



Leyton Orient Community Engagement Review 2015-16

Leyton Orient, since its inception in 1881, is recognised as a Community Club, aiming to raise aspiration amongst the communities that it serves. It achieves this by offering the match day experience; access to first class facilities at the Stadium; playing opportunities through the Academy and, via its Community Charity opportunities, to tackle some of the profound social and economic challenges that the communities in East London faces.

The golden thread through all of this focus is the role and contribution that the LOFC players make to raise aspiration. Over the past six years the Club and its Charity; the Leyton Orient Trust, have jointly invested in employing a dedicated officer who aims to get the Club engaging with the community, including raising the profile and increasing the impact that the players have. This report therefore illustrates the effectiveness of the Liaison role in particular with increasing the profile of the Club by enabling access to players, free and subsidized tickets and stadium and training ground tours.

1) LOPASS (Leyton Orient Partnership of Associated Schools Scheme)

This was the fourth successful year for LOPASS, aimed chiefly at primary but incorporating secondary schools and using the players to engage in such things as: curriculum activities using football as the subject medium; leading PE sessions; presenting awards; and/or participating in Q&A sessions. The scheme continues to evolve and over fifty schools were invited to experience a League Two game at the Matchroom Stadium with complimentary tickets supplied by the club as well as the chance of being selected for a match-day experience whereby pupils were chosen to be flag bearers/guard of honour pre-match or take penalties at half-time. The schools are also offered an opportunity to partake in a stadium tour, a visit to the training ground and a visit from club mascot Theo the Wyvern. To increase the clubs profile, schools are requested to record visits via the schools own newsletters and website (including a link to the LOFC website) plus regular announcements are made via the clubs match-day programme and stories produced on the LOFC website.



The scheme also allows schools to showcase their talents with Norlington Boy's School drummers attending a couple of matches and entertaining the crowd both pre-match and at half-time for example.

2) The 50-50 Scheme

This scheme allows schools, community groups, sports teams, charities and similar the chance to purchase reduced rate match tickets in an effort to raise funds for a specific project of their choosing. The more they sell the more they make as proceeds are evenly split 50-50 between themselves and the club. Once a match date has been agreed upon, LOFC players are assigned to visit the school and help promote the game/selling of tickets. The scheme also provides the chance for flag bearers/penalty takers at the game.



Essex Royals U-9's

<http://www.leytonorient.com/news/article/5050-tickets-240614-1668317.aspx>

3) Prostate Cancer UK

The club dedicated a match to the cause and the first team squad wore PCUK t-shirts to warm-up in. Bucket collectors were present around the ground and raised over £550 whilst guest of honour was Errol McKellar, an official PCUK Ambassador and prostate cancer survivor, who led the teams out. Errol has also been on the staff of Leyton Orient for over 20 years. The stadium was once again the starting point for the cycle to Amsterdam earlier in the year.



4) Hospital/Hospice visits

The annual Christmas visit to the local children's ward at Whipps Cross Hospital was warmly received once again with squad members taking in posters and gifts to children who were unfortunate enough to be there during the festive period. Eleanor Francis, Whipps Cross Communications manager, said, "The Orient players are always welcome and cheer us all up, staff too! There is always a buzz around the place when they are here and they are excellent with the children. And Theo always puts a smile on the faces of patients and staff alike!"



We also continued our association with the Homerton hospital in Hackney and four players visited their Starlight children's ward to deliver gifts as well as dropping into the Regional Neurological Rehab Unit. Judith Pie, Leisure and Volunteer Co-ordinator at the hospital said, "We were delighted to welcome our friends from Leyton Orient to the hospital again. The players – and Theo – really cheered up the kids on Starlight Ward and, as always, were honoured guests to our Regional Neurological Rehabilitation Unit where they mixed with the patients and also chatted about rehabilitation treatment options with our physiotherapists."

Our two hospice partners, namely St. Joseph's in Hackney and Haven House children's hospice in Woodford, have steadily strengthened relationships in recent years. The whole squad visited St. Joseph's, toured the facility and met staff and patients, whilst Dean Cox, for the sixth consecutive season, did the same at Haven House, cheering up residents and joining in with activities whilst dropping off fundraising memorabilia!



Theo, the O's mascot, also regularly attends both hospitals and hospices, both at Christmas and Easter, and helps on a match day, being goal keeper for the siblings and family members to take penalties against. Player's also visited the Vi & John Ruben's Jewish Care Home in Ilford for the fifth consecutive year. Chief Executive at the venue, Neil Taylor, said, "We are honoured and so pleased to maintain this relationship with Leyton Orient. To have the player's attending and supporting our annual Mitzvah Day event is the highlight of our calendar and the residents really do look forward to and appreciate the visit".



5) Stadium Tours

Schools, colleges and local teams and community groups have the opportunity to visit the Matchroom stadium for an informative ground tour, some even culminating in players attending at the end of the tour to answer any questions the attendees might have about being a professional footballer. The tour consists of a short history of the club commencing in the club reception and using the historical photos that adorn the walls, visiting the Olympic Suite and adjacent Boardroom, checking out the view of the pitch from the media balcony on the 5th floor of the West stand and comparing that to emerging from the players tunnel and sitting in the team dugouts



Due to countless requests it was decided to offer public stadium tours. An initial two tours were offered during the Easter half-term break allowing children the chance to also partake. Both were sold out within a week of advertising and a further date offered was also filled within days of the announcement. A highlight of the tours was the attendance of Leyton Orient squad players who answered questions and were happy to be photographed. Theo the Wyvern also made an appearance!

6) Training Ground Visits

We continue to provide the opportunity to visit the training ground for small classes of school, college (including LOT) and other groups to be able to view the facility, watch the players train and then get to chat to some of the players in their own environment. This also allows the students to interview the backroom staff including match analyst, physio, cook and press officer for example, helping to cover a multitude of subjects that could be incorporated within their studies.



7) Football League Trust Girls and Kids Cup

Local knockout tournaments were conducted between nine schools in the girl's competition and an increase to 20 teams (from 16 due to demand) in the boy's with the winners of the Girls Cup being Stoke Newington school from Hackney who represented the O's at the regional finals hosted by Southend United. The boy's school representatives were Loyola Prep school from Buckhurst Hill who travelled the long distance to Portsmouth for their regionals. Both teams were invited as guests to league games at LOFC and paraded their Area winner's trophies around the pitch.

<http://www.leytonorient.com/news/article/hackney-school-to-represent-the-os-2875853.aspx>

<http://www.leytonorient.com/news/article/loyola-prep-represent-orient-2957001.aspx>



Stoke Newington



Loyola Prep

8) Theo's Gang

The junior supporters section has two parties per season where the whole squad attend and participate in video games, a disco and the obligatory photo calls and autograph signings! Scheduled just before Christmas and at the end of the season, it gives the junior supporters a great opportunity to get up close to their heroes and they even get to vote for their player of the year, Jay Simpson winning this year's accolade.



9) Leyton Orient Trust

The charity arm of the club, LOT has a multitude of activities that continue throughout the year and encompass a huge variety of different age ranges, abilities and therefore types of sessions across six local boroughs. These can include school curriculum lessons, after-school clubs, holiday programmes, working with those with special needs and/or challenging behaviour to name but a few. Player's and LOFC staff help with visits to the LOT BTEC students, hosting workshops and educational Q&A sessions throughout the season.



Sandro Semedo
LOFC First Team Squad

Matt Hunter
LOFC Match Analyst

The Trust also funds and delivers a number of key external projects including:

10a) Coping through Football

The Coping through Football project, in collaboration with the London Playing Fields Foundation and North East London Foundation Trust, harnesses sports best attributes to help build the self-esteem of mental health service users and seeks 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.

The project came top in the London Football awards in 2015 and was also awarded a Silver certificate from UEFA for its ground-breaking work.

There are now six practical sessions per week and quarterly health-focused workshops alongside one-off tournaments and celebratory events including LOFC player appearances.



10b) Extra Time

Now in its sixth successful year, the project delivers various sporting and musical sessions to the over 60's and usually in their own surroundings. Boccia is the most popular of the sports played although pool and dominoes can be contested and there is a Tea Dance held at the Score centre twice a year. Occasionally there are special events such as a piano recital hosted by one of the centres associated with the project. The LOFC players attend the Christmas party and join in with the activities at the various venues as and when requested.



10) Wider Links

There are many other requests for player's appearances and support from the club throughout a season including various charities such as Age UK, Know the Score (bowel cancer), Dementia Friends, Bart's Children's Bones Appeal and Waltham Forest's own White Ribbon Campaign (Violence against Women) plus annual regulars Kick it Out and Show Racism the Red Card.



We also welcomed to the club the new Leyton Orient Women's team that now wear the O's kit and went on to win their Cup Final. The ladies were guests of the club on a couple of occasions during the season and paraded their winners trophy!



11. Community Player of the Year

Appointments for the players were evenly shared throughout the season. Even with his long term knee injury, Dean Cox was nominated as our PFA community champion due to his continued support for one of our main club partners, Haven House Children's Hospice.

During the full length of his six-year O's career, Dean has been the Club/Trust ambassador, visiting the hospice two or three times per season to meet children and staff, attend fundraising events and to help promote hospice activities. This alongside the more expected visits to schools and young people's events throughout the season was the stand out reason for his well-deserved nomination.



Appendix One: Player Statistics

Table 1 - Appearance comparisons

Player appearances	Season 2015/16
Club	121
Community	61
Total	182

Table 2 – Breakdown of appearances

Club appearances	No. of events	No. of players	Community appearances	No. of events	No. of players
Match day	25	25	Education	3	4
Hospital/charity events	6	15	Hospital/hospice/charity events	2	22
Anti-racism	1	2	Social Inclusion	1	2
Supporters events	7	69	School initiatives	9	21
Other events	5	10	Disability	2	3
			Health	1	2
			Community visits	4	7
Total	44	121	Total	22	61

Appendix Two: **LEYTON ORIENT PLAYER'S APPEARANCES 2015-16**

VENUE	EVENT
SCORE LEISURE CENTRE	TRUST HOLIDAY PROGRAMME
LOCAL PRIMARY SCHOOL	TRUST HOLIDAY PROGRAMME
SCORE 'COLLEGE'	STUDENT INDUCTION + Q&A
TRAINING GROUND	STUDENTS VIEWING/Q&A OPPORTUNITY
SCORE CENTRE	WORLD MENTAL HEALTH DAY TOURNAMENT
TRAINING GROUND	ALZHEIMER'S SOCIETY VISIT
HAVEN HOUSE CHILDREN'S HOSPICE	REGULAR VISIT
SCORE CENTRE	FLT KIDS/GIRLS CUP TOURNAMENTS
SUPPORTERS CLUB	MEET THE FANS
JEWISH CARE HOME	ANNUAL VISIT
PRIMARY SCHOOL(S)	CURRICULUM VISIT
HACKNEY HOSPICE	REGULAR VISIT
LOFC	WF COUNCIL WHITE RIBBON AWARENESS CAMPAIGN
WHIPPS CROSS HOSPITAL	CHILDREN'S WARD VISIT
LOFC	CAREER FAYRE
LOFC	JUNIOR SUPPORTERS PARTY (X2)
HOMERTON HOSPITAL	CHILDREN'S WARD & NEUROLOGICAL WARD VISITS
SECONDARY SCHOOL	LANGUAGE LESSON (FRENCH)
STADIUM TOUR	MEET PATRONS
FOREST YMCA	HEALTHY ACTIVITY DAY
LOFC	SHOW RACISM THE RED CARD WORKSHOP
SCORE CENTRE	COPING THROUGH FOOTBALL HEALTHY LIVING WORKSHOP
LOCAL CARE HOME	EXTRA TIME/BOCCIA (FOR 50+)
VESTRY HOUSE MUSEUM	LAUNCH OF WW1 EXHIBITION

Appendix Three:

COMPLIMENTARY TICKETS OFFERED 2015-16

	<u>AMOUNT</u>
<u>PRIMARY SCHOOLS</u>	
AINSLIE WOOD	50 X 2
ALDERSBROOK	50 X 3
ASHFORD	50
BURNT MILL	50 X 2
CHAPEL END	50 X 3
CHASE LANE	50 X 4
CHINGFORD CofE	50
CHUDO (Saturday school)	30
CURWEN	50
DAUBENEY	50
DAWLISH	50 X 2
DERSINGHAM	50
GAYHURST	50
GLADE	50 X 3
HANDSWORTH	50 X 2
HENRY MAYNARD	50 X 2
HENRY MOORE	50
HIGH ONGAR	50
HOLY FAMILY	60
HORNBEAM ACADEMY	50
ILFORD JEWISH	50 X 2
JENNY HAMMOND	50
LARKSWOOD	50 X 2
LOYOLA PREP	50
MANDEVILLE	50 X 3
MAYVILLE	50
MILLFIELDS	50

MISSION GROVE	50
MOSSBOURNE ACADEMY	50
NEWPORT	50 X 3
OUR LADY & ST. GEORGE'S	50
POTTER STREET	50
RODING (DAGENHAM)	50
RODING (REDBRIDGE)	50 X 2
SOUTH GROVE	50
ST. JOHN FISHER	50
ST. MARY'S CATHOLIC	50
SYBOURN	50 X 2
THOMAS GAMUEL	50
THORPE HALL	50 X 2
WILLOWBROOK	50
WOODFORD GREEN	50
WOODFORD WELLS	50
WOODHILL	50
YARDLEY	50
<u>SENIOR SCHOOLS/HIGHER EDUCATION</u>	
BANCROFT'S	50
BOWER PARK	20 X 2
FOREST	50 X 2
FREDERICK BREMER	50
GEORGE MITCHELL	50 X 3
HOLY FAMILY	50 X 2
LEYTON SIXTH FORM COLLEGE	80
LEYTONSTONE	50
NORLINGTON	50 X 4
ROYAL DOCKS	30
STOKE NEWINGTON	50
TRINITY CATHOLIC	50
URSWICK	50
WALTHAMSTOW SCHOOL FOR GIRLS	50

<u>FOOTBALL CLUBS</u>	
ATHLETICO DFZ	50-50 SCHEME
AVELEY HEARTS YFC U8's	50-50 "
BUCKHURST HILL BLACKS	50-50 "
CHIGWELL LADIES	30 X 2
CHSHUNT BLACKS	50-50 SCHEME
DAGENHAM UTD U12's GIRLS	50
EPPING YOUTH RANGERS	50
ESSEX ROYALS U9's	35
HACKNEY REDS U13's	50
HD ALLSTARS	50
LAKESDIE YFC U15's	50-50 SCHEME
LITTLE THURROCK DYNAMOS	50-50 "
LOASS	100
LOWFC	30 X 2
NORSEMAN U14's	50
PRO STAR	50 X 2
RIDGEWAY TIGERS	50
RISDEN WOOD WARRIORS	50
ROYAL FALCONS	50
RYAN FC	50-50 SCHEME
SPORTING BENGALS	50 X 2
<u>CHARITIES</u>	
ACTION FOR KIDS	50
BART'S KIDS	100
CAREFREE KIDS	35
CHANCE UK	2
FAMILY ACTION	50 X 2
HESTIA	15
QUEST	20

<u>MISCELLANEOUS</u>	
ABBOTTS PARK CHURCH GROUP	60
COPING THROUGH FOOTBALL	50 X 4
COPPERMILL RUNNING CLUB	50
DAUBENEY FIELDS ACTION GROUP	30
HOSPITALS/HOSPICES	100
ILFORD NORTH CUB/SCOUTS	50
KIDS/GIRLS CUP	1100
NOOR UL ISLAM	200 X 2
ZIVA DANCE TROUPE	50