



**LONDON  
SPORT**

## **APPENDIX G**

# **London Youth Case Study**

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## Context:

London Youth were categorised as a trusted partner, as they had a proven track record of delivering this work with us. Commissioning London Youth for the Satellite Clubs programme allowed London Sport to effectively trial new ways of delivering Satellite Clubs, because of this London Youth fed into the process of improvements in early 2019.

## Activity:

London Youth received delivery funding from Satellite Clubs for over three years, and this work also connected into their wider Sports Development programme, Getting Active. Since 2019, London Youth received £65,000 of funding to establish 30 clubs.

## Impact and Success

Through positive risk-taking, London Youth supported ideas beyond the traditional sports such as the Play Place motorbike project or CARAS female refugee/asylum seekers project. Both were more Sport for Development than Sport for Participation.

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Sport for Development projects are more likely to have lower participation numbers due to being focused on specific needs and outcomes. However, they report strong impact in creating positive experiences for young people that extend beyond being active.

*A male participant has reported he has stopped smoking cannabis, he is transitioning to a new mainstream school and through the mentoring which is conducted during boxing sessions, he has built up a strong trusting relationship with the coach and want a fresh start. (My Choice)*

*A parent shared that her son had been having a negative attitude in the home and was not engaging in family activities, was spending time with friends who she felt were not having a positive impact on him. Mum shared that this behaviour had continued over Christmas and she was very concerned that her son would worsen as school did not recommence. Mum informed us that on cycle session days she was able to see a change in his demeanour and his drive and this has continued over the course of our sessions this term. Mum is able to interact with him on these days and they are able to foster a better relationship. (No Shame in Running)*

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Through Covid-19 adapting the Satellite Clubs delivery and using lessons along with training from Triple Double allowed clubs to develop and become more flexible. The creation of the Satellite Clubs at Home funding also helped clubs facilitate the transition from in-person to online delivery, which six of their clubs received.

## **Challenges and Missed Opportunities:**

The Youth Personalities documentation required time and training to understand the information and identify how frontline staff would implement these changes into their delivery to reflect the needs of the young people. Additional time, resource, and capacity were also required from clubs and members which was not practical in some environments such as football pitches, swimming pools and bike tracks.

Monitoring and evaluation, such as the youth personalities documents were pdf/paper and in recent years that hasn't reflected the more technological age we are in. This also made collecting such information admin heavy for organisations and not practical in certain environments.

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Whilst Satellite Clubs was a national programme, areas such as the age ranges and also the delivery of 30 weeks meant projects found it hard to meet the need in that area and fit in with the set criteria.

## Reflections for the future:

London Youth found it beneficial to listen and invest in what was needed and giving a platform to showcase youth organisations and their impact e.g. Connect Sport videos. This meant they could have a greater impact on themselves, other organisations and participants due to increased exposure and shared learnings. Therefore, increasing engagement and investment of time into the clubs could build stronger relationships and increase impact.

The trust that London Sport gave London Youth as an organisation was extremely beneficial. It allowed London Youth to reach organisations/communities/young people that no other body in London could and allowed the delivery of better projects.