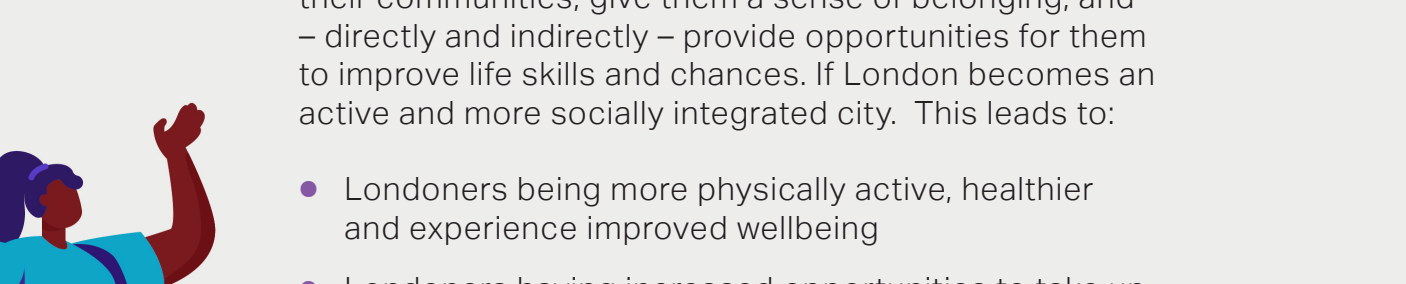
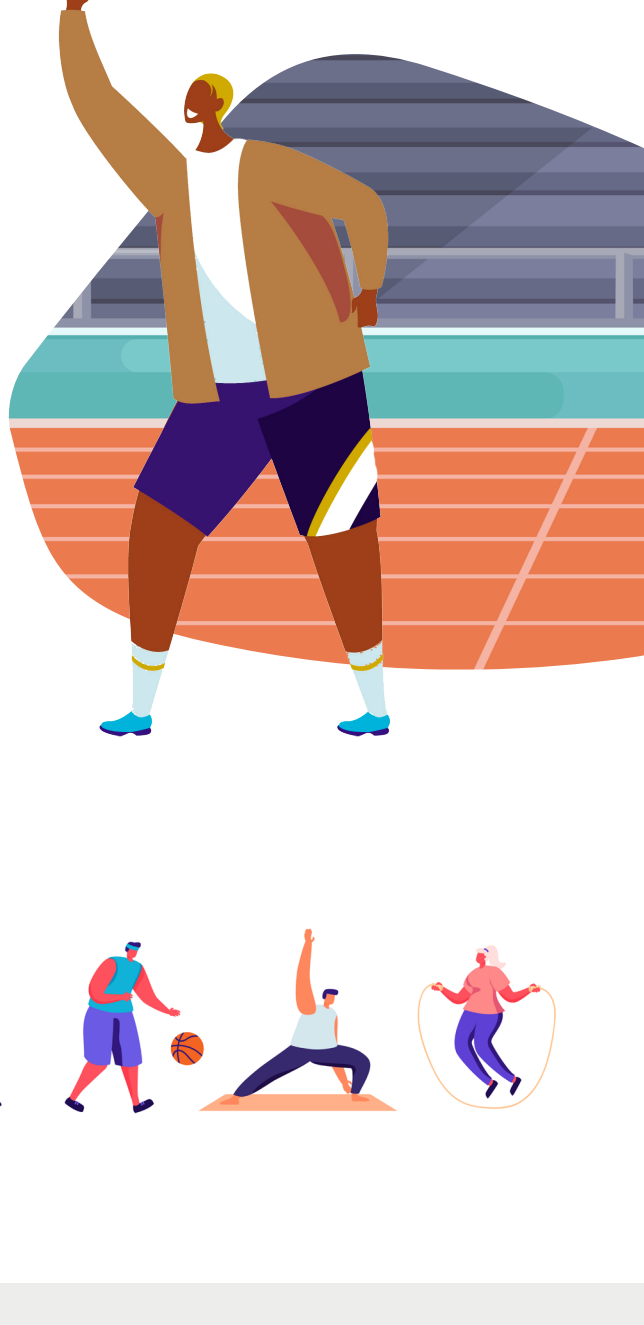


THE MAJOR SPORTS EVENTS COMMUNITY ENGAGEMENT FUND



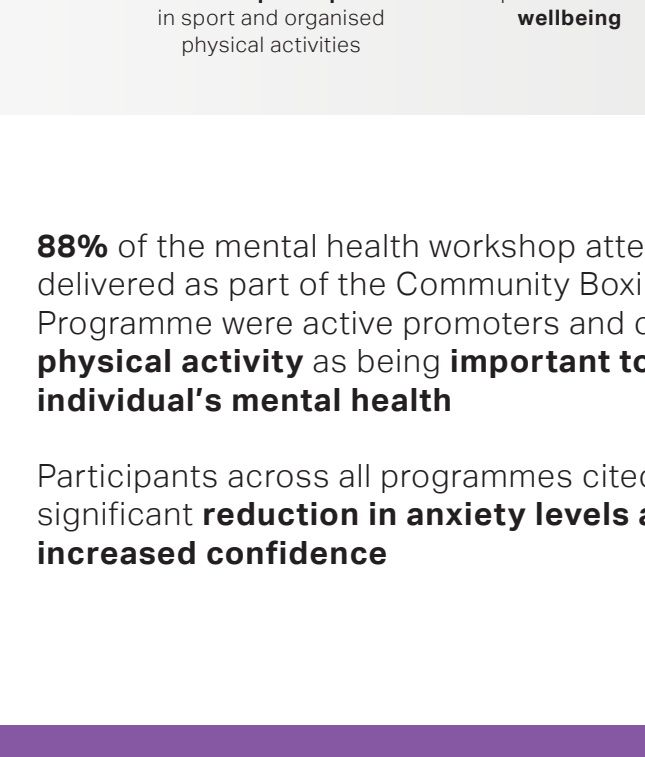
IMPACT SOUGHT BY THE FUND

The Major Events Community Engagement Fund seeks to support high quality projects that promote wellbeing, connect Londoners, strengthen their relationships and their communities, give them a sense of belonging, and – directly and indirectly – provide opportunities for them to improve life skills and chances. If London becomes an active and more socially integrated city. This leads to:

- Londoners being more physically active, healthier and experience improved wellbeing
- Londoners having increased opportunities to take up education, training and employment opportunities
- A trained and effective community sport workforce, ready to deliver
- Londoners mixing with those from a different background, experiencing different cultures and feeling less lonely



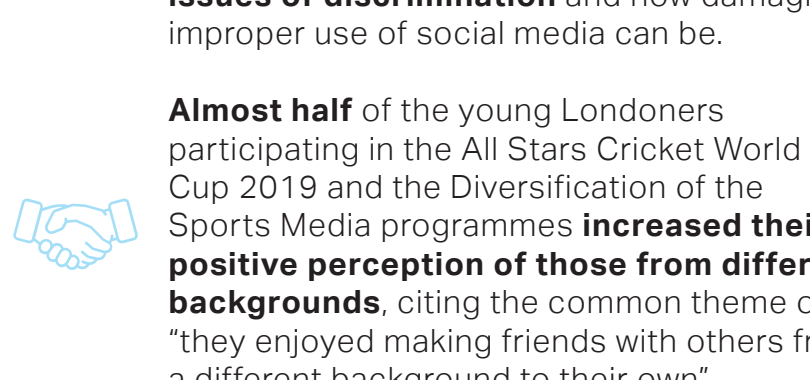
Breakdown of focus across projects by key Sport Unites outcome areas



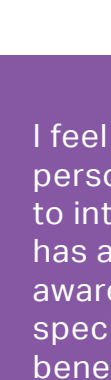
DECREASING INACTIVITY & SUPPORTING MENTAL WELLBEING

Outcomes for Londoners

All Stars Cricket World Cup 2019 programme for Young Londoners



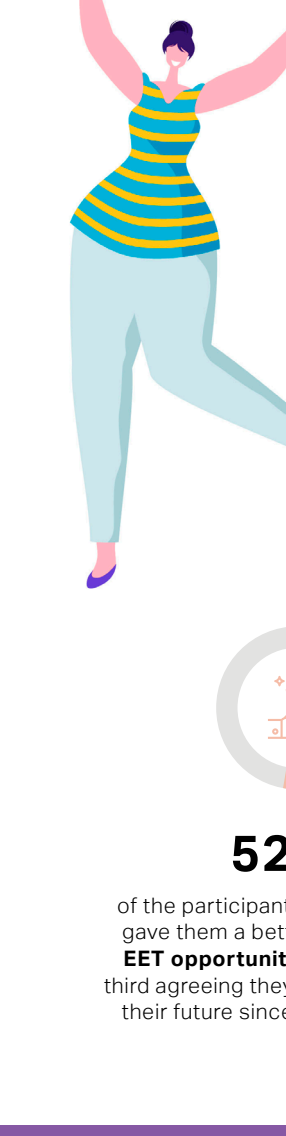
88% of the mental health workshop attendees delivered as part of the Community Boxing Programme were active promoters and cited **physical activity** as being **important to an individual's mental health**



Participants across all programmes cited a significant **reduction in anxiety levels and increased confidence**

“ We had children from different cultures and backgrounds all learning and engaging in cricket. Now, because of All Stars Cricket, they have built friendships and learnt social skills to help them inside of cricket but also in everyday life
2020 All Stars Activator

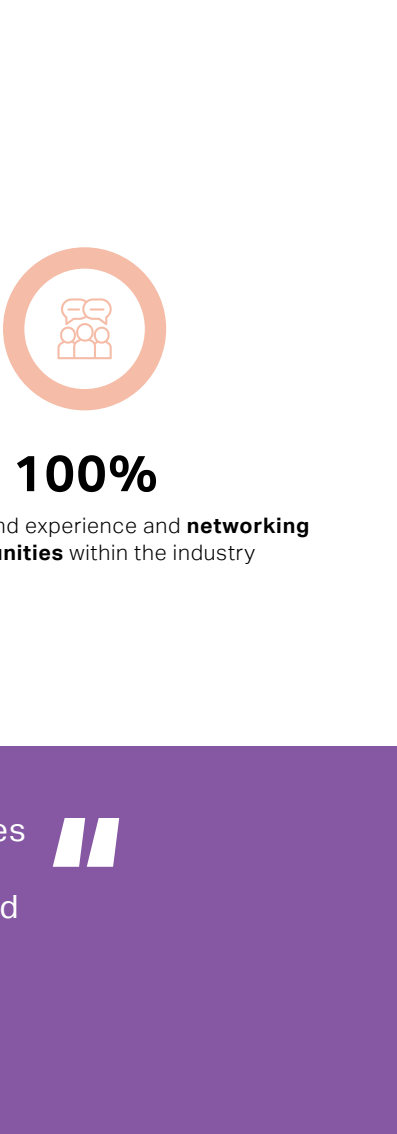
SUPPORTING SOCIAL MIXING AMONGST LONDONERS AND REDUCING SOCIAL ISOLATION



79% of the anti-discrimination workshop attendees delivered as part of the Community Boxing Programme were active promoters citing an **increased awareness of the issues of discrimination** and how damaging improper use of social media can be.

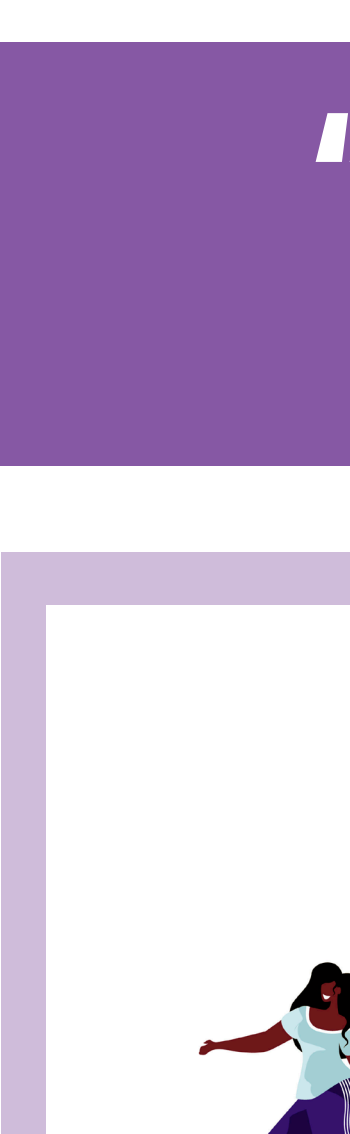
Almost half of the young Londoners participating in the All Stars Cricket World Cup 2019 and the Diversification of the Sports Media programmes **increased their positive perception of those from different backgrounds**, citing the common theme of “they enjoyed making friends with others from a different background to their own”.

The No Barriers 2020 programme successfully gave young people a platform to come together with their peers to **tackle issues, provide support or improve their local area**.



“ I feel that social action projects are key for the personal development of all pupils and being able to integrate a SEN cohort with a mainstream school has added benefits of building self-esteem and awareness in the community. For our students specifically, the term No Barriers underlies the core benefit, as many of our students feel isolated or excluded from elements of society. The project was a great step forward for the confidence of our students and we would love for it to continue.
Oak Lodge Deaf and Disabled School

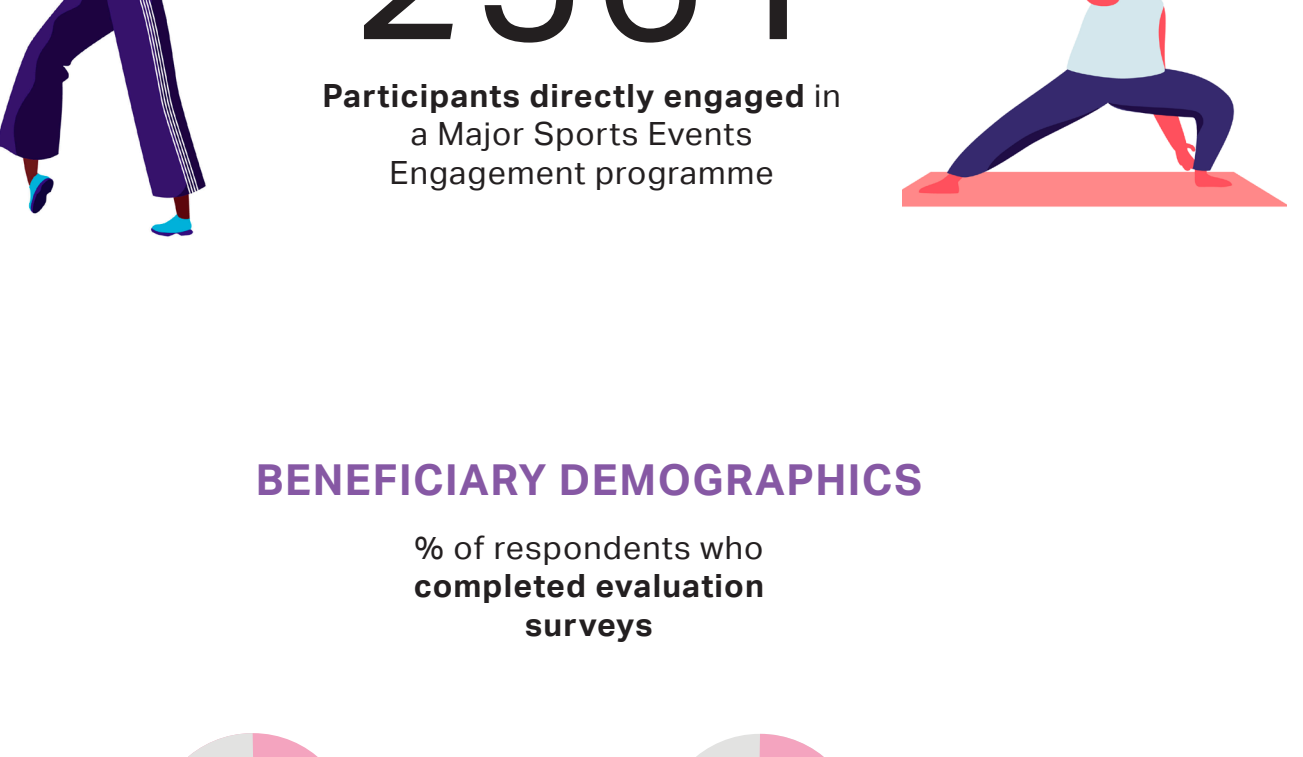
CREATING OPPORTUNITIES FOR PERSONAL DEVELOPMENT AND CAPACITY BUILDING



Over 300 volunteering opportunities were created for Londoners to volunteer at major sports events with a particular focus on young people and those from BAME and LSE backgrounds

Accredited training opportunities were delivered across several programmes including the All Stars programme which **trained 54 activators** to deliver local community sessions for young people who may not normally have the opportunity

The Diversification of the Sports Media programme supported young Londoners:

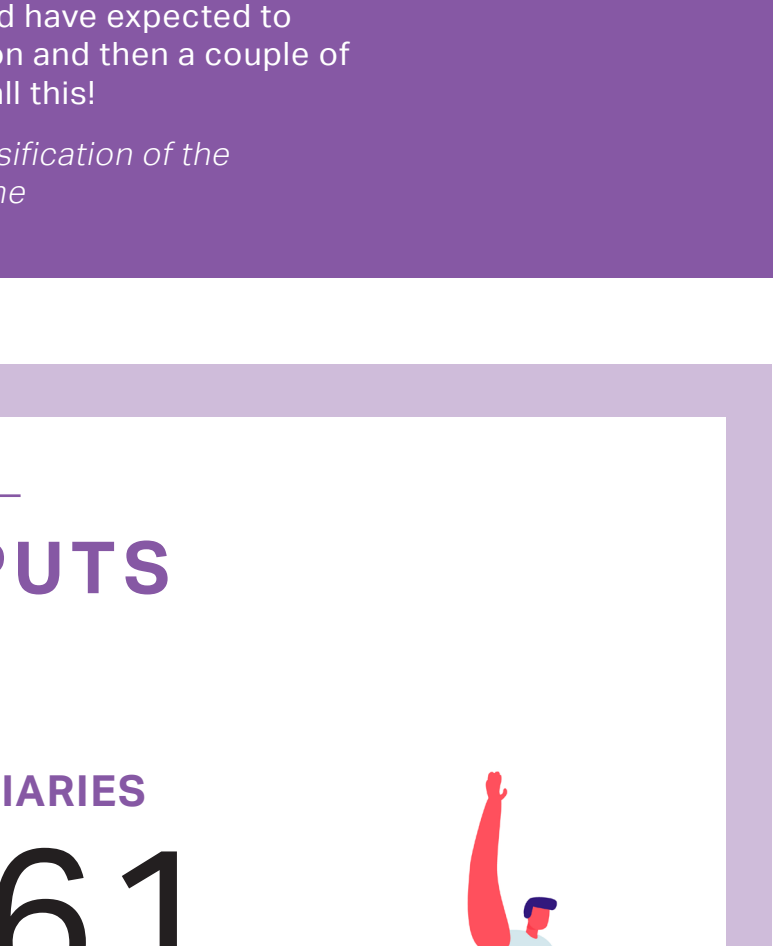
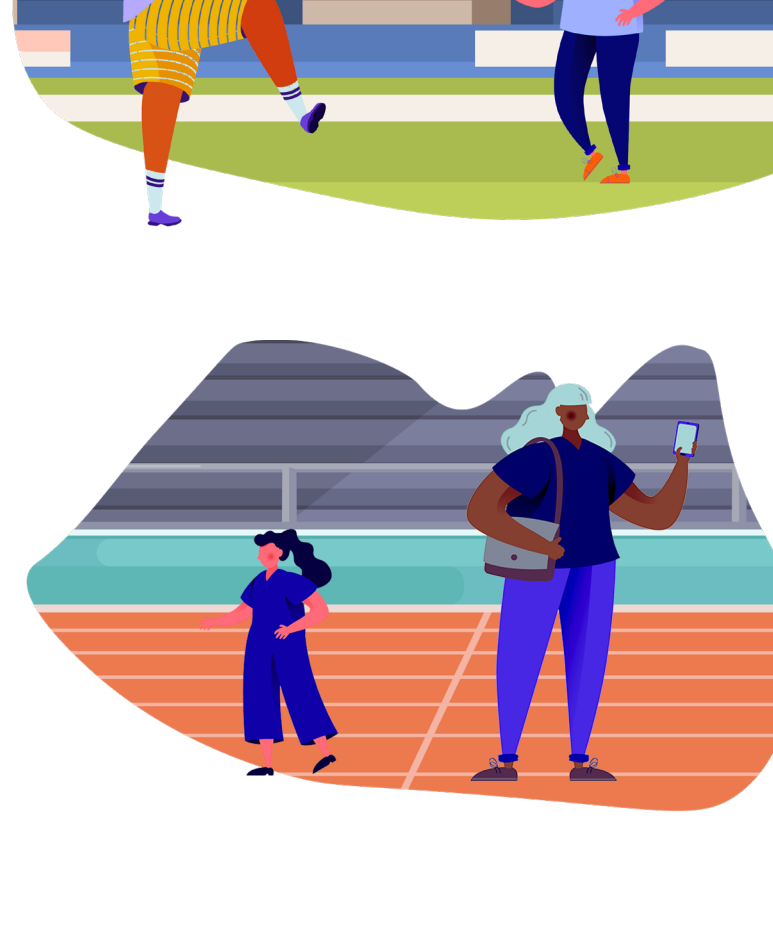


“ I didn't really have any idea what the masterclasses were going to be like, I hadn't done anything like this before but the masterclasses were really good and really eye opening. We had some great mentors and the advice that we got from these people who've made a name for themselves in a similar field is really inspiring.
Participant on the Diversification of the Sports Media programme

MONEY CAN'T BUY EXPERIENCES

All programmes provided a diverse range of experiences to engage Londoners with major sports events: giving access to high profile promotional events, venue access, engagement with elite athletes or coaches, tickets for underrepresented groups, and behind the scenes access to events. Some examples include:

- Giving young people access to Cricket World Cup press conferences and tournament matches
- The opportunity for Londoners to access the Cricket World Cup, UEFA EURO Men's and UEFA EURO Women's trophies
- The Diversification of the Sports Media programme delivered a Q&A with Gareth Southgate at Wembley Stadium for young people on the programme, interviews with Phil Neville/Harry Kane/Heung-Ming Son, and masterclasses with high profile former athletes such as Luol Deng and Jeanette Kwakye.

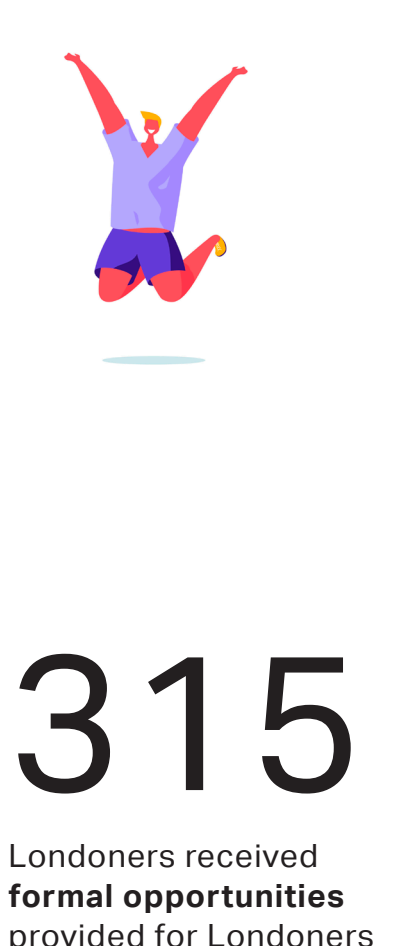


“ The amount of opportunities we've been given through the masterclasses is insane to be honest. I never would have expected to finish off my dissertation and then a couple of months later be doing all this!
Participant on the Diversification of the Sports Media programme

OUTPUTS

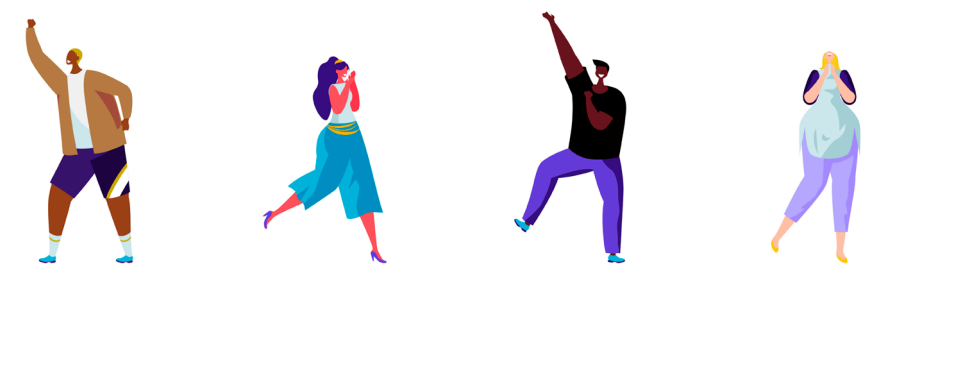
BENEFICIARIES

2561 Participants directly engaged in a Major Sports Events Engagement programme



BENEFICIARY DEMOGRAPHICS

% of respondents who completed evaluation surveys



TRAINING & WORKFORCE

74 Londoners received high quality training to better deliver community sport

208 Londoners received informal opportunities to strengthen their individual skills

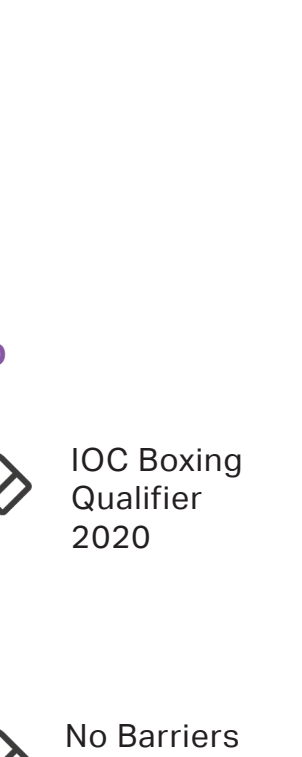
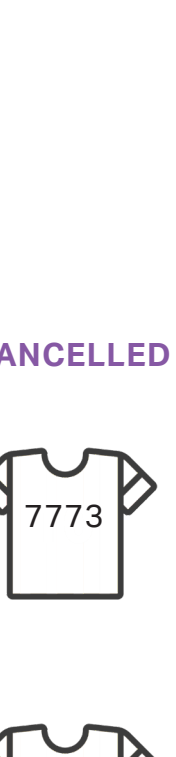
315 Londoners received formal opportunities provided for Londoners to directly volunteer at

MONEY CAN'T BUY EXPERIENCES

814

The Major Events Engagement Fund was able to provide 814 young Londoners with opportunities to celebrate and experience major sports events by giving them access to:

- Iconic venues and stadia
- Tournament trophies
- Award ceremonies
- Interaction with elite athletes and coaches



INVESTMENT

£151k has been invested into community programmes that are either active or completed

