



BLOOMSBURY FOOTBALL FOUNDATION
CHANGING THE GAME

2023 - 2028

a.s.k

MISSION

Our mission is to use the power of football to improve mental and physical wellbeing, foster community cohesion and build life skills to give young people the best chance of succeeding.



OUR STORY TO DATE

INTRODUCTION BY CHARLIE HYMAN, FOUNDER AND CEO OF BLOOMSBURY FOOTBALL

With the support of our founding trustees, Daniel Austin and Mark von Herkomer, Bloomsbury Football Foundation was created in 2018. We saw that quality football programmes in London were only accessible to those that could afford it, and young people across London were missing out – so we decided to create a high-quality programme that everyone could benefit from. The charity has come a long way since our first session with 4 young people and a bag of cones and footballs at Castlehaven Community Centre in Camden Town. Nowadays, Bloomsbury’s work has become **an essential part of the lives of thousands of young people** who are most at risk at a time when inequalities in health and access to opportunities have never been greater.

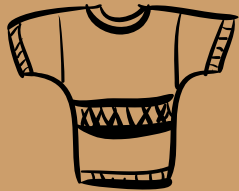
Thanks to Bloomsbury’s excellent coaches and inclusive financial assistance model, 5,000 young people every week across London reap the **physical, mental and social benefits** that come with playing sports regularly as part of our programmes.

And, while we are proud of what we have achieved, we know the scale of the task ahead to be at **the forefront of tackling the issues faced by young Londoners**. By the end of 2028, Bloomsbury intends to improve the lives of 20,000 young people every week. This growth plan starts with bringing our provision to the doorsteps of underserved communities and the transition of our current activities to a place-based, scalable model.

Growing Bloomsbury has been an incredible experience and something I look forward to leading into the next stage of its development. We have a talented team, work with an incredible community of people and have received support which I could never have imagined when we started 5 years ago. **Thank you, and here’s to the next five years.**



BFF TODAY: 5 YEARS IN



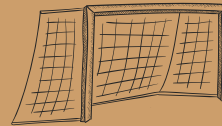
**5,000
YOUNG PEOPLE**

We support 5,000 young people in London every week aged 3-18.



**WELLBEING,
COMMUNITY
COHESION
& LIFE SKILLS**

We use football to improve the mental & physical wellbeing, social cohesion and life skills of our beneficiaries.



**40 PITCHES
ACROSS 6
BOROUGHES**

We run our programmes on 40 pitches and in 30 schools across 6 London Boroughs.



60

We have 60 FTE employees, of which 35 are full-time and 25 are part-time.



£3.4_M

Our projected turnover for 2023-24 is £3.4m. We've grown year on year by an average of 94% since inception.

WHY WE EXIST



Young people in London are facing a growing mental and physical health crisis which disproportionately affects girls and young people from disadvantaged backgrounds. The pandemic, social media and the Cost of Living Crisis have made the situation worse.

80%

of girls say that they do not belong in sport.



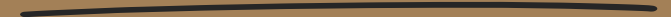
1 in 8

children in England suffer from a mental health condition.



38.2%

of children in London are obese.



1 in 3

children in the UK live in poverty.

Children from lower socio-economic groups are **23% less likely** to trust people in their neighbourhoods.



Teenagers from disadvantaged backgrounds are, on average, **18 months of learning behind** their peers.



WHY FOOTBALL?



THE IMPACT OF SPORT...

1,200

Junior football in the UK reduces 1,200 juvenile crimes per year, saving society £6.5m.

£6,344

Young people who play sport regularly earn £6,344 more than those who do not.

£777M

Junior football in the UK supports £777m of GDP growth through improved educational performance.

INVESTED

For every £1 invested in sport for good, £6 is returned in social value.

WHAT OUR YOUNG PEOPLE AND THEIR PARENTS SAY...

93%

say they have made new friends

74%

say they are better communicators

91%

say they feel more confident

86%

say they feel healthier

*Based on a survey with over 140 responses from parents and young people. Sample grants confidence of ± 10%

ELIJAH, 16

Elijah is part of Bloomsbury Football's sixth form programme which runs out of Haverstock School.

Prior to joining the programme his attendance was low and he was at risk of dropping out of school. Since joining, Elijah has received an attendance award from his college and drastically improved in his studies.

His teacher said, "It's been amazing seeing the change in Elijah from year 11 to year 12. I always knew that he loved football but I did not expect this programme to improve his academic performance too."



SHOLA, 13

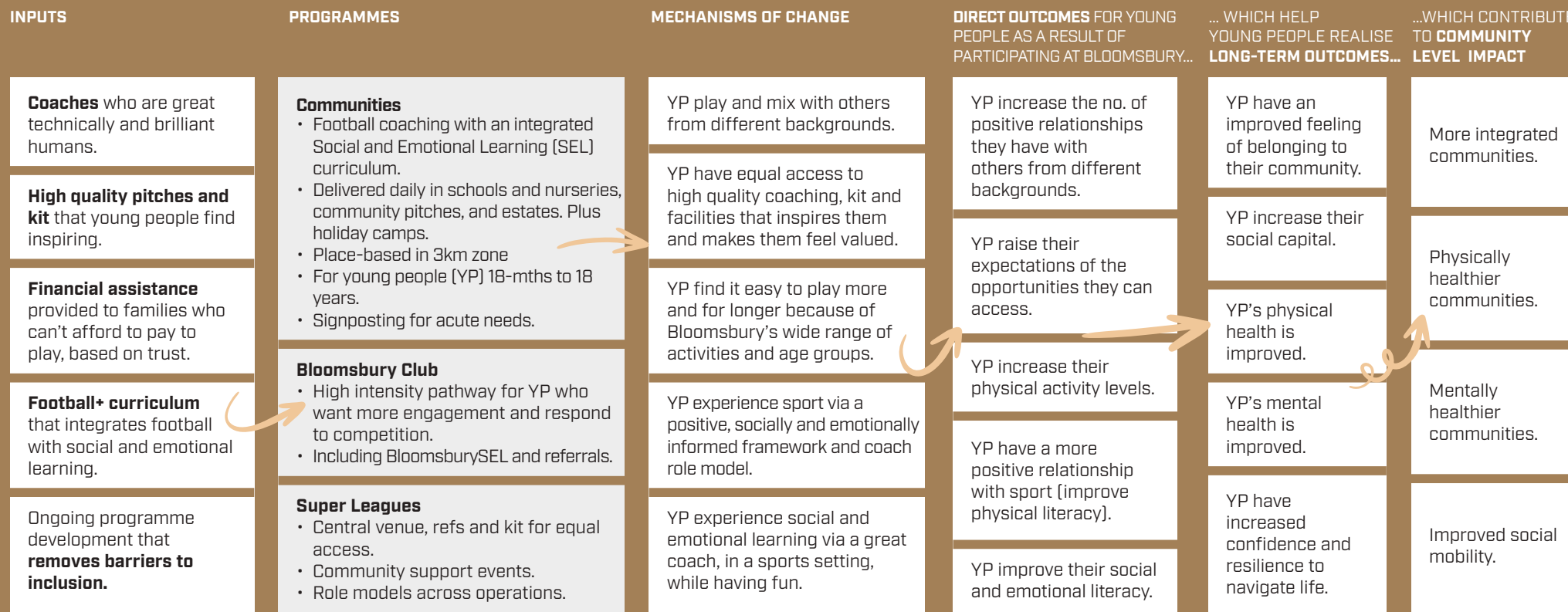
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Shola's autism doesn't stop her from taking part in Bloomsbury Football's girls programme in Camden. Her father Damien said that Bloomsbury's programmes "allowed Shola to find her place, be expressive and come out of her shell. At one stage, when Shola came out of care, she was non-verbal. With Bloomsbury's help, she improved her communication and found a home where she feels appreciated."

BLOOMSBURY FOOTBALL THEORY OF CHANGE

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Our Theory of Change is the methodology behind all the good work we do. This framework lays out how and why our work achieves the impact it does.



ASSUMPTIONS:

- YP from a range of social, ethnic and financial backgrounds are engaged in BF activities.
- YP are supported to transition between different BF activities.
- Sufficient funds are raised to deliver programming to required quality and scale.
- Organisational systems are in place to allow efficient programme management.
- Appropriate facilities are available to BF.

NEXT 5 YEARS

SUPPORT 20,000 YOUNG PEOPLE IN LONDON EVERY WEEK

FOOTBALL COMMUNITIES

Bloomsbury Football Communities are full-scale community projects that place local roots at the heart of our approach. **Communities** remove location as a barrier to accessing the benefits of our health-and-wellbeing approach to football. This positions Bloomsbury as a community-led, place-based solution for high-quality, inclusive football, whilst allowing young people to build up their activity levels. By structuring our programmes in this way, we can increase the scope and breadth of our interventions efficiently and at scale – ultimately increasing our impact.



FOOTBALL COMMUNITIES

1000 young people per year

2-3km radius

4 full-time coaches

ENGAGEMENT

- 32 school sessions
- 4 sessions on housing estates

REGULAR

- 16 regular sessions
- 60 days of holiday camps

32 school sessions, 4 housing estate sessions and 16 regular sessions per week

60 days of holiday camps

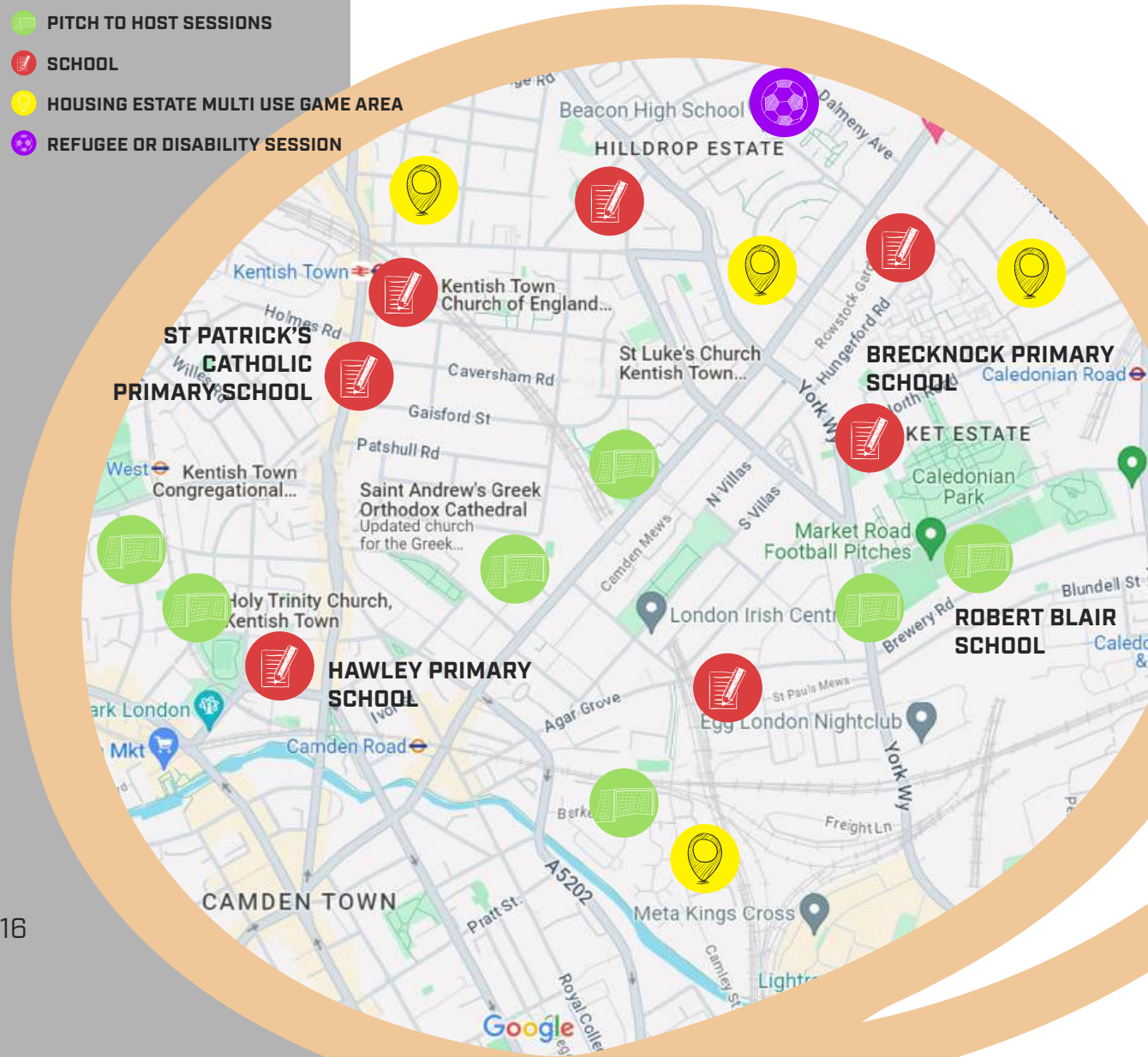
Specialist refugee and disability programmes deployed where there is need.

 PITCH TO HOST SESSIONS

 SCHOOL

 HOUSING ESTATE MULTI USE GAME AREA

 REFUGEE OR DISABILITY SESSION



*This map is for illustrative purposes only.

WHAT ELSE ARE WE DOING?



In addition to our **Communities**, our strategy includes two facets of programme delivery, a trading subsidiary and an internal Innovation Unit. Club Football, Club Futsal, Leagues and Special Projects allow us to meet the needs of young people beyond **Communities**, while Ventures and the Innovation Unit will help us to scale.



Club Football, Club Futsal and Leagues provide a tailored approach for young people who are interested in participating in competitive football and futsal and taking their engagement to the next level. This includes organising programmes in coordination with our leagues so that all young people are provided with high quality, regular competition.



Bloomsbury Ventures will deliver events and campaigns for corporate clients, providing our beneficiaries with work experience and generating an additional funding stream for the charity. This capitalises on our experience of running football events and the network of brands looking to leverage the power of football.



Our **Special Projects** team runs specialised Disability and Refugee projects, ensuring that our provision is accessible to all young people. These programmes are separate to the **Communities** as they require specialist tailoring to accommodate all beneficiaries and help to share the power of football with as many young people as possible.



An internal **Innovation Unit** will be launched to package and share our knowledge from our growth over the past five years. We've seen the impact that the innovations we've made so far could have on the sector as a whole. This Unit will also pilot new approaches so that we can continue to innovate and iterate as we scale.

LONDON IN 2028

Supporting **20,000** children every week



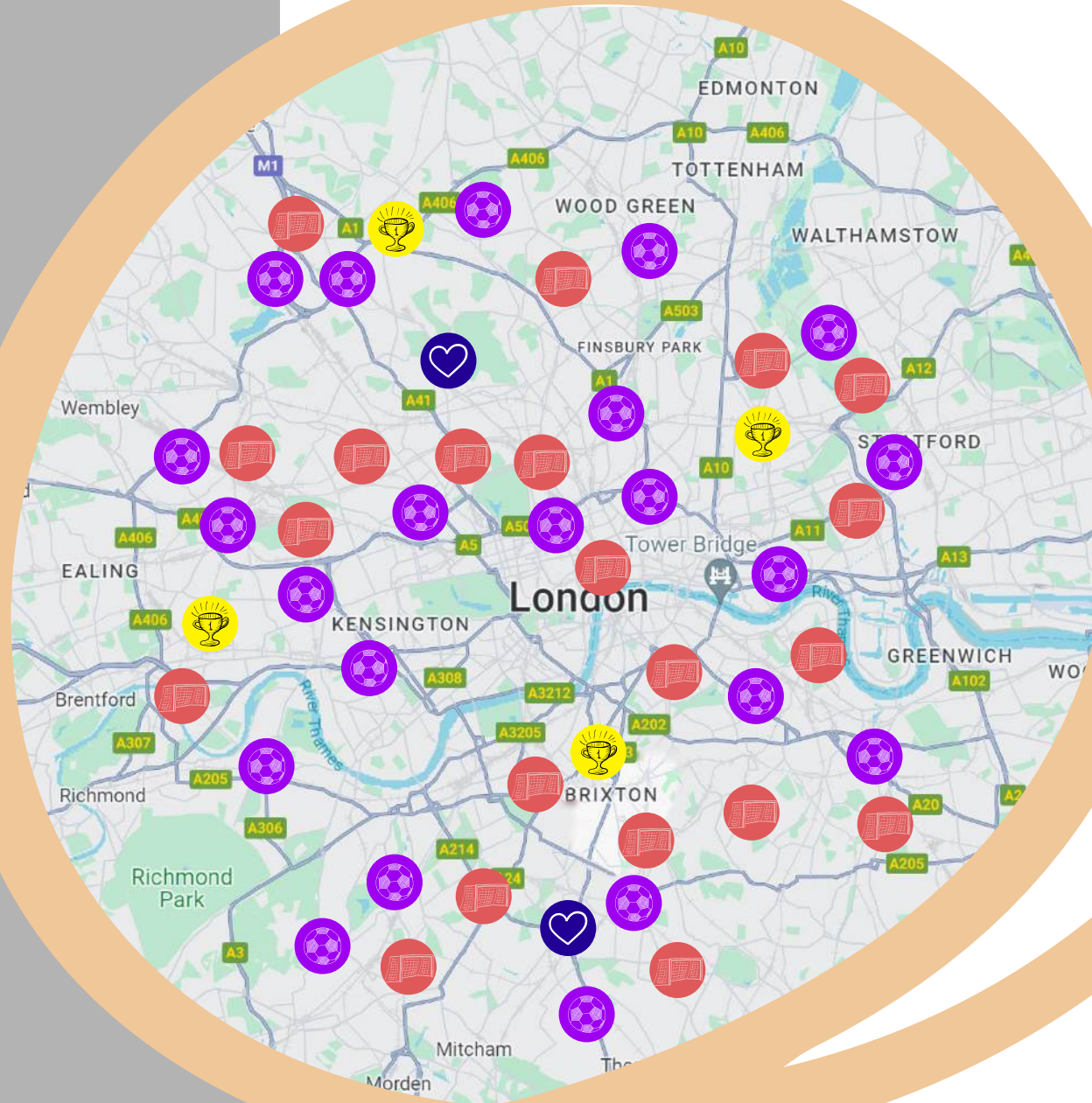
15 Communities

15 specialist refugee or disability sessions.

Boys & Girls **'Club Football'**
in North and South.

2 Boys Leagues in North and South and

4 Girls Leagues in North, South, East and West



*This map is for illustrative purposes only.

SCALING UP 5 YEARS

	2022-23	2023-24	2024-25	2025-26	2026-27	2027-28
Impact per week	4,000-5000 young people	5,000 young people	7,300 young people	10,000 young people	14,000 young people	20,000 young people
	3-4 communities	4 communities	5 communities	8 communities	10 communities	15 communities
Turnover	£2.4m	£3.4m	£4.8m	£6.7m	£8.8m	£11.2m
Expenditure	£2.1m	£2.9m	£4.5m	£6.3m	£8.3m	£10.6m



IMPROVING THE LIVES OF 20,000 YOUNG PEOPLE PER WEEK IS AMBITIOUS BUT WE ARE CONFIDENT THAT WE HAVE THE PLAN TO MAKE IT A REALITY.

THE MAIN CHALLENGE IS FUNDRAISING AS WITHOUT CERTAINTY OF THE NECESSARY INVESTMENT, WE CANNOT BUILD THE ORGANISATIONAL CAPACITY TO SUPPORT THE AMBITIOUS GROWTH OF OUR PROGRAMMES.