

SHNRKSWATCH

A look back at the activities delivered
by **Sharks Community Trust** in 2018





The Trust saw some major changes, developing its staff team to include 28 full and part time staff.

We have built on existing programmes such as rugby development camps and school programmes.



INTRODUCTION

Sharks Community Trust is committed to its mission of changing lives within communities across North West England. The past 12 months has seen the Trust continue to deliver this mission by introducing more projects, in more locations and to more people; increasing both its impact and reach.

As well as building on existing programmes such as rugby development camps, school programmes and match day activities, the Trust also delivered several new programmes such as 'Balls To That' – a mental health awareness programme, and became the region's leading provider of Walking Rugby, extending its reach to 10 rugby clubs across the North West.

The Trust implemented some major changes during this time, increasing the size of its team to include 28 full and part-time staff. However,

one of the main changes was the departure of the Trust's Executive Director, Jonny Acheson, who left to take up a new position within Sale Sharks. Jonny was instrumental in establishing the Trust in 2008 and developing the organisation into one of the major sporting charities in the North West.

The impact the charity now has is only possible through the support it receives, particularly from the owners, staff and players at Sale Sharks, as well as the Trustees and the staff team who are committed to making a difference in our local communities. With this continued support, we have exciting plans to do even more in 2019 and beyond, helping to change even more lives for the better through the power of rugby.

ALISON WARWOOD
EXECUTIVE DIRECTOR



Over **10,000** people took part in a range of activities organised by Sharks Community Trust



Trust coaches worked with more than **5,000** young people in schools across the North West



100 Veterans given help and support through Sharks Forces



600 people took part in the 'Balls To That' mental health programme



150 young people gained a qualification through the Sharks Advantage Academy

BALLS TO THAT

Balls To That was launched in February 2018 as a way of raising awareness of the importance of mental health in the workplace and encouraging people to talk more openly about mental health.



Funded originally through a grant from Big Lottery Awards For All, the programme is led by Community Rugby Coach, Jack Leech, and Sharks Forces Co-Ordinator, Craig Monaghan, who opens the workshop by drawing on his own experiences around mental health and PTSD after serving as a soldier in Afghanistan.

Since its February launch, Balls To That has been delivered to **25 companies across the North West and engaged with over 600 participants.**

Balls To That also used World Mental Health Day to raise further awareness, with strong support from the Sale Sharks players who opened up about the importance of being able to talk about mental health – particularly men. This campaign was viewed over 15,000 times across different social media channels. Over 500 Sharks supporters also engaged in the programme as part of two themed Sale Sharks home games.

”

The session really helped reassure me that it is OK to talk about my mental health
Employee at Barclays

“I was captivated by such an inspiring story and it has really helped raise awareness of mental health in our office
Employee at Cadent Gas

”



SHARKS FORCES



Sharks Forces helps to support ex-service personnel alongside their families in keeping active, gaining employment and developing new social activities.

The programme offers a range of one-to-one sessions, group support sessions and a range of social activities for veterans to choose from, depending on how they wish to engage. Sharks Forces, led by Craig Monaghan, who was medically discharged from the army after suffering life changing injuries during the recent conflict in Afghanistan, worked with around 100 veterans during 2018. Support ranged from helping participants to develop new social networks,

gain employment and volunteering opportunities and signposting veterans on to other programmes and stakeholders if they have specific needs such as trying to secure housing.

During 2018, the programme also developed a strong partnership with Broughton House, a residential care home in Salford for veterans. It was a partnership that saw several Sale Sharks players visiting its residents and in November, Sharks Forces worked with Sale Sharks to theme two home games in support of Remembrance Day – an especially important tribute with it being the 100-year anniversary since the end of World War I.

CASE STUDY: DAVID, MANCHESTER*

David was referred by a friend to Sharks Forces after he had been medically discharged from the army. He struggled to find work and was made homeless after a change in his personal circumstances. The Sharks Forces Co-ordinator, Craig, was able to support David in securing a long-term lease on his own flat through a partnership with a local housing association and assisted him in gaining employment after one-to-one support with job applications.

“Sharks Forces put my life back on track. It made me feel independent again and put me in a much better place than I ever thought I would be again after leaving the army.”

*Name changed for reasons of confidentiality



IN THE PACK

In The Pack is a dedicated disability and inclusion programme delivered by the Trust. The programme built on its previous work in 2018 by introducing a range of new activities, including most notably an extensive Walking Rugby programme.

In The Pack and out in the community

Walking Rugby is only one element of In The Pack, and the programme delivered a range of disability and engagement activities across the region during 2018, working with around 1,050 participants across 25 schools and two community centres. This includes delivery of Wheelchair Tag Rugby, Inclusive Tag and education awareness programmes such as Play On and Tackle Your Emotions; helping young people with

educational and behaviour difficulties manage their emotions more effectively. In The Pack also engaged with several girls as part of a programme funded by Burbo Bank.

Walking Rugby

One of the biggest successes for 2018 was the expansion of the Trust's Walking Rugby programme. Walking Rugby is aimed both at people who may have played rugby previously but had given up the game as well as people looking for a new activity to take part in for health and social reasons. The Trust received a small grant from Sport England in 2018 to expand the programme, and by the end of 2018, 10 local rugby clubs were holding Walking Rugby sessions and attracting participants from towns and cities across the North West.



Meet Premiership Rugby's Community Volunteer of the Year

Everyone at Sharks Community Trust would like to congratulate **Daisy Hibbert Jones** who was named volunteer of the year at Premiership Rugby's community awards, held at the House of Commons in July. Daisy was nominated by Sharks for the number of hours she has spent volunteering for the Trust as part of In The Pack programme despite being only 15 years old.





Try For Change: Sharks Team Talk

In addition to the Walking Rugby programme, Sharks Community Trust received funding from the Comic Relief/RFU Try For Change to develop Sharks Team Talk, a programme aimed at reducing social isolation for people aged over 60 across the region. The aim of Sharks Team Talk is to build on Walking Rugby by providing a social element to the programme to help people develop new social networks, try out new volunteering opportunities and to encourage physical wellbeing as a way of improving mental health and independent living.

CASE STUDY: ANNIE BOOTH

Annie has Parkinson's, a progressive neurological condition, causing problems in the brain, which get progressively gets worse over time. Annie began her involvement with the Walking Rugby sessions at Manchester Rugby Club when it was launched in late May. She had previously been a passionate supporter of rugby but like many Walking Rugby participants, had never found a place on the pitch until the Sharks Community Trust Coaches started delivering Walking Rugby sessions.

"Trust coaches have great energy, enthusiasm and humour, which never fails to bring a smile to our faces. The challenge for me is coordination and stability. It's an enormous benefit for me personally to force my brain to think, walk, pass, be a team player, laugh and have fun, all at once. The signals from my brain get lost at times but I still have the desire to challenge myself in a safe and fun environment with old friends and new friends and Walking Rugby really helps me achieve this."



HAVING AN IMPACT IN LOCAL SCHOOLS

Sharks Community Trust delivered a range of primary school programmes across the region in 2018, helping to teach key skills such as mathematics through **Scrumberz** and **Aviva Tackling Numbers**, and literacy through **Sharky's School of Journalism**. Programmes have also helped young learners focus on other important themes such as healthy eating through **Cargill Cares – Eat Well, Play Safe**, and **Shark Bite**, as well as character education through the **Sharks Values** programme.

In total, Trust staff worked with **3,750 children** in local primary schools across the region and helped deliver CPD sessions around rugby and PE to over **120 teachers**.

In addition to curriculum subjects, all our programmes also include an element of Tag Rugby, helping to promote the importance of physical activity to young people. This included running a festival as part of our Cargill Cares programme, which involved over 120 children who had never previously played rugby.

Pupils from Holy Family School also got to represent Sale Sharks at the Premiership Rugby final at Twickenham after taking part in the Premiership Rugby, Aviva Tackling Numbers Programme.



Shark Bite programme



CASE STUDY: WILLIAM, YEAR 3, BROOKLANDS PRIMARY SCHOOL

Sharks Community Trust delivered Sharks Values in Brooklands Primary School in Sale. The programme uses rugby's core values to teach the importance of respect, discipline, sportsmanship, teamwork and enjoyment. One of the Year 3 pupils, William, jumped at the chance to referee one of the games to the surprise of his class teacher as he had always been a reluctant participant and leader.

He showed great skills as a referee and he also took on the role of coach for the team at the same time earning him 'Star of PE' that week. The teacher was thrilled at how much William engaged in the programme as he had shown no previous interest in PE, but the refereeing gave him a different way to be involved that he clearly enjoyed and excelled at. He has now joined his local rugby club, Sale FC, where he continues to develop his rugby and refereeing skills.



"Twickenham was such an adventure for all those involved. The atmosphere in the stadium was electric and created a memory for our children which they will remember for a lifetime."

Natalie Holland, Holy Family School



A YEAR IN PICTURES



Launch of the **Advantage Programme** in Wythenshawe



Try For Change agreed to fund Sharks Team Talk to help prevent social isolation



Holy Family school represented Sharks at Twickenham at the Premiership Rugby final



Daisy, Community honoree Rugby

JANUARY

FEBRUARY

MARCH

APRIL

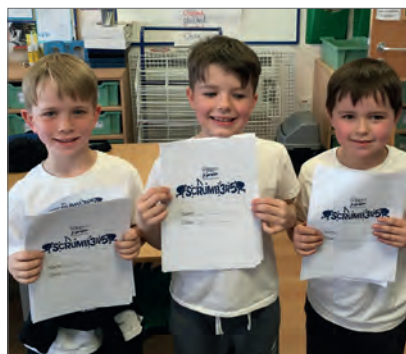
MAY

JUNE

First **Balls To That** session delivered at Allied Irish Bank



Maths primary school programme, **Scrumberz** launched at a Tameside school



Play On programme for young people with Autism delivered its last session





Our very own Sharks
Community Trust volunteer was
presented at the Premiership
community awards



Launch of the **Wirral
Advantage Programme**



Sharks Forces themed
match in support of
Remembrance Day

JULY

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

ing
ed

Residential camp at
Myerscough attended by 100
aspiring rugby players



Balls To That supported World
Mental Health Day



Kicking camps were attended
by a record number of
participants



HELPING YOUNG PEOPLE GAIN THE 'ADVANTAGE'

One of Sharks Community Trust's flagship programmes is the Advantage programme, an education programme for young people aged 16-18 who were not previously in employment, education or training (NEET). The programme provides young people who may not have done well at school for any number of reasons with a unique opportunity to gain qualifications; a chance to gain an English and Maths qualification, and a chance to improve their employability skills. The programme also helps give young people the 'advantage' by providing unique work placement opportunities drawing on the brand of Sale Sharks and the club's sponsors and partners.

During 2018, Sharks Community Trust opened a number of new sites. This included a site in Wythenshawe which was opened by Sharks co-owner, Simon Orange, and the Lord Mayor of Manchester, Eddie Newman, as well as a site in Wirral, at the new prestigious youth zone, The Hive. Advantage also opened a new 'Creative Academy' at The Tapestry Centre in Liverpool, working in partnership with MD Productions, offering young people a range of creative experiences and opportunities such as Dj-ing, dance and singing. These launches were in addition to our existing sites at Trafford and Little Hulton.

In 2018, Advantage helped over 150 young people gain a qualification and progress, which included support to help them gain a job, apprenticeship or a place at college.



HITZ

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 was delivered by the Trust over the last 12 months in Leigh and Eccles offering a combination of sport and education, alongside employability and issue-based sessions (such as drug and alcohol awareness).



In 2018, Advantage helped over 150 young people gain a qualification and a progression which included support to help them gain a job, apprenticeship or a place at college.



Advantage also opened a new 'Creative Academy' at The Tapestry Centre in Liverpool, offering young people a range of creative experience and opportunities.

CASE STUDY: JUNIOR

Junior was at our Wythenshawe centre last year. He came onto the programme not really sure what he wanted to. Junior managed to complete his Maths and English alongside a Level 2 career development and life skills qualification.

Junior applied to attend University locally at UCLAN, to study Sports. We are pleased to say he was successful with his application and is now a UCLAN University Student who is half way through his first year at University.



PROJECT RUGBY

Now into its second year, Project Rugby is a programme that works with groups currently underrepresented in Rugby Union to help spread the appeal of the game. This includes disability groups, black, Asian and other minority groups and young people living in areas of deprivation.

Developed by Premiership Rugby and England Rugby, the project aims to engage students at local schools in Rugby Union sessions for six weeks in curriculum time, alongside after-school clubs for the players who have shown the most interest in continuing the game. In addition, Sale Sharks have supported the programme through organising festivals, transition training sessions for players and a match day activity at the AJ Bell Stadium for the Sharks vs Saracens game. A number of players also provided

strong support for the programme included Chris Ashton who attended a number of sessions.

During 2018, Sale Sharks Project Rugby worked with over 1,200 young players, working towards a target of transitioning at least 120 of them into their local clubs in some capacity; whether this be as a player, volunteer, referee or coach.

In addition to working in low socio-economic areas, Sharks Community Trust also delivered Mixed Ability Rugby as part of Project Rugby in St Helens and Stockport as well as Aldwinians RUFC as part of a veteran's programme in association with GreaterSport.



Sharks coaches worked with **1200 young players** in 2018 as part of Project Rugby with around 500 of those attending a transition event at their local club, 400 attending after school clubs and 200 attending a Sale Sharks match.



Chris Ashton passing on advice to aspiring players

MATCH DAYS

Match days at Sale Sharks provide a unique chance for young people across the North West to experience a professional sporting event, often for the first time.

Pre-match, there are several activities that take place on the 3G pitch at the AJ Bell Stadium. These include 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 2018 around **2,000 young people** attended match day activities delivered by the Sharks Community Trust.

GIVING BACK TO GRASSROOTS

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

This includes delivering school holiday rugby development camps, specific skills clinics, residential camps and coach development sessions; each of which is centred around a game-based approach aligned with the RFU Kids First and Sale Sharks Academy's 'Sharks DNA'. This is a player development philosophy that the Trust and Sale Sharks Academy believe best demonstrates the attributes required for the future player, coach and game.

Sale Sharks Rugby Camps – Developing the DNA

During 2018, rugby development camps took place at 35 local rugby clubs throughout the North West, working with over 1,500 young players. The two-day camps for players aged U7s – U12s included a wide range of rugby skill zones, activities and games for understanding using the Sale Sharks Academy's Sharks DNA (Creative Attacker, Defensive Warrior, Relentless Athlete and Best Teammate). Rugby Camps took place as far as Vale of Lune in North Lancashire all the way down to Crewe & Nantwich in Cheshire. During 2018, each member of the Sale Sharks first team squad also visited a



The Trust worked with around **4,000 young players and coaches** across the North West to help develop grassroots participation in the game.



camp to hand out gifts, sign autographs and offer advice and insight into the life of a professional athlete and attendees at all camps get the chance to attend a Sale Sharks home game.



Junior Development Days

As well as rugby camps, Junior Development Days provided the opportunity for 500 young players in 2018 aged between 12 – 16, to improve their skill development and decision making, including the popular Christmas Kicking Masterclass Camp, held at Carrington on the December 28, which was attended by over 100 aspiring rugby players.



Sale Sharks Residential

In 2018, Sharks Community Trust ran two residential development camps, one specifically to develop female players and one to develop male players aged 13 to 16. Both camps took place at Myerscough College, near Preston, which is Sale Sharks Academy AASE partner and the accredited RFU Elite Player Development Centre for the North West.

Coach Development

The Sale Sharks Coach Development programme is designed to develop coaches, the majority of which are volunteers, from partner clubs and schools across the North West. In 2018, Trust coaches who are members of the RFU Coach Education Workforce worked with over 800 coaches and teachers from over 100 partner organisations.

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

MEDIA

During 2018, our programmes and the inspirational stories of the people they have helped have been shared on a national scale. From print and broadcast to online media, we have been shouting about the amazing people we work with and our ability to change lives.

Over the course of 2018, our work has been featured in more than 100 media outlets and publications, reaching millions of people across the North West and more widely across the UK.

We appeared in the Manchester Evening News, Business Manchester, Nantwich News, Sale and Altrincham Messenger, Prestwich & Whitefield Guide, Warrington Guardian, Lancashire Evening Telegraph and the Messenger Series. We also saw broadcast coverage from the likes of BBC 5 Live, BBC Radio Manchester, BBC Radio Lancashire and Key Radio.



LOOKING TO THE FUTURE

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:

Enterprise and finance

Sharks Community Trust is 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 new homeless rugby programme and a prison programme for army veterans currently serving a prison sentence.

Developing IT literacy

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.

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 with us by using the contact details on the back page.

THANK YOU

Sharks Community Trust would like to thank all the individuals, businesses, organisations and local grassroots clubs that it has worked with during 2018. The wide support the Trust receives enables it to work with an increasing number of people each year.



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