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This report provides a comprehensive breakdown of activities delivered by Rotherham United Community Sports Trust for the period December 2011 - February 2012. The report highlights the quality and volume of work delivered by the Trust across the borough of Rotherham. The document refers to potential opportunities and developments aimed at increasing participation, broadening current provision and providing greater community impact. Information and data used in this report has been collated through a central monitoring system.

Rotherham United Community Sports Trust is a community football programme that works across the borough of Rotherham in disadvantaged areas with different communities and age groups, delivering under the four main themes of the Football League Trust of education, participation, inclusion and cohesion. Through football we promote physical and emotional health, healthy eating, healthy lifestyle, learning, confidence building, social integration and community cohesion.

Mission Statement

“To utilise the brand of Rotherham United Football Club and the power of sport, to positively influence and enhance the diverse lifestyles of the people of Rotherham.”

This quarter has seen the trust win the Coca-Cola Community Club of the Year 2012 for North East Region, this award will see the trust’s work recognised on the national stage at the Football League Awards in March.

The judging panel recognised the diversity and quantity of work the trust delivers;

“Undertaking key community projects in health, social inclusion, education and sports participation, Rotherham displayed strong levels of engagement across all categories.”

The overall national winner will be decided at the Football League Awards along with the other regional winners; Bury, Milton Keynes Dons, Notts County and Portsmouth.

Introduction
Enhancement Fund

Last year saw the Football League Trust develop the Enhancement Fund to enhance and encourage staff development through up skilling them in a number of different courses. These courses would be delivered and completed by apprentices, staff members and volunteers internally and at times in partnership with other regional Football Clubs. The course that we took responsibility for and the numbers of staff who completed them are as follows;

- Level 1 Dance Leadership Award = 7 RUFC, 10 Barnsley FC
- Level 1 Sports Leaders Award = 20 RUFC
- Level 1 Disability Awareness = 20 RUFC
- Level 2 Multi skills = 7 RUFC, 6 Barnsley FC
- Level 2 Employer Awareness = 20 RUFC
- We also have Themed Officers completing;
  - 1st4sport NVQ Assessor Award = 1
  - PTTLS teaching award = 3

Apprenticeships

In August 2011 Education recruited a further 8 (Group 3) apprentices to complete their Level 2 Activity Leadership and Customer Service NVQ. These have successfully passed their Activity Leadership and are now ready to start their L2 Customer Service NVQ with us.

August also meant 11 (Group 1) apprentices completed their L2 Activity Leadership NVQ with us and progressed onto the Customer Services NVQ, which came to an end on the 21/02/2012. We have recently reduced the numbers to 5 remaining apprentices which will progress onto a Level 3 Sports Development NVQ in April 2012.

In December 2011 we recruited a further 23 apprentices (Group 4) through our ESF program (18) and Active Regen (4) to complete their L2 Activity Leadership NVQ. These learners are currently making very good progress on their NVQ and are on target to complete in June 2012. A number of these will then progress onto the L2 Customer Service NVQ on the new framework for a year.
GOALZ II

With the expansion of our education programme we have added capacity by securing a classroom in the Unity Centre. Located within a 3 minute walk from the town centre and giving us the ability to run extra classes.

Foundation learning

The New Year has also seen us develop the Foundation Learning branch of the Education Department which is a new cohort of learners to replace the existing ESF program through Lifeskills. This cohort of learners will complete their Level 1 Foundation Learning program over 16 weeks with 19 hours of learning. The course is aimed at hard to reach young people aged 16-18 who are currently not in Education, training or learning. The course is aimed to re-engage these young learners back into gaining new qualifications whilst developing their confidence, motivation to help them progress into the work place or further education. We currently have 14 young people who have registered onto the course in which 5 are Female and 2 have a learning disability. We intend for the number to increase by the deadline of registration which is the 31st of March 2012.

The Foundation Learning in Sport qualifications include;

- Level 1 Certificate in Sport
- Level 1 Personal, Social Development Award
- A Functional Skill qualification in ICT

Adult Foundation Learning

We are currently recruiting for our newest program Adult Foundation Learning which is targeted at 19-24 year olds predominately that are disengaged with learning and NEET. The program will see 10 learners complete a Level 1 City & Guilds Award in Sport with a progression onto the City & Guilds Level 2 Activity Leadership NVQ. This program will run over a 20 week period for the successful completion of both qualifications. We will then look to progress back into the work place or further education.

Future Projects

With the recent funding changes to the apprenticeship framework and the funding issues with Lifeskills we are also looking into develop a relationship with Rotherham College of Art and Technology (RCAT) in developing a bridging qualification for group 3 who are currently waiting to start their Customer Service NVQ with us. This qualification is the NCFE Level 2 Award in Improving Personal Exercise, Health and Nutrition which will be delivered over a 6 week period internally.

This may also offer the chance to develop a future ESF funded initiative which will be delivered as a short intervention project to engage and encourage learning. This will also help to develop a step by step progression for any new learner who is recruited in the future. This will help not only motivate the learners but will also help to enhance a future work force who have been with us through ESF, FL and our apprenticeships making them extremely efficient and employable.
This year will also see Education develop new links with Pupil Referral Units to deliver basic qualifications and a scheme of work which will help enhance disengaged young people aged 14-16 who have been expelled or who are at risk of this in gaining new qualifications. This initiative will also help develop their key skills and skills for life which will hopefully encourage them to analyze their future prospects. The tool for engagement and learning will obviously be the link with the Football Club.

We are also looking at the possibility of bringing in a qualified teacher to enhance the opportunities within Primary schools. They will design a scheme of work and develop a teaching syllabus that can be delivered within Primary schools using sport as the club as the tool for engagement. This will increase our links with the Primary Schools, sustain participation from a younger age and help to encourage fans for the future. There may also be a chance for this person to help deliver within our other educational projects such as the Foundation Learning program or the apprenticeships when needed.

**Enhancement Fund 2**

This year will also see the club accept the Enhancement Fund 2 which will again see us deliver courses to staff members, apprentices and volunteers. These are as follows;

- L1 Sports Leaders
- L1 Dance Leaders
- L1 Volunteering

In addition to the above we will also deliver 2 of the following;

- NCFE Developing Enterprise
- NCFE Enterprise Skills
- EDI Awareness of Substance misuse
- EDI Personal and Social Development

We have 15 apprentices who will be completing their FA Level 1 Football Coaching Certificate which give them the practical knowledge and confidence to successfully assist our lead coaches in delivering sessions to the highest standard possible.

Since opening the new GOALZ II suite at the Unity Centre we have also delivered a number of different initiatives. The majority of the programs that have been run out of the centre are our community engagement projects through our Cohesion theme. These programs have been very successful and include;

- Dance sessions from January for 4 hours per week with 20 Roma girls aged 8+ attending
- 4 Youth Forum Meetings which include 10 young people aged 14+, including some of our apprentices.
- Activities with the Wildlife Trust targeting younger groups, normally aged 6-10.

The facility has also been used by other themed officers and members of staff on a for staff development, training opportunities and meetings.
Bright Sparks

The club’s BrightSparks Programme has also continued throughout this quarter, in December the Thrybergh and Rawmarsh School Clusters took part with schools from those clusters invited to attend the game against AFC Wimbledon. A total of 55 pupils from 4 schools attended the game generating an extra £125 of ticket sales.

During January the Wales School Cluster were invited to attend the game against Swindon Town. Six schools accepted the offer of taking part in the programme resulting in 273 pupils attending the game and an extra £375 of ticket sales. The Wath School Cluster was invited to attend the game against Port Vale on the 21st January. This resulted in 244 pupils attending from 4 schools generating an extra £160 in ticket sales.

During February 4 schools from the Swinton School Cluster agreed to participate in the programme however due to the game against Torquay getting postponed the individuals who claimed their tickets were told that they could attend another home fixture of their choice. Also during February the Oakwood School Cluster was invited to take part in the programme for the game on the 25th against Bristol Rovers.

This quarter also saw pupils from Ferham and Thornhill School travel to London to see the Millers in action against Dagenham and Redbridge as part of RMBC’s twinning programme ahead of the Olympic Games later this year.

The BrightSparks Programme continues to give the Community Sports Trust an opportunity to build new relationships with local schools as well as continuing to build on existing relationships. Having been invited into schools to deliver a BrightSparks assembly we have an opportunity to showcase our ability to engage with pupils and to discuss potential partnership work between the trust and schools with the relevant staff.
During the last quarter the Trust has run 4 holiday football camps, (one of these at Winterhill on behalf of the Extended Services Partnership). During the run up to Christmas the Trust ran our Millers Masterclass Soccer Camp at Aurora in Brinsworth. This camp was attended by 30 children aged 5-14 generating over £600 worth of income for the Trust. The children that attended were giving the opportunity to visit the Roundwood Golf Club and witness the first team training in preparation for the busy festive schedule.

During the February Half Term break the Trust had camps at Aurora and Wickersley as well as staffing a two day camp at Winterhill on behalf of the Extended Services Partnership which generated £500 for the trust. The camp at Aurora was attended by 24 children aged between 5-14 years of age, generating over £400 for the Trust.

The camp at Wickersley was well attended with 60 children accessing the provision, Julie Wilkinson of the Extended Services Partnership assisted with the publicity for the sessions. The camp generated over £1000 for the Trust. As with the camp prior to Christmas 3 groups of children from both camps (Aurora and Wickersley) were given the opportunity to attend the Roundwood Golf Club to witness the first team in action and add to their autograph collection.

Moving forward we are keen to build upon the success of the Wickersley Masterclass by utilising the Trusts new mass text service and the data base of contacts that we are continuing to build up.
School Development Programme

The Trust continues to have good relationships with a number of local schools including: Aston CofE All Saints School, Wales Primary, Bramley Sunnyside Junior School, Rawmarsh Monkwood, Rawmarsh St Joseph’s, Swinton Fitzwilliam, Thrybergh Primary and Kimberworth Community Primary School. All of these schools have hired in the Trusts coaches to deliver a variety of sessions and packages from the Trusts schools catalogue.

The Trust has also worked with 2 Pupil Referral Units in the last quarter delivering Fit for Football sessions at St Mary’s and Football sessions at the Bridge PRU. Throughout this quarter as part of NP er and the Football League’s What’s Your Goal Competition the Trust has worked with a number of the local comprehensive schools delivering assemblies and sessions around employability and the work experience competition where yr 10 and 11 pupils can win a works week experience with Rotherham United and the Community Sports Trust. The schools that agreed to take part in the What’s Your Goal Competition include; Swinton Community School, Saint Pius X, Wath Comprehensive, Winterhill School, Clifton: A Community Arts School, Wales Academy and Wickersley School and Sports College. The 5 winning entries will be selected in March and the pupils will complete their work experience placement during the Easter holidays.

The Broadsword Trophy continues to be a success with 16 schools from across Rotherham taking part this season. As part of the competition all schools which take part are given the opportunity to host a training session for their team in the week of their fixture. This gives the trust a way of introducing ourselves to the school and gives them a free taster of what our coaches can deliver as part of our in schools programme.

During December there was one fixture with St Bede’s Catholic Primary overcoming Listerdale 3-2. January saw two fixtures with Monkwood Primary winning St Joseph’s Catholic Primary 1-0 during the game against Swindon Town and then Rawmarsh Rosehill knocked-out Thornhill Primary in the first quarter final tie during the game against Port Vale. February will see two quarter final ties with Maltby St Mary’s taking on St Ann’s and Anston Park versus Maltby Lilly Hall both to be played on the 25th February during the game against Bristol Rovers.

Respect campaign

This quarter has seen us start our RESPECT campaign, supported by the FootballLeague Trust and funded by league sponsor nPower. The RESPECT programme aims to identify unacceptable behaviour and its effect on others, understanding of respect and how this can be implemented in daily life and to see situations from other people’s perspectives.

We have worked in six schools, engaging with almost 200 pupils, delivering lessons that will fit into the schools PSHE and citizenship framework.
United 4 Communities Eastwood and Ferham

Our United 4 Communities project continued to grow over the period with an average of 80 young people attending the activities each week. The programme runs for 4 hours in both Ferham and Eastwood utilising a multi-agency approach to working with young people. We have been able to build positive relationships with participants by offering provision in areas that previously have had very little community engagement targeted at young people. Over the reporting period over 80 hours of community provision have taken place with results being reported that during our activities anti-social behaviour has been reduced within the local area by up to 12%. Much of the work has also been followed up in schools with work in both Winterhill, Ferham and Clifton. The best example of this was the inaugural Rotherham United Health day which took place at Don Valley Stadium. The project has advocated the use of partner organisations working with us to reinforce positive messages to young people utilising our successful engagement in both areas. As ever we will continue to signpost participants to progressive provision within other departments of the Trust.

A further success of the model can be evidenced by one of our new Community Coach Apprentices, Mused Salem has been an active participant in Ferham for the past two years and during January he started his apprenticeship with the Trust. Mused will play a key role in delivering the United 4 Communities programme back to his community whilst being a great role model for other young people to aspire to.

EU Transition Project

Our Transition work continued in Ferham and St Ann’s school with young people attending after schools sport provision and follow up work within the classroom. 30 young people attend weekly with peer mentoring sessions supporting two pupils currently attending Ferham Primary. The Peer Mentoring sessions are a new initiative under the Cohesion Theme using our coaches role model status to inspire young people to make positive behavioural changes. The programme sees our coaches provide a behaviour contract with the young person whilst providing incentives and rewards for positive behaviour. The Transition programme continues to engage successfully with young people as they move closer to secondary education. Our successful partnerships with Winterhill and Clifton allow us to provide additional support across all age groups.
Youth Forum

Our Youth Forum met four times during this quarter with discussions taking place around further funding opportunities and a continuation of the ASDAN Citizenship Short Course that some members are completing. Two new members joined the group on a full time basis, Sajad Hamidi and Adam Akhtar will be taking a more active role in the Youth forums operations.

Two of our senior members Dominika Krculova and Natalia Sochova have been supporting our evening work, compiling a report on Health within the Roma community focusing on how we can reduce the high numbers of young people and parents who smoke. The findings of the report will be published with recommendations being made for additional provision to tackle the findings in association with our Health Theme.

The Youth Forum are currently completing a funding bid to deliver a European Based Project within the Rotherham North area. We should hopefully have news of a successful bid during late April.

Npower Respect Workshops

Our Respect campaign came to life this quarter with 500 year 6 pupils taking part. The project funded by Npower seeks to explore the concept of Respect both in and out of the classroom. In total 1200 pupils will take part in the project before the end of March. Our Community Coaches deliver 45 minute interactive workshops in classrooms with pupils being asked to complete a number of tasks. There is also a competition element to the project with all participant names being entered into a draw for free tickets to a Rotherham United game of their choice.

School Linking

For the second year running we have got involved as a delivery partner in Rotherham’s School Linking project. In February we ran the initial linking day for Maltby St Mary’s and St Catherines School. The day saw over 50 pupils come together for the very first time where they took part in various sporting activities. The main themes for the day were Communication, Teamwork and Leadership with the afternoon session comprising of a question and answer activity with the Millers Mark Bradley. Signed merchandise was also given to both schools as a reminder of the day.
**Rewind**

In February we delivered our first round of rewind training in partnership with the Youth Service. The programme is based around anti racism and giving young people the confidence and skills to challenge discrimination in all its forms. In the first workshop of the programme young people explored the definitions of race and racisms along with what it means to British and an active UK Citizen. The further workshops will see young people take an Ancestrial DNA Test which will trace their family heritage back to their roots. This is the first time the project has been run in Rotherham and the plan is to offer this package to schools as a means of additional education around anti discriminatory practice.

**Summary**

The Cohesion theme has delivered an unprecedented amount of hours of community activities during the period with almost all of the Trusts staff working under the theme at some stage.

A main aim of the next period is to secure funding to extend our evening work to cover more areas and provide greater coverage across Rotherham. We are currently in the process of getting our schools educational work accredited so that we can offer a more structured alternative education programme. We endeavour to provide this service in conjunction with evening engagement work to provide a more holistic programme to the young people of Rotherham.
Mini Millers

These are weekly sessions aimed at getting pre-school children doing more exercise, through a programme called ‘Start to play’. We deliver a number of fun activities that develop children’s fundamental skills; coordination, balance, flexibility, agility, speed, power and basic ball skills. It is aimed at children aged 2-5 and incorporates sport through interactive storybooks and songs.

Sessions have been delivered at Badsley Moor School, Park View Children’s Centre, and High Greave School. Through these sessions we have engaged 46 children and also many parents. We hope from seeing the sessions we deliver, the parents will continue to support the child’s development through exercise at home.

Marching Millers

The walking sessions have proved to be a very useful and popular intergenerational tool, being able to engage with; babies, toddlers, parents and grandparents. These have re-introduced many parents back into regular exercise and helped them interact with their children, by providing them a structured session. We have continued our walking groups with Coleridge Children’s Centre and Stepping Stones Children’s Centre Maltby.

We have recently trained up 6 of our apprentices and 6 members of the community to deliver walk leader training to increase our delivery capacity.

We are also part of the new steering group for walks linking with NHS Rotherham and RMBC. Through this we will continue to be the main provider for training for the Rotherham borough.

Wake up, Shake up

These sessions occur prior to the school day and promote the importance of eating a good breakfast and giving children aged 7-11 the opportunity to take part in some light exercise activities. In many of the schools we have found out that children are not eating breakfast or are having a very unhealthy one.

These sessions have continued to be delivered at Maltby Craggs Community School, Ferham Primary and Coleridge Primary engaging 47 children aged 7-11.
**Family Learning**

We have delivered family learning sessions where parents and children take part in sports, arts & crafts and healthy eating sessions together. It is important to keep the whole family healthy and support parents so they have a better understanding of how to live a healthy lifestyle and how small changes can improve their overall health. We have based the learning around a book called ‘Lighthouse Keepers Lunch.’ Through this the family get chance to make lighthouses and receive the book as part of trying to continue the learning and relationship building between parent and child.

These sessions have been delivered at Coleridge Children’s Centre where we have engaged 16 families.

**Fit for Football**

This five hour programme aims to encourage children to do more physical activity, not to smoke and to eat healthier. The Fit for Football programme is targeted at children in Year 6, aged 10 and 11 and gives them the opportunity to try-out new sports, make healthy snacks and participate in activities that raise awareness of the harm caused when they live an unhealthy life.

These sessions have been delivered at Roughwood Primary, Maltby Craggs Community School to 39 children aged 7-11. We hope the programme will help to lower levels of smoking and obesity across Rotherham, where levels are above the national average.

**Health Day**

In January 2012 we delivered a variety of activities at Don Valley Stadium to 49 young people from Clifton: A Community Arts School and Winterhill Comprehensive School.

There were three sessions being delivered; Fit for Football, HeartStart and healthy diet awareness. All young people participated in the sessions and we gained great feedback from both young people and staff from the schools.

**Youth Centre**

We have linked with the Choices Project - Action for Children who work with young people who may be experiencing difficulties in their lives, whether at home, at school, or in the community. We have delivered sessions at My Place and Clifton: A Community Arts School. Through the project we engaged a small group of 8 children, but this gave us the opportunity to build good relationships and give the young people the support they needed. The sessions included health awareness through food preparation and multi sports activities.

We will continue to support the project through delivering sessions at Maltby Academy in March.
**Health Checks**

As part of the opening of the children’s centre at High Greave school we have delivering health awareness workshops to parents accessing the centre. The sessions included testing of Body Mass Index, body fat, waist circumference and Blood Pressure. After this we were able to give advice to parents on how to live a healthier lifestyle and discussed small changes that could be made for this. We engaged 12 parents and this has led to us delivering a mini millers session at the school for parents to participate with their child.

**British Heart Foundation**

Rotherham has become a ‘Heart Town’ through the BHF’s celebration of its 50th Birthday. They plan to recruit 50 towns to become Heart Towns/Cities over the next year. The ‘Heart Towns’ initiative is all about mobilising communities across Britain to both help prevent and fight Britain’s biggest killer, circulatory and heart disease. Heart Towns will benefit from the BHF’s wide range of resources and education programmes, so that everyone in the community can learn practical steps on how to improve their heart health.

We are part of the steering group for Rotherham which enables us to work in partnership with other organisations to achieve the targets set by BHF.

At the RUFC home game against Bristol Rovers our apprentices and volunteers from BHF worked in partnership to raise money for the charity. We had a bucket collection which raised over £300.

**Pfizer**

This project targets BME areas some of which fall within 20% of the most deprived wards in Rotherham (Eastwood, East Dene, Canklow, Wellgate, Broom, Clifton, Masbrough and Ferham.) The project is intended to engage men whose health is at risk by using sport as a hook to get them involved in a physical activity and improving their fitness level, stamina and flexibility and reducing body fat.

We have set up the first of four groups with sessions at Thomas Rotherham College with Roma/Slovak adults. The sessions include sport followed by healthy eating workshop covering nutrition, 5 a day, fat, sugar and salt intake, what a balance diet is, recommended daily portions and food labels. Once we get closer to the end of the programme we will invite NHS staff to give information on their programmes for those who need more support and have a lot of weight to lose.
PACT

Our great relationship with PACT (Parents’ Association of Children with Tumours and Leukaemia) has continued to develop with us supporting them through multi sport sessions on a Saturday morning with the families. The sports they have played include basketball, boccia, hockey and tennis. We hope to build on this partnership and continue to work closely in the future.

Allotment

We continue to prepare our allotment for launch in March 2012. We have been able to put in raised beds for disabled access, a new shed and a variety of other pieces of equipment for us to be able to deliver health sessions in the future. The main programmes to be delivered are education, developing the children and young people’s manual skills, by giving them the opportunity to assist our staff in planting and maintaining the growth of fruit and vegetables.

Through the recent half term break we worked in partnership with the Wildlife Trust. We engaged with 16 young people who built scarecrows, wind chimes and painted the fence. The majority of the group were Roma/Slovak young people who we believe will benefit greatly from an education programme based on a healthy lifestyle.

Older People

We are now into year 4 of Extra Time and are currently delivering in four care homes; Swallownest, The Beeches, Ackroyd Clinic and Clifton Meadows. This project has been supported by the first team players as Alex Revell and Gareth Evans attended the session at Ackroyd, where they participated in the sessions and praised the quality of delivery. Ryan later was awarded the employee of the month for January, which was due to his continued high performance. We are also delivering at West Melton Lodge from the small grants funding from NHS Rotherham. These sessions are standing and seated exercises for older people over the age of 50. Through the sessions we work with over 100 older people on a weekly basis.

Mini Millers Constituted Group

The group has been successful in three funding applications totalling £11,000. This will help us deliver activities in Eastwood to Roma/Slovak children, walking clubs and family learning sessions trying to engage with dads. We have also secured training for staff at RUCST and also members of the group on how to communicate with hard to engage families.

It has been a great start for the group which only started in November 2011 and we hope this continues.
Volunteer Programme (16-25yrs)

During year 1 of the volunteer programme, RUCST have supported 50 young people aged 16-25 through volunteering and training. This includes 35 males, 15 females, 10 BME and 7 disabled young people. There have been over 4000 volunteering hours given by our volunteers over the last year. See below for a list of areas in Rotherham that volunteers have been recruited from. This shows that we are working across the borough with young people from deprived communities:

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<th>Anston</th>
<th>Canklow</th>
<th>Kimberworth</th>
<th>Thorpe Hesley</th>
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<tr>
<td>Aston</td>
<td>Clifton</td>
<td>Kimberworth Park</td>
<td>Thurcroft</td>
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<td>Bolton Upon Dearne</td>
<td>Dinnington</td>
<td>Maltby</td>
<td>Upper Haugh</td>
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<td>Bramley</td>
<td>East Dene</td>
<td>Masborough</td>
<td>Wath</td>
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<tr>
<td>Brinsworth</td>
<td>Eastwood</td>
<td>Rawmarsh</td>
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<td>Broom</td>
<td>Herringthorpe</td>
<td>Scholes</td>
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During year 1, the Inspire Volunteering programme applied for and gained the inspired 2012 Mark to promote our volunteer project. This Mark recognises outstanding projects and events inspired by London 2012 across the themes of sport, culture, education, volunteering, sustainability and business.

Volunteers are working across and positively impact all themes. However they are also helping external charities such as:

WorldAid Foundation - WorldAid Foundation raises funds to provide emergency relief during tragedies such as the South Asia Earthquake/Tsunami and Pakistan Floods. This year volunteers helped this appeal with a bucket collection at a Rotherham United home game, rising over £200 for this charity.

Hallam FM’s Cash for Kids - Hallam FM’s Cash for Kids asks organisations and the general public to donate gifts to give disadvantaged kids some joy over the festive period. This year RUCST volunteers kindly donated their spare time to help with this appeal. This help included organising presents and distributing them to the families that would benefit from them the most.
Qualifications and Training

The Awards for All funding gained for the volunteer programme has allowed volunteers the opportunity to undertake training to enhance their skills and employment opportunities.

The various training courses that volunteers have attended include:
- Level 1 Award in Coaching Football
- Level 2 Award in Coaching Football
- City & Guilds NVQ Diploma in Instructing Exercise & Fitness
- Level 1 Award in Coaching Hockey
- Level 1 Award in Coaching Basketball
- FA Youth Module Level 2
- Disability Awareness
- Equality and Diversity Awareness
- Child Safeguarding and Protection
- Walk Leaders Course

The volunteer programme outcomes for year 1 have been successful and as a direct result of the volunteer programme:
- 10 volunteers have gone back into further or higher education
- 3 volunteers have progressed on to the Apprenticeship scheme at Rotherham United CST, undertaking NVQ level 2 qualifications with the opportunity to progress onto level 3.
- 1 volunteer has also progressed onto the ‘Get Ready for Work’ programme and Rotherham United CST, with a view to becoming an apprentice coach
- 1 volunteer has progressed onto becoming a Community Coach with Rotherham United CST through the Future Jobs Fund
- 2 volunteers have progressed into external employment within Rotherham
- 2 volunteers have started their own football clubs for young people in their communities.
- 1 volunteer progressed on to supporting Rotherham Hawks Basketball sessions

In 2012 RUCST will have funding from Comic Relief to recruit and train a further 50 volunteers aged 16-25yrs old, of which we have already recruited 10 volunteers. These volunteers will also undertake training and qualifications to increase their self esteem and also their employability. The training they will receive will include Sports Leaders Level 1, National Governing Body Level 1 and 2 sport qualifications, disability awareness, first aid, child safeguarding and equality and diversity.
National Citizen Service 2012

Due to Rotherham United Community Sports Trusts’ (RUCST) and the Football League Trusts’ (FLT) success with the National Citizen service (NCS) Programme 2011, the FLT have been successful with their bid to run the programme again in 2012 and RUCST have once again been chosen to be a lead deliver.

NCS is a voluntary programme for year 11 students, which was launched last summer. It is a chance for young people to spend some of their summer holidays undertaking exciting and challenging activities: three weeks will be full time including a two week residential element, and a minimum of 30 hours spent delivering a project for the benefit of the local community.

RUCST is delivering NCS as a consortium of 15 Football League community schemes, co-ordinated by the Football League (Community) Limited trading as The Football League Trust (FLT). The FLT supports youth and community activities at Football League clubs, using the power of football to inspire young people to achieve and make a difference in the areas of sports participation, education, environment, health and social inclusion. The FLT is a national provider selected by the government to run the programme this summer when 30,000 young people will take part. RUCST has 90 places available for young people either living or going to school in the local area.

The aim of NCS is to give participants the opportunity to get ahead by having fresh experiences and learning new skills that are valuable to employers and further education organisations, such as leadership and team building. It’s also a chance to have fun and meet other young people in a safe and structured environment.

The programme schedule includes
1. Inductions - End of June/ Beginning of July
2. Away from home residential (Carlton Lodge Activity Centre) - 23rd July – 27th July 2012
3. Residential in the home community (University of Sheffield) - 30th July – 3rd August 2012
4. Planning a Social Action Project (Phase 4) - 6th August onwards
5. Delivering the Social Action Project - 6th August onwards
6. Graduation Ceremony (Wembley Stadium) - 12th October 2012
7. Alumni programme and reunion events

We are currently in the recruitment phase of the programme. We have conducted 6 assemblies in the borough with a further 10 to be conducted. We currently have 82 expressions of interest with 6 sign ups.
Sportivate

Every Player Counts (EPC) delivered its first block of Sportivate funding from South Yorkshire Sport. Three after-school multi-sport clubs were delivered each week in Special schools Newman, Willows and Milton respectively. The programme engaged over 25 young disabled people, with varying levels of ability. This first block of activity ran for a minimum of six weeks up until Christmas 2011.

In January 2012 EPC set up its second block of Sportivate sessions, targeting Hilltop, Kelford and Abbey Special Schools. This programme runs up until the end of March (Easter). We currently have 20 young disabled people accessing the activities on a weekly basis.

Disability has been successful in applying for further Sportivate funding (April – September 2012). With a significant emphasis on club development and player pathways the Trust is scheduled to deliver three sport specific clubs. EPC will develop and deliver a Disability Athletics Club at Herringthorpe stadium, working in close partnership with RMBC Sport Development and Rotherham Harriers; a Boccia Club based at Wales High School and a weekly Football Development session targeting disabled adults 19-25yrs.

Healthy Hearts

EPC have continued to have great success from their funded Healthy Hearts programme, which targets disabled adults. The three programmes currently running target three separate groups; Mencap, SCOPE and Oaks Day Centre. Our Disability and Health officer have successfully carried out scheduled health tests for the attending participants including; Weight, BMI, Waist Circumference, Body Fat % and Blood Pressure. In addition to this a 6 minute endurance test, and a 2 minute boxing tests were carried out to measure individual fitness levels. In December we arranged a visit for our funders for the scheme (‘Subway’ and ‘Heart Research’) to come and visit one of our sessions. We used this as a PR opportunity to officially launch the 12 month Healthy Hearts Programme. Rotherham Advertiser ran the story twice over the festive period highlighting the initial success of the programme. We are well on our way to hitting our 12 month target of 60 disabled adults with programme 1 currently engaging 30 people on a weekly basis.
**Broom Lane Project**

Although this project currently engages only 3 young people, the progress made with these individuals has been excellent. The specialist unit run by RMBC and Barnardo’s provides a weekly curriculum for children with emotional and behavioural difficulties who would other wise be taught outside of the borough. The Trust’s Disability team have provided a weekly PE curriculum at Herringtonthorpe Stadium and at ‘The Bridge’ behavioural unit. Over the last three months we have worked extremely hard to build relations with the pupils and their families, this has in turn seen a marked improvement in their behaviour, social skills, team work, communication and all round attitude to education and learning. The Trust is currently in process of applying for further funding in partnership with the unit to continue the delivery.

**Aiming High**

Our Aiming High programme continues to run each week which includes; Multi-sport at Rotherham Leisure Complex and Maltby DC Leisure and a disability Climbing Club. Each session currently attracts around 10 participants per session. The programme targets young disabled people 7 – 19yrs and provides free transport to and from the sessions.

**Rotherham Disability Football Club**

The disability football club moved venues in January 2012 from Winterhill to Wickersley Comprehensive. We currently have 16 regular football players between the age of 7 and 25yrs. The Club has two affiliated teams; these include an U16’s and U13’s team. We have also identified an adult squad which will be affiliated to the Ability Counts League for the 2012/2013 season. During early February the club signed up to the ‘Deaf Friendly Football Pledge’ run by the NDCS. As part of the pledge the club were able to access a ‘Coaching Deaf Footballers’ course at Sheffield United Academy. We now have all our Development centre football coaches trained in deaf awareness making us a fully inclusive club for deaf footballers.

On the 21st January our disability officer invited the Disability Football Club to Don Valley to watch Rotherham take on Port Vale FC. The players and their families watched the game in the comfort of the ‘Stadium Box’. Twenty four players and family members attended game, which for many was a first time experience.
**RUCST Boccia Club**

EPC was successful in securing a small community grant from South Yorkshire Sport of £250 to set up and deliver a Boccia Club. This is the only Boccia specific club running in Rotherham to date. The club will run up until the end of March and then be passed over to the Sportivate programme at the end of April. Our disability officer is currently liaising with Boccia England (NGB) to organise some Boccia training and club development support.

**Keflord Special School Fundraiser**

Our disability officer supported Keflord Special School in a one off fundraiser to raise money for a skiing trip to France. The Trust donated a signed RUFC Football which was presented in their weekly assembly by Leon Wormley (Disability Officer). The Trip offers a once in life time opportunity for some providing them with an experience they will never forget.

**YOURS Project Community Event**

RUCST supported an event run by YMCA and the YOURS Project during February half term. The event targeting family, friends and careers of young disabled people promoted a range of community based activities at the new MyPlace community venue in Rotherham. With more than 200 people accessing the event on the day, the event gave local organisations the opportunity to sign post disabled children 0-19yrs on to the relevant services. EPC offered a multi-sport taster session to all children who accessed the event.
SPORT RELIEF 2012

Our disability officer and the Trust are working in partnership with RMBC Sport Development, Clifton Park Green Spaces Team and Rotherham Harriers to deliver this year’s Sport Relief event. The race will take place on Sunday 25th March, at Clifton Park, Rotherham. There will be races of 1, 3 and 6 mile at 11am and 1 & 3 mile at 1pm. The trust will have a big presence on the day from our Apprentices who will support the marshalling of the 1 mile course. Participants may register on the day or on line prior to the event by visiting www.sportrelief.com/

Current Partnership work includes:

- Working with the FA and NDCS on the Deaf Friendly Pledge
- Working on a weekly basis through the delivery of my programme with: SCOPE, Mencap, Oaks Day Centre, Rotherham Leisure Complex, YMCA, Community Transport, High Sports (DCL),
- Work through the South Yorkshire Disability Steering Group: Disability Officers (Doncaster Rovers, Barnsley FC, Sheffield Wednesday, Sheffield MBC), England Athletics, Amateur Swimming Association (ASA),
- Work through Broom Lane project: RMBC emotional and behaviour team, Barnardo’s
- Work with Funders: Heart Research, Subway, South Yorkshire Community Foundation, South Yorkshire Sport, Yours Project (Aiming High),
- Working in partnership with NHS Rotherham and Sally Jenks to roll out the ‘Healthy Chat’ training and ‘Making Every Contact Count’ programme.
- RMBC Extended Services: Our disability officer booked his team of coaches on the following training to help and support them whilst working in the community with vulnerable people – Safeguarding, Risk Assessment, Autism Training.
- Our disability officer is currently working in partnership with Clifton Park and their Green Spaces team in the organisation of their forthcoming FIT4LIFE programme. The project is funded through Aiming High and involves the running and management of a community garden plot.
The Memories of Millmoor project is capturing the imagination of fans, with people from across the country tweeting, emailing and ringing to give us their stories and even let us copy their treasured pieces of Millers memorabilia. The project will produce a book about Millmoor’s past, a CD of songs and poems, an archive of photographs and documents and an education pack.

HERITAGE LOTTERY FUND

A new project co-ordinator in post, Kathryn Wild has taken over from Bill Cooper. She has now familiarised herself with previous work.

The recruitment and training of volunteers in archive research and interview skills is well underway with 13 students from Winterhill, along with volunteers, recruited and trained. Kathryn is in regular contact with Zoe Holliday, Head of Humanities at Winterhill School to discuss progress with our Winterhill School students, next step is for them to undertake (and record) interviews with local businesses and residents in the Masborough area, fans, current and ex-club staff, players and officials. We have purchased recording equipment and created a draft interview schedule and shared with students. We’ve made initial contact with Andy Williams, a former player, about a future interview.

The project has made good use of Twitter and the ‘MillersMAD’ message board to contact fans; over 33 tweets back and 29 message board interviews. Using these mediums gives fans a chance to type a quick message on Twitter or spend a bit longer writing more on the messageboard. Kathryn was also made contact with three fans R Nettleton, Alan Johnson, Gerry Somerton who have all supported the club for over forty years and conducted interviews with them as well as receiving a fantastic folder of memories from another fan Allan Tasker. Interview sheets have been provided for non-playing staff to fill in e.g those who worked at Millmoor and those still at the club.

Volunteers are undertaking archive research. Winterhill students are doing this to inform some display boards they are producing on 1920s, World War 2, 1960s and Ronnie Moore, we expect to see progress on these when meeting with Zoe Holliday on the 5th March.

We’ve met with Sarah Sims from Howarth House and booked further meetings during March to look at ‘Reminiscence’ work. This part of the project looks to engage with local older people with dementia, depression and Alzheimers who, studies have shown, respond well to reminiscing through the use of photos, objects and touch helping these people to connect with their memories and may give us some more treasured Memories of Millmoor that we might not otherwise get. Sessions have been arranged to train 10 older people with depression and 6 carers in archive research and how to record memories. Christine Evans from Rotherham Archives is to meet with us to discuss training, which won’t take place until July due to the Clifton library relocation. Older people with depression and their carers will undertake some similar archives research once they have been trained.

Reminiscence sessions with older people are in the process of being conducted. A session has been delivered to a Howarth House group by Bill Cooper. Other sessions will be confirmed with Sarah Sims at Howarth House. The next session is booked for the 14th March. AgeUK have been contacted and a further meeting with Christina Putland is set for 29th March about setting up an ‘older men’s’ group.
Open days are in the process of being set up. A date has been arranged for a match event on Easter Monday v Cheltenham. Also a date has been arranged at Silverwood 24th April to collect fans memories. Leaflet are going in club programmes are going out in the club programmes to collect further memories, with the chance to win a signed football to all those that enter.

A meeting has been held at the Volunteer Centre in order to get some volunteers, also a presentation has been prepared for Thomas Rotherham College. Two potential volunteers have come out of this and meetings are due to take place them. Two volunteers, Kelly and James attended the Bristol Rovers match, 25th February to help advertise the project. Following this, Kelly agreed to volunteer until end of the season, Jack (new Volunteer) will work with her on every match except the 10th. The Bristol Rovers match event went well – 19 contact details have been left, 14 people have agreed to further interviews, 17 one off memories left.

A teacher resource pack is being done by Brian Heywood. Kathryn has spoken with Brian and discussed content of the pack. There is a Howard Webb interview arranged on 12th March, for the section on ‘You Are The Referee’. Brian has been put in contact with Richard at Millersmad, to collect photographs for the pack.

**Upcoming Project Work**
- Meeting with Zoe Holliday about how to proceed with interviews and display boards with Winterhill School students – 5th March.
- Meeting with Sarah Sims about the group that will be doing Archives research – 14th March.
- Contact former and current players and managers about interviews/attending events.
- Reminiscence session at Howarth House – 14th March.
- Reminiscence session at Copelands – 8th March.
- Meeting with AgeUK about Silverwood event and older men’s group – 29th February.
- Two school trip to new stadium – 20th/21st March.
- Plan and conduct events: Match day – Easter Monday; Silverwood 24th April.
- Interview with Howard Webb – 12th March

**Key Personal**
- Zoe Holliday – Winterhill School
- Sarah Sims – Howarth House
- Christine Evans – Archives (Rotherham museums)
- Andy Williams – Former Player
- Richard Gaynor – Millers Mad
- Brain Heywood – Educational Pack
- R Nettleton, Alan Johnson, Gerry Somerton – fans interviews
- Christina Putland – Rotherham AgeUK
- Howard Webb – Premier League Referee
- Kelly Marsh, James Broadhead – Volunteers
- Steve Donnelly – Ferham School
- Vicky Routledge – Thornhill School
- Kerry McGrath – Volunteer Centre
- Twitter
- Message Boards
- Programmes
- Club Website
History of Women’s Sport in South Yorkshire Project

This project will explore women’s participation in sport and the changes that have taken place since 1930. Interviews will take place of at least 12 high profile women involved in sport by school children which will help them receive an ASDAN qualification. The project will produce a book, a DVD and an educational pack.

We have started to appeal for women’s memories of sport since the 1930s and research women in sport and compile a list of high profile targets to interview and contacts in general. Meetings have been had with Doncaster Belles, Rotherham United Ladies, Sheffield Hatters about getting involved with the project. In addition to this a Rotherham United Ladies match has been attended. It has been arranged to attend a Sheffield Hatters match on 24th March. Kathryn Wild has also attended women’s local football league, will attend girl’s local football league meeting on 5th April. Jamie Noble has provided a list contacts with high profile women and they have agreed to be involved. As well as this contact has been made with John Tanner who has provided a list of high profile sports women from Barnsley. This has provided a ‘wish list’ of women to contact for interviews. A press statement has been written and will be put out after The Memories of Millmoor appeal on the 25th February.

Recruiting and training volunteers has been looked into. Young people are conducting interviews and complete independent research (archives), ensuring that the received the support to receive an ASDAN qualification. Kathryn has attended ASDAN course. She has decided to do ASDAN on football opposed to activities. The project is due to work with Clifton school on this. There is a meeting on 2nd March to discuss list of 12 girls taking part in the project and the next steps to take.

Early plans for conducting interviews have been started. Young people are to conduct at least 12 in depth interviews with older women that have been involved or are currently in sport. Primarily the young people will come from Clifton School but other avenues are also being explored. Contact the volunteer centre and Thomas Rotherham College has been made about getting volunteers in to do this. Contact has also been made with local universities, city councils and football league to draw up a list of interviewee. Katie Davison (one of the interviewee and RULFC captain) has been nominated for the Athena award to help raise the profile of the project and recognise her achievements.

Upcoming Project Work

• Meeting with Clifton School – 2nd March.
• Finalise interview list and questions.
• Contact all those on interview list.
• Filming at Rotherham United Ladies match – 4th March.
• Filming Sheffield Hatters match – 24th March.

Key Personal

• Dr John Tanner – Barnsley Archives
• Michelle Dent, Ashley Little, Stuart Rogers – South Yorkshire Sport
• Julie Higgins, Gemma Gale, Shirley Pollock – local women’s football leagues
• Rotherham United Ladies Football Club
• Doncaster Belles Football Club
• Sheffield Hatters Basketball Club
• Clifton School
• Thomas Rotherham College
• Sheffield and Sheffield Hallam Universities
MARKETING

The Millers Master Class has seen a fantastic increase in attendees, during the February camp, through altering the price structure and making better partnerships with local schools and children’s centres who have helped us promote the sessions.

With James Cole now fully established in the Participation Officer’s role, we have a vision for the in-school programme, our football camps and other sessions engaging youngsters with sport.

We are making great use of twitter (@RU_CST) to promote our work and linking to our stories on themillers.co.uk website. Twitter has enabled us to have an informal and formal relationship with funders who promote our/their work through their own twitter account.

The Memories of Millmoor project has been able to utilise twitter the best. We have interested fans and past players to gather a collection of short (140 characters) memories. The trust account has been able to develop a great relationship with these fans who continue to follow us and retweet our messages.

Our twitter account is linked to our Facebook page, which we are using to establish and maintain contact with our NCS participants, we are able to keep in touch with everyone concerned and post photos which people can tag themselves in.

The inflatable pitch is being manufactured at the moment and will give us the opportunity to deliver football sessions to areas of Rotherham, where there are no facilities. This is the next challenge, for us to market and promote this to people across Rotherham.

We have begun to use a text service, TextLocal, to deliver text messages to new and potential customers for our football camps and other activities. Cheryl has been able to use the texts to stay in contact with the Volunteers and let them know about their upcoming sessions.

We are working with AskMyCommunity to develop a website that will allow us to expand our online activities and promotions. We have recorded short videos with all the player ambassadors and Howard Webb, explaining what each theme is and what the trust does.

As part of the long-term strategy of the trust we are developing new branding that we can roll-out across all our stationery products and templates.

Player Ambassadors and Visits

This quarter has seen us make good use of the players and increase our exposure by bringing groups of children to watch the first team train, this has been really positive and has proved to be something that parents think is a reason to attend our football camps. Manager Andy Scott, his coaching staff and the players have been more than willing to come over and meet the young people.

By using the players in photos for small stories or announcements we have been able to gain publicity in the local press, our recent British Heart Foundation promotion for ‘Red for Heart’ used Health Ambassador Paul Warne.
Funding & Developments

Mainly for this period funding has been through the new Mini Millers club NHS grant (cook and eat sessions for young people at Unity Café) One Town, One community small grant (Easter activities at Clifton Park), Awards for All (Dads engagement project).

Mini Millers Club

Aims:

• To support pre school and primary school age children’s development through education, play and physical activity that promotes health and well being.

Objectives:

• To support the physical, emotional, social, education and language development.

• To increase parents knowledge of healthy lifestyle and the importance of learning, play and physical activity amongst children.

• To provide children with structured play and games that improves motor skills and coordination.

• To promote literacy, communication and social skills of children and toddlers.

• To support parent and carers in their parenting roles and promote family health and well being

RUCST received the Sportivate funding (netball for young women)

We were unsuccessful with the Home Office Crime innovation funding
Summary

This quarter has the trust develop further, seek sustainability and explore the community impact on the New Stadium. We were honoured to win the North East Region Coca-Cola Community Club of the Year for 2012 and in March we will attend the Football League Awards in London to see if we are crowned overall Community Club of the Year - beating off clubs from the 4 other regions; Bury, Milton Keynes Dons, Notts County & Portsmouth.

I’d like to take this opportunity to personally thank all the trust staff and coaches, the football club and our board of trustees for their continued support, which without we could not have come this far. We are all pulling in the same direction and the New York Stadium will be beacon in Rotherham; for the football club on the field and the Community Sports Trust in the community, bringing us closer together.

Key developments have included;

New partnerships with Rotherham College of Arts and Technology (RCAT), to share facilities in the new stadium, and Morrison, who have sponsored the ‘Community Stand’ at the new stadium and who we are developing a long-term partnership with.

The ‘Memories of Millmoor’ heritage project has a new coordinator in Kathryn Wild who has a passion for education, football and womens’ sport. Kathryn has already begun engaging with fans through Twitter, online forums and in person at home games. The project is on schedule with volunteers and Year 9 students from Winterhill being involved in collecting fans’ stories and memorabilia.

A number of our apprentices have finished their qualifications and have left the trust to go into full-time employment, further education or training. We are currently working with 40 apprentices who are spending their time in the classroom gaining qualifications and out in the schools and community learning new skills that they can take forward, hopefully into a Sports and Leisure Industry career.

Further to the 40 apprentices, we currently have a group of 10 on ‘Foundation Learning’ who are currently working towards level 1 qualifications and gaining experience.

The trust has become a heavily involved in helping the football club sell commercial space in the new stadium, with a number of organisations expressing an interest in working with the trust as part of their work with the club.

We have been able to secure the backing of local Millers; referee Howard Webb and Brian Chapple. Both Howard and Brian were not able to commit to being trustees but are working as Trust Patrons; supporting and promoting the work we do in Rotherham, Howard has also recorded a video for our new website.

Jamie Noble
Head of Community
Statistics

Theme Split

Disabled - Non Disabled Split

BME - British Participant Split

Male - Female Participant Split
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