

BRADFORD CITY
COMMUNITY



FOOTBALL CLUB
FOUNDATION

ANNUAL REPORT 2022-2023

BRADFORD CITY FC COMMUNITY FOUNDATION



Football &
Education



WOMEN
AND GIRLS



FOOTBALL
DEVELOPMENT
PROGRAMME



ON//SIDE



Premier League
Charitable Fund



BRADFORD CITY
DISABILITY FC
Professional
Footballers'
Association



Contents

- 3 FOREWORD
- 4 ABOUT US
- 5 YEAR IN NUMBERS
- 6 SPORTS DEPARTMENT
- 7 PREMIER LEAGUE KICKS
- 8 INTERVIEW: FINDING CONFIDENCE AND A GREATER SENSE OF COMMUNITY THROUGH PL KICKS
- 9 PREMIER LEAGUE PRIMARY STARS
- 10 WEST YORKSHIRE FIRE AND RESCUE SERVICE TEAM UP WITH FOUNDATION TO SPREAD FIRE SAFETY MESSAGE
- 11 PROGRAMME DEPARTMENT OVERVIEW
- 12 CORONATION CHAMPION: SHAMZA BUTT
- 13 THE ONSIDE PROGRAMME
- 14 INTRODUCING: BRANDON ROONEY
- 15 WOMEN AND GIRLS: SUMMER'S SEASON
- 16 BC DISABILITY FC
- 17 FOOTBALL AND EDUCATION
- 18 THE CITY HUB
- 19 WHAT'S NEXT?
- 20 MESSAGE FROM BCAFC SUPPORTERS BOARD VICE CHAIR, AND THANK YOU



It is my pleasure to introduce our Annual Report for 2022-23 following another successful year for the Bradford City FC Community Foundation.

After a few years of difficulty for us and our fellow Foundations, we were happy to get back to normality in delivering crucial work in our community and solidifying our reputation as a dependable force for good in Bradford. The past year has been one of major developments within and outside our organisation. We have received another large National Citizen Service (NCS) regional contract, becoming a major delivery partner across the whole of West Yorkshire. Our Peer Action Collective (PAC) scheme enters its second year; PAC 2 will build upon the foundations laid and momentum carried over by PAC 1, expanding the operation and giving local young people both a voice and the tools to make significant changes around issues they care about.

Our Foundation team has similarly grown, and we have recruited yet more talented, enthusiastic and dedicated people who not only deliver for us every single day, but are also attuned to the many complex social issues that impact our city.

Our portfolio of programmes is ever-expanding as we continue to be the first word in the delivery of social action programmes; accessible football sessions, games and tournaments; an outstanding education provision; sporting and non-sporting interventions in schools; and life-changing experiences for those who would not normally have access to them.

We are looking forward to celebrating the first birthday of our City Hub, the Foundation's in-house cafe, match-day, corporate and community hosting provision. Appropriate, given its popularity as a space for BCAFC-themed birthday parties, that we will have an excuse to celebrate.

I hope you enjoy diving into this review of all we have achieved and all we will continue to achieve. I am proud to lead this team and this Foundation, which, as always, goes from strength to strength.

A handwritten signature in black ink, appearing to read 'Ian Ormondroyd', positioned above a horizontal line.

IAN ORMONDROYD,
CEO, BRADFORD CITY FC COMMUNITY FOUNDATION

ABOUT US

Bradford City FC Community Foundation is a self-funded charity placed right at the heart of the city. Our mission is to provide a safe, fun & inclusive environment to inspire, educate and enable the citizens of our city to achieve their goals. Our programmes and opportunities are open to everyone of all ages & backgrounds, whether you are a fan of 50 years, a football loving child or someone with no connections to football at all. Whether you are looking to take steps back into employment, improve your health & wellbeing or dream of becoming the next Valley Parade icon, we are here for you at the heart of OUR CITY.

OUR MISSION

Working together to inspire and unite our city!

OUR VALUES

We are proud to be part of Bradford District Shared Values. Bradford District Shared Values is a people-led campaign that aspires to get all communities and organisations in the district to live and celebrate the four human values that bring us together.

WHAT WE DO

We deliver over **30 projects**, targeting the following areas:

- Health and wellbeing
- Community engagement
- Anti-social behaviour
- Inclusivity, diversity and equality
- School engagement
- Youth empowerment
- Employment opportunities
- Football development





YEAR IN NUMBERS

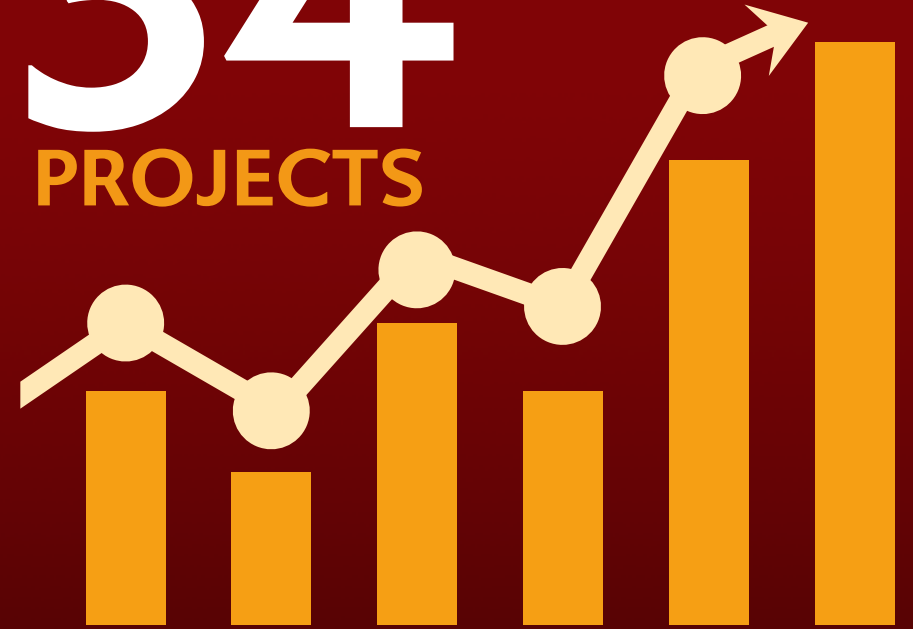
14,530

PARTICIPANTS



34

PROJECTS



22.6K

HOURS
OF
DELIVERY

SPORTS DEPARTMENT OVERVIEW



PL KICKS

Kicks football deliver free diversionary activities in areas where youth crime and anti-social behaviour is high. This year saw the addition of two new sites and an increase in participation to **701** young people.

PL PRIMARY STARS

PE delivery and teacher CPD in primary schools around Bradford. We also deliver, over a minimum of six weeks, with a view to improve literacy and reading, **READING BEARS (yrs 3/4) and READING STARS (yrs 5/6) in the form of** delivering free books to children and having reading sessions with BCAFC stars. We continue to engage and inspire young people through the appeal of football.

SCHOOL PROVISION

- Promoting and delivering an active lifestyle, providing CPD support to teachers on the delivery of PE.
- Having and or gaining a positive relationship with schools.
- Supporting the development of the pupil's learning and needs.
- Inspiring the next generation of pupils by using PE/Sport.

FOOTBALL CAMPS

We are working in different areas, although we are looking at new venues in Bradford, trying to engage with as many areas and children as we possibly can. The camps also promote the health and wellbeing of the children through exercise, plus socially meeting new children as it is open to all the public.

PENALTY SHOOTOUTS

Providing schools with funds through a sponsored event so they can put the money back into the school for benefit of the children.

COMMUNITY TICKETS

Giving children, young people and community groups from deprived areas an opportunity to attend games they wouldn't otherwise of been able to. This scheme also aims to create a new diverse fan base to support the legacy of the Club.





PL Kicks provides free football sessions across the most deprived areas of Bradford. Our team use the power of the BCAFC badge to get young people involved in not only football, but social action, educational workshops and tournaments as an alternative to anti-social behaviour and violent crime.

Among all the young people we worked with in PL Kicks this year:



88%

felt **INSPIRED & ENGAGED**

91%

reported improved **INTERPERSONAL RELATIONSHIPS**

89%

reported improved **MENTAL WELLBEING & the same number reported improved KNOWLEDGE and SKILLS**

93%

viewed **KICKS** in a positive light, despite 84.5% viewing their community in a negative light

Finding confidence and a greater sense of community through PL Kicks

When Participant A first attended Kicks, he was nervous, shy, and didn't really interact with anyone in the group. After a couple of months, he started making friends and opening up to staff about his working life. He often asked for advice and guidance on things such as his CV and job interviews. After turning 19, Participant A was too old to continue attending the sessions - however, he has stayed on as a volunteer coach.

We sat down with Participant A at a recent session:

What made you want to stay on at Kicks after you couldn't attend the sessions to play any more?

"Basically, after I stopped coming to play, I missed the sessions and routine, as well as the group dynamic. I got to know everyone better through Kicks, and that made me want to come more and more and be part of the community we've created."

You have taken on more responsibility in the sessions as a volunteer. What do you enjoy most about your new role?

"I really enjoy connecting with the people you get to know at the sessions. If everyone comes in, or even if not many are here, I still look forward to seeing them, whether that is at the session or passing by in the local community."

Have you seen the sessions benefit the community around you?

"Yes, as I said it's not just coming in on an evening for the games. Outside of Kicks, I often see the people involved, ask them how they are doing and what they're up to. I've made friendships, which has then made me more confident and social. I want to continue being a recognisable and positive figure in my area."



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What impact has Kicks had on your life away from football?

"I've found that the coaches I've got to know have helped me with my life, like with work and so on. I'm looking for jobs right now, and I know if I have an interview or something coming up, I can go to those people and tell them everything. It helps me sound things out when they're on my mind."

What do you see for yourself in the future at Kicks, and in your role as a volunteer?

"I like to look at how Darrel (Premier League Kicks Coordinator) is in his role - coaching with kids, helping them play football, checking in with them and being a part of their week. I've been coming to sessions for a long time, just because I enjoy it, and I know how it works and what makes it worthwhile. Hopefully younger and newer kids can look to me as a good example."

Finally, how would you sum up your experiences with Kicks?

"It's just helpful. I'm being helpful to the kids and young people who come down, and they're being helpful to me in helping me understand my community and peers. It's very beneficial."

The Bradford City FC Community Foundation would like to thank Participant A for speaking to us, and his continued efforts and valued contributions to our Kicks sessions.



The PL Primary Stars initiative delivers projects funded by the Premier League Charitable Fund across schools in Bradford.

Reports from the Foundation's delivery in the past year note:

- Improved PE competence and confidence in 20 teachers
- Improved physical and mental wellbeing in pupils
- Development in Literacy, Writing, and Maths skills
- Increased Social Action Projects to promote leadership and independence
- Anti-discrimination workshops to raise awareness among young people of challenges faced by others in society

Across

100 hrs

per week, attainment
increased by

88%

in KS2 pupils, while

100%

reported increased reading
enjoyment in the
Reading Bears and
Reading Stars initiative

West Yorkshire Fire and Rescue Service team up with Foundation to spread fire safety message

In October 2023, the Foundation joined WYFRS and West Yorkshire Police to deliver fire safety messages in schools across the district.



The campaign was launched at a press event with the two organisations, and kicked off with a fire safety video featuring BCAFC stars Harry Lewis, Sam Stubbs, Daniel Oyegoke, Jonathan Tomkinson and club captain Richie Smallwood, which will be used as a resource in workshops in schools.

The video includes statistics on the alarming number of fire and firework-related anti-social behaviour (ASB) instances across Bradford during the bonfire period. Every year, West Yorkshire Fire and Rescue Service attend hundreds of incidents across West Yorkshire over the bonfire period. WYFRS responders have been attacked whilst carrying out their work 72 times over the past five years; 46 of these attacks were in the Bradford District. In 2022, 37% of incidents attended by WYFRS involved an injury.

The media launch was covered by local news outlets, with BBC Look North and ITV Calendar both featuring the item in their Monday news output.



Oliver Read, the Foundation's Head of Premier League and Business Development, said: "At the Foundation, we're really passionate about topics that matter in our communities. Through consultancy with WYP and WYFRS, we identified bonfire night as a huge opportunity to use our reach to help spread the firework safety message 'Don't leave yourself scarred for life'. Through our Premier League Primary Stars programme, we are delivering Bonfire Night resources across primary schools in Bradford, educating the next generation on firework safety with a view to leaving a lasting impact in our communities."



PROGRAMME DEPARTMENT OVERVIEW

PAC

The **Peer Action Collective (PAC)** is a £12.7 million-programme, which aims to give young people the chance to make their communities safer, fairer places to live. It is funded by the Youth Endowment Fund, the #iwill Fund (a joint investment between The National Lottery Community Fund and the Department for Culture, Media and Sport) and the Co-Op group.

Between September 22 and August 23, we engaged with over **1,500 children across 26 primary schools**, raising awareness of issues they may face as they transition into high school. This work has also been supported by the West Yorkshire Police and the Mayor of West Yorkshire who have recognised the impact of addressing issues at a younger age.

PAC has also been involved in regional campaigns such as the Bradford tour of the Knife Angel, and worked along Nightstop, providing emergency support to young people.

Due to the success of this programme, we have recently been awarded the second round of funding to deliver across Yorkshire, along with Tiger's Trust.

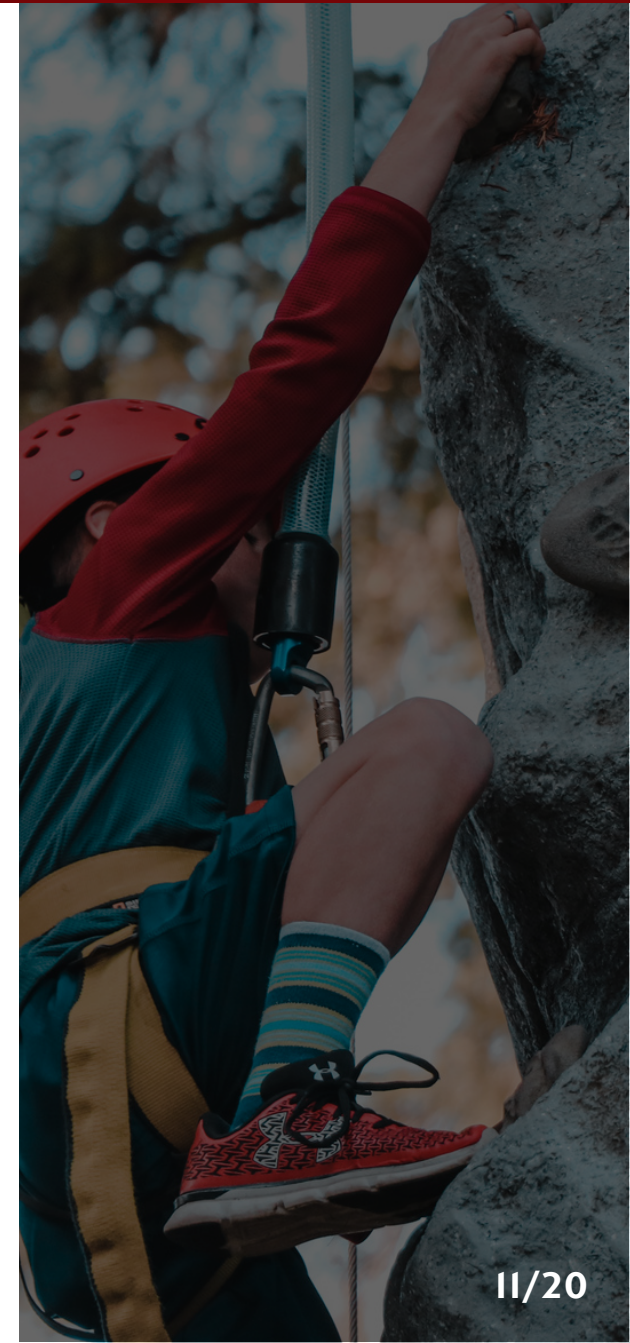
NCS

We have recently won the NCS Community Open to All grant for West Yorkshire to deliver year-round activities until March 2025 for 15-17 year olds focused on social cohesion, social mobility and social engagement. This grant is in partnership with Leeds United Foundation, Wakefield Trinity Community Foundation, All Star Entertainment and Skate It Yourself.

These experiences will complement NCS' existing 'away from home' residential offering by providing more opportunities for teenagers to engage in local activities that foster skills development, deepening their understanding of their community, and empower them to contribute positively to its improvement.

The experiences include connecting with young people from across West Yorkshire through outdoor education, creating new skills applicable for future employment and inspiring the community through social action, tackling issues important to young people.

We have also won an NCS Targeted grant to work in Bradford College for the next academic year, supporting students who are hardest to reach and at risk of becoming NEET.



CORONATION CHAMPION: SHAMZA BUTT

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After moving from Italy to the UK in 2017, Shamza chose to take part in our NCS programme in 2020 to push herself out of her comfort zone.



On the NCS programme, Shamza took a key role in designing a mural with Northern Rail that represented the diversity of Bradford. She was then invited to meet the Prime Minister at a thank-you event at Downing Street to talk about the impact that NCS had on her life. It was during NCS that Shamza expressed an interest in joining the police after taking part in a session delivered by HMP-Not-4-Me. When the opportunity arose to join our team as a Peer Researcher for PAC, Shamza felt this was the perfect time to give back her local community, whilst gaining some real-life experience with the police. During the PAC programme, Shamza delivered workshops on knife-crime awareness and joined the Independent Police Advisory Group before later applying to join the force.

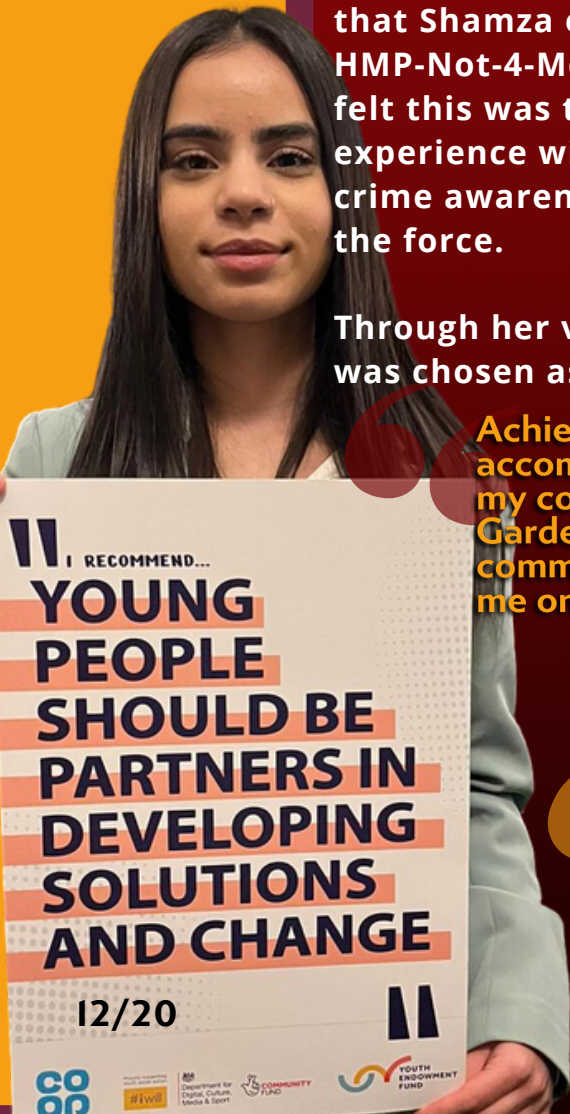
Through her volunteering efforts and work in reducing crime and bullying across Bradford, Shamza was chosen as one of the nation's *Coronation Champions* in May of this year, and said:

Achieving this award after less than six years in the UK fills me with a sense of pride and accomplishment, and I look forward to continuing with all the volunteering work and doing more for my community. It was a once in a lifetime opportunity to be invited to Buckingham Palace for the Garden Party. I had the chance to speak to so many people who are doing great things in their communities, key workers, teachers, mentors and many volunteers. Listening to their journeys make me once again realise the power of volunteering and how it can positively impact a community.

Shamza was recently involved in our collaboration with Northern, featuring in a video documentary about unwanted sexual behaviour on public transport, and has recently started her training with West Yorkshire Police.

Head of PAC, Pavan Sembi, said:

Shamza is a highly motivated young person who faced personal challenges at home, battled anxiety and was relatively new to the country. Witnessing her remarkable growth and determination to pursue her dream of joining the police, despite discouragement from others, was truly heartwarming. Today, as she embarks on her journey, I couldn't be more proud of her.



12/20



12/20



IMPLEMENTING KEY SOCIAL ACTION

Through Safer Streets, a programme funded by the Home Office, we delivered a project which engaged and supported young people and the wider community. Our focuses for the project were: the employment of Peer Researchers aged 16-20 to undertake ongoing consultation in their local communities on local safety concerns (based on existing projects funded by the Youth Endowment Fund). We then invited these young people to offer and develop their own Social Actions and implement their own solutions.

As part of Safer Streets, we provided a range of education and training courses around keeping safe, reporting crime, building self-esteem and confidence, alongside respect for others.

Over the duration of the Onside project, from September 2022 to September 2023, we had 488 individual young people take part in at least one element of the programme.

PRIMARY ACHIEVEMENTS

The keenest and most measurable impact felt by Safer Streets is in the three primary schools in Holme Wood, one of the most socially deprived wards in Bradford, where we engaged students identified by their schools in one-to-one mentoring. These students then took part in two outdoor activities, followed by workshops where they engaged in discussions surrounding positive relationships, emotion management, and positive and negative actions linked to violence against women and girls (VAWG) and anti-social behaviour (ASB). From this engagement in primary schools alone, we worked with **92** students on our mentoring and outdoor activity provisions, and a further **34** took part in social action projects.

“This was a great project to be part of. Over the course of the year we built relationships not only with the young people who carried out the work, but also with the police as we continue to cultivate relationships centred on encouraging young people to report crimes and develop trust in their local police.”

**- Chantelle Nassau,
Onside Lead**

INTRODUCING: BRANDON ROONEY



Brandon joined the Foundation in December 2021 as a Peer Researcher through the Onside (Safer Streets) programme.

Born in Bradford and raised in the Holme Wood area of the city, Brandon's passion for football is exceeded only by his desire to improve his community. Through the Foundation's training and pastoral support, Brandon has achieved his FA Level 1 Coaching qualifications, and is about to commence his Level 2.

Brandon arrived at the Foundation when he had just turned 18, having finished his Level 3 BTEC in Sport at Bradford College, but had no real-life work experience and was struggling to find employment after completing his college course. He reached out to us with a view to taking on volunteering opportunities to gain experience in football coaching - notably, he also wanted to make a difference in his local area, making him an ideal fit for the Safer Streets initiative. After joining our team as an Apprentice, Brandon has gone from strength to strength, proving himself not only an enthusiastic and capable coach, but as an employee with a deep-lying sense of community and social action incentive. Brandon summed up his Foundation journey so far:

“My apprenticeship with the Foundation has allowed me to gain further experience within a welcoming and caring culture. Working alongside established, talented coaches makes me excited about my continued development. I have found meaningful employment, and have gained clear vision of what I want for mine, and my community's, future.”

As a Youth Friendly Employer, we are:

- Creating opportunity
- Recognising talent
- Offering fair employment
- Developing people
- Amplifying youth voices





SUMMER'S SEASON

Summer Paley joined the Women and Girls programme in 2020. Summer has progressed through from our u15 and u16 teams into the 'senior set up' with the u21s and, more recently, into the First Team. Summer combined her exploits on the pitch with studying as part of the Foundation's Football and Education programme.



INCREASED PARTICIPATION

Our Women and Girl's department provides a fantastic pathway into professional and semi-professional football, at the same time as giving our students an excellent experience as they train and play with us. Providing both a football and educational pathway, we have supported a number of our students over the years making the step into further education, whilst competing at a high level. Along with our u18, u23 and First Team, our partnership with local grassroots clubs ensures we are able to provide a pathway for every student who studies, trains and plays with us, extending to Emerging Talent Centres, Development Centres and Weetabix Wildcats, an initiative which encourages girls aged 5-11 to get involved with football.

Participation levels across Women and Girls has skyrocketed in the past year, with 270 participants across the many arms of the Foundation's provision, and 27 players stepping into Club-affiliated teams at u16, u21, u23 and first team level.



Bradford City Disability FC is the disability football arm of the Foundation. The club is open and accessible to everyone with a disability, regardless of age, ability or gender. This a true family club which is about much more than football - or teams and volunteers go on lots of trips and social events throughout the year.

A WINNING CULTURE

With four junior teams aged from 6-16, five open-age adult teams and two women's teams based on ability playing in both South Yorkshire & West Riding County Leagues, BC Disability FC continues to extend its reach and impact. Our award-winning volunteering & education programme is based at Valley Parade where we offer young people and adults the opportunity to develop new skills, work experience and offer them support to gain employment.

BC Disability FC's teams know that taking part is important, but are not averse to winning! Our u12s team won a whopping 5 trophies last season, proving that a supportive and engaging culture does not negate a competitive edge.

AT A GLANCE

BC Disability FC provides routes into football across many different teams and programmes, including:

- **Junior Teams**
- **Open Age Teams**
- **Women's Teams**
- **FA Charter Standard**
- **FA Comet Sessions**



FOOTBALL & EDUCATION OVERVIEW

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STUDY AND PLAY FOOTBALL

We offer Football & Education for boys and girls. Our Education programme is run in-house at the University of Bradford Stadium, combined with training and playing facilities supplied by partners across Bradford, including the University of Bradford and Wyke Sports Village. Our BTEC and NCFE programmes are facilitated by fully qualified teachers employed by the club. Learners are provided with a range of qualifications, ensuring that all find a course that is challenging, and engaging. Those who are motivated and able to are presented with the opportunity to study the Extended Diploma, providing them with the best chance at studying at a degree level. This is the perfect preparation to study one of our Foundation Diploma qualifications. This year, we have solidified a partnership with Bradford College, who are aiding our team in the delivery of the Level 2 in Sport qualification.



AN 'OUTSTANDING' YEAR

Our education provision was part of two inspections which were graded 'Outstanding' by both Ofsted and League Football Education.

The Ofsted feedback highlighted that the F&E programme is 'Outstanding' in:

- Overall effectiveness
- Quality of education
- Behaviour and attitudes
- Personal development
- Leadership and management
- Education programmes for young people

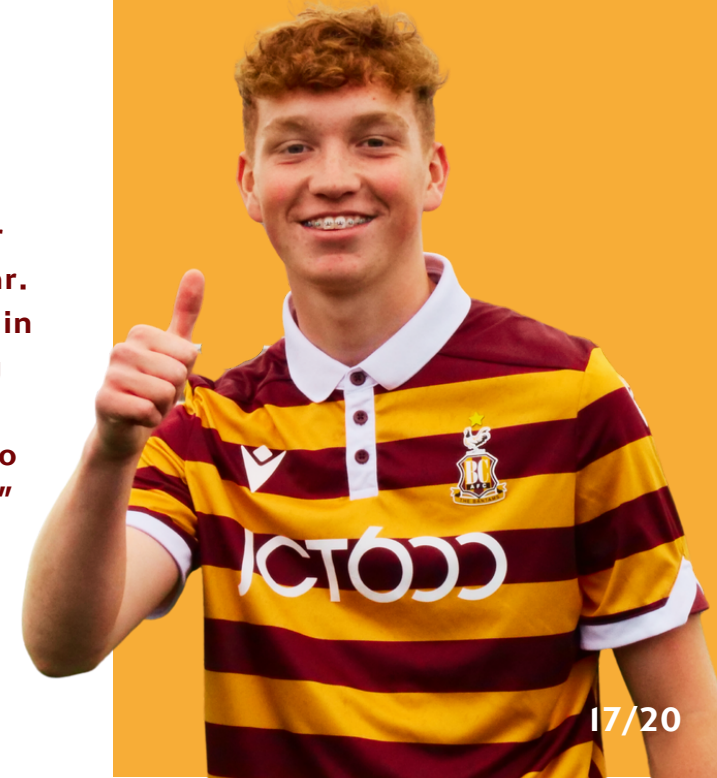
Dave Stansfield, Head of Education, said:

"We are delighted with the developments our education programme has undergone this year. With nearly 70 students accessing education in an outstanding environment, whilst mirroring the playing schedules of professional footballers, we are very excited to continue to grow as we improve and refine our provision."

Bradford College

"F&E is a great project. It's massively important to balance football alongside education."

***- Harry Lewis,
GK, Bradford City AFC***





WELCOME TO THE HUB

The City Hub is approaching its first anniversary. Pitched as a combined match day, corporate and community space, it has become a mainstay for match-goers, event hosts and local groups alike. Open for every home league game, the Hub is a friendly, calm space away from the usual high-octane build-up to fixtures. We are ever increasing the scope, reach and potential for the Hub, constantly forming relationships within the community to best utilise the space.

WHAT'S BEEN HAPPENING?

In the past year, the Hub has hosted:

- **Dementia support meetings** - we hosted the local Memories Cafe organisation temporarily as a base for their operations.
- **Corporate events and meetings** - our dedicated meeting room and relaxed cafe atmosphere has housed both local and national business conferences.
- **Dancing and performing training space** - from professionals to amateurs across the performing arts.
- **Educational seminars** - including F&E classes and specialised tutoring groups.

WHAT'S COMING UP?

We are in advanced talks in finalising plans to host:

- **Social groups for the elderly** - in association with the Age UK buddy system, expanding to include Mencap and other community centres. We will also be permanently hosting dementia and alzheimers support groups.
- **Parent/Childcare support groups** - creating a safe, reliable space through the week for parents and carers to gather and support one another.
- **Arts and Crafts** - from pottery to local artist exhibitions and residencies, we're getting creative!
- **Mental Health support groups** - capitalising on the Foundation's excellent relationship with mental health groups such as Andy's Man Club and CAMH's.
- **Seasonal events** - Billy will be donning a beard over Christmas, as kids gather round in Billy Santa(m)'s grotto for crackers and crafts!

GET IN TOUCH

We are always looking for events or groups to make the most of our space!

Email: cityhub@bcfccommunity.co.uk

WHAT'S NEXT?

Over the next year, we are focused on establishing key partnerships with local organisations that will support us in providing a positive and lasting impact across our community.

For the next academic year, our key focuses are:

- Developing our next three-year strategy to be launched in September 2024, collaborating with existing participants, community organisations and key stakeholders to identify areas of need.
- Growing our match-day presence, including the addition of a children and young persons fan zone hosted by the Foundation.
- Carrying out a rebrand of the Football & Education department, transitioning it to be named as a 'College'.
- Investigating and building network foundations to acquire our own multi-faceted site that will host a range of provisions dedicated to enriching the local community.



THANK YOU!

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"The Bradford City Supporters Board are delighted to have recently formed a partnership with the Bradford City FC Community Foundation. One of the core objectives of the partnership is the engagement of supporters to drive involvement across the Foundation's wide and varied range of initiatives.

The Supporters Board are committed to supporting the outstanding work of the Foundation, supporting people across the Bradford district, making a real difference in the local community, and benefitting supporters and worthy causes alike."

WAYNE ROBINSON,
VICE CHAIR, BRADFORD CITY SUPPORTERS BOARD

From Bradford City FC Community Foundation, all our departments and partners,
a HUGE thank you!

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