



# 2021 Annual Report

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## Foreword



**Christopher Herbert**

Head Coach  
&  
Founder of Fit For Life Youth

Welcome to our first annual report. I am so proud of what Fit for life youth (FFLY) has accomplished this year. With the combination of our team talent, funding opportunities and programme delivery, we have been able to serve our stakeholders, including the young and bright children of the Kensington and Chelsea Borough in a profound way. Since the inception of COVID, which has affected everyone, this gave our organisation a time to reflect on what we needed to do to serve our community. With frequent lockdown measures being in place, this allowed us to mobilise a new way of interacting and working with our community. Virtual classes allowed us to be more dynamic in our interactions, whilst still allowing us to develop relationships and support. Taking on an apprentice to support with our operations, was also a step into a positive direct to drive our mission even further. With the world reopening up again, this allowed FFLY to highlight our devotion to our community. Our purpose is even more critical to continue supporting and developing our young individuals with the use of Sport, Nutrition and mental health. To hear case studies of young individuals being affected by the pandemic, but regaining confidence to meet new people, learn and engage again put a massive smile on my face.

As we adjust to the new lifestyle of COVID, FFLY will continue to provide programmes that allow health to be at the heart of what we do. I am extremely excited for the seasons ahead. We have a number of strategies to engage with our community and provide further coverage within the Borough. We are truly grateful for all the support we've received to continue operating FFLY. Thanks to everyone who has been involved in our programmes. From our local catering vendors to our community venue usage, we cannot deliver our vision without you. We are excited for our future and hope you will join us to celebrate.

**“Thanks to everyone who has been involved in our programmes”**

## About Fit For Life Youth

Today, Fit For Life Youth is leading the way in educational and sports programs tackling both social and health issues. Delivering high level coaching in Football, Boxing, Health and Fitness. Working with children, teenagers and young adults with varying levels of ability. Fit For Life Youth coaches are all DBS checked, have all the relevant qualifications and undergo both safeguarding and first aid training. Fit For Life Youth implements rigorous policies and procedures to ensure the safety of all is maintained.

In addition to our coaching services to schools in the form of coaching sessions, after-school clubs and lunchtime clubs, all of which are self-funding through a pay-as-you-go business model, we have a suite of community programmes that are dependent on, and require grant subsidising and/or philanthropic funding. Each one of these programmes will help children and teenagers to get active during and after the pandemic.

The underlying theme that is instilled throughout each of our programmes is inclusiveness at all levels of fitness and abilities, alongside a commitment to working hard, progression, resilience and personal development.



“Her confidence grew and it was amazing to see her come out of her comfort zone and gain a friendship with the other children”

Parent of a young participant

## Our 5 key community programmes for 2021 were;

**Youth BoxFit** – two-hour sessions for all boxing levels, with three groups catering to boys and girls from a range of ages.

**Holiday Kids Get Active** – School holiday groups, weekdays for the duration of the school holidays.

**Summer Intro Box Fit** – a five-week introduction to Box Fit to encourage new starters to join and get active. Running weekly in the summer holidays.

**Youth Mentoring & Fitness Programme “MOTION!”** – a tailored combination of life skills, mentoring and exercise, held once a week at Lancaster Road Youth Hub in collaboration with The Dalgarno Trust and The North Kensington Youth Collective.

**Parents Get Active** – aerobic fitness and HIIT sessions for parents, carers and adults to get involved with.

This blend of programmes continues to be received well and we will be delivering these programmes in the future. All our programmes upon completion, have an element of tangible reward and pay off. In most cases this will culminate in a display or exhibition of the skills learnt over the programme duration coupled with recognition of the achievements, made by the relevant sporting body when appropriate. Our aim is to leave a legacy of health and fitness with all the young people and children we encounter, therefore we act as a signpost to local clubs or organisations so that the journey in health, fitness and sports may continue.



“It was great to meet other parents online and have a laugh whilst working out”

Parent

## Our Funding and Support

We cannot carry out any of our vital work without funding and support. This is a critical part of organising our operations and FFLY are so grateful for all help provided by the organisations to allow progress. We would like to show our gratitude to the following companies

- St Charles Catholic College
- Young K&C
- The Kensington and Chelsea Foundation
- The Grenfell Projects fund
- The North Kensington Youth Collective
- St Charles Primary school
- Community champions
- The Curve community centre
- Green shoots
- Dalgarno community centre
- Paul Lamolony Photography and philanthropy
- Management Committee



“This is a critical part of organising our operations and FFLY are so grateful for all help provided by the organisations to allow progress.”

## Our Volunteering support

Our Volunteers have been a great support to delivering the vision of organising and managing our programmes. This year we've had over 15 volunteers giving up their time to dedicate and engage with young children.

This clearly demonstrates our commitment to not only seeing our participants flourish in our programmes but there is certainly value in developing the skills of our volunteers who use the experience for job roles and building self-confidence. We will continue to grow our portfolio and work in partnership with them to involve them as our programmes evolve.

“The team coming together to deliver the sessions just shows how strong we are together to make the young kids happy.”

Volunteer

“I am really looking forward to working on more projects with FFLY. This experience is definitely helping me with my life skills and I enjoy working with people”.

Volunteer



## Our Community Services

FFLY delivered several programmes throughout 2021. We ran youth tailored programs within North Kensington. To this end, we continue to cultivate partnerships with a large number of providers in North Kensington, community centres, youth clubs and schools.

One of our most ground-breaking programmes was the Summer Holiday **"Eat Well and Get Active Sports Club"**. We registered and catered to over 180 children from low income families also providing free spaces to those on free school meals. We catered to an average of 55 children per day over 4 weeks in July and August. We provided lunches, trips to our local parks and a multitude of well-being and sports activities every day. Our holiday club has quickly become a staple for the community with glowing feedback from all attendees.

**"We registered and catered to over 180 children from low income families also providing free spaces to those on free school meals."**



**"To this end we cultivate partnerships with a large number of providers in North Kensington, community centres, youth clubs and schools."**



## Our Community Services

Our Schools Boxing programme covers 10 schools and 2 community groups all in North Kensington and in close proximity to the Grenfell Tower. This project was a joy to work on and was a success we managed to work with and impact over 200 children and young people from North Kensington

Our coaching education and qualification training funded by the Grenfell Projects Fund was a major success. We trained 6 North Kensington young people in both first aid and they all received The GB Boxing Tutors Award, the qualification will allow them to enter other settings and deliver boxing and fitness sessions, be that boxing clubs or schools. The Boxing Tutor Award can be used to support GCSE, BTEC, ASDAN, Duke of Edinburgh Award and Princes Trust.

With the success of these programmes our intention is to continue delivering similar projects of this virtue. We have seen some great testimonies from both parents and children who have thoroughly enjoyed coming to these sessions.

“There have been hundreds of participants in the time we have worked with Dalgarno who have now recently registered as an amateur boxing club”

FFLY



# Growing our FFLY Team

## FFLY Apprentice

FFLY was excited to introduce an Apprentice role to the organisation. The Apprentice which was provided by the National apprentice scheme has been a refreshing role to support with the day to day activities of our operations. To support both development and life skills we will commit to providing the candidate with mentoring and coaching. With Equality and Diversity also being a critical part of our operations, we believe in delivering equity and support to all our team members and what better way to do this by utilising of team in impart knowledge and experience.

“With Equality and Diversity being a critical part of our operations, we believe in delivering equity and support to all our team”  
FFLY



## Kickstart Programme

FFLY worked with the HM Government to bring on board young talent to work in partnership with our operations. This has been another opportunity to develop bright candidates, especially during COVID. We will continue to evolve a training plan so that they can get the best out of their experience with FFLY . We are committed to ensuring we work with all spectrums of talents and support in nurturing them and our evolving opportunities

## How we represent the sector

Evidence suggests our North Kensington community is in significant need of sport and fitness activities. Recent studies relating to childhood obesity show that compared to the other 32 London boroughs, Kensington and Chelsea has the twenty-eighth highest rate for Reception obesity at 9% but moves up to 18th highest at 22.4% for year 6 a worrying trend which shows the need for our services.

**There is no council sports or play service in Kensington and Chelsea**, therefore no opportunity for schools to receive free or subsidised sports provision as private for-profit providers are unaffordable to schools operating with tight budgets. Primary schools rarely have dedicated PE teachers, which leads to their pupils not receiving the correct level of coaching. As a non-profit CIC we wish to provide the children and young people of North Kensington these health and well-being services. This has truly highlighted the opportunity for FFLY to remain committed to the Borough and deliver programmes of this calibre. The programmes we provide play a vital role in the lives of the children and young people we come into contact with.

Right now we are working with 12 schools in the North Kensington area. We are providing boxing coaching for pupils as a means of improving their wellbeing. All the schools and organisations we are working with are in close proximity to Grenfell Tower. The community uptake of all our programs is a key indicator to us as to the need in North Kensington for our community programmes planned for 2021.





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Fit For Life Youth



Fit For Life Youth

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