



2023 ANNUAL REPORT



OVERVIEW

Purpose and Aims

Marcelona Sports Foundation runs community led, innovative sports and education programmes for young people in the UK facing hardships and inequalities due to their socioeconomic and ethnic background.

The Need

Recent UK studies highlight the low levels of physical activity, and high levels of unemployment and criminal activity in young people. Currently, young people from less affluent families, and Asians and Blacks are all less likely to be active than their counterparts and the national average, with the financial costs associated with some activities being listed as a barrier.

Our Mission

To include and empower young people, affecting change whereby young people's opportunities and successes are not disproportionately affected by their social and demographic background.

Our purpose

To increase physical activity and productivity in young people, using sports, in particular football, to support their physical and mental health and to engage them into/back into education and employment.

OUR IMPACT

Since 2022, MSF have seen a **64% increase** in the number of 16-19 year olds accessing our provisions, highlighting the demand.

Marcelona Sports Foundation have supported over 200 young people to access sports, physical activity, and complete a level 3 qualification, with progression routes into Higher Education, employment and sporting careers, via our partnerships.

***267 young people supported and engaged in sports and physical activities**

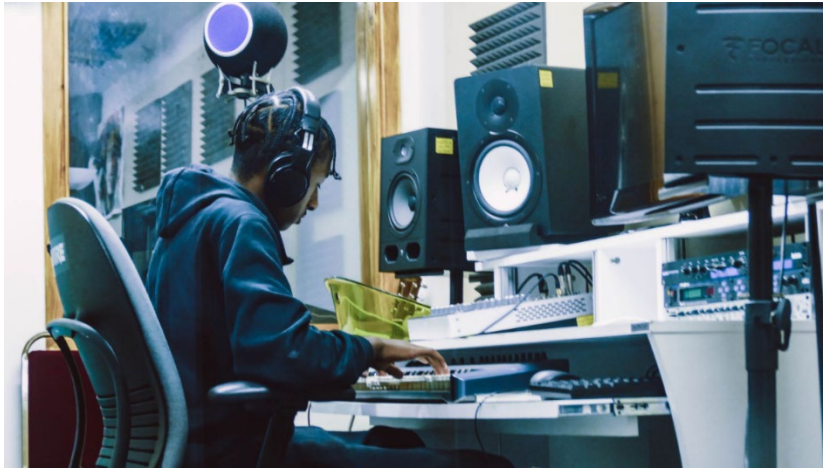
***Weekly community sessions with over 30 hours of physical activity delivered each week across 2 venues**

***70 16-19 year olds currently (23/24) enrolled in full time education studying a level 3 qualification**

***9 young people achieved their dreams of signing for a professional or semi-professional sports club**

***25 young people volunteering at development centres and sports clubs in the UK and abroad.**





*93% of our young people are from underrepresented ethnic groups and the most deprived areas in London, with the worse rates compared to all London Boroughs of 19-year-olds without a level 3 qualification and unemployment rates.

*8% have special educational needs, disabilities

*27% of our young people are from two of the three boroughs with the highest and unknown NEET rates in London, a rate of up to 3.4%.

*NEET rates for our leavers is significantly lower than rates in both the worst boroughs in London and London overall.

*99% of our sports academy graduates advanced onto HE, apprenticeships or employment

*98% of our young people supported into education, completed their course!

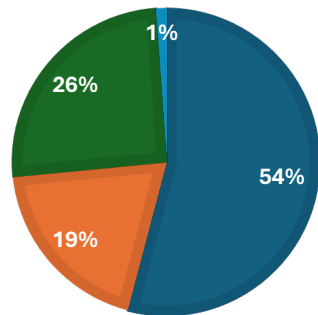


CASE STUDIES

Our case studies highlight the barriers that our young people face due to background and upbringing with many of our young people being the first in their families to attend university on completion of our courses, as well as evidenced reduction in criminal activity and antisocial behaviour from previous repeat offenders.

EXIT ROUTES ON COMPLETION OF LEVEL 3 QUALIFICATION

■ Higher Education ■ University ■ Employment ■ NEET



OUR PROJECTS

SPORTS ACADEMY

Our post-16 sports academy is our flagship programme which addresses some of the major concerns regarding health and education in young people. We are tackling these issues through our provisions of structured and inclusive sports activities (football, basketball and cricket in particular) in an educational environment, encouraging learners to stay active and to maintain a full-time level 3 study programme alongside their sporting activities.

Our success this year is shown by our **31% increase in participants compared to previous year**

***85 matches played**

***312 hours of training delivered**

***99% of our graduates continuing into university recognised courses and/or employment!**



OPEN ACCESS COMMUNITY SPORTS

Our OACS project enables deprived young people to access free sports provisions and activities. Our structured, community sessions provide a safe, fun, educational place for 5-16 year olds to develop, to build friendships and self-esteem, and fosters a sense of belonging and community and societal value.



Via this project we are tackling physical and mental health and loneliness in young people.

These weekly sessions started at the end of the year of this report but already accumulated to **90+ hours of physical activity and additional hours of mentoring and supporting** young people and their families.

We are also able to provide further **work experience and valuable mentoring hours** for our 17+ learners and graduates.

Increasing numbers of participants at each session shows that demand is high in the areas we operate in.

HOLIDAY AND AFTER SCHOOL PROGRAMMES

Physical activities for young people during holiday periods and times of increased anti-social and criminal behaviour and when parents/adults may be at work.

We are providing a safe place for young people to be active, have a hot meal, support with homework, healthy association, mentoring and more.



This programme started recently and we have already delivered;

- ✓ 139 Hours of physical activity
- ✓ 204 Meals provided
- ✓ 100+ Young people reached

Via this programme we are also able to **provide work experience and employment opportunities** for our older young people e.g. 17+, helping to keep them active and to develop vital life skills and responsibility.

Increasing numbers of participants and enquiries, highlights the need for this project and evidences its success so far.

PERSONAL AND PROFESSIONAL DEVELOPMENT PROGRAMMES

As part of our post-16 programmes, we work with charities and organisations to deliver extra-curricular workshops in life skills and development for our young people.

Our workshops include entrepreneurship, mental health, employability and more.



*156 Hours in personal and professional development delivery

*16 young people travelled abroad (some their first time leaving the UK) to experience employment and training opportunities in Europe.

*16 corporate and university visits

The success of our programmes is evident from the outcomes of our young people who have been inspired, motivated and guided in setting up building on their dreams and starting business ventures ranging from social media influencing, photography, coaching and more.



FUTURE YEARS

We prioritise understanding the impact that we have on the lives of our beneficiaries and so will continue to invest our resources into developing the most effective partnerships and systems and to measure and record our success.

Due to increased coverage and recognition of our work in the community we are seeing continued increase in young people on our programmes and plan to widen our engagement areas.

STRATEGIES

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1. **Widening participation** – launch, establish and maintain participation in new geographical areas and further establish women and girls participation.
 2. **Education, employability and personal development activities** – develop additional structured educational, employability and personal development activities.
 3. **Impact** – develop and communicate impact recording and reporting
 4. **Financial stability** – widening our partners and funding support to expand and improve our provisions
 5. **Organisation development** – ensure that staff and board positions align to our growth and that we provide development opportunities.
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IMPACTING KEY AREAS

We aim to impact the following 4 key areas;

1. Individual and Social development

Providing underrepresented young people with the space and tools to make physical activity a priority and part of their daily routine. Educating and exposing participants to understanding, seeing and experiencing the benefits that increased activity has on personal outlook and views of and interactions with others.

Providing a safe place to build healthy, upbuilding relationships and develop good social skills.

2. Economic development

Preparing and engaging more young people to return to or remain in education and training.

Providing participants with education, training and experience to contribute to employment and growth within the Leisure, Health and Teaching industries, and promoting high quality, passionate professionals i.e. coaches, teachers, nurses, physiotherapists and more.

3. Physical Activities

Providing safe, progressive and consistent physical activities in communities.

Promoting increased physical activity which is vital to an enhanced life and strengthened communities.

Our goal, through sport and physical activity is to encourage young people to immerse themselves into bettering themselves and society making an impact on their own, and the next generations future.

4. Equality

Study shows that young people from less affluent families and Asians and Blacks are all less likely to be active than their counterparts. By providing affordable, accessible and inclusive sports and physical activity programmes we can help improve these statistics and boost health and wellbeing among these underrepresented groups.

OUR 2023 PARTNERS/SPONSORS

A massive Thank You from us and our young people to the amazing organisations that support our work and enable us to continuing and expanding our impact on young people!

- Sported England
- Barclays
- Nelson College London
- Acerbis

