

ACTIVE LEADERS

Evaluation and Impact Report 2024



What students say:



I would recommend Active Leaders to other people

I have a positive attitude towards volunteering

I feel ready to lead others in healthy, fun activities

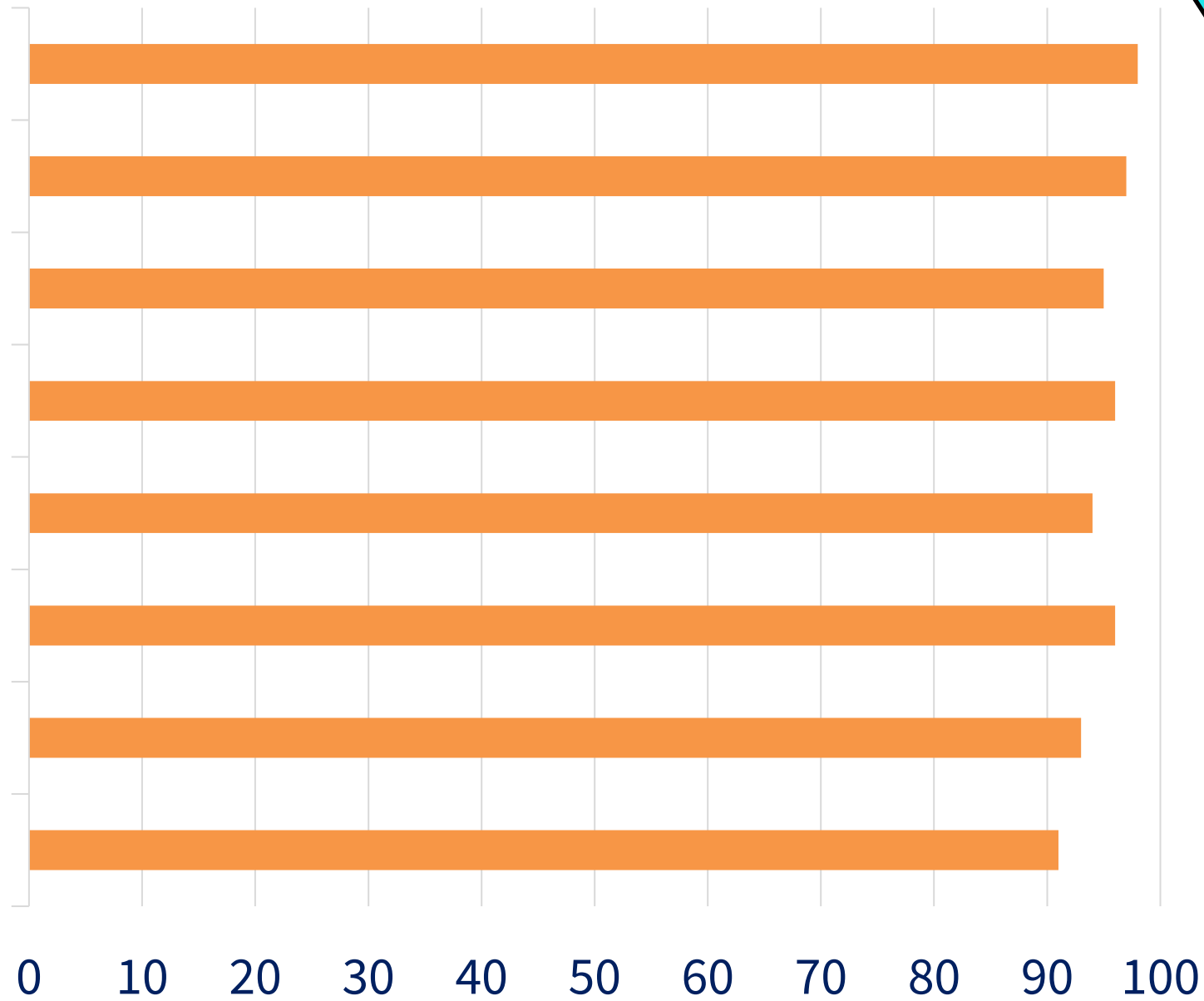
I feel more confident dealing with people

I feel more able to take a lead role

I feel more self-confident

I have learnt something positive about myself

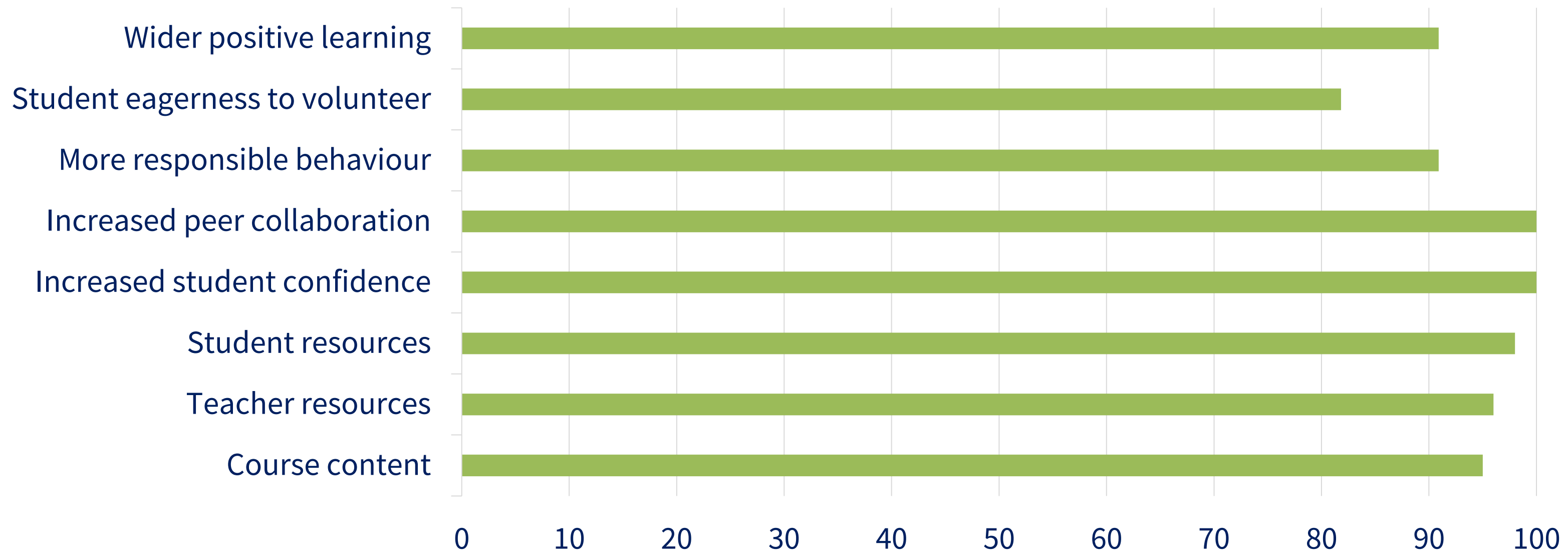
My overall experience with Active Leaders is?



98-100% recommend Active Leaders to others

Student feedback surveys from 200 courses; 2000 students.

What teachers say:



100% recommendation – a fantastic opportunity to develop transferable skills, confidence and leadership.

Independent Impact Research



Conducted by Dr Tom Brownlee PhD, Associate Professor, School of Sports, Exercise and Rehabilitation Sciences, University of Birmingham, UK in September 2024, who reviewed all data collected from 125 Junior Active Leader courses which trained 2,000 student:

“Data is robust and consistent providing a **significant majority** of **overwhelmingly positive responses** which **confirms that the Junior Active Leader course:**

- ✓ builds confidence, resilience and employability
- ✓ engages previously disengaged students towards improved behaviour and learning
- ✓ improves attitudes to and participation in physical activity
- ✓ ethnicity data aligns participation closely with national population statistics, confirming broad appeal across diverse communities
- ✓ inter-personal skill development leads to good citizenship, mutual respect and collaboration
- ✓ positive female engagement is particularly demonstrated by the Active Leader Football Programme for Girls - training over 400 female students age 14+ to volunteer for 2,400+ hours in grass roots girls’ football clubs
- ✓ transferable skills can be applied to a range of pathways

“A fantastic, accessible course developing confidence and skills which makes a positive, lasting impact.”

Professor Tom Brownlee PhD has spent 15 years in research and 10 years working in education, including developing curricula and educational programmes. He has published research on adolescent athletes and physical activity.

Wider impact



- Inspiration for new career pathways
- Aligns with CIMSPA Assistant Coach Professional Standard
- Mapped to GCSE and Btech leadership modules
- Assists schools in achieving GATSBY benchmarks

Where are they now?

Our first Active Leaders graduated in 2016.

What are they up to now?



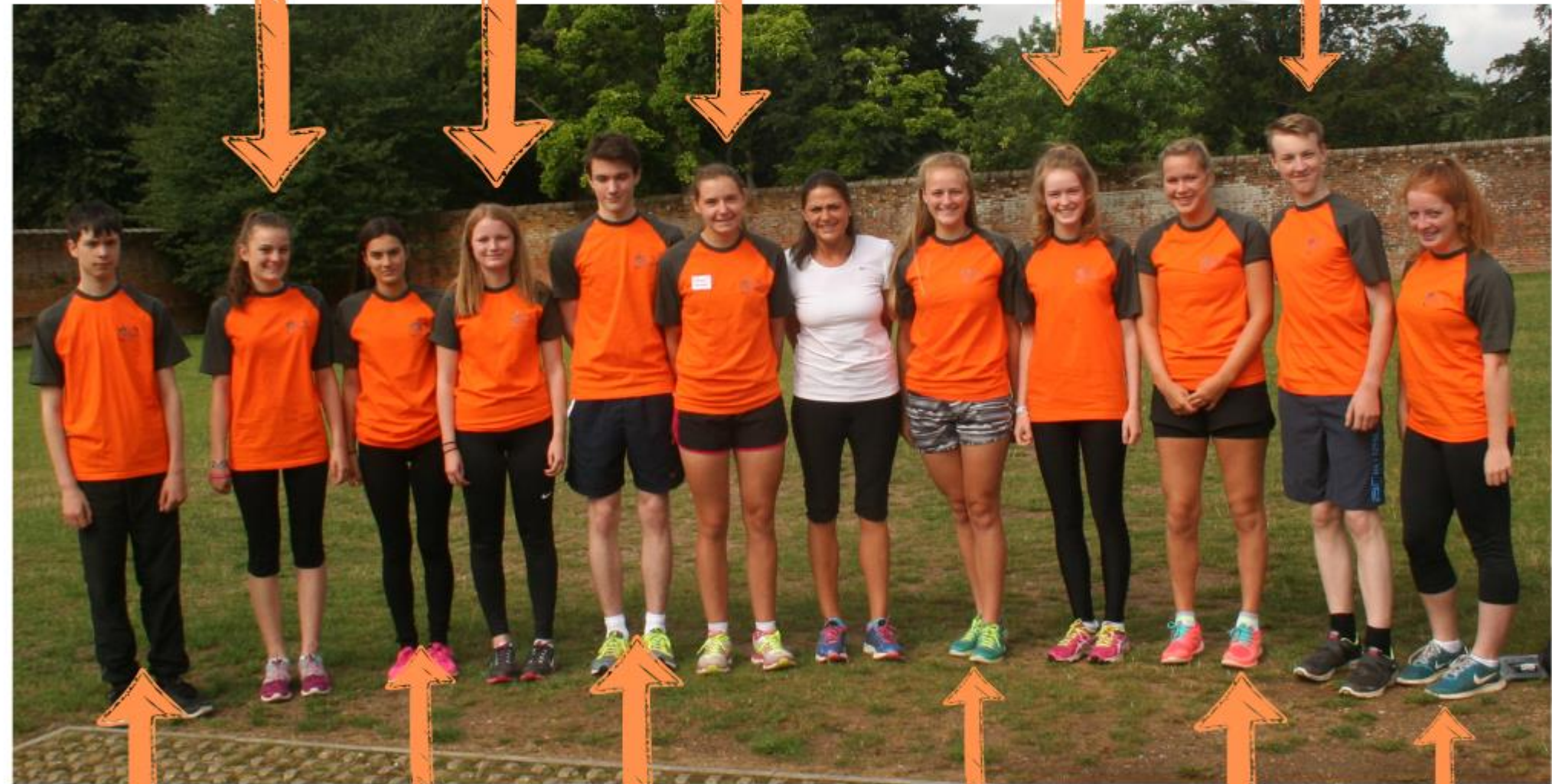
Sophie - Primary School Teacher - Active Leaders gave me the confidence to pursue my dreams and the skills to work with children

Lottie - Public Health - Active Leaders enabled me to win a university placement in New Zealand working to engage communities in activity

Grace - Teaching and Coaching - Active Leaders gave me self confidence in my abilities

Grace - Asset Management - Active Leaders got me active again after studying for my GCSEs

Ed - Activity Management - being able to play games with others is a brilliant skill



Marshall - Youth and Community - I used everything I learnt to work with children

Sophia - Diversity and Inclusivity - Active Leaders developed my inter-personal skills

Jack - Retail - I was shy and reticent - Active Leaders made me feel valued and included

Alice - PhD Biologist - Active Leaders was a stand out in my personal statement for university

Lauren - Property Management - I loved the people skills I learnt

Lauren - Law - Active Leaders made me think

Active Leader Football Programme for Girls



JOIN THE
ACTIVE LEADER FOOTBALL
PROGRAMME FOR GIRLS



Boosting the female workforce for the grass roots game

Open to **enthusiastic girls aged 14+** who would like to lead fun activity and volunteer in football.



100% approval rating from participants

THE PROGRAMME

- ✓ Practical Active Leader Course training (25 hours) - develops leadership skills;
- ✓ 6 volunteering sessions at an England Accredited Girls' Football Club / Programme - embeds experience;
- ✓ Personal reference and course certificate - supports careers

Inclusive and accessible

All course resources provided

'The chance to train as an Active Leader gave me an interest in football I had not had before. I learned how using fun games could positively change young people's sporting experience. I recommend ALL GIRLS to do the Active Leader Course. It has given me confidence, skills and great opportunities.'

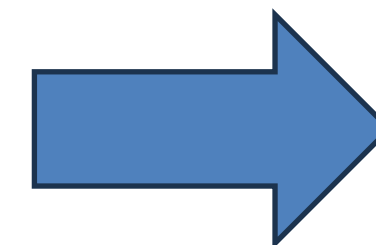
COURSE CONTENT

- ✓ Safety, risk, first aid
- ✓ Planning and leading
- ✓ Creativity and events
- ✓ Marketing & budgeting
- ✓ Volunteering, careers and future pathways



- Created in 2021 for the Women's FA in response to Baroness Sue Campbell's call for more females to support girls' football clubs
- A 10-step leadership training programme, followed by 6 sessions of volunteering in a local girls' football club
- Rolled out as a legacy programme of the 2022 UEFA Women's Euros in the cities hosting the Championships
- Continued in 2023/24 bringing County FAs, Schools and Clubs together, with funding from the Premier League
- School to volunteering blueprint for future roll-out.
- Endorsed by England Football

400 trained Active Leaders



2,400 hours volunteering

A special moment



The final of the UEFA WEURO 2022 in Wembley Stadium provided a unique opportunity for one of the Active Leaders to carry out the trophy. This was incredible for her, her school and her family, inspiring her on-going involvement in something she had never done before and no idea she was good at. She has continued with coaching and leading by volunteering for her local club.

Active Leader Football Programme for Girls impacts



Sustained engagement

63% of Active Leader volunteers continue to engage beyond the minimum 6 required hours, up to 80% in 2024

New recruits

Over 50% of participants had no prior involvement in football.

Inclusive

The percentage of students from ethnic minorities aligns closely with national statistics.

Inspires females

The successful and on-going engagement of females challenges national trends which report declining engagement in physical activity in girls, from age 8; Active Leaders 'let girls play'!





**400 Active Leaders
2,400 hours of volunteering**



The clubs say:

The Active Leaders are really good. They are leading the sessions, getting thoroughly involved and being nice and vocal. The younger girls certainly are enjoying it, lots of fun being had and good learning.

The volunteering has been going well as the Active Leaders have been heavily involved in the sessions and support the lead coaches, whether this is skills challenges, sessions or matches.

It's good to help the younger generation within their football. I felt more confident every session.

I have really enjoyed getting to know the kids and helping them develop by leading activities .

I've loved volunteering and have continued doing it past the six weeks.

The Active Leaders were both great and of great help and assistance

Quality Assurance



WHY ACTIVE LEADERS ?

QUALITY OF EDUCATION - A comprehensive, inclusive and professional programme, with high quality, engaging and useful resources. The Active Leader course challenges students to explore and develop leadership through a practical, clearly sequenced, experiential approach, providing knowledge and skills for future learning and employment.

BEHAVIOUR AND ATTITUDES - High standards of positive behaviour result from students being given responsibility as leaders of activity. They develop and adopt codes of conduct, support each other and grow in resilience and confidence as they tackle new tasks and overcome setbacks. They behave as respectful, tolerant and proud individuals.

PERSONAL DEVELOPMENT - Students explore and discover new talents and interests, experiencing a different connection with physical activity for lifelong health and mental well-being. They are equipped to be independent, active citizens who have the ability and desire to make a positive contribution to society.

SUSTAINABLE IMPACT - Outcomes continue long after the course, offering benefits for the whole school and the wider community. Students adopt leadership roles in school, support extra curricular provision, understand the teacher's perspective and volunteer with community clubs and activities. The individual reference provided for each student is used for job applications and to support the development of CVs and personal statements. Leadership course modules (eg BTECH) are met through the Active Leader course, as are the skills development and volunteering elements of Awards Programmes (eg D of E).



**Awarded the highest level
of ENHANCING on
CIMSPA's new Quality
Assurance boundaries**

1813 Active Leaders trained
112 Active Leader Courses delivered
39% of courses in higher areas of deprivation
84 accredited trainers across England
Working across 17 counties

Testimonials



“Our Active Leaders are leaders and mentors within our school and work on our holiday induction camp. This course has been brilliant for us – we are now in the eighth year of running it and younger students aspire to become Active Leaders.” *(Director of Sport, Dr Challoner’s, Bucks)*

“The Active Leader course has been a real success and has enabled us to deliver an extensive extra-curricular programme. Having the students come into the PE office and discuss their next session has been a real pleasure” *(Head of Sport, Chesham Grammar School)*

“The Yr7 and Yr8 girls who attend our after school clubs are already asking what the Active Leader course is, as they have seen the Active Leaders running sessions in their orange kit. A local head teacher was so impressed to see how confidently the Active Leaders ran a festival for children from start to finish and especially their rapport with the girls they were leading. One of the Active Leaders struggles with engagement and behaviour in school and is currently on report for this. She has been brilliant on the course and I'm hoping that it will be a real positive for her moving forwards.” *(PE Teacher and SSCo Uckfield College)*

“We were really impressed with the professional and objective references the Active Leaders received. This is exactly the feedback they require, giving them clear direction and building the confidence they gained through the course. We now wish to extend this to other year groups as our leadership development provision. Students have been especially interested in the business sections of the course.” *(Deputy headteacher, Wallingford School)*

The FA began working with Active Leaders Ltd in 2021 to help create a workforce to support the growth of the women and girls’ game. Since then, the partnership has continued, and a blueprint for transitioning 14-16 year old female volunteers from school to community football has been developed. Active Leaders provide an excellent service – tasks are completed in a timely manner and with great detail, communication is clear and consistent with all stakeholders, and there is always a willingness to go above and beyond to ensure successful delivery. They are passionate about helping to develop young people through the power of sport and their drive to provide high quality opportunities is infectious. It has been a real pleasure learning from and working with Active Leaders Ltd to date. *(Alice Kempski, National Development Manager, The FA)*

“The Active Leader Programme makes a lasting impact on young people, enhancing attitudes to and participation in activity. It is well positioned to inspire and empower the next generation.”

Professor Dr Tom Brownlee PhD, University of Birmingham, September 2024

www.activeleaders.co.uk