



Kinetic
FOUNDATION

ANNUAL REPORT

2022-23

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OVERVIEW

Purposes & Aims

The Kinetic Foundation is an innovative charity that delivers education and personal development programmes to some of the hardest-to-reach young people using football as an engagement tool. Our high-quality, structured coaching sessions are a vehicle to engage young people and to support their motivation to stay in education.

The Need

The UK has low levels of social mobility and high levels of youth unemployment. This is disproportionately affected by one's social and demographic background.

Our Vision

Young people's outcomes are not disproportionately affected by their social and demographic background.

Our Purpose

Use football to engage young people and support them through education whilst developing their social and emotional skills.

OUR IMPACT

8,000+ young people supported over **11 years**

1,130 14 - 19 year olds engaged with **this year**

57%

from the most **deprived areas*** in the UK

*based on Indices of Multiple Deprivation (IMD)

28%

eligible for **free school meals**

88%

from under-represented **ethnic groups**

6%

Special Educational Needs and Disabilities (**SEND**)

KINETIC ACADEMY 22/23

324 TOTAL STUDENTS

26%  increase from previous year

95% completed post-16 education

PERSONAL DEVELOPMENT

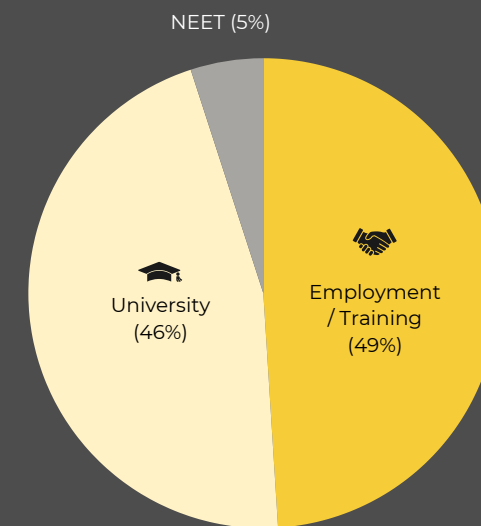


153 HOURS of personal development activities delivered

100% of young people saw an increase in their confidence

94% feel more motivated to be a positive role model

GRADUATE EXIT ROUTE DATA



Kinetic Students are **39% LESS LIKELY** to become NEET (Not in Education, Employment or Training) compared to London Average.





A LETTER FROM OUR FOUNDERS

This year saw Kinetic celebrate our 11-year anniversary with our highest yearly rates of participation to date. We are proud that the charity continues to grow and deliver impact through our work with young people and partnerships with valued stakeholders.

As we continue to increase participation in our programmes, it is important we provide a consistent level of support for young people. This year has seen us develop a timely and structured approach to personal development activities delivered to our Kinetic Academy students. This has brought together our learning over the past 11 years and includes mental wellbeing, entrepreneurship, employability and life skills. This work ensures that we provide a holistic experience of education, skills development and physical activity. Against a backdrop of increasing challenges for young people, including the continuing cost of living crisis and price rises which have had knock on effects for young people’s mental health, the personal development activities are imperative to deliver positive impact for young people.

- Participation increased in our 14–16-year-old community football sessions.
- Our girls’ community programmes saw us work with over 100 young girls leading to growth in our staff team.
- Participation in our flagship, two-year, Academy programme increased by 26% to 324.

We are thrilled to see the continued development of our programmes and increased participation, this means we must continue to revise our business model. Reflecting on our work, we have continued to build strong foundations within the charity to deliver on our future strategic plans. This year has seen us welcome a new chair of the board, establish a senior leadership team within a new organisational structure and undertake a rebranding exercise. We have also updated our partnership with Harris Federation, providing stability for the coming years and a deepening our relationship. Finally, we have developed our approach to our impact framework, this enables robust reporting of our work and will improve management insights and reporting.

High-quality football coaching is still key to the success of Kinetic and our ability to engage young people from underserved communities. This year, Kinetic teams played in the ESFA National Cup final at Stoke City FC’s stadium and in the final of the London Schools FA Cup Final at Brentford FC’s Stadium. Kinetic continues to produce professional players, with 13 Kinetic Academy participants signing professional contracts in 2022/23. Our coaching team are not only football coaches but mentors and critical friends to all Kinetic Academy students, contributing significantly to the impact we deliver.

In future years, we want to continue to improve our reach both in person and digitally. We plan to increase our monitoring and reporting of impact, shouting about our impact rather than taking it for granted. To support monitoring and reporting, we will see digital transformation internally, working with key strategic partners to streamline our data collection methods and visualisation. We will see our first intake of girls onto the Academy Programme, an important milestone which we have worked towards over the past three years. We also want to strengthen our personal development programme, embedding mentoring across our academy with the long-term plan that all Kinetic Academy students can benefit from mentoring.

We want to thank all our partners and stakeholders who have helped us in a successful 2023, and over the past 11 years. The plans we have in place mean that Kinetic have a bright future and we are looking forward to delivering this over the coming year.



James Fotheringham

Co-Founder, Kinetic



Harry Hudson

Co-Founder, Kinetic



20  **KINETIC**
ACADEMY

The Kinetic Academy serves young people aged 16-19, primarily from low-income households and/or underrepresented ethnic backgrounds.

We offer a range of services, including post-16 education at partner schools across London, personalised academic pathways, personal development activities focussing on wellbeing, entrepreneurship, and employability skills, as well as high quality football coaching with UEFA and FA qualified coaches.



A MAJOR HIGHLIGHT

Harris Academy Tottenham v Harris City Academy Crystal Palace

 Brentford FC Stadium

 London Schools Cup Final

Across the board we also dominated school cup competitions in London, Croydon and Surrey with a Kinetic Team winning the London, Croydon and Surrey Schools competitions, and the Crystal Palace team reaching the final of the national ESFA Cup competition.

324 KINETIC ACADEMY STUDENTS



250 TOTAL GAMES PLAYED



20 UNIVERSITY AND CORPORATE VISITS

13 STUDENTS SIGNED TO ACADEMIES

To clubs including:



It was another successful year for Kinetic Academy, achieving our highest number of participants on the programme, increasing by 26% from the previous year across 7 partner schools.

On the pitch, we played over 250 games across the Kinetic Academy programme. These included friendlies, league matches and professional showcase games, which led to 13 students being signed by professional clubs.

Off the pitch we provided over 20 visits to universities and corporate partners, providing students with valuable social capital building opportunities and insights into their next steps after leaving sixth form. We provided grants to young people to develop their own businesses and delivered over 150 hours of personal development activities and workshops.

Looking to the future, 2023/24 will see us reinvigorate the youth forum, ensuring our work is youth centred, and pilot structured mentoring for our students. We are also targeting 30% growth in participation for the academic year, ensuring that we continue to support higher numbers of young people.





KINETIC IN THE COMMUNITY

COMMUNITY ENGAGEMENT

Our weekly under 16 community engagement sessions run throughout the year and provide a safe space for young people to learn, socialise and keep active during hours of high-crime and antisocial behaviour.

425

TOTAL BOYS ENGAGED

121

TOTAL GIRLS ENGAGED

120

HOURS OF FOOTBALL

5

LOCATIONS ACROSS LONDON

The high attendance figures show an increasing demand for our programmes and we will use our improved data and impact to grow our projects across new areas of the capital to become one of the largest football providers in future years.

HAF (Holiday, Activities & Food Programme)

Kinetic work with local authorities to provide football activities and meals to students who are eligible for free school meals throughout the school holidays.

381 PARTICIPANTS

304 HOURS OF DELIVERY

3162 MEALS DELIVERED

Using football as the vehicle for engagement, Kinetic offer holiday provisions for young people across London and the surrounding counties that may require additional support through enriching physical activity, providing a healthy meal and develop a greater knowledge around health and nutrition.





PERSONAL DEVELOPMENT

As part of our two-year Kinetic Academy, we deliver regular, extra-curricular workshops and activities themed around wellbeing, entrepreneurship, employability skills, life skills and mentoring.

These personal development activities build wider social and emotional skills and all aim to improve aspirations, confidence, perseverance and wellbeing. This curriculum has been shaped by our young people and gives them what they need to move onto their next step.

IN THE SPOTLIGHT: The Kinetic Entrepreneurship Programme



During the Summer term 2023, Howden M&A supported delivery of our entrepreneurship programme building entrepreneurial and employability skills through a series of structured workshops and events. This programme is part of our personal development activities curriculum delivered during the two-year Kinetic Academy. The support from Howden M&A volunteers enabled young people to increase their social capital and pitch their business ideas to a panel of judges.

-  **91 PARTICIPANTS**
-  **358 CONTACT HOURS**
-  **23 HOWDEN VOLUNTEERS**
-  **50 VOLUNTEERING HOURS**

89% of participants increased their understanding of running a business, across:

- Business Model Canvas
- Marketing & Social Media
- Finance & Budgeting

These workshops were then followed by events at Howden M&A offices and included a presentation and pitching workshop and networking.

The programme culminated in the opportunity for 6 individuals/groups to pitch their business ideas to a panel of Howden M&A employees with all finalists receiving £100 towards their business and the winner receiving a grant of £500. Kinetic would like to thank Howden M&A for sponsoring the programme and the staff volunteers who gave their time.

WINNERS & FINALISTS



Khiani (U-KaN Tutoring) won a £500 grant to help with his tutoring business. He has gone on to use the money to develop a new website and improve marketing.

"It gave me a clear understanding of how to plan a business"
"The workshop went in-depth explaining the ins and outs of marketing and it's given me a clear understanding of how to budget and plan a business"

FUNDRAISING



CORPORATE FOOTBALL TOURNAMENTS

This year saw over **30 different organisations** attend football tournaments engaging with our young people. These evenings provide our young people with a unique opportunity to network with a range of people from different industries and build their social capital. This is alongside the incredible financial support Kinetic gain from running these tournaments, which we are incredibly grateful for.



STUDENT CASE STUDY #1

Jeremiah grew up in Thornton Heath which sits in the top 40% most deprived areas in the UK. They studied at Harris City Academy Crystal Palace between 2021 and 2023 excelling in their schoolwork, whilst making the most of Kinetic's personal development activities and opportunities. On the pitch, they worked hard to continue to improve their technical footballing ability.

They were a part of the incredibly successful Harris City Academy Crystal Palace squad that reached 3 finals across the season including the Croydon Schools Cup, London Schools FA Cup and the National ESFA Cup competition. They were able to fully make the most of their time at Kinetic, and even got the chance to do work experience from networking at one of our corporate football tournaments.

"I initially became involved with Kinetic through a family friend who played and trained with the team. Following their recommendation, I joined in 2018, initially participating in weekly training sessions that later evolved into joining Harris City Academy Crystal Palace.

One of the significant life lessons I gained from my time with Kinetic revolves around resilience and dealing with setbacks. The programme taught me the importance of giving my all and maintaining a mindset of no regrets, particularly during challenging times."

Kinetic's impact extended beyond the football field, offering high-quality A-level education with dedicated teaching. This unique approach, integrating education seamlessly with football, was a huge draw to joining.

"Kinetic also provided valuable opportunities through events, allowing me to connect with inspiring individuals during a one-week work experience. This exposure not only enriched my CV but also broadened my perspective on future career possibilities.

Reflecting on my top three memories with Kinetic, playing at Brentford stadium, the thrilling ESFA cup run, and engaging in work experience at a prominent business are standout experiences. Beyond these memorable moments, Kinetic's off-the-pitch support was instrumental, with liaisons at Harris Crystal Palace regularly checking in on my academic progress and offering support in both football and personal matters. Their consistent presence provided a reliable support system, contributing to an enriching overall experience with Kinetic."



14:58

owden Group Holdings

WW-MR1
Add this room to a meeting with your phone

STUDENT CASE STUDY #2

As part of the Entrepreneurship programme, we provided the opportunity to young people to pitch their business idea to a group of corporate volunteers. The winner of the pitching competition was a young person from Harris City Academy Crystal Palace.



The workshops helped me progress my confidence and soft skills that I think will be transferable into the working world when I finish my studies. Specifically, I found the benefits of the mental health workshops to have the biggest impact on my outlook, which has helped me to see people and my community from a different point of view. I have developed more of an understanding and appreciation for other people's situations.

I did have some reservations about attending the workshops, which was the same with my friends too, but we quickly found that these sessions challenged our perspectives in a safe environment, and many of the participants opened up about feelings that they probably felt unable to do in general conversation. As football crazy people, we are all very similar in a lot of ways, so it is rare for us to open up and talk about things that don't revolve around football or what's happening on social media. It was a nice change, and something different that a lot of us wouldn't get access to if it wasn't for Kinetic.

I was pleased to have won the pitching event during the entrepreneurship programme. Before the workshops, I had an idea but actually meeting business people and building new skills has given me some cool ideas of how to improve the business and a better understanding of my consumer. My tutoring business is something I have been doing for a little while, and it is something that I really enjoy, so I hope now after this programme I will be able to grow it.

"Kinetic is one of the best decisions I have made. The opportunity to do three A-Levels as well as to play a lot of football is something that I feel is really unique.

Kinetic have shown me pathways that I didn't know existed. Although my goal is still to become a professional footballer, and I truly believe that is achievable, I now feel I have a lot of different options and a lot more confidence in my own capabilities if the dream doesn't become a reality."



THANKS TO OUR PARTNERS

HOWDEN

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The London
Community
Foundation



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TAYLORS

JackPetchey
Foundation
Inspire • Motivate • Achieve

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TRAVERS
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We would like to extend our thanks to all our partners that have continued to support us over the year, and we look forward to working with them in the coming years. Without the support of our partners, we would not be able to complete the work we do.

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