



**BLOOMSBURY  
FOOTBALL  
FOUNDATION**

**OUR IMPACT**

**ADDRESSING HIGH LEVELS OF INACTIVITY AND  
POOR MENTAL HEALTH AMONG YOUNG PEOPLE  
IN LONDON'S MOST DEPRIVED AREAS.**

# IMPACT OVERVIEW

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# OUR MISSION

01



# WHY WE EXIST

Young people from London's most deprived areas, and those from ethnic minorities, are disproportionately inactive. Girls from these backgrounds are particularly affected. This leads to young people in these groups having disproportionately poor physical and mental health.

We believe in the transformative power of football to help address these challenges, teach vital life skills, and promote social cohesion. However, for many young people, access to regular football is too expensive for their families, worsening social division in London.

Our **financial assistance model** means that no one is turned away. Everyone is welcome, regardless of ability to pay or play.





# WHY WE EXIST

58%

of young people from low affluence families are not getting the recommended level of daily activity.

61%

of young people from ethnic minorities are inactive.

1/6

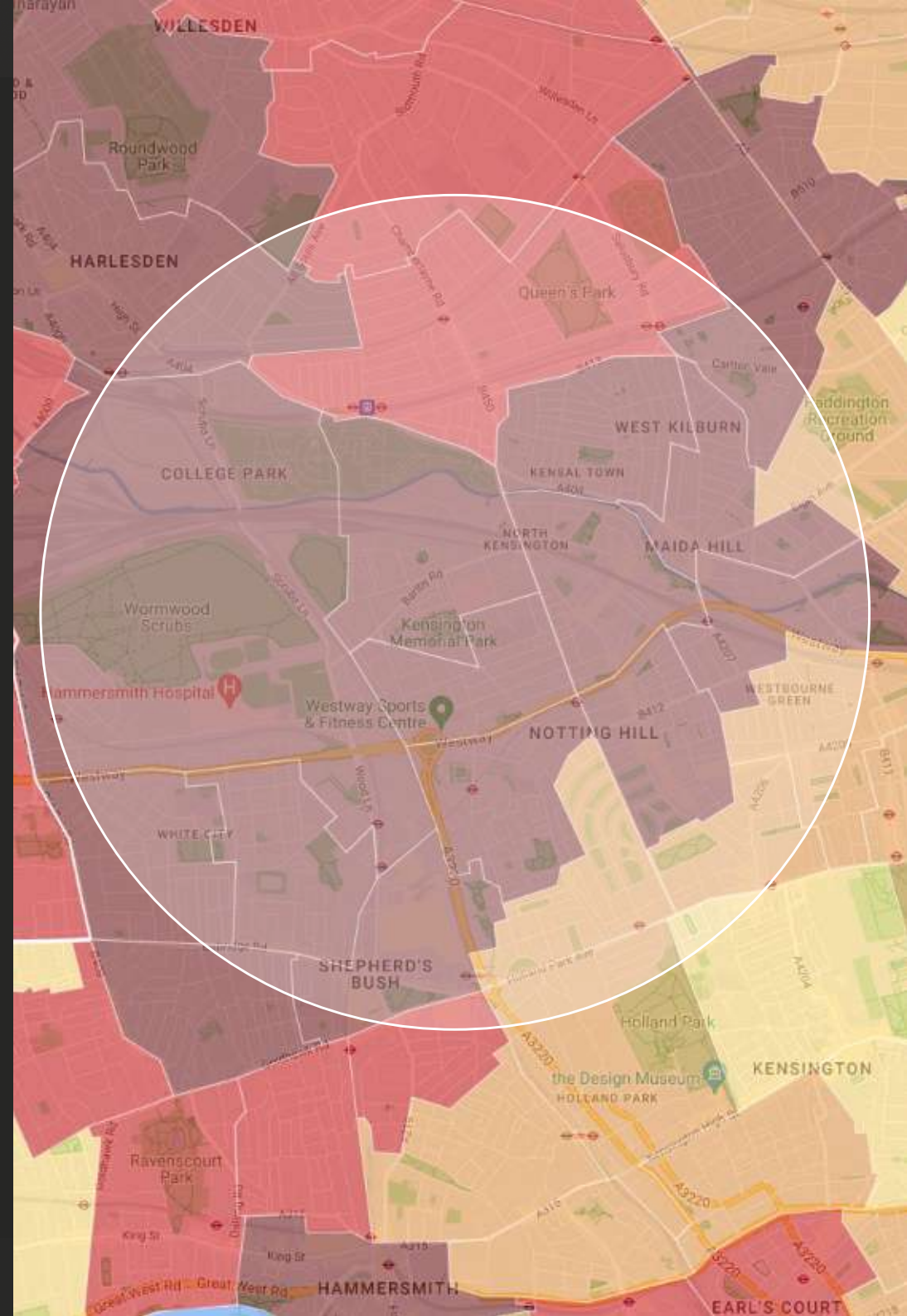
children aged 5-16 are likely to have a mental health problem.

# WHERE WE PLAY

We take a hyperlocal approach, laser-focusing on those areas of highest deprivation and establishing Bloomsbury Football Foundation 'Communities' within them.

Results from a research project on deprivation needs in London using the **Oxford Consultants for Social Inclusion Local Insight tool**, actively inform our expansion strategy, through which we aim to reach **20,000 young people a week by 2028**.

For example, our White City Community (pictured on the right) falls in the top 1% of highest levels of Income Deprivation Affecting Children' (IDACI) in the country.



# WHO WE SUPPORT

50000+

young people aged 2-18 engaged weekly

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84%

receive financial assistance

58%

identify as minority ethnic

35%

of young people identify as female

310

have Special Education Needs or disabilities

120

are refugees or asylum seekers



# WHAT WE DELIVER

# 220,000+

hours of youth engagement  
(in our 2023-2024 season across our programmes)



## COMMUNITIES PROGRAMME

**Hyper-localised,** mixed-ability football sessions.



## SPECIAL PROJECTS

Tailored football for youth with **specific needs.**



## GIRLS SUPER LEAGUE

Entry-level football leagues **for girls.**



## FOOTBALL & FUTSAL ACADEMY

High-intensity training, **nurturing both football skills and personal resilience.**



# OUR IMPACT AT A GLANCE

Since joining Bloomsbury Football...



83%

of young people report improved physical health



94%

of young people feel more confident



95%

of young people feel more respectful and tolerant to different opinions



77%

of parents report their child has made friends from different backgrounds

# OUR IMPACT MEASUREMENT

02





# WHY DO WE MEASURE IMPACT?

Our Monitoring, Evaluation and Learning (**MEL**) process determines how we deliver our football provision.

The process is based on **feedback loops** where we research to better understand our participants and optimise how we embed social impact into the day-to-day running of our programmes.

By ensuring our young people's development and wellbeing is at the centre of what we do, we help each child reach their full potential.



# HOW DO WE MEASURE IMPACT?

The first survey round was completed by:

**236**

parents

**127**

under - 13s

**79**

over - 13s

**442**

overall participants

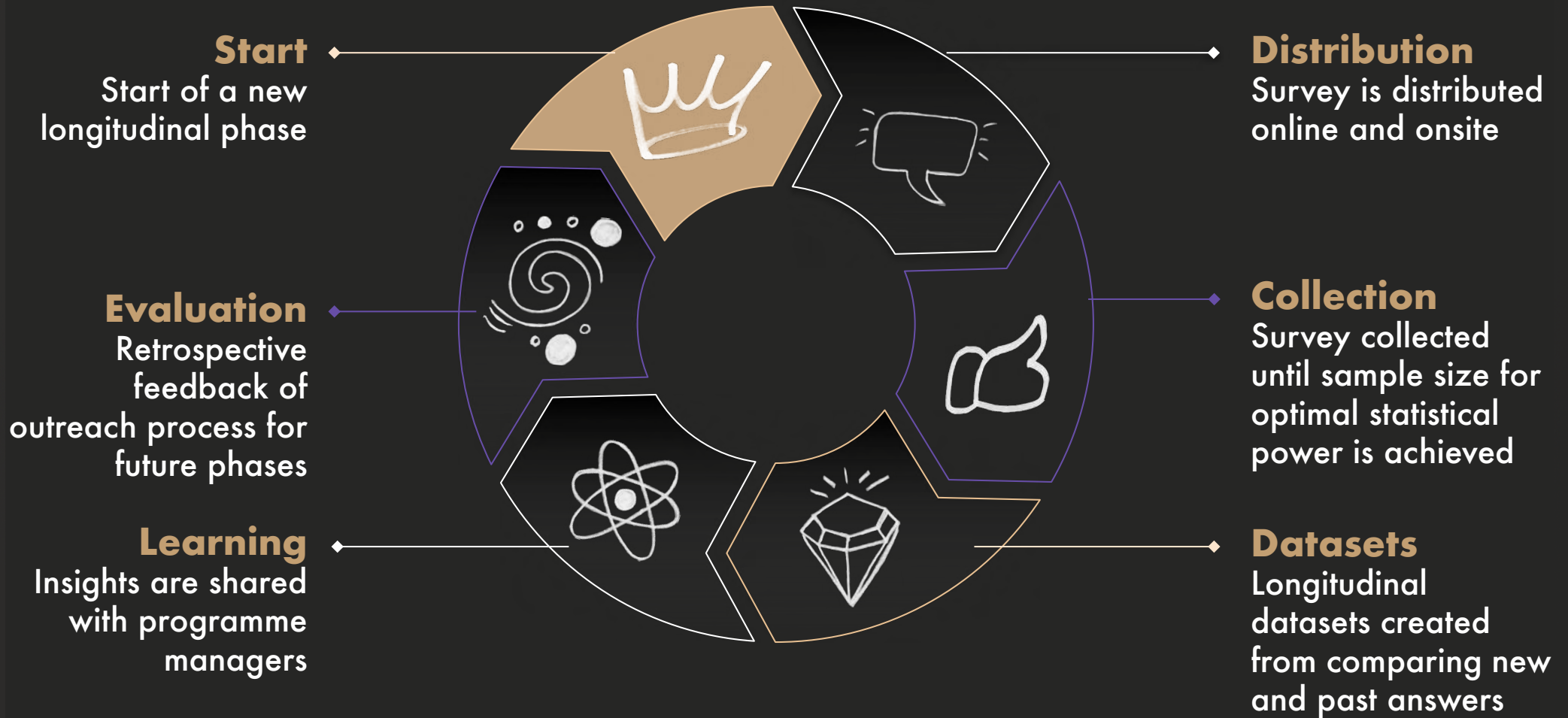


# HOW DO WE MEASURE IMPACT

- ➔ Our new **Impact Survey** was launched in March 2024. It focuses on understanding key impact areas, assessing Physical Activity, Mental Wellbeing & Life Skills twice a year.
- ➔ Comparing the results of each child's unique progress helps us understand the ways in which our young people develop while with Bloomsbury Football.
- ➔ Our **Youth Board and Impact Testimonials** help us add a qualitative layer to these numbers, providing valuable feedback for our programmes.



# LONGITUDINAL SURVEY CYCLE





# OUR IMPACT RESULTS

As this is the first data collection round of our longitudinal survey, longitudinal analysis is not yet possible. The following results capture how the young people in our programmes compare to the national average, across:

1. Physical Activity
2. Mental Wellbeing
3. Life Skills
4. Social Cohesion

# 1. PHYSICAL ACTIVITY



Physical activity is linked with **improved health, better mental wellbeing** and **higher development levels** for both communities and individuals.



Bloomsbury Football's provision improves young people's physical activity by offering an enjoyable and safe sporting environment.



Our survey demonstrates how our players are **more active** than the national averages determined by Sport England's **Active Lives Survey**.







““””

According to Sports England, children from less affluent families are least likely to be active, we are here to change that.

**Charlie,**

**CEO of Bloomsbury Football**

# % OF PHYSICALLY ACTIVE YOUNG PEOPLE

**BLOOMSBURY FOOTBALL**

**83.3%**

**NATIONAL  
AVERAGE**

**47%**

**% of young players at Bloomsbury Football report being active  
(60+ minutes of exercise a day).**





# PLAYER FITNESS LEVELS IN MINORITY ETHNICITIES

**Bloomsbury Football vs National Averages**

**Minority ethnicities face even more barriers to access sport, at Bloomsbury Football they represent**

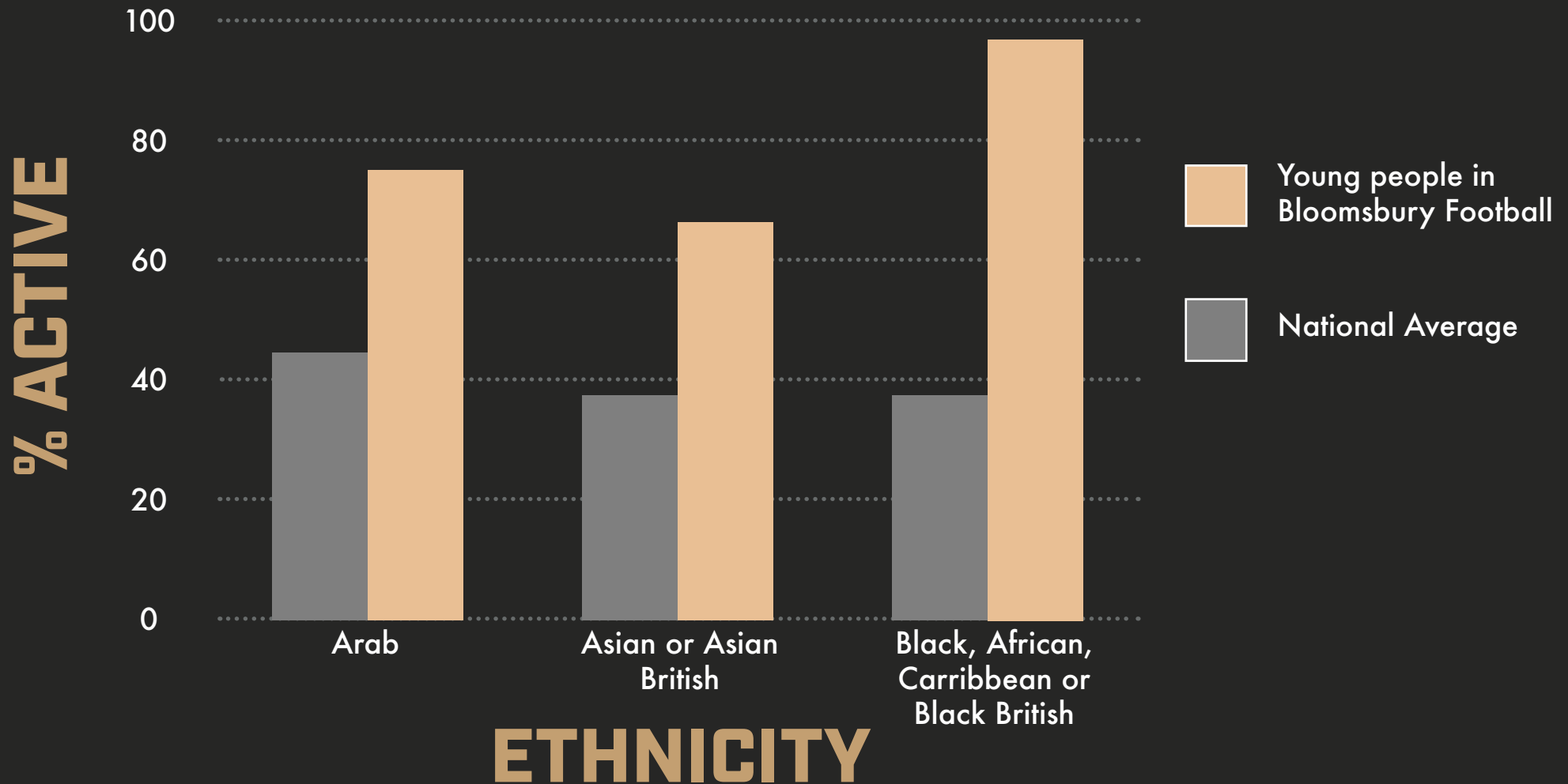
**58%** ←

**of young people in our programmes.**



# PLAYER FITNESS LEVELS IN MINORITY ETHNICITIES

**Bloomsbury Football vs National Averages**







Before joining Bloomsbury, me and my sister were not able to play football near our hotel, we would just stay in the room feeling bored and tired. Now, we play twice a week.

**14 Year Old from El Salvador,  
in Bloomsbury Football's  
Refugee Programme**

## 2. MENTAL WELLBEING



Bloomsbury Football sessions are tailored to improve the **mental and educational** development of participants.



Playing sport consistently is a protective factor for mental health. Young people involved in sports, especially teenagers, are less likely to suffer from depression and anxiety.



Survey respondents cited improved **happiness and confidence** from playing football with Bloomsbury.





# HAPPINESS SCORE [0 - 10]

Bloomsbury Football vs National Averages

**BLOOMSBURY  
FOOTBALL**

**7.4**

**NATIONAL  
AVERAGE**

**6.2**

**Young people in school years 9-11**



A large, stylized orange quotation mark icon consisting of three nested shapes: a left-facing opening quote, a right-facing closing quote, and a central double quote.

Our measure of success is having sweaty smiles on the pitch.

**Josh Arnold,  
Head of Football Academy**



# IMPACT ON GIRLS' MENTAL HEALTH



According to 'Understanding Society', girls' confidence often decreases during adolescence.



UEFA and the University of Birmingham's study involving more than 4,000 girls, found that teenage girls who play football report higher levels of self-confidence compared to those who did not.



# IMPACT ON GIRLS' MENTAL HEALTH



 confidence increase

 confidence equal or decrease

91% of girls (over 13) at Bloomsbury Football report playing football has increased their confidence levels.





All of my child's best experiences and memories in the past 12 months have come from Bloomsbury.

We're so grateful to be a part of the Bloomsbury Football family.

**Parent,  
of a Bloomsbury Futsal player**

# 3. LIFE SKILLS



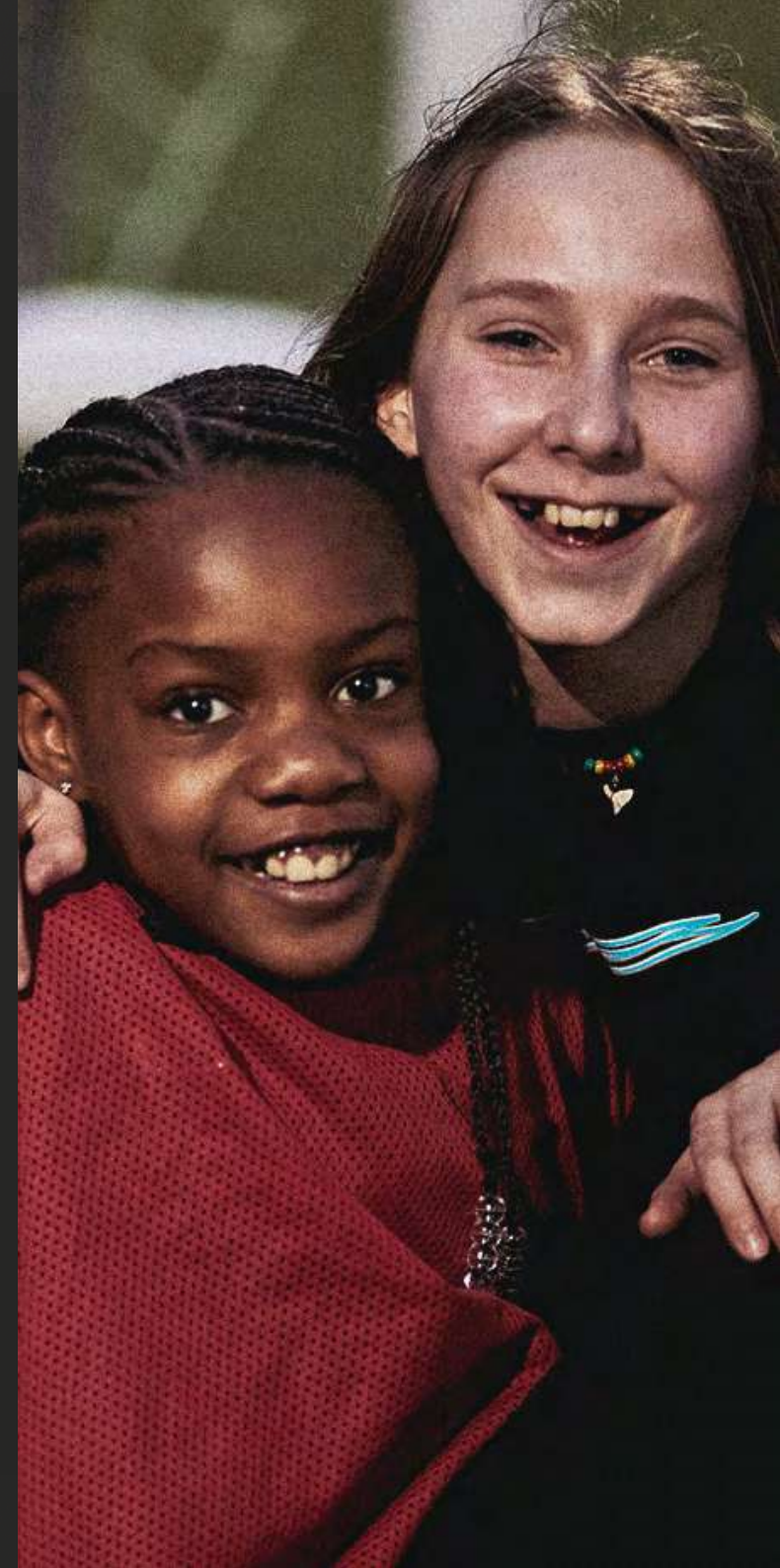
Young people at Bloomsbury Football are supported by our **Football+ curriculum and safeguarding policies.**



Coaches undertake continuous training to make a positive impact on young people's wellbeing and individual development.



We follow national standards for incorporating **Social Emotional Learning (SEL)** within sessions, ensuring that our young people **develop resilience** and other life skills through every session in which they take part.





# INCREASED RESILIENCE

**% of parents who strongly agree with the following statement:**  
"If my child finds something difficult, they keep trying until they can do it."

**BLOOMSBURY FOOTBALL**

**66%**

**NATIONAL  
AVERAGE**

**35%**

**"Strongly agree" Scored 8, 9 or 10 on the item.**





““””

In a match, if I am not doing good, my coach always encourages me to never give up and to do my best.

**Kayla,**  
**Age 13**



## 4. SOCIAL COHESION



Our Financial Assistance Model means that **every young person in London is able to play**, regardless of their background. This has allowed Bloomsbury Football to grow its place within the local community.



The young people at Bloomsbury Football sessions get to play with other young people from all backgrounds, **making friends naturally through the fun setting of our sessions.**





**9 OUT OF 10**

young people agree that they have made friends with people from other national, ethnic, or socioeconomic background.



**8 OUT OF 10**

young people agree that they have made friends or found it easier to make friends since joining Bloomsbury Football.





I am a bit nervous and quiet when I meet new people, but Bloomsbury Football has made it easier for me to make friends over the years. Speaking to all my teammates has really helped me a lot.

**Jake,**  
**Age 9**

# FUTURE APPLICATIONS

New Tools for Impact Measurement

04





# NEXT DEVELOPMENTS

## IN BLOOMSBURY FOOTBALL MEL PRACTICE



### MOST SIGNIFICANT CHANGE (MSC)

creates story-based qualitative analysis of the effect Bloomsbury Football has on its young people.

### SOCIAL RETURN ON INVESTMENT (SROI)

helps us understand cost-to-impact ratio and the value of Bloomsbury Football within the community.

# WANT TO KNOW MORE?

If you would like to learn more about the impact of your support, please contact Fran:



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