



# SOCIAL IMPACT REPORT

# INTRODUCTION

Welcome to Sports Connect, I am delighted to be an ambassador for Sports Connect. I believe sport has a power to change lives – it certainly has mine – and I now seek to use my platform along with the many lessons I have learned throughout my career to mentor and support the next generation.

I particularly have a heart to encourage and motivate those who face adversity, helping them to unlock the 'champion mindset' it takes to bounce back in life and smash their goals! The fact I can do this using sport is simply a bonus!

I am really excited to visit as many of the projects that Sports Connect deliver and help to increase participation and challenge under-representation in a range of sports. I also enjoy the opportunity to speak with members of the community around a range of lifestyle topics and discuss strategies to support their next phases.

*Marilyn Okoro*

# FOUR CORNERSTONES

## EDUCATION TRAINING AND SKILLS

NCFE Accredited Centre  
Kent County Council EHCP Sport provision  
Year 11 Transition  
English & Mathematics delivery

## RESTORATIVE PRACTICE AND RESETTLEMENT

HMPYOI Cookham Wood  
Novus Foundations for Change  
Levelling the Playing Field

## COMMUNITY ENGAGEMENT AND HEALTH

Changing Minds Kent  
Kent and Medway VRU  
YES Project  
StreetGames  
Tackling Inequalities

## COACHING AND SPORTS DEVELOPMENT

Coach Development programme  
1st4Sport Approved  
Kent FA Approved  
HAF Programme  
Academy Performance Plan



## OUR VALUES

Sports Connect has three core values that run through our organisation across all levels. The staff involved in our delivery models use these values to plan effective sessions, assessments and purposeful environments. As a commitment to every person, we engage with, we make a pledge to...[#InspireMotivateEducate](#)

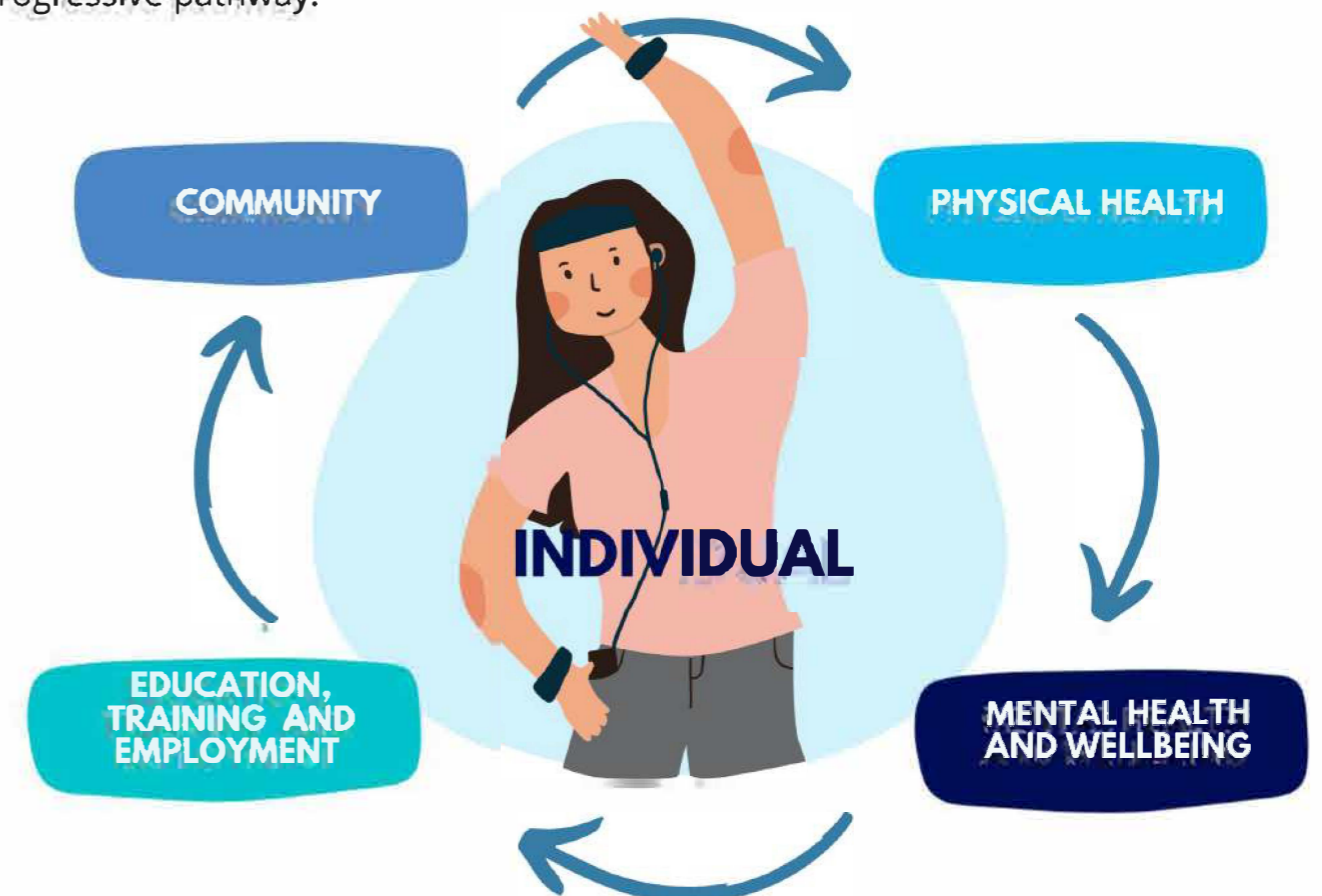
## OUR VISION FOR COMMUNITY

Knowing, engaging and being present in our local communities is essential for an organisation to create a connection with its members. At Sports Connect we have representation at community forums, steering groups and local and national organisations that can help to shape policy.

Our team of dedicated staff can be found in the most challenging of areas in communities and use our core values to ensure communities have [Pride, Purpose and Belonging](#).

## A STRATEGIC OVERVIEW OF OUR INDIVIDUAL SUPPORT PLAN

Our individualised support plan for each learner enables us to create a menu of opportunities against the four pillars of our frameworks. Feedback from our students states that this creates [ownership](#) and [responsibility](#) towards a bespoke progressive pathway.



# OUR IMPACT

100%

OF OUR LEARNERS HAVE REVIEWED THEIR **TRAINEESHIP** OR STUDY PROGRAMME AS **GOOD** OR **BETTER**

96%

OF YOUNG PEOPLE FEEL THAT THEIR **MENTAL HEALTH** HAS IMPROVED SINCE STARTING TO WORK WITH US. **4%** ANSWERED **MAYBE**

100%

OF OUR LEARNERS FEEL OUR SESSIONS GAVE AN OPPORTUNITY TO **IMPROVE THEIR PERSONAL AND SOCIAL SKILLS** E.G. CONFIDENCE AND COMMUNICATION

100%

FEEL THEY HAVE IMPROVED THEIR **PHYSICAL HEALTH**

75%

FEEL THAT **VOLUNTEERING** HAS HELPED THEM TO PROGRESS INTO **EMPLOYMENT**

“

*The staff are always so positive and willing to help. They are always trying to get the best out of us and push us to be our very best*

“

*You've helped me with my anxiety and gave me the work experience I needed*

“

*It's made me feel more confident around doing sessions with kids of different ages and has led me to doing coaching outside of this that I have enjoyed*

“

*This is the best thing I have ever done*

“

*Amazing experience... it helped me figure out what I wanted to do*

# CORNERSTONE ONE

## EDUCATION

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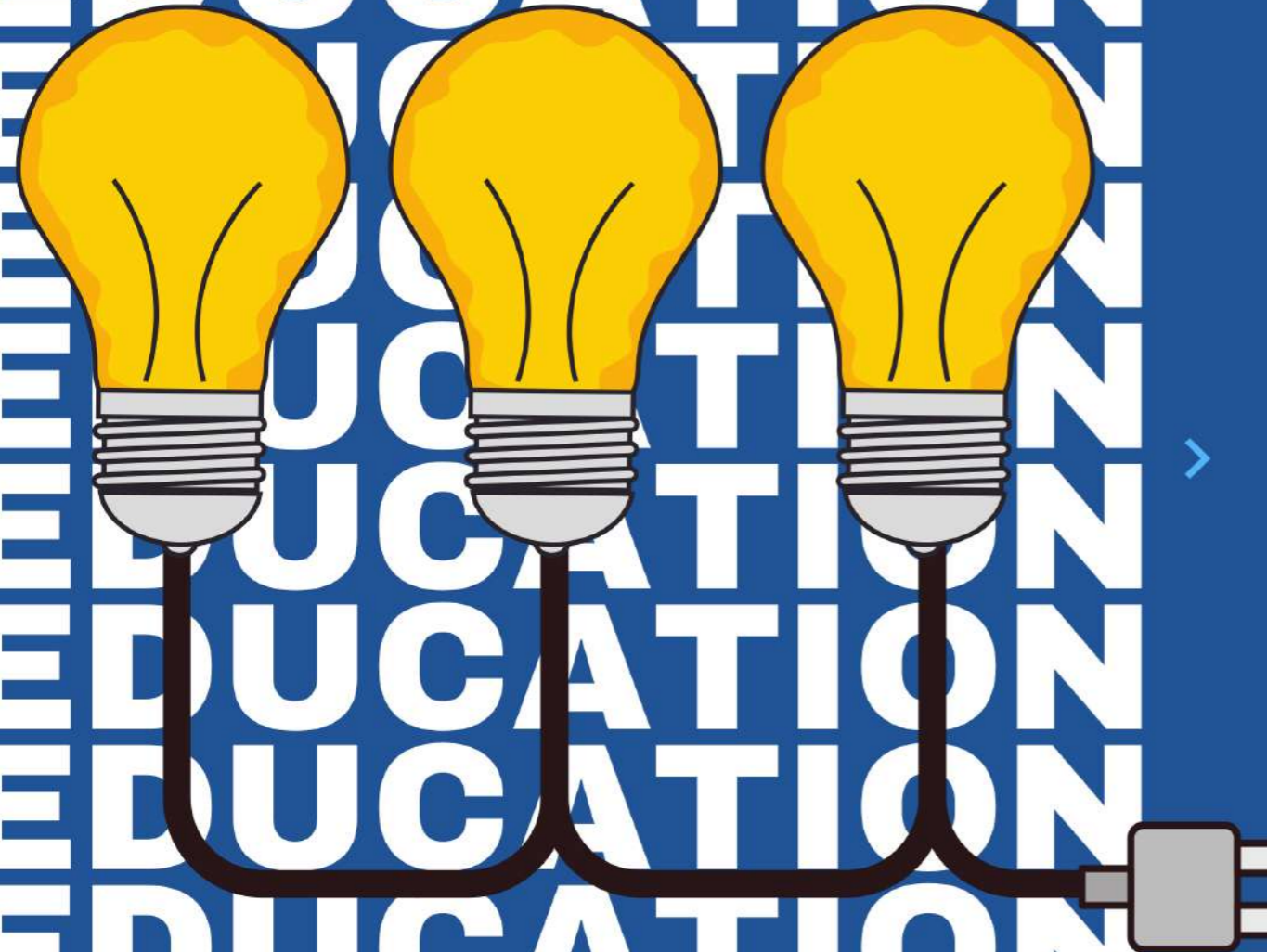
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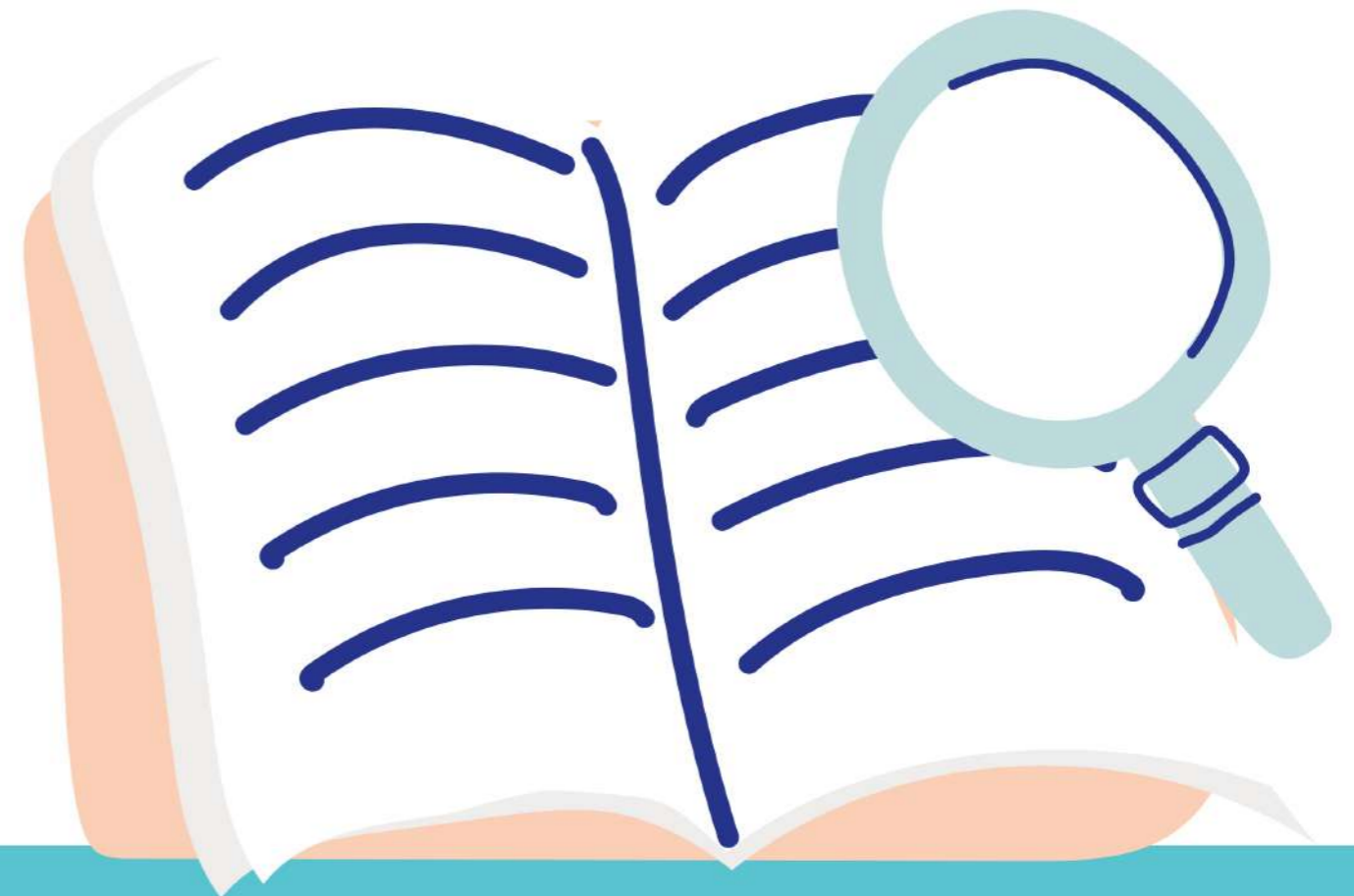
## EDUCATION

# TRAINING AND SKILLS



## CORNERSTONE 1: EDUCATION, TRAINING AND SKILLS

Our **Education, Training and Skills programmes** offer opportunities for our students to experience the different pathways within the sports sector, supporting them to find their passion and raise their aspirations. We are proud to be the KCC approved Sports Provider for Post 16 Education and Training to support learners with Educational Health Care Plans. We are named in the KCC workbook and have a short term goal of becoming a section 41 ISP.



## ARCHIE LALLY

Throughout my years at KSports, I learned qualities on and off the pitch that will help me in life. The course gave me a pathway to University where I am currently studying Sports Management. The programme pushed me towards a FA Level1 and gave me work opportunities first as a volunteer, then paid work in sports coaching.

I joined as a 16 year-old, not knowing where I wanted to go in life. I worked hard, benefitted from a footballing aspect, learning more technical sides to my game and being coached by ex-professionals really benefited me. Being the captain allowed me to gain leadership and communication skills. Joining KSports was the best decision for me as a stepping stone to a better life.

**Former K Sports U19  
Football Academy Captain**

## GAVIN HOLTUM

Sports Connect have provided Gavin with a sense of purpose. They have shown complete commitment to him by showing Gavin how to be part of a team. This has enabled him to fulfil his dream of being of a coaching team.

They are fully supportive of him and provide him with the empathy and security that he needs. Both learners and staff have made him feel most welcome from the onset and he can not wait each day to join them. This has never happened before in Gavin's educational history!

**Kim Holtum, mother of Gavin  
Holtum part of the Sports  
Connect EHCP provision**



# THREE YEAR IMPACT DATA

## 95%

OF OUR STUDENTS  
ENROLLED AGAINST  
THEIR QUALIFICATION  
ACCHIEVED THEIR  
FULL QUALIFICATION

(5% ACHIEVED UNIT  
ACCREDITATION BEFORE  
PROGRESSING TO  
APRENTICESHIPS)

## 91%

OF OUR STUDENTS  
PROGRESSSED TO A  
POSITIVE DESTINATION  
WITHIN SIX MONTHS  
OF ENDING THEIR  
STUDY PROGRAMME

## 93%

OF OUR LEARNERS ACHIEVED  
50+ HOURS OF WORK  
EXPERIENCE RELATED TO  
THEIR FUTURE CAREERS

“ I have always been **supported, motivated and educated** by members of staff there.

“ The staff treat the students with **respect and care**. Whenever I needed help with work the staff was **always willing to help**.

“ They made my time there **very personal and enjoyable** and I felt actually part of something while here.

“ By doing the training with Dan on a Monday night it has helped us **set up a football team** through it.

“ I enjoyed working with my tutors and **met a lot of new people** who made my time very enjoyable.

“ **Great mentoring** from experienced staff.

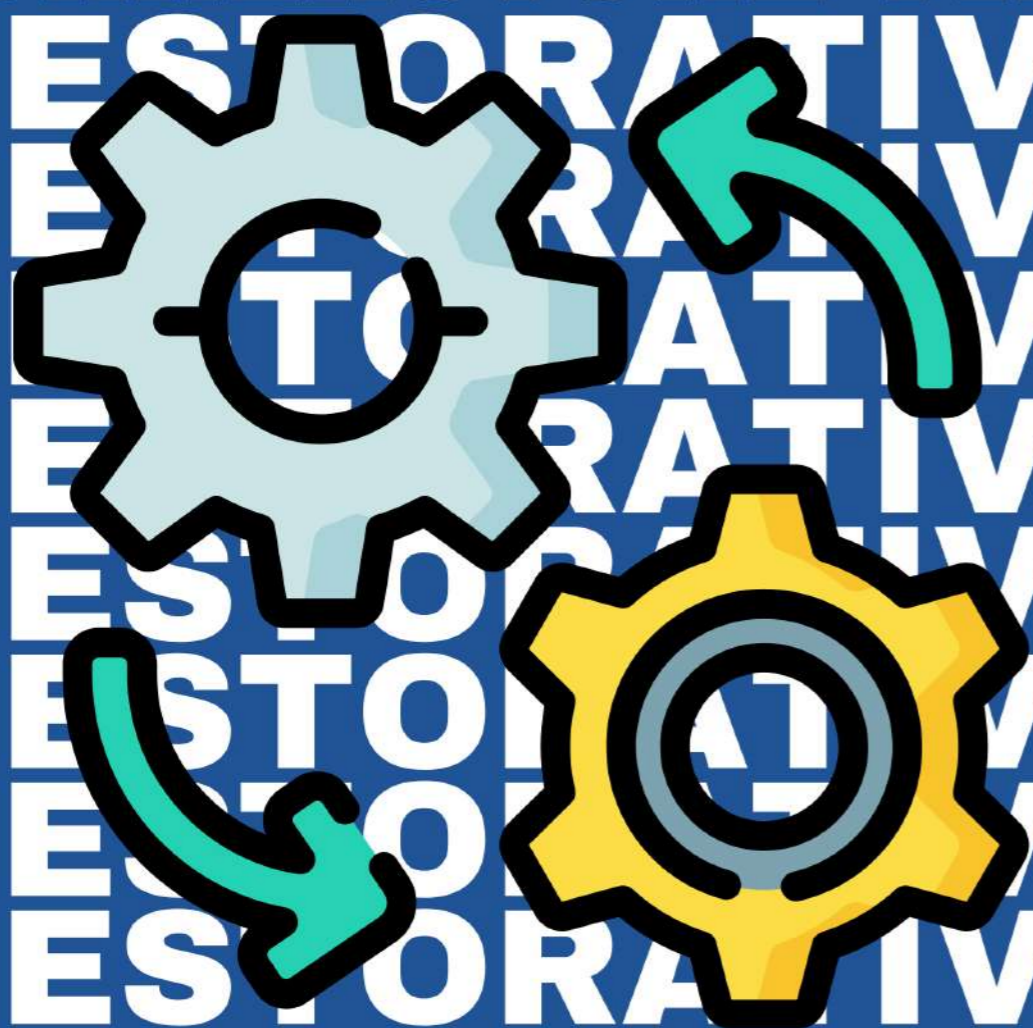
“ If I could make the score higher I would, the environment is a **remarkable learning facility**. It was a second family to me.

“ You've helped me with my anxiety and gave me the **work experience** I needed.

# WHAT OUR LEARNERS SAY

# CORNERSTONE TWO

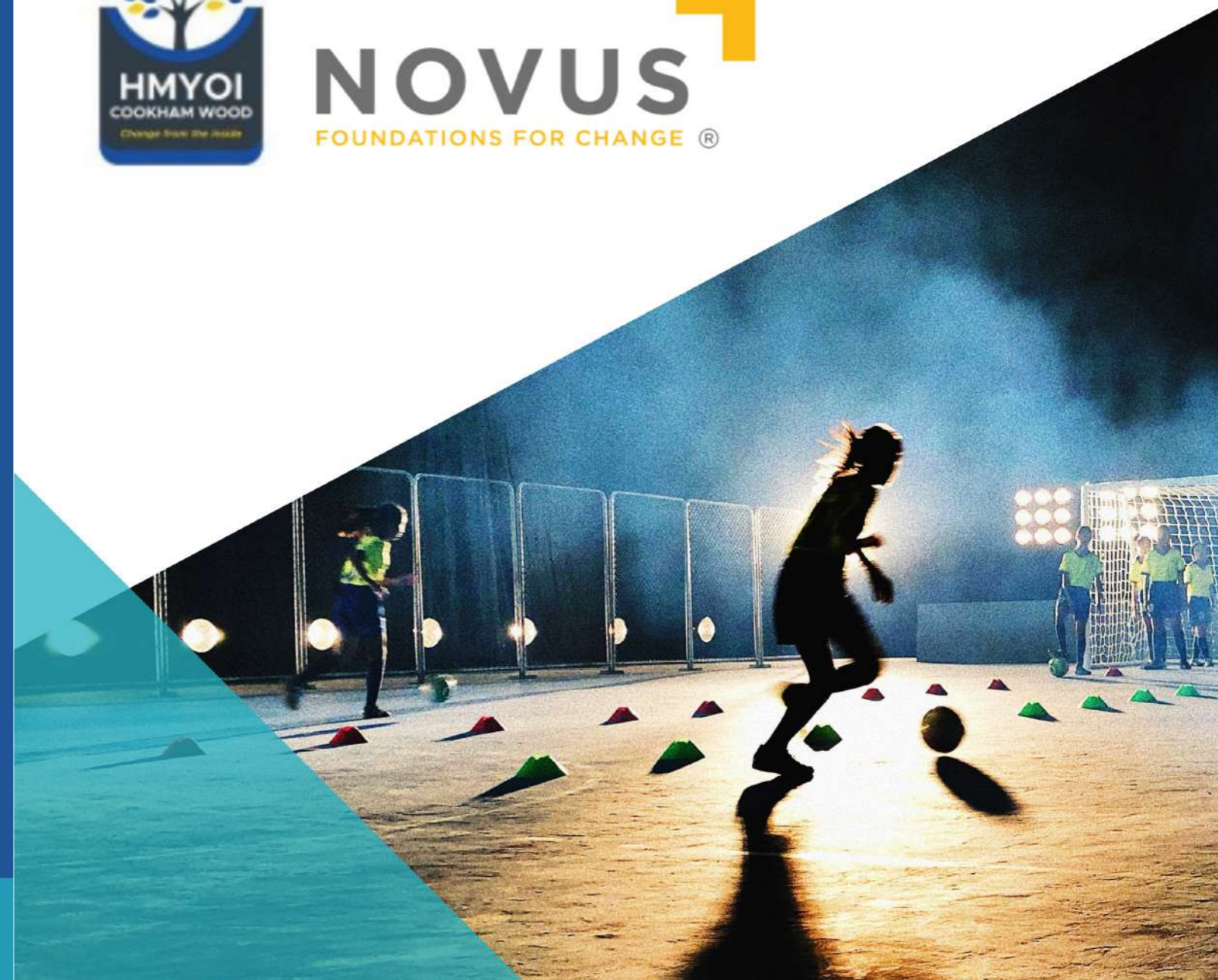
## RESTORATIVE RESTORATIVE TO RESTORATIVE RESTORATIVE RESTORATIVE RESTORATIVE RESTORATIVE RESTORATIVE PRACTICE AND RESETTLEMENT



## CORNERSTONE 2: RESTORATIVE PRACTICE

Over the last 24 months, Sports Connect has supported the sentence plan of **269 children** at HMYOI Cookham Wood through **2415 positive attendances** in various activities. **38 boys** have gained an **accredited qualification** during this time.

In 2019/20 a coach education project in partnership with conflict resolution was delivered to **47 young people** to break down barriers between landings. **88%** of the learners remained on the course, of which **100% completed an accredited outcome** with a complimentary review. An adapted delivery model emerged through the Covid 19 pandemic built on our work with the professionals supporting children in custody titled **Inspire 4 Sport**.



# A SUCCESS STORY

- Hammad Khan participated in regular Sports sessions on his landing during association time, showing high engagement and positive participation.
- Following poor behaviour, he was set specific SMART targets by Sports Connect staff to achieve prior to ROTL placement being considered.
- He was given additional responsibilities within the group sessions that could replace the role of a previous YP who progressed into the community.
- Hammad boarded for ROTL after completing targets and expressed an interest in undertaking sports coaching.
- He took part in a coach education session delivered by Danny Fenner from the FA to demonstrate progressive coaching opportunities from the FA Playmaker.
- He was then enrolled onto FA Playmaker to complete whilst on ROTL and NCFE L1 coaching qualification to complete in association time.
- Hammad became an emergent leader of the Cedar Sports Club and demonstrated effective role modelling behaviour for his peers both in custody and during ROTL periods.
- He spoke to members of YOT, Social Services, Councillors and SLT about his progress and represented Sports Connect at the YOT forum.
- Hammad completed five qualifications including FA Playmaker and NCFE Level and reconnected with playing opportunities.
- **He gained early parole due to his progress and released back into the community. He has since connected with Sports Connect and is playing in his first football fixture in five years this week. Connected with the FA to continue his coaching journey.**

I WANT TO CREATE A LEGACY ON THE CEDAR LANDING SO THAT OTHER BOYS CAN FOLLOW IN MY FOOTSTEPS. WORKING WITH SPORTS CONNECT HAS REFOCUSSED MY MIND SET SO THAT I CAN HAVE A DRIVE TO WANT TO ACHIEVE AGAIN. I AM PROUD THAT I HAVE COMPLETED FIVE QUALIFICATIONS IN A SHORT PERIOD OF TIME

HK | DECEMBER '21



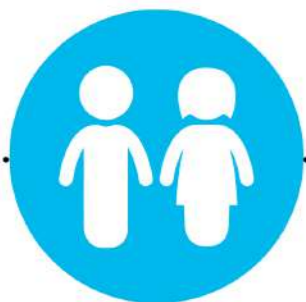
I was INSPIRED by the staff at Sports Connect are very helpful on making you feel welcome as soon as I arrived in the morning working with them and making me feel motivated to start playing football training and start getting my phone back up by working with the academy players playing football. I felt was EDUCATED on the coaching side of football. I felt whilst working with them I have a lot to pick up and my coaching skills so that me in the future. NEXT TIME I WOULD LIKE TO



COOKHAM WOOD IMPACT DATA

# INSPIRE MOTIVATE EDUCATE

#THEPOWEROFSPORT



**269**  
DIFFERENT  
CHILDREN  
ENGAGED



**2415**  
POSITIVE  
ATTENDANCE  
MARKS



**100%**  
SATISFACTION  
FROM  
COMPLETED  
LEARNERS



**38**  
QUALIFIED  
SPORTS  
COACHES

## TESTIMONIAL THE ALLIANCE OF SPORT



"What Sports Connect have established is perfect because it is precisely what the Criminal Justice System needs to be doing much more of."

"Often it's not possible for stakeholders within the Criminal Justice System to extend their support for an individual beyond the gate or community licences. However, if the secure estate works with partners like Sports Connect and its vibrant lifelong sports, education and employment networks, it enhances the whole relationship with the individual."

"This in turn, connects the individuals to positive activity in a proactive community. The contact and support they receive will then be lifelong and extend beyond the court order. All the evidence tells us that is a critical part of successful rehabilitation."

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**JUSTIN COLEMAN**  
CHIEF OPERATING OFFICER

# CASE STUDY

## TIA DRINKWATER

- Worked part time and undertook full time education in sport
- Participated in regular physical activity
- Gained FA Playmaker
- Completed NCFE Mental Health Qualification
- Assisted in the delivery of Street Games projects
- Volunteered in local community as a role model to deter anti social behaviour
- Completed 1st 4 Sport Level 2 to progress into paid coaching employment



**HONESTLY, I REALLY BELIEVE  
THAT YOU SAVED TIA. YOU HAVE  
GIVEN HER THE OPPORTUNITY TO  
REFORM AND JUST BE HERSELF  
AND FEEL AT EASE**

**KATIE DRINKWATER | TIA'S MOTHER**

# TESTIMONIAL



**NOVUS**



**NOVUS**  
FOUNDATIONS FOR CHANGE®



"We continue to enjoy working with Sports Connect and planning for future education programmes with their team. These will be hugely impactful projects as Sports Connect's delivery in July alone saw them register 336 attendances from 99 different boys in custody."

Using their informal delivery style, they have contributed strongly to our community objectives by creating a structured environment that facilitates the opportunity for staff and boys to build rapport through sport."

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**KAREN BAKER**  
**HEAD OF EDUCATION**

We target areas with high levels of unemployment and high rates of poor mental and physical health. Using our team of skilled staff, we create user-focused opportunities to improve lives, connect communities and raise aspirations.



## VIOLET HILEY

Violet started her journey as part of the "Kickstart" scheme as a funding bid writer at the end of September 2021.

She has been able to work independently and follow instructions really well and has secured her first funding bids through Kent Sport.

Violet has introduced herself to funding and is currently finding courses to enrol on, has participated in webinars and is taking charge of her learning and shows a good ability to learn independently.

Violet has started to put data for funding bids and has completed several funding webinars and forums, both face to face and online.

*"Its all great."*

## BALLER SERIES IMPACT

We are proud to support our local communities and deliver free sports sessions alongside our partners. As we recovered from the Covid-19 pandemic, below is one of the small cluster projects that we ran to increase community activity.



**48  
SESSIONS  
DELIVERED**

**351  
POSITIVE  
ATTENDANCES**

**75 DIFFERENT  
YOUNG  
PEOPLE**

**3 YOUNG  
COACHES  
DEVELOPED**

### HERNE BAY

- 16 sessions
- 202 positive attendances
- 29 different young people

### SITTINGBOURNE

- 16 sessions
- 67 positive attendances
- 22 different young people

### FAVERSHAM

- 16 sessions
- 62 positive attendances
- 24 different young people

# CORNERSTONE FOUR

## COACHING

### AND SPORTS DEVELOPMENT

## CORNERSTONE 4: COACHING AND SPORTS DEVELOPMENT

Coach Development is central to all of our provisions as it helps to create **employable, educated and skilled people**. The primary ambition is to enable our network of the industry to develop sports skills and opportunities.

Within our networks, we enjoy connecting people with others and opportunities to help **motivate** individuals to gain qualifications and work placements towards progressive employment opportunities.

### Current Qualifications offered:

- NCFE L1 in Sports Coaching,
- FA Playmaker,
- FA Introduction to Coaching Football,
- 1st4Sport L2 in the Principles of Coaching Sport
- 1st 4Sport L3
- 1st 4 Sport PESS





## JOE CORFIELD

Joe began working with us as a trainee after he left his place at a school sixth form. During this time he achieved the below:

- FA Playmaker
- FA Introduction to Football Coaching
- FAL1 Introduction to Talent ID
- Gained employment as a Coach at JP6 Academy
- Supported Dover Athletic FC First Team Coaching
- Primary School PE Coaching support

As well as the above, Joe has progressed into L3 NCFE in Sport Full-time Study Programme, where he is using the above skills to help him and is playing in U19 National Conference Youth Alliance League for K Sports FC.



"I love being involved in the Sports Connect programmes, being able to coach in different places and gaining qualifications, experiences and now employment at JP6 Academy is something that I'm really pleased with.

The support and guidance the staff at Sports Connect have given me has been excellent and I'm so happy to be part of it. Not only am I coaching but I'm also continuing to play where I can still learn as a player and then offer these experiences to the children I coach and help them

# TESTIMONIAL

## THE ALLIANCE OF SPORT



JP6 partnered with Sports Connect in early 2020. Since working together, the team at Sports Connect have provided quality and ambitious young coaches for the Academy as parts of their training and education programme.

As well as Sports Connect supplying JP6 with coaches, we have been lucky enough to send one of our existing coaches to train and learn with them, improving his sporting knowledge and experience as a coach and achieving an accredited qualification.

In line with our bespoke requirements, their education programme is giving our JP6 coaches a platform to learn and coach. Great for both companies! I can't wait to continue our work with Sports Connect this year.

**JASON PEARCE**  
**CLUB CAPTAIN AT CHARLTON ATHLETIC**  
**AND DIRECTOR OF JP6**

# OUR PARTNERS



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***THANK YOU***