

# IMPACT REPORT 2023-2024



# BURTON ALBION COMMUNITY TRUST







# MAKING A DIFFERENCE

Making a difference in our communities through the power of sport and brand of Burton Albion Football Club to drive our core values to:

# INSPIRE, ENGAGE & EDUCATE





## HEAD OF COMMUNITY **JOHN WIDDOWSON**

As we reflect on the 2023-24 year, it is with immense pride that we present the Community Impact report for Burton Albion Community Trust. This year has been nothing short of remarkable, as we have successfully reached over 17,000 participants through 52 diverse projects, each designed to make a meaningful difference in our community.

At the heart of our mission is a commitment to fostering inclusivity, empowerment and well-being among individuals of all ages and backgrounds. The breadth of our projects this year—from health and wellbeing initiatives to educational programme's and youth engagement activities—demonstrates our dedication to addressing the varied needs of our community. Each participant represents a story, a journey and an opportunity for growth. We are honoured to play a part in those narratives.

Our success would not have been possible without the unwavering support of our staff, partners, volunteers and community members. Their dedication and passion fuel our efforts and inspire us to reach even greater heights. Together, we have cultivated a vibrant network of support that uplifts individuals and strengthens the very fabric of our community.

As you delve into this report, I invite you to celebrate our collective achievements and envision the potential that lies ahead. The impact of our work extends beyond numbers; it is felt in the connections we foster, the skills we develop and the hope we instil. We are excited about the future and remain committed to our mission of enhancing lives through sport, education and community engagement.

Thank you for your continued support and belief in the power of community. Together, we can achieve even more in the years to come.



## BURTON ALBION COMMUNITY TRUST CHAIRMAN **PHIL PUSEY MBE**

In what has been a particularly challenging period for all charities, Burton Albion Community Trust has faced its own set of difficulties. Alongside rising costs and reduced funding opportunities, not helped by the recent National Insurance and National Living Wage announcements in the recent budget, we have also navigated significant leadership changes within both the Trust and the Club.

Despite these challenges, I am pleased to present this impact report, which highlights the tremendous work being done by our amazing staff and volunteers. Every day, through various projects, programmes and partnerships, they continue to positively transform the lives of individuals, families and entire communities. I see this firsthand when talking to many of those involved who are always quick to share the positive impact of their connection to Burton Albion.

As the charitable arm of Burton Albion Football Club, we deeply appreciate your continued support in the current difficult funding environment. Please consider how you can get involved with the Trust whether that is by signing up for our Lottery, making a donation or becoming a corporate sponsor of one of our impactful programmes. With your ongoing help and support we can look forward to creating even more positive change together, using the power of sport and the brand of Burton Albion for those across our community who may need a helping hand for many years to come.

Thank you and I hope you enjoy reading this report.





# EXECUTIVE SUMMARY



# EXECUTIVE SUMMARY

## Welcome to the Burton Albion Community Trust (BACT) Impact Report for 2023/24.

This report builds upon prior research and analysis, highlighting the significant social and community impact the trust has made over the past year. It evaluates the progress of our Healthier, Happier & Stronger Communities Strategy (2021-2024), which we have extended through to 2025.

As we enter our fourth consecutive season of detailed social and community impact reporting, dating back to 2020-21, BACT continues to explore and reflect on the impact we have on our community. This year's report also reviews trends identified in our ongoing evaluation of BACT's social, community and economic influence.

This report has incorporated our three strategic outcomes:

- To develop happier and healthier communities
- To create safer and more cohesive communities
- To empower communities to fulfil potential and opportunity

The work of the trust shows a sustained correlation of high levels of personal wellbeing (e.g. happiness) and individual development (e.g. resilience) across 2023/24 delivery year. BACT reached over 17,000 participants across a diverse range of people representing different age groups, genders and ethnicities.

The trust continues to support its local community both economically and socially, attracting external funding, grants and sponsorships that are reinvested into our programmes. In 2023-24, the trust employed 64 staff members in full-time, part-time, and casual roles, with 104 volunteers contributing during that time. BACT is proud to harness the influence of Burton Albion Football Club to inspire, engage, and educate people throughout the local community. This included 256 player engagements during the 2023/24 season, along with match-day fundraisers, mascot experiences and community tickets.

## BACT STRATEGIC OUTCOMES

## IMPACT MEASURES



DEVELOP HEALTHIER AND HAPPIER COMMUNITIES

### MEASURES OF PERSONAL WELLBEING

- Happiness
- Life Satisfaction
- Sense of Worthwhile
- Level of Anxiety

SUBJECTIVE MENTAL WELLBEING  
LEVELS OF PHYSICAL ACTIVITY  
SUBJECTIVE PHYSICAL WELLBEING



CREATE SAFER AND MORE COHESIVE COMMUNITIES

SENSE OF BELONGING  
COMMUNITY INTEGRATION  
FEELING OF LONELINESS AND ISOLATION  
SUBJECTIVE SENSE OF COMMUNITY

## DIRECT ECONOMIC IMPACT



EMPOWER OUR COMMUNITIES TO FULFIL POTENTIAL AND OPPORTUNITY

### RESILIENCE (BELIEF IN ONESELF)

- Levels of Confidence
- Subjective Personal Development

## UN SUSTAINABLE DEVELOPMENT GOALS

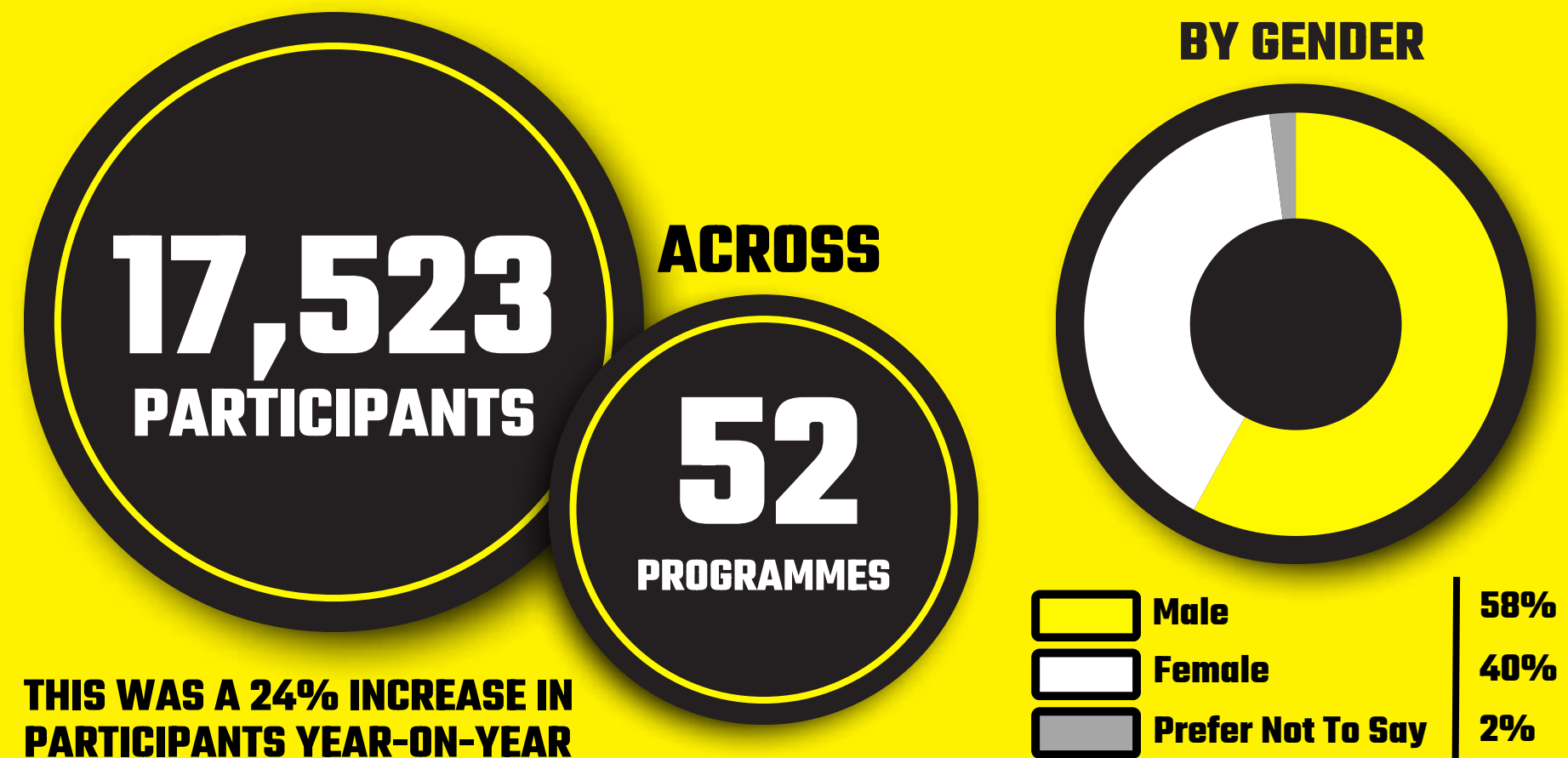
The Sustainable Development Goals (SDGs) are a set of 17 global objectives adopted by countries around the world, serving as a blueprint for a better, more sustainable future for everyone. They represent a collective commitment to ending extreme poverty, reducing inequality and safeguarding the planet.





# OUR PARTICIPANTS

## ACROSS 2023/24, BACT HAS REACHED:



EDUCATION  
&  
EMPLOYABILITY

**191**



SCHOOL SPORT

**10,821**



HEALTH  
&  
WELLBEING

**2,011**



COMMUNITY  
ENGAGEMENT

**4,500**

“ BACT work tirelessly to make each session enjoyable and welcoming for everyone. With like-minded people, in similar situations to offer companionship and the comfort of being heard. ”

**Female participant of Stretch & Tone and Fifties Fitness aged 76-84.**



# OUR PARTICIPANTS

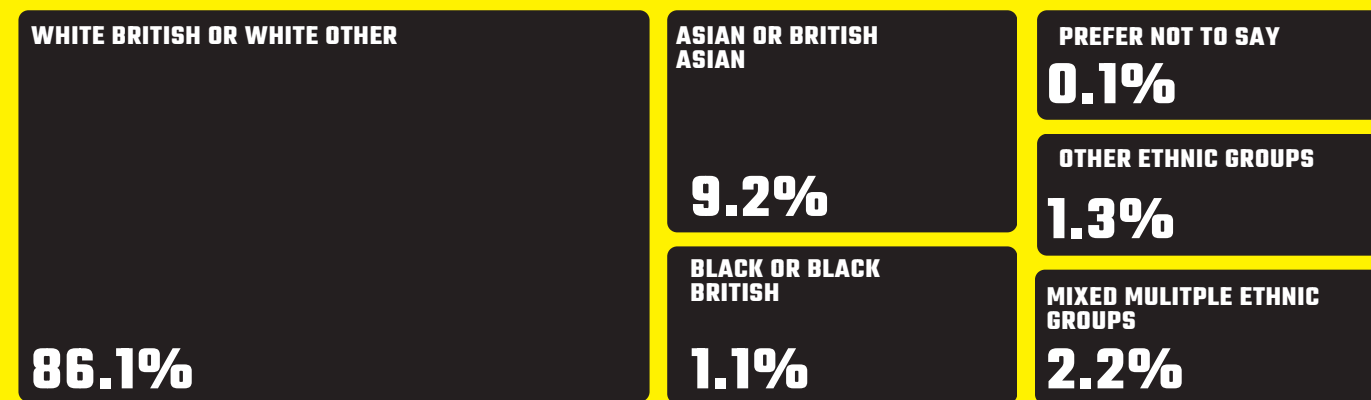
BY AGE

17%  
ADULTS



83%  
JUNIOR

BY ETHNICITY:



BY DISABILITY:

8.7%

DISCLOSED A PHYSICAL OR MENTAL HEALTH CONDITION OR ILLNESS

TOTAL DELIVERY HOURS:

23,515





# SNAPSHOT OF 2023/24



## FOOTBALL & EDUCATION BOY'S FIRST TEAM WIN THE LEAGUE

Our Football and Education Boys' First Team claimed victory in the CEFA Community Football & Alliance Central 1 League, finishing the season with 37 points over 14 games. They achieved 12 wins, 1 draw and just 1 loss, boasting an impressive goal difference of 35.



## SECONDARY EDUCATION MENTORING TOURNAMENT

Our Secondary Education programme participated in a mentoring football tournament hosted by Nottingham Forest, marking our first invitation to such an event. 10 learners represented Burton Albion. Despite never playing together, they showed incredible teamwork and support.



## LAUNCH OF BACT HELP

We launched our Holistic Exercise & Lifestyle Programme (BACT Help) that is specifically designed for individuals who wish to improve their health and wellbeing, engaging in physical and social activity; but who may not have the social and emotional confidence or belief in their physical abilities to access mainstream health and fitness facilities or programmes.



## PLPS SCHOOLS EURO'S TOURNAMENT

We hosted our very own Premier League Primary Stars (PLPS) School's Euros Tournament specifically for Years 5 and 6, bringing together 19 schools and a total of 171 children. This exciting event celebrated the PLPS values: to be ambitious, be inspiring, be fair and be connected.



## BREWERS HOSPITAL VISIT

Patients at Queen's Hospital in Burton-on-Trent received a heartwarming surprise when Burton Albion first-team, academy players and staff made their annual Christmas visit to various wards and departments, spreading holiday cheer and lifting spirits during the festive season.





## ENGLAND WALKING FOOTBALL USING OUR FACILITIES

This year we have had the pleasure of hosting England Walking Football at our facilities at Burton Albion Community Football Centre utilising BACFC as their base for training sessions and matches.



## BREWERS VISTED GHANA TO CONTRIBUTE TO CHARITY PROJECTS

19 volunteers represented the community trust collaborating with international aid organisations to support local young people who have been abandoned or orphaned. They also contributed to building a playground at a nearby school and provided essential amenities for the community.



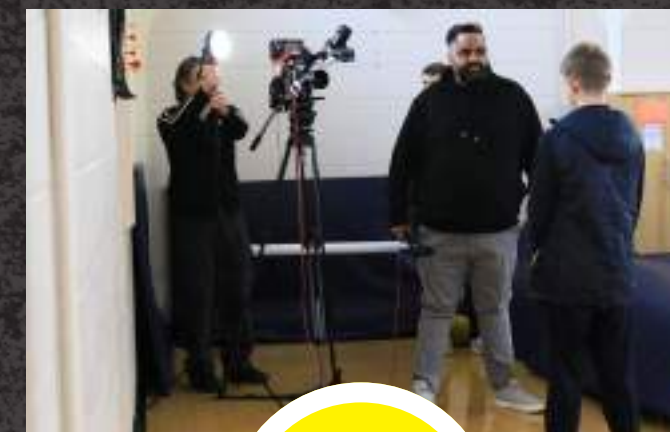
## INCREASE IN NUMBER PAN PLAYER DEVELOPMENT CENTRE TEAMS

This year we have had a 13.9% increase in the number of teams per age group for our Pan Player Development Centre (PAN PDC). As a result of this, we now have two teams per age group due to an increased number of participants.



## WOMEN AND GIRLS TAKEOVER AT MEN'S FIRST TEAM GAME

Together with Burton Albion, we celebrated the growing success of our girls' and women's football programme's through a special day of activities at our Fan Zone. Our women's first team joined in the celebration, while our girls served as mascots for the men's first team match against Peterborough.



## ITV NEWS HIGHLIGHT SUCCESS OF OUR ADULT DISABILITY PROGRAMME

Aaron Paul from ITV visited our Adult Disability session to recognise the positive impact they have had on our local community. He highlighted the difference this session has made and praised the participants for their incredible contributions. ITV News covered this memorable occasion, bringing well-deserved attention to the programme.





# FOUR YEAR TRENDS



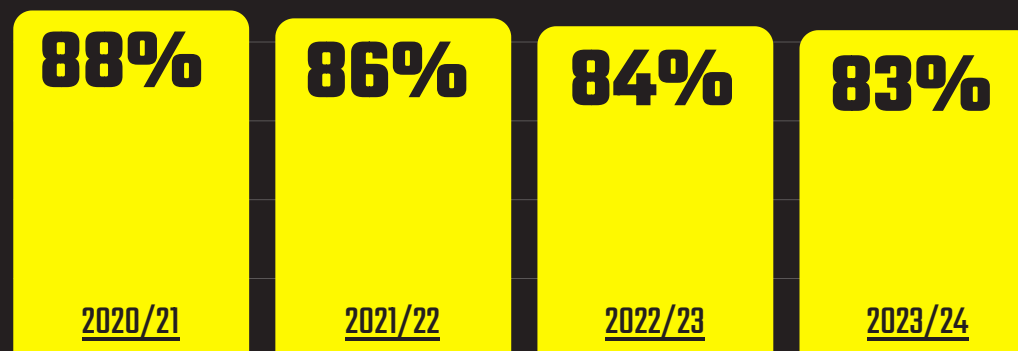
# SUBJECTIVE SOCIAL IMPACT

Since the 2020-21 season, we have evaluated BACT's key social impact scores over a four-year period. The results indicate the percentage of BACT participants who strongly agree or agree that participating in BACT activities benefits them across different dimensions of social impact.

## MENTAL WELLBEING

(LEVELS OF MENTAL WELLBEING AND MENTAL HEALTH)

2023-24  
RESULT: **83%**



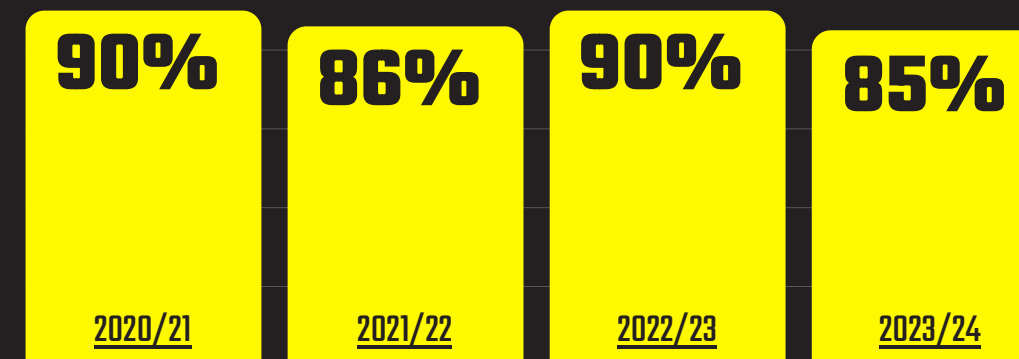
### TREND UNCOVERED:

The 2023/24 score of 83% shows that most participants continue to benefit mentally from BACT activities. The small decline over four years (5%) reflects sustained mental well-being support, suggesting that BACT's programmes effectively maintain participant well-being despite external challenges. This strong baseline provides a solid foundation for BACT to innovate and enhance mental health support, underscoring its role as a reliable community resource.

## PHYSICAL WELLBEING

(LEVELS OF PHYSICAL ACTIVITY AND PHYSICAL HEALTH)

2023-24  
RESULT: **85%**



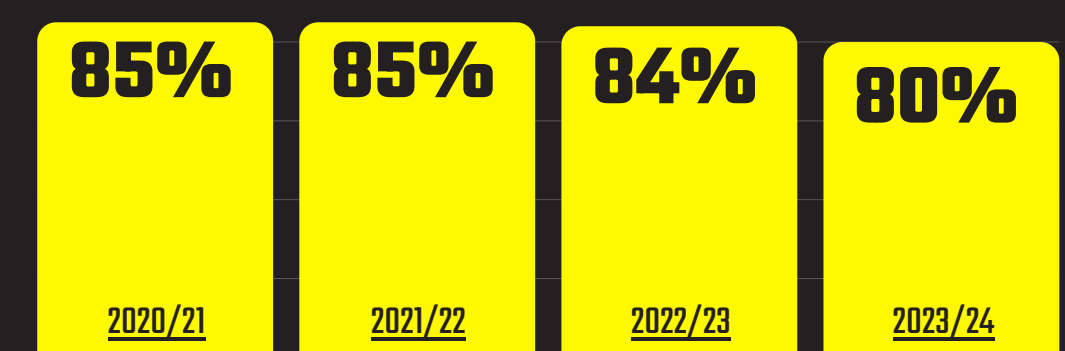
### TREND UNCOVERED:

The 2023/24 score of 85% reflects a strong level of physical well-being among participants, highlighting the positive impact of BACT's programmes. Over four years, scores have remained consistently high, peaking at 90% in both 2020/21 and 2022/23, demonstrating BACT's effectiveness in promoting physical activity and health. Despite the slight decline, the robust score of 85% provides a solid foundation for enhancing health programmes. Overall, these trends illustrate BACT's resilience in maintaining high physical well-being levels and present opportunities for continued growth and improvement.

## SENSE OF COMMUNITY

(FOR COMMUNITY TRUST AND RESPECT OF OTHERS)

2023-24  
RESULT: **80%**



### TREND UNCOVERED:

BACT has consistently maintained high scores above 80% from 2020/21 to 2022/23, reflecting a durable foundation of trust and respect within the community. Sustained high scores over multiple years show BACT's effective role in fostering strong community connections, even amidst broader challenges. The current 80% score offers a solid base for growth, allowing BACT to further enhance community engagement and trust-building initiatives. Overall, these positive trends highlight BACT's steady influence in creating a respectful, connected community and reveal opportunities for even greater impact.

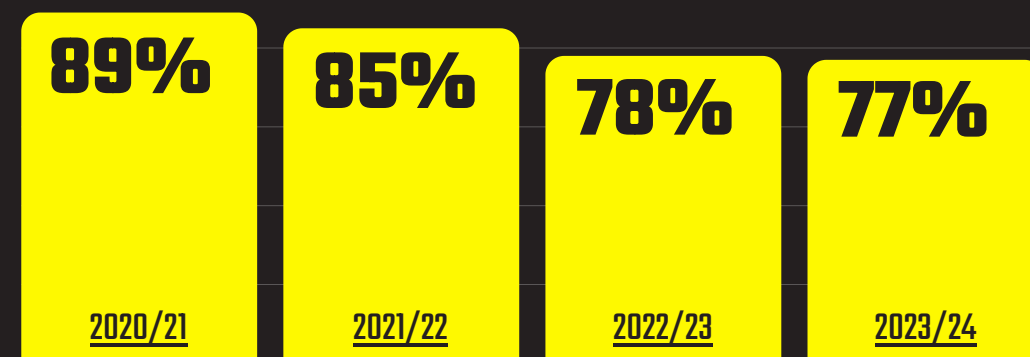




## PERSONAL DEVELOPMENT

(FOR LEVELS OF CONFIDENCE, SKILLS AND EDUCATION)

2023-24  
RESULT: **77%**



### TREND UNCOVERED:

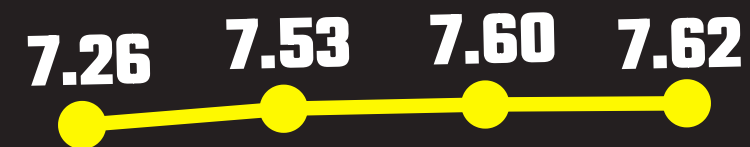
The 2023/24 score of 77% indicates that a significant number of participants continue to grow in confidence, skills and education through BACT's programmes, showcasing its important role in individual development. Scores peaked at 89% in 2020/21 and remained strong at 85% in 2021/22, highlighting BACT's effectiveness in fostering personal growth. While there has been a slight decline, the overall trend demonstrates BACT's resilience and commitment to supporting individual development, even amid external challenges. This underscores BACT's ongoing impact and potential for further enhancements in its programmes.





# SUBJECTIVE SOCIAL IMPACT

## HEALTHIER & HAPPIER COMMUNITIES



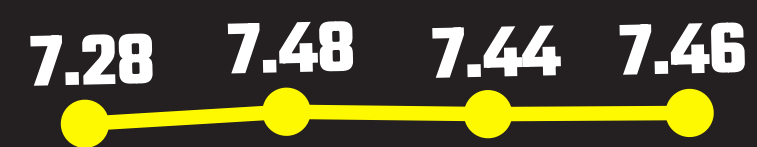
20-21 21-22 22-23 23-24

### HAPPINESS

- Participant average of 7.62 was 2.2% higher than non-participants.
- Participant score is 2.3% higher than national average.
- Measure increased 0.2% year-on-year, a 3.6% increase since 2020-21.

0 10

7.62



20-21 21-22 22-23 23-24

### LIFE SATISFACTION

- Participant average of 7.46 was 6% higher than non-participants.
- Participant score is 1% higher than national average.
- Measure increased 1% year-on-year, a 1.8% increase since 2020-21.

0 10

7.46



20-21 21-22 22-23 23-24

### SENSE OF WORTHWHILE

- Participant average of 7.75 was 1.6% higher than non-participants.
- Participant score is 0.2% lower than national average.
- Measure increased 0.04% year-on-year, a 1.12% decline since 2020-21.

0 10

7.75



20-21 21-22 22-23 23-24

### LEVEL OF ANXIETY

- Participant average of 3.36 was 1.7% higher than non-participants.
- Participant score is 1.3% higher than national average.
- Measure shows a decrease of 0.5% year-on-year, and a decrease of 1.19% since 2020-21.

0 10

3.36

#### Impact Measure 1 Notes:

- All 2023/24 scores and comparisons are for adults only.
- Each measure of subjective social impact is scored out of 10 from 0 (low) to 10 (high).





# EDUCATION & EMPLOYABILITY





## FARRAH'S JOURNEY EDUCATION & EMPLOYABILITY

Farrah joined Burton Albion Women and Girls as an Under-15 player in 2019, starting her journey through the youth ranks with the club. In 2021, she expanded her commitment by enrolling in BACT's Football and Education (F&E) programme. This dual-focused initiative allowed Farrah to balance academic studies and football. As part of the F&E programme, Farrah demonstrated her abilities on the field by making 55 appearances and scoring an impressive 44 goals. Her performance was instrumental in helping her team secure a league title, reach a cup final and maintain strong competitive seasons across the board. In her first year on the F&E programme, which aligned with her U17 year, Farrah's exceptional skill and dedication in both training and match play led to an opportunity to represent Burton Albion Women's first team. Since then, she has become a regular member, accumulating 36 first-team appearances. Her experience within the first team has provided her with valuable exposure to higher levels of competition and team dynamics. Throughout this transition period Farrah grew in confidence and determinate to achieve her goals and aspirations.

# 91%

**OF BACT PARTICIPANTS  
STATED THEY FELT SAFE  
WHEN ON BACT  
PROGRAMMES**

# 96%

**OF SECOND YEAR  
FOOTBALL & EDUCATION  
STUDENTS WENT ON TO  
HIGHER EDUCATION OR  
EMPLOYMENT**

### WHAT PARTICIPANTS SAID

“

Being part of BACT has truly made a difference. The coaches believed in me and encouraged me to reach my full potential.

**FARRAH, PARTICIPANT OF OUR FOOTBALL & EDUCATION PROGRAMME AND BURTON ALBION WOMEN AGED 16 TO 24 YEARS.**

”

“

We have been using the BACT Alternative Education provision for my grandson and I can't praise it enough—it has truly been a life-changing experience for him.

**GRANDPARENT OF PARTICIPANT ON ALTERNATIVE EDUCATION AGED 66-74 YEARS.**

”





CHVFFILM FF1



CHVFFILM FF1



CHV



ILLM FF1



CHVFFILM FF1



CHVFFILM FF1



23



CHVFFILM FF1



23



23



23



CHVFFILM FF1







# HEADLINE RESULTS

EDUCATION &  
EMPLOYABILITY

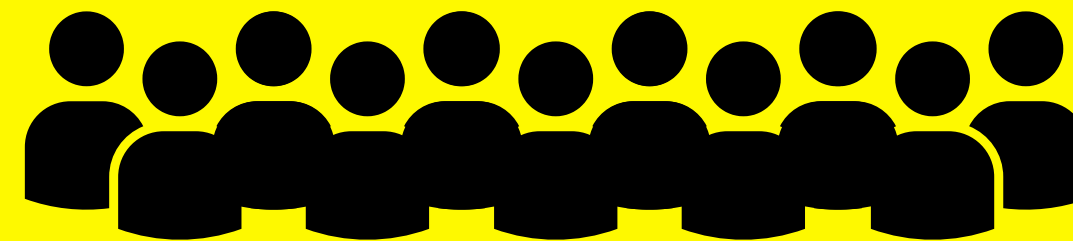
**3,408**   
HOURS OF  
DELIVERY

## AGE BREAKDOWN

**174**  
 **91%**  
**JUNIOR**

**17**  
 **90%**  
**ADULT**


**191**



PARTICIPANTS ENGAGED WITH

## GENDER BREAKDOWN

**137**  
**MALE**  **72%**

**54**  
**FEMALE**  **28%**

## ETHNICITY BREAKDOWN

**87.8%**  
**WHITE  
BRITISH**

**8.6%**  
**ASIAN OR  
BRITISH  
ASIAN**

**1.2%**  
**BLACK OR  
BLACK  
BRITISH**

**2.4%**  
**MIXED OR  
OTHER  
ETHNIC  
GROUP**

**0%**  
**PREFER  
NOT  
TO SAY**





# COMMUNITY ENGAGEMENT





## LOUIS' JOURNEY

### COMMUNITY ENGAGEMENT

Louis joined BACT's under-16 PAN Player Development Centre programme in 2023 after his progress stalled with local Cerebral Palsy-specific teams, causing him to lose his spot in the England Para-Pathway.

At BACT, Louis quickly stood out, gaining skills and confidence through focused coaching. His dedication led to a renewed opportunity with the England Para-Pathway, rejoining the regional talent group. "Louis's commitment to improving was evident from the start," added Disability Co-ordinator, Charles Sketchley. "With the right support, he's reached new heights."

In recognition of his progress, he advanced to the adult PAN PDC and joined BACT's senior Cerebral Palsy squad in the National CP League for the 2024-25 season. As Louis has progressed, he has developed the confidence and determination to achieve his goals.

# 80%

**80% OF PARTICIPANTS FELT THEIR ACTIVITY AT BACT WAS POSITIVE OR VERY POSITIVE FOR THEIR SENSE OF COMMUNITY**



**ADULT PARTICIPANTS SHOWED IMPROVED WELLBEING, WITH HIGHER LEVELS OF HAPPINESS AND LIFE SATISFACTION AND REDUCED ANXIETY**

## WHAT PARTICIPANTS SAID

Joining BACT has made such a difference. The coaches believed in me and pushed me to be my best possible version of myself.

**LOUIS, PARTICIPANT OF PAN PLAYER DEVELOPMENT CENTRE, AGED 16 TO 24.**

BACT's PAN Player Development programme has had a huge impact, bringing joy and positivity to our whole family. The supportive, inclusive environment helps everyone thrive and the coaches make each session inspiring and fun.

**PARENT OF PARTICIPANT OF PAN PLAYER DEVELOPMENT CENTRE, AGED 56 TO 64.**



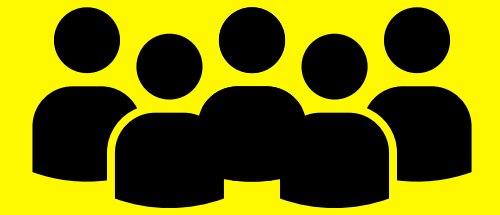




# HEADLINE RESULTS

COMMUNITY  
ENGAGEMENT

4,500



PARTICIPANTS  
ENGAGED WITH

3,010



AGE BREAKDOWN

3,683



82%

JUNIOR

807



18%

ADULT

GENDER BREAKDOWN

3,207

MALE ♂ 72%

1,293

FEMALE ♀ 28%

ETHNICITY BREAKDOWN

84.9%

WHITE  
BRITISH

10.8%

ASIAN OR  
BRITISH  
ASIAN

1.7%

BLACK OR  
BLACK  
BRITISH

2.5%

MIXED OR  
OTHER  
ETHNIC  
GROUP

0.1%

PREFER  
NOT  
TO SAY



# HEALTH & WELLBEING







# JEAN'S JOURNEY

## HEALTH & WELLBEING

Jean was first diagnosed with polymyalgia, followed by arthritis in her lower spine. She struggled with daily activities and climbing stairs was especially challenging. Her quality of life was affected, limiting her ability to enjoy activities she loved, like gardening. Leaving her home was difficult due to the pain caused by her condition. She also sought physical therapy, starting at Burton Hospital with a back specialist, then moving to a physio in Tutbury, but ultimately found more tailored support at Hill Street, where she was referred to Burton Albion Community Trust (BACT).

When we first met Jean, she relied on a walking stick at all times to move around. Jean joined our Joint Effort programme after previously participating in the MSK OASIS Programme for a six-week course. Since then, she's attended the Stretch and Tone session every Tuesday morning. Due to the support from BACT, Jean is now able to walk unaided with ease.

88%

OF PARTICIPANTS STATE THAT BACT HAS A POSITIVE IMPACT ON THEIR LIVES

86%

OF PARTICIPANTS SAY THAT BACT ADDRESSES THE NEEDS OF THE COMMUNITY

## WHAT PARTICIPANTS SAID

“

Attending BACT sessions has benefited me mentally and physically. Being around others who face similar issues has made me feel less alone—we can talk about shared challenges and offer each other advice. BACT have been incredibly supportive of my condition, encouraging me along the way, and now I can walk without my stick, which I never thought possible when I started. I wouldn't have been able to accomplish half of these improvements without the support of the Health and Wellbeing team.

JEAN, PARTICIPANT OF JOINT EFFORT AND STRETCH AND TONE AGED 66-74.

”

“

Following my stage 4 cancer diagnosis and the severe effects of surgery and treatment, the BACT co-ordinator's have been invaluable. They've helped me regain mobility in my arm, manage the intense fatigue, and address the mental challenges that come with recovery.

MALE PARTICIPANT OF BACT HELP, AGED 36-44.

”



# SOCIAL PRESCRIBING

**1316** REFERRALS **18** GP PRACTICES

FROM GP PRACTICES

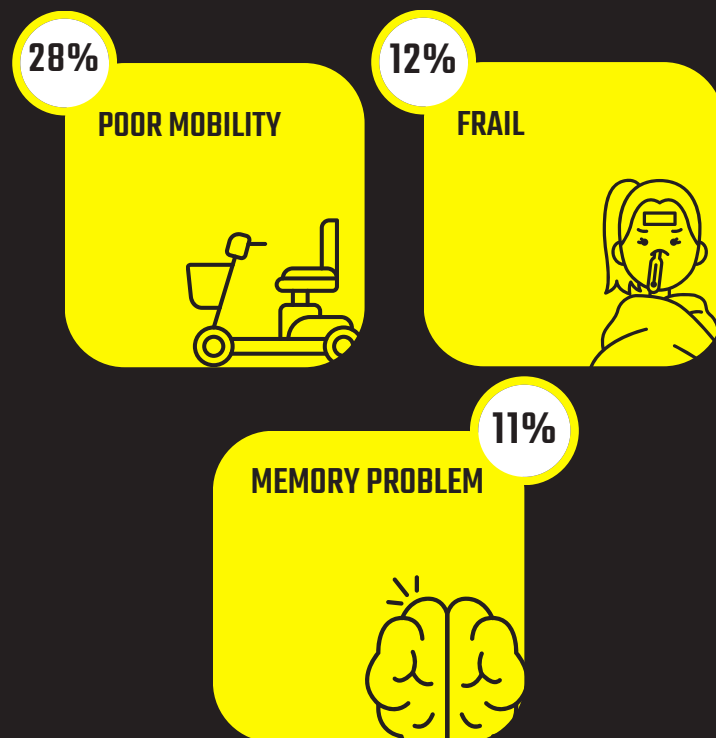
INTO OUR SOCIAL PRESCRIBING SERVICE OVER THE REPORTING YEAR.

ACROSS EAST STAFFORDSHIRE PRIMARY CARE NETWORK AND PARTNER AGENCIES INCLUDING THE DEPARTMENT FOR WORK AND PENSIONS AND THE CITIZENS ADVISE BUREAU.

## PRIORITY REFERRAL NEEDS:



## SECONDARY REFERRAL NEEDS:



## RESULTING IN:

**51%**  
REDUCTION IN GP APPOINTMENTS  
FOR THE CLIENTS SUPPORTED.

**98%**  
CLIENT SATISFACTION.

**60%**  
IMPROVEMENT IN  
REPORTED WELLBEING.







CHIFFILLM FF1



CHIFFILLM



23



23



CHIFFILLM FF1



23

CANVA STORIES



CANVA STORIES



CHIFFILLM FF1



CHIFFILLM FF1



STORIES



CHIFFILLM FF1





# HEADLINE RESULTS

HEALTH & WELLBEING

**10,272**  
HOURS OF DELIVERY  
(INCLUDING SOCIAL PRESCRIBING REFERRALS)



## AGE BREAKDOWN

**48**



**20%**

**JUNIOR**

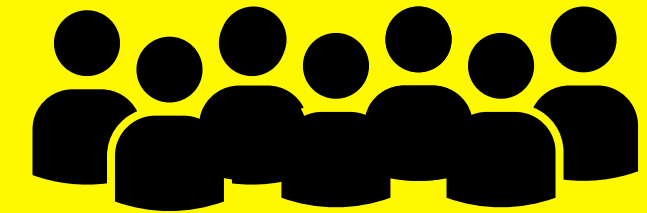
**1963**



**98%**

**ADULT**

**2,011**



**PARTICIPANTS ENGAGED WITH**

## GENDER BREAKDOWN

**899**

**MALE** ♂ **45%**

**1,112**

**FEMALE** ♀ **55%**

## ETHNICITY BREAKDOWN

**90.7%**

**WHITE  
BRITISH**

**6.8%**

**ASIAN OR  
BRITISH  
ASIAN**

**1.3%**

**BLACK OR  
BLACK  
BRITISH**

**1.1%**

**MIXED OR  
OTHER  
ETHNIC  
GROUP**

**0.1%**

**PREFER  
NOT  
TO SAY**





# SCHOOL SPORT





# HARRY'S JOURNEY

## SCHOOL SPORT

Rykneld Primary School partnered with the PLPS Wellbeing Stars Programme at BACT to support Year 5 students' mental and emotional growth, selecting students like Harry, a generally quiet child who seldom participated in group discussions. For over six weeks, Harry and his peers engaged in activities promoting self-awareness, resilience, and teamwork, including collaborative exercises where they identified both positive and negative emotions. The school's headteacher observed a remarkable shift in Harry, who became more vocal and confident, both in the sessions and back in the classroom. Post-programme surveys confirmed that 100% of participants reported an improved self-image compared to none at the start, highlighting the programme's success in fostering confidence, emotional awareness and a sense of belonging among students.

58

**PREMIER LEAGUE PRIMARY STARS WORKSHOPS DELIVERED WITH PARTNER PRIMARY SCHOOLS IN 2023/24**



**OVER 10,000 CHILDREN ACROSS EAST STAFFORDSHIRE HAVE BEEN SUPPORTED THROUGH PREMIER LEAGUE PRIMARY STARS AND/OR EFL JOY OF MOVING**

## WHAT PARTICIPANTS SAID

“

BACT is a fantastic community trust that provides programme's aimed at reaching those children in need of support, encouragement, and a sense of inclusion—both physically and mentally.

**ROB CRUISE, HEADTEACHER OF RYKNELD PRIMARY SCHOOL**

”

“

BACT is an integral part of the local community and it is a valuable asset in our school.

**TEACHER OF PARTNER SCHOOL OF PREMIER LEAGUE PRIMARY STARS, AGED 35 TO 45.**

”







# HEADLINE RESULTS

SCHOOL  
SPORT

4,665



## AGE BREAKDOWN

10,773



JUNIOR

48



<0.5%

ADULT

(TEACHER CPD)

10,821



PARTICIPANTS  
ENGAGED WITH

## GENDER BREAKDOWN

6602

MALE ♂ 45%

4219

FEMALE ♀ 55%

## ETHNICITY BREAKDOWN

83.7%

WHITE  
BRITISH

10.6%

ASIAN OR  
BRITISH  
ASIAN

1.3%

BLACK OR  
BLACK  
BRITISH

3.5%

MIXED OR  
OTHER  
ETHNIC  
GROUP

0%

PREFER  
NOT  
TO SAY





# POWER OF BURTON ALBION



# 156

## PLAYER ENGAGEMENTS

Across the 2023-24 season.



# POWER OF BURTON ALBION

# 800,000

## JABS ADMINISTERED

During the 2023-24 autumn booster program at the BACT Vaccination Centre, a total of 800,000 vaccines were administered, including 560,000 COVID vaccines and 240,000 flu vaccines.

# 10 MASCOT PACKAGES

# 10

Fan matchday charity  
bucket collections.

Donated by Free Kicks.

# 550

## COMMUNITY TICKETS

Provided free or subsidised match tickets to other community groups, organisations and projects across the 2023-24 season.









LOOKING  
AHEAD



## EDUCATION & EMPLOYABILITY



## SCHOOL SPORT



## COMMUNITY ENGAGEMENT



## HEALTH & WELLBEING



# THANK YOU

As we conclude this year's Community Impact Report, we reflect on the incredible strides we have made together in 2023-2024. The stories of transformation, resilience and growth that emerged from our initiatives are a testament to the power of collective action and the impact we can create when we come together. However, our journey does not end here. As we look ahead to 2024-2025, we are filled with optimism and ambition. The coming year presents us with new opportunities to expand our reach, enhance our programme's and deepen our engagement with the community we serve. Our mission remains clear: we will make a difference in our communities through the power of sport and brand of Burton Albion Football Club.

As we embark on this next chapter, we invite you—our community, partners, and supporters—to join us in this journey. Your involvement, whether through volunteering, participation or advocacy, is invaluable. Together, we can build a brighter future for everyone in our community.

Thank you for your continued support and belief in the mission of the Burton Albion Community Trust. Let us move forward with determination and hope, ready to embrace the opportunities that lie ahead in 2024-2025.

### Source List:

- DNS Measures of National Wellbeing, 2024
- Sport England Active Lives Survey (Adults, Children and Young People), 2023-2024
- BACT Social & Community Impact Survey 2024

- BACT Shaping Our Future Survey 2024
- BACT Participant Database
- BACT Programme Information





# BURTON ALBION COMMUNITY TRUST

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