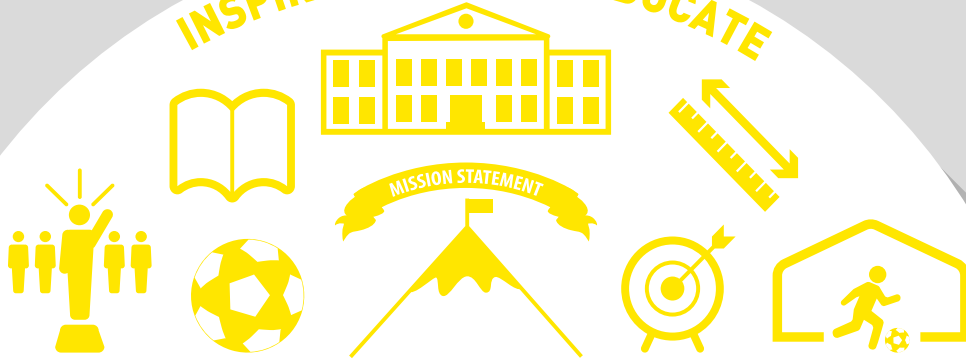
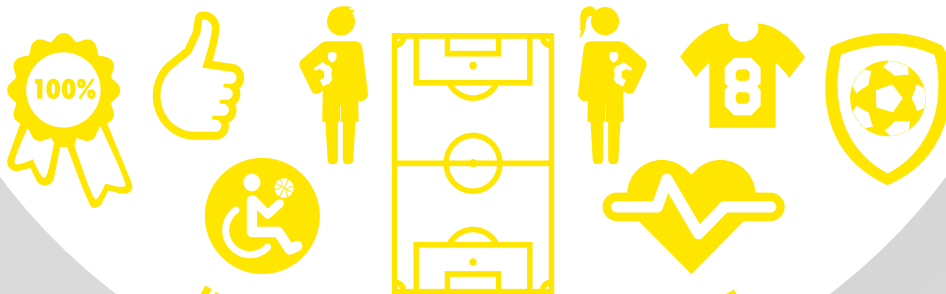




INSPIRE • ENGAGE • EDUCATE



Inspiring our Communities 2017-2020



INSPIRE • ENGAGE • EDUCATE

Charity Number 1142920



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This 2017-2020 strategy has been 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 have gathered feedback from key stakeholders, participants and our existing workforce by using online surveys, meetings and focus groups.

The solid foundations that have been built since the creation of Burton Albion Community Trust in 2010 have enabled us to identify our areas of focus in order to continue making a difference and, more importantly, how we are going to achieve this. We have incorporated this intelligence into our strategy.

The strategic aims to; Deliver High Quality; Create a Positive Journey; Measure and Evidence Impact and Govern and Lead Effectively will be at the heartbeat of our charity for the next 3 years and their successful delivery will ensure we 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 focus of this strategy is to take our high quality delivery and to make it even better, supported by an excellent infrastructure and to gain 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 this 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 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.

Andy Taylor | Chief Executive Officer



“

I am delighted to introduce the Trust's 2017 – 20 strategic review to you as we re – dedicate ourselves to Inspiring, Engaging and Educating our community.

In formulating our strategy, we have consulted extensively with our funders, partners, stakeholders and most importantly, our staff.

Our unique relationship with Burton Albion Football Club underpins all our endeavours, whilst Ashfield have agreed to continue their headline partner support for the three year period of the strategic review.

I thank all our partners, stakeholders, funders and staff.

With a clear pathway established plus their continued support I know we will achieve our objectives and in doing so add value to our community and Burton Albion Football Club.

John Jackson | Chairman | Burton Albion Community Trust



“

As an organisation we make every effort to actively support and develop our local communities by donating money, time and skills to worthwhile projects. This is our seventh year sponsoring the trust and we are delighted to continue to support the club throughout the period of this strategy to 2020.

Chris Corbin
Chief Executive Officer | Ashfield



SITUATION ANALYSIS

To develop the strategy, we embraced an approach where we gained an understanding of the beliefs, attitudes and behaviours of our stakeholders both internally and externally to help shape our future services to our communities.

At the heart of the process has been the involvement of our workforce. The entire workforce from trustees to volunteers have had their opportunity to feed into the strategy. We conducted a workforce questionnaire which enabled all staff to give their ideas and thoughts on where we currently are and where we want to be. Following this we held a Departmental Situational Analysis across our Scope of Work and finally a Focus Group was created led by trustees to bring together all feedback and create what we are now adopting as our Burton Albion Community Trust Core Values.

Forty six different organisations completed an online questionnaire, detailing what was a priority and what challenges we will face in achieving these. This feedback enabled our strategy to be aligned to key partners' aims and objectives which clearly identifies our role within the community. The feedback has also highlighted necessary improvements which will be actioned throughout the period of this strategy.

To support this, the senior management team met with key strategic partners, groups and organisations. These stakeholders have given expert advice and support on where they see us fitting within the local and regional networks as well as expressing their opinions on where we can do things better. We have familiarised ourselves and consulted with national partner strategies including Sport England, Government, English Football League Trust and The Premier League.

The result of all of the above has helped us to be clear and confident in both implementing and delivering the Inspiring Our Communities Strategy 2017-2020.

What
WE
did

Employee Focus Group
1 DAY

Departmental / Trustee
Situational Analysis
4 WEEKS

Stakeholder Consultation Survey
8 WEEKS

Employee Engagement Survey
6 WEEKS

Key Stakeholder meetings
8 WEEKS

What does our **WORKFORCE** want in this strategy?



All employees to be actively involved in project planning and understanding the business.



Ensure we measure and evidence the impact of all of programmes.



Create a pathway and journey for all participants.



Consistently deliver high quality across all areas and departments.



We asked our partners which words would you use to describe Burton Albion Community Trust?

Reliable, High Quality
and Unique.



What do our **PARTNERS** want in this strategy?



Reinforce partnerships and help to create a sustainable sector.



Create 'journeys' for all participants on all programmes from children to the elderly.



Focus on engaging the inactive and under-represented groups.



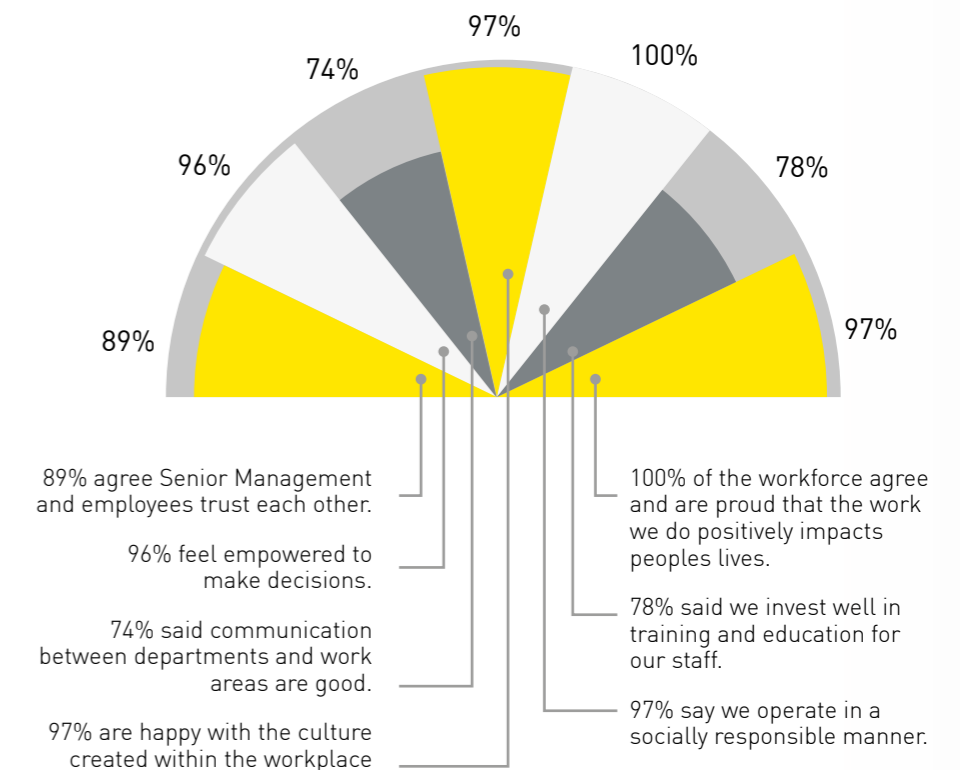
Be a high quality delivery organisation with the importance of participation in sport and physical activity.



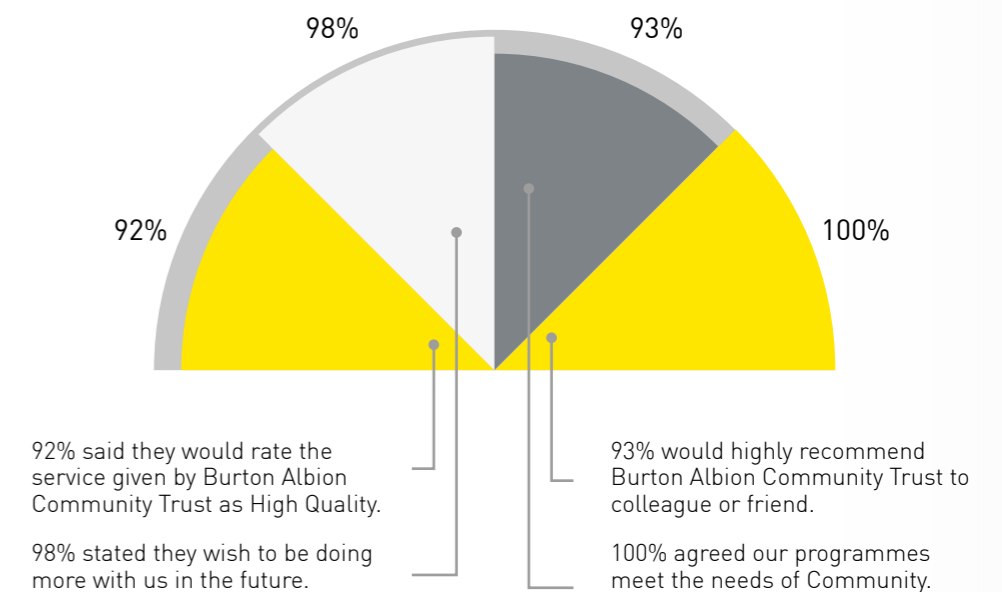
Improve communication and clarity for all stakeholders.

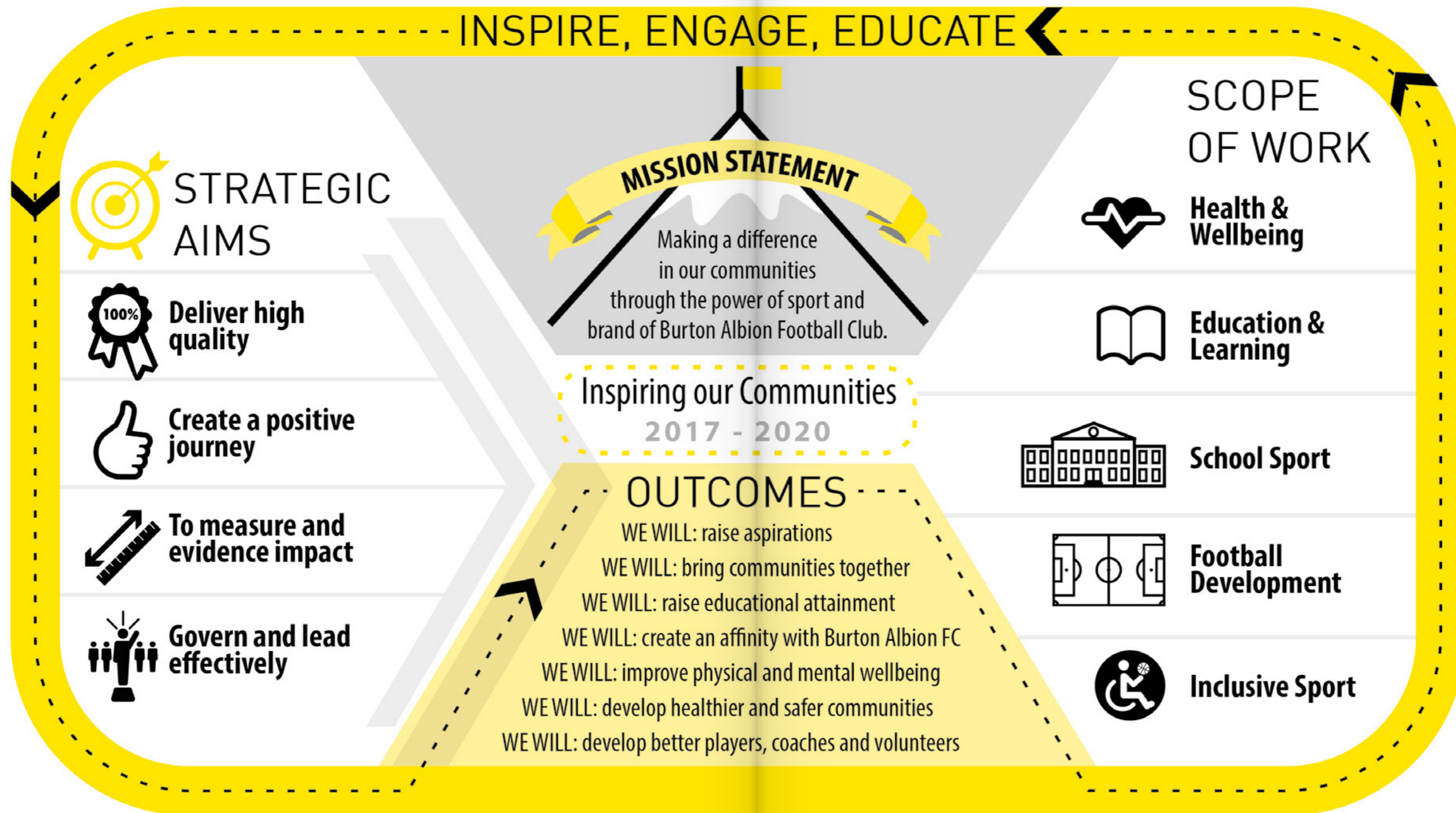


The views of our **WORKFORCE**



The views of our **PARTNERS**





CORE VALUES





STRATEGIC AIM -
TO DELIVER HIGH QUALITY

As an organisation we are only as good as the quality we deliver. It doesn't matter what funding we generate, fantastic marketing campaign we produce or facilities we develop, if the projects are not delivered to a high quality we will not retain numbers and ultimately not achieve our mission. The focus on, and investment in, delivering high quality throughout the lifespan of this strategy is critical to ensure our community can be confident that we are the best deliverer in the field in the local area.

Strategic Objectives – We Will:

1. Create, deliver and monitor a Workforce Development Plan

Our Workforce Development Plan consists of four areas. This plan is paramount in ensuring that high quality is delivered from recruitment through to staff support. Each year a plan will be put into place following staff consultation for each area to ensure that it is progressive and meets the needs of our workforce.

RECRUITMENT & SELECTION

To deliver high quality we need to ensure that our recruitment and selection policy is stringent and relevant for all roles. All selection is robust with a wide range of existing staff and partners involved to ensure that we recruit the right people.

YOUNG LEADERSHIP

In 2017 we will oversee a new Coaching Academy launched for 16-18 year old's. This will include internal and external participants and will support young people to become outstanding deliverers across all programmes. We will invest into further apprenticeship programmes in partnership with Burton and South Derbyshire College as well as supporting wider organisations in providing the academic and coaching support to their apprentices.

STAFF SUPPORT

Staff at all ages and stages of their careers require structured staff support systems. Every staff member receives regular 1:1 support, regular departmental input and agreed opportunities for career and personal development. This priority will be maintained.

CONTINUAL PROFESSIONAL DEVELOPMENT

Following consultation with staff, an annual staff training plan will be developed. We will be investing significantly into this area as well as committing to measuring the impact of our investments. This plan will involve partner organisation opportunities such as the PLCF, EFL Trust and local partner organisations such as Staffordshire Council of Voluntary Youth Services and Staffordshire FA.

2. Develop and deliver a Quality Assurance Framework across all programmes

By 2018 we will have produced a Burton Albion Community Trust Quality Assurance Framework which will be used across all delivery programmes. We are consulting both internally and externally to ensure that this covers all of the key attributes required to deliver high quality and achieve sessional aims and objectives. This framework will include a range of support mechanisms, observations and assessments to ensure that minimum standards are met and outstanding delivery is achievable.

We will also actively seek to achieve any National Quality Assurance framework accreditations that will help us 'To Deliver High Quality' through key partner organisations such as The PLCF, Sport England and AFPE. A critical part of achieving this objective is to maintain our 'capability' status with the Premier League and EFL Trust. This will allow us to continue to be recognised locally and nationally as a provider that delivers high quality across all areas in a consistent manner.

To support the Quality Assurance Framework we are fully committed to maintaining our Investors In People accreditation and aim to achieve the next standard by the end of this strategy in 2020 whilst also achieving wider local, regional and national Kitemark accreditations. The process of achieving these Kitemarks will ensure we continue to develop and consult. We fully believe that by empowering staff, involving them in decision making and raising aspirations that the aim of 'To Deliver High Quality' will be achieved while maintaining high levels of motivation.

3. Deliver partnership projects to maximise programme outcomes

Whilst we are committed to supporting and developing our own projects we are also keen to expand further our 'partnership projects'. By working in partnership we believe we can have a greater impact on our community whilst ensuring we can still deliver a high quality project. An example of this is our Burton Breweries-funded programme **Respect Burton** and our Staffordshire County Council-funded programme **Healthy Families**, both of which are award-winning programmes which have showcased our skill sets and those of our partners whilst achieving clear outcomes.

Both of these projects have been partnership programmes with Burton Youth for Christ and East Staffordshire Citizen Advice Bureau and through extensive planning, outstanding results have been achieved. We complement our strong brand and history of successful delivery in the areas of sport and engagement with those of our partners.

Over the course of this strategy it is our objective to work with existing and new partners to generate further partnership programmes which will support our strategy and make a greater impact.



STRATEGIC AIM –
TO CREATE A POSITIVE JOURNEY

The Burton Albion Community Trust journey will focus on how we can ‘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 the elderly. 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 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.

Strategic Objectives – We will:

1. Provide a pathway for every individual whatever their age or background through programmes or partnerships

We will be offering support and clear pathways from all of our delivery programmes to ensure a focus is placed on creating further opportunities for all. We will be developing and investing in volunteer support systems and governance around this area.

At every entry point of a programme there will be a solid pathway for progression which can involve taking part in other programmes including partner projects or access to individual education, training or learning.

Finally, it is our commitment to continue to support wider community issues and campaigns such as health-related screenings and safer community workshops where we will utilise the brand and facilities of Burton Albion FC to create positive journeys for targeted communities across our area.

2. Create a culture within the workforce of supporting individuals on programmes through the Inspire, Engage and Educate journey

Our workforce will be challenged with the task of creating relationships with individuals, organisations and groups to confidently offer a range of appropriate opportunities for all participants. Staff targets will be agreed and set to create a culture of accountability within the workforce which ensures we are always thinking of the next chapter in an individual’s journey with Burton Albion Community Trust.

Department managers will oversee partnerships within their areas to create and maintain sustainable models of delivery. It will be their responsibility to

ensure that the workforce recognises both pathways available through Burton Albion programmes as well as complementary partner programmes to enhance an individual’s journey.

The ‘Inspire, Engage, Educate’ journey will be brought to life by the consistent message, ‘Creating pathways and partnerships that will bring positive change to people’s lives’.

3. Create an inspirational environment utilising our unique Burton Albion brand

The positive journey for all participants will be supported by the brand of Burton Albion FC by providing not only the brand but support of professional football players and access to the football stadium. These resources add a uniqueness and add real value to our programmes and we acknowledge the importance of this.

Professional players can make a big difference to a programme. They are role models and can raise aspirations. They can influence decision making and positively affect attainment levels of young people. The Burton Albion football players will support our community work through a monthly diverse programme.

The football stadium is a unique resource that we will utilise to help make our projects stand out and inspire our communities. The stadium will be used as an education resource as well as a facility to help raise aspirations of disengaged communities. We will use the stadium to inspire and bring our communities together throughout this strategy. The facilities of Burton Albion FC will be accessible to all communities through our projects.



STRATEGIC AIM –
TO MEASURE AND EVIDENCE IMPACT

We have identified that the key area for development is ‘To Measure and Evidence Impact’ of our programmes. We currently measure in line with funding partner requirements and overall figures. By 2020 we will have invested in the infrastructure required to measure the overall value for money invested into and by BACT for the benefit of the community.

Strategic Objectives – We will:

1. Invest in infrastructure and technology to monitor all projects and participants

By June 2017 we will have been carried out a full review and put a plan in place to ensure that all data is collected about individuals and programmes. We will scrutinise the evidence we are collecting, how we are collecting it and how we are then transferring information from a session onto our data collection system. We will ensure this is consistent with our Data Protection Policy.

Alongside this, we will provide all staff with the relevant IT equipment to ensure that data is collected safely and securely, whilst taking into account the challenging environments that staff are working in and the opportunities available such as apps, iPads and advancements in technology.

By the beginning of 2018 we will commission an independent review of how we achieve value for money. We aim to develop this during the life of the strategy.

2. Develop individual and project case studies for all programmes

To ensure we focus on long-term results of how an individual or project has had an impact we will be developing a number of case studies from our programmes.

Participant case studies will be measured against programme outcomes and will create a picture for our community on how a project is actually making a difference to peoples lives.

Each project we deliver will be showcased by at least one case study every 3 months as part of ongoing evaluation. These case studies will be presented in ways evidenced in formats that are accessible to all our partners and the wider community.

3. Create an annual and overall Strategy Impact Report

We will publish an annual report and make it available to all stakeholders. Included in this report will be measurements of the impact of each Scope of Work, evaluation of our wider horizon planning and our strategic aims and objectives. In addition, we will carry out an annual stakeholder, participant and staff survey. The results of this will be included in the report and indicate any necessary amendments to our strategic direction.

All results, not just those within the report, will be available for the public to view to demonstrate accountability. We are committed to openness and transparency.



The work carried out by BACT in partnership with Staffordshire Police has been nothing short of tremendous. It is a “can do” organisation. Staffordshire Police often come across young people who may be embarking on life journeys, which, without effective diversion and support can go wrong. I’m very pleased to report that there are many young people from East Staffordshire whose lives have been turned around and they are leading productive and useful lives, as a direct result of BACT’s intervention. Our partnership work is one of the most productive and successful in the county, and provides long-term benefit for the Communities of East Staffordshire.

Bob Champeau | Inspector | East Staffordshire Local Policing Team



STRATEGIC AIM –
TO GOVERN AND LEAD EFFECTIVELY

The Burton Albion Community Trust journey will focus on how we can ‘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 the elderly. 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 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.

Strategic Objectives – We will:

1. Ensure compliance with relevant legislation and regulation

In 2016 BACT achieved Premier League and English Football League Trusts’ Capability Status. This is a stringent process and in line with national guidelines ensuring that we deliver excellent governance and high accountability. Our compliance with Capability Status is renewed annually.

It is our commitment to ensure that we adhere to Sport England’s new Governance Code and all requirements will be in place by June 2017. This will include regular reviews and annual reports and updates to national bodies.

Our board of trustees is representative of our community but by 2018 we aim to have a wider representative from the BAME community. In addition, we will always seek out Directors that will bring a diverse range of required skills to our Board.

2. Ensure financial sustainability

An innovative fundraising plan has been developed to generate new, non-restricted funds and we will ensure strong governance of this area in line with the changing legislation.

In 2015/16, 60% of our income was from externally funded programmes (restricted) and we aim to maintain this percentage. On a local level we envisage funding reducing over the course of this strategy but do believe that if we can achieve ‘value for money’ and the effective implementation of programmes we will ensure BACT will be in a strong position to access any relevant funds available.

Funding nationally has been confirmed for the course of this strategy specifically via the Premier League and the English Football League Trust. We will use these monies to match fund local monies where possible and ensure a greater impact within our communities.

To support the delivery of this strategy we have invested in and expanded our finance team, and supported by our charity secretary and senior management team, will deliver robust financial controls. An annual external audit will be carried out.

3. Ensure appropriate governance and leadership structures are in place

Operationally, the workforce will be accountable for delivering this strategy and annual development plans. In addition, an annual report will be published to all partners and available on our website.

A succession plan will be put in place to ensure sustainable leadership. We will monitor performance through quarterly reviews and set ourselves challenging performance targets for which will be monitored and challenged rigorously by the board.

We will continue to review our board of trustees and develop expertise. We will ensure that there is knowledge and understanding across each Scope of Work and trustees are representative of our community.



Burton Albion Community Trust can achieve nothing without a dedicated, hard-working and happy workforce. It is our commitment to put the staff wellbeing at the heart of our business planning for the next three years. We will develop training to support us in monitoring the wellbeing of our workforce; their resilience and their ability to deal with operational challenges.

We intend to improve performance and productivity in our workforce by ensuring all performance reviews are aligned to our strategy and staff incentives are available and effective including awards. Alongside the 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.

The workforce development plan will include opportunities for staff to attend regular staff wellbeing and resilience workshop; weekly free of charge staff activity sessions and human resource day-to-day support to ensure our workforce has appropriate and easy access help and guidance in the work place.

Inspiring our Communities 2017-2020 will be made possible by the behaviours of all at Burton Albion Community Trust. These behaviours are instrumental in ensuring that not only participants

and partners on our programmes have a successful journey through the ‘Inspire, Engage, Educate’ pathway with a similar experience for every member of our workforce. The seven values have been identified by our staff and form the Burton Albion Community Trust DNA. We will motivate our staff to do their best and ‘go the extra mile’ by replicating those values in all our work.

- Integrity
- Respect
- Professionalism
- Empathy
- Pride and Passion
- Determination
- Innovation

Listening to our staff, upskilling our workforce, effective succession planning and recruiting from our programmes will be our focus as we aim to ‘Inspire our Communities’. We want our workforce to feel proud, passionate and determined to continue to make a difference through their ongoing work with Burton Albion Community Trust.

Matt Hancock | Community Manager



Picture: Katie Johnson receiving Employee of the Year 2016 from sponsors Ashfield



Burton Albion continues to be a club that punches above its weight, both on and off the pitch. In 2016 Burton Albion won the EFL’s prestigious Community Club of the Year Award for the Midlands, a fantastic achievement for everybody involved with the Community Trust. The growth of BACT over the past five years has been phenomenal, and that has been achieved whilst ensuring the highest quality standards are applied to its wide ranging provision, making BACT a trusted and well-respected deliverer of services in East Staffordshire.

We are very proud to have Burton Albion Community Trust as part of our network, and look forward to working with the team for many years to come.

Mike Evans | General Manager
English Football League Trust

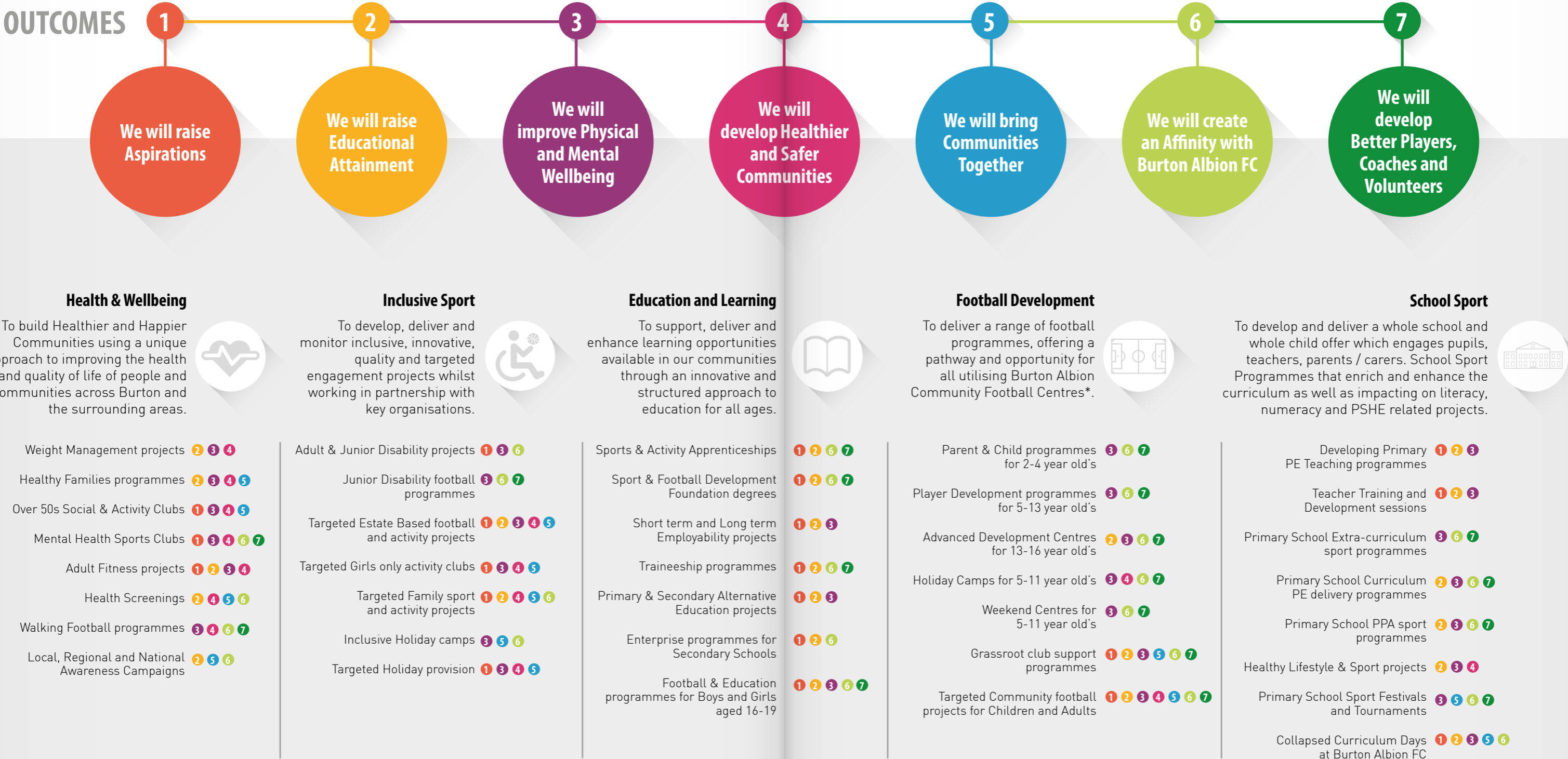
SCOPE OF WORK AND OUTCOMES

Our strategy 'Inspiring Our Communities 2017-2020' will be delivered against five clear Scopes of Work which will ensure we focus on projects and programmes that can deliver the outcomes important to our communities.

The seven outcomes are implicit in our work and will enable us to focus our energy and resources so that impact across our community is both consistent and sustainable. The mission, aims and objectives of this strategy will only be achieved if we deliver against one of the areas of work and achieve at least one of the outcomes listed below.

The Scope of Work brings these outcomes to life and creates clarity for our workforce and external stakeholders who will be able to clearly identify what we are trying to achieve. When consulting internally and externally about new project ideas the scope of work and outcomes also allows those involved to recognise if the idea fits within our strategy.

Our scope of work identifies our intended outcomes and how these will be achieved whilst being driven by our mission, "Making a difference in our communities through the power of sport and brand of Burton Albion Football Club.





PARTNERS

The partnerships we create, develop and maintain locally, regionally and nationally will be integral to the successful delivery of our strategy. These partnerships can be categorised into three areas of Funders, Programme Partners and Sponsors.

Funders

The diversity of our Scope of Work means we rely on a variety of different funding streams and funders who share in our vision of making a difference to our communities. Nationally we will continue to gain funding support through the English Football League Trust and Premier League as one of their Professional Football Charities and will monitor other national funding agencies aims and objectives to align ourselves appropriately to maximise our opportunities to gain further national funds. We will work closely with commissioners in our area to maximise the funding available and, where possible, match-fund aligned programmes to offer value for money as well as more activity for our communities. Building and maintaining our existing relationships with local commissioning groups will form a key area of work for the senior management team to ensure we are continually seen as a go-to organisation which delivers and maximises outcomes to the community.

Programme partners

The delivery of this strategy is dependent upon the skills and co-operation of many programme partners that will help ensure we service the communities of Burton and the surrounding areas appropriately.

We are aware that there are many excellent, skilled and specialist organisations that can help support our delivery including from the public, private and third sector. Understanding the local landscape and programmes already offered to our community will create a sense of togetherness for the local business community allowing programmes to be developed and delivered for the benefit of all. We will continue to consult with our programme partners as well as seek new partnerships that can add value to our offer through additional innovative project ideas.

Sponsors

As a charity we actively seek organisations to support Burton Albion Community Trust through sponsorship of themes, projects and bespoke initiatives. We aim to support and deliver partner organisations' Community Social Responsibility plans where these are consistent with our mission. Working in partnership with sponsors who are like-minded organisations and have the community and their workforce at the heart of what they do is important to us when creating sustainable relationships that have mutual benefits for both organisations.



I am really pleased to see the progress made in reaching out to many different people by BACT, especially in using their community hub base. With our increasing understanding as a country of the power of preventative approaches it is crucial for partners like BACT to take up this challenge and run with these principles, bringing prevention to life for the benefit of all corners of our community from the very young to the not so young!

Helen Gill | District Commissioning Lead | Staffordshire County Council

Pirelli is extremely committed to supporting its local community and has backed a wide variety of projects in Burton, many led by the Burton Albion Community Trust. Projects such as the new 3G pitch are essential in Burton and here at Pirelli we are very proud to support this initiative and BACT.

Dominic Sandivasci | Managing Director | Pirelli Tyres



FACILITIES

1. Burton Albion Community Football Centre

The Burton Albion Community Football Centre officially opened in February 2017. The facility consists of a 3G Astroturf Football Pitch with the flexibility to play 5v5, 7v7 or Youth U11 Football as well as varied formats of wider National Governing Body sports. This inspirational facility will play a huge role in bringing our strategy to life.

2. Externally managed facilities

We will also continue to manage external facilities such as The Burton Albion Community Hub and The Anglesey Community Football Centre where it supports the local community and adds value to the programmes that we deliver.





BURTON ALBION FOOTBALL CLUB

At the heart of Burton Albion Football Club's ethos is the desire to make a direct impact on the town and its people.

We have always recognised that as a football club we are in a privileged and unique position and consequently able to make a difference in the community.

Sport in general, and football in particular, can be both inspiring and empowering and we always seek to maximise that opportunity.

We also have a responsibility to ensure we use the brand of the football club to benefit the community that gives us such tremendous support.

Since we joined the Football League we have had a chance to fulfil those ambitions through the work of Burton Albion Community Trust, which now engage with vast numbers across diverse programmes that reach both the youngest and oldest members of the community.

The trust's work has grown and flourished over the last seven years until it now plays an active and vital lead role in our community.

This strategy now sets out Burton Albion Community Trust's ambitions and plans which will enable it to not only maintain its high quality programmes but to strive even harder and to reach ever more people in its pursuit of excellence.

With strong leadership and a motivated workforce I am confident it will achieve its aims.

The football club is proud of the achievements of the trust and will continue to offer its wholehearted support as it embarks on the next stage in its journey.

Ben Robinson | Chairman | Burton Albion Football Club



The Premier League is delighted to have enhanced our support for Burton Albion Community Trust during the 2016/17 season. We have been extremely impressed with the quality of delivery by the Trust on Premier League programmes, which will contribute to the Trust's exciting new strategy.

Nick Perchard

Head of Community Development | Premier League

We have worked with BACT on the delivery of our schools' programmes since 2011 and despite the changing education environment we have both been in a position to maximise the PE, Sport and Health offer we can collectively provide. Both organisations have been able to grow and ensure a high quality offer is available to schools within East Staffordshire as a by-product of the partnership working.

Caroline Smith

East Staffordshire
School Games Organiser

Burton Albion Community Trust makes a huge difference in Burton. Whether it is encouraging young people to play sport, or older people to keep active, the schemes they run in the town and beyond are really important for our local community.

I am pleased that this strategy demonstrates the commitment of the Community Trust to continue this important work of keeping people active, and I have no doubt that it will go from strength to strength.

Andrew Griffiths MP

Burton and Uttoxeter

Burton Albion Community Trust have supported the delivery of my priorities through the provision of a wealth of positive activities for youngsters across East Staffordshire and Tamworth. Extremely well received by youngsters, their parents and our community safety partners, I've been delighted with Burton Albion Community Trust's ongoing contribution to the local community and their help to reduce crime and anti-social behaviour in Staffordshire.

Matthew Ellis | Police and Crime Commissioner for Staffordshire

The children at The Mosley Academy have benefited greatly from the partnership with Burton Albion. From PPA cover and teacher support, to increased participation in school sport and clubs, to meeting players and, of course, Billy and Betty Brewer visiting the school! Burton Albion really is a club for the community.

Matthew Baxter

Headteacher | Mosley Academy

BACT is at the forefront of activities in East Staffordshire to improve health and wellbeing. It delivers high quality services and understands the need to deliver quality outcomes. The work done to engage communities, young people and older people has been exceptional and BACT is always willing to look for solutions and to get involved.

Jon Topham | Locality Public Health Partnerships and Commissioning Lead
Staffordshire County Council

I have witnessed the gradual development of BACT in many areas of the community, helping communities to participate in a wide variety of activities from the very young to the very old. It has been fantastic to see such inclusive activity for people with disabilities, learning difficulties and mental health to name but a few.

Ron Clarke | County Councillor
Staffordshire County Council

Pladis in the UK (formally known as United Biscuits) is the parent company of the iconic brands McVitie's, Jacob's and go ahead! and has a long standing successful partnership with the BACT. As part of the partnership the company provides support, business knowledge and expertise to local education and community projects. The relationship provides mutual benefits, allowing us to have positive impacts on the local and wider community through the innovation and programmes delivered by the BACT.

Paul Collis

Logistics Director Pladis (McVities)

BSDC values the continued collaboration with Burton Albion Community Trust immensely. By working together we can collectively achieve so much more for the community in Burton and we look forward to new and exciting developments emerging from the partnership in the months and years to come.

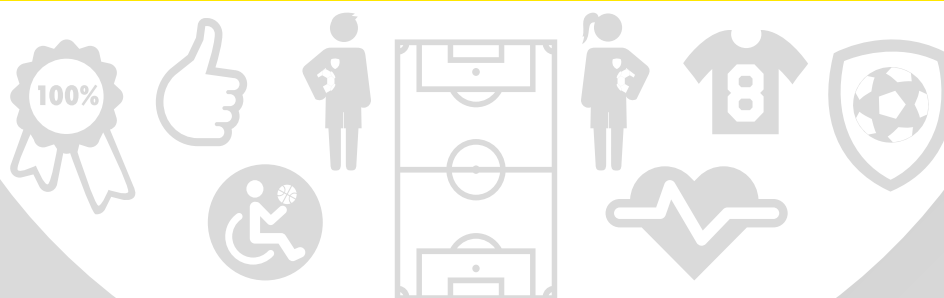
Burton and South Derbyshire College

I feel very privileged, as the owner of Raygar Architectural & Engineering Supplies Ltd, to be involved in supporting such a family-oriented community trust and wish it every success for the future. The hard work and effort of all the staff can only be admired and is commendable as a lot of it does go unseen.

Ray Garlick | Managing Director Raygar Architectural & Engineering Supplies Ltd



INSPIRE ▪ ENGAGE ▪ EDUCATE



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