

BLACKBURN ROVERS COMMUNITY TRUST



# IMPACT REPORT 2016

10 YEARS A CHARITY

30 SEASONS IN THE COMMUNITY

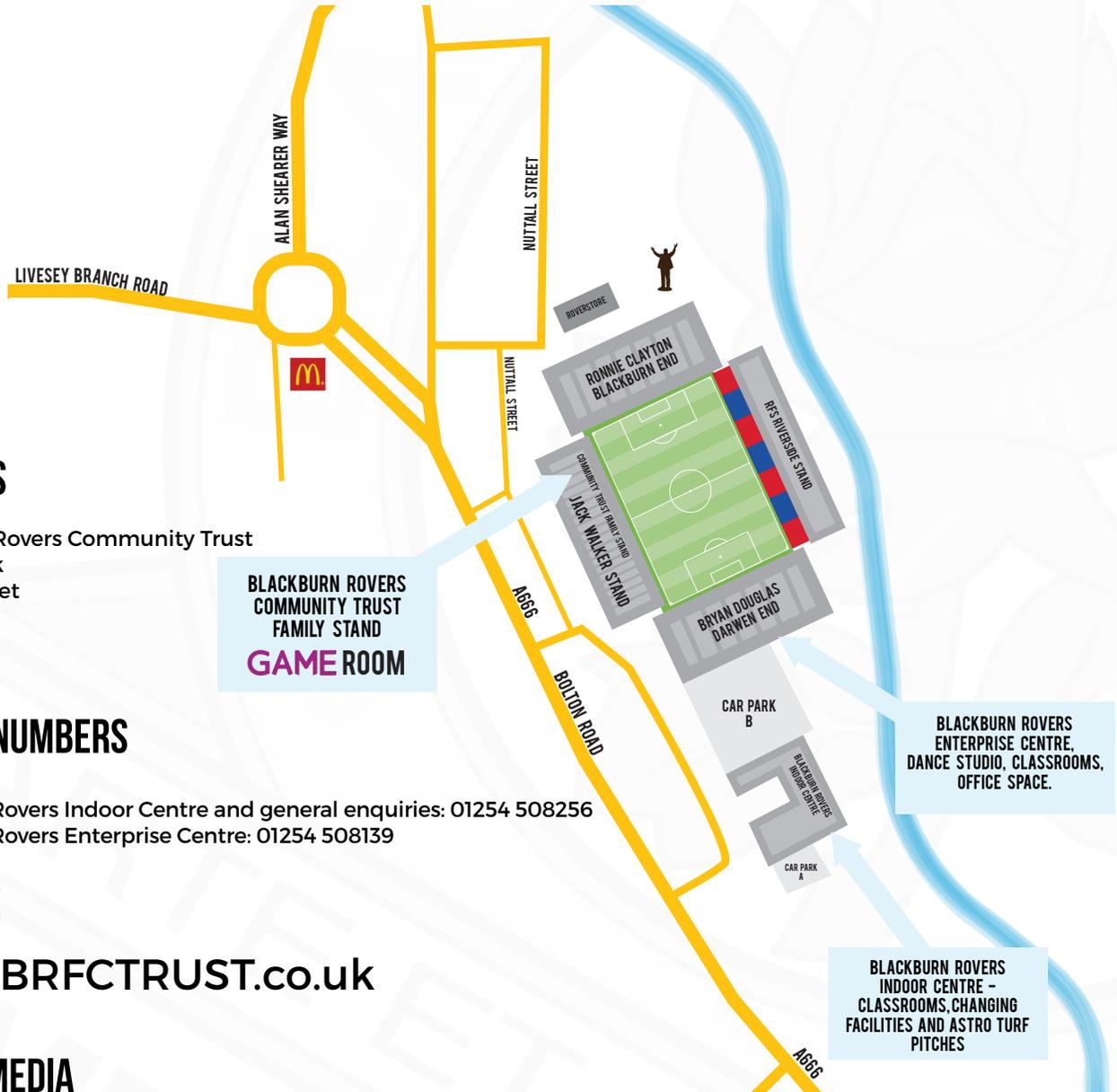


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# CONTACTS



## ADDRESS

Blackburn Rovers Community Trust  
Ewood Park  
Nuttall Street  
Blackburn  
Lancashire  
BB2 4JF

BLACKBURN ROVERS  
COMMUNITY TRUST  
FAMILY STAND  
**GAME ROOM**

## USEFUL NUMBERS

Blackburn Rovers Indoor Centre and general enquiries: 01254 508256  
Blackburn Rovers Enterprise Centre: 01254 508139

BLACKBURN ROVERS  
ENTERPRISE CENTRE,  
DANCE STUDIO, CLASSROOMS,  
OFFICE SPACE.

## WEBSITE

[www.BRFCTRUST.co.uk](http://www.BRFCTRUST.co.uk)

BLACKBURN ROVERS  
INDOOR CENTRE -  
CLASSROOMS, CHANGING  
FACILITIES AND ASTRO TURF  
PITCHES

## SOCIAL MEDIA



COMMUNITY TRUST



@BRFCTRUST



@BRFCMOTIVATE



@ONEROVERTHEDOG

# FOREWORD...

## FROM THE CHAIR OF TRUSTEES

It is with a great sense of pride to have been involved supporting Blackburn Rovers Community Trust over the past ten years in my capacity as a trustee and more recently as chair of the trustees.

Blackburn Rovers Community Trust became a registered charity in 2006 with a board of trustees. This enables us to be financially independent of the club itself and allow us to draw down funding which other associations cannot.

As trustees, we are responsible for directing the management and administration of the charity and ensuring that the charity complies with the highest standards of corporate governance. Day to day management, however, is the responsibility of the chief executive, Gary Robinson.



Gary's report illustrates the impact made by him and his dedicated staff in offering all members of the local community access to the highest quality programme of grassroots sports, education, inclusion and awareness projects to encourage off-field participation, success and enjoyment.

As our Mission Statement shows: "We are at all times keen to use the profile and brand of Blackburn Rovers Football Club to greatest effect, committed to developing a comprehensive and diverse range of community initiatives and partnership working practices to open up new avenues of life chances and make a positive difference to the lives of the people of Blackburn with Darwen and elsewhere in Lancashire" - we can certainly attest that we are living up to that promise.

I would like to place on record our appreciation of the hard work done by Gary and his staff as well as the contribution from my fellow trustees. I should also mention the assistance given to us from the football club in allowing us to use the Rovers brand to promote our activities, providing us with suitable premises and above all the cooperation of the players and other staff for their support.

I hope that you enjoy reading Gary's report.

A handwritten signature in black ink, appearing to read 'George R. Root'. The signature is fluid and cursive.

**George R. Root**  
Chair of trustees

# A YEAR IN NUMBERS



**42,085** participants took part in all programmes



**27,299** project hours delivered within our local community



**40+** different community projects



Financial investment in the community, via a multitude of projects, topped **£1m** in 2016 - up from £670,000 in 2015



Our turnover has increased from £500,000 (2014) to **£1.1m** (2016 a projected figure; which we are on course to achieve)



We now employ **71** local people, including 25 full-time, 4 part-time and 42 casual/freelance sports coaches



**10,300** children aged 5 to 11 years from local primary schools have taken part in sport sessions via stadium visits, Premier League Primary Stars, Kinder +Sport Move and Learn, after-school clubs, birthday parties, dance sessions and EFL Trust funded competitions



**480** females have taken part in our Premier League Girls' Football programme



**397** young people completed NCS contributing 11,930 hours of voluntary community work



**747** individuals engaged in the Premier League Kicks programme



**62%** of participants had increased confidence and self-esteem as a result of the Premier League Enterprise programme



**456** young people have received a OCR or AQA nationally recognised accreditation.



**1,800** school children have taken part in our schools' healthy lifestyle programme



**437** BAME participants have improved health through becoming more active

# FOREWORD...

## FROM THE CHIEF EXECUTIVE OFFICER

I am hugely proud of the impact that Blackburn Rovers Community Trust has made to thousands of lives in 2016.

It has been a great pleasure to witness the love that our area has for Blackburn Rovers and the way this has been used to channel positive social change and raise awareness of key local issues through the efforts of our team, our partners and funding providers.

We're not in the habit of bragging about our achievements, but there is no doubting that this year has been a huge success for our organisation.

A significant increase in turnover has meant a large boost in the number of projects we're delivering, therefore ensuring that we're providing the platform to improve the lives of even more people than ever before.

This, however, is no reason to rest on our laurels, and we want to ensure that in 12 months' time, we're reflecting on an even more successful 2017.

We want to improve even further upon a year in which the skill set of our staff has increased, both through the recruitment of field specialists and the up-skilling of our already dedicated team.

We are working with an increased number of partners, with many of those featured throughout this report. At this point, I would like to take the time to thank them, in particular Blackburn Rovers FC, who without their support, our achievements to date would not have been possible. Plans are already in place to add new partners' names to those lists over the course of the next year.

I can also point to a significant increase in participation across so many of our projects, reaching levels that we have never previously achieved (see the opposite page). This is due, in no small part, to the tireless efforts of our staff and the support from our board of trustees, who have empowered my team and I to run such a wide range of life-changing projects in a way that is best suited to benefiting the people of Blackburn with Darwen and Lancashire. Their hard work and dedication in the background often goes un-noticed, but we aim to keep repaying that next year by continuing that growth.

This has all been achieved in spite of a difficult and challenging climate for charities, with funding not as readily available as it has previously been, and increased competition for the funds that are out there. As a result, we have diversified how we seek to generate revenue that can be reinvested for the benefit of people in our area - and thrived.

In 2017, we will continue to build on the outstanding work of 2016, and strategically place ourselves in the position in which we're increasingly being recognised - Lancashire's go-to charity for everyone looking to support positive social change.



**Gary Robinson**  
Chief Executive Officer

# ABOUT US

Blackburn Rovers Community Trust is fully committed to offering all members of the local community access to the highest quality programme of grassroots sports, education, inclusion and awareness projects to encourage off-field participation, success and enjoyment. We are at all times keen to use the profile and brand of Blackburn Rovers Football Club to greatest effect, committed to developing a comprehensive and diverse range of community initiatives and partnership working practices to open up new avenues of life chances and make a positive difference to the lives of the people of Blackburn with Darwen and Lancashire.

The power of football to engage, enthuse and motivate people, irrespective of age gender and ethnicity, is now recognised on many stages. As a vehicle through which community cohesion and narrowing the gap in health, education, aspirations and opportunity can be addressed, the local draw of Blackburn Rovers and the unrivalled power of the brand name to bring additional credibility, cannot be underestimated.

## OUR MISSION STATEMENT:

Inspiring change within our community

## OUR VISION IS TO:

- Inspire change
- Raise aspirations
- Invest in futures
- Improve health and well-being
- Provide sports opportunities
- Build a more inclusive community

## OUR CORE VALUES:

- Innovation
- Creativity
- Individuality
- Inclusivity
- Diversification
- Proactivity
- Ambition
- Determination
- Principles
- 'Family'

## OUR PILLARS:

- Fulfilling Potential
- Encouraging Achievement
- Enhancing Wellbeing
- Success Through Sport

## OUR KEY THEMES:

- Sports Participation
- Health
- Social Inclusion
- Education





## Blackburn Rovers Community Trust's Outcomes Framework

- |   |  |
|---|--|
| <ul style="list-style-type: none"> <li>⚽ Improved confidence</li> <li>⚽ Improved wellbeing</li> <li>⚽ Improved physical and mental health</li> <li>⚽ Increased pathways to the professional game</li> <li>⚽ More people with improved skills</li> <li>⚽ Improved educational performance</li> </ul> | <ul style="list-style-type: none"> <li>⚽ More people work ready</li> <li>⚽ Higher quality workforce</li> <li>⚽ Stronger families</li> <li>⚽ More people feeling a sense of belonging in their community</li> <li>⚽ More people feeling safe in their community</li> <li>⚽ More volunteers</li> </ul> |
|---|--|

# OUR STAFF



**Chief Executive Officer**  
Gary Robinson



**Safeguarding Officer (P/T)**  
Christine Peacock



**Senior Sport & Education Dev. Officer**  
Nicholas Jackson-Cooney



**Head of Premier League Progs & Quality Assurance**  
David Dunwell



**Senior Football & Sport Dev. Officer**  
Darren Finch



**Girls' Football Dev. Officer**  
Andrew Aspinall



**Youth Inclusion Officer**  
Nigel Baker (P/T)



**Youth Inclusion & Opportunities Officer**  
Christopher Brankin



**Dance Development**  
Jennifer Calvert



**Premier League Kicks Apprentice**  
Adam Aspinall



**Community Sports Coach**  
Adam Hoyle



**Community Sports Coach**  
Dylan Jackson-Cooney



**Education & Sports Tutor**  
Daniel Maynard



**Assistant Sport Development**  
Christopher Pettigrew



**Coaching & Admin Support**  
Amber Kenyon



**Walking Football Lead (P/T)**  
Billy Legg



**ICT Apprentice**  
Kieran Wales

## Board of Trustees



**George R. Root**  
Chair of Trustees



**Mike Cheston**



**Ian Silvester**



**Lynsey Talbot**



**Phil Watson**



**Head of Education**  
**Daniel Lord**



**Head of BTEC and NCS**  
**Christopher McGrail**



**Finance & Enterprise Centre Manager**  
**Samantha Weldon**



**Community Dance & Sports Coach**  
**Catherine Curran**



**NCS Coordinator**  
**Jonny Ellithorn**



**Education & Sports Tutor**  
**Ockert Erasmus**



**Graphic Designer**  
**Michael Graveston (P/T)**



**PL4Sport & IT Officer**  
**Fergus Heyes**



**Education & Sports Tutor**  
**Sally-Dawn Rowland**



**Media, Events & Motivate! Coordinator**  
**Adrian Ward**



**Assistant NCS Officer & Administrator**  
**Michael Whittle**



**Senior Business Administrative Officer**  
**Martin Winters**



**Enterprise Centre Customer Service Assistant**  
**Yasmin Connell**



**NCS Team Leader**  
**Ali Zan Hussain**



**NCS Team Leader**  
**Ali Hassan Hussain**



**NCS Team Leader**  
**Jade Elliott**

# OUR COVERAGE



# KEY THEMES



Sport, particularly football, raises aspirations for many, and therefore provides the major foundation that underpins all of our work. We offer multi-sport programmes across ideas as diverse as walking football, netball, dodgeball, dance and even gentle walking sessions for those hoping to undertake the most basic exercise they can manage.

Our commitment to sport is total, and we employ a vastly skilled selection of community coaches with experience across a wide range of different pursuits to allow everybody in our area to gain access to the sports they love the most.



We are passionately committed to eradicating health inefficiencies caused by poor lifestyle choices within our community. We use the power of sport to inspire and motivate people to better their state of health or general wellbeing and reduce the strain on local NHS services.

The health programmes that we deliver are aimed at everyone from the youngest child through to the oldest retiree in order to create a prosperous future for the people that we serve.

## SPORTS PARTICIPATION

## HEALTH

## EDUCATION

## SOCIAL INCLUSION

Age is no barrier to the educational opportunities that we offer in a diverse range of locations. Whether young or old, we create projects that can help them to develop skills to help them throughout their lives.

Sport is a fantastic tool to engage those who may not suit mainstream education or are looking for learning opportunities that present themselves later in life. Young people from disadvantaged backgrounds are regular beneficiaries of our output, allowing them to work with our inspirational staff and facilities. Empowering people with new knowledge and skills not only potentially improves their personal circumstances, but can also create a better community for all.

We believe in equality and tolerance, and will use the power of football and the Blackburn Rovers brand to tackle these problems where they exist. Our projects are inclusive, not exclusive, so that anybody from any background can benefit from the positive change that we can facilitate.

Many of our programmes target hard-to-reach members of the community, offering them chances to access service or opportunities that are often hard for them to reach without our support.



# SPORTS PARTICIPATION



ROVERS

## 1600

PLAYERS FROM LOCAL SCHOOLS AND GRASSROOT CLUBS HAVE EXPERIENCED OUR UNIQUE MATCHDAY PACKAGES.



## 480

FEMALES HAVE TAKEN PART IN OUR PREMIER LEAGUE GIRLS' FOOTBALL PROGRAMME.



## 5185

BOOKINGS HAVE BEEN MADE AT OUR SOCCER SCHOOLS AND ACTIVITY CAMPS.



# 89

IN AN AVERAGE WEEK, 89 INDIVIDUAL COMMUNITY SPORTS SESSIONS ARE DELIVERED.



# 1152

PLAYERS HAVE ATTENDED OUR AFTER-SCHOOL PLAYER DEVELOPMENT SESSIONS.



# 10300

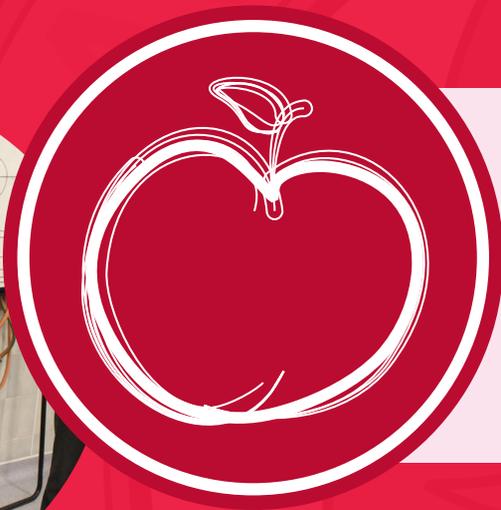
CHILDREN AGED 5-11 YEARS FROM LOCAL PRIMARY SCHOOLS HAVE TAKEN PART IN SPORT SESSIONS (STADIUM VISITS, PRIMARY STARS, MOVE AND LEARN, AFTER-SCHOOL CLUBS, BIRTHDAY PARTIES, DANCE, FLT COMPS).

# 1

EUROPEAN PARA TABLE TENNIS TITLE CONTENDER VIA PREMIER LEAGUE 4SPORT.



# HEALTH



**1800**

SCHOOL CHILDREN HAVE TAKEN PART IN OUR SCHOOLS HEALTHY LIFESTYLE PROGRAMMES.



**957**

PEOPLE AGED 14+ HAVE TAKEN PART IN THE SPORTS PARTICIPATION PROGRAMME MOTIVATE!



**59**

INDIVIDUALS ARE ENROLLED ON OUR WALKING FOOTBALL PROGRAMME.





# 437

**BAME PARTICIPANTS HAVE IMPROVED HEALTH THROUGH BECOMING MORE ACTIVE.**

# 281

**9 TO 11-YEAR-OLDS HAVE RECEIVED HEART START TRAINING.**



# 205

**INDIVIDUALS AGED 50+ PARTICIPATE IN ONE OF OUR TARGETED SPORTS INITIATIVES.**

# SOCIAL INCLUSION



**747**  
 INDIVIDUALS ENGAGED IN  
 THE PREMIER LEAGUE KICKS  
 PROGRAMME.



**397**  
 YOUNG PEOPLE COMPLETED  
 NCS, CONTRIBUTING 11,930 HOURS  
 OF VOLUNTARY COMMUNITY WORK.





Prince's Trust

20

PARTICIPANTS COMPLETED AN EMPLOYABILITY AND SKILLS PRINCE'S TRUST INITIATIVE.

400

INDIVIDUALS HAVE TAKEN PART IN A REGULAR SOCIAL INCLUSION LEAGUE TARGETING MENTAL HEALTH AND DRUG AND ALCOHOL RECOVERY.



£3600

RAISED THROUGH NCS SOCIAL ACTION PROJECTS FOR LOCAL CAUSES.

# EDUCATION



Premier League Enterprise

OVER  
**62%**

HAD INCREASED CONFIDENCE AND SELF-ESTEEM AS A RESULT OF THE PREMIER LEAGUE ENTERPRISE PROGRAMME.



OVER  
**75%**

HAD INCREASED SKILLS IN LEADERSHIP, TEAM-WORK, FINANCIAL CAPABILITY AND PROBLEM SOLVING.



**5**

YOUNG PEOPLE HAVE TRANSITIONED FROM OUR FULL-TIME SIXTH FORM EDUCATION ONTO A UNIVERSITY DEGREE.



**64**

**YOUNG PEOPLE HAVE ENROLLED ONTO OUR FULL-TIME BTEC SPORT SCHOLARSHIP.**



**OVER 95%**

**HAD INCREASED ATTAINMENT AND KNOWLEDGE OF BUSINESS.**

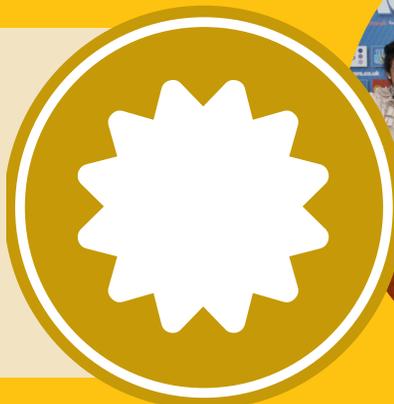


**300**

**PEOPLE HAVE ACCESSED EDUCATION FACILITIES AND OPPORTUNITIES AT EWOD PARK**

**456**

**YOUNG PEOPLE HAVE RECEIVED A OCR OR AQA NATIONALLY RECOGNISED ACCREDITATION.**





# IMPACT OF ACTIVITIES

The best way of demonstrating the success of Blackburn Rovers Community Trust activities is through how many different parts of society we have engaged with over the last 12 months.

We have had a record number of people engage with us in 2016. In the past year, these projects had 42,085 engagements with local people of all ages, which is an increase of 58% (15,482) from 26,603 in 2015. These projects range from sport and health sessions for children and adults, education courses for young adults, BME health and sports sessions, disability football/dance/social activities for the elderly, drug rehabilitation and mental health recovery programmes, business engagement and estate-based projects to reduce anti-social behaviour. The 2016 figure includes the 5,000 engagements via the Trust's Enterprise Centre.

The Trust delivered over 40 different community projects and worked with 57 of the 96 primary schools in the BB1 to BB6 post code areas and all of the 14 secondary schools in Blackburn with Darwen, plus many others from different parts of Lancashire.

The Trust invested in additional facilities and now boasts seven classrooms and additional office floor space due to the successful growth of our workforce. This compliments the existing three indoor astroturf pitches, a dance studio and a state-of-the-art business facility in the Enterprise Centre, all purpose-built for community use.



# CASE STUDY - INDIVIDUAL

## JADE ELLIOTT

Jade Elliott has arguably had a more remarkable 2016 than anyone else connected with Blackburn Rovers Community Trust.



Her name first came to our attention in 2014 as a shy 14-year-old when she started taking part in our Premier League Kicks programme at Bamber Bridge Leisure Centre, offering her a way of keeping up with her passion for football away from school and club action.

Little did she (or we) realise that two years down the line, she would literally be making headlines for all the right reasons as a pioneer for female participation in one of our mostly male-dominated programmes, as well as using her new-found confidence to encourage countless others to do exactly as she had done before - taking a head first leap into the multitude of exciting projects that the Community Trust offers.

From Kicks, she became a BTEC in Sport student on our two-year Level 3 course in time for the 2015/16 academic year, where she became the only female player to see out the season in the EFL Trust Futsal League (shaking off unwelcome jibes from male players at other clubs along the way). Her inspiring tale saw her become the star of a full page spread in the Lancashire Evening Post and receive TV fame via new local channel That's Lancashire - both of whom were enthralled by her story.

Such has been her positive experience with the Community Trust, Jade became a passionate cheerleader for our programmes, from being interviewed at Blackburn Rovers home matches about National Citizen Service through to performing freestyle displays at the stadium and helping to recruit half a dozen fellow females to this year's BTEC programme as the 'poster girl' for our current posters and leaflets - enough for an all-girl futsal team.

Aside from joining our NCS delivery group as a team leader, she has also become a role model for young people as the driving force behind the Blackburn Youth Board; the benefits of which will become apparent in 2017 as she and other like-minded youngsters showcase how their skills and ideas can benefit the town.

*"Jade is an absolute star and is such a willing and determined young person to work with,"* says Chris McGrail, head of BTEC and NCS. *"She inspires others to follow in her brave footsteps and it has been a pleasure to witness her transformation into an outgoing leader of so many young people."*

When looking at people who have really made an impact in 2016, teenager Jade is right at the top of our list.



*"I have really benefited from my time with Blackburn Rovers Community Trust as they have provided me with so many exciting opportunities. Now it's my turn to lead others and inspire them to enjoy them all too." - Jade Elliott*

# CASE STUDY - PROJECT

## THE SOCIAL INCLUSION FOOTBALL LEAGUE

Winning just short of £50,000 from The People's Projects - part of The Big Lottery Fund - was an undoubted highlight of 2016, securing the future of the Social Inclusion Football League and allowing it to grow considerably.

Based at the Blackburn Rovers Indoor Centre, it's now a twice monthly competition with weekly training sessions that brings those on the margins of society into a mainstream environment. The team aspect brings together players with a variety of issues such as mental health concerns, homelessness or refugee status, creating an environment that can help to resolve problems that they face in their situation.

Hundreds of players come through our doors every month to compete in an event that adds structure and purpose to their lives, and an opportunity to make friendships with people in a similar situation to help them through difficult times.

**THE SOCIAL INCLUSION FOOTBALL LEAGUE**

HAS MADE IT TO THE GRANADA TV FINAL OF THIS YEAR'S LOTTERY FUNDED PEOPLES PROJECTS! The Social Inclusion Football League in Blackburn with Darwen helps adults who are socially isolated to get back on their feet. The People's Projects money will enable many more people to participate. It will also provide refereeing and coaching courses along with Adult Learning and Volunteer roles. Your vote will help change lives and communities for the better.

THE VOTING OPENS AT 9AM ON MONDAY 29TH FEBRUARY AND CLOSERS ON SUNDAY 13TH MARCH AT 12PM (MIDDAY)

VOTE FOR US AT [thepeoplesprojects.org.uk](http://thepeoplesprojects.org.uk)

Our film will be broadcast on ITV during the early evening news between 6pm and 6.30pm on Thursday 3rd March! It will also be available to view on the People's Projects website from Monday 29th February and on our Twitter account @One2Blackburn along with other short films. Please check daily for updates!

ARTS ET LABORE COMMUNITY TRUST **creative SUPPORT**

A partnership with **THE PEOPLES PROJECTS** **itv**

SUPPORT YOUR TOWN! **#VoteSIFL** **#footballtherapy** **#peoplesprojects**



The intense #VoteSIFL social media campaign went viral in February and March, impressing the team at ITV Granada who oversaw the promotion of the voting process, gaining prime time coverage for the competition and the Community Trust in the process. Winning the voting process allowed the league to double the number of teams involved and fund up-skilling opportunities for participants to gain qualifications in coaching or officiating.

Paul Hardman from Creative Support, the partners that actively drive the league, explains: "The Social Inclusion Football League provides a supportive and competitive environment for adults who are unable to access mainstream football. It helps people on the road to recovery who have experienced a wide range of difficulties and enables them to be a part of a team, build confidence and enjoy new friendships."

We are proud to have seen the Social Inclusion Football League raise self esteem, encourage a more inclusive society, tackle drug and alcohol abuse, aid recovery from mental health issues and give people a fresh chance in life - especially for those who bravely tell us they were close to ending it.



**SIGN UP FOR THE SIFL**  
EMAIL [CHRIS.BRANKIN@BRFCTRUST.CO.UK](mailto:CHRIS.BRANKIN@BRFCTRUST.CO.UK)



*“Before I started playing here, I used to self-harm a lot. Basically, it saved my life.”* – **John Stellenboom**, player for Men Dive In FC of the Social Inclusion Football League

# CASE STUDY - PARTNER



## BLACKBURN WITH DARWEN BOROUGH COUNCIL

The current academic year has seen Blackburn Rovers Community Trust and the local authority – Blackburn with Darwen Borough Council – forge their closest sporting ties to date, thanks to a mutually beneficial resource-sharing arrangement.

Our coaches and the Council's sports delivery team have joined forces to offer the Premier League Primary Stars concept to infant and junior pupils across the entire borough, allowing us to reach more children in a wider range of schools, whilst helping the council team to meet their objective of increasing each child's knowledge, appetite and participation in sport.



The Council's sport delivery team offer the niche skill-set such as gymnastics and cricket coaching to complement our staff's high-quality multi-sports coaching; creating a superb all-round package for children by a team proudly sporting jointly branded Blackburn Rovers and Blackburn with Darwen Borough Council kit.

Premier League Primary Stars has raised the knowledge and confidence of teachers delivering sport, provided more hours for children to be physically active in a structured way, identified gifted and talented young sports stars of the future and created new and innovative concepts that were not readily available to meet the demand of most schools. These include dance, gymnastics, orienteering or balance bike training.



The forward-thinking partnership has allowed us to work with a record number of primary school teachers, as well as over 1,400 children – providing sport above the standards required by the national curriculum. It has also created the pathways to showcase their skills at the highest possible level. This has included aspiring footballers being given the opportunity to join Blackburn Rovers' Academy.

Adam Morris, year six teacher and PE coordinator at Holy Souls RC Primary School, Blackburn, told us: *"The Premier League Primary Stars programme has been brilliant for the pupils' learning, attitude, confidence, self-esteem and wellbeing."*



**Rovers defender Wes Brown and Jill Ashcroft from Blackburn with Darwen Borough Council participating in Premier League Primary Stars gymnastics.**

# CASE STUDY - PLAYER



## JASON LOWE AND KICK IT OUT PARTNERSHIP

**Blackburn Rovers club captain Jason Lowe has become a mainstay of our work to combat discrimination in schools, teaming up with Kick It Out to deliver a series of powerful workshops in primary schools.**

The versatile Academy graduate was inspired to become a 'Next 20' ambassador for the national charity after witnessing the vile racial abuse that was hurled at his black team-mates whilst on England U21 duty in Serbia in 2012.



That has led to him visiting a variety of schools in our area to tie in with the regular anti-discrimination message from our project delivery, working alongside Kick It Out's fellow former England U21 star Paul Mortimer – an engaging workshop leader who grabs the young audience's attention – to ensure that the key message hits home with their impressionable minds.

Each session starts with an interactive presentation and some teasers for the children to get them thinking about including everyone they meet in society, regardless of age, gender, race, sexuality or any other demographic with which people may choose to identify.

Jason then answers questions from the floor about his experiences, allowing children to quiz him on a variety of anti-discrimination themes, as well as finding out more about the exciting career he leads.

His regular run of appearances now spans several seasons, inspiring thousands of children to think about how to lead more tolerant lives – something that is increasingly important within our town, as a series of government advisors and think tanks continue to identify Blackburn as one of the country's most racially segregated locations.

Jason and Blackburn Rovers Community Trust will continue to work hand in hand with Kick It Out and other like-minded organisations to combat prejudice in any form, integrating local people from all walks of life for the betterment of the place in which we live. We believe that the impact of Jason's work will ensure that these children become the generation that creates a more tolerant society.





*"I'm very proud to be an ambassador. My job is to promote equality within football and beyond. The younger they are, the easier we can plant the seed so that hopefully it can be taken on board as they get older."* - Jason Lowe, Kick It Out 'Next 20' Ambassador

# CASE STUDY - FAMILY

## THE FAMILY

When local radio station 2BR asked us to nominate a suitable candidate for their 'Lives In Lancashire' feature, we knew that Joanne Prince and her family would be the ideal subjects of their showcase.

They asked for an example of a person or family who had enjoyed great benefit from our work, so immediately we thought of the mum of three who volunteered to paint a superb crowd scene inside the Blackburn Rovers Community Trust Family Stand as her way of repaying her gratitude for the support we've been able to offer her over several years.



"Three and a half years ago, my son Logan started at the Community Trust's football camp," explained the Accrington-based season ticket holder. "He had been diagnosed with diabetes just a year or two before, so bringing him along was a big deal for me, as I'd never left him on his own before and I had to leave him for eight hours a day with complete strangers.

"It was quite scary, but the coaches were fantastic. They all got trained up with all they need to know about his care, and they've been amazing with him. They've gone above and beyond my expectations and become part of the family now!

"For the first two years he had the condition, I never left his side, but the camp was something that he wanted to do and you can't stop them doing it. He loved it straight away and it has given him so much more confidence and freedom.

"From the football camp, he has now gone on to being part of the development centre, every week for the past three years, and more recently Premier League Kicks. My daughters have also started playing, and they have become part of the girls' player development centre, so they train or play three or four times a week.

"It has not only given the kids something to do, it has also given me a break, because my daughter has also got epilepsy, so even just the odd hours here and there from looking after them gives me that little bit of rest that I need. I'd be lost without the staff, I really would."



When a plain wall in the Community Trust's exciting new GAME Room needed to be transformed into something altogether more engaging, talented artist Joanne was more than willing to make it happen, detailing her reason for wanting to do so:

"It's the support they give and also not being stuck inside, because people do tend to abandon you when you've got a child with a

condition. It's the strangers or the people you didn't really know at places like Rovers that get you through, all thanks to a shared passion."



**Joanne's son Logan (right) meets Rovers midfielder Hope Akpan at our Christmas Soccer and Sports Camp.**

# FACILITIES & TECH

## FACILITIES

Blackburn Rovers Community Trust has an exceptional range of facilities based at Ewood Park, which are used for an array of community activities. These include:

- ④ Seven classrooms (to accommodate 200 people)
- ④ One 7-side AstroTurf pitch
- ④ One 5-side AstroTurf pitch
- ④ Female and male changing rooms
- ④ One dance studio
- ④ One student study area
- ④ One business Enterprise Centre
- ④ One dining and reception area
- ④ An extensive range of office suites
- ④ Unlimited access to the football stadium



## TECHNOLOGY

Hand-in-hand with facilities, technology and innovation is at the forefront of everything we do, as we believe it helps to engage a variety of hard-to-reach groups. Therefore, we have invested heavily to provide the following resources to be used at our disposal:



150+ computers



iPads



All facilities have full wifi access



A 'GAME Room' containing multiple games consoles



Green-screen technology



3D projector and healthy lifestyle monitors (interior body scanners)



Active-Inspire quiz handsets



Interactive dance mats



Nintendo Wii consoles (including Wii Fitness)



HD video cameras

# ENTERPRISE CENTRE

**The Blackburn Rovers Enterprise Centre (BREC) is now closing in on ten years of fantastic service to the local business community, generating over £1m of charitable funding for Blackburn Rovers Community Trust to deliver our vital and wide-ranging selection of projects.**

It came about as a result of the Community Trust joining a consortium of local businesses bringing £30m of European Union LEGI funding to Blackburn with Darwen back in 2007, with a small portion of those funds being invested into the state-of-the-art facilities in the Darwen End that we now know as the Enterprise Centre.



We offer 24 suites that are regularly at near-capacity occupancy, creating business opportunities and employment for hundreds of local people over the course of the past decade. More than 50 businesses have located themselves in the BREC, with their close proximity allowing them to work together to stimulate the economy and employment. They also work together closely to raise funds for valuable charitable causes, joining forces for regular opportunities to support positive local initiatives.

Samantha Weldon, manager of the BREC, is pleased with the major impact that the facility has on local commerce, explaining:

*“Through the Enterprise Centre, we have clearly seen growth in the local economy and employment opportunities – which was the exact objective that we set out with nearly ten years ago.*

*“It remains a valuable community asset and is a lively, vibrant place to work, with bright entrance areas and facilities that set it aside from similar business premises thanks to such an abundance of free parking, a secure reception manned throughout the day, well-equipped kitchen and dining facilities, as well as a shower and changing area, which regularly proves to be a key selling point.*

*“With our tenth birthday approaching, we’re delighted that the Enterprise Centre continues to make a positive impact to our local economy.”*



# KEY EVENT

## EWOOD PARK COMMUNITY WEEKEND

Blackburn Rovers Community Trust had the honour of allowing around 1,000 excited players and a total audience of 2,500 visitors the chance to enjoy a packed four day period of action on the Ewood Park pitch in May. Dozens of small or full sided games took place alongside a selection of training sessions, aimed at giving as many people as possible a reward for their support of the Club's community arm.



The stadium played host to four Blackburn and Darwen Secondary Schools Sports Association Cup Finals, with four different schools all enjoying the delight of winning a trophy at Ewood.

The following afternoon, the Kinder + Sport Move and Learn tournament welcomed 16 primary schools to take part in a friendly competition, with multiple pitches in action.

The participants were drawn from our Central Venue League, which sees rounds of junior fixtures played at the Blackburn Rovers Indoor Centre throughout the school term. However, there was no denying that moving the action outdoors onto a superb grass pitch was an even greater experience than usual for the regular players.

Saturday started in fine fashion with the Ewood Park Soccer Day for children aged five to 11. Their coaching sessions and small sided games brought smiles to the scores of faces in attendance throughout the morning. That sense of fun continued into the afternoon when two teams of teachers from the town played out a scoreless draw as part of a promotional fixture to introduce them to our ever-expanding Premier League School Sport programme.

Later in the day, our BTEC in Sport scholars, who usually represent the Community Trust at futsal, had the chance to play a full 11-a-side fixture against their Blackpool counterparts, playing out a 2-2 draw, and then the Social Inclusion Football League - which provides football for players with a variety of challenges such as homelessness or mental health issues - played a special round of fixtures across four pitches to give as many players as possible the chance to play on a professional stage.

We also enjoyed the honour of hosting a staff fixture against our friends from Everton in the Community as a reward for the team who gave up their weekend to help make the weekend a success.

Our final day - Sunday - was no less packed, with five hours of junior fixtures played at the stadium between various local clubs, prior to a trial fixture for new BTEC in Sport scholars as a bonus for all those who had already committed to join the following season's programme.

The winners of our Motivate! futsal leagues at BYZ also got chance to join in as a reward for their seasonal triumphs, while we also enjoyed wins in a hat-trick of special fixtures.

Players from our Premier League Girls Football development programme beat their Bolton Wanderers counterparts 1-0, our Premier League Kicks participants tasted a 3-0 success over rivals Burnley, and the Ewood Blues triumphed 4-3 against the Preston North End fans' team in an amazing match that saw the lead change hands several times.

As a result of all of these amazing opportunities, Blackburn Rovers Community Trust raised £6,500, which has been reinvested into charitable activities for the local public benefit.





**GRAYSPORTS**  
PERSONAL SERVICE FOR QUALITY CLOTHES

**GRAYSPORTS**  
PERSONAL SERVICE FOR QUALITY CLOTHES

# HEADLINE MAKERS



GUESTS: Blackburn Rovers players Adam Henley and David Raya popped down to meet youngsters at Blackburn Rovers Indoor Centre during the youngsters' summer training programme. Left, James Heggie and Leo Robinson with Adam and right, the action gets under way

**4TH IN THE CHAMPIONSHIP FOR COMBINED COMMUNITY FOLLOWING ON FACEBOOK AND TWITTER**



**12TH IN THE COUNTRY FOR COMBINED COMMUNITY FOLLOWING ON FACEBOOK AND TWITTER**

**1.8 MILLION IMPRESSIONS ON TWITTER**



QUESTIONS: Anthony Stokes and Corry Evans are quizzed by children at St Leonard's School in Langho  
LEARNING: Rovers' Sam Gallagher visited St James' Primary School

## ROVERS Rovers players a big hit in the community

First team quartet take part in sports activities with Blackburn schoolchildren

By ALEX JAMES  
alex.james@lancashiretelegraph.co.uk

IT'S not everyday that school children in Blackburn will see Wes Brown, attempt a forward roll, Sam Gallagher play injury in the middle, Corry Evans emerge in a spot of handball or Anthony Stokes quizzed on what the funniest in the Ewood dressing room.

But, thanks to Blackburn Rovers Community Trust with Blackburn with Darwen Council, Rovers players are visiting schools in the area with increasing regularity.

Brown and Gallagher were at St James' Primary School in Blackburn this week, while Evans and Stokes visited St Leonard's Primary School in Langho.

Both visits were part of the Premier League Primary Stars school programme which aims to use football and sport to inspire youngsters. The programme aims to develop skills and ambition both on and off the sports field with resources for girls and boys aged 5-11.

And the Community Trust at Rovers, who have several more school visits planned over the course of the next few weeks, believe the scheme, and other work being done under the Trust's umbrella, can be of real benefit.

Blackburn Rovers Community Trust's Senior Sport & Education Development Officer Nick Jack said: "We are aiming to bring the Premier League primary stars into all the schools in Blackburn with Darwen."

"We want to help inspire the children and use sport as a way of doing this. Fresh from their weekend win over Brentford all four Rovers players got involved in activities ranging from football to gymnastics, and took part in a question and answer session at both schools."



INVOLVED: Rovers midfielder Corry Evans takes part in a game of handball at St Leonard's School in Langho

In the Q&A Stokes revealed Ben Marshall was the injury in the Rovers pack while Evans said Cristiano Ronaldo was the toughest opponent he had faced.

And Rovers defender Brown, who has three children himself, believes the community work is vital.

He said: "I love doing these sort of things and meeting the kids. I have three girls so I have no problems talking with the kids. Getting involved in the gymnasium was fun although it is not my strong point. It is harder than you think."

"It is always good to come and help, even just talking about how we eat and our diet can help them start from an early age."

"The kids asked some good questions and it is good meeting them and having a chat with them."

"It is really good getting involved with things like this, we want to try and get the kids more active and focussing on how they are eating as well."



AUTOGRAPH: Rovers defender Wes Brown visited St James' Primary

**5,515 FACEBOOK PAGE LIKES**

## Sport

lancashiretelegraph.co.uk

**Rosberg to wait on Hamilton talks**

Nico Rosberg will decide in the coming days whether he intends to hold crucial talks with Lewis Hamilton following their collision in Spain. "That is something I need to think about as the fight to come," said Rosberg. "I can't tell you now as I'm extremely geared. It is a way though because it wait my side to win."

**GB call on Hamer**

EAST Lancashire swimmer Tom Hamer has been selected in the GB squad for the summer's Paralympics in Rio. Hamer, who won a gold at the European Championships this month, is the Paralympic swimmer for the games. Hamer's coach is a former Manchester...

**THE ONLINE DEBATE**

MARCUS Rashford should not be included in the final 23-man England squad for Euro 2016.

**HAVE YOUR SAY ONLINE**

Send your say on the day's big sporting talking points by visiting our website. lancashiretelegraph.co.uk/sport

**Make our own luck**

Coleman's play-off hope ■ 33

**Graham a wanted man**

Rovers' rivals eye move for ace ■ 39

**St Bede's make it fourth time lucky with cup final delight at Ewood Park**

JAY: St Bede's celebrate a goal during their 3-1 Year 10 football final win over Pocklington at Ewood Park. The school had played in three previous finals on the day and lost them all but the Year 10 side secured some much-desired silverware. For all the junior football takes the indoor's Grassroots

# Ewood perk for schools cup finals



November 8 is a day to celebrate the achievements of our young people...

RECEIVED... and it was a great day for all...

GOALS... Blessed Trinity were the winners...

GOALKEEPER... Blessed Trinity's goalkeeper...

GOAL... Blessed Trinity's goalkeeper...

## Goal-hungry Blessed Trinity dominate the day to lift cup

Blessed Trinity had a day to remember as they lifted the cup after a dominant performance in the final. The team, captained by...

1,297 MENTIONS ON TWITTER

102,133 ORGANIC REACH OF 2016'S BEST FACEBOOK POST



### The Social Inclusion Football League

The group will offer football activities for local adults who are socially isolated due to their experiences with mental health, homelessness, substance misuse or learning difficulties...



Winner

## 3RD BIGGEST FACEBOOK FOLLOWING IN THE CHAMPIONSHIP

lancahiretelegraph.co.uk

TUESDAY, NOVEMBER 8, 2016



STAR VISIT: Left, Regan Bentley, Marvin Emnes and Hussain Mustama. Below right, cricket practice with the year 3s and some football skills again with year 6 children. Below left, Derrick Williams has a kick around with Thomas Cookson



## Inspirational Rovers stars' visit is a net gain for pupils

By SIMONE O'KANE, Education Reporter

Players were helping to bring sports coaching into early years activities

'ECSTATIC' children from a Darwen primary school were given the chance to meet Blackburn Rovers stars during a Premier League inspired initiative. Derrick Williams and Marvin Emnes visited...

Primary Schools as part of the Premier League Primary Stars Programme. It said the visit was the perfect opportunity for the duo, who are both out at the moment due to injuries, to get involved. Defender Williams said: 'We were all young once and we know if you enjoy playing football, if you see a professional player it means a lot.'

Teacher Lauren Brookes said that they had the chance to spend time with both Derrick and Marvin. 'They were ecstatic and really excited. The children really loved very positively to the programme and they were inspiring the pupils throughout. The staff and children enjoyed it and there was a positive outcome at the end.'



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# KEY PARTNERS



## Premier League



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*with*  
**DARWEN**  
BOROUGH COUNCIL



**Football**   
**Foundation**

# GAME



Prince's Trust

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# SPORT ENGLAND



LOTTERY FUNDED



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# 2016 MILESTONES

## ACHIEVEMENTS/ACKNOWLEDGEMENTS

- ❖ Only professional football club to be named as a 'Friend of Community Integrated Care' for our support of dementia care.
- ❖ Supported the club's efforts in winning the Football League's Code of Practice standard for Inclusion and Anti-Discrimination.
- ❖ Hosted the largest Year 2/3 girls' football tournament in the region during 2015/16.
- ❖ Invited to (and attended) the House of Commons on three separate occasions in recognition of our best practice in health, education/enterprise.
- ❖ Achieved our all time highest Premier League and EFL Trust investment.
- ❖ Achieved Premier League and EFL Trust Capability Status.
- ❖ Delivering programmes at a record 57 primary and 14 high schools within our area.
- ❖ We currently offer a record number of projects (40).
- ❖ We are working with a wide network of partners, the most high-profile in our history.
- ❖ One of only five professional football club community schemes in the country to have surpassed our recruitment target figure for NCS participation, putting us in their elite 100% Club.
- ❖ Ongoing success has seen our team expand from 17 in 2014 to 26 currently (soon to be 30+ with recruitment planned in the coming months) - all independently self-financed.
- ❖ Became the first community organisation to partner with GAME and create a dedicated console room within our family stand, sparking a trend that multiple UK clubs have followed.
- ❖ Continually improving the skillset of our staff, with over half of our staff being graduates and all being recruited for being leaders (or potential to become) in their field of expertise.
- ❖ Record involvement in delivering matchday events for the benefit of the club and local people.
- ❖ BRCT has an ever-increasing engagement with hard-to-reach minority groups, particularly those of Asian heritage.
- ❖ Regularly visited by other professional football clubs' community schemes as a great example of best practice.

## COMPETITIONS

- ❖ Winners of the Football League Trust North West Futsal League (2016).
- ❖ National runners up at the Kinder +Sport Girls' Futsal Cup (2016).
- ❖ National semi-finalists at the Football League Trust National Futsal Cup (2016).
- ❖ Runners up at the WFU National Tournament northern regional finals in walking football (2016)

## FUNDING & FINANCIAL

- ❖ Only club community scheme in the north west to be awarded £225,000 for a community sport activation project by Sport England (delivery commenced in 2016).
- ❖ Applied for in conjunction with Creative Support (and awarded) a £50,000 Big Lottery Fund grant from the People's Projects via a high profile TV and online campaign through ITV.
- ❖ Our turnover has increased from £500,000 in 2014 through to £730,000 in 2015 and £1.1m in 2016. Our financial investment in the community, via a multitude of projects, passed £1m in 2016 - up from £670,000 in 2015.







# EDUCATION HEALTH SOCIAL INCLUSION SPORTS PARTICIPATION

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COMPANY NO. 05904736

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BLACKBURN ROVERS COMMUNITY TRUST  
EWOOD PARK, BLACKBURN,  
LANCASHIRE  
BB2 4JF  
[WWW.BRFCTRUST.CO.UK](http://WWW.BRFCTRUST.CO.UK)