

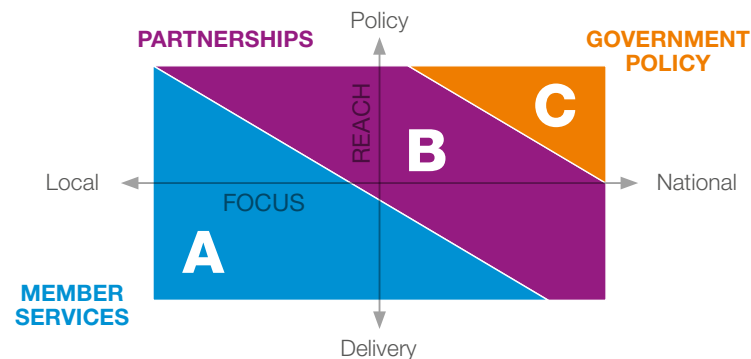


**MAKING AN**  
**IMPACT**  
**AT EVERY LEVEL**

# MAKING AN IMPACT AT EVERY LEVEL

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Since Sported was founded in March 2008, a great deal has been achieved. Our impact extends from the grassroots – supporting the growth and sustainability of more than 3,000 community sport and youth groups across the UK ([Section A](#)) – to utilising our networks, insight and experience in order to extend the reach of key partners ([Section B](#)), and influencing policy across the nations and regions of the UK ([Section C](#)).

We are proud of our members and volunteers, who continue to inspire us to establish Sport for Development as a mature, trusted tool for social change. We look forward to an exciting future as we continue our work making an impact at every level.

## WHY WE EXIST

### DISADVANTAGE & INEQUALITY

The UK faces widening social inequality and other forms of disadvantage which prevent a growing number of young people from fulfilling their potential in life.

### LOCAL SOLUTIONS FOR LOCAL PROBLEMS

Across the UK there are thousands of small, hyper-local community sport and youth groups using sport to transform the lives of young people and tackle major societal problems. Yet most of these groups are under-funded and under-resourced, run by only a handful of dedicated staff and volunteers.

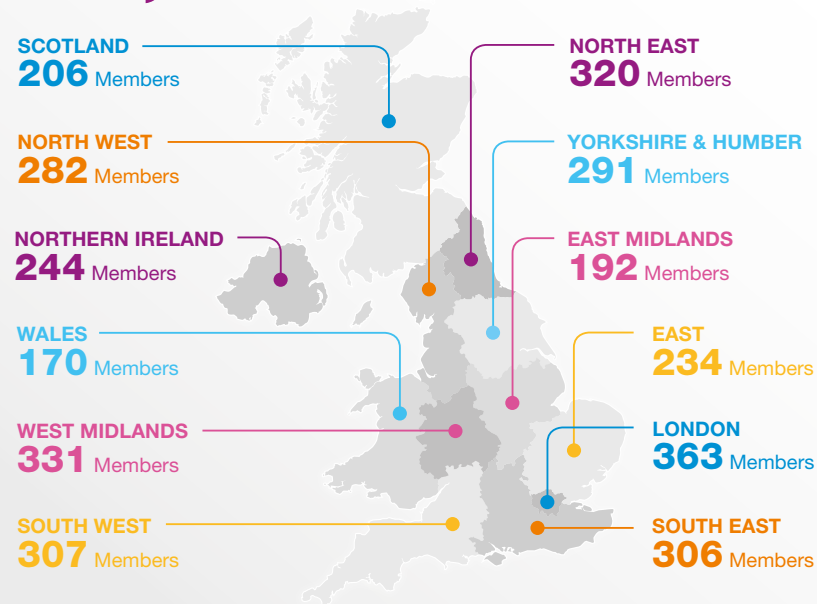
### UNLEASHING THE POWER OF SPORT

Sported was founded to fill this gap. We provide much needed professional expertise, resources and operational support to help our members grow their capacity and improve their sustainability. In doing so, we are helping young people to improve their health, develop new skills and build stronger, safer communities.

# A OUR IMPACT SPORTED MEMBERS

## WHO WE SUPPORT\*

**3,246** MEMBER GROUPS  
ACROSS THE UK



\*Number of members accurate as of 1st April 2017. Other statistics based on data supplied when those members first joined Sported.

Reaching  
**500,000**  
YOUNG PEOPLE  
(age 11 –25)

**25%**  
Provide access to  
**DISABILITY SPORT**

**59%**  
Are entirely  
**VOLUNTEER LED**

**67%**  
**HAVE INCOME  
BELOW £25K**

**41%**  
Working in the  
**30% MOST  
DEPRIVED AREAS  
OF THE UK**

Provide access to  
**90+**  
**DIFFERENT SPORTS  
AND PHYSICAL  
ACTIVITIES**

## COVER FIVE SPORT FOR DEVELOPMENT THEMES



**Inequality  
in sports  
participation**



**Community  
cohesion**



**Education and  
employability**



**Crime and  
anti-social  
behaviour**



**Health and  
well-being**

## WHAT WE'VE DELIVERED OVER THE LAST YEAR

**1,567**  
MEMBERS

have benefited from  
free services offered  
through their Sported  
membership

**99**

**MENTOR  
PLACEMENTS**

(In-depth, face-to-face support  
for avg. 6 months)

**Approx. 3,500 hours  
of volunteer support**

73% rated support as 'excellent'

**225**

**'LIGHT TOUCH'  
ENGAGEMENTS**

(Remote support, for up to  
6 hours per group)

**Approx. 1,100 hours  
of volunteer support**

71% rated support as 'excellent'

**68**

**WORKSHOPS  
DELIVERED**

(Capacity Building, Marketing,  
Impact Practice, Fundraising)

**Attended by over  
340 members'**

90% rated support as 'good'  
or 'excellent'

**£758,602**

funding leveraged &  
awarded to Sported members

Data covers activities completed in the period 1st March 2016–31st March 2017



# A OUR IMPACT SPORTED MEMBERS

## MEASURING OUR IMPACT

Sported was founded to build the capacity and sustainability of Sport for Development clubs and groups.

But when we talk about *'building capacity'*, what do we mean?

To measure our own impact and help our members evaluate the areas in which they need additional support, we developed the **Sported Capacity Model**; also known as **'The Frisbee'**.

The Frisbee provides an overview of all the things community groups need to have in place in order to make sure they're here for the long-term.

The five core elements of sustainability are:



## How we measure it

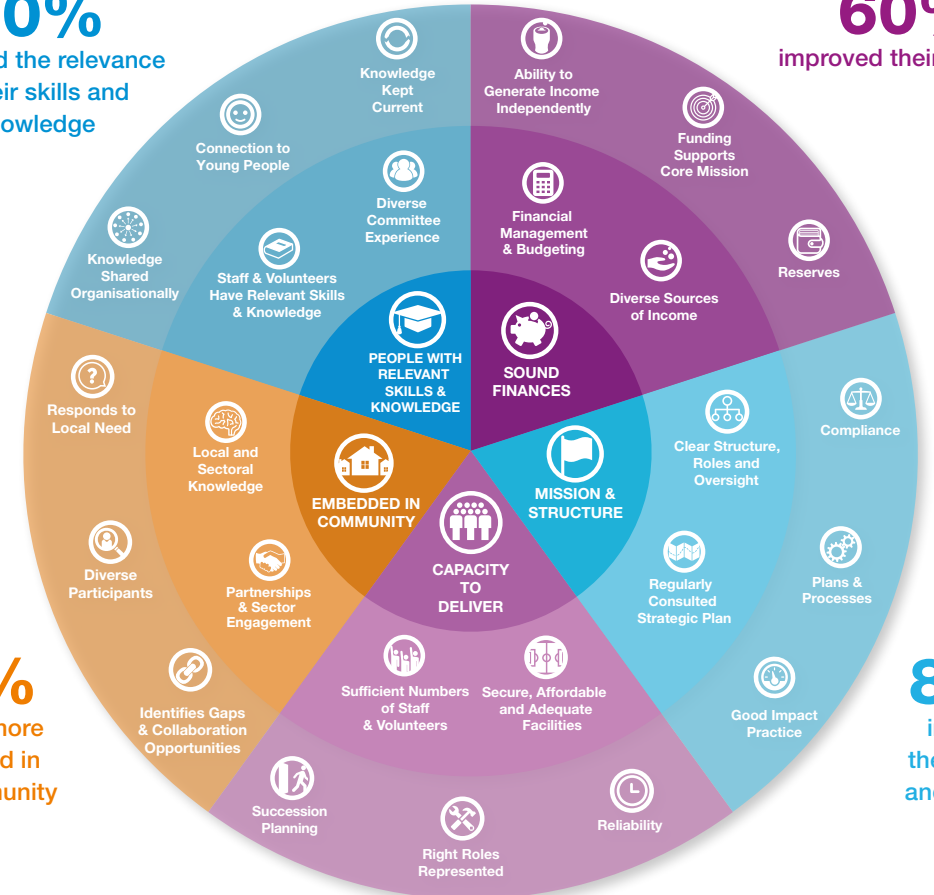
Using our **'Game Plan'** (pre-support) and **'Time Out'** (post-support) member surveys, we are able to measure the impact of our services and provide a benchmark of our members' overall sustainability.

## IMPROVING OUR MEMBERS' CAPACITY

The figures show the capacity growth of Sported member groups after a volunteer mentor placement.\*

**57%**  
became more  
embedded in  
their community

**70%**  
improved the relevance  
of their skills and  
knowledge



**51%** improved their ability to deliver

**87%**  
improved  
their mission  
and structure

\* Based on the comparison of 37 completed 'Game Plan' and 'Time Out' surveys completed by Sported members following a six-month mentor placement. Completed between April 2016—March 2017.

# B OUR IMPACT PARTNERS

Collaboration is key to creating a world-class community sport system. At Sported we leverage our networks, insight and experience by partnering with organisations to create opportunities for some of the most marginalised and hard-to-reach young people in the UK.

## OUR PARTNERSHIPS INCLUDE:



### BRIDGING THE GAP

A landmark action-research project to improve how agencies and funders connect with community groups operating in the most deprived areas.



### FIT FOR IMPACT

45 Sported members have been trained and supported to understand and embed best practice impact measurement.



### BOX ON

72 boxing clubs provided with Sported capacity-building training and volunteer support, helping to secure over £700,000 in Sport England grants.



### ENGAGE-HER

Pilot programme with Women in Sport to increase female participation, as part of Sport NI's 'Women & Girls: Active, Fit and Sporty' programme, funded by the Department for Communities.



### DEVELOPING COMMUNITY FOOTBALL CLUBS

Pilot programme to build the capacity of local football clubs in advance of undertaking Community Asset Transfers.



### SERVES

Taking tennis into disadvantaged communities through the creation and support of 20 tennis hub sites at Sported member groups across England, Scotland, Northern Ireland and Wales.



### SPORTEDUCATE

Reducing the risk of young people in London becoming NEET by combining sport with education and employability sessions.





# C OUR IMPACT GOVERNMENT POLICY & SPORT SECTOR

As a membership organisation for the UK's Sport for Development sector, we provide a collective voice for our members to influence government and national policy, and attract much needed resources and investment into the sector.

## HERE'S HOW WE DO IT:

### INSIGHT:

Sported's on-the-ground team of regional staff means we have a direct and trusted relationship with community groups working in the most deprived areas of the UK.

This gives us unique insight into:

- The social challenges faced by disadvantaged young people.
- The operational challenges faced by community groups themselves.



### EVIDENCE:

In 2013 we launched **Sportworks**, a shared impact measurement tool to help groups and organisations quantify the impact and associated cost savings of their Sport for Development activities.



## WE LEVERAGE THIS INSIGHT AND EVIDENCE TO ...



## INFLUENCE POLICY

Contributions include:

- DCMS's 'Sporting Future – A New Strategy for an Active Nation'
- NI Executive's 'Programme for Government'
- Sport England's 'Towards an Active Nation'
- Sport Wales's proposed objectives in relation to the 'Well-being of Future Generations (Wales) Act 2015'
- sportscotland's Clubs and Communities Framework

## INFLUENCE THE SPORT SECTOR

- Sportworks has been successfully utilised by a range of organisations to evidence the social impact of their respective Sport for Development programmes, including: *Tottenham Hotspur Foundation, Brentford FC Community Trust, Britwell Youth and Community Project, The Running Charity, London Basketball Association and Newport Positive Futures.*
- Sported is an influential member of the Sport for Development Coalition – a group of charities and organisations working to promote and grow the sector.
- Sported played a leading role in the Coalition's development of 'The Sport for Development Shared Outcomes and Measurement Framework' to promote a shared and more consistent measurement of impact, thereby strengthening the evidence base for the sector.

# CASE STUDY

## SPORTEDUCATE

*Sporteducate* is our pioneering programme designed to help disadvantaged young people gain specific educational outcomes through sport. It was developed and delivered in partnership with Deutsche Bank's *Born to Be* youth engagement programme.

# sportEDUCATE



### YOUNG PEOPLE

**OBJECTIVE:** Reduce the risk of young people becoming NEET by improving their education and employability through sport.

- **1,956** young people (aged 11–18) engaged through the programme – 49% live in the 20% most deprived areas of London.
- Young people have benefitted from over **123,650** hours of education, employability and sport sessions.
- **74%** agree *sporteducate* has improved their attitude towards school.
- The number of young people who plan to go to College or University has **grown from 45% to 71%**
- **79%** agree that *sporteducate* has helped them stay out of trouble.

### SPORTED MEMBERS

**OBJECTIVE:** Enhance the capacity of the group to deliver educational activities alongside their core sports offering, whilst improving their long-term sustainability.

- **33** Sported members in London received funding, training and management support over three years to introduce education and employability sessions.
- Club leaders benefitted from free expert business support from DB volunteers.
- **12** DB volunteers have become permanent trustees at *sporteducate* groups.
- **4** groups accredited with National Resource Centre for Supplementary Education Bronze Award.

### DEUTSCHE BANK

**OBJECTIVE:** Utilise employees' skills and expertise in the local community through the creation of engaging volunteering opportunities.

- **308** Deutsche Bank employees volunteered on programme.
- **2,065** hours of time collectively committed by Deutsche Bank volunteers to the programme.
- Volunteer opportunities ranged from teaching lessons and offering business support to club leaders, to coaching and personal mentoring.

Data correct as of April 2017



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