



STRATEGY 2021 - 2024

HEALTHIER

HAPPIER &

STRONGER



COMMUNITIES



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Healthier, Happier and Stronger Communities

We have been through an unprecedented period since the start of the Coronavirus Pandemic in March 2020 and this has ensured that we have carried out a full review of our strategic direction and plan. Our inaugural '2017-2020 Inspiring Our Communities' strategy included extensive consultation both internally and externally whilst taking into consideration local, regional and national policies across all of our scopes of work.

We are now at the end of the successful delivery of our 12 month Covid-19 community response 'Healthier, Happier, Stronger Communities' Strategic Plan for 2020-21 and we are excited about our new and exciting direction.

Throughout the last 12 months we have carried out a lot of consultations, reviews and discussions with staff, trustees and key stakeholders about what the long-term strategy of BACT would look like.

We want to be seen as an organisation that can positively respond to any community need and embed ourselves in our approach to building communities back better in the next 3 years.

Our 'Healthier, Happier and Stronger Communities' Strategy will be our commitment to our community and how we will continue to make a difference across our East Staffordshire and the surrounding areas.

This Strategy will be:



Focusing on getting our communities back on their feet following Covid-19



Placing ourselves at the heart of our communities



An opportunity to react positively and show our communities that we are there for them



Aligned to English Football League Trust [EFLT] programmes



Aligned to Premier League Charitable Fund [PLCF] programmes



Focussing on demonstrating we are delivering real change to our community

We hope to really make a difference to communities across East Staffordshire and the surrounding areas over the next 3 years. It is absolutely imperative we continue to develop, work with and be a trusted partner of all of 'Friends of the Community' to achieve this.

Foreword



I have pleasure in commending to you our strategic plan for the delivery of our Healthier, Happier and Stronger Communities programmes for 2021-2024.

In these continuing uncertain times it is vital that we all pay increasing attention to the wellbeing of each other and our programme is designed to generate resilience in the many challenges of current circumstances as well as developing opportunities for the future.

I place on record the thanks of the Trustees to Burton Albion FC, all of our funders and of course to our excellent staff for their continuing support and encouragement without which we would be unable to deliver much needed high quality programmes for the benefit of the community we are proud to serve.

John Jackson
Chairman, Burton Albion Community Trust



This 3 year strategic plan has been brought about following extensive consultation both internally and externally and of course taking into the consideration all of the learning we have done throughout the Pandemic period. We are extremely proud of the outcomes we have achieved across our Inspiring our Communities Strategy 2017-20 and our 12 month Healthier, Happier & Stronger Delivery Plan. We are now excited about what can continued to be achieved as we move into a new phase of delivering projects to impact on a healthier, happier and stronger community.

I am a big believer in positivity and the huge challenges we have faced since March 2020 when the whole world was effectively brought to a standstill has reinforced the genuine difference we can make to our communities. Our staff and volunteers have been outstanding in their response to delivering repurposed, community led projects and you will see this change of focus within this document.

Never have we felt so connected to the Burton Albion family and the relationship with Burton Albion FC will ensure we continue to be at the heart of our communities for this new period. Our partnerships and friends are what make Burton Albion Community Trust the organisation we are and local, regional and national partners have been at the heart of our decision making process throughout the development of this plan.

We continue to be a unique organisation, with fantastic facilities, brilliant people and life changing projects. I can't wait to see what the future holds.

Matt Hancock
Head of Community, Burton Albion Community Trust

Burton Albion Community Trust

OUR VALUES AND MISSION




**OUR
VISION
IS TO**




**OUR
MISSION**

Making a difference in our communities through the power of sport and brand of Burton Albion Football Club.




**OUR
VALUES**

Be Inspiring
Through a passion for Burton Albion & our local community



Be Engaging
Through understanding our communities, delivering targeted projects & programmes



Be Passionate About People
Helping realise full potential in individuals & our communities



OUR IMPACT ON THE COMMUNITY



Community
Engagement



Utilising our unique
Burton Albion and
community facilities



School
Sport

Education &
Employability



Health &
Wellbeing



OUR
STRATEGIC
OBJECTIVES



To Deliver
High Quality



To Create
Experiences



To Make a
Difference



OUR
STRATEGIC
OUTCOMES



Develop healthier
and happier
communities



Create safer and
more cohesive
communities



Empower our
communities to help
fulfil potential and
opportunity



Running through all of the above is an insistence that we
are a well governed and sustainable Charity.

Strategic Objective



TO DELIVER HIGH QUALITY

We are proud to represent the brand of Burton Albion and want to ensure that every staff member and volunteer delivers the best possible experience every time we are in the community. We our nothing without the forward facing delivery of our people and that is why we have a huge focus in the next three years on developing our people, projects and programme to be the best they can be.

Some key goals will be to:

- **Deliver and monitor a Performance Development system across all staff and volunteers**

We are committed to our workforce and have invested in a dynamic and interactive performance management system which enables us to support each member of staff/volunteer to reach their full potential

- **Deliver and monitor our Quality Assurance Framework across all programmes**

Every BACT programme will be subject to regular quality assurance visits to ensure each programme meets the aims and the objectives it is set out to achieve and all governance processes are adhered to as set out in the quality assurance framework.

- **Develop and deliver partnership projects to maximise programme outcomes**

We will continue to work with partners across our network to deliver programmes in partnership to meet the diverse needs of our community. We will encourage and support smaller organisations to deliver alongside us.



TO CREATE EXPERIENCES

We are here to create life changing and life inspiring experiences. It is our ultimate to goal to 'Inspire, Engage and Educate' every participant. We will offer an inspirational opportunity that is unique within the area and appeals to all members of the community whether they are children, young people, adults or older people. Engaging communities through innovative programmes whilst educating participants using both informal and formal settings allows us to create a sense of belonging, development and further opportunities for all. This journey is delivered by our dedicated and high quality workforce and supported by partner organisations to ensure at every juncture a participant has opportunities to progress no matter what their starting point.

Some key goals will be to:

- **Provide long lasting positive experiences for every individual whatever their age or background through programmes or partnerships**

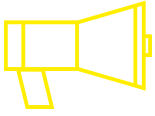
We will ensure we focus time on every individual we come into contact with. Our staff and volunteers will invest in each individual to create bespoke opportunities that can help change lives positively.

- **Be innovative, open to community ideas and reactive to our communities needs to place support where it is needed most**

We will invest in a insight and impact manager that will ensure BACT are at the forefront of community needs, understanding our communities and planning projects that will make a difference. Our Scope of Work managers, together with the workforce, will understand and really get to know the communities we serve.

- **Create an inspirational environment utilising our unique Burton Albion brand**

The Burton Albion trusted brand and reputation within the community is integral in BACT being able to inspire our communities. We will wear the badge with pride, be positive about our identity and at all times respect the fantastic resources we have at our disposal.



TO MAKE A DIFFERENCE

Insight and Impact are key drivers for BACT over the next 12 months. Delivering projects and programmes that genuinely change lives, have positive impact on communities and are absolutely critical to aid our communities in building back better from the Coronavirus Pandemic will be our focus. We want to make a difference on every session, on every project and every day we pull on the Burton Albion uniform.

Some key goals will be to:

- **Invest in Insight & Impact to develop and monitor our projects. We need to know we are making a difference.**
We will invest in training for our management team and operational staff to ensure that BACT have this at the forefront of all delivery. We will invest in systems which allow us to monitor and highlight the impact of our projects. We will invest in training for our management team and operational staff to ensure BACT have this at the forefront of their delivery.
- **Develop individual and project showcase stories for all programmes. We need to show we are making a difference.**
It is our commitment to develop relationships with the individuals and organisations we work with. Staff and volunteers will be tasked with nurturing these relationships to create an environment where BACT have openness, honesty and trust.
- **Continue to develop and create an annual and overall Strategy Impact Report. We need to evidence we are making a difference.**
It is our intention to continue to ensure this strategy will be our benchmark for the next three years. We will report annually on our progress against our objectives and outcomes. This will help drive and formulate our long term planning as we continue to build back better following Covid-19.



AS A CHARITY WE WANT TO BE THE 'BEST IN CLASS'.

1. Ensure compliance with relevant legislation and regulation
2. Ensure financial sustainability and long term viability of BACT
3. Ensure an appropriate governance and leadership structure is in place
4. Use the EFLT Capability Code of Practice (CCOP) to ensure that we can demonstrate the highest standards of governance and management
5. Create communications that focus on supporting programme delivery, amplify the work with key stakeholders and build awareness of the work of the BACT with new audiences
6. Ensure safeguarding is of the highest priority for all staff, volunteers, participants and programmes
7. Ensure equality, diversity and inclusion is prioritised within all BACT processes, programmes and the workforce

Scope of Work and Outcomes



HEALTH & WELLBEING

To build healthier and happier communities using a unique approach to improving the health, wellbeing and quality of life of people and communities across Burton and the surrounding areas.

Tackling Loneliness	Community Wellbeing	Living Well Longer
<ul style="list-style-type: none">• Extra Time Hub• Community Wellbeing (in response to Covid-19)• Community Volunteering Opportunities (in response to Covid-19)	<ul style="list-style-type: none">• Fit Fans• Fit Brewers• Fit Employees• Wellbeing in the Workplace• Wellbeing in the Community• Armed Services Covenant	<ul style="list-style-type: none">• Active Recovery (Cancer recovery programme)• Prehabilitation and Rehabilitation programmes





COMMUNITY ENGAGEMENT

To develop, deliver and monitor inclusive, innovative, quality and targeted engagement projects and events whilst working in partnership with key organisations using the power of sport and brand of Burton Albion FC.

Football in the Community

- Disability Football
- Advanced Development Centres
- Burton Albion FC Girls
- Walking Football
- Women & Girls
- Coach Education
- Birthday Parties
- Recreational Leagues
- Grassroots support
- Holiday provision
- Development Centres
- Twinning Project



Diversionsary Activities

- PLCF Kicks Multi-sport activity
- PLCF Kicks Girls only provision
- Targeted School Holiday programme
- Street Cricket
- Junior Disability Youth Club
- Able Too Albion Pan Disability Football

Events

- Fundraising Events
- Open Days and Community Events
- International Projects



EDUCATION AND EMPLOYABILITY

To support, deliver and enhance learning, education and employability opportunities available in our communities through an innovative and structured approach to education for all ages.



Alternative Education

- Primary and Secondary Alternative Education
- Higher Horizons Mentoring
- Transition Programmes
- Mentoring Programmes

Employability

- Building Better Opportunities
- Employability projects
- Traineeships and work placement projects
- National Citizenship Service (NCS)

Community Education

- Football and Education programme (Boys & Girls)
- Sport & Coaching Foundation Degree



SCHOOL SPORT

Develop and deliver whole school and whole child programmes which engage pupils, teachers, parents / carers. These school sport programmes will enrich and enhance the curriculum and have a positive impact on literacy, numeracy and PSHE related projects.



Primary Schools

- Premier League Primary Stars
- Joy of Sport/Move and Learn programme
- Primary School Projects
- Multi-sport Holiday Activity
- Cluster Holiday Hub projects
- Extra curricular activities
- Range of PE, literacy and numeracy projects
- Team Teaching programme
- School festivals and tournaments



Our Staff and our commitment



Over the past 10 years our most valuable asset and resource has been the passionate, determined staff and volunteers who have made such a huge difference through the work of Burton Albion Community Trust.

We are confident that over the next 10, 15, 20 years our workforce, will continue to make a lasting impact on the communities and people involved in the work we do. We are committed to all of our people and over the course of the next 12 months we will use a number of milestones to help us achieve our mission and deliver our values.

BACT's Trustees will be involved in a one to one review and board audit which will help us to analyse and ensure our board is as efficient as it can be.

The implementation of our new performance development process will provide all staff and volunteers with an annual performance management meeting, minimum bi-monthly performance development meeting and an individual one to one catch up. This process will help us celebrate the success of our people and empower individuals to achieve the very best they can achieve, we have aligned our process, measures and support to our strategic mission and values.

Our workforce development plan will provide training and development opportunities across all scopes of work and core business services. These opportunities will be specific to individual needs of our people, the development of projects and opportunities which present themselves.

Having a staff voice and keeping our people at our heartbeat will ensure that our DNA and values run through our people, projects and all those who have an experience with Burton Albion Community Trust. Through the values and people group we will gain regular feedback and use this group to represent our people, share messages and consult on the developments on Burton Albion community Trust.

We will continue to focus on wellbeing providing staff and volunteers with the opportunities to build resilience, develop the skills and tools needed to maintain a healthy lifestyle. Human resource support and relevant guidance will play an important part in our wellbeing strategy.

Burton Albion Football Club we will continue to offer staff incentives such as a pension scheme for all employees; Bike to Work programme; child care voucher; discount at partner food outlets and free use of a gymnasium.

BACT people will be Inspiring, Engaging and Educating, we are proud of all of our people and grateful to all those who will work with us over the next 3 years to make a difference in our communities through the power of sport and brand of Burton Albion Football Club.

John Widdowson | Community & Partnerships Manager



Friends of the Community

We could not do anything without the support of our community.
We are reliant on receiving support in a variety of different ways
and this support allows us to make the difference.

The 3 key partnerships we will continue to develop and nurture
over the next 3 years will be:



FUNDERS AND SPONSORS

Without our funders and sponsors we simply would not be here.
It is their belief and trust in our delivery that allows our people to do what they love and do best in our community.



OUR COMMUNITY

Increasingly in this current climate we are reliant on donations, support from individuals as well as organisations. Every penny donated is reinvested into our local community and having support from our community financially will enable us to be more reactive in our delivery which we believe could be crucial in this next 12 months.



PROGRAMME PARTNERS

We do not deliver anything in isolation. It is important to us that we connect, support and deliver with like minded partners who can add value to the programmes that we deliver. Our partners mean the world to us and we are very grateful for each and every one.

Our Point of Difference



BURTON ALBION FOOTBALL CLUB

I have always wanted the community to be at the very heart of what Burton Albion Football Club is all about and for the club to be just as successful in making an impact off the pitch as on it.

This last 18 months has been incredibly challenging for everyone but I'm proud of our response to the pandemic and how the club and community trust has stepped up to play crucial roles throughout what has been an unprecedented health crisis.

From using the Pirelli Stadium as a Covid-19 testing centre, to delivering help directly to the door of the most vulnerable people, Burton Albion played an important part in helping our community negotiate the worst times. Who would of thought 18 months that Burton Albion and Burton Albion Community Trust would have led and coordinated the Vaccination Centre for East Staffordshire!

What this last 18 months has shown more than ever is that the football club has a key role to play in bringing people together, inspiring them and helping them to develop and achieve - whatever is thrown at us.

Burton Albion Community Trust is, and always will be, at the forefront of delivering our commitment to make a massive difference to as many local people as possible.

This new strategy builds on all that has been achieved over the last decade and sets out plans and ambitions to take the trust to the next stage in its development.

The trust has inspirational and committed leaders, a dedicated and enthusiastic workforce and will always have the full support of the football club.

BACT has never been more needed and is ready as ever to deliver on all its promises.

I can't wait to see what we can achieve together over the coming years.

Ben Robinson | Chairman

Our Facilities

ANGLESEY COMMUNITY FOOTBALL CENTRE



BURTON ALBION COMMUNITY FOOTBALL CENTRE



BURTON ALBION COMMUNITY HUB



Testimonials

CCLT have been delighted to continue their long partnership with BACT, working together to improve outcomes for the children in our schools. We are always impressed with the commitment of the professional coaches who work alongside our own staff to develop and deliver high quality programmes to meet the needs of our individual schools. The team at BACT are proactive and responsive our requests, adapting their offer to our requirements. In this challenging year, they have been able to support us with additional provision for our most vulnerable groups. The team are valued members of our Trust community and we look forward to working with them in the future on the 'Healthier, Happier, Stronger Communities' strategy to the benefit of all our pupils and families.

Bernadette Hunter
Chief Executive Officer | Central Co-operative Learning Trust

The Premier League Charitable Fund funds Club Community Organisations such as Burton Albion Community Trust to help people achieve their potential and positively impact their communities through the power of football. BACT is a great example of a charity that has its club and community at the heart, working with individuals and organisations to create high quality experiences and opportunities that meet local needs. We're delighted to support BACT to deliver Premier league Primary Stars and Premier League Kicks, as we recognise the strong relationships they have with local organisations and participants. Through their hard work and commitment they are making a real difference every day, and should feel very proud of all they've achieved.

Ruth Shaw
Premier League Charitable Fund

BACT has a major role to play in '2020s East Staffordshire' to help improve the physical and mental health of residents, following the impact of the pandemic. I know they are up to the challenge.

Andy O'Brien
CEO | East Staffs Borough Council

Burton Albion continues to be a model for how a football club can support its community and never has this been more relevant than over the past 12 months. The commitment of the club, driven by its owner Ben Robinson, to provide the stadium free of charge as a testing centre, vaccination centre and emergency hub illustrates an approach that everyone associated with Burton Albion must be very proud of.

None of this would be possible without the resource and expertise of Burton Albion Community Trust (BACT), who have coordinated this effort and worked together with the club to support Burton and East Staffordshire through the most challenging of times. It is incredible to think of the speed at which this Covid response has been mobilised and continues to be delivered. At the same time BACT's regular delivery of programmes has continued with a great deal of innovation to move things into a digital space in many cases.

In looking forward to the 2021-24 strategy, I am sure that the experiences of the last 12 months will drive BACT on in their vision of 'Healthier, Happier and Stronger Communities'. The EFL Trust look forward to working with Burton Albion Community Trust to ensure this is delivered.

Mike Evans
Chief Executive Officer | EFL Trust

It's been a privilege this year working with BACT to ensure our communities remain safe happy and positive places to be. Not only through COVID but also day to day commitment & great work with young people through sport.

Their healthier, happier, stronger communities strategy aligns with Trent and Dove values and continuing to work in partnership is key to achieving both BACT and Trent and Dove aims in 2021.

We know they will continue to make a big difference now and in the future to our region and communities.


Ursula Bennion
CEO | Trent and Dove

BACT's mission is "Making a difference to our community through the power of sport and brand of BAFC". I discovered long ago, through my long and personal association with both BAFC and BACT, that this simple sentence understates the magnitude of the impact this amazing organisation has on the local community. Age is no barrier with BACT's community projects. Throughout the pandemic, BACT were at the forefront when it came to supporting those in need. The spontaneous actions of the team and volunteers saw food parcels assembled and distributed to those in need. The vaccination programme at the Burton Albion football ground was coordinated and run with military precision. An army of willing volunteers supported the hard-working NHS staff in delivering over 100,000 vaccines. There is no doubt that the BACT strategy for 2021-2024, "Healthier, Happier and Stronger Communities" will fulfil its promise and our community is all the richer for having BACT at its heart.

Kate Griffiths MP for Burton & Uttoxeter



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