

From: Wembley National Stadium Trust - Online Application System mail@grantapplication.com
Subject: Your Report Submission
Date: 29 April 2019 at 10:48
To: quen.geuter@outlook.com



Thank you for your submission. Your report has been submitted successfully, and the tracking number is 485488. For your records, here is a copy of the contents of your report.

WNST Strategic Grant M&E

Thank you! Your report has been submitted. You should receive an e-mail confirmation shortly.

General information

Organisation Name	Grant Reference
Track Academy	14422

Grant Description
£15,000 towards the costs of an athletics programme to maintain engagement amongst teenagers.

Grant Amount	Date Awarded
15000	31/01/2018

Contact person
Miss Connie Henry

Name of person completing form (if different from above)
Quen Geuter

Please update the following information if any of your contact details have changed:

Email Address	Phone
quen.geuter@outlook.com	+46767570558

Address
Track Academy, 109A Dudden Hill Lane, Willesden, London NW10 1BJ, UK

How the grant was used

Has the grant been used in full?
Yes

If no, when will it be fully spent?

Tell us about how you spent the grant. Please include any monitoring statistics you have collected, feedback from your service users and any photos or other evidence of the success of your project.

This project funded a coordinator and team of coaches to deliver:

1. Multiskills Programme engagement of younger children aged 5-11 in fun, game-led physical literacy activities, with the aim of building a sporting habit into children at a young age which will be sustained throughout their school years.
2. A Leadership Pathway for those aged 14+ who wish to develop a career as a coach, PE teacher or in sports industry, by providing coaching qualifications, work experience, mentoring, access to volunteering opportunities, career guidance and support to identify courses and set career goals. In this way, those who love sport but have less interest in competing themselves can find a route through Track Academy that fulfils their needs.
3. An Alternative Sports Pathway that focuses on fun, variety of sports and fitness over competition, for those who wish to continue to train but feel either their skills are not at full performance level or who do not wish to compete.

The project delivered programme activities for 380 young people from disadvantaged communities, plus over 40 children through 5 taster sessions in partner schools and 25 families through family activities including the Family Mile PB monthly programme. 51% of members were female and 80% were from BAME communities. The majority of members were from disadvantaged communities in Brent.

Members were engaged into over 10,000 hours of activities and sessions throughout the year, that consisted of athletics training, other sports activities, volunteering, coach training and leadership activities (see attached evaluation report). Every member of Track Academy also had access to maths and literacy tuition every Saturday, a homework club on Tuesdays and micro mentoring from coaches

and employability skills workshops and support.

70% of Track Academy members felt more confident as a result of attending Track Academy, and 92% of those attending for more than 12 months felt excited about the future. 92% of members attended Track Academy every week, up from 83% in 2017. As a result of their attendance, 71% feel more fit and healthy and 72% say they are more active than they were in 2017. 61% members of all ages aspire to become full time athletes, and 43% of 15+ year olds aspire to become a coach or PE teacher, while 52% would like a leadership role within Track Academy. 94% of members think TA activities are fun and 85% would recommend TA to a friend.

How the grant was spent

Please provide a financial breakdown showing how the grant was spent.

Expenditure Item:	£
Project Manager	7000
Coaches	17972
Total: ----->	24972

Please send us copies of receipts for any significant equipment purchases or other items of expenditure (e.g. pitch/venue hire) over £250.

In due course, we will also want a copy of your organisation's accounts for the period relating to your grant (this may cover 2 years).

About the work

What have you learned from this work? Could this be replicated by you or another organisation elsewhere?

This is the start of a longterm strategy to tackle drop off in participation of members when they reach age 15/16 years old. We understand, from conversations with other sports for social change organisations across the UK, that this is a common problem. We would be happy to share our learnings with other organisations. These include:

1. it is important to work with young people at an early age to engender in them a habit of regular sporting activity
2. This habit needs to be supported through each education transition (primary to secondary school; key exam periods; transition to college and into university) in order to ensure ongoing engagement.
3. It is important to explore with members what is important to them, and creating pathways that can meet these needs, either within the org or through referral to other orgs and partners
4. It will take time- maybe multiple years.

Tell us about anything that was particularly challenging or did not go as planned. Nothing will be held against you - we are just keen to learn what works well and what doesn't.

This programme has not yet brought about the change we hoped in engagement of older members. But we are not completely surprised by this. One year is enough time to get programmes in place, train up staff and engage young people in consultation and planning. The real test of our new approach will be in the coming years, as we work with those who are now 12/13/14 years old, to ensure they still are attending regularly at age 17/18/19. It is the long term change that we are looking forward to seeing, rather than the statistics after 12 months. In the meantime, we are satisfied that we have started along the right path to tackling the problem. We have a growing cohort of younger members, strong outreach to partner schools, a vocational pathway that is engaging many young people into skills and qualifications outside the competitive pathway. We look forward.

How has the grant contributed to your organisation's wider development?

It has provided significant strategic value, enabling us to develop a whole new outlook in our delivery in order to tackle a very substantial problem. Thank you for your support and we look forward to working with you in the future and being able to demonstrate just how significant this has been to our organisation and to the young people we work with.

Will the work continue after the WISCT grant ends? If so, how will it be funded?

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Yes, this is a long term approach. We continue to seek funding from donors, grants, corporate sponsors and individual giving, through our fundraising strategy. This project has become mainstreamed into our daily business and as such, will be funded through all core funding we receive. We will focus on enhancing specific parts of the project- school taster sessions and engagement of new members; holiday engagement; vocational pathways and multisports opportunities, through specific project grants.

About your organisation

Has anything significant changed in your organisation since we awarded the grant? (e.g. change in trustees, moved venue, secured new funding, started new activity)

There has been recruitment of new trustees- see attached trustee information. Our annual accounts will be available within the next few weeks and we will submit them separately as soon as they are signed off by the auditors and trustees.

Declaration

By ticking the box below, you are confirming that you are an authorised representative of your club / organisation and that you have read WNST's terms and conditions which applied to the grant which we awarded to your organisation. The terms and conditions can be found above.

Yes

Attachments

Title	File Name
Photos or other evidence	Pathways Project Evaluation 2018.pdf
Photos or other evidence	Trustees 2019.pdf

Files attached to this form may be deleted 120 days after submission.