



Black History Month

In October 2021, the UK celebrated Black History Month (BHM) with the Premier League theme of 'Proud To Be'.

To support the campaign, BFCitC engaged with over 1,300 children in 16 different primary schools across Burnley and the surroundings. The key learning objective of the DIG DEEPER, LOOK CLOSER, THINK BIGGER workshop was to give the opportunity to discuss and learn about Black History Month, understanding real history, human rights and why it's celebrated, whilst exploring influential figures from the Black community and their achievements in football.



Girls-only Football

BFCitC in partnership with Nelson and Colne College, run the Burnley FC Girls' Post-16 Academy. The team compete regularly against different clubs from around the Northwest of England, while taking part in educational programmes. BFCitC are proud to deliver the Girls-only football sessions, which also includes pre-16 age groups, Premier League Kicks and soccer camp programmes.

Dr Yasara Naheed joined the Charity's Board of Trustees

Yas, a GP partner at Thursby Surgery, Burnley, and Clinical Director for Burnley East Primary Care Network, has practiced at Thursby Surgery since 2004 following her GP training, bringing a wealth of experience to the role. Yas co-led a groundbreaking partnership between local GP practices, primary schools, police and local youth theatres to help build resilience and confidence for young people. This was focusing on mental health, women's health and diabetes. Dr Sara Ward, CEO of BFCitC, said: "We are thrilled that Dr Yasara Naheed is joining our Board of Trustees. Her skills and experience will strengthen the board."



Show Racism the Red Card

Burnley FC, Show Racism the Red Card and Usborne launch new anti-racism children's book.

Burnley FC supported the book launch with club Captain Ben Mee and Burnley FC's Women's player Cara Bickett, reading to children at Reedley Primary School in Brierfield, who are part of the Premier League Primary Stars programme with BFCitC. The book addresses racism and its impact on people. It explains what racism is, how it happens, why it is never acceptable and what each and every one of us can do to eradicate it. Red Card spokesperson Sue Schofield said, "Whilst anti-racism can be a very difficult subject to broach with younger children, it is imperative. The earlier they hear anti-racism messages, the sooner they will understand that racism is not okay and there is no place for it in society."



Dementia Café/No Nay Never Forget

Sessions take place every Wednesday afternoon between 1pm-3pm at Burnley Cricket Club with new members always welcome to join the group.



The recent rebrand from 'Dementia Café' to 'No Nay Never Forget' provides a fresh look and reflects a chant from Clarets' supporters which goes back decades. Our programme is a safe, comfortable and supportive environment where people with Dementia, Alzheimer's and memory loss, along with their carers, can come together and socialise.



What is Equality?

The Equality Act 2010 protects everyone in the UK specifically in relation to age, gender, transgender identity, ethnicity, disability, religion, sexual orientation, pregnancy/maternity and marriage/civil partnership.



Embedding Equality, Diversity & Inclusion

Burnley FC in the Community and Burnley Football Club endorses the principles of equality and strives to ensure that everyone who wishes to be involved in the Club, has genuine equal and equitable opportunity to participate to the full extent of their own ambitions and abilities. We aim to ensure everyone has equality of opportunity without any form of discrimination, regardless of their location, race, gender, age and socio-economic status.

This document provides a taster of some of the work we have carried out this year. More information can be found on our website, or for further information, please contact community@burnleyfc.com.

BFCitC and Burnley FC are 'One Club for All' – an ethos of unity which badges and brings together our collective commitment towards equality, diversity and inclusion. 'One Club for All' is an important message of inclusivity, anti-discrimination and a celebration of the Club philosophy as we achieve a safer, friendlier world for all.



BURNLEY FC IN THE COMMUNITY

CELEBRATING INCLUSION

2021/22 mid-season review



ONE CLUB FOR ALL

This document celebrates our work over the last 12 months and provides an insight into some of the initiatives and events we have carried out throughout the year.



International Men's Day

Highlighting the importance of positive role models for boys and young men, we were proud to initiate conversation by facilitating a roundtable discussion with different male figures from across the Club and community department, including participants of community projects and fans. We focused on eight questions such as 'what does it mean to be a man?'

Encompassing a range of backgrounds and job roles, the group included male figures from the Club, Burnley FC Board members, local councillors, as well as students from local schools Coal Clough Academy and West Craven High School, who provided a valuable insight into being a young male in 2021, highlighting the perspectives of different generations.

Clarets+ commentator Phil Bird, who was in attendance on the day said, "I come from a generation where you really didn't open up. You were told to be expressionless and get on with your life. Despite the trials and tribulations you may have faced, you were expected to put a face on to hide those emotions. Thankfully, it's different now."

Mental Wellbeing Project

BFCitC's Schools' Mental Wellbeing Project is a borough-wide initiative that incorporates the Clarets' award-winning charity placing full-time mental health workers into schools across the town and surrounding area.

The aim of the project is to increase awareness of mental health issues that students may face during their studies and forging sustained support. Sir John Thursby Community College benefits from Mental Wellbeing Worker, Hannah Amos, who is based at the school. A student said, "It is an amazing project because everybody has mental health and teenagers need support. Hannah has been helpful and kind to me. She is very cheerful and always listens to my problems. I have been learning different ways to challenge negative thoughts".



International Women's Day

The 8th March marked International Women's Day, celebrating the social, economic, cultural and political achievements of women. This year's theme 'Break The Bias' encouraged everybody to take action and level the playing field, calling for a gender equal world. To recognise the theme, we launched a series of activities as part of the Club's ongoing Celebrating Women campaign, which included increasing gender visibility and encouraging female role models from across the

organisation to come together to inspire and celebrate one another. The International Women's Day activities kicked off with Burnley FC Women's representation across the Burnley v Chelsea fixture at Turf Moor. Captain and Goalkeeper Lauren Bracewell joined Phil Bird on co-commentary and players Olivia Wilson and Nicola Worthington were joined by Burnley FC Academy U23s Dara Costelloe and Joel Connolly for a signing in the Clarets Store before the game.



Spotlight on our local legend

BFCitC's Premier League Kicks Local Legend Joe Skinner says that being recognised is a "massive honour" with the disability programme helping his confidence and coaching ambitions.

Joe, 22, from Padiham, has cerebral palsy and uses a wheelchair day to day. Throughout his time with the charity, Joe has delivered 400 sessions, coached 120 participants and volunteered 50 hours, initially on a voluntary basis before accepting a paid role. He was also one of the first participants to attend the Disability Sport Project with Danny Ings in 2014.

To celebrate 15-years of Premier League Kicks, the programme invited Clubs to nominate their 'Local Legend' to receive a special award. Joe was present at Turf Moor to receive his Local Legend card from Burnley FC Chairman Alan Pace who said, "I would like to thank Joe for his ongoing commitment to Burnley FC & BFCitC. Joe's journey signifies the importance of inclusion and determination. I am honoured to present Joe with his award and to personally thank him for his services to the community and Club. I'm very proud to have Joe as part of the team. His enthusiastic personality and commitment to helping others is commendable."

Clarets Youth Board

The Clarets Youth Board has been set up in recognition that young people currently have very little say in the things that impact them, compromising of a diverse cross section of the local community around Burnley, East Lancashire, and West Yorkshire. The Clarets Youth Board is made up of young people aged between 12-18 years old, who are tasked with helping to shape BFCitC's work throughout the region and provided with a unique opportunity to also influence one key project directly with Burnley FC.

Lee Adams, Youth Services Manager at BFCitC, said, "We are developing the Clarets Youth Board to inform, quality assure, and direct our work at BFCitC and Burnley FC. This ensures that our provision is youth focused, youth driven and is delivered in consultation with young people, capturing and encompassing their voice."



Claret In Mind, in partnership with Lancashire and South Cumbria NHS Foundation Trust (LSCFT) and Creative Football, promotes positive mental health and provides participants with support and a chance to make new friends.

Danny, who has been attending Claret in Mind football sessions since July 2021 feels the programme has developed his confidence. He said, "I've got a bit fitter, lost a bit of weight and have become better at football, so it's been really good. It's helped me gain confidence and meet new people, so I'm really enjoying it." Lee Harvey, from Lancashire and South Cumbria NHS Foundation Trust added, "This is our football group. It's fun, enjoyable and promotes social inclusion, which is building a life beyond the illness."

