



FOUNDATION

**OUR MOSQUES OUR FUTURE:
DON'T NEGLECT OUR YOUTH**

ABOUT US

- As the club's official charity, the West Ham United Foundation is a focal point of the club's community commitments
- Vision: Harnessing the power of football to maximise life-chances and inspire better futures for all
- Mission: To provide an innovative approach to understanding and meeting the needs of our community; building partnerships and utilising insight and technology to create an environment where all can thrive - from the heart of East London
- Delivering life-changing services across east London, Essex and Internationally
- Engaging up to 50,000 people per year with over 30 projects delivered across Community, Health, Learning, Employability and Football Development
- Equality is embedded across all of our work

EQUALITY IS EMBEDDED



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YOUTH ENGAGEMENT

- Integral to us – demonstrated with ‘Youth’ forming one of the WHU Players’ Project strands
- We ensure we give young people a platform and a clear voice:
 - WHU Foundation Youth Forum
 - Junior Supporters’ Board
 - Feedback opportunities and systems of reporting
- Inclusive programmes which focus on responding to local need, promoting social cohesion and helping people to fulfil their potential, for example:
 - Premier League Kicks
 - Leadership Through Sport and Business
 - Football Programme 16-19
 - Advantage
 - The Training Ground: Career Development and Mentoring
- Focus throughout COVID-19: keeping connected even when physical isn’t possible e.g. wellbeing calls, tasks delivered virtually, additional support for those most vulnerable

COVID-19: RACE EQUALITY DATA

Dr. King – Black & Asian Coaches Association

According to Public Health England's 'Disparities in the risk and outcomes of COVID-19' publication (11 August 2020)

- Black males are 4.2 times more likely to die from a COVID-19 related death and black females are 4.3 times more likely than white ethnicity males and females.
- Men of Bangladeshi and Pakistani origin were 3.6 times more likely to have a COVID-19-related death, while the figure for women was 3.4 times more likely.
- People of Bangladeshi and Pakistani, Indian, and mixed ethnicities also had statistically significant raised risk of death involving COVID-19 compared with those of white ethnicity.
- Males in the Bangladeshi and Pakistani ethnic group were 1.8 times more likely to have a COVID-19-related death than white males when age.
- Differences in the risk of dying from COVID-19 across ethnic groups may be related to demographic and socio-economic factors, as well as to a person's past health profile.
- All communities are four times more likely to be diagnosed with a Mental Health related condition

PLANNING & PREPARATION

COVID-19: CODE OF CONDUCT

- To complete our self-assessment form prior to attending each session
- To follow all traffic flow, signage and one-way systems in place at the facility
- To wear face coverings on attending and when instructed by the Coach or COVID-19 Officer
- To not remove PPE and/or face coverings until instructed by the Coach or COVID-19 Officer
- To adhere to the 1m plus rule where possible and during drinks break
- To refrain from spitting, shouting and touching of equipment during practical sessions
- Conduct regular hand sanitizing and hand washing
- Government's 'rule of six' when traveling to and from session



CASE STUDY: NASVHIR JAFFER

- Type of Session: Grassroots football
- Day: Friday evening
- For: Boys aged 10-16-years
- Time: 7.00pm to 8.30pm
- Facility: 3G Astro-turf
- Duration: Six-week programme
- Coaches: Level 2 qualified with valid DBS
- Attendance: 30 youths



QUESTIONS?

