

## IMPACT REPORT 2019-20

Year-2: September-2019 until August-2020

### FACTS & FIGURES

<b>DELIVERY PROGRAMMES TO GROUPS (DP)</b> Number of delivery programmes to groups: 11 Total spend: £15,663 Total spend pro rata (Covid-19): £20,339 Average spend / delivery programme: - Actual spend: £1,370 - Pro rata spend (Covid-19): £1,849  Number of participants reached: 233 Cost per participant: £88 Average no of participants / programme: 21  Average age: 16 Ratio of gender split (male:female): 7:3  Average Indices of Deprivation (IMD) score: 90/317 Lowest x% of most deprived areas in Eng: 28%  Ratio of sports: - Tennis: 25% - Multi-sport/general-fitness: 25% - Boxing: 17% - Football: 17% - Basketball: 17%  Breakdown of target areas with average I&E score: - Community Progression: 7 – 3.4 - Sport Advancement: 3 – 4 - Career Path: 1 – 3  Funded items: Coach costs: 51% Facility fees: 21% Subsidised/funded memberships: 27%	<b>INDIVIDUAL SUPPORT PROGRAMME (ISP)</b> Number of ISP: 30 Total spend: £18,290 Total spend pro rata (Covid-19): £30,930 Average spend / ISP: - Actual spend: £864 - Pro rata spend (Covid-19): £1,032  Average age: 18 Ratio of gender split (male:female): 7:3  Breakdown of participant ethnicity: - White: 30% - Mixed/multiple ethnic groups: 5% - Asian/Asian British: 10% - Black/African/Caribbean/Black-British: 50% - Other ethnic groups: 5% - (BAME): (70%)  Breakdown of where participants live: London (various): 80% Outer London: 10% Birmingham: 10%  Ratio of sports: - Tennis: 50% - Football: 20% - Boxing: 15% - Basketball: 10% - Athletics: 5%  Breakdown of target areas with av I&E score: - Community Progression: 15 – 2.6 - Sport Advancement: 9 – 3.5 - Career Path: 6 – 3  Funded items: Courses/qualifications: 10% Training fees: 24% Ind coaching costs: 8% Paid work experience: 13% Travel/comp/living exp: 35% Essential equipment: 3% Spec perf services: 5% Miscellaneous: 1%	<b>MENTORSHIP</b> Total spend: £931 No of mentor meetings: 28 No of mentor workshops: 3  <b>ADDITIONAL PROJECTS &amp; ACTIVITIES</b> Number of additional projects & activities: 5 Total spend: £5,210  <b>PARTNERS</b> Number of delivery partners: 15 Number of partnering organisations: 8 <b>COACHES/MENTORS</b> Number of coaches: 20 Number of mentors: 8 (4 paid, 4 vol)  <b>ISP - DP</b> Ratio of DP:ISP - Programmes: 11:30 - Participants: 233:30 - Spend: 46%:54% X% of ISP: - From delivery programmes: 29% - From partnering organisations: 71%  <b>2019-20 GROWTH</b> DP: 5% ISP: 18% Mentorship provision: 11% Payments: 15% Receipts: 29% Average: 16%
<b>Average Impact &amp; Engagement score: 3.55 / 5</b>		<b>Average Impact &amp; Engagement score: 2.97 / 5</b>
<b>Average total Impact &amp; Engagement score: 3.26 / 5</b>		
<b>GOALS &amp; OUTCOMES (OUR SOCIAL IMPACT)</b>		
	<b>DELIVERY PROGRAMMES</b>	<b>INDIVIDUAL SUPPORT PROGRAMMES</b>
Sporting environments that are safe and inspiring	17%	5%
Minimised risk of crime and negative temptation	12%	12%
More access to training and competition	17%	32%
Increased activity in disadvantaged areas	25%	7%
A fairer playing field for young sportspeople who want to advance their career	4%	27%
Increased educational opportunities and training	4%	7%
Create more work experience and enhance employability	4%	7%
Less financial pressure involved in sport (by contributing funding to all our programmes)	100%	
Improved mental health and wellbeing in all the sportspeople we support (through mentorship)	100%	

## IMPACT REPORT 2019-20



### ANALYSIS – WHAT THE NUMBERS MEAN

Our model is to work with delivery partners in the most deprived areas and deliver programmes to groups, creating sustainable and regular opportunities for young sportspeople to participate and progress. Through these delivery programmes we will then offer essential support to the most deserving and in-need individuals, rewarding the ones who attend regularly, commit themselves consistently and show the right performance mindset. We will also act on referrals from trusted partnering organisations to offer Individual Support Programmes directly to the most appropriate people.

This year (September-19 to August-20) we ran 11 delivery programmes, reaching 233 young sportspeople. The average age of the participants was 16 and the male:female split was 7:3. Whilst the gender split is tilted towards males, it is more than likely a reflection on male vs female participations in the UK at this time. The items we fund for these delivery programmes are mainly coach costs and any facility fees – which takes the cost away from the participant and allows them free-of-charge opportunities, and subsidised/fully-funded memberships – which creates a more level playing field for those who can afford it and those who cannot. Of these 11 delivery programmes the average ‘Impact & Engagement’ score (out of 5) was 3.55 – this is between ‘average’ and ‘high’. This means that funds were used effectively, delivered to the young people who need it most, and mentorship played ‘some’ or an ‘active’ part in the programmes.

The key to reaching the right young people is by delivering programmes in the right areas. For this we use a measurement called the ‘Indices of Deprivation’. This uses seven factors to score 32,844 local areas and 317 local authorities from the most deprived (lowest score) to the least deprived (highest score). All our delivery programmes were delivered in the 28% most deprived local authorities in England. The most deprived area we delivered a programme in was Barking & Dagenham which is the 5<sup>th</sup> most deprived area in England – by delivering a programme here we are ensuring we reach the young people who need support the most. There are many barriers to participation, progress and performance and we are breaking them down to allow more young people to get the best out of themselves through sport. Even if we deliver programmes in local authorities that aren’t as deprived, the exact local area of our programme will be deprived – a typical rich area cornered by a poor area. For example, we deliver a programme in Kensington & Chelsea local authority which is 122/317 (40%) but the exact local area of our programme is in the lowest 12% of the country, neighbouring the Grenfell Tower.

## IMPACT REPORT 2019-20



Setting up programmes in deprived areas is one step but working with able delivery partners is the second most important part. They are the ones who introduce the young people to sport and create safe and inspiring environments. They are the ones who know the young people the most and get them off the streets. PPS enable more activity, more opportunities and create a pathway for them to get the best out of themselves.

We offered 30 Individual Support Programmes in 19-20. The goal is that these are the most deserving individuals who require essential and further support to get the best out of themselves – both financial support (funding items of need) and non-financial support (mentorship). The average ‘Impact & Engagement’ score for ISP was lower than delivery programmes at 2.97 out of 5. This was because there were too many individuals (and their parents) who didn’t engage, didn’t claim the funds available and the mentorship provision wasn’t in place either due to PPS shortcomings or the location of the individual being too far away. Without the nine individuals who didn’t engage, the impact for the rest was ‘high’ or ‘maximal’. The programmes often give the young sportspeople the “leg-up” they need to exceed their potential and we create opportunities that they never thought they could get.



The average age of the young people receiving ISP’s was two-years older than those in the delivery programmes at 18 and the split of male:female was the same at 7:3. We recorded ethnicity for the people we supported individually. For this data we used the Government’s five broad groups. 30% of the people we supported individually were ‘White’ and the highest at 50% were ‘Black / African / Caribbean / Black-British’. All in all, 70% of the people we support individually are of BAME background.

Due to Covid-19, some of our programmes were paused, meaning we saved funds in some areas. For this reason, we have recorded ‘actual spend’ and ‘pro rata’ spend (of what we would have spent without the pause) – see facts and figures. The delivery programmes to groups reach many more people (233:30) but we spent 6% more on individual support – because it is much more focused. The average spend per delivery programme was £1,849 (pro rata) which is fair and a good reflection on reaching 21 participants across a year. The average cost per ISP was £1,032 (pro rata) which is a lower than realistic because not all the individuals used their full allocation of funds.

Mentorship has always been a part of what PPS offers. The provision is undoubtedly valuable for the sportspeople we support. It is the difference between providing support rather than direct funding and it is the tool we use to get the best out of the sportspeople we support.

We aim to provide a form of mentorship for each programme we deliver and each individual we support. Throughout the year we delivered 3 mentorship workshops and facilitated 28 mentor meetings. If we were to aim to provide 3

## IMPACT REPORT 2019-20

mentorship workshops per delivery programme and 6 mentor meetings per supported individual then we only hit a 20% provision rate, which is low. When we do provide even 3 mentor meetings across the year, then the Impact & Engagement score goes up by 1.33 to 4.3 out of 5.

From September-2020 we aim to roll out a 'Mentorship Provision Strategy' and have already raised some funds which are restricted towards mentorship provision.

Because of Covid-19 and the fact we would be saving some funds on certain programmes, we re-directed some of this funding to a 'Covid-19 Emergency Hardship Fund' where we supported a group of self-employed coaches/mentors, young athletes, young people building a career during the Covid-19 crisis. We supported a group of 20 people with a weekly transfer of funds to help with food and essentials, alongside a series of digital mentorship workshops. We run the programme for an initial 6-week period, extended for an additional 2 weeks for some and had to re-start the Fund for a few people because they were in such difficult circumstances. We spent £3,758 on the Hardship Fund and it was great to play a part in the community response to Covid-19. Read our 'wider social impact article' here:

<https://www.performanceplussport.co.uk/wp-content/uploads/2020/05/20-05-12-THE-COMMUNITY-RESPONSE-TO-COVID-19.pdf>

Our goals & outcomes (which is our social impact) helps us to achieve our vision of 'finding the most deserving people and developing the most impactful programmes to make a difference through sport and eventually influence a more socially mobile society'. Because of our wide-ranging programmes – we have three target areas, we work in different sports and a range of ages – it means we have multiple outcomes.

Within all our programmes and for all the sportspeople we reach we ensure two outcomes:

1. *Less financial pressure involved in sport* – by funding appropriate areas and taking away the cost to participants
2. *Improved mental health and wellbeing in all the sportspeople we support* – through mentorship.

Following these, the highest outcome for delivery programmes was *increased activity in disadvantaged areas* – this is achieved by going into areas of deprivation and accessing the young people who need support the most. Our next highest outcomes are *more access to training and competition* and *sporting environments that are safe and inspiring*. For ISP's we are finding the most deserving individuals and creating *more access to training and competition* which creates a *fairer playing field for young sportspeople who want to advance their careers*. Another high outcome for ISP's is *minimised risk of crime and negative temptations* – giving a positive route to those who have been involved in a negative lifestyle before or those who could easily slip into one.



***Impact is often best described through stories!  
Please visit our 'Wider Social Impact articles' where we  
highlight case studies of the people we support and provide  
insight into the areas we work in:***

<https://www.performanceplussport.co.uk/impact/>

## IMPACT REPORT 2019-20

### PROGRAMME HIGHLIGHTS

<b>RDF-PPS ADVANCEMENT PROGRAMME</b>				
<b>TYPE OF PROGRAMME:</b> Delivery Programme	<b>TARGET AREA:</b> Sport Advancement	<b>DELIVERY PARTNER:</b> Right Development Foundation		
MONITORING ACTIVITY				
<b>PROGRAMME/SUPPORT PROVIDED:</b>				<b>COSTS INVOLVED:</b>
<ul style="list-style-type: none"> <li>PPS supported the delivery of the RDF programme by subsidising membership for a group of the most talented but in need participants.</li> <li>PPS also facilitated a mentor workshop where a mentor spoke to the whole RDF programme about his real-life inspirational story, lessons to learn, negative temptations to avoid and how to progress themselves.</li> <li>We offered two RDF individuals with essential further support, and will offer one more ISP programme for 20-21.</li> </ul>				£2,820 on subsidised memberships for a group of 20
<b>TOTAL PARTICIPANTS REACHED:</b> 20	<b>SPORT:</b> Basketball	<b>AVERAGE AGE:</b> 16	<b>GENDER RATIO (M:F):</b> 6:4	<b>LOCAL AUTHORITY (IMD):</b> Barking and Dagenham (5)
MEASURING IMPACT				
<b>DIFFERENCE MADE:</b>			<b>SOCIAL IMPACT:</b>	
<ul style="list-style-type: none"> <li>Without the support two things would happen:               <ol style="list-style-type: none"> <li>The participants and their families wouldn't be able to pay the subscription fees to take part and therefore couldn't experience the value of what RDF does for their development</li> <li>RDF would run into financial difficulty if they allowed too many people onto their programme for free – they have costs to meet</li> </ol> </li> </ul>			<ul style="list-style-type: none"> <li>Less financial pressure involved in sport</li> <li>Improved mental health and wellbeing</li> <li>Sporting environments that are safe and inspiring</li> <li>More access to training and competition</li> <li>Increased activity in disadvantaged areas</li> <li>Minimised risk of crime and negative temptations</li> </ul>	
IMPACT & ENGAGEMENT SCORE: 5/5				
<i>"PPS has continued to make a great impact within the community we are working in. PPS has become recognised within RDF for their generous support to our young people and coaches, especially in a time of great need. Members training fees are being supported by PPS and additional individual support is being offered to players who are taking a step further on their basketball journey. The support PPS has provided has given parents a relief of financial burden, and has given players an opportunity to focus primarily on their training and development".</i>				
<b>Read out 'wider social impact article on this programme:</b>				
<a href="https://www.performanceplussport.co.uk/wp-content/uploads/2020/05/20-05-05-A-DELIVERY-PARTNER-THE-RIGHT-WAY.pdf">https://www.performanceplussport.co.uk/wp-content/uploads/2020/05/20-05-05-A-DELIVERY-PARTNER-THE-RIGHT-WAY.pdf</a>				

<b>CHIMA DURU</b>				
<b>TYPE OF PROGRAMME:</b> Individual Support Programme (ISP)	<b>TARGET AREA:</b> Sport Advancement	<b>PARTNERING ORGANISATION:</b> Double Jab Boxing Club, New Cross		
MONITORING ACTIVITY				
<b>PROGRAMME/SUPPORT PROVIDED:</b>				<b>COSTS INVOLVED:</b>
<ul style="list-style-type: none"> <li>Our partnering organisation Double Jab Boxing Club referred Chima Duru to us for individual support</li> <li>Chima was a youth offender and got sent to Double Jab instead of prison. After a period of time Chima took to boxing and is now an aspiring professional</li> <li>Our support goes towards paying him as a self-employed assistant coach to give him experience and an opportunity to guide other youngsters – he volunteered 131 hours between November and March (before Covid-19 interrupted)</li> <li>As restrictions were eased Chima setup his own programme (which PPS supported) where he trained a group of 7 young boxers – "Junior Lockdown Champs". This was essential to keep Chima positive and learning and for the participants to stay active through the Covid-19 crisis</li> <li>We then funded Chima's level 2 gym instructor course.</li> <li>PPS provided 3 mentor meetings throughout the programme</li> </ul>				£1,310 for paid work experience £500 Level 2 gym instructor course £47 on essential equipment  A further £860 on the Junior Lockdown Champs programme (which was a separate programme)
<b>SPORT:</b> Boxing	<b>AGE:</b> 20	<b>GENDER:</b> Male	<b>ETHNICITY:</b> Black (African, Nigerian)	<b>LIVES:</b> SE London (Catford)
MEASURING IMPACT				
<b>DIFFERENCE MADE:</b>			<b>SOCIAL IMPACT:</b>	
<ul style="list-style-type: none"> <li>The programme has given Chima hope as he attempts to advance his boxing career, professional ambitions and career prospects</li> <li>By supporting his coaching experience, he setup the "Junior Lockdown Champs" programme on his own which was beneficial in so many ways</li> <li>The support will give Chima paid work experience and make him more qualified</li> <li>Chima himself, the attitude he has and the support we have provided is keeping him on the right path, and away from a previous negative lifestyle</li> </ul>			<ul style="list-style-type: none"> <li>Less financial pressure involved in sport</li> <li>Improved mental health and wellbeing</li> <li>Create more work experience and enhance employability</li> <li>Increased educational opportunities and training</li> <li>Minimised risk of crime and negative temptation</li> <li>More access to training and competition</li> </ul>	
IMPACT & ENGAGEMENT SCORE: 5/5				
<i>"PPS has helped me improve my coaching skills and also funded e for equipment to better my boxing skills".</i>				

## IMPACT REPORT 2019-20

<b>JESSE CLARKSON</b>				
<b>TYPE OF PROGRAMME:</b> Individual Support Programme (ISP)	<b>TARGET AREA:</b> Sport Advancement	<b>PARTNERING ORGANISATION:</b> Reed's Regional Development Centre		
<b>MONITORING ACTIVITY</b>				
<b>PROGRAMME/SUPPORT PROVIDED:</b> <ul style="list-style-type: none"> <li>Jesse was referred to us by Reed's Regional Development Centre as a young, talented tennis player but with limited financial support</li> <li>PPS stepped in to offer support in the form of funding for essential individual coaching. We also sourced an appropriate coach for the job. This would give Jesse the time to work on specifics within his game.</li> <li>We provided mentor meetings with Jesse to ensure the programme was working and to provide a source of non-financial support that will help to guide his development</li> <li>Following a fundraising event where Jesse demonstrated his skills, we raised funds to purchase a stringing machine for Jesse's parents. Their had previously broken and this would save them over £1,000 in re-stringing costs</li> </ul>				<b>COSTS INVOLVED:</b> £650 for individual coaching costs £68 for membership to the Club where coaching would take place £932 on a stringing machine
<b>SPORT:</b> Tennis	<b>AGE:</b> 12	<b>GENDER:</b> Male	<b>ETHNICITY:</b> Black (African, Nigerian)	<b>LIVES:</b> S London (Croydon)
<b>MEASURING IMPACT</b>				
<b>DIFFERENCE MADE:</b> <ul style="list-style-type: none"> <li>Without our intervention of providing and funding individual coaching, Jesse's talent may be left behind his contemporaries who are in a more privileged position</li> <li>Our support has enabled Jesse to receive the coaching he needs to compete Nationally</li> </ul>			<b>SOCIAL IMPACT:</b> <ul style="list-style-type: none"> <li>Less financial pressure involved in sport</li> <li>Improved mental health and wellbeing</li> <li>A fairer playing field for young sportspeople who want to advance their career</li> <li>More access to training and competition</li> </ul>	
<b>IMPACT &amp; ENGAGEMENT SCORE: 4/5</b>				
<p><i>Read out 'wider social impact article on this programme:</i></p> <p><a href="https://www.performanceplussport.co.uk/wp-content/uploads/2020/05/20-05-29-FROM-PARK-TO-PRO.pdf">https://www.performanceplussport.co.uk/wp-content/uploads/2020/05/20-05-29-FROM-PARK-TO-PRO.pdf</a></p>				

