



20
23

***ANNUAL
ACHIEVEMENTS
REPORT***

INTRODUCTION



At Burnley Football Club we have an ongoing commitment and passion for Equality, Diversity and Inclusion, and ensure it plays a vital role in our decision making across the organisation. We are always moving forward in this area, whether it be making Turf Moor more accessible, our official Charity partnership with interfaith organisation Building Bridges Burnley, educating our players and staff on EDI topics or being a Disability Confident Employer. We take great pride in being 'One Club for All'. The EDI annual achievements report offers a fantastic opportunity to celebrate the progress we've made in this area, but whilst we have made positive strides forward, we won't stop here. We understand that there's more work to be done. We will continue to use our platform to build awareness of EDI, challenge all forms of discrimination, embrace diversity and provide an inclusive environment to be proud of.



ALAN PACE

CHAIRMAN | BURNLEY FC



Burnley FC in the Community is dedicated to promoting Equality, Diversity, and Inclusion, striving to create a fair and accessible society for all. Our mission is to ensure that everyone has the opportunity to pursue their aspirations on a level playing field.

The charity focuses on creating opportunities for everyone, including providing opportunities for refugees, individuals with special educational needs and disabilities, veterans, seniors, and children. We not only prioritise offering opportunities but also actively participate in and celebrate community events of all faiths.

A key aspect of our work is amplifying the voices and experiences of our participants. By sharing their stories, we aim to drive positive change in promoting Equality, Diversity, and Inclusion, both locally in Burnley and beyond.

Aligned with Burnley FC, we uphold the principle of 'One Club for All,' symbolising our unwavering dedication to creating a safer and more inclusive world. We stand against discrimination and actively promote inclusivity, while honouring the core values of our club.



HELEN GURMAN

CHIEF EXECUTIVE OFFICER | BURNLEY FC IN THE COMMUNITY



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BURNLEY FOOTBALL CLUB & EDI

EDI TEAM

In 2022/2023 season, our EDI team grew from a team of one to a team of 3.

- **Ann-Marie Bradley** | Head of HR/EDI Lead
- **Billie Gale** | HR & EDI Executive
- **Theodore Jackson III** | Fan Experience & EDI Intern

We are dedicated to investing resources in our effort to tackle discrimination in football.

INTERNAL WORKING GROUP

At the Club we run an internal EDI working group attended by senior leaders across the organisation to help further our work in EDI and ensure our practices are embedded across each department. We are committed to ensuring EDI is everyone's responsibility and is priority in every piece of work we do.

INCLUSION ADVISORY GROUP

An external Inclusion Advisory Group that is comprised of EDI experts from across the community. Their function is to provide the Club with advice on EDI matters and also help the Club drive forward with our EDI Delivery Plan, tackling discrimination and promoting equality, diversity across the Club and in the wider community.

This is attended from the Club side by the whole EDI Team, as well as the people below:

- **Afrasiab Anwar** | Meeting Chair, Councillor
- **Adnan Ahmed** | Former Professional Footballer
- **Alex Frost** | Vicar
- **Kathryn Ellidge** | Headteacher
- **Andy Devanney** | Supporter
- **Georgina McLellan** | Supporter
- **Ross Bosdorff** | Lancashire Police
- **Em Parkinson** | Chair of Turfed Out LGBT Supporters Group
- **Scott Cunliffe** | Councillor
- **Anita Ghidotti-Gibson** | Chief Executive, Pendle Education Trust
- **Fiona Gibson** | Industry Engagement Specialist, Burnley College
- **Justine Lorrigan** | Landlady of the Royal Dyche
- **Joe Skinner** | Supporter & BFC in the Community Staff member
- **Helen Gurman** | CEO, Burnley FC in the Community

OBJECTIVES

‘One Club For All’ is our commitment towards reducing barriers, enhancing experiences, championing and equality, diversity and inclusion in how we think and what we do. For us to truly make change and to accurately reflect the community we serve, we have identified the four areas that we want to do further work in:

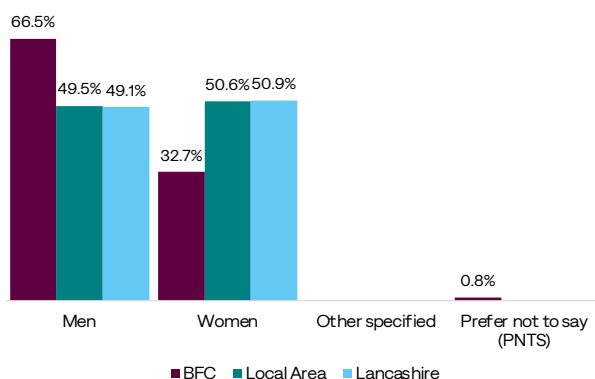
- **Women & Girls**
- **Accessibility & Disability**
- **Race & Ethnicity**
- **LGBTQ+**

EDI STAFF SURVEY DATA

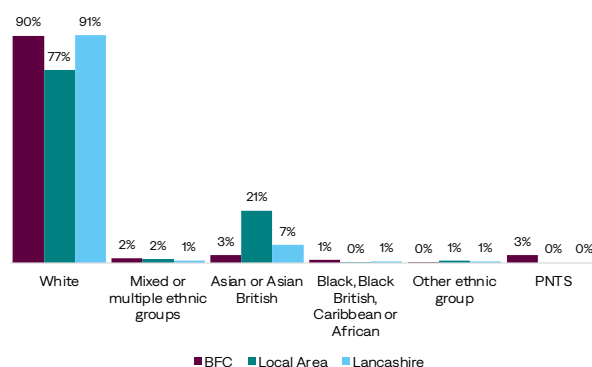
Burnley FC staff are generally more likely to be male, younger and able bodied than the local population.

- 61% of our staff are under 35 compared with 30% in the local area and 28% in Lancashire
- BFC staff have a sexual orientation split and gender reassignment prevalence which are generally in line with the local population
- Our staff have a similar ethnic profile when compared with Lancashire as a whole, however, we have 3% Asian staff compared with 21% Asian individuals in the local comparator group
- 9% of staff report that they have a physical or mental disability compared with 20% and 19% for the local comparator group and Lancashire respectively

GENDER



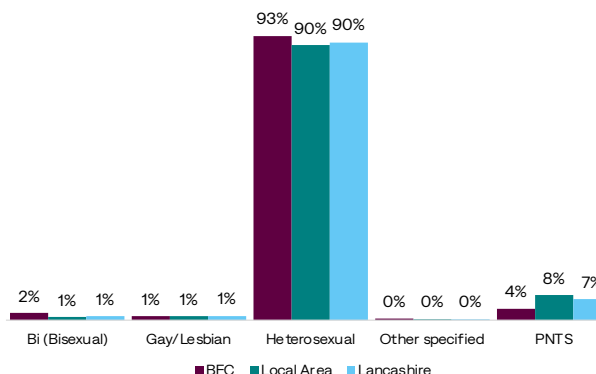
ETHNIC GROUP



DISABILITY



SEXUAL ORIENTATION

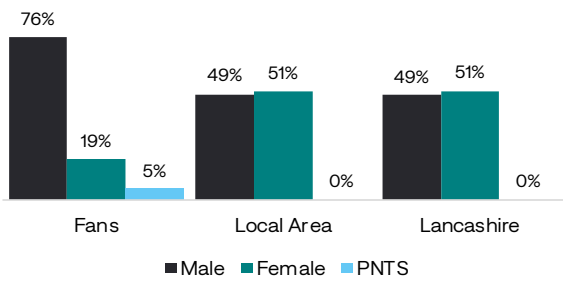


FAN SURVEY DATA

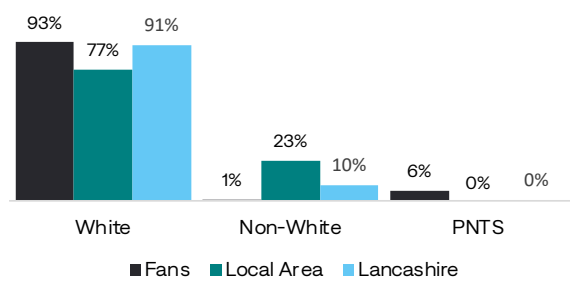
The fan data was taken from all respondents who stated they were a Burnley fan in the 2023/24 Premier League Matchday Experience Fan Survey

- There were 1% non-white respondents, this is lower than the proportion of non-white individuals in the local area and Lancashire at 23% and 10% respectively

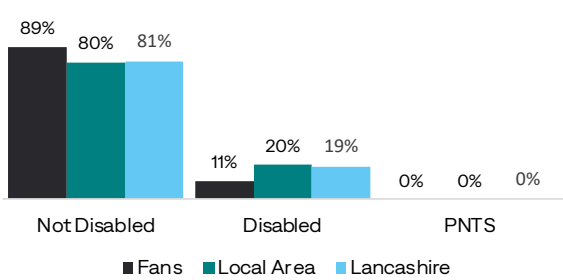
GENDER



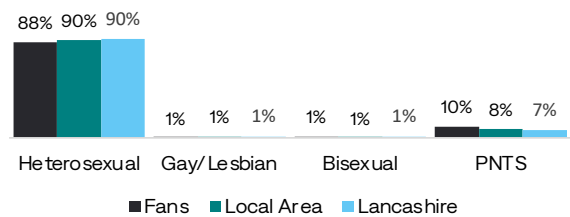
ETHNICITY



DISABILITY

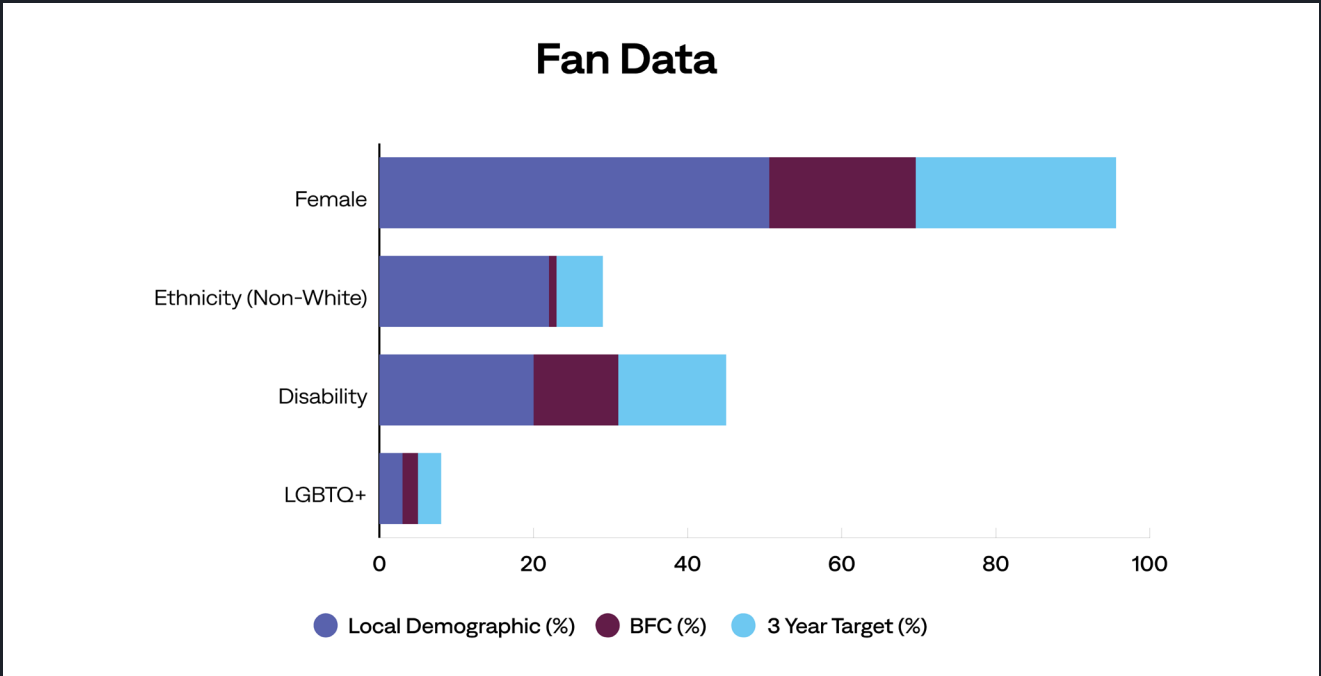


SEXUAL ORIENTATION

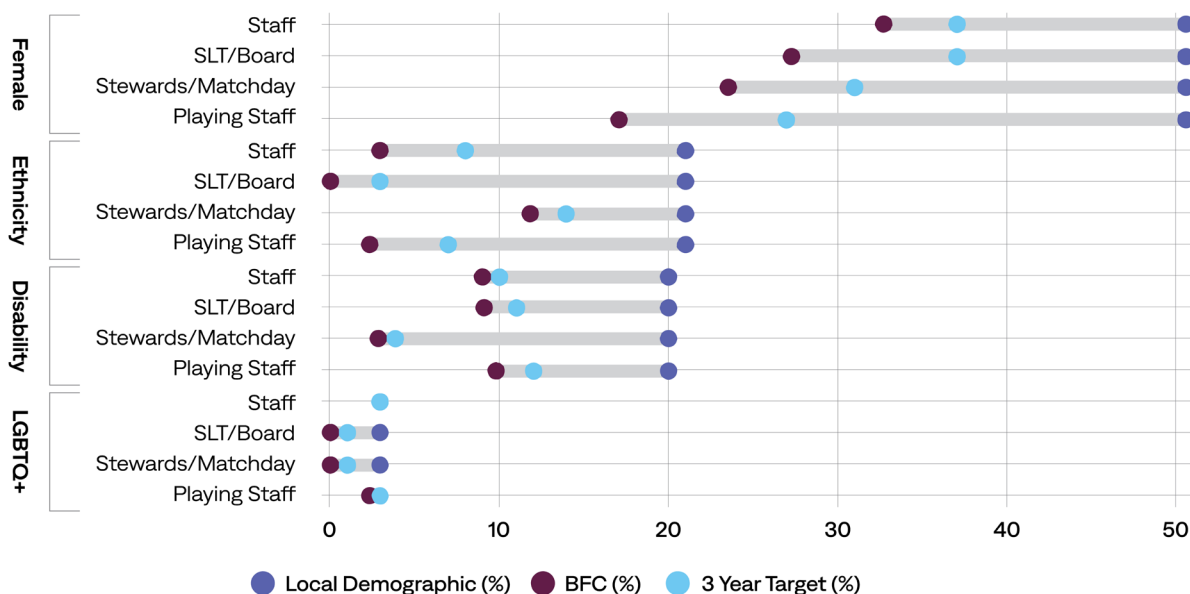


FAN DATA

This data focuses on the demographic data of our current fanbase. This survey was sent out to all season ticket holders for the 2023/2024 season.

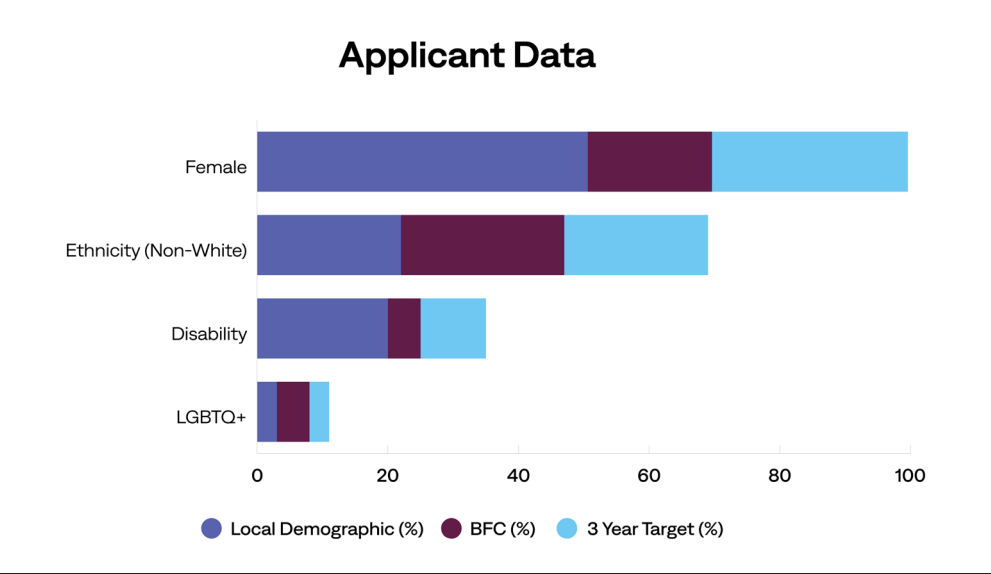


Workforce Data

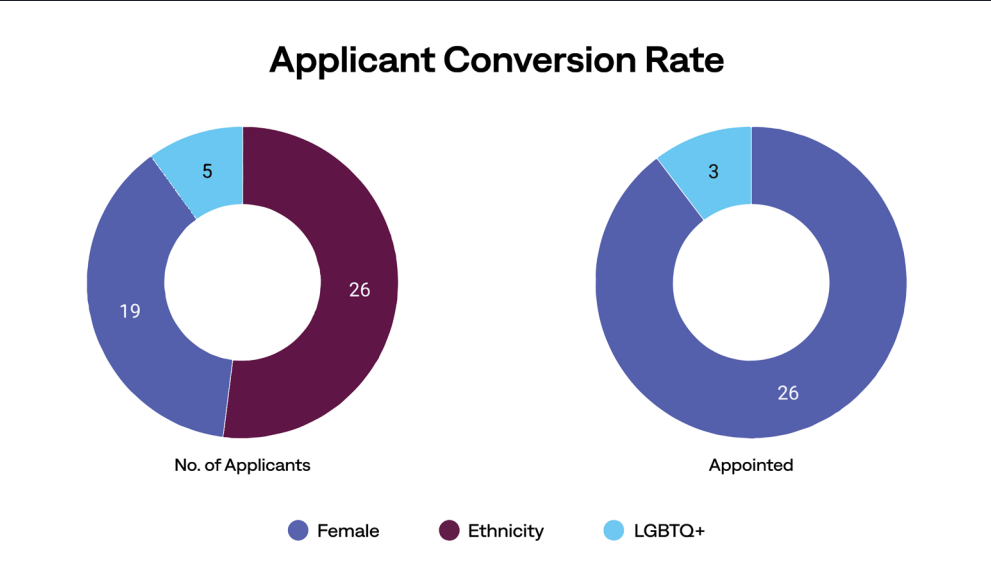


- Our LGBTQ+ workforce is currently in line with our local demographic data. We are committed to better Board and Senior Leadership representation and matchday staff representation.
- 32.7% of a staff are female. We are looking to improve representation for females across all areas of the community with a focus over the next few seasons on Board/Senior Management and Playing Staff representation.
- Only 9% of our core Club staff have disclosed that they have a disability compared to the 20% in our local demographic.
- Only 3% of our workforce identify as being a part of an ethnic minority group.

APPLICANT DATA & CONVERSION RATE



When looking at the number of people that have applied and their demographic data compared to the local demographic data, it can be noted that the percentage of LGBTQ+ applicants and applicants from an ethnic minority group are higher than the local demographic. Our biggest areas for development when getting people to apply is individuals who identify as female and those who have identified as having a disability.



The conversion rate for those who are from an ethnic minority group turning from an applicant to a staff member is not at the same level as the number of applications we receive. Our conversion rate for those in the LGBTQ+ community who applied and became staff members is slightly under where we would currently like to be. There is a data issue when looking at the data for females which we will look to correct for our next analysis.

PLEDIS

At the beginning of the 2023/2024 season, following our promotion, we have restarted our journey on the Premier League Equality, Diversity and Inclusion Standard. We are dedicated in our journey to push barriers and reach our full potential. We are proud to be a part of this framework and strive to be leaders in promoting EDI.

FLDC REPORTS



Burnley Football Club has been signed up to the Football Leadership Diversity Code (FLDC) since October 2020 to further our commitment to improving our diversity, representation and inclusion across the Club including the men's & women's game and within our Academy.

As a Club we pride ourselves on being 'One Club for All', and whilst we acknowledge we have some areas to improve, we are invested in progressing as a Club in all areas.

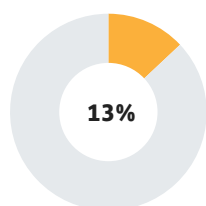
Since our last submission in 2022 our EDI Lead has left the Club. Since then, we have put more resources into our EDI department to ensure EDI is always a priority. We now have a new EDI Lead, an EDI Executive and an EDI Intern. We have instructed a third party to audit our strategy, policies and procedures across the Club.

We are committed to ensuring that EDI is embedded across every department in the Club and make it a priority for all.

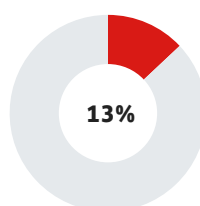
Our Men's First Team staff has diversified and we have appointed our first permanent female Women's Head Coach, we want to ensure that our team reflects our community and represent it. As each year goes on, we hope that our reports show our effort and reflect our desire to be more inclusive and diverse.

We are One Club For All.

SENIOR LEADERSHIP TARGETS

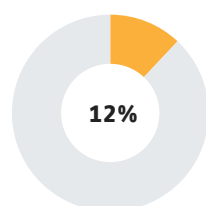


15% of our new hires will be Black, Asian or of Mixed Heritage (or a target set by the club based on local demographics)

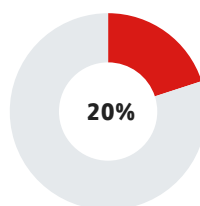


30% of our new hires will be female

TEAM OPERATIONS TARGETS

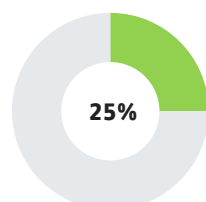


15% of our new hires will be Black, Asian or of Mixed Heritage (or a target set by the club based on local demographics)

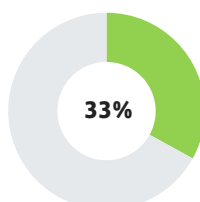


30% of our new hires will be female

COACHING – MEN’S CLUBS TARGETS

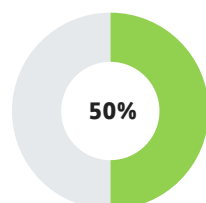


25% of our new hires will be Black, Asian or of Mixed Heritage

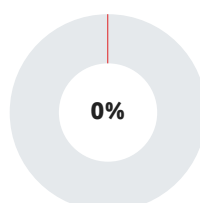


10% of our new senior coaching hires will be Black, Asian or of Mixed Heritage

COACHING – WOMEN’S CLUBS TARGETS

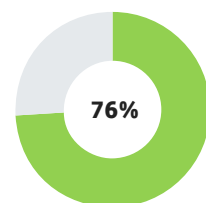


50% of our new hires will be female

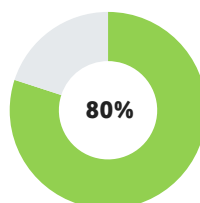


15% of our new hires will be Black, Asian or of Mixed Heritage

RECRUITMENT



Shortlists for interview will have at least one male Black, Asian or of Mixed Heritage candidate (if applicants meeting the job specifications apply)



Shortlists for interview will have at least one female Black, Asian or of Mixed Heritage candidate (if applicants meeting the job specifications apply)

ORGANISATION



Living Wage

In 2023 the Club became a real living wage employer. We are proud to continue our commitment towards tackling the cost of living crisis and ensuring all of our staff earn a liveable wage.



Disability Confident Employer

In the past few years, Burnley FC is a Disability Confident Employer, and we take pride in removing barriers that are in place to develop a more inclusive workplace. We are committed to understanding and challenging attitudes and providing opportunities for disabled people at the Club. There are three levels to the scheme. We are currently on level one, but acknowledge we are just at the start of our journey to ensure our organisation reflects the community we work in.



Work-Life Balance

In 2023, we have improved our holiday allowance for all staff and also introduced Time For You – an initiative where people can take three hours off every quarter, specifically to do anything that they would like. We have staff who have been golfing, gone to a spa day with friends, and some who just wanted a bit more time in bed. We are working hard to ensure that our staff have a healthy work-life balance and are continuing to promote mental wellbeing.



Workplace Champions

In the past year we have a number of staff who have trained to become Wellbeing Workplace Champions. These individuals are trained on how to create small changes to our work life to encourage better wellbeing practices, both physically and mentally.

Menopause in the Workplace



In 2023 we focused on the rising issue of Menopause in the Workplace. This training was delivered to staff across the Club focusing on what menopause is and how we can support staff members across the Club who are experiencing menopause.

Islamophobia Awareness Month



Delivered by Nujum, who we have recently partnered with, we delivered Islamophobia Awareness Training during Islamophobia Awareness Month for staff to learn more about the religion of Islam, the support Muslim staff and players may need, and how to tackle Islamophobia in football.



GENDER

WOMEN'S TEAM

2023 has been a great year for our Burnley FC Women's team. The Women's team made Club history and played (and won) their first game at Turf Moor with nearly 3000 fans in attendance. Following this success, the Women's Team will continue to host games at Turf Moor each season.

In 2023 we are also proud to have appointed our first permanent BFC Women's Head Coach, Rebecca Sawiuk who works with our Head of Women's Football, Lola Ogunbote to continue to push our team further and further forward with ambitions for the Burnley FC's Women's team to reach the WSL.

Our investment in the staffing for the Burnley FC Women's team has grown substantially with 7 new members of staff coming onboard with us in 2023 (Analyst, First Team Coach, Assistant Coach & College Programme Coach, Goalkeeper Coach, Nutritionist, Psychologist and Social Media Intern).

The Club are now working towards improving our playing facilities for BFC Women.



BURNLEY FC IN THE COMMUNITY

FEMALE PATHWAY CASE STUDY

Ellie Stuart embarked on her journey with our Women's Juniors Football Team at the age of 8. Progressing through our Women's Juniors programme, she transitioned to our Girls Post-16 Academy while pursuing her Sports Course at Nelson and Colne College. We are proud to have been able to support Ellie through her Level One Football Coaching and Multi-Skills Training. Currently enrolled onto a Sports Undergraduate Degree, Ellie is now working as a casual sports coach across all our programmes.



I've been involved in Ellie's football journey since she was 12 years old, and it has been a delight to witness her development in talent, skill, and professionalism. She serves as a fantastic influence on the young individuals she engages with in our programmes, and we look forward to what the future holds for her.

REBECCA CLOUGH

FEMALE FOOTBALL DEVELOPMENT OFFICER | BURNLEY FC IN THE COMMUNITY





INTERNATIONAL WOMEN'S DAY



INTERNATIONAL *WOMEN'S DAY*

In 2023 we celebrated International Women's day. To celebrate women in football we had we had a range of events planned to highlight the female role models associated to Burnley Football Club, Burnley FC Women and Burnley FC in the Community.

- Defenders, Olivia Wilson and Lucy Walsh sat down with two girls from Burnley FC in the Community's football programme, answering their questions in a Q&A.
- We also had an in-depth interview with Courtney Willis, who held a dual-role at the Club working in the Sports Science department alongside her playing career at Burnley FC Women.
- Then Dom Cooper and Millie Ravening took part in a coaching session at Burnley College with 100 girls in the BFCitC programme ranging from ages 12-16 and surprised the girls with tickets to the next women's game.





WHITE RIBBON DAY

Representatives from Burnley FC, the Club's official charity Burnley FC in the Community and Burnley Council have come together to show ongoing support for White Ribbon, the UK's leading charity engaging men and boys to end violence against women and girls. This starts with challenging the seemingly 'harmless' attitudes and behaviours that perpetuate violence against females.

The global movement aims to make meaningful change through initiatives including, building a community of change makers, raising awareness through campaigns, encouraging everyone to make the White Ribbon promise, by educating young people and by holding policymakers accountable.

We also started preparing our Domestic Abuse Policy which will be introduced to the Club in early 2024.



It's vital to encourage men to be allies and speak out about attitudes and behaviours that are unacceptable. As a football club, we stand together with the council and Burnley FC in the Community, to use our platforms to take a stand against violence against women and girls and show our solidarity to those who have been affected by domestic abuse.



ALAN PACE

CHAIRMAN | BURNLEY FC

LGBTQ+

RAINBOW LACES

2023 marked the tenth anniversary of Stonewall's Rainbow Laces. The Rainbow Laces campaign has increased awareness and support of LGBTQ+ inclusion in sport. Burnley FC will continue to support the Rainbow Laces initiative and continue to educate our fans and staff in the importance of inclusivity.

We are dedicated to continued education and support of the LGBTQ+ and are determined to continue to make this a safe space for everyone at Turf Moor.

Our dedicated matchday on the 2nd December marked our recognition of the tenth anniversary of Rainbow Laces and was an appropriate time to reflect on the progress that has been made in football's recognition and support of the LGBT+ community. It is also time to reflect upon the additional steps that need be taken to assure fairness, inclusion and equal treatment of members of the LGBTQ+ community. The past, present and future of sport, generally, and football, specifically, are inextricably linked to the contributions of the LGBTQ+ community. We are one Club and one strong, diverse community. One Club for All.



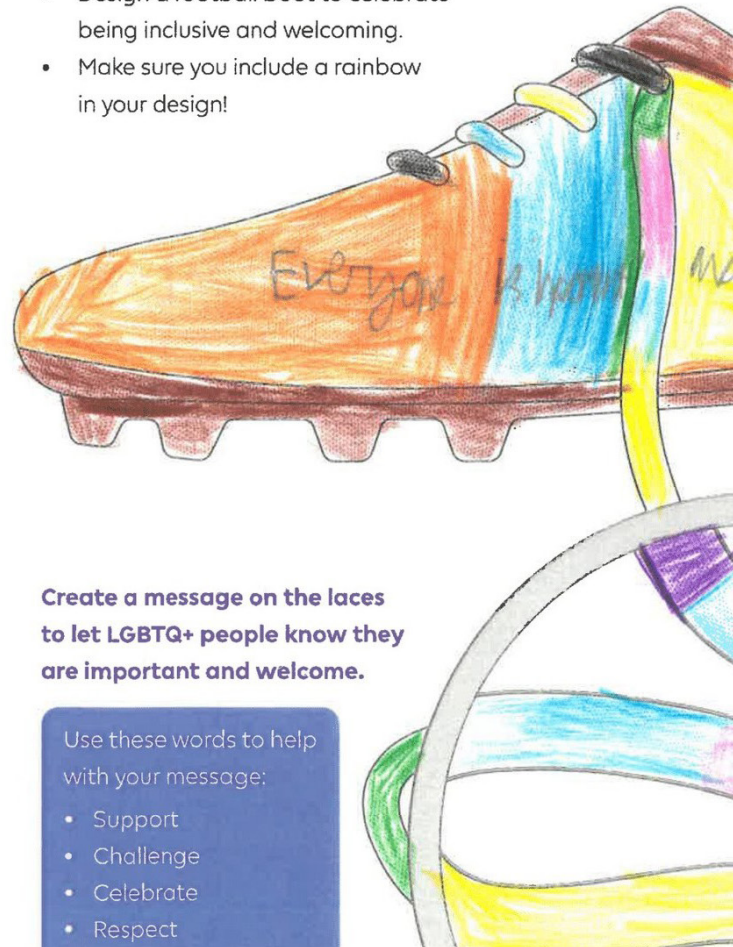




Activity sheet Rainbow Laces: Design your own boot!

Ally: someone who is willing to act with or for others

- Design a football boot to celebrate being inclusive and welcoming.
- Make sure you include a rainbow in your design!



Create a message on the laces to let LGBTQ+ people know they are important and welcome.

Use these words to help with your message:

- Support
- Challenge
- Celebrate
- Respect

EDENFIELD PRIMARY SCHOOL WORKSHOP

In celebration of the Premier League and Stonewall (UK) Rainbow Laces Campaign, Burnley FC in the Community invited Edenfield Primary School to Turf Moor for a day filled with workshops surrounding themes such as inclusion, equality, and allyship.

During the visit, students were given the challenge of designing their own rainbow laces boots and writing personal messages on them to highlight the significance of making everyone feel valued and welcome.

RELIGION, RACE & ETHNICITY

HOLOCAUST MEMORIAL DAY

At the beginning of 2023, in order to commemorate Holocaust Memorial Day, Burnley Football Club was visited by Ike Alterman who is a Holocaust survivor. The U18s squad, players from the men's first-team, representatives from Burnley FC Women, Club staff & Chairman Alan Pace were all in attendance for the session with 94-year-old Ike, who provided first-hand his accounts of harrowing experiences throughout the Holocaust. Jack Cork was one of those in attendance, and spoke afterwards about his admiration for Ike.

“

He just wants to spread the message so that something like the Holocaust never happens again. What he's been through, he has every right to be angry at people, but his mentality on everything is unbelievably positive. You learn in school about it [the Holocaust], but that was 20 years or so ago for me now and you don't know the sheer numbers of those affected until you hear it from someone like Ike. It was nice to refresh the memory and for him to come in, because as he said if things aren't talked about then they can fade away.

”

JACK CORK

BURNLEY FC PLAYER





Ike Alterman
Rest Their Souls

RAMADAN

At Burnley Football Club, we have several of our first team players who are observing Ramadan. Burnley FC's First Team Performance Nutritionist gave insight into how the Club will be supporting the players nutrition and intake during this period of fasting.

Burnley FC's Academy were delighted to welcome Nujum Sports and Kick It Out to the Clarets' training ground recently, to deliver education workshops to academy groups.

Staff and players from the Academy U21s, U18s, U15s, U14s and U13s attended the workshops aimed at educating players on topics including Ramadan, discrimination and promoting inclusivity in sport.

Sports agency Nujum Sports supports Muslim athletes with physical, spiritual and mental health support, while leading anti-discrimination organisation Kick It Out, work throughout football, education and community sectors to challenge discrimination, encourage inclusive practices and work for positive change.

Following the workshops, Nujum Sports kindly donated Ramadan gift boxes to players across the Club that are observing Ramadan, including players from the men's first-team and the Academy.



COMMUNITY IFTAR

To commemorate Ramadan, Burnley FC in the Community, Building Bridges Burnley and Burnley Football Club hosted the first Community Iftar to take place at Turf Moor. It was a significant occasion for the Muslim community in the local area. It fostered unity and emphasised both the club and community's dedication to promoting diversity and inclusivity by breaking down social barriers

“

Ramadan is not just about fasting but also about community, and that's why we were delighted to work with Burnley FC to bring all our communities together at Turf Moor. Everyone I spoke to had a wonderful time and really felt valued and it just goes to show how important the club is to the people of the town. Hopefully this is just the first of many projects. These are exciting times for Burnley on and off the pitch.

”

AFRASIAB ANWAR

LEADER OF BURNLEY COUNCIL



MUSLIM ATHLETE CHARTER

In 2023, the Club was extremely pleased to confirm that we have signed the Muslim Athlete Charter, demonstrating our continued commitment to equality and diversity for all. With an increase of Muslim players in the profession as well as support from Muslim supporters, Burnley Football Club sought to sign the Muslim Athlete Charter to listen, learn & adopt good practice to help our players and staff flourish and our supporters feel valued and welcomed.



It is an honour to have Burnley join over 80 professional clubs from 5 different sports, who have all pledged to support their Muslim players, fans and staff. We will be working closely with the Club for the upcoming season to make a positive impact in the sport.



EBADUR RAHMAN

FOUNDER & CEO OF NUJUM SPORTS

BUILDING BRIDGES

In 2023, the Club and Community team up with Building Bridges to promote inclusivity at Turf Moor. Sharing a common goal to promote social cohesion within the community of Burnley, the charity partnership aims to enhance awareness and increase understanding of different Faith groups within the town.

Both the football club and Building Bridges Burnley are advocates for increasing diversity and ensuring the Burnley community as a whole is represented in the Club's fanbase and within the organisation. The partnership aims to allow Building Bridges to work with more of the community, reaching and influencing further, whilst offering the opportunity to bring new people to Turf Moor to experience Burnley Football Club for the first time.



NO ROOM FOR RACISM

In collaboration with the Premier League's No Room for Racism Campaign, Burnley FC in the Community's Premier League Primary Stars team invited three local schools to an exciting event at Turf Moor.

During this event, the children actively participated in a range of activities, including anti-discrimination workshops, lively Kick it Out sessions, an exciting stadium tour, and a memorable grand finale.

To add more excitement to the day, we were joined by special guests: Burnley FC Women's Player Mikalaya Wildgoose, Head of Women's Football Lola Ogunbote, as well as two players from our U18s, Ryan Tioffo and Rohan Vaughan.



This event provided a wonderful opportunity for the children to learn, connect, and actively support the No Room for Racism campaign. We are confident that this experience will leave a lasting impression on the children, and it's something they will cherish and remember for years to come.



LIANNE BRADFORD

EDUCATION MANAGER | BURNLEY FC IN THE COMMUNITY



PREMIER LEAGUE COACH INCLUSION & DIVERSITY SCHEME (CIDS)

Each year, Burnley FC take part in the Premier League's Coach Inclusion and Diversity Scheme. This scheme is to help the transition of individuals from currently underrepresented groups; black, Asian and mixed heritage men and women from all backgrounds into full-time coaching roles in professional football.

In 2023, Fabrice Muamba joined us as a part of CIDS and will be with us for the next two years to develop in our Academy.

“

Being on CIDS course has been an eye opening for me being involve in the football. The opportunity to learn, working with different ages, coaching individuals or a group has been beneficial for me during my journey as coach. Burnley FC provide a great facility for coaches at all levels to learn, to encourage and be challenged to be a better coach. As a former student of CIDS being in this journey has allowed the option to gain more understanding.

”

FABRICE MUAMBA

ACADEMY COACH | BURNLEY FC



INCLUSIVE RECRUITMENT

INTERNSHIPS

Launched in the Summer of 2023, we recruited 16 internships across the Club from the business side to the Academy and Men's team. The internships were a mix of a couple months to season-long contracts. This is to reduce the barriers that are in place for young people entering the world of working in football. A few interns are now permanent staff members for the Club and others have gone off to continue their studies or their next role.

Our internships are designed to build people's knowledge and experience in working within the football industry, but also to develop their professional skills in order to leave the Club at the end of their internship with opportunities available to them to continue their journey.

Review of Internships

15 interns in total:

- 3x Academy, 3x Media & Marketing, 2x First Team, 2x Business Ops, 2x HR, 1x Operations, 1x Fan Experience and 1x Safeguarding

8x Season Long internships are still on-going

Of the 7 short-term internships:

- 3 have returned to their studies
- 2 were offered extensions by the Club for a season long internship
- 1 was offered a casual contract and remains with the Club.
- 1 has secured another role in sport



THE HIVE

Launched in the 2022/2023 season, The Hive is an initiative to tackle the lack of diversity in football. Whether it be on the pitch or off the pitch, Burnley Football Club are always keen to discover the next generation of talent.

Why did we start The Hive?

- Demystify roles within the industry
- Increase quality and diversity at entry-level

The initiative aims to offer those looking to start a career in the sports industry the opportunity to learn more about a wide range of areas, from business operations, community initiatives to roles supporting our football performance. Successful members will gain valuable insight into the running of the football club, receive advice from current Club employees covering a broad skill set of roles, benefit from networking opportunities, receive invitations to Club events and be the first to hear of Club job vacancies. In 2023, The Hive was nominated for the North West Football Award for the Kick it Out 'Promoting Inclusion' Award.

Following successful completion, our 'Hivers' have embarked on new opportunities. From becoming the CEO of Bury FC, EDI Ambassador for the FA or have either picked up roles in the Club, other sports clubs and organisations.



This is my first day volunteering for the BFCitC foodbank and it's a great way for me to show my appreciation for what the community do for the people of Burnley. The mentoring scheme has been a great experience so far and throughout this entire process everything has been first class.



THEODORE JACKSON III

PREVIOUS HIVER & CURRENT INTERN | BURNLEY FC



DISABILITY & ACCESSIBILITY

DEMENTIA AWARENESS TRAINING

In 2023, we held Dementia Awareness training for all staff to attend. Delivered by our in-house Club Psychologist, the training delved into the topic of dementia, focusing on what it is and how we as a Club and as individuals, can support people with dementia and those who may be caring for someone with dementia.

DISABILITY ACCESS OFFICER TRAINING

We have a further nine staff trained to act as Disability Access Officers in the Club and Community department. Our qualified DAOs have been trained to provide a high level of customer service to all of our disabled fans and aim to understand as many of the accessibility barriers there may be in the stadium, from social to physical, to help individuals overcome those barriers in their roles both on a matchday and non-matchday. Those trained include customer facing staff from the ticket office, fan experience, EDI and the community staff who work directly with disabled supporters. It's important to us to have individuals from a broad range of departments DAO trained, to create more allies who can support both fans and staff who have accessibility requirements.

BURNLEY FC IN THE COMMUNITY'S FOOTBALL DISABILITY FESTIVAL

To celebrate the success of Burnley FC in the Community's Limitless Clarets programme, we had the immense pleasure of hosting this year's Premier League Disability Football Festival for the North, in partnership with the Premier League Charitable Fund. This event brought together nearly 250 young people from 24 clubs to celebrate inclusivity.



Limitless Clarets is a weekly staple for my daughter. Being able to take part in positive, inclusive sessions with other SEN children has been important for her independence and self-confidence. It has encouraged her to be brave and try activities she would have never tried before.



PARENT

PARENT OF A PARTICIPANT

**100% OF PARENTS, CARERS AND GUARDIANS
AGREED THAT LIMITLESS CLARETS IMPROVED
THEIR CHILD'S CONFIDENCE AND SELF-ESTEEM**



CHRISTMAS IN THE COMMUNITY

The academy players attended the Extra Time Over-50's Christmas Party for the second year running. The players didn't waste any time jumping on the dancefloor with the brilliant choir and participants.

“

I think the community programme is so beneficial for everyone involved. It's a great character builder, and a simple conversation can bring a smile to people's faces, which is the main thing. The programme aims to help those in need and is an essential part of their enjoyment. I've been glad to be a part of this and can't wait to get more involved.

”

BEN JORDISON

U18'S PLAYER | BURNLEY FC



SIGN UP INTO FOOTBALL

In 2023 Vincent Kompany, Jay Rodriguez and Stuart Hunt (President of Business Operations) took part in TNT Sports new sign language series, Sign Up – Into Football.

Aimed at raising the profile of the deaf community, elevating the visibility of British Sign Language (BSL), and leading the way in making sports programming accessible for all – the show is fronted by deaf British Sign Language presenters Damaris Cooke and Rolf Choutan

In addition to the interview, Damaris and Rolf showed Clarets Manager Kompany some BSL commands that he can use in his technical area and Rodriguez spoke about playing for Burnley, his work in the community and was shown how to do a goal celebration in BSL.

Whilst on a tour of Turf Moor the presenters met Club President Stuart Hunt who spoke about his role at the Club and the Clarets commitment to making the stadium an inclusive environment for disabled supporters. This includes customer service staff receiving basic sign language training, the availability of hearing loops at games and the ongoing developments to Turf Moor's accessible guide that details the stadium for first time fans and caters for a range of disabilities.



MENTAL HEALTH & WELLBEING

In 2023, the Club launched our Mental & Emotional Wellbeing Strategy and also relaunched our Mental Health Working Group which will review and deliver the objectives set out in the strategy. The organisation has developed a mental health framework relevant to the nature of the organisation that supports the 'One Club For All' ethos which allows the organisation to support the same ethos by working collaboratively.

Internally, the Club have recruited for a new mental health team, with our Club Psychologist, Ian James, being supported by James Cope, our Academy Sports Psychologist.

During mental health awareness week, as well as launching the Mental and Emotional Wellbeing Strategy, we also treated the staff to free ice-cream, a healthy breakfast, bonkers bingo, and wake up shake up filled with dancing and exercise to help people have a great start to their day.

ACCORDING TO THE PFA - OVER 75% OF PROFESSIONAL FOOTBALLERS HAVE EXPERIENCED SOME KIND OF MENTAL HEALTH ISSUE.





87% OF STAFF ARE PROUD TO WORK FOR THE CLUB.

MENTAL HEALTH AWARENESS WEEK 2023

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BURNLEY FC

TURF MOOR, HARRY POTTS WAY, BURNLEY, BB10 4BX