

Leyton Orient Community Engagement 2022- 2023 Season Report

Leyton Orient is a professional football Club based in East London. Since its inception in 1881 it has aimed to be a Community focused Club, raising aspiration, and acting as an inspiration, which it achieves by providing access to tickets, the stadium and the players. Since 1989 Leyton Orient Trust has focused on delivering life changing social action programmes helping to tackle some of the profound social and economic challenges that the communities in East London face.

Over the past few years, the Club and Trust has become more focused on how the local community can become more involved and benefit from all aspects of the Club and to really feel that it is a valued local asset but also help the club become more viable, sustainable, and vibrant. It has jointly therefore invested more in activities and staff to bring these plans to life.

We would like to thank EASST for their continued support of this work.

Match Day Activity:

An important part of the engagement and outreach with the local community is to get them involved in the excitement and emotion of match day at the unique atmosphere of E10, in order to give people an experience of a lifetime.

There are several activities that have been developed to make the experience for those that are engaged memorable and want to come back for more.

The structure of the day looks like this:

Leyton Orient HUB

This is a multipurpose space within the East Stand that is used both during the week and on a Matchday. This space has been used as a community living room during the week for residents within Leyton to come and enjoy a warm space and have a cup of tea and coffee, this helps with the current cost of living crisis. On a matchday this space gets turned into a HUB space which hosts a range of groups.

Pre-match flag parade/guard of honour

Before every home game, a group of up to 16 parade Orient flags around the pitch and form a guard of honour as the players and officials enter the field of play. This is extremely popular and is offered to charities, schools, youth football teams and those utilising the diversity hub as well as it being used as a competition prize for junior club members and for those designated as match sponsors.

Half time activity

During the Half Time break we organise groups to come onto the pitch to take part in a variety of activities including penalty shoot outs.

Complimentary Tickets

An integral part of the community outreach work is the ability to offer free and heavily discounted tickets to the local community to encourage wider engagement and involvement as it is recognised that watching live football is a unique experience which many in our local community seldom experience as they cannot afford it.

To tackle this, the Club, Trust, and its charity partners have considered the best ways of bringing live football to more in the community. Having reviewed the ticket offer fully it was agreed that a more mixed but wider offer should be put in place combining free tickets with discounted ones for children and families. Continued thanks go to EASST who with their kind donations have enabled an estimated 10000 benefiting from the mixed offer.

Free Community Tickets

The club offers complimentary tickets to groups as well as the opportunity to promote their scheme in the match-day programme plus there is a chance to access the pitch to celebrate their achievements in front of the crowd. Community tickets are also linked to Leyton Orient Trust programmes including Kicks, Walking Football, EFL Move and Learn, Noor UI Islam and Waltham Forest College. Overall, it is estimated that over 6000 tickets were offered this season.



Discounted Ticket Scheme

Over the course of the season the Club offers and promotes discounted ticket matches. These are highly successful attracting above average crowds on the day and generating more interest in the Club. For this season the Club and Trust focused on supporting fans by offering reduced price tickets to help with the cost of living.

18 NOV 2022 CLUB

LEYTON ORIENT TO OFFER AFFORDABLE FOOTBALL DURING THE WORLD CUP AMID COST OF LIVING CRISIS


By LOFC Media

KIDS FOR A QUID! - BRADFORD CITY (H)

Leyton Orient will offer affordable football for all during the World Cup period this December, as SkyBet League Two continues to roll as the eyes of the world turn to Qatar.

Is your usual excitement for the World Cup missing? With direct flights to Qatar costing a whopping £1,200, you'll be forgiven for not feeling quite as connected to the most controversial FIFA tournament yet. Whilst we bid Gareth Southgate and the team all the best in trying to bring football home, the simple truth, this winter, is that football is already home.


With a full programme of fixtures to continue in EFL Sky Bet League One and Two, there's plenty of action on the doorstep of millions – and you're all invited. The O's are going one further, looking to make the two home games this December as financially accessible as possible for everyone. Amid a cost of living crisis, the Bradford City home game at 12.30pm on Saturday 3rd December will see 'kids for a quid', with all under 16s gaining entry for just £1.



Then, against Sutton United on 2pm on the 17th December, the popular 'football for a fiver' will return, when all tickets in the stadium will be just £5. With the O's riding high in Sky Bet League Two, Chief Executive Mark Devlin has urged everyone to make sure they snip up their tickets as soon as possible. "With costs rising across the capital, we wanted to capture the imagination of as many football fans as possible during this period," said Devlin.

"With ordinary fans priced out of attending the World Cup, we wanted to ensure football remained affordable, which we have done with two fantastic ticket offers. "These fixtures are a fantastic chance for football fans across London to come down and get a taste of Orient – whether they're a season ticket holder somewhere else, or it is their first experience at a stadium. "With the team playing so well, we expect tickets to continue to sell very quickly – so I encourage you to book yours quickly, for a memorable visit to East London.

Tickets are available to purchase at these special prices now, via the Leyton Orient ticketing site, ticketing.com/leyton-orient



Beyond using tickets to engage other match day opportunities are created and delivered.

These include:

Charity Fundraisers

A key part of building and sustaining strong links with the local community is supporting local charities helping them raise awareness and much needed donations. In the build-up to the game the chosen charity is promoted across Club platforms including a training ground visit. The charities that have partaken in collections this season are:

Leyton Fire Station



Tommy Club



St Joseph's Hospice



Homeless Friends



Health Awareness Messaging

In addition to the charity games, an important element for the Club and the Trust is to promote healthy lifestyles to the fan base. This is achieved in partnership with Public Health and other Health charities at, at least six matches during the season. We look to have a good range of health messaging which will strike a chord with the fans. In the build up to the match day health messaging is relayed throughout the week often with endorsement and support from the first team.



Sponsors activities

As part of the Orient Family sponsors are the life blood. We do like to get them involved in a range of activities including on Match days when they are present.

Sponsors are given access to the pitch as part of their package or to help advertise their partnership with the Club. This encourages good partner relations and exposure/involvement to/with the crowd present and post-match via social media.

Club Partners for the season have included:

ET Clay



Tommy Club



Just Fix



Fans for Diversity HUB

The HUB is located in the East Stand and was originally used as the Club Boardroom. After receiving a donation from the Fans for Diversity fund in 2017 the room is now used for every home-game as well as a community space on non-match days. On match days the Hub has been used as a base for the match day charities to meet as well as a space for those new to Orient to be welcomed.

For this season it was used for every home game with an estimated 500 people accessing the space from Trust Programmes and local Junior Football Clubs.

With increased resources the Hub has also been used between games for community events and training including from January to March 2023 used daily as one of Waltham Forest's Winter Living Room spaces.



ON-MATCH DAYS

A key element of the role is focusing on what happens between matches and how the resources of the Club can be used to the full. It is also important to maintain the momentum created by the match day work but also generate excitement in attending games by using the club's resources in between time. This can happen in the Stadium or through outreach activities in Primary, Secondary Schools and Colleges, Hospitals and Care Homes and engaging with the wider community.

Use of the Stadium

A significant way that we encourage the community to become involved and benefit from an association with the Club is by accessing the Stadium between matches. Many of the participants we work with seldom if ever visit a stadium and so the excitement generated is palpable. We use the Stadium in the following ways:

Events

The Club and Trust have used the stadium for a number of high profile events over the season as detailed below:

Nujum Sports



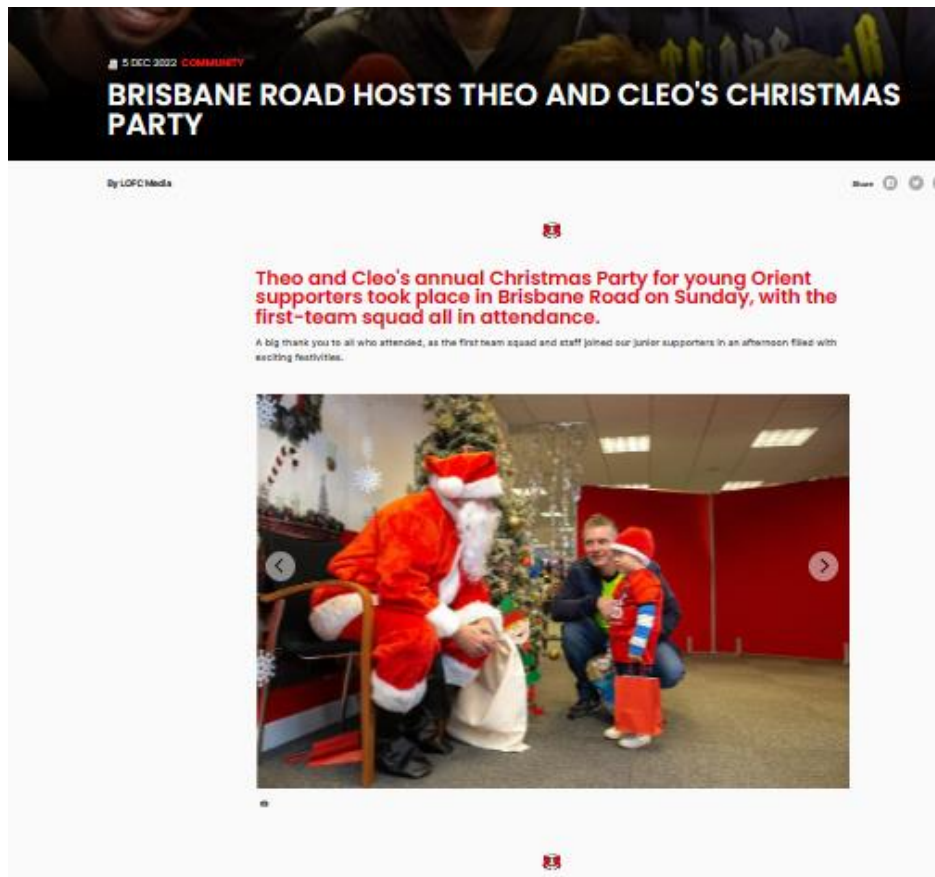
Show Racism the Red Card Primary Schools Event



Orient Women's First Team Matches and Leyton Orient LGBTQ+ Fans Group Launched (RainbO's)



Theo's and Cleo's (Junior O's) Christmas Party



Champions Promotion Party

Leyton Orient held their promotion party which was open to fans and the local community and consisted of a main stage area with interviews from the 2005/06 squad, women's team interviews and men's team interviews, food and drink stalls, family activities and football challenges. This proved to be a really popular and busy day with fans praising the club on its community outreach.



Responding to the Cost of Living

A major part of the Club and Trust's outreach work this season has been supporting vulnerable and at-risk fans and local residents by offering facilities and services. This has included:

Winter Living Room

With additional resources provided by Waltham Forest the Hub was open daily from January to March 2023 engaging with over 100 people per week offering them hot refreshments and a space to chat and learn new skills and help improve their health through exercise, workshops and training from Council and NHS partners. Since March the Hub is used weekly for Careers Advice in social care.

COMMUNITY WINTER LIVING ROOM SCHEME LAUNCHED BY THE TRUST

By LOPC Marketing

The O's to offer new 'Warm Space' for local community.

As part of our ongoing response to the cost of living emergency, Leyton Orient Trust has partnered with Waltham Forest Council to provide a 'Community Living Room' for all.

The community living room will be a space for individuals to meet and socialise (our mission, non-judgemental environment), enjoy a hot drink or snack, and access a wide range of information and support over this festive period.

The space will be based at Wilkin Road Stadium, in our Community Hub in the ground level stands and sessions will include:

- Free hot drinks and healthy snacks
- The opportunity to meet new people
- Activities including books, board games, quizzes and games evenings
- The opportunity to discuss health and fitness in the local area with our Health Champions

For more information or to sign up to the scheme, please email enquiries@leytonorienttrust.org.uk

LEYTON ORIENT'S WINTER LIVING ROOM
A warm, friendly and non-judgemental space

Every Monday - Friday
12:00pm - 4:00pm
Refreshments
FREE

0255 458 811
enquiries@leytonorienttrust.org.uk

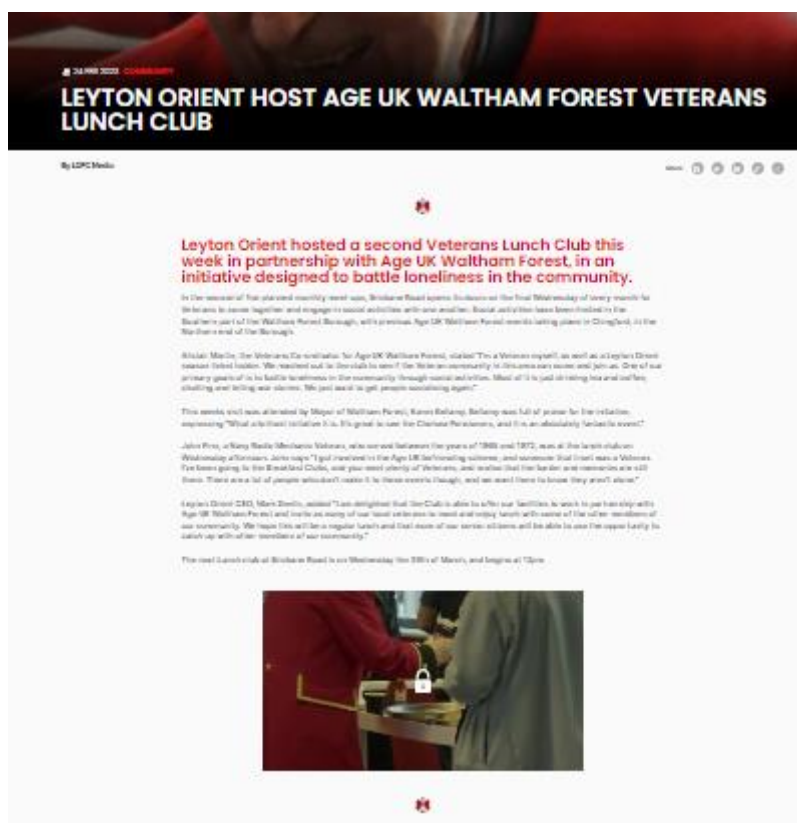
Community Winter Living Room scheme launches

1881

RELATED NEWS

Veterans Monthly Lunches

As part of the EFL's 'Together' campaign which aims to support fans and community groups through the cost-of-living crisis, the Club and Trust partnered with Age UK to provide space and hot refreshments monthly for Veterans living in Waltham Forest. Commencing in January the meet ups have proved successful and will continue over the close season.



Community Outreach Work

As well using and accessing the stadium and related facilities it is also important for the Club with the Trust to have a presence on the ground. Through this work several partnerships have been developed across East London including:

Primary Schools

As part of the Leyton Orient Partnership of Associated Schools Scheme (LOPASS) we work closely with 10 'preferred' local primary schools who then are engaged in club activities including visits to matches but also player visits to the schools. Over the season a number of initiatives have taken place including World Book Day and the Joy of Moving.



Trust Programmes

Players have been involved with the Trust by promoting National Citizens Service, Holiday activities and Food Programme and Coping through Football.



Club Partners

Barts Charity and Whipps Cross Hospital



Haven House



Player in the Community Award

An important element of the Club's engagement is using the players to interact and get involved with community activity. There were over 70 community visits set up with over 1300 individual appearances made by the Mens and Women's First Teams and Youth Teams over the course of last season, which is greatly appreciated by all involved.

THEME OF ACTIVITY	CLUB 22/23	COMMUNITY 22/23
EDUCATION	54	54
HEALTH	38	22
SOCIAL INCLUSION	807	180
ANTI-RACISM	10	10
GIRLS/WOMEN	114	78
DISABILITIES	38	18
PRESENTATIONS	11	38
MATCHDAY	124	66
TRAINING GROUND	53	4
CHARITY EVENTS / HOSPITAL VISITS / OTHER	125	11
GRAND TOTALS	1,374	481
All Together: 1,855		

Each season, the Trust nominate and award a player that has gone above and beyond when they are involved in visits. This year it was Omar Beckles who won the EFL and League Two Community Player of the Year Award and Jayden Sweeney who won the Leyton Orient Community Player Award.

