



COUNTY IN THE
COMMUNITY
Providing Opportunities : Enhancing Lives

AMBER EDUCATION

Registered Charity Number: 1172602

Providing Opportunities,
Enhancing Lives



County in the Community
273a Corporation Road, NP19 0FD
(01633) 251246

www.countyinthecommunity.co.uk



**Premier
League**



**EFL IN THE
COMMUNITY**

QUANTUM
Traffic Management
RODNEY PARADE
EST. 1977

RE VANS PURE VANS

IS VANS COUNT



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ABOUT US

Mission

Our mission through the power of sport, is to provide sporting, educational and physical activity programmes that enrich the lives of people living across South East Wales, regardless of age, ethnic origin, economic status or ability.

Structure and Operations

County in the Community is a charitable company limited by guarantee, incorporated in 2013 and registered as a charity on 19th June 2017.

Our charity number is 1172602 and company number is 09729852..

Our head offices are based at 273a Corporation Road, Newport, NP19 0FD.

Our programmes take place within partner schools and a range of community settings, such as Llanwern High School, Albion Rovers AFC, Barracks Wood, Liswerry Pond and the Serennu Integrated Children's Centre.

Our Matchday volunteers are based in the Rodney Parade 'Fan Zone' marquee.

Motto

"Providing Opportunities, Enhancing Lives"

Core Values

Our core values are the beliefs that reflect our vision and mission. They set the tone for our working culture and shape how we treat each other and those we serve.

INTEGRITY

We approach our work with honesty and reflect on our behaviours and practice



TEAMWORK

We work as a team and embrace partnership engagement



QUALITY

We strive to deliver quality provision and service to our beneficiaries



OWNERSHIP

We take responsibility and are accountable for our actions



DIVERSITY

We champion and celebrate diversity



PEOPLE & COMMUNITIES

We care about people and the communities they live in



PRIDE

We have pride in the work we do and we celebrate success



PASSION & EMPATHY

We care about the work we deliver and listen to our beneficiaries





AMBER EDUCATION

Duration: 39 weeks | **Ages:** 3-15

The County in the Community 'Amber Education' Programme has grown rapidly in recent years. We currently engage with **7,680 primary school children** on a weekly basis across **29 partner schools** throughout the academic year.

We work closely with each partner school to provide PE, literacy/numeracy interventions, after school clubs and more while ensuring that our delivery makes a positive impact on pupils, staff and the wider community. The 'Amber Education' programme includes access to two initiatives funded by the [Premier League Foundation](#) and [EFL in the Community](#).





Premier League Primary Stars



Duration: 6/12 weeks | **Ages:** 5-11

'Premier League Primary Stars' uses the appeal of the Premier League and professional football clubs to inspire children to learn, be active and develop important life skills.

County in the Community staff work with local partner primary schools to support teachers to deliver fun, educational sessions in a range of subjects. Teaching materials cover subjects from English and Maths to teamwork and PE, with free activity ideas, worksheets, lesson plans, fun workshops and exclusive videos.

Learning is connected to the real world of sport to enthuse and inspire pupils when tackling challenging PSHE topics such as resilience, diversity, self-esteem and fair play.

Includes:

- Teacher Supported PE lessons
- Targeted Interventions (Numeracy, Literacy, PSHE)
- Football focused targeted Interventions
- Competitions, events and player/mascot visits (1 per year)
- Health & Wellbeing and Anti-bullying workshops
- Free downloadable teaching materials
- Teacher CPD workshops (additional extra)
- Projects for Positive Change
- Girls only after school clubs

■ Premier League Reading Stars

'Premier League Reading Stars' is a reading intervention developed by the National Literacy Trust to increase engagement and improve reading progress for pupils in Years 5 and 6.

■ Premier League Girls Cup

As part of the 'Premier League Primary Stars' Programme, partner primary schools take part in regional girls' football tournaments.

Hundreds of participants proudly represent Premier League, EFL and National League clubs, competing for the chance to progress to the Premier League Primary Stars National Girls Football Tournament Finals, which is hosted at a different Premier League stadium each year.





FERRERO CSR Project

Joy of moving Programme



Duration: 6 weeks | **Ages:** 7-11

The Joy of moving programme is delivered to thousands of school children across Newport and the wider areas, thanks to a partnership between County in the Community, the EFL in the Community and Ferrero UK.

The programme is designed to help children develop their physical, cognitive and social skills in a fun and educational way. This is done through the Move & Learn lessons and Joy of moving Festivals.

Includes:

■ Classroom lessons focusing on:

- The importance of physical activity (measuring pulse rate etc)
- Body & Mind (Strength, Flexibility & Stamina)
- Eatwell Guide (looking at a balanced diet)
- Meal Planning (designing healthy plates for breakfast, lunch and dinner)
- Hydration (looking at water, juice, tea, milk, sugary drinks etc)
- Game sharing/creation (pupils creatively planning or sharing a game with their peers)

Duration: half day/full day | **Ages:** 5-11

- Joy of Moving Festivals involving a carousel of activities for pupils to enjoy.
- Club Enrichment Days where pupils can meet Spytty the Dog or Newport County AFC players while enjoying a fun activity (e.g. speed gun challenge).
- Family Engagement, where parents, guardians or other family members are encouraged to play games with pupils outside of school using the Joy of moving resource hub.*

**families are typically signposted to the resource hub while attending school fayres and fetes by being given flyers referring them to the Joy of moving website via a QR code.*



AMBER INTERVENTION PROGRAMME



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About

The Amber Intervention Programme is designed to engage secondary school pupils through sport, including talented athletes, less able participants, and those who may struggle in a traditional classroom environment.

The programme provides students with opportunities to:

- Build stronger social and communication skills
- Improve confidence, teamwork, and self-esteem
- Support positive mental health and emotional wellbeing
- Manage and improve behaviour issues through structured activities
- Develop resilience, discipline, and respect
- Increase participation and engagement in school
- Feel included regardless of sporting ability or background

Our sessions are delivered by experienced coaches in a safe, supportive, and inclusive environment. Activities are adapted to suit different ability levels so every young person can take part, progress, and experience success. What we offer through the programme includes:

- Curriculum-time sports intervention sessions
- Targeted support for disengaged or vulnerable pupils
- Inclusive activities for both talented and less able students
- Behaviour support through positive physical activity
- Mental health and wellbeing support through sport
- Team-building and leadership activities
- Opportunities to improve attendance, attitude, and confidence
- Strong role models and mentoring from qualified coaches



OTHER AREAS OF SUPPORT

School Sports Days

Support will be given to partner schools during sports days by guiding pupils to their sports day events, or by overseeing a station and explaining the event before the pupils participate. When doing this, our staff will ensure that pupils understand how to perform the movements correctly and explain any rules that may apply when performing it.

School Football Tournaments

Football tournament offers include:

- An invitation to the Premier League Primary Stars Girls Cup
- An invitation to the EFL Kids Cup
- Support in organising cluster football tournaments
- County in the Community Day Tournament at Rodney Parade

After School Clubs

Our qualified coaches provide football coaching sessions and fun activities for all skill levels and age groups, allowing pupils to develop their skills, teamwork and passion for the game, while relieving your school of administrative responsibilities.

Teacher CPD & Team Building

Teacher Continued Professional Development (CPD) can either be achieved through our Teacher Supported PE lessons, or after school where we can demonstrate how teachers can use PE to aid the childrens learning of core subjects through fun activities. Making the learning experience more engaging for kinaesthetic and visual learners.

Match Day Tickets

Your school will be provided with 90 tickets to one Newport County AFC Fixture at Rodney Parade throughout the season.

School Fete/Raffle Prizes

Support at your School Fete can be provided, staff are available to set up a station, such as the 'The Shooting Challenge'. Raffle prizes can also be contributed, including match day tickets, signed balls or Newport County AFC Merchandise.

Mascot Visits

A school visit from the Club Mascot, Spytty the Dog during lessons can be arranged to increase fan engagement.

Football Camps

As a partner school, you will have the opportunity to nominate a pupil at your school to attend our School Holiday Football Camps for free!



HOW WE WORK WITH SCHOOLS

County in the Community works closely with Headteachers, teachers and school staff to deliver high-quality PE lessons, workshops, sporting activities, reading interventions and tournaments throughout the academic year.

We aim to provide fun, engaging and inclusive sessions that encourage participation, build confidence and create positive experiences for students across the school environment.

Our team takes full responsibility for safeguarding, health and safety, risk assessments and professional delivery standards, giving schools confidence in every programme and activity we provide.



Safeguarding

We work closely with schools to ensure all sessions are delivered professionally, responsibly and in line with safeguarding expectations. Our team understands the importance of responding appropriately to any concerns or incidents that may arise. Our delivery staff are:

- DBS checked
- Recieve annual safeguarding training
- Trained on incident reporting using MyConcern

Health, Safety and First Aid

County in the Community are committed to delivering all activities in safe, inclusive and professionally managed environments. Our team follows clear health, safety and first aid procedures to ensure high standards across every programme. Our delivery staff are:

- First aid trained
- Trained to identify and respond to Health and Safety risks
- Trained to perform risk assessments



IMPACT AND TESTIMONIALS

During the last academic year, the Amber Education Programme has been adopted by **29 schools** to deliver activities on a daily basis. Which means that our staff have positively impacted over **10,000 students** by creating opportunities that encourage participation, confidence, teamwork, wellbeing and personal development.

We are proud to have built long-term relationships with schools, and look forward to continuing the delivery of fun, inclusive and meaningful experiences that support young people both inside and outside the classroom.

"The coaching and support from CitC this year has been outstanding. The quality of the sessions, the way that the staff get to know our children and work with their quirks and the flexibility that we benefit from, makes this such an exceptional provision. It really is worthwhile. Our children gain so much in terms of enjoyment, engagement with sport, skills development and teamwork and our staff are learning from the leads."

Jo Davies

Headteacher at Clytha Primary School



"We would love you in all day every day!

All of the County in the Community staff have established really positive relationships with our pupils, and it has been a really positive way of rewarding some of our best pupils and to also to keep some in line! It has also really engaged lots of girls to participate, particularly in year 7, which has been really good to see!"

Nat Ball

Assistant Headteacher at Llanwern High School



FREQUENTLY ASKED QUESTIONS & PRICING

■ What ages do you work with?

We work with children as young as 3 years old in nursery, right up to 15 year olds in year 10.

■ Can programmes be tailored to our school?

Absolutely! While talking to head teachers, or other senior members of staff within schools, we will have a conversation about our Amber Education offer and how it can benefit the school's staff, pupils and wider community as a whole to ensure we can provide a bespoke and effective service.

■ What facilities do you require?

This would depend on the type of delivery a school is looking to facilitate. For example, a PE lesson would require a yard, a grass area (weather permitting) or an indoor hall. However, if the school were to ask for literacy or numeracy interventions, we would require a space within the school that would allow for 6 pupils to sit around a table and participate in written activities designed by the Premier League Foundation.

■ How long are the sessions?

A typical PE lesson can be anything from 30 minutes to 1 hour in length. The same would also apply to interventions and workshops. All of which would be pre-planned during conversations with school staff while drafting up timetables or one off events and workshops.

■ What is the cost?

The Termly Cost for Schools is **£750**, this covers all Primary Stars, Joy of Moving and Standard PE Sessions.

For all Workshops we charge **£50 per hour**.

The workshops we provide are:

- Anti-Bullying
- Anti-Discrimination
- Healthy Lifestyles
- World Book Day
- World Maths Day
- Mental Health

GET IN TOUCH



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Safeguarding

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Connect with us

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