



# A CHAMPION IN YOUR CORNER CORNER

**IMPACT REPORT  
2021-22**

**DAME KELLY  
HOLMES TRUST**

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“

*At Westfield Health our purpose is to make a healthy difference to the quality of life of our customers and the communities in which they live and work. We're delighted to be working with Dame Kelly Holmes Trust to support local young people who have been particularly hard hit during the pandemic, and creating opportunities for them to achieve their full potential.*

”

**Dave Capper**, CEO Westfield Health  
Dame Kelly Holmes Trust Double Gold Partner

**DAME KELLY  
HOLMES TRUST**

# 01

# INTRODUCTION

# INTRODUCTION

2021/22 SAW THE TRUST LAUNCH OUR TEN YEAR AMBITION -

## POWERING POTENTIAL SHAPING FUTURES

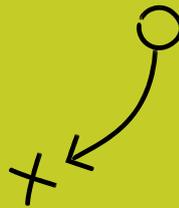
Our goal is to improve the health and wellbeing of **10,000 YOUNG PEOPLE** across the UK facing challenges in their everyday lives. In the first year of delivery against this target:

946

young people started on one of our transformational athlete mentor led programmes

675

additional young people have continued to receive their mentoring support on programmes which started the previous year



## ALMOST HALF OF YOUNG PEOPLE FELT THEIR MENTAL HEALTH HAS WORSENE SINCE THE PANDEMIC

The global pandemic has highlighted and intensified long-standing societal inequalities, with young people from the most deprived backgrounds being hit the hardest. Mental wellbeing amongst young people has declined – The Prince's Trust Youth Index 2022 indicated that almost half felt their mental health has worsened since the pandemic, and nearly a quarter believing they will never recover from the emotional impact it has had. Coupled with this, long-term inequalities in sport and physical activity have been deepened, and those who faced more barriers before Covid-19 are the ones who struggled most to be active during this time.

We're encouraged by the positive impact we have had over recent years, particularly against this backdrop, with participation in sport and physical activity, and mental wellbeing increasing amongst young people on our programmes. Working tirelessly with our existing partners to deliver programmes for our young people, as well as boosting wellbeing amongst partner's workforces, we recognise that there is much left to do. We have ambitious plans to reach more young people in our existing territories, and to expand into more places where young people need support from our athlete mentors. Together we can transform more lives.



**BEN HILTON**  
CEO DAME KELLY HOLMES TRUST

Dame Kelly Holmes Trust puts existing and former world-class athletes shoulder to shoulder with young people, giving them a teammate like no other – harnessing the athlete's goal focused mindset and resilient mental attitude. Whether that's building relationship skills, improving wellbeing or learning to stay focused, our sporting champions help the next generation move forward with confidence.

“

**IT'S JUST BEEN LIKE A LIFE CHANGE... [BEFORE THIS] I KEPT MYSELF TO MYSELF, DIDN'T REALLY CONNECT...**

*Charley, Liverpool  
(on the impact of the Sport England funded programme)*

”

**TOGETHER WE CAN  
TRANSFORM MORE  
YOUNG LIVES.**

**DAME KELLY  
HOLMES TRUST**

**02**

**STATE OF PLAY FOR  
YOUNG PEOPLE TODAY**

# STATE OF PLAY FOR YOUNG PEOPLE TODAY

As life returns to normal for many people after the worst of the pandemic, for many young people the situation has never been more difficult.

**YEARS OF LOCKDOWNS, LOSS OF SCHOOLING AND MISSING OUT ON TEENAGE RITES OF PASSAGE HAVE LEFT A GENERATION WORRIED ABOUT THEIR FUTURE.**



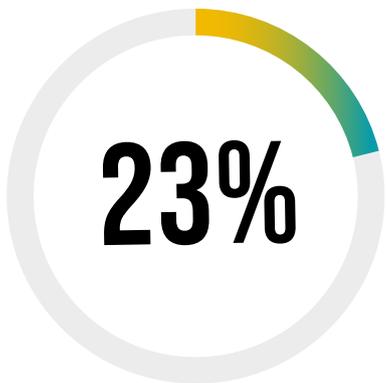
**A CLIMATE IN CRISIS. COST OF LIVING SPIRALLING. CHANGES TO OUR COUNTRY'S PLACE IN THE WORLD. A LIFE DOMINATED BY TECHNOLOGY. THE GLOBAL PANDEMIC.**

It is small wonder mental health and wellbeing amongst young people is in decline. The latest NHS figures<sup>2</sup> show there are currently **420,000 children a month undergoing treatment or waiting for care for mental health problems** in England alone – the highest number since records began. The Children's Society<sup>3</sup> has found that **happiness levels among children and young people have declined** to the extent that 7% of 10 to 15 year-olds in the UK are unhappy with their lives. According to Young Minds in 2021, **67% believed that the pandemic will have a long-term negative effect on their mental health.**<sup>4</sup>

**420,000 CHILDREN A MONTH**

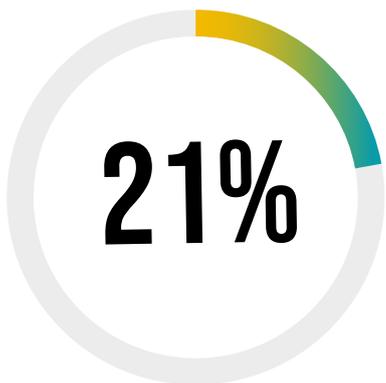
**UNDERGOING/AWAITING TREATMENT FOR MENTAL HEALTH PROBLEMS**

**RESEARCH BY THE PRINCE'S TRUST<sup>1</sup> IN EARLY 2022 WORRYINGLY SHOWS:**



of young people felt they would **NEVER RECOVER**

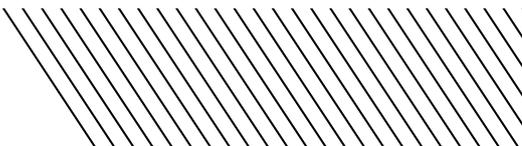
from the emotional effects of the pandemic



of young people felt their life would **AMOUNT TO NOTHING**

no matter how hard they try; with that figure rising to:

**25%** amongst those not in employment, education or training

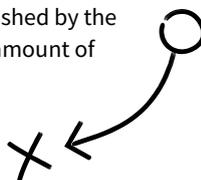


# STATE OF PLAY FOR YOUNG PEOPLE TODAY

The effects of the pandemic can also be seen on physical activity levels of young people. According to Sport England.<sup>5</sup>

- IN 2019 25.6% OF 16-24 YEAR OLDS WERE REPORTED TO BE **INACTIVE OR FAIRLY INACTIVE**
- IN 2022 THIS FIGURE HAS RISEN TO 31.4%
- THE LEAST AFFLUENT AREAS HAVE SEEN A LARGER DROP IN ACTIVITY LEVELS COMPARED TO MORE AFFLUENT AREAS

It is widely accepted that an increase in physical activity levels can increase wellbeing and with around 75% of mental health problems established by the age of 24<sup>6</sup> it is easy to see why it is vital that society increases the amount of physical activity young people do.



**Unemployment** among young people is reportedly at historically low levels,<sup>7</sup> however;

> LATEST FIGURES SHOW 704,000 YOUNG PEOPLE AGED 16-24 **NOT IN EMPLOYMENT, EDUCATION OR TRAINING**

> THIS ACCOUNTS FOR **10.4%** OF THIS AGE GROUP

> MANY EMPLOYED YOUNG PEOPLE ARE ON **ZERO HOURS CONTRACTS OR IN LOW PAID POSITIONS**

While unemployment levels are low, the fact they have remained relatively static suggests that those who are furthest from the job market, continue to be so and more needs to be done to support those in greatest need.

**10.4%**  
**OF YOUNG PEOPLE**

**ARE NOT IN EDUCATION, EMPLOYMENT OR TRAINING**

## 16-24 YEAR OLDS REPORTED TO BE INACTIVE OR FAIRLY INACTIVE



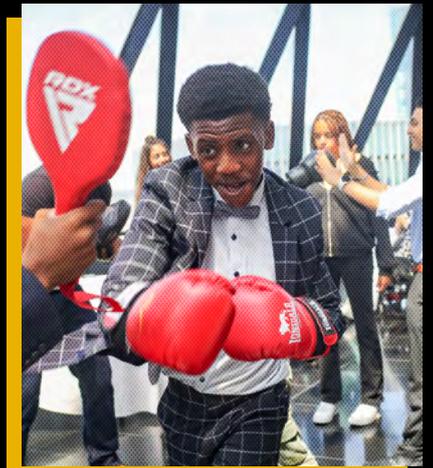
**25.6%**

**2019**

**31.4%**

**2022**

# STATE OF PLAY FOR YOUNG PEOPLE TODAY



With all this in mind, our Impact Report outlines the significant positive influence our athlete mentors and programmes can, and have had, on the lives of the young people we work with.

While we can't solve every problem, we prove that by harnessing the unique skills and attitudes of world class athletes we can positively impact the wellbeing and physical activity levels of the young people we work with to help them build healthy relationships and

**UNLOCK THE CONFIDENCE, SELF-ESTEEM AND RESILIENCE THEY NEED TO ACHIEVE IN EDUCATION, WORK AND LIFE.**

**FOCUSSED ON THEIR FUTURE**

The need for youth services is arguably greater than ever before but provision is declining.

- **RESEARCH BY THE YMCA SHOWED INVESTMENT IN YOUTH SERVICES HAS DROPPED BY MORE THAN 70% IN THE LAST DECADE.<sup>8</sup>**
- **ACCORDING TO YOUTH EMPLOYMENT'S YOUTH VOICE CENSUS<sup>9</sup> LAST YEAR, LESS THAN HALF OF THE YOUNG PEOPLE QUESTIONED (42.8%) HAD ACCESS TO A LOCAL YOUTH CLUB.**
- **THE GOVERNMENT'S YOUTH INVESTMENT FUND<sup>10</sup> WHICH PROMISED £500 MILLION INVESTMENT IN 2019 HAS SO FAR SEEN ONLY £12 MILLION INVESTED, AND WHILE LEVELLING UP HAS BEEN HIGH ON THE GOVERNMENT AGENDA THIS YEAR, THERE IS MUCH WORK TO BE DONE.**

## REFERENCES



1. <https://www.princes-trust.org.uk/about-the-trust/news-views/princes-trust-natwest-youth-index-2022>
2. <https://www.theguardian.com/society/2022/may/22/record-420000-children-in-england-treated-for-mental-health-problems/>  
<https://digital.nhs.uk/data-and-information/publications/statistical/mental-health-services-monthly-statistics/performance-april-provisional-may-2022>
3. <https://www.childrensociety.org.uk/good-childhood>
4. <https://www.youngminds.org.uk/about-us/reports-and-impact/coronavirus-impact-on-young-people-with-mental-health-needs/>
5. <https://activelives.sportengland.org/Result?queryId=4874>
6. <https://www.mentalhealth.org.uk/explore-mental-health/statistics/children-young-people-statistics>
7. <https://www.ons.gov.uk/employmentandlabourmarket/peoplenotinwork/unemployment/bulletins/youngpeoplenotineducationemploymentortrainingneet/may2022>
8. <https://www.ymca.org.uk/outofservice>
9. <https://www.youthemployment.org.uk/young-peoples-mental-health-is-suffering-2021-youth-voice-census/>
10. <https://www.civilsociety.co.uk/news/youth-investment-fund-makes-380m-available-to-youth-across-the-country.html>

**DAME KELLY  
HOLMES TRUST**

# 03

## OUR IMPACT

POWERED BY  
**W** Westfield  
Health

# OUR IMPACT

## CONFIDENCE. RESILIENCE. SELF-ESTEEM.

Our transformational programmes unlock these key behaviours and attitudes in young people facing challenges in their everyday lives. Delivered by Trust athlete mentors who use their unique experience and skillset from the world of elite sport to act as positive role models and support young people to achieve their potential in education, work and life.

17%

INCREASE IN  
**CONFIDENCE**

14%

INCREASE IN  
**RESILIENCE**

14%

INCREASE IN  
**SELF-ESTEEM**



“

**THOSE HOURS WERE A BIT OF A LIFELINE WHEN WE WERE STUCK INDOORS ALL DAY**

”

*Liam, Sport England in Hull  
(on being on a programme during the pandemic)*

**IN A POST PANDEMIC WORLD, WHERE PHYSICAL AND MENTAL WELLBEING IS AT AN ALL-TIME LOW**

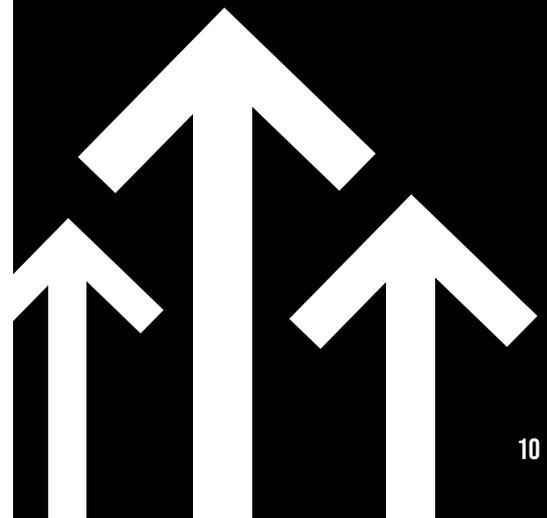
and life aspirations and chances feel bleak for so many, we're encouraged that young people on our programmes are reporting an increase in these skills across the board.

## HOW WE MEASURE OUR IMPACT



We ask every young person we work with to complete a short online survey at the beginning and end of their programme. This covers the main outcomes we hope they will achieve through working with our athlete mentors. Some of these outcomes, such as confidence, resilience, self-esteem and wellbeing,

are measured across all our programmes, while others such as physical activity and fundamental life skills are programme-specific. We report on the changes young people have made by the end of their programme, by analysing the difference between their pre and post programme responses.



# WHY IT'S IMPORTANT: CONFIDENCE

## CONFIDENCE

### HELPS US FEEL READY FOR LIFE'S EXPERIENCES

When we're confident, we're more likely to move forward with people and opportunities — not back away from them. To perform at their best, athletes need to feel confident and this confidence comes from knowing they have prepared well, trained hard and done all they can to succeed. Passing this knowledge and experience to

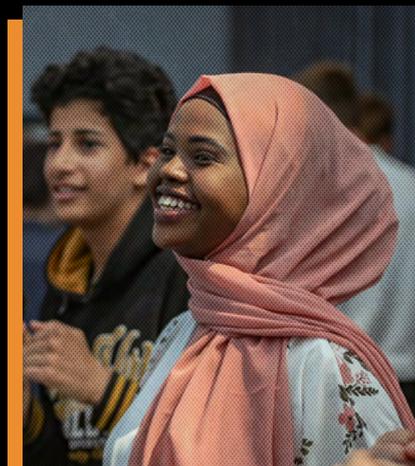
young people helps them to be ready for life's challenges. Looking beyond the headline figures, young people's confidence to try new things rose 14% and feeling more confident in a range of situations increased by 17%. Confidence grew most amongst the female attendees with an average increase of 24% reported across all programmes.

14%

INCREASE IN  
CONFIDENCE TO  
TRY NEW THINGS

17%

INCREASE IN  
CONFIDENCE IN A  
RANGE OF SITUATIONS



Confidence grew most amongst

### FEMALE ATTENDEES

with an average increase of 24% reported across programmes.

24%

INCREASE IN CONFIDENCE

“

*There's been an improvement for students, particularly in their behaviour. They've been a lot more aware of themselves and the way they speak to other students and adults... And today they have done the impossible – to stand up and present in front of a room of strangers, which is something they would never have thought about doing in the past.*

*Rasha Jomaa, Teacher at Theale Green School in Reading*

”

“

**WHEN I STARTED I DIDN'T WANT TO SPEAK IN FRONT OF WHOLE CROWDS. BUT SINCE WORKING WITH THEM [ATHLETE MENTORS] I CAN SPEAK IN CROWDS AND BE CONFIDENT ABOUT IT**

”

*Kelan, Southampton  
(on gaining confidence during SWR funded programme)*

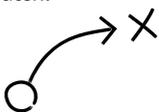
# WHY IT'S IMPORTANT: RESILIENCE

## RESILIENCE

**GIVES YOUNG PEOPLE THE STRENGTH NEEDED TO PROCESS AND OVERCOME HARDSHIP**

Athletes will have had to show huge resilience in their careers as they have overcome injuries, missed out on selection or been beaten in that important race or match.

The young people we work with relate to their athlete mentors as they learn about their journeys and understand the 'never give up' mentality they needed to show to be a successful sports person.



We saw an increase of 7% of young people feeling more able to solve problems on their own. Their ability to achieve the goals they set themselves increased by 14%, with an even greater increase of 19% seen in the young women we work with.

7%

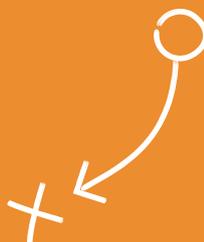
**INCREASE IN YOUNG PEOPLE FEELING ABLE TO SOLVE PROBLEMS**

14%

**INCREASE IN ABILITY TO ACHIEVE THE GOALS THEY SET THEMSELVES**

19%

**INCREASE IN YOUNG WOMEN'S ABILITY TO ACHIEVE THESE GOALS**



**WE CANNOT CONTROL EVERY PART OF OUR LIVES AND OUR ENVIRONMENT.**

We can, however, prepare to deal with and manage challenging situations and circumstances that are unavoidable.

“

**LIZ TOLD ME...YOU WILL GO THROUGH STUFF IN LIFE AND IT'S YOUR CHOICE ON WHAT YOU WANT TO DO WITH IT. IF YOU WANT TO HAVE A BAD REACTION TO IT, YOU CAN. BUT IF YOU DON'T WANT TO HAVE A BAD REACTION, YOU CAN TAKE IT AS A LESSON**

*Aaliyah, Southampton  
(on learnings from SWR funded programme)*

”

# WHY IT'S IMPORTANT: SELF-ESTEEM

## POSITIVE SELF-ESTEEM

### ALLOWS YOUNG PEOPLE TO TRY NEW THINGS, TAKE HEALTHY RISKS AND SOLVE PROBLEMS

When young people have good self-esteem and feel confident and secure, they're more likely to succeed in school and achieve personal goals and as they get older, they learn to confront problems and find it easier to be true to themselves.



Satisfaction ratings amongst young people went up significantly over the course of the programme and seeing more good qualities in themselves rose by an average of 16%.



Using the General Self Efficacy scale we saw self-efficacy – the belief that you can effectively achieve your goals – increase by an average of 7%, with an increase of 10% amongst female participants.



“

**I'VE GAINED A LOT OF CONFIDENCE FROM THE PROGRAMME. PREVIOUSLY I WOULDN'T HAVE GONE OUT OF MY WAY TO QUESTION WHY I CAN'T DO THIS OR THAT... BUT NOW I ACTUALLY WANT TO – NOT START A FIGHT – BUT I WANT TO QUESTION PEOPLE. BE AN ADVOCATE AND STAND UP.**

*Brooklyn, Colchester  
(on learning to 'own' his disability during Sport England funded programme)*

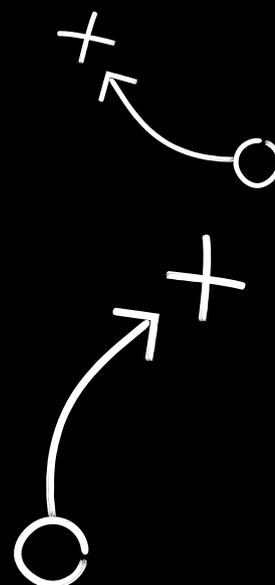
”

“

**The way they change over the time they work with them [athlete mentors] is remarkable. There are students here today who would never speak before... And there they are out speaking about themselves and their social action project – and feeling good about themselves. The change is remarkable.**

*Janice Norman, Teacher at Park Community School in Portsmouth*

”



# OTHER AREAS OF SIGNIFICANT IMPACT

*We have seen an improvement in key transferable skills and motivation:*



**LEADERSHIP  
SKILLS**



**TEAMWORK  
SKILLS**



**GOAL  
SETTING**



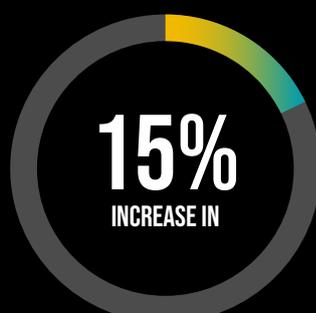
**COMMUNICATION  
SKILLS**



**PRESENTATION  
SKILLS**



**MOTIVATION FOR  
LOCAL ACTION**



**ASPIRATIONS**

Confidence to move into  
Employment, Education or Training



# MENTAL WELLBEING AND PHYSICAL ACTIVITY

## EVERY YOUNG PERSON HAS THE RIGHT TO BE ACTIVE



Research from Sport England shows that young people who are more active are happier, more resilient and more trusting of others.

Embedding physical activity as part of your everyday lifestyle is crucial for young people as it is beneficial for overall health as they get older. Being physically active can reduce the risk of developing type 2 diabetes by 30-40% and can reduce the risk of a range of medical conditions, including cancer, dementia, strokes, heart disease and depression.<sup>1</sup>

Playing sport or taking part in group activities is hugely beneficial on a social level as well, allowing young people to make connections with peers and forge relationships with their local community. By offering safe spaces in which to try new activities, access to positive role models and focusing on forming positive habits we have seen physical activity levels increase across programmes by:



**INCREASE IN PHYSICAL ACTIVITY LEVELS FOR OVER 16S**



**INCREASE IN PHYSICAL ACTIVITY LEVELS FOR UNDER 16S**



**INCREASE IN PHYSICAL ACTIVITY LEVELS FOR FEMALE PARTICIPANTS**



**7%**

## INCREASE IN MENTAL WELLBEING

Representing an increase of 20.7 to 22.2 points on the validated Short Warwick-Edinburgh Mental Wellbeing Scale (SWEMWBS)

**THIS 7% INCREASE IS CONSIDERED A STATISTICALLY IMPORTANT CHANGE**

bringing the participants closer to the national average of 23.5 - in a current climate where many feel their wellbeing is in decline, this is more than just a marginal gain.

**THE INCREASE AMONGST FEMALES IS EVEN GREATER, AT 12%**

1. <https://www.sportengland.org/why-were-here/physical-wellbeing>

**DAME KELLY  
HOLMES TRUST**

**04**

**THE IMPACT OF  
ATHLETE MENTORS**

# THE IMPACT OF ATHLETE MENTORS

WE BELIEVE THAT WORLD CLASS ATHLETES ARE

## INSPIRATIONAL MENTORS AND ROLE MODELS



SHOULDER TO SHOULDER WITH YOUNG PEOPLE

Coming from a background where a coaching and mentoring culture is embedded into everyday life, it's widely recognised that sport requires a high degree of discipline, responsibility and perseverance. Athletes have proven leadership qualities, positive mindset, communications skills, achievement of goals and resilience when dealing with the highs and lows of competitive sport and life.

We harness these unique experiences and provide training which enables our athletes to pass their skills and knowledge on to the young people we work with as well as the corporate partners we support.

**SINCE THE TRUST WAS FOUNDED IN 2008, WE HAVE SUPPORTED OVER 600 WORLD CLASS ATHLETES TO LEAD SUCCESSFUL LIVES BEYOND SPORT.**

*Our young people programmes, and our partnerships are delivered by Trust trained athlete mentors.*

“

*My mentors Liz and David helped me look at my life in a way that no matter what barriers come our way, I know I can overcome them, and I truly look at my life in a more positive way now.*

*Erin, Blackpool  
(on working with Liz Johnson and David Hill)*

”

“

*Working with Claire has been fantastic. She's shared a lot of personal stories which helped me understand and connect with her. Having an elite athlete as a mentor has been really helpful. They need to really push themselves, with determination and confidence... they can then in turn pass those skills on to people like me*

*Abbie, Kent  
(on working with Claire Bennett)*

”

“

*Attending Get on Track and having Kelvin as a mentor has been fantastic. In the past I've seen psychiatrists and mental health experts and I haven't got anything from it, but working with Kelvin has been different. We understand each other more, as a result mentally I'm in a much better place, 100% better.*

*Connor, Telford  
(on working with Kelvin Batey)*

”

# THE IMPACT OF ATHLETE MENTORS

**“ It’s life changing having Olympic athletes in your school. It challenges every student to know – if you want to do something – they’re just ordinary people, from ordinary backgrounds... If you want to do something, just do it.**

*Janice Norman, teacher Park Community School*

**“ It’s been amazing... For them to see someone who has achieved so much is brilliant, to see what goes into it, the commitment they had, the struggles they had along the way. They bring the opportunity for kids to do things that aren’t part of normal curriculum like team building and gaining resilience in life.**

*Neil Pearce, Lead Practitioner/ELT at Woodlands Community College*

**“ You could see the positive impact the athlete mentors had straight away. The kids showed a real respect for them and you could see just how much they appreciated the experience and the time and attention they received from their mentor.**

*Jo, Westfield Health employee and volunteer*

**“ When they talk to someone like Ben [Fletcher] and see he’s been through struggles himself – he didn’t get to where he is easily, he had to work hard for it. They can now apply that to themselves and see they need to keep trying, keep working hard to achieve what they want.**

*Rasha Jomaa, Teacher at Theale Green School in Reading*



## A TEAMMATE LIKE NO OTHER

**DAME KELLY  
HOLMES TRUST**

# 05

## MAJOR MILESTONES

# MAJOR MILESTONES: COMMUNITY PROGRAMMES

## WHERE WE DELIVERED



### 2022 SAW THE CONCLUSION OF A MULTI-YEAR PROJECT WITH SPORT ENGLAND

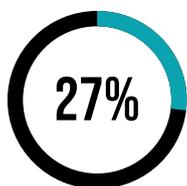
supporting young people in coastal communities in England, in recognition that these locations had some of the worst economic and social deprivation in the country and to combat identified inequalities in physical and mental wellbeing.

Against a backdrop of lockdowns and restrictions, the Trust adapted

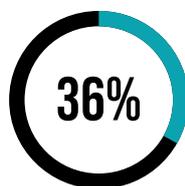
programme delivery to ensure over **700 young people** received support to increase physical activity, improve mental wellbeing and connect with their local communities.



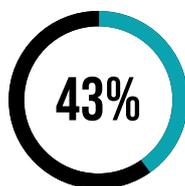
### ABOUT OUR PARTICIPANTS



reported a disability or health condition



had issues with their mental health



lived in the 20% most deprived areas of England

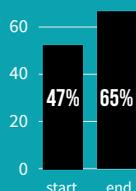
### OVER THE PROGRAMME

**783** YOUNG PEOPLE ATTENDED PROGRAMMES ACROSS

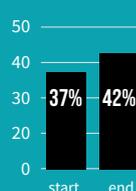
**36** PROJECTS

WELLBEING INCREASED BY AVERAGE OF **8%, 11% FOR FEMALES**

INCREASE IN KNOWLEDGE OF LOCAL SPORTS PROVISION



INCREASE IN FEELING OF CONNECTION TO THE LOCAL COMMUNITY



### BY THE END OF THE PROGRAMME

**70%** were confident about moving onto education, employment or training

**74%** were confident about achieving their goals

“ I REALLY FEEL LIKE MY HEALTH AND WELLBEING HAS IMPROVED OVER THE COURSE OF THE PROGRAMME, I EXERCISE MORE, I EAT BETTER AND HAVE A BETTER MINDSET. ”

“ BACK THEN WITH COVID, I DIDN'T FEEL MOTIVATED. THE SESSIONS HELPED ME TO GO BACK INTO BOXING TRAINING AND NOW I AM DOING IT FIVE OR SIX TIMES A WEEK. I PROBABLY WOULDN'T HAVE GONE BACK TRAINING WITHOUT GET ON TRACK. ”

“ BEING WITH THE ATHLETES GAVE ME CONFIDENCE I CAN ACHIEVE THINGS ”

# MAJOR MILESTONES: EDUCATION PROGRAMMES

THE LONGEST AND MOST ENDURING PARTNERSHIP IN THE TRUST'S HISTORY, 2022 MARKS A DECADE OF AQA UNLOCKING POTENTIAL

**46%** LIVE IN TOP 40% MOST DEPRIVED POSTCODES IN COUNTRY

**8%** LIVE IN TOP 10% MOST DEPRIVED POSTCODES IN COUNTRY

**1 IN 3 STUDENTS HAVE A DECLARED PHYSICAL OR MENTAL DISABILITY**

BASED ON LAST FOUR YEARS DATA

**I NEVER KNEW HOW MUCH I NEEDED SOMETHING LIKE THIS PROGRAMME UNTIL I DID IT. ATTENDING AQA UNLOCKING POTENTIAL GAVE ME THE CONFIDENCE AND MOTIVATION TO GO THERE AND GET ON THE PATH TO MY DREAM JOB.**

*Sophie*  
AQA Unlocking Potential attendee

## NUMBER OF YOUNG PEOPLE ENGAGED PER AREA\*

\* 1 young person in Wales  
1 young person in N. Ireland



**2750**  
VOLUNTEERING HOURS GIVEN BY AQA STAFF

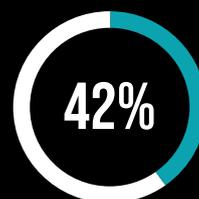
**245**  
PROJECTS

SUPPORTING **662**  
YOUNG PEOPLE

DAME KELLY HOLMES TRUST ATHLETE MENTORS DELIVERED

**2205**  
SESSIONS

## IN 2020/2021



of students were eligible for free school meals



of students were non white British

**ONE OF THE BEST THINGS I'VE EVER SEEN HAPPEN IN A SCHOOL**

*Mark Dominy,*  
Teacher at Priory Pembroke Academy

**I HAVE HAD A VISUAL IMPAIRMENT FROM BIRTH, AQA UNLOCKING POTENTIAL SHOWED ME THAT ANYTHING IS POSSIBLE IF YOU PUT YOUR MIND TO IT**

*Haleemah*  
AQA Unlocking Potential attendee



OVER 50 WORLD CLASS ATHLETES DELIVERING MORE THAN 7,000 HOURS OF MENTORING



IN LAST THREE YEARS, WELLBEING INCREASED BY AVERAGE OF 8%



SOCIAL ACTION PROJECTS SUPPORTING LOCAL COMMUNITIES

**06**

**NEW OPPORTUNITIES**

# NEW OPPORTUNITIES: HEALTH PROGRAMMES

2022 also sees the Trust expanding how and where we support young people facing challenges in their everyday lives, allowing them to access our programmes in the place where they need it.

## OUR ATHLETE MENTORS ARE SUPPORTING 150 IN- AND OUTPATIENTS AT ALDER HEY CHILDREN'S HOSPITAL

in their recovery this year by helping them become more physically active and increasing their wellbeing, through the digital and app based Ready, Steady, Go programme.

## CO-DESIGNED WITH YOUNG PEOPLE



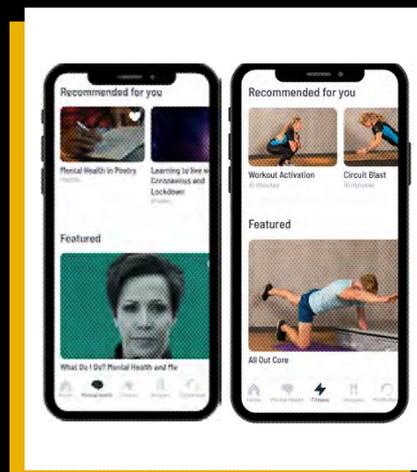
Following a successful pilot which saw the Trust working directly with hospital inpatients for the first time, funding has been granted by the Peter Sowerby Digital Breakthrough Fund to the Trust, in partnership with Alder Hey Children's Charity and Hospital, to continue and expand upon this work, extending the offer to allow access to outpatients.

The programme, *which was co-designed with young people*, has recently launched and we are working with a variety of patients including those with asthma, chronic pain, obesity and arthritis.

Many of these young people are struggling with confidence, self-esteem and understanding how exercise can fit into their life with their particular diagnosis.

According to Victoria Gray from the clinical psychology team at Alder Hey,

**1500 REFERRALS ARE RECEIVED EACH YEAR BY THE CLINICAL HEALTH PSYCHOLOGY TEAM AND PATIENTS AT ALDER HEY ARE 3 TO 5 TIMES MORE LIKELY TO EXPERIENCE MENTAL HEALTH DIFFICULTIES THAN THEIR PEERS.**



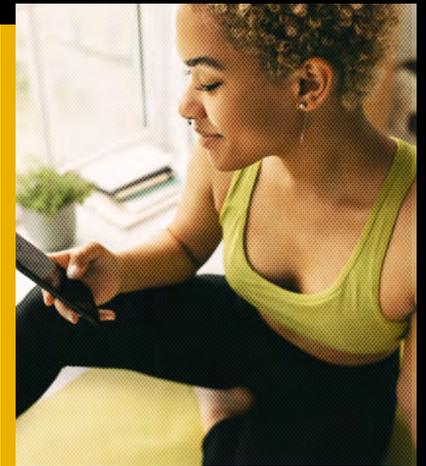
*One participant noted:*

“(THE EXERCISE VIDEOS/ APP WERE) GOOD, CLEAR, I LIKED THE MODIFIED VERSIONS TO HELP IF STRUGGLING WITH AN EXERCISE. I WOULD DO THIS AFTER THE PROGRAMME, BECAUSE I HAVE ALREADY DONE SOME SO NOW KNOW HOW TO DO IT AND **HAVE MORE CONFIDENCE TO DO IT.**”

*Another mentioned:*

“(THE PROGRAMME REALLY CHANGED MY VIEW OF EXERCISE, **I USED TO THINK IT WAS USELESS BUT NOW SEE IT AS HELPFUL.**”

# NEW OPPORTUNITIES: HEALTH PROGRAMMES



Feedback from our pilot study shows that 1 in 3 young people don't feel confident about exercising when in hospital, we are also aware that a diagnosis of any kind has a negative impact on a young person's confidence, and physical and mental wellbeing.

80% of the young people we asked told us that they use apps regularly, and 100% would use an app to help them to be more active.

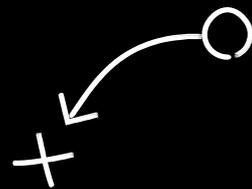
The Ready, Steady, Go programme, delivered by Trust athlete mentors, using a combination of digital sessions, app workouts and nutritional advice, and 1-2-1 mentoring, is designed to break down these barriers.



**1 IN 3 YOUNG PEOPLE DON'T  
FEEL CONFIDENT ABOUT  
EXERCISING WHEN IN HOSPITAL**

**100%**

**WOULD USE AN APP TO HELP  
THEM TO BE MORE ACTIVE**



**Alder Hey Children's  
NHS Foundation Trust**



*The Ready, Steady, Go programme with Dame Kelly Holmes Trust is an opportunity for young people to improve their physical and mental wellbeing.... We are receiving excellent feedback from young people who are engaging with the programme, reporting that the athlete mentors are really approachable and fun. They have expressed that they feel more self-confident. They particularly like the support offered to help guide their self-development. We are very fortunate in Alder Hey to be able to offer this service to our young people.*



**Claire Hepworth**  
Clinical Specialist Respiratory Physiotherapist at Alder Hey

**ERING POTENTIAL, SHAPING FUTUR**

**DAME KELLY  
HOLMES TRUST**

**07**

**PARTNERSHIPS  
WITH A DIFFERENCE**

POWERED BY  
**W** Westfield  
Health

# PARTNERSHIPS WITH A DIFFERENCE

## A PARTNERSHIP WITH DAME KELLY HOLMES TRUST IS A CHARITY PARTNERSHIP WITH A DIFFERENCE

Our transformational programmes are delivered by Trust Athlete Mentors and our partnership options offer access to the skills, experiences, and high-performing mindset of these athletes. Through motivational engagement opportunities and employee wellness, as well as helping your organisation and your individuals positively impact your

local community through delivering our programmes in your area, our athletes are with you every step of the way.

Our partnership with a difference will help with employee engagement, improve your team's wellness and performance and allow you to have substantial impact on your local community.



“OUR ENTIRE LOCAL COMMUNITY HAS BENEFITED FROM THE WORK OUR YOUNG PEOPLE HAVE DONE ON THE PROGRAMME”

Mark Dominy  
Teacher

## POWERING POTENTIAL THROUGH PARTNERSHIPS

2021 saw the Trust launch its multi-year Starting Blocks Double Gold partnership with **Westfield Health** changing the lives of thousands of young people in the Sheffield area, with ambitions to have a positive impact across a wider reach in the future. Over 2,000 Sheffield-based young people will benefit this year,

the largest number of young people the Trust will ever have worked with in a single city. Aligning closely with the organisation's core purpose - to make a healthy difference to the quality of life of its customers and the communities in which they live and work - this year the partnership will deliver:

- **10 On Track to Achieve school-based programmes reaching 160 young people in secondary schools, as well as hundreds of primary school aged children accessed via the social action projects delivered by participants**
- **a community based Young Leaders programme, targeting young people who want to make positive differences in their communities and improve the health and wellbeing of others**
- **1-2-1 athlete mentor coaching for Westfield Health staff**
- **content produced to help raise awareness of the issues young people are facing**
- **the chance for staff to volunteer and engage with their local community**

**W** Westfield Health

**10** ON TRACK TO ACHIEVE PROGRAMMES

**160** YOUNG PEOPLE IN PROGRAMMES IN SECONDARY SCHOOLS

**1-2-1** ATHLETE MENTOR COACHING

# PARTNERSHIPS WITH A DIFFERENCE



## IT'S LIFECHANGING!

*Young Leaders attendee*  
Sheffield

**Kevin, who is a select mute, spoke very little in school, found it hard to speak up and never really got involved in anything. From day one on the programme, he was talking and since then he's never stopped! He's also started talking within the school class, putting his hand up and answering questions and he's found the confidence to be able to do that rather than just thinking he can't say anything.**

*Teacher, Sheffield school (on the benefits of the programme)*

**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.**

*Hope, Westfield Health employee (on volunteering at a participating school)*

**The coaching has given me the confidence in my own abilities. When I started it I was transitioning into a new leadership role. My time with Yona enabled me to get over any self-doubt that I had.**

*Jason, Westfield Health employee (on 1-2-1 coaching)*

**Yona 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.**

*Jon, Westfield Health employee (on understanding the impact athlete mentors can have on young people)*



# PARTNERSHIPS WITH A DIFFERENCE

## A HAPPY, HEALTHY WORKFORCE:

**Employee and community engagement is the focus of our silver partnership with investment management company Brooks Macdonald.**

The organisation is funding two On Track to Achieve programmes near their offices in London and Edinburgh, helping young people in their local areas and providing enriching volunteering experiences for the team.

In addition their staff are getting involved in fundraising challenges including a Survival Island challenge! Through dedicated fundraising activities and events, and employee activity in the community, the Trust has engaged more than 50% of the Brooks Macdonald workforce in 2021/22.

## DELIVERING WELLNESS CONTENT:

Videos; podcasts; workshops, mental health first aid training and motivational speaking: Trust athlete mentors have been impacting, leading school catering

company and Gold Partner to the Trust, Chartwells', employees as well as thousands of young people across the organisation's network of client schools.

## PASSING THE BATON:

Silver partner, Baker Mallett have championed the Starting Blocks Challenge, with monthly ambassadors fundraising for the Trust. Three members of the team completed challenges in the 2021/22

year with well over £1,000 raised with plenty more people lined up for exciting challenges for the year ahead. In addition, the senior team have undertaken coaching and development with our athlete mentors.

**It is all too easy, particularly when you reach management level, to assume there is nothing new to learn. Today only reinforced that for me. Adam's session reinvigorated the importance of honesty and teamwork in our team as we discovered how the interplay in our relationships affects our whole operation.**

*Neil Griffiths, CEO, Baker Mallett  
(on Leadership Team workshop with Adam Whitehead)*

# BM

BROOKS MACDONALD

“

**IT WAS ONE OF THE MOST REWARDING THINGS I'VE DONE IN A VERY LONG TIME, AND GREAT TO PUT YOURSELF OUTSIDE OF YOUR COMFORT ZONE ONCE IN A WHILE!**

”

*Michael, Brooks Macdonald employee  
(on volunteering at a local school)*

chartwells   
where hungry minds gather



**Baker Mallett**  
A FIRST CLASS SUPPLIER

**DAME KELLY  
HOLMES TRUST**

**08**

**THANK YOU**

POWERED BY  
**W** Westfield  
Health

# THANK YOU

## TO OUR FUNDERS, PARTNERS & SUPPORTERS

*We would like to say thank you to the following funders, partners and supporters who have helped us deliver our work with young people and athletes this year:*

ASSOCIATION OF COLLEGES

AQA

BEYOND SPORT FOUNDATION

BROOKS MACDONALD

BRIDGEND COUNTY BOROUGH COUNCIL

JERSEY SPORT

SANCTUARY HOUSING

SOUTH WEST RAILWAY

BLAGRAVE TRUST

KKR

M&G CHARITABLE TRUST

SPORT ENGLAND

RSPCA

29TH MAY 1961 CHARITABLE TRUST

BRITFORD BRIDGE TRUST

DALLAGLIO RUGBY WORKS

GLEBE SCHOOL

GREAT WESTERN RAILWAY

ELIZABETH RATHBONE CHARITABLE TRUST

MOONDANCE FOUNDATION

ST JAMES'S PLACE FOUNDATION

THE EVESON TRUST

WESTFIELD HEALTH

WEST MIDLANDS PCC

PETER SOWERBY FOUNDATION

THE CENTRE FOR YOUTH IMPACT

SWALE COMMUNITY LEISURE TRUST

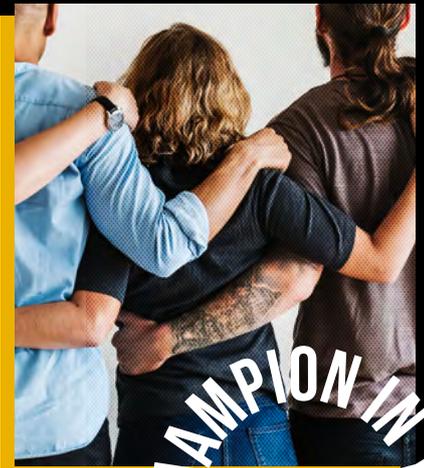
THE NATIONAL LOTTERY COMMUNITY FUND

DELOITTE

BAKER MALLETT

THE HODGE FOUNDATION

CHARTWELLS



CHAMPION IN YOUR CORNER

“

**PUPILS' ATTENDANCE IMPROVES, THEY GET MORE ACHIEVEMENT POINTS, FEWER BEHAVIOUR POINTS...**

**YOU WILL SEE IT HAS A MASSIVE DIFFERENCE ON THEM, THEIR PEERS, THE SCHOOL ITSELF. IT IS WITHOUT A DOUBT, ONE OF THE BEST THINGS WE DO IN SCHOOL**

*Scott Taylor  
Sir Thomas Boughhey School*

”

**DAME KELLY  
HOLMES TRUST**

**09**

**A WORD FROM  
DAME KELLY**

**1809**

# A WORD FROM DAME KELLY

## I'D LIKE TO TAKE THIS OPPORTUNITY TO THANK ALL THE FUNDERS, SUPPORTERS, STAFF, VOLUNTEERS AND ATHLETE MENTORS FOR ALL THEIR HARD WORK AND CONTINUED SUPPORT OVER THE LAST YEAR.

We all know the challenges the world has faced over the last few years and I am proud that the charity I set up continues to rise to the challenge, and provide crucial support and mentoring to young people at a time when they need it more than ever.

The recovery from the pandemic, the cost of living crisis and the continued rise in mental health issues have all combined to create challenging times ahead for young people and I'm proud that Dame Kelly Holmes Trust and our athlete mentors are there to support those young people all the way.

When I started my charity back in 2008, I instinctively knew that athletes had a huge amount to offer society and it's amazing to look back, 14 years later to see the huge impact that they are still having on the young people they work with and the corporate partners we engage with.

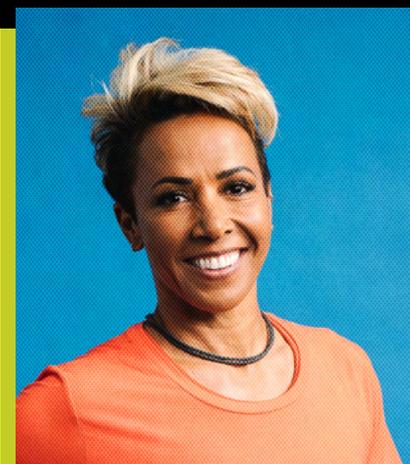


I'm particularly pleased to see the Trust continue to engage new athletes and support them as they transition to a life beyond sport and provide them with the opportunity to positively impact the younger generation at a time when they need it most.

Over the last year we've seen the Trust evolve and change as all charities must, in order to keep helping the communities we strive to support. We are thrilled to embark on exciting new relationships with organisations such as Westfield Health, a multi-year partnership which will create a legacy in Sheffield and hopefully beyond; as well as celebrating other long term partnerships as we mark ten years of working with AQA on the AQA Unlocking Potential programme, and begin a new phase of working together.

I also want to thank all the organisations who have come on board as Starting Blocks partners over the last twelve months and I look forward to hearing more about the joint impact we are having over the months and years to come.

*I know the impact the Trust is having on the lives of the young people we work with is making a difference. I remember first-hand the importance of having that one person support you when you think no one does and I know that our athlete mentors are often that 'one person' for the young people we work with. That person who supports them and helps them gain the confidence and resilience they need to go on and be successful in life.*



**COL. DAME KELLY  
HOLMES MBE MIL.**  
PRESIDENT AND FOUNDER,  
DAME KELLY HOLMES TRUST

## WE CANNOT DO THIS ALONE.

*If what you have read in this report resonates with you, I would urge you to get in touch with us to find out more about how you can support the work of the Trust and in return support the incredible young people we work with.*

[contact@damekellyholmestrust.org](mailto:contact@damekellyholmestrust.org)  
[www.damekellyholmestrust.org](http://www.damekellyholmestrust.org)