



COLCHESTER UNITED FC

Football in the Community



UNITE OUR COMMUNITIES IMPACT REPORT 2020



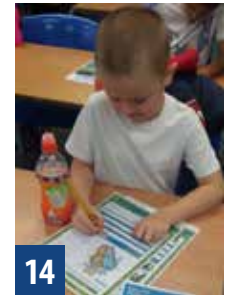
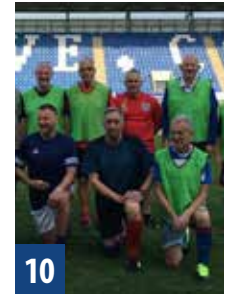
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FOREWORD

“IF WE CONTINUE TO SHOW THE PASSION AND DEDICATION TO OVERCOME THE CHALLENGES THAT 2020 PRESENTED, WE CAN CONFIDENTLY LOOK FORWARD WITH OPTIMISM TO CREATING MORE SUCCESSES TOGETHER IN 2021”

I have great pleasure and enormous pride in presenting to you the Colchester United Football in the Community Impact Report 2020.

During the past year, everyone has been affected by the pandemic in some way but the response of the club and our staff has been absolutely magnificent and truly humbling. We send our thoughts and condolences to all those who have suffered loss and tough times.

We started 2020 in a really positive position, and were projecting a record year in terms of turnover and participation levels, across Colchester and North East Essex. Fast forward three months and those plans were being ripped up and replaced by a new “Part of the Solution” strategy in response to the situation we were faced with.

The response of our staff and volunteers, supported by the trustees, to remodel the business, re-imagine programme delivery alongside identifying and securing new opportunities to support our community is something that we take great purpose and pride from.

Huge credit should go to the skills and expertise of our workforce, who have managed to successfully ensure we continue to enrich and, more importantly since March 2020, protect people’s lives through sport, health and education in new and innovative ways.

Ensuring manageable growth whilst providing continual high-quality delivery has, and will continue to be, at the forefront of our objectives, as a result providing a positive impact within the areas we serve. If we continue to show the passion and dedication to overcome the challenges that 2020 presented, we can confidently look forward with optimism to creating more successes together in 2021.

We enter 2021 acutely aware that factors beyond our control will continue to play a large part in our future. We will need to continue being agile, flexible and recognise that there are likely to be bumps in the road. We do however have a strong infrastructure in place to react, which is underpinned by an exceptional football club at the heart of its community.

I hope you find our “Unite Our Communities Impact Report 2020” provides a beneficial insight into the work and impact we have on and within our communities. The entire workforce and I look forward to another year of strengthening our bonds and continuing to use the unparalleled power of football for good.

If any aspect of what we do is meaningful to you, please get in touch, we’d love to hear from you.

Corin Haines
Head of Community





19050

hours of delivery within
our local community

255000



engagements with our participants

2020

YEAR IN NUMBERS



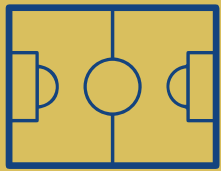
£664,846

financial investment
into the community



35

different community projects



1570

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



92

partner organisations and educational settings worked with us during this period



2-82

our youngest participants were just 2 years old, and our eldest beneficiary was 82 years old

36

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



468

COVID-19 outreach response hours co-ordinated



288

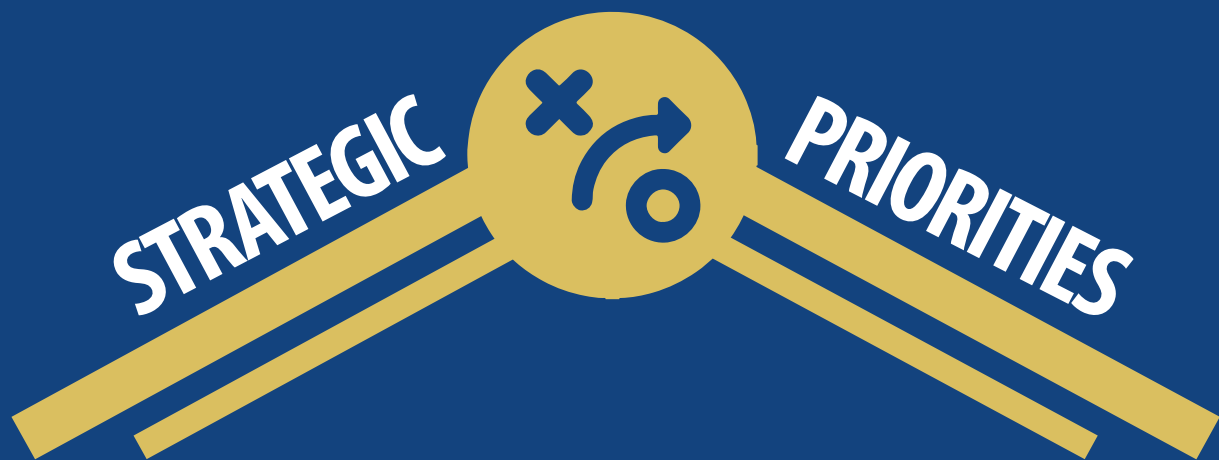
CUFITC staff COVID-19 community response hours delivered

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 JobServe Community Stadium as a vehicle to help create a healthier and more cohesive local community.

I

nclusive

T

rusted

C

reative

PREMIER LEAGUE KICKS



HEADLINE FIGURES



6

Workshops Delivered



75

Hours Delivered



185

Participants Engaged



4500

Minutes Delivered

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

The programme also 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. Premier League Kicks sessions are located across Tendring, Colchester, Clacton and Harwich.

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

“All kids need is a little help, a little hope and somebody who believes in them just like CUFITC.

“We have known loneliness and found the answer in the community.”



LEE SCORDIS, COLCHESTER BOROUGH COUNCILLOR

“It is always fantastic working with Colchester United Football in the Community who pull out all of the stops to provide inclusive, fun and interesting workshops, with a good mix of sport and social awareness. I would highly recommend them to any organisation”





BRANDON'S STORY

As well as speaking to Brandon for this case study, there are also recollections and points of view from PL Kicks Co-ordinator Callum Murphy who has been ever-present on our PL Kicks sessions at Clacton from the start of our delivery. As well as coaching on the PL Kicks sessions in Clacton, Callum has also delivered various sessions in surrounding schools and has been able to see the impact the programme is having on participants.

Brandon has been one of the most consistent attendees to our Kicks sessions, attending 91% of sessions during our delivery period. This is highlighting not only the enjoyment Brandon gains from the sessions, but the willingness to attend and the commitment he has shown towards the programme. When first attending the sessions, Brandon had very low confidence and self-esteem and found it difficult to hold conversations with the coaches and his peers. Brandon has seen his confidence improve through attending our PL Kicks sessions, though, which has not only been noticed by our PL Kicks coaches but also his parents and, most importantly, himself.

When asked about the impact the programme had on Brandon's confidence, Callum told us: "At the very first session Brandon would find it difficult even to answer yes or no to a question and would avoid any form of communication, and when speaking to him we would never gain any eye contact. During the programme I have seen Brandon firstly starting to communicate with the other coach and me, even to the point where he built up enough confidence to comment on a mistake that we had made when swapping teams." Callum also mentioned a brief conversation he had with Brandon's mum when dismissing the participants, she went on to say: "Since Brandon has been attending the PL Kicks sessions, he has shown a dramatic upturn in social skills and the willingness to spend more time with friends outside of school time." She continued by mentioning that "with the help of the coaches and other participants, Brandon has shown a keen interest in participating in more sports and also found him to be more approachable and open during home life."

When relating this to the aims of our sessions and providing our participants with a safe and relaxed environment for them to develop and progress as a person, it seems to have had a positive impact on Brandon. Brandon has shown an increase in self-confidence and social skills and PL Kicks has given him a stage on which he can continue to thrive with the support of his peers, coaches and family. This is only one of the many positive impacts we have seen from our participants and we will be supporting Brandon and every single participant who attend our Premier League Kicks sessions.



WALKING FOOTBALL

HEADLINE FIGURES



22

Participants Engaged



30

Hours Delivered



50-79

Participants Age Range



1800

Minutes Delivered



Colchester United's Football in the Community 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

"It's lovely to be able to play the game I love at a pace that suits me"

"When I first enquired about Walking Football, I wasn't sure I would enjoy the slower pace. However, the rules make the game very enjoyable to play and the group we have are brilliant"

CASE STUDY

Since I was a child the only sport I enjoyed playing was football, my love grew for the game and I thought I could pursue it further. But life works in mysterious ways and I had to give up playing football to continue my studies and work. From time to time I played five-a-side, but until someone told me about Walking Football I never in my wildest dreams thought that I could ever replace traditional football.

Obviously being over 50 I never thought I would be able to play it again routinely. Having joined Colchester Walking Football I have found a bunch of great friends and no matter what my background, I fit in straight away. I cannot wait for every Thursday to socialise with my friends, kick a ball, have fun and stay healthy.

It is amazing that I have lost weight, I felt more energetic, healthier and playing again makes me feel good. I have been enjoying it so much so that I now play twice a week and have played a few tournaments with my fellow over 50s. We are enjoying it so much that the team asked the club to organise a second session in the week. I feel like a kid again, but my body tends to remind me otherwise!

Come and join in and feel young once again with Walking Football.

DISABILITY PROGRAMMES



HEADLINE FIGURES



64

Participants Engaged



35

Hours Delivered

MARKETFIELD SCHOOL

LEXDEN SPRINGS SCHOOL

DOUCECROFT SCHOOL

SHRUB END COMMUNITY SPORTS CENTRE

Locations Delivered



2100

Minutes Delivered



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 activities range from PE sessions, specific football sessions and multi-sport. 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.

HARRY'S STORY

What he enjoys about the sessions

Harry loves learning new skills, he likes meeting other kids and feels that he is playing with them. He likes the interaction with coaches and the support and praise when he gets something right. He loves getting a goal!

What he gets from them

Pride in demonstrating his skills and a sense of fun. Obviously exercise too but, more importantly, access to sport to feel as much part of a team as he has experienced.

It connects him to Colchester United Football Club, he goes to watch matches and now has a psychological connection to where he lives.

Why you come weekly

Because Harry loves it, I feel comfortable with the coaches and their approach to teaching Harry. It's really is one of a very few opportunities for Harry to actively participate in an activity he enjoys independently. It's been really important to him and us.

How does it support you as a parent

It gives me the chance to see Harry do something he loves in an environment he feels safe in. It has helped build his confidence and enjoyment of life. I feel Harry is truly included without the need for parental one-on-one and this is very rare.

Any other comments you would like to include

I appreciate that the coaches are kind, flexible in approach and encouraging.

It's really important for children to find something they love doing (even if they aren't the best). Enjoyment comes from the participation and inclusion. It's fundamentally a great offer from Colchester United and we as a family are very thankful for their support. Also, the offers of support during lockdown was a great community initiative.



NATIONAL CITIZEN SERVICE



HEADLINE FIGURES



15

Workshops Delivered



40

Participants Engaged



95

Hours Delivered



16-17

Participants Age Range

Colchester United Football in the Community have now completed two years of NCS delivery.

Our NCS programme consists of a number of fun and engaging activities including residential at outdoor activity centres, independent living, life skill workshops and the opportunity for young people to plan, fundraise and deliver their very own social action projects within the local community. The National Citizen Service programme is aimed at 15-17 year olds across the country and is recognised nationally by employers and universities alike.

Throughout the programme, young people will be part of a team of 15 and led by two staff members who have been specifically trained to develop the young people in their care. A chance to watch young people grow in confidence and skills from start to finish.

During the year, we deliver a summer programme as well as a shorter, more condensed autumn programme.



OUR PARTICIPANTS SAID

"I've really enjoyed myself"

"I feel stronger and more confident"





MORGAN'S STORY

Morgan Brownly was shy and reserved when she first started. She needed a little encouragement to make friends and confidently participate in the workshop sessions. However, Morgan demonstrated excitement for the outdoor activities.

Morgan's reason for taking part was because she wanted to push herself; developing her self-esteem and confidence. Additionally, she wanted the opportunity to try something new and exciting.

During the programme, Morgan participated in outdoor activities, pushing herself both physically and mentally. Morgan also attended workshops, ranging from mental health to a careers workshop. Lastly, Morgan completed her charity fundraiser, as well as a social action plan. Morgan has grown in self-confidence; she challenges herself more and has made new, meaningful relationships. An example of this was her presentation on a social action idea, where she demonstrated very good presenting skills and confidence, where in the start she was very shy speaking publicly.



ANDY SMITH, NCS TRUST

2020 has been a challenging year for all, especially where it involved the delivery of face-to-face youth activities such as the National Citizen Service (NCS) programme.

Through the dedication of Callum Murphy, Senior Health and Inclusion Officer at Colchester United Football in the Community (CUFITC), the team at CUFITC have been able to adapt to the changing environment due to the Covid-19 pandemic, and continue to deliver imaginative programmes, both during this summer and autumn, to the young people of Colchester via face-to-face and virtual engagement.

In particular, they have focused on young people's mental health and wellbeing whilst delivering sessions on coping mechanisms used during lockdown and creating a positive mindset going forwards. They have also delivered sessions on personal development through team building and leadership activities, ending with a Social Action Project where the young people on the NCS programme planned and delivered a local community project.

Callum and the team at CUFITC are an important delivery partner for the EFL Trust NCS delivery within East Anglia, and their creative and flexible approach ensures that the young people of Colchester benefit from their experience, knowledge and dedication to youth engagement.

HOLIDAY HUNGER



HEADLINE FIGURES



265

Sessions Delivered



625

Hours Delivered



905

Participants Engaged



627

Meals Provided



3-12

Participants Age Range



Colchester United Football in the Community have continued to provide sports, enrichment and nutritious food throughout 2020 as part of their Holiday Hunger programme during the school holidays.

The programme, which has been running for a number of years, in conjunction with the Essex Police Fire Crime Commission and FirstSite Colchester, was scaled up in the summer of 2020 by working with Essex County Council and Active Essex to provide additional activities to those families who are in need of childcare support, as well as those children in receipt of free school meals during term-time who would go without during the school holidays.

Our Holiday Hunger activities provide multi-skills sporting activities to increase physical activity levels and benefit both mental and physical health. In addition to these activities and providing healthy and nutritious food for participants, our skilled community coaches also run community-based enrichment workshops to participants which concentrate on health and wellbeing, discussing issues such as healthy eating, heart health and looking after your body.

OUR PARTICIPANTS SAID

"I would like to thank all staff at Colchester United Football in the Community."

"They were amazing! Ryan struggles to connect with people of any age, but by the third day Ryan would walk into the club on his own! This in itself was a huge achievement and just shows how friendly and welcoming your staff are!"

"Thank you - the coaches, the venue, the lunches, the activities and the planning that went into it were all outstanding. I even got immediate responses from the Colchester team via e-mail so thank you so much for allowing my son to learn new activities and try different sports whilst giving him and me a break from a COVID-19 summer."

ACTIVE ESSEX SAID

Active Essex were pleased to lead on the 2020 summer holiday activity club programme, which saw 28,500 free places on physical activity programmes as well as the provision of nutritious meals for young people across Essex. Colchester United Football in the Community were a key partner in the development and delivery of this programme in North Essex, ensuring that through the activity clubs we were able to reach the target audience and provide a fun, COVID-secure programme for those attending, that supported both their physical and mental wellbeing following on from lockdown.



CASE STUDY: FIRSTSITE COLCHESTER

The coaches from Colchester United work with us at Firstsite to deliver the sports and movement sessions as part of our Holiday Fun programme. This programme takes place during the school holidays and offers a fantastic and free day out to children and families including a hot, nutritious lunch and creative activities. The coaches at Colchester United designed a varied programme of sports and activities across each week, ranging from multi-skills, to hockey, to football. They are able to adapt each session to meet the ages and abilities of the children taking part, and their focus is on enabling every child to join in and achieve during the session. This is a crucial element of the programme, which aims to take a holistic approach to the physical, emotional and mental wellbeing of our communities. These sessions take place outside in the fresh air, and following the COVID-19 pandemic are delivered in such a way as to allow for the maximum distancing required.

UNITE OUR COMMUNITIES



**BUILDING A STRONGER
BRITAIN TOGETHER**

HEADLINE FIGURES



30

Sessions Delivered



1105

Participants Engaged



30

Hours Delivered



9-14

Participants Age Range



Colchester United Football in the Community have continued to help tackle extremism, hate crime, radicalisation and prejudice through the Unite Our Communities programme.

The programme, which is still part of the BSBT (Building A Stronger Britain Together) Network, has been further supported by Tendring Community Partnership for 2020 in the form of two projects designed to engage, educate and signpost young people in schools and community settings to making the correct choices around these projects main topics.

Both programmes are aimed to give young people the information they need to start conversations and discussions that they may not previously have had the platform to do so, therefore exposing different views, opinions and life experiences. Throughout 2020 we have targeted both primary school children, alongside the Tendring Junior Ambassador project as part of our preventative work, as well as young people who are in the transitional school years as they also will find themselves in new environments, experiencing new situations for the first time.

The Unite Our Communities project has been produced using key community partners such as Essex Police and Hope Not Hate, as well as Colchester Borough and Tendring District Councils, to ensure the content is regularly reviewed, relevant to its audiences and addressing issues that the local community faces. An important part of the programme is working with young people to appreciate the needs of their communities whilst discovering how diverse these can be.

CASE STUDY: TENDRING JUNIOR AMBASSADOR PROJECT

Involving Year 5/6 pupils of various primary schools in the Tendring District, the theme is Cultural Awareness and, by being part of the project, Junior Ambassadors become community representatives. These will deliver the message to friends and families about their understanding of the differences between themselves and people from other countries or other backgrounds, especially differences in attitudes and values.

An important part of this now high-profile project is the need to understand the concept of Hate Crime, particularly racial. This is in essence the basis of the overall project; to allow young children to consider the effect of such crimes on other people due to these differences. Our partners, Colchester United Football in the Community, deliver the Hate Crime workshops in an emotive and informative way. The children enjoy the fact that Col U are in their school and listen intently to the subject matter. Feedback to date has been very positive and we look forward to working with them again in the new year.

YOU vs TRAIN



HEADLINE FIGURES



42

Sessions Delivered



1191

Participants Engaged



32

Hours Delivered



10-18

Participants Age Range

Colchester United Football in the Community, alongside the EFL Trust, Network Rail and British Transport Police, have been delivering You vs Train workshops to young people to help tackle the increasing number of people risking their lives on the railway.

The programme which has been running across North Essex since 2019 is delivered by all EFL clubs, with campaigns ranging from social media stories and player posts, to workshops in hotspot areas, of which Colchester United Football in the Community is one.

The You vs Train campaign launched last year by the rail industry and British Transport Police saw incidents involving children reduce by 12%, but this vulnerable group continue to be at high risk. Responding to the continued problem, the industry's railway trespass group has this year launched a new phase of the You vs Train campaign, forming partnerships with the EFL Trust and Street Games to drive the rail safety message directly to this hard-to-reach group.

At the heart of the issue is a lack of understanding and awareness of the risks. Research undertaken amongst teenagers last year found that, while most are aware that the railway is a dangerous place, most of them don't realise quite how dangerous it is or the specific dangers they face when they step on the track.



"THE YOU VS TRAIN CAMPAIGN LAUNCHED LAST YEAR BY THE RAIL INDUSTRY AND BRITISH TRANSPORT POLICE SAW INCIDENTS INVOLVING CHILDREN REDUCE BY 12%"



COMMUNITY OUTREACH SUPPORT

HEADLINE FIGURES

468

Outreach Engagement Hours

288

CUFITC Staff Outreach Delivery

10

Community Partnerships Created

190

Supermarket Food Collections

485

Total Engagement Output (Hours)

1150

Food Packages / Parcels Delivered

9

Volunteers Engaged

75

Primary School Meal Packages Delivered

Colchester United Football Club and Colchester United Football in the Community both announced their desire to be part of the solution when the whole of the UK and further afield were rocked by the coronavirus pandemic in March 2020.

The natural reaction of both organisations was to reach out to the community at a time when they were most in need and to put in place a Community Outreach programme to support, signpost and most of all to provide any needed support for individuals and community groups.

CUFITC's Community Outreach programme has been a responsive and consistent service throughout 2020, and the following information will provide more details on the individual outreach programmes and partnerships that have been established. From reducing social isolation and loneliness to providing furniture drops for vulnerable families, our programmes have covered North Essex since March and continue to enrich the lives of those in our communities to this day.

FOOD PARCEL DELIVERY SUPPORT (GO4 / MUNCH CLUBS)

A key feature of our Community Outreach programme was to not only support individuals, but also smaller organisations who may benefit from some of the infrastructure we would be able to provide whilst our staff were not out coaching and delivering our community projects.

Our two main beneficiaries of this project were GO4 Café and Munch Clubs, who were both instrumental when it came to providing food to those in need across Colchester throughout the pandemic. Both groups were set up to collect, coordinate and distribute food parcels and relief to those most in need. Colchester United Football in the Community were proud to partner with both organisations, providing delivery and transportation services from March to September 2020. We are already speaking to both community groups about how we can continue this support further into 2021.



HEADLINE FIGURES

110

Support Hours

900

Food Parcels Delivered

1915

Miles Travelled

MO, MUNCH CLUBS

"I would like to thank all of the volunteers from CUFITC for all of the help and support in delivering the food parcels for Munch Clubs during the COVID-19 pandemic, they have been amazing!"

TELEPHONE BEFRIENDING (AGE CONCERN COLCHESTER)



Colchester United Football in the Community and Age Concern Colchester have been working together in partnership for a number of years, and this relationship has once again come to fruition as part of our Community Outreach programme.

Colchester United Football in the Community staff followed in the footsteps of CUFC first team players' efforts, with their season ticket holder calls early in the pandemic, and joined Age Concern Colchester's befriending service. This supports older people who may be facing social isolation and loneliness and pairs them up with someone to engage, interact and build a relationship with them over what will have been some extremely challenging times.

Since June 2020, our staff have worked to provide befriending services to four separate individuals with weekly telephone calls and CUFITC are currently in the process of setting up more community staff with befriending links through the programme.



56
Total
Befriending Calls



1120
Total Befriending Minutes

RICK GOLDSBROUGH

"As a member of the Colchester United Football in the Community staff and having been part of our Community Outreach team in response to COVID-19, we have seen some of the great work that charities have been doing in our communities and we have been extremely keen to support this. It has been very rewarding to reach out and assist those in need who have been unable to have contact with others during this time."



MICHAEL

"Thank you for calling me every week, it's lovely to chat about my life with my new friend."

JANE DIPLOCK, AGE CONCERN COLCHESTER

"We are really pleased that FITC staff have volunteered to befriend some of our North East Essex residents. We are very keen to match people with volunteers with similar interests and look for volunteers from all different walks of life. It is especially important at this difficult time to make sure people living in later years feel that they are connected to the outside world. Being befriended has been a lifeline for lots of people and we are overwhelmed by the support we have had from North East Essex residents. We are looking for more volunteers as we have over 350 people either being befriended or looking for a befriender."

VULNERABLE FAMILY SUPPORT (BARNARDO'S)

Throughout the initial lockdown from March to July 2020, another area of Colchester United Football in the Community's Outreach programme was supporting organisations such as Barnardo's and Essex Family Wellbeing Service with supply drops to those in need and vulnerable families.

When working with Barnardo's in this period, CUFITC utilised its staff and vehicles to help transport much-needed furniture to families in need who had recently been relocated to North Essex. Among the items transported were beds, cupboards and living room furniture, as well as a host of matchday programmes for children's resource packs as part of the response from Essex Family Wellbeing Service.

8

Vulnerable Families / Group Supported

110

Supply Drop Items



HEADLINE FIGURES

✓
20
Sessions Delivered

🕒
600
Minutes of Exercise & Social Activities

10
Individual Participants Engaged

👥
200
Total Participant Contacts

SENSORY MOVE & MINGLE PROGRAMME (ESSEX CARES – ECL)

Colchester United Football in the Community and Essex Cares (ECL) teamed up during the summer of 2020 to provide physical exercise and social activities for those who may have been isolated and suffering loneliness due to the effects from Covid-19 and social distancing and shielding restrictions.

It was identified that people who suffered sensory impairments (hearing/sight) were facing huge barriers to becoming active throughout this period and the Sensory Move & Mingle sessions were aimed at directly combating this. The weekly sessions contained 30 minutes of physical activity and 30 minutes of social time which was overseen by staff from both Colchester United Football in the Community and Essex Cares.

The initial project was run with volunteers from Essex Cares as a pilot and then as the weeks went on, the group grew larger with additional participants. As well as successfully connecting people socially and improving activity levels, the project also helped participants to develop their digital skills as the programme was delivered over Zoom. These participants were then able to take these skills into their everyday lives to once again improve connectivity with those around them.



OUR PARTICIPANTS SAID

“I just want to thank Tom, Colchester United FITC and ECL for supporting us and collaborating with us to have such great sessions. So good for our psychological wellbeing and starting the week with something to look forward to.”

“Overall, I felt that taking part in the course was beneficial to my physical health. Although I was unable to participate in all of the exercises, Tom, our coach and mentor, had given us a variety of exercises which meant that, if there were any that some of us were unable to do, we could do another in its place.”

CASE STUDY: ECL SENSORY SERVICE

The FITC and ECL Sensory Service (Essex Cares Limited), are piloting an innovative programme to support people in Essex with sensory impairments via exercise and social sessions, whilst isolated through current restrictions.

Social isolation has been highlighted by various groups as part of the COVID-19 impact and FITC staff alongside ECL staff will provide participants with low-level exercise to improve activity levels as well as social engagement in a bid to reduce loneliness and develop positive friendships and relationships to take forwards.

Faye Gatenby from ECL Sensory Service said: “We are delighted to be working alongside Colchester United Football in the Community on this pilot project which will help to address some of the needs we have identified over the past three months.

“People with sight and/or hearing loss are facing new barriers to accessing services as a result of COVID-19, and this includes the opportunities to get up and moving and socialising.

“We have co-produced the design of the sessions with our volunteers and we are all excited to see what we can achieve working together.”

COLCHESTER FOODBANK SUPPORT



The COVID-19 pandemic has put an enormous strain on society, and one sector that has felt this hard is the charitable sector and its beneficiaries. In March 2020 and onwards, Colchester Foodbank has been consistently dealing with an increased demand of up to 300% which, twinned with a shortage in volunteers, initially due to self-isolation, proved to be the catalyst for CUFITC to lend its support.

Since pre-lockdown in March, Colchester United Football in the Community staff and volunteers have provided weekly support for Colchester Foodbank in many different forms. From warehouse co-ordination of donated items to supermarket collections and food parcel deliveries, the work with the Foodbank has been the largest part of our Community Outreach programme.

HEADLINE FIGURES



MICHAEL BECKETT, COLCHESTER FOODBANK

Colchester Foodbank Charity are really pleased to partner with Colchester United Football in the Community who have helped with collections, deliveries and sorting food to help people in crisis during both lockdowns. This has helped Colchester Foodbank to meet the increased demand for service and ensure that local people in crisis get the help they need.

BOYS DEVELOPMENT CENTRE

HEADLINE FIGURES



270

Players Selected



702

Proposed Yearly Sessions



1053

Hours Delivered



49

Fixtures Played



Colchester United's Development Centre is an invitation-only football development programme from U6s through to U16s. 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.

The Development Centre works very closely with Colchester United's Academy department to ensure that chances of progression are available for players that are currently excelling within the Development Centre programme. In the past 10 years, the Colchester United Academy has signed over 100 players directly from the Development Centre. In addition, a small number of boys have gone on to sign for other professional clubs.

VICTOR'S STORY

"Victor Janus is pleased to have been offered registration to the Colchester United Football Club (CUFC) Academy U10s squad in November 2020. His journey along the club's player pathway has allowed him to progress from Colchester United's Development Centre programme to Academy level play in a relatively short time-frame.



"Victor began his experience with CUFC when he attended open trials held at Shrub End Community Sports Centre in August 2020, at the time having had two successful seasons with his grassroots team, Junior Red Star (Brentwood Community Alliance). The outcome of the open trial was his acceptance into the Development Centre for a six-week trial starting in September 2020. In the final weeks at the Development Centre, Victor was further invited to train with the Elite Centre (U10/11s), while continuing his Development Centre sessions.

"Just prior to the October 2020 half-term, Victor was offered a two-week trial for the U10s Academy squad, during which he represented CUFC in matches against area academy teams, in addition to training alongside the current squad at Warrior's Rest dome and stadium cages pitches. The CUFC staff then decided that Victor had the necessary qualities to continue his development at the Academy.

"Victor's registration for the 2020/21 season demonstrates that CUFC offers sessions at different skill levels while actively observing performances at all levels to support player advancement along a player pathway."



OUR PARTICIPANTS SAID

"I wanted to pen a quick note to thank you and your U9s coaches (Nathan and Sam) for their support and attitude during last week's training and matches with Cambridge. Your guys let the kids find solutions for themselves and encouraged them to be brave and enjoy themselves. As a coach myself, I know that it makes such a difference to the kids when the latter is used. Top work – Toby really enjoyed the experience and I am really grateful for your support and ethos of his development."

"I mentioned this to you before, but as parents it has been evident to us from the first day that you and your fellow coaches genuinely care for the children and make a real effort in connecting with them. You're a credit to your profession."

GIRLS DEVELOPMENT CENTRE

HEADLINE FIGURES



112

Players Selected



351

Yearly Sessions



526

Hours Delivered



24

Fixtures Played



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 at Shrub End on Friday evenings.

FIXTURES REVIEW

On Wednesday 28th October 2020 we welcomed West Ham United to participate in Girls Development Centre fixtures from U8s to U16s.

This was our first fixture opportunity against West Ham, of which all girls from Colchester United and West Ham represented themselves brilliantly and everyone was a credit to both clubs. All Colchester players were given challenges across the FA 4-Corner Model (technical and tactical, social, physical and psychological) to focus on throughout the fixture. Playing against West Ham presented lots of challenges for our girls to overcome and adapt to, which was a great learning experience for them all.



We look forward to our next fixture opportunity against the likes of Norwich City and Cambridge United.

COLCHESTER UNITED SKILLS CENTRE

HEADLINE
FIGURES


163
Participants
Attending Weekly


12
Weekly Courses


5
Players progressed to the
Development Centres


4-14
Participants Age Range



The Colchester United Skills Centre is an open-to-all programme that offers a wide range of football provision for children aged between 4 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 12 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 wish to participate in football, learn new skills and 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



117

Sessions Delivered



740

Participants Engaged



13584

Minutes Delivered



2-16

Participants Age Range



2020 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 open-to-all holiday provision provided lots of fun for boys and girls aged 4-16 across the community to fill their school holidays with a variety of football courses, from player-specific camps to days based all around playing matches at our excellent facilities - Shrub End Community Sports Centre and the 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 like our Dean Gerken Goalkeeper Camp, Harry Pell Soccer Camp and Courtney Senior SkillzSkool to name a few. These were very popular as young fans were able to meet our first team players on a more personable 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 165 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 another summer to remember for all involved.

2020 also saw Colchester United launch their first holiday camp in partnership with Notley Youth FC, which had over 65 attendees on a one-day course. We will be extending our NYFC holiday camp to two days during February 2021 and Easter 2021.

"OUR RENOWNED ANNUAL SUMMER CAMPS WERE A HUGE HIT AGAIN THIS YEAR WITH OVER 165 PARTICIPANTS ENJOYING A WEEKS' WORTH OF FOOTBALL FUN IN THE SUN"



SPORT & EDUCATION PROGRAMME

HEADLINE FIGURES



7004

Children Engaged With



67

Schools Engaged With



6000

Hours Delivered



4-16

Participants Age Range



Colchester United's Football in the Community provides high-quality sports and education programmes to children and young people throughout schools in the local community.

We are proud to share sport and education provision, which provides unique learning opportunities and experiences to pupils, teachers and schools' offer of curriculum and extra-curriculum sport. Our underpinning themes of progression, transition, resilience and social mobility weave throughout all of our programmes and correlate with the progressive learning that schools currently offer their pupils. With our latest innovations and developments, we are proud in how we help support our local schools enrich the lives of their pupils and staff.

OUR SCHOOLS SAID

"After-school club with Colchester United FITC is what I look forward to all day and I just can't wait to go and play different sports after school with my friends."

Year 3 Pupil, St Luke's Primary School



OUR SCHOOLS SAID

"Children look forward to the after-school club and have utilised the skills learnt in their other PE session with their class teacher. They are happy and focused during the sessions and this is having a positive impact on their well-being in the classroom."

*Malcolm Wainford,
Sports Co-ordinator at St Andrew's Weeley*

JOY OF MOVING PROGRAMME

HEADLINE FIGURES



240

Children Engaged



18

Hours Delivered



6

Festivals and Sports Days



Colchester United Football in the Community are 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 9-11 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 participant's 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*.

OUR SCHOOLS SAID

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

Chris Cunningham, John Bunyan, Class Teacher

"The Joy of Moving Festival engaged with every kid in the school and I liked how the delivery staff linked all practical delivery with sessions on food and nutrition."

Kate Garnett, Tollesbury Primary, Headteacher

"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 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), John Bunyan

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

Molly (9), John Bunyan

CASE STUDY: TOLLESBURY PRIMARY SCHOOL

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

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

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

PREMIER LEAGUE PRIMARY STARS

HEADLINE FIGURES



1546

Children Engaged



74

Teachers Supported



250

Hours Delivered



150

Online Hours Delivered

Colchester United Football in the Community's Premier League Primary Stars programmes use the appeal of the Premier League and Colchester United to inspire children to learn, be active and develop important life skills.

Available to every primary school in Colchester and North Essex, our programmes inspire girls and boys aged 5-11 in the classroom, the playground and on the sports field. Learning is connected to the real world of sport to enthuse pupils with subjects including Maths, English, PSHE and PE. The programme also supports teachers in developing the curriculum within these subjects and targeting the children most in need of additional support.



OUR SCHOOLS SAID

"It's been great working with Colchester United FITC and having them support our teachers around PE, developing their confidence to deliver higher quality lessons."

Jade Bowman, Sports Co-Ordinator, Notley Green Primary School

"Thank you to Colchester United FITC for delivering the Primary Stars #NoRoomForRacism workshops with us, helping to share an important message to all within our school and community."

Year 6 Pupil, Langenhoe Community Primary School





JOE MEAD, PLCF

"The Premier League Primary Stars team at Colchester United Football in the Community have demonstrated consistency, innovation and passion since the start of the programme back 2016/17.

"Communication from the team has always been reflective, open and honest which has enabled the PLCF to provide accurate and bespoke support to enhance the provision they provide in the local community. The project has provided powerful case studies to demonstrate the outcomes and impact over the years, with a clear desire and hunger from the team for the quality of provision to continue developing positively and evolve as they progress."

ROSIE'S PREMIER LEAGUE PRIMARY STARS 1-2-1 PROGRAMME

COLCHESTER UNITED FC

Football in the Community

"Thanks very much for your sessions with Rosie, she is really enjoying them and benefits much more when learning 1 to 1."

Shaun
Rosie's Dad

"Well done Rosie on all your hard work and commitment during your 1-2-1 programme."

Miles Welch-Hayes
Colchester United defender

"Rick has helped me concentrate on my work and improved my confidence."

Rosie
Lawford Primary School

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PE TEACHER SUPPORT PROGRAMME: MADDI BRAZIER (YEAR 1 TEACHER)

COLCHESTER UNITED FC

Football in the Community

"Colchester United Football in the Community have been fantastic in providing Maddi with 1-2-1 support to develop her confidence in the delivery of PE."

Adam Frost
Sports Co-ordinator, St Clare's Primary School

"Maddi's confidence grew after each session and we were able to discuss and highlight the areas of PE she wasn't comfortable with. As her confidence developed she couldn't wait to go and try all that she'd learned on the PE Support Programme."

Rick Goldsbrough
Community Performance Manager, Colchester United FITC

"I'd just wanted to send you this to say a huge thank you, but I am grateful for your time, patience and expertise. I definitely feel more confident in understanding and teaching PE - that is down to you!"

Maddi Brazier
Year 1 Teacher, St Clare's Primary School

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FOOTBALL COLLEGE PROGRAMMES

HEADLINE FIGURES



25

Participants Engaged



30

Football Fixtures



242

Training Sessions



16-19

Participants Age Range

The Colchester United FITC Football and Education programme at Thurstable Sixth Form aims to provide footballing, educational and volunteering opportunities to talented male and female footballers to assist them in reaching their potential on and off the pitch.

Within a professional football club environment at Colchester United, individuals will compete in the EFL Education and Football Alliance and the National AoC Sport competitions and train four days a week addressing each corner of their football developmental needs (technical-tactical, social-wellbeing, psychological and physical), whilst studying full-time at Thurstable Sixth Form. Students will also access their FA Level 1 and 2 coaching awards, alongside Colchester United Football in the Community's volunteering programme which can lead to potential future employment opportunities within the football club.



GAV MUTTOCK, THURSTABLE SIXTH FORM

"Colchester United FITC provide support and opportunity to both our male and female students, both on and off the pitch, here at Thurstable Sixth Form in helping them achieve their potential both now and in the future."

OUR PARTICIPANTS SAID

"I really enjoy training every day using the quality coaching and facilities both here at school and at the club, which provides a very educational and competitive environment."

Ollie McKechinie

"I joined the female programme after seeing how many amazing opportunities it provides. I have really enjoyed my time here and have loved every minute!"

Brooke Claydon



TALLI'S STORY

"I joined the Colchester United Girls College programme because I love football and it's an amazing opportunity to take part in intensive football training and learn new skills, whilst studying for my A Levels.

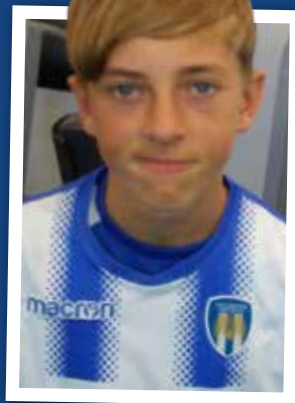
"I have really enjoyed being a part of the programme and making new friends who love football just as much as me!

"I would recommend any 16-18 year old female to join this programme and share this fantastic football and education experience."



JOE'S STORY

"The Colchester United Thurstable College programme has provided me with an excellent opportunity to develop my football, personal and education skills. It has also given me a great chance to represent my local professional football club.



"Training every day with my teammates and receiving high-quality coaching has really accelerated my development to compete in the EFL Community & Education Football Alliance.

"I would recommend this experience to others so they can be in an environment to develop themselves, both improving your football and people skills, alongside boosting your confidence on and off the pitch."

ANTONIO'S STORY

"The Colchester United Thurstable College programme has given me the opportunity to improve my football skills and given me more exposure to the professional game and its resources to aid in my development.



"I have such a great time with the boys coming into school and training every day. We have great fun on the bus to away games and I've made some good friends out of the experience.

"I would strongly recommend the programme to boys aged 16-18 years old when they leave school or are at a college they don't enjoy, as it is a great opportunity to improve yourself on and off the pitch and have a fun time in the process."

SHRUB END FACILITY ENGAGEMENT

HEADLINE
FIGURES



57

Weekly Sessions



77

Weekly Hours



45

Community
Groups Engaged



1938

Annual Sessions

Colchester United Football in the Community are based at Colchester Borough Council site, the Shrub End Community Sports Centre.

The U's Football in the Community team coordinate and manage hirers and users of the site and its facilities which include two 11v11 grass pitches, two 7v7 grass pitches a full-size 11v11 3G pitch and numerous indoor areas, including a study centre and community hall.

Both pre and post-lockdown, Shrub End Community Sports Centre was a hub for community sport with weekly hours and users of the site being as high as ever as demand exceeded the space available. The range of activities that take place across site include grassroots and elite football sessions, disability programmes and community usage from cycling groups as well as religious pastor groups. The broadness of activity represents the community it is located in and it is fantastic that when possible the site is providing so much positive activity for people's mental and physical health.



JON BURNS, COLCHESTER SUNDAY LEAGUE

The Colchester Sunday Football League has been a user of the facilities at the Shrub End Community Sports Centre for many years, hiring the grass football pitches for our 10.30am kick-offs virtually every Sunday morning from September to April.

Whilst the pitches are hired directly from Colchester Borough Council these days, sometimes up to a dozen teams and referees take advantage of the changing rooms and showers within the centre and, even when there are a limited number of rooms available, the staff have always had a keen "can-do" attitude to find other suitable spaces to make the whole process of putting on a competitive game of football that much easier.

In the league's experience and from feedback we receive directly from the teams, the Centre is well-maintained and looked after, very well-managed and staffed by welcoming and helpful people. This facility is crucial to grassroots football in Colchester and especially to our league, where pitches and changing rooms are not the easiest to find.

In addition to this, I also run a football team in the Sunday League and, again, for many years we have hired a slot on the artificial pitch run at the Sports Centre for our midweek training sessions. I would comment that this particular function is extremely well-managed, with clear guidance given and solid organisation provided, together with an easy and straightforward booking and payment system. The football team would be disadvantaged without it and certainly enjoy the hour they spend together each week playing football on a terrific surface.





4-84

Participant Age Range



2618

Annual Hours



1815

Number of Participants
Weekly Usage



**LO EHIGIATOR,
CHRIST EMBASSY COLCHESTER**

Our use of the Shrub End Community Hall for our weekly meetings (Wednesday, 7pm and Sunday, 10am) has been instrumental to achieving our mission at Christ Embassy Colchester 1 - that is raising generations of men and women who will come into their inheritance to fulfil God's dream. The facilities and support of the staff of the Shrub End Community Centre has been of mutual benefit. We look forward to coming back to using the hall.



KEY PARTNERS



EFL TRUST



PROFESSIONAL FOOTBALLERS ASSOCIATION



PREMIER LEAGUE



COLCHESTER BOROUGH COUNCIL



ESSEX FOOTBALL ASSOCIATION



COLCHESTER UNITED FC



ACTIVE ESSEX



THURSTABLE SIXTH FORM CENTRE



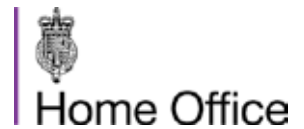
FOOTBALL FOUNDATION



SPORT ENGLAND



ESSEX POLICE



HOME OFFICE



YOUTH SERVICE



THE FA



ROYAL FOUNDATION



SHOW RACISM THE RED CARD



NATIONAL LOTTERY



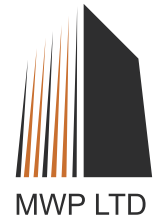
ESSEX COMMUNITY FOUNDATION



TESCO



NATIONAL EMERGENCIES TRUST



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

ESSEX COUNTY COUNCIL

CHELMSFORD CITY COUNCIL



JOY OF MOVING

CHILDREN IN NEED

BRAINTREE DISTRICT COUNCIL

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