

SHARKSWATCH

A look back at the activities delivered
by **Sharks Community Trust** in 2019





Introduction

Sharks Community Trust's mission is to use rugby and sport to change the lives of people across the North West. In 2019, the charity, which is linked to Sale Sharks, the North West's only Premiership Rugby club was able to positively impact more people than ever through its innovative and engaging programmes.

These programmes include bringing rugby to new communities and locations, delivering high quality education sessions in the classroom and playground and encouraging people who never thought they would play the game because of their age or because of a physical disability to get involved with Sharks Community Trust. We would like to thank all of these key individuals and partners for their continued support.

The impact the Trust has on people's lives is only possible through the dedication and commitment of the enthusiastic and experienced staff team, the backing the Trust receives from our Board of Trustees and the support received from everyone at Sale Sharks, including the players, staff and owners.

We are all committed to building on this success throughout 2020 and continue to use Sale Sharks as the focus to changing people's lives.

ALISON WARWOOD
EXECUTIVE DIRECTOR



Over
10,000
people took part in an
activity organized by
Sharks Community Trust



2,100
hours coaching
delivered in local
schools



500
veterans and their
families helped
through Sharks Forces



550
people took part in the
'Balls To That' mental
health programme



150
young people gained
a qualification
through the Sharks
Advantage Academy



Educating young people through rugby

Sharks Community Trust provides primary and secondary schools across the North West with an opportunity to work with a professional rugby club. Each of the Trust's programmes combine high quality classroom sessions with rugby participation sessions to schools across curriculum areas such as healthy eating, numeracy, character education and literacy.

Secondary schools also benefit from this outstanding provision through a range of classroom programmes and community rugby sessions.

Some of the 2019 highlights include:

- Building on the success of our Primary Schools Programme, delivering activities such as **Scrumberz**, **Sharky's School of Journalism**, **Sharks Values** and **Rugby Tag** skills.
- Introduction of the new Premiership Rugby healthy eating programme, **Tackling Health** which is sponsored by the Greggs Foundation and was delivered to 15 schools in some of the most deprived areas of the region.

- Development of a new partnership with the National Literacy Trust, taking their **Rugby Reading Champions** into four schools in Bury
- Continuation of the partnership with Cargill which provides the **Eat Well Play Safe** programme to schools in Trafford and Salford.



'The children really love these sessions. The classroom sessions are so much better than we would normally expect. I wasn't confident delivering rugby and it's given me loads of ideas for teaching sport.' **Teacher at Lime Tree Primary School**



75

schools engaged



1,220

hours of delivery



125

teachers trained



3,812

students
worked with



1,880

sandwiches made



10

programmes
delivered



Case Study: Springwell Park Community Primary School

Springwell Park Community Primary School sits in the heart of Liverpool, a huge football community.

When Sharks first arrived at the school, most of the children had never tried rugby before. Mark Humphreys, the Year 3 teacher, fully embraced our mission of trying to bring learning through rugby to a wider audience as prior to our arrival he had already been looking for ways to use rugby to engage the children in their curriculum work.

Year 3 pupil Dexter said "I am really enjoying the way that Sale Sharks teach us rugby as well as healthy eating and we get to have fun outside. My cousins play rugby and it's fun being able play rugby just like them now."

Empowering young people to take the next step

Sharks Community Trust **Advantage** programmes specialise in providing training opportunities for young people who have left school, who may not have gained any qualifications and who are unsure about their next step.

The programme which is aimed at 16-18 year olds has expanded into locations such as Moss Side and St Helens during 2019 and has worked hard at establishing strong community partnerships to support young people across the North West including a new partnership with Sale Sharks sponsor, Bollington Insurance.

Combining a Level 2 Employability qualification, Functional Skills in English and Maths, work placement opportunities with active enrichment and life skills, in 2019 the Advantage Programme worked with around 100 learners at seven sites, across Greater Manchester and Merseyside.



HITZ

Sale Sharks HITZ programme is Premiership Rugby's award-winning education and employability programme. HITZ offers a relaxed environment targeted at 16-18 year olds to improve Maths and English, develop valuable life skills and gain important qualifications.

Participants in the HITZ programme regularly report an increase in resilience, self-confidence and aspiration as a result of their involvement and over 70% go on to achieve a positive progression into further education, training or employment. HITZ has previously been operating at Leigh Sports Village but is about to have an exciting move back to Trafford in 2020.





100

Learners engaged
on the Advantage
Programme



7

geographical
locations



43,000

hours of delivery



100

learners gained a new
qualification



75

learners progressed
into a job or further
education or training



Case Study: Connor Farquhar from Trafford

After finishing school, Connor headed to a local college to do his A-levels but struggled to adapt to higher education. He dropped out a few months later and was unsure what his next career steps could be. Connor heard about the Advantage programme and decided to join the free scheme.

Advantage helped Connor with everything from CV writing to life skills training and interview techniques, providing him with a much-needed confidence boost and helping him to get his life on track. He also completed a work placement at long-standing sponsor of Sale Sharks, Bollington Insurance. As a result, at the end of the programme and impressing Bollington they offered him a full-time apprenticeship.

Project Rugby

Project Rugby is a partnership programme between Premiership Rugby, Gallagher Insurance and the RFU which engages players who have never traditionally played Rugby Union, specifically those living in deprived communities, young people from Black Asian and other Minority Ethnic (BAME) groups and people living with a disability.

The programme aims to spark an interest in rugby and then provides opportunities for players to continue playing the sport by transitioning them to their local rugby club. To do this Sharks Community Trust delivers curriculum time rugby sessions, after school clubs and festivals, including at least two events at the AJ Bell Stadium prior to a Sale Sharks game.

During 2019, Sharks Community Trust delivered sessions in North Manchester, Bolton and Widnes, linking with North Manchester Rugby Club, Bolton Rugby Club and Widnes Rugby Club.



Case Study

Jamie from St Matthews RC High School in North Manchester

When Jamie (not his real name) first turned up to a Project Rugby Festival at North Manchester Rugby Club, his Dad told Trust coaches that Jamie had been having a tough time at home and was “the glue holding the family together”. Jamie’s dad suffered badly from PTSD and depression after an event in the emergency services and Jamie’s sister had recently been diagnosed with depression. Jamie had never previously tried rugby and had no interest in ‘out of school’ activities.

Jamie took part in Project Rugby engagement sessions in school and immediately became a driver of the sessions; always first out and last in after collecting kit. He has taken part in all festivals, began training outside of school and is engaged in not only looking after his family but also looking after himself. He has started training at his local club and will hopefully start playing regularly for them in the near future.



1,470

young people engaged
in Project Rugby



500

coaching hours
in schools



304

attended
transition events



40

transitioned to
rugby clubs



23

local schools
partnered with



10

local rugby clubs
partnered with



Our work across



Marland Yarde visits children attending the Glossop rugby camp



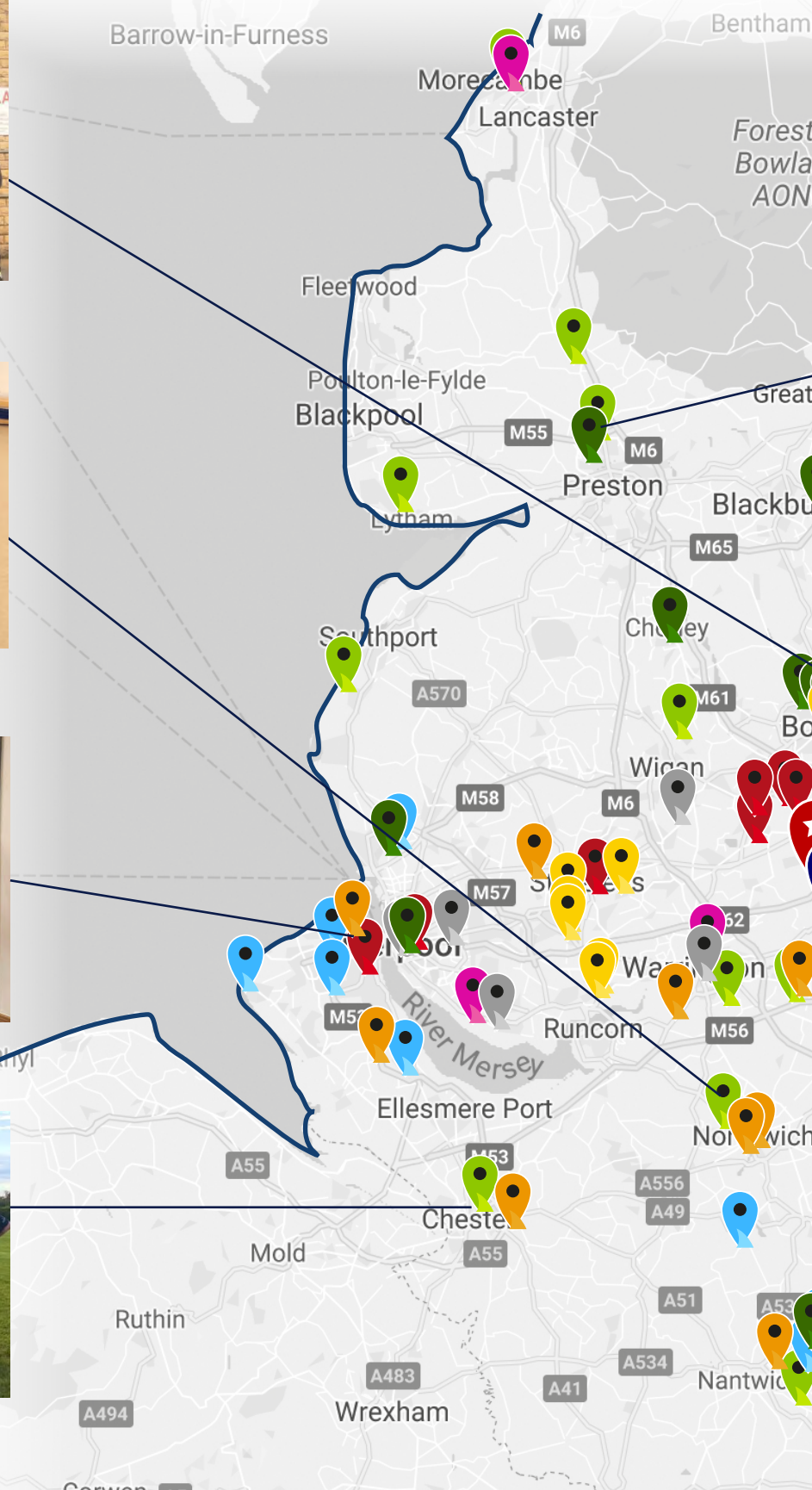
Disability Awareness Day at The Russett School, Northwich



Angela Eagles attends Advantage Project in Birkenhead



Walking Rugby at Chester RUFC



YOUTH UNEMPLOYMENT



SHARKS FORCES



HEALTH



RUGBY CAMPS

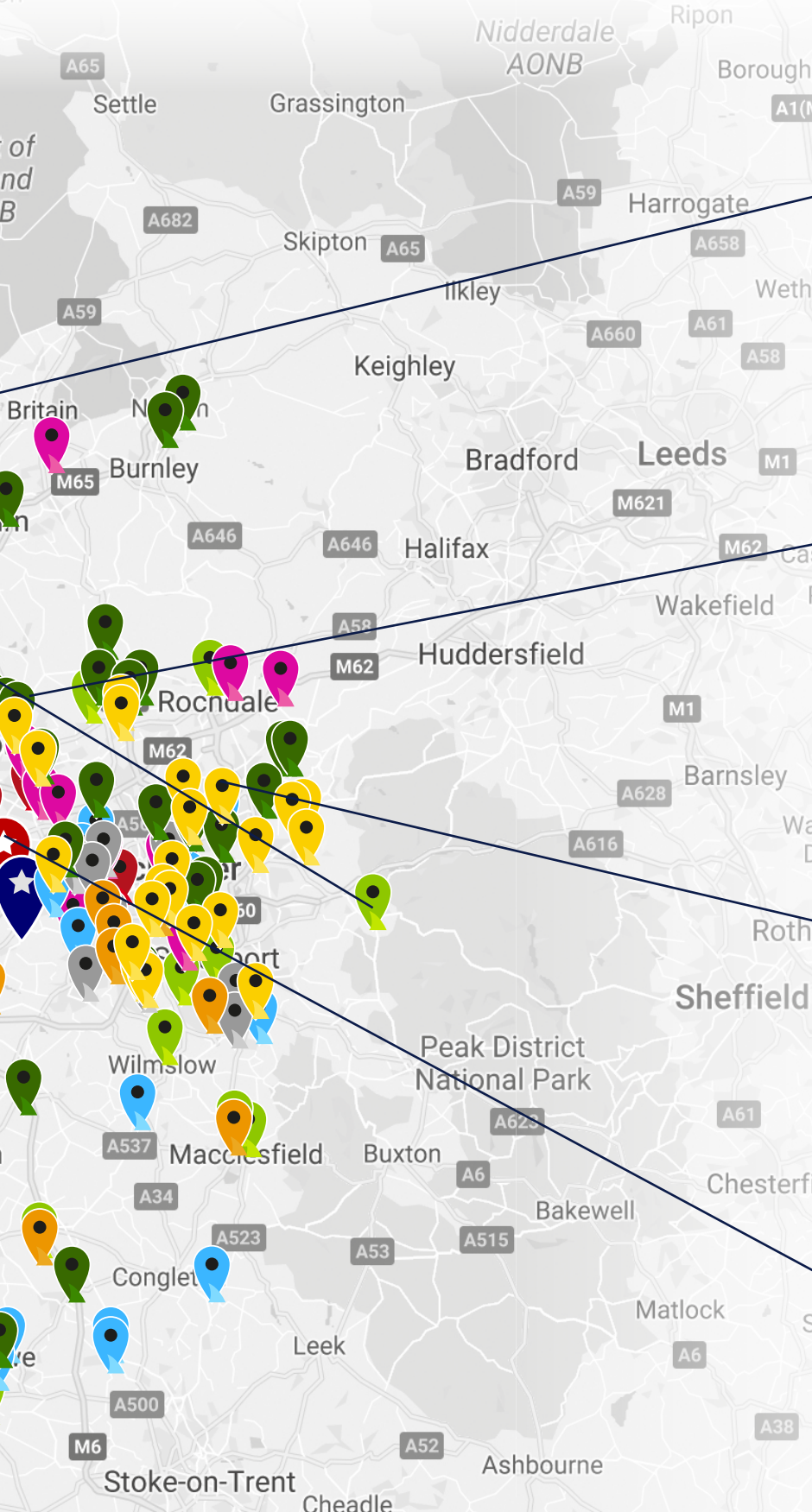


WALKING RUGBY



DISABILITY

s the North West



Residential camp at
Mysercough College, Preston



Children from The Gaskell School in Bolton
representing Sharks at Twickenham



Project Rugby at Manchester
Communication Academy



Sharks Forces matchday
at AJ Bell Stadium in Salford



Disability and inclusion

The Disability and Inclusion department delivers programmes which aim to improve physical health and mental wellbeing to people of all ages and abilities. This ranges from schools' programmes through 'In The Pack', to Sharks Forces, our veterans programme and Walking Rugby, which continues to go from strength to strength.

In The Pack, the Trust's disability programme delivers activities across the North West which have a positive impact in schools, clubs and groups with the aim of helping 'more people to become more active in a more inclusive way'. In 2019 the Inclusion department worked in over 40 schools across the North West and engaged with over 2000 participants, delivering activities such as Inclusive Tag, Wheelchair Tag Rugby and Disability Awareness Days.

Rugby in the Park was launched as a pilot programme with Cheshire Police to tackle and prevent anti-social behaviour by providing local children and teenagers with a chance to participate in rugby, with different activities put on for three different age groups.

The police supported the events by providing refreshments after each session which helped encourage the participants to socialise and meet new people within their community. Everyone involved was also invited to a Sale Sharks home game with transport provided by the police.

Balls To That is a mental health awareness programme which is designed to help workplaces and schools across the North West start a conversation about mental health. The programme explores the scale of mental health challenges in the UK through drawing on individual stories to raise awareness of the signs and symptoms of mental health and strategies that can be employed in the workplace to make everyday a little better.





2,000

participants took part
in an 'In The Pack'
session



40

schools took part in
the programme



50

young people took
part in Rugby in the
Park



550

people took part in a
Balls To That session
across 15 different
organisations



Case study **Balls To That**

"I suffer from mental health issues myself and I found Balls to That to be an inspirational and thought provoking session. It put a lot of my own personal experiences into perspective and has helped me to understand certain situations and to think how I can now cope better. I would recommend this programme to all employers to take part in"

*Employee at McCann
Marketing, Manchester*

Walking Rugby

At the beginning of 2019, Sharks Community Trust was delivering Walking Rugby at 10 local rugby clubs, working with around 450 participants. By the end of 2019, Walking Rugby had been established at 19 sites with over 850 participants taking part on a regular basis, with regular festivals taking place at Sale Sharks training ground and stadium.

Walking Rugby is open to everyone including people that have never tried rugby to people that may have played previously but who have had to give up.

Participants who took part in Walking Rugby in 2019 have shown the positive benefit the game can have on both physical and mental health with 86% saying that they have seen a huge increase in their general fitness levels. A further 82% of participants also stated that they feel their social lives have been enhanced and 78% felt that their mental well-being had improved.

“Walking Rugby is a great way to maintain a healthy body and healthy mind. The sessions are thoroughly enjoyable, and I often forget that I am doing exercise. I always look forward to the weekly sessions with old and new friends.”

Walking Rugby participant at Manchester Rugby Club



865

participants took part in sessions at local clubs



19

North West rugby clubs now hold Walking Rugby sessions



86%

of participants say that Walking Rugby has improved their health





131

veterans and their families
were supported by Sharks
Forces



500+

match tickets given
away to veterans and
their families



60

veterans accessed
further mental health
and employment
support through the
programme

Sharks Forces

Sharks Forces helps support ex-servicemen and women across the North West by assisting with the transition from soldier to civilian regardless of what stage the process they are at.

The unique project offers a range of events across the year, through hub sessions which tackle social isolation, non-clinical peer support groups and sports events, many of which were hosted on Sale Sharks match days, including a specific game commemorating Remembrance Day.

In 2019, the programme expanded to host hub sessions in both Manchester and Liverpool (including one at HMP Liverpool) for those who just want to catch up with other veterans to those who require immediate assistance with issues such as housing and the benefits system.

Sessions and activities also include specific workshops around employment and Walking Rugby sessions. The programme formed a new partnership with Broughton House, a residential care home in Salford for veterans with one of the Sharks players, Curtis Langdon happily taking on the role as a club ambassador to Broughton House.



“Sharks Forces isn’t
like the other charities
that drop you if you
disengage or can’t
attend a session.
That’s invaluable for me.

The team’s understanding
of a recovery journey and
how the staff are on hand
for anything no matter the
time of day shows just why
Sharks Forces is the best.”

Supporting grassroots rugby

Developing grassroots rugby and encouraging as many people as possible to take part in rugby is an important aspect of Sharks Community Trust's work.

Activities include delivering school holiday camps, development days, residentials and coach development clinics. Sessions are aimed at players of all ages and abilities and are always centred around a game-based approach aligned with the RFU Kids First and Sale Sharks' Academy's player development philosophy.

Rugby Camps took place as far north as Vale of Lune in North Lancashire all the way down to Winnington Park RUFC in Cheshire with sessions based around 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).

During 2019, 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. All camp participants also get the chance to attend a Sale Sharks home game.





1,500

young people
attended a camp
in 2019



35

camps delivered at 35
local clubs



£4,500

income generated
for local rugby
clubs



40

coach development
sessions delivered
to over 800 coaches
and teachers



Match day experiences

Match day activities delivered by Sharks Community Trust provide memorable opportunities for people of all ages to experience a professional sporting environment, often for the first time.

Activities include pre-match coaching clinics, festivals and themed masterclasses on the 3G pitch at the AJ Bell Stadium for fans ranging from u7s through to participants on our Walking Rugby programmes and inclusion programmes.

The highlight for many people attending match day experiences is the chance to take to the pitch either pre-match or half time through mascot packages or taking part in the Guard of Honour and Dream Team or playing Tag, Touch or Walking Rugby on the pitch at half time.



2,800

children took part in a match day activity



35

local community rugby clubs involved



181

coaching hours delivered as part of match day activities



79

player appearances



Sharks in the news

During 2019, many of the life changing programmes run by Sharks Community Trust have featured in local newspapers, national and local radio and social media.

Stories have been broadcast on television including BT Sport, BBC North West Tonight and Granada Reports and across a broad range of national newspapers, local newspapers and social media.

It is estimated that the combined reach of the work of the Trust across all media outlets has been seen by an audience of over 10 million people in the North West.

Warrington
Guardian

News Sport Wolves What's On E-Edition Your Say Buy A Photo Home delivery

News

11th October 2019

Dallam gas site introduces innovative mental health scheme for workers

By Isobel Cotogno
Reporter



Sale Sharks Player becomes Broughton House Ambassador

Posted on 28th January 2019 by admin • 0 Comments

A Sale Sharks rugby player has become an official ambassador of Broughton House after being inspired when he visited the home as part of a club community programme.

Young hooker Curtis Langdon met a number of residents during the trip, including 95-year-old former Royal Marines commando George Simms.

George, who is from Manchester, volunteered at the age of 18 and was selected for service in the elite Royal Marine Commandos. He saw some of the fiercest fighting of the war during the Allied invasions of Sicily and Normandy in World War Two.



Thank you

Sharks Community Trust would like to thank all the individuals, businesses, community organisations, key stakeholders and local grassroots clubs that it has worked with during 2019. The wide support the Trust receives enables it to work with an increasing number of people each year.



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

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