

SHARKSWATCH

A LOOK BACK AT THE
ACTIVITIES DELIVERED BY
SHARKS COMMUNITY TRUST IN 2020



INTRODUCTION

ALISON WARWOOD, EXECUTIVE DIRECTOR

2020 has been a year like no other for sporting clubs and charitable organisations alike. Covid-19 and the resulting lockdowns and restrictions had a major impact on Sharks Community Trust, with a reduction in some activities and yet a greater need for others. The increase in unemployment caused by Coronavirus has meant more young people have turned to the Advantage education programme to help get them back on track and the result of nine months of restrictions on social activities has meant the greater demand for our mental wellbeing programmes.



The pandemic has negatively impacted on Sharks Community Trust in the same way it has on many charities during this period with a reduction in income and a reduction in staffing. However, the charity also used 2020 as a chance to reflect on its work and the impact it wants to have in the future. In October, Sharks Community Trust launched a new three-year strategy setting out its aim to change over 35,000 lives during this time. The last 12 months has also seen the Trust establish a number of new programmes and work with new partners.



I would like to use this opportunity to pay huge thanks to the work of the staff team this year, many of whom tirelessly worked to support their local community during the pandemic and have coped with the new ways of working since restrictions were lifted with continuing energy and enthusiasm, getting back to what they do brilliantly, delivering high quality and impactful programmes.

I would also like to thank the players, staff and owners of Sale Sharks for their continuing support and our Board of Trustees for their commitment, advice and expertise during this turbulent 12 months.

I would like to pay particular thanks to Phil Bramhall, who retired as Chair of Trustees in September after sitting on the Trust board for 10 years and oversaw a successful growth in the organisation over this period.

The 2020/21 season will see the 10th anniversary since the formation of Sharks Community Trust and we intend to use this milestone to showcase the continuing work of the Trust and the positive impact it has on the community it serves, **changing lives across the North West.**



10,000+

played some form of rugby through the work of the Trust



2,100

hours of classroom activity delivered in local schools



550

people took part in a mental wellbeing programme organised by Sharks Community Trust



150

young people gained a qualification through the Sharks Advantage Academy

IMPROVING MENTAL WELLBEING

Sharks Community Trust has always been proud of the programmes it delivers to improve mental wellbeing and never has this been so important than in 2020, due to the negative impact Covid-19 has had on many people's mental health.

During the last 12 months, the Trust delivered a number of key existing programmes along with some exciting new programmes.



THE FIRS SCHOOL – SALE, TRAFFORD

The children really enjoyed the activities. The two members of staff were very clued up on their knowledge, understanding and classroom behaviour management. They gave the children time to talk, share and reflect on their views, comments and feelings, which was great to see! I would be more than happy to welcome them back into school for another initiative!

MR LIDDELL - YEAR 5 TEACHER

FIND YOUR BRAVE

Find Your Brave is a unique new programme delivered in primary schools across Greater Manchester and the North West in conjunction with leading children's mental health charity, Place2Be. The aim of the programme is to raise awareness of the importance of resilience and good mental wellbeing in Year 5/6 pupils through comparing similarities between the challenges they face, and the challenges and pressures faced by the professional players at Sale Sharks, helping pupils to find their own brave.

The programme was launched at The AJ Bell Stadium in February, before the start of the pandemic, with over 100 children attending from local primary schools in Salford alongside Rugby World Cup winner, Faf De Klerk, Sharks players Denny Solomona and Josh Beaumont and Sale Sharks co-owner, Michelle Orange who is also a patron of Place2Be.

The programme has since worked with over 80 classes of young people, providing them with important skills to enable them to talk about the things they find hard and to know who they can talk to in school or where they can go when they need some additional support when they are finding things tough. Alongside the classroom sessions, the children also take part in Tag Rugby sessions to help introduce them to the sport of rugby.



82

classes received
Find Your Brave



2,610

Participants took part
in Find Your Brave

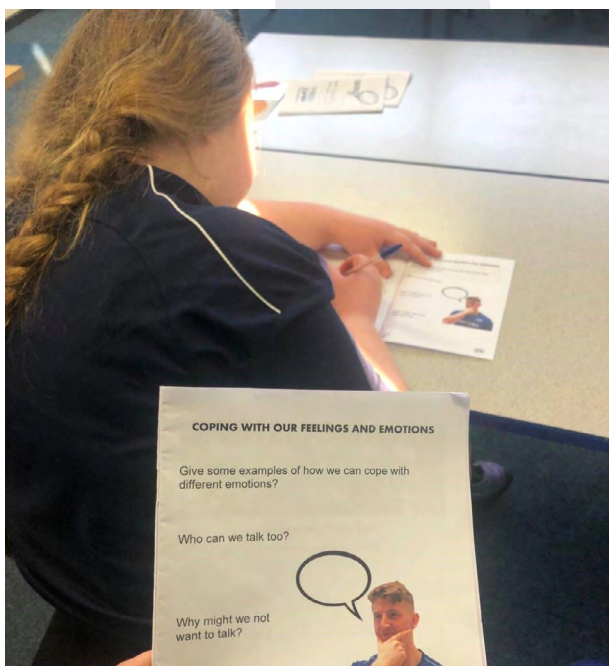
4,920

minutes of
Tag Rugby played

164

hours of classroom
delivery

In addition to Find Your Brave, Trust staff also delivered a range of mental wellbeing programmes to secondary schools, special schools, local rugby clubs and businesses during 2020, many of which have helped people improve their mental health during the Coronavirus pandemic.



TACKLE IT

Sharks Community Trust were successful in receiving a grant from Burbo Bank in February to fund a newly developed mental health programme 'Tackle It' for children with special educational needs and behavioural difficulties which piloted at Claremont Special School in Cheshire. The programme is aimed at tackling the stigma that surrounds mental health and encouraging young people, who may have additional educational needs to talk about the experiences and difficulties they may face.

HEAD GUARD

Sharks Community Trust delivered the Head Guard programme to 120 young people in Salford High Schools during 2020. The Head Guard programme which was funded by BBC Children in Need is a positive mind and mental wellbeing programme which consists of a classroom session and a rugby session each week for six weeks. The unique programme targets young people to help them understand the key concepts of mental wellbeing and encourage them to channel their emotions in a positive manner.

HEAD IN THE GAME

Head in the Game, is the Trust's new online mental wellbeing workshop, designed for businesses and professional organisations. The programme aims to help educate participants about ways to promote positive mental wellbeing and draw comparisons between rugby, elite sport, and mental health in the workplace.

The programme is interactive and designed to engage participants online, via video conferencing. The themes include mental health

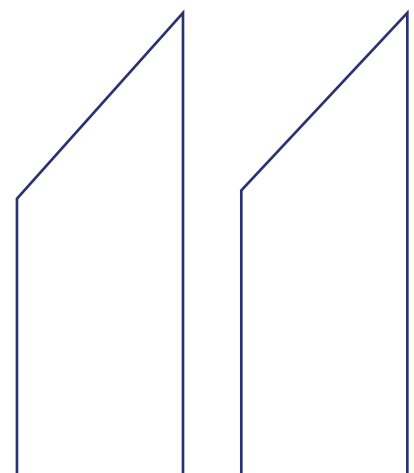
literacy, raising awareness of mental health in the workplace and sign posting where to go for support. As part of the session, our first team liaison officer, and ex-Sale Sharks player, Johnny Leota also joins the call to discuss mental health support in elite sport and how this relates to other workplaces.



We were delighted to have a mental health awareness session hosted by Eddie and Jack, from Sharks Community Trust. The session was aimed at breaking down some of the stigma attached to mental health and the perception of this not being macho and with a special Q&A feature with Johnny Leota, we were certainly able to do that!

It was beneficial for us as it provided some new perspectives about mental health, whilst also being fun and light-hearted. We would definitely recommend this to other businesses.

CBRE EMPLOYEE



80-MINUTE CHAT

'80-minute chat' was established as a new mental wellbeing programme introduced in early 2020 with the aim of improving mental health amongst grassroots rugby clubs and their junior players.

The programme is delivered at local rugby clubs, with separate sessions tailored to different age groups. The sessions enable young people to ask open questions about how they felt about the Covid-19 lockdown and their thoughts about returning to rugby. The programme is delivered by the Trust's Mental Wellbeing Officer, alongside a member of the Sale Sharks Women's team.

The programme also includes a separate presentation designed to support the mental wellbeing of club coaches, officials, and volunteers.

STRONGER TOGETHER

The Stronger Together project received funding from the National Lottery Community Fund to help support the community during Coronavirus and increase physical and social activity once lockdown restrictions were eased for those affected by Covid-19. Trust staff delivered free weekly fitness sessions at Trafford MV Rugby Club for both males and females on a weekday evening. Overall, over 100 participants attended a session during the six month programme.



100

Veterans engaged with
Sharks Forces



200+

players from local clubs
have taken part in 80 Minute
chat since lockdown rugby
restrictions were lifted



144+

delivery hours of Mental
Wellbeing sessions delivered
as part of Stronger Together

SHARKS FORCES

Sharks Forces, is the Trust's armed forces project that works annually with over 100 veterans and serving personnel, to help promote positive mental wellbeing and community cohesion. This includes physical activity sessions, welfare walks, art therapy classes and mental wellbeing workshops designed specifically for veterans in the Greater Manchester area.

Sharks Forces also aims to empower participants who have benefited from the programme to lead and support additional activities, as part of its delivery. This has now led to the programme launching its new art therapy classes led by a local veteran, which helps inspire other veterans to take part. The programme also works closely with other specialist charities and community organisations to ensure all participants are supported, no matter what their circumstances.



'I believe Sharks Forces has been really good for me, since Eddie started a meet for all the veterans at Sale Water Park every week. It helps me because there is something to do and somewhere to go to see people to talk.'

ADAM NESBITT, SHARKS FORCES PARTICIPANT



Provides suitable programmes with veterans of all ages between 20-70



8

At least eight activities are delivered every month, as part of a growing timetable

DISABILITY AND INCLUSION

During 2020, the Disability and Inclusion team have worked with a number of special schools across the North West, delivering tailored sessions such as wheelchair Tag Rugby, mental wellbeing programmes and inclusive Tag Rugby.

The team has also worked with many mainstream schools working with children with additional needs based within school as well as mainstream classes, to deliver disability awareness sessions and inclusive

sport sessions. In total in 2020, the Inclusion team have engaged with over 2,000 beneficiaries across all the Trust's disability programmes.

One of the key successes of the year was the development of a new programme providing Down Syndrome rugby sessions at Sale Sharks' Carrington Training Centre.

2020 has also seen Trust staff developing its programmes across Pupil Referral Units, delivering rugby and education programmes for pupils and also helping them to join local rugby clubs .



CASE STUDY: FREDDY DOLBY

One participant, in particular, has really benefited and grown in confidence since working with Sale Sharks and participating in mixed ability rugby along with the new Down Syndrome sessions. Freddy is 10 years old and has Down Syndrome. He is incredibly active and is now playing rugby every week. Since starting rugby with Sale Sharks, Freddy has made lots of new friends and has become a dedicated Sale Sharks fan, supporting both the men's and women's team.



SUPPORTING OUR COMMUNITY DURING COVID-19



SHARKS SUPER SETS

Home workouts for #OurSharks
Sharks Super Sets | The Curry Twins

1. Static Bear Crawl Hold- 30s with ... Burpees- 30s
2. Plank- 30s with ... Pancakes- 30s
3. Side Plank (left)- 30s with ... Side Plank (right)- 30s
4. Wall sit- 30s with ... Star Jumps 30s
5. Lying Static leg lift- 30s with ... Press Ups- 30s
6. Glute Bridge- 30s with ... Scapula Press Ups- 30s

The Workout!
Complete each supersets with no rest.
Rest for 60 seconds between supersets
2 brothers = 2 complete circuits
Sessions developed with Sharks Senior Academy player and qualified PT Matt Sturgees
Instagram: mattsturgeespt



Sharks Community Trust staff team have worked tirelessly over the last 12 months supporting communities that need it most during the Coronavirus pandemic.



SUPPORTING YOUNG PEOPLE INTO EMPLOYMENT

Sharks Community Trust runs a number of education programmes which offer qualifications and employability support to young people enabling them to achieve their next step onto the employment ladder.



SHARKS ADVANTAGE PROGRAMME

Sharks Advantage offers 16-18 year olds not in employment or education, a structured programme which combines education, employability and sport to help them break out of a cycle of under achievement and deprivation. The programme enables the young people to believe in themselves, to gain skills needed for the world of work and to achieve their newly gained aspirations.

In addition to the education elements, where young people look to improve their English and Maths and undertake a Level 2 employability qualification, participants also take part in a variety of work preparation and life skills opportunities. This helps young people address

key issues around nutrition, the importance of keeping active and the positive benefits that this can have on young people's health and wellbeing (both physical and mental health)

During 2020, Advantage worked with over 80 learners, across seven sites, helping them to improve motivation, self-confidence, attendance and engagement to help them move forward along a successful pathway progression into education, employment or training. The programme was able to remain open during the lockdown restrictions imposed in March by moving to online learning and delivering resources to learners' homes when there was no digital technology available.

HITZ

Sale Sharks HITZ programme is Premiership Rugby's award-winning education and employability programme. Targeted at 16-18 year olds, learners improve their functional skills in Maths and English, develop valuable life skills and gain important qualifications.



In September 2020, HITZ moved to a new home at Sale West Community Centre, which has seen an increase in participation by 150%. Learners complete volunteer placements with local food bank, Bread and Butter Thing as well as Sale FC Rugby Club.



CASE STUDY

Chris completed the Advantage programme at Trafford and achieved his Level 2 employability award. He completed different volunteering work placements including at a Stretford Café, the local swimming pool and in a local charity shop leading to him being offered a part time role at the charity shop. Before he joined the programme, Chris' complex needs meant that he would rarely leave his own house and struggled to go further than the corner shop. His time on the programme led to a huge improvement in his self-confidence and communication skills and he has now progressed onto a Foundation Course at Trafford College. Chris' mum said, 'Chris really enjoyed the Advantage programme and it was perfect for him. I am amazed at the progress he has made and this is through the support that his tutor has given him on the Advantage programme.'



90%

Learners leaving with qualifications



75+

Learners achieving positive progression



90+

Learners engaged in Sharks employability programmes



43,000+

Hours of delivery



100%

Learners report an increase in resilience, self-confidence and aspiration

PRIMARY SCHOOL PROGRAMMES

Sharks Community Trust provides primary schools across the North West with an opportunity to work with the only professional rugby union club in the area. The Trust runs 14 programmes across different curriculum areas such as healthy eating, numeracy, literacy, mental wellbeing and character education. Each programme combines high quality classroom delivery with rugby sessions to help improve soft skills and physical health.



The Trust delivers a range of programmes with different partners as well as its own programmes such as Shark Bites (healthy eating), Sharky's School of Journalism (literacy), Scrumberz (numeracy) and Sharks Values (a programme focusing on Citizenship and the core values of rugby).

Sharks Community Trust also worked with the National Literacy Trust in 2020 to deliver Rugby Reading Champions, a reading intervention programme that improves the reading skills and attitudes towards reading of pupils aged 9-11 who are not meeting expected levels of reading in school. In addition, through the support of Greggs and the Tacking Health programme, the Trust has worked with schools across the North West to teach children

about the importance of a healthy balanced diet and lifestyle.

The schools team also worked hard to support schools who remained open to vulnerable children and key worker children during the first national lockdown by providing them with resources and continuing to go into schools delivering sporting sessions.



4,900

Participants



62

Schools



1,042

Hours of delivery



14

Programmes

GRASSROOTS RUGBY

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

Our Rugby Development Programme includes three main areas.

1. Two Day Rugby Development Camps (for children aged U7-U12)
2. Themed Development Days (for U13s-U17s)
3. Themed Skills Evenings

Each of these programmes are specifically designed around the Sale Sharks Academy Player Development Model (Sharks DNA) and develop players across four main areas: Creative Attackers, Defensive Warriors, Relentless Athletes and Best Teammates.

Despite the challenges caused by Covid-19 and the cessation of all rugby for over four months, once restrictions were lifted, Sharks Community Trust was able to deliver its biggest summer programme with more camps and more venues over the summer than ever before, all following strict hygiene and safety procedures in line with the RFU's return to rugby roadmap.



948

Attendees



27

Events



18

Different
venues



£3,000+

given back to host grassroots
rugby clubs at a time when their
normal income was reduced

#YOURCLUB

Created in September 2020, #YourClub involves Sharks Community Trust delivering coaching sessions around the region at local rugby clubs. These bespoke sessions cover topics which the clubs choose depending on what aspect of the team game they would like to improve. This helps provide some variety to coaching sessions at a time when young people have not been able to play matches against other teams whilst also supporting the development of the coaches. The sessions are Covid-19 safe, work on core skills and games, and give the coaches support to be able to run such sessions in the future.



COACH, BOWDON RUFC

"Mark, one of the Trust coaches established the skills which players needed to develop then introduced those skills through a number of fast, constantly changing games. He brought the best out of the players by challenging them to think. The session worked to improve their skills and all done with coach and players having a laugh."



16

Rugby Clubs have taken part in 2020 in #YourClub



1000

Players (boys and girls)



200

200 coaches involved



80+

hours of coaching in clubs across the North West

WALKING RUGBY

Sharks Community Trust's Walking Rugby programme continued to grow in 2020 despite the interruption caused by Coronavirus. In addition to the existing 19 Walking Rugby clubs the Trust already supports, new Walking Rugby programmes were established at four additional clubs Hoylake RUFC, Aldwinians RUFC, Leek RUFC and Halifax RUFC.



Many of the Walking Rugby participants also supported each other during the initial lockdown when no physical rugby could take place by organising Zoom quizzes and virtual socials, highlighting the importance the programme has not only in improving participant's physical health but also addressing mental wellbeing through reducing social isolation.

On average around 350 participants now attend a Walking Rugby activity associated with Sharks Community Trust each week at 23 clubs across the whole of Cheshire, Lancashire, Merseyside, Greater Manchester and now into Yorkshire.

PROJECT RUGBY



Project Rugby is a key programme funded by Premiership Rugby and the RFU, and supported by Gallagher Insurance which provides opportunities to young people across the North West to play a new sport and join their local club.

Project Rugby includes working with groups of young people who have never taken part in Rugby Union before, in some of the most deprived areas across the North West. Young people are initially engaged in the programme through PE lessons in schools, and Trust coaches then work to retain them in the sport through putting on a series of after school clubs and then transitioning them to their local club through a series of events.

This season, although cut short by Covid-19, these events included festivals at local rugby clubs and at Sale Sharks games, where over 200 young people got the opportunity to play in a pre-match festival and then watch a live game of Premiership Rugby.



1,037

young people took part aged 13-15, both boys and girls



3

Rugby Clubs:
Widnes, North Manchester
and Bolton



9

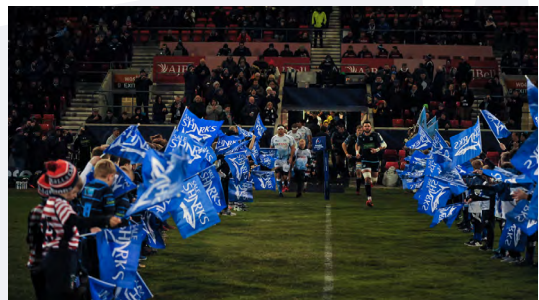
Schools targeting
these clubs

MATCH DAYS

Whilst the number of match days that took place in 2020 were curtailed by the start of Coronavirus, the Trust was still able to deliver match day experiences to thousands of young people before the start of the pandemic.

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 activities include coaching clinics and match day festivals as well as the Guard of Honour and Tag Rugby on the pitch at half time.



1,200

young people attended a Trust match day activity



53

local rugby clubs enjoyed a pre-match session



28

activities over 5 match days

SHARKS IN THE NEWS

During 2020, many of the life changing programmes run by Sharks Community Trust have featured in both local and national media.

Stories have been broadcast on television including BT Sport, Granada Reports and across a broad range of radio stations, local newspapers and social media.



ITV Granada Reports
@GranadaReports

How a chance meeting with a young man sleeping on the street in Manchester prompted @SaleSharksRugby and England star @YardeM to help homeless people in the city @centrepointuk @SharksCommunity



8,418 views



BBC RADIO
Manchester



Tweets

Tweets & replies

Media

Likes



Sir Clive Woodward @CliveWoo... · 7h
Great to see @SaleSharksRugby and @Place2Be working together as part of #ChildrensMentalHealthWeek. Please get involved and support if you can childrensmentalhealthweek.org.uk



Place2Be @Place2Be · 1d

Today we launched our #FindYourBrave programme with @SaleSharksRugby. Four schools visited the AJ Bell Stadium to celebrate the launch with @fafdeklerk, @DennySolomona & @JoshBeaumont1. 🏆

Learn more about the programme bit.ly/2S09j5n

#ChildrensMentalHealthWeek





THANK YOU

Sharks Community Trust would like to thank all of the individuals, businesses, organisations and local grassroots clubs that it has worked with during 2020. 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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