



SOCIAL & COMMUNITY IMPACT REPORT

BURTON ALBION COMMUNITY TRUST

February 2021

Charity number: 1142920

Compiled by:





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INTRODUCTION

Welcome to the Social & Community Impact Report for Burton Albion Community Trust (BACT).

This report was commissioned to find out more about the social, community and economic impacts that BACT has on its local community. It was compiled by EventID Sports Consultancy (EventID).

It uses internal and external data sources to analyse BACT programmes and participants against multiple social and economic indicators in a consistent manner to the five social outcomes for sport and activity used by UK government.

These outcome areas are:



Physical wellbeing

Physical activity, health and wellbeing benefits



Mental wellbeing

Contribution to improved mental health and wellbeing



Individual development

Development of confidence, skills, education and employment prospects



Community development

Building trust in communities and increasing social capital



Economic impact

Direct economic impact for the local area

The report has been compiled using data from the 2019-20 season and additional information collated from September-November 2020. Read more about the methodology on page 35.

Disclaimer

The report has been compiled by EventID Sports Consultancy Ltd ("EventID") on behalf of Burton Albion Community Trust ("BACT"), registered charity number 1142920.

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FOREWORDS

It is with great pride we are able to evidence through this report that, despite the devastating impact of Covid-19, we are making a difference in our communities.

This report is external evidence that our programmes do change lives and although many programmes were adapted to respond to the rapidly changing circumstances, we have maintained a focus of high quality throughout.

Inevitably the pandemic had an adverse effect on our income but the efficient management of Matt Hancock and his senior management team has ensured financial stability and enabled the Trust to confidently face the future with our valued staff assured of their continuing employment.

The support of so many partner organisations has enabled us to be successful in establishing our programmes at the heart of the communities whilst addressing mental health, physical health, loneliness and isolation in our community. The experience of working closely with local and wider NHS has been very fruitful and we are extremely grateful to all those within the NHS for their considerable help and support for our communities.

Finally, I wish to place on record my sincere thanks to my fellow Trustees for all their help and hard work in supporting the work of the Trust and of course to Burton Albion FC for their enthusiastic support of our endeavours at all times.

We remain in a strong position to face the many challenges of the future thanks to the diligence of Head of Community, Matt Hancock and his superb staff - something that this excellent report put together by EventID highlights.

I hope you enjoy reading the report as much as I did!



John Jackson OBE DL
Chairman
Burton Albion Community Trust



Matt Hancock
Head of Community
Burton Albion Community Trust



Thank you for taking the time to read our very first externally-derived Impact Report. I want to thank Tim Smith from EventID for pulling it together and for his enthusiasm and hard work. Also a big thank you to every one of our community participants, funders, partners and staff that completed the questionnaire and provided input.

Back in September 2019, we were excited about what we were going to achieve in the final year of our Inspiring our Communities strategy. The year started brilliantly and you will see throughout the Impact Report the difference we have made largely thanks to the efforts of our fantastic staff.

I am always proud of being involved in Burton Albion Community Trust but from March 2020 onwards I have never felt more proud. The Board of Trustees, led by John Jackson, and Chairman of the Football Club, Ben Robinson, have completely embedded Burton Albion into the community response when our communities really needed us.

The pandemic has caused much distress, upset and pain for so many people across our communities but the way both BACT and Burton Albion FC responded from day one has made a huge difference to lives across East Staffordshire and the surrounding areas.

We are always there for our community but more importantly for me we are now there for our communities that need us most. Moving forwards we will ensure we continue to make a difference whether that is to individuals, groups or the community.

Thank you to everyone over the last 12 months who has trusted us, supported us, funded us and believed in us.

We are only able to do what we do with our community's support and I hope this report highlights what we are giving back!

EXECUTIVE SUMMARY – REACH

BACT has a wide reach across Burton upon Trent, Uttoxeter and the East Staffordshire region.



BACT engaged with
6,781 participants in 2019-20
Breakdown:
4,603 school programmes
741 football in the community
604 community engagement
572 health and wellbeing
261 education and employability



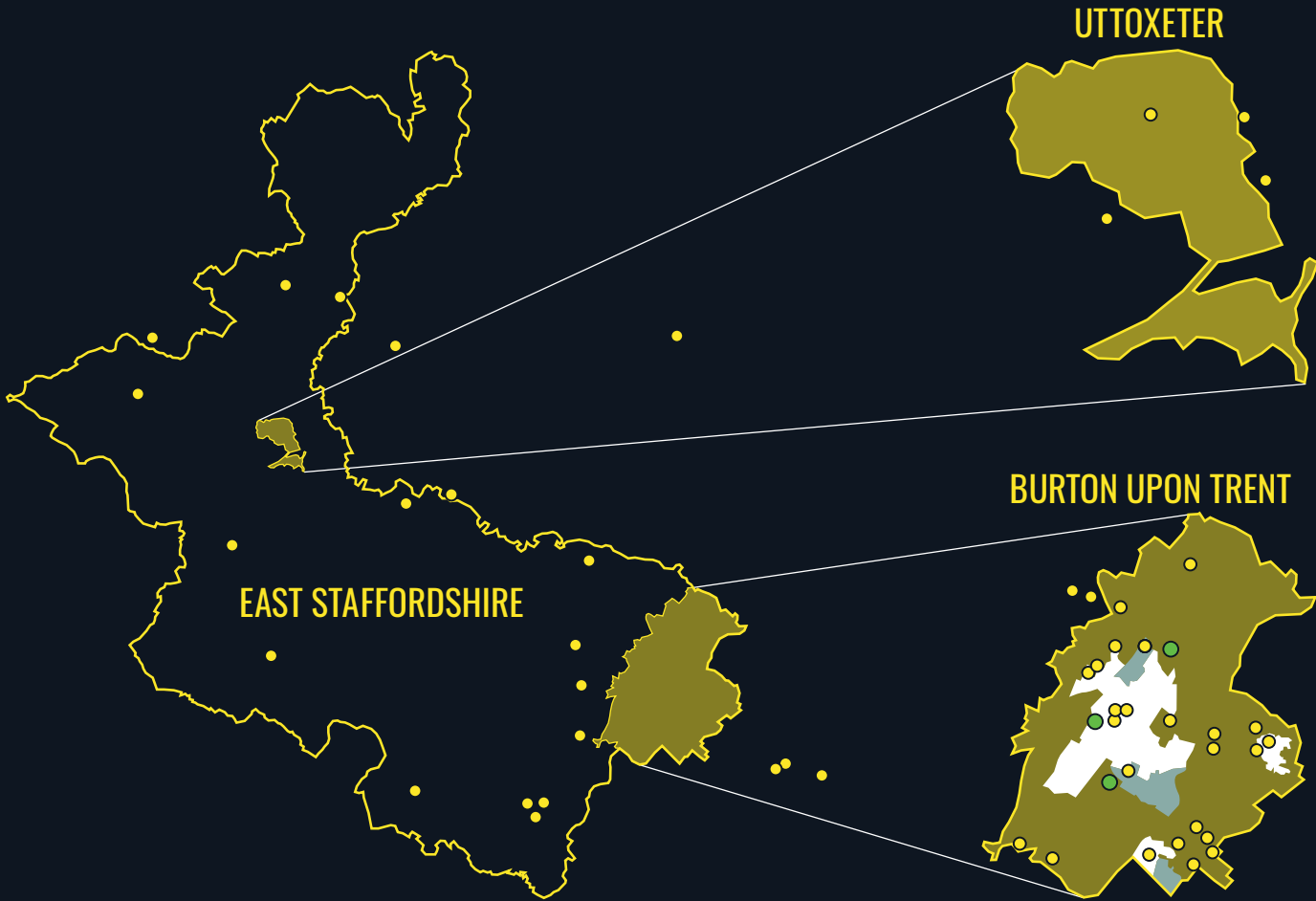
55% male and 45% female



Predominantly children (2-15),
young adults (16-24) and the
older generation (65+)



Ethnically diverse and
representative of the local
community



BACT activity locations ● BACT activity centres ●

Beyond East Staffordshire, BACT also supports participants from
South Staffordshire, Derbyshire, Leicestershire and Warwickshire.

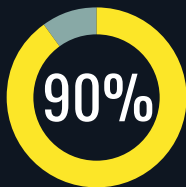
Parts of Eton Park, Burton and Stapenhill
wards are within the 10% most deprived
neighbourhoods in England.
Parts of Winhill, Horninglow and Shobnall
wards are within the 20% most deprived
neighbourhoods in England.

EXECUTIVE SUMMARY – IMPACT

We examined five social, community and economic impact areas and found that BACT generated significant impact across each.



Physical Wellbeing



90% of participants felt that their activity at BACT was **positive or very positive** for their physical wellbeing

Adults involved in BACT activities were **18% more physically active** on average



BACT participants reported **14% higher general health levels**



Mental Wellbeing



Participants recorded **higher general happiness, life satisfaction and sense of worthwhile life**

Anxiety scores were **8% lower** for participants



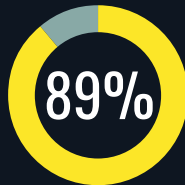
88% of participants felt that their activity at BACT was **positive or very positive** for their mental wellbeing



Individual Development

BACT programmes helped people into **education, training and employment**

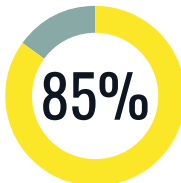
Participants displayed **higher levels of confidence and self-efficacy** (belief in themselves)



89% of participants felt that their activity at BACT was **positive or very positive** for their personal development

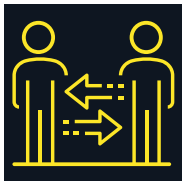


Community Development



85% of participants felt that their activity at BACT was **positive or very positive** for their sense of community

BACT had a **positive impact on social integration** across age and ethnicity



BACT and Burton Albion FC played a big role in the **Covid-19 relief effort** through supporting local people and becoming a testing and vaccination centre



Economic Impact

In 2019-20, BACT had a **Direct Economic Impact** of:

£2.6M

£842K Direct impact through employment

£151K Net impact of investment

£1.6M Direct impact through participant spend

PHYSICAL WELLBEING



PHYSICAL WELLBEING



The activities organised by BACT make a positive impact on the physical health and activity levels of the participants.

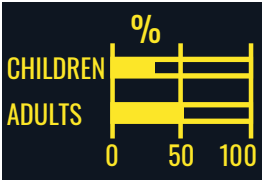
HEADLINES



of participants felt that their activity at **BACT was positive or very positive for their physical wellbeing**



Adults involved in BACT activities were **18% more physically active** on average



BACT activities contributed **52%** of adult participants' physical activity, and **31%** of activity for children

FINDINGS

- Physical activity:**
- 83% of adult participants are classed as physically active (150+ minutes exercise per week), surpassing the East Staffordshire average of 58%.
 - Only 7% of adult participants are classed as inactive (<30 minutes activity per week), compared to East Staffordshire average of 29%.
 - 90% of children who engaged with BACT programmes were classed as physically active (60+ activity minutes per day).
- Physical health:**
- Participants scored higher general health levels, with 88% reporting good, very good or excellent general levels compared to 72% for non-participants.

IN FOCUS - ACTIVE RECOVERY

Across BACT's 49 projects, two-thirds have a physical activity element. Active Recovery is one such programme making a tangible difference to those recovering from or living with cancer.

What is it?

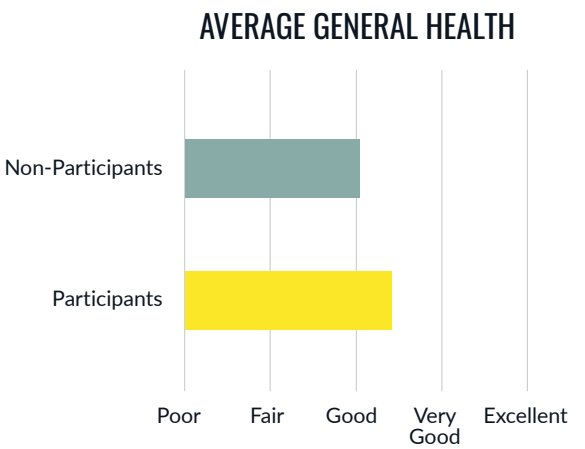
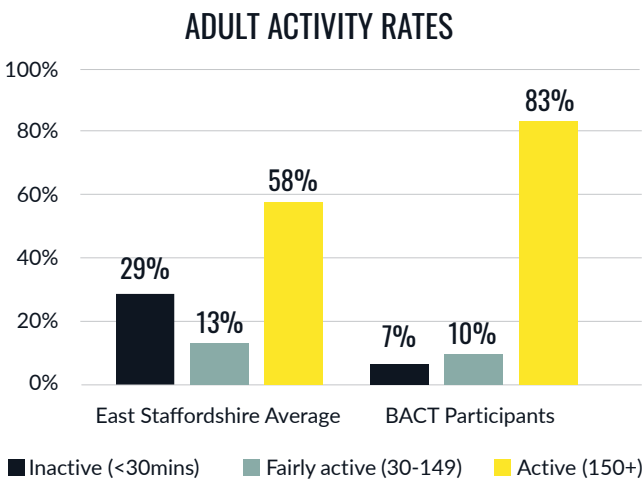
A free 12-month cancer exercise and rehabilitation programme designed for anyone who has been recovering from or living with cancer within the last five years.

What did it deliver in 2019-20?

- 92 Sessions between Active Recovery Gym & Class
- 76 participants & 966 participations
- 98% reported being stronger and fitter
- 89% reported reduced fatigue levels
- 95% reported improved mental wellbeing



IN CHARTS





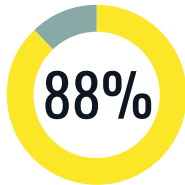
MENTAL WELLBEING

MENTAL WELLBEING



BACT participants demonstrate an improved mental wellbeing compared to non-participants, recording levels above the national average.

HEADLINES



of participants felt that their activity at BACT was **positive or very positive for their mental wellbeing**



Participants recorded **higher general happiness, life satisfaction and sense of worthwhile life**



Anxiety scores were **8% lower** for participants

FINDINGS

General happiness:

- Participants' average score for general happiness (7.26) was 5% higher than non-participants (6.89) and 7% higher than the national average (6.8).

Life satisfaction:

- Participants' average score for life satisfaction (7.28) was 11% higher than non-participants (6.56) and 9% higher than the national average (6.7).

Worthwhile life:

- Participants' average score for worthwhile life (7.63) was 5% higher than non-participants (7.28) and 6% higher than the national average (7.2).

Anxiety:

- Participants recorded an average anxiety score of 3.55, which was 8% lower than non-participants (3.82) and 16% lower than the national average (4.2).

Mental wellbeing scores are calculated out of 10.

IN FOCUS

DISABILITY SOCIAL CLUBS

BACT runs pan-disability social clubs for juniors and adults. These groups focus on boosting physical activity, personal interaction and mental wellbeing.

How does it work?

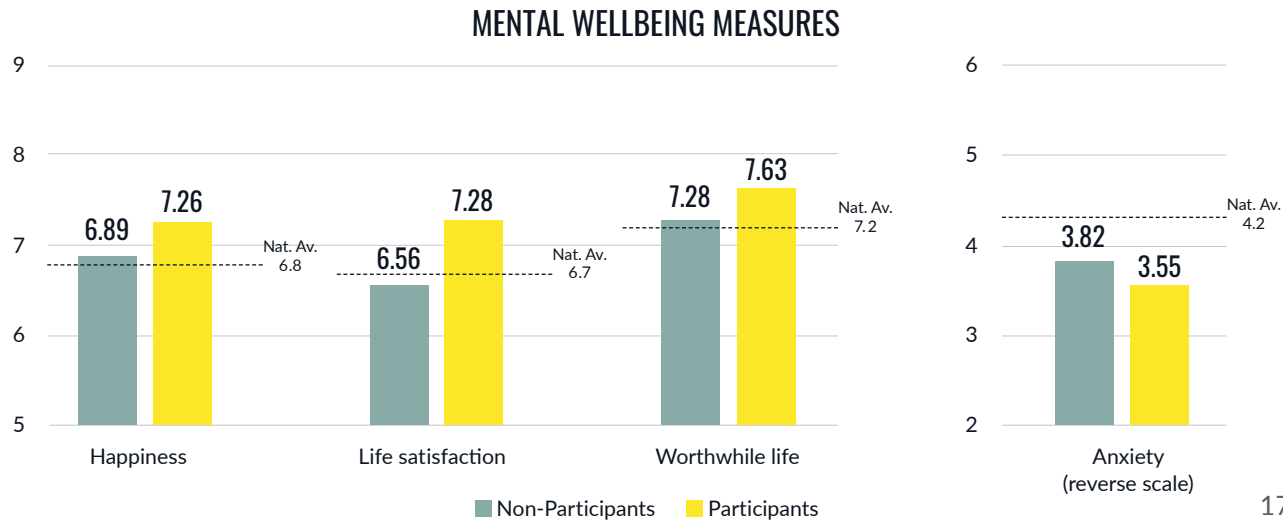
Participants take part in sporting activities, have time to socialise in a relaxed welcoming environment, take in formal qualifications like independent living and engage in a firm favourite, bingo!

What did it deliver in 2019-20?

- 40 regular participants & 390 attendances
- 80 sessions & 175 hours of delivery
- 14 independent living skills workshops delivered
- 7 participants gained qualifications



IN CHARTS



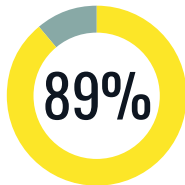


INDIVIDUAL DEVELOPMENT



BACT engages in a range of programmes that aim to develop people as individuals. This includes building confidence, teaching skills and helping people to improve their chances of employment.

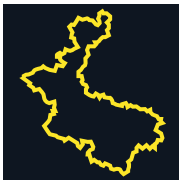
HEADLINES



of participants felt that their activity at BACT was **positive or very positive for their personal development**



Participants displayed **higher levels of confidence and self efficacy** (belief in themselves)



10 schools and education providers engaged with BACT's alternative education programme

FINDINGS

- Confidence:**
- Participants' average confidence (score of 3.65) was 6% higher than non-participants (3.45).
- Self-efficacy: (belief in oneself)**
- Participants' self-efficacy (score of 3.67) was 3% higher than non-participants (3.55).
- Resilience:**
- There was a slightly higher average score for resilience for participants (3.76) compared to non-participants (3.72), but this is not considered significant.
- Individual development scores are calculated out of 5.*

IN FOCUS BUILDING BETTER OPPORTUNITIES (BBO)

BBO supports individuals experiencing long-term unemployment to find the right direction into employment, education or further training.

How does it work?

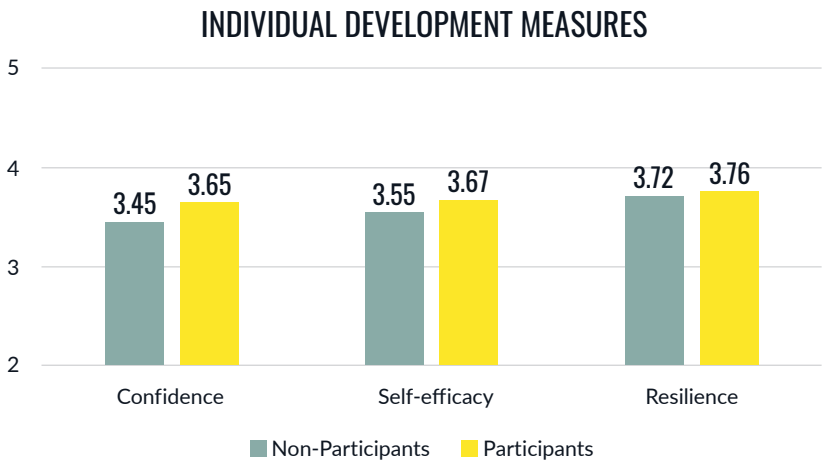
BACT staff help individuals through social engagement, increasing confidence in both one-to-one and group settings, and ultimately support them to make step-by-step progression towards their goals.

What did it deliver in 2019-20?

- 52 initial contacts and 25 starts
- 12 progressions to learning (online training, including 3 Progressions from inactive to active)
- 10 progressions to employment, 7 youth obligation contracts and 4 volunteering opportunities
- 15 people attended Head4Goal (including 4 who gained employment/training outcomes)



IN CHARTS





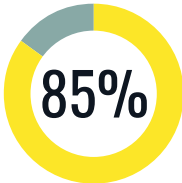
COMMUNITY DEVELOPMENT

COMMUNITY DEVELOPMENT

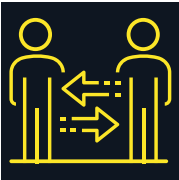


BACT’s activity had an impact on peoples’ sense of community and supported social cohesion. BACT’s role within the community has never been more important than during the Covid-19 pandemic.

HEADLINES



of participants felt that their activity at BACT was **positive or very positive for their sense of community**



BACT had a positive impact on **social integration**, with people mixing more with people of different ages and ethnicities



Participants displayed levels of **community trust** marginally higher than the national average

FINDINGS

- Social integration - age:**
- Participants demonstrated that they mixed more with people of different ages (score of 3.62), which was 4% higher than non-participants (3.49).
- Social integration - ethnicity:**
- Participants demonstrated that they mixed more with people of different ethnicities (score of 3.56), which was 4% higher than non-participants (3.44).
- Community Trust:**
- There was a slightly higher average score for community trust for participants (3.39) compared to non-participants (3.36), but this is not considered significant.
- Community development scores are calculated out of 5.*

BACT NEVER WENT AWAY – SUPPORTING THE COMMUNITY THROUGH COVID-19

1,097
volunteer hours
committed



752
emergency parcel deliveries

42
weekly supermarket shops



4,147
care packages and
activity packs delivered

264
individual referrals from
other organisations



102
co-operative
food deliveries
by BACT volunteers



15
pharmacy deliveries

23
weekly dog walks

Data from first wave: March–August 2020

BURTON ALBION BECOMES NHS COVID-19 VACCINATION CENTRE

On 16 December 2020, 80-year-old Dorothy Archer became the first person to be vaccinated against Covid-19 with the support of Burton Albion Community Trust.

Burton Albion has acted as both an NHS Covid-19 Testing Centre and NHS Covid-19 Vaccination Centre during the pandemic, supporting NHS East Staffordshire to protect the local population.



CASE STUDIES



CASE STUDIES



PHYSICAL WELLBEING

DAVE'S STORY



"It has changed my life, and quite possibly saved it and extended it"

The health screening in 'Week 0' of Fit Brewers uncovered Dave's dangerously high blood pressure, and saw him attend hospital the same day. The programme has subsequently changed Dave's life for the better.

Dave Galley got in touch with BACT to join the Fit Brewers programme after receiving a letter from his local GP saying that he was eligible.

During Week 0, the initial health measurements found that Dave had extremely high blood pressure, and he was advised to see his GP straight away. Following a hospital appointment that same night, Dave was prescribed blood pressure medication which has brought it back down to a manageable level.

Dave said:

"Following the news about my high blood pressure I was quite worried and wanted to do something about it.

The programme run by BACT has completely changed my lifestyle. I have learned a huge amount about how to lead a healthy life including doing regular exercise, drinking more water and understanding more about my diet.

The Fit Brewers sessions were a blend of education and physical activity such as walking football. The staff were really motivational and extremely helpful.

Over 9 months since first engaging with the programme I have lost nearly 15kg - about 10% of my body weight."

MENTAL WELLBEING

TACKLING LONELINESS



"The service must continue beyond the pandemic to support those who need it"

BACT has been supporting those who feel isolated due to the pandemic and contributing to improving their mental health through the BACT Together initiative.

Aimed at individuals over 70 years of age who live alone, the programme looks to reduce loneliness through befriending phone calls, online networking, support by post and face-to-face doorstep conversations when it is safe to do so.

By providing human connection and conversation, the scheme aims to help people feel less isolated and improve individuals' happiness and overall mental wellbeing.

A total of 1,299 participants were supported between August 2020 and January 2021 via over 115,000 individual attendances. More are expected to be supported as the pandemic restrictions continue in 2021.

Over 100 of these participants have been referred to the service by GPs, carers and link workers through social prescription. The programme is supported by 40 regular volunteers, including BACT staff members.



Amy Lewis, health and wellbeing coordinator said:

"The pandemic has helped us realise how much there was a need for this service, to tackle loneliness among those who experience isolation.

We hear regularly from our participants that their spirits are really lifted by the interactions, and how much they look forward to the next phone call or online session."

CASE STUDIES



INDIVIDUAL DEVELOPMENT

ASHLEY'S STORY



"Staff were very patient and understanding in the way they explained things to me. I am now in a better position financially"

Engaging in the Building Better Opportunities (BBO) programme helped Ashley develop his confidence and social skills, identify jobs he may be suitable for and build step-by-step into employment.

Ashley was referred to BACT in June 2018 after being made unemployed from a warehouse role and struggling to find new employment. Ashley found it difficult to find suitable opportunities due to his lack of confidence in IT or technology and leaving secondary school with limited qualifications.

Through one-to-one and group sessions with BACT staff, Ashley worked on:

- Increasing his confidence
- Social skills and conversation techniques
- Building cleanliness and independence
- CV development
- Searching for and identifying suitable jobs
- Practising interview techniques

After a short period working with a delivery agency didn't work out, Ashley since enrolled into CSCS (construction) training and is working in a labouring role with St Modwen's Building Construction. The role offers progression as a qualified bricklayer and gives Ashley the possibility of a future career in the industry.



COMMUNITY DEVELOPMENT



WINSHILL NEIGHBOURHOOD RESOURCE CENTRE

BACT helps to deliver sporting and community activities in Winshill including football training, pancake races and educational sessions about knife crime.

In recent seasons, BACT has collaborated with Winshill Neighbourhood Resource Centre to provide a weekly sporting and social outlet for children and teenagers in the area. Delivery of the Premier League Kicks programme is combined with a jointly-run youth club to provide a community resource for young people that was not available previously. As well as football engagement, activities include health and fitness days, indoor craft and even pancake races. BACT have also run knife crime awareness sessions, encouraging teenagers to consider the effects of crime on the community.

Kim Smith, Centre Manager:

"I believe the activities really help the children and teenagers physically and mentally.

The fact that they can interact with people from the local professional football club makes them feel part of something else, something bigger. It is also great for them to mix with people from different schools and we have seen lots of friendships grow.

When the sessions are going on we also see less anti-social behaviour going on in the park next to the centre.

During the pandemic we have really seen the value of working in partnership with BACT. We have been delivering food parcels and prescriptions collaboratively.

BACT are a really good partner to work with and it has been great for the kids of Winshill to have them here."



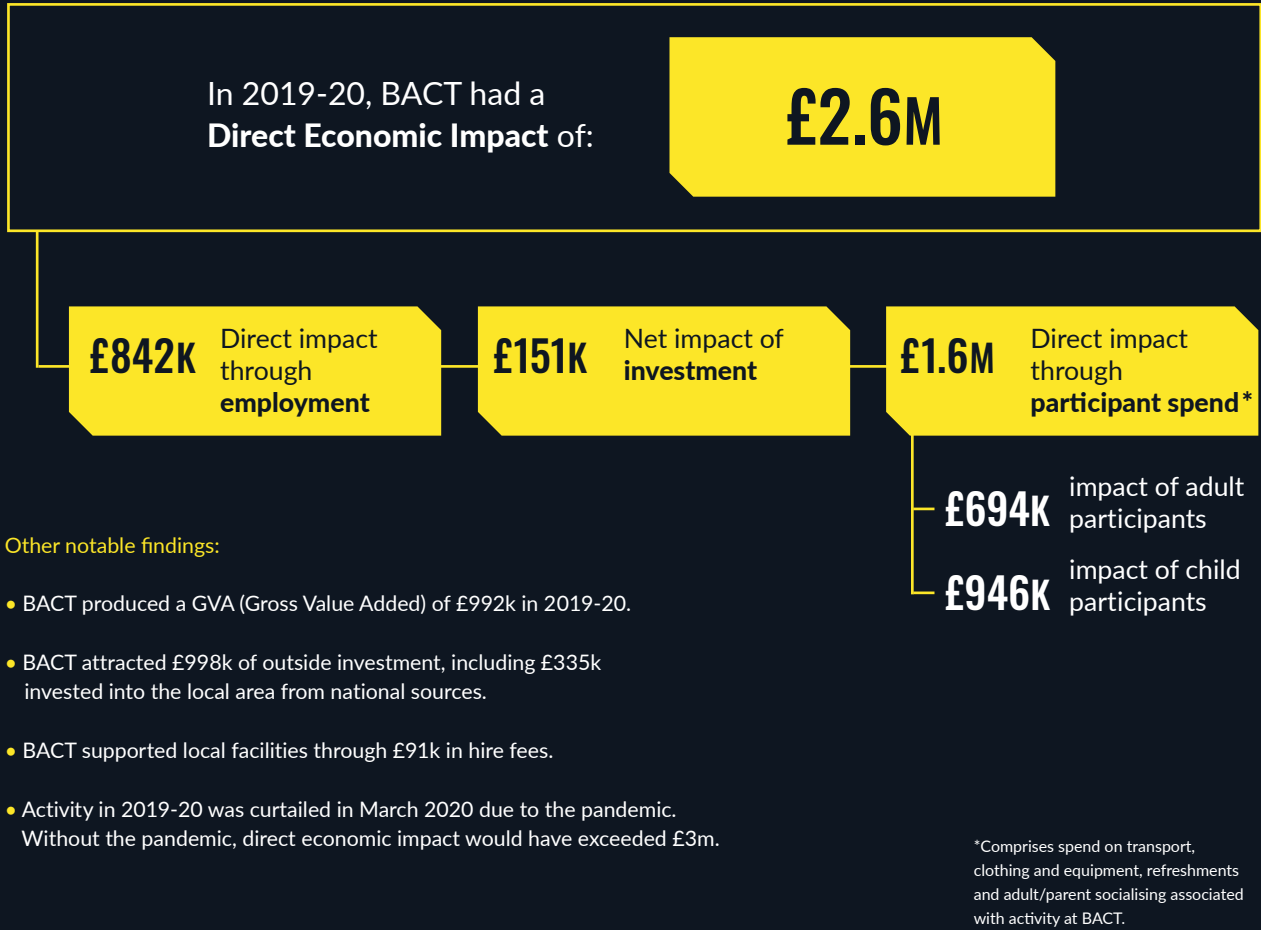


ECONOMIC IMPACT

ECONOMIC IMPACT



BACT provided a direct economic impact of £2.6m for the local area and attracted £335k of outside investment into East Staffordshire.



SUPPORTING PEOPLE THROUGH EMPLOYMENT



REPORT METHODOLOGY

This report has been compiled using existing data sources, an online impact survey, case studies and comparison to local and national averages (where available). It used data from the 2019-20 season and additional data collected from September-November 2020.

The online survey element comprised 373 respondents including participants, parents of participants and community members. It took place from 17.10.2020-01.11.2020 while East Staffordshire was under 'Tier 2' coronavirus restrictions. The survey was gender balanced and ethnically representative of the local community. National wellbeing comparison data was taken from findings by the Office for National Statistics for the same time period, while physical activity comparison data for East Staffordshire was from Sport England's Active Lives Survey 2019-20.

The economic impact analysis covers direct impact only. It does not include indirect or induced impacts, nor any estimation of the financial impact equivalent of social and community impacts (social return on investment). For more details contact BACT.

Taken alone, each of the findings in this study cannot be considered a full evaluation of causation that BACT activities resulted in each social and community outcome. **However, taken as a complete body of research and evidence it can be clear that the work and activity of BACT has significant social, community and economic impact.**

The report was compiled by EventID Sports Consulting Ltd on behalf of Burton Albion Community Trust. Design was completed by Imagework Media. For usage and disclaimer see page 3. For more information visit eventid-sport.com

List of sources: Internal – BACT social and community impact survey; BACT case studies qualitative research; BACT participant database; BACT financial accounts; BACT staff testimonials; BACT programme data. External – Office for National Statistics (2020); Sport England Active Lives Survey (2019-20); Ministry of Housing, Communities & Local Government (2019).



10 YEARS OF BACT

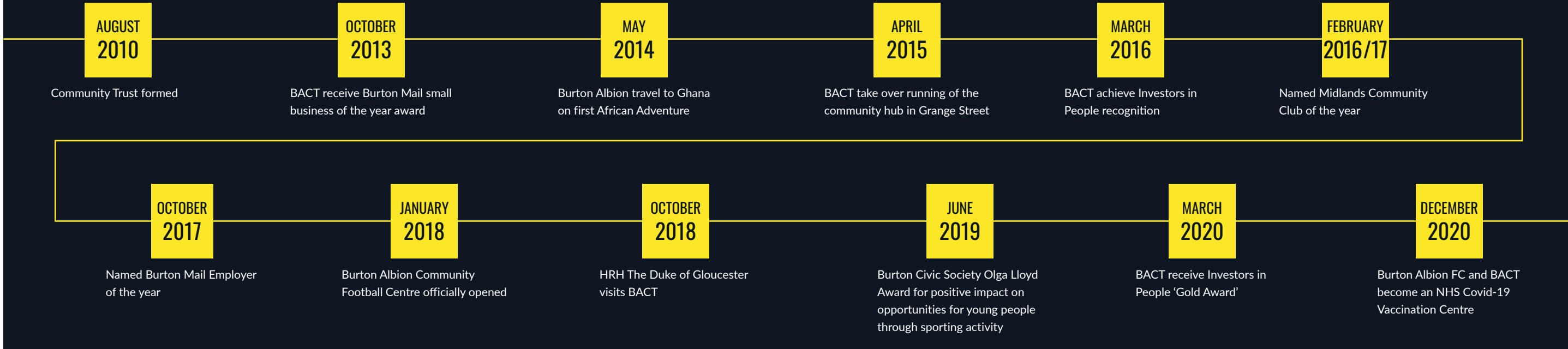


10 YEARS OF BACT



BACT celebrated its 10 year anniversary in August 2020. Here's a look back at some key moments and achievements.

Thank you to all of our partners, sponsors and friends of the community who support us in making a difference.



INSPIRE . ENGAGE . EDUCATE



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Charity number: 1142920



INVESTORS IN PEOPLE™
We invest in people Gold