



# London Youth Sports

## *IMPACT REPORT*

Delivery highlights from  
September 2021 – August 2022



# Youth work and sport

We were founded in 1887, inspired by the simple idea that every young person has something to gain from having somewhere to go, something to do and someone to trust - sport remains central to that 135 years on.

We know that sport and physical activity is a source of hope for young Londoners.

By combining the power of youth work and sport, and working with grassroots community organisations across the city, we tackle the inequalities faced by young people. This improves their physical and mental wellbeing, and gives them the skills and experiences they need, now and for their future success.





***“London Youth's sports programme impact extends beyond just the here and now. It gives us, as youth workers, the tools and connections to make the long-term changes the most vulnerable young people in our community need before it's too late.”***

***YOUTH WORKER, WALTHAM FOREST***



# What's special about London Youth sports?

Through our sports development programmes, events, trainings and networks, we ensure:

Young Londoners are physically and emotionally well

Young Londoners have skills, knowledge and networks

Young Londoners are inspired and enabled to make positive contributions to communities

London's youth sector has better quality, more resilient youth workers and youth organisations

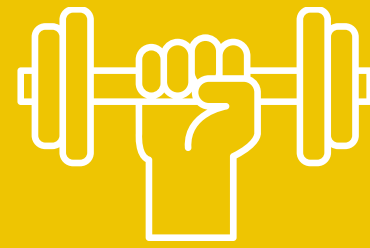
Deliver Opportunity, Drive Impact, Demand Change



# Our approach



Unite a London-wide movement of grassroots community youth organisations that have expertise in working with young people of colour and those from the most disadvantaged backgrounds.



Strengthen connections, encourage collaboration and share learnings via online and in-person communities of practice.



Invest grant funding to tackle inactivity, enabling delivery of weekly sports and physical activity sessions that are flexible to meet local need.



Equip young Londoners with the tools to offer wellbeing support to their peers and actively volunteer in their community.



Relevant and high-quality training opportunities for youth workers to holistically support young Londoners, including their wellbeing and physical literacy.



Champion the power of youth work when combined with sports and physical activity as a key building block in young people's lives.



Create access and partnerships between grassroots community youth organisations and London-focused and national stakeholders to level the playing field.

# Sports development programmes

## GETTING ACTIVE

Pan-London programme supporting 120 youth organisations to tackle inactivity and stubborn inequalities in key under-represented groups – girls and young women, Black, Asian and ethnic minorities, lower socio-economic backgrounds, disabilities and LGBTQ+.

## SPORT FOR DEVELOPMENT

A test and learn programme supporting 30 youth organisations to intentionally use sports and physical activity alongside a range of interventions to achieve skill development or wellbeing outcomes for young people.

## HOLIDAY EVENTS + YOUNG LEADERS

A broad range of school holidays sports competitions, events and taster sessions, including wellbeing residentials, young leader training and volunteer opportunities.

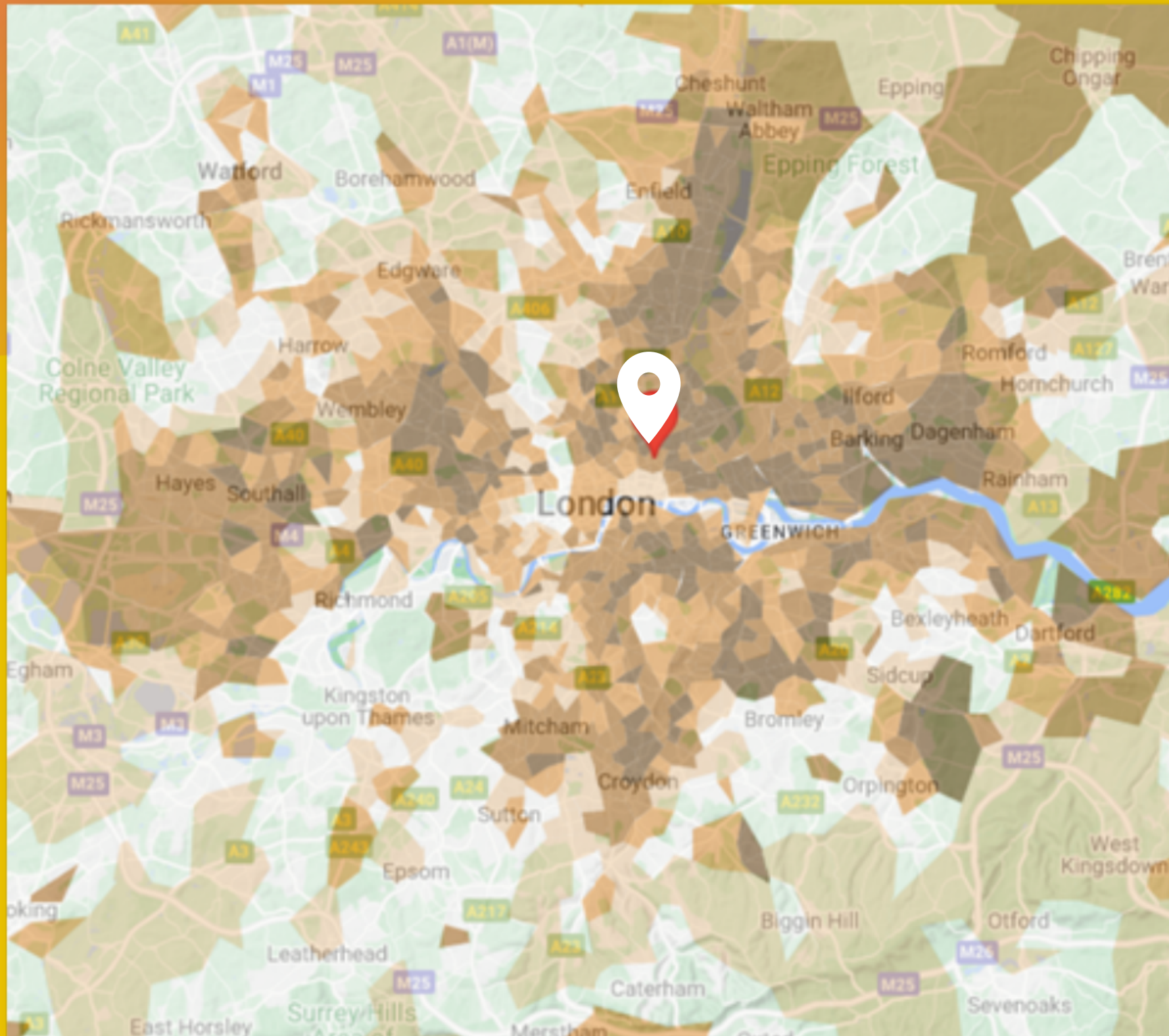
## NGB PARTNERSHIPS

Sports specific development programmes with British Fencing and the Golf Foundation, including youth worker training and equipment provision.





# Working across London...



## Key

LSOAs (Lower Layer Super Output Area)  
ranked by Index of Multiple Deprivation  
(Overall) :



0% - 20% - Most deprived



20% - 40%



40% - 60%



60% - 80%



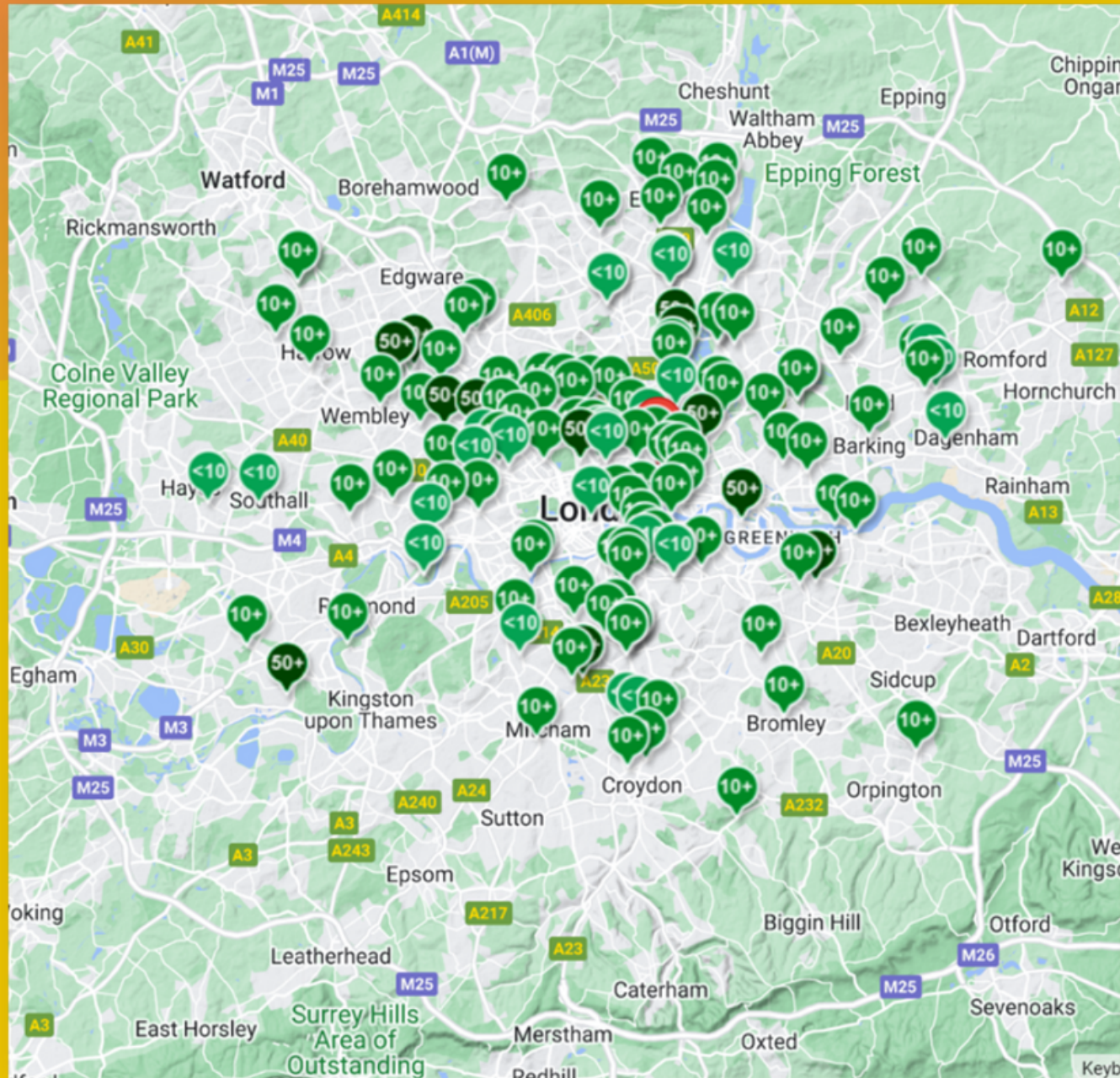
80% - 100% - Least deprived



London Youth (London Office)



# Working across London...



120  
organisations

from  
27  
London boroughs

delivered to  
3,528  
young people...

who received over  
72,000  
hours  
of support

  London Youth Member

 London Youth (London Office)



3,528

young people  
participated  
in programmes

44%

girls and  
young  
women

82%

Black, Asian  
and ethnic  
minority  
communities

13%

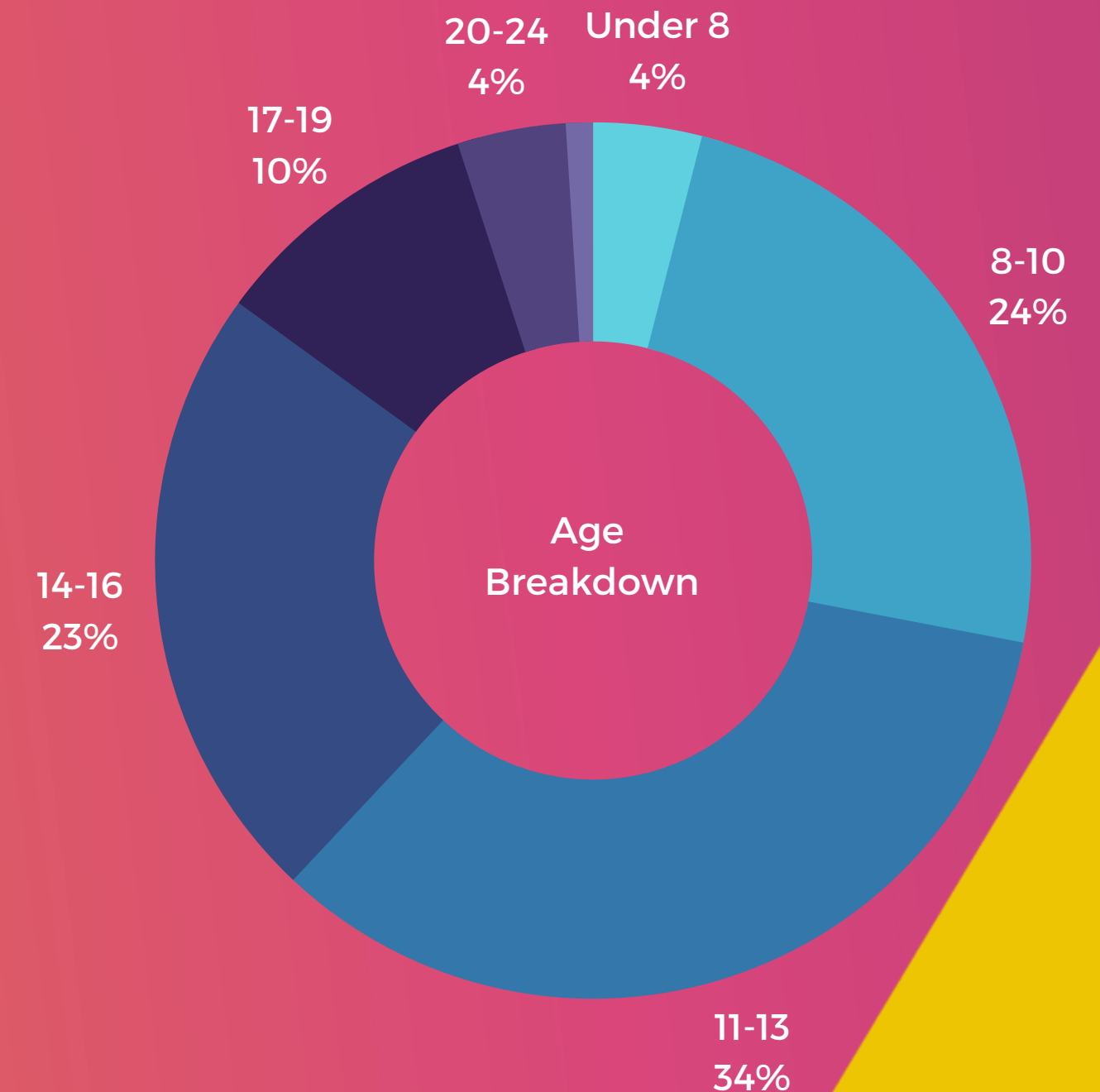
have a  
disability

42%

previously  
inactive

58%

live in the top  
30% most  
deprived  
communities in  
the country



Note this data is unique participants.

4,834

# young people participated in our school holiday events

Multi-Sport  
Events & Tasters  
57%

33%

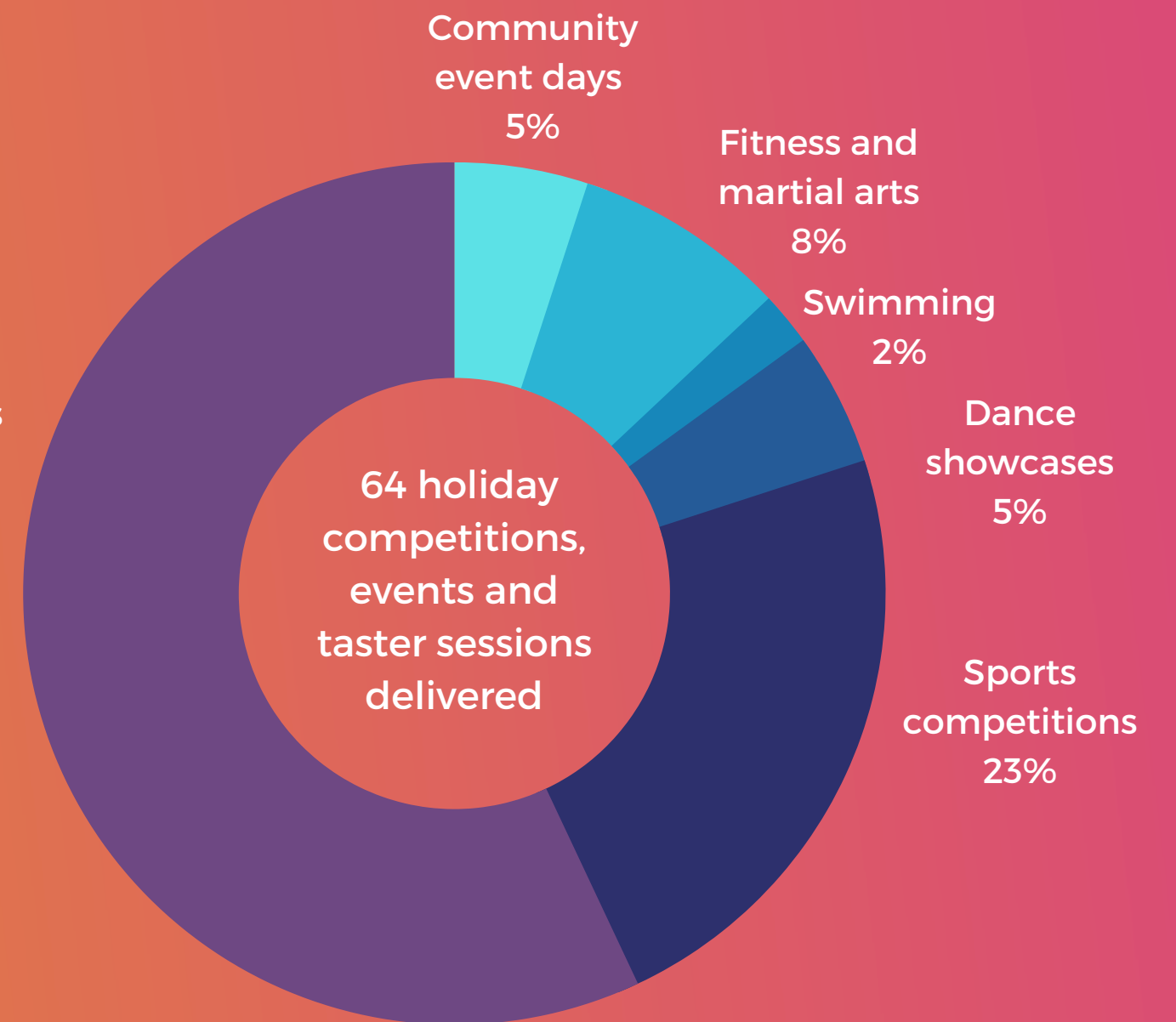
girls and  
young women

6%

have a  
disability

81%

Black, Asian and  
ethnic minority  
communities



Note this data is total attendances so may include some duplication



The Woodrow Cup brings  
the local community  
together integrating mental  
health with physical activity



**Woodrow  
Wellbeing Cup**



# We improved young people's:

## PHYSICAL ACTIVITY

42% of young people on Getting Active increased the number of days they were active for.

Getting Active reduced Inactivity from 42% to only 9%.

88% of the Sport for Development Learning Grant participants said they are now more active.



## CONFIDENCE

85% of participants saw an overall increase in confidence.

88% of Getting Active participants saw increased confidence in a particular activity.

76% reported an increase in self-esteem and have a positive attitude towards themselves after the Sport for Development Programme.

## ENJOYMENT & EMPOWERMENT

96% of those who took part enjoyed themselves or had fun.

84% of participants in our programmes felt they had a choice over what they did or didn't do.

88% felt their views, ideas and opinions were listened to.





# Sophie's story, age 19

"THEY WERE HEALTHIER, THEIR ATTITUDE TOWARDS SPORT HAS CHANGED, THEY'RE MORE POSITIVE ABOUT IT AND WANT TO DO MORE."

YOUTH WORKER, CAMBRIDGE HOUSE

Sophie was originally scared of water, having had a traumatic experience in the past.

Through support from the Getting Active SENSports sessions at Cambridge House, she has bravely challenged herself and is now the strongest swimmer in the group.

She has also become more confident in her self-care - she showers independently, no longer requires support dressing herself, and feels more adult.



She motivates and supports her peers, and has said that her dream now is to "teach my mum to swim".



# We improved young people's:

## ACCESS TO OPPORTUNITIES

75% of participants have tried new sports.\*

In particular, the NGB programmes have helped young people to take part in sports (fencing and golf) that they wouldn't normally have the opportunity to try.



## SKILL DEVELOPMENT

68% of Getting Active participants feel more confident about being a leader in activities.

88% of event participants agree that their teamworking skills have improved.

84% of Sport for Development participants show improved social skills, being more comfortable with people who are different to them.

## MENTAL HEALTH & WELLBEING

86% have made new friends.

92% feel happier.

83% better understand how to live a healthy life.

\*Note that this data is for Getting Active and Jack Petchey Foundation Event Participants only.





# Preston's story, age 15

*"I HAVE FOUND MYSELF; I HAVE  
FOUND A CONNECTION; I HAVE  
FOUND A HOME"*

Inactive, with low confidence and motivation, Getting Active reinstated a purpose and energy in him.

Preston accessed the Tuesday evening sessions at Project Zero having been home-schooled throughout Covid-19.



Preston has regained his self-identity, volunteered throughout the summer sports scheme and is now a youth champion supporting the physical wellbeing of others.



# Capacity building support and impact

120

individual impact reports  
produced and sent to  
Getting Active organisations

13

blogs, policy responses  
and news articles  
created and published

24

newsletters sent bi-weekly  
to 326 youth and sport  
professionals across  
London

500+

additional hours of 1:1 support  
provided outside of standard  
programme requirements (in-  
person and virtual)

92

youth and sport  
professionals actively  
involved in our London  
Youth Sports digital  
community of practice

£10,000 POUNDS

ring-fenced funding for  
youth organisations to  
access Lee Valley Regional  
Park Authority facilities

12

share and learn sessions  
(measuring impact, LGBTQ+  
best practice, programme  
design and more)

138

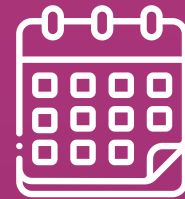
young leaders and youth  
workers trained (managing  
events, mental health first  
aid and sports coaching)



# Capacity building support and impact



Developed new  
partnerships and  
improved co-production  
skills



Designed and delivered  
a greater range of  
physical activities



Increased  
understanding  
of impact on mental  
health and wellbeing



Delivered targeted  
provision e.g. girls  
groups, LGBTQ+



Attracted and engaged  
more young people and  
families



Networked with and  
learnt from other  
organisations



Employed or paid for  
specialist coaching  
staff



Increased understanding  
of needs of young people



***“Without this funding, we wouldn't be able to offer a physical activity session, which is crucial for our young carers who are often unable to leave their homes regularly.”***

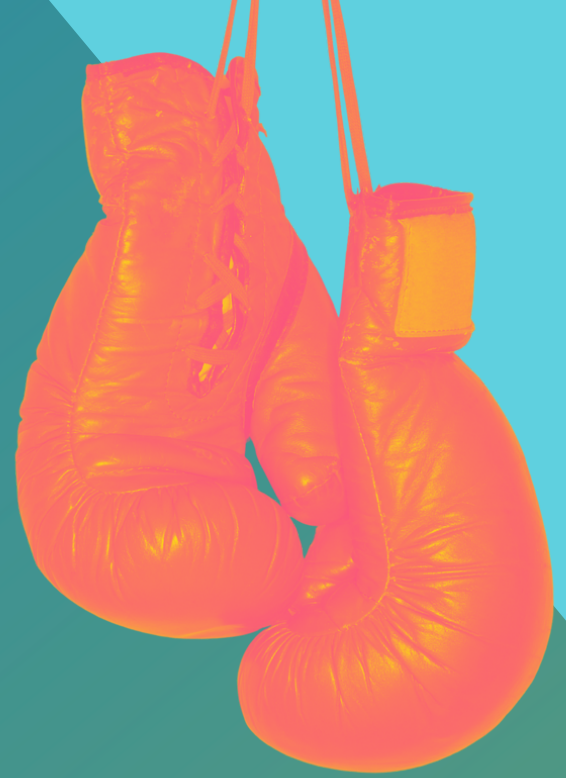
***YOUNG CARERS PROJECT MANAGER – ENFIELD CARERS CENTRE***





***“I learnt a lot about dealing with the numerous different backgrounds. Seeing kids from all walks of life come together through the power of sport and football. Being able to get them in the same room and talk to each other like they have known each other for years (is hugely beneficial).”***

***YOUNG LEADER, CAMDEN***



# Long term impact

Young people from the previous cohort of Getting Active (2020-2021) told us about its long term impact...

53%

said they are more active,  
with 75% continuing  
sessions at their youth  
organisations

94%

feel more confident  
taking part in sport  
and physical activity

92%

feel happier

79%

feel closer to  
other people

91%

have a better  
understanding  
of how to live  
a healthy life

32%

have joined a sports  
club at their school or  
college



The sustainability of our work is made possible through our incredible funders, partners and supporters. Thank you.





# THANK YOU...

...to London Youth members, our partners and funders, and most importantly the young people who have trusted and supported the London Youth sports team in making a difference.

To learn more about our work, support us, or partner with us, please contact:

John Jones, Sport Development Manager  
[john.jones@londonyouth.org](mailto:john.jones@londonyouth.org)

 [www.londonyouth.org/what-we-do/sports](http://www.londonyouth.org/what-we-do/sports)

 @londonyouth

 London Youth

 London Youth

 @londonyouth

