



Shrewsbury Town IN THE
COMMUNITY

#StayingHomeTogether

WELCOME

Coronavirus will probably be the biggest health, social and economic crisis of our lifetime and something that we hope will soon become a distant memory.

As we reflect back on the past 6 months, I am filled with pride and admiration of what the team managed to deliver and continue to deliver in such uncertain times. The speed, care and creativity to ensure our most vulnerable participants continued to be engaged was truly amazing.

This short report highlights just some of the inspiring work that has been delivered in partnership with Shrewsbury Town Football Club and will hopefully show our growing importance as an organisation to Shropshire.

As a county, Shropshire arguably did not get affected like many other parts of the country, however the effects of the lockdown will be felt for many more months if not years.

Once again, we are proud of how we have adapted quickly and over the next year our focus will be on supporting our community through new projects; assisting those looking to get back into employment, those suffering through loneliness and the inevitable catch up required in local schools.

Finally thank you for those individuals and businesses who supported the charity through continued donations during such an unprecedented time.

***Jamie Edwards**
Chief Executive Officer
Shrewsbury Town in the Community*

SHREWS@HOME

When the country first went into lockdown we knew that we had to make sure the we offered support and relief to our community and participants. That is why we quickly set up a brand-new section on our website, Shrews@Home, this allowed anyone to sign-up for free and receive regular resources, activity packs, and even videos featuring Shrewsbury Town players.

This included a cooking challenge with Dave Edwards, and the opportunity to learn some basic French with Romain Vincelot! Over time this evolved into our Shrews@Home live lessons which took place every day at 2pm for 6 weeks with a variety of activities on offer for families to join in with.



35 Shrews@Home live sessions delivered throughout lockdown.

500 average views for each live session.

6 weeks of activities for families.



SHREWSFAMILY

ShrewsFamily was part of our club-wide initiative to ensure that everyone in our community felt supported. Thanks to contributions and donations from Tuffins, NetWorld Sports and Montgomery Waters, we delivered over 200 packs to Shrewsbury Town fans who were shielding or isolating with each pack being tailored to specific age groups. The combined distance covered by our packs was 1,295 miles with one even reaching Afghanistan!

“We just wanted to say a big thank you for the family pack that was delivered today. We really appreciate your support and how you have maintained a connection with Lucas and we really look forward to coming back to the ground to watch the football ”

533 Season ticket holders who received a well-being phone call.

200 Number of isolation packs delivered.

Afghanistan was the furthest one of our isolation packs travelled.





HEALTH & WELLBEING

Over the course of lockdown we called over 300 participants along with posting 347 newsletters to our Extra-Time members keeping them updated with ways in which we could help and information on other local resources.

Members were also invited to join our weekly Zoom calls to help maintain social links and a Facebook group was created to help members keep in touch.

We ran our first ever digital Kick Cancer offer which had 11 participants taking part across 18 different sessions to help rehabilitation for those recovering from cancer.

6 Weekly 'Head's Up Live' sessions were held with panel discussions on a range of topics to give advice to those struggling with lockdown and the uncertainty.

10 Zoom sessions were delivered for 5 Future Generation participants living in care and helped them maintain contact with peers and friends.

SCHOOL SPORT

Our School Sport team was involved in making sure that all of our schools had the option to receive some kind of support from us during the lockdown period. This led to 27 schools being supported with resources for 14 weeks, with face to face delivery in some schools lasting for 3 weeks while restrictions still allowed. 12 weeks of live Maths and PE lessons were delivered to Millbrook Primary school. We also took part in the EFL Joy of Movement programme to help keep children active at home, this was delivered to 15 schools with over 1,500 pupils taking part.



27 Schools supported with resources.

12 Weeks of Maths & PE lessons delivered to Millbrook Primary School.

EFL Joy of Moving Programme delivered to 15 schools reaching 1,536 children.

Foundation Degree Results 2020

2 Learners achieved
1st Class Degree

3 Learners achieved
2:1 Degree

3 Learners achieved
2:2 Degree

EDUCATION & LEARNING

We supported all our Degree students through the final submissions for the year via online calls and tutorials with 10 learners finishing their studies with us. We also held the first phase of our interviews for 31 prospective BTEC students to allow them to meet staff members and find out what it would be like studying with Shrewsbury Town.





FOOTBALL DEVELOPMENT

To keep our Development Teams active and engaged we provided over 250 participants with 6 weeks of resources and home activities.

In addition to this we ran Live Ball Mastery sessions with a coach giving feedback and tips to ensure players were able to keep on top of their skills and continue their development.

Every Saturday we hosted a morning fitness session which attracted 64 participants and helped to keep them fit and healthy. During the Whitsun Half-Term week a further 59 participants took part in small group coaching sessions online.

We also ensured that our staff were able to keep developing by taking part in 7 CPD sessions with guest speakers including Pete Sturgess, Micheal Beale and Shrewsbury Town academy coaches.

INCLUSIVE SPORTS

We knew that some of our ShrewsAbility participants would be among the most vulnerable and at risk during the health crisis and lockdown period. That is why we did everything we could to support participants and their families by providing weekly online activities and sessions which reached 51 of our regular participants. We also delivered 21 different live lessons with Severndale Specialist Academy which featured special guests including Joe Hart, Dan Udoh and Kieron Marmion.

We were also determined for our PL Kicks community to continue to meet, albeit in a virtual environment. 12 Zoom calls were held over the period which were open to all participants to allow them to talk to their peers, receive support and advice about any anxieties they might have from our staff and even have the opportunity to talk with Shrewsbury Town players.

We also sent out over 130 resource and challenge packs to our participants to keep them engaged and had over 100 enter our FIFA Tournament and League

'I just wanted to say thank you for running the zoom calls, they became part of our family routine and Alfie really enjoyed them.'

133 PL Kicks participants supported with weekly challenges and resources.

21 live lessons to 18 unique participants.

51 Shrewsability participants supported with weekly challenges and resources.



THANK YOU

We are humbled by all the fantastic support we have been shown during the current health crisis. Your support has enabled us to continue our work across Shropshire and ensure that our community remained supported throughout the lockdown period.

Thank you;

Brad Walker, Dave Edwards, Callum Lang, Daniel Udoh, Donald Love, Ethan Ebanks-Landell, Harry Burgoyne, Jason Cummings, Josh Laurent, Josh Vela, Kayne Ramsey, Oli Norburn, Omar Beckles, Romain Vincelot, Ryan Barnett, Ryan Sears, Scott Golbourne, Sean Goss, Shaun Whalley.

Brian Caldwell, Sam Ricketts, Dean Whitehead, Rory McVicar, Greg Jones, Mike Davis, Roger Groves, Dawn Williams, Mark Jones, Paul Delves.

Tuffins Supermarket, Networld Sports, Montgomery Waters, Hope House, SAHA Football Club, Little Rascals, Nick Jones Wealth Planning, Shropshire Homes Ltd.

Additionally we would like to thank the whole of the **Shrewsbury Town in the Community Team!**



REALISING POTENTIAL ACHIEVING GOALS

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