



OLDHAM ATHLETIC  
COMMUNITY  
TRUST

**A BIRD'S EYE VIEW  
OF WHAT WE DO**





December 2023  
Junior Latics Christmas Bowling Party



**It shouldn't have gone unnoticed just how much good we do in the local community.**

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Our Impact Report which is available and should be read alongside this brochure, outlines the plethora of ways that the Oldham Athletic Community Trust, a Registered Charity, helps out in the local catchment.

Please join us on this Tour of our Programmes and Plans for 2024 and beyond.

So, let's start with our successful programmes.

For all of these, we have available both Main Sponsor opportunities to work together or there may be ways that you want to engage on only Certain Aspects, that fit closely with your brand strategy or corporate social responsibility budgets.

Let's make this clear, we want to work with like-minded partners and so are never prescriptive, but are flexible, in our exploration of ideas and ultimately partnerships.

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## Schools Programme

Already in 17 Primary Schools and 1 Secondary. Our flagship programme running everyday of the week. A great community investment with curriculum activities including player visits from Oldham Athletic AFC through to football activities on the pitch at Boundary Park.

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## Soccer Schools

11 Weeks per annum. Running dedicated Soccer Schools for children aged 6 to 12. An incredibly successful initiative mainly in Royton and Compton. A great community asset looking for naming rights sponsor.

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## Matchday Visibility

Talk to us about incorporating your brand in our match-day experience involving flag bearers and mascots.





## Premier League Kicks

Oldham Athletic Community Trust is excited to announce a brand-new project to our community delivery calendar, with the Community 8s and Community 11s which began in September 2023.

The OACT Community 8s and Community 11s initiative will work alongside & complement any current grassroots commitments and aims to provide aspiring local footballers with the opportunity to participate in an additional training session, no matter what their previous playing experience or ability.

All sessions will be player-focused sessions as we look to develop children's fundamental skills to create confident players who play with freedom and creativity. Could you become the main sponsor of this?

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## Women's Just Play Football

A weekly session which capitalises on the rapid growth of female sport. This session allows women to participate in physical activity for free in a safe and secure environment with peers. We run this session in partnership with Active Through Football Oldham.

It's advertised as a Just Play session, but in essence is simply a football well-being session for any woman regardless of ability. Our sessions are fun, lively and welcoming and are brilliant for anyone who is interested in playing football in an environment free of judgement.

## Over 30s Mens Just Play Football

The Just Play session provides a free weekly football session, aimed at men over the age of 30, with the aim of increasing social interaction and physical wellbeing.

We are conscious of the cost of living crisis that we are all experiencing and as such we wanted to remove as many barriers for people to participate as possible.

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## Back to the Future

We visit four venues once a week for 90 minutes. The project sees the residents using Nintendo Switches and other low level physical activities each week.

With the aim to increase physical activity across people aged 55 and over, as well as improving psychological and social wellbeing. Whilst helping tackle the social isolation amongst the elderly.

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## Skills Centre

In 2023, we began our delivery within Buckley Hall Prison, delivering the Twinning Project to 11 participants over a 12 week period.

The participants undertake the introduction to football qualification, and upon completion and will gain the Introduction to Football Certificate (Football Level 1), which they can use to better themselves for future aspirations and opportunities.





## Community Stand

Make our family-friendly area your own space.

Only limited by imagination, the Community Stand is a hub for spectators, highly visible on matchdays and broadcast footage and with potential for any activation and branding to promote a brand to its full potential.

*3 Years Partnership*

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## Become a Friend

Oldham Athletic Community Trust (OACT) are a registered charity and engage with an estimated 55,000 people per season across an average of 210 sessions per week, supporting people of all ages within the local community.

OACT are offering businesses the chance to support the outstanding work done by the charity by becoming a 'Friends Of' the organisation.

There are options of either '**Blue**' or '**Tangerine**' tiers of membership available.

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## Spotlight on Charities

Aims to use Oldham Athletic's matchdays and provide a platform for local charities to raise awareness and donations, with a wide range of additional opportunities available for chosen organisations. An ideal way to show commitment to the not for profit sector.

## These are just some of the Programmes that we run through the Community Trust.

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There must be brands that would love to be associated with such corporate social responsibility initiatives.

Alternatively, whilst taking a bird's eyes view over current practices, we are also open to any new concepts that we could deliver for mutual benefit.

As well as the established programmes, we want to share with you a few additional activities that we hope as well as the bird, you'll keep your eyes wide open for.

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FIRE ALARM



October 2023

Warming-up in Charity Spotlight T-Shirts

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## **Boundary Park Big Bang (BPBB)**

You might have heard of the B of the Bang. This is synonymous with getting a head start and being first to react.

Two massive, and I mean really big, events are due to be embarked upon in the next 12 months. Boundary Park (BP) will be buzzing with excitement as the Oldham Athletic Community Trust launches a couple of biggies.

Don't miss out on these announcements and ask our Trust for early insight whether it be sponsorship opportunities, charity appeals for local benefit, brand marketing initiatives, engagement and enjoyment for friends and family.

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## **Crowd Funding**

Many people embark on charitable sponsored events each year. Please talk to OACT as we would love to be your chosen beneficiary and Charity. Equally, we are happy to partner on joint-initiatives with other local charities.

Do look out for our Charity Spotlight whereby we use Oldham Athletic AFC matchdays and provide a platform for local charities to raise awareness and funds, with a wide range of additional opportunities available for chosen organisations.

**Why not make a swift donation  
to our Charity now?**

**Simply Scan the QR Code**

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## Now don't take our word for it!

You have taken a Bird's Eye View of the Good We Do.

But please take the time to read through a few unsolicited comments about how we have been and how we, together, can make a real change for the better through partnership.

To read our Impact Report from the past year, scan the QR Code.



### Player Engagement

*Thank you again to OACT for our Oldham Athletic AFC player visit. The children got so much out of it!*

*Lots of parents this morning said how their children talked about it all last night and it really inspired them with the messages both Hallam [Hope] and Mark [Shelton] gave them across the afternoon.*

#### **Richard Scott**

Deputy Head Teacher

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### Back to the Future

*Tenants have said how much they have enjoyed the interaction. Would like this to carry on. Nice meeting new faces. One of my tenants has actually bought a Switch to help him with his stroke.*

#### **Karen**

Cloughgate Manager



## Women's Just Play Football

*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 for any woman 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.*

## Steph

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## Primary Stars

*This year, I have been working with Emily from OACT every Tuesday to help me gain more knowledge and experience when leading PE lessons.*

*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 OACT has changed my views completely on PE and Sport in general.*

*Having Emily's knowledge and experience in the topic has been useful for me and I'm constantly asking questions about everything she does!*

*It's been an amazing six-week program 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



OLDHAM

OE ROYLE STAND

mmerial@OldhamAthletics

Secure your Park at OldhamAthletics.com Hospitality

Oldham Athletic Football Club Ltd. Fair Play. Fair Game. Fair Competition.

**Now when can we get together for a brew?  
Your place or mine, Boundary Park.**

*Adrian Stores*

Oldham Athletic Community Trust is a charitable organisation  
(Charity Number 1120894)

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## OLDHAM ATHLETIC COMMUNITY TRUST

**PROFESSIONAL  
DEDICATED  
INCLUSIVE**

Oldham Athletic Community Trust is a charitable organisation.  
Charity Number: 1120894

Website [OACT.org.uk](http://OACT.org.uk)  
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