

# Football Unites, Racism Divides

## 2021 Annual Review



**Welcome to FURD's 2021 annual newsletter.**

**We hope it finds you in good health.**

**At this time of year, it is a period to reflect and to acknowledge the work, challenges and achievements throughout the organisation. As you all know, the past year has not been easy, so much has changed since Covid crashed into our lives, the world around us, our communities. Life in the midst of COVID-19 has sparked fear, frustration and anxiety all around. Our clients and our communities have shown great resilience and patience in managing these challenges and changes. We are overwhelmed by the unquestionable strength and character of our community. We found ourselves working on uncharted grounds that had us finding new ways of working together. Many of us have had to work from home and connect together from a distance on a virtual level.**

**We are really pleased that we resumed our normal delivery since reopening in July providing services to the most vulnerable. Our services continue to be of high quality and there has been very little disruption to our day to day activities, although wearing lots of PPE and the extra cleaning can be very tiring for staff!**

**We would like to thank everyone who has worked with us to achieve this from our service users, volunteers, FURD's board of directors, Sheffield City Council for their help in keeping the building open and our dedicated staff team.**

**Wishing you all the very best for 2022.**

**Mehrun Ahmed and Simon Hyacinth  
FURD Co-CEOs**

# Tackling Inequalities in Sports

We kick started this project in July 2021 in partnership with Beat the Street; this helped us reach out to over 70,000 registered participants about all our summer activity. As part of this project we've been able to introduce:

- + Open play for school kids ages 6 and above every Monday from 3:30pm until 4:30pm.
- + Football session for university students every Wednesday.
- + Cricket coaching session for kids between 6-12 every Saturday.
- + Fitness session for asylum seekers at a community gym.
- + Fitness and footballs session for newly arrived asylum seekers at Sheffield University.
- + Closing event ceremony with Beat the Street at the U-Mix Centre that had local press coverage.

We have reached out to over 50 participants through these activities to get people more active post Covid.

## TACKLING INEQUALITIES IN SPORTS JUNE-DEC 2021

 **8 DIFFERENT ACTIVITIES**       **50 SESSIONS**       **150 PEOPLE REACHED**

80% OF PARTICIPANTS SHOWED CONFIDENCE IN GETTING BACK TO THE PLAYING FIELD. (POST LOCKDOWN)  
70% OF PARTICIPANTS WHO ATTENDED A MINIMUM OF 8 SESSIONS VOTED THEY LIKED BEING TOGETHER IN PERSON. (POST LOCKDOWN)  
40% OF FEMALE PARTICIPANTS FROM DIVERSED COMMUNITIES.



## Black History Month

We had multiple events at FURD, mainly focused on helping our young asylum seekers associated with our Employability project at FURD.

- International Coffee day celebration.
- Breakfast Club every Monday.
- Football Match against Rotherham United Community Sports Trust at the U-Mix Centre.
- Partners events, with Open Kitchen and Mears group, where Open Kitchen cooked a delicious meal for all our 45 participants.

# Building Connections

## Belonging Group

Between June-December 2021, FURD witnessed record turnout at our Belonging Group for refugees and asylum-seekers. From 18 our client base now has over 60 participants turning up for the sessions every Wednesday. This is mainly due to an increase in need due to COVID. We have been able to provide food and football boots for most of these participants.

- A survey taken showed the following results:
- **70%** of clients who attended the last minimum 8 sessions have voted they enjoy being together in person and **30%** of them who couldn't attend regularly expressed they regret missing out.
- **50%** of our clients agree that they have improved physical health and **50%** of our clients witnessed they have seen a big improvement in their physical fitness.
- Friday Belonging group has had full attendees with all our former clients continuing with the sessions.
- The average number of participants for this period: **35** attendees per session.



Belonging Group out on a walk



## Mini 'All Nations' tournament

We organised a pilot football tournament on July 1st, this event was organised under few measures to understand how we can bring football tournaments to normal in the current climate.

+Participants were able to attend only through invitation.

+ We had 30 participants with six teams playing based on Euro 2021 theme.



## Introduction to Community Football Coaching

FURD certified community football coaching course, which was launched on April 28th ended on September 8th. Main aim was to deliver 12\* weeks innovative football development course in association with Sheffield United Community Foundation for asylum seekers and refugees(ASR) to create a pathway or access into existing football education or industry.



## **FURD was able to:**

Broaden the working area with ASR, in this case extending to deliver the objectives of the 'Belonging Together' project. (ie to advance people's physical health and well-being, reduce isolation and disadvantage, maximise community cohesion & build social capacity, create a sense of achievement)

1. Create a sustainable & accessible football for development course to newly-arrived/applied ASR in Sheffield.
2. Study the current trend & importance of sports-based projects for development.

## **Participants were able to:**

1. Gain knowledge and understanding about pathways to football & sports education in England.
2. Develop practical skills (coaching, playing, refereeing) in addition to developing an understanding of working with people in the social context of football.
3. Develop a profile working towards level 1 FA courses.

FURD initiated this project in partnership with Sheffield United Community Foundation. We had a total of 15 clients registered in the project. FURD coaches provided these 15 clients with structured football coaching sessions involving techniques, session development etc. Some of them will be enrolled to volunteer in FURD's football coaching sessions. As part of the session, our participants attended a friendly football match against Rotherham United.



**Friendly match with Rotherham United Community Sports Trust**



# Inspiring Futures

Inspiring Futures is an employability project for 16-24-year-olds, with the aim of improving young people's future prospects and pathways to employability.

We have provided:

- One to one support
- Group activities, client-led activities, and projects designed to give young people a voice build confidence, communication and teamwork skills.
- Training/qualifications in football coaching, youth work, music, and gym aimed at building confidence and developing a range of hard and soft skills.
- Access to learning opportunities- Job preparation, writing CVs, preparing for interviews.
- Part-time placements at U-Mix
- Wraparound support
- Specialist advice on how to access relevant support services.
- The project was measured against three key differences:

**Difference One**

- Increased work-based opportunities and experience for BAME young people aged 16-24 (many of whom have been adversely affected by Covid-19,) to increase their chances of employability.

**Difference Two**

- Improved Life Skills - enable young people to learn new skills, develop existing ones and raise their aspirations.

**Difference Three**

- Increased self-confidence and self-worth to counteract negative effects of systemic racism on young people from BAME communities.



# Inspiring Futures

Our average football session attendance has been 45 people which has recently reduced to 30 due to the change in weather and also the fact that many participants have enrolled at Sheffield College. Through these football sessions, participants are gaining valuable experience that will prepare them for life when they gain employment or begin attending college.

Over the course of the year, we worked with:

- 50+ young people aged between 16 and 25 years

More than football sessions:

- 24 hours of structured learning
- 100+ hours of engagement
- More than 50 hours of volunteering

We have also provided different engagement opportunities for people that may not be interested in sport or football.

Personal training, gym sessions and also group boot camps have been well utilised by young people. They show a good understanding of the benefits of leading a positive, healthy, physically active lifestyle.

For people that are not ready to take part in the above, we have provided coffee mornings, breakfast clubs and conversation clubs to continue our engagement.



**'Coming to UMIX helps me feel better in my head! It's nice to play football with my friends.'**

**'The training is hard but it makes me feel good!'**

**'It helps me structure my week and make plans'**

**'The culture and the vibe amongst the group is brilliant! Unlike many football sessions, I have been a part of. Everyone is so supportive to each other!'**

**'I have a better mindset and I am more resilient'**

# The Henry Smith Phoenix Project

The Henry Smith Phoenix Project has been working on supporting NEETs (Not in Education, Employment or Training) young people aged 16-24 with engaging in projects to increase their employability skills. The Phoenix project worker has been working with individuals on identifying educational, training and volunteering opportunities to improve young people's chances of moving into employment. The offer of support to each young person is for 12 months.

This year has seen a sharp rise in the numbers of self-referrals. The various lockdowns has led the Phoenix worker to support clients with their basic needs which has ranged from food and care packages, sourcing digital devices for online studies, applying for training and employment opportunities and actively volunteering to increase their skills and experiences.

Reopening of the U-MIX Centre in March allowed the Phoenix worker to increase the offer of employment based volunteering opportunities at the U-Mix Centre. U-Mix is able to offer a range of employment-based volunteering experiences as the centre has a music rehearsal room, recording studio, digital media suits, gym, dance studio, resources and information centre, training rooms and a floodlit artificial multi-sports area.



## Case Study

***MK aged 19 was NEET when he first engaged with FURD's Phoenix key worker. MK left school at the age of 16 and felt anxious about the future. MK stated that the information is given to him and the support to identify his short, medium and long term goals meant that he was able to plan the day and week ahead.***

***"..coming here made me feel like I knew what I can do as I left school feeling like there was no hope for my future and I saw friends moving on, some are way through university and I am in the same place, going nowhere, but I came here and Lisa explained to me what my options are and helped me to get an interview and prepare for it. If you are looking to meet new people and feel at home, go to U-MIX, the staff there will help for sure. I like the fact that it is spending time at a place where I am working...mainly on myself but yet I feel I am at home. I have been organising basketball mini-games with the primary kids after school who access the U-MIX centre. As the days have gone on I have got to know their personalities and I feel I am doing something good. They now come to find me when they finish school as the centre is so close to the school. I actually feel like I can move on in life now."***



# Football, music and youth work

As well as all our projects, we run a programme of coaching and turn up and play football sessions for different groups throughout the week. These include coaching for children and teenagers, an all-female group and a Minds Over Football session to support people's mental health. When Covid restrictions allow, we also run indoor activities for young people including youth clubs and music sessions. We are thankful to BBC Children in Need for funding much of this work.

## Women and girls' football

2021 was a busy year of expansion for our female football work, with the January-March period of lockdown put to good use on funding applications and planning work.

We've relaunched our girls-only football sessions on Saturdays from 1-2 pm for girls aged from 6-15, and have been able to employ two more female coaches to run the sessions.

In addition to our established turn up and play session at 6-7pm on Tuesdays, in summer 2021 we partnered with our neighbours Shipshape Community Hub to help deliver their new Desi Women's football initiative.



This has run with support from the FA's Just Play fund to encourage more women to try football. The sessions have focussed on fun and at first took place in Mount Pleasant Park, Sharrow, moving to the U-Mix Centre in November.

We've also re-started some women-only walking football sessions, with support from This Girl Can. In other developments, 4 attendees at our women's sessions have progressed into playing local league football with Millstone FC.



Our women's group formed a team to play its first 11-a-side friendly match in August, in which they beat Football for Foodbanks – and raised money and donations for foodbanks.

Our players also entered a number of 5-a-side tournaments, winning two of them and winning the Fair Play trophy at the Sheffield Rainbow Laces tournament.

# Stoppage Time



Stoppage Time is a project started by FURD staff and volunteers to recognise and celebrate women's involvement in football in and around Sheffield and Rotherham from the 19th century to the present day.

We are researching the history of women in football in the local area and talking to a wide range of local women and girls of different ages, backgrounds and nationalities about their experiences of football.

The project kicked off in 2021 to coincide with the centenary of the FA ban on women playing football on FA-affiliated pitches in 1921 and the 50th anniversary of the lifting of the ban in 1971.

We also want it to help generate more interest in women in football as Sheffield and Rotherham are two of the host cities for the Women's Euros in July 2022.

from September 2021 to summer 2022, the project is being part-funded by Sheffield City Council, enabling us to work with other local partners on exhibitions and other exciting plans to celebrate women's football across Sheffield and Rotherham during the Women's Euros.



Vickers Works East Projectile Shop football team at Vickers Sports ground, Sheffield, Boxing Day 1916



Barrier Hoppers football team, courtesy of the Sheffield Star, 1970.

See the project webpages and Youtube playlist at <https://furd.org/stoppage-time> for films and other material created so far. Look out for the indoor and outdoor exhibitions in Sheffield in July 2022. We'd love to hear from you if you can help or have a story to share.



# Healthy Holidays

FURD was one of several local recipients of government funding to run a Holiday Activities and Food (HAF) scheme for children. Four weeks of summer holiday activities took place from 26th July to 22nd August. We ran a range of football activities for girls and boys of varying ages, and a number of music and multi-sport sessions.

The activities were aimed primarily at school-aged children (5-16yrs) who qualify for free school meals (FSM). The sessions also attracted large numbers of young people not eligible for FSM; mostly from BAME backgrounds and many who had previously participated in FURD activities. We didn't turn non FSM young people away, as this is not in the organisation's nature. Participants were given meals at the sessions that took place weekdays around lunchtime.

There were 3 other agencies who also delivered HAF activities at U-Mix, which meant the centre was extremely busy over the holiday period, and also presented opportunities for partnership working, e.g. around resource sharing and the production and distribution of food.



The summer sessions, though challenging, went really well with children and parents expressing that their children had really enjoyed participating. Here is an email from the dad of one of our participants, who attended pretty much every day. His son came to us very shy, not used to being involved in these types of large group activities outside of school and not a confident footballer. Our coaching team reported that by the end of the programme he had changed drastically in terms of increased self-confidence, as a footballer and in relation to how he communicated with peers and the coaching staff... and just as importantly, he'd had a really good time:

"My son was involved with y'all from the 24th of July until the last day. He thoroughly enjoyed being a part of the team and his coaches were extremely accommodating of his naivety towards the game. On all days U-Mix organised for a good quantity of food for all the kids after sessions ...When thunderstorms were expected the kids would be trained indoors which ensured they continue to be in touch with the game. On Saturdays, we had a good game of cricket and he enjoyed it equally. The coaches were extremely friendly and professional."



# PARTNERS & FUNDERS



Carers Outreach Project



## COMMUNITY ACTIVITIES AT THE U-MIX CENTRE 2022

### YOUTH AND SOCIAL CLUB SESSIONS

Sheffield Youth Service Youth Club	Tuesday 7-9pm	13-19	FREE
Sheffield Youth Service Youth Club	Thursday 6-8pm	13-19	FREE

### FOOTBALL SESSIONS



FURD Football Coaching (2 age groups)	Monday 4:30-6pm	9-12 / 13-18	FREE
FURD + Shipshape Walking Football	Tuesday 1pm-2pm	Adults	£1
FURD Junior Football Coaching	Tuesday 4-5pm	6-11	£2
FURD + Shipshape Women's Football	Tuesday 4-5pm	14+	£1
FURD Women's Football	Tuesday 6pm-7pm	16-60+	FREE
Sheffield Youth Service	Tuesday 7-8pm	11-19	FREE
Sheffield Utd Community Foundation	Tuesday 8-9pm	11-19	FREE
FURD Belonging Group Football	Wednesday 11am-12.30pm	Adults	FREE
FURD Football Coaching (2 age groups)	Wednesday 4:30-6pm	9-12 / 13-18	FREE
FURD Minds Over Football	Thursday 11am-1pm	Adults	£1
FURD Junior Football Coaching	Thursday 4-5pm	6-11	£2
Sheffield Utd Community Foundation	Thursdays 6-7pm	11-19	FREE
Sheffield Youth Service	Thursday 7-8pm	11-19	FREE
FURD Women's Walking Football	Friday 6-7pm	16+	£1
FURD Belonging Group Football	Friday 7-8pm	Adult	FREE
Junior Football Coaching	Saturday 12pm-1pm	6-10	£4.50
FURD Girls' Football	Saturday 1-2pm	6-15	FREE
FURD Coaching (2 age groups)	Saturday 2-4pm	6-12 / 12-19	£1
FURD Coaching (2 age groups)	Sunday 2-4pm	6-12 / 12-19	£1

These sessions are open to the public.

See our website or contact the centre to check for updates..



**FURD**

Football Unites, Racism Divides

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