



**FOUNDATION**

The Club's Official Charity



# ANNUAL REVIEW

**2021/22**



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# OUR YEAR IN REVIEW

# Welcome

to our 2021/2022 Annual Review

This year the charity has undergone a big transformation, formerly Shrewsbury Town in the Community we have become Shrewsbury Town FC Foundation. This change demonstrates the strong relationship between the club and the charity, but also symbolises the foundation of support for the local community.

This transformation hasn't stopped with just a name change, but comes alongside the expansion of our facilities, the launch of Shrewsbury Town College & University and the development of our programmes, enabling us to reach more of the local community than ever before.

This review showcases our year of change – we hope you enjoy reading it.



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# FOREWORD

It is without doubt that we are living in ever changing social and economic challenges. It is hard to remember a time when charitable organisations have been needed more. During these difficult times, the importance of a Professional Football Club to it's local community far outweighs results on the pitch and promotions and relegations.

As Shrewsbury Town Football Club's official charity, we have supported the club in its responsibility to support its local community. Building on previous years of outstanding delivery and commitment from our amazing staff, we have continued to respond to local community needs and grow our delivery further. Last year, I spoke about leaving a lasting memory of how the Football Club stepped up when needed the most, whilst this review highlights the legacy of previous work and a football club that is truly becoming embedded in its local community.

Finally, thank you to our participants, students, parents, funders, partners, volunteers, staff and trustees. Without you, Shrewsbury Town FC Foundation would not be able to deliver the life changing work across Shropshire.

**Jamie Edwards**

Chief Executive Officer,  
Shrewsbury Town FC Foundation



As a football club our aim is to be financially sustainable, and competing at the highest level possible. With that we also have a duty to support the community that supports us.

Through continued tough times we are so proud of the impact our official charity continues to make across Shropshire. Shrewsbury Town FC Foundation supports our identity as a football club that wants to be and is, a growing community asset.

This year, the Foundation has taken great strides towards expanding their offering to the local area and continues to be a lifeline for all who need it.

**Brian Caldwell**

Chief Executive Officer,  
Shrewsbury Town FC



Last year my notes reflected heavily on the challenges of the pandemic and the inspiring way the Foundation had responded. Hopefully the worst of Covid is now behind us but the positive outlook and attitude of the charity has been retained.

The organisation continues to deliver programmes in our core areas of Health & Wellbeing, Education & Employability and Football & Participation to respond to the challenges that the current economic situation is producing.

On behalf of all trustees, I congratulate Jamie and his team on all they have achieved in the past year. We look forward with confidence to an exciting future.

**Howard Thorne**

Head of Trustees,  
Shrewsbury Town FC Foundation



# OUR YEAR IN NUMBERS

**70+**  
Staff Members



**62 Students**  
studying our College & University courses

**163,671**



aggregate session attendees



15 new partnerships with local businesses



**18.2k**  
Hours of delivery

Total investments into Shropshire

**£1,931,591**



Largest NCS cohort with **557 young people** taking part in the programme

**16**

local surgeries have partnered with us for Exercise on Referral sessions



Awarded a rating of

**89%**

Very Good  
(Capability Code of Practice)



Take a look at our **Year in Review**



**WOMEN'S TEAM PROMOTION**

to the Premier Division of the West Midlands Regional Women's League

**£6,835,605**

Total invested into Shropshire since 2008

**2021/22**

**£1,656,666**

Direct expenses and Charitable Activities

**£274,925**

Overheads support costs

**£98,094**

Surplus

**PATRON:**

Roland Wycherley, MBE

**HEAD OF TRUSTEES:**

Howard Thorne

**VICE CHAIRMAN:**

Ryan Jervis, OBE

**BOARD OF TRUSTEES:**

Brian Caldwell

Mark Bramall

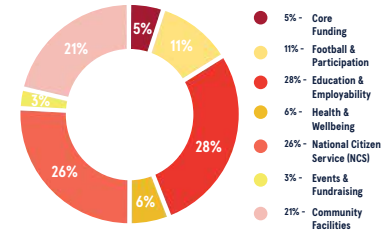
Dave Edwards

Nick Jones

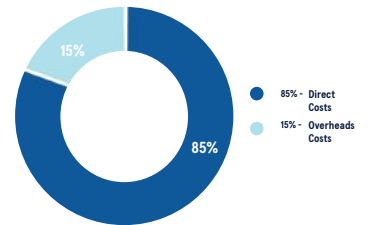
Marlon Miller

# FINANCIAL OVERVIEW

**Income:**  
**£2,029,685**



**Expenditure:**  
**£1,931,591**



**Financial Growth:**





# FOOTBALL & PARTICIPATION

## PROGRAMMES

The Foundation continued to deliver pathway opportunities for players of all ages and abilities to represent Shrewsbury Town Football Club from age 4 upwards. The male pathway continued to provide opportunities for progression into the club's academy, with 7 players successfully making the step up to academy level following successful trials.

The female pathway has made great strides with the addition of new age groups, a new player development group and participation Wildcats Centres also launching. Two of our players joined Regional Talent Centres this year at Wolverhampton Wanderers and Stoke City.

Shrewsbury Town Women's Team were crowned West Midlands Regional Division 1 North Champions at the Montgomery Waters Meadow in May, spending the whole season unbeaten in the league and securing promotion to the West Midlands Premier Division for the first time.

The Foundation's inclusion offer has grown with the introduction of a revamped 'Short Breaks' disability project linked to the Shrewsbury Town matchday experience alongside opportunities for players with a wide range of disabilities to represent Shrewsbury Town FC against other EFL Clubs.

In the last year we have been successful in becoming a registered provider for the Shropshire Holiday Activities and Food programme (HAF). This was the scheme championed by Marcus Rashford. An initiative funded by the Department of Education that aims to support families in receipt of free school meals to ensure that children are supported throughout the holidays. We welcomed children to engage in sports across the stadium, meet Shrewsbury Town first team players and enjoy healthy nutritious meals.



**244**  
Hours of delivery  
Disability Provision

**4748**  
Total Session  
Participants

**990**  
Hot meals delivered  
through HAF

*WITHOUT THESE SESSIONS  
THEY WOULDN'T BE WHERE  
THEY ARE TODAY*

**- Liz, Logan & Corey's Mum**

WATCH  
**LOGAN &  
COREY'S**  
JOURNEY





# EDUCATION & EMPLOYABILITY

## PROGRAMMES

Over the past year our Education & Employability provision has seen a huge rise in demand and need for our services throughout the county. From Premier League Primary Stars, Partner Schools, NCS and Back in the Game, we've engaged with thousands of children, young people and adults across the county.

Back in January '22 we launched Shrewsbury Town College & University which saw over 60 students enrolled on our further education courses and we welcomed 8 new degree students. The Primary Team engaged with over 4000 participants through in school delivery on the Premier League Primary Stars programme, our employability provision engaged over 50 young adults looking for work. We were honoured to win the Kickstart Award in "Developing Talent" for our commitment to the programme, which saw the Foundation head to Lancaster House in London to accept the award.

This year we launched the Coaches' Academy, designed for 14-15-year-olds with the aim of developing their skills and strengthening their aspirations for a career in coaching. The first cohort welcomed 20 graduates, enabling them to create a clear pathway for their coaching career.

NCS experienced its largest ever programme, holding 4 waves across the year. We welcomed 557 young people to take part in the programme, seeing them take part in workshops, outdoor activities and complete social action initiatives. The programme's aim is to leave a positive lasting impact on young people ahead of them taking their next steps in life.

At Shrewsbury Town FC Foundation, we've met the needs of the ever-evolving climate in Shropshire and continue to explore the opportunities to meet the demand in Shropshire while delivering fast paced and high-quality provision for all.



**62**  
College & University  
Students

**29**  
Kickstart Scheme  
Candidates

**557**  
Young People on the  
NCS Programme



*WHEN I FIRST JOINED THE  
FOUNDATION I REALISED THAT  
MY OPPORTUNITIES WEREN'T  
LIMITED AND I COULD BE WHO  
I WANTED TO BE*

**- Zac, Coaches' Academy**

WATCH  
**ZAC'S**  
JOURNEY





# HEALTH & WELLBEING

## PROGRAMMES

The Foundation's Health and Wellbeing delivery has vastly developed over the past year, and we have been successful in receiving funding from Shrewsbury Primary Care Network to deliver a new project, Exercise on Referral. The programme has enabled the Foundation to connect with local people, and relieve pressure on essential NHS services. Participating in this scheme enables patients of the 16 medical practices across Shrewsbury to access an individualised exercise and well-being programme tailored to their personal needs.

We were also successful in receiving funding from the Armed Forces Covenant Fund Trust back in March, this has enabled us to create our own "Military Hub", a place for veterans and anyone connected to military services to reminisce, share stories and access the resources on offer at The Foundation.

Our Future Generations programme, funded by BBC Children in Need has continued to support young people in care, and those transitioning out of the care system. By teaching tangible life skills and providing qualifications the Foundation are supporting their future.

In addition to this, our Extra Time Hub, a social group for older adults across the county has increased its memberships, allowing us to support more people who may otherwise have been isolated. These sessions have become a lifeline for our participants, enabling them to feel purposeful, make connections and take part in physical activity.



**82**  
Exercise On Referral  
Participants

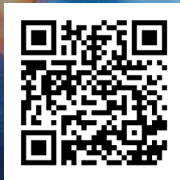
**460**  
Sessions  
Delivered

**208**  
Hours of delivery for  
young people in care

*WITHOUT THE FOUNDATION,  
I WOULDN'T BE HERE TODAY*

**- Dave, Volunteer**

WATCH  
**DAVE'S**  
JOURNEY



# CREATING SAFER PLACES & SPACES



## Shrewsbury Town F.C. has proven to play a vital role in the community, bringing fans together thanks to their shared love of the club.

It's essential for our vision to create spaces across Shropshire that the community can feel welcome. This year there has been a huge amount of change for our facilities, allowing us to expand our reach and welcome more community members.

In April '22 we acquired the Shropshire FA Building, located on the back of the south stand. It allowed us to transform two former offices into classrooms for our new students and create a more flexible working spaces for both staff and learners. This space has already resulted in stronger collaborative working across departments and improved the recruitment and retention of our staff and provides more space to engage with supporters on match days.

This year we celebrated the one-year anniversary of the opening of our 3G pitch. The pitch has been fundamental for us by offering a facility for our students to progress towards their degree, our Women's Team to reach new heights and every matchday it welcomes grassroots clubs to participate in tournaments and football festivals.

Budgen Motors Shrewsbury have kindly supported the Foundation in multiple ways across the year, specifically for our facilities they have become the sponsor of our 5-a-side pitches and the Football Hub, which are utilised by the whole community, from our disability groups to our Mini Kickers sessions! The support from Budgen helps the charity to keep going the extra mile for everyone across Shropshire.



We've also supported the club's renovation of Smithy's Bar, which has revitalised the space creating a multifunctional and versatile place for our community groups to utilise that better serves fans on matchdays. The changes were driven by supporter feedback and the space now pays homage to club nostalgia depicting the club's changes throughout history.



In collaboration with Dam Strong Gym we have created an outdoor gym space that is being used by each of our Health & Wellbeing projects, this has improved our offer by being able to support our participants with a range of strength and conditioning activities and provides a place for group fitness sessions.



We have continued to grow our delivery from Ludlow Football Stadium and across south Shropshire. Over the past year we have increased the amount of festivals and tournaments taking place there, making Shrewsbury Town FC Foundation's offering more accessible to those south of the county.



Having successful partnerships with local businesses is an essential part of what we do at Shrewsbury Town, we want to highlight the work of thriving Shropshire businesses, and use the Club's platform to give them as much exposure as possible. This year we've grown our pool of partnerships and we're so grateful to the businesses that have continued to support the Foundation year on year.

We were delighted to welcome back in person events for Shrewsbury Town Fans and the charity's supporters. Some highlights have been holding our cycling challenge event that showcased Salopian's away day dedication, by taking on the 120-mile challenge to watch Shrewsbury play MK Dons. The cyclists managed surpass their target and spread the good work of the Foundation.

Back in May we worked closely with ex Shrewsbury Town players, Dave Edwards, Gav Cowan and Sam Aiston of the "In The Stiffs" podcast, who hosted their first live performance! In The Stiffs Live was hosted in St Mary's Church sponsored by Shropshire Homes, and enabled fans to reminisce whilst 100% of the funds raised went back to support the Foundation.

The Foundation has also launched innovative schemes this year in order to ensure that Salopians can give back to the Foundation in an easy and accessible way, entitled the Community Club, our individual giving scheme ensures regular funds for each of our projects, making them sustainable and future proof.

In addition, we also created "Forever Blue and Amber" in partnership with Shropshire Wills. From liaising with fans we knew how important it was to ensure that fans were able to care for their families. We developed an initiative that enabled them to write their will with Helen of Shropshire Wills, and in turn the Foundation receive a donation for every will that is written.

Without the support of fans and local Shropshire businesses we wouldn't be able to make the change we do. Thank you to everyone that has supported us this year.

**Milly Wheeler**  
Fundraising & Partnerships Manager,  
Shrewsbury Town FC Foundation

# SUPPORTING OUR CLUB

The 21-22 year has proven the strong relationship that we hold with the Football Club, and through this relationship we've been able to provide unique experiences for Shrewsbury Town Fans of all ages!

Since the pandemic player appearances had to be virtual and this year we made it our ambition to bring face to face visits back, as we know the impact that they hold for our participants. This year we've seen players visit local schools to talk about racism and discrimination, taking part in our Summer soccer schools, advocate for key campaigns like Rainbow Laces as well as surprising our participants and making memories they will never forget.

At the start of the 22-23 season the Foundation relaunched mascot experiences, which are packages available for young Salopians to get a behind the scenes pass on a matchday, providing them with the opportunity to meet players, the manager and get a glimpse of what it's like to play for Shrewsbury Town FC. Since running this provision we've offered out 17 community places across 10 home games so far!

We've hosted Grassroots Festivals on matchdays, providing the chance for 1000+ players from local grassroots clubs the opportunity to take part in pre-match fixtures before taking in a Shrewsbury Town League 1 match! The aim of this is to get young people engaged and inspired by sports, and recognising the power of grassroots football.

In order to tackle anti-social behaviour on matchdays, we've partnered with West Mercia Police to launch the "Stay On Side" project, funded by the Police & Crime Commissioner. This saw the recruitment of a dedicated Outreach Officer to guide 13 to 17-year-olds from repeating acts of anti-social behaviour. This role is supported by PC Chris Rayment, the Dedicated Football Officer at Shrewsbury Town FC to ensure that fans that are at risk of offending change their behaviour with the right support, making the game safer and more inclusive for everyone.

Our Official Supporters' Clubs have continued to grow this year, and we have been maintaining contact with Salopians all over the world. The Foundation have been supporting each group to enjoy watching Shrewsbury Town from wherever they are located, and each of them can now spot their supporters club flags when watching the game on iFollow.

We're delighted to be making positive waves of change in collaboration with the club in so many different areas. We would like to thank Shrewsbury Town FC for working alongside us to support the community.



# SPECIAL THANKS

*A charity is only as strong as its supporters and partners; the projects we deliver across Shropshire wouldn't be possible without this continued backing.*

*We are so proud of the close relationship we hold with our community and we would like to take this opportunity to say thank you, both from ourselves and our participants; for the amazing support we have been shown this year.*

*We continue to be humbled by the generosity of our partners and want to celebrate each and every one of you. From everyone at the Foundation, an enormous thank you!*



## OUR PARTNERS & SPONSORS



## WOMEN'S TEAM SPONSORS



## EDUCATION PROVIDERS





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