

2017-2018



INVESTORS
IN PEOPLE



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FOREWORD



Matt Hancock
Head of Community

Our 2017-2020 strategy was brought about following extensive consultation both internally and externally and taking into consideration local, regional and national policies across all of our scopes of work. We gathered feedback from key stakeholders, participants and our existing workforce by using online surveys, meetings and focus groups.

The first year of the delivery of our strategy has been a challenging, exciting and extremely successful one with a clear focus on getting better at everything we do. We have an unbelievable workforce and one that I am very proud of. They genuinely make a difference to people's lives every single day and on top of this are proud to be representing Burton Albion FC as well as our wonderful charity.

Our strategic aims to; Deliver High Quality; Create a Positive Journey; Measure and Evidence Impact and Govern and Lead Effectively are the heartbeat of our charity and the successful delivery in year one has ensured that we are on our way to achieve our mission of 'Making a difference to our communities through the power of sport and brand of Burton Albion FC.'

Since our inception in September 2010, our engagement numbers have grown together with our investment in the local community. The last year we have continued to engage these numbers however we have built an excellent infrastructure in both staff and facilities that is

enabling us now to gain the sufficient evidence of the impact that we make on our local communities. We believe if we can maximise all aspects of this journey then our programmes will continue to organically grow and make a greater impact on the local, regional and national agenda.

Whilst we have ensured that our strategy supports the overriding aims of national organisations including The English Football League Trust, The Premier League and Sport England, we have placed a real focus on how we can measure and maximise the impact our charity has in East Staffordshire and the surrounding areas, particularly as the key provider of sport and community development.

We still believe we are a unique organisation. We have a very powerful brand with magnificent resources and the fantastic support of a remarkable and special football club that is at the heart of the community.

I hope you enjoy our Impact Report and as always we are already developing Quality Assurance frameworks, Outcome based frameworks and improving our monitoring and evaluation systems to ensure we don't stand still, we will keep getting better!



John Jackson
Chairman



Our strategy for 2017 – 2020 committed us to continuing to provide an improving and ever widening service to our communities, thereby making a difference on a very broad front. This impact report confirms that, thanks to our loyal, dedicated and enthusiastic staff together with the continuing support of our sponsors, partners and the unique encouragement of Burton Albion Football Club we have exceeded all the targets set for the first year of the strategy.

An average of over 7000 people take part in our sessions each week and their ages range from 4 years to 80+ years. This fact alone indicates, beyond any doubt, we are continuing to make an increasing input to many aspects of the lives of the communities we serve.

Whilst the report highlights our successes in the field of employment, education, sport and health & wellbeing it is important to note the progress being made with the National Citizen Service, basic literacy and community relations whilst we remain dedicated to improving both the scope and the quality of the services we provide we must also look back, with great pride, at the impact resulting from our close working relationship with the Staffordshire Police and Crime Commissioner, East Staffordshire Borough Council, various Parish Councils, Staffordshire County Council, East Staffordshire Clinical Commissioning Group Patient board and the Queens Hospital together with the English Football League Trust and The Premier League Charitable Fund.

My fellow trustees join me in commending this report to you and in doing so we place on record our continuing thanks to ever supportive and community driven Burton Albion Football Club. To Matt Hancock, Head of Community, and to each and every member of our staff for their hard work, loyalty and enthusiasm without which none of which the excellent impacts would have been in any way possible.

HEADLINE STATISTICS



246

weekly sessions



19,680

hours of engagement
with our local community



48

different
projects



3

managed
facilities

This year we have...



48

contracted staff



1

fantastic Football
Club partnership



9

Trustees



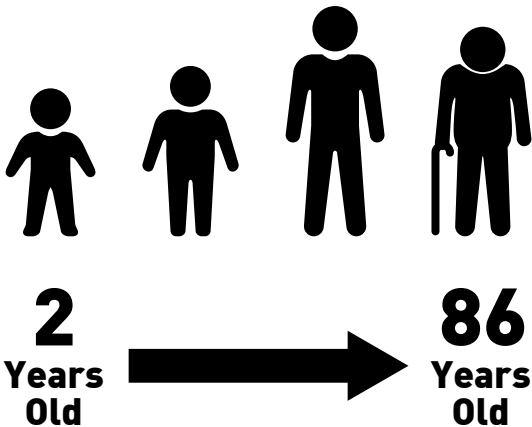
12

regular volunteers

Average of
7439



community members
engaged each week



Our youngest participant was 2 years old,
and our oldest participant was 86 years old.



HEALTH & WELLBEING



336
sessions



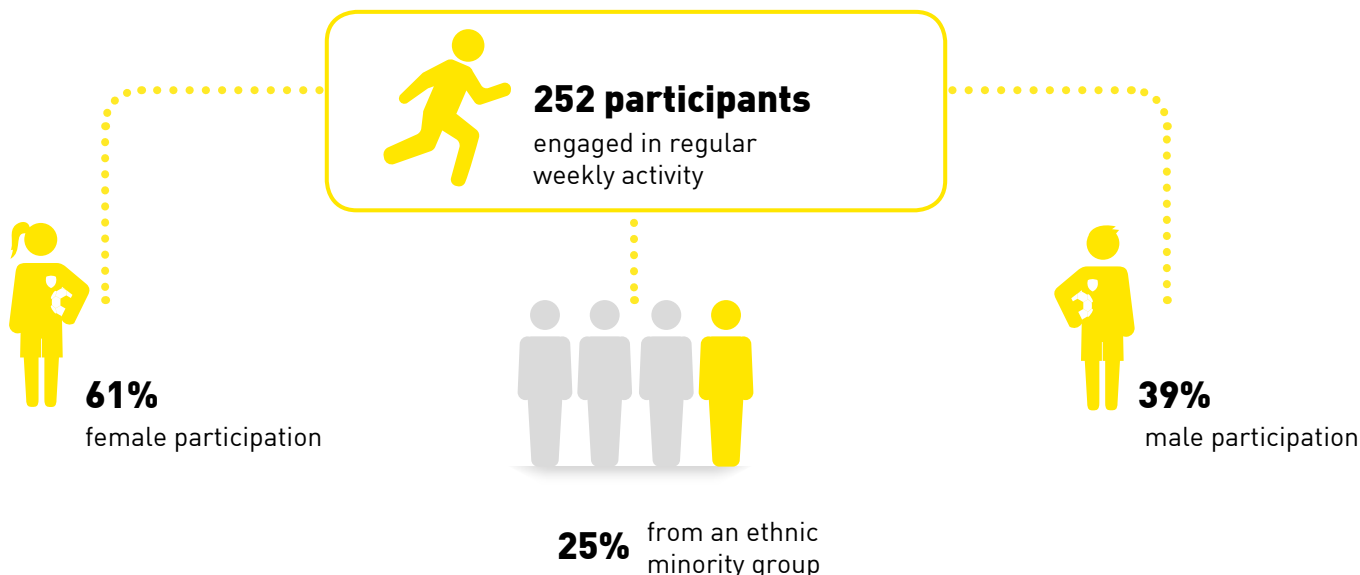
528
delivery hours



participation of
12,096
across all projects



we used
7
community venues



CASE STUDY 1 - FIT FANS

In January 2018 FiT Fans started in its new home The Workout Gym, Wetmore Road.

Homed in this new facility over 75% of the class members in January were members of the previous class. The class is a weekly circuit session hosted at the Workout Gym promoted to Burton Albion Fans as an opportunity to burn some calories and have some laughs.

Hayley is a regular member of FiT Fans she enjoys the sessions because they are hard work, they push her and she has to come out of her comfort zone. Since attending the classes Hayley has built up the confidence to train outside of the classes and she now attends other classes including Spin and in April became part of the park run movement. She now attends the free 5K runs regularly and is knocking time off her PB regularly.

Paul Young first started attending FiT fans when it began as a targeted intervention programme. He got the bug and hasn't looked back. Paul is a Brewers Fan and loves to attend the weekly classes because training with other people motivates him and also challenges him to be at the classes. Since April Paul has also become a regular park runner and now gets up early most Saturdays to take part in the free 5K run. If he can't make it, then he now meets up with other group members to run or train. Paul's highlight has been seeing the improvements he wanted which allowed him to play football with his teenage sons, take them on bike rides and even run with them.



Fit Fans is ace! It is not just training, it's a whole lot more than that. We train together, eat and drink together and support one another in the gym and at home.

Hayley | Fit Fans member

I am so glad I got involved (with Fit Fans). Being able to train and do things with my lads is amazing. Without these sessions I never would have gone to park run and I probably would have stopped training ages ago.

Paul | Fit Fans member





HEALTH & WELLBEING GOLDEN GOAL

Our weekly Over 50's social and activity programme delivered from the Pirelli Stadium has continued to be a huge success this year.



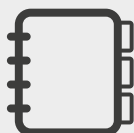
48

sessions delivered



144

hours of delivery



48

different projects



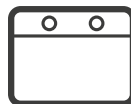
11

guest speakers from various community partners



3,936

participations



82

per week average across the year



117

registered participants



£2,285

of fundraising creating 5 charitable donations to:

- Parkinsons UK
- Stand UP to Cancer
- Burton Hospital
- Air Ambulance
- The purchase of a brand-new defibrillator



EDUCATION & LEARNING

CASE STUDY 2 - FOOTBALL & EDUCATION

Our Football and Education programme continues to go from strength to strength in partnership with Burton and South Derbyshire College.

On the pitch we had success with our male first team winning the National Football Youth League and our female team winning The Association of Colleges Midlands League.

In addition to a great year on the pitch we were delighted when two of our students, Megan Herbstritt and Lucy Robinson, were accepted for scholarships in America to continue their football and studies.

The lads deserve all the plaudits that they get for their hard work and for pulling off such a great result in the final. It's such a unique team of players, who've got an abundance of talent and they're a pleasure to work with.

Aaron Webster
First Team Manager



BURTON & SOUTH DERBYSHIRE COLLEGE



48 male
12 female



90 sessions delivered
88% male average attendance
94% female average attendance



2,204 hours work experience



4 FA Coaching qualifications achieved
6 Completed CPD hours per player



2 USA scholarships
1 moved on to BACT foundation degree



4 players employed by BACT
7 players employed part time by BAFC



2018 National Youth Football trophy winners
& Girls English Colleges league winner

LANDAU FORTE



172 sessions delivered



15,480 minutes of training



1 First Team fixture visit
2880 minutes of game time
32 competitive fixtures across 2 Teams



12 qualifications completed



3 students progressing onto the Foundation Degree



1 external team building trip
1 St Georges Park experience visit



1 end of season meal/ presentation





ENRICHMENT EDUCATION



246
weekly
sessions



34 students on a
numeracy and literacy
programme



50 students
on media and
enterprise days



20 visits
to Burton
Albion FC



34 work
experience
students



54 Respect
Burton students
in 5 secondary
schools



4 students attending
long term enrichment
at BA Community
Football Centre

Employability

- 12 participants enrolled on Building Better Opportunities programme with 2 moving into employment
- Contact and support provided to 80+ participants
- Regular employability hubs now established at Burton Library, Burton Job Centre, Winshill and Stapenhill Community Cafés, and Langan's Tea Rooms

Further Education

- 3 Apprentices Enrolled on Level 2 Apprenticeship in Activity Leadership
- USW Foundation Degree: 2 x First Year Students / 2x Second Year Students completed

2017 National Citizen Service

- 217 graduates
- £1,542 donated to charity
- 13,516 hours of volunteering in local community across 26 venues
- This is 1.5 years worth of volunteering for one person
- £3,094 money raised
- £1,470 money donated to teams for Social Action Projects
- 21 staff
- 16 teams

CASE STUDY 3 - RESPECT BURTON AND 1-1 WORK

We have worked in five secondary schools throughout the year providing mentoring to groups of Year 8 and 9 students, in partnership with Burton Youth for Christ and supported by Burton Breweries Charitable Trust.

Whilst delivering the programme we had the pleasure of working with a Year 9 girl from Robert Sutton. She was selected for the course due to ongoing persistent negative behaviour in school.

After starting on the Respect Burton Programme, she engaged well and developed positive relationships with staff, and started to attend mentoring sessions. Due to the success of these sessions the school asked for us to support in further activities out of school.

We started to deliver 1:1 sessions once a week which included; cooking, arts and crafts and sports, all linking into functional skills. Robert Sutton and Virtual Schools were impressed with her attitude change and she started to attend small group sessions with us. During this time she enrolled on ASDAN qualification, and completed a Food Hygiene qualification.

Our proudest moment of her journey was when she sang on stage at our Celebration event in front of peers, parents and teachers. Although she was nervous at the start with the support of her mentor was able to sing and received a fantastic heart-warming ovation.

CASE STUDY 4 NCS - DENISA LIPSKA

Background :- When starting the programme Denisa rarely spoke, she was so quiet and shy. She got involved with activities but rarely contributed further.

Project Impact :- Denisa was very willing to be engaged with all aspects of the programme. She always wanted to help where she could, and this then helped her to get involved with the rest of the team. Over the weeks you could start to see her confidence develop and start to contribute her ideas for her teams social action project (SAP). She showed everybody how far she had come by speaking at graduation ceremony, something that she was apprehensive to do but once again pushed herself out of her comfort zone to complete.

Since completing NCS Denisa also took the opportunity to work with the football club as a programme seller, taken part in the local youth board and NCS match day before completing the training to become an NCS staff member and worked as an assistant team leader during our summer 2018 programme.



SCHOOL SPORT PRIMARY



56% male
44% female



4,014 participants
engaged per week



7,381 delivery hours



delivery in primary schools:

34 Staff
3 Apprentices



1764 extra-curricular
pupils per week



2250
curricular pupils per week



2,775 curricular lessons



4,606 extra-curricular sessions



Worked With Partners; Premier
League, EFL, ESSP, Staffs Cricket, FA.

Kinder + Move and Learn

- 1,818 Participants engaged in core Move and Learn sessions
- 32 Schools have engaged in the Move and Learn programme
- 4 Joy of Moving Festivals delivered
- 6 BAFC Players have visited local schools to celebrate the Move and Learn programme

- 2 Key Partners for the Move and Learn programme – EFL Trust, Kinder/Ferrero
- 1,002 Participants engaged in the Joy of Moving Festivals



Premier League Primary Stars

- 42 Schools engaged in the PLPS Programme
- 67 Teachers worked with developing their knowledge and understanding of PE and School Sport
- 33 Schools involved in Competitions
- 8 Collapsed Curriculum Days delivered
- 1 School represented BACT at the Midlands Regional PLPS Tournament and won it!
- 23 Assemblies delivered covering a range of topics including healthy eating, staying safe online and the values of the Premier League
- 10470 Hours of delivery
- Participants from 25 wards across East Staffordshire have engaged in the PLPS programme





PRIMARY SCHOOL SPORT CASE STUDY



PREMIER LEAGUE READING STARS

We have delivered this academic year the PL Reading Stars programme to 10 different groups which lasted for 10 weeks to four different schools (Riverview, St Modwens, Edge Hill & Eton Park)

- 103 Literacy Sessions Delivered
- 110 Participants Engaged
- 88% of participants improved their academic attainment as a result of the Reading Stars Programme
- 90% of the participants confidence to read different texts had improved after taking part in the Premier League Reading Stars Programme
- 100% of pupils maintained or increased their enjoyment of Reading as a result of the Reading Stars Programme

One of the Reading Stars participants, Rhys, has really benefited through the Reading Stars programme. Rhys was identified as one of the pupils to take part in the Reading Stars programme as he was disengaged in the classroom environment and struggled with his academic work.

“

Rhys has really got respect for himself now and he has got a passion to strive further and because it is linked to something he loves it's made him want to work harder.

Mrs Mousley
River View Primary School

”



FACILITIES

BURTON ALBION COMMUNITY FOOTBALL CENTRE

A facility built for the community. Based on the site of the Pirelli Stadium, a huge impact has been in the first full 12 months of being fully operational.



36% mixed gender bookings



52 weekly hours on average



age range
2-78



25 birthday parties



8 regular Female only sessions



office space for **28** BACT staff



9 Grassroots junior football clubs



58 different community groups have accessed the facility



6 FA coach education courses



4 external tournament days



5 adult informal Leagues





OUR OTHER MANAGED FACILITIES

ANGLESEY COMMUNITY FOOTBALL CENTRE



9 Grassroots clubs



29 different community groups accessed the facility



4 female only sessions



age range
5-73



19 weekly Sessions on average



78% participants from an ethnic minority

BURTON ALBION COMMUNITY HUB



47% male
53% female



Office space for **24** BACT staff



42% participants from an ethnic minority



12 community organisations access the facility regularly



Average **65 hours** of programme / project activity per week



FOOTBALL DEVELOPMENT

PREMIER LEAGUE GIRLS



- 2400 Delivery Hours
- 16 Satellites delivered across East Staffordshire for 11+
- 201 girls aged 11+ were engaged
- 90 girls aged 14+ were engaged
- 126 girls sustained their participation after our delivery aged 11+
- 49 girls sustained their participation after our delivery aged 14+
- 3 volunteers have worked on PL girls programme
- 8 members of staff gained qualifications alongside the programme
- 12 Female only competitions have taken place at the Burton Albion Community Football Centre
- Partners worked with – Staffs FA, She Kicks, Secondary Schools, Premier League

CASE STUDY - PREMIER LEAGUE GIRLS

Ashley's love of football is still quite new, she began attending Premier League girls sessions around 18 months ago. Until Ashley joined in these sessions she hadn't played recreational or competitive football, because she hadn't felt confident enough to join in and thought she was too old and not good enough. She is now slowly building herself up to playing more competitive football.

Since Ashley has joined these sessions she has begun to explore the options of joining school teams to help develop herself more, which from our point of view at BACT is a fantastic progression to see someone grow so much. However, currently there is not a girl's only team for her age group within 5 miles of her school. This creates a barrier for her to take part in the sport she loves, but she is still utilising the opportunity to attend the BACT sessions and festivals and to continue her development in an environment which she enjoys.

Ashley's enjoyment of the Girls only session has gone from strength to strength. She has grown in self-confidence by regularly attending sessions and has become more actively involved. She is visibly coming out of her shell and has become more outgoing and engaging more confidently with her peers.

"It's helpful for the body and mind, it allows you to forget everything else and just have fun." Ashley

The sessions have allowed Ashley to be part of a fun and free environment which has also acted as a stress

reliever for her. Ashley uses the time as an escape from school work and home life and enjoys being able to engage and socialise with people of a similar age and interest. This has been particularly beneficial since she entered year 11 as she's begun to understand more about the positive effects that exercise can have on mental wellbeing.

Ashley says she has enjoyed that the sessions are formatted in a way that participants can have fun but they can also sit down with their coach to create a program which is still structured and technical.

'Consistency is key with Ashley and the girls in her group, it allows them to understand what is coming in the session and it brings that stable, fun environment that they can develop and grow in' – Coach Lucy

To measure Ashley's progress over the next six months we will continually work with her to inspire her ambition to take up potential opportunities with Burton Albion Community Trust. Ashley has shown a vested interest in developing her leadership skills and working with younger children in the future. BACT are currently in the process of developing a leadership academy and will be utilising Ashley to shape the programme and providing her the chance to gain qualifications for the future. This hopefully will encourage her to develop her confidence in various environments that she might not be used to.



ADVANCED DEVELOPMENT CENTRE



115 total Players U7-16

11 players from other BACT programmes

33 players from partner clubs

9 players progressed to F&E 2018-9

2 players from F&E cohort From 17-18 represented BACT in NYFL Cup win

7 players trialled for BAFC Academy



4 players from PL Primary Stars gifted and talented programmes



126 hours of training and 51 games across age groups over season



15 players completed mini soccer refereeing course and coaching/junior leadership workshops.



From Community to Academy...

Burton Albion Academy and the Burton Albion Community Trust are working together to help develop the next generation of Brewers stars.

The close relationship between the two has helped players like Mason Scott to get a second-chance with the Foundation Phase, having initially been let go by the Academy. It was second time lucky for Mason.



I felt really proud (when in the Community Trust programme) it was really good, and I really enjoyed it. It is really nice (in the Academy) and I have made some new friends. The coaches look after us really well.

Mason

MASON'S JOURNEY

Mason started off with us as an under 8. Especially with our under 9s age group, we like to get players in the year before to see if we can build some foundations before the academic year starts.

After a bit of time with us as an under 8, we decided not to take Mason and we signposted him to the Community Development Centre. From day one, we heard from the coaches that he was doing really well and progressing. Which was great to hear and we decided to offer Mason a six-week trial with the Academy. Very quickly during that trial, we could see the differences and how much he had come on. By the end of it, it was a no-brainer to sign him on really.

The Development Centres are very important. We have the same core values and philosophies right through the club, from the first team to the Community Trust. It is massively important to us that those players that we don't feel are quite at the level we need here, are still involved with the setup and still get the opportunity, like Mason has done.

If they are successful, work hard and are passionate about what they are doing, there will always be an opportunity there, no matter what happens and it was second time lucky for Mason on this occasion.

Mason says that he is pleased to have been part of the Community Trust's Development Centre, and he is enjoying his time in the Academy.

Jacob Straw | Academy Foundation Phase Coach

It's really important for ourselves to have such a close link with the Burton Albion Academy and to be able to continue to give youngsters on our courses a positive pathway. We're really proud of Mason and wish him every success possible.

Scott Taylor | BACT Football Development Manager





INCLUSIVE SPORT

KICKS - A positive diversionary activity programme



685 participants
13,318 participations
670 sessions delivered



114 volunteers hours



72% male
28% female



49% participants from
an ethnic minority



8 Inter Community Trust fixtures with
other Kicks projects



10 Kicks Dance matchday performances



13 qualifications achieved by participants



6 community partner delivered workshops



CASE STUDY - KICKS

Tyler is 16 years old and attends one of the local secondary schools, he attended Anglesey Friday Night kicks when he was 12 and started at Secondary school.

Tyler absolutely lives for football it is his passion and while he played at primary school he wasn't part of a team or club when he first came to kicks.

When Tyler first came to the kicks sessions he was very shy, he would come to the sessions on his own as he had a very small friend network. He would join in with the football activities and very often be shrugged off the ball by the older lads and very often picked last on the teams.

During 2016 Tyler met former Burton Albion player Aaron Webster who was working on our sessions, Aaron saw something in Tyler's footballing ability and picked him to play in a kicks team heading off to play in a fixture vs Derby County. The lads lost but Tyler changed from this shy reserved lad to some who had confidence and was sure about what he wanted to do with his life and become

a footballer. Aaron encouraged Tyler to join a team and play as much as he could, Tyler also started attending 4 sessions and more a week getting as much football time as he could.

During a recent event at the BET 365 in Stoke Tyler was nominated by his peers to be the team captain and saw the team get knocked out at the quarter finals of the tournament. Tyler also attended one of our workshops about football and education where the pathway in to the college courses could go if old enough. Tyler instantly enquired as he was leaving school in July and knew the college course and football was for him. He attended the trial event and the interview and has since been accepted onto the football and education programme that will start in September.

Tyler also attended one of our workshops about football and education which he is hoping to attend when old enough.



I was shocked when I got told I was accepted onto the course, I didn't think I would with all the good players there. Just shows if you work at you can achieve something, I love football and kicks helped me play football nearly every night. It's

dead scary when you go to your first session, I remember the staff though were dead friendly. I would see them everywhere in their yellow t-shirts and they all knew my name. **Tyler**



INCLUSION PROGRAMMES



ADULT DISABILITY PROGRAMME

- 35 regular participants engaged
- 1,008 Participations
- 48 sessions
- 8,640 minutes
- 42% male
- 58% female
- 75 volunteer hours
- 11 themed sessions
- 1 world cup trophy visit (it did come home)



JUNIOR DISABILITY PROGRAMME

- 21 regular participants engaged
- 630 participations
- 30 sessions
- 3,600 minutes of delivery
- 6 life skills sessions
- 1 end of year disco



ABLE TOO ALBION

- 1 Junior Under 16 team
- 12-16 year olds
- 8 regular participants
- Holiday camps
- Attended 10 Ability Counts fixtures
- 40 sessions throughout the year



ENABLERS

Ashfield is committed to using our size, resources and geographical reach to have a positive impact on the communities around us and wider society through the work of Ashfield Cares.

Through Ashfield Cares, we actively support charities and good causes by donating our money, our time and our skills to worthwhile projects.

Ashfield has worked with the Burton Albion Community Trust for the past eight years and built a great relationship with the charity in this time. The Trust's dedication towards inspiring, engaging and educating local communities through the power of sport is something Ashfield is very proud to support.

Ashfield Healthcare, BACT Headline Partner

"Burton Albion Community Trust deliver a wide range of sporting activities and community programmes all with energy and enthusiasm. The Trust has grown significantly in both size and reputation in recent years both locally and nationally and with their strong commitment to both partnership working and continuous self-improvement, they have become an important local service provider, who are making a positive difference to the lives of individuals, families and communities in East Staffs and Staffordshire County."

Cheryl Rice Development Worker

Tamworth & East Staffs | SCVYS

"Our partnership with BACT has grown year on year and through the investment of PE and school sport in primary schools we have been able to maximise the provision that the schools can access. BACT play a significant role within East Staffordshire and it is great to be able to work with them to provide high quality services to the schools and young people within our community. We look forward to continuing our work with the staff at BACT in the years to come."

Becky Furniss

East Staffordshire School Games

The Premier League is committed to supporting communities across the country by working with the community organisations of Premier League, EFL and National League clubs. Burton Albion Community Trust is a great example of how a club can connect with people in a way that few other organisations can. Whether it is supporting primary school children with their education, engaging teenagers in sport or providing specific opportunities for girls to get involved the Trust provides an environment that inspires people and provides them with opportunities to progress.

Nick Perchard

Head of Community | The Premier League

"The YMCA is thrilled that BACT is a supporting Charity in our community. We see first-hand the positive impact their service has on thousands of local lives. I've been very impressed how the BACT staff engage with voluntary organisations, local businesses and wider community groups. The YMCA clients have received direct support from BACT staff on a number of their programmes. Thanks to Matt Hancock and his team for all of this fantastic work. Long may it continue."

Paul Laffey

CEO Burton YMCA

The partnership and relationship with the BACT provides a unique opportunity to engage with and also to inspire the local community. As a global business, Pladis is able to offer an in depth knowledge and insight into business which is shared in a number of ways with the local community via the Enterprise Academy, including workshops and site visits. Our relationship with BACT has grown overtime and we feel we have a shared understanding of key values and aspirations. The delivery, scope and quality BACT provides is second to none, fulfilling a key and vital role within the local community.

Andrew Brooks

Supply Chain Support Manager | PLADIS

"Over the last four years we have developed a really strong working relationship with BACT to deliver the Respect Burton Project. I believe that by connecting together through our shared values, whilst recognising the unique elements we both bring increases our overall effectiveness. At the heart of it all, we've found that working together benefits the young people of Burton - so we have to continue!"

Sue Garb

Centre Director | Burton Youth for Christ

"Burton Albion FC Academy and the Burton Albion Community Trust work together closely in helping develop better people and better players. The superb work that the Trust do in the Burton community is vital helping develop local talent by engaging with local schools and clubs."

Dan Robinson

BAFC Academy Manager

"Since starting my role in East Staffordshire I have been very impressed with the breadth of activities that BACT are involved in, supporting a large percentage of the local population through diverse range of projects across the age profile. I have found them forward thinking in their outlook and they have displayed a positive "can do" attitude when approached for support by the County Council."

Wayne Mortiboys

Strategic Delivery Manager | Staffordshire County Council

"Everybody at EFL Trust would like to congratulate Burton Albion Community Trust on another fantastic year. We have seen BACT continue to grow and develop under its new management team and continue its trajectory as a highly professional and extremely passionate organisation that we are proud to have in the EFL Trust network."

Burton Albion Community Trust are key partners in a number of our national initiatives such as NCS and Move & Learn, which are having a significant impact in engaging thousands of young people nationally and helping to build healthier, more cohesive communities. This wouldn't be possible without committed organisations such as BACT, working in partnership with Burton Albion Football Club, getting right into the heart of their communities."

Mike Evans

Director of Operations | EFL Trust

"Working with Burton Albion Community Trust this last year has again enabled many of our children to experience new activities and develop new skills. Both curriculum and extra-curricular activities have been delivered with skill and enthusiasm, engaging and educating the children. Also by supporting Burton Albion Community Trust the pupils get invaluable opportunities to visit and experience the football club and work with other schools in the wider community."

Simon Webster

Headteacher | Richard Wakefield C.E. (VC) Primary School



BURTON ALBION FC

Proud to be part of the Burton Albion Family



60 community events



BACT inflatables were used at
36 different events



Billy and Bettie were out and about at
184 community events and schools



Charity trip to Ghana
12 volunteers
413 hours of group fundraising
many more individual hours

On behalf of BAFC, BACT delivered:

- 6 Open access Pirelli Stadium Ground Tours
- 16 Community Group Pirelli Stadium Ground Tours
- 268 Community Player appearances

BAFC Donations to BACT to distribute in the community as well as programmes:

- Over 1,500 community tickets donated to various BACT programmes
- 76 ground tour vouchers for 4 people
- 38 Vice President tickets for BAFC first team games
- 14 signed pennants
- 6 signed BAFC balls
- 125 pre match hospitality tickets
- 44 BACT holiday coaching vouchers
- Over £30,000 worth of donations that BACT have delivered back into the community on behalf of BAFC.



“Burton Albion’s story has always been about putting community first.”

Ben Robinson, Chairman, Burton Albion FC.



FUTURE

In 2018/19 we intend to continue to make a difference within our local communities through the power of sport and brand of Burton Albion FC. As well as ensuring that our programme delivery stays High Quality and consistent we do also have some key priorities.

In 2018/19 we will:



Ensure our Core Values are at the heart of everything we do



Continue to keep our Partnerships strong and focus on building new ones



Consult our staff and enable their voice to be heard through the Employee Relation Group



Develop an Outcomes Framework to allow us confidently measure the impact of the Strategy



Implement a staff wellbeing charter



Establish a Quality Assurance Framework for all of our projects



Celebrate the journeys of our participants, our programmes and our staff



Continue to ensure our Governance is effective and led by a skilled Trustee Board

INSPIRE ▪ ENGAGE ▪ EDUCATE

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