

# IMPACT REPORT SEPTEMBER 2022 - AUGUST 2023



OLDHAM ATHLETIC  
**COMMUNITY  
TRUST**

# ***IMPACT ON A PAGE***

*Without the Premier League Kicks sessions I would just be hanging around on the street and probably getting into trouble.*

*It has reduced alot of my anxiety about attending a game.*

*This session made me feel 21 again.*

*Gave me the confidence to return to club football after over a decade away.*

*Being with this group has made me smile again.*

*The CPD has given me more of an enthusiasm for PE again.*

*Watching my son walk out with the team is genuinely one of the proudest moments of my life.*

*It really helped create unforgettable memories for the children.*

*These sessions made me love football again.*

*Thanks to the support from OACT, our girls & boys have equal access & opportunities to play football.*



## ***"Welcome to the Oldham Athletic Community Trust 2022-23 impact report, which we launch with great pride"***

***'The aim of this report is to give you an insight into some of the fantastic projects that we have been delivering within our community and the associated impact made across the year. The main theme of this years impact report is to shine a spotlight on our amazing participants and hear directly from them as to why they attended and how we helped them.***

***'Oldham is an incredibly diverse, unique and vibrant place to live and work and we are proud to represent the borough of Oldham, both on a local and national level. We work alongside the towns only professional club to collaboratively engage and inspire our local communities on a daily basis through our varied community based projects. In addition, we also have a network of dedicated and passionate partners, who in a variety of ways supported our ongoing delivery and helped us to make Oldham a better place for all. To both Oldham Athletic Football Club and our network of partners, a sincere thank you for the support.***

***'The collective impact ultimately wouldn't be possible without those who across the year engaged with our projects and to each and everyone person who did engage with us - thank you. As always we are constantly looking to evolve & further enhance how we can support our local community, as such I hope that you continue to engage with us across the next 12 months ahead and in turn continue to support us on our own journey.***

***'Lastly I want to place on record a huge thanks to the entire OACT team who on a daily basis worked both within, and with, our local communities to engage and inspire. Our professional, dedicated and inclusive team are responsible for transforming projects from thoughts on a piece of paper into reality and do so in such a high quality and consistent way.***

***'Looking ahead we have some exciting plans for upcoming 12 months, which we can't wait to look back and review in next years impact report, however for now please enjoy our overview from the last 12 months.'***



***Martin Vose, Head of Community***





OLDHAM ATHLETIC  
COMMUNITY  
TRUST





***"All the children looked up to him after he gave wonderful advice, especially to our Year 5&6s who are mad about football!"***

*'What a great opportunity for our children to meet Oldham Athletic captain, Liam Hogan when we got our player engagement visit for our school.*

*'It was amazing to see Liam come into our school and talk about his career and lifestyle helping inspire all of our pupils. We got to learn and understand a lot more about what being a professional footballer entails such as the diet, how often they train and a lot more of the behind the scenes that the public don't get to know about. One of the biggest things the children learnt was that Liam used to teach PE in schools whilst trying to become a professional footballer, which showcased that even a professional footballer had a different career path to follow as a back up!*

*'Across our school, we work on resilience and why we don't give up with the students. Having Liam come into our school and speak to our children was just perfect as he helped share this message in such an inspiring way! All the children looked up to him after he gave wonderful advice, especially to our Year 5&6s who are mad about football!*

*'Thank you so much to OACT for organising this event for our children. We look forward to it again next year.'*



*Scan the QR code to watch highlights from one of our player engagement sessions*

*Teacher - Oasis Limeside*



***"Watching my son walk out with the team is genuinely one of the proudest moments of my life. I honestly can't thank everyone involved enough for a day we won't ever forget!"***

***'The return of the Latics mascot experience for my son was incredible! After a few years without due to covid, the moment I saw the mascot spaces go on sale I snapped one up for my son without hesitation.***

***'From start to finish the mascot experience really exceeded my expectations, admittedly I was jealous I couldn't do it myself! Then when I saw what was included I thought it was incredible value for money and knowing the money goes to the community trust made it an absolute no brainer.***

***'Being able to select which game at which your child can be mascot is fantastic as it meant we could pick a fixture close to our hearts. The whole build up to the game was incredibly well managed by Wendy and her team, I didn't really have any questions as it was so clearly laid out.***

***'Watching my son walk out with the team is genuinely one of the proudest moments of my life. I honestly can't thank everyone involved enough for a day we won't ever forget!'***



***"The football club and the Royal Oldham Hospital are so close to each other is great to be able to unite and support each other to benefit the people of Oldham"***

***'NorthCare has absolutely loved and appreciated the support from Oldham Athletic Football Club and Oldham Athletic Community Trust and have built a great relationship to work together for a long time in the future.'***

***'Support comes in lots of different ways and we thoroughly enjoyed raising our profile and funds during the last game of the 2022/23 season.'***

***'In addition, our patients and families spending time in our children's unit at the Royal Oldham Hospital were treated to a Christmas visit from some of the players, staff and Chaddy the Owl who brought gifts and cheer which brought smiles to lots of faces during some tough times for a lot of local families and young people.'***

***'The football club and the Royal Oldham Hospital are so close to each other is great to be able to unite and support each other to benefit the people of Oldham.'***

***Karen Casper - Fundraising Officer at NorthCare Charity***







***"Our parents have already asked when the next opportunity to Play On The Pitch will be for their children, it really helps create unforgettable memories for the children."***

*'Thank you so much to Oldham Athletic Community Trust for organising the Play On The Pitch opportunity for us.*

*'The children and their families had such a great afternoon and were very thankful. Our parents have already asked when the next opportunity to Play On The Pitch will be for their children and when they will receive tickets again to support Oldham Athletic.*

*'Thanks again for all you do for our school and your support every year! Without the help of Oldham Athletic Community Trust our pupils would never be able to get the opportunity to see Oldham Athletic and visit a real football stadium, it really helps create unforgettable memories for the children.'*



*Scan the QR code to watch highlights from  
our play on the pitch*

*Mrs Cook - Headteacher Horton Mill*

## **"Having my accessibility card has enhanced my matchday experience at Oldham Athletic and reduces a lot of my anxiety about attending a game"**

*'In the early stages of the 2022/23 season, I noticed the website story about accessibility cards for fans on matchdays and thought this was perfect for me. I regularly attend match days as a season ticket holder but I suffer from depression and anxiety.'*

*'Latics is an escape for me from a lot of my problems but it isn't always that easy for me to come as spending time in the queues to enter the stadium triggers my anxiety which has resulted in me missing some games over the years. However, since applying for my accessibility card and being able to use it, I haven't missed a game!'*

*'The application was easy and judge free, It was easy to send an email in and get a swift response if it had been accepted or not. The stewards on a matchday now recognise me as I use my card and help to make my experience as comfortable as possible. I owe a huge thank you to all involved in making the accessibility cards for myself and some of our fellow supporters, It has made coming to Boundary Park a happier experience.'*



***"What beats all other holiday camps in the area is the personal Oldham Athletic touch with members of the Oldham Athletic first team visiting the soccer school."***

*'As a parent it was nice to see some girls at the soccer school, it helped both my daughters settle in from day one. Both daughters enjoyed the week at the soccer school, learning new skills and playing mini matches!*

*'They both spoke really highly of all the staff and as a parent I felt really confident and happy leaving them there. The daily updates and photos were fab too!*

*'What beats all other holiday camps in the area is the personal Oldham Athletic touch with members of the Oldham Athletic first team visiting the soccer school. Joining in, taking photos and signing merchandise for all the kids that attend it was great to see and my daughters said this was their favourite part of the week.*

*'We will definitely be signing up again.'*



*Scan the QR code to watch highlights from  
our soccer school*

*Parent of Child at Soccer School*





OLDHAM ATHLETIC  
COMMUNITY  
TRUST





## **"Having the support from Oldham Athletic Community Trust has changed my views completely on PE and sport in general for the better"**

*'This year, I have been working with Emily from Oldham Athletic Community Trust every Tuesday to help me gain more knowledge and experience when leading PE lessons as part of the Premier League Primary Stars Project.'*

*'I haven't delivered much PE in the past and haven't felt confident enough to do it every week with my pupils. Having the support from Oldham Athletic has changed my views completely on PE and sport in general.'*

*'Having Emily's knowledge and experience in the topic has been so useful for me and I'm constantly asking questions about everything she does! It's been an amazing six-week programme considering at the start I wasn't too sure how much it would benefit me but being able to use transferable skills from the classroom has opened my eyes!'*

*'Even learning more about the curriculum each week and simplifying every learning objective has given me the confidence to think outside the box and not just assume PE should be a specific sport.'*

*Mrs J Law - Year 2 Teacher at Horton Mill*

## **"The CPD has given me more of an enthusiasm for PE again"**

*'The CPD was a really great, we had lots of fun and I noticed all the staff taking part in the Premier League Primary Stars CPD with Emily everyone got really involved and even brought out their competitive side within the games.'*

*'As a cohort of teachers, we have all come from different walks of life, we have all be teaching for different periods of time so all of our experiences are different such as a HLTA or a student teacher. I think we have all learnt something to take away from the CPD sessions. It was a great refresher, especially for those of us who have been teaching PE for many many years and it was thoroughly enjoyable so a huge thank you to Emily and Oldham Athletic Community Trust'*

*'Even though myself I have been teaching quite a number of years the CPD helped increase my knowledge and confidence when delivering PE. I have come away from the sessions thinking about things I will try out next time when delivering PE and its been a real refresher on adapting when teaching PE and using STEP to make the lessons more enjoyable.'*

*'I think this will now make the PE lessons for the pupils more enjoyable and the CPD has given me more of an enthusiasm for PE again'*



*Scan the QR code to watch  
highlights from our CPD*

*Hayley Green - Deputy Headteacher St Pauls Royton*



## **"The Oldham Athletic Hear Us Roar sessions made me love football again"**

*'For six weeks we worked with coaches from Oldham Athletic Community Trust, who came to our school to deliver football in our PE lessons.*

*'I used to quite like PE, and football, but as I got older I found myself just not getting as excited as when I was younger - the boys kind of took over in school.*

*'When Oldham Athletic came into school I didn't realise at first it would just be the girls doing the lessons, but when they told us I was quite excited. The coaches that we had were female and we started off by talking about the Lionesses and watched some of the goals from the Euro 2022 competition, it didn't feel like a normal PE lesson at all. Across the weeks we did lots of ball work and tried to copy some of our favourite tricks and skills as well as lots of little games. We had loads of opportunities to score and we always came away from the lesson feeling really happy and excited for the next week.*

*'When the six weeks were over we all got tickets for an Oldham Athletic game, which I went to. We saw our coach and she told us all about the ground and who was playing that day. Watching football at the ground is so much better than on television and I hope to watch more live games in the future. I get excited about seeing if my teams (Oldham and England Lionesses) have won when they are playing, the Oldham Athletic sessions made me love football again'*



*Scan the QR code for Highlights  
of our Hear Us Roar Project*

*Hear Us Roar Participant*

## ***"We are really looking forward to repeating the Playmaker Sports Leader program again with Oldham Athletic Community Trust"***

*"We wanted to introduce the playmaker award to our Year 5 pupils this year to encourage them a year early to become our sports leaders ready for when they start Year 6.*

*'This meant they started the training and support from Oldham Athletic Community Trust in spring term, for them to continue their learning in summer term.*

*'From September, our Year 5s from last year have already taken part in this training which puts them in a great position in Year 6. We have now bought the children sports leaders jackets to wear every lunchtime when they are out on the yard delivering, giving our pupils a real sense of achievement as all the younger children in school can see they are in a leadership role on the playground. We also bought new equipment for them to use to ensure they get the most out the qualification, and as a school we have just had a brand-new artificial pitch built which gives our sports leaders a base for break times.*

*'The children from KS1 can now identify the sports leaders and have a safe space to play games. We are really looking forward to repeating the Playmaker Sports Leader programme again with Oldham Athletic Community Trust with our new Year 5s next year as the confidence from this year's group has been amazing! It's so lovely to see our children excited to get involved and planning their games together. It has brought such a lovely feel to our lunchtime provision."*

*Louise Hayes - Willowpark Headteacher*



## ***"Thanks to the support from Oldham Athletic Community Trust, our girls and boys have equal access and opportunities to play football"***

***'First and foremost it is really important to highlight that as a result of the support from Oldham Athletic Community Trust, our girls and boys have equal access and opportunities to play football.'***

***'Our pupils are always excited to attend an Oldham Athletic Football tournament, they are always the loudest school when they arrive with excitement. The chance to get out of school, play a sport they love and play against other schools rather than their own classmates at amazing facilities, whether that be Kick sonic or at Boundary Park, it creates unforgettable memories for pupils like ours.'***

***'The opportunities for boys and girls across all KS2 year groups to take part is also why we enter as many tournaments as we can, no one in the school feels left out when the opportunity is available to all. What we have also found is the uptake in girls football has massively increased at our school and we owe Oldham Athletic and these tournaments a huge thank you for that.'***



***Watch highlights of our #PLPrimaryStars tournament at Boundary Park***

***Mrs Brennan - PE Lead at Woodlands***



OLDHAM ATHLETIC  
COMMUNITY  
TRUST



Premier League  
**Primary  
Stars**





***"Sometimes people think that when you are older  
your on the scrapheap, this session made me feel  
21 again"***

***"I must admit that when the sessions first started I had never heard of a Nintendo Switch, technology isn't something that I have the greatest confidence in using.***

***For the first week I just popped my head into the lounge whilst the others were playing, to see what it was like. I heard the laughter before I even got to the room, which was a good sign! I wasn't on the sidelines for long, the lovely young lady welcomed me in and explained what she was there for and showed me how I could get involved. We all had a brew and some biscuits and took it in turns to play bowling, I hadn't been bowling in years so it took me a while to get the hang of which buttons to press and when but over the weeks I got used to it, my grandson couldn't believe it when I told him I was playing on a Nintendo Switch. Sometimes people think that when you are older your on the scrapheap but this session made me feel 21 again."***

***"The fact that our local football club come into the community and work with some of our more elderly residents is a heartwarming"***

*"For me, the 'Back to the Future' project has been fantastic. The fact that our local football club come into the community and work with some of our more elderly residents is a heartwarming and the idea of bringing the Nintendo Switch consoles into the residential home to support with exercise is brilliant.*

*'It's been fantastic to see the men in the scheme come together and have fun and chat. It's hard to get the men who live in our residential home involved in activities, so for me this is has been a great success and we would 100% work with the Community Trust in the future!*

*'They men now run a bi weekly session without OACT as a result of this project which is amazing to see.'*

*Joanne - Violet Hill Manager*



***"When we moved down to Oldham I didn't know anyone except my partner and her family but being with this group has made me smile again"***

*'The Over 30s football session has helped me because I was struggling with my mental and physical health, not just from a recent surgery but being away from my family having relocated to Oldham.*

*'When we moved down to Oldham I didn't know anyone except my partner and her family but being with this group has made me smile again. I have always loved football but I think to play it with people you get on with and can have a laugh with is so much better for any sport.*

*'It has made me healthier as well, the physical benefits after my surgery have been amazing I can finally move relatively pain free again and I am now excited to look forward to each Thursday where I don't have to think about anything but us and the football... it's liberating!'*



*Scan the QR code to watch more feedback about our over 30s session.*

*Participant - Over 30's Football Session*

## **"Joining the women's recreational sessions gave me the confidence to return to club football after over a decade away"**

*'Joining the women's recreational sessions gave me the confidence to return to club football after over a decade away. I'd barely kicked a ball since I aged out of football at U16s and found open-age too intimidating, but after seeing an advert on Twitter for the Oldham Athletic Women's Recreational session, I decided to find my old boots and give it a go.'*

*'The ladies at the Latics session were so welcoming and encouraging, that after a few weeks, I was self-assured enough to go for a club trial and give open-age a go again.'*

*'I've now signed for a local team called AFC Oldham and I still play with the Latics girls on a Tuesday evening'*

*'The recreational session every week isn't just about playing football, it is a great friendly environment to make new friends and a chance any women who wants to give football a go a chance to join in without feeling out of place. This session helped me rekindle my love for football.'*



*Scan the QR code for highlights  
of our Womens session*

*Stephanie Shuttleworth - Women Recreational Football Participant*





OLDHAM ATHLETIC  
COMMUNITY  
TRUST





***"Without the Premier League Kicks session I would just be hanging around on the street and probably getting into trouble"***

***"I really enjoy attending the Premier League Kicks sessions at The Honeywell Centre, I love playing football so it's perfect to keep me busy and lets me see my mates as sometimes it can be pretty risky to be outside in the winter when it's darker, so it's good to have somewhere safe to chill out in!***

***'The coaches there are really cool, you can talk to them about things and they don't talk down to you or judge you. The sessions are free, which really helps as it means that I don't have to ask my mum for any money and I can just attend. Without the Premier League Kicks session I would just be hanging around on the street and probably be getting into trouble...***

***'I have been coming to this session for nearly three years now and I never miss a week. It's just a good escape after school, it keeps me safe and busy and I just love it!'***



## **"New friendships have been made and contacts who are just a phone call away if ever needed."**

*'A huge thank you must be said to Oldham Athletic Community Trust for everything they have and continue to do in helping our Oldham Athletic Veterans and Serving Armed Forces Group project.'*

*'The Partnership has had many successes stories and continues to grow beyond our expectations. The allocation of tickets from the Community Trust for home games allows us to reach out within the community and offer respite and camaraderie amongst like-minded people and demonstrates that the Club value our Armed Forces and Veterans.'*

*'We have had people from the Navy, Army and Airforce past and present of all ages, in attendance, all sharing some fantastic experiences and stories. Those who have experienced live theatre and war situations present and past can often find themselves become very insular and lonely, with no one to talk to who can actively listen and understand their experiences.'*

*'We have also welcomed those who have struggled with depression post service. It is very humbling to be given feedback that our group has helped them reconnect. New friendships have been made and contacts who are just a phone call away if ever needed.'*

*'The work we continue to do in partnership with the Community Trust is truly valued and priceless in reaching out and supporting others.'*

*'Our group are all volunteers who have military backgrounds either from serving themselves or have member of their family who have served. Starting at the end of season April 2023, with a simple idea to try and help generate a safe environment in familiar surroundings.'*

*'We have achieved much more than we could have ever imagined and will always be very grateful for the support we have received from the Community Trust, Club, Supporters and other groups within the community.'*

**Garry Brown - Armed forces group**

## ***"We have seen different sides to the prisoners and a change in behaviours since completing the course"***

***"The Twinning Project is a partnership between HM Prison and Probation Service (HMPPS) and professional football clubs with the objective of twinning every prison in England and Wales with a local professional football club. We were delighted to be linked with Oldham Athletic and work with Holly and Martin within the Community Trust.***

***'The aim is to engage prisoners in football-based programmes to improve their mental and physical health, wellbeing and obtain a qualification which will help improve their life chances and gain employment on release***

***'The course has given some of the prisoners an opportunity to connect with others and also their families. It has given them a talking point to get into contact with some of their loved ones, showing their effort to develop and improve.***

***'We have seen different sides to the prisoners and a change in behaviours since completing the course.'***

***Nicola - HMP Buckley Hall Prison Officer***



***"The highlight of the year has been students undertaking a mystery fan exercise for the club on the matchday experience at Boundary Park, and having the opportunity to feed back their findings to a number of club officials"***

***"The relationship UCFB have developed with Oldham Athletic, facilitated by the Community Trust has benefited both organisations. The Trust has offered a range of opportunities including tours, guest speakers, work placements, volunteering opportunities and life projects for students, helping the club with their own development needs while providing students with real life experience of the operations of a football club.***

***'The highlight of the year has been students undertaking a mystery fan exercise for the club on the matchday experience at Boundary Park, and having the opportunity to feed back their findings to a number of club officials.***

***'The Club has been able to use this insight to improve its provision for supporters. The relationship continues to grow and we are excited to be working with a forward thinking club that sees the value our students can bring to the club's operations.'***

*Darren Bernstein, Football Business Course Leader UCFB Manchester*