

COLCHESTER UNITED FC

Football in the Community







UNITE OUR COMMUNITIES IMPACT REPORT 2019













CONTENTS





MANAGEABLE GROWTH WHILST PROVIDING CONTINUAL **HIGH-QUALITY PROVISION HAS BEEN AT THE FOREFRONT OF OUR OBJECTIVES**, **AS A RESULT PROVIDING A POSITIVE IMPACT ON PEOPLE'S** LIVES"

I have great pleasure and enormous pride in presenting to you the Colchester United Football in the Community Impact Report 2019.

During the past year we have seen our highest ever number of participation levels and delivery hours engaged in our provision. This indicates the skills and expertise of our staff, volunteers and trustees who are encouraging more people than ever before to improve their lives through sport, health and education.

2019 saw us continue to deliver results against our "Unite our Communities" strategy, providing us with a clear guide for the workforce, partner organisations and participants of the direction we are mapping. We are working with an increased number of partners and participants, with many of those featured throughout this report. We have a strong brand and infrastructure in place that has enabled us to create such a positive impact to date.

As ever, the support of Colchester United Football Club has been paramount to the difference we have been able to make in Colchester and North East Essex, using the power of the badge to aid and underpin our impact.

The strong foundations that have been built since the inception of Colchester United Football in the Community in 2013 has enabled our engagement levels to rise, together with increased investment in the local community. Ensuring manageable growth whilst providing continual high-quality provision has been at the forefront of our objectives, as a result providing a positive impact on people's lives.

I hope you find that our "Unite Our Communities Impact Report 2019" provides a beneficial insight into the work and impact we have both on and within our communities. We are proud of the work we undertake and our achievements, and look forward to ensuring another year of development, manageable growth and success ahead in 2020.

Corin Haines

Head of Community Colchester United Football in the Community









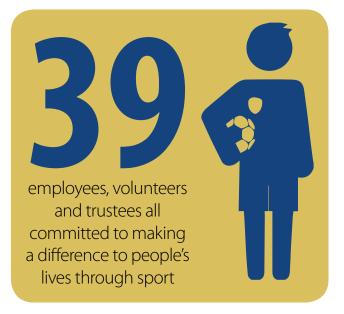






YEAR IN NUMBERS





OUR VALUES & MISSION



MISSION STATEMENT

To **enrich the lives** of the people within the communities we operate **through physical education** and the brand of Colchester United

STRATEGIC PRIORITIES



Deliver High Quality Service



Improve health, wellbeing and inclusion



Govern and lead effectively



Develop further working relationships with suitable partners and networks

OUR CORE VALUES



OUR PLEDGES

WE WILL

develop healthier and safer communities

WE WILL

bring communities together

WE WILL

create an affinity to Colchester United Football Club

WE WILL

raise aspirations

WE WILL

improve health wellbeing and inclusion

STRANDS OF WORK



HEALTH AND INCLUSION

We aim to build healthier and happier communities using a tailored approach to improving health and inclusion through targeted engagement projects whilst working with key organisations.



SPORTS PARTICIPATION

We aim to ensure that the wider community have greater access to an active lifestyle using the power of sport and the brand of Colchester United Football club to encourage and increase participation.



EDUCATION

We aim to support and enhance all learning opportunities in Colchester and surrounding areas, we do this through an innovative and structured approach to education.



FACILITY DEVELOPMENT

We aim to use Colchester United, our staff, and our facilities such as Shrub End Community Sports Centre and the JobServe Community Stadium as a vehicle to help create a healthier and more cohesive local community.









UNITED AGAINST KNIFE CRIME

HEADLINE FIGURES

175
Sessions Delivered

152

Hours Delivered

16099
Participants Engaged

8-18

Participants Age Range



Schools Engaged



United Against Knife Crime has been funded by the Home Office and its purpose is to raise awareness of the dangers surrounding knife crime and the issue of County Lines whilst also signposting beneficiaries to support services and organisations who are on hand should they be required.

In conjunction with Essex Police this programme, delivered across the north of the county, have been designed to provide participants with accurate, up to date information on the issue of knife crime within their community whilst giving them the knowledge needed to keep themselves safe.

The programme has the following objectives and has been delivered in primary schools with participants as young as eight through to Sixth Form college settings with 18-year-olds:

- Improve awareness around the dangers of knife crime.
- Understand the links between knife crime and gangs through the process of County Lines.
- · Realise the effect knife crime can have within our communities.
- Explore the impact that social media and music can have on knife crime.
- Signpost and inform participants of services who are on hand to offer support.

STANWAY SECONDARY SCHOOL'S STORY

Colchester United Football in the Community worked with Stanway Secondary School throughout 2019 with the United Against Knife Crime project to engage over 750 pupils in the school. After speaking to the schools Head of Citizenship, Abigail Hamblen, regarding the impact of the project, it is clear that UAKC has had a positive impact upon the school and the lives of those engaged.

When asked how the project had been received Abigail said: "Positively - it's not an area that most teachers would feel comfortable teaching mainly because it's not our area of expertise. It's a current issue and relevant considering concerns we have had with the risk this poses to older students within the school".

When asked about what students would have taken away most from the project and the community impact, Abigail continued: "A sense maybe that these issues might be closer to home than they have realised and that it isn't just the immediate victim that is affected, but also their friends and family. I think the more that safe and trustworthy people talk about this and take the mystery and glamour away from it, the better."

OUR PARTICIPANTS SAID

Olivia: "They have taught us to be aware of our surroundings and how to stay safe."

Toke: "I thought the project was really good because I learnt things I wouldn't have heard about."

Max: "It helped you learn about the bigger picture and not just the physical impact of knife crime."

Sophia: "UAKC has raised awareness about gang and knife crime across the community as well as local support services."





UNITE OUR COMMUNITIES

Participants Age Range



PAXMAN ACADEMY'S STORY

Colchester United Football in the Community worked with new local school in Shrub End, Paxman Academy, for their first ever PSHE enrichment day providing interactive workshops covering knife crime, trainline saftey and also extremism, radicalisation and hate crimes through the Unite Our Communities Programme.

Unite Our Communities, funded by the Home Office through the Britain Stronger Britain Together network, is designed to engage young people in discussions they would not normally have the opportunity to have within the school environment.

After the full day event delivery, Nick Musset, Deputy Headteacher of Paxman Academy, commented: "Thank you Colchester United Football in the Community, they were able to talk about challenging subjects in a relevant and engaging way - I am sure that our students gained a great deal from it."

OUR PARTICIPANTS SAID

"It was really interesting and made me think." (Jack, Year 7)

"I felt as though I could talk about some of the issues I keep seeing on the news." (Katie, Year 7)

Colchester United Football in the Community launched its Unite Our Communities programme in January 2019 to help tackle extremism, radicalisation, hate crime and prejudice. The programme, which is part of the Britain Stronger Britain Together network funded by the Home Office, as well as being supported by Show Racism the Red Card, is an interactive workshop delivered in schools and community settings.

Delivered to young people aged between nine and 18, the Unite Our Communities programme is designed to engage participants within conversations and discussions they may not have previously had the opportunity to, therefore exposing differing opinions, views and experiences.

Colchester United Football in the Community have used their community partners such as Essex Police, Hope Not Hate and Colchester United Football Club to share the programme and ensure the content is not only relevant to those participating in the programme but also making sure it is in keeping with the needs of the community within which it is delivered. A key part of the programme is getting young people to understand the needs of their communities whilst discovering how diverse these can be and what needs to be done to tackle some of this issues most affecting them.





DISABILITY PROGRAMMES

HEADLINE FIGURES

125
Sessions Delivered

96
Participants Engaged

125
Hours Delivered

7-15
Participants Age Range

Our Disability programme's main aim is to provide plenty of opportunities to young people with disabilities across Colchester with the chance to participate in physical activity.

Our sessions range from PE sessions, specific football sessions and multisport. The sessions are held in various locations from local primary schools to our community centre at Shrub End Community Sports Centre. Our programmes are funded by both the EFL Trust - through the Every Player Counts programme - and by Children in Need.



OUR PARTICIPANTS SAID

"I love Luke coming to do our sessions, he gives me tips on how to score goals and shoot with a basketball. With basketball it is really important to hit the square on the board to get it in the net"



Colchester United FITC working with our children has enabled all of the pupils to get active and get involved in PE. The sessions have been very well planned to suit the level of our children and meet their needs. The children are kept active and engaged throughout the sessions and the children absolutely love their PE sessions.

With an FITC member of staff running each session, it has enabled the teachers to work closely with their children, observing and helping meet their personal targets linked to gorss and fine motor skills.

Over the weeks the sessions have been running, the children have improved their ball skills as well as their abilities to take part in team games and their sportmanship.

PREMIER LEAGUE KICKS



228

Participants Age Range





Premier League Kicks programme offers free sports sessions for all participants aged between 8 and 18.

The programme includes planned enrichment workshops from partner organisations such as Essex FA and charities such as Hope Not Hate, as well as internal workshops such as United against Knife Crime and BSBT. We currently have six PL Kicks sessions located across Tendring, including Colchester, Clacton-on-Sea, Harwich and Walton-on-the-Naze.

The programme is funded by the Premier League Charitable Fund. The aim of the programme is to provide free sports provision for all, tackling anti-social behaviour at times when young people may have very little activity to engage in.

OUR PARTICIPANTS SAID

"Premier League Kicks has given me a really good platform to work from and it has led to me finding a job with the football club!"

DYLAN JACOBS' STORY

Kicks sessions during October 2016. He had previously stated that he had not been part of a sports group or session session that he enjoyed being a part of. It was clear the positive influence that Premier League Kicks was having on Dylan as a young adult. A shy and reserved individual early on was starting to develop into a young adult with confidence and ever-improving communication skills. During April 2017 Dylan was selected as our Premier League Kicks Community Hero, this was due not only to the consistent appearance at sessions, but also the change in attitude in such a short time. Not only was he now showing increased skills, but he was also helping other participants settle into the session.

As part of the Premier League Kicks Community Hero award, Dylan was invited to our Colchester United speak in front of key stakeholders and other participants across various programmes. It was here that Dylan had the opportunity to meet Jane Gardiner, the deputy Police Fire and Crime for Dylan as he had previously expressed his interest in becoming a police officer in the future. Shortly after the FITC Community Day, Dylan was contact by Jane offering him the opportunity to again speak at an event about Premier League Kicks, this time in Chelmsford. emergency services across Essex.

During February 2018 Dylan attended a Premier League Kicks Matchday

opportunity to watch the Colchester United first team. During half-time of the first team game, Dylan was invited down to the pitch and was presented with a Premier League Kicks Community Hero picture enclosed in a frame to represent year of Premier League Kicks. "I have this hanging nicely in my living room," he

In Dylan's third year of being with us at Premier League Kicks he expressed the desire to gain part-time employment created a CV and found the confidence Football Club and apply for a job in Hospitality and Catering, and he was successful in his hunt for part-time employment. He had been given the role of Matchday Catering staff which serving dinners and drinks during events held by the football club. This really gave Dylan an opportunity to use all the skills he had developed during his time at Dylan had performed well enough to be offered a promotion. He now currently works as a Team Leader on matchdays, co-ordinating a team of two and being responsible for a kiosk.

Dylan has shown an inspiring journey with Premier League Kicks, starting with us at Colchester United Football in the Community and now working for Colchester United Football Club. Speaking with Dylan he has every intention of joining us again during the 2019/20 season and has made it his other young people within the area at the new sessions.

NATIONAL CITIZEN SERVICE



HEADLINE FIGURES

360
Hours of social action planning and delivery

74
Participants Engaged

16-17
Participants Age Range

92% satisfaction score from participants (Highest in Ingeus EA networks)

National Citizen Service (NCS) is a three or four-week experience that you really don't want to miss!

If you are 15 to 17-years-old, this is your opportunity to embark on adrenaline-filled challenges, make a difference and build skills for work and life. NCS is a chance for young people to engage with each other and achieve amazing things.



NCS SUMMER 2019

NCS Summer 2019 was Colchester United Football in the Communities first ever delivery year for the programme which saw us take away 74 young people from Colchester. The first week took us to Stoke on Trent for Phase 1. Our NCS participants camped for a week at High Adventure Kibblestone, whilst taking part in thrill seeking activities such as caving, raft building and high ropes. Phase 2 took our NCS young people to Essex University. A chance to sample university life, whilst taking part in workshops to develop life skills. The final phase saw a mix of Social Action projects, we saw projects supporting the local food bank in Colchester and groups tackling the worldwide issue of plastic pollution by taking part in sponsored litter picks and then building Turtles out of the plastic collected.



PHASE 1 – ADVENTURE

Phase 1 is a chance to test yourself! A residential week at an outdoor activity centre, you will spend time with some amazing people and spend some well-earned time away from home. That's just the beginning, you will see yourself teamed in a group of 12-15 young people you may have never met before – people who you may end up finding lifelong friends with.

Within your team you will be taking part in exhilarating challenges, designed to push you to your limits. Activities such as rock climbing, canoeing, archery and raft building, they will not only challenge your individual resilience but also your skills working within a team. Don't worry, even if you are a little scared of some of the challenges, we can guarantee you, with the help of our staff and your team, and you will conquer your fears in no time!



PHASE 2 - DISCOVERY

Ever wanted to know what university life is like before heading there for real? Now is your chance to experience this! Week two will see you meeting back up with your team at a university style environment aimed at developing life skills. Learning vital skills that will develop confidence, leadership and communication, which will be a highlight of anyone's CV or UCAS application.

You could find yourself filming and directing a film, leading an election debate or even finding a hidden talent that you never knew you had!

PHASE 3 — SOCIAL ACTION

It's time to make a difference! This where you your NCS experiences in the first two phases will give you a good platform to build upon. Using all your new skills and knowledge, it is your turn to Plan, Fundraise and Deliver a Social Action Project to make a difference.

This is your opportunity to change things for the better, whether you prefer the planning or the delivering, you will have the chance to shape your Social Action Project and make a difference, create some amazing memories and be a part of something you will remember for years to come.

PHASE 4 – GRADUATION

It's time to make a difference! This where you your NCS experiences in the first two phases will give you a good platform to build upon. Using all your new skills and knowledge, it is your turn to Plan, Fundraise and Deliver a Social Action Project to make a difference.

This is your opportunity to change things for the better, whether you prefer the planning or the delivering, you will have the chance to shape your Social Action Project and make a difference, create some amazing memories and be a part of something you will remember for years to come.



CHLOE'S STORY

Chloe Gallacher signed up to NCS from the Stanway School, Colchester. At first Chloe was a little nervous about the NCS journey and what it entailed. Speaking to Chloe, it was the unknown of staying away from home and especially camping.



In the first few days it was apparent that NCS and being away from home was challenging for Chloe. However, she was able to build resilience and throw herself head first into all the activities and challenges that faced her.

Throughout the four-week programme Chloe's confidence was clearly growing and this was showing in how she was becoming a leading member of her team. During Phase Two, Chloe showed leadership skills in workshops and challenges set and in Phase Three was an outstanding role model when designing and delivering a social actions project.

It was clear to see how confident Chloe had become during her NCS journey. For the graduation we asked if she would like to be a guest speaker and she jumped at the opportunity, standing at the front of the graduation ceremony and excelling in being part of a question and answer session.

Chloe's story really does highlight the positive impact NCS is having on thousands of young people across the country.

OUR PARTICIPANTS SAID

"I enjoyed being able to overcome my fears and struggles and make new friends. The team leaders and staff were so kind, funny and helpful! They were extremely supportive when I struggled with an activity or simply being away from home."

WALKING FOOTBALL

HEADLINE FIGURES

50 Sessions Delivered

26
articipants Engage

50
Hours Delivered

50-78



Colchester United's Walking Football provides a great opportunity for over 50s to enjoy their favourite sport and make new friends along the way.

Running and slide tackling are both banned in the activity, and it is a great way to boost your fitness. The aim is to get more people participating, making new friends and using our facilities. The structure is similar to a regular session but the tempo is obviously not quite as fast. We want people to have fun in an environment where they're meeting new people and taking part in a physical activity.



OUR PARTICIPANTS SAID

"I started Walking Football for a little bit of exercise as I hadn't played football for 20 years, I now not only get weekly exercise but have met like-minded people and feel part of a brilliant group!

JEREMY'S STORY

I played a bit of football when I was younger, nothing special; school, college, local leagues, pub leagues, but unfortunately I broke my ankle when I was 22 and had to give it up. Family, career, life then took over and although I always missed playing I never found a way to get back in.

A few years ago I saw a little item about Walking Football on BBC TV presented by Mike Bushell and thought I'd love to give that ago. However there wasn't anywhere doing it near where I lived at the time. It wasn't until I moved to the Colchester area that I saw they ran sessions at Colchester United Football Club and came along and joined in. Resuming playing football at 57, must be the longest lay-off in footballing history!

I was new to the Colchester area and knew no one, but the guys were very welcoming and friendly. They were mixed ages and abilities some still with the magic touch some struggling with rusty joints but I managed to hold my own. It is all played with a great degree of fun, no place for big egos!

The sessions at Colchester are well run with a representative of the club present at every session. In my first year at the club we even qualified for the National Finals which involved a trip to play at St George's Park National Football Centre in Burton upon Trent which was an unforgettable experience.

The nice thing is that as I work from home, sitting at a computer, it is great to have something to look forward to on a Thursday evening, it gets me away from the TV, and out of the house. Gets the heart pumping and the sweat trickling. It has made me think about my diet in an effort try to improve my weight and general fitness. I have met some new people and being associated with Colchester United Football Club has involved me more in my local community.

HEALTHSENIOR U'S

HEADLINE FIGURES









GODFREY'S STORY

One of the most engaged participants we have is Godfrey Ashby.

Godfrey has been attending our sessions since the beginning and is always keen to be active. With that activity comes competition, something Godfrey particularly enjoys: "I love competing against others, whether it's games such as Boccia or team quizzes," he explained.

When asked about the impact Senior U's has had on him and the other members, he replied: "With age it's sometimes hard to meet other people. I would encourage anyone that is struggling to meet others to come along to Senior U's - the provision is great and it's just a fun and informal place to socialise."

Godfrey was lastly asked about the current provision at Senior U's: "We do something different each week... whether it's quizzes, seated yoga or just sitting and having a chat, the balance between fun and staying healthy is great".



Senior U's is a programme targeted towards members of the community aged 65+. The aim of the project is to reduce social isolation within older people as well as encouraging physical activity, both of these aims are to improve health, confidence and self-esteem within our participants in addition to making new friends and building positive relationships.

One of our main objectives is to make the participants active - we do this via a range of low-level movement activities that our members have typically loved and found beneficial.

In addition to this we also invite guest speakers to talk on a range of interesting topics. Our sessions are informal and welcoming with tea and coffee being offered throughout!

OUR PARTICIPANTS SAID

"It's just nice to be there and meet others"





HEALTH YOU VS TRAIN





HEADLINE FIGURES

15
essions Delivere

4000
Participants Engaged

40
Hours Delivered

11-18

You vs Train is a rail safety initiative funded by Network Rail and the EFL. Here in Colchester we are a "hot spot" for rail-related trespasses.

The aim of the programme is to inform and warn young people of the potential dangers that come with trespassing. This is a highly interactive session and we ask participants to give feedback or discuss their own experiences throughout.

We have found the young people to be exceedingly engaged during our sessions which is so pleasing considering we are in an area where rail trespass is so prevalent.

We have been working in schools, youth clubs and using our NCS programme to share the message - this involves various case studies of those affected, an interactive quiz and local incident fact sharing.



MOULSHAM HIGH SCHOOL'S STORY

Moulsham High School were particularly receptive to the programme. There was initially a concern that some students might find the material to be too hard-hitting, however, the reality was that they responded fantastically well and were engaged throughout.

"The assemblies have had such a positive impact on our students and have given them plenty of information about rail safety. I believe that the students were engaged and participated when asked," said Belinda Fernandez.

Moulsham High School was identified as a particularly high-risk school due to its location in Chelmsford. As an organisation, we came out of the assemblies satisfied that we had managed to decrease the number of rail trespass incidents.

OUR PARTICIPANTS SAID

"The sessions were really beneficial to us students... I think we potentially weren't previously aware of some of the hidden dangers that the railway can pose."

HEALTHFOOD & FUN



HEADLINE FIGURES



367
Participants Engaged

1046

Meals Provided

270
Hours Delivered

11-18

Participants Age Range



5

partnering schools across Colchester and Tendring

Food and fun is an EFL Trustfunded holiday provision programme. The aim of the project was to provide sport and physical activity and educational society workshops accompanied with free meals, breakfast and lunch, to those young people who would struggle for this access during the school holiday periods.



Colchester United Football in the Community partnered with Colchester United FC and local secondary schools to provide sessions through each holiday period, helping identify those areas with a need for such programmes across mid–north Essex.

The delivery platform the FITC team delivered during the programme was a varied approach in terms of the activities delivered, from physical activity and sport-based sessions such as football, cricket, dodgeball and hockey, to team-building exercises and social games to help break down barriers for the participants due to their age range. Both of those elements were very successful and we found that delivering the social and team building games in the community within the first instance provided a platform for participants to feel as one and confident with one another for the rest of the delivery period.

As well as these sessions we also delivered our community enrichment workshops as an educational section to the programme. As we were engaging with young people who may be from environments that may leave their vulnerabilities exposed, we felt it was essential that we educated them on the current issues within their communities such as knife crime, gangs, County Lines, hate crimes, prejudice and extremism. We made these less formal compared to our mass delivery of these programmes, as we felt engaging in small groups and on a more personal level, the key messages would have more of an impact to them.



OUR PARTICIPANTS SAID

"This programme is really good for me as I wouldn't be doing a lot during the school holidays. I've come here with some friends in my class and we are enjoying the different activities that the coaches are doing with us. The food is really nice as well and it gives me energy to do the games."

CLACTON COASTAL ACADEMY'S STORY

Clacton Coastal Academy were an integral partner to our Food and Fun delivery over the past 12 months - we delivered a large percentage of our provision with them as they felt the programme was having a huge impact to their local young people.

Their Community Hub Manager, Lee Knight, had the following to say about the programme: "The Food and Fun programme has helped our students immensely. We have a range of ages participating and it is an ideal opportunity for various ages to mix with students from different year groups and this has helped improve communication skills etc. We have some students developing their teamwork skills and leadership skills which has boosted confidence and self-esteem, too.

"We have a regular group who aim to attend every session and have built up friendships with each other within the programme.

"The biggest impact the Food and Fun programme has had on some of our more deprived families is offering the students two meals per session (breakfast and lunch) which gives them the chance to eat nutritiously, helping to reduce holiday hunger for families that depend on free school meals during the term-time."

PREMIER LEAGUE GIRLS



HEADLINE FIGURES

Schools Engaged

ged Girls Participated

/1

Player into the FA Elite Pathway 2 Inter-Satellite Competitions

120
Sessions Delivered

Girls
Progressed
to the DC



Volunteer Female Coaches 21
Players into the GR Team



This PLCF-funded programme, focused on young girls aged 11 to 16, has three main objectives:

1: Increase participation levels

Our main focus was providing girls an opportunity to have an introduction to football in a safe and welcoming environment to maximize engagement. Female sports in schools can often be at the preference of the PE teachers, so many girls will primarily play netball or hockey. We wanted to increase the take-up of football by girls and women and develop participation opportunities within school. We wanted to change perceptions and social barriers to participation and challenge stereotypes that still operate in female football, including amongst players, parents and teachers.

2: Signpost opportunities to participate, watch or follow

Providing students with exit routes into grassroots and finding players who had the potential to join the elite pathway. We can do this by developing skills and confidence to progress within the pathway, as well as learning teamwork and communications skills.

3: Discover a love of football, sport and keeping fit

Develop confidence to step out of comfort zones to try something new by creating a positive, holistic and player-centered environment.

Thurstable Secondary School progressed through the EFL Girls Cup tournament to the national final for the second year in a row. The team is made up of girls who all attend PL sessions, with five of these players progressing into the Colchester United Development Centre through the programme.

LEAH'S STORY

Leah Mitchell is a participant of our Thurstable School Premier League sessions and is in her second year of attending regularly. Leah only started participating in girls football through the Premier League Girls programme, having previously only played with boys. She initially refused to attend the sessions despite showing an interest as she was nervous and intimated to play with girls. Through support from staff, friends and coaches, Leah attended her first session and, although she did not engage with



her team mates, she shone in the technical aspects of the session. She started to regularly attend the sessions and her confidence grew as she started to engage more with her peers. Technically and tactically it was clear the Leah was very talented, however, the coach knew she had areas to develop before she could be recommended along the pathway. After discussions with her parents, teachers and coaches, we felt that in September 2018 Leah was ready to attend the Girls Development Centre (GDC). We arranged for Leah to come and train alongside the GDC in an open session and avoided calling it a trial to make her feel as comfortable as possible. She successfully gained a spot in the 2018/19 programme and has since represented Colchester United against teams such as Norwich City and Cambridge United.

"Since joining Thurstable she has been introduced to girls football, something she found a bit of a challenge at first as she didn't know any of her new team mates. With her time playing in the school team and the Premier League sessions, she has developed her skills, gained in strength and as a result her confidence has grown." Jayne, Leah's Mum

Leah's self-belief and confidence has continued to grow and her development in the social and psychological corner has allowed her to continue on the female pathway in football by attending the GDC sessions and she has since joined Essex RTC as an U14s player.

"Leah started secondary school in September 2017, she was very quiet and didn't have a lot of confidence. With PE staff noticing she had a talent for football she was asked to attend girl's football club after school, which was part of the Premier League Girls programme. After a couple of weeks nagging she decided to attend, especially after hearing there was no pressure and it was about having fun. With the help of the club her confidence has increased and, at the start of this academic year, she had the confidence to trial for the Colchester Development Centre where she has now been invited to trial for the Essex RTC. The Premier League programme has helped Leah a lot, and without it she wouldn't have the confidence in herself or her ability." Helen Dey, Leah's PE teacher

COLCHESTER UNITED SKILLS CENTRES

HEADLINE FIGURES

547



547

red Participants Engaged

/ //

2-16

Player Appearances

10

Players Progressed to Development Centre

Weeks of Delivery

Age Range of Participants



OUR PARENTS SAID

"My son really enjoys the technical goalkeeping training and can't wait every week to learn more skills."

"Leo thoroughly enjoys his Skills School sessions says his coach makes the sessions very enjoyable."

The Colchester United Skills Centre is an open-to-all programme that offers a wide range of football provision for children aged between two and 14-years -old. Whether you are starting out in football or looking to gain extra coaching to improve, the Skills Centre programme is open for players of all abilities.

On a weekly basis the Football in the Community team run 15 sessions across four days throughout the week. We also run a variety of sessions and formats so there is something on offer for everyone who wishes to participate in football, learn new skills, improve their technique and make new friends.

The programme is the very beginning of the pathway at Colchester United and we have seen some players successfully progress into our Development Centres and more advanced sessions. Our FA and UEFA-qualified coaches provide fun, enjoyable and challenging environments so that all participants are catered for appropriately.







HOLIDAY ACTIVITIES

HEADLINE FIGURES



148
Sessions Delivered

283

Hours Delivered

955

Participants Engaged

2-16

Participants Age Range

360+

Participants over the summer

150+

Hours delivered over the summer

2019 proved another successful year for Football in the Community's holiday activity provision, with new courses, new faces and the same holiday fun for all involved.



OUR PARTICIPANT SAID

"I've had a really good time at the Summer Camps, the coaches were really good and helped me learn a lot as well as letting us have some fun. When I volunteered on the second camp it was really good and I liked working alongside the coaches - seeing how they coach was really interesting."

Our open-to-all holiday provision provided lots of fun for boys and girls aged two to 16-years-old across the community to fill their school holidays with a variety of football courses from player-specific camps to days based all around matches at our excellent facilities - Shrub End Community Sports Centre and JobServe Community Stadium.

This year saw us introduce some new courses for participants to enjoy during their school holiday periods such as our first team player-specific camps. Examples include the Dean Gerken Goalkeeper Camp, Harry Pell Soccer Camp and Courtney Senior SkillzSkool. These were very popular as young fans were able to meet our first team players on a more personal level and get some tips and coaching from the Colchester United stars.

Our renowned Annual Summer Camps were a huge hit again this year with over 150 participants enjoying a weeks' worth of football fun in the sun. Competing in footgolf and dartboard challenges, meeting the entire Colchester United first team and receiving a free first team shirt, it was definitely a summer to remember for all involved!

ZACK'S STORY

Our holiday activity case study is centred on 16-year-old goalkeeper Zack Franklin, who joined us at both of our Annual Summer Camps this summer for the first time.

Zack was part of the goalkeeping course during our Annual Summer Camps and was looking to improve on his goalkeeping skills during the holidays. This was his first experience with us and he was thoroughly enjoying his time on the first few days of the programme. However, during the week Zack sustained a shoulder injury when going down to save a shot during his session. Zack wasn't able to continue for the rest of the week and was really upset he was going to miss the rest of the action. He was invited to attend the end-of-camp presentation with the rest of the participants to receive his attendance award and certificate which he was pleased about.

As Zack missed most of the camp, he was then invited back a few weeks later to the second Annual Summer Camp on a volunteer basis as his is keen to get into coaching after he finishes his last year at school. Zack was a huge help across the week and learned a lot of skills from the lead coaches who commended his fantastic support throughout the week.

SPORTS PARTICIPATIONGIRLS DEVELOPMENT CENTRE

HEADLINE FIGURES



St. George's Park Trip

2 B Different Teams Played

86
Players Trialled

136 A

Players Moving to Essex RTC



The Colchester United Female Development Centre is an invitation-only development programme for talented girls from U8s to U16s age groups, which aims to nurture and retain advanced players, whilst offering appropriate progression pathways and exit routes.

Players are assessed by the coaches in their weekly training sessions and also have the opportunity to participate in fixtures against other professional football clubs alongside their grassroots teams.

We currently run two Development Centres - our Youth Phase centre is on a Monday at Shrub End and our Foundation Phase centre is located in the indoor dome at Tiptree on Friday evenings.

A CLEAR PATHWAY

The following U9s and U8s players will be moving up the pathway to join the Essex RTC for the 2019/20 season:

- Molly Hall
- India Small
- · Amy Longford
- Keira-Leigh Bright
- Estelle Scherer

Katie Stevens will also be offered a training place within the RTC as she continues to play for her grassroots team.

"We have some very strong age groups currently in the GDC and throughout the year all the U9s and U8s groups have been fully committed to improving every single session. I think this shows in many of these players making the next step on the pathway," said GDC manager and U9s coach, Carla Dickinson.

"Everyone at Colchester United is extremely proud of these girls and we are looking forward to following their football journeys."







DEVELOPMENT CENTRE FOUNDATION PHASE

HEADLINE FIGURES



468
Sessions Delivered

702
Hours Delivered

*

150

U6s-U11s

Participants Age Range

The Development Centre works very closely with Colchester United's Academy Department to ensure chances of progression are available for players that are currently excelling within the Development Centre Programme.

In the past twelve years the Colchester United Academy has signed a huge number of its players directly from the Development Centre. In addition, a small number of boys have gone on to sign for other professional clubs.



QUOTES FROM PARENTS

"Our son greatly enjoys the training sessions and the work he does with his coaches. He tells us it is a very positive and friendly environment."

"We have been really impressed with the whole set up. The coaching, coaches, match opportunities and communications."

"I have been taking my son Harry to the development centre for a few months now and I can honestly say this is such a well run development team - Joe and Sam have been providing me with great information and the sessions Sam runs have really developed my boy who has been taking on all the advice and it is a joy to watch. Sam is great with the kids, runs intelligent, rapid training sessions that cover all skills - passing, dribbling, shooting and confidence on the ball. Joe has been great with providing me updates and next stages and this is been great as a parent to monitor and plan for next stages - well done team! I have already recommended this development to several of my friends."

AARON'S STORY

Joe Hart

Foundation Phase Development Officer

"Aaron attended a Development Centre open trial back in April last year and, following the trial, he was then offered a permanent place within our Development Centre. He attended weekly goalkeeping-specific training at our Maldon Development

Centre and from day one showed the correct attitude and attributes to progress into our elite centre. Aaron has continued with his hard work and application which has led to him gaining a contract with the Colchester United Academy. We are very proud of Aaron who becomes the 100th player to progress from the Development Centre into the Colchester United Academy."



"Gavin and the other coaches helped me with the skills I needed to improve and the confidence to go to elite and then the Academy."



DEVELOPMENT CENTRE YOUTH PHASE

HEADLINE FIGURES

470Sessions Delivered

705
Hours Delivered



134

U12s-U16s

Participants Age Range

The Development Centre operates across three training venues at Colchester, Maldon and Tiptree. Those selected within the first tier of the Talent Identification programme will either possess or be nurtured to possess the following:

- Excellent decision makers
- Technically advanced
- Creative and imaginative
- Risk takers



QUOTES FROM PARENTS

'The Development Centre has been fantastic for Sam, in football skill and in confidence. The coaches are all brilliant and so friendly and we are lucky to be part of it!'

'The programme is a great opportunity for young players to develop, but the emphasis on social skills and life experience is really excellent.'

'My son loves his training sessions and the matches he plays in. I'm impressed by the obvious enthusiasm of the coaches and their engagement with the kids. Communication is always easy. Can't fault it really!'

'Great goalkeeper coaching. Thomas is very happy and developing more every week. Thanks for your hard work.'

A CLEAR PATHWAY

Colchester United's commitment to developing young footballers continues with our Development Centres contributing to the development and success of a significant number of players progressing into academy football and beyond.

Our most recent success story is teenage defender, Ollie Kensdale, who started with the club's Football in the Community 12 years ago. Ollie joined the U's Development Centres aged seven and advanced through the club's academy before progressing into first team football.

32% of the current academy-registered players have progressed through our Development Centre programme and it has proven a successful route from which Colchester United have identified promising young talent. "It's great to see young players at the club doing well and seeing them progress into the first team, it should give young players a similar pathway to look forward to. It will take plenty of hard work to get there, but there is a great

set up here and it gives young players every chance to make

the first team."

BOYS FOOTBALL COLLEGE PROGRAMME

HEADLINE FIGURES



Youth Team Trial

21

Players in 2018/19

302
Training House

Training Hours

3



Seasonal League & Cup Games

T12

Enrichment Sessions



JOE CRAYSTON

"I'm loving being a part of the Thurstable Football College Programme, training everyday using great facilities and coaching.

"Moving to Essex from Barbados I wanted to challenge myself on the pitch, play a higher standard of competitive football and enhance my studies.

"The teachers and coaches are great, they offer support you and push you to better yourself every day!"



MAURIS FOLEY

"The programme is very good, I can feel myself improving on the pitch, in the gym, socially making new friends and developing my education alongside playing. My progress overall has improved since attending Thurstable!

"I found out about this football college programme while living in Ireland and moved over to England to join. It gives me the opportunity to train everyday with quality coaches and play against professionally affiliated colleges to increase my chance of being recognised by scouts all over the country.

"I'd recommend this programme to any aspiring person who wants a career in sport or football, the opportunities you get on and off the pitch to improve and develop yourself both as a player and a person are unique."



GEORGE FRODSHAM

"I'm enjoying being at the college and having access to our training and games programme which is helping me develop as a player and person, alongside making new team mates and friends along the way.

"The programme was recommended to me by coaches at the Colchester United FITC Development Centre to help me progress and push onto play at a higher level of football. What was on offer really intrigued me and to be able to develop my game and education at the same time really appealed to me.

"I'd recommend the programme to anyone who wants opportunities to develop and push themselves with access to fantastic facilities and support especially around individual development, strength & conditioning and nutrition. You can also work on your studies and achieve additional qualifications."

The Colchester United Boys Football College Programme is a full time training and games programme delivered alongside players' A Level or BTEC studies at Thurstable Sixth Form College in Tiptree, Essex.



The squad trains four days a week where their training programme highlights a rounded approach to their football and personal



development. Sessions include technical and tactical components both in outdoor and indoor environments, alongside physical development with individualised training session in the gym each week, as well as sports psychological support from a specific coach and physiotherapy access. Support is also offered off the pitch through study sessions, player - parents meetings, and parents evenings to help gauge feedback and progress.

The squad competes in the EFL Community & Education Football Alliance against other EFL affiliated colleges as well as ESFA and EFL cup competitions. Players have benefited from an increased and closer relationship with the professional side of Colchester United having access to their support teams and using the club's training ground and stadium facilities. The rounded approach is fulfilled by regular social events and trips related to and away from football to accommodate a whole team ethos and develop experiences that will live long in the memory.

GIRLS FOOTBALL COLLEGE PROGRAMME

HEADLINE FIGURES

112

Hours Delivered

hours of student coaching/

refereeing work experience

students progressed

to university





The Football and Education programme aims to provide opportunities for talented female footballers to reach their potential both on and off the field.

Through the professional club environment of Colchester United, students have a structured daily training programme and weekly fixtures. The programme aims to prepare girls for the next step in their football journey and provide them with the opportunity to fulfil their potential technically, physically, psychologically and socially while ensuring they also commit to an education or work-related training programme.



A comprehensive football coaching programme allows for individual and team development through a series of technical and tactical sessions across the week. Learners will receive up to ten hours of UEFA B standard coaching each week focusing on their technical development, fitness and in-game decision making and will undergo a series of sessions designed to take their game to the next level, focusing on three core areas: Football Performance, Human Performance and Development of Talent. Training takes place within high-quality learning environments at the Colchester United Training Centres.



MIA-RAE'S STORY

Mia-Rae Claydon joined the Thurstable Girls College programme looking to study sport while continuing to develop as a player. During her time on the course Mia suffered serious injuries and spent much of her time determined to recover from these setbacks. Despite undergoing surgeries, Mia continued to do well in her academic studies as well as becoming an influential leader on the Female Football and Education programme. She volunteered many hours on different female football projects the FITC run, helping to coach, referee and promote female football opportunities. After graduating from Thurstable, Mia has continued her football journey at Manchester City studying for a BSc in Football Coaching. We are very proud of Mia and all our student athletes who have completed their education with us and are excited to watch them become positive role models within the female game.

SCHOOL & EDUCATION PROGRAMMES

HEADLINE FIGURES



WE ENGAGED WITH 46 SCHOOLS

WE DELIVERED
1670
SESSIONS



The Sport and Education programme (SEP) delivers a wide variety of PE curriculum lessons alongside extra-curricular breakfast, lunch and after-school clubs that engage all pupils whilst appreciating the learning needs of each individual to develop their skills and confidence in a safe and challenging environment.

Throughout the year, monthly CPD sessions have been delivered to all staff focusing on the delivery and development of specific areas of our provision. To enhance the qualification and experience levels of staff, all have been enrolled on or have completed the REAL PE and AFPE Level 3 qualifications supported by our FA Regional PE and Coaching in Education Coordinator.

The SEP has expanded throughout the year delivering to 3,415 participants in primary schools throughout our community. SEP now offers a range of sports within curricular lessons or as extra-curricular clubs to cater for the physical developmental needs and sporting passions of our young people.

OUR SCHOOLS SAID

"Our floor fundamental sessions have been very popular throughout Key Stage 1 and 2. The children are always very positive about our after-school clubs and love attending them."

Lauren Branch – Tiptree Heath Primary School

In regards to provision and partnership with our school the programme has been great! Children always look forward to their PE lessons with Kieran and have learnt new and exciting ways to warm up and new games to play during the lesson. It has also provided teachers (myself being one) new games to play in lessons that children are willing to participate in."

Joanne Bines – Great Bentley Primary School

"The FITC team have provided us with afternoon sport sessions and they run an after-school football club. Generally, the children enjoy the sessions. They are encouraged to challenge themselves either individually or in small groups."

Lisa Moore – Hamilton Primary School







ST. THOMAS MORE'S' STORY

On a Monday and Wednesday afternoon we provide curriculum and extra-curriculum provision for St. Thomas More's Primary School with termly enrichment days to experience sports out of the ordinary.

Working with all year groups across the school we aim to improve children's experiences of physical education making our sessions focused, inclusive, trusted and creative which are our organisation's values.

In 2019 St. Thomas More's participated in several events and asked us to create them their own enrichment calendar. This includes two coaches for a whole day of provision, coaching sports such as ultimate frisbee and American flag football.

The new sports have been popular amongst the children with one year four participant saying: "I rate CoI U PE 10 out of 10 as the coaches help us get better at what we do and I really enjoy trying sports that I haven't tried in the enrichment days."

Working closely with our FITC team to deliver the Sport and Education provision as well as the enrichment days is Dave Peck (PE Coordinator) and he had this to say about the organisation: 'Colchester United FITC are great to work with. They keep me informed of events we might like to attend, introduce us to the latest PE and health initiatives and have even devised our own custom-made enrichment days. I would recommend them to any school after good quality, no-hassle PE provision.'

We look forward to continuing our partnership with St Thomas More's into 2020 to give the children the opportunities to express themselves and have fun whilst being healthy and active.

EDUCATIONJOY OF MOVING



HEADLINE FIGURES



926
Children Engaged

853Children Engaged in Festivals







We work in partnership with the EFL Trust and Ferrero in delivering the Joy of Moving project in local schools.

To give you some background, the Joy of Moving programme is a national school-based educational programme for children aged nine to 11-years-old, run by football community trusts across the country. It aims to encourage physical activity, promote nutritional education and build awareness of the importance of a healthy diet and active lifestyle.

Over six weeks, children will spend 30 minutes completing a practical session with the focus being around the participants' physical activity. Sessions will be created and planned around physical fitness, motor co-ordination, cognitive functions and life skills. They will then spend 30 minutes in the classroom covering six different topics related to the body, nutrition, the importance of exercise and information about food groups, in line with the recommendations outlined in the Government's *Eat Well Guide*.

TOLLESBURY PRIMARY SCHOOL'S STORY

Tollesbury Primary School was the first school we delivered the Joy of Moving programme to, starting on 25th February 2019. In total we engaged with 61 pupils at the school with a split of 37 girls and 24 boys.

The Headteacher Kate Garnett was so impressed with the impact made during the sessions and the work that our coach did, that she wanted a day for the whole school to experience.

So, on July 22nd we organised a Joy of Moving festival for the whole school to be a part of, engaging with both inside and outside sessions. The day was a huge success with the school already wanting to book in for 2019/20.

"The Joy of Moving festival engaged with every child in the school and I liked how the delivery staff linked all practical delivery with sessions on food and putrition"

Kate Garnett - Tollesbury Primary Headteacher

"I made a superhero team of my favourite fruits and called them team healthy!"

Bella (5) – Year One participant

"Thanks again, it was an amazing programme for the children to be a part of and I have used lots of your creative nutrition to exercise games in my PE sessions."

Chris Cunningham – John Bunyan Class Teacher

"Just to say that the year six teachers have been really pleased with the Move and Learn programme and if there is any chance, could we please do this again next year?"

Mandy Clifton – Newlands Spring Class Teacher

"I really enjoyed doing move and learn, my favourite part was learning about healthy foods."

William (9) From John Bunyan

"It was good because we got to do outside activities and then come in to learn too."

Molly (9) From John Bunyan



PREMIER LEAGUE PRIMARY STARS

Coaches

Primary School children engaged

Reading & Maths Interventions



Teachers engaged through support programme

Premier League Primary Stars uses the appeal of the Premier League and professional football clubs to inspire children to learn, be active and develop important life skills.

have received

qualification

Available to every primary school within our local community, it inspires girls and boys aged five to 11-years-old in the classroom, the playground and on the sports field. Our aim is to work with teachers to deliver fun, educational sessions in a range of subjects within local partner schools. The subjects include Teacher Support, Premier League Maths Stars, Premier League Reading Stars as well as social action projects and festival participation.

INCREASED WHEN DELIVERING PE



ABILITY TO CREATE CHALLENGING AND ENGAGING PE SESSIONS

DAVID'S STORY

One of the programmes within Premier League Primary Stars is our Teacher Support programme. We provide teachers with opportunities to work closely with

Colchester United FITC staff to support the development of their delivery of PE and school

Mr Corder is a class teacher at Springfield Primary School in Chelmsford and he embarked on his own teacher development journey with support from Colchester United Football in the Community. Before we started the programme, Mr Corder was slightly nervous at the prospect of being observed as he was

quoted in saying his personal knowledge

Sam Beavis was the coach that worked alongside Mr Corder following the scheme of work provided, working on different areas of PE coaching such as differentiation, questioning, point systems and even SEN child engagement. During the weeks both Mr Corder and Sam were bouncing

ideas off each other and Mr Corder's confidence had grown throughout with him recommending the support sessions to other primary school teachers.



Why would you recommend the PE **Teacher Support** programme to other primary school teachers?

'Throughout the programme the Colchester United coach provided clear instruction and evaluation to improve my understanding on the delivery of PE. I am now confident when delivering sessions to my class whilst taking away some good session ideas."

How did you find working alongside the Colchester United FITC coach in planning, delivering and evaluating PE

"The coach was very helpful and he clearly explained different aspects of coaching PE such as questioning and differentiation. At the end of each session we went over strengths of the session and areas for improvement in my own delivery.

FACILITIES





HEADLINE FIGURES

55 **24**15

H15 **V41**

2-90

Community Groups Accessed Facilities

Participant Age Range

68
Weekly Hours



1450
Participants Weekly Site Use

ZU+

Coach Education Courses





Shrub End Community & Sports Centre is located in the heart of Shrub End and is a local authority site managed by Colchester United Football in the Community.

In total, as well as the main building containing a community hall and study centre the site has eight 11v11 grass pitches, one 9v9 grass pitch and two 7v7 grass pitches. Alongside these grass pitch facilities is the recently refurbished 3G artificial all-weather pitch which is heavily used by local organisations and grassroots organisations for sporting provision.

As well as the use of the facility for sports, the venue is also a hub for community health and wellbeing activities with programmes taking place looking to tackle social isolation, dementia and disabilities.

Our site is available to hire for members of the public for birthday parties, training events and community events also.



CHRIST EMBASSY COLCHESTER'S STORY

"The use of Shrub End Community
Hall for our church services has given
us a great opportunity for our church
to grow as space was at a premium
and a challenge in our previous venue,
without a facility for our children's
church. Shrub End community hall is
larger and comfortably seats more! This
obviously has made a positive impact on
our services and brethren, enriching our
service experiences!

"Also, the use of the adjoining smaller hall for our children's church has been very empowering. Our children are now able to learn their curriculum and re-join the adults in the main services, thus making our services family-friendly and providing an exciting time of spiritual development for our kids. This adult-children experience has made a positive impact on all our children and they now look forward to going to church!

"We find other facilities such as the reception hall and storage room for equipment easy to use and very convenient for our needs.

"The staff at the Shrub End Community& Sports Centre have been so amazing. Special thanks to Oliver and Brandon for being ever so helpful and Tom for always trying to accommodate our requests.

"Thank you."

Dr Francis Anyanwu
On behalf of Christ Embassy
Colchester 1

KEY PARTNERS









EFL TRUST PROFESSIONAL FOOTBALLERS ASSOCIATION

PREMIER LEAGUE

COLCHESTER BOROUGH COUNCIL









ESSEX FOOTBALL ASSOCIATION

COLCHESTER UNITED FC

ACTIVE ESSEX

THURSTABLE SIXTH FORM CENTRE









FOOTBALL FOUNDATION

SPORT ENGLAND

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HOME OFFICE









YOUTH SERVICE

THE FA

ROYAL FOUNDATION

SHOW RACISM THE RED CARD









TENDRING DISTRICT COUNCIL

MALDON DISTRICT COUNCIL AGE CONCERN COLCHESTER

MWP









THE SIXTH FORM COLLEGE COLCHESTER

HOPE NOT HATE NATIONAL CITIZEN SERVICE

NATIONAL LITERACY TRUST









SAFER COLCHESTER PARTNERSHIP

KICK IT OUT

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JOY OF MOVING

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