

Leyton Orient Community Engagement Report 2021- 2022 Season

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

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

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

Match Day Activity

An important part of the engagement and outreach with the local community is to get them involved in the excitement and emotion of match day at the unique atmosphere of The Breyer Group Stadium.

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

The structure of the day looks like this:

Pre-match flag parade/guard of honour

Before every home game, a group of up to 16 parade Orient flags around the pitch and form a guard of honour as the players and officials enter the field of play. This is extremely popular and is offered to charities, schools, youth football teams and those utilising the diversity hub as well as it being used as a competition prize for junior club members and for those designated as match sponsors. Given COVID restrictions this started fully again from February through to May with over 100 taking part. Groups included

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. Access to the pitch was restricted until February with groups engaged until May with over 100 taking part including the Leyton Orient Women's Walking Football Team and Westward Boys who were being filmed for a documentary TV.

Complimentary Tickets

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

To tackle this, the Club, Trust and its charity partners have considered the best ways of bringing live football to more in the community. Having reviewed the ticket offer fully it was agreed that a more mixed but wider offer should be put in place combining free tickets with discounted ones for children and families. Continued thanks go to EASST who with their kind donations have enabled an estimated 5000 benefiting from the mixed offer which was reintroduced from January through to May.

Free Community Tickets

The club offers complimentary tickets to groups as well as the opportunity to promote their scheme in the match-day programme plus there is a chance to access the pitch to celebrate their achievements in front of the crowd. Community tickets are also linked to Leyton Orient Trust programmes including Kicks, Walking Football, EFL Move and Learn, Noor UI Islam and Waltham Forest College. Overall, it is estimated that over 3000 tickets were offered this season.



Discounted Ticket Scheme

Over the course of the season the Club offers and promotes discounted ticket matches including Games for a Fiver. These are highly successful attracting above average crowds on the day and generating more interest in the Club. For this season three Game for a Fiver matches were held. In addition, the Club offered free and discounted tickets through a mail drop around the Leyton area which helped raise the profile and attendance at matches



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

These include:

Charity Fundraisers

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

EASST



Ukraine Appeal



Highams Park Hub (Foodbank)

Leyton Orient @leytonorientfc · 10 Dec 2021
 Giving is our goal this Christmas 🇪🇪

Bring your spare change to tomorrow's match and look out for @HighamsHub volunteers around the stadium.

Your donations will help the food bank to deliver Christmas meal boxes to the E4 community! 📦

#LOFC



leytonorient.com
 Supporting Highams Park Food Aid

You Retweeted

The Highams Park Hub @HighamsHub · 19 Jan

@LOFCPartners support at Christmas made a massive difference to our work. Thank you again for helping us, we look forward to working together in the future!

LOFC Partners @LOFCPartners · 19 Jan

🌟THANK YOU🌟 O's fans & #E10Events guests for supporting @HighamsHub!

Through our Christmas party campaign - "Giving is our goal" 🇪🇪 - and matchday bucket collection, more than £900 was raised to help provide Christmas deliveries to the E4 community 📦

@leytonorientfc

You Retweeted

The Highams Park Hub @HighamsHub · 12 Dec 2021

Shame about the result, but a massive thank you to @leytonorientfc and the LOFC fans for their generous support at yesterday's match! #OnlyOneOrient



You Retweeted

The Highams Park Hub @HighamsHub · 11 Dec 2021

We're at @leytonorientfc today collecting for The Hub! Come and see us if you're heading to the match today! A massive thank you to Leyton Orient for all their support!



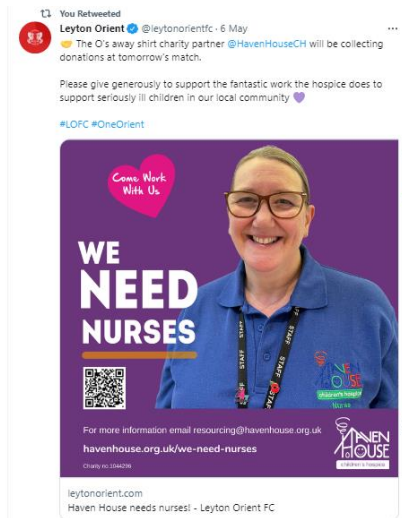
JE3 Foundation



Boots to Africa



Haven House

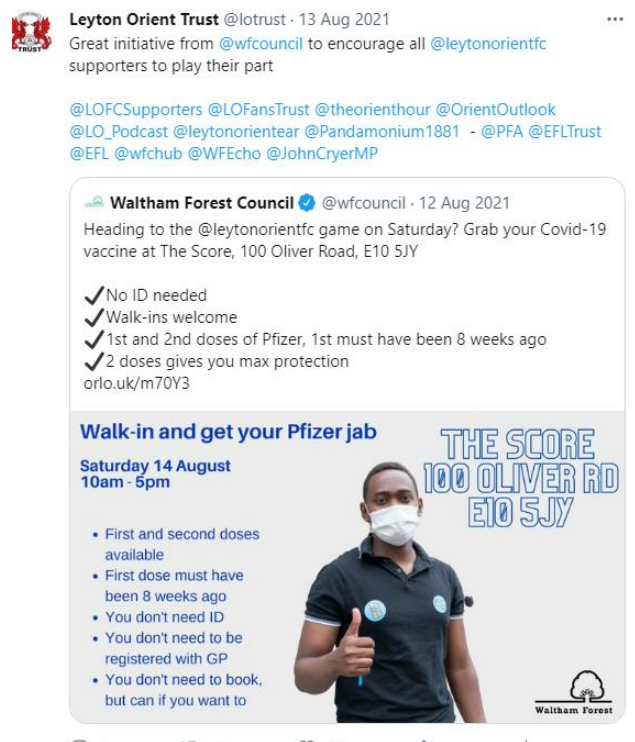
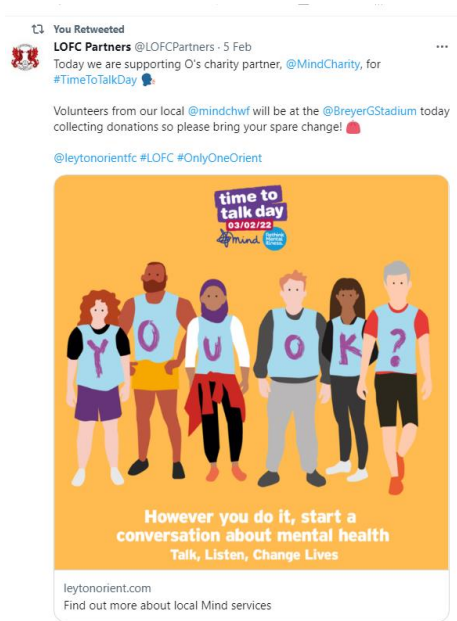


MIND



Health Awareness Messaging

In addition to the charity games, an important element for the Club and the Trust is to promote healthy lifestyles to the fan base. This is achieved in partnership with Public Health and other Health charities at, at least six matches during the season. We look to have a good range of health messaging which will strike a chord with the fans. In the build up to the match day health messaging is relayed throughout the week often with endorsement and support from the first team. Due to restrictions three Health campaigns were supported: MIND, Cancer Awareness and COVID 19 Vaccine roll out



Sponsors activities

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

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

Club Partners for the season have included:

Tommy Club



TOCCA Social



Moore Kingston Smith

You Retweeted

Leyton Orient @leytonorientfc · 7 Sep 2021

"The Club wouldn't be where it is now in terms of mental health without Moore Kingston Smith's seminar."

Back of shirt sponsors @MooreKSLLP and the O's have teamed up to tackle workplace wellbeing, with 4 Orient staff now trained as Mental Health First Aiders 🌞

#LOFC



mooreks.co.uk

O's and Moore Kingston Smith team up to tackle workplace wellbeing


Haven House

You Retweeted

Leyton Orient @leytonorientfc · 4 May

The O's away shirt charity partner is recruiting for 50 nurses. Read more updates and how to apply via the link below, and you could become part of this wonderful organisation.

#LOFC #OveOrians



leytonorient.com
Haven House needs nurses - Leyton Orient FC

1 11 35


You Retweeted

LOFC Partners @LOFCPartners · 7 Feb

Thanks to all O's partners who were involved in the matchday activations on Saturday! 🍷

- Bucket collections by @mindchwf @MindCharity
- GOTM presentation by @ETClayProducts
- @TOCAsocialUK truck on Brisbane Road
- MOTM presentation by @its_co_uk

@leytonorientfc #LOFC



2 7 10

Qualiteach



MIND



London Borough of Waltham Forest

You Retweeted
Leyton Orient @leytonorientfc · 15 Oct 2021
👉 Our club is a welcoming place for everybody.

That's why we've signed @WFCouncil's #NoSpaceForHate pledge and are partnering with them by hosting a dedicated matchday tomorrow, as part of #NationalHCAW

#LOFC #OnlyOneOrient



leytonorient.com
No Space For Hate

You Retweeted
Leyton Orient @leytonorientfc · 16 Oct 2021
👉 Today we are supporting @WFCouncil's #NoSpaceForHate pledge...

➡ Click below to find out more and support the campaign!

#LOFC #OnlyOneOrient



leytonorient.com
No Space For Hate

Fans for Diversity HUB

The HUB is located in the East Stand and was originally used the Club Boardroom. After receiving a donation from the Fans for Diversity fund in 2017 the room is now used for every home-game as well as a community space on non-match days. On match days the Hub has been used as a base for the match day charities to meet as well as a space for those new to Orient to be welcomed. Following the lifting of COVID 19 restrictions the Hub has been used for every home game since February and has welcome Trust youth groups, schools celebrating World Book Day, EFL Move and Learn, NCS, Coping through Football and local youth football teams.

You Retweeted

Robbie Minchin @RobbieMinchin · 26 Feb

Good to welcome @lotrust Youth Engagement Group today. Well done all!
#LOFC #OnlyOneOrient @leytonorientfc



1 2 11


Leyton Orient Trust @lotrust · 12 Feb

Make the most of your summer by signing up for @NCS

New friends, new adventures, and a whole lot of fun. What more could you want?

Find out more and sign up today by heading to www.ncs.com

So what are you doing this Summer?



91 views

Leyton Orient Trust @lotrust · 19 Mar

Today we celebrated our @JoyOfMovingUK programme with 5 primary schools from Leyton @wivcouncil attending todays game. Pupils were taking part in a half time Penalty Shootout & were @leytonorientfc flag bearers before the game! #JoyOfMoving #lofc



GeorgeMitchellSchool and 4 others

Leyton Orient Trust @lotrust · 22 Jan

Aldersbrook Primary School being presented with the @EFL Ullita Kids Cup at todays game. They won the local primary schools competition in November. @AFSE12 will now represent @leytonorientfc in the southern area competition at Swindon. Up the O's! #lofc



You and 2 others

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:

Events

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

Essex Tapeball Cricket Festival

The #PLPrimaryStars Tape Ball Festival at the home of football @leytonorientfc in collaboration with @EssexCCB is up and running!! 12 schools from @wfcouncil taking part this morning 🏏⚽



Show Racism the Red Card Primary Schools Event



12 22



1 12 62

South Asians in Football Conference Orient LGBTQ+ Fans Forum

You Retweeted
Anwar Uddin @AnwarU01 · 25 Mar
 Confirmed 🙌 delighted to have @OtisKhan63 joining us & sharing his story at the #SouthAsianFootballNetwork event @leytonorientfc on the 11/4/22 🙌

- Grassroots to Pro Game
- Participation & Inclusion
- Listen & Discuss
- Guest Panel
- Q&A

Register here eventbrite.co.uk/e/south-asian-...



Grassroots and & others

You Retweeted
Leyton Orient @leytonorientfc · 8 Mar
 🏴󠁧󠁢󠁥󠁮󠁧󠁿 Our first LGBTQ+ Supporters Group meeting is set to take place at the stadium this Thursday!

Read more, and find out how to sign-up to become a member.

#LOFC #OnlyOneOrient



leytonorient.com
 First LGBTQ+ Supporters Group Meeting

Haven House 24/7 Gig and Fundraiser Qualiteach Schools Football Festival

You Retweeted
Leyton Orient @leytonorientfc · 25 Aug 2021
 🎸 "We can all respond to and appreciate music, despite disability or illness."

The Haven House 24/7 Gig, presented by @talentbank on Thurs 7 Oct, will raise vital funds for @HavenHouseCH services including music therapy 🎵

Book your tickets now!

#LOFC #247Challenge



leytonorient.com
 Raising Funds For Music Therapy

LOFC Partners @LOFCPartners · 1h
 🌧️ A bit of rain wasn't going to stop the @Qualiteachtd Cup Finals today at the @BreyerGStadium!

8 schools participated in the final rounds of the Cup, with prizes awarded by Lawrence Vigouroux & Omar Beckles 🏆 Well done to all involved!

@leytonorientfc #LOFC #OneOrient



leytonorient.com
 A great day at the Qualiteach Cup Finals!

Orient Women's First Team Matches and International Women's Day

You Retweeted
Leyton Orient @leytonorientfc · 8 Mar
 We're proud to celebrating International Women's Day, here today in E10.

Happy #IWD2022 to all of our female supporters, players and staff! ❤️

#LOFC #OnlyOneOrient #IWD2022



3 18 92

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 Leyton Orient Partnership of Associated Schools Scheme (LOPASS) we work closely with 10 'preferred' local primary schools who then are engaged in club activities including visits to matches but also player visits to the schools. Over the season a number of initiatives have taken place including World Book Day and the Joy of Moving. Through the work of Omar Beckles, a design a mental health messaging T Shirt competition was launched and run with a pupil from Riverley Primary winning and meeting Omar on a match day.

Leyton Orient Trust @lotrust · 21 Apr
A wonderful afternoon at @gmatschool with a special visit from Leyton Orient players @BecklesOmar & Aaron Drinan. Year 5/6 children shared their experiences of the #JoyofmovingUK programme with the players. A programme supported by the @EFLTrust #lofc

Leyton Orient Trust @lotrust · 3 Mar
As part of our celebrations of #WorldBookDay @leytonorientfc first team players Tom James & @LawrenceV93 visited @Greenleaf17 to give out free books and take part in a Q&A with pupils from KS2 #lofc #PLPrimaryStars

Riverley Primary @RiverleyPrimary · 7 May
@lotrust @leytonorientfc showcasing Alex's t-shirt he had designed during today's match #widehorizons

Leyton Orient Trust @lotrust · 7 May
Thanks @RiverleyPrimary glad that Alex enjoyed his day. Thanks to @BecklesOmar for devising the campaign and @leytonorientfc players and staff getting behind it.

Riverley Primary @RiverleyPrimary · 7 May
After successfully winning the Mental Health T-shirt Competition with @lotrust @leytonorientfc Alex had the opportunity to watch the team warm up during today's match while they wore the t-shirt he had designed! Thank you @lotrust @leytonorientfc for being inspiring role models

Trust Programmes

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

Leyton Orient Trust @lotrust · 12 Feb

If you're 16-17 years old, make the most of your summer by signing up for @NCS

Here's what our number @Harrysmith30_ had to say prior to the #NCSmatchday @leytonorientfc

Find out more: wearencs.com

@EFLTrust



0:18 60 views

Leyton Orient Trust @lotrust · 7 Apr

Day 4 of our #WFHolidayActivityProgramme with so many activities and the day finishing with a visit from @leytonorientfc players Jordan Brown & Dan Moss who took part in a Q&A with our participants #HAF2022 #EFLWeekofAction @wfcouncil



EFL Trust and 2 others

You Retweeted

LOFC Partners @LOFCPartners · 8 Oct 2021

Too many people are still not getting the mental health support they need.

At @leytonorientfc we are joining @MindCharity and fighting for mental health, with our qualified Mental Health First Aiders and staff at @lotrust and @LOFCAcademy completing awareness training... (1/2)

1 4 11

Show this thread

Leyton Orient Trust @lotrust · 8 Oct 2021

Thanks to Martin and @adam_thompson for coming down and supporting @NELFT @TheLPFF pioneering programme and for supporting @EFL @MindCharity @EFLTrust #WorldMentalHealthDay

Leyton Orient @leytonorientfc · 8 Oct 2021

"I feel a lot better now. Mentally, it helps to get out of the house."

Ahead of #WorldMentalHealthDay on Sunday, Martin Ling and Adam Thompson visited a Coping Through Football session with the @LOTrust.

Keep up the great work guys ❤️

#LOFC #OnlyOneOrient



3:00 3,785 views

Club Partners

Highams Park Hub – Food B

You Retweeted


Leyton Orient @leytonorientfc · 22 Oct 2021

The left-backs give back 🙏

Connor Wood & Jayden Sweeney visited @HighamsHub to see how our Christmas parties will support the delivery of festive meal boxes to the local community.

🙏 Giving is our goal this Christmas - book your party now!

#LOFC



2:27

leytonorient.com
Giving Is Our Goal This Christmas | Wood & Sweeney Visit The Hub

Boots to Africa

Leyton Orient Trust
6,056 Tweets
10k Retweets

Leyton Orient @leytonorientfc · 4 Feb

👉 @Boots2Africa will be at the game versus Colchester tomorrow.

Situated outside the trust, any donations of boots or kit would be greatly appreciated.

Thank you, O's. 🙏

#LOFC #OnlyOneOrient



0:15 | 2,477 views

1 15 34

Leyton Orient Trust @lotrust · 11 Feb

Our team were at the @leytonorientfc training ground this morning, collecting donations from the players for @Boots2Africa



2 2 11

Barts Charity and Whipps Cross Hospital

You Retweeted



Leyton Orient @leytonorientfc · 13 Dec 2021

🎁 Christmas gifts for East London's hospital patients

@Barts_Charity is running a #ChristmasGiftAppeal for patients in their East London hospitals to have a present to open on Christmas Day.

Donate and help spread festive cheer!

Barts Charity @Barts_Charity · 9 Nov 2021

#Christmas is coming to @NHSBartsHealth and we need your help to help make it extra special for patients who'll be spending Christmas in hospital.

Will you help us buy presents and bring festive joy to the wards this year? 🎁 #ChristmasGiftAppeal

bit.ly/3n0qbbO

[Show this thread](#)



1



7



14



You Retweeted



Matty Bennett @MattyBWba96 · 10 Feb

@leytonorientfc Wow 🤩 lost for words ! Thank you so so much for choosing to support Vi she will be overwhelmed with this ! Huge thanks to @Harrysmith30_ for also noticing this you guys are amazing thanks the players and staff at Leyton Orient ❤️

Leyton Orient @leytonorientfc · 10 Feb

💜 "We're all thinking about you."

A special message from Harry Smith for Violet (@MattyBWba96), who is undergoing cancer treatment today.

Keep going Violet, you're so brave 💜

#LOFC #VioletsDreams

[Show this thread](#)



0:04 4,742 views



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9



63



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. Once restrictions had been lifted There were over 50 appearances made by players in the Community and on match days over the course of last 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 year it was Omar Beckles who not only won the Leyton Orient Community Player Award but also the EFL PFA League Two Player of the Year Award.

