



BIRMINGHAM SPORTS HOLDINGS LIMITED

伯明翰體育控股有限公司

(Incorporated in the Cayman Islands with limited liability)
(於開曼群島註冊成立之有限公司)
(Stock Code 股份代號 : 2309)



ENVIRONMENTAL, SOCIAL AND GOVERNANCE REPORT 2018
環境、社會及管治報告

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OBJECTIVE OF THE REPORT

Birmingham Sports Holdings Limited (the “Company”) is pleased to present its second Environmental, Social and Governance (hereinafter called “ESG”) Report of the Company and its subsidiaries (the “Group”) for the year ended 30 June 2018 (the “Year 2018”), with an aim to provide details of the system establishment and performance of the Group in terms of sustainable development to both the internal and external stakeholders.

This report was prepared in accordance with the Environmental, Social and Governance Reporting Guide set out in Appendix 27 to the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited, highlights the environmental and social measures and activities of the Group during the Year 2018. For the information on the corporate governance of the Group, please refer to the annual report of the Company for the Year 2018.

The Company is engaged in investment holding. The principal activity of the Group is the operation of a professional football club, Birmingham City Football Club PLC (“BCFC”) in the United Kingdom (the “UK”). In the Year 2018, BCFC continued to compete in the English Football League (“EFL”) Championship division, the second tier of the English football league system. It has a relatively high relevance to the environmental, social and governance aspects. Therefore, the disclosures in this report focus on the policies and performance of BCFC in the Year 2018 in relation to three environmental aspects and eight social aspects.

報告宗旨

伯明翰體育控股有限公司（「本公司」）欣然提呈本公司及其附屬公司（「本集團」）截至2018年6月30日止年度（「2018年度」）之第二份環境、社會及管治（下稱「環境、社會及管治」）報告，旨在向內部及外部持份者提供本集團於可持續發展方面之制度設立及表現之詳情。

本報告根據香港聯合交易所有限公司證券上市規則附錄二十七所載之環境、社會及管治報告指引編製，重點介紹本集團於2018年度之環境及社會措施和活動。有關本集團企業管治方面之資料，請參閱本公司2018年度之年度報告。

本公司從事投資控股。本集團主要業務為營運位於英國（「英國」）的一個職業足球球會Birmingham City Football Club PLC（「BCFC」）。於2018年度，BCFC繼續在英格蘭足球聯賽（「英足聯賽」）冠軍聯賽組別，即英格蘭足球比賽體系中的第二級別聯賽中角逐。BCFC與環境、社會及管治層面的相關性較高。因此，本報告著重披露BCFC於2018年度在三個環境方面及八個社會方面的政策及表現。



STAKEHOLDER ENGAGEMENT

The Group is committed to maintaining the sustainable development of its businesses and providing support to environmental protection and the community in which it operates. The Group maintains a close tie with its stakeholders, including government, investors, fans and customers, employees, business partner, community and the public, and strives to balance their opinions and interests through constructive communications in order to determine the directions of its sustainable development. The Board of Directors of the Company is responsible for assessing and determining its environmental, social and governance risks, and ensuring that the relevant risk management and internal control systems are operating properly and effectively.

持份者參與

本集團致力維持業務的可持續發展，並為環保及業務所在的社區提供支持。本集團與政府、投資者、球迷及客戶、僱員、業務夥伴、社區及公眾人士等持份者保持密切聯繫，力求透過建設性交流平衡意見與利益，從而確定其可持續發展方向。本公司之董事會負責評估及釐定其環境、社會及管治風險，確保相關風險管理及內部控制制度妥善及有效地運行。

Stakeholders 持份者	Expectations and requirements 期望及要求	Communication and response 溝通及回應
Government 政府	<ul style="list-style-type: none"> Operate in compliance with the laws 營運時遵守法例 Tax payment in accordance with the laws 按照法例繳付稅項 	<ul style="list-style-type: none"> Law-abiding operations 守法經營 Tax payment on time and in full 準時及悉數繳付稅項
Investors 投資者	<ul style="list-style-type: none"> Implement corporate governance and create value 實行企業管治並創造價值 Information disclosure 披露資料 	<ul style="list-style-type: none"> Optmise internal control and risk management 盡力改善內部監控及風險管理 Release operating data in due course 於適當時公佈營運數據
Fans and customers 球迷及客戶	<ul style="list-style-type: none"> Attend football matches on matchdays 於比賽日到場觀看足球比賽 Product quality 產品質素 Food and drink on matchdays 比賽日的食品及飲品 	<ul style="list-style-type: none"> Ticket office outlets, Blues Store, online ticket office 售票處、Blues Store及購票網 Refund policy 退款政策 An excellent range of food will be available throughout the food outlets on matchdays 食肆於比賽日提供各式美味食品

STAKEHOLDER ENGAGEMENT (Continued)

持份者參與(續)

Stakeholders 持份者	Expectations and requirements 期望及要求	Communication and response 溝通及回應
Employees 僱員	<ul style="list-style-type: none"> • Career development platform 事業發展平台 • Remuneration and benefits 薪酬及福利 • Occupational health and safety 職業健康及安全 	<ul style="list-style-type: none"> • Transparent promotion channel 具透明度的晉升渠道 • Competitive remuneration package 具競爭力的薪酬方案 • Implements health and safety management system 實施健康及安全管理系統
Business partner 業務夥伴	<ul style="list-style-type: none"> • Win-win cooperation 雙贏合作 • Business ethics and credit standing 商業道德及信用狀況 	<ul style="list-style-type: none"> • Sponsorship packages 贊助方案 • Fulfilment of obligations under any contract in accordance with laws 按照法例履行任何合約項下的責任
Community and the public 社區及公眾人士	<ul style="list-style-type: none"> • Make a career in football 創立足球事業 • Support social welfare 支援社會福利 • Protect the nature 保護大自然 	<ul style="list-style-type: none"> • BCFC Community Trust provides full-time football and education programme BCFC社區信託提供全日制足球暨教育課程 • Participate in charity works 參與慈善工作 • Adhere to green operations 恪守綠色營運

MATERIALITY MATRIX

In the Year 2018, the Group carried out materiality assessment on a number of ESG issues in order to identify which issues were crucial to the Group's business and were of the utmost concern to stakeholders. It helps the Group to ensure its business development can meet the expectations and requirements of stakeholders. The Group has identified 22 ESG issues covering environmental, social and operation and invited both internal and external stakeholders to assess the materiality of the ESG issues through a scoring tool and interviews. The Group's management has reviewed the ranking of materiality of the ESG issues and then disclosed them in this report.

重要性矩陣

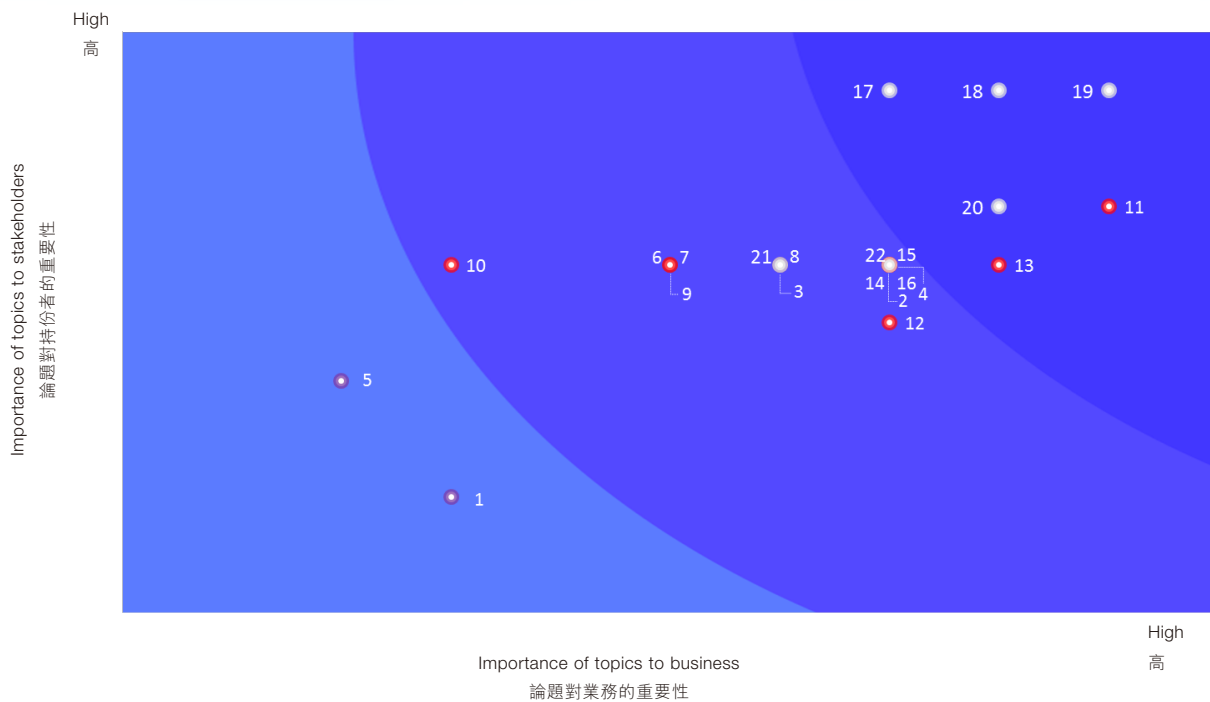
於2018年度，本集團對多項環境、社會及管治事宜進行重要性評估，以找出對本集團業務最重要及持份者最關注的事宜。該評估有助本集團確保其業務發展能符合持份者的期望及要求。本集團已找出22項涵蓋環境、社會及營運的環境、社會及管治事宜，並邀請內部及外部持份者透過評分工具及面談，評估環境、社會及管治事宜的重要性。本集團管理層已審閱環境、社會及管治事宜的重要性級別，並於本報告披露。

MATERIALITY MATRIX (Continued)

The Group's materiality matrix of ESG issues in the Year 2018:

重要性矩陣(續)

2018年度本集團環境、社會及管治事宜的重要性矩陣：



Materiality Matrix of the Year 2018
2018年度的重要性矩陣

Environmental issues 環境事宜	Social issues 社會事宜	Operation issues 營運事宜
1. Greenhouse gas emissions 溫室氣體排放	9. Local community engagement 當地社區參與	17. Economic value generated 所產生的經濟價值
2. Energy consumption 能源消耗	10. Community investment 社區投資	18. Corporate governance 企業管治
3. Water consumption 用水	11. Occupational health and safety 職業健康與安全	19. Anti-corruption 反貪污
4. Waste 廢物	12. Labour standards in supply chain 供應鏈內的勞工標準	20. Supply chain management 供應鏈管理
5. Environmental impact of construction 施工對環境的影響	13. Training and development 培訓及發展	21. Customer satisfaction 客戶滿意度
6. Green buildings certification 綠色建築認證	14. Employee welfare 僱員福利	22. Customer privacy 客戶私隱
7. Customer engagement in environmental issues 客戶對環境事宜的參與	15. Inclusion and equal opportunities 包容及平等機會	
8. Use of chemicals 使用化學品	16. Talent attraction and retention 吸納及挽留人才	

ENVIRONMENTAL ASPECTS**Emissions**

The home ground of BCFC is St. Andrew's Trillion Trophy Stadium (the "Stadium"), an association football stadium in the Bordesley district of Birmingham, the UK. The office of BCFC and Blues Store, an official merchandise shop, are also located in the Stadium. Besides, The Birmingham City Football Academy ("BCFC Academy") is located at the Trillion Trophy Training Centre (the "Training Ground"), BCFC Academy aims to provide a place to pursue and achieve success through a first class coaching environment for all the young players registered in its system, and to develop players who are able to meet the criteria for first team squad professional players at BCFC.

Fuels consumed by the BCFC's motor vehicles are the main sources of nitrogen oxides (NO_x), sulphur oxides (SO_x) and particulate matter (PM) emission. Additionally, gas is used during the operations of the boiling system, restaurants and catering services at the Stadium and the Training Ground, and the under-soil heating system which heats the underside of the pitch of the Stadium in withstanding any elements from bad weather, such as snow and ice. Fuel consumption of motor vehicles could generate greenhouse gases (the "GHG") such as carbon dioxide (CO₂), methane and nitrous oxide.

BCFC encourages walking, the use of cycle, public transport, car sharing and coach in order to reduce pollution emissions. Besides, BCFC ensures all its suppliers deliver excellent environmental, social and ethical management practices. Electricity is used during the operations of the lighting system, heaters and air-conditioners, and all other electrical devices such as computers, printers, televisions used at the Stadium and the Training Ground.

BCFC has a team of cleaners on site to deal with day-to-day hygiene function at the Stadium and the Training Ground. Cleaners are responsible for ensuring that all areas are cleaned at night after the staff have left. On match day in which BCFC hosts home game at the Stadium, a pre-cleaning will be arranged by BCFC before the match. Cleaning continues throughout the match and during half time of the match. After the match, a large team of cleaners will be arranged to ensure all areas of the Stadium are cleaned before commencement of next match. All the waste collected is put into the euro bins and will be collected by professional companies.

環境方面**排放**

BCFC的主場球場位於英國伯明翰市Bordesley區的一個協會足球場聖安德魯Trillion Trophy球場(「球場」)。BCFC的辦事處及Blues Store(一間官方商店)亦設於球場內。此外,伯明翰城足球學院(「BCFC學院」)位於Trillion Trophy訓練場(「訓練場」),BCFC學院旨在透過頂級的訓練環境為所有在其系統中註冊的年輕球員提供一個追求並實現成功的地方,並培養能夠達到BCFC主隊專業標準的球員。

BCFC汽車消耗的燃料是氮氧化物(NO_x)、硫氧化物(SO_x)及懸浮粒子(PM)排放的主要來源。此外,球場及訓練場營運的煮沸系統、餐廳及餐飲服務,以及為球場草地加熱以應付下雪及結冰等惡劣天氣的地下加熱系統需耗用燃氣。汽車消耗燃料時會產生二氧化碳(CO₂)、甲烷及一氧化氮等溫室氣體(「溫室氣體」)。

BCFC鼓勵步行、使用腳踏車、公共交通工具、汽車共享及旅遊巴士等,以減少污染物排放。此外,BCFC確保其所有供應商提供卓越的環境、社會及道德管理措施。電力用於球場及訓練場營運所使用的照明系統、加熱器及空調設備,以及所有其他電器,如電腦、打印機及電視機等。

BCFC在球場駐有一組保潔團隊,負責在球場及訓練場內處理日常衛生。保潔人員負責確保在工作人員離開後在夜間清潔所有區域。在每個BCFC於球場舉行主場比賽之比賽日,BCFC會安排在賽前提前進行清潔。在整場賽事過程中及比賽中場均會持續進行清潔。比賽結束後,BCFC將安排更多的保潔人員,以確保在下場賽事舉行之前球場所有區域均得到清理。所有收集的廢棄物將集中於輪式垃圾桶內,並將由專業公司收集。

ENVIRONMENTAL ASPECTS (Continued)

Emissions (Continued)

BCFC hires waste management companies to handle BCFC's waste collection and recycling. All waste is put into skips which are collected by the waste management companies and processed at their base for recyclable waste and non-recyclable waste. For electrical items or batteries to be disposed of, BCFC would use a separate skip provided by a waste management company for subsequent special treatment. No direct discharges of waste into water or land from the Stadium and the Training Ground were made in the Year 2018.

BCFC strictly regulates the operation of its business to ensure the compliance with national and local laws and regulations relating to environmental protection and pollutant emissions. In the Year 2018, there was no case of material non-compliance with the Climate Change Act 2008 and other relevant laws and regulations relating to air and greenhouse gas emissions, discharges into water and land, and generation of hazardous and non-hazardous waste that have a significant impact on environment. In addition, there was no report of significant fines or sanctions as a result of non-compliance with the relevant laws and regulations in the Year 2018.

The key environmental performance indicators of the Group's emissions in Year 2018 are shown in the table below:

環境方面 (續)

排放 (續)

BCFC聘請廢物管理公司處理BCFC的廢物收集及回收再用。所有廢物均投入吊斗，並由廢物管理公司收集及於其處理中心內按可回收及不可回收的廢物進行分類處理。就需要處理的電子物品或電池而言，BCFC會使用一間廢物管理公司另行提供的吊斗以安排其後的特殊處理。於2018年度內，球場及訓練場並無直接排放廢物至水資源或土地中。

BCFC嚴格規管其業務的營運，確保遵守與環保及污染物排放有關的國家及地方法律及法規。於2018年度，概無嚴重違反《2008年氣候變遷法》及有關廢氣及溫室氣體排放、向水資源及土地排放污物以及產生對環境造成重大影響的有害及無害廢物的其他相關法律及法規的行為。此外，於2018年度內，並無因違反相關法律及法規而招致重大罰款或制裁的報告。

於2018年度，本集團排放物的關鍵環境績效指標載列於下表：

Environmental indicators	環境指標	Unit 單位	Year 2018 2018年度	Year 2017 2017年度
Air emissions (Note 1)	廢氣排放 (附註1)			
Nitrogen oxides (NO _x) emissions	氮氧化物(NO _x)排放	Kg 千克	829	870
Sulphur oxides (SO _x) emissions	硫氧化物(SO _x)排放	Kg 千克	3	3
Particulate matter (PM) emissions	懸浮粒子(PM)排放	Kg 千克	18	22
GHG emissions	溫室氣體排放			
Total GHG emissions (Note 2)	溫室氣體排放總量 (附註2)	Kg CO ₂ e 二氧化碳當量	1,447,532	1,705,438
GHG emissions intensity	溫室氣體排放密度	Kg CO ₂ e (per employee located in the UK) 二氧化碳當量 (每名位於英國之僱員)	1,796	2,265
Direct emissions (Scope 1)	直接排放 (範圍1)	Kg CO ₂ e 二氧化碳當量	76,657	100,101
Indirect emissions (Scope 2)	間接排放 (範圍2)	Kg CO ₂ e 二氧化碳當量	1,291,359	1,531,845
Other indirect emissions (Scope 3)	其他間接排放 (範圍3)	Kg CO ₂ e 二氧化碳當量	79,516	73,492

ENVIRONMENTAL ASPECTS (Continued)

環境方面(續)

Emissions (Continued)

排放(續)

Environmental indicators	環境指標	Unit 單位	Year 2018 2018年度	Year 2017 2017年度
Waste <i>(Note 3)</i>	廢棄物 <i>(附註3)</i>			
Total non-hazardous waste produced	所產生無害廢棄物總量	Tonnes 噸	94,863	92,928
Non-hazardous waste produced intensity	所產生無害廢棄物密度	Tonnes (per employee located in the UK) 噸 (每名位於英國之僱員)	118	123
Total hazardous waste produced	所產生有害廢棄物總量	Tonnes 噸	N/A <i>(Note 3)</i> 不適用 <i>(附註3)</i>	N/A <i>(Note 3)</i> 不適用 <i>(附註3)</i>
Hazardous waste produced intensity	所產生有害廢棄物密度	Tonnes (per employee located in the UK) 噸 (每名位於英國之僱員)	N/A <i>(Note 3)</i> 不適用 <i>(附註3)</i>	N/A <i>(Note 3)</i> 不適用 <i>(附註3)</i>
<i>(Note 1):</i>	Air emissions include emissions data from gaseous fuel consumption and motor vehicles.	<i>(附註1):</i>	廢氣排放包括來自燃氣消耗及汽車的排放數據。	
<i>(Note 2):</i>	Greenhouse gas emissions (direct and indirect) and its removal can be divided into the following three separate areas:	<i>(附註2):</i>	溫室氣體排放(直接及間接)及其減除可分為以下三個獨立範圍:	
	Scope 1: Direct greenhouse gas emissions from operations that are owned or controlled by BCFC including: (i) greenhouse gas emissions from vehicles controlled by BCFC; and (ii) greenhouse gas removal from tree planting by the relevant company during the Year 2018;		範圍1: 由BCFC所擁有或控制的業務直接產生的溫室氣體排放包括:(i)來自BCFC所控制的汽車的溫室氣體排放;及(ii)相關公司於2018年度期間植樹所減除的溫室氣體;	
	Scope 2: "Energy indirect" greenhouse gas emissions resulting from generation of purchased or acquired electricity, heating, cooling and steam consumed within BCFC; and		範圍2: 來自BCFC內部消耗所購買或取得的電力、加熱、冷凍及蒸氣所產生的「間接能源」溫室氣體排放;及	
	Scope 3: All other indirect greenhouse gas emissions that occurred outside BCFC, including both upstream and downstream emissions.		範圍3: BCFC以外發生的所有其他間接溫室氣體排放,包括上游及下游的排放。	
<i>(Note 3):</i>	No hazardous waste is produced by BCFC. In the event when any hazardous waste is to be disposed of, BCFC would engage professional companies to handle it.	<i>(附註3):</i>	BCFC並無產生有害廢物。倘若需棄置任何有害廢物,BCFC會聘請專業公司處理。	

ENVIRONMENTAL ASPECTS (Continued)

Use of Resources

BCFC is committed to minimise the impact of business activities on the environment, and support environmental protection programmes. In particular, a number of initiatives designed to conserve resources were introduced to promote employees' awareness of the need to achieve efficient utilisation of resources.

The major use of resources of the Stadium and the Training Ground were electricity, gas and water consumptions. The total units of purchased electricity, gas and water consumed by the Group's emissions in Year 2018 are shown in the table below:

環境方面 (續)

資源使用

BCFC致力盡量減少商業活動對環境的影響，並支持環保活動。尤其是推出多項旨在節省資源的措施，以提升員工對有效使用資源的意識。

球場及訓練場主要使用的資源為電力、燃氣及用水。於2018年度，本集團耗用所購買的電力、燃氣及用水總量載列於下表：

Total use of resources	資源總用量	Unit 單位	Year 2018 2018年度	Year 2017 2017年度
Units of purchased electricity consumed	購買電力用量	kWh 千瓦時	2,828,386	2,376,184
Electricity consumption intensity	用電密度	kWh (per employee located in the UK) 千瓦時 (每名位於英國之僱員)	3,509	3,156
Units of purchased gas consumed	購買燃氣用量	kWh 千瓦時	2,337,490	2,562,520
Gas consumption intensity	燃氣消耗密度	kWh (per employee located in the UK) 千瓦時 (每名位於英國之僱員)	2,900	3,403
Amount of water consumption	用水量	m ³ 立方米	43,022	37,943
Water consumption intensity	用水密度	m ³ (per employee located in the UK) 立方米 (每名位於英國之僱員)	53	50
Total packaging material (paper) used for finished products	製成品所用包裝物料(紙)總量	Kg 千克	62	56
Total packaging material (plastic) used for finished products	製成品所用包裝物料(塑膠)總量	Kg 千克	1,050	929
Amount of packaging material (paper) per unit produced	每件產品所用包裝物料(紙)數量	Kg 千克	0.0006	0.0004
Amount of packaging material (plastic) per unit produced	每件產品所用包裝物料(塑膠)數量	Kg 千克	0.0093	0.0074

ENVIRONMENTAL ASPECTS (Continued)**Use of Resources** (Continued)

BCFC has installed energy efficient heaters throughout the Stadium. These energy efficient heaters have installed sensors and will switch off automatically if movement has not been detected for half an hour and thus cutting down energy use. Furthermore, BCFC has also installed sensors to most of the toilet lights in the Stadium and are now in the process of fitting more, which means that the lights will only be switched on if movement is detected. BCFC continued to drive efforts in energy saving and emission reduction in the Year 2018. Light emitting diode (LED) lightings are widely used in the workplace areas of the Stadium. Water is used in the operation of irrigation systems, restaurants and catering services, washroom at the Stadium and the Training Ground.

BCFC actively minimises the significant impact the club potentially has on the environment. It seeks opportunities to reduce and recycle resources that have consumed in order to minimise the amount of waste generated to the environment. BCFC has established Environmental Policy to raise the awareness of staff for improving the energy and environmental performance in the offices.

BCFC acknowledges that its business activities have impact to the environment. BCFC prides itself on being environmentally friendly and it strives to enhance and improve its policies for pollution prevention constantly.

The Environment and Natural Resources

BCFC aims to conserve natural resource and is concerned with the environmental impact of its activities. In order to minimise the water consumption, BCFC has a pool that collects rain

water at the Training Ground. Rain water is then fed into the irrigation systems so that consumption of mains water is reduced.

BCFC has approximately 16 hectares of grass at the Training Ground, around 4 hectares of grass are new grass. One hectare of grass absorbs 6.5 to 8.5 tonnes of CO₂ in its lifetime.

環境方面 (續)**資源使用** (續)

BCFC已在整個球場內安裝節能加熱器。該等節能加熱器設有傳感器，若半小時內未檢測到物體移動，將會自動關閉，從而減少能源耗用。此外，BCFC亦在球場的大部份洗手間電燈上安裝傳感器，且目前正在加裝，如此，照明只有在檢測到物體移動時才會點亮。於2018年度內，BCFC繼續推進節能減排工作。球場的工作區域內廣泛使用發光二極管(LED)燈具。水資源用於球場及訓練場內灌溉系統、餐廳及餐飲服務及洗手間的運作。

BCFC積極將球會對環境的潛在重大影響減至最低，尋求減少及回收消耗資源的機會，以盡量減少所產生影響環境的廢物數量。BCFC制定了環境政策以提高員工對改善辦公室能源及環境表現的意識。

BCFC認同其商業活動對環境帶來影響。BCFC以作為環保企業為榮，並不斷努力優化及完善其污染防治政策。

環境及自然資源

BCFC以保護自然資源為目標，並關注其活動對環境的影響。為盡量減少用水量，BCFC在訓練場設有一個雨水收集池。雨水將被送入灌溉系統，以減少自來水的消耗。

BCFC的訓練場有約16公頃的草地，約4公頃為新草地。每公頃立方米草地於其生長期間可吸收6.5至8.5噸CO₂。

SOCIAL ASPECTS

Employment

BCFC emphasises on developing human resources and providing competitive remuneration and welfare packages. Promotion opportunities and salary adjustments are benchmarked against individual performance. Employees are entitled to benefits such as annual leave, sick leave, statutory sick pay, sickness absence, maternity leave, paternity leave, parental leave and other absences and leave as mentioned in the staff handbook of BCFC.

BCFC is an equal opportunities employer and deplores any kind of discrimination amongst colleagues, job candidates, customers or associates. BCFC has established Equal Opportunities Policy which is a statement of intent derived from these values. BCFC provides equal opportunities for all employees. BCFC also takes every action possible to avoid discrimination on the grounds of sex, age, sexual orientation, race, ethnic, origin, religious or philosophical, beliefs or disability.

The compositions of BCFC's workforce by gender and by age group as of 30 June 2018 are stated as follows:

社會方面

僱傭

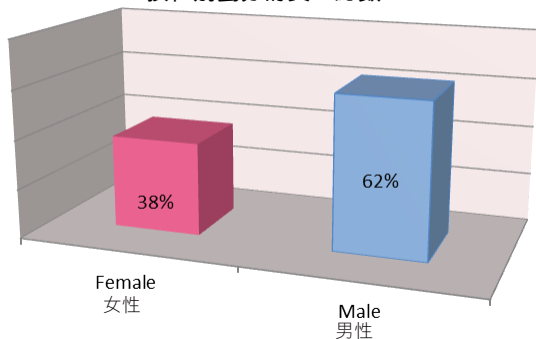
BCFC強調培養人力資源，及提供有競爭力的薪酬福利待遇。晉升機會及薪資調整乃根據個人表現為基準。僱員可享受BCFC員工手冊中所述的年假、病假、法定病假工資、因病缺勤、產假、侍產假、育兒假及其他缺勤及休假等福利。

BCFC是平等機會僱主，強烈反對同事、求職者、客戶或夥伴之間的任何類型歧視。BCFC已建立平等機會政策，此乃源於該等價值觀的意向聲明。BCFC為全體僱員提供平等機會，並採取一切可能的行動，避免基於性別、年齡、性取向、種族、族裔、血統、宗教、哲學、信仰或殘疾的歧視。

BCFC於2018年6月30日按性別及年齡組別劃分的員工組成如下：

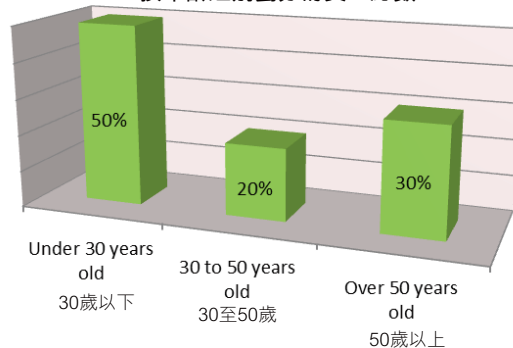
Total workforce by gender

按性別劃分的員工總數



Total workforce by age group

按年齡組別劃分的員工總數



BCFC aims to achieve an environment in which everyone feels free to contribute to the organisation and to maximise its potential without unfair obstruction. Its Equal Opportunities Policy is the policy to ensure that all existing and potential employees, customers or any associate of BCFC receive equal consideration, and experience no discrimination, harassment or less favourable treatment either directly or indirectly. BCFC is committed to the elimination of unlawful or unfair discrimination on the grounds of any protected characteristics.

BCFC旨在打造讓每名僱員都可以自由地為公司作貢獻，並在沒有不公平障礙的情況下發揮其最大潛力的環境。其平等機會政策乃確保BCFC所有現有僱員及準僱員、客戶或任何夥伴享有同等待遇的政策，而不會直接或間接遭受歧視、騷擾或不公平待遇。BCFC致力在任何受保護的特性基礎上消除非法或不公平歧視。

SOCIAL ASPECTS (Continued)**Employment** (Continued)

It is impossible for BCFC to apply the principles of equal opportunities to the recruitment of players since this depends largely upon the personal and professional judgement of the football team manager. In the recruitment of non-playing staff, BCFC uses its best endeavours to monitor all decisions made to ensure that they are consistent with the Equal Opportunities Policy.

BCFC is one of the employers in the UK who has signed up to the Disability Confident scheme which aims to encourage employers to make the most of the opportunities in employing disabled people.

BCFC strictly regulates the operation of its business to ensure the compliance with national and local laws and regulations relating to employment during the course of operation. In the Year 2018, there was no case of material non-compliance with the Equality Act 2010, Disability Confident scheme and the relevant laws and regulations relating to compensation and dismissal, recruitment and promotion, working hours, rest periods, equal opportunity, diversity, anti-discrimination and other benefits and welfare on BCFC. In addition, there was no report of significant fines or sanctions as a result of non-compliance with the relevant laws and regulations in the Year 2018.

Health and Safety

BCFC has in place the Health and Safety Policy. This is the policy formulated by the management of BCFC, the aim of which is to do all that is reasonably practicable to prevent personal injury and damage to property and to protect everyone, including the public, in so far as they come into contact with BCFC or its activities, from any foreseeable hazard and danger and to detail the specific responsibilities of all department heads and directors.

BCFC recognises its responsibilities (i) to provide and maintain safe and healthy working conditions; (ii) to provide training and instruction to enable employees to perform their work safely; (iii) to maintain a continuing and progressive interest in health and safety; (iv) to take into account all statutory requirements for health and safety; (v) to consult and involve employees in health and safety matters wherever possible; and (vi) to the public, visitors and contractors.

The management of BCFC also recognises that its employees have a duty to co-operate in implementation of the Health and Safety Policy by (i) working safely; (ii) meeting their statutory duties; (iii) reporting incidents that have led or may lead to injury or damage; and (iv) following the Health and Safety Procedures and safe systems of work.

社會方面 (續)**僱傭** (續)

由於招聘球員很大程度上取決於足球領隊的個人及職業判斷，因此，BCFC不可能應用平等機會原則。在招聘非球員員工方面，BCFC盡最大努力監督所有決定，確保彼等符合平等機會政策。

BCFC是其中一名在英國已參與殘疾自信計劃的僱主，該計劃旨在鼓勵僱主給予更多機會僱用殘疾人士。

BCFC嚴格規管其業務的營運，以確保於營運過程中遵守與僱傭相關的國家及地方法律及法規。於2018年度，BCFC概無嚴重違反《2010年平等法》、殘疾自信計劃及與補償及解聘、招聘及晉升、工作時間、休息時間、平等機會、多元化、反歧視及其他利益和福利有關的相關法律及法規的行為。此外，於2018年度內，並無因違反相關法律及法規而招致重大罰款或制裁的報告。

健康與安全

BCFC已設有健康與安全政策。BCFC管理層制定該政策，旨在於合理可行之情況下盡一切所能防止人身傷害及財產損失，並保護包括公眾在內的所有人在與BCFC聯繫及參與其活動時免受任何可預見的危害及危險，以及詳細說明所有部門主管及董事的具體職責。

BCFC深知其包括(i)提供並維持安全及健康的工作條件；(ii)提供培訓及指導，讓員工可安全地工作；(iii)保持持續增長的健康與安全；(iv)考慮所有有關健康與安全的法定要求；(v)盡可能諮詢僱員並使其參與健康與安全事宜；及(vi)對公眾、遊客及承包商的責任。

BCFC的管理層亦明白其僱員有責任落實實施健康與安全政策，具體包括(i)安全工作；(ii)履行法定職責；(iii)報告導致或可能導致受傷或損壞的事故；及(iv)遵循健康與安全程序及工作安全制度。

SOCIAL ASPECTS (Continued)

Health and Safety (Continued)

The management of BCFC has a duty under Section 2(1) of the Health and Safety at Work Act 1974 of the UK, so far as is reasonably practicable, to look after health, safety and welfare of all its employees and any other person who may be affected by the work activities.

Every employee working for BCFC has a duty of care under Section 7 of the Health and Safety at Work Act 1974 of the UK to take reasonable care of himself or herself and any other person who may be affected by employee's actions or omissions.

The Health and Safety Committee is formed pursuant to statutory requirements and is responsible for ensuring the compliance with the relevant laws and regulations. The structure of this committee comprises safety officer, operations director, maintenance manager, etc. Employees also have a duty to assist and co-operate with BCFC and any other person to ensure all aspects of Health and Safety Law are adhered to.

All BCFC's employees receive written instructions from a competent person on fire safety at the induction stage of their employment and are updated at least annually. Training course contents include but not limited to (i) the procedures to be adopted in case of fire; (ii) the methods of raising the alarm; (iii) the actions to be taken on hearing the alarm; and (iv) the positions and uses of all fire fighting equipment. During the Year 2018, BCFC provided Fire Marshall Training and Fire Safety Awareness training to all employees.



Being a professional football club in the UK, BCFC is required to follow compliance instructions from Ground Regulations and the rules and regulations of the Fédération Internationale de Football Association ("FIFA"), the Union of European Football Associations ("UEFA"), the Football Association ("FA"), the Premier League and the EFL in respect of the relevant competition.

社會方面 (續)

健康與安全 (續)

根據英國《1974年工作健康與安全法》第2(1)條，BCFC的管理層有責任在合理可行情況下，照顧所有僱員以及任何其他可能受工作活動影響之人士的健康、安全及福利。

根據英國《1974年工作健康與安全法》第7條，在BCFC工作的每名僱員均有勤勉責任對其本身以及可能受僱員行為或疏忽影響的任何其他人士予以合理照顧。

根據法定要求，健康安全委員會已經成立。該委員會負責確保相關法律及法規得以遵守。該委員會的架構包括安全主任、營運總監、維護經理等。員工亦有責任協助BCFC及任何其他人士並與其合作，以確保健康與安全法的所有方面均得以遵守。

BCFC的全體僱員在入職時會接受消防安全專業人員的書面指導，並至少每年更新一次。培訓課程內容包括但不限於(i)遇火災時應採用的程序；(ii)發出警報的方法；(iii)聽到警報時應採取的行動；及(iv)所有消防設備的位置及使用。於2018年度，BCFC已向全體僱員提供消防隊隊長培訓及防火意識培訓。

作為英國的一個職業足球球會，BCFC須遵守球場規定的合規指示以及國際足球協會（「FIFA」）、歐洲足球協會聯盟（「UEFA」）、英格蘭足球總會（「FA」）、英超聯及英足聯賽有關比賽的規則及規定。

SOCIAL ASPECTS (Continued)**Health and Safety** (Continued)

The Ground Regulations of BCFC are posted on every entrance of the Stadium. Security guards who work on match day are required to ensure that no prohibited articles are allowed into ground.



BCFC has a comprehensive security system and has installed closed-circuit televisions ("CCTV") in every area of the Stadium. All these security systems and CCTV are controlled by the security room located at the Stadium.

Besides, BCFC outsourced event security services (e.g. match day event) at the Stadium to K2 Security Limited to ensure safety of all the attendees of event.

BCFC strictly regulates the operation of its business to ensure the compliance with national and local laws and regulations relating to health and safety during the course of operation. In the Year 2018, there was no case of material non-compliance with Access to Medical Report Act 1988, Access to Health Report Act 1990, Health and Safety at Work Act 1974 and the relevant laws and regulations relating to providing a safe working environment and protecting employees from occupational hazards that have a significant impact. In addition, there was no report of significant fines or sanctions as a result of non-compliance with the relevant laws and regulations in the Year 2018.

Development and Training

All new employees of BCFC will attend an induction programme. BCFC aims to give new employee as much help and information as possible to help them to settle down quickly into their new job. At the commencement of employment, on-the-job training will be arranged for employees by immediate supervisor or line manager.

BCFC also includes a Time Off to Train Policy in its staff handbook, which allows employees to request time off for training. The details of the application procedures are stated in the staff handbook.

社會方面 (續)**健康與安全** (續)

BCFC的球場規定張貼在球場的每個入口處。在比賽當日工作的保安人員須確保沒有違禁物品進入球場。

BCFC有全面的保安系統，並在球場的每個區域安裝了閉路電視(「閉路電視」)。所有該等保安系統及閉路電視均由位於球場的保安室控制。

此外，BCFC外聘K2 Security Limited在球場提供比賽日活動等活動的保安服務，以保證所有活動參與者的安全。

BCFC嚴格規管其業務的營運，以確保於營運過程中遵守與健康及安全相關的國家及地方法律及法規。於2018年度，概無嚴重違反《1988年公開醫療報告法案》、《1990年公開健康報告法案》、《1974年工作健康與安全法》及與提供安全工作環境及保障僱員免受職業危害有關的相關法律及法規並有重大影響的行為。此外，於2018年度內，並無因違反相關法律及法規而招致重大罰款或制裁的報告。

發展及培訓

BCFC的所有新員工將參加入職培訓。BCFC致力為新員工提供協助及資訊，以助他們盡快適應新工作。在僱傭開始時，僱員將由直屬上司或直線經理安排在職培訓。

BCFC亦將利用空餘時間培訓政策載入其員工手冊，根據該政策，僱員可申請利用空餘時間進行培訓。有關申請程序的詳情載於員工手冊。

SOCIAL ASPECTS *(Continued)*

Development and Training *(Continued)*

BCFC has provided a number of training courses to its staff in the Year 2018. The following list summarised the training courses provided:

- Advanced Trauma Medical Management in Football (ATMMIF) (First Aid) course;
- Chartered Institute of Personnel and Development (CIPD) Annual Conference;
- Crimson Peak – Leadership Mentoring Programme;
- DIP2 Electrical Installation;
- Excel Training;
- FA Safeguarding;
- First Aid at Work;
- First Line Manager Training;
- Food Safety & Hygiene (Level 1);
- Football Safety Officers Association;
- Hospitality Skills Course;
- Intermediate Trauma Medical Management in Football;
- Media Training;
- Microsoft Office Training;
- National Vocational Qualifications (NVQ) Level 2, 3, 4 Spectator Safety;
- Playing for Inclusion; and
- Smart Triage.

Labour Standards

BCFC fully understands that the exploitation of child and forced labour are universally condemned, and therefore take the responsibility against child and forced labour.

BCFC strictly regulates the operation of its business to ensure the compliance with national and local laws and regulations relating to labour standards during the course of operation. In the Year 2018, there was no case of material non-compliance with Section 54 of the Modern Slavery Act 2015 of the UK and the relevant laws and regulations relating to preventing child or forced labour that have a significant impact. In addition, there was no report of significant fines or sanctions as a result of non-compliance with the relevant laws and regulations in the Year 2018.

Supply Chain Management

BCFC has set up strict supply chain management system to ensure high quality of food and products are provided to its customers. Specific attention has been paid to promote the health and safety of consumables of BCFC's restaurants and catering services, and the products available in Blues Store.

社會方面 *(續)*

發展及培訓 *(續)*

於2018年度，BCFC已為員工提供若干培訓課程。所提供培訓課程的清單概列如下：

- 足球高級創傷醫療管理(ATMMIF) (急救) 課程；
- 英國特許人事與發展協會(CIPD)周年會議；
- Crimson Peak – 領袖訓練計劃；
- DIP2電力裝置；
- Excel培訓；
- FA安全保護；
- 工作急救；
- 前線管理人培訓；
- 食品安全及衛生(1級)；
- 足球安全主任協會；
- 款待服務技能課程；
- 足球中級創傷醫療管理；
- 媒體培訓；
- 微軟辦公室軟件培訓；
- 國家職業資格(NVQ)2、3、4級(觀眾安全)；
- 寓比賽於融合；及
- 智能分類。

勞工準則

BCFC深知，社會一致譴責剝削兒童及強制勞工，因此針對童工及強制勞工負有重大責任。

BCFC嚴格監管其業務營運，以確保於營運過程遵守有關勞工準則的國際及當地法律及法規。於2018年度，BCFC並無嚴重違反英國《2015年現代奴隸制法》第54條以及與防止童工或強制勞工相關的法律及法規並對BCFC產生重大影響之行為。此外，於2018年度，BCFC並無發生違反相關法律及法規的行為而招致重大罰款或制裁。

供應鏈管理

BCFC已建立嚴格的供應鏈管理體系，確保向客戶提供優質食品及產品。尤其關注促進BCFC的餐廳及餐飲服務消費品以及Blues Store所供應產品的健康與安全。

SOCIAL ASPECTS (Continued)**Supply Chain Management** (Continued)

Executive head chef and his team members are responsible for ensuring Hazard Analysis and Critical Control Points (HACCP) procedures are fully updated and implemented in full in all kitchens for delivery, service and storage of food. Besides, all food suppliers of BCFC must meet the relevant environmental health standards.

In order to ensure the materials of the football kit meet the appropriate environmental standards, BCFC has selected Adidas Group (“Adidas”) as the kit supplier since 2016.



Adidas takes into consideration the environmental impact of the materials used and supports the use of recycled or sustainable materials. Factors like land use, elimination of hazardous substances, animal welfare, energy consumption and water consumption are taken into consideration by Adidas in their production. The most commonly used recycled and sustainable materials are cotton from the Better Cotton Initiative, recycled polyester, recycled nylon, and non-mulesed wool for apparel and leather.

Adidas is a worldwide brand of sports apparel and accessories and is a major supplier of BCFC. Adidas has its own risk and opportunity management principles and system providing the framework to conduct business in a well-controlled environment. Head of ticketing and retail and his team members are responsible for ensuring the suppliers meet environmental health standards and that the products from the suppliers are of high qualities.

Product Responsibility

BCFC has created its official Blues Store website which allows customers from various countries to purchase BCFC’s products through its online sales system which is supported by the Retail and Sports Systems.

社會方面 (續)**供應鏈管理** (續)

行政總廚及其團隊成員負責確保危害分析和關鍵控制點(HACCP)程序得以全面更新，並在所有廚房中充分實施以派送食品、服務及儲存食品。此外，BCFC的所有食品供應商均須符合相關環境衛生標準。

為確保全套足球服裝的物料達到適當環境標準，BCFC自2016年起選擇Adidas集團(「Adidas」)作為服裝供應商。

Adidas關注所使用物料對環境的影響，並支持使用再生或可持續物料。Adidas於其生產過程中考慮土地利用、消除有害物質、動物福利、能源消耗及用水等多個因素。最常用的回收及可持續物料有來自良好棉花倡議的棉花、回收聚酯纖維、回收聚酰胺纖維及用於服裝及皮革的非割皮羊毛。

Adidas為全球運動服飾配件品牌，是BCFC的主要供應商。Adidas本身設有風險及機會管理原則及制度，為在控制得當的環境下開展業務提供框架。售票零售主管及其團隊成員負責確保供應商符合環境衛生標準，以及供應商提供的產品具有高品質。

產品責任

BCFC已建立官方Blues Store網站，讓來自不同國家的客戶可透過零售及體育系統於網上銷售系統購買BCFC的產品。

SOCIAL ASPECTS (Continued)

Product Responsibility (Continued)



BCFC has been rated as a 5 star (the highest rating) food hygiene for the last 6 years which is given by the Food Standards Agency (the “FSA”) in the UK. The FSA is an independent government department in the UK which is responsible for food safety and food hygiene and protecting public health.

The last inspection was done by the FSA on 28 February 2018. The food hygiene rating is made up of the following: (i) hygienic handling of food including preparation, cooking, re-heating, cooling and storage; (ii) cleanliness and condition of facilities and building to enable good food hygiene, including having appropriate layout, ventilation, hand washing facilities and pest control; and (iii) system or checks in place to ensure that food sold or served is safe to eat, evidence that staff know about food safety, and the food safety officer has confidence that standards will be maintained in future.

BCFC has established Customer Service Policy and Refund Policy to ensure that customers are completely satisfied with their purchases from BCFC. If for any reason customers are unhappy with the procured item, they are welcome to return it, in its original, unused/ unworn condition, along with any wrapping and receipt to the Blues Store within 28 days of the date of purchase. BCFC will exchange it or offer a full refund. Some products are excluded from this policy such as personalised and printed items. BCFC also has exclusive clause to accept refund request if a player leaves the club or changes his/her squad number.

BCFC has established Privacy Policy to ensure compliance with the General Data Protection Regulation. BCFC is committed to protect customers’ privacy and will take all steps necessary to comply with legal obligations when using the personal data.

社會方面 (續)

產品責任 (續)

BCFC在食品衛生方面於過去六年獲英國食品標準局(「FSA」)評為五星級(最高評級)。FSA為英國獨立的政府部門，負責食品安全及食品衛生，以及保障公眾健康。

FSA已於2018年2月28日進行最近一次檢查。食品衛生評級根據以下各項制定：(i)食品於準備、烹調、翻熱、冷卻及儲存方面的衛生處理；(ii)設施及建築物的潔淨程度及狀況，以確保良好食品衛生，包括有適當的間隔、通風、洗手設施及害蟲管制；及(iii)設有制度或檢查措施，確保出售或供應的食品可安全食用，證明員工了解食品安全，以及食品安全主任相信未來將可維持有關標準。

BCFC已制定客戶服務政策及退款政策，確保客戶對購買自BCFC的產品完全滿意。如客戶因任何理由對所購物品不滿意，均可於購買之日起28天內在原狀、未使用／未損壞的狀態下，連同包裝及收據退回Blues Store。BCFC將進行換貨或提供全額退款。個性化定制及打印項目等部份產品不包括在此政策中。倘球員離開球會或更換球服號碼，BCFC亦有接受退款申請的專屬條款。

BCFC已制定私隱政策，確保遵守《通用數據保障條例》。BCFC致力保障客戶私隱，並將於使用個人資料時採取一切所需措施以遵守法律責任。

SOCIAL ASPECTS (Continued)**Product Responsibility** (Continued)

BCFC strictly regulates the operation of its business to ensure the compliance with national and local laws and regulations relating to product responsibility during the course of operation. In the Year 2018, there was no case of material non-compliance with the Waste Electrical or Electronic Equipment, the Consumer Protection Act 1987, General Data Protection Regulation, the Data Protection Act 1988 and the relevant laws and regulations relating to health and safety, labelling and privacy matters relating to products and services provided and methods of redress that have a significant impact. In addition, there was no report of significant fines or sanctions as a result of non-compliance with the relevant laws and regulations in the Year 2018.

Anti-corruption

Bribery is strictly prohibited. BCFC's Anti-Bribery Policy of the staff handbook set out standards of conduct to which all employees are required to adhere to in order to promote integrity in workplace environment. All employees are prohibited to give and accept of personal, commercial, regulatory or contractual advantage, by using the excuse of work or the authority granted from BCFC. The advantages include but not limited to money, gifts and hospitality.

BCFC's employees who breach these provisions may be subject to disciplinary action, one outcome of which could be summary dismissal for gross misconduct. BCFC requires that all its staff, including those permanently employed, temporary agency staff and contractors to (i) act honestly and with integrity at all times and to safeguard the organisation's resources for which they are responsible for; and (ii) comply with the spirit of the laws and regulations of all jurisdictions in which BCFC operates in respect of the lawful and responsible conduct of activities.

Facilitation payments are not tolerated and are illegal. And where any gifts and hospitality has a value in excess of GBP25, employees should refuse the offer or invitation.

BCFC is committed to ensure that all employees have a safe, reliable and confidential way of reporting any suspicious activity. Therefore, BCFC has established the Whistleblowing Policy which states that the whistle blowers remain anonymous. BCFC is committed to ensure nobody suffers detrimental treatment from refusing to take part in bribery or corruption.

Sound organisational structures and policies are in place to uphold a high standard of corporate governance and maintain an ethical corporate culture.

社會方面 (續)**產品責任** (續)

BCFC嚴格監管其業務營運，以確保於營運過程遵守有關產品責任的國際及當地法律及法規。於2018年度，BCFC並無嚴重違反《廢棄電器或電子產品》、《1987年消費者保障法》、《通用數據保障條例》、《1988年數據保護法》及健康與安全、所提供產品及服務相關的標籤及私隱事宜以及糾正方法的相關法律及法規並對BCFC產生重大影響之行為。此外，於2018年度，BCFC並無發生違反相關法律及法規的行為而招致重大罰款或制裁。

反貪污

賄賂乃嚴格禁止。BCFC員工手冊中的反貪污受賄政策載有全體僱員必須遵守的行為準則，以提倡工作場所的誠信氣氛。全體僱員禁止以工作或BCFC授予的權限為藉口給予及收受個人、商業、監管或合約上的好處，包括但不限於金錢、禮物及宴請。

違反該等條文的BCFC僱員可能會受到紀律處分，其中之一可能是對嚴重不當行為予以即時解僱。BCFC要求其全體員工（包括長期僱員、臨時機構員工及承建商）須(i)時刻誠實守信行事，保障所負責機構的資源；及(ii)遵守BCFC營運所在所有司法權區的法律及法規有關依法及負責任地展開活動的精神。

疏通費是不可予容忍的非法行為。對於價值超過25英鎊的禮物或宴請，僱員應拒絕要約或邀請。

BCFC致力確保全體僱員有安全、可靠及保密的方式舉報任何可疑行為。為此，BCFC已制定舉報政策，其中規定可匿名提出問題。BCFC致力確保沒有人因拒絕參與賄賂或貪污而遭到不利對待。

健全的組織架構及政策已經設立，以確保高標準企業管治，維護道德企業文化。

SOCIAL ASPECTS (Continued)

Anti-corruption (Continued)

BCFC strictly regulates the operation of its business to ensure the compliance with national and local laws and regulations relating to anti-corruption during the course of operation. In the Year 2018, there was no case of any material non-compliance with the Bribery Act 2010 and the relevant laws and regulations relating to bribery, extortion, fraud and money laundering that have a significant impact. In addition, there was no report of significant fines or sanctions as a result of non-compliance with the relevant laws and regulations in the Year 2018.

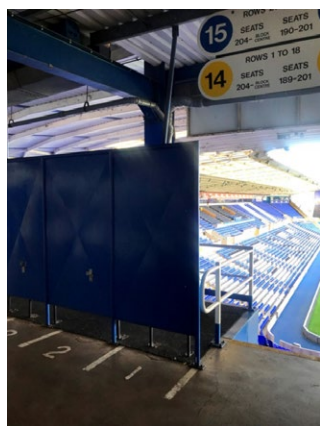
Community Investment

The primary objective of BCFC is to be successful, both on and off the field, and to be financially viable and to play at the highest professional level. On the road to achieve its aims that it will not lose sight of the fact that it is a community-led business, and taking care of its customers will be its prime objective.

BCFC aims to build the best customer relationships with supporters, home and away, as well as the local community in which the club serves. BCFC's core business is the operation of a professional football club which is committed to develop a diverse range of commercial and community activities that will serve the whole community. BCFC Community Trust was formed under the auspices of Supporters Direct in 2012 to inspire young people to achieve their goals.

The following list of events were organised by BCFC Community Trust in the Year 2018:

- Visiting the Birmingham Children's Hospital;
- Food donation to the Birmingham Central Foodbank;
- Visiting the Centre for Clinical Haematology in Birmingham;
- Tournament for local schools;
- 2017/18 Football & Education Programme; and
- BCFC Community Trust Whitsun Soccer Camps.



the Gil Merrick stand and are located with the away supporters.

BCFC takes pride in its facilities for disable supporters and is fully committed to providing any facilities a disabled supporter may need. BCFC currently offers 88 wheelchair spaces at the Stadium. 67 spaces are allocated to home supporters and 21 wheelchair bays are allocated to away supporters. Home supporter wheelchair bays are located in the Kop, Tilton, East Paddocks and the Gil Merrick stand. The away supporters are located in

社會方面 (續)

反貪污 (續)

BCFC嚴格監管其業務營運，以確保於營運過程遵守有關反貪污的國際及當地法律及法規。於2018年度，BCFC並無嚴重違反《2010年賄賂法》及賄賂、勒索、欺詐和洗黑錢有關的相關法律及法規並對BCFC產生重大影響之行為。此外，於2018年度，BCFC並無發生違反相關法律及法規的行為而招致重大罰款或制裁。

社區投資

BCFC的主要目標是在球場內外均取得成功，財政健全，以及按最高專業水平比賽。在實現目標的道路上，BCFC不會忽視其作為一個社區主導企業的事實，並以照顧客戶為其主要目標。

BCFC旨在與主場及客場的球迷以及所服務的當地社區建立最佳客戶關係。BCFC的核心業務是營運職業足球球會，致力發展各種商業及社區活動，為全社會服務。BCFC社區信託於2012年在Supporters Direct的贊助下成立，旨在激勵年輕人實現目標。

下列清單為BCFC社區信託於2018年度曾舉辦的活動：

- 探訪伯明翰兒童醫院；
- 捐贈食品予伯明翰中央食物銀行；
- 探訪位於伯明翰的臨床血液學中心；
- 於當地學校舉行比賽；
- 足球及教育計劃 (2017/18)；及
- BCFC社區信託五旬節足球營。

BCFC以其傷健球迷設施為榮，並全力提供傷健球迷可能需要的任何設施。BCFC現時於球場提供88個輪椅位置。67個位置分配予主場球迷，21個輪椅區分配予客場球迷。主場球迷輪椅區位於Kop、Tilton、East Paddocks及Gil Merrick看台。客場球迷位於Gil Merrick看台，並與客場球迷處於同一區域。



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