



# The Street Soccer Foundation IMPACT REPORT 2021

CHANGING LIVES THROUGH FOOTBALL

# THE STREET SOCCER FOUNDATION

CHANGING LIVES THROUGH FOOTBALL



The Street Soccer Foundation is a national award-winning sport-for-change charity operating throughout England using football as a catalyst to help educate, up-skill and inspire children and young people in communities across the country, creating lasting impact in the lives of our programme participants and their families.

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# 02 FOREWARD

Welcome to the 2021 social value impact report for the Street Soccer Foundation.

I am privileged to be able to share the impact the Street Soccer Foundation has made in the past year achieved through our partnership-led approach across the country.

There are stories from across England that focus on the positive changes our participants have made to their lives, through engaging with our partners and our Foundation.

Working through the challenges that the pandemic brought, to being able to re-introduce face-to-face sessions, I have been incredibly proud of everyone involved, and I'm delighted to see we have been able to continue to expand both our investment into communities as well as our activities nationwide and especially in our home County of Kent, to help tackle major social issues such as youth homelessness, social inequalities, and physical and mental health.

Our team have been brilliant as have our partners and this report seeks to provide an insight into the work of the Foundation and what we've collectively accomplished – both as a team and partnership, as well as what our wonderful programme participants have achieved.

I want to thank all our team, Board of Trustees, supporters, sponsors, partners and most importantly, all the young people who have engaged with us throughout the year all over England.

I look forward to our continued growth and development throughout 2022 with the firm desire to see us help even more people through the beautiful game.

*Keith*

Keith Mabbutt  
Founder & CEO  
The Street Soccer Foundation



# 03 BOARD OF TRUSTEES & our Team

## BOARD



Keith Mabbutt  
Founder & CEO



Laurence Hayes  
Trustee & FD



Tim Wilson  
Trustee & Advisor

## OUR TEAM



Jen Francis  
PA to CEO



Kevin Tewis Allen  
CMO



Kay Skelton  
Head of Community



Paul Stewart  
Safeguarding Consultant



Chloe Seymour  
Fundraising Manager



Dan Pritchard  
Head of Web & Social



Chris Newberry  
Head of Video



Simon Rogers  
Mindset Coach



Louise Green  
Safeguarding Leader



Chris Verbiest  
Head of IT



Bayo Igoh  
Wellbeing Mentor



Martin Johnson  
Head of Further Training



Dan Dodge  
League Coordinator



Jed Golding  
Activity Coordinator



Andrew Greenwood  
PD Head Coach



Katy Skelton  
Lead Coach Tutor



Andrew Norton  
Lead Coach Tutor



Danielle Skelton  
Lead Coach Tutor

# 04 MISSION, VALUES & VISION

## OUR MISSION

TO EMPOWER OTHERS TO POSITIVELY  
CHANGE THEIR LIFE THROUGH THE POWER  
OF FOOTBALL

Since our formation in 2015 we have made huge strides in helping vulnerable and disadvantaged young people across the country by educating, motivating, and supporting people - delivering meaningful impact by **changing lives**, **creating opportunities**, and **building better futures**.



## OUR VALUES

**DIVERSITY**  
**COMMITMENT**  
**RESPECT**  
**TEAMWORK**



**HONESTY**  
**COMMUNITY**  
**PARTNERSHIPS**  
**MAKING A DIFFERENCE**

## OUR VISION

To help bring an end to homelessness in the UK for disadvantaged youths and empower the young people we support through joining our inspirational nationwide football-themed development programmes to help change their lives for the better. To help homeless young people to move towards possible job prospects, further training or volunteering, providing a progressive approach to building self-esteem and belief, together with practical skills and valuable hands-on experience. To deliver meaningful impact by changing lives, creating opportunities and building better futures.

# OS THE PROJECTS

## The Street Soccer Academy

**"Your past doesn't need  
to dictate your future"**

**Kay Skelton, Head of Community**



The **Street Soccer Academy** is our nationally acclaimed flagship programme and the **No.1 football-led project tackling youth homelessness in England.**

Since our formation in 2015, our goal has been to work in partnership with the community arms of the Premier League and English Football League clubs in England to use football to help engage vulnerable and disadvantaged young people to join our Academy programme.

### ***Our Partnership Approach & Academy Delivery Fund***

Our partnership strategy aims to inspire and connect with local, regional, and national communities through football. As an independent charity and to support the delivery of our strategy throughout England, the Street Soccer Foundation distributes funding each year to community arms of clubs nationwide.

Through funding and collaborative support in the delivery of our Street Soccer Academy programme, the Street Soccer Foundation aims to:

- Build stronger communities where everyone can achieve
- Enhance the physical and mental wellbeing of participants
- Develop personal and soft skills and positive relationships
- Increase sporting, educational, training and employment opportunities

## *How It Works*

Using the appeal of the Premier League and professional football generally, the Street Soccer Foundation aims to create positive and lasting health and education outcomes for young people and the wider community.

We provide a funding opportunity each year to selected Club Community Organisations (CCOs) predominantly representing the Premier League but also to those within and across the English Football League. For those selected each season we then support the CCOs to deliver our personal development programme and co-invest in continued training throughout to support best practice and outcomes.

After every delivery term we evaluate and report on the overall impact of activities to demonstrate the value of the Academy programme and of our investment for the purpose of our stakeholders, partners and sponsors.

## *The Academy Programme*

As a well-established community programme operating nationwide, the Street Soccer Academy uses the reach and appeal of the Premier League and network of professional football clubs to regularly engage young people in high-need areas across England, to deliver a positive mindset coaching programme.

The Academy programme provides a free 10-week personal development opportunity for 17-30 year olds who are currently experiencing homelessness, including those who may be deemed at risk of becoming homeless, such as previous young offenders, long-term unemployed and NEETS (Not in Education, Employment or Training).

Selected young participants benefit from a structured curriculum providing a fusion of: a) Professional Football Coaching; b) Positive Mindset Training; and c) 'Skills to Succeed' Employability Workshops: a specially crafted 'hat-trick' to enable participants to improve their mindset, identify employability areas of both capability and interest, and develop key essential soft skills to be ready and able to move into Work, Education or Further Training after completing the programme.

The proven impact of the 10-week Academy instils greater confidence and self-belief in young people; improves their physical and mental health and well-being; and empowers participants to take positive action to enhance their lives.

# The Street Soccer Cup

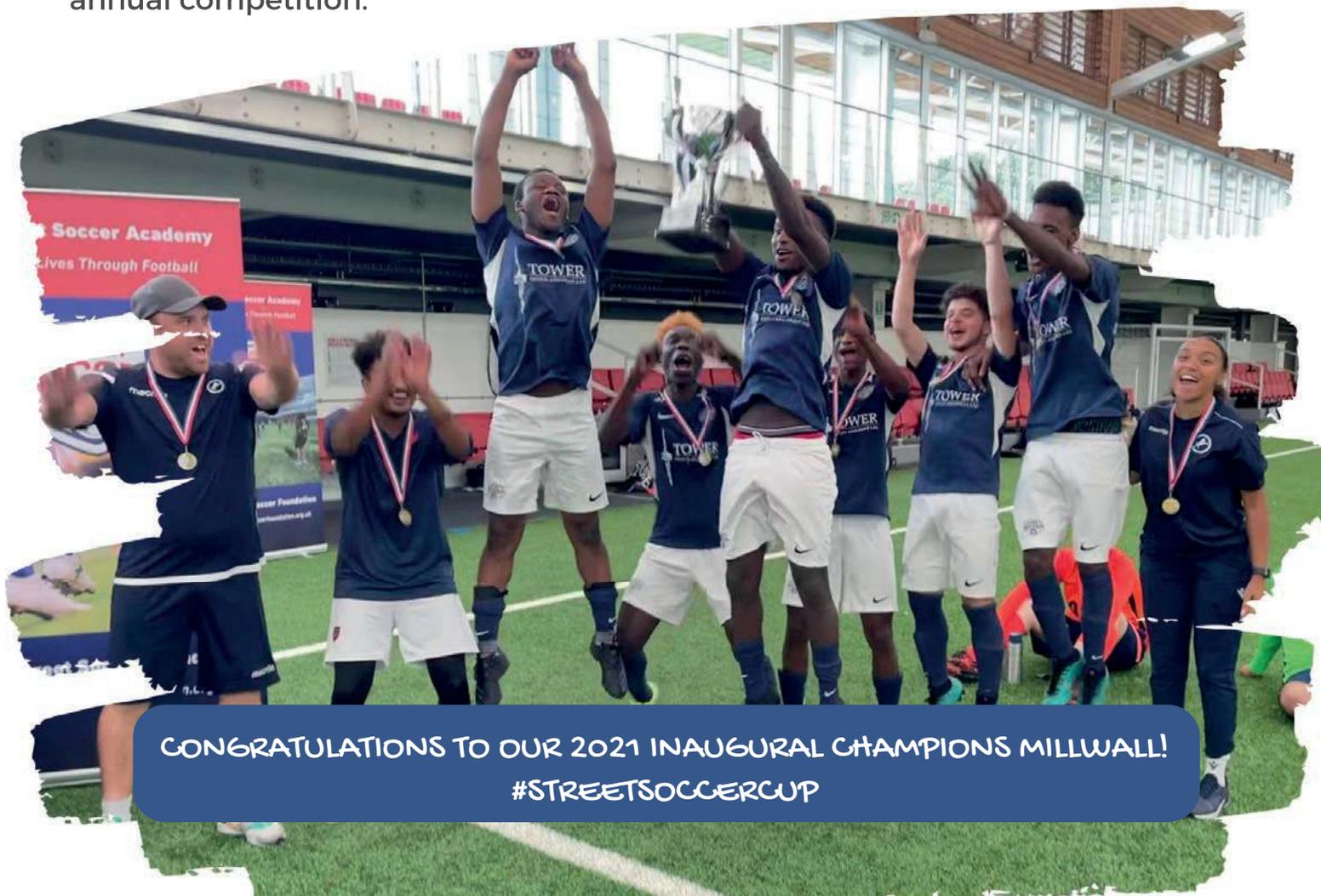


Attached to the nationwide delivery of the Street Soccer Academy programme is our Street Soccer Cup: our national 5-a-side football tournament held annually each Summer at the Home of England Football – St George’s Park.

This very special event brings together selected teams representing Street Soccer Academy groups from across the country, with participating players who have successfully completed and graduated from their Street Soccer Academy programmes during the season.

This is a chance for young people to represent the club which has led on their Academy programme – representing an incredible opportunity at an event which guarantees to create lifetime memories for everyone involved.

It is a true celebration of achievement and a coming together of global and multi-cultural diversity, welcoming young people from all over the world, providing a platform to inspire against the backdrop of a unique and exciting annual competition.



CONGRATULATIONS TO OUR 2021 INAUGURAL CHAMPIONS MILLWALL!  
#STREETSOCERCUP

# EXAMPLE ACADEMY OUTCOMES



**92%** of participants felt more positive and hopeful about their immediate future after successfully completing the Street Soccer Academy programme



**83%** of participants said they were more motivated to make a change in their life for the better as a result of successfully completing the Street Soccer Academy programme



**100%** of participants confirmed that by completing the Street Soccer Academy programme it had helped to improve their physical and mental health.

## CASE STUDIES



*Jonathan Mady*

From being signed by Tottenham Hotspur at 12 years old, to being released at 16 and then spiralling into homelessness. Jonathan's journey to the Street Soccer Academy is a compelling one.



*Ruby Williams*

Ruby originally joined the programme as part of her Youth & Community Leadership degree course as a staff member. In the end she ended up as a participant and learnt a lot about herself.



*Darren Massey*

Darren had many issues to deal with before he came to the Street Soccer Academy. He was concerned that those issues would leave him isolated and feeling like he was being judged.

# Street Soccer Stars Holiday Camps



In the Summer of 2021, we launched our Holiday Camps to deliver on the 'Holiday Activities and Food' (HAF) programme: a Government initiative which has provided healthy food and enriching activities to disadvantaged children since 2018.

Having been appointed as a partner to deliver the Government programme, the Street Soccer Foundation announced it was to establish its first 'Street Soccer Holiday Camps' for school children typically in receipt of free school meals, aged 5-15.

Offering a range of fun activities, as well as food provision and educational talks around confidence, resilience, and behaviour, our Camps support emotional wellbeing and physical and mental health, all the while letting children and young people express themselves in a fun and safe environment.



Our Holiday Camps currently run exclusively in and across Kent and Medway. To find out when and where your local Holiday Camp is taking place or to book your place(s) on the Street Soccer Stars Holiday Camps, please email: [camps@streetsoccerfoundation.org.uk](mailto:camps@streetsoccerfoundation.org.uk)

If you represent a School that would like to speak with us about bringing our Camps into your School during term breaks, please contact Kay Skelton, Head of Community: [kay@streetsoccerfoundation.org.uk](mailto:kay@streetsoccerfoundation.org.uk)

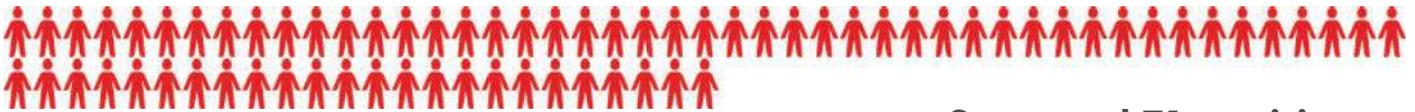


# 06 OUR IMPACT IN 2021

The numbers

## THE STREET SOCCER ACADEMY

Spring/Summer 2021:



Supported 71 participants



Delivered 240 hours of support and education



In partnership with 6 CCOs: Leicester City, Liverpool, Millwall, Sheffield Utd, Tottenham Hotspur, and West Ham Utd.

Autumn/Winter 2021:



Supported 63 participants



Delivered 200 hours of support and education



In partnership with 5 CCOs: Wolves, Millwall, Sheffield Utd, Tottenham Hotspur, and West Ham Utd.

A total sum of £75,658 invested in communities nationwide across England.

# STREET SOCCER STARS

Summer + Winter 2021:



**3,725** Children   **12** Venues   **285** Sessions   **1,425** Hours

A total sum of **£196,878** invested in Kent and Medway.

The Street Soccer Foundation is committed to making a difference and improving outcomes in the lives of vulnerable and disadvantaged young adults and children. Over the year our support has been pivotal in building the resilience of young participants across our programmes, as well as reducing the burden on public services such as health and welfare.

An independent audit has shown that overall, for every £1 invested into our nationally acclaimed Academy programme, the Street Soccer Foundation is returning £15 of social value which is delivered through increased confidence, interaction with positive role models, and a decline in ASB, substance abuse and criminal activity – and instead, securing employment, and gaining work-related skills for those we support in communities nationwide.



## STREET SOCCER STARS

### Street Soccer Clubs (During School Hours)

The Foundation will be looking to launch and develop a programme series of Street Soccer Stars' Health and Fitness sessions with partnering schools across the County of Kent. Offered free to young participants, during school hours and typically replacing PE lessons. Sessions will last 1 hour and be a combination of fun activities to promote physical and mental health and wellbeing.

### Street Soccer After School Clubs

In a similar fashion, we will also be aiming to provision new After School Clubs with partnering schools to help children establish healthy habits and develop critical life skills through trained coach-mentors and community engagement. Each session will be expected to run for 60-90 minutes, up to 3 days per week throughout the school term.



# STREET SOCCER COMMUNITY LEAGUES

Alongside our national provision of the Street Soccer Academy programme, the Street Soccer Foundation will look to launch and establish new 'Street Soccer Leagues' across England, reflective of a national ambition to provide what will be the UK's 1st adult 5-a-side football leagues with a social heartbeat.



Unique to participating in our new Street Soccer Leagues will be the fact that 100% of weekly match fees will go towards social good causes. Monies from player participation will be used to help continually fund the delivery of Street Soccer Academy programmes nationwide, supporting vulnerable and disadvantaged young people throughout England, as well as other charitable endeavours related to tackling major social issues.

Bringing together teams of working professionals and the general public from across the country, representing organisations large and small, the Street Soccer Leagues will offer a unique opportunity for businesses and individuals to meet and network whilst looking after their physical and mental health and wellbeing – and at the same time, allowing for League participants to give back and support causes close to their heart, as well as sponsor young people through our national Academy programmes.

Matches will be played all year round with a minimum of 8 teams in each operating League nationwide.

*"We want to help people get active, meet new people, make new friends, support people's health and wellbeing – and with our unique model of ensuring 100% of weekly match fees are used to fund service provision to help support vulnerable and homeless young people, the social impact we aim to achieve will be a true collective delivery from the heart of each community served."*

Keith Mabbutt, CEO

To find out more visit our new Leagues website: [www.streetssoccerleagues.org.uk](http://www.streetssoccerleagues.org.uk).



# Our Thanks

Put simply, the Street Soccer Foundation exists to help others. And we cannot achieve what we do without the incredibly valued funding and support we receive from our partners and sponsors.

Our sincere thanks to the following:

## Academy Delivery Partners



## Holiday Camp Funding Partners



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