

## **Community Engagement Annual Review 2018/19**

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 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 couple of 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.

This season has been a particularly memorable one with the Team successfully winning the National League and gaining promotion to the EFL. The Liaison work has therefore benefited from and tapped into the excitement created through success on the pitch and we are glad to report that in terms of engagement we have reached and done more in the local community than ever before. This report therefore reflects and demonstrates that success.

We would like to thank the Club, Trust, National League Trust and 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 the Breyer Group Stadium.

There are a number of activities that have been developed over the season that make the experience for those that are engaged with that make the experience memorable and wanting to come back for more.

The structure of the day looks like this:

#### **Pre-match flag parade/guard of honour**

Before every home game a group of up to 20 parade Orient flags around the ground and form a guard of honour as the players come onto the pitch. This is extremely popular and is offered to charities, schools and youth football teams as well as it being used as a competition prize for junior club members and for those designated as match sponsors and for the 50-50 ticket offer. Over 400 have taken part this season.

Thanks for a great job done by our @bywaters families @leytonorientfc today. Pre match flags & half time penalties 🙌🙌🙌  
#Community #experience #fun  
#OnlyOneOrient #LOFC 🟡 ⚪ ⚽



10:48 am - 6 Apr 2019

### Player mascots

Due to the success on the pitch the Club were featured on BT Sport at home on three occasions over the season. The National League and BT Sport request that in addition to the Guard of Honour each player from both teams are accompanied by children. Given the links with local clubs we were able to select a couple of teams to add to the occasion.

### 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 and more recently space hopper challenge. Over 300 have taken part over the season.

Thanks to the @BreyerGStadium for the opportunity to give some of our @leytonorientfc fans the chance to take a penalty at half time today. All received goody bags too! 🙌🙌🙌 #TopSponsors  
#Community #Experience #OnlyOneOrient  
#LOFC 🟡 ⚪ ⚽



## Post-match activity

Usually for those youth teams and charities utilising the 50-50 scheme the Club invites them to the 1881 Suite to view the player of the match award and have photographs taken.

On one occasion, a youth team asked if they could raise money for their club by each player dribbling a ball for 30 minutes around the pitch after a game. Permission was granted with just over £1000 was raised!

Thanks to the youngsters of **Walthamstow Wanderers** YFC for coming to support @leytonorientfc on Saturday v @Blyth\_Spartans Some great penalties at half time too 🌟🌟🌟👍🏆 See you again soon 🟡🟠 #Community #Fun #OnlyOneOrient #lofc



## 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 heavily subsidized ones for children and families. Thanks therefore goes to EASST who with their kind donations have enabled the scheme to expand considerably with an estimated 13,000 benefiting from the mixed offer over the course of the season, many of these experiencing live football and Orient for the first time.

Over the season three types of initiative were offered:

### 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. This season in particular the community tickets were

linked to Leyton Orient Trust programmes including Kicks, Man v Fat, Walking Football, EFL Move and Learn and Waltham Forest College. Overall over 2500 tickets were offered.

It was lovely to welcome teachers, parents and pupils from [@bygrove\\_primary](#) to [@leytonorientfc](#) this weekend. Part of the [@JoyofMovingUK](#) programme. [#joyofmoving](#) [#OurCommunity](#)



3:55 am - 8 Apr 2019 From Walthamstow, London

3 Retweets 10 Likes

[Breyer Group Stadium, EFL Trust, Joy of Moving UK and Bygrove, Primary](#)

Thanks to [@leytonorientfc](#) for welcoming our Premier League Kicks participants to [@BreyerGStadium](#) & inviting them to be flag bearers. They loved the experience (& the result!) for some it was their first time watching a live match! 🌟⚽  
[#OurCommunity](#) [#OnlyOneOrient](#) [#PLKicks](#)



2:42 am - 12 Apr 2019

### 50-50 Community Ticket Scheme

This scheme encourages local groups to sell tickets on the club's behalf at a discounted rate and keeping half of the proceeds enabling groups to raise funds for their own causes as well as incorporating their own guests to take part in either the pre-match flag parade or a half-time activity. This is particularly popular amongst local schools and local junior football clubs who wish to raise funds for equipment and activities and also give their groups an exciting day out. Over the course of the season there were 10 bookings made raising over £3100.00 for the groups and bringing in 2000 additional spectators.

A great job of the half time penalties v [@theo\\_wyvern](#) yesterday by the children of Whitebridge Primary who also raised over £500 for their school by using the club's 50/50 scheme. 🌟🌟🌟👍⚽ [#Community](#) [#Fun](#) [#OnlyOneOrient](#) [#LOFC](#)



4:31 am - 10 Mar 2019

## Discounted Ticket Scheme

Over the course of the season the Club offered and promoted five discounted ticket matches including 3 Games for a fiver (Hartlepool; Bromley and Eastleigh) and 2 Kids for a quid (Barrow and Fylde). These were highly successful attracting above average crowds on the day and generating more interest in the Club. It is estimated that through these 5 specials over 6000 additional spectators experienced an Orient home game.

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 took part in collections this season (and amount raised) were:

London Playing Fields Foundation	£219.00
Guide Dogs UK	£486.73
Eat or Heat (Foodbank)	£305.46
Crohn's & Colitis UK	£415.15
St. Joseph's & Haven House hospices	£1140.97
Prostate Cancer UK	£535.55
EASST	£137.00

... "Just to be a part of it for just one day makes me feel so good and the amazing job they do everyday is just remarkable"

Midfielder Charlie Lee and forward Matt Harrold visited food bank @EatOrHeat. Volunteers will be in E10 tomorrow to raise money.

#LOFC #OnlyOneOrient



## 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 across six matches. 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 put out throughout the week often with endorsement and support from the first team. This season the focus was on:

- Mental Health Awareness – including Alzheimer’s UK, Dementia Friends, Coping Through Football.
- Dry January – alcohol mindfulness facilitated by Waltham Forest
- Child obesity – Change for Life
- Smoking Cessation – Everyone health
- White Ribbon Campaign – Domestic Abuse Campaign with Waltham Forest



## 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.

A massive thanks to Russ Yershon & @energybet\_com for their continued support of the cross bar challenge. And well done to birthday boy winner @BarriTwinn It was the pink shirt 🥳 #OnlyOneOrient #Energybet #Community



### 80 years of Orient in Leyton

To celebrate the anniversary of Clapton Orient moving to Leyton in 1937, a 'pop-up' exhibition was designed and presented in collaboration with local partners. The project culminated in September 2018 with the exhibition launch held on a match day attended by the Mayor of Waltham Forest.

 **Leyton Orient Trust** @lostrust · 29 Sep 2018  
Delighted to welcome Madam Mayor and Rhodene Cunningham (Laurie's niece) to the #80YearsinLeyton exhibition



WalthamForestCouncil, X7even Dance and National Lottery Heritage Fund

As part of this a local dance company X7 helped celebrate the 80 years of Orient in Leyton and produced and presented a performance dedicated specifically to O's legend Laurie Cunningham.

Brilliant half time performance from  
**@X7eaven** - a tribute to the legend Laurie  
Cunningham **#80YearsinLeyton**



### Fans for Diversity HUB

The HUB is located in the East Stand and was originally used as the player's bar. After receiving a donation from the Fans for Diversity fund to refurbish the space 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.

Most notably it came alive when local Dance and Performing Arts Group X7 were invited to perform their celebration of Laurie Cunningham with over 30 excited young people using the same space that Laurie would have frequented. It also hosted a healthy lifestyles workshop on a match day for 25 pupils from a school in Walthamstow who had not visited Orient before.

It has also been used as a community training room by the Trust for Schools workshops; it was opened up for a local charity delivering a cross-generational project aligned with a local primary school (George Mitchell) along with members of the Walking Football team to plan a new mural design for the school and was also the training base for Leyton Orient Walking Football Club when 12 of them undertook their FA Level One course. In the close season it was used jointly with Essex Cricket as a sporting memories venue with over 20 over 65s reminiscing about old cricketers from East London and Essex.

A pleasure to host you in our  
**#FansForDiversity #HUB** and hope to see you  
all again. 👍🇷🇪🇬🏈 **#OnlyOneOrient**  
**#Community #Diversity**



**Sycamore Trust** @SycamoreTrustUK

We're @leytonorientfc today with a group of young people, some of whom are at their first football match. #AutismAwarenessWeek  
#daretobedifferent #AutismAcceptance  
#ActuallyAutistic

A pleasure 2 host pupils from @gmatschool alongside some of our @LOWalkingFC in the @leytonorientfc #FansForDiversity #HUB as they form #GenerationsUnited - a 6-week inspirational cross-generational project led by @MagicMeArts & #QualityStreet culminating in a new school mural 🙌



### The Orient Fan Zone

The Club and Trust have been keen to expand and lengthen the match day experience in particular as a more comprehensive discounted ticket scheme was being put in place. It was important therefore that the local community felt welcomed and had a nice place to go before the game. To complement this a Fan zone was established at SCORE – the home of Leyton Orient Trust., which is opposite the West Stand and is a purpose built community and health facility with good quality indoor and outdoor space for socialising and entertaining. Held five times over the season over 2500 people visited the zone which included entertainment from local performers, exhibitions on 80 Years in Leyton and Clapton Orient and the First World War and children’s activities as well as a book signing from Nigel Travis – the Club Chairman.

The space really came into its own on the last day of the season against Braintree Town when it was open before and after the game. It acted as a perfect place for families in particular to go and enjoy the promotion celebrations.

🎉 Our new Fan Zone is now OPEN at Score, opposite the West Stand. We’ve great food & drink on offer, you can challenge your mates to table football, learn more about Clapton Orient with our exhibition and youngsters can design their own kit too! #LOFC



## **NON-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:

#### **Ground Tours**

Orient has been playing at the Breyer Group Stadium since 1937 and has improved the ground and its facilities beyond recognition in that time. There is therefore a lot of history and hidden gems to discover. After the introduction of public stadium tours in 2017 and the subsequent interest, it was decided to offer a tour during each of the school holiday periods. These have all subsequently been sold out.

A most enjoyable afternoon hosting the @leytonorientfc stadium tour yesterday with help from special guests @JamieTurley5 @james\_brophy94 @TaylorSanders02 Thanks to all attending-a really lovely group. #Community #History #Smiles #OnlyOneOrient #LOFC



Tours are also made available to local schools and other community bodies as part of the school outreach and incentive programme. At least 10 schools have taken up the offer this season with some also taking up a sports session facilitated by the Trust.

It was great to welcome pupils and teachers from St Joseph's Primary School for a stadium tour at @leytonorientfc this morning - followed by a PE session delivered by our BTEC students. 😊🏆 #PLPrimaryStars #OurCommunity @WFCTweets

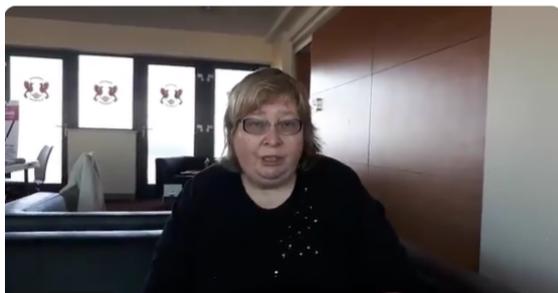


### Over 50's Network

Within the local community older people can sometimes be forgotten in terms of social policy and support but also activities provided for them to engage with. Over the past three years we have established a monthly network in partnership with Waltham Forest to encourage older people to attend. A time for networking and local voluntary groups, sports clubs and council initiatives to reach out to our local 50+ community in a safe and welcoming environment.

The over 50's networking group took place every month at @leytonorientfc. Participant: "I thoroughly enjoyed it, the atmosphere, the friendliness of the people and the chance to meet new people each time I came".

#LeytonOrientTrust30 📍 Help us to do more: [leytonorienttrust.org.uk/supportus](http://leytonorienttrust.org.uk/supportus)



### Events

The campaign to stamp out racism in football is something that the Club and Trust are fully behind and we work with Kick it Out and Show Racism the Red Card to promote awareness and campaign for change. This season over 100 local school children joined current and former Os players at the Stadium in learning more about this crucial issue.



Leyton Orient Trust @lotrust · 3 Oct 2018

Great panel discussion with ex-O's player Scott McGleish, @georgeelokobi, @BrillDean and @Dooks5 - with some fantastic questions from pupils. @SRTRC\_England #OurCommunity #PLPrimaryStars



Leyton Orient, Breyer Group Stadium, Snaresbrook Primary and ShowRacismtheRedCard

We also hosted a talk by Guide dogs for the Blind for pupils from St Joseph's Junior School which was very well received.

Thank you to Tony for sharing his story with us today - if you would like to meet Tony, Gibbs and others from @guidedogs - come along to the @leytonorientfc match on 27 October. #OurCommunity #PLPrimaryStars



### Access to the pitch

One of the best parts of using the stadium for our participants is when we can access the pitch at the end of the season. This season we used it to jointly run a Tape Ball Cricket Festival with Essex Cricket and an annual game between service users from the Coping through Football project which is greatly enjoyed by all involved.



Essex Cricket in the Co...  
@EssexCCB

Follow

Thanks to [@EssexCricket](#) legend John Childs for joining us today for a sporting memories session followed by some walking cricket on the [@leytonorientfc](#) pitch. Thanks to all at [@lotrust](#) for arranging the day. #Active50



### Training Ground

Another interesting place to visit for our user groups is the Training Ground which has been used as part of educational visits by schools and college students (including Waltham Forest College and Leyton Orient Trust), allowing access to view professional training activities as well as enabling students to ask questions of players and staff in their true surroundings.



Leyton Orient Trust @lotrust · Mar 19

A big thank you to [@jobimcanuff7](#) for speaking with our College students this morning - sharing inspirational messages about the importance of discovering what they're passionate about & finding routes to being successful in their fields. #TuesdayThoughts #OurCommunity @WFCTweets



Leyton Orient

## 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 a number of partnerships have been developed across East London including:

### Primary Schools

As part of the continuing Leyton Orient Partnership of Associated Schools Scheme (LOPASS) we worked closely with 10 local primary schools. Highlights included visits from Leyton Orient players, principal investor Kent Teague and stadium tours whilst another 18 schools were invited to partake in the National League U11's Cup competition for both boys' and girls' teams. Six Schools also took part in the end of season Cricket Festival. Whitebridge school from Loughton took up the 50-50 scheme offer, raising £1025 for a school project of their choosing.

Great visit to Manford Way Primary School in Redbridge with [@charlielee06](#) this afternoon. Year 5 pupils had the chance to talk to Charlie about healthy lifestyles - learning about what he eats before and after training.

[#joyofmoving](#) [#OurCommunity](#)



### Secondary Schools

We worked closely with 5 local secondary schools which included players attending award evenings and presentations from Chairman Nigel Travis and principal investor Kent Teague. The Schools were also invited to take part in the Cricket Festival

A pleasure to host Trinity Catholic High School business course students once again [@BreyerGStadium](#) with thanks to guest speakers [@dannymacca81](#) [@davetoy](#) [@sophieomer](#) [#Education](#) [#Community](#) [#experiences](#) [#OnlyOneOrient](#) [#LOFC](#)



## Colleges and Universities

As part of longer term plans to engage with Further and Higher Education partnerships have been established with local Colleges and Universities. This has culminated in visits and presentations.

We're here at [@WFCTweets](#) Fresher's Fair - students register to hear more about our [#PLKicks](#) sessions and sign up for free [@leytonorientfc](#) tickets. [#freshersfair](#) [#OnlyOneOrient](#) [#OurCommunity](#)



## Hospitals and Hospices

We continued our long-term associations with Whipps Cross hospital, Homerton Hospital, Haven House Children's Hospice and St. Joseph's hospice as well as Vi & John Ruben's House.

Players attended each venue during the year and took gifts for the children in hospital at Christmas time.

👏 Great day as Joe Widdowson, James Dayton and Dale Gorman visited [@NHSHomerton](#) today - including meeting lifelong O's fan Julian Gray!

[#LOFC](#) [#OnlyOneOrient](#)



We also welcomed Richard House Children's Hospice to the Fans for Diversity Hub via the Breyer Group's invite as sponsors of the stadium.

## Coping through Football

Leyton Orient Trust and the Club work in collaboration with the London Playing Fields Foundation and North East London Foundation Trust to harness sports best attributes to help build the self-esteem of mental health service users and seek to provide an alternative to the traditional reliance on medication as a treatment for depression. LOFC players attend at regular intervals to show support to the scheme and always attend the annual Mental Health Day tournament and help out refereeing as well as present the post event awards.

Thank you to @leytonorientfc for inviting #CopingThroughFootball participants to play on the pitch at @BreyerGStadium - a very special occasion that is enjoyed by all players. #MentalHealthAwarenessWeek #OurCommunity #OnlyOneOrient



### 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 250 appearances made by players in the Community and on match days over the course of the season, which is greatly appreciated by all involved.

Each season, the Trust nominate and award a player that has gone above and beyond when they are involved in visits. This season the accolade went to Charlie Lee who attended many varying community visits but was also paramount in a charity awareness campaign for local foodbank 'Eat or Heat' as well as being the Trust's mental health awareness ambassador for the past two seasons.

