



Diocese of Norwich  
Education and  
Academies Trust

## PRESS RELEASE

### **New Partnership Announced for Open Academy's Successful Football Program**

Open Academy in Norwich, part of the Diocese of Norwich Education and Academies Trust, (DNEAT), is delighted to announce a brand-new partnership with Sheringham Football Club.

The Partnership, beginning at the start of the new term year 1<sup>st</sup> September 2021, will allow aspiring footballers to study towards a recognised BTEC Sport Development qualification, (SFC Open Academy – Level 3 BTEC Extended Diploma in Sport), alongside the opportunity to play for Sheringham Football Club in the Eastern Counties leagues.

Oliver Burwood, CEO of DNEAT said: “Open Academy has successfully delivered this course for the past ten years, offering an exceptional educational provision with many of their former students attaining university placements in the UK and scholarships in the USA, along with playing semi-professional football. This reflects the rich range of educational opportunity that the Trust supports its academies to provide at all levels.”

Jon Ford, Principal of Open Academy, Norwich, said: “Open Academy is well known as a strong choice for football post 16 in Norfolk. Six former students featured regularly in the Sheringham FC first team last season. The program makes full use of our fantastic facilities including the excellent 4G Pitch, experienced and skilled coaches and teachers and a reputation for individualised support. This exciting partnership secures the next developmental stage for our football program, and we are delighted to be partnering with the ambitious Sheringham FC.”

Suzanne Cherrie, Secretary of Sheringham FC said: “The Partnership is a major milestone in the future direction of the Club. We are immensely proud to be able to play a part in assisting students on the start of their chosen career paths and understand the responsibility this brings. We are truly excited to start our journey with the fantastic team at Open Academy.”

Sixth form students enrolling on the course will undertake:

- 8 hours per week of BTEC Sport theory, leading to the BTEC Level 3 Extended Diploma in Sport, equivalent to 3 A Levels
- 5 hours per week of an optional additional level 3 course/A level (e.g. ICT, Business, Maths and Applied Science) to run alongside our Football programme.
- The opportunity to re-take English and maths GCSEs
- 3 hours per week of match time in County wide competitions.
- Opportunity to play in the Thurlow Nunn Senior and Youth League
- 8 hours per week of practical football training with highly qualified UEFA coaches
- Additional coaching sessions and lectures delivered by Sheringham FC coaching staff

Suzanne Cherrie said: “Sheringham Football Club welcomes this major opportunity of establishing a sustainable player path through to the first team, as well as enhancing an already thriving youth set up.”

She added: “In addition, the Club will look to form links with the local High Schools to promote the opportunity for students in the North Norfolk area to enrol on the course.”

To join the BTEC Level 3 Sports course at Open Academy please contact Open Academy’s Head of 6<sup>th</sup> Form [Lelia.Molloy@open-academy.org.uk](mailto:Lelia.Molloy@open-academy.org.uk) or [Cedric.Anselin@open-academy.org.uk](mailto:Cedric.Anselin@open-academy.org.uk)

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## **Club History**

Sheringham FC is currently members of the Eastern Counties League Division One North and play at Weybourne Road, Sheringham

The Club was established in 1897 and played in the Norfolk & Suffolk League, In 1957–58 Sheringham became league champions.

In 1964 the league merged with the East Anglian League to form the Anglian Combination, with Sheringham placed in the Premier Division.

Sheringham went to be runners-up in 1968–69 and champions the following season, before winning the league's Senior Knock-Out Cup in 1970–71.

Having sunk into the lower divisions by the early 2000s, Sheringham climbed back up winning titles in three successive seasons.

In 2008–09 the club won the Premier Division title for the first time since 1970.

In later years, Sheringham would once again work their way back up the league in successive seasons, gaining promotion in 2018-19 to Division One North of the Eastern Counties League.

#### Honours

- Anglian Combination
  - Premier Division champions 1969–70, 2008–09, 2018–19
  - Division One champions 2004–05
  - Division Two champions 2003–04
  - Division Three champions 2002–03
  - Senior KO Cup winners 1970–71
- Norfolk & Suffolk League
  - Champions 1957–58
- Cromer Lifeboat Cup
  - Winners 1956, 1966, 1968, 1986, 1988, 1998, 2000, 2004, 2005

#### Records

- Best FA Cup performance: Second qualifying round, 1952–53, 1956–57, 1957–58

### **Where is Sheringham Football Club going?...**

The Club's aims are to:

- Maintain the First Teams status as an Eastern Counties club and gain promotion to the Premier Division
- Deliver a high standard of youth coaching across all age groups
- Have a defined pathway for youth development to progress to our senior teams
- Continue to improve the pitches and facilities at the club
- Deliver a sustainable business model to sustain financial long-term security
- Maintain good links with the local community and businesses
- Support an educational programme and form links with the local High Schools

Sheringham FC is a community Club and run solely by a dedicated group of volunteers covering a variety of roles. Whilst many of our volunteers are long standing members of the Club, we are very much a progressive and ambitious committee that strive to move the Club forward year on year.

They have 3 senior teams and 9 youth teams with ages ranging from 4 to 16.

The Club benefits from the support of over 60 local business from a wide range of industries and trades, in turn we promote these businesses on our successful social media channels and through match day advertising.

The Youth Teams play in the Norfolk Combined Youth Football League, each youth team has at least one coach qualified to the FA's Level 1 standard, and all have enhanced DBS checks and safeguarding certification.

### **Editor's Notes**

More than a quarter of all young people in the area attend Diocesan schools. There are 110 schools in the Diocese family, of which 36 are DNEAT academies and a further eight with St Benet's Multi Academy Trust.

All Diocese schools and Academies are united in their approach which is rooted in Christian values and mutual support.

#### ***DNEAT - Diocese of Norwich Education and Academies Trust***

Currently there are 36 academies within DNEAT. From March 2020, Ofsted ratings were 84% good or better.

<https://www.dneat.org/academies/>

#### ***St Benet's Multi-Academy Trust***

Currently, there are eight academies in St Benet's. Schools which are located in Dickleburgh, Diss, Garboldisham, Long Stratton, Harleston and Newton Flotman.

<https://www.stbenets.org/academies/>

#### **For more Press Information, Interviews and Pictures contact:**

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