



Tom Clarke-Forest

Sport and Employability

Agenda

- **Sport 4 Life UK** - inception, mission, growth
- **Youth unemployment**
- **Our model** - what we do, how it works
- **Impact with employability**
- **Interactive session** - hear from you!
- **Questions?**

Sport 4 Life UK history

- Founded 2006
- Birmingham, West Midlands
- Vision to change lives through sport
- Journey 2006 - 2024



Youth unemployment

- Unemployment rate 12.7% (4.4%)
- Economic inactivity 39.7%
- Long-term unemployed 16.7%
- Under-resourced and ethnically diverse cohorts suffer worse
- Underemployment (18-24s)
- Sports-based employability interventions support multiple returns on investment
- *Reports from: SFDC, YFF*

CHANGING LIVES THROUGH
THE POWER OF SPORT

sport4life.org.uk



RECRUITMENT

ENGAGEMENT

PROGRESSION



Referrals from:
Partner organisations
Sport engagement
Community outreach
Digital



Young people aged 11 to 29 are profiled to determine their eligibility and the tailored route that they take through the service.



Mentoring is the key activity that runs throughout a young person's journey.



Young people progress onto structured group-based training activities:

- Qualifications**
- Employer Encounters**
- Sport**
- Social Action**
- NCS**

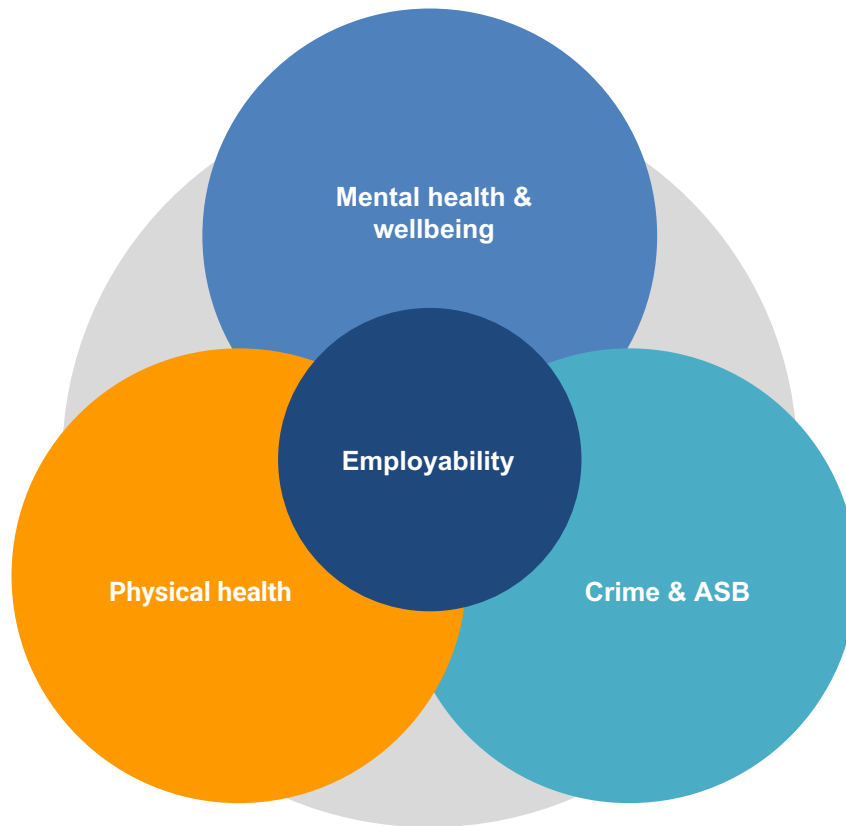


NEET young people (aged 16 to 29) progress into education, employment, or training.



EET young people (aged 11 to 18) progress within education, employment, or training.





2023 Year - Key Impact Stats

Impact	
Young people	 2,102 engaged and  1,293 meaningfully supported
Outcomes	<ul style="list-style-type: none"> 601 improved mental wellbeing 461 improved life skills, 339 improved employability skills 505 completed social action project 249 gained a qualification 147 NEET to EETs (79 job outcomes) <p>↑ 8 of 10 young people improved wellbeing, life skills, employability skills</p>
Validity	<ul style="list-style-type: none"> Outcome STAR (life skills) WEMWBS (mental health and wellbeing) Evidence threshold Externally verified

Size and Scale

£2m

Revenue

Income from grants, trusts and foundations, contracts and commissioned work, and corporate support.



By 2027:

- £4m revenue
- Leading consortiums
- Growth in contracts landscape
- Rise in philanthropy

30

Staff

Operational staff (on the ground delivering activities) and a Functions team providing back-office and business development support.



By 2027:

- Growth in staff numbers
- National recruitment

WM

Region

Delivering sports-themed employability programmes to young people aged 11-29 across the region, with key hubs in B'ham, Solihull and Sandwell.



By 2027:

- London, NW, UK-wide
- Supporting a network of organisations with capacity building to reach more young people



Activity



Questions?