

Oldham Athletic Community Trust 2018/19 Impact Report



**Community
Trust**

Aims & Aspirations



To maintain Oldham Athletic Football Club at the heart of its community and increase opportunities for young people and families to be involved with Oldham Athletic.

Promote social responsibility and encourage positive relationships amongst communities through sport.

To work with the local communities to maximise the use of facilities and provide meaningful sports opportunities for young people to enhance their communities.

Raise the aspirations of young people through football and education.

To be a sustainable, well-managed and forward-thinking organisation.



Our Values

Our Delivery Focus

Professional

School

Dedicated

Community

Inclusive

Year In Numbers

A group of children and adults are standing on a green artificial football pitch. They are holding up small white cards with numbers on them. In the background, there is a football goal with a net. The scene is outdoors with trees and a fence visible.

51

employees, volunteers & trustees all committed to making a difference across Oldham.

20

different community projects.

29.5

hours of free delivery, on average, delivered across Oldham on a weekly basis.

893

visits conducted by Oldham Athletic players to local schools, community groups and events.

2387

people engaged, on average, on a weekly basis through various (non-matchday) activity.

Schools - Schools Programme

21

primary school partners, receiving high quality physical activity lessons on a long term basis.

1755

extra-curricular clubs delivered, providing schools with additional physical activity opportunities.

10

primary schools took part in the #PlayOnThePitch opportunity, providing lifetime memories.

1320

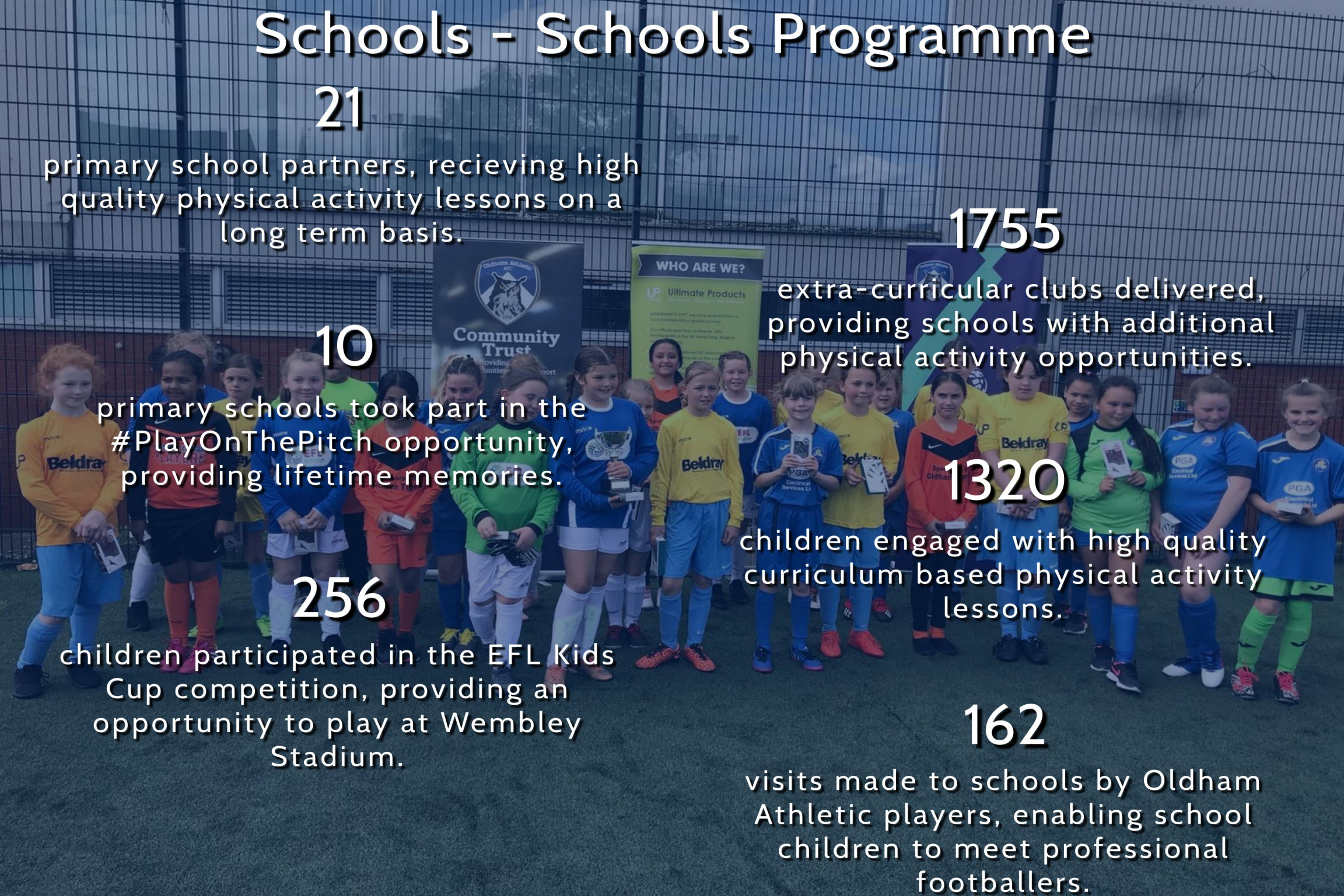
children engaged with high quality curriculum based physical activity lessons.

256

children participated in the EFL Kids Cup competition, providing an opportunity to play at Wembley Stadium.

162

visits made to schools by Oldham Athletic players, enabling school children to meet professional footballers.



Schools - Schools Programme

Westwood Academy was delighted to become a partner school of the Oldham Athletic Community Trust. The OACT staff were able to offer holiday clubs and other exciting opportunities that our children and families sometimes struggle to access. Their core values support our work towards pupils achieving The Harmony Trust Pledge and the sessions in school teach children how to be healthy in a fun and interesting way. I'd recommend OACT and becoming a partner school to all Headteachers and P.E leads.

Jonathan Bell
Executive Principal
Westwood Academy



Community - PL Kicks

“The work Oldham Athletic Community Trust has done has been great for young people. This is not simply diverting people to more positive activities, but is developing their team work, confidence and aspirations.”

Daniel Inglis
District Superintendent, Oldham
Greater Manchester Police

3024

of staff hours delivering kicks sessions across Oldham, providing young people within the borough positive activity to engage with during the evening.

378

young people engaged with the project, attending weekly sessions at sites across the borough of Oldham.

6

local facilities opened and used by the local community, ensuring provision is accessible for all.

Community - PL Kicks

“I come to play football, enjoy the activities and socialise with my friends. If i am not at Kicks i'd just be hanging around the streets, not being active in sports. When i am at Kicks i enjoy being with my friends and meeting new people.”

94% Of young people asked felt safe when attending a PL Kicks session.

74% Of young people asked would have been socialising on the streets without a PL Kicks session.

67% Of young people asked would have been socialising on the streets without a PL Kicks session.

82% Of young people asked had made new friends through attending a PL Kicks session.

Schools - PL Primary Stars

36 teachers engaged, increasing confidence & improving subject knowledge.

18 primary schools recieved 6 weeks of free teacher mentoring.

660 school children have recieved life-saving basic CPR training.

150 free extra-curricular sessions delivered, extending learning opportunities.

600 year 5&6 school children recieved free E-safety awareness workshops.

Schools - PL Primary Stars

The children thoroughly loved every session. Focusing the activities around the social aspects of sport worked really well as it is an aspect of sport that some children find difficult at this age. The activities were varied and fast paced with plenty of time to reflect on their progress. Allowing the children to choose from three sports worked well too, as children could play to their strengths or try something else. Progress was clear and rapid from week to week (despite the weather) and the children responded very well to the coaches approach. I hope we get the chance to work with you again.

Mrs J. Charnley
Year 3 teacher

Schools - PL Girls

150

free sessions delivered, providing girls with additional football opportunities.

5

volunteers, providing a long-term legacy and positive role models.

101

girls engaged in weekly sessions.

12

girls transitioned from participating on the project to playing regular football with a grassroots club.

Community - Innovation

Supported the national "On The Ball" campaign to provide complimentary sanitary products to female fans within the OACT Family Stand on matchdays.

Became the first EFL club to offer matchday sensory packs for junior supporters on the autistic spectrum. This project attracted worldwide recognition.

Worked with the Barry Kilby Prostate Cancer Appeal to provide a PSA testing event at Boundary Park, helping to save lives of men across the borough.

Supported a local secondary school with their #NoMoreKnives message, as part of a national campaign. Students visited Boundary Park, with Oldham Athletic dedicating a matchday to the initiative.

Partnered with grassroots club, AFC Oldham, to establish a mental health football session aimed at raising awareness of the illness and supporting those who suffer from mental health problems.

Community - Matchday

1

Junior Latics Lounge, with tuck-shop, built and opened. It is a facility that is available for junior supporters to play games & socialise in. Across the season hundreds of junior supporters have enjoyed the facilities.

18

FREE N Brown Matchday Clubs, allowing children from across Oldham to experience an Oldham Athletic matchday in a unique way.

42

children were Oldham Athletic matchday mascots.

Children were able to meet their footballing heroes and lead out the team prior to kick-off.

10

primary schools visited Boundary Park to #PlayOnThePitch.

720

of staffing hours, providing junior supporters with free activities.

Schools - Alternative Provision

16

year 10 & year 11
students recieved GCSE
qualifications

1

classroom facility built,
allowing off site school
provision to be hosted at
Boundary Park.

390

hours of Cambridge
National alternative
provision delivered.

18

free lifestyle workshops
delivered, educating young
people on modern day
lifestyle dangers.

LO1: UNDERSTANDING
A VARIETY OF DIFFERENT
FACTORS WHICH
INFLUENCE THE RISK OF
INJURY

OACT

NO FOOD OR
DRINK TO BE
CONSUMED IN
HERE

Community - Holiday Provision

456

hours of high quality and low cost holiday provision held at a central venue, Oldham Futsal Arena.

For the first ever, free holiday provision was held at different school partner sites.

95%

of children attended four holiday camps or more.

"The OACT holiday club provides parents with fantastic value for money. I know that my children are well looked after and are participate in a variety of different sports throughout each day. I would highly recommend the OACT holiday club to any parent looking for activities through the holidays".

Parent