



COMMUNITY INVOLVEMENT

The club committee has formed a strategic plan for Community Involvement and realises the need for engaging with the local community to build relations and grow the club in the local area.

We have listed a wide range of activities that we feel will strengthen the relationship between the club and the local community.

BFLAFC COMMUNITY STRATEGY

- 1.To establish links with local schools, business' and youth clubs by providing adverts, information and free tickets for matches.
- 2.To establish links with these groups by providing coaching camps, festivals and fun days at the ground for all to attend.
- 3.To promote and develop the role of the club in the community and set samples of behaviour, equality and social inclusion.
- 4.To encourage people of ethnic minority, disabilities, mental health and those who are socially isolated to enjoy our facilities and events.
- 5.To promote a healthy and active lifestyle for all ages and backgrounds.

6.To work with the local PCSO's to prevent anti-social behaviour, drug and alcohol misuse and any social equity issues.

7.Utilise the facilities and activities at the club to encourage voluntary work that would help with both social inclusion and work experience.

COMMUNICATING THE STRATEGY

The club will try to communicate our strategy by the following means-

- Inventing and introducing a club mascot that can visit the named groups to hand out information along with club volunteers.
- Adverts in Match Programmes.
- On our Website and through Social Media platforms.
- Introducing a Club Forum and Monthly Newsletter.
- Through Local Press and Posters in the community.

This strategy has been put in place for the start of the 2020/21 season and any feedback or improvements will be welcomed.

You can contact the club secretary Stuart Williams on **07515 405025** or Stuart@Bar-Red.Biz

Club Address- **Old Road Ground, Old Road, Briton Ferry, Neath, SA11 2HA.**

www.bflafc.com