

# Supporting Communities



Leicester Nirvana FC Review



## Message from the Club

As part of this review, Nirvana demonstrates its commitment to a core set of principals coupled with agreed achievable objectives to enhance the quality of service provided to members and the wider society. With this commitment Nirvana aims to stand alone as a beacon for others to aspire to, for collective contributions both on and off the field of sport. Nirvana aim to be a platform that allows young people life changing opportunities via football or other arenas.

Since relocating to Hamilton, Nirvana has developed new relationships and embraced the Hamilton community with open arms; working in partnership with local groups, to better serve local people.

Nirvana welcomed the world renowned civil rights leader Jesse Jackson to the club to meet and inspire club members and invited stakeholders.

Two consecutive Lord Mayors have acknowledged the clubs volunteers for consistent work within the



community over the past 30 years, recognising the commitment that all volunteers demonstrate.

Nirvana produced its first report 'Racism and Resistance' that highlighted the views and experiences of current and past members around discrimination and equality.

This review demonstrates the intentions and direction of travel for this organisation that has evolved out of a community football club in to an organisation that will inspire you to learn.

Through educational programmes tailored to our members and others including football related qualifications. Nirvana will champion unheard voices through representation at meetings locally and nationally, events and consultations where we will voice the views of grassroots football and communities across the country. Nirvana will motivate young people and adults to be the best all round sports person that they can be.

We will continue to fuse football and the sporting development of individuals, with the wider support of advocacy to influence public policy and the decisions that ultimately affect our members.

The committee have worked to develop a Strategic Plan that sets out Nirvana's priorities and the main actions that we shall take to achieve them.

Finally, the club would like to thank our Members, Players and Volunteers and all those who have worked with us and that continue to support the work of Nirvana. This review has reminded us just how important this growing football is to the communities that we serve. Long may we continue to be embraced by those around us.

### Leicester Nirvana FC





## Football

### Growing the game

Local demand to participate in grassroots football at Nirvana is going from strength to strength and the commitment of those that volunteer is to be commended. Expanding the club with additional teams and members to help meet demand is always challenging. In partnership with the Football Foundation and the 'Grow the Game' initiative, Nirvana has created new teams and is able to provide more training for coaches and volunteers as part of the project.



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### Fair Play

A Nirvana team was awarded the Respect and Fair Play award and demonstrated an attitude that has been applauded by their peers just 10 months after witnessing their team mates go through a public racial discrimination case and themselves having also experienced discrimination. The Respect and Fair Play awards aim to highlight clubs, leagues and individuals that have set a standard or experienced difficult days and taken it upon themselves to do something about it. This could be through education, promotion, campaigning and where they have changed the behaviour of teams and individuals.

In the face of adversity these young boys have demonstrated composure and a commitment to respect others – fantastic

*Anonimouse Aged 40*

### Inspiring the Youths

Leicester Nirvana was invited to train with Burton Albion FC at St George's Park. Academy Director Mike Whitlow took a training session with the boys and they mixed with players on full time scholarships at the club in a Futsal tournament. Whitlow who has made 180 appearances for Leicester City, took the boys on a tour of St George's Park's facilities including the indoor 4G pitch, which is an exact replica of the pitch at Wembley stadium.



### Holiday Football Schemes

Nirvana has developed and delivered holiday schemes to help support our players and provide them with time to further develop. This also allows the club to welcome new members and gives children and young people more opportunities to participate in football.

The Nirvana holiday scheme is close to my home and gives me a chance to play football and meet new friends

*Anonimouse Aged 10*



### Raising Standards

One step above the Chartered Standard, Nirvana has obtained a Chartered Standard Development Club status and continues to make strides to develop even further. The scheme is a best practice guide that sets standards of coaching, administration and child protection for all clubs outside the Football League and Premier League. As a benchmark for quality, it will improve the playing experience for all.



**CHARTER STANDARD  
DEVELOPMENT CLUB**

### Thurnby Nirvana FC

Nirvana FC provides an important clear pathway to senior football with our senior team Thurnby Nirvana FC. As a club Nirvana nurtures junior talent from the age of five up all the way to adults. Thurnby Nirvana plays across the midlands and has secured a place on the National league pyramid system and continues to push the boundaries of community football. Semi professional and professional clubs are supportive of these young talented players achievements allowing many the opportunity to play at a higher standard.



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# Community

## Civil Rights Leader Visits Nirvana

Civil rights leader and activist Rev Jesse Jackson visited Nirvana FC in support of the clubs work around discrimination, justice and to present a plaque in remembrance of a former community and club member of Nirvana.

The special event took place at Leicester Nirvana FC's home ground in Hamilton amongst honored guests, club members and invited guests.



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Another fantastic event by Nirvana  
*Anonymouse Aged 50*

It was fantastic to see such a wide range of people being recognised for their positive contributions to society  
*Anonymouse Aged 65*



## Nirvana talk to 'kick it out'

A representative from Nirvana became a Grassroots Guidance Group Member for Kick It Out. The function of the group is to guide and support the grassroots and community strategy and activities of Kick It Out. Within this role Nirvana supports Kick It Out's strategic direction and helps to monitor and evaluate against their agreed objectives.

Nirvana also welcomed Kick It Out to Leicester to meet and listen to the voice of the local grassroots community. Young football hopefuls spoke about their experiences within the game and were able to understand the role of Kick it Out.



## Volunteers Thanked by Lord Mayor

Nirvana attended a thank you event hosted by the Right Worshipful The Lord Mayor of Leicester Councillor Mustafa Kamal and Voluntary Action Leicestershire at the town hall. The event brought together approximately 60 volunteers from across the city, from garden clubs to sports clubs to receive a certificate for the work and efforts within the community.



## Over 30 Years and still getting stronger

The Lord Mayor of Leicester hosted a reception for Nirvana FC at the town hall square offices in the city center.

The event honoured Nirvana for 30 years of work in the community. Also in attendance were Councillors for the Spinney Hills and Hamilton areas of the city. This was a proud moment for the club being recognised for its efforts within the community.



## Key statistic:

Each year the club volunteers approximately



£200,000 of paid workers on a minimum wage.

## Community

### Party Time in the Community

The Nirvana Halloween party was a time to dress up, have fun and was enjoyed by over 80 young people and parents from the community. Working in partnership with children's entertainment group Jack in the Box, the event was filled with excitement, fun characters and scary costumes.

It is events like this that really make a difference to the community  
*Anonimouse Aged 30*

The room looked great and everyone made a real effort, a good community event  
*Anonimouse Aged 21*

### Fun day and football tournament

Working in partnership with the Hamilton Residents Association, Nirvana held a joint Fun day and mini soccer tournament on Hamilton Park. The day brought members of the community together to attend and volunteer in a fun day that provided stalls, bouncy castles and a climbing wall amongst other activities that delivered something for everyone young or elderly; with the soccer tournament bringing together 16 teams from across the city and the county.



### Raising awareness of BME communities

The official launch of the Race For Football National Road Show, held at the African Caribbean Centre in Leicester saw well over a hundred members of the community come together to discuss issues of racial discrimination and share their experiences of past events and frustrations.

Interviews from BBC East Midlands were broadcast live on the night and Sky Sports News and BBC Radio Leicester also covered the event.

One of the aims of the road shows was to raise the awareness of BME communities in the UK at both the professional level and within the grass roots game to empower players, managers, coaches, referees and staff to set the agenda on race and diversity issues and to work collectively to do so.

Brilliant event and initiative from Nirvana to encourage this positive debate  
*Police*

I am proud of Nirvana for continuing to fight racism on behalf of myself and all young people that play football  
*Anonimouse Aged 15*



### Championing Equalities

Nirvana invited footballing decision makers back to Leicester to offer them a platform to update the grassroots community on what measures have put in place to reduce discrimination in all its forms within football locally and nationally.

Such events are important and allow continued dialog with governing bodies and communities that in turn build confidence and encourage transparency of information. Representatives from the many organisations such as the National FA, County FA, Kick It Out, Universities, Legal representatives, Police and various Community groups as well as concerned individuals and parents supported the event and the continuing work of Nirvana within the area of discrimination and equality.

### Opening of Hamilton Park

Hamilton Park officially opened after being given investment for Nirvana as part of the Football Investment Strategy. The facility includes a new clubhouse with four new changing rooms, referees changing, reception area, office, clubroom, kitchen and car parking area.

This project has been a long time in the making. I want to pay tribute to everyone who has contributed long and hard to make this vision a reality  
*Sir Peter Soulsby*





## Community

### Connecting People

Continuing to find ways to interact with a wider audience the club turned to social media as an avenue to get messages heard. Since we developing and producing a club website, Twitter account and Facebook pages, Nirvana have opened up our doors to a whole new audience and shown our intent to continually move forward as a club.

Website: [www.leicesternirvana.co.uk](http://www.leicesternirvana.co.uk)  
Twitter: @LeicNirvanaFc  
Facebook: Leicester Nirvana FC

### Key statistic:

**5,000**  
page views  
average per month



### Celebrating Success

The annual community presentation evening is a proud time for the club to see young footballers receiving their trophies. There are excellent achievements made each season in all aspects of the club, from fair play awards to winners of leagues, not forgetting the many personal achievements by the players themselves.

It is great to see so many continually dedicate their time to the event with Ex club players, professional football players, League officials, city Councillors and honoured guests presenting awards to the players and staff.



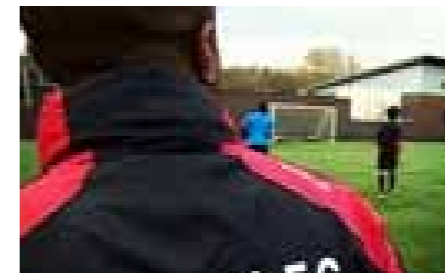
## Education

### Coaching Qualifications

Nirvana continues to support workforce development by investing in the standard of coaches within the club and providing access to minimum FA level 1 in football coaching all the way to pro licence badge. Nirvana actively encourages volunteers to gain qualifications and better their experiences in football.

### Coach Education

Nirvana has designed and delivered its own coach education coarse where coaches receive classroom and practical football education sessions from a professional coach. We also work in partnership with other clubs and governing bodies to continuously improve our standard.



### Championing Change Programme

Leading from the front, Nirvana continues to support community need and that of their users in the development of an inspirational educational programme in partnership with Sported. The project aims to mentor and educate young people, providing access to role models and will strive to ignite aspiration & demonstrate routes to success for young people. Nirvana will use football to empower young people and break down barriers to regular participation for marginalised groups, not just in sport but socially.

The project addresses cohesion issues within and across communities through positive changed attitudes of young people about community and behaviours; and develops leadership skills of young people by using various methods of engagement to educate the wider community.

## Future Plans

Nirvana's strategic plan sets out the clubs priorities and the main actions and areas of work that we will focus on to achieve our goals. It is a testament to the work and ambition of the club and it's members in developing this new direction.

Nirvana has developed the following strategic aims:

1. **Football** Nirvana will deliver and develop opportunities within a sporting environment
2. **Community** Nirvana will work with communities to enable local people to influence and challenge social change
3. **Education** Nirvana will support and encourage users to engage in diverse educational avenues

We will encourage people to:

- Volunteer their time, skills or resource to help support and develop the club
- Engaging in constructive feedback via various avenues
- Support and promote future club activities
- Sponsor and donate finances

Nirvana is an inclusive community club that is always looking to extend partnership working with individuals and organisations to improve the scope of services that we deliver.

If you would like to work in partnership with Nirvana, volunteer or discuss financial contributions, contact us at [info@leicesternirvana.co.uk](mailto:info@leicesternirvana.co.uk)

**Thank you for your continued support.**

Leicester Nirvana FC

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