



# COLCHESTER UNITED FC

Football in the Community



## UNITE OUR COMMUNITIES IMPACT REPORT 2018



Supported by  
**Premier League**

Registered Charity Number: 1159381

[www.cu-fc.com/fitc](http://www.cu-fc.com/fitc)  
[fitc@colchesterunited.net](mailto:fitc@colchesterunited.net)  
01206 755160  
@CoU\_FITC /CoUFITC  
#UniteOurCommunities

# CONTENTS



03



04



06



08



09



10



11



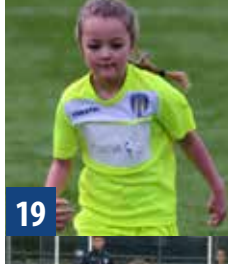
13



15



17



19



21



22



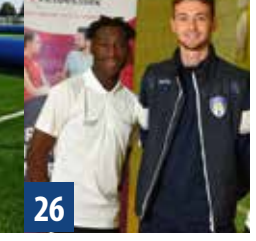
23



24



25

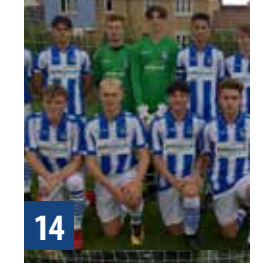


26

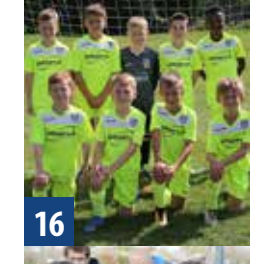
<b>03</b>	Foreword
<b>04</b>	2018: Year in Numbers
<b>06</b>	Our Values & Mission
<b>08</b>	Food & Fun
<b>09</b>	Senior U's
<b>10</b>	Man v Fat
<b>11</b>	Premier League Primary Stars
<b>12</b>	Sport & Education Programmes
<b>13</b>	Teacher Mentoring
<b>14</b>	Football College Programme
<b>15</b>	Move & Learn
<b>16</b>	Development Centres
<b>17</b>	Skills Centres
<b>18</b>	Premier League Girls
<b>19</b>	Girls Development Centres
<b>20</b>	Holiday Activities
<b>21</b>	Premier League Kicks
<b>22</b>	African Adventures
<b>23</b>	Disability Programmes
<b>24</b>	United Against Knife Crime
<b>25</b>	Facilities
<b>26</b>	Key Partners



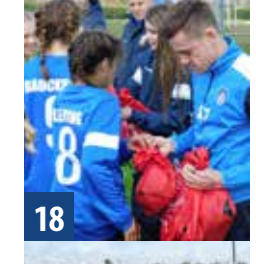
12



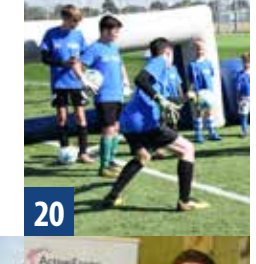
14



16



18



20



# FOREWORD

Colchester United Football in the Community “Unite our Communities 2018-2021” strategy was developed following detailed consultation with local, regional, and national organisations across all our strands of work. We gained key stakeholder, partners, participants and existing workforce feedback via several methods such as surveys, consultation meetings and a strategy focus group.



The first year of the delivery of our strategy has been a hugely rewarding and successful one providing a clear guide for staff, partner organisations and participants of the direction we are taking. We have an incredible workforce that have an outstanding impact on our communities. They make a genuine difference to thousands of people’s lives every single day - their hard work and dedication in the background often goes unnoticed.

Our strategic aims are; 1. Deliver High Quality Service 2. Improve health, wellbeing and inclusion 3. Govern and lead effectively 4. Develop further working relationships with suitable partners and networks. These are now core to the organisation and the successful delivery of these in year one, has ensured that we are on our way to achieve our mission: “To enrich the lives of the people within the communities we operate through physical education and the brand of Colchester United.”

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 delivery has been at the forefront of our objectives, as a result providing a positive impact on people’s lives.

We are working with an increased number of partners and participants, many of whom are featured throughout this report. We have a strong brand and infrastructure in place that has enabled us to deliver such a positive impact to date. This is underpinned by an exceptional football club at the heart of the community and without their support, our achievements to date would not have been possible.

I hope you find that our “Unite Our Communities Impact Report 2018” provides a beneficial insight into the work and impact we have on and within our communities. We are proud of the work we undertake and our achievements. We possess a skilled and driven workforce which thrives on working to achieve so much more in the years to come.

**Corin Haines**  
Head of Community



**19050**

hours of engagement with our local community



**8500**

community members participated in all programmes each week

**2018**



**82**

partner organisations and educational settings worked with us during this period

**37**

employees, volunteers and trustees all committed to making a difference to people's lives through sport





29

different community projects



£616,414

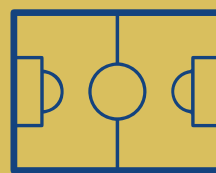
financial investment into the  
community

# YEAR IN NUMBERS



2-90

our youngest participant was  
just 2 years old and our eldest  
was 90 years old



1325

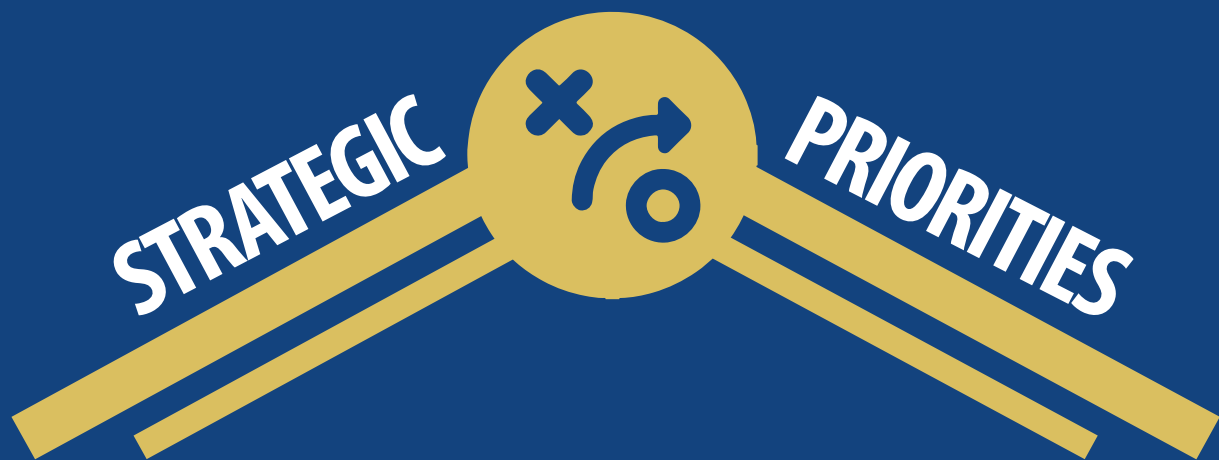
community members access our  
Shrub End Community and Sport  
Centre each week

## 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



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



ocused

## 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 Weston Homes Community Stadium as a vehicle to help create a healthier and more cohesive local community.

I

nclusive

T

rusted

C

reative

# HEALTH

## FOOD & FUN



### HEADLINE FIGURES

✓ **2018**

Launched October 2018

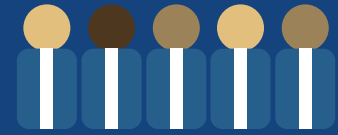
**15-20**

Participants Engaged



**30**

Average Weekly Hours Delivered in Holidays



**12-15**

Age Range of Participants

October 2018 saw the launch of our new EFL Trust programme Food & Fun, taking place at the Harwich and Dovercourt High School. The focus of the programme is to provide activities accompanied with food for pupils who may not receive meals during holiday periods due to financial difficulties at home or other circumstances. Therefore the target audience was pupils on free school meals; these were the pupils who we had attend the programme which was great for us because we were reaching out to the wider community as targeted.

A range of activities were provided throughout the course of the week, physical activities such as football, dodgeball and bench ball. Alongside these activities were lots of team-building challenges which all of the participants thoroughly enjoyed.

FITC take pride in the work and opportunities we provide to the wider community and this initiative is another one that we are delighted to be able to deliver to the local community and really have an impact on who we deliver provision too. We are looking forward to continuing this initiative within the new year and to reach out to many more participants across the locality.



### PARTICIPANT

*"I was looking forward to this week and being the oldest might put off some people, but I've really enjoyed it and the games we've been playing. Helping out the others has been good as well, I suppose being the oldest makes me the one they look up to."*

### ASSISTANT HEAD TEACHER

*"Well done to all involved, thank you to Colchester United this was really good for our kids to have had this opportunity!"*



# HEALTH

## SENIOR U'S

HEADLINE  
FIGURES

✓ **20**  
Drop In Sessions Delivered

🕒 **80**  
Hours Delivered

👤 **14**  
Guest Speakers & Providers

**12** 🚌  
Group Trips

**38**  
Registered Participants

**1928** 👤  
Oldest Participant is 90

Programme engaging 65+ to become more active and less socially isolated.

Delivered in the form of monthly cafés and trips, Colchester United Football in the Community deliver a range of activities to tackle inactivity and isolation in over 65's.



### CASE STUDY

Margaret Rennie was a supporter of Colchester United in her youth but drifted apart from the club as time went on.

As she grew older she began to live in sheltered accommodation which isolated her from a lot of people as it was an independent living arrangement.

When she first heard about the Senior U's she thought it was a great idea to give back to the community and she has benefitted hugely gaining companionship, exercise and experiencing the fresh air. When asked about if she was enjoying it all she could say was: "Brilliant!"

Not only has the Senior U's provided a great opportunity for gaining information as they have guest speakers regularly but also it caters for different ranges of mobility.



# HEALTH

## MAN v FAT

# MAN v FAT FOOTBALL

HEADLINE  
FIGURES



✓ **80**  
Number of Sessions

**80**  
Number of Participants Engaged



**96**  
Number of Hours Delivered

**18-59**  
Age Range of Participants

Man v Fat football is a 16-week weight loss programme for men looking to get into shape using football.

Using both scores from the pitch and the scales, Man v Fat football encourages positive choices and weight loss with incentives to combine with their on the pitch results.

### CASE STUDY

Richard Alen joined MAN v FAT when he weighed 18 stone. Now weighing just 11 with a marathon under his belt, he says the programme made him feel like a different person.

"All I wanted to do was eat and lay on the sofa," he reflected. "MAN v FAT has changed my life in so many ways, all while meeting a great bunch of lads who push each other along the way.

"There was a photo of me taken and my first words were: "God, I'm fat." It was the kick start - it made me want to do something."

Richard plays for and captains Little Piggies FC and insists to anybody who is thinking about joining up that it will be the best thing you ever do.

"The team spirit we have and the whole league's spirit is great. Don't worry about joining as everyone is there for the same reasons - it will be the best thing you have ever done with a great bunch of lads.

"It has made a massive difference to me and I feel like a different person - it has given me so much confidence about myself. Losing weight and playing football is a massive bonus!"



# EDUCATION

## PREMIER LEAGUE PRIMARY STARS



## Premier League Primary Stars

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.

Available to every primary school within our local community, it inspires girls and boys aged 5-11 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 Cardio-Active, Teacher Mentoring & Support, Premier League Maths Stars and Premier League Reading Stars.

*"We have undoubtedly seen the huge impact Premier League Primary Stars has had on our school, fun and challenging sessions for the children and high quality mentoring for the teachers. Overall this has made a lasting impact on all involved. We have recommended this to all other schools in our partnership."*

### HEADTEACHER



WE ENGAGED WITH  
**1387**  
CHILDREN WITHIN  
PRIMARY SCHOOLS



**49**  
GIRLS ONLY  
SESSIONS



**33** UNIQUE SCHOOLS  
TOOK PART IN  
4 FESTIVALS

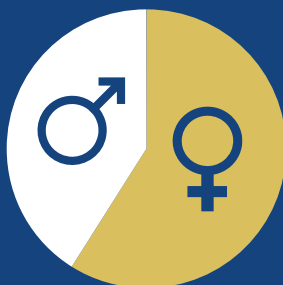


WE DELIVERED  
**512**  
SESSIONS

INCLUDING 326 IN  
CURRICULUM TIME  
AND 116 IN EXTRA –  
CURRICULAR TIME

**4**

WE  
DELIVERED 4  
COLLAPSED  
CURRICULUM  
DAYS



**59%**  
FEMALE PARTICIPANTS  
**41%**  
MALE PARTICIPANTS

**56**

ENGAGED  
WITH 56  
TEACHERS  
AS PART OF  
MENTORING PROGRAMME



**72%**  
OF TEACHERS WE WORKED WITH  
FOUND THEIR CONFIDENCE HAS  
INCREASED WHEN DELIVERING PE

**88%**  
OF TEACHERS EXPERIENCED  
AN INCREASE IN THEIR  
SPORT RELATED KNOWLEDGE

**83%**  
OF TEACHERS INCREASED THEIR  
ABILITY TO CREATE CHALLENGING  
AND ENGAGING PE SESSIONS

# EDUCATION

## SCHOOL & EDUCATION PROGRAMMES



**43** WE ENGAGED WITH 43 SCHOOLS



WE ENGAGED WITH **3225** PARTICIPANTS



WE DELIVERED **1529** SESSIONS

INCLUDING 821 IN CURRICULUM TIME AND 708 IN EXTRA-CURRICULAR TIME

*"Tom has delivered a variety of sports to children aged 5-11 years old. He has adapted his lessons to suit the learners' needs and has allowed our teachers to develop their practice. We are really pleased with the service from Colchester United FITC."*

**MR FROST**  
**ST CLARES PRIMARY SCHOOL**

The Sport & 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.

In 2018 FITC employed a Quality Assurance officer who supports our PE provision and our staff within the school environment, ensuring coaches' delivery provides children with individual learning tools and the opportunity to develop skills and maximise potential. 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 or completed the REAL PE and AFPE Level 3 qualifications supported by our FA Regional PE & Coaching in Education Coordinator.

The SEP has expanded throughout the year delivering to 3,225 participants in primary schools throughout our community. SEP now offers a range of sports within curricular lessons or as extracurricular clubs to cater for the physical developmental needs and sporting passions of our young people.

As part of our community engagement we are creating a platform where our local schools and teachers can build their CPD profile and expertise from the wealth of experience we have within our workforce. Our inaugural school network event brought 37 teachers together to hear from two key note speakers who addressed cutting edge issues within education and that will affect our young people for the foreseeable future.



### GOSBECKS PRIMARY SCHOOL

*"We have benefited from PE provision with an increase in confidence from teachers and pupils which is evident since CUFITC started here."*

*"We are involved with Colchester United to give the children more opportunities and to learn something new. The programme has allowed our children to learn new skills, games and has given the love of sport to the school!"*

# EDUCATION

## TEACHER MENTORING

HEADLINE  
FIGURES

**50**  
Teachers Supported  
**1500**  
Pupils Engaged



**500**  
Hours of Support Provided  
By Our Skilled Workforce



**10**  
Staff Members Completed  
AFPE L3 Award



**90%**

Teachers  
Improving Class  
PE Development



We offer a mentoring scheme that offers school staff the opportunity to work closely with senior members of the Colchester United Football in the Community team to up-skill their delivery in PE and School Sport.

Operating within the schools' own environment, we will deliver curriculum PE. The sessions will be linked to our aims where we focus on the moral, social, cultural and spiritual development. As well as health awareness and key skills through PE and sport, we will also ensure that these sessions provide support and assistance to teachers with the aim of increasing their confidence in delivery or supporting PE.

We will work with the schools to support the members of staff on a 10-week mentoring programme working closely to a scheme of work which allows flexible delivery between the coach and the class teacher.

The schools will also be offered term-time CPD sessions with a CUFITC tutor working alongside school teachers to develop their delivery in practical PE lessons. This includes lesson plans/templates, constructive feedback, meetings and observations on teacher-led delivery in line with the national curriculum guidelines.



### CASE STUDY MRS BARNES (ST LUKE'S PRIMARY SCHOOL)

Mrs Barnes is a class teacher at St Luke's C of E Primary School in Tiptree and she embarked on her own teaching development journey with support from us at Colchester United FITC. The school enrolled on to our 10-week teacher mentoring programme which allowed teachers to have access to coaching resources and senior members' pedagogy. Before the programme was introduced at St Luke's Primary School, Mrs Barnes confidence when delivering PE was low and shied away from knowledge uncertainty.

Tom Pullen was the coach that assisted delivery in St Luke's, working in unison with the teachers to a teacher mentoring scheme of work. This scheme of work includes differentiation, point systems and pupil feedback among many more coaching techniques. At the end of Mrs Barnes' journey, her confidence when delivering PE had improved and was happy for us to record her sessions as a success story. When asked about what she is going to keep implementing within her delivery, she replied: "I will keep using pupil ownership within my session so pupils can start to develop their own ideas." When questioned on coaching techniques that she has learnt from Tom Pullen during the last 10 weeks, she said: "I have learnt more about fundamental movements and looking to introduce them into lessons as well as ball rolling time. This is new to me and with the right support I'm now considering this during my delivery."

Finally, what we want to achieve with this programme is the lasting impact which will help the teacher but also introduce the children to new coaching styles and working on important aspects to the PE curriculum such as fundamental movements. This impact is clear and can be an experience Mrs Barnes can share with colleagues, with Mrs Barnes saying: "Challenge setting is something I can now use, not just within the classroom, but outside as well to encourage confidence and access more development whilst passing these ideas on to other staff members within meetings and CPD events."

# EDUCATION

## FOOTBALL COLLEGE PROGRAMME

HEADLINE  
FIGURES



1

Youth Team Trial

302

Training Hours

18

Seasonal League & Cup Games

21

Players in 2018/19

3

Annual Social Events



12

Enrichment Sessions



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.

“

### ANTHONY HARK

“I've been at the Thurstable football college programme for two years, joining to link my football development with my education.”

“It has been brilliant! The first year was a challenge to get used to training everyday but I've improved a lot.”

“It's a great way to get your qualifications and progress into work or uni whilst developing as a player, with quality coaching and being around good players.”

“

### GEORGE PENDRIGH

“I've been at Thurstable for two years and I really enjoy coming in every day.”

“The football helps you to get your work done and drives you to achieve.”

“It's good fun here, you play a lot of football and hang around and meet lots of new people.”

“

### BRANDON SNOOK

“I wanted to combine my sport development with my education as I've always found football to be important to me and my passion in life.”

“It's been quality to be honest, with the standard of league and football being high! And the coaches and teachers are always there to support you to get your work done.”

# EDUCATION

## MOVE & LEARN



### HEADLINE FIGURES

**204**  
Number of Sessions

**215**  
Hours Delivered



**971**  
Children Engaged

**4-12**  
Age Range of Participants



**15**  
Schools Benefited From Participation

**3**

Joy of Moving Festivals



The Kinder+ Sport Move & Learn is a programme delivered to Key Stage 2 pupils in primary schools which promotes healthy eating and lifestyle choices alongside exercise.

This programme, delivered in a classroom workshop and practical format, focuses on the body, diet and the importance of exercise to encourage active and healthy lifestyles across a six-week period. Also throughout the programme there are opportunities to attend first team matches for half-time penalty shoot outs as well as holiday activities and whole school engagement through the Joy of Moving festivals.



### CASE STUDY CRESSING PRIMARY SCHOOL

The school in question is Cressing Primary School where we have now delivered through three of their classes the Move & Learn programme. Across the two-three month periods we have been working with Cressing, we have not only seen a fantastic relationship build up with our staff teams but the continued interaction with the school children has ensured that the messages of Move & Learn has seen constant reinforcement meaning the project has certainly had a lasting impact on the school.

We have had some fantastic examples of this continued engagement with children from previous delivery blocks still talking to our coaches about their diet, previous sessions and taking an interest into what stage of the programme we are at with the other classes. We have spoken to Carolyn Smith who has coordinated the programme for the school and speaking at the end of the delivery of our Joy of Moving Festival Carolyn said: "It was great to see all the children get involved in the assemblies. So much social interaction was involved and for some children motivated them for the rest of the day."



*"Each session was very well organised and clearly delivered. The children really enjoyed taking part."*

**MISS BROWN CLASS 5**

*"The activities were fun and Tom our coach really helped us to learn new things."*

**OLIVER MIZON**

*"We learnt a lot about the body and it was great learning about a new sport - handball!"*

**EDEN STOBART**

# SPORTS PARTICIPATION

## DEVELOPMENT CENTRES

### HEADLINE FIGURES

39

Development Centre Sessions

570

Hours Delivered



144

Participants Engaged

5-16

Age Range of Participants

28

Players Progressed to Elite



8

Offered Academy Contract



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

*"I can't thank you and the other coaches enough for all the support as I've definitely seen some real improvements in his play since he's been with you and, most importantly, he enjoys the sessions - so looking forward to the next term."*

*"Joe has enjoyed himself tremendously at Colchester United over the past few seasons and has loved representing the club in all of the matches he has played. I would also like to thank you and your staff for all of the tremendous hard work that you have all put in to Joe's development as a player."*

*"Just wanted to say thanks for your coaching this term. Nathan has really enjoyed your sessions and is gutted to be missing the last one tonight."*



### CASE STUDY

Our most recent success story is teenage defender, Ollie Kensdale, who started with the club's Football in the Community 14 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.



# SPORTS PARTICIPATION

## COLCHESTER UNITED SKILLS CENTRES

HEADLINE  
FIGURES



### QUOTES FROM PARENTS

*"The coaches do a great job of teaching skills to the children at the beginning of the lessons."*

*"Dylan loves football more than anything and he totally loves coming to football practice."*



The Colchester United Skills School offers a wide range of footballing activities to children aged between 2 and 14 and is open for players of all abilities.

We run different hourly sessions on five different days of the week, so there should be something for everybody who wishes to get involved in football, learn new skills and make new friends.



# SPORTS PARTICIPATION

## PREMIER LEAGUE GIRLS



### HEADLINE FIGURES



### CASE STUDY

Frankie first attended our sessions back in September 2017. In the first session Frankie seemed very shy and struggled to engage with both participants and coaches, but it was evident she had ability and had experience in playing football. As the session evolved, it was clear Frankie had only joined the school a few days before and didn't know anyone, therefore I engaged with her and began to ask further questions. She explained she had been bullied in her previous two secondary schools.

After the session I spoke to her parent, who confirmed this and said: "Frankie really struggled with confidence and self-esteem." As the second week began, Frankie arrived for the sessions and seemed a little happier exchanging conversations with a few other girls, but during the session went back to being very shy. At the end of the session, I spoke with Frankie about how her week had been, she said she was worried to speak to other people in her class as she didn't know how to make friends. After explaining to her that football could support her in trying to make friends, she seemed a lot happier. The third week began and Frankie seemed a little nervous, therefore I designed a session where I knew participants had to interact, Frankie got involved and by the end of the session she had a big smile on her face.

As the weeks progressed, Frankie became more confident and began to develop friendships. As we approached week 15, she participated in her first ever match for the school team, playing 45 minutes of the match in goal and 15 minutes outfield, scoring one goal. She was so happy, you could see that real sense of achievement on her face. Despite some of her friends missing sessions, she was still ever-present and never late. Often the last player leaving the session after helping packing equipment away, she really seemed to thrive from her Premier League Girls experience.

Frankie previously hadn't represented a school in any event, so her family was really very proud of her achievements. Frankie has since joined a local grassroots club and is participating weekly in a female league. Frankie was also invited to our Colchester United Football in the Community day at a first team game to celebrate her success and participated in activities on the pitch at half-time.



#### FRANKIE TAYLOR (PARTICIPANT)

*These Premier League Girls sessions changed my approach to all aspects of school life. I had struggled to make friends, but after coming to these football sessions I am much more confident. Football really has made a difference to me, I have made a great set of new friends and now enjoy playing football at weekends again.*

#### MISS TAYLOR (PARENT)

*Frankie loved these sessions. After speaking with the coach in week one and discussing Frankie's concerns, the coach adapted sessions and offered fantastic support to help Frankie. I can't thank them enough for what they have done and I have never seen Frankie so confident.*

#### MISS DEY (TEACHER)

*The impact Premier League Girls sessions has had on Frankie is unbelievable - Sam has created such a fantastic environment that all the girls have developed this year. Frankie has changed as a person; her confidence and self-esteem has gone through the roof in all aspects of life. Thank you Colchester United FITC for the impact you have had with this Premier League Girls Programme.*

# SPORTS PARTICIPATION

## GIRLS DEVELOPMENT CENTRE

HEADLINE  
FIGURES

40

Development Centre Sessions

1 

Match Night Experience

 2

Inter-Club Competitions

42

Hours Delivered



110

Participants Engaged



3

Players Moving to Essex RTC



### SIENNA CARR

Sienna became involved with Colchester United Football in the Community aged six. She joined our Wildcats programme, having never played any type of football before. During the first term, Sienna demonstrated a high ability in possession of the ball and had a strong understanding of the game.

As our girls programme has progressed, we have introduced a Girls Development Centre for which Sienna was selected. In the time she has been with the Development Centre, her progress has been evident and she has been a key player in our team. Her technique and knowledge of the game has developed massively, preparing her nicely for the next step on the performance ladder into Essex RTC.



### AYOMIDE JUNAID (YUM YUM)

Ayomide Junaid began playing football at the age of five in Florida. When she moved to England, she attended our Wildcats programme aged seven. Ayomide progressed quickly into the newly formed Development Centre. During her time in the Development Centre, she constantly showed great creativity and composure in possession and she likens herself to her favourite player, Lionel Messi!

This saw Ayomide progress further into the Essex Regional Talent Centre where she signed a contract for the 2018/19 season. Ayomide follows in her big sister's footsteps who also obtained an Essex contract last year from our Development Centre programme, and both sisters will be representing Essex RTC for their age groups for 2018/2019 season.



"The Colchester United Girls Development Centre is a great programme which provides additional coaching and bespoke support development, creating a platform for players to progress into our programme. This has been evident in the 2018/19 season with two players securing a place with the U10s age group and who are showing fantastic potential. The partnership between the Development Centre and the RTC has proven to be a smooth transition for those players as a result of close communication and understanding between the two centres."

**Dani Warnes - Club Manager | Essex County FA Girls' Regional Talent Club**

# SPORTS PARTICIPATION

## HOLIDAY ACTIVITIES

HEADLINE  
FIGURES



**2250**

Hours Delivered

**2-14**

Age Range of Participants



**1800**

Participants Engaged



**89**

First Team Player Appearances

Community Venues

Football in the Community organised another brilliant year in 2018 for its holiday activities provision. The headline figures speak for themselves in terms of the mass participant engagement and the heights we reached throughout the year.

A variety of camps were delivered from our standard Soccer Camps, Train Like A Pro, Mini-Kickers sessions to our famous Annual Summer Camps that we run during the summer holidays, which saw us in that period alone engage with over 100 participants. Of those engaged with throughout the year we saw budding footballers as young as two years of age take to the pitch with our newly introduced Sporty Tots programme. This provided an experience of the game along with other activities and brought a smile to all involved and showed how we are really committed to enriching as many different people's lives as possible within the local community, regardless of age or gender.

In order to succeed in engaging with as many different people as possible we ran our holiday activity provision in various locations across the local communities. Our community hub at Shrub End proved to be a focal point for us with the fantastic facilities we're fortunate to have on offer here. Taking courses across to Colchester Stadium and the brilliant facilities there gave participants a different feel to the experiences they received with having the club's home ground just touching distance away from the fun that was on offer!

As ever with the first team players, we had fantastic support which saw over 89 player appearances across the year that gave our young players a chance to meet some of their heroes and players that they watch from the stand. Having those involved sign shirts, give Q&As and even get involved with some of the matches was an experience they will never forget.

We're always delighted to host our courses to participants from across the local communities, however we at FITC were fortunate to play host to three Irish Siblings within a soccer camp ran during the back-end of the year. On a family holiday from Ireland visiting friends within the local area, the three brothers were booked on for a brilliant week at Shrub End, and they really enjoyed the camps they participated in during the week, interaction with new friends and great coaches.



"I've had a brilliant week on soccer camp and to be here with my brothers all the way from Ireland it's been really good!"



"We've had lots of fun and enjoyed the coaching and sessions we've participated in and the mini World Cup was really good as well!"

# INCLUSION



## PREMIER LEAGUE KICKS

HEADLINE FIGURES

**160**  
Hours Delivered



**5**  
Qualifications Achieved

**6**   
Intra-Club Competitions

**292**  
Male Participants

**80**  
Hours Volunteered

**371**  
Participants Engaged



Community Venues

**79**  
Female Participants



This case study is from our 13-year-old participant, Marley Cooper, who attends our Thursday evening sessions at Harwich and Dovercourt Lifestyles Leisure Centre in Harwich. Marley also attended previous sessions held in Harwich at Harwich and Parkeston Park.



Marley has attended the sessions alongside his three brothers, Iron, Darrion and JJ. He has been through stages where when attending the sessions, he would rarely stray from the side and comfort of his brothers. However, recently we have noticed a change in Marley's behaviour. He now seems to have far more confidence and shows signs of independence, not relying on his brothers. It is fantastic to see Marley shining as an individual.



During our Premier League Kicks sessions we introduce enrichments with specific and relevant themes. The particular workshop detailed below was delivered by *Hope Not Hate*. The group were asked opinions on situations such as homophobia and racism, an issue particularly prevalent in Harwich. It was brilliant to see the way in which the group discussed the matters calmly and in a constructive manner. Following the workshop, I asked for Marley's thoughts: "The workshop really got me thinking about how other people may feel and how easy it is to think in the wrong way. I enjoyed how we got to move around and share our opinion without feeling like it was the wrong answer."



Speaking to Callum Murphy, PL Kicks Co-ordinator, about the Premier League Kicks programme in Harwich this year, he told us: "Having worked with this group for over a year it has been fantastic to witness positive changes first hand, knowing that we have created a positive and engaging environment for the participants is what it is all about. I always knew the session in Harwich could potentially throw up various problems, however, seeing the group grow not only as individuals but as a collective is what makes all the hard work so rewarding."

**Marley Cooper – Aged 13**

# INCLUSION

## AFRICAN ADVENTURES

HEADLINE  
FIGURES

2

Trips to Kenya

£6,000

Raised for Colchester United FITC



300+

Kenyan Children Impacted

15

Travelling Volunteers



1200

Volunteered Hours in Kenya

500+

Items of Kit, Equipment & Boots Donated



Annual fundraising trip with staff and supporters to raise money for disability project via African volunteering experience.

Colchester United Football in the Community have travelled to Kenya twice within the last two years with future plans to return.



"Volunteering in Kenya was something I was very apprehensive about as I just didn't know what to expect. It turned out to be the best experience of my life so far and I can't wait to return in 2018. The children in the school made the experience for me. They had a huge smile constantly on their faces and if you saw what they had and where they live, you really wouldn't understand it. The most rewarding thing was you make a difference to those children's lives and that's something you will never forget. If you're thinking about joining the trip, go for it, you won't regret a second of it!"

**Abbie Wooldridge**



"As a family and founders of the Boots2Africa charity we were incredibly fortunate to be able to visit and work at The Walk Centre, Nakuru on Colchester United FITC's first visit in April 2017. The experience gained form being able to help, teach and support the children, teachers and community in the classroom, with minor building works and of course with the [makeshift] football field was inspiring and one we will never forget. All the children and The Walk Centre Community were very grateful of our teams work and support; especially the preloved donated boots, kit and basic education equipment we transported from the UK in our suitcases and it was a real privilege to represent both the FITC and also give our fledgling Boots2Africa charity the affirmation, strength and resolve we needed that we're doing the right thing!"

**Toby, Jackie & Iain Finch**



"Heading to Kenya with CUFCITC in 2018 has to be one of the best things I've ever done! Coming from the Middle East I was going into the unknown, not knowing anyone and no idea what to expect. However, meeting and working with my fellow volunteers along with the people and children of the Walk Centre, made my trip even more memorable.

The experiences we shared and the friendships formed will last a very long time. To see the smiles of the people you meet and see what joy you bring into their lives is a reason if any for anyone to join the 2019 trip!"

**Rick Goldsbrough**

# INCLUSION



## DISABILITY PROGRAMMES

HEADLINE FIGURES



5

Weekly Sessions

4200

Minutes Delivered



1

Frame & Wheelchair Session

3

Extra-Curricular School Sessions



25-30

Participants Regularly Engaged

1

PAN Disability Session



We first saw Ellie as a mascot at a Colchester United first team game. Throughout the day it was evident the love she had, not only for Colchester United, but football as well.

All she wanted to do was kick a football around and being able to do that on the pitch at the JobServe Community Stadium was very exciting. Following her day as a mascot, Ellie then joined us at our PAN Disability sessions. Again, it was clear to see how much joy she got from playing football.

Ellie's mum Sarah has said: "Ellie constantly asks me if it is Colchester United football day, she can't get enough of it!"

Our coaches at those PAN Disability sessions have really highlighted how rewarding it has been seeing Ellie enjoy the sessions weekly and how they are enjoying being a part of something so special to an individual.



# INCLUSION

## UNITED AGAINST KNIFE CRIME



### HEADLINE FIGURES

**173**

Number of Sessions

**6014**

Participants Engaged

**160**

Hours Delivered

**9-18**

Age Range of Participants



Schools Benefited From Delivery of the Project



We worked with Stanway School in this case study who have benefited from our UAKC workshops which engaged over 750 pupils throughout the school since the commencement of our delivery in February 2018. After speaking to the schools Head of Citizenship, Abigail Hamblen, about the project, it is clear that UAKC has had a positive impact on the school and the lives of those engaged. The school answered how the project has been received...

*"Positively, it's not an area that most teachers would feel comfortable teaching mainly because it's not our area of expertise. It is a current issue and relevant considering concerns we have had with the risk this poses older students in the school."*

When asked about what students would have taken away most and the community impact the school answered:

*"A sense maybe that these issues might be closer to home than they realised and that it isn't just the immediate victim that is affected but also their friends and family. I think the more safe trustworthy people that talk about this and take the mystery away from it and the glamour the better."*

## QUOTES FROM PUPILS

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

**Token:** "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 & knife crime across the community as well as local support services"

"It was interesting and engaging since they allowed people to come on stage and take part in an activity."

### SCHOOL QUOTES

"The two presenters were great, they really made me aware and open my eyes to the problems of knife crime."

### SCHOOL QUOTES



# FACILITIES

## HEADLINE FIGURES

**53**

Weekly Sessions

**2385**

Annual Sessions



**39**

Community Groups Accessed Facilities

**2-90**

Participant Age Range

**63**

Weekly Hours

**2835**

Annual Hours

**1325**

Participants Use the Site Weekly



**25+**

Essex FA Courses



## CASE STUDY RTC USAGE OF SHRUB END, COLCHESTER

The Essex FA Regional Talent Club (RTC) is an enhanced coaching centre for U10s, U12s, U14s and U16s age groups, and allows players identified as having elite potential the opportunity to access appropriate levels of coaching and support.

The programme which sits within the female elite talent pathway structure requires facilities which enable bespoke training and match requirements which are all contributing factors to support the players within the programme.

Having a facility like Shrub End with the luxury of multiple pitches and regular availability ensures we can cater for all our teams under one roof. The building opens itself to be a safe environment for our sports therapist to practice and the access to the classroom facilities permits us provide internal CPD and host external guests which help us develop our workforce.

The site and its structure facilitates all age groups to train together at least one evening a week and for two age groups to play on the same day, creating a more vibrant and home feel to game days.

The state-of-the-art 3G artificial pitch ensures the players have an opportunity to regularly train and compete without having to miss sessions due to weather, which is another contributing factor to helping support the players' continued development.

Our oppositions are always complimentary of the facilities we are fortunate enough to use with great access to the state-of-the-art 3G artificial pitch and modern, fresh changing rooms.

The booking and site staff are always so friendly and are on hand ready to help in whatever way they can. They definitely make stressful, busy matchdays manageable and streamlined with their approachable manner and willingness to go above and beyond.

The success of players progressing within certain areas of the elite pyramid is a fantastic achievement and with such great facilities this can only be seen as a positive, supporting contributing factor.

# KEY PARTNERS



EFL TRUST



PROFESSIONAL FOOTBALLERS ASSOCIATION



PREMIER LEAGUE



ESSEX FOOTBALL ASSOCIATION



COLCHESTER UNITED FC



ACTIVE ESSEX



FOOTBALL FOUNDATION



SPORT ENGLAND



ESSEX POLICE



YOUTH SERVICE



THE FA



ROYAL FOUNDATION



AGE CONCERN COLCHESTER



NATIONAL CITIZEN SERVICE



ESSEX COUNTY COUNCIL



COLCHESTER BOROUGH COUNCIL



TENDRING DISTRICT COUNCIL



MALDON DISTRICT COUNCIL



THURSTABLE SIXTH FORM CENTRE



THE SIXTH FORM COLLEGE COLCHESTER



MAN V FAT FOOTBALL



HOME OFFICE



SAFER COLCHESTER PARTNERSHIP



KICK IT OUT



SHOW RACISM THE RED CARD



MOVE & LEARN



CHILDREN IN NEED



DAME KELLY HOLMES TRUST



BRAINTREE DISTRICT COUNCIL



HOPE NOT HATE



Registered Charity Number: 1159381

www.cu-fc.com/fitc  
fitc@colchesterunited.net  
01206 755160  
@CoLU\_FITC f/ColUFITC  
#UniteOurCommunities