STRATEGIC LOGIC MODEL: 2021-24

"A community where all live an active, healthy and positive life"

CHALLENGE & CONTEXT

The impact of inequalities on education, employment, health & cohesion in Stevenage and surrounding areas

CONTEXT

- Life expectancy is 5.1 years lower for men and 4.0 years lower for women in the most deprived areas of Stevenage compared to the least deprived
- Ethnic composition of our population are: White 87.2%, Asian 6.3%, Black 3.2%, Other 3.3%
- Population forecasting suggests a much higher proportion of adults over 60 by 2039
- Circa 19% (3,400) of children live in low income families
- 27.7% of Year 6 school aged children are classified as overweight or obese
- 8.2% of children aged 5-16 were estimated to have experienced poor mental health
- Average Life Satisfaction scores for Hertfordshire is 7.7, slightly above national average (7.5)
- Avg 33.3% of adults are physically inactive or fairly active across our 4 LAs
- Avg 64.4% adults are obese or overweight. Stevenage is the highest at 69.5%
- Across England, 2.6 million adults reported that they felt lonely "often" or "always" whist 7.4 million adults reported their wellbeing had been affected through them having felt lonely in the last 7 days
- 11 of 13 wards in Stevenage are either very high or high risk of loneliness
- Crime rates including anti-social behaviour and weapon possession has steadily increased since the beginning of 2021
- Current unemployment levels for those aged 16 and over stands at 4.7% (June '21)
- Significant differences in levels of NEETs between LA areas. Stevenage above 5% compared to other areas as low as 2%
- There is a requirement for 2.5 new full sized 3G FTPs to meet existing levels of activity in grassroots football/sport

INPUTS & ACTIVITIES

INPUTS (2021)

- 19 Full & Part Time Staff
- £300k+ Investment
- 35+ Sessional Staff
- 12+ Volunteers
- 11+ Community Venues
- 28 Weekly Projects
- 117 Weekly Sessions

ACTIVITIES (2021)

- Active Tots
- Back in the Game
- Community Careline
- Community Kitchen
- Employability Pathway
- Extra Curricular Clubs
- Get Set To Go
- Inclusive Football
- Intro To Exercise
- NCS
- PL Kicks & Primary Stars
- Soccer Camps
- Strength & Balance
- Tackling Loneliness
- Walking Football
- Women & Talent Pathway

FOUNDATION USPs

- High Level of Governance
- Robust Monitoring & Evaluation
- Sustainable Project Development
- Partnership Working
- Innovative Marketing & Communication
- Varied Engagement Methods
- Stevenage FC Brand, Players & Facilities

OUTPUTS

MEASURED OUTPUTS

- Number of participants
- Number of participants by:
  - Age groups
  - Ethnicity
  - Postcode area
  - Disability
  - Gender
  - Education or employment status
- Number of engagement hours
- % pass rate for education courses
- Number of participants progressing to further opportunities
- Number of volunteers
- Number of community venues
- Number of weekly projects
- Number of weekly sessions
- Number of sessions delivered in school settings
- Number of sessions delivered in community settings
- Participant % service satisfaction
- Number of CPD hours provided
- Number of partner organisations supported
- Amount of grant funding sourced

SHORT TERM OUTCOMES

- Increased levels of physical activity
- Improved social networks for participants
- Increased motivation to be physically active
- More open dialogue around mental health
- Improved self-confidence
- Greater enjoyment & engagement in learning
- Increased individual development
- Increased numbers of those closer to work
- Greater opportunities to represent Stevenage FC
- More local communities engaged with
- Increased diversity of volunteers & staff
- Improved understanding of diverse community needs
- Increased levels of inter-generational engagement
- More accessible, place based opportunities created
- Participants avoiding exposure to crime & ASB
- Improved understanding of good citizenship

MEDIUM TERM OUTCOMES

- Greater understanding of the benefits of an active, health life
- Improved understanding of long term opportunities
- Reduced % of mental health referrals
- Improved levels of student behaviour
- More local employment opportunities
- More young people experiencing professional working environments
- Reduced employment gap
- Improved profile of other SFC teams such as Women, Disability, Walking Football
- Improved links with key community leaders
- Equality Standard Intermediate Level Achieved
- Improved civic pride & local social action
- Number of new spaces or facilities created / improved
- Increased awareness of risk of crime related behaviours
- Greater understanding of risk of drug related behaviours

IMPACT

- Improved physical and mental health
- More people meeting 3 x 30 minutes of exercise per week
- Reduced % of both child and adult obesity & inactivity levels
- Reduced pressure on local NHS services
- Increased social prescription of physical activity
- Reduced inequalities in physical and mental health
- Progression into education, training or employment
- Reduction in unemployment levels for under 25s
- Improved educational attainment
- Reduced income inequalities
- Reduction in protracted periods of time spent in poverty
- Young people with greater life skills, motivation & confidence
- Greater diversity within our workforce and board
- Participant profiles reflect the communities that we work in
- More diverse, equitable and accessible offers & pathways
- Improved cultural awareness amongst participants & fans
- New generation of Stevenage FC fans & 1st class matchday experiences
- Greater diversity within the Stevenage FC fanbase on matchday
- Reduced levels of isolations & reported loneliness
- Developing a culture of volunteering & "giving back"
- New and improved community facilities and opportunities
- Reduced levels of crime & anti-social behaviour
- Increased sense of community
- Increased numbers of young people diverted from crime

GOALS

IMPACT 1
Improved Health & Wellbeing

IMPACT 2
Greater Life Opportunities

IMPACT 3
More Inclusive & Diverse Club & CCO

IMPACT 4
Safer & More Cohesive Communities

A community where all can live an active, healthy and positive life

SOURCES & RESEARCH

- Herts Insight
- Sport England: Uniting The Movement
- Hertfordshire Skills Strategy
- FA Local Football Facility Plans
- Office National Statistics
- Local Health Profiles
- EFL Trust Strategy 2019-24
- Kick It Out Strategy 2021-24
- Hertfordshire Health & Wellbeing Strategy
- Health Stevenage Strategy
- Herts Sports Partnership Strategy
- Sporting Equals: Diversity & Inclusion Action Plan 2019-22
- The FA: Time For A Change 2020-24
- EFL Equality Code of Practice
- Letchworth Heritage Foundation Strategy
- Herts PCC Everybody's Business 2019-24
- UK Sport Equality, Diversity & Inclusion Strategy 2021
- Sport & Recreation Alliance: Support. Recover. Achieve
- Welwyn Hatfield Health & Wellbeing Strategy 2020-24
- KKP Measuring The Impact Of Clubs In The Community
- Age UK Loneliness Heat Map

ASSUMPTIONS

- Current partnerships and key stakeholder relationships are maintained
- Existing levels of funding, resources and delivery remain
- Priorities of external key stakeholders remains unchanged
- Our delivery partners remain constant, active and engaged
- Covid-19 restrictions remain at existing levels or below

OUTSIDE INFLUENCES

- Shifts in both local and national trends, policies & agendas
- Impact of changes to external services beyond our control
- Government and key stakeholder change in priorities
- Stevenage FC league status impact on long term funding
- Potential funding opportunities from key partners
- New organisations competing in the same area