



Mental Health Charter for Sport and Recreation Action Plan for Burton Albion Football Club and Burton Albion Community Trust.



As a signatory of the [Mental Health Charter for Sport and Recreation](#) we are committed to taking action across the following six areas:

1. Use our sport to promote good mental health and wellbeing
2. Adopt good mental health policies and best practices
3. Appoint ambassadors and role models
4. Tackle discrimination on the grounds of mental health
5. Support a pan-sport platform to develop and share resources and best practice
6. Throughout all of this we should regularly monitor our performance

To help facilitate a joined-approach we have appointed a lead staff member:

Name: John Widdowson

Position: Health and Inclusion Manager

Tel: 01283 565938

Email: john.widdowson@burtonalbionct.org

Organisation website: www.burtonalbioncommunitytrust.co.uk

Through the power of sport we are committed to engaging with the local community, educating and raising awareness around mental health and inspiring people to making positive wellbeing choices..

Our action plan is set out below.

Audience	Activity description (the numbers next to the activity description heading correspond with the Charter's areas of activities listed above)	Support required	Internal lead (include contact details)	Timescale	How will we measure success?	Progress update (leave blank for now, we recommend you update this at 6 and 12 months)
All	<p>Raising awareness: Celebrating the charter and what we're doing.</p> <ul style="list-style-type: none"> - What is the Charter and why we have signed it? - What we have done so far as a club. Links to case-studies and tips sheet - Information and links about mental health – e.g. links to local mental health services - Information on accessible services Internally 	<ul style="list-style-type: none"> - Key messages about the Charter - Links to Mental Health awareness 	John Widdowson John.widdowson@burtonalbionct.org	October initial Quarterly intervals	Hits on the website. Stories published	
All	<p>Raising awareness – keeping the wider community up-to-date (1,2&5)</p> <p>We will use regular slots in the following:</p> <ul style="list-style-type: none"> - Membership newsletter (volunteer / athletes) - Workforce e-newsletters (volunteers / coaches and officials) - Information on noticeboards - Social Media and website stories - Articles in local papers about project successes 	Updates on new resources and activities	John Widdowson John.widdowson@burtonalbionct.org	October E-Newsletter then quarterly Internally weekly circular in October	Web analytics following publication.	
Other clubs and wider sector	<p>Share good practice (5)</p> <p>Contact other local clubs to share good practice and see if any potential joined-up working.</p>	N/A	John Widdowson John.widdowson@burtonalbionct.org	October Patient Board meeting	Measuring against outcomes	

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	<p>Tell your local council / Health and Wellbeing Board what you're doing.</p> <p>Work alongside the FA to further develop the project.</p> <p>Share good practice with Mind so that it can be considered as a resource on the Mental Health Charter for Sport and Recreation's website.</p>			Arrange meeting with Staff FA		
All	<p>Ambassadors and role models (3) Recruit a range of ambassadors and role models who are willing to support the Charter including those who have personal experience /close experience and those who can champion the programme to include:</p> <ul style="list-style-type: none"> - Director / Trustee - Coaches / volunteers (work with workforce development) - Participants <p>Ambassadors and champions to support with:</p> <ul style="list-style-type: none"> - Mental health selfies - Speaking to stakeholders - Case studies - Local media - Attendance at events 	Ambassador guidance	John Widdowson John.widdowson@burtonalbionct.org	<ul style="list-style-type: none"> i) Create a brief for ambassadors / role models - October ii) Recruitment and briefings – October iii) Engagement of ambassadors and role models in internal / external comms – October onwards 	Reach of coverage. Feedback from stakeholders.	

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Employees	<p>Raising awareness: Internal awareness raising campaign (1,2&4)</p> <p>Work with colleagues to raise awareness of the Charter and how to promote positive mental well-being and reduce discrimination through:</p> <ul style="list-style-type: none"> - Create a presentation accessing existing resources including Time to Talk videos for team managers/coaches/leaders to use - Include regular information in e-newsletter - Posters and literature to be available in shared areas: kitchens, meeting rooms, changing rooms, bar etc 	Any supporting materials	John Widdowson John.widdowson@burtonalbionct.org	Managers / SMT briefing Staff workshop / brief Awareness of campaign days and activities	Staff absence and recorded information	
Wider community	<p>Physical Activity Sessions</p> <p>Deliver a weekly physical activity session at Burton Albion Football Club.</p> <ul style="list-style-type: none"> - Create promotional material for the session - Advertise using ambassador - Use e-newsletter to promote the activity - Send out information to local partners 	Funding support and staff training	John Widdowson John.widdowson@burtonalbionct.org	October promotion of weekly sessions	Number engaged Case studies collected	

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Wider community	Football Matchday <ul style="list-style-type: none"> - Work alongside BAFC, Mind Nationally and locally to host a specific wellbeing focused matchday. - Vs Oxford 2nd February 2019 - Bucket Collection - Group tickets - Promotional Materials - News Stories 	Local press and support info	John Widdowson John.widdowson@burtonalbionct.org	February	Social media engagement Case studies shared	

If you are communicating externally, it's important that you have a look at our guidance on the most appropriate language and photo images to use. We have provided information and key messages on the Sport and Recreation Alliance's [website](#).

You can see details of other organisations who have signed up [here](#).

We hope you will be proud of your action plan and tell your staff and networks about it!

Checklist:

- ✓ You have completed the action plan and shared it across your club or group
- ✓ Written a website summary of your activity
- ✓ Set regular dates to review the action plan

