

# FOOTBALL FOR ALL THANKS TO THE HAT-TRICK PROJECT

**FUNDED BY:** The Hat-Trick Community Football project was jointly funded by Greets Green Partnership, the Football Association, UEFA and West Bromwich Albion Football Club. After three years of successful work in the area, Hat-Trick is leaving a fantastic legacy for the future in Greets Green, as follows:-

**Clubs and Teams:** Clubs and teams such as the Greets Green Albion sides for various age groups are thriving thanks to the enthusiasm of players, parents and volunteers. Hat-Trick has provided coaches and volunteers with the tools, accreditation and support to continue the work into the future. Greets Green Albion Under 7s coach Steve Crump, and Greets Green Albion Under 12s coach Tony Edwards, for example, have both undertaken Level 1 and 2 FA coaching qualifications through Hat-Trick.

**Schools:** Work in schools to provide football as part of the curriculum, and at lunchtime and after school sessions, will now become part of the wider West Bromwich Albion FC Community Scheme programme. Summer holiday programmes, which have also been a huge success, are set to continue.

December 2008



*The Hat-Trick project encouraged youngsters and adults in Greets Green to be healthier, get involved and enjoy playing football.*



**Community Sessions:** The Thursday Evening soccer centre and Samba Saturdays sessions to help kids ‘play like a Brazilian’ are hugely popular. They offer children a chance to socialise with friends from other schools, learn new skills, play in a competitive but safe environment, and showcase their skills. The aim is to ensure these continue. The FAB Friday evening sessions at George Salter Collegiate Academy for 14 to 19-year-olds have also been a big hit.

**PROJECT BACKGROUND:** Hat-Trick was part of a national scheme to tackle social issues through football in some of England’s most deprived communities. Locally, the scheme was a partnership between the Football Association, UEFA, Greets Green Partnership, Sandwell Council and West Bromwich Albion.

In 2005, Greets Green was identified as one of the 19 areas suitable for the allocation of a community football worker to provide football opportunities for children, young people and adults, while addressing issues such as health, community safety and education. Hat-Trick was launched as a way of addressing social issues using football as a method of engagement as well as demonstrating the benefits football can bring to health amid rising concerns about obesity in young people. Involvement in sport can also give young people direction and opportunities which help to tackle anti-social behaviour, and can encourage all ages to become more active and involved for the benefit of the wider community.



*Russel Smith.*



*Dave Lawrence.*

**PROJECT DETAILS:** The Hat-Trick project worked closely with schools, local clubs and the community in Greets Green to:

- Increase participation in football
- Develop sustainable opportunities for children through FA Charter Standard clubs
- Develop leaders and coaches from within local communities
- Support the Government target of providing two hours of PE in school every week



In the beginning, Russel Smith was employed by West Bromwich Albion to introduce the Hat-Trick Community Football project across the Greets Green area – achieving great successes during the first two years of the scheme. His role was then taken on for a further 12 months by Dave Lawrence from WBA’s community programme.

Dave continued the work to make football more accessible to youngsters and adults through a whole range of initiatives, ranging from school activities such as tournaments, girls’ teams and soccer courses, to training for people wanting to learn how to coach football in the community.

**ACHIEVEMENTS:** The Hat-Trick Community Football project well and truly kicked off in Greets Green at the start of 2006 and has given all ages greater opportunities to learn, play and get fit.



*Footballers from the Pakistani community in Greets Green have taken their first step towards gaining coaching qualifications thanks to the project.*

There was one lead member of staff, together with sessional workers who helped deliver coaching sessions in the community. They all achieved Level 2 coaching awards thanks to funding by the Partnership.

There were several volunteers who grew in numbers thanks to the increasing amount of local people who gained the Young Leader or Level 1 coaching qualifications. Youngsters aged 7-16 in particular have benefited, with clubs, tournaments and sport in schools all playing their part in Hat-Trick’s success.

Another positive outcome of the project has been its ability to bring together people from different backgrounds. They’re united simply by their desire to play football and provide opportunities for their children.

Hat-Trick’s numerous achievements over the last three years have included:

- **Community teams:** Hat-Trick has supported the development of teams, offering a fun and structured environment for local children. Local teams include Greets Green Albion Under 12s and Under 7s.
- **FA Charter Awards:** many local clubs and schools have earned FA Charter Awards which recognise the quality of their work in football development. These include the Real West Brom community football team, George Salter Collegiate Academy, Lodge, Newtown, Guns Village and Ryders Green Primary.





Calum Jones was signed for WBA's youth side after taking part in sessions organised by Hat-Trick.

- **Talent spotting:** young footballers in Greet's Green now have a better chance of having their skills recognised for professional development by West Bromwich Albion. Successes have included Mohammed Rahman and Calum Jones.
- **Girls' football:** the Girls Development Centre, held at George Salter Collegiate Academy on Wednesday evenings enables young girls to enjoy professional coaching from a WBA Ladies player. Three girls from Greet's Green now play for the WBA Ladies academy. Plus, the School has girls' teams for under 12s, under 14s and under 16s.



The Hat-Trick project was for girls as well as boys.

- **Community coaches:** thanks to the training for qualifications made available through Hat-Trick, a high quality coaching pool is now in place. A rising number of volunteers are getting involved in community projects to gain experience, before moving on to further certificates or paid work. They are sharing their skills and encouraging even more youngsters and adults to get active.

- **Junior Football Organisers:** courses were available for young people to gain accreditation in organising football events and basic coaching sessions.
- **Coaching qualifications for parents:** Hat-Trick financed a Level One Football Coaching course in March 2008 to provide an insight for parents of young players. It also educated 'touchline coaches', providing a great opportunity to strengthen the bond between families and football. Once a dad has gained his Level One qualification, he can give his child more knowledge, and appreciate the work of the coaches and referees.
- **Promoting sport in primary schools:** Hat-Trick's primary school programme was a core feature of its work. The Active 5s, 6s and 7s



scheme increased PE time in schools and gave Key Stage One children an extra period of time to enjoy physical activity in a fun and energetic session.

- **Extra-curricular sport:** the Spring term alone in 2008 saw out-of-school clubs, evening sessions and a Saturday morning club adding to the sport provided in schools for children aged 6-11. These resulted in Hat-Trick engaging approximately 600 primary school children in all.
- **Campaigns:** youngsters in Greets Green had the chance to participate in national campaigns such as Let's Kick Racism Out of Football and learn key messages from their footballing heroes.

### PROJECT IN ACTION:

#### Greets Green Albion Under 7s

Greets Green Albion Under 7s team emerged from the community footballing sessions held by Hat-Trick and is now thriving thanks to the enthusiasm of players, parents and volunteers.

Manager Steve Crump, who has undertaken both Level 1 and Level 2 FA coaching qualifications through Hat-Trick, said: "I think it was a great project. It's fantastic to work with a great bunch of people who are keen to provide opportunities for youngsters to get involved in sport.

"The kids really enjoy coming and every session is fun for them and enables them to learn how to play football. There's a lot of potential talent among some of the players and there's also the social aspect to it. It gets kids involved, keeps them off the street and provides them with something to do and a goal. I never had these opportunities as a lad, so it's great to see it happening for youngsters now."



*The Hat-Trick project also promotes sport in primary schools through its Active 5s, 6s and 7s scheme.*



*Youngsters in Greets Green have participated in national campaigns such as 'Let's Kick Racism Out of Football', meeting their footballing heroes at the same time.*





Greets Green Albion under 7s.

Working with Steve is volunteer coach Scott Taylor, who has also gained a Level 1 coaching qualification, and also local parents. There are now plans to introduce additional teams to provide a progression for youngsters through the age groups.

### **Newtown Primary School**

Pupils at Newtown Primary School were among the hundreds of youngsters in Greets Green to have benefited from the Hat-Trick project.

Activities included:

- A trip to the new Wembley Stadium
- Match Day packages where children attended a training session at George

Salter Collegiate Academy in the morning, had lunch, and then saw a West Bromwich Albion match in the afternoon.

- Daily lunch time sessions targeted initially at children who needed help with anger management. These proved so successful they were rolled out across the school, offering an incentive for good behaviour.
- A Lads and Dads football session.
- In-curriculum sessions through the Active 5s, 6s and 7s project, led by coach Ray Shelton.



The Hat-Trick project hosted a special visit from Sir Trevor Brooking, Director of Football Development for the FA.



Donna Whitehouse, Business Manager at Newtown Primary School, whose work includes extended services, says the Hat-Trick project has been invaluable and cannot be underestimated in terms of its positive impact.

For example, the Match Day packages were offered as a reward for children with good time keeping and attendance records. They helped to maintain and raise standards by reducing absenteeism and lateness.

Donna says: “We’ve had lots and lots of activities run through Hat-Trick and the project really has brought many benefits to the school and to the children.”

**FACTS & FIGURES:**

- More than 1,100 young people aged 16 and under have been engaged through the Hat Trick project.
- The project has worked with a total of 797 men and 446 women.
- 106 residents gained an FA award such as a Level 1 or Level 2 coaching qualification.
- The project provided training for 66 local people.

**Contact: For more information about the Hat-Trick Community Football Project, call Dave Lawrence on 0871 271 9840 (local rate) or 07904 588095.**



*Thirty soccer-mad kids showed off their tricks – and learnt a few more – thanks to a special ‘Tricks & Flicks’ event organised by the Hat-Trick project.*





*More than 1,100 young people aged 16 and under have been engaged through the Hat-Trick project.*

Greets Green Partnership was awarded £56 million in 2000 to deliver a 10 year regeneration programme under the Government's New Deal for Communities (NDC) initiative. It has funded over 340 projects throughout the area, covering community services, crime & community safety, health, housing & urban form and jobs & skills. The Partnership area, which is adjacent to West Bromwich Town Centre, is home to just over 12,400 residents living in 4,900 households.

**For permission to publish this case study and to request photographs, please call Brian McKinstrie, Greets Green Partnership's Communications & PR Manager on freephone 0800 953 0215 or email [brian\\_mckinstrie@sandwell.gov.uk](mailto:brian_mckinstrie@sandwell.gov.uk)**



Greets Green Partnership,  
Ground Floor, Court House, 335-337 High Street, West Bromwich B70 8LU  
**Tel: 0121 533 3188**  
Fax: 0121 533 3168  
Website: [www.greetsgreen.sandwell.gov.uk](http://www.greetsgreen.sandwell.gov.uk)