

Football & Social responsibility strategy



Barry Town United AFC



introduction

Football by its nature is an accessible sport; it requires no complicated explanation of rules, opportunities to participate are widely available and most importantly it is simple and easy to play regardless of ability level. Yet football like all sports needs to work hard to ensure that everyone feels part of the Club.

Environmental issues represent a potential risk for football. The Club is determined to be part of the solution to preserve and regenerate the environment and leverage the power of football to raise awareness and catalyse action.

The Football & Social Responsibility Strategy 2023 sets out our Vision, Objectives and Actions to become a truly inclusive and representative Club, while taking steps to minimise our negative environmental footprint.

The Club currently provides football to players of all abilities including teams in Senior, Youth, Junior, Mini, Veterans, Walking and Pan Disability Leagues and/or Competitions.

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Human rights

Human rights commitment

Barry Town United Football Club commits to running its organisation, activities and relations in accordance with the Clubs Human Rights Commitment, striving for consistent progress in its Football & Social Responsibility initiatives.

As a further action, the Club will leverage its communications channels to raise awareness of human rights issues.

To fulfil its responsibility regarding human rights and promote the standards set out in all declarations, guiding principles and covenants referenced in section 5 of the Human Rights Commitment, this document will serve as the basis for a human rights policy, which will take account of the Club's Football & Social Responsibility Strategy.

Responsibility for developing and implementing initiatives based on this commitment lies with the Club's Football & Social Responsibility Officer. The Club will consult with internal and external stakeholders and will commit resources to meet the objectives set out in section 3 of the Human Rights Commitment.

The Club's Human Rights Commitment can be found attached here: [Human Rights Commitment](#)

Anti-racism

ambition: Eradicate racism in all its forms on & off the pitch.

Topic	Target	KPI	FAW strategy alignment
Prevention: Anti-racism measures across Club policies, guidelines and communications.	Annually update the Club's anti-discrimination/racism policy.	Updated annually.	FAW PAWB Strategy Objective 1 – Education & Awareness, 2 – Equality & Diversity & 3 – Report & Challenge.
	Communications and awareness campaigns aligned with anti-racism principles.	<ul style="list-style-type: none"> - Pre-match anti-discrimination/racism announcement conducted at every game. - co-ordinate with match officials the 3-step procedure for serious discriminatory/racist incidents. - Pro-active Anti-discrimination/racism statements on the website & match program. - Participate annually in Show Racism the Red Card's Month of Action in October. - Number of communications. - Number of people reached by the Campaign. 	
Education: Develop a plan for a preventive Anti-Racism educational programme.	Provide anti-racism education to Players & Club staff. (including online abuse) using UEFA's OUTRAGED toolkit / working with Show Racism the Red Card.	Educational workshop delivered annually to all players & staff.	FAW PAWB Strategy Objective 1 – Education & Awareness.
Monitoring, reporting & sanctioning: Implement actions to identify, investigate and sanction racist incidents.	Establish clear reporting platforms & guidance for racism.	Reporting platform & guidance developed & communicated.	FAW PAWB Strategy Objective 3 – Report & Challenge.
	Investigate all alleged racist incidents working closely in partnership with key stakeholders.	Number of reported incidents = number of investigations.	

Equality & Inclusion

ambition: To increase the access and opportunities for everyone to ensure the Club is representative, diverse, inclusive, and accessible.

Topic	Target	KPI	FAW strategy alignment
Prevention: Anti-discrimination, equality & inclusion measures across Club policies, guidelines and communications.	Annually update the Club's anti-discrimination policy.	Updated annually	FAW PAWB Strategy Objective 2 – Equality & Diversity & 3 – Report & Challenge.
	Annually update the Club's Equality & Equal Opportunity policies.	Updated annually	
	Communications and awareness campaigns aligned with equality & inclusion principles.	Participate annually in Equality & inclusion campaigns such as Football V homophobia/rainbow laces action weeks. - Number of communications. - Number of people reached by the Campaign.	FAW PAWB Strategy Objective 1 – Education & Awareness.
Education: Develop a plan for a preventive Anti-discrimination educational programme.	Provide education to Players & Club staff. (including online abuse) using UEFA's OUTRAGED toolkit & FAW PAWB resources/education programme/courses.	Delivered annually to all players & staff.	FAW PAWB Strategy Objective 1 – Education & Awareness.
Opportunity: Increasing Equality & Diversity	Utilise the FAW's Clwb PAWB toolkit to further develop equality & diversity at the Club.	Implement the Clwb PAWB Framework	FAW PAWB Strategy Objective 2 – Equality & Diversity
Monitoring, reporting & sanctioning: Implement actions to identify, investigate and sanction racist incidents.	Establish clear reporting platforms & guidance for discrimination.	Reporting platform & guidance developed & communicated.	FAW PAWB Strategy Objective 3 – Report & Challenge.
	Investigate all discriminatory racist incidents working closely in partnership with key stakeholders.	Number of reported incidents = number of investigations.	

football for all

ambition: To improve the access and opportunities for disabled people at the Club.

Topic	Target	KPI	FAW strategy alignment
Playing opportunities Increase access to playing opportunities	The Club already provides opportunities for players with disabilities to train and play games in organised Tournaments.	<ul style="list-style-type: none"> - Number of new players with Disabilities. - Number of opportunities for players with Disabilities. 	FAW PAWB Strategy Objective 2 – Equality & Diversity
Access Improved accessibility for disabled people.	<ul style="list-style-type: none"> - Ensure that all disabled fans, irrespective of their special needs, can attend any game of their choice and have an inclusive experience. 	<ul style="list-style-type: none"> - Appoint a Disability Access Officer to act as a point of contact for disabled fans. - Accessibility audit of stadium & facilities. - Develop an action plan from audit results. - Stadium complies with UEFA/FAW accessibility requirements. 	FAW PAWB Strategy Objective 2 – Equality & Diversity
	<ul style="list-style-type: none"> - Implement a policy to ensure all football activities are accessible & enjoyable for everyone, irrespective of disability or disabling factors. 	<ul style="list-style-type: none"> - Include in Clubs Equal Opportunity policy. 	
Education & Awareness Increase the understanding of accessibility.	<ul style="list-style-type: none"> - Communications and awareness campaigns aligned with accessibility principles. - Provide education to Club staff. 	<ul style="list-style-type: none"> - Participate annually in Level Playing Fields action weeks. - Club staff completing disability etiquette training by Level Playing Field. 	FAW PAWB Strategy Objective 1 – Education & Awareness.

Child & youth protection

ambition: To ensure that all children who participate in Club programmes do so in a fun, safe and positive environment.

Topic	Target	KPI	FAW strategy alignment
Protection: Measures to protect, safeguard and ensure the welfare of children & young people involved in football.	Appoint a Safeguarding Officer at the Club.	Safeguarding Officer appointed.	FAW Safeguarding
	Annually update the Child and youth protection/safeguarding Policy & all codes of conduct.	Updated annually.	
Education & awareness: Provide training opportunities & participate in awareness campaigns on child and youth protection /safeguarding.	- Training of child and youth protection/safeguarding officer via FAW safeguarding course. - Training of all Club coaches & relevant staff for child and youth protection/safeguarding via FAW safeguarding course.	All relevant staff received training for child and youth protection/safeguarding or have a valid FAW safeguarding certificate.	FAW Safeguarding
	Communications and awareness campaigns aligned with child and youth protection /safeguarding.	Participate annually in the FAW's Behind the Line, Behind the Team campaign.	
Monitoring, reporting & recording: Child and youth safeguarding arrangements and protocols.	All suspicions and allegations of abuse or poor practice will be taken seriously and responded to promptly and aptly.	Number of reported incidents = number of investigations.	FAW Safeguarding

environmental

Environmental Commitment

Determined to contribute to the human right to a clean environment, Barry Town United Football Club strives to ensure that football will leave a positive legacy.

Barry Town United Football Club commit to helping preserve and regenerate our environment while empowering others to do likewise. While embedding environmental considerations into strategic decisions, the Club will also use its voice and leverage the power of the football platform to raise environmental awareness and catalyse action in society.

The Club will measure progress to document and communicate how the Club is preventing, minimising and remediating football's impact on the environment.

Responsibility for developing and implementing initiatives based on this commitment lies with the Club's Football and Social Responsibility Officer. The Club will consult with internal and external stakeholders and will commit resources to meet the objectives set out.

The Club's Environmental Commitment can be found here: [Environmental Commitment](#)

Environment

ambition: To preserve and regenerate the environment and leverage the power of football to raise awareness and catalyse action, minimising our negative environmental footprint becoming net zero by 2030.

Topic	Target	KPI	FAW strategy alignment
Circular Economy Embed the 4R approach – built around Reducing, Reusing, Recycling, and Recovering	Identify food-related sustainability solutions across the Club's ecosystem, including locally-sourced, plastic-free and plant-based packaging.	Become a single-use-plastic-free and zero-waste Club.	Sustainability Strategy 2030.
	Ensure all products are ethically sourced and fair-trade.	All products are ethically sourced and fair-trade.	
	Establish community swap shop schemes for football kits and equipment	Swap shop schemes established.	
Climate & Advocacy Awareness-raising and advocacy of climate action and environmental protection.	Sign up for UN 'Football for Goals' initiative, and UNFCCC 'Climate Neutral Now' pledge and 'Race To Zero' campaign.	Signed up for initiatives.	Sustainability Strategy 2030.
	- Raise awareness of climate change & club initiatives.	- Number of people reached by the Campaign. - Promote sustainable modes of travel to staff & supporters.	
Prevention and monitoring of Environmental impact	Measure the environmental impact of Club activities.	Environmental impact report produced.	Sustainability Strategy 2030.

Accountability & monitoring

Monitoring progress

The Clubs Board will discuss the topic of FSR regularly during meetings in order to monitor progress and oversee the implementation of the Football & Social Responsibility Strategy, receiving an update from the FSR Officer at least annually.

accountability

The Board will be accountable to the progress and success of the FSR strategy. The FAW and key stakeholders will be tasked with holding the Club to account over the objectives and targets set out. The Club will provide analysis and explanation in any circumstance where targets set out have not been achieved and will update the Action Plan where necessary to be reactive to societal issues and to address any unforeseen challenges.

Reporting progress

An annual report will be produced highlighting the progress made in each topic towards achieving the overall objective. The report will be provided to the FAW and key stakeholders.

