

SHARKSWATCH



2017 has been another great year for the Sharks Community Trust in terms of increasing the variety of the programmes we offer and the variety of the people and communities we support.

INTRODUCTION

Looking back and looking forward

When the Trust was established in 2010, the content of the programming involved mainly rugby and tag rugby delivery. Now the Trust engages with many more communities, and in 2017 established new programmes to include:

- The over 50's with **Walking Rugby** and the **Sharks Senior Social Café**
- People with Autism with our **Play On** programme
- Unemployed 16-18 year olds with our **Advantage Project**
- Black, Asian and other Minority Ethnic communities as well as young people in deprived areas through **Project Rugby**

- Primary schools through cross-curricular programming such as **Shark Bite** and **Sharky's School of Journalism**
- Armed Forces veterans with **Sharks Forces**

In February, the Trust held its first ever fundraising dinner at the Ininside Hotel, raising funds to purchase a minibus to help us reach even more people. The event, 'An Evening with Sporting Legends' attended by John Barnes, Beth Tweddle, Paul Sculthorpe and Mark Cueto and hosted by BBC 5 Live presenter Rachel Burden, raised over £20,000. We would particularly like to thank Barclays for their support with the event and in matching some of the money raised.

There have been a few individuals, both staff members and programme participants, that have been nominated for national awards across the year. These include our Disability and Inclusion Manager, Vicky Irwin, and HITZ Programme Manager, Aaron Phelps Naqvi. However to use a rugby analogy, individual success is only made possible by an exceptional team performance, so I'd like to thank all the staff at the Trust, our board of Trustees and everyone at the club (players, staff and owners) for their constant support which helps continue to ensure we can have a positive impact on more people every year.

JONNY ACHESON
EXECUTIVE DIRECTOR

JONNY.ACHESON@SALESHARKS.COM



The HITZ and Advantage programme helped **over 150 young people** gain a job or a place on an apprenticeship

Three Trust staff were shortlisted for national awards

Over 850 coaching hours were put into supporting the grassroots game, including **upskilling over 750 volunteer coaches**

Over 1000 hours were spent delivering sessions in North West schools



In 2017, In The Pack worked with around **3000 disabled people**

Sharks Community Trust is proud of the impact it has had in developing opportunities for young people who leave school disengaged and without a job or prospect of finding one.

TACKLING youth unemployment

The past 12 months have seen a continuation of this work through our existing HITZ programme plus the addition of new programmes to help young people address and overcome challenges.

Much of the success of these programmes is down to the staff team in supporting and engaging young people. This dedication was rewarded in December when Programme Manager, Aaron Phelps was named as HITZ Champion at the Premiership Rugby HITZ Awards in London.

ADVANTAGE PROJECT



In August 2017, Sharks Community Trust launched the new Sharks Advantage Project, an education and enrichment programme using strong links with local businesses to help young people gain skills and employment.



The programme, aimed at NEET (not in education, employment or training) 16 to 18 year olds is designed to help them gain the 'advantage' by passing qualifications, improving health and undertaking work placement opportunities with local businesses to help secure routes into employment, apprenticeships or places at college. For example, a number of learners have been working with UKFast, the club's principal partner, to learn about website development and career opportunities.

The first Advantage Project opened in Wythenshawe thanks to the support of CorpAcq, co-owners of Sale Sharks, with further sites opening in Trafford, and St Helens.

In 2017, the HITZ and Advantage Project has helped 150 young people get a job



HITZ is the award-winning education programme developed by Premiership Rugby that helps previously unemployed young people aged 16 to 19 to turn their lives around.

The programme is delivered by the Trust across three areas in Greater Manchester (Leigh, Salford and Rochdale), offering a combination of sport and education, alongside employability and issue-based sessions, such as drug and alcohol awareness.

Case Study Mark Gannon (HITZ Salford)

Mark was born in Dublin but moved to England after leaving school with no GCSEs. He was made homeless after a family row which led him to turn to alcohol and drugs to try to cope.

One of Mark's friends tried to help him, by taking him in and suggesting he join the HITZ programme.

At the start of the programme, Mark suffered from major confidence issues and a lack of motivation, but his HITZ tutor helped tailor his course to provide the personal support he required.

Prior to HITZ, Mark had no interest in physical activity but after starting the programme, he realised how much he liked sport and how much better he felt after taking part. This motivated him to want to study a course in this area and he has now progressed on to a full time Level 3 course in gym instruction with YMCA.

Inspired by his own experiences on the streets, Mark also decided he wanted to put something back into the community and has now started volunteering at a homeless shelter.



'HITZ has changed my life because before this I had nothing to be happy about. I left school with no ideas for the future and no hope. Now I'm working towards becoming a qualified personal trainer so I can bring happiness and motivation to others who want to change their lives'

SHARKS SKOOL

In addition to the HITZ and Advantage programmes, in 2017 the Trust began delivering a programme to 14 to 16 year olds to provide additional support for those at risk of dropping out of school.

Sharks Skool, which is funded through a three-year grant from BBC Children In Need, is delivered in Trafford and Salford linking in with the HITZ and Advantage centres. The aim of the programme is to help young people improve behaviour within school, develop healthier lifestyles and their own aspirations for the future.

The Trust also continues to maintain its strong partnership with Newall Green High School, welcoming a new member of Sharks staff, Siobhan Campbell, to join existing Sharks staff member, Jake Frith, to engage with pupils identified as requiring additional support outside of the main school environment.



PROJECT INSIDE OUT

Sharks Community Trust were delighted in 2017 to be awarded a grant from the Police and Crime Commissioner's Youth Aspiration Fund to deliver a powerful and unique programme to young people in prison.

Project Inside Out provides a mix of education and enrichment activities to help improve prisoners' engagement with prison education, whilst providing additional support for prisoners on their release with the aim of helping to reduce reoffending.

Working in partnership with Novus (the organisation which provides education services within prisons), the programme has been delivered in HMP Hindley and HMP Werrington with plans to extend this to further North West prisons in 2018.

ANDY BURNHAM
MAYOR OF
GREATER
MANCHESTER

Project Inside Out provides a mix of education and enrichment activities to help improve prisoner's engagement and reduce rates of reoffending

SHARKS FORCES: Supporting ex Service Personnel

One of the most exciting developments in 2017 was the launch of Sharks Forces, a ground-breaking programme designed to support ex-military personnel, funded by The Royal British Legion. The programme aims to support military veterans by developing new social activities to help improve mental health and physical wellbeing as well as to develop employability skills.

Sharks Forces has so far worked with over 65 veterans supporting them in many ways including to find employment and acting as a gateway to further assistance when required such as helping a participant when he became homeless by securing them new accommodation. However, often our support is just as simple as sitting down for a cup of tea and a chat with someone to support the difficult transition from soldier to civilian.



Case Study: Craig Monaghan

As a soldier Craig was part of a unit which suffered the most casualties and deaths during the Afghanistan conflict. During the conflict, 25 of his colleagues were killed and half the unit returned home injured. Craig himself suffered near death injuries during a battle in Helmand Province which left him deaf, temporarily blind, with a serious brain injury.

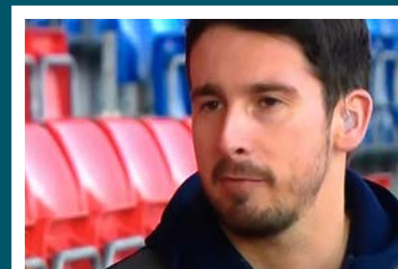
It was probably no surprise when Craig was later diagnosed with Post Traumatic Stress Disorder, resulting in three failed suicide attempts and a daily battle learning to live with the guilt of surviving when many of his friends had died.

Craig struggled with trying to find a new place for himself in civilian society and

turned to sport to help his recovery. He then went on to represent the UK at the Warrior Games and became the first ever Afghanistan veteran to represent their country when he played for England Deaf Rugby.

Craig attended a Sharks Forces session and the programme had such an impact on him that he started volunteering before being offered a full-time role with Sharks Community Trust.

As someone who still struggles daily, the opportunity to work on Sharks Forces and other Trust programmes has given Craig a platform to help other people in a similar situation to himself.



Our disability and inclusion programme, In the Pack, has grown from strength to strength in its first full year of delivery with the continuing aim of getting more people, more active in a more inclusive way.

IN THE PACK: Helping more people to play sport in a more inclusive way

In the Pack now delivers a range of projects catering for a wide audience group. These include:

Inclusive Tag Rugby and **Wheelchair Tag Rugby** which engages with participants aged between 3 and 67 years, in schools and community groups to help provide accessible alternatives to the game of rugby.

Mixed Ability Rugby was established in two rugby clubs (Aldwinians and Port Sunlight), providing the opportunity to play contact rugby for those aged 16 years or older with a disability.

Walking Rugby was launched at Trafford MV for those aged over 50 years old. Since the

programme started in the summer, around 25 people have regularly taken part. This programme is now fully independent and run solely by the group.



Play On is an Autism focused project that was developed to work with young people to develop character building skills, resilience, employability and social skills. One of the Play On participants, Leo Gradwell Spencer, was shortlisted for a Premiership Rugby Parliamentary Award for the impact the project has had on him.

A new **Sharks Senior Social Café Club** was launched at Serendipitea in Sale to reduce social isolation for the elderly

During 2017, In The Pack worked with:

- 2872 participants
- 40 schools
- 11 rugby clubs
- 5 colleges
- 23 community groups

It also helped provide coach development opportunities to **585** school and college staff, higher education students, community group volunteers and rugby club coaches.



Sharks Community Trust would like to thank all the partners and funders of In The Pack who are helping to make a positive difference to the lives of disabled people across the North West.

Case Study: Henry

Henry joined the Mixed Ability Rugby session at Aldwinians RUFC in May 2017, having never been able to take part in mainstream rugby due to his disability. Henry has a severe learning difficulty, Autism and ADHD; however, he had always been around rugby clubs as his family have always been involved in the game.

Henry enjoyed playing rugby but struggled socially, avoiding situations where he might have to make eye contact, shake hands or make conversation.

Henry's mum wanted Henry to stay involved in sport and drove the 80-mile round trip from the Wirral to Aldwinians RUFC every Tuesday to play in the Mixed Ability sessions as it provided both comfort and release for him.

Henry also became involved in the Play On project, a programme designed to work with young people with Autism to develop character, employability and social skills, before starting work experience with the Sharks Inclusion team.

This has helped Henry develop his social skills, as he regularly is challenged with new environments and new people.



“The difference in Henry is remarkable, since he started working with Sharks Community Trust. His experience through volunteering with the Inclusion team has allowed Henry to experience working life with the comfort of knowing he can rely on the Sharks staff to reassure and have patience when he struggles, something that is often overlooked, as Henry does not look disabled. This has had such a positive impact on his social and character development in such a short space of time.”

Daniella, Henry's Mum

JANUARY



Sharks Forces begins its work with veterans

FEBRUARY



HITZ Fundraising Dinner

JULY



Four Sharks nominated at All Party Parliamentary Rugby Awards

AUGUST



Record breaking numbers attend the Sharks Residential Camp at Myerscough College

A YEAR IN PICTURES

MARCH



Launch of Mixed Ability Rugby at Aldwinians RUFC

APRIL



Eat Well Play Safe delivery with Cargill commences for 2017

SEPTEMBER



Advantage Programme begins in Wythenshawe

OCTOBER



National launch of Project Rugby takes place with Sale Sharks

MAY



Pupils representing Sale Sharks attend the Aviva Premiership Rugby Final

JUNE



Launch of partnership with University of Salford to develop short film 'Poppy's first day'

NOVEMBER



Hebden Green represented Sale Sharks at Great British Wheelchair Rugby event

DECEMBER



Aaron Phelps Naqvi wins Premiership Rugby HITZ Award

Sharks Community Trust deliver a range of school programmes across the North West, combining sporting activities with key curriculum subjects to inspire and educate the next generation.

EDUCATING OUR FUTURE GENERATION

HELPING SCHOOLS TO MAKE THE MOST OF THE PRIMARY SCHOOLS' SPORTS PREMIUM

In 2017, the government recognised the positive impact sport and physical activity has on the health of young people and increased the money available to schools through the Primary School Sports Premium. To help ensure schools get the best value for money from the premium, Sharks Community Trust developed a package of programmes designed to allow schools to choose the best way for them to work with Sale Sharks. This includes sports programmes, including Tag Rugby, multi-sports and wheelchair sports as well as a range of educational programmes.

SHARKY'S SCHOOL OF JOURNALISM

To help improve literacy levels amongst primary school pupils, Sharks Community Trust piloted a new media and journalism programme during 2017. Sharky's School of Journalism is a six week programme helping to bring English lessons to life.

The programme was piloted with Greave School and focussed on writing match reports, player interviews and safe use of social media. The pupils then produced their own match reports which were judged by members of the Sale Sharks Media Team.



CARGILL - EAT WELL, PLAY SAFE.

Cargill, based in Trafford Park, began working with Sharks Community Trust on the Eat Well Play Safe project as part of their CSR initiative, Cargill Cares.

Eat Well Play Safe works with schools across Trafford and Salford, delivering healthy eating messages to 300 children each year. The six week project, helps pupils improve their understanding of nutrition and food choices, and the importance of regular exercise. However for the children taking part, the best bit is always week six when they get to make their own healthy sandwiches.

AVIVA TACKLING NUMBERS

Aviva Tackling Numbers is a Premiership Rugby initiative combining classroom and sporting sessions with the aim of using rugby to make learning about numbers fun and exciting. In 2017, Sharks Community Trust delivered Aviva Tackling Numbers to 20 schools, working with nearly 1,300 young people across Greater Manchester.

Two schools, Gawsworth Primary School and St Andrews Primary School, also represented Sale Sharks at the Aviva Premiership Rugby Final at Twickenham in May. This was a proud moment for the pupils as they were invited to accompany Saracens and Exeter Chiefs onto to the pitch for the minute's silence prior to kick off to remember those who lost their lives in the Manchester Arena Bombing which had taken place that week.

"It was an absolute privilege and honour to represent Manchester in front of 80,000 fans at Twickenham during the minute's silence. The children took the responsibility very seriously, and it will be an experience they will never forget."

Michael Shaw - Head teacher from Gawsworth Primary School



Working with Jo and the Sharks Community Trust coaches has been fantastic. The children have learnt so much, not just about rugby and healthy eating but also how to work together as a team, and how to learn from their setbacks and mistakes.

Seeing the excitement and enjoyment on the faces of the children has been wonderful. Much of this excitement is due to the quality of the Sharks staff who have demonstrated how incorporating sport into the classroom can be beneficial to health, behaviour and a love of learning.

We are looking forward to a school trip involving the parents to watch a Sale Sharks home game. How lovely to be able to bring the spirit of rugby into the classroom, school and local community.

Philippa Bentley
Class Teacher at Fairfield Primary



During 2017, Sharks Community Trust staff delivered to 1800 pupils



Project Rugby is a joint initiative between Premiership Rugby and England Rugby designed to challenge perceptions of rugby and increase participation in the game by people from traditionally underrepresented groups, particularly Black Asian and other Minority Ethnic (BAME) communities, people from lower socio-economic backgrounds and disabled people.

The aim of the project is to work with young people aged 14 plus over a 12-week period and encourage them to continue playing rugby by joining their local rugby club. Mixed Ability Rugby sessions also took place as part of Project Rugby at Aldwinians Rugby Club and Port Sunlight

Since the start of the programme staff from Sharks Community Trust have delivered Project Rugby in some exciting new venues and communities working with approximately 1,400 new players. This includes Chorlton High School and William Hulme School

PROJECT RUGBY: Bringing rugby to new communities

in Chorlton (linked with Broughton Park Rugby Club), Walkden High School and Ellesmere Park High School in Salford (linked with Eccles Rugby Club) and Ruskin Community High School, Sir William Stanier School and The Oaks Academy in Crewe (linked with Crewe and Nantwich Rugby Club).

All the schools involved have been in the top 30% most deprived wards in the country, with two schools where 99% pupils are from the BAME community.

Sale Sharks were also chosen to host the national Project Rugby launch, which took place at the AJ Bell Stadium in October. Pupils involved in the project got the opportunity to play on the pitch with Sale Sharks captain Will Addison and Sharks and England star Denny Solomona.



Case Study: Eden Boys School in Bolton, linked with Bolton Rugby Club

Eden Boys School is a Muslim Faith School where the majority of the students had never previously played rugby and didn't know much about the sport. Sharks Community Trust worked with the school delivering

coaching over a 12-week period. In conjunction with this delivery, the Trust also held a coaching session with Bolton Rugby Club each week, followed by a rugby festival that was attended by over 100 Muslim boys.



MATCH DAY ACTIVITIES

Match day activities are an important aspect to the work delivered by Sharks Community Trust. For some people, Sharks home games provide an opportunity to experience a professional sporting environment for the first time whilst for others it provides the chance to get some expert coaching before soaking up the match day atmosphere.

During 2017, Sharks Community Trust's match day activity programme engaged with over 2,000 children who took part in a variety of activities including match day festivals, pre-match clinics and themed masterclasses. However, the highlight for many is the chance to take to the pitch either pre-match or half time through being chosen as a mascot or taking part in the Guard of Honour.

The aim is to make the match day experience as memorable as possible which includes working with the AJ Bell Stadium to provide quiet rooms, baby change areas and buggy storage, as well as accessible facilities for our disabled fan base. The quiet room enables fans with additional needs, such as Autism to attend games knowing they have somewhere quiet and peaceful to go to if they require it.



Would like to thank @AJBell_Stadium for providing a quiet room. Son needed to go in there today for a few minutes to help calm down at half time of the @SaleSharksRugby game. Without this available we wouldn't be able to come. #helpingfamilies #inclusiverugby #autism

Will Greenwood @WillGreenwood · 27 Nov 2017
Sensational from @SaleSharksRugby - wonderful initiative

Caro Greenwood @spikey_mama
Bravo @SaleSharksRugby @AJBell_Stadium it's the little things that make a massive difference @WillGreenwood twitter.com/lisa_j79/statu...



Developing the game at the grassroots level and helping people at all levels to play rugby in a fun and welcoming environment are key aims of Sharks Community Trust.

GIVING BACK TO THE GRASSROOTS

This includes running holiday camps, residential camps, development days and coach education; each of which is centred around a game-based approach aligned to the RFU Kids First philosophy.



SALE SHARKS RUGBY CAMPS

During 2017, rugby development camps took place at 35 local rugby clubs throughout the North West, working with over 1300 young players.

The two-day camps for players at U7s-U12s included a wide range of rugby skill zones, activities and games for understanding using the new C.A.R.D.S coaching approach (creativity,

awareness, resilience, decision making and self-organisation). Camps took place as far afield as Preston in North Lancashire all the way down to Longton in Staffordshire.

During 2017, each member of the Sale Sharks first team squad also visited a camp to hand out gifts, sign autographs, and offer advice and insight into the life of a professional athlete and all camp attendees get the chance to attend a Sale Sharks home game.

The Trust also donates money from the camps to the local host clubs, helping to put over £1,000 back into the grassroots game in 2017.

JUNIOR DEVELOPMENT DAYS

As well as rugby camps, Junior Development Days provided the opportunity for 400 young players in 2017 aged between 12 and 17,



to improve their skill development and decision making, including the popular Christmas Kicking Camp, held on the 29th December which was attended by over 100 young people.

Development days are also supported by Sale Sharks Academy players, who assist by passing on their knowledge and expertise.

SALE SHARKS RESIDENTIALS

This year, Sharks Community Trust ran two residential development camps, one specifically to develop female players and one to develop male players aged 13 to 17. Both camps took place at Myerscough College, near Preston, which is the Sale Sharks Academy AASE partner and the accredited RFU Elite Player Development Centre for the North West.

A total of 145 players took the opportunity to attend the residential which provided aspiring rugby players an insight into life as a professional rugby player through

attending daily coaching sessions, rugby analysis, nutrition, strength and conditioning, and mental skills education workshops.

COACH EDUCATION

The Sale 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 2017, Trust coaches who are members of the RFU Coach Education Workforce worked with over 700 coaches and teachers from over 100 partner organisations.

The aim of the coach education programme is to help clubs and schools develop by upskilling their coaches, to help increase knowledge and ideas and to try to make the standards in the grassroots game the highest possible quality.



“A player centred approach to coaching, focussed on core skill development”

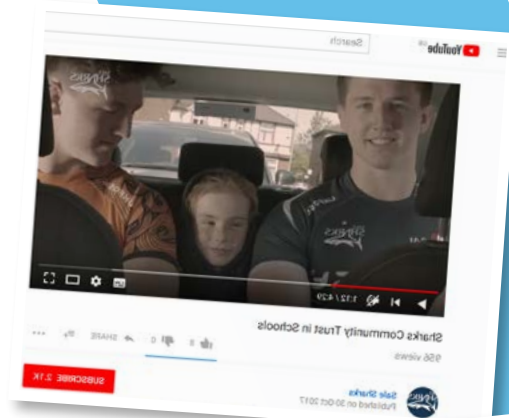
During 2017, our programmes and the incredible stories of many of the people we work with were covered by print, broadcast and online media outlets on a national level as well as right across the North West.

SHARKS IN THE NEWS

Over the course of the last 12 months, our work was featured in more than 120 pieces of coverage, reaching millions of people in the region.

We appeared in North West outlets including the Manchester Evening News, Liverpool Echo, Business Manchester, Chester Standard, Sale and Altrincham Messenger, Winsford and Northwich Guardian. We also saw broadcast coverage from BBC 5 Live, ITV Granada, BBC North West Tonight, BBC Radio Manchester, BBC Radio Lancashire and BBC Radio Shropshire.

The Trust also launched a new short film, Poppy's First Day, in partnership with the University of Salford which highlighted the programmes delivered in primary schools.



Sharks Community Trust is always looking to the future to develop new ideas to work with new people, communities and organisations. Some areas the Trust is looking to develop further over the next 12 months include:

COMPUTER CODING

Developing computer literacy amongst young people is important in helping develop essential skills required to meet the demands of the future workplace. Sharks Community Trust is looking to create a project that uses rugby to develop coding skills and knowledge amongst young people in schools to help prepare them for the future.

ENTERPRISE AND FINANCE

Sharks Community Trust is also looking to widen previous projects undertaken around financial education to develop a new programme that uses rugby and professional sport to develop enterprise skills amongst young people.

DEVELOPING IN THE PACK

Sharks Community Trust's disability and inclusion programme is helping to make a positive impact on the lives of many people who have additional physical and learning needs. The Trust would like to expand this work to develop a character education

programme for people with mild to moderate learning disabilities and to focus additional activities on people facing loneliness and social isolation.

INCREASING EMPLOYMENT OPPORTUNITIES

The Trust has been successful in developing young people who left school with no qualifications or pathways to gain skills and qualifications to help them gain jobs and apprenticeships. However much more can be done in this area and the Trust would like to develop further projects for young adults (aged 19 plus), people leaving the prison system and young people aged under 16 to help them remain in the education system.

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.



Over the course of the last 12 months, our work was featured in **more than 120 pieces of coverage**, reaching millions of people in the region.

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 2017. The wide support the Trust receives enables it to work with an increasing number of people each year.

PREMIERSHIP
RUGBY



PRINTED BY:



If you would like further information about working with
Sharks Community Trust please contact:

Email: community@salesharks.com

Telephone: 0161 667 7518

Address: Sharks Community Trust, Carrington High Performance
Training Centre, Carrington Lane, Sale, M31 4AE



Registered Charity Number: 1142956

