



Powering Potential, Shaping Futures

In 2021 Dame Kelly Holmes Trust and Westfield Health entered into a three-year partnership with a difference. A collective effort to connect the Trust across the four key strands of Westfield Health – **Community, Colleagues, Customers and Company**, and for Westfield Health to support the Trust to deliver their transformational programmes for the benefit of the young people in Sheffield, and power our first signature corporate facing fundraising campaign, Starting Blocks.

This report details the positive achievements in year one and our ambitions for the second year of the partnership. We are delighted with the progress we have made to date and are truly excited about the aims and ambitions over the next two years.

Executive Summary

- 178 Young People mentored by world class athletes through our transformational programmes. Over half of which were girls (51%) and 48% came from ethnically diverse background.
- 50% of the schools we worked with are located in the top 5% most deprived wards in the country and over 80% of the young people taking part in On Track to Achieve live in the 40% most deprived area of the country.
- Brand association and reach figures upwards of 67,000 people who had access to our partnership through the Starting Blocks Challenge, School Bitesize Briefings, Social Action Projects and publication of the Trust's annual impact report.
- Through the Youth Endowment Fund, the Trust has brought an additional £50,000 to the City to deliver 1:1 mentoring for young people at risk of criminal activity.

Community

Through our partnership to transform the lives of young people facing adversity in the community, we committed to supporting 160 young people in education through our On Track to Achieve Programme, and 40 young people in the community to become leaders within their own communities and peer groups through our Young Leaders Programme each year. Please see Appendix 1 for the demographic data of the young people we supported and Appendix 2 for the background of the athletes who have supported the partnership in year one.



On Track to Achieve

On Track to Achieve is delivered in school by a dedicated Trust athlete mentor. The programme supports 11-19-year-olds, including children with social workers; pupil premium; children with social and emotional mental health challenges; and those harder to engage who would benefit from the support of a positive role model to achieve their potential.

Our world-class athlete mentors work with students to improve confidence, resilience, and wellbeing over the academic year, equipping

young people with a winning mindset that's ready to achieve.

Motivating and aspirational, the programme helps them build healthy relationships in school and with the wider community and understand the importance of physical and mental wellness. With a strong focus on their own personal development, it promotes positive behaviours and attitudes and sets them up to achieve in education, work and life.

Each school selected 16 young people to take part in the programme whom they felt would benefit the most from participation. We asked for schools to choose young people who are facing challenges in their everyday lives due to inequality, perhaps due to difficult home life or living in a deprived area of Sheffield.

Some of the schools' needs and expectations of the programme as part of the expression of interest process included:

“Many of these students had found life in secondary school very challenging, even before this previous year with lots of time spent away from school. Having such a positive role model in their lives will be of great value, who will be able to set them targets and give them something to work towards, which will hopefully have a really positive impact on their schooling and beyond”.

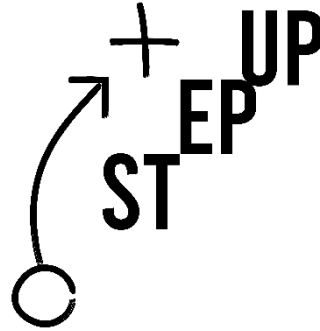
(School on application to the programme)

“We aim to work with some of our lowest attaining pupils who also lack confidence and have minimal opportunities available to them within the local community. A lot of our families and parents struggle to provide additional life experiences for their children due to income, facilities, location or accessibility. We aim to target those pupils and make a difference to their lifestyle and confidence and embed these changes into their daily lives.”

(School on application to the programme)

Over the past year we worked with 162 students from the below 10 secondary schools in Sheffield:

- Astrea Academy
- Birley Academy
- Chaucer School
- Fir Vale School
- Firth Park Academy
- Hinde House School
- King Ecgbert School
- Parkwood E-ACT Academy
- Sheffield Springs Academy
- Stocksbridge High School



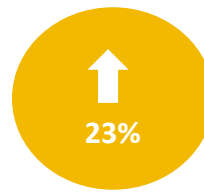
The Impact



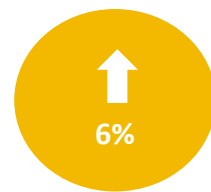
Confidence



Resilience



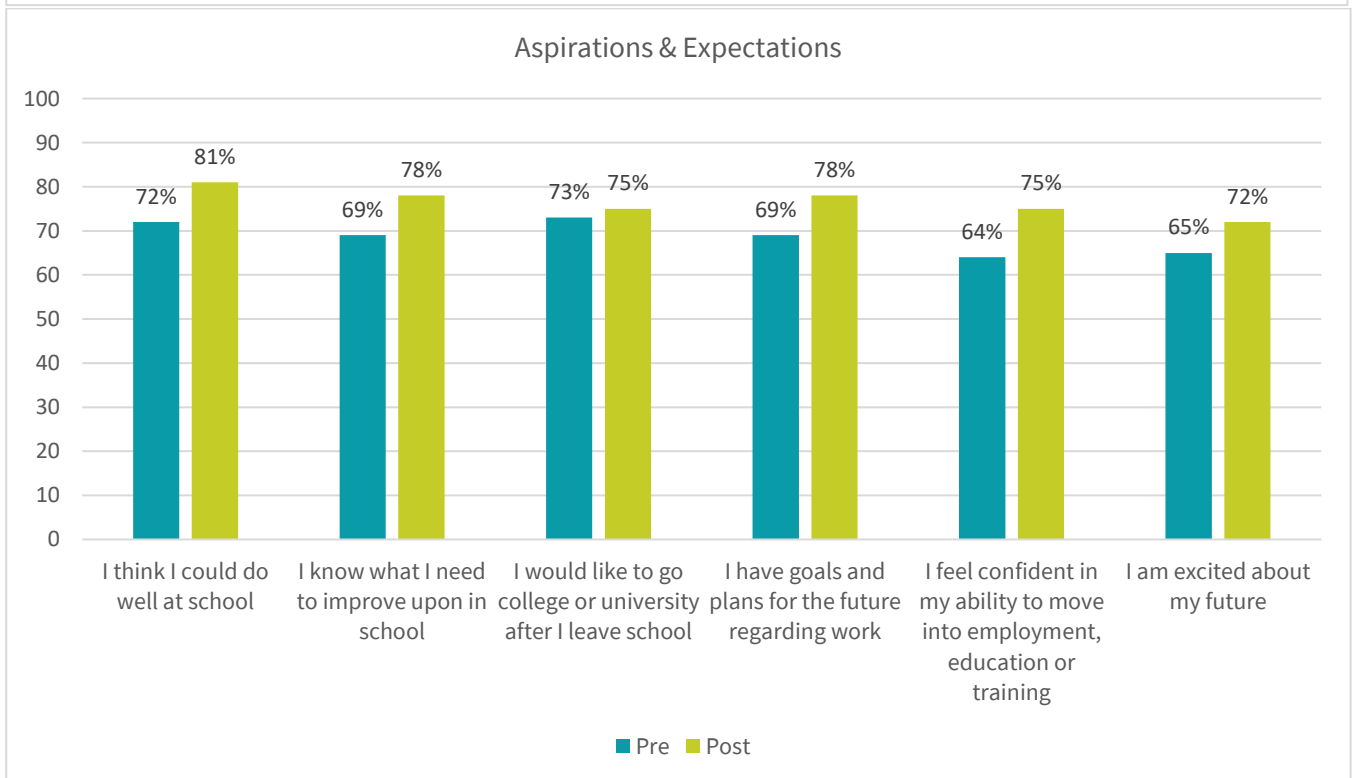
Self-Esteem

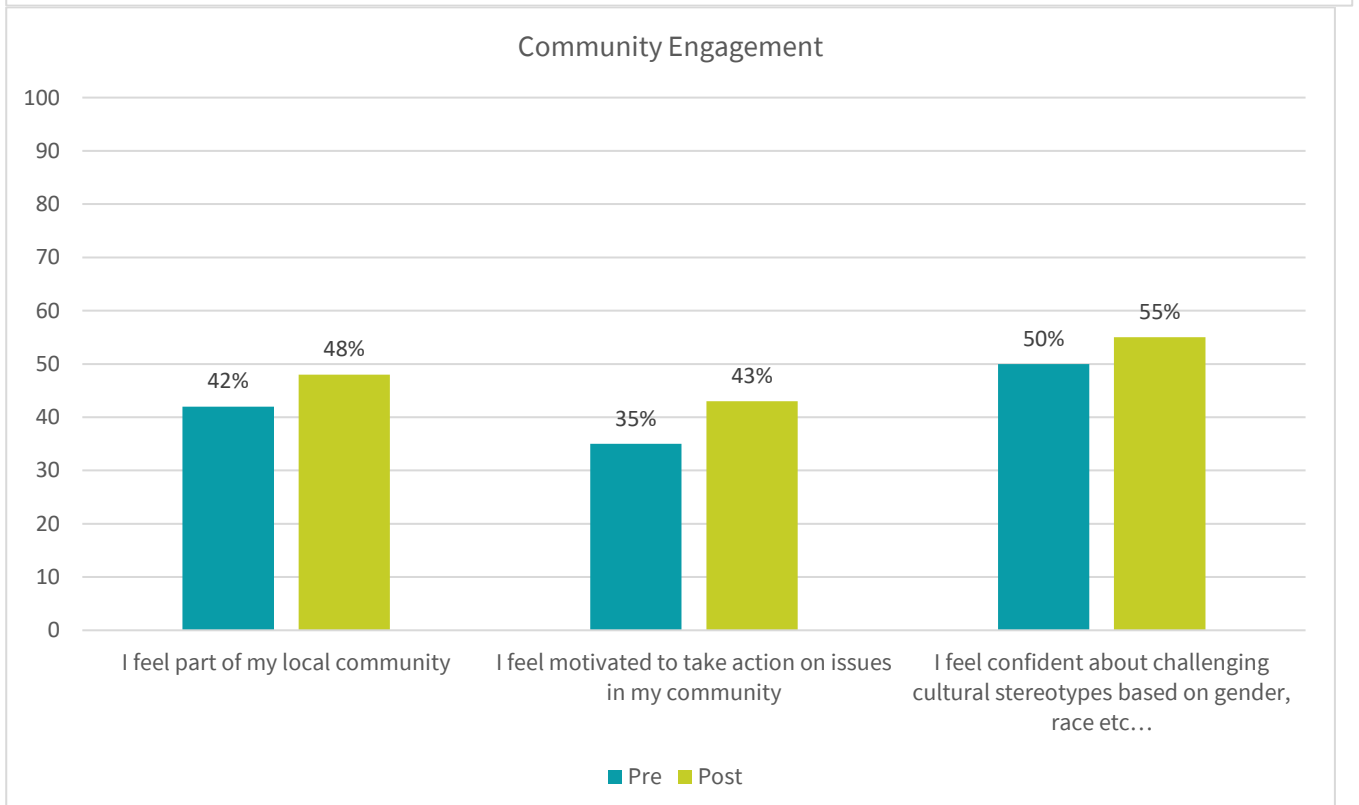
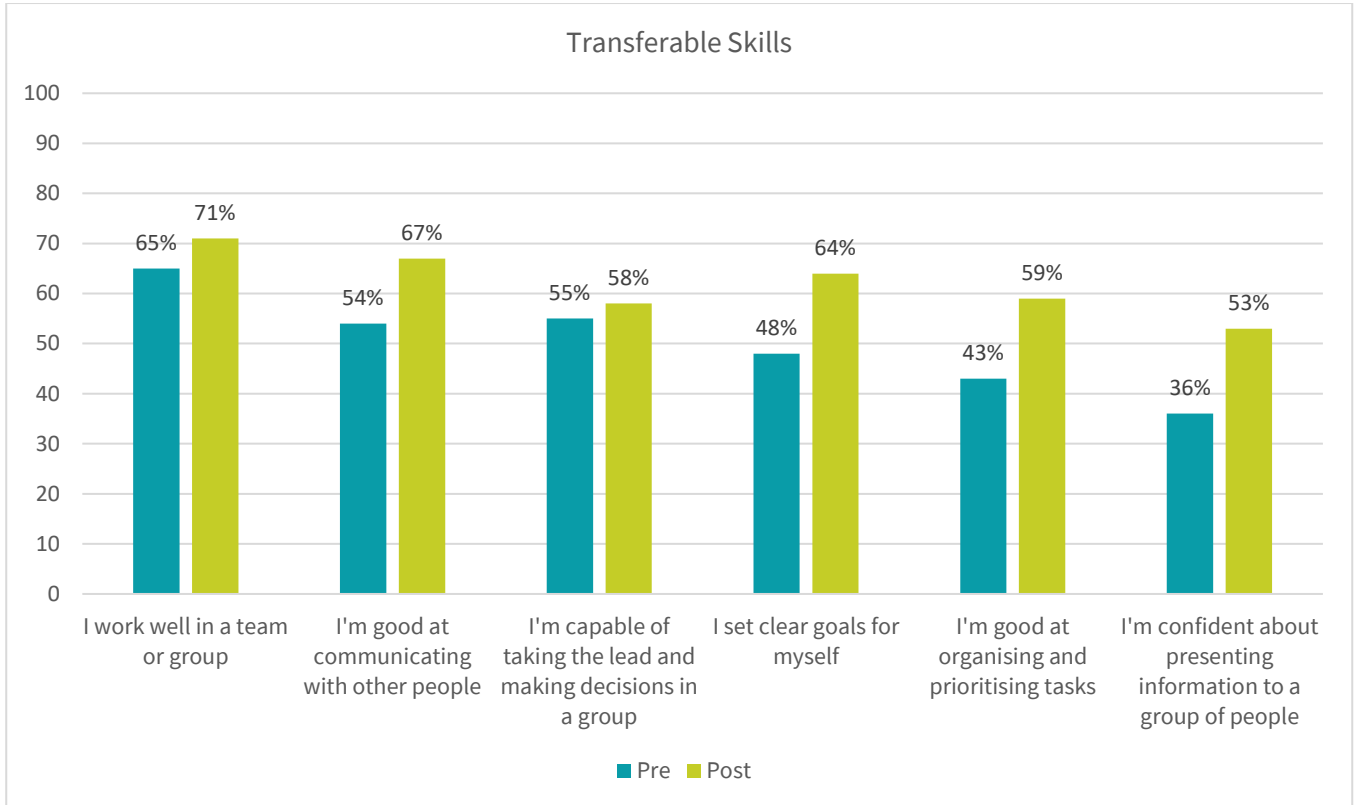


Well-Being

- Increased Aspiration: Confidence about moving into Education, Employment or Training (EET) up by 11%
- Improved Transferable Skills: Communication Skills up by 13%, Goal Setting up by 16% and Presentation Skills up by 17%
- More Engaged in their Community: Motivation for Local Action up by 8%

Across all our programmes, these are what we call our Hero Outcomes. An increase in confidence is the difference from a young person not communicating with the group to presenting to the class. An increase in resilience is the difference from a young person 'kicking off' in class when something goes wrong, to understanding their coping mechanisms and looking to learn from the situation. A rise in self-esteem can see a young person who has no aspirations for the future, believe in their qualities and start planning for the future. And an increase in wellbeing for our young people, may be a young person battling with eating disorders, self-harm or anxiety as an example, follow the 5 ways to wellbeing and go out for a walk or do some yoga or breathing exercises when a negative behaviour or feeling is triggered.

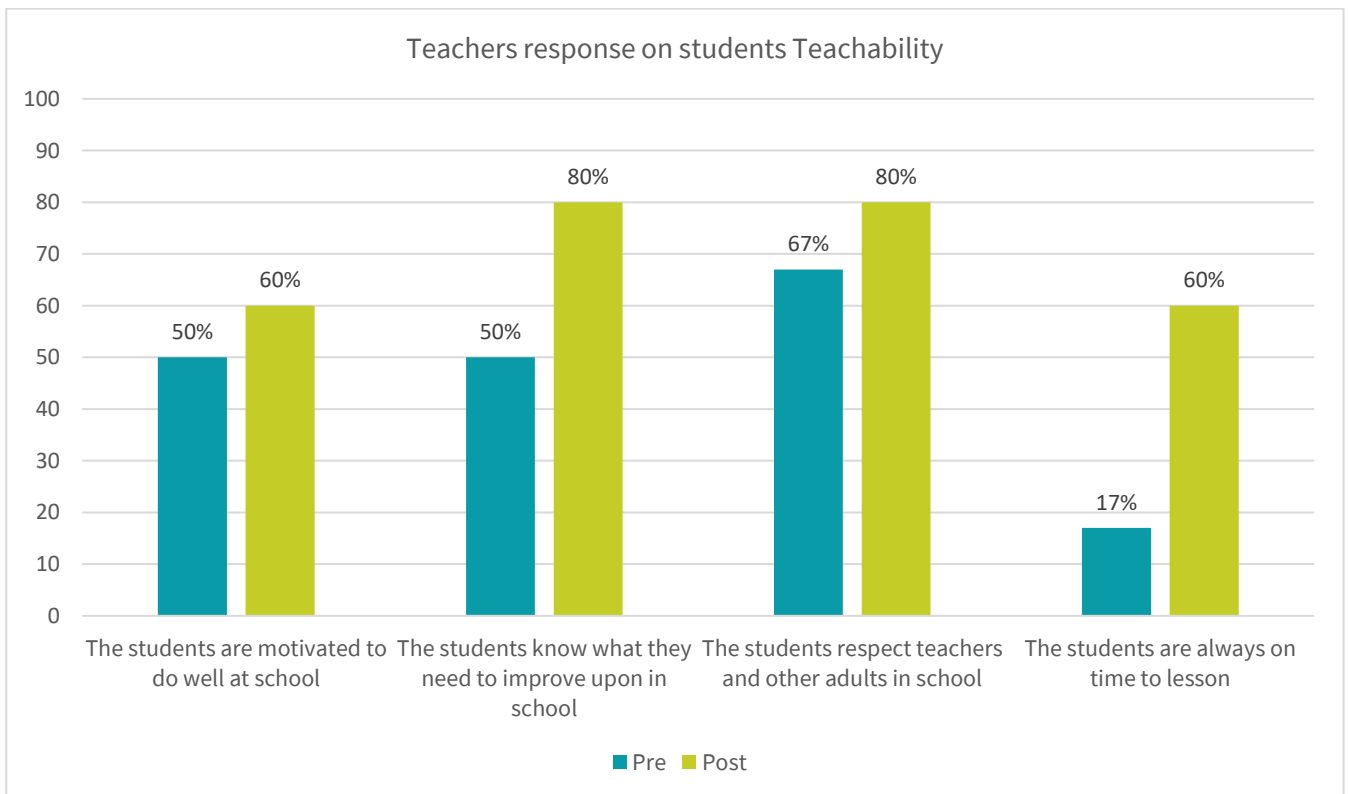




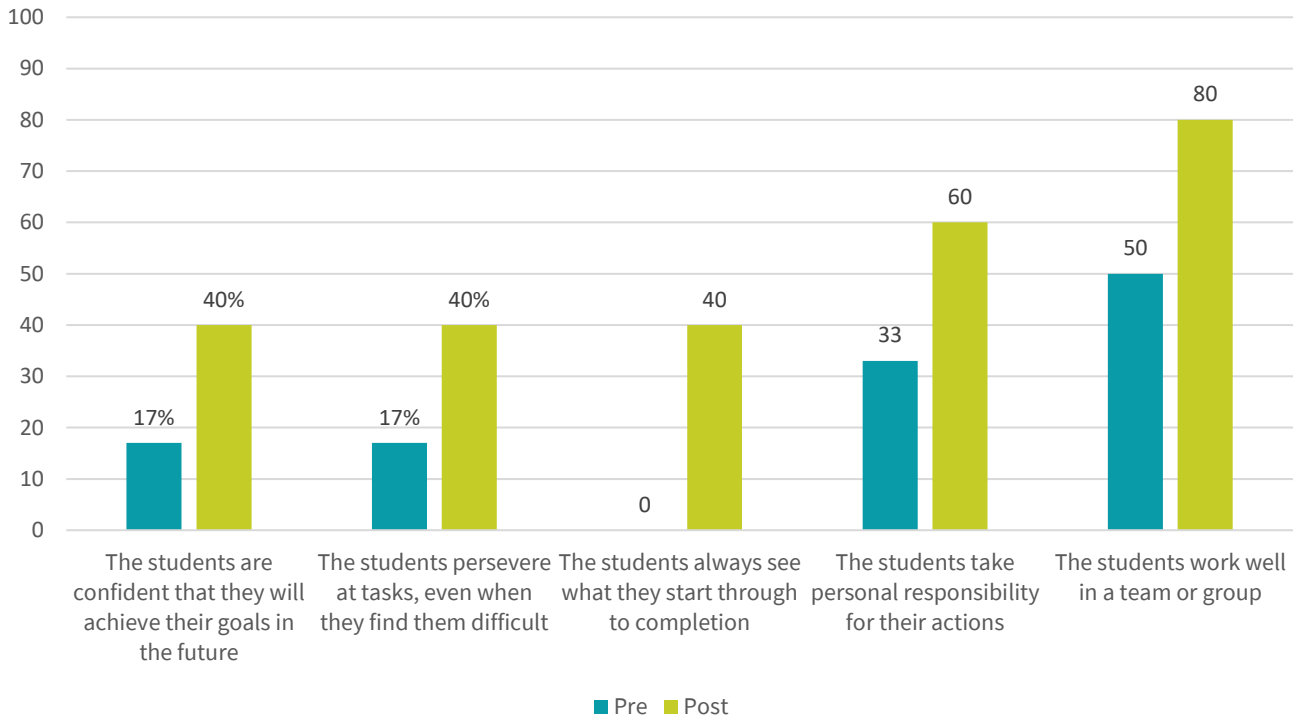
Using the Short Warwick-Edinburgh validated mental well-being scale, we saw the young people move closer to the national average score of 23.5, moving from 20.3 at the start of the programme to 21.5 at the end. This represents a 6% increase which is considered a statistically important change and in a current climate where many feel their wellbeing is in decline, this is more than just a marginal gain.

Within our school programmes, it's also important to understand how the programme is impacting the young people across their school life and teachability. The following data sets are taken from teacher surveys pre and post programme with key highlights including:

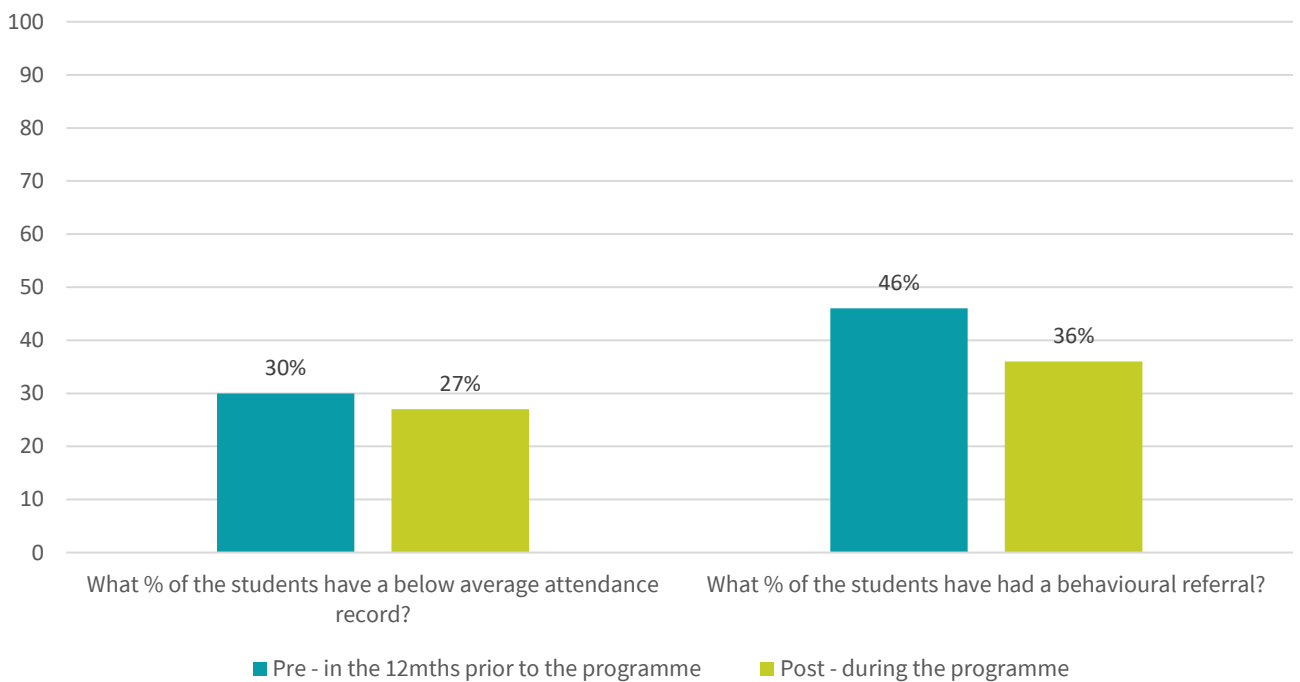
- Improved Teachability: Know what they need to improve on in school up by 30%, motivated to do well at school up by 10%
- Improved Confidence: Confident they will achieve their goals up by 23%, confident they will do well at school up by 20%
- Improved Employability: See what they start through to completion up by 40%, work well in a team or group up by 30%



Teachers response on students Confidence & Employability



Teachers response on students Attendance and Behaviour *downward trends are positive



In addition to the impact the programme has had on the young people directly, the reach of the programme was far greater. On all of the programmes the young people designed and delivered social action projects to local primary schools which supported the children's health and wellbeing, with a focus on year 5 and 6 pupils to help prepare them for secondary school transition. These primary school interventions reached upwards of 1,500 from those directly taking part in the activities and the wider benefit from the 'buzz' when the athlete mentors were in the schools where the social action projects were being delivered.

Two examples of what the young people delivered are below:

- Students at Burley Academy wanted to encourage the primary school children to think about their mental wellbeing and they gave each pupil a plain t-shirt and asked them to design them around what makes them happy.
- Astrea Academy delivered a well-being day which included basketball, reading, cookie making and colouring activities.





Young Leaders

Young Leaders is a five-month leadership training programme for young people aged 18-25.

The programme is designed to train a generation of young leaders, who genuinely care about their community and want to improve it for the better. It aspires to produce leaders who are motivated, trained and ready to tackle local issues for local people. The focus of the programme is determined by local needs.

Young Leaders covers a broad spectrum of learning over the course of the programme. This includes Tuckman's theory of group formation, Honey and Mumford's four learning styles, and how to deliver presentations and physical activity sessions. Innovative tasks and challenges are given to the group to empower them to engage with different people in the group, take up leadership roles and work as a team to succeed.

In partnership with Sheffield United Community Foundation, we are delighted to have delivered the Trust's first Young Leaders programme to a group of 16 young people in Sheffield. These young people have joined together and made a commitment to want to learn how they can do more for their community. Young people have come through a range of local organisations including Sheffield College, the Disability Sports Network, Sheffield Futures and Westfield Health.

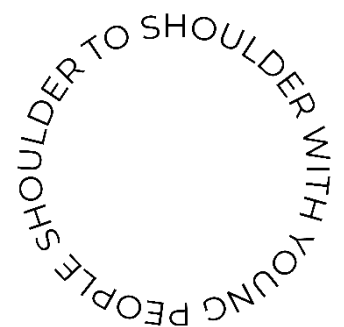
The 2nd cohort of young people was due to start in July but due to recruitment challenges over the summer period, this has been pushed back to start at the end of October/early November. We are working with Sheffield United Community Foundation to expand the organisations referring young people.

When asked what motivated the first cohort to join the programme the responses were:

- Feeling there was a need in their community – 81%
- Helping them to get on in their career – 69%
- Wanting to improve things/help people – 63%
- The chance to learn new skills – 56%

At the end of the programme, we are proud are what the young leaders told us:

- 100% said the programme has taught them new skills
- 100% said it had also given them the chance to use their existing skills
- 92% agreed they had enjoyed the programme
- 92% felt ready to support others with their health and wellbeing



“Working with the athletes was one of the highlights of the programme for me. I think they teach in a really interesting way, making you feel equal to them rather than below but still passing on knowledge. You could tell they respected and valued our opinions, and would create a discussion rather than just speak at you. It made it different because it felt collaborative rather than like a strict teaching environment”.

(Young Leader)

Two of the standout moments for the Young Leaders were:

Designing, leading and delivering health and wellbeing activities at the Olympic Legacy in Action event at the Sheffield Olympic Legacy Park. The Young Leaders were challenged each week through taking part in a series of tasks that push them into their “stretch zone” to take on leadership roles within the group and learn to work as a team to succeed. The group developed their understanding of theories of wellbeing, group dynamics and session planning which they then put into practice when they hosted wellbeing sessions at the ‘Olympic Legacy in Action’ event which celebrated the 10th anniversary of the London 2012 Olympic & Paralympic Games. Upwards of 1,000 attended the event and had the opportunity to take part in our Young Leaders activities.



The Young Leaders were honoured to present their programme journey and learnings to South Yorkshire Mayor, Oliver Coppard and Dave Capper, CEO of Westfield Health. The opportunity allowed South Yorkshire Mayor to speak directly with the Young Leaders about his own life experiences, the values and behaviours of a leader, and his commitments to the wellbeing of the city. With many of the Young Leader’s keen to go on to act as positive role models for wellbeing in the city, the aspirations they now have as a result of working with their athlete mentors supports the mayor’s vision to promote a better quality of life in Sheffield.



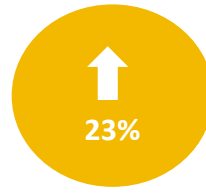
The Impact



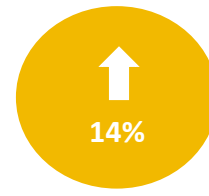
Confidence



Resilience

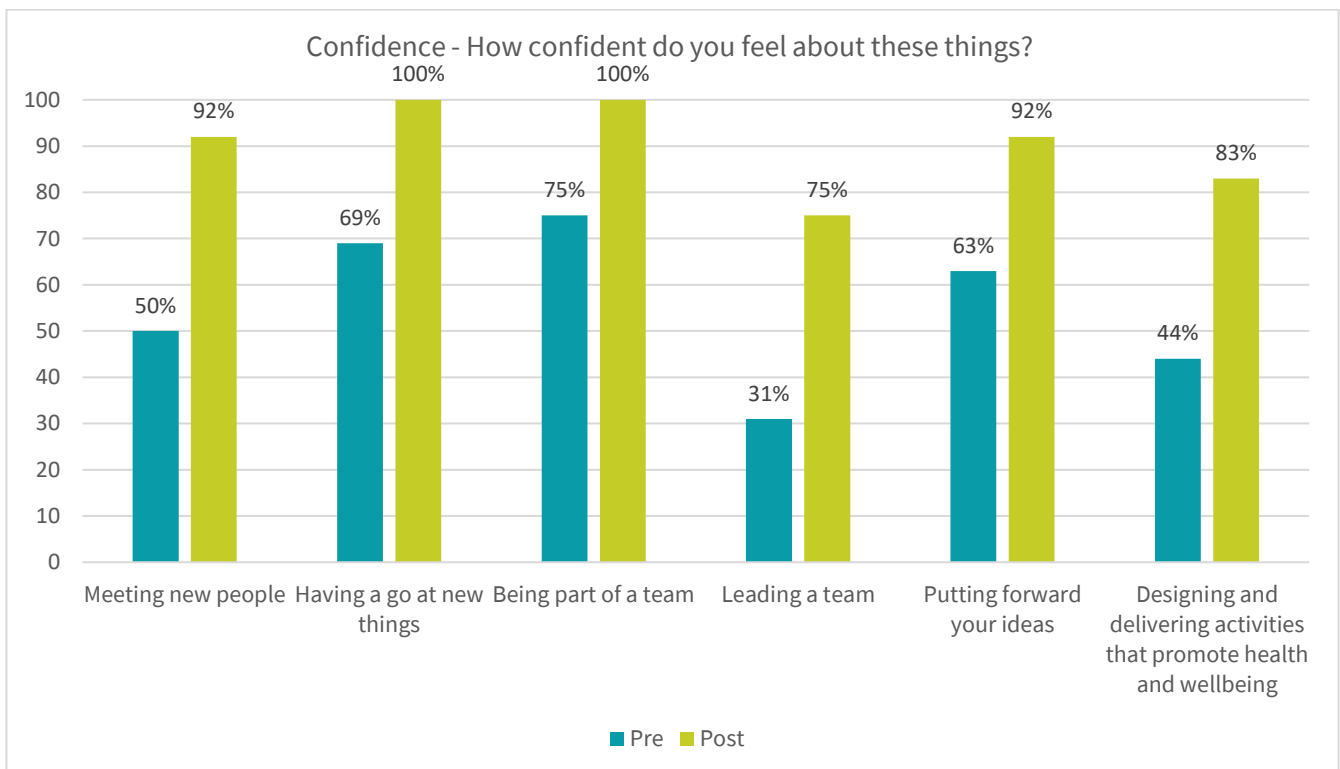


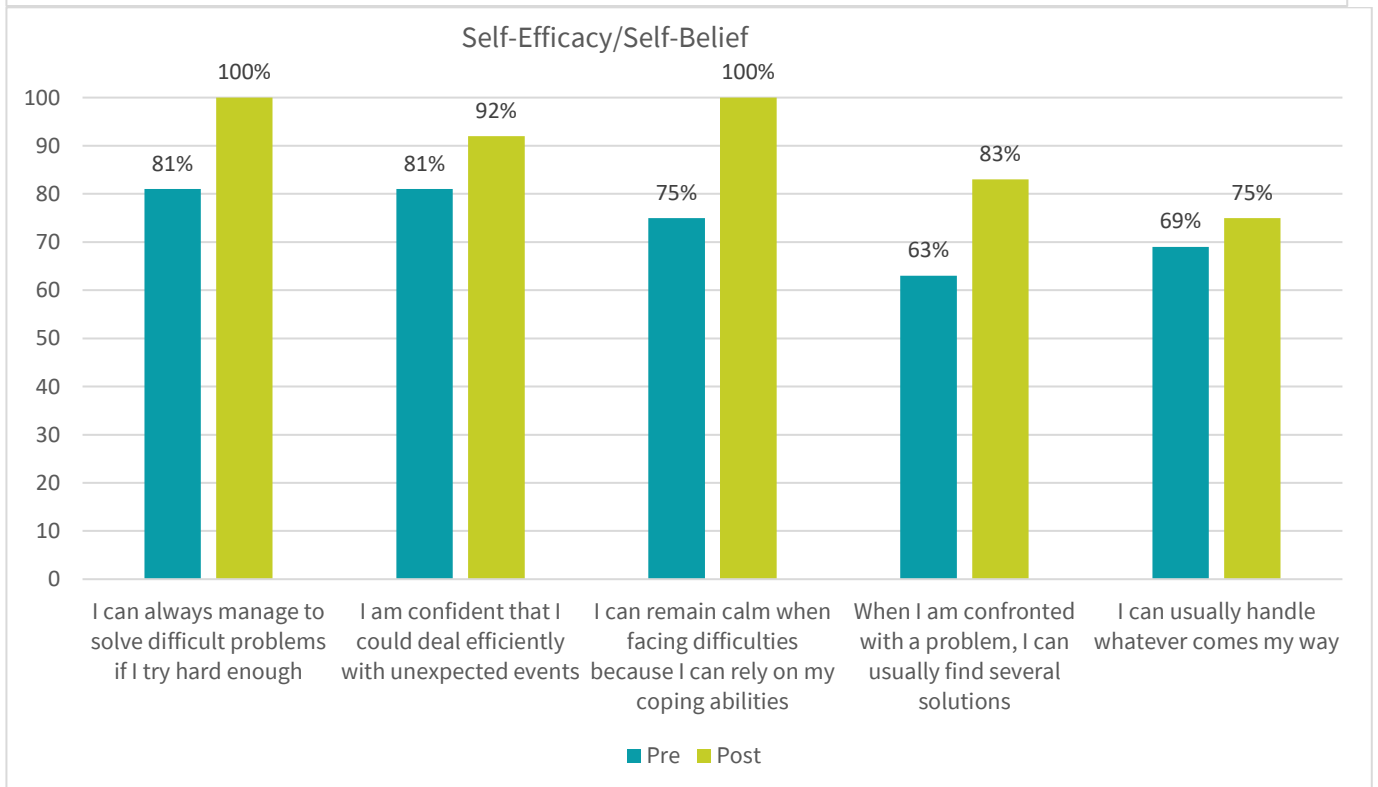
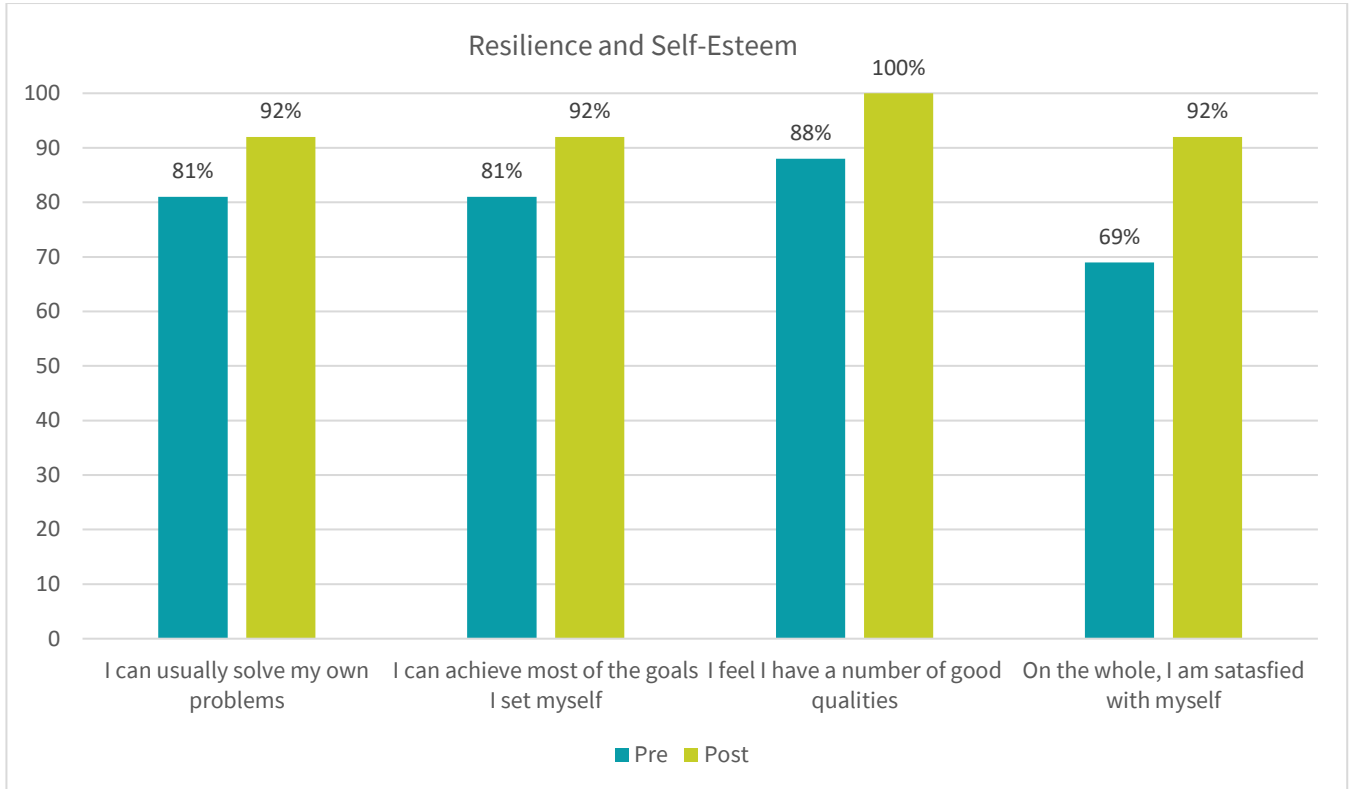
Self-Esteem



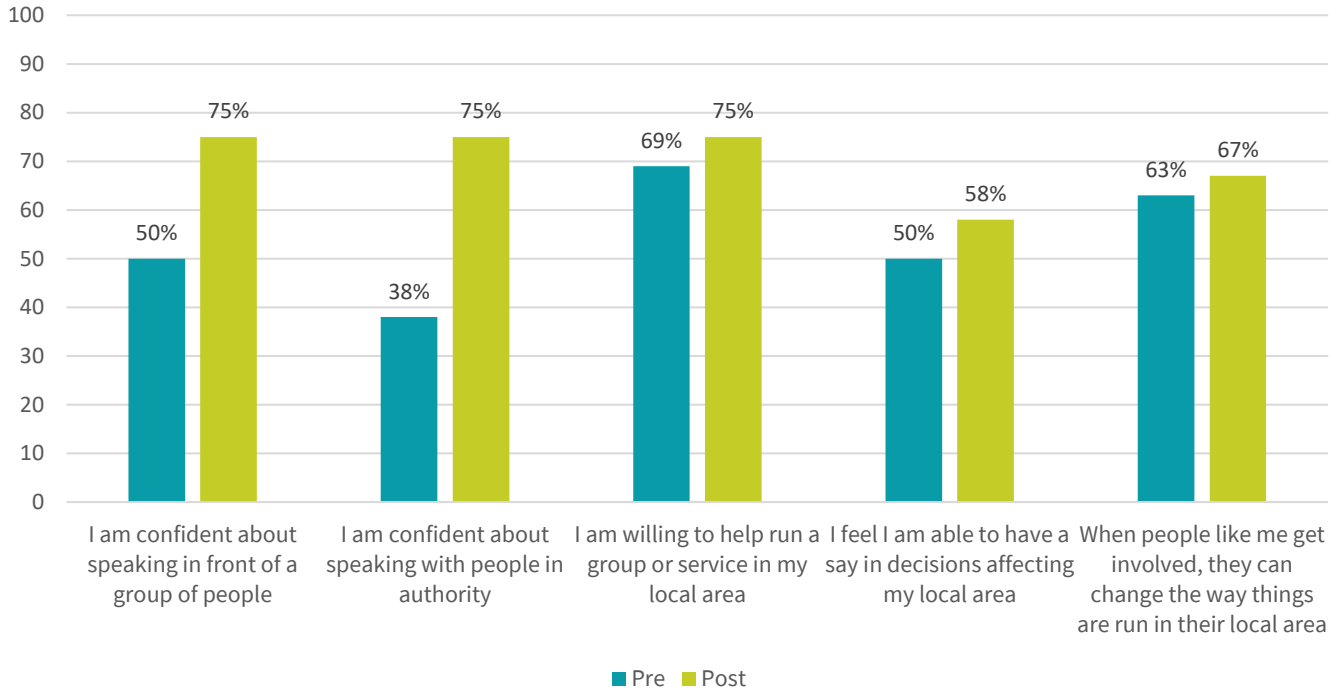
Motivation to Act

- Improved Self-Belief: Up between 6% and 25% across a range of areas
- Improved Communication and Networking Skills: Confidence about speaking up to people in authority up by 37% and feeling they have a say locally up by 8%
- More Engaged in Local Issues: Posting on social media up by 12%
- Increase in both Paid and Unpaid work: Volunteering up by 36% and Employment up by 12%.

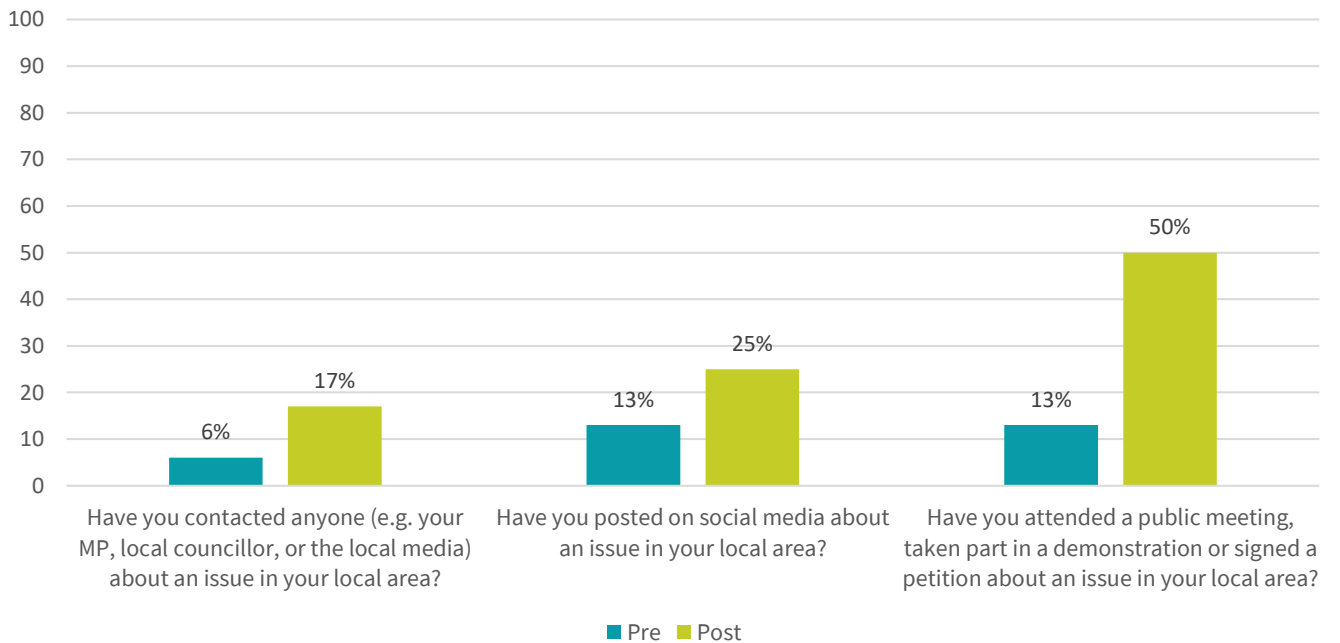


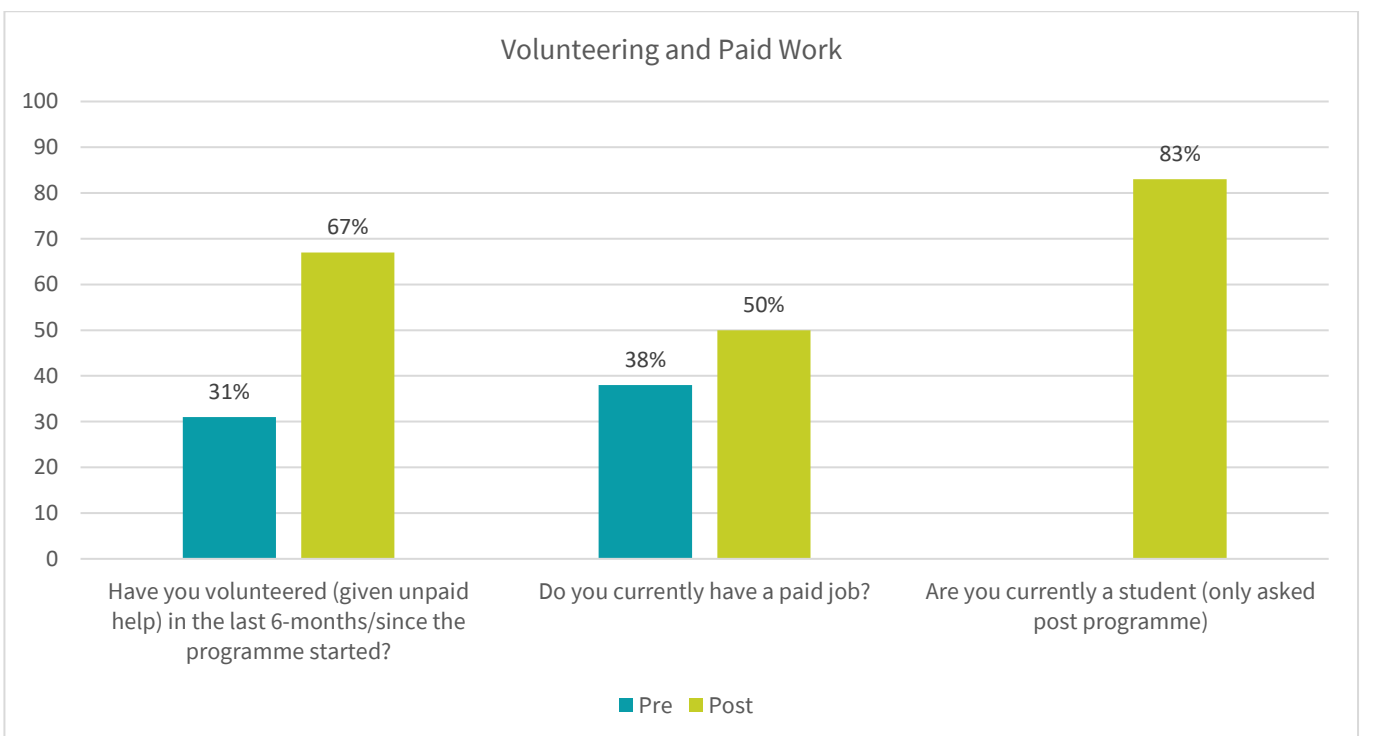
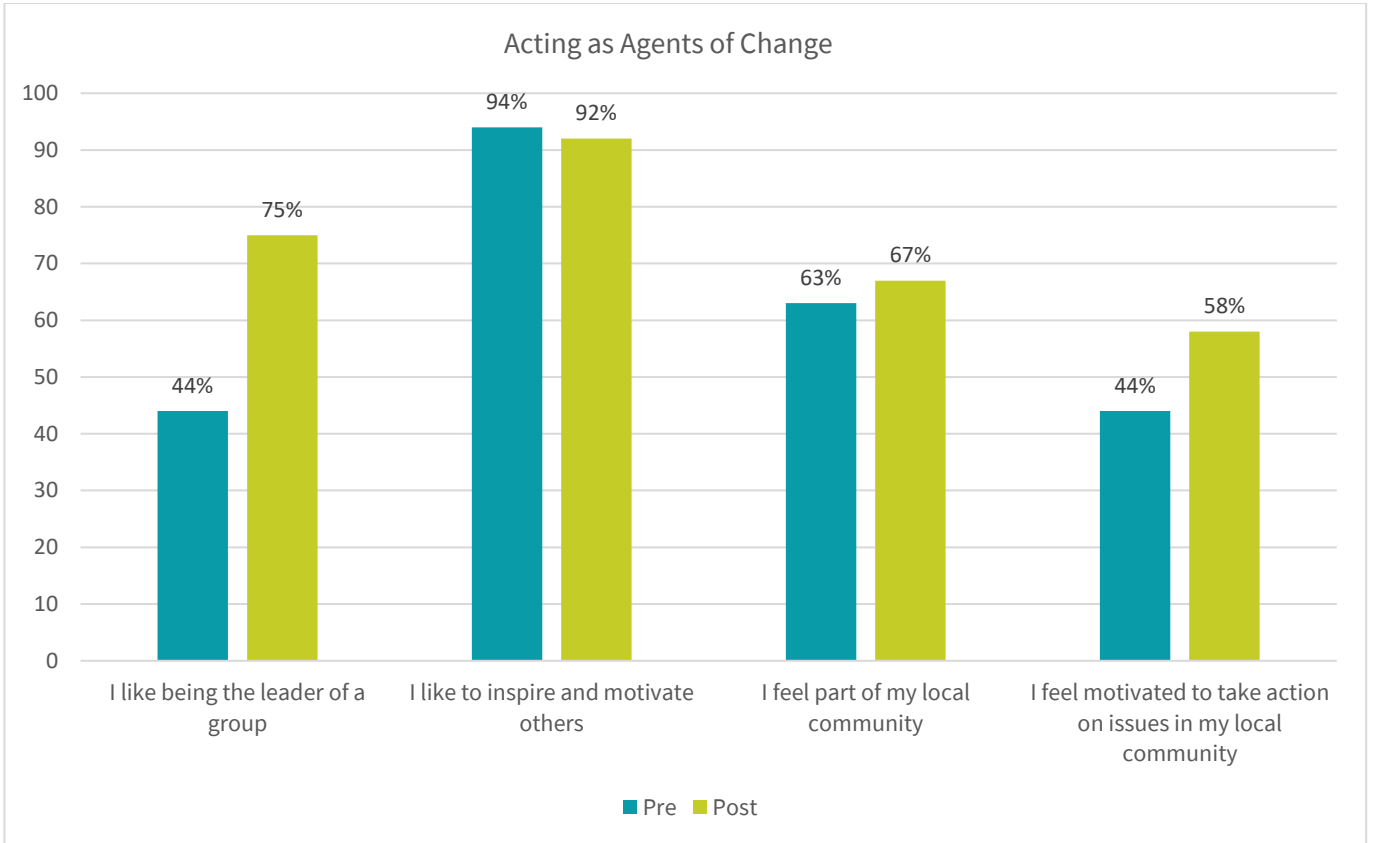


Communication, Networking & Influencing



Engaging with Community Issues







The Young Leaders were also asked qualitative questions on the programme:

What was the most useful part of the programme for you?

- The learning environment was a great way to learn new things and also put your skills use. I find it easier to remember things when you do related activities which is what we did.
- The coaching at the Olympic Legacy Park because it allowed me to do something similar to what I hope to do in the future.
- The media training, interview questions and speaking in groups as it gave me more confidence in those situations.

What did you enjoy the most?

- Getting to learn from the athletes as well as the other young leaders.
- The little games were enjoyable because we also learnt at the same time the different types of personalities and leadership styles.
- Meeting new friends, gaining confidence, improved leadership and relationship building skills.

What was it like working with athletes from Dame Kelly Holmes Trust?

- It was good because I got to hear their own experiences on things and how they used to feel growing up.
- Working with the athletes was one of the highlights of the programme for me. I think they teach in a really interesting way, making you feel equal to them rather than below, but still passing on knowledge. You tell they respected and valued our opinions and would create a discussion rather than just speak to you. It made it feel different because it felt collaborative rather than like a strict teaching environment.

What have you learnt from the athletes?

- That there's no need to be afraid to give your opinion and that we need to push ourselves out of our comfort zones to achieve what we want.
- A lot! But a key thing I've taken away is how to lead and coach people in a respectful and helpful way.
- They were fantastic mentors and helped me to improve my skills and be the best that I can be.



SHOULDER TO SHOULDER WITH YOUNG PEOPLE

Colleagues

Volunteering Opportunities

A variety of volunteer opportunities have been taken up from Westfield Health colleagues from shadowing our athlete mentors on programme, being a 'Dragon' on the Dragon's Den session as young people pitch their social action project ideas, supporting with social action projects or taking part in the celebration event at the Westfield Health offices.

For the young people, it introduces them to more people with a story to share, or an occupation to aspire to. For the volunteers, it can be immensely rewarding to know that you have helped a young person or been the one to spark the lightbulb moment where they believe 'I could do that'.

“Volunteering on the programme gave me a warm fuzzy feeling! It was lovely to see the athlete mentor in action; they were engaging and supportive, and then so proud and positive once the session was over. It was amazing to know that money that the company that I work for has donated actually goes directly into having a positive impact on young people’s lives and futures...”

(Volunteering at Parkwood Academy)

“I was blown away by the kids, they had worked so hard on their projects and smashed their pitches with some amazing ideas, and to see how proud they were after being told both groups had been awarded the funding which they both thoroughly deserved was priceless. It was fantastic to see first-hand the work that the trust is doing in partnership with Westfield Health to really make a difference for these kids in secondary schools across Sheffield”

(Dragon’s Den Volunteering at Birley Academy)

On 15th July, Hinde House and Astrea Academy attended Westfield House to celebrate their achievements. Over 10 volunteers from Westfield Health supported on the day and gave the young people an opportunity to not only join together but also meet different people and experience a work environment.



Bitesize Briefings

Built on discussions with local schools and their pupils, six Bitesize Briefings were created which took the form of virtual videos focussing on different topic areas (e.g., raising aspirations, dealing with setbacks). The videos were supported by Westfield Health volunteers who joined the recordings to offer their personal experience and knowledge. These videos have been shared with all secondary schools in Sheffield with a potential reach of over 32,000 young people.

1:1 Mentoring

Four members of staff at Westfield Health were given the opportunity to receive 1:1 mentoring from a world-class athlete who are all trained with an ILM Level 5 in Mentoring and Coaching. Each individual received a minimum of 6 x 1-hour sessions which focussed on personal development both within and outside of a work context.

“Personally, and professionally, my self-belief has grown. I feel more equipped to deal with challenging stakeholders and have developed daily rituals to maintain and build upon the areas we explored.”



“The coaching itself has given me the confidence in my own abilities. When I started the coaching, I was transitioning into a new leadership role. My time with the Trust athlete mentor has enabled me to get over any self-doubt that I had. I think being so close to someone who has excelled in their field, who is passionate about the development of people can only be a good thing for young people. I understand the purpose of the DKHT more now.”

“The sessions have allowed me to step away from day-to-day business pressures and refocus on longer term goals and aligning my working style with my core values. It’s given me an opportunity to reflect more on successes and challenges during the last 12 months and how I can learn and improve in any given situation. It allowed me to re-focus on the long-term and understand how the various cycles and applied dedication can act as an inspiration to adults, young and old alike.”

Starting Blocks Challenge

The Starting Blocks Challenge powered by Westfield Health was launched in July 2021 providing a health and wellbeing challenge for employees to engage with. Throughout the course of the year over £9000 has been raised through the Starting Blocks Challenge by the Westfield Health team. The year was kickstarted with the Prime Mover Fitness event where Trust athlete mentor James Kirton was in attendance and culminated in Westfield Health Chair, Steve Purdham cycling 135 miles from his home to North Wales. In between, multiple teams connected with the Starting Blocks Challenge including the HR and Marketing departments, using the challenge as a team engager post-covid and an opportunity to boost health and physical wellbeing.



Wider Fundraising

Wider fundraising took place across the Westfield Health team raising over £2000 including participants in the Great North Run and two teams entered the Sheffield Business Fives football tournament.



Amplify

Two of the Trust athlete mentors supported with podcast content within the Amplify App, sharing their experience across varying subject matter. From depression and mental health to overcoming obstacles and body image, each podcast aims to share lived experience whilst also supporting employees with their own health and wellbeing and signposting to resources.

App

Company & Customers

Double Gold Sponsor of the Starting Blocks Challenge

The Starting Blocks Challenge launched in July 2021 with Westfield Health as the Double Gold headline sponsor. As of September 2022, the challenge has brought in over £58,000 of fundraising with 1,427 donations. As well as being visible via our website and social media platforms, the health and fitness challenge has been shared as an engagement tool with all corporate partners, whose total employee base is over 12,500 excluding Westfield Health. We have plans to grow the challenge and use this as a strong tool to bring on a further 8 corporate partners in the coming year.

Impact Report

Dame Kelly Holmes Trust impact report, headlined by Westfield Health, which highlights the work undertaken for the FY 2021-22 can be viewed [here](#). This document can be viewed on the Trust website and has been shared across social media and direct mail with a reach upwards of 20,000.

Premium Offer for Customers

This year we have been working with the commercial team to explore a premium product for Westfield Health customers and how our MHFA trained Athlete Mentors can join the existing coaching team, to offer something different. The commercials have all been agreed and the next step for year two of the partnership is to finalise the route to market and launch. We remain incredibly excited about this prospect and look forward to building momentum in year two.



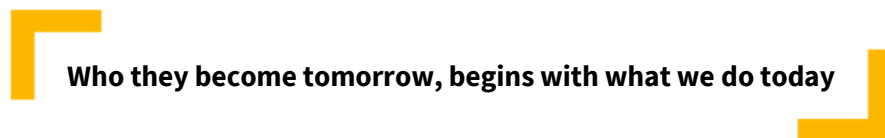
Other Opportunities

Perform X Live

In September 2021, we had the opportunity to speak about the Starting Blocks Challenge and wider the Westfield Health partnership at the PerformX Summit in Loughborough which formed part of the National Fitness Games. The event was attended by a wide variety of individuals from the fitness industry with over 70 companies in attendance.

Closing

We would like to say a huge thank you to everyone at Westfield Health. From the Chaiman and the Exec team for their belief in the value of the partnership and the positive impact we can have on the lives of young people facing adversity, to everyone who has fundraised, volunteered and supported our team to maximise the partnership and the opportunity. This year is just the start and plans are already underway for more engagement opportunities for Westfield Health colleagues to connect to social impact through a launch and celebration event of the On Track to Achieve programmes in year 2, rescheduling the filming between Kelly and Dave and supporting over 200 vulnerable young people in Sheffield. There is so much more to come.



Appendix 1

On Track to Achieve Demographic Data

Numbers of young people start	162
IMD deprivation	
30%	121
40%	129

Gender	
Males	75
Intersex	1
Transgender	1
Females	81
Other	1
Prefer not to say	3

Ethnicity	
Arab	9
White	66
Asian or Asian British	15
Other	6
Gypsy or Irish traveller	1
Black or Black British	11
Mixed	13
No response	41

Disability	
Yes	23
No	91
No response	48

Mental Health disclosure	
Yes	16
No	60
Prefer not to say	86



Young Leader Programme 1 Demographic Data

IMD deprivation	
30%	44%
40%	56%

Gender	
Males	69%
Females	31%

Ethnicity	
Arab	6%
White	56%
Asian	6%
Other	6%
Black	19%
No response	6%

Disability	
Yes	19%
No	69%
No response	12%

Mental Health disclosure	
Yes	31%
No	63%
Prefer not to say	6%

Residency	
Home-owner	6%
Foster care	6%
Rent	6%
Parents	75%
Other	6%

Appendix 2

Athlete Mentors – A Champion in their Corner

All athlete mentors that have supported with Year 1 of the Partnership. Click on an athlete for more information on their profile.



**ADAM
WHITEHEAD**

Olympian swimmer Adam Whitehead spent ten years at the top and won gold at the Commonwealth Games in 2002.



**CHARLOTTE
HARTLEY**

Charlotte is a former International hockey player who represented England in the 2006 Commonwealths, winning bronze.



**GABBY
MARSHALL**

Gabriella started playing netball aged four and earned her first senior England Roses netball cap in 2017.



**HENRY
COOKEY**

Henry started training in Olympic Taekwondo in 2009 and won a Commonwealth bronze medal in 2014.



**JAMES
KIRTON**

James represented Great Britain for over six years, reaching Olympic, World and European level.



**JENNY
WALLWORK**

Jenny is a former professional badminton player who won Commonwealth silver and bronze medals.



**KELVIN
BATEY**

Kelvin has been a BMX racer all his life, starting at the age of six before getting involved with racing nationally.



**NEIL
DANNS**

From singing for the UK in the Eurovision Song Contest to European skateboarding champion, Neil is a born performer.



**PAUL
BROADBENT**

In a 17 year career, Paul played over 450 games for teams including Sheffield Eagles, Halifax, Hull and Wakefield.



SARAH AYTON

Sarah Ayton OBE came from a non sailing background to become double Olympic and World Sailing Champion.



YONA KNIGHT WISDOM

At Rio 2016, Yona Knight-Wisdom became the first male Jamaican diver to compete at an Olympic Games.



**HANNAH
BEHARRY**

Hannah was one of the first women to box for Britain and was two time British champion.



**ANNA
TURNERY**

A snowboarding accident left Anna paralysed, but Anna took up monoskiing and competed in two Paralympics.