



MOWDEN PARK
COMMUNITY

COMMUNITY
PATRONS
BROCHURE



CONTENTS

Club timeline

Community Overview (vision, aims, values)

- Sport, Activity, Events
 - Health and Wellbeing
 - Training, Education and Employment
 - Social Cohesion and Inclusion
-

Facts and figures (fast facts)

Friends of Mowden Park in the Community

Patron Scheme

Partners

Community Team – Contact Us

INTRODUCTION

Founded in 1946 post World War II on a borrowed pitch by the Old Boys of Darlington Queen Elizabeth Grammar School, Mowden Park is a historic club from the North East of England that is on a truly remarkable journey.



...far more than just a rugby club, Mowden Park are literally pioneering a new model. What they have built in recent times is remarkable. Watch this space.

Rugby Expo UK



1946

In 1946 the Old Boys of Darlington Queen Elizabeth Grammar School - mostly ex-forces - played some scratch games at the end of the 1945/46 season, and began the 1946/47 season as a properly constituted Club.

1971

The club moved to Yiewsley Drive in 1971 and changed its name to Darlington Mowden Park RFC. Mowden played at the ground for 32 years and enjoyed a number of promotions as they began to climb the leagues.



2013

In early 2013 Mowden Park in the Community was officially founded in line with the club's ambitious vision. The Community team began delivering sessions in local schools and clubs and has grown to engage over 50,000 people since its foundation.



2012

In late 2012 Darlington Mowden Park Rugby Football Club (DMP RFC, or "the Club") sold their outgrown ground at Yiewsley Drive to a housing developer and with the proceeds opportunistically bought the empty Arena for £2.6 million.

The Club played its first game at the Arena in March 2013 and set about unlocking its vast potential with a pioneering plan.



2014

On Saturday 3rd May 2014 Darlington Mowden Park were promoted to National League One.

A league high 6,000 supporters watched on as they defeated Amphill in extra time to secure their 2nd promotion in just 3 years.



MOWDEN PARK IN THE COMMUNITY

Mowden Park in the Community was founded in 2013 and has delivered programmes and initiatives to over 50,000 children, young people and adults in 75+ schools, colleges and community groups across the North East.

Mowden Park in the Community exists to utilise the passion and family ethos of the Mowden Park brand, to provide opportunities and build brighter futures for people in our communities. Mowden Park in the Community is building a legacy for sport, health and social cohesion across our community. A range of programmes are delivered that help reach all members of the community from primary schools all the way up to adults.

Funding which is generated, funds the delivery of the community programme, staff and community events. Mowden Park in the Community aspires to become a registered charity within the next 12 months to generate further funding to support the work being delivered within the community.



VISION

The mission is to be more than a rugby club, by utilising the passion and family ethos of the Mowden Park brand, we work to provide opportunities and build brighter futures for people in our communities.



AIMS

Provide opportunities for all within and beyond rugby

Inspire and empower people to live active, healthy lifestyles through the medium of sport

Showcase Mowden Park and the Arena to harness aspirations of young people to support them to be the best they can be



VALUES

To be inspirational within the community, from staff, players, coaches and volunteers

To utilise the core values of rugby – teamwork, respect, enjoyment, discipline and sportsmanship



SPORT, ACTIVITY, EVENTS

SILVER PATRON

RUGRATS RUGBY

Mowden Park in the Community works in partnership with Rugrats Rugby within the North East. Rugrats Rugby is children's Rugby classes for boys and girls aged between 2 and 7 years. Sessions are fun, energetic and engaging. The programme is specifically designed and will take children on a journey teaching them how to pass, catch, kick and run as well as taking turns and working as a team.



BRONZE PATRON

SECONDARY SCHOOLS

Mowden Park in the Community delivers rugby and other sports within secondary schools, introducing new sports or building upon the existing skills of the pupils. The coaching can be focussed upon a specific age group or open to the whole school within an after-school club setting.



SILVER PATRON

PRIMARY SCHOOLS

We deliver a wide range of packages to suit the educational needs of primary schools. From rugby specific programmes to multi-sport packages, we cater programmes to suit the school. The packages allow schools the opportunity to introduce rugby and other sports into the school for the first time or to help build upon the existing skills of the pupils. The packages incorporate several items, ensuring that all pupils get the opportunity to experience rugby and other sports in some capacity. Our packages enhance learning, making school life happier and healthier, whilst improving behaviour and attainment.





RUGBY CAMPS

The Mowden Park in the Community Rugby camps sit proudly as one of our core rugby programmes which caters for those wishing to try rugby for the first time to those who play to a high community level and wish to develop their skills and game play. With the core values of rugby – teamwork, respect, enjoyment, discipline and sportsmanship at the heart of everything Mowden Park in the Community do, along with our Mowden Family ethos, the rugby camps will be an experience not to miss!

Our player centred sessions are active, purposeful, enjoyable and safe for the participants regardless of their age or rugby experience. We offer a variety of different Rugby camps that offer a wide range of different training opportunities, which is accessible for a range of ages and abilities. The Rugby camps are delivered by our players, club volunteers along with our Community Coaches.

ACCESS THE ARENA

The Arena Tours showcase the world class 25,000-seater Arena, which sits on an inspiring 40+ acre site including, the main Arena pitch, additional floodlit pitches and training facilities, gym and leisure spaces, commercial offices and resident businesses, along with our fantastic hospitality and conferencing spaces. Tour attendees will be given an insightful tour into the daily regime of what it takes to be a professional rugby player, a meet and greet with our players and coaches, along with an opportunity for a Q&A session with a special guest! All attendees are also given a match ticket to a 1st XV match day.



OUTDOOR ADVENTURE



Mowden Park in the Community is delighted to be working in partnership with Outdoor Ambition on the delivery of our Outdoor Adventure Camps. The camps are designed to introduce young people to the thrills of outdoor adventure. The activities provide young people with the opportunity to try new activities, develop team building skills and have a vast amount of fun all at the same time!

For more information on any activities, please email info@mowdenpark.com



HEALTH AND WELLBEING



MEN'S HEALTH

The Mowden Park in the Community Men's Health Programme is a lifestyle programme aimed at men aged 35+ and with a waist size of 38 inches or more. The concept was originally delivered at professional football clubs, participants get the chance to learn about diet and nutrition, healthy lifestyle choices and take part in gentle physical activity. Each programme runs one evening a week for 13 weeks at the Arena, with participants building up their ability to take part in some rugby related activity.

The aim is to reduce male obesity, improve life expectancy and reduce health inequalities. Wider benefits to the programme participants are: increased knowledge of diet and nutrition, improve lifestyle choices, increase physical activity, reduce weight and waist circumference, increase engagement in other physical activity and improve mental health and self-esteem.



WALKING RUGBY

Walking Rugby is a simplified version of Rugby suitable for all ages, abilities & genders and being a competitive passing game, suitable for ex Rugby players, injured and rehabilitating current players and those interested in Rugby without any experience! Those past retirement age can still indulge in their passion without the full-on contact or those wishing to keep up their activity levels can try a new sport. Walking Rugby is a great leveller and players do not need to be fit – we can work on that together.

For more information on any activities, please email info@mowdenpark.com

RETURN TO RUGBY

Return to Rugby sessions aim to re-introduce players to rugby through some fun and invigorating game play, moving at your own pace and giving you an opportunity to get some refreshers on basic skills. So, whatever the playing level, whether you want to play socially, get back into competitive playing or just simply want to get fit, the sessions are tailored to suit the players' needs.

02 TOUCH

02 Touch is a touch rugby programme which is a minimal contact sport that is delivered to everyone and for people of all ages. The game emphasises running, agility, ball handling skills and team work. The programme is ideal for anyone wanting to get fit, have fun within a social context.



SOCIAL COHESION AND INCLUSION

WHEELCHAIR RUGBY YOUTH PROGRAMME

The Wheelchair Rugby Youth Programme delivered in partnership with Great Britain Wheelchair Rugby offers an opportunity for young people to play, regardless of their level of ability or understanding. The programme is inclusive and can be delivered over a school half-term or term basis. Wheelchair Rugby is about teamwork and trust, community and the extraordinary human capacity to embrace challenge and seek the positive.



BRONZE PATRON

TEAM TALK

Team Talk is a programme aimed at the over 50's to combat loneliness, social isolation and dementia across our local communities. The programme consists of weekly physical and social activities being delivered in the community. Working with people over the age of 50 and using the core values of rugby, Mowden Park in the Community will support participants to improve their health and wellbeing by engaging them in physical, social and volunteer activities. Furthermore, the programme aims to develop long term social networks.

SILVER PATRON

HEALTHY HOLIDAYS

Healthy Holidays is a comprehensive multisport programme delivered during the school holidays targeting young people from within deprived communities. Working in partnership with local support agencies, families will be referred into the programme. Children and young people will benefit from fun based multisport activities along with being provided with lunch, supporting families on low incomes, ensuring children and young people receive one substantial meal per day.

GOLD PATRON

13 million families live below the poverty line in the UK, with families going hungry every day and parents not being able to afford to pay for activities for their children during the holidays. More than a quarter of parents suffering from some form of food poverty say they are unable to provide food for all the meals their children need during the school holidays. The Healthy Holidays programme aims to alleviate the pressures faced by many families living in poverty during the school holiday period.

For more information on any activities, please email info@mowdenpark.com



TRAINING, EDUCATION AND EMPLOYMENT

GOLD PATRON

DUKE OF EDINBURGH AWARD

Mowden Park in the Community is a DofE Licensed Organisation (LO) accredited to deliver the Duke of Edinburgh Award to young people aged 14-25 years. The DofE Award has inspired and transformed the lives of millions of young people from all walks of life. From volunteering to physical activities, life skills to expeditions, achieving the DofE Award is a passport to a brighter future, valued by employers and universities. At Mowden Park in the Community, we offer the Bronze, Silver and Gold Award levels.



MOWDEN MAKERS - LEADERSHIP TRAINING

Sports Leaders UK awards and qualifications equip young people and adults with employability skills for life, improving motivation, self-esteem, communication, team work and confidence. Leadership volunteering is a vital part of all these courses allowing young people and adults, to practice and build their skills to improve employability.

Mowden Park in the Community can develop a programme for young people and adults. Awards and qualifications include; Primary Leaders, Women, Get, Set, Go! Young Leader Award, Level 1 Award in Sport or Dance Leadership, Level 2 Award in Community Sports Leadership and many more!

LEARNING THROUGH SPORT

Mowden Park in the Community works in partnership with 123Teachers, helping schools across the North East to provide educational sports activities. Mowden Park in the Community and 123Teachers understand the importance of sport in schools, so we have teamed up to enhance the opportunities that young learners can have in the development of sport and education.

Making learning fun is a great way to help young learners absorb lessons that will stay with them and that's where Mowden Park in the Community can help. We deliver in partnership with 123Teachers, the Learning Through Sport days, the sport-themed, numeracy and literacy programmes for young learners across the North East. The programme aims to increase young learners understanding of numeracy and literacy, boost young learners' confidence and increase physical activity levels.



LEVEL 5/6 PROFESSIONAL QUALIFICATIONS IN PRIMARY SCHOOL PHYSICAL EDUCATION SPECIALISM AND SUBJECT LEADERSHIP (AFPE)

We are a Professional Learning Centre (PLC) with Sports Leaders UK, accredited to deliver these qualifications to delegates. Our programme has successfully been delivered to school teaching and support staff within the North East.

The Level 5 Certificate in Primary School Physical Education Specialism aims to upskill primary school teachers, HLTA's and TA's to become specialists. Delegates will be able to raise standards through high quality PE teaching within their school.

The Level 6 Award in Primary School Physical Education Subject Leadership aims to upskill primary school teachers to become PE subject leaders. Delegates will be able to lead the delivery of sustainable high-quality PE in their school.

CREATE DEVELOPMENT – REAL PE

We are proud to be working in partnership with Create Development to deliver real PE, giving every child the physical literacy, emotional and thinking skills to achieve in PE, sport and life. The programme is a unique, child-centre approach that transports how we teach PE to engage and challenge every child. The training programme (split over the school year) includes unrivalled personalised resources and schemes of work for various year groups and ongoing support including a Teacher portal.



For more information on any activities, please email info@mowdenpark.com

FACTS AND FIGURES (2017/18)

Engaged with over
10,000 people



Worked with over
50
school and community groups



Engaged with
60% males
and
40% females



Over
800 hours delivery



Over
100 volunteers
involved with Mowden Park in the Community



Over
200 games of rugby
played across the year



FRIENDS OF MOWDEN PARK IN THE COMMUNITY



Friends are important to all of us and here at Mowden Park in the Community, we want more friends to join our growing Mowden Family.

By supporting us and making an annual donation, you can make a huge difference to our community by providing opportunities and building better lives for all. By becoming a friend of Mowden Park in the Community, you can offer this chance to the people who really need it.

Benefits of becoming a Friend:

- Launch article and press release
- Logo on the Mowden Park in the Community webpage
- Social Media exposure on the Mowden Park in the Community pages
- Membership frame
- Invite to quarterly friends' breakfast events
- Inclusion in bi-monthly Mowden Park in the Community e-zines

£1,000 pledge or raise

GET INVOLVED?

Whether you have a corporate social responsibility agenda to meet, employees to nurture and develop or you just want to give back and engage with the community you belong to – we have the right programme for you. We deliver a range of programmes which your support as a local business can help to sustain our current offer and to grow our provision to engage with new individuals and into new areas. In return, your business will be supporting Mowden Park in the Community to make a difference by building brighter futures for people in our communities whilst securing excellent PR and marketing opportunities.



PATRON RIGHTS & BENEFITS

BRONZE PATRON

As well as a regular invite to our events, a bronze patron is entitled to the following:

- Invite to exclusive Patrons lunches throughout the season hosted by senior figures from the programme
- Dual branding with programme/project logo
- Logo & hyperlink on the community website
- Column feature in matchday programme
- Photo call and press release to announce partnership
- Regular update meetings to discuss activation and on-going PR opportunities

£2,000

Wheelchair Rugby - 5 schools
Secondary Schools - 8 schools
Walking Rugby - 90 People

SILVER PATRON

As well as a regular invite to our events, a silver patron is entitled to the following:

- Invite to exclusive Patrons lunches throughout the season hosted by senior figures from the programme
- Dual branding with project logo on all promotional materials. Logo and hyperlink on project web page
- Match day hospitality for two
- Single page programme feature
- Photo call and press release to announce the partnership
- Regular update meeting to discuss activation and on-going PR opportunities

£5,000

Rugrats Rugby - 100 PW
Primary Schools - 10 schools
Team Talk - 60 People

GOLD PATRON

As well as a regular invite to our events, a gold patron is entitled to the following:

- Invite to exclusive Patrons lunches throughout the season hosted by senior figures from the programme
- Dual branding with project logo on all promotional materials
- Logo and hyperlink on project web page
- Branding on all participant collateral (e.g. t-shirts, water bottles, workbooks etc) relating to the project
- Match day hospitality for four
- Single page programme feature
- Photo call and press release to announce the partnership
- Regular update meetings to discuss activation and on-going PR opportunities
- Two Mowden Park season tickets

£10,000

Men's Health - 60 people
Duke of Edinburgh Award - 50 people
Healthy Holidays - 250 people



#MOWDENFAMILY BE PART OF IT



For more information please contact:

[Anne Rose](#) | Community Manager | anne.rose@mowdenpark.com | 01325 350267

www.mowdenpark.com