

Prof. Stuart Laing (Deputy Vice-Chancellor, University of Brighton) introduced the event

Dick Knight (Life President, BHAFC) spoke about the power of football, the role of Albion in the Community (AITC) and the relationship between the club and the two universities

Prof. John Sugden (University of Brighton) spoke about cutting through the some of the overly-positive rhetoric that surrounds support but also looking for examples where it does have some effect. He provided a personal journey from Northern Ireland to the Football4Peace project in Israel/Palestine and spoke about a framework of sport and development intervention of 'critical pragmatism'

Ian Lundberg (Amex) spoke about the role of the socially responsible employer, corporate social responsibility and Amex's relationship with BHAFC

Jacob Naish (AITC) spoke about the work of AITC – in health, education, community cohesion and sports participation – identifying the issues and challenges that influence their work

Craig Cartwright (a beneficiary of AITC's work) provided a powerful testimony about the impact of the Kickz scheme

Dr. Daniel Burdsey (University of Brighton) provided an overview and update of the research being undertaken around AITC and the new stadium

A lively Q and A session included discussion on definitions of social inclusion / exclusion, facilities, maximising usage, publicising the message of inclusion to communities, the "ripple effects" of interventions, engaging the private sector and partnerships

*Workshop by Dr. Daniel Burdsey (University of Brighton) and Prof. Fred Gray (University of Sussex) on the impact of the new stadium*

**A number of points were made by participants, including:**

- what are the positive effects (e.g. economic)?
- to what extent does perception reflect reality?
- to what extent can private space be made available for public provision
- how can those people who are not interested in football and/or BHAFC be engaged through the stadium
- what are the employment opportunities for local people?
- how does the architecture of the stadium influence people's behaviours?
- how can the stadium develop an identity and overcome notions of "placelessness"?
- what are the public's perceptions of local institutions?
- what is the symbolism of the stadium in the context of BHAFC?
- Might the global Amex brand affect issues of community "ownership"?
- how can BHAFC communicate to communities what they have to offer?
- how might effective partnerships be formed?