



# BURTON ALBION COMMUNITY TRUST



## IMPACT REPORT 2021-22

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event





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## Disclaimer

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

EventID has prepared this report using reasonable skill, care and diligence for the sole use of BACT for the purposes set out. EventID does not assume or accept or owe any responsibility or duty of care to BACT or any other person. Any use that a third party makes of this report or reliance thereon or any decision made based on it is the responsibility of such third party.

The report reflects EventID's best judgement in light of the information available at the time of its preparation.

# INTRODUCTION




This year's Burton Albion Community Trust (BACT) Impact Report reviews the 2021-22 season and the first year of the organisation's Heathier, Happier & Stronger Communities Strategy 2021-24.

In addition to showcasing some of BACT's season 2021-22 highlights, the report looks in-depth at 12 social, community and economic impact measures that align to the three strategic outcomes outlined in the 2021-24 strategy.

The report also highlights where BACT's work aligns to the UN Sustainable Development Goals.

BACT commissioned social impact experts EventID to compile the report.

The report has analysed internal and external data sources alongside a specific social, community and economic impact survey that considered 871 responses in June-July 2022.

BACT Strategic Outcomes			
	<b>Develop healthier and happier communities</b>	<b>Create safer and more cohesive communities</b>	<b>Empower our communities to fulfill potential and opportunity</b>
Impact Measures	<ul style="list-style-type: none"> <li>1) Measures of personal wellbeing                             <ul style="list-style-type: none"> <li>a. Happiness</li> <li>b. Life satisfaction</li> <li>c. Sense of worthwhile life</li> <li>d. Level of anxiety</li> </ul> </li> <li>2) Subjective mental wellbeing</li> <li>3) Levels of physical activity</li> <li>4) Subjective physical wellbeing</li> </ul>	<ul style="list-style-type: none"> <li>5) Sense of belonging</li> <li>6) Social cohesion (by ethnicity)</li> <li>7) Feelings of loneliness and isolation</li> <li>8) Subjective sense of community</li> </ul>	<ul style="list-style-type: none"> <li>9) Levels of self-efficacy/resilience</li> <li>10) Levels of confidence</li> <li>11) Subjective personal development</li> </ul>
	<p><b>Plus:</b></p> <ul style="list-style-type: none"> <li>12) Direct economic impact</li> </ul>		

## UN SUSTAINABLE DEVELOPMENT GOALS

The 17 United Nations Sustainable Development Goals (SDGs) are a shared blueprint for peace and prosperity for people and the planet, now and into the future. They recognise that solving issues such as poverty must be tackled alongside other strategies that focus on conservation or economic growth. They build on decades of work by the UN, member states and organisations all over the world.





# FOREWORDS



It is with great pride we are able to evidence through this report the difference we are making in our communities. Our staff members and volunteers continue to respond magnificently to the many and varied challenges in our area, and always go the extra mile to support those who need it most.

This report is external evidence that our programmes change lives - something we are extremely proud of. We have continued to place partnerships at the heart of what we do, and it has been amazing to see our commitment to building long term education, health, wellbeing, and employability programmes start to materialise.

The support of so many partner organisations has enabled us to be successful in establishing our programmes at the heart of communities whilst addressing mental health, physical health, loneliness, and

isolation. The experience of working closely with our local and wider NHS has been very fruitful and we are extremely grateful to all those within the health service for their considerable help and support.

Finally, we wish to place on record our sincere thanks to the whole Burton Albion family for their help and hard work in always supporting the work of the Trust, and of course to Burton Albion FC for their enthusiastic support of our endeavours.

We remain in a strong position to continue to develop Healthier, Happier & Stronger Communities as our strategy outlines, something that this excellent report put together by EventID highlights.

We hope you enjoy reading the report as much as we did!

**BACT Board of Trustees**





Thank you for taking the time to read and look through our externally derived Impact Report. Thanks once again to Tim Smith from EventID for his effort, enthusiasm, and hard work in pulling together the work. Also, to every one of our community participants, funders, partners, and staff who completed the questionnaire for this report.

Back in September 2021 we were excited about what we were going to achieve in the first year of our Healthier, Happier & Stronger Communities strategy and looking forward to making a real impact within the communities we serve. The year has exceeded our expectations and you will see throughout the Impact Report the difference we have made. In particular our Education, Community Engagement, Employability and Health & Wellbeing programmes will have significant long-term benefits.

The Board of Trustees and Chairman of the Football Club, Ben Robinson, continue to work to ensure we are completely embedded in the community, utilising our unique brand and the power of sport. We made a commitment 12 months ago that we would make a difference and this Impact Report demonstrates exactly that.

Whether to individuals, groups, or the community our staff and volunteers have been there for people. We will work harder than ever over the next year to continue to be inspiring, be engaging and be educating every time we proudly pull on the Burton Albion Community Trust uniform. Thanks to everyone who has trusted us, supported us, funded us, and believed in us.

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

**Matt Hancock – Head of Community**



# EXECUTIVE SUMMARY

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# EXECUTIVE SUMMARY

The BACT Impact Report 2021-22 showcases more evidence than ever before of the positive social, community and economic impact of Burton Albion Community Trust.

The trust achieved impacts across all three of its strategic outcomes: to develop happier and healthier communities, to create safer and more cohesive communities, and to empower communities to fulfil potential and opportunity.

Positive outcomes were recorded across 11 of the 12 impact measures examined for this report. In particular, notable impacts were realised across the areas of physical wellbeing, mental wellbeing, sense of belonging and levels of confidence.

This impact was created at scale across East Staffordshire, reaching a record 12,589 participants across 49 programmes in 2021-22. The participants represented a wide intersection of society of diverse age, gender, physical ability/disability and ethnicity.

Beyond social impact, the economic boost to the region from the trust's activity was significant. Direct economic impact was calculated at £5.5 million for the season.

BACT has set out its vision for the future to 2024 through the Happier, Healthier & Stronger Communities strategy and by completing its logic model, of which a condensed version is included in this report.

# 12,589

total participants in 2021-22

# 49

programmes run in 2021-22

# 86%

average subjective social impact score

# 5.5m

Direct economic impact



## HEALTHIER AND HAPPIER COMMUNITIES

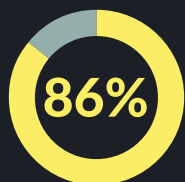


**Junior participants recorded higher levels of mental wellbeing** compared to non-participants:

- 36% higher life satisfaction
- 31% higher sense of worthwhile life
- 51% lower levels of anxiety



**Adult participants also displayed higher levels of wellbeing** across happiness, life satisfaction and levels of anxiety



of all participants felt that their activity at BACT was **positive or very positive for their physical wellbeing** – the same score was recorded for **mental wellbeing**



**89% of junior participants** reached the recommended **60+ minutes of physical activity per day**

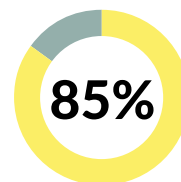
## SAFER AND MORE COHESIVE COMMUNITIES



BACT participants had an average **14% higher sense of belonging** compared to non-participants



**No junior participants reported feeling lonely** 'often or always' compared to 11% amongst non-participants



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



**30% of BACT participants were of Asian or British Asian, Black or Black British, mixed multiple ethnic group, or other mixed ethnic background** compared to the East Staffordshire population average of 9.6%



## EMPOWER OUR COMMUNITIES TO FULFIL POTENTIAL

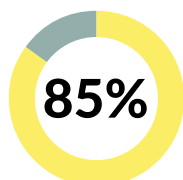


BACT participants recorded **increased levels of confidence:**

- 25% higher for junior participants
- 3.1% higher for adult participants



**Self-efficacy was 8.5% greater** amongst junior participants compared to non-participants



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



**4,633 children** across East Staffordshire supported through Premier League Primary Stars programme delivered by BACT

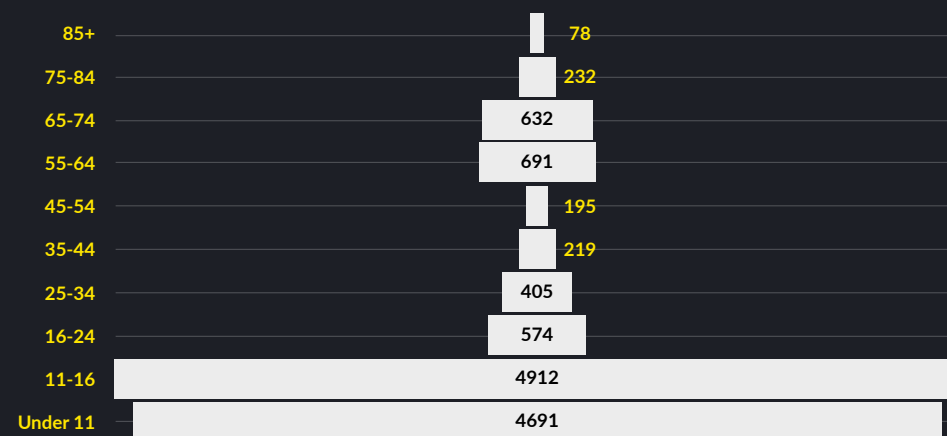
## OUR PARTICIPANTS

By gender:

44% female

56% male

By age:



By ethnicity:

Asian or British Asian	11.9%
Black or Black British	8.0%
Mixed multiple ethnic groups	5.2%
White British or White other	70.1%
Other ethnic group	4.7%
Prefer not to say	0.2%

By disability:

7.3% of participants disclosed a physical or mental health condition or illness lasting 12 months or more

# HIGHLIGHTS OF 2021-22

## BACT SUPPORTS 598 CHILDREN AS PART OF THE HOLIDAY ACTIVITIES & FOOD PROGRAMME

Holiday Activities & Food (HAF) programme supports children who receive free school meals but do not have access to these during the holidays.



## BACT IS AWARDED FA GIRLS' EMERGING TALENT CENTRE LICENCE

Community Trust set to become a central hub for local talented female players from Burton upon Trent, Uttoxeter and the surrounding areas for the next three seasons, starting in 2022-23.



# HIGHLIGHTS OF 2021-22

## BACT RECOGNISED AS EFL COMMUNITY PROJECT OF THE SEASON AT EFL AWARDS 2022

Burton Albion was acknowledged for its success in supporting the NHS via the Burton Albion Vaccination Centre during the pandemic where more than 350,000 vaccinations were carried out. The centre was supported by over 100 volunteers.

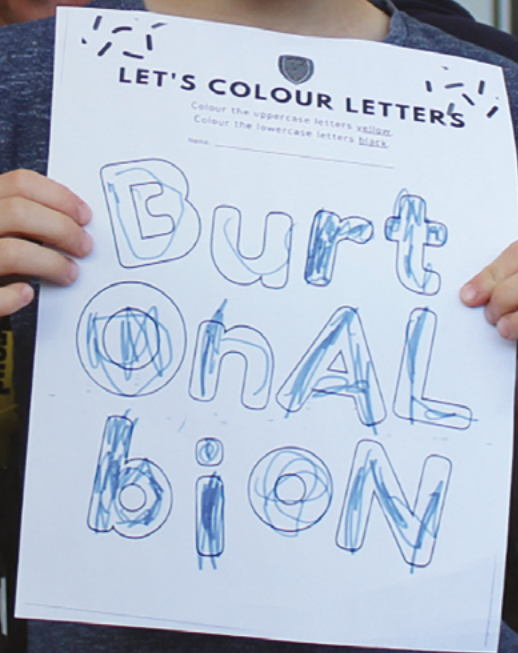


## BACT VISITED GHANA TO CONTRIBUTE TO CHARITABLE PROJECTS

Some 15 volunteers from the Trust worked with international aid organisations to support young people from the region who have been abandoned or orphaned. They also helped refurbish a local school and provided essential amenities for a local community.



# THE IMPACT OF BACT





# STRATEGIC OVERVIEW

BACT established its three-year strategic plan Healthier, Happier & Stronger Communities in 2021. The strategy outlines the direction of the charity through to summer 2024.

This Impact Report focuses on how the activities of the Trust have made a difference to people and the community in line with BACT's three strategic outcomes.

## Burton Albion Community Trust

**OUR VALUES AND MISSION**



**OUR VISION IS TO**

- Inspire
- Engage
- Educate

**OUR MISSION**

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



**OUR IMPACT ON THE COMMUNITY**



- School Sport
- Utilising our unique Burton Albion and community facilities
- Community Engagement
- Education & Employability
- Health & Wellbeing

**OUR VALUES**

- Be Inspiring: Through a passion for Burton Albion & our local community
- Be Engaging: Through understanding our communities, delivering targeted projects & programmes
- Be Passionate About People: Helping realise full potential in individuals & our communities

**OUR STRATEGIC OBJECTIVES**

- To Deliver High Quality
- To Create Experiences
- To make a Difference

**OUR STRATEGIC OUTCOMES**

- Develop healthier and happier communities
- Create safer and more cohesive communities
- Empower our communities to help fulfil potential and opportunity



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

# HEALTHIER AND HAPPIER COMMUNITIES

## Headlines



Both junior and adult participants recorded **higher values across all four personal wellbeing measures** compared to non-participants



Junior participants recorded a **51% lower** level of anxiety compared to non-participants



**86%** of participants felt that their activity at BACT was positive or very positive for their **physical wellbeing** – the same score was recorded for **mental wellbeing**



## Key findings

- The evidence shows that BACT has a significant impact on the mental wellbeing of its participants. This impact was highest for junior participants, who on average compared to non-participants:
  - General happiness levels 16% higher.
  - Life satisfaction 36% higher.
  - Sense of worthwhile life 31% higher.
  - Levels of anxiety 51% lower.
- Adult participants also showed a mental wellbeing impact particularly across happiness and life satisfaction (each 5% higher) and levels of anxiety (10% lower).
- 43% of participants' total weekly physical activity took place at BACT, with 60% of adults and 89% of juniors classed as physically active according to Sport England guidelines.





## IMPACT MEASURE 1 Measures of personal wellbeing

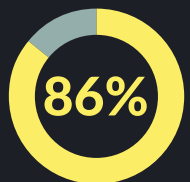


Junior participants

Adult participants

	Juniors	Adults
Compared to non-participants	▲ 16% higher	▲ 4.7% higher
Compared to national average	▲ 13% higher	▲ 2.9% higher
Compared to non-participants	▲ 36% higher	▲ 5.3% higher
Compared to national average	▲ 27% higher	▲ 1.3% higher
Compared to non-participants	▲ 31% higher	▲ 3% higher
Compared to national average	▲ 20% higher	▼ 0.8% lower
Compared to non-participants	▼ 51% lower	▼ 10% lower
Compared to national average	▼ 31% lower	▲ 4.7% higher

## IMPACT MEASURE 2 Subjective mental wellbeing



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

Average score was **85%** for junior participants and **87%** for adult participants.

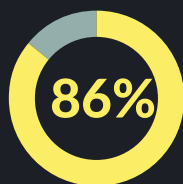
## IMPACT MEASURE 3

### Levels of physical activity

- 60% of adult participants classed as physically active (150+ activity minutes per week). This is 5% above the East Staffordshire average and slightly below the national average.
- 89% of junior participants classed as physically active (60+ activity minutes per day). This is significantly above both the local average (42%) and national average (45%).
- 43% of participants' total weekly physical activity took place at BACT (41% for juniors, 44% for adults).

## IMPACT MEASURE 4

### Subjective physical wellbeing



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

Average score was **88%** for junior participants and **85%** for adult participants.

## HELPING RECOVERY FROM LONG COVID



BACT partnered with Birmingham City University and Together Active to offer a first-of-its-kind programme to support patients living with Long COVID.

The side effects of the virus can be devastating with symptoms such as memory loss, shortness of breath and fatigue having a significant impact on health and happiness.

The 12-week programme offers tailored, twice-weekly sessions for participants at the Gym Group in Burton upon Trent.

Patients included a 42-year-old teacher signed off work with Long COVID. She was suffering with poor lung function and struggling to walk without losing her breath.

After six weeks of the programme, there were already tangible results in her cardiovascular fitness, strength, confidence and self-esteem.

The project has attracted wide media coverage including on the BBC News website.

The trust supported 12 people through its Long COVID programme in 2021-22, all of whom showed improvements in measures including weight, resting heart rate and anxiety level.



## CAROLYN'S CANCER RECOVERY



NHS worker Carolyn started taking part in the Active Recovery programme after a mastectomy due to a breast cancer diagnosis in October 2021. Working closely with her consultants, the team put together a bespoke plan to help improve her general fitness, but first and foremost to improve very limited mobility in her upper body following surgery.

The rehabilitation exercise programme included tailored, supervised gym sessions delivered by cancer rehabilitation specialist coaches. They focused on fun, fitness and strength exercises, as well as agility, balance and coordination components.

Carolyn now swims regularly, attends the gym and is planning her return to work. She says her experience of the programme was overwhelmingly positive, and she's living a much more full and varied life than before. She even carried on her stretching exercises in the door frame of a hotel room while on holiday!

A total 70 recovering patients were supported through Active Recovery in 2021-22 across an even split of 35 men and 35 women.

## WHAT PARTICIPANTS SAID - HEALTHIER AND HAPPIER



***“IT’S HELPING ME STRENGTHEN MUSCLES THAT I LOST DURING RECOVERY AFTER MY SURGERY. I’M FINDING IT A GOOD HELP, ALL THE STAFF ARE SO FRIENDLY AND SO HELPFUL.”***

Female participant aged 45-54 supported through the Active Recovery programme.



***“IT HAS IMPROVED HER CONFIDENCE, HER MOBILITY AND STRENGTH, HER SELF-BELIEF AND HER SPEECH.”***

Parent of Able Too participant, a pan-disability football programme.

# SAFER AND MORE COHESIVE COMMUNITIES



## Headlines



Junior and adult participants alike had an average **14% higher sense of belonging** compared to non-participants



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



Junior participants had a **11% lower** prevalence of feeling lonely 'often or always'

## Key findings

- Both our research and feedback from participants shows that BACT participants have a high sense of belonging – up to 17% above non-participants and the national average.
- Sense of community scores remain high, with 85% of participants saying that their association with BACT has a positive or very positive impact on this area.
- BACT engages people from across the community. Overall, 30% of BACT participants were of Asian or British Asian, Black or Black British, mixed multiple ethnic group, or other mixed ethnic background compared to the East Staffordshire population average of 9.6%.
- No junior participants disclosed that they felt lonely 'often or always', compared to 11% of non-participants.

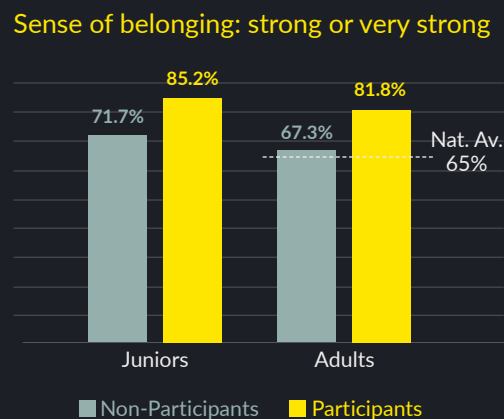




## IMPACT MEASURE 5

### Sense of belonging

- Sense of belonging was significantly higher amongst both junior (13.5% greater) and adult (14.5% greater) participants, compared to non-participants.
- Adult scores were 16.8% greater than the national average.



## IMPACT MEASURE 7

### Feelings of loneliness and isolation

- Amongst junior participants, the percentage of respondents who said that they felt lonely 'often or always' was 0%. This was lower than non-participants (11%).
- The adult participant average for being lonely 'often and always' was 7.7%. However, this was higher than non-participants (5.7%) and the national average (6.5%).



## IMPACT MEASURE 6

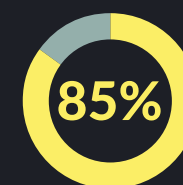
### Social cohesion (by ethnicity)

- 67% of junior participants and 56% of adult participants said that they had friends who were not of the same ethnicity as them.
- This metric did not show any impact between BACT participants and non-participants.



## IMPACT MEASURE 8

### Subjective sense of community



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

- Average score was 85% for junior participants and 84% for adult participants.

## TRANSFORMING UNITY PARK



The Unity Park Community Project in Shobnall, Burton upon Trent, has brought the community together to transform a park formerly blighted by vandalism and disorder.

Launched in April 2022, the project tackled anti-social behaviour by using the park for activities that both children and parents can benefit from. The community has hosted sporting and cultural activities, potted planters to improve the built environment and organised celebration days to make the most of the reclaimed space.

The project is a collaboration between the Princess Street Mosque, East Staffordshire Borough Council, Staffordshire Police and BACT.

BACT contributed to the project by running sports participation sessions for both children and parents, including cricket, football and basketball.

## WHAT PARTICIPANTS SAID - A MORE COHESIVE COMMUNITY



***“I LOST MY HUSBAND LAST YEAR AND BACT HAS HELPED MY CONFIDENCE IN GOING FORWARD WITH MY LIFE ON MY OWN.”***

Female participant aged 66-75 who takes part in Stretch & Tone.



***“BACT IMPROVED MY CHILD’S ABILITY TO MIX WITH NEW CHILDREN OUTSIDE THEIR NORMAL CIRCLE OF FRIENDS.”***

Parent/guardian of participant supported through Advanced Development.



## SOCIALISING AND SPORT: ALFIE'S TIME AT PL KICKS



A stadium tour, time with his friends and learning about community cohesion are just a few of the things Alfie Bulloch says he's enjoyed as part of Premier League Kicks.

The 12-year-old has attended the programme at Winhill Neighbourhood Resource Centre for three years. It aims to help children from different schools, backgrounds and walks of life to come together and socialise, as well as giving them the opportunity to play different sports and make new friends.

For Alfie, it's been a crucial means of getting him out of the house, helping him to be more sociable as well as improving his confidence. He says he's learnt what people need to do in order to get along within the community, such as being kind to each other.

Alfie also took part in the Premier League Youth Summit event, learning about inclusion, community safety and youth employability.

Across East Staffordshire, BACT registered 654 Premier League Kicks participants in 2021-22 including 70 involved in Kicks Dance, Boxing and Girls Only clubs.

## WHAT PARTICIPANTS SAID - A MORE COHESIVE COMMUNITY



***"IT'S MADE ME FEEL LIKE I BELONG IN THIS WORLD."***

Junior female participant in National Citizen Service (NCS) programme.



***"IT HAS BEEN REWARDING, ENJOYABLE, GIVEN ME A PURPOSE AND SOCIAL INTERPERSONAL ACTIVITIES. IT HAS BEEN VERY INTERESTING MEETING A WIDE VARIETY OF AGES, ETHNICITIES, NATIONALITIES."***

Male volunteer at BACT aged 76-85.

# EMPOWER OUR COMMUNITIES TO FULFIL POTENTIAL

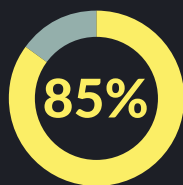
## Headlines



**Self-efficacy was 8.5% higher** amongst junior participants compared to non-participants



BACT participants recorded **up to 25% higher levels of confidence**



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



## Key findings

- Individual development indicators of self-efficacy and levels of confidence both showed impact amongst participants, compared to non-participants:
  - Self-efficacy 8.5% higher amongst juniors.
  - Levels of confidence 25% higher for juniors.
  - Levels of confidence 3.1% higher for adults.
- Premier League Primary Stars was the largest BACT programme in 2021-22 with 4,633 participants. This was followed by Primary School Programmes (2,672) and EFL Trust Move and Learn / Joy of Moving (1,809).
- BACT regularly hosts community events and services. This included the award-winning hosting of an NHS COVID Vaccination Centre.





## IMPACT MEASURE 9 Levels of self-efficacy / resilience

(Measure of a person's belief in their own ability to execute a task or succeed in specific situations.)

- 70% of participants agreed or strongly agreed that if they found something difficult, they would keep trying until they could do it.
- Average self-efficacy scores were 8.5% higher for junior participants, compared to non-participants.
- No trend was found within adult participants.



## IMPACT MEASURE 10 Levels of confidence (in oneself)

- Amongst juniors, average levels of confidence were 25% higher for junior participants, compared to non-participants.
- Across the same comparison for adults, confidence was 3.1% higher for participants.



## IMPACT MEASURE 11 Subjective personal development

(Overall measure for levels of confidence, development of skills and education.)

- 85% of participants felt that their activity at BACT was positive or very positive for their personal development.
- Average score was 87% for junior participants and 84% for adult participants.





Colin started taking part in the Building Better Opportunities (BBO) programme after his mental health deteriorated when he became unemployed.

At the start he was struggling to function and felt very low and worthless. Through the programme Colin has been offered support to find the right direction into employment, including personal development and social skills. This has enabled him to gain confidence and motivation, leading to him making an application for a grounds maintenance role.

Since finishing work Colin has also found a passion for art. He enjoys painting and drawing and has produced some amazing pieces in different mediums ranging from charcoal to coffee. Three pieces have been donated to Burton Albion Community Hub as a thank you for the support received on the BBO programme, including a drawing with the title 'Everyone has the right to feel safe'.

BBO is funded through the European Social Fund and the National Lottery Community Fund. The programme supported 21 participants in 2021-22.

Image credit: Copyright Edwin Ladd.

## WHAT PARTICIPANTS SAID – A MORE EMPOWERED COMMUNITY



***“BACT HAS BUILT MY FOSTER DAUGHTER’S CONFIDENCE AND SELF-ESTEEM ALONG WITH GIVING HER WORK EXPERIENCE. THIS HAS BEEN A HUGE HELP, I HAVEN’T HAD TO WORRY AS MUCH ABOUT HER KNOWING SHE CAN COPE WITH THINGS BETTER SINCE BEING WITH THE FOOTBALL CLUB.”***

Parent/guardian of a BACT staff member aged 16-18.



***“MY SON WAS VERY SHY AND ANGRY/EMOTIONAL. HE HAS REALLY PROGRESSED AT THE HUB AND IS DOING A LOT BETTER AT SCHOOL.”***

Parent/guardian of a child supported through Alternative Education.



## ALTERNATIVE EDUCATION: A DIFFERENT PATH



The Alternative Education programme provides support for students struggling to engage in education.

Using one-on-one mentoring and sport-based activities, students previously at risk of exclusion from school or with poor attendance are encouraged to learn coping strategies, behaviour management and communication skills in order to build positive relationships with adults and others their own age.

For one year 9 student the power of sport and the brand of the football club were key to helping his personal development. The 13-year-old was referred for very low attendance at school, as well as struggling with communicating his feelings and being withdrawn.

Through personal visits, sessions at Burton Albion and outdoor learning, he grew in confidence, developed skills to manage his nerves in meeting new people, and is now back in school on a full timetable.

BACT supported 43 pupils through Alternative Education in 2021-22.

## WHAT TEACHERS SAID - BACT'S IMPACT ON YOUNG PEOPLE



***“[BACT’S SUPPORT] HAS HELPED MANY OF THE DE FERRERS STUDENTS WITH REGARDS TO THEIR MENTAL WELLBEING, DOMESTIC DIFFICULTIES, ACADEMIC DIFFICULTIES AND ATTENDANCE ISSUES.”***



***“BACT HAVE A HUGE IMPACT ON THE CHILDREN IN THE SCHOOL WHERE I WORK. SOME ACTIVITIES ARE FUN AND SOME HELP THE CHILDREN WHEN THEY NEED THAT EXTRA BIT OF SUPPORT. ALL ARE DELIVERED BY COMMITTED STAFF.”***

# ECONOMIC IMPACT



In 2021-22, BACT had a  
**Direct Economic Impact of:**

**5.5m**

Consisting of...

**£1.1m**

Direct impact through  
employment  
and investment

**£4.4m**

Direct impact through  
participant spend

**£2.54m**

impact of adult  
participants

**£1.86m**

impact of child  
participants

## Findings

- The most significant proportion of BACT's direct economic impact is through the spend of its participants within the economy.
  - This comprises of adult and/or parent spending associated with their activity at BACT such as transport, clothing and equipment, refreshments and socialising.
- BACT attracted £1.16m of investment through funding, sponsorship, donations and grants.
- BACT supports local facilities through £115k in hire fees.
- The trust employs 40 full-time, 13 part-time and two casual staff members.



# COMPARISON WITH PREVIOUS YEARS

## PARTICIPANTS AND ECONOMIC IMPACT

Since 2019-20:

# 86%

Growth in number of participants (6,781 to 12,589)

# 2.1x

Direct economic impact is 2.1 times higher (£2.6m to £5.5m)

## SOCIAL AND COMMUNITY IMPACT

BACT's social and community impact was last researched during the 2020-21 season.

Subjective wellbeing scores across physical wellbeing, mental wellbeing and personal development were 3-4% lower in 2021-22, while the score for sense of community remained consistent.

Objective impact measures such as personal wellbeing (happiness, life satisfaction, sense of worthwhile life and levels of anxiety) and levels of confidence showed an impact in both seasons for adults, with the level of impact slightly lower in 2021-22.

By these comparisons, it could be interpreted that the relative impact of BACT's activity amongst adults was higher during 2020-21 when the impact research was conducted during coronavirus pandemic lockdowns and restrictions on freedom of movement and socialising.

This year's study was notable for the evidence that BACT has a substantial wellbeing and individual development impact for junior participants. There was insufficient evidence to fully consider the impact on junior participants in 2020-21.

We look forward to comparing the social and community impact of BACT across the remaining two seasons of the Healthier, Happier & Stronger Communities strategy.







# POWER OF BURTON ALBION FC



***“BURTON ALBION’S STORY HAS ALWAYS BEEN ABOUT PUTTING COMMUNITY FIRST”***

**Ben Robinson MBE DL , Chairman Burton Albion FC**



# THE POWER OF BURTON ALBION FC IN 2021-22



**16 fan zone fixtures**

**1,440** fan zone minutes of action

**32** fan zone player visits



**Over 900 community tickets**

**78** community appearances



**2** first team training visits

**5** chairman appearances

**16 manager appearances**

**1** podcast with Dino Maamria



**37** community donations

**5** matchday bucket collections

**11 community campaigns**



**Over 350,000 COVID vaccinations administered**

**500** Prostate cancer screenings in partnership with the 'Sighting Prostate Cancer' team





# LOOKING FORWARD

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# LOOKING FORWARD



The Healthier, Happier & Stronger Communities strategy runs for two more years until summer 2024.

Over this time, BACT will aim for continued progress against the strategic objectives:

## To deliver high quality

- We are proud to represent the brand of Burton Albion. Our staff and volunteers received fantastic feedback in this report and BACT received a Net Promoter Score of +29. We will continue to develop our people, projects and programmes to be the best they can be.

## To create experiences

- With our brand and inspirational environment, BACT has the opportunity to create life-changing and life-inspiring experiences. It is our ultimate goal to 'Inspire, Engage and Educate' every participant.

## To make a difference

- This Impact Report already outlined how BACT makes a difference to its people and communities. We will endeavour to maintain and increase this impact, and continue to showcase our work through case studies.

## BACT's scopes of work



Health & Wellbeing



Community Engagement



School Sport



Education & Employability



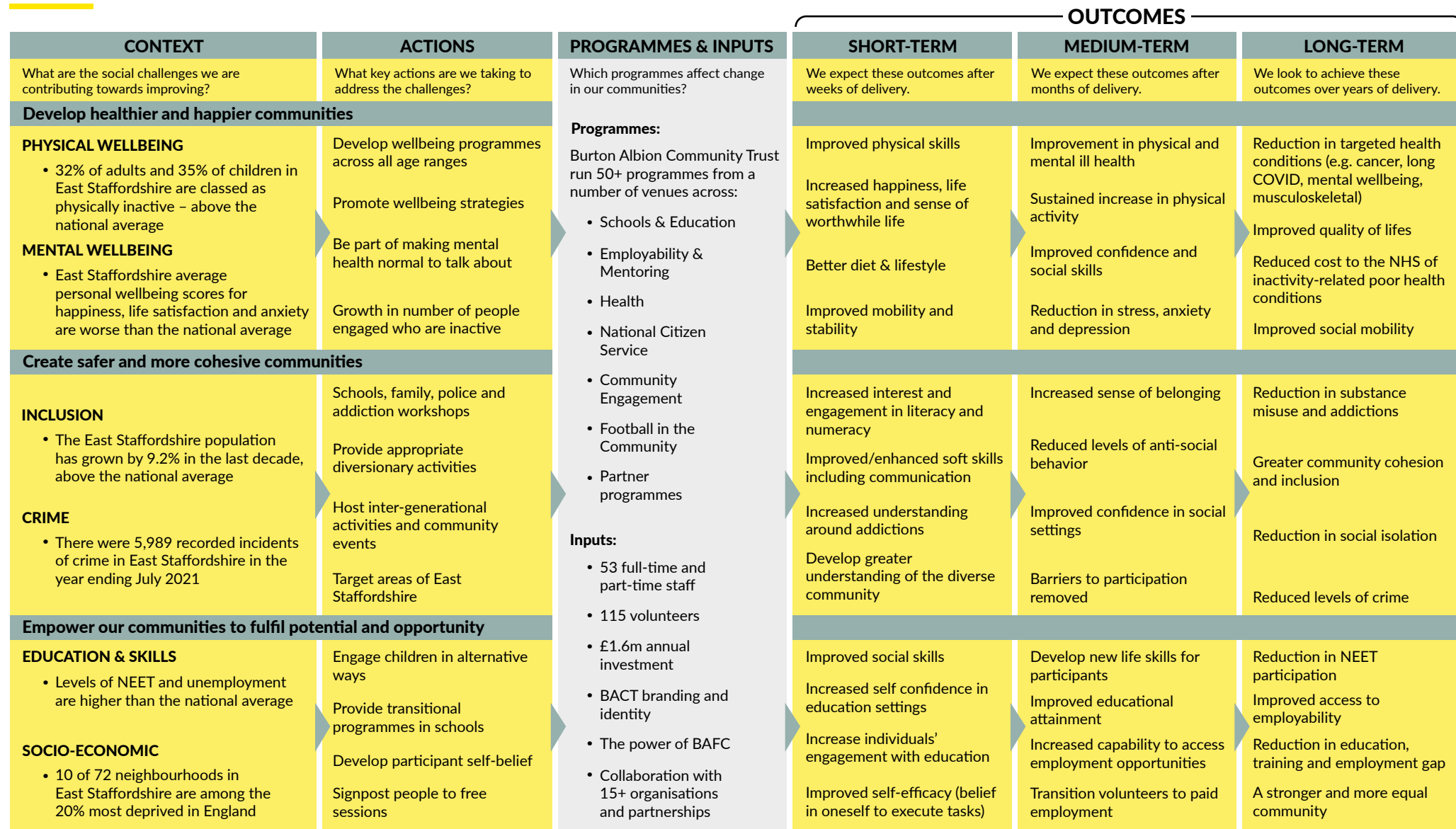
# LOGIC MODEL

**We are proud to present a simplified version of the BACT Logic Model.**

For details of our full logic model, please be in touch.



# LOGIC MODEL



# METHODOLOGY

This report has been compiled using existing data sources, an online and paper-based impact survey, case studies and comparison to local, regional and national averages where available.

Surveys for juniors (aged 11-16) and adults (aged 16+) were administered across June-July 2022 with 871 respondents including participants, parents of participants, volunteers, stakeholders and members of the community.

The survey methodology used validated question sets suitable for each age group. Accordingly, in some cases the indicators measured vary between juniors and adults. Some questions were asked of juniors or adults only.

The economic impact analysis covers direct impact only. It does not include indirect or induced impacts nor any estimation of the financial equivalent value of BACT's social return on investment.

The report was compiled by EventID Sports Consulting Ltd on behalf of Burton Albion Community Trust. For more information visit [eventid-sport.com](http://eventid-sport.com)

## Source list

Office for National Statistics (ONS): Annual Personal Wellbeing & Social Capital Indicators (2020-21)  
Sport England Active Lives Survey (Children's) 2020-21  
BACT Social & Community Impact Survey 2022  
BACT financial accounts  
BACT 'Healthier, Happier & Stronger' Strategy 2021-24  
BACT participant database  
BACT programme data





# THANK YOU

**TO ALL OF OUR PARTNERS, SPONSORS AND FRIENDS OF THE COMMUNITY WHO SUPPORT BURTON ALBION COMMUNITY TRUST IN MAKING A DIFFERENCE.**

## BACT PROGRAMME LIST 2021-22

### Community engagement

Able too U12's  
Able too U16's  
Able too Adults  
Adult Disability Social Club  
Advanced Development  
Birthday Parties  
Burton Albion FC Girls  
EmpowerHer  
Girls Squad  
Girls Talent ID  
Football Fundamentals  
Holiday Activities and Food  
Junior Disability Youth Club  
Pan Disability Football  
Player Development  
Play Womens Football (Mums & Vets)  
Premier League Kicks  
Premier League Kicks Dance  
Premier League Kicks Boxing  
Premier League Kicks Girls Only Youth Club  
Pro Team Coaching  
Six a Side League  
SPACE  
Street Cricket  
Twinning Project  
Weetabix Wildcats  
Young Carers Youth Club  
Vets League  
Holiday Camps

### School Sport

EFL Trust Move And Learn / Joy Of Moving  
Premier League Primary Stars  
Primary Schools Programmes (PPA/ Lunch/After School)

### Health & wellbeing

Active Recovery  
BACTIVE Weight Support  
Extra Time Hub  
Fit Fans  
Long COVID  
Stretch & Tone  
Walking Football  
Wellbeing Walks

### Education & employability

Alternative Education  
Building Better Opportunities (BBO)  
Football & Education  
National Citizen Service (NCS)  
NCS Skills Booster  
Mentoring Programme  
Traineeship  
USW Degree  
Working in Sport





# HEALTHIER . HAPPIER . STRONGER COMMUNITIES



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