

A blue-tinted photograph of two young football players hugging on a field. The player in the foreground is wearing a white jersey with the number 2 and has his arms around the other player. The background is a blurred football pitch.

EDUCATION

PROSPECTUS 2023



COLLEGE &
UNIVERSITY

Realise your potential Achieve your goals.

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WELCOME TO SHREWSBURY TOWN COLLEGE & UNIVERSITY

As an organisation that believes in the endless possibilities of sport, Shrewsbury Town College & University in partnership with SCL Education & University South Wales, offer a creative and inspiring learning pathway that encourages it's students to realise their potential and achieve their goals.

Our dedicated team aim to equip young people with the education, skills, values and knowledge to become active citizens in the wider society and play a positive role in shaping a modern, inclusive and vibrant sports industry.

We believe in supporting and recognising achievement as well as rising up to challenges, building resilience and promoting our students to be caring, motivated citizens who are committed to everything they undertake.

Our connection with Shrewsbury Town Football Club allows our students to gain industry experience while studying industry recognised qualifications, that will put them at the forefront of gaining employment in the future.

THE TEAM AT SHREWSBURY TOWN COLLEGE & UNIVERSITY



CALVIN LATHAM EDUCATION MANAGER

As an organisation that believes in the endless possibilities of Sport, Shrewsbury Town College & University, in partnership with SCL Education and University South Wales, will offer a creative and inspiring learning pathway that encourages its students to realise their potential and achieve their goals.

Our courses offer a range of practical and academic opportunities for students to grow and acquire the hands-on experience they need to gain employment, not only in the Sports industry, but in the competitive job market that seeks talented and inspiring young people.

I am continually encouraged by our ever growing ability to inspire and engage young people from Secondary to Higher Education within the only professional football club in Shropshire, and I'm excited for what the future holds.

JAMIE EDWARDS CHIEF EXECUTIVE OFFICER



The Shrewsbury Town College and University has the aim to consolidate and improve the education and employability opportunities across Shropshire working with forward thinking education providers to provide a 1st class opportunity to learners of all abilities and backgrounds.

We believe that the non-traditional and unique learning opportunities we can offer alongside an inspirational learning environment provide a platform for the education experience to come to life, especially for those not suited to a more traditional offer.

By investing in the students and delivering bespoke educational programmes, designed to meet the needs of each individual and the community they live in. In turn this will produce 'work ready' young adults for Shropshire.

RYAN JERVIS VICE CHAIR OF TRUSTEES

OBE FOR SERVICES TO EDUCATION
MEMBER OF EDUCATION DEVELOPMENT FORUM



Whatever level in sport you wish to study after leaving school, Shrewsbury Town Foundation's programmes will be able to offer you the appropriate balance of academic rigour and practical experience.

I have seen for myself on many occasions, the very diverse learning opportunities on offer to our students. Together with our educational partners we use every means possible to help to make teaching engaging and impactful so that our students can move beyond instruction to become curious, independent learners who can compete with their peers on a global stage.

MARLON MILLER TRUSTEE MEMBER

MEMBER OF EDUCATION DEVELOPMENT FORUM



Marlon Miller is the Managing Director at Catalyst Challenge Consultancy and has a great deal of experience in both teaching and leading. He is committed to creating high performing teams and delivering on the objective to the highest standard. During his career he has had a variety of roles in the education sector, including the Director of Sport at Evelyn Grace Academy and Vice Principal at ARK.

Within Shropshire, Marlon was the Lead Practitioner & Outstanding Teacher Programme Facilitator at The Phoenix Academy and The Priory, Deputy Head at Shropshire School, and also worked as a self employed Coaching and Training Consultant delivering bespoke training for a variety of teaching roles.

SHREWSBURY TOWN FOUNDATION

Shrewsbury Town Foundation is the official charity of Shrewsbury Town Football Club. Established in 1996, the mission of the foundation is to utilise the power of sport to engage, inspire and strengthen the local community.

● VISION

To take Shrewsbury Town into the heart of the local community, helping people realise their potential and achieve their goals.

● PURPOSE

To deliver a service that can be judged as 'first class' by participants, funders and community partners. A service that is seen to make a significant social contribution, changing lives by creating opportunities for all participants.

● WHY IS THIS IMPORTANT?

People in Shropshire are confronted with a number of challenges from poor health through to accessing appropriate education. The Foundation want to work to help create a brighter future for Shropshire, inspiring a healthy and resilient community where each individual has the opportunity to fulfil their potential.

Discover more at www.foundationstfc.co.uk



WHY STUDY AN NCFE OR BTEC QUALIFICATION?

BTEC (Business and Technology Education Council) and NCFE (Northern Council for Further Education) are the awarding bodies of most of our qualifications but can often be awarded by other partners such as Pearsons.

BTEC and NCFE are vocational qualifications that relate to specific career areas. They are available at different levels such as Level 1 and 2 are equivalent to GCSEs, Level 3 to A Levels 4 – 7 and hold the same status of achievement as a degree.

? HOW ARE QUALIFICATIONS ASSESSED?

Unlike A Levels our BTEC and NCFE qualifications are assessed through course work and practical assessments and encourage students to apply theory and real life scenarios to the coursework. This allows our students to develop their knowledge and practical ability.

“BTEC has earned a worldwide reputation as a premier applied learning qualification because it provides learners with a clear route into their career.

Today’s employers are looking for confident, work ready employees who have practical knowledge and technical skills that are taught when studying a BTEC.”



FURTHER
EDUCATION.

NCFE LEVEL 2 IN SPORT

1 YEAR COURSE **6** HOURS OF TRAINING PER WEEK **20** EDUCATION HOURS PER WEEK

COURSE INFORMATION

The NCFE Level 2 Diploma in Sport (Sports Coaching) is intended for learners aged 16 and over and provides the introductory skills to either start a career in sport or progress within employment in the sector. This qualification can also prepare learners for higher or further education and gives a good introduction to the sport vocation.

The NCFE Level 2 Diploma in Sport (Sports Coaching) is designed as a 1-year, full time course and will provide foundations to progress onto the NCFE L3 Diploma in Sport and Physical Activity.

ENTRY REQUIREMENTS

Five GCSEs at grade 4 or above, where possible, including English Language and Maths (although this will not prevent entry to the programme where learners demonstrate appropriate behaviours and attitudes towards their ongoing English and Maths development)

UNITS OF STUDY

The NCFE Level 2 Diploma in Sport (Sports Coaching) requires learners to successfully complete 3 mandatory units and 4 optional units:

MANDATORY UNITS:

- Participating in sport.
- Sports coaching.
- Developing sporting skills and tactical awareness.

OPTIONAL UNITS:

- Performance analysis for sport.
- Introduction to healthy exercise and nutrition.
- Factors affecting participation in sport and physical activity.
- Plan, deliver and evaluate an activity session.

NCFE LEVEL 3 IN SPORT & PHYSICAL ACTIVITY

2 YEAR COURSE **6** HOURS OF TRAINING PER WEEK **20** EDUCATION HOURS PER WEEK

🔍 COURSE INFORMATION

The NCFE Level 3 Extended Diploma in Sport and Physical Activity (Sports Coaching) is intended for learners aged 16 and over and provides the knowledge, skills and understanding required within the sport and physical activity sector. It will also allow learners to gain transferable skills that can be applied to the workplace or further study and support learners interested in progressing to higher education.

The NCFE Level 3 Extended Diploma in Sport and Physical Activity (Sports Coaching) is designed as a 2-year, full time programme and will provide the following UCAS points:

P-48 **M**-96 **D**-144 **D***-168

❓ ENTRY REQUIREMENTS

Four GCSEs at grade 3 or above, where possible, one being in English or Maths (although this will not prevent entry to the programme where learners demonstrate appropriate behaviours and attitudes towards their ongoing English and Maths development)

💬 UNITS OF STUDY

YEAR 1 = 3 mandatory units, 7 optional units

MANDATORY UNITS:

- Exercise, health & lifestyle
- Preparing for a career in sport and physical activity
- Sports Coaching

OPTIONAL UNITS:

- Principles of anatomy and physiology
- The physiology of fitness
- Fitness training and programming
- Fitness testing for sport and exercise
- Instructing physical activity and exercise
- Practical team sports
- Technical and tactical skills in sport

YEAR 2 = 6 core units

MANDATORY UNITS:

- Assessing risk in sport.
- Organising sports events.
- Business in sport
- Work experience in sport.
- Psychology for sports performance
- Sports Nutrition

You will then have the option of selecting one of three career pathways that include two units each:

BUSINESS PATHWAY: Innovation and enterprise and marketing skills for sport and physical activity

COACHING PATHWAY: Coaching special populations and analysis of sports performance

SPORTS DEVELOPMENT PATHWAY: Current issues in sport and sport development

BTEC LEVEL 3 IN SPORTS COACHING & DEVELOPMENT

COURSE INFORMATION

The Pearson BTEC Level 3 National Extended Diploma in Sports Coaching and Development is intended for post-16 learners wanting to progress directly to employment, including self-employment, in sports coaching and development roles. It is also suitable for those wishing to progress to higher education, where learners would have the added advantage of using this qualification to obtain part-time employment while studying.

The National Extended Diploma is a two-year, full-time course and it is equivalent in size to three A Levels.

ENTRY REQUIREMENTS

Five GCSEs at grade 4 or above, where possible, including English Language and Maths (although this will not prevent entry to the programme where learners demonstrate appropriate behaviours and attitudes towards their ongoing English and Maths development)

UNITS OF STUDY

Learners taking this qualification will study 7 mandatory units and 5 optional units.

MANDATORY UNITS:

- Unit A: Careers in the Sport and Active Leisure Industry
- Unit B: Health, Wellbeing and Sport
- Unit C1: Developing Coaching Skills
- Unit D1: Applied Coaching Skills
- Unit E: Research Project in Sport (Pearson-set)
- Unit 1: Sport Development
- Unit 2: Self-Employment in Sport and Physical Activity

The content within the programme allows learners to develop their technical skills, supported by underpinning knowledge, and gives learners the opportunity to relate the skills and knowledge to the sports coaching industry. This prepares learners to work independently as coaches and gives them the skills and expertise to coach at all levels of sports ability for both children and adults.

 Available across our Shrewsbury and Ludlow Campuses.

BTEC LEVEL 3 IN BUSINESS

2 YEAR COURSE **30** EDUCATION HOURS PER WEEK **EQUIVALENT TO 3 A-LEVELS**

COURSE INFORMATION

The Pearson BTEC Level 3 National Extended Diploma in Business is an Applied General qualification. The qualification aims to provide a wide-ranging study of the business sector. It is designed for learners studying full time who wish to pursue a career in business, primarily via higher education to access graduate entry employment with businesses, or alternatively through junior business employment.

The Extended Diploma is a two-year, full-time course and it is equivalent in size to three A Levels.

ENTRY REQUIREMENTS

Five GCSEs at grade 4 or above, where possible, including English Language and Maths (although this will not prevent entry to the programme where learners demonstrate appropriate behaviours and attitudes towards their ongoing English and Maths development)

UNITS OF STUDY

THE LEARNING PROGRAMME COVERS THE FOLLOWING CONTENT AREAS:

- Business Environments
- Finance
- Marketing
- International Business Management

THE OPTIONAL UNITS HAVE BEEN DESIGNED TO SUPPORT PROGRESSION TO BUSINESS COURSES IN HIGHER EDUCATION, AND TO LINK WITH RELEVANT OCCUPATIONAL AREAS. THEY COVER CONTENT AREAS SUCH AS:

- Human Resources
- Accounting
- Financial Services
- Events and Marketing
- Law
- Retail

ENGLISH & MATHS

DEVELOP YOUR CAREER OPPORTUNITIES

If you are yet to pass a qualification in English and/or Maths prior to starting your programme with Shrewsbury Town College and Education, you will be required to study one or more alongside your qualification in sport.

Therefore, we know that English and Maths can be challenging and we therefore have invested in our services to help you overcome that challenge. Upon programme completion, the skills you acquire will be evidenced by either a Functional skills or a GCSE qualification.

We offer flexible learning material which is both mobile and tablet friendly, allowing you to fit your English and Maths learning around your life. You will have access to a variety of smart, easy to use applications and dedicated support from your Tutor.

WORK EXPERIENCE BREAK DOWN

We understand the importance of real work experience in the world of sport. As part of your qualification, you will take part in work experience of your choice. You can choose where you do this. Many of our partner sports clubs* offer opportunities to experience aspects of the sports industry you may not have heard of. If you need some inspiration, this gives you an idea of the career opportunities available at a sports club or stadium.

You could also choose to do some of your work experience in a different industry to help you to explore other career ideas and make informed choices about your future.

Areas in which you can complete your work experience include:

01



HEALTH & WELLBEING

Whether its working with elderly participants or coaching our mental health group, you'll have plenty of opportunities to get stuck in.

02



EDUCATION & LEARNING

Fancy becoming a PE teacher? Why not work alongside teachers in local secondary schools and receive first hand practical training.

03



FOOTBALL DEVELOPMENT

Whether your passion is coaching or football analysis, we have a variety of opportunities to develop you as a player or as a coach.

04



EVENTS & MARKETING

Get your imagination flowing with our Events & Marketing department and be involved in both community and club initiatives.

05



BUSINESS ADMINISTRATION

If your interested in business but still want to play football, why not do both? There are great options to learn more about business alongside your course.

06



FACILITIES

Our stadium is the focal point of Shrewsbury Town and it's important to keep our facilities maintained ready for match days. Why not try working alongside the facilities team?

» SUPPORT FOR YOUR FUTURE

At Shrewsbury Town College & University we offer students the support and guidance they need to take the next step, whatever that may be.

THIS INCLUDES:

- Interview & Job Support
- One to One support
- University Tours
- CV Writing Workshops
- Mentor & Employment Advice

📄 UCAS APPLICATION AND PERSONAL STATEMENT SUPPORT

If students have chosen university as their next step, our Progression Coach will support students with their applications and writing their personal statements. Students will have the opportunity to also visit universities giving them an insight into university life and the course on offer.

🎒 A BRIGHT FUTURE

Teaching & Education

Sports Development & Management

Sports Coaching

Health & Fitness

Sports Marketing & Media

Sports Science

Business Owners

Governance & Finance

Sports Science

NEXT STEPS.

01



GET IN TOUCH

Enquire about studying with Shrewsbury Town College and University and we'll invite you to one of our open evenings where we'll give you all the information you need about your desired course.

02



APPLICATION

Once you've attended one of our open evenings we'll send you an application form to fill out. If you're successful we'll invite you to an interview.

03



INTERVIEW

Once we've received and reviewed your application we'll invite you to an interview, where our dedicated education team will ask you a series of questions so we get to know you better and understanding your passions to give you all the support you need.

04



PRACTICAL DAY

Our practical days are planned throughout the year and will give you the insight to what an average day on one of our courses will look like. This will also enable you to meet other applicants and ask any questions you have about the course.

05



GCSE RESULTS

Good luck! You will receive an invite to a GCSE results drop in sessions in August at Shrewsbury Town. We will review your results and ensure that the course you have applied for is still suitable for your next steps or if another programme maybe more suitable. Your enrolment will be completed on the day.

06



WELCOME

Congratulations! We'll look forward to seeing you at one of our several keep warm events throughout the year as well as our sports pre-season programme and our business activity days. Ahead of all pre-course events we'll make sure to keep you up to date with all the information you need.



HIGHER EDUCATION.

FDS^c COMMUNITY FOOTBALL COACHING AND DEVELOPMENT

2 YEAR COURSE **12** EDUCATION HOURS PER WEEK **200** VOLUNTEER HOURS PER YEAR

COURSE INFORMATION

This award-winning community football coaching course, designed in conjunction with the English Football League Trust, develops the skills and qualities that are required to work within professional football club's community departments or national governing bodies in areas of growth such as social inclusion, community coaching and football development.

You'll learn about children and youth coaching, football coaching, football development, social inclusion, and sports management skills. You will be based predominantly within your own football club, with a minimum of five days a year at the USW Sport Park, our £15m state-of-the-art coaching and performance development centre with full size indoor 3g pitch, equipped with the latest GPS, Video and Audio technology to support your coach education development.

ENTRY REQUIREMENTS

- BTEC Diploma – Merit/ Merit in a relevant subject
- A Levels – DD, to include at least one A Level in Mathematics, Science, Physical Education or Psychology but excluding General Studies.
- The university requires a minimum of 3 GCSEs including Mathematics and English at grade C or grade 4 or above or their equivalent.
- Consideration is given to individual circumstances, if you do not meet the above, please speak with a member of the education and learning team who may be able to offer a solution or alternative pathway qualification.

UNITS OF STUDY

YEAR ONE

- Football event management
- Academic research and professional skills
- Introduction to sports development
- Introduction to sports science for football
- Football coaching: Theory to practice
- Technical planning and reflective practice in football

YEAR TWO

- Football in society
- Project operations management
- Youth football coaching
- PE and school sport
- Sports placement (double module)

FDS^c SPORTS COACHING & DEVELOPMENT

2 YEAR COURSE **12** EDUCATION HOURS PER WEEK **200** VOLUNTEER HOURS PER YEAR

🔍 COURSE INFORMATION

The Foundation Degree Sports Coaching and Development will be based within the student's sports organisation, and lectures, seminars and tutorials will be delivered on site and via provided material.

The course will teach you aspects of generic children and youth coaching, sports coaching, sports development, social inclusion, and sports management skills. There will be further opportunity to apply your knowledge with an extensive work based learning programme provided by the club.

❓ ENTRY REQUIREMENTS

- BTEC Diploma – Merit/ Merit in a relevant subject
- A Levels – DD, to include at least one A Level in Mathematics, Science, Physical Education or Psychology but excluding General Studies and a level 1 qualification in football coaching or equivalent foundation level football coaching qualification.
- The university requires a minimum of 3 GCSEs including Mathematics and English at grade C or grade 4 or above or their equivalent.
- Consideration is given to individual circumstances, if you do not meet the above, please speak with a member of the education and learning team who may be able to offer a solution or alternative pathway qualification.

💬 UNITS OF STUDY

YEAR ONE

- Introduction to sports coaching
- Introduction to sports science for coaching
- Introduction to sports development
- Sports development in practice
- Managing sport
- Sports development and practice

YEAR TWO

- Project management
- Sport placement (double module)
- Community sports development
- Physical education and school sport
- Sports coaching and leadership

BA(Hons) SPORTS BUSINESS & MANAGEMENT

2 YEAR COURSE **12** EDUCATION HOURS PER WEEK **200** VOLUNTEER HOURS PER YEAR

🔍 COURSE INFORMATION

This degree provides the opportunity to study in the workplace of a professional organisation in this sector, thus enhancing your employment opportunities. The course will teach you aspects of sports business and management including marketing, managing people and projects, strategy and governance. The course will also develop your leadership and creativity skills with an eye on you becoming future managers and leaders in the sports industry.

A key part of this degree is the increased amount of placement hours you will experience. You will undertake 4-8 hours per week in year 1 and 7-14 hours per week in years 2 and 3.

❓ ENTRY REQUIREMENTS

- A Level Offer - BCC - CDD (Equivalent to 104 - 80 UCAS tariff points)
- BTEC Offer - BTEC Extended Diploma DMM - MMP (Equivalent to 112 - 80 UCAS tariff points)
- The University normally requires a minimum 5 GCSEs including Mathematics/Numeracy and English at Grade C or Grade 4 or above, or their equivalent, but consideration is given to individual circumstances

💬 UNITS OF STUDY

YEAR ONE

- Academic Research and Study Skills
- Managing Sport
- Promotion and Marketing in Sport
- Sports Business and Management
- Sports Finance
- Reflection on Learning in the Workplace

YEAR TWO

- Enterprise in Sport
- Human Resource Management
- Digital Marketing and Public Relations in Sport Project
- Operations Management
- Business Analytics
- Sports Placement

YEAR THREE

- Policy, Law and Governance
- Leadership in Sport
- Strategic Business Management
- Business Insight for Managers
- Applied Professional Project

TOP UP —

BSc IN SPORTS COACHING & DEVELOPMENT

2 YEAR COURSE **12** EDUCATION HOURS PER WEEK **200** VOLUNTEER HOURS PER YEAR

COURSE INFORMATION

The Sports Coaching and Development (Top Up) degree will consolidate your learning from a Foundation Degree in an associated area and prepare you to work in a multitude of coaching, teaching and development roles. Focusing on both the sport and business-related knowledge needed to develop professionals for the sports industry, you will consolidate your learning and start to specialise your work-based learning experience in line with your career ambitions

ENTRY REQUIREMENTS

The successful completion of an appropriate Foundation Degree or equivalent. USW considers all applications on an individual basis which means that we could make offers based on qualifications, personal profile and experience.

UNITS OF STUDY

- Creatively Teaching Physical Education, Health and Wellbeing
- Critical Issues in Sports Coaching and Leadership
- Strategic Sports Development
- Leadership in Sport
- Applied Professional Project

TOP UP — **BSc** IN COMMUNITY FOOTBALL COACHING,
DEVELOPMENT AND ADMINISTRATION

2 YEAR COURSE **12** EDUCATION HOURS PER WEEK **200** VOLUNTEER HOURS PER YEAR

COURSE INFORMATION

The BSc (Hons) Community Football Coaching and Administration (Top-Up) allows you to gain a full Bachelor of Science degree in less than a year. The course focuses on both the football and business-related knowledge needed to develop professionals for the football industry, you will consolidate your learning and start to specialise your work-based learning experience in line with your career ambitions. Developed in partnership with professional coaching organisations, this football coaching course allows you to study and gain work placements across the globe.

ENTRY REQUIREMENTS

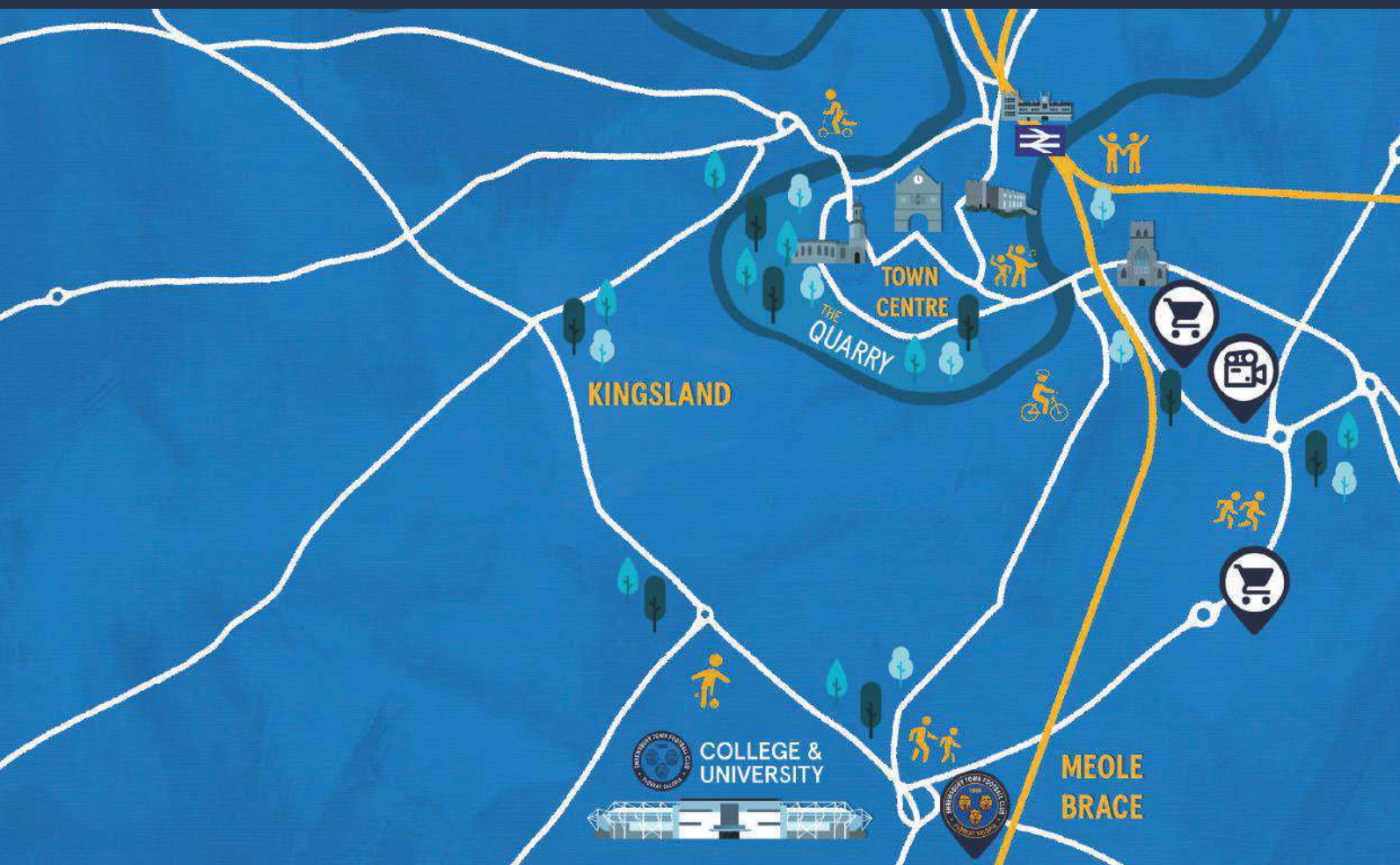
The successful completion of an appropriate Foundation Degree or equivalent. USW considers all applications on an individual basis which means that we could make offers based on qualifications, personal profile and experience.

UNITS OF STUDY

- Community Football Coaching: Theory to Practice
- Critical Issues in Sports Coaching
- Strategic Sports Development
- Business of Football
- Applied Professional Project






COLLEGE & UNIVERSITY



Our unique facilities are the focal point of an inspiring learning environment for all our students, which boasts the backdrop of the only professional football club in Shropshire.

STADIUM TO SHREWSBURY

-  45 MINUTE WALK
-  15 MINUTE RIDE
-  9 MINUTE DRIVE

Realise your potential Achieve your goals.

✉ admin@foundationstfc.co.uk
☎ 01743 289177 opt 8
🌐 www.stfccollegeanduniversity.co.uk

OUR EDUCATION PROVIDERS:

