



The Street Soccer Foundation IMPACT REPORT 2022

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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O2 FOREWARD

Welcome to the 2022 social value impact report for the Street Soccer Foundation.

I am pleased to present our 2022 social value impact report for the Street Soccer Foundation.

In doing so, I am acutely aware just how difficult and challenging the year itself has been for so many individuals and families up and down the country. In a year when we very sadly lost our Queen back in September, it is also a time to reflect on the fact that we as a nation will have had 5 Prime Ministers in just 6 years. When Liz Truss resigned after just 6 weeks in office, she represented the fourth Prime Minister to resign since the Brexit vote of 2016. The fastest turnover in a century.

Many would say we are currently living in 'chaotic' times - but what is certain, is the rising cost of living that risks many people being unable to afford essentials to maintain their health - which brings with it, increased stress and anxiety as families try to make ends meet.

It is perhaps because of this, that the demand on our charity's service provision has seen an even greater demand than last year - both locally and nationally - and I am therefore incredibly proud as I reflect on the past 12 months as I share our latest Impact Report which provides an insight into the levels the Street Soccer Foundation has reached through our partnership-led approach.

At the heart of how we operate as a charity are the partnerships we realise and our doing all we can to ensure they run effectively to deliver on our service offering. We now have literally hundreds of partnerships nationwide and there are countless individuals at organisations all over England who help us collectively play a key role in the support of others.

Our core team too, have been amazing - and as you will see, we have continued to build on last year and expand our delivery activities to help tackle major social issues such as youth homelessness, poverty, physical and mental health and youth unemployment.

As I make sure I do throughout the year, I want to once again thank all our greatly appreciated team, Board of Trustees, delivery partners, supporters, sponsors, community partners and all the young people, children and families who have engaged with the Street Soccer Foundation throughout 2022 across the country.

I am committed to seeing our Foundation continue to expand its provision and do more to help others who need it. Our success is driven by our people and partnerships for which both we hold dear - and with 2023 being declared by the Commonwealth as the 'Year of Youth', I greatly look forward to overseeing our continued progressive growth as we move forward with immense appetite and endeavour to positively enrich the lives of as many people as we can through the global number one sport.



Keith

Keith Mabbutt
Founder & CEO
The Street Soccer Foundation

03 OUR TEAM



Keith Mabbutt
Founder & CEO



Jen Francis
PA to CEO



Kevin Tewis Allen
CMO



Kay Skelton
Head of Community



Dan Pritchard
Head of Web & Social



Chris Newberry
Head of Video



Simon Rogers
Mindset Coach



Paul Stewart
Safeguarding Consultant



Katy Skelton
Lead Coach Tutor



Andrew Greenwood
PD Head Coach



Louise Green
Safeguarding Leader



Chris Verbiest
Head of IT



Danielle Skelton
Holiday Camp Lead

04 MISSION, VALUES & VISION

OUR MISSION

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

The Street Soccer Foundation exists to help others through the power of football and we continue to make progress in helping vulnerable and disadvantaged young people, families and children across the country by educating, motivating, and supporting those we thankfully engage - both directly and through our amazing partners.

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

The Street Soccer Foundation has a vision to see an end to youth homelessness and to empower all young people we support through our programmes to help change their young lives for the better. Whether this is helping young people to move towards possible job prospects, further training or volunteering, our endeavour is to provide a progressive approach to education and help build confidence, self-esteem and belief, together with enabling the young lives we support to learn practical life skills and secure valuable hands-on experience in areas of interest or aspiration.

Changing Lives through Football.

OS THE PROJECTS

The Street Soccer Academy

"Change your mindset, change your life"

Keith Mabbutt, Street Soccer Foundation Founder

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

Working in partnership with several football clubs in communities across the country, our flagship programme, the Street Soccer Academy, is a nationally acclaimed 10-week personal development course providing a combination of Football Coaching; Mindset Training; and Skills Development Workshops.

"The Street Soccer Academy is one of our most important programmes here at the Tottenham Hotspur Foundation."

Sarah Ebanja, CEO Tottenham Hotspur Foundation



Who is the Academy for?

The Street Soccer Academy programme is typically for 18-30-year-olds who are currently experiencing homelessness including individuals deemed at risk of becoming homeless, such as ex-young offenders, long-term unemployed and NEETS (Not in Education, Employment or Training).

The aim of the programme is to motivate participants to improve their lifestyles and to enhance communities nationwide by empowering others to believe in themselves, to help build confidence and self-belief, to improve mental and physical health and well-being, and to have programme participants learn not just for knowledge, but for positive action, so young people can reach their goals both on and off the pitch; and inspire others to do the same.

Personal Development

With the project focus being on Personal Development (Mindset Coaching) & Soft Skills Improvement, the programme Aims and Outcomes are as follows:

- Physical Activity Participation to support and improve Health & Wellbeing
- Coaching of a Positive Mindset to support and improve Mental Health
- Improve Employability prospects
- Develop Soft Skills such as Teamwork, Goal setting, Organisation, Planning, Communication and more
- Empowering participants to take positive action
- Build and improve participants' Confidence, Self-Belief, Aspirations and Emotional Intelligence.

How the Academy is delivered

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.

By way of both invitation and selection, we provide a grant funding opportunity to Club Community Organisations (CCOs) in the Premier League and English Football League each year. The CCOs we choose to fund will then appoint staff members to lead on the delivery of the Street Soccer Academy programme in their local community.

Normal practice is to see each CCO selected deliver two Street Soccer Academy programmes per season; one in the Autumn/Winter period; then again in the Spring/Summer period – effectively complimenting the football season.

Throughout the year we then monitor, evaluate and report on the overall impact of all delivery activities nationwide across all partnerships to demonstrate the value of the Academy programme and our investment for the purpose of our stakeholders, partners and sponsors.

"I think the Street Soccer project has had a huge impact on who I am as a person" - STAWN



"I learnt stuff about myself I didn't even know existed. The programme helped me overcome shyness and gave me more confidence" - RUBY

The Street Soccer Cup



The Street Soccer Cup is our National 5-a-side football tournament held at the Home of England Football, St George's Park.

The Cup sits alongside the nationwide delivery of the Street Soccer Academy programme and provides all young people taking part in the Academy with the unique opportunity to represent the club which has led on their course provision.

The 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.

It guarantees to create lifetime memories for everyone involved.



OUR 2022 CHAMPIONS WEST HAM UNITED!
#STREETSOCERCUP



"The Street Soccer Cup is a great opportunity for people to go to the home of England. It's fantastic. A great day out to meet other people, socialise with others, and have the chance to play in a tournament at St George's Park. It's a very special event."

Adam Martin, Sports Officer - Leicester City FC

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.

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.

Street Soccer Stars Holiday Camps



The Street Soccer Stars Activity Clubs are run daily throughout school term holidays supporting children aged between 5-15 to help them to eat more healthily, be more active, and to take part in engaging and enriching multi-sports and activities which support the development of resilience, character, and well-being, all the while providing children with a greater education of health and nutrition.

Our Activity Camps are free to attend and exclusively for school children in receipt of benefits-related free school meals, and seek to support emotional wellbeing and physical and mental health, all the while letting children and young people express themselves in a fun and safe environment.



"I'm a working mum and it can be stressful at home on the holiday. My daughter gets to mix with other children and it helps me network and meet other parents too. This programme helps so much." - TOLUPE



"It's so important. For mental and physical health. It's a lifeline. It helps financially and mentally. My kids are definitely coming back!" - SARAH



Our Holiday Camps currently run exclusively in and across Kent and Medway. To find out more about this provision, visit our website at: www.streetsoccerfoundation.org.uk/projects/stars

06 OUR IMPACT IN 2022

The numbers

THE STREET SOCCER ACADEMY

Spring/Summer 2022:

Supported 130 participants (up from 71 in 2021)

Delivered 360 hours of coaching, mentoring support and education (up from 240 in 2021)



In partnership with 9 CCOs (up from 6 in 2021): Leicester City, Liverpool, Millwall, Sheffield Utd, Tottenham Hotspur, West Ham Utd, Sunderland, Bournemouth and Chelsea.

Autumn/Winter 2022:

Supported 69 participants (up from 63 in 2021)

Delivered 280 hours of coaching, mentoring support and education (up from 200 in 2021)



In partnership with 7 CCOs (up from 5 in 2021): Blackpool, Burnley, Chelsea, Liverpool, Sheffield Utd, Sunderland and West Ham Utd.

These figures represent an average of 14 young participants supported per Academy programme in the Spring/Summer; then an average of 9 young participants supported per Academy programme in the Autumn/Winter.

A total sum of **£94,160** invested in communities nationwide across England.

(representing a 24.45% increased investment, up from £75,658 invested during 2021)

STREET SOCCER STARS

February Half Term:

- 8 x Daily Sessions Delivered in total across 2 x Venues
- Supporting on average 55 children per day during the period

Easter

- 90 x Daily Sessions Delivered in total across 10 x Venues
- Supporting on average 54 children per day during the period

Summer

- 192 x Daily Sessions Delivered in total across 16 x Venues
- Supporting on average 32 children per day during the period

October Half Term

- 8 x Daily Sessions Delivered in total across 2 x Venues
- Supporting on average 56 children per day during the period

Christmas

- 24 x Daily Sessions Delivered in total across 6 x Venues
- Supporting on average 45 children per day during the period



32 Venues

322 Sessions

1,610 Hours

48 Children per session

12,944 Cooked meals

A total sum of £295,950 invested into communities across Kent & Medway.

(representing a 50% increased investment, up from £196,878 invested during 2021)

The Street Soccer Foundation is committed to making a difference and improving outcomes in the lives of vulnerable and disadvantaged young people, families 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

Breakfast Clubs

The Street Soccer Foundation will be launching a new grant-led provision for Schools located in Kent and Medway to apply to for the provision of a daily Breakfast Club during term-time throughout the year. The Breakfast Club will typically run from 7.30am until 8.45am, Monday to Friday. Attendance can be every day or just specific mornings.

Street Soccer After School Clubs

As an intended high-quality wrap around care service, After School Clubs are also planned to support working parents and youngsters who just can't get enough football fun! Our qualified coaching staff intend on providing fun and safe sessions designed to help each child improve their skills and techniques while having fun with their class mates. Individual ball work, team activities and small-sided matches will make up each session.

Soccer Schools

An exciting new development planned for 2023 is our 'Street Soccer Schools' to run during the school holidays. These will be a great chance for children of all abilities to develop their skills, keep fit and make new friends. Lunch and refreshments will be included at all sessions.



STREET SOCCER COMMUNITY LEAGUES



Alongside our national provision of the Street Soccer Academy programme, the Street Soccer Foundation will be looking to formally launch and establish new 'Street Soccer Leagues' across England from early 2023, reflective of a national ambition to provide what will be the UK's 1st adult 5-a-side football leagues with a social heartbeat.

100% of weekly match fees will go towards social good causes ensuring that all League participants become 'Game Changers'.

Monies from player participation will be used to help continually fund the delivery of Street Soccer Academy programmes nationwide, as well as other charitable endeavours related to tackling major social issues.

"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.streetsoccerleagues.org.uk.



Our Thanks

The Street Soccer Foundation exists to bring the power of football into communities nationwide; and to inspire and encourage vulnerable and disadvantaged children and young people to turn their lives around for the better.

The work our charity carries out and oversees through our valuable partnerships see us collectively help in areas across Sport, Education, Health, and Employment. All essential to improving the community and social wellbeing, across the regions we support nationwide.

We are committed to making a difference and improving outcomes in the lives of vulnerable and disadvantaged young adults, children, and their families – and we only achieve what we do through the incredible funding and support we receive from our partners, supporters, and sponsors.

Our immense gratitude and thanks in particular go to the following:

Academy Delivery Partners & Sponsors



FOUNDATION

FOUNDATION



FOUNDATION



Holiday Camp Funding Partners



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