



IMPACT REPORT

2019

Registered Charity 1115222 | Registered Company 5664605



WELCOME

Welcome to the Sport 4 Life UK Impact Report for 2018/19!

We are delighted to present a summary of our key work in the last year, including our services, our impact, key recognition, the spotlight on a key partner, and the year ahead! Thank you for taking time to read this report, and we look forward to working with you in 2019/20.

Youth unemployment is not yesterday's problem. Disadvantaged young people are disproportionately likely to be NEET, and too many young people are getting stuck NEET. Even when young people from disadvantaged backgrounds have the equivalent qualifications to their better-off peers, they're still 50% more likely to be out of education and employment in early adulthood. And 75% of young people who are NEET for three months have been NEET for 12 months. Most NEET young people are NEET for the long-term. This has significant consequences, with being long-term NEET linked to poorer health and employment outcomes decades later: a scarring effect.

We are proud to work hard to respond to these remarkable challenges for young people - by preventing young people from becoming NEET in the future, supporting newly-NEET young people quickly into EET and avoid them getting 'stuck', and providing more intensive support to long-term NEET.

In piloting and implementing these new services and new model, Sport 4 Life UK supported 306 young people to achieve 491 combined tangible outcomes. See page 4 and 5 for the full impact figures.

THANK YOU TO ALL OF OUR STAFF, FUNDERS, PARTNERS AND VOLUNTEERS WHO HAVE SUPPORTED US OVER THE LAST YEAR, AND BEEN PART OF OUR EXCITING CHANGES AND DEVELOPMENTS.

WE LOOK FORWARD TO BUILDING ON THIS SUCCESS IN THE YEAR AHEAD.



Tom Clarke-Forrest
Founder & CEO



Hitesh Patel
Chair of Trustees

WHY WE EXIST

Sport 4 Life UK believes in a level playing field where every young person has the opportunity to create a better future for themselves.

IMAGINE...

→ Living in disadvantage, in some of the most deprived wards in the UK

- 50% (141,000) of children and 41% (460,000) of people resident in Birmingham live in the top 10% most deprived areas in the UK
- Over 2 million young people live in poverty in the Britain

→ Making it very likely for you to leave school without qualifications

- Only 33% of young people from low income backgrounds achieve 5 good GCSEs
- Young people without a Level 2 qualification or from disadvantaged backgrounds are over twice as likely to be long-term NEET* than their peers

→ Leaving you with limited opportunities in life

- Birmingham has the highest youth unemployment (18 to 24 year olds) amongst core cities in the UK at 11.7%, nearly double the UK average (6%)
- 14,265 young people aged 16-29 in Birmingham are claiming Job Seekers Allowance, with thousands more hidden NEETS

→ And significantly more likely to be welfare dependant

- Long periods of unemployment make young people 7.9 times more likely to become NEET again
- 29% of all children in Birmingham are living in a family where no one works. This cycle continues on to the next generation

Statistics compiled from Index of Deprivation 2015, Office of National Statistics, Impetus, End Child Poverty, Child Poverty Commission, Birmingham City Council, and House of Commons Library. *Not in education, employment, or training.





OUR IMPACT 2018-2019

294

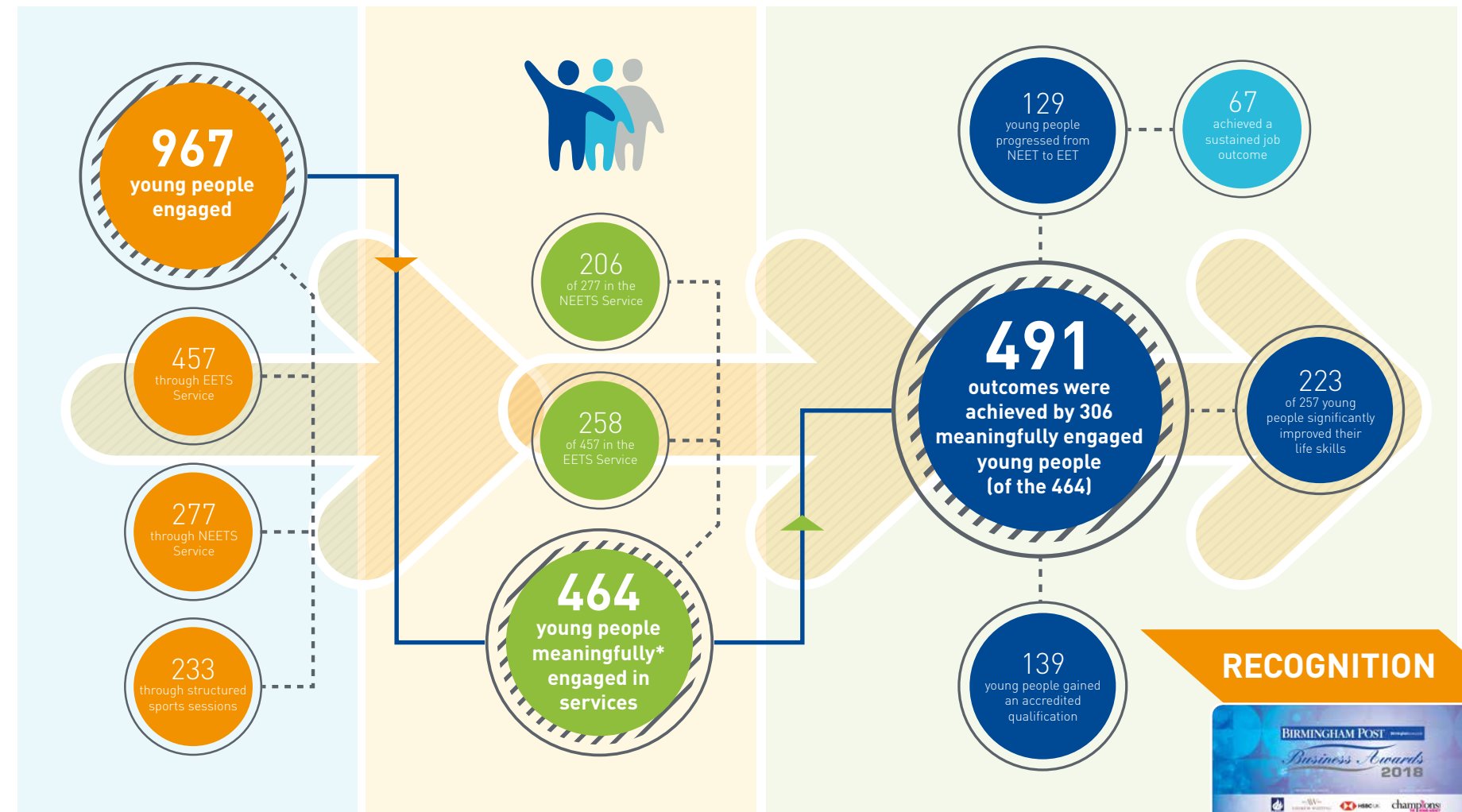
Female

673

Male

83%

BAME



RECOGNITION

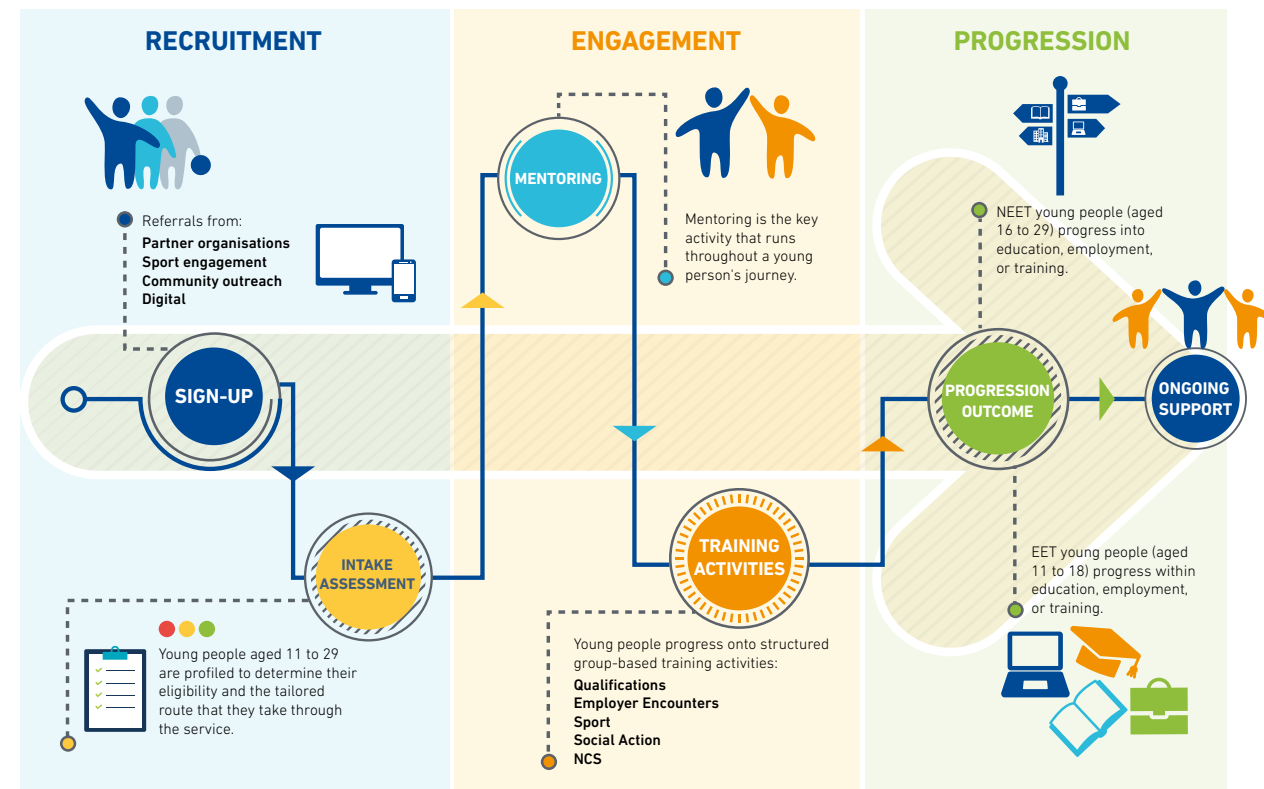


Sport 4 Life UK's monitoring and evaluation work is supported by the University of Wolverhampton to ensure validity and reliability. *EETS Service - attended 7 or more sessions / NEETS Service - achieved an outcome or attended a training service

WHAT WE DO

Sport 4 Life UK is proud to provide the opportunity for young people aged 11-29 to prepare for, and move into, sustained education, employment, or training, by improving their employability and key life skills - through its sports-themed mentoring and training services.

Following a strategic review throughout 2018/19 into Sport 4 Life UK's impact management, key services, and delivery model, the organisation went through an exciting and significant re-structure, and implemented a youth-led and bespoke service that achieves better impact for our young people (aged 11 to 29). Here is the new model:



CHANGING LIVES



Ubayda Sharif (aged 21)

Ubayda was new to Birmingham. Living in supported accommodation, he was just about getting by. Ubayda experienced a challenging home life in Saudia Arabia after moving there in his early years from the UK. He'd never attended school formally and had a fractious relationship with his parents. This resulted in him becoming estranged and moving back to the UK by himself. With these experiences, Ubayda had developed mental health issues, a lack of confidence, and felt very isolated.

After an opportunistic meeting with a Sport 4 Life UK Mentor at a job centre, he hasn't looked back. Ubayda's journey began by completing a Sports Leaders UK Qualification. He developed key skills such as communication, leadership, and teamwork, whilst also improving his confidence in a group setting.

Alongside this, Ubayda received tailored 1:1 employability and personal development support that helped him discover a passion for youth work and supporting young people.

"This was genuinely the first time someone had sat down with me and asked me what was going on in my life. Not even my parents did that."

Ubayda developed his CV and cover letter through these 1:1s and then took part in a formal mock interview. The interviewer was so impressed with Ubayda, she became a mentor to him, and continues to support Ubayda.

"I'd never been in a proper interview before. It was a big thing for me; ground breaking in my development."

On successful progression through the service, Sport 4 Life UK supported him into further training where he undertook work experience at a local youth centre to develop his skills in a work setting. Ubayda then went on to continue his education, and he is now in his first year of University studying Youth Work.

Alongside his studies, Ubayda sits on several youth boards, and is currently the Chair of the Birmingham City Council Youth Board. Ubayda still finds time to take part in youth consultations and volunteering at Sport 4 Life UK. He supports fellow young people using his own experiences to help motivate and support them in their own journeys.

"SPORT 4 LIFE UK SET THE BALL ROLLING FOR ME. I WAS AT THE JOB CENTRE ONE DAY, NOW HERE I AM."



Hazel Robinson (aged 13)

Hazel grew up in a single parent household with just her mum and younger brother. Hazel's mum would often need to work long hours to make ends meet and this meant that Hazel would have to stay with her aunt, and look after her younger brother. At school, she was a bright student, however, she was becoming increasingly disruptive in class and her teachers were concerned about her academic progress.

Hazel was signposted to take part in a sports-themed training programme delivered at her school by Sport 4 Life UK. After much persuasion, she attended reluctantly.

After a couple of rocky weeks, where Hazel was resistant to change, Sport 4 Life UK staff made a breakthrough when Hazel discovered she quite enjoyed playing handball. Staff used this as opportunity to strike up a positive relationship with Hazel to support and informally mentor her in a way that was not possible for teachers to do so.

"I'M GLAD THAT SPORT 4 LIFE UK DIDN'T GIVE UP ON ME. I REALLY APPRECIATE THE SUPPORT THEY GAVE ME. IT HAS MOTIVATED ME TO DO BETTER AND BE A BETTER PERSON."

Hazel developed key personal skills throughout the training programme that would help her in personal life, academic life and beyond. She learnt the value of teamwork, discipline, good communication, leadership, and respect. In the process, she earned a Sports Leaders UK PlayMakers Award.

Having caught the bug, Sport 4 Life UK staff were able to arrange for Hazel to attend its community sports sessions outside of school where she continued to develop her skills. Her teachers were pleased with the progress she has made following Sport 4 Life UK's intervention and hope it will continue!

SPOTLIGHT ON...

Birmingham City University (BCU) has partnered with Sport 4 Life UK for just over a year. This is a multi-dimensional partnership which is able to bring mutual benefits to both the students and staff of BCU and the operations and young people at Sport 4 Life UK.

Sport 4 Life UK has created a number of placement opportunities for students from BCU. Placements that have been developed to date have included Photography, Youth Placement, and support for the National Citizen Service (NCS) programme. BCU delivers a wide range of courses across four faculties and as a result holds a great deal of intellectual capital which can be of use to partners such as Sport 4 Life UK.

BCU has been proud to host a number of meetings and delivery sessions, which we hope inspires the young people involved with Sport 4 Life UK and helps support their ambitions to achieve and overall development.

We're delighted to continue this partnership. Future projects include a number of events and facilities development which we are excited to be a part of. We hope that the richness of the partnership between Sport 4 Life UK and BCU continues to develop well into the future.



Mark Jeffreys
Director of Sport and Physical Activity
Birmingham City University



THE YEAR AHEAD

2018-19 has been a year of significant change for Sport 4 Life UK, with the introduction of a new tailored delivery model, new and improved services for our young people, and a greater focus on sustainable and evidenced impact.

We are committed to supporting young people to progress into positive and sustained outcomes and to create better futures for themselves. In the coming year (2019-20), we commit to:

- **FULLY IMPLEMENTING THE NEW DELIVERY MODEL**
- **ENGAGING AND SUPPORTING MORE FEMALE PARTICIPANTS**
- **CONTINUING THE EXPANSION INTO THE WEST MIDLANDS (FROM THE CITY OF BIRMINGHAM)**
- **INCREASING TRANSPARENCY, ACCOUNTABILITY AND EVIDENCE OF OUR IMPACT**
- **LEARNING FROM WHAT WORKS (AND WHAT DOESN'T WORK) TO CREATE THE MOST IMPACTFUL SERVICES POSSIBLE FOR OUR YOUNG PEOPLE**



Key Partners



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Sport4LifeUK

