West by Sharks Community Trust works across four areas in Greater Manchester (Trafford, Salford, Leigh and Rochdale).

HITZ uses a unique combination of sport and education, alongside employability and issue based sessions (such as drug and alcohol awareness). HITZ staff also organise a variety of additional activities for participants such as taking young people on visits to employers, the Premiership Rugby Final and other sporting activities which act as a reward system to keep young people on programme.

IN THE PAST 12 MONTHS, SALE SHARKS HITZ HAS HELPED OVER 100 YOUNG PEOPLE GAIN A QUALIFICATION, IMPROVE THEIR CONFIDENCE AND MOTIVATION AND TO MOVE FORWARD TO GAIN EMPLOYMENT, AN APPRENTICESHIP OR PLACE AT COLLEGE. MANY OF THE YOUNG PEOPLE THE PROGRAMME HAS HELPED HAVE HAD TO OVERCOME PERSONAL BARRIERS IN THEIR LIFE WHICH OFTEN MEANT THEY DIDN'T DO WELL AT SCHOOL.



Much of the success of HITZ is down to the dedication and commitment shown by the HITZ team to their role of supporting young people. This dedication was rewarded in December when Social Inclusion Officer, **IAN FENNELL, WAS NAMED HITZ CHAMPION** at the national Premiership Rugby awards.

"HITZ gave me the opportunity and support I needed to get the best out of myself. I thought that when I dropped out of college I would never be able to get a good career but HITZ has shown me that through hard work and commitment I can achieve my goals"

Jordan Worthington – HITZ Rochdale

PRE-HITZ PROGRAMME

In addition to the existing HITZ programme, Sharks Community Trust continues to provide additional support working with young people who are at risk of dropping out of school or college.

For 2016 this has included working with The Manchester College, Egerton High School, Trafford College and Newall Green High School. In September, the Trust developed a partnership with Newall Green to have a full time member of the HITZ team supporting young people aged 14-16 within the school.

OUR HITZ CENTRES

During 2016 **HITZ Sale Sharks** worked at the following venues



Case Study: Joe Benson / HITZ Leigh

Joe came on to the HITZ Programme in Leigh having been the longest serving NEET in the Wigan area. Upon starting the programme Joe would regularly turn up late and lack motivation to come in or learn.

HITZ helped transform Joe's life and by the end of his programme he would come in early for extra learning and to support other learners, encouraging them not to be late. He even used to take work home to complete.

It turned out that Joe had always had a desire to be a chef and upon completing the programme, the HITZ team helped him to secure a food and beverage apprenticeship. Joe is still working on his apprenticeship and doing really well. He was

also nominated for a HITZ Young Achiever Award at the national HITZ Awards in London.

"HITZ changed my life. I didn't have any direction before HITZ and the programme opened up so many doors for me to change my life for the better. Without this support and guidance, I wouldn't be where I am today" Joe Benson



WORKING WITH SCHOOLS

Sharks Community Trust delivers a wide range of education programmes to schools across North West England and Wales.

NUMBER CRUNCHERZ

Number Cruncherz is the **AWARD WINNING FINANCIAL EDUCATION PROGRAMME** delivered by Sharks Community Trust in conjunction with MBNA. The programme launched in 2014, and 2016 was the third year of the three year partnership.

Number Cruncherz uses the real life example of a professional rugby club to teach young people in secondary school about the importance of managing money and planning for the future. Each pupil takes part in a Touch Rugby session followed by a series of financial education lessons within a classroom environment which look at Needs and Wants, Budgeting, Income and Expenditure and Making Choices. **SCHOOLS THEN RECEIVE TICKETS FOR THE PUPILS TO ATTEND A SALE SHARKS MATCH** completing their full Sale Sharks experience.



During the three years the programme has been running, coaches have travelled extensively across North West England as far afield as Stafford, West Yorkshire and Cumbria, in addition to Greater Manchester and North Wales. **IN NOVEMBER 2016 THE PROGRAMME CELEBRATED WORKING WITH ITS 10,000TH STUDENT** when it held a session at The East Manchester Academy with Sharks players, Sam James and Matt Rogerson.

Feedback on the programme has been excellent from both teachers and pupils with 80% of young people saying that they felt more confident in managing finances following Number Cruncherz and over 90% of teachers reported that they thought the activities were pitched at the right level for the participants.

Number Cruncherz received industry recognition **IN FEBRUARY 2016 WHEN IT WAS ANNOUNCED AS BEST CSR PROGRAMME** at the prestigious Card and Payment Awards.

The programme also received a visit from the then Chancellor of the Exchequer, George Osborne when he paid a visit to a Number Cruncherz session at Wilmslow High School.



Case Study: Number Cruncherz and MBNA

Number Cruncherz was created as a partnership with MBNA's charitable foundation and Sharks Community Trust, the charitable arm of Sale Sharks.

MBNA were looking to develop a CSR programme to highlight their ethos as a responsible financial organisation and saw the benefits that the link with Sharks Community Trust would bring.

In addition to meeting their CSR requirements, the programme has attracted strong media coverage with over 100 pieces appearing in the media, generating a media value of over £500,000.

"MBNA has always believed in the importance of CSR initiatives which bring together education and financial planning. The partnership with Sharks Community Trust has enabled us to develop an award winning programme, using rugby to engage with over 11,000 students in an exciting manner and also benefit from the positive media exposure the link with a professional rugby club creates."

Mark Elliott, Director of Corporate Affairs, MBNA

1,000 TEACHERS
BEEN INVOLVED

OVER 11,000
YOUNG
PEOPLE HAVE
TAKEN PART
IN NUMBER
CRUNCHERZ

4 NATIONAL
AWARDS

800 RUGBY
BALLS GIVEN
OUT TO
SCHOOLS

2500 TICKETS
GIVEN AWAY AS
PART OF THE
PROGRAMME

Best CSR Programme
Category Winner: MBNA
MBNA Number Cruncherz



SCHOOL INITIATIVES

AVIVA TACKLING NUMBERS

Aviva Tackling Numbers is delivered in the North West by Sharks Community Trust on behalf of Premiership Rugby. It is an innovative and engaging programme for Key Stage 2 children, which uses rugby to make learning about numbers fun, exciting and rewarding.

The programme combines a classroom session focussing on maths followed by an outside Tag Rugby session which is delivered each week for a half term period.

Sharks Community Trust delivered Aviva Tackling Numbers to 20 schools across the North West in 2016 working with around 1,200 young people across Wirral, Cheshire, Greater Manchester and North Lancashire.

"The coaches had a good rapport with the children. It was very inclusive and the children were having so much fun that they didn't even realise that they were doing maths."

Teacher from Thorn Primary School in Bacup

SOMETHING TO CHEW ON

Something to Chew On is funded by Public Health England and Premiership Rugby and is targeted at the top 20% most deprived schools in the area. The programme uses the power of rugby to tackle the obesity epidemic across England and is delivered using both classroom and outside sessions.



The classroom activities are designed to cover topics such as diet and health, food safety, food preparation and cooking. All pupils that take part in the programme are also invited to take part in a Tag Rugby festival to help put the skills they have learnt as part of the programme into practice.

MORFIT

Morfit is a joint project between Sharks Community Trust and the Salford Reds Foundation focussing on healthy eating and healthy lifestyles. The programme has been funded by the Morson Group as part of their new partnership with Sale Sharks.



EAT WELL PLAY SAFE

The Trust has been working with Cargill, who are based in Trafford Park to deliver our Eat Well Play Safe programme. This programme helps Cargill achieve their CSR objectives on a local level, educating children in the Trafford and Salford area about the benefits of exercise and a balanced diet.

Eat Well Play Safe aims to improve children's understanding of what constitutes healthy eating and a healthy diet, as well as increasing knowledge of food safety using real life examples of professional rugby players and what they need to eat and drink to help them perform at their best. The programme also uses the outdoor Tag Rugby sessions to show the benefits of regular exercise.

ON THE FRONT FOOT

The main emphasis of the On The Front Foot programme is to provide 'character education' to young people based on rugby's core values; teamwork, respect, enjoyment, discipline and sportsmanship.

The programme which is funded by the Department of Education was delivered to a number of schools across the North West including primary schools, secondary schools and schools for pupils with special or additional needs.

Combining both classroom activities and either Tag or Touch Rugby sessions, Sharks delivered the programme to over 1,000 young people in 2016.



provided by
Department for
Education

Eat well, play safe

Cargill



SHARKS IN THE NEWS

Many of the activities undertaken by the Trust are covered extensively in the media and in 2016 over 100 pieces of coverage were featured in national publications including the Daily Mail, BT Sport, BBC 5 Live and The Rugby Paper, as well as regional targets including ITV Granada, BBC North West Tonight, BBC Radio Manchester, the Manchester Evening News, the Liverpool Echo, the Welsh Daily Post and the Bolton Evening News.

OVERALL IT IS ESTIMATED THAT THIS COVERAGE HAS REACHED AROUND **EIGHT MILLION PEOPLE**



LOOKING TO THE FUTURE

Whilst it has been a successful year for Sharks Community Trust, the organisation is always looking to the future at developing new ideas to work with new people, communities and organisations. Some of the areas the Trust is looking to explore during 2017 include,

DEVELOPING 'IN THE PACK'

The last six months have seen an amazing start to Sharks Community Trust new disability programme, however we are looking to expand this area of work to include a wider Walking Rugby programme and a character building programme for people with mild to moderate learning disabilities particularly to enable participants to learn how to better manage their emotions.

HOMELESSNESS PROJECT

Homelessness has become an increasing issue in Greater Manchester and the Trust is working with a number of Manchester based organisations to help use rugby and sport to help people who are homeless to increase their opportunities for employment and to find a stable housing solution.

COMPUTER CODING

Developing computer literacy amongst young people is an increasingly important element of education. Sharks Community Trust is looking to develop a project that uses rugby to develop coding skills and knowledge amongst young people in schools.

LITERACY

Sharks Community Trust is looking to develop a literacy programme that will focus on sports reporting and journalism encouraging children to write website stories, match reports and even get a chance to meet and interview one of Sale Sharks' players.

ENTERPRISE

Following the success of Number Cruncherz, the Trust is looking to widen the idea of financial education to develop a new programme to look at enterprise skills amongst young people using the model of a professional rugby club.

Sharks Community Trust is always looking for new businesses and partners to work with to develop exciting new programmes. If you would like to discuss how the Trust can help you achieve your CSR objectives and raise your profile in the community, please get in touch.

WITH THANKS TO OUR PARTNERS

Sharks Community Trust would like to thank all the individuals, businesses, organisations and local grassroots clubs that it has worked with during 2016. The wide support the Trust receives enables it to work with a huge number of people each year, and this support is recognised and appreciated by everyone involved with the Trust.

mbna

**PREMIERSHIP
RUGBY**


MORSON
GROUP




Wooden Spoon
The children's charity of rugby

Eat well, play safe
Cargill

CorpAcq
CORPORATE ACQUISITIONS
& INVESTMENTS

 **AVIVA**

**COMIC
RELIEF**




**PEOPLE'S
POSTCODE
LOTTERY**



**COMIC
RELIEF**

 **BT Sport**

Sharks Community Trust would like to thank ZenOffice for their support in printing SharksWatch

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