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# **The Economic and Social Contributions of Brighton & Hove Albion Football Club and Albion in the Community**

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**First Season in the Premier League (2017/18)**



**Albion in the  
Community**





# Welcome



I am delighted to present our report on the Social and Economic impacts of Brighton & Hove Albion and Albion in the Community in our first year in the Premier League.

When we commenced the planning of our new stadium in 1997, the board published a "Vision" which included our aspirations to build a stadium which would provide "state of the art facilities, to ensure a better visitor and club supporter experience" and it would "create jobs, increase visitors and provide important and worthwhile community benefits".

During the long public inquiries we predicted the stadium would deliver £23.5 million into the local economy and 750 jobs.

We realised our vision in 2011 and this report now shows that we have more than delivered on all of our promises and provides evidence of the huge economic and social benefits to the Greater Brighton City Region which have accrued as a result of our promotion to the Premier League in 2017, twenty years after we first set out what we were trying to achieve.

I am extremely proud of those achievements. We did not just deliver a Premier League stadium, we have also delivered world class training facilities which have been visited by clubs from all over Europe and beyond.

We have built a team that we can be proud of and who have just secured our third season in the Premier League. We have accumulated along the way a wonderful, hard-working and loyal workforce, who run the club with skill and the very highest standards of professionalism.

We have gathered a group of external stakeholders, some of whom are global brands that have supported us in every way they can and in particular I would like to express our huge thanks to American Express who have been such an invaluable partner and friend throughout our time at the American Express Community Stadium.

Finally we have a fantastic fan base without whom none of this would have been possible.

We all shared in that original vision and together we have delivered.

I hope you will enjoy this report and share with me the pride in what jointly we have achieved.

Tony Bloom  
Chairman - Brighton & Hove Albion Football Club





# Executive Summary

## Promoted to the Premier League

Brighton & Hove Albion Football Club's rise from the brink of non-existence to the Premier League is one of the great renaissance stories of English football. Its social and economic contributions are less well known but they are critically important to the Greater Brighton City Region.

The foundations to Premier League promotion were laid by connecting the Club tightly to its local community, developing a shared vision with local residents, making brave and ambitious investment decisions to develop award-winning community sports facilities, and securing the support of public sector partners to turn these investment plans into reality.

The Club's £160 million of capital investment has created a significant number of local jobs, strengthened community cohesion and built the American Express Community Stadium and the American Express Elite Football Performance Centre that have won international awards and are now the envy of many of the top clubs in the Premier League and Europe.

## Contributing £212 million to the Greater Brighton Economy

The Football Club has become one of Greater Brighton's major international businesses, contributing £212 million to the City Region's economy, including £50 million of export income. Direct revenue soared from just under £30 million in 2016/17 to nearly £150 million in 2017/18, enabling the Club to make a step change in the contribution that it makes to the local economy. The Football Club is one of the fastest growing private sector businesses in the Greater Brighton City Region.

## Paying £54 million to HM Treasury

The Club contributed over £54 million to HM Treasury in taxes and National Insurance contributions in 2017/18 including £1 million in local business rates. These tax contributions would be enough to pay the salaries of over 2,000 Band 6 nurses or build nine new primary schools.

## Supporting 2,200 Jobs

Brighton & Hove Albion and Albion in the Community directly employ 1,051 staff and its main sub-contractor Sodexo, a further 814 staff. In 2017/18 it contracted with over 500 businesses, many of them local suppliers. Along with Football Club-related tourism, this helped to support over 330 further jobs in the Greater Brighton economy.

The Club's contract with one local supplier for match day pies, Piglets Pantry, has been a catalyst for a five-fold increase in their turnover, creating local jobs and helping them secure contracts with other Premier League clubs and other sporting stadia.

## Reaching a global audience of over 100 million

Premier League status has transformed Brighton & Hove Albion into one of Greater Brighton's most internationally recognisable businesses, carrying the City Region's name wherever it goes.

In 2017/18, 15 of the Club's games were broadcast live, reaching a global audience of 102 million, providing unrivalled opportunities to promote 'brand Brighton' to potential visitors, investors and students throughout the world.

In April 2019 the Club reached the semi-final of the FA Cup, losing narrowly to Manchester City in a hard-fought game at Wembley. The match was broadcast on terrestrial television in countries around the world.

Its current first team has representatives from 16 countries outside the UK, including from the Middle East, the European Union, Africa, Eastern Europe, South America and Australasia. The American Express Elite Football Performance Centre at Lancing has hosted clubs from Portugal, Spain, Italy, Germany, Poland, Israel, Denmark, Holland and Belgium.



## Global Partnerships

Achieving and maintaining Premier League status has helped the Club secure prestigious partnership opportunities with business partners working across the globe including American Express, Nike and JD Sports.

The successful partnership with the city's largest private sector employer American Express began almost a decade ago with their multi-year naming rights to the new Community Stadium. Since then American Express has continued its partnership commitments and in 2014 announced a multi-year naming rights agreement for the Club's new training ground and academy facility—the American Express Elite Football Performance Centre. It is also the Club's shirt sponsor and a key partner of Albion in the Community (AITC).

## Outstanding Match Day Experiences

Brighton & Hove Albion prides itself on delivering outstanding experiences for both home and away fans when they visit the American Express Community Stadium. The Premier League's Match Day Survey Report for 2018/19 stated that "Brighton & Hove Albion's Matchday Fan Experience Score is the highest in the League and the Club consistently outperforms the League average on all key metrics that go into the Score".

## Celebrating and leading equality, diversity and inclusion

The Club has achieved the preliminary level of the Premier League Equality Standard in October 2018 which demonstrates its commitment to equality, diversity and inclusion from the board all the way through the Club and the charity. The Club now has a dedicated equality action plan with three key priorities based around increasing representation and participation both as an employer, for fans and within AITC programmes for females, those from LGBTQ+ communities and individuals with disabilities.

The Club was a major sponsor of Brighton Pride in 2018 and will once again be supporting the festival in 2019. Brighton Pride is one of the largest LGBTQ+ festivals in the UK and our presence at the parade and in the park over Pride weekend symbolises the Club's commitment to increasing engagement with LGBTQ+ communities and ensuring that the Club is truly diverse and welcoming for all.

The Club recognises the need to play its part in increasing the number of Black and Minority Ethnic (BAME) coaches. This is an area the Football Club is keen to address alongside the wider football community.

## Promoting women's and girls' football

Widening participation in sport and embedding an ethos of respect for equality and diversity are at the heart of everything that Brighton & Hove Albion does. As part of this, developing elite women's and girls' football is now a central part of the Club's vision for the future. Brighton & Hove Albion is the only club south of London to have a Tier 1 licence for its women's and girls' teams and the women's team is now becoming established in the professional Women's Super League.

In 2021, the American Express Community Stadium will be one of just nine match venues hosting the UEFA European Women's Championship.

## Supporting the community throughout Sussex

The impact of Brighton & Hove Albion's influence on the local population is not limited to the activities of the football club itself. The Club's award-winning official charity, Albion in the Community (AITC), now runs more than 60 different programmes and projects across the city and the wider Sussex region—working to support more than 43,000 people during the 2017/18 season alone.

Its work focuses on six clearly-defined strategic pillars (active participation, inspiring supporters, personal development, supporting stakeholders, raising aspirations, and community improvement) and the charity uses its experience and insight into the many challenges facing the local community to focus its delivery, and therefore impact, on areas most in need of support.



AITC delivers high-quality, accessible opportunities which help improve the health and wellbeing, education, and aspirations of residents in its local community, often working in tandem with other organisations to underpin significant, lasting and sustainable change.

AITC has a social value of approximately £28.75 million, contributing £8.84 in social value for every £1 of investment. It is one of Greater Brighton's leading community sector organisations.

## Helping to deliver Greater Brighton's economic and social vision

Brighton & Hove Albion Football Club and Albion in the Community already make a significant social and economic contribution to Greater Brighton. This needs to be sustained and built on by working together to ensure that the City Region continues to benefit from its Premier League status. This includes:

- Ensuring that public sector partners recognise that Brighton & Hove Albion is now one of Greater Brighton's major international businesses, with a genuinely global reach and the capacity to promote international trade and develop mutually beneficial partnerships around the world;
- Securing support for the Club's future capital investments, which will deliver social and economic value to the City Region and secure the Club's long-term future in the Premier League;
- Working with partners to promote equality and to increase participation in sport by under-represented groups, with the aim of Greater Brighton being recognised as the country's leading City Region for women's and girls' and disability football; and
- Ensuring that the American Express Community Stadium is promoted and used to maximum effect for major events, conferences, social functions and music festivals.

**"The club's economic impact of being in the Premier League makes them one of the city region's fastest growing employers. Their national and international profile places Brighton and Hove on the global map. We look forward to working in partnership with the club to help promote the city region and secure future business investment and new jobs for the city region."**

**Clr Gary Wall - Chair, Greater Brighton Economic Board**



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# 1. The Rise to the Premier League

Brighton & Hove Albion Football Club's rise into the highest echelons of the football pyramid culminated in their promotion into the Premier League at the end of the 2016/17 season. In 2019/20 the Club will be in its third consecutive year in the Premier League.

Their football story has been well documented. A 57th minute header from Pascal Gross that secured Brighton & Hove Albion's Premier League victory against Manchester United on 4 May 2018, came just over 21 years after Robbie Reinelt's 62nd minute equaliser against Hereford United, which prevented the Club from being relegated from the lowest tier of the Football League.



1996/97	1997/98	1999/00	2011/12	2016/17
<p><b>Brighton &amp; Hove Albion leaves the Goldstone Ground after 95 years, and avoids relegation from the Football League on the season's final day.</b></p>	<p><b>The Club plays home matches at Gillingham, 70 miles from Brighton, while a temporary venue nearer to its home town.</b></p>	<p><b>Brighton &amp; Hove Albion move into Withdean Stadium, an athletics venue adapted to accommodate league football with a final capacity of 8,850.</b></p>	<p><b>Following six years' campaigning for planning permission by the Football Club and its supporters—and three public inquiries—the new stadium opens.</b></p>	<p><b>Having lost out in play-offs three times, Brighton &amp; Hove Albion secure promotion to the Premier League with three games to spare.</b></p>

From fending off High Court winding-up petitions, playing "home" games at faraway Gillingham and then at the makeshift Withdean Athletics Stadium, to becoming one of English football's leading clubs, regularly attracting over 30,000 supporters to one of the country's best equipped and welcoming stadiums, is one of football's great renaissance stories.

Greater Brighton's residents and the business community got behind the Football Club's ambitions to secure planning permission to build a new stadium at Falmer. The plan was supported by 45,000 residents in a local referendum on the issue. Since then, and once planning permission was granted, over £129 million has been invested in building the American Express Community Stadium.

That was the beginning, rather than the end. Capacity at the stadium has since been expanded and the Club has invested a further £30 million in building the American Express Elite Football Performance Centre in Lancing. This training facility is now widely recognised as one of the best performance and football training centres in Europe. Leading clubs from across Europe have visited it on fact-finding missions or to hold training sessions.



These include:



English Premier League clubs, including Liverpool, Newcastle United, Leicester City, Fulham, Bournemouth and Crystal Palace have also visited the Club's American Express Elite Football Performance Centre with a view to developing and improving their own.

There is much more to Brighton & Hove Albion than the men's first team, however. Developing elite women's and girls' football is now a central part of the Club's vision for the future. Indeed, Brighton & Hove Albion is the only Club south of London to have a Tier 1 licence for its women's and girls' teams and the women's team is now becoming established in the professional Women's Super League.

Brighton & Hove Albion Football Club is now an integral part of the economic and social fabric of the Greater Brighton City Region. Its turbulent recent history and its passionate following prompted the Club to reach out to the community, becoming a trailblazer in using the power of sport and football to improve people's lives, develop their skills and build capacity in their local communities.



Its award-winning official charity, Albion in the Community, has become one of Sussex's leading community organisations and has set the national standard for how football clubs can add social value to their local communities. In 2017/18 it helped over 43,000 people, delivering health & well-being and learning programmes in some of Greater Brighton's most disadvantaged areas.

Indeed, Brighton & Hove Albion's commitment to diversity and equality is encapsulated in its equality statement, which sets out four strategic objectives:

- Increase community engagement;
- Create opportunities for wider representation;
- Take pride in our Equality Leadership; and
- Inspire change through education.

Brighton & Hove Albion also has a huge role in promoting health and well-being amongst people with learning and physical disabilities and it has recently teamed up with HM Prison Lewes, as part of football's efforts to help tackle reoffending. The Club, via AITC, runs 18 different teams for players living with a disability, including four that compete in national disability-specific leagues under the Brighton & Hove Albion banner, namely Brighton & Hove Albion Amputee FC, Brighton & Hove Albion Cerebral Palsy FC, Brighton & Hove Albion Deaf FC, and Brighton & Hove Albion Powerchair FC.

The other 14 teams represent AITC in the Sussex Disability Football League. The Club sets and enforces high equality standards of conduct by employees, visitors, players, fans and participants at the American Express Stadium and wherever it is active.

The Club subsidises the community pitch in Lancing to the tune of £85,000 each year, allowing free use of the facilities to local schools, youth football teams and community groups. In October 2018 alone, the community pitch was used by a record 4,000 participants.

Brighton & Hove Albion's rise has coincided with an unprecedented expansion of the English Premier League into a truly global product that attracts interest throughout the world. In January 2019, Ernst & Young LLP reported that in the 2016/17 season Premier League football made a £7.6 billion contribution to UK Gross Domestic Product, supported over 100,000 jobs and paid

£3.3 billion in taxes to the UK Exchequer. It generated over £1.1 billion in export income through international broadcasting rights and attracted 700,000 overseas visitors to watch Premier League games, who spent £555 million whilst they were here. Brighton & Hove Albion has become one of Greater Brighton's major international businesses, carrying the city's name with it around the world and acting as an ambassador for the City Region, as well as for English football. Yet its focus remains distinctly local, providing jobs for local people, contracts for local businesses and community programmes for local residents.

## Global Partnerships

Achieving and maintaining Premier League status has helped the Club secure prestigious partnership opportunities with business partners working across the globe including American Express, Nike and JD Sports.

The partnership with American Express began almost a decade ago in 2010 with their multi-year naming rights to the new Community Stadium.

Since then American Express has continued its partnership commitments and in 2014 announced a multi-year naming rights agreement for the club's new training ground and academy facility—the American Express Elite Football Performance Centre. It is also the club's shirt sponsor and a key partner of Albion in the Community (AITC).

**"We are delighted to be part of this collaboration with the club on what will undoubtedly be a major destination for Brighton and Hove. As the city's largest private-sector employer, this partnership underscores our long-term commitment to the area and builds upon our 30 year heritage of supporting local community initiatives."**

Senior Vice President, American Express



## 2. Investing in Greater Brighton

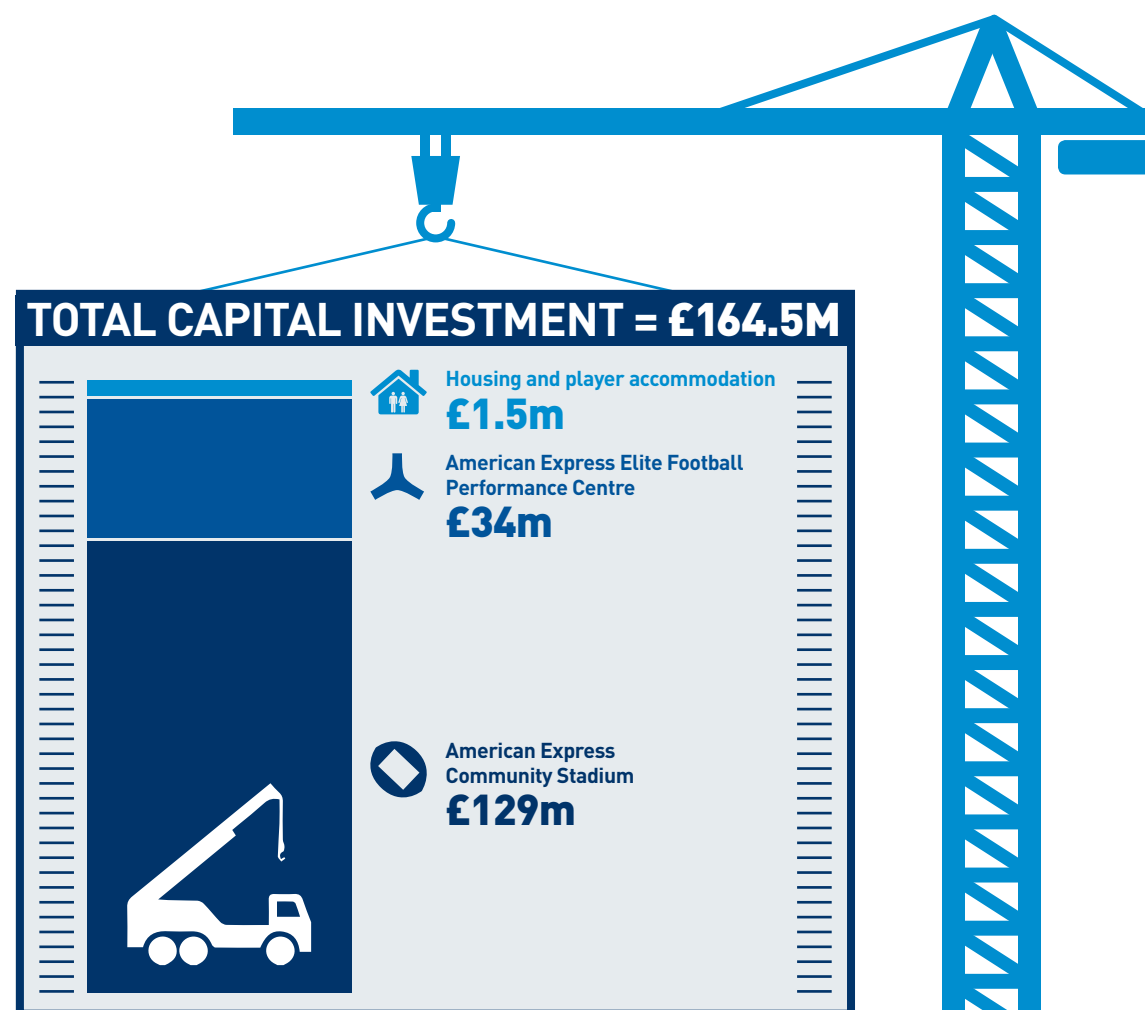
Brighton & Hove Albion has made huge capital investments into the Greater Brighton City Region since work started on the construction of the American Express Community Stadium in 2008. When the stadium opened for the 2011/12 season, it had a capacity of 22,500, but successful planning applications have increased this capacity to its current 30,750.

The capital investment in the American Express Community Stadium alone amounted to some £129 million. But the investment did not stop there. In 2012 Adur District Council granted the Football Club planning permission to build the award-winning American Express Elite Football Performance Centre at Lancing—a further investment of £34 million.

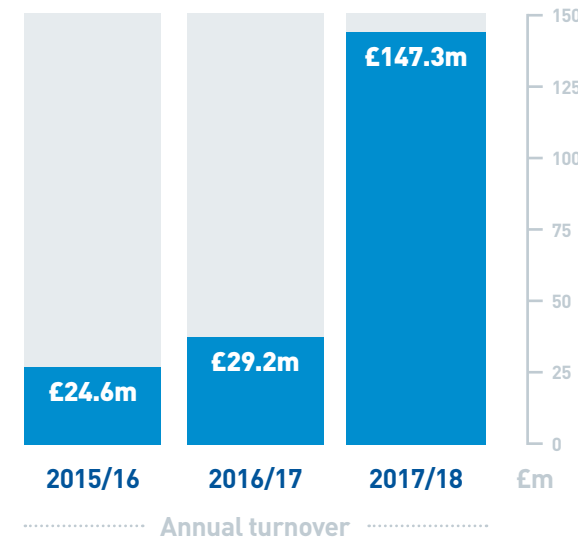
In addition, the Club has invested £1.5 million in the purchase of new accommodation for apprenticeship players in the Greater Brighton City Region and it has plans to invest a further £22 million in the American Express Elite Football Performance Centre and a new Club Hub facility. This will enable the Club to keep up with the latest developments in sports science and sports medicine. It will include £6 million to help grow women's and girls' football and £1 million for new facilities for Albion in the Community.

The Club's £164.5 million total capital investment supported around 825 local construction jobs with hundreds of local businesses during the construction phases of each development.

All these investments help to ensure that the Club becomes firmly established in the Premier League, enabling it to continue to deliver major social and economic benefits to the Greater Brighton City Region.



## 3. A Rapid Growth in Income



The 2017/18 season saw Brighton & Hove Albion's revenue soar to £147.3 million which, according to the latest Deloitte Football Money League (January 2019), made them the 29th highest earning football club in the world - ahead of two-time European champions, Benfica. Revenue of a further £3.3 million was generated through the Club's charitable arm, Albion in the Community.

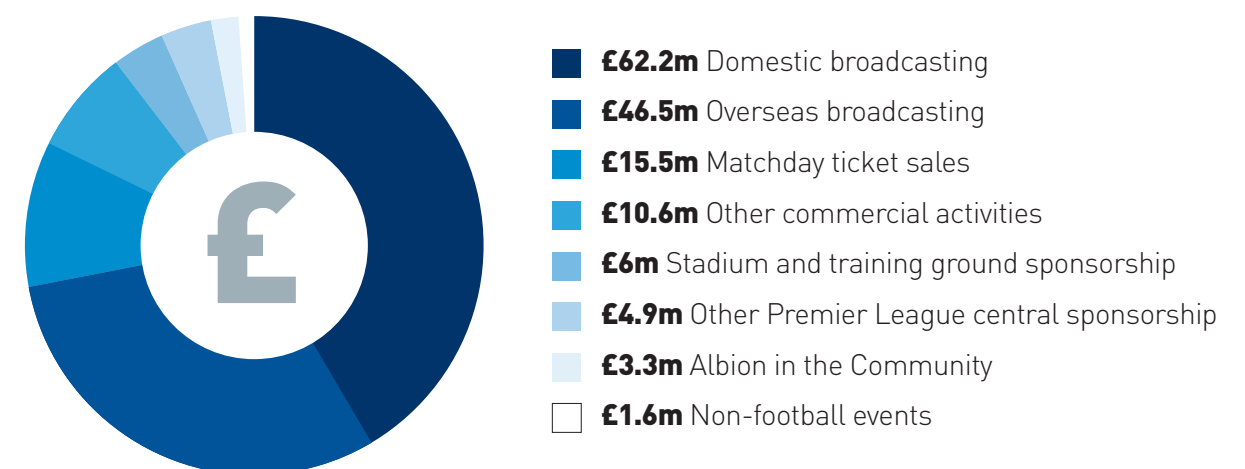
This compares to a turnover of £29.2 million in 2016/17 and £24.6 million in 2015/16. Brighton & Hove Albion's Premier League status has transformed the financial profile of the Club, increasing its revenue five-fold in the space of a single year, making it one of the fastest growing private sector businesses in the Greater Brighton City Region.

Premier League status has also changed the balance of this income firmly towards revenue from broadcasting rights that is shared amongst Premier League clubs. Figure 1 shows the breakdown in the Club's income in 2017/18.

Broadcasting income accounted for 71% (£108.7 million) of all the Club's revenue. The Club received a basic award from domestic broadcasting of £34.8 million, a merit award of £11.6 million for finishing 15th in the Premier League and a facilities fee of £15.8 million as 15 of its games were broadcast live on TV.

Brighton & Hove Albion has become one of the City Region's most significant internationally trading businesses. In the 2017/18 season, the Club earned £46.5 million in overseas broadcasting income. This accounted for nearly a third (31%) of its total revenue for the season.

Figure 1: Income by Source 2017/18



Broadcasting revenue dwarfed all other forms of income. Match day ticket income (£15.5 million) accounted for just 10% of all the Club's revenue during the season. Season ticket sales accounted for just under half (£7 million) of this and the 1901 Club (premium matchday membership) a further quarter (£3.6 million) of ticket revenue.

Stadium and training ground sponsorships netted the Club £6 million, other commercial activity (including retail and catering) a further £10.6 million and non-football events, £1.6 million.

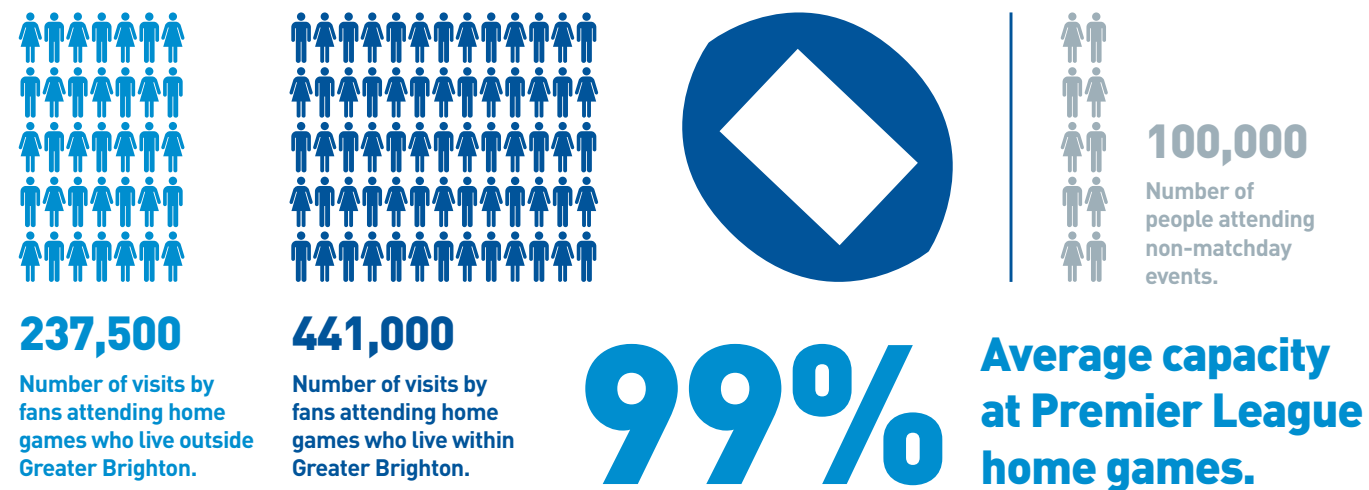


## 4. The Community Experience

“Sodexo are proud to be partnered with Brighton & Hove Albion Football Club—helping deliver the very best welcome and hospitality to the hundreds of thousands of visitors that come here every year. Whether for a matchday experience, a meeting, wedding or party our team go out of their way to deliver a wonderful experience with the best flavours of Sussex available to our guests. The flexibility and quality of the venue for non-matchday events helps attract business to the region supporting the football club as well as numerous local businesses.”

Andrew Boon - General Manager, Sodexo

### Number of fans attending home games: 678,500



Football has a major role in developing social cohesion, developing a shared identity and building communities. This is why Brighton & Hove Albion’s home is named the American Express Community Stadium. It is also why the Club and its sub-contractors specialise in sourcing and serving Sussex produced speciality food and drink, including pouring 400,000 pints of beer and 250,000 hot drinks; and serving 200,000 pies and 63,000 burgers over the course of the season.



The stadium also caters for over 1,000 formal dinners per game.

In the 2017/18 season, 678,500 fans attended Premier League, cup and pre-season friendly games at the American Express Community Stadium, with an average capacity of 99% (higher than the Premier League average at 96.5%) and over 100,000 people attended non-match day events. These included conferences, exhibitions, festivals, banquets, parties and weddings. A significant proportion of match day expenditure outside of the stadium goes directly to local businesses, mainly in the city centre. Seven out of ten home supporters who attended Premier League games in 2017/18 live within Greater Brighton, contributing to a shared identity amongst the City Region’s population.

### Match Day Experiences

Brighton & Hove Albion prides itself on delivering outstanding experiences for home and away fans when they visit the American Express Community Stadium. Indeed, American Express Community Stadium has received plaudits from away fans for its offer of local produce and beverages associated with their team’s locality. This has been recognised in the Premier League’s Match Day Survey Report for 2018/19, which stated that:

“Brighton & Hove Albion’s Matchday Fan Experience Score is 82.6—the highest in the League—and indeed the Club consistently outperforms the League average on all key metrics.

The Club comes top of the League on several specific metrics: how welcoming fans are made to feel when they arrive at the stadium, cleanliness, the quality/ range of food and drink, and the stewarding.

The vast majority of Brighton & Hove Albion Matchday Fan Experience Survey respondents are very positive towards the Club and think that it is well-run. Brighton & Hove Albion respondents feel that the Club listens to its fans, invests in both the squad and its facilities, and is open and transparent. The Club is consistently rated highly for the way it communicates with fans.

The Club’s community work is also viewed positively, with the vast majority recognising the work it is doing to contribute to the local area.”

The fans’ survey also finds that AITC’s work in the community significantly outperforms that of other clubs in the Premier League.

- 95% of the fans surveyed agreed that the Club makes a significant contribution to the local economy compared with a Premier League average of 77%;
- 94% of the fans surveyed agreed that the Club’s work in the community is an important part of its culture and philosophy compared with a Premier League average of 80%; and
- 92% of the fans surveyed are aware of the Club’s community initiatives compared with a Premier League average of 73%.





## 5. Supporting Economic Growth and Creating Jobs

### 5.1 Greater Brighton—Vibrant, Inclusive and Future-Facing

The Greater Brighton City Region has become one of the UK's strongest economic centres, built around the city of Brighton and Hove.

**“Brighton & Hove Albion Football Club is one of the city’s greatest success stories and their promotion to the Premier League had further cemented them as one of our top five private sector employers. Through employing local people, using local suppliers and delivering community programmes through Albion in the Community, shows their commitment to the city and its residents. The city council is genuinely proud of having a Premier League football club and looks forward to working with the club to maximise the social and economic benefits that will help us deliver our economic growth plans.”**

CLLr Daniel Yates - Leader, Brighton & Hove City Council (May 2018 - May 2019)

**“Brighton is a stunning city to visit any day of the week, but it turned it on yesterday with some hot sunny weather as I visited for the Hammers match. I was impressed with:**

- **The quality local food and drink—the best stadium food I have ever eaten.**
- **Live music and local bands performing outside the stadium.**
- **Friendly staff with rival fans mixing with each other.**
- **Free integrated transport with the match ticket.**
- **Showcasing of all the club’s teams, including the disability teams.**

**It is always nice to visit the seaside at Brighton, but you would do well to stop by at the American Express Community Stadium for a match to soak up the atmosphere both inside and outside the ground and Hove.”**

Visiting West Ham United fan, October 2018

### Celebrating and leading equality, diversity and inclusion

On promotion to the Premier League, the club set out on their journey to attain the preliminary level of the Premier League Equality Standard. This was achieved in October 2018 and required the Club to demonstrate its commitment to equality, diversity and inclusion from the board all the way through the Club and the charity.

The Club now has a dedicated Equality Action Plan with three key priorities based around increasing representation and participation both as an employer, for fans and within AITC programmes for women and girls, those from LGBTQ+ communities and individuals with disabilities. The Club is now working towards the intermediate level equality standard and hopes to attain this in 2020. The Club is also one of the first to be awarded the Level Playing Field Centre of Excellence award which recognises the quality and accessibility of our award winning American Express Community Stadium and we were also the first Club to open an inclusion room - a sound-proofed quiet space with a sensory room which overlooks the pitch.

The Club recognises the need to play its part in increasing the number of Black and Minority Ethnic (BAME) coaches. Whilst over 25% of Premier League footballers are from BAME backgrounds, only a very small percentage go on to become coaches. This is an area the Football Club is keen to address alongside the wider football community.

The Club was a major sponsor of Brighton Pride in 2018 and will once again be supporting the festival in 2019. Brighton Pride is one of the largest LGBTQ+ festivals in the UK and our presence at the parade and in the park over Pride weekend symbolises the Club’s commitment to increasing engagement with LGBTQ+ communities and ensuring that the Club is truly diverse and welcoming for all.

Geographically, Greater Brighton extends north to Crawley and includes the UK’s second busiest airport, Gatwick; west to include Shoreham, Lancing and Worthing; and east to include Lewes and Newhaven. It has a resident population of around 1 million, a working population of 400,000 and an economy that is worth around £20 billion.

### MAP OF THE GREATER BRIGHTON CITY REGION

Brighton and Hove is a well-known visitor destination with iconic attractions, which include the Royal Pavilion, Brighton Palace Pier, the i360 and The Lanes and its eclectic cultural, retail and leisure offerings. It is recognised as one of the UK’s most liberal and tolerant cities, embracing diversity and encouraging innovation and creativity.

It is against this backdrop and its excellent connections to London, that it has become a centre for the Creative, Digital and IT businesses, which complement its larger anchor businesses, such as Brighton & Hove Albion’s main sponsor, American Express.





Outside the city, the M23 corridor towards London is the main focus of economic activity, with Gatwick Airport at its centre. Gatwick acts as a gateway to global markets and is a major reason why some of the UK's leading businesses are located in neighbouring Crawley.

However, like all City Regions, Greater Brighton has challenges. It needs to:

- Create more and better quality jobs;
- Keep pace with competitor cities and raise its visibility and international profile;
- Build more homes and provide better and more commercial floorspace;
- Improve connectivity;
- Improve the skills and health and well-being of its residents; and
- Develop community and social capital.

Major businesses, like Brighton & Hove Albion Football Club, already make a significant contribution to addressing these challenges. The economic and social success of the City Region depends on ensuring that the conditions are right to enable them to continue to maximise their contribution in the future.

Having a successful Premier League Football Club is a major boost for the Greater Brighton Economic Board and the Coast to Capital Local Enterprise Partnership's (LEP) ambitions to deliver their economic and social visions. It makes both direct and indirect economic and social contributions that can be measured qualitatively and quantitatively. These include:

- Raising the profile of Brighton and Hove and the LEP region nationally and internationally;
- Attracting visitors who spend in the local economy on match days and when the American Express Community Stadium hosts non-match day events;
- Supporting businesses through local procurement and providing business networking and support opportunities;
- Creating jobs in the wider economy through local contracting and employee spending;
- Developing social capital and community cohesion by encouraging participation in sports, with the fortunes of the Club being a source of local discussion and shared pride;
- Developing skills and promoting health and well-being through the work of Albion in the Community; and
- Raising awareness of and promoting fairness by placing equality and diversity at the heart of everything that the Club does.

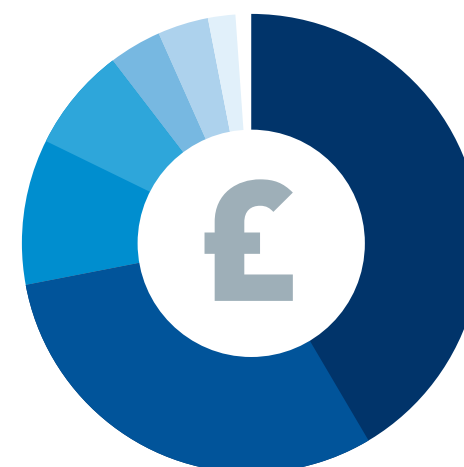
## 5.2 Supporting Economic Growth

As well as the impacts that the one-off capital investments have had on the City Region, the Club's on-going activities make a sustained economic contribution to the Greater Brighton economy.

The economic contribution that Brighton & Hove Albion and Albion in the Community make to the Greater Brighton City Region is made up of:

- The Club's direct revenue;
- Indirect impacts as a result of the Club's supply chain activity;
- Induced impacts as a result of employee spending;
- Match day tourism spending;
- Non-match day tourism spending; and
- The impact of Albion in the Community's activities.

Between them, Brighton & Hove Albion Football Club and Albion in the Community contributed around £212 million to the Greater Brighton economy in 2017/18. Most of this was accounted for by direct income to the Football Club itself. However, spending by local employees, contracting with local businesses, and visitor spending away from the American Express Stadium accounted for over £60 million of the overall contribution to the City Region's economy.



**TOTAL IMPACT: £212M**

- **£150.5m** Direct income
- **£28.75m** AITC social benefits impact
- **£11m** Supply chain impact
- **£11m** Employee spend impact
- **£8.5m** Matchday tourism impact
- **£1.5m** Non-matchday tourism impact

When the stadium is used for music festivals or larger events, there is a direct economic impact to the local economy of around £4 million, which means Brighton & Hove Albion and Albion in the Community have the potential to contribute close to £216 million annually to the Greater Brighton economy.

The stadium has also previously hosted other major international events, including two matches at the 2015 Rugby World Cup, and an England Under-20s rugby international. The two Rugby World Cup matches attracted 55,000 visitors and, according to an impact study undertaken by Ernst & Young, added £48 million to the local economy. In 2021 it will be one of just nine match venues hosting the UEFA European Women's Championship.

Brighton & Hove Albion has developed effective partnerships with other key organisations within the city. This includes the Club's main sponsor, American Express, Brighton and Hove's largest private sector employer and the universities of Sussex and Brighton, both of which are based at Falmer.

The University of Brighton is the Football Club's formal higher education partner. It provides the long-term lease for land at Falmer to the city council who sublets to the Club. This enabled the American Express Community Stadium to be built; and it supports Brighton & Hove Albion's women's and girls' teams. The university's annual Freshers' Fair is held at the stadium.

The University of Sussex's overseas recruitment team is based in offices at the stadium, which the university also uses for examinations every year. There are agreements to use both universities' car parks on match days, which make events and games at the stadium more accessible.

Brighton & Hove Albion also has excellent links with public transport providers. Thanks to partnership agreements with Brighton & Hove Buses and Southern Railway, match day tickets for games at the American Express Community Stadium include rail and bus transport within Brighton and Hove.

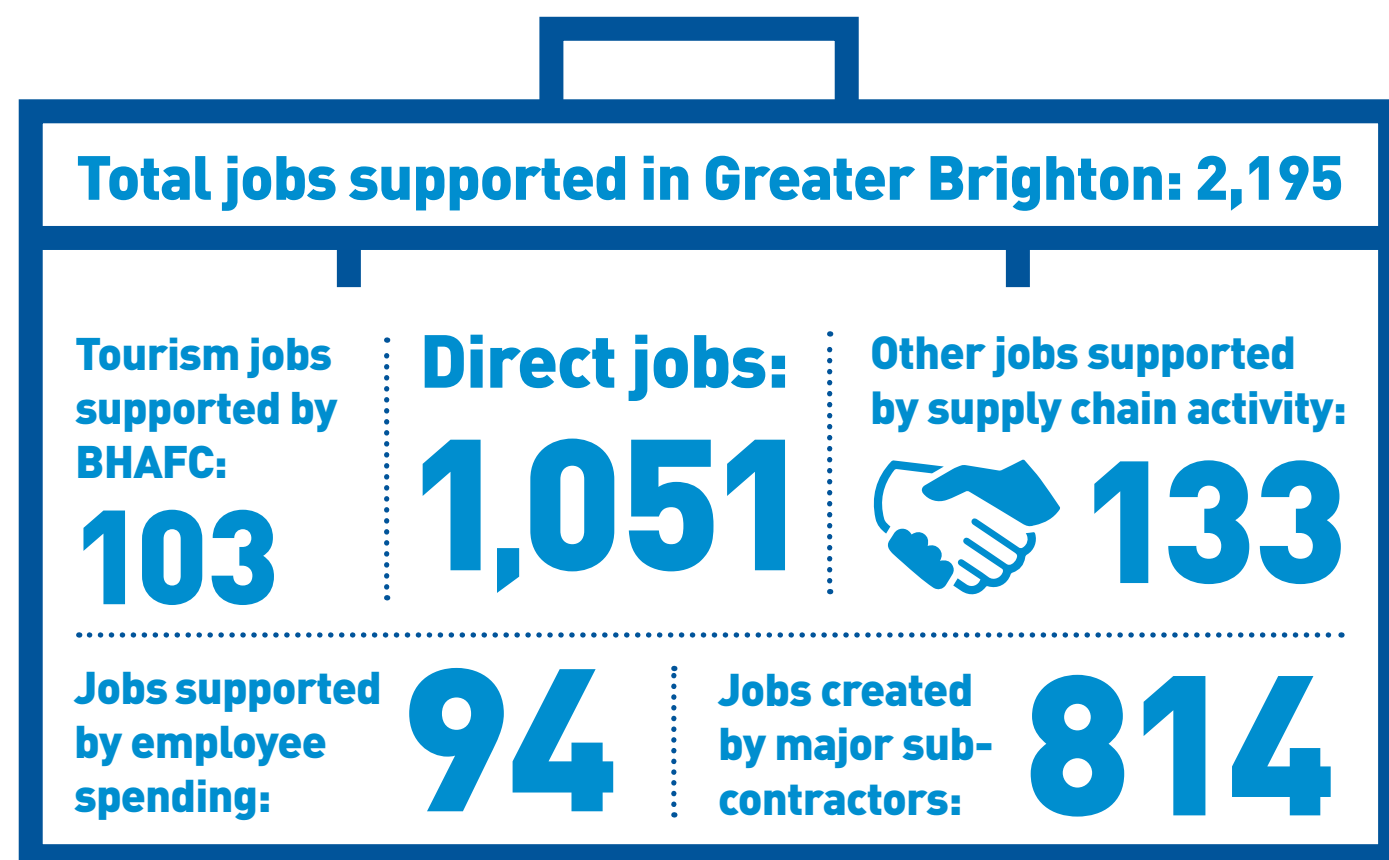
**“Successful football clubs go hand in hand with our national and international profile, and I welcome this report, a sign of Brighton & Hove Albion's success both on and off the pitch. The club is a large local employer and supports businesses across the region, adding up to £200 million in total to the local economy, not to mention the added social value through its community outreach. We highly value our partnership with Brighton & Hove Albion and other clubs in the region as we promote our region as a fantastic place to live, to grow and to succeed. I believe that all businesses stand to be inspired by the way BHAFC has pursued its dream; the effort is clearly paying off and I look forward to seeing what the future holds.”**

**Jonathan Sharrock - Chief Executive, Coast to Capital Local Enterprise Partnership.**



### 5.3 Creating Local Jobs and Supporting Local Businesses

Such a spike in income has meant that Brighton & Hove Albion has recruited more local staff and spent more on salaries and goods and services, much of which gets recycled into the local economy.



The Club and Albion in the Community employ 1,051 staff between them and the Club's main sub-contractor, Sodexo, employs a further 814 staff. Eight out of ten of all the staff employed by the Club, AITC and Sodexo live in the Greater Brighton City Region. With the American Express Elite Football Performance Centre based at Lancing and the pan-Sussex outreach work of Albion in the Community, the Club provides jobs for residents across the whole of the City Region.

**“Adur District Council’s positive approach to planning helped to secure Brighton & Hove Albion Football Club’s £30 million investment in their world-class training facilities in the district. They are one of our major economic success stories and today employ over 275 of our local residents. The council is proud to have them here and we value their work in supporting local schools and youth football clubs with use of their community pitches.”**

CLLr Neil Parkin - Leader, Adur District Council.

Brighton & Hove Albion's rise to the Premier League has resulted in the Club becoming one of Brighton and Hove's most significant private sector employers, as shown in the table below.

Organisation	Employees
American Express	3444
Legal & General Assurance Society	1349
Govia Thameslink Railway Ltd	1276
Sainsburys Supermarkets Ltd	1073
<b>Brighton &amp; Hove Albion FC</b>	<b>1051</b>
Brighton & Hove Bus Company	948
Lloyds Banking Group Plc	936
EDF Energy Plc	864
Spire Automotive Ltd	746
Domestic and General Group Ltd	701
Impellam Holdings Ltd	672

Source: Brighton & Hove City Council 2017

But it is not just the direct jobs that the Football Club provides. It also generates jobs through:

- Its active approach to local procurement;
- Spending by its employees in the local economy; and
- Additional tourism expenditure generated by match day and non-match day activities and events linked to the Football Club.



**The activities of the Football Club, Albion in the Community and Sodexo support 1,865 jobs in the Greater Brighton City Region. In addition to these direct jobs, the Club's activities support 330 more jobs in different parts of the local economy.**

All staff salary costs increased from £40.4 million in 2016/17 to £86.2 million in the Club's first year in the Premier League. Playing staff salaries accounts for a significant proportion of Brighton & Hove Albion's expenditure.

There are more than 200 playing staff including the first team, the development squad, scholars, academy registrants and the elite women's and girls' team. Non-playing include those working in administration, coaching, medical, security, retail, cleaning media and maintenance.

Brighton & Hove Albion spent over £22 million on goods and services during the 2017/18 season. The Club contracted with 537 different suppliers, including 208 within the Greater Brighton City Region. Contracts ranged in size from £1,000 to £1.5 million, with the average contract worth just over £42,000.



Contracts for goods and services covered a wide range of sectors and activities, with Transport & Storage, Administration & Support Services and Accommodation & Food Service Activities being the most significant within the City Region.

The Club's supply chain contracts have had a catalytic effect in enabling businesses within the City Region to rapidly expand, taking on new staff.



## Who ate all the pies? .....

In May 2011, Piglets Pantry won a contract with Brighton & Hove Albion Football Club to hand make 2,500 pies for each home game at the American Express Community Stadium. The pies were so popular amongst fans that they sold out within **fifteen** minutes!

Weeks later even 5,000 pies was still nowhere near enough. More hands and new equipment were needed to increase capacity to 10,000 pies and to keep up with demand and a growing reputation for great quality products across the football world. The contract with Brighton & Hove Albion Football Club was the catalyst for Piglets Pantry to secure contracts with many other football clubs including Chelsea, Leicester City, West Bromwich Albion, Swansea City, Tottenham Hotspur, Reading, Cardiff and Southampton and other top sporting venues, including Goodwood, Aintree, Epsom Downs and Sandown Racecourses, The Kia Oval, Lord's and Twickenham Stadiums. Turnover has increased five-fold over the past five years and Piglets Pantry has won multiple hospitality awards including the highest accolade 'Best Business Serving Football (under £2m)' at the Football Business Awards 2017. Piglets is still a family business but has significantly grown and now employs 20 people locally working from a purpose built, dedicated 10,000 sq. ft production kitchen in Worthing.

Joanna Hunter, Piglets Pantry Chief Food Lover said: "From humble beginnings to serving some of the top Premier League Teams in the UK, our staff have worked tirelessly to provide excellent match day food across both hospitality and the concourses throughout the UK. We are all very proud that Brighton & Hove Albion continues to be our flagship Football Club and such a great partnership. Not only has our own Team grown with us but also our local Suppliers have benefited from this too."

## 5.4 Boosting the Visitor Economy

**"Having worked closely with Brighton & Hove Albion Football Club since 2009, we see that the club is not only an integral part of our community, it also brings many direct benefits in money spent locally by the club and its visitors. It helps puts the region on the map internationally and epitomises great hospitality and welcome."**

Damien Doyle - Regional Operations Manager, Jurys Inn Hotels.

Number of home fan visits by fans who live outside the city region:

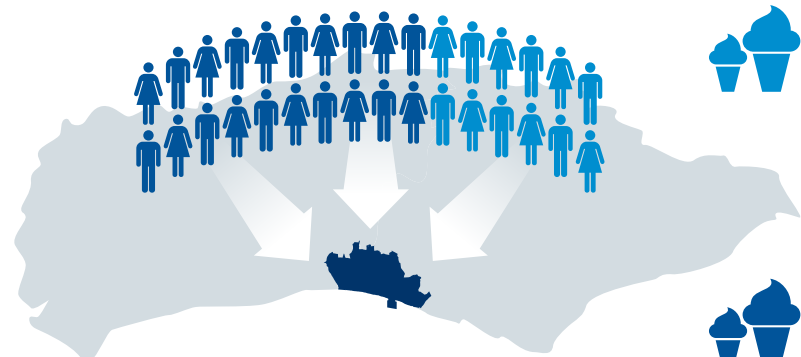
**180,000**

Number of away fan visits to the Amex:

**57,500**

Number of visits by overseas fans attending Premier League games:

**12,000**



Impact of matchday tourism:

**£9.25m**



Impact of non-matchday tourism:

**£1.5m**





Brighton and Hove is already one of the UK's best-known visitor destinations, attracting around 11 million visitors each year. Tourism is a major part of the city's economy and Brighton & Hove Albion's Premier League status broadens its appeal to a wider range of national and international visitors.

In 2017/18, there were 237,500 visits to the American Express Community Stadium by fans living outside the City Region (including 12,000 visits from overseas fans). They contributed £9.25 million in tourism spend to the local economy. A 2018/19 survey of home and away fans by the University of Chichester profiled fan spending away from the stadium, but within the City Region. This survey also determined the proportion of fans from outside the City Region who stayed overnight locally. The findings of the University of Chichester study correlate closely with the impact of the match day tourism values in this report.

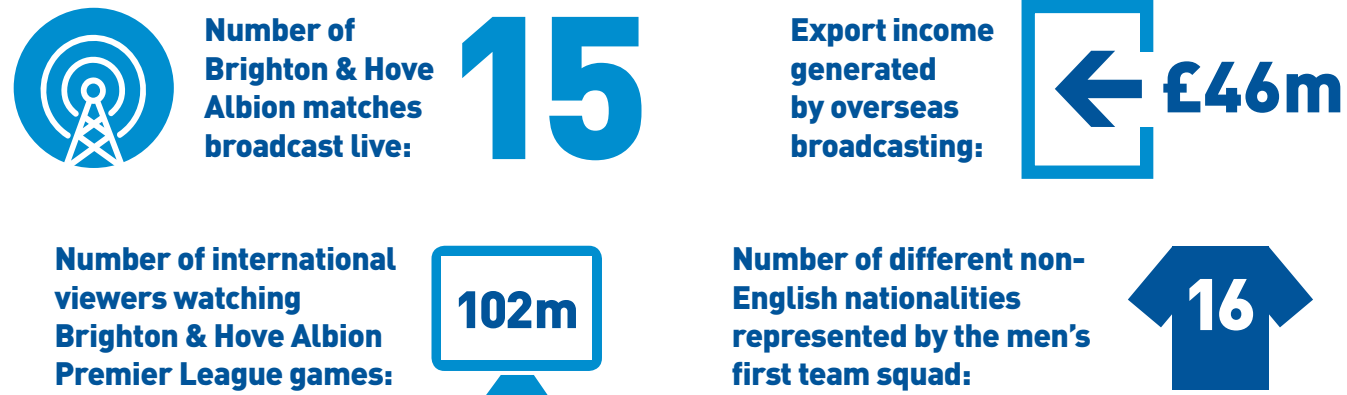
The American Express Community Stadium has 10 lounges, 21 executive boxes and various concourses, so it is well-equipped to attract visitors for meetings, conferences, dinners, awards ceremonies, parties, exhibitions and one-off music festivals and concerts, as well as football matches. In 2018, the stadium won the Best Stadium Events Award at the annual Stadium Events and Hospitality Awards.

Non-matchday tourism which includes meetings, conferences, exhibitions and banqueting produces an estimated £1.5 million of additional impact in the local area mainly through overnight stays.

### 5.5 Raising the Profile of Greater Brighton

**“Being in the Premier League is great for the international profile of the club and the city. As an international visitor destination, with 11 million visitors a year, we are already very successful. But there is lots of competition in new and established markets and having the city, through football, broadcast around the world helps us reach potential new visitors.”**

Howard Barden - Head of Tourism & Venues, Brighton & Hove City Council.



Promoting the City Region and developing international trade are key priorities for both the Greater Brighton Economic Board and the Coast to Capital Local Enterprise Partnership. A new Inward Investment and Trade Strategy for the City Region suggests that it underperforms in terms of inward investment and that a better approach to communicating its assets and investment potential is required.

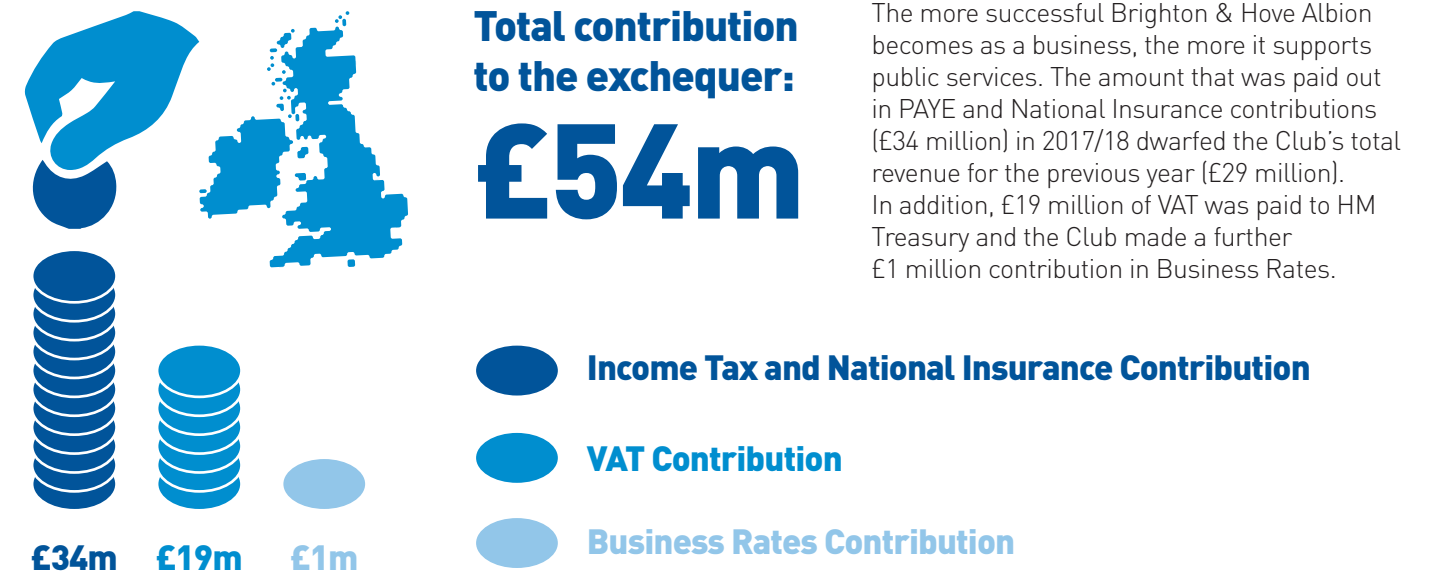
There are few national products that have as much international exposure as the English Premier League. Indeed, games involving Brighton & Hove Albion in the 2017/18 season reached a global audience of 102 million, generating export income

of £46 million in overseas broadcasting rights. This raises the profile of the City Region to potential visitors, students, workers and inward investors to an extent that would be hard to replicate elsewhere.

Brand Brighton is constantly reinforced by the broadcast exposure of Brighton & Hove Albion around the globe. Its value to the local economy is likely to be in the millions of pounds. A study of the value of football to Greater Manchester estimated that having two very high-profile Premier League clubs delivered around £100 million of value to the Manchester economy on an advertising-equivalency basis. Brighton & Hove Albion do not claim to have the international profile of the two mighty Manchester clubs. However, the exposure the City Region now gets around the world as a Premier League club almost certainly raises the profile of Greater Brighton far beyond the level it would otherwise expect to achieve.

The current first team squad includes players from Australia, Spain, Cameroon, Ireland, Israel, Mali, Holland, Romania, France, Germany, Nigeria, Iran, Colombia, Italy, Brazil and Austria—the team is drawn from a wide range of nationalities, who act as ambassadors for Greater Brighton, as well as the Football Club. Other City Regions have used their Football Clubs' international connections to support trade missions, whilst overseas pre-season tours have been used to promote global trade opportunities.

### 5.6 Contributing to the Exchequer



Brighton & Hove Albion and its employees contributed £54 million in taxes to central government in 2017/18. This contribution is enough to:







**5.7 Delivering Social Value**

Albion in the Community's (AIRC) close relationship with Brighton & Hove Albion means that it is well positioned to use the power of football to engage people in learning and inclusive physical activities and to promote equality and diversity within communities. In 2017/18, over 43,000 people were supported by AIRC's activities, which stretch from Hastings in the east to Midhurst and Chichester in the west.

AIRC made an estimated economic contribution of around £28.75 million, based on the number of people who benefited from its different activities, from engaging people in regular volunteering, involving people in regular exercise through football events, and supporting people into employment and education/training.

**Based on AIRC's turnover of £3.25 million this represents an economic benefit of £8.84 for every £1 invested in Albion in the Community.**



Participation in sport can have a major impact on community cohesion and individual health and wellbeing. It increases volunteering, helps to reduce offending, improves physical and mental health, improves employability skills, increases tolerance and boosts self-confidence.

<b>COMMUNITY IMPACTS: £1.236M</b>	
VOLUNTEER PROGRAMME	£1.236M

<b>EMPLOYMENT AND LEARNING IMPACTS: £2.818M</b>	
ALBION GOALS	£0.887M
EMPLOYMENT SUPPORT	£0.871M
FURTHER EDUCATION	£0.359M
FOOTBALL AND EDUCATION	£0.473M
APPRENTICESHIPS	£0.048M
SCHOOLS ENTERPRISE	£0.179M

<b>HEALTH IMPACTS: £24.701M</b>	
BRIGHTER OUTLOOK	£1.183M
GIRLS' FOOTBALL PROGRAMME	£6.581M
SOCIAL INCLUSION ENGAGEMENT	£6.153M
BOYS' FOOTBALL PROGRAMME	£8.166M
PRE-DIABETES PROGRAMME	£0.654M
SMOKING CESSATION PROGRAMME	£0.044M
PE AND SPORT PROGRAMMES	£0.014M
PRIMARY SCHOOLS ENGAGEMENT	£0.459M
DISABILITY PROGRAMMES	£1.447M

**ALBION IN THE COMMUNITY SOCIAL VALUE IMPACT: £28.754M**



AITC has become of one Greater Brighton's most well-recognised and effective charitable organisations and it is a national exemplar of how football can be used to address many of these issues.

**“The work Albion in the Community does across Sussex is fantastic. The quality of its delivery is consistently high and the experience of its staff and the organisation’s insight into the challenges facing local people make Albion in the Community the obvious local charity for American Express to work with.**

**Everyone at Amex is hugely-committed to having a positive impact on the communities in which they work and our relationship with Albion in the Community enables us to do just that—whether by providing financial support to the many superb programmes the charity is delivering, or by colleagues volunteering at sessions and sharing their passion and professional expertise with participants.**

**We are all incredibly proud of our relationship with Albion in the Community.”**

Beverly Sawyer - VP International Consumer Operation Excellence, American Express

AITC has received multiple awards for its activities including:

### Argus Community Star Awards

- 2019 - Best Community Event (finalist)
- 2019 - Contribution to Sussex Sport (finalist)
- 2016 - Contribution to Sussex Sport (winner)

### Football Business Awards

- 2018 - Best Football Community Scheme Premier League (finalist)
- 2018 - Best Corporate Social Responsibility Scheme (finalist)
- 2017 - Best Football Community Scheme (winner)
- 2016 - Best Community Scheme non Premier League (winner)
- 2015 - Best Community Scheme non Premier League (winner)

### Football League Awards

- 2017 - South East Community Club of the Year (winner)
- 2016 - South East Community Club of the Year (winner)
- 2015 - South Community Club of the Year (winner)

### Card and Payments Awards

- 2017 - Best CSR Programme (winner)
- 2013 - Best CSR Programme (winner)

### Royal Society for Public Health Awards

- 2018 - Community Health Development Award (runner-up)








### Football for Good Awards








- 2015 - Champion of the Women's Game (winner)

### FA Women's Football Awards

- 2015 - We Can Play Participation Award (winner)

In 2017/18 AITC supported 990 people into employment and/or learning and skills programmes, engaged 11,575 in regular physical activities and health-related programmes and its activities were supported by 477 regular volunteers.

HEALTH		Participants
	Brighter Outlook	413
	Girls' football	1,644
	Social inclusion engagement	1,537
	Pre-diabetes	226
	Smoking cessation	75
	Boys' football	3,852
	PE and sport	2,040
	Primary schools engagement	1,270
	Disability participants	538
<b>Total</b>		<b>11,575</b>

EMPLOYMENT AND LEARNING		Participants
	Albion Goals	232
	Supported into work	95
	Further education	415
	Football and education courses	58
	Apprenticeships	32
	Schools enterprise	158
<b>Total</b>		<b>990</b>
COMMUNITY		Participants
	Volunteers	447
<b>Total</b>		<b>447</b>

In addition during 2017/18, 7,189 young people benefited from AITC's schools engagement programme and a further 9,161 were involved in a disability and awareness programme. These beneficiaries have not been included in the impact estimates because the level of engagement and the outcomes from that engagement are unknown.

More than half of the charity's £3.25 million funding in 2017/18 came from outside the City Region. Income was mainly secured from grants and commissioned contracts (55%), with the remainder coming from activity sessions (24%); and from donations by fans and business and fundraising challenges (21%).



The programmes it designs and delivers include:

### Tackling health inequalities

AITC is committed to helping improve the health and wellbeing of local people across Sussex, particularly in areas where significant health inequalities exist. A local survey found that 92% of girls aged 13-15 are not undertaking recommended levels of activity; AITC is combating this by increasing its delivery to women and girls and has seen a 50% increase in the number of girls involved in its weekly football programmes in the last year.

The charity is also addressing local early detection rates of a range of cancers by meeting with thousands of people throughout Brighton and Hove to share signs and symptoms and vital health messages. More than 17,000 people engaged with AITC's Speak Up Against Cancer team at 114 different local events in just 12 months, while free skin cancer mole checks have helped the NHS save thousands of pounds in GP appointments and unnecessary secondary healthcare referrals. A free ten-week physical activity programme aimed at supporting people who have, or have recently had, cancer to stay active has benefited more than 500 people in the Greater City Region, leading to improvements in health, mental wellbeing and, hopefully, a reduced risk of cancer recurrence among participants.

Healthy eating and nutrition advice is now widespread across the charity's delivery areas, with participants in its regular football activities now given support on how to eat healthily and on the importance of regular exercise. Encouraging people of all ages to take steps to safeguard their health and wellbeing underpins and drives almost every area of the charity's work.

### Raising aspirations and boosting academic achievement

AITC now works with 148 primary and secondary schools in Sussex, a figure which highlights not only the power of the Football Club's brand to engage other local organisations and institutions, but also the ability of AITC to use the popularity of Brighton & Hove Albion, football, and the Premier League to raise academic achievement. Figures show that 51% of primary schools in Sussex are not meeting expected academic standards, and in 2016 40% of pupils in Brighton and Hove did not achieve five or more A\*- C GCSEs.

AITC is working hard with local education providers to tackle those figures, using innovative football-themed programmes to inspire pupils and students at risk of disengaging with their studies. Much of this work is done in tandem with the Premier League—highlighting again the wider impact of the Club's top flight status on the local community. For example, 1,270 pupils from 95 primary schools participated in the Premier League Primary Stars project with AITC in 2017/18.



## Case study – Cadogan Guy

Cadogan Guy is a year 5 pupil at Coombe Road Primary School in Brighton. He has benefited significantly from working with AITC's schools' team on the Premier League Primary Stars programme. His father, Chris, said:

**“He only had a certain amount of friends at school and he would only do certain things. He didn't really want to get involved with other things. Now I can't express enough what a different child he is. When he is happy he communicates and he interacts with everybody and that's all down to the school and down to working with AITC—it's fantastic. It has changed his life.”**



Other projects, such as AITC's football-themed numeracy programme Goal Difference, have also enjoyed significant results; 96% of Goal Difference participants said the sessions helped them develop their understanding of the subject. Elsewhere AITC runs a pioneering programme aimed at encouraging more girls to study STEM subjects at GCSE and beyond.

### Supporting people into employment

AITC offers vital support to people looking to access, or return to, employment. Working with 16- to 17-year-olds who are not in education, employment or training, AITC provides a bridge between secondary education and full-time employment. This has become a significant aspect of the charity's work.

More than 400 people completed nationally-accredited qualifications with AITC in the last 12 months, accessing courses in personal training, spectator safety, nutrition and health, business administration apprenticeships, and post-16 full-time education courses—all designed to offer genuine pathways to employment. In the last year 97% of people who started a further education course with AITC successfully achieved a qualification, 95 were supported into work and 415 into further education and training opportunities.

Providing people with the skills necessary to enter the local jobs market has an economic impact not only on the individuals concerned, but also the wider community, and further significance should be attached to that impact when considering the nature of the participants AITC works with—a group which traditionally includes participants who are long-term unemployed, have disengaged from full-time education, or have experienced periods of homelessness, have challenging mental health conditions, or historic substance misuse problems.

Younger participants are also encouraged to complete qualifications alongside their regular participation, helping them to prepare for the world or continue in further education. In East Brighton, where unemployment rates are significantly higher than the national average, AITC has seen particular success among participants on its youth inclusion project, Premier League Kicks. As a result of the mentoring and support provided at sessions—and the qualifications and volunteering opportunities accessed—all of the school leaving age participants have progressed into employment.

AITC is helping some of the most-vulnerable people in Sussex back into employment.

### Encouraging participation and establishing football as a game for everyone

Much of AITC's work is centred upon encouraging people from across the local community to take part in regular activity—in most cases football—in order to benefit from the many positive impacts of physical exercise, including being part of a team, and achieving individual and collective goals. Football is also used as a way to engage people from traditionally hard to reach groups, or as a vehicle through which to drive genuine personal and community improvement.

AITC has established a wide-ranging and sustained delivery programme for key target groups. One example is people with a disability.



## Case study – Tate Willis

Tate Willis attends the Club's football sessions for people with a disability. Tate had previously been forced to twice change school as a result of bullying—leaving her facing a 60-mile round trip to and from school each day. Her father Alex Willis explained the extreme toll that the bullying had taken on not only Tate, but the entire family. Things began to change for Tate when she started attending sessions with AITC.

**“It is heart-breaking. All kids want to be involved and have fun and to be singled out for having a disability is horrible. As a parent it is devastating. You are not just dealing with bullies, you are dealing with ignorance. Tate is a different girl. It has given her confidence and a chance to shine. It is incredible. You watch what Tate can achieve, but you also see what other people with a disability can achieve as well. It is so rewarding to see your child do the things she wants to do.”**





The charity now runs more than 30 regular football sessions for people with a disability, including a growing number of disability-specific sessions and half a dozen well-established fully-inclusive regional hub clubs. Around 500 people regularly attend these sessions, including many who otherwise would not be accessing football, or indeed, undertaking regular physical exercise.

AITC has also prioritised encouraging more women and girls to play football—not least to address their high levels of inactivity. Over the last year more than 1,600 girls have played football at one of AITC’s regular sessions—an increase of 50% on the previous year.

Young people living in areas of deprivation are also a key target group for AITC. The charity’s Premier League Kicks programme, which is funded by the Premier League and currently includes around 40 regular sessions in the most-deprived areas of Sussex, offers free weekly football alongside mentoring and lifestyle guidance and support. In 2017/18 more than 1,500 young people took part in these sessions, accessing workshops on tackling social issues like substance misuse, road safety, homophobia, racism, and anti-social behaviour alongside the regular physical activities.

**“I am always incredibly impressed and encouraged by Albion in the Community’s efforts to grow the game of football locally and to use the sport as a way of driving positive personal and community-wide change. Its on-going determination to remove many of the barriers which prevent people from regularly participating is having a genuine impact on local people—including many who, were it not for Albion in the Community, would likely not have the chance to play football.”**

**“At Sussex FA we are well aware of the many social, physical and mental benefits which physical activity provides and it is brilliant to see Albion in the Community working so hard to ensure that everyone in Sussex—regardless of their personal situation—has the chance to enjoy those benefits.”**

**“We work closely with Albion in the Community in many areas and share the charity’s commitment to making football a sport everyone can enjoy. Having such a well-respected charity operating in Sussex is something the county should be very proud of.”**

Ken Benham - Chief Executive, Sussex County FA



## Case study – Zachary Nye

Zachary Nye is a regular at the Club’s session for players with autism, but he had never played football before joining in with AITC. His mother Sasha explains how the charity has had an extremely positive impact on him:

**“When he went to the first session he found joining in quite difficult so he would only do some one-to-one work. The coaches were very good at letting him work his way round. He feels so safe, happy and secure at the AITC session that he doesn’t need support from us. If I was to introduce something else to him he might want me to stay - but at the football he can’t wait to get rid of me!”**



## 6. Working Together for a Better Greater Brighton

AITC provides significant social and economic value to both the Treasury and to the Greater Brighton economy by supporting people into jobs, improving people's skills and improving the physical and mental well being of residents. The Social Value Bank provides a wide range of estimates of the value of different types of activities, which enable the economic value of many of AITC's programmes to be estimated.

AITC made an estimated economic contribution of around £28.75 million, based on the number of people who benefited from its different activities, from engaging people in regular volunteering, involving people in regular exercise through football events, and supporting people into employment and education/training.

### 5.8 Successes on the Community Pitch

The Community Pitch is a key benefit provided to the local community by Brighton & Hove Albion as part of the planning permission granted for the American Express Elite Football Performance Centre in Lancing.

During the course of the year, the community pitch had over 36,000 hours of participation, with access made available to over 450 Sussex-based schools alongside over 30 grass roots junior teams.

The Community Pitch is regularly used by people from all backgrounds and in 2018 £85,000—an increase from £61,000 in 2017 - of its running costs were subsidised by Brighton & Hove Albion. AITC regularly runs training sessions at the Community Pitch and it also provides beneficiaries with the opportunity to use the American Express Elite Football Performance Centre.

Subsidising of community activity at the American Express Elite Football Performance Centre is part of the Football Club's on-going commitment to the local area and population, and is an important feature of its positive influence on the wider Sussex community.

The charity has also continued to expand its use of the wider training ground facility, with a 153% increase in the hours of pitch use in the indoor dome, and a 128% rise in the hourly use of teaching space at the American Express Elite Football Performance Centre.

The charity remains committed to providing access to the Club's world class training facility to the wider community, not just elite level footballers and Club staff.

Brighton & Hove Albion Football Club and Albion in the Community already make a significant economic and social contribution to the Greater Brighton City Region and the Coast to Capital region.

The Club's position in the Premier League is a game-changer for the Club, but also for the City Region, both quantitatively and qualitatively. In a short period of time, Brighton & Hove Albion has become one of Brighton and Hove's most significant businesses with a strong international profile and an identity that is unmistakably associated with Greater Brighton.

Brighton & Hove Albion and Albion in the Community have strong support from Greater Brighton's residents and businesses and, after several challenging years, they can be proud to have a Football Club that now competes in the English Premier League.

Maintaining and building on this status and ensuring that sport is a source of good for all sections of the community requires major long-term planning and investment on behalf of the Club.

It also requires Brighton & Hove Albion and Albion in the Community to work closely with partners to maximise its positive impacts in the future, including:

- Ensuring that public sector partners recognise that Brighton & Hove Albion is now one of Greater Brighton's major international businesses, with a genuinely global reach and the capacity to promote international trade and develop mutually beneficial partnerships around the world;
- Securing support for the Club's future capital investments, which will deliver social and economic value to the City Region and secure the Club's long-term future in the Premier League;
- Working with partners to promote equality and to increase participation in sport by under-represented groups, with the aim of Greater Brighton being recognised as the country's leading City Region for women's and girls' and disability football; and
- Ensuring that the American Express Community Stadium is promoted and used to maximum effect for major events, conferences, social functions and music festivals.











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