



Date: 17<sup>th</sup> March 2025

**Dear Parent/Guardian,**

**Re: Year 1–6 Boys and Girls Football Programme**


I hope this letter finds you well. I am Police Inspector Naj Ahmed from Sandwell Partnerships, and I am pleased to invite your child to participate in an exciting football programme designed to engage and inspire young people from African, Caribbean, and dual-heritage backgrounds.

This initiative aligns with the Police Race Action Plan, which seeks to enhance engagement and improve outcomes for our Black communities. This creates greater opportunities for underrepresented groups in football within Sandwell. Football has the unique power to unite communities, and through this programme, we aim to foster a strong sense of belonging for all participants.


In partnership with Academy De Skillz, West Bromwich Albion Foundation, and Aston Villa Academy, we've launched a grassroots initiative to identify and develop local football talent. Young players will have the chance to impress Premier League scouts in attendance. Academy De Skillz excels at discovering overlooked talent, offering a structured, supportive environment led by experienced, FA-qualified coaches with DBS and Child Safeguarding certification.

This open trial is **completely free of charge** and welcomes boys and girls across Year 1 to Year 6. The details are as follows:

 **Venue:** West Bromwich Albion Academy (Dome), Halfords Lane, West Bromwich, B71 4LG

 **Date:** 13th April 2025

 **Arrival Time:** 3:30 PM

 **Event Ends:** 6:00 PM (concluding with a presentation)

We encourage all participants to wear appropriate football attire, including football boots/trainers and shin pads. The trial will take place on a **3G Astro turf pitch**.

To confirm your child's attendance, please scan the attached QR code or email [Roseann.Hardy@westmidlands.police.uk](mailto:Roseann.Hardy@westmidlands.police.uk)

We look forward to welcoming your child to this fantastic opportunity.



**Yours sincerely,**

Police Inspector Naj Ahmed  
Sandwell Partnerships