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Impact
Report

WELCOME



Welcome to Behind Every Kick's 2025/26 Impact Report. We are delighted to share with you data and case studies that evidence the difference our work is making.

Behind Every Kick's vision is for a meritocratic society, where a young person's talent and work ethic, rather than the background they were born into, determine how far they go. We see the incredible talent in London's young people. We also see the profound obstacles they must overcome to access opportunities to showcase it. According to the Office of National Statistics 12.8% of all young people aged 16-24 in the UK (957,000) were not in employment, education or training (NEET) at the end of 2025. By way of context to illustrate the scale of the problem, if these NEET young people were to form a city it would be the third largest in the country.

This report includes headline data from the end-of-programme questionnaire completed by 16-17-year-olds across eight schools who attended our programmes in the 2025/26 academic year. It demonstrates the real impact our work is having on their skills, motivation and mindset as they prepare to take their next steps beyond school. You'll also read testimonials from programme attendees, school leaders and businesses we partner with, giving their perspectives on how we are doing in our mission to level the playing field.

We couldn't achieve the impact we have without our incredible programme delivery team: Darius, Erin and Lucy, our wonderful volunteer Luke Harbridge, Adam Harvey who has advised and supported the charity in multiple ways over the last year and our trustees Amira Mohamed and Steven Davidson. We'd also like to take this opportunity to thank Debbie Fox, Emily Stone, Joe Perl and Joel Williams, who have left Behind Every Kick during this year, for their immense contributions to the charity.



**David Pollock,
Founder**



**Ewan Flynn,
acting Charity Lead**



About us



Behind Every Kick was founded in 2016, and our original pilot programme was with a team of teenage amateur footballers in Hackney. Through our weekly development sessions, we showed them how lessons gleaned from sports psychology could enhance their performance in all areas of their lives and help them unlock opportunities. The success of this pilot saw us expand our work to also offer mentoring, work experience and personal and career development workshops. We gained official registered charity status in 2018. Increasingly, demand for our support comes from schools.

During the 2025/26 academic year, 105 year 12 students across eight schools attended our programme. This takes the total number of young people who have attended our programme since 2016 to 866.



Since 2016, 866 young people have attended the Behind Every Kick programme



Vision

Like sport, society should be meritocratic. We want a level playing field for young people in London where talent and dedication rather than socioeconomic background determine success.

Mission

To enable the 16 and 17-year-olds attending our programme to recognise that the social and psychological skills they've developed playing sport can be harnessed to help them achieve success beyond the pitch, court or track and to connect them to inspirational people and opportunities as they take their next steps.



91% of the young people who completed the Behind Every Kick programme opted to stay connected to us

OUR PROGRAMME

Stage 1

During eight development sessions delivered weekly, we share techniques honed to drive the performance of elite athletes with young people. We give them tools to communicate effectively, become valued team members, thrive under pressure, perform with confidence, fuel their motivation, adopt a growth mindset and seize opportunities. As our work is grounded in sports, we use sports-based storytelling, scenarios and games to bring these topics to life.

It was a privilege to deliver the Behind Every Kick programme to eight schools in the 2025/26 academic year: Drayton Manor High School, Haberdashers' Crayford Academy, Haberdashers' Hatcham College, Haberdashers' Knights Academy, Harris Academy Lowe Willesden, Harris Academy St John's Wood, Harris Academy Tottenham and Ian Mikardo High School.

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“It has developed my entire character, helping me to communicate better and overall to feel more confident.”

Student from Haberdashers' Hatcham College

“Behind Every Kick has had a significant impact on our students developing their confidence, resilience and self-awareness. Students are now more engaged in both academic and sporting contexts. The programme has raised aspirations and helped to create more resilient, motivated and aspirational learners who are better prepared for success beyond the academy.”

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David Patten, Head of P.E. Haberdashers' Crayford Academy

Stage 2

Having completed the programme, young people who opt to stay connected with Behind Every Kick enter our network. From there, they are able to access opportunities to expand their horizons and further enhance their prospects. These include chances to learn from inspirational people working in inspiring environments.

Over the 2025/26 academic year, this included opportunities to participate in a Q&A session with a world leading authority in sports performance, a visit to EY's Canary Wharf office for a workshop on the relationship between sport and psychology hosted by Team GB Olympic medalists, a walking tour of London's financial district followed by a sit down conversation with the CEO of a public limited company and an insight day into the banking industry at Alpha Bank.

In addition, we were able to offer one week or two week work experiences to our young people interested in building careers in accountancy, finance, law and I.T. thanks to the support of Lubbock Fine, Quinta Law, Simons Muirhead Burton and WWCS.

Work Experience

We connect young people to opportunities to gain work experience where they can explore potential careers and professions that interest them.

Mentoring

We offer young people access to mentors who can help them figure out what they want to do once they leave school and support them in taking their next steps, whatever they might be.

Industry Insight Workshops

Young people who stay with us have access to workshops where they can ask any questions they have about a profession.

Our Impact According To Young People

Of the 2025/26 programme stage one cohort, 57 young people responded to our end of programme questionnaire. Here is their assessment of the programme's impact:

- 100% said they gained new skills or improved existing ones
- 98% feel more motivated
- 94% feel more confident
- 94% better understand opportunities open to them
- 90% would recommend Behind Every Kick to a friend





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"It has built my confidence so much, and has really helped me to think further about my goals."

***Student from Harris
Academy Tottenham***

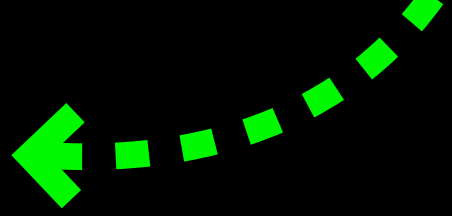
"Behind Every Kick is an immersive experience where you learn skills on how to gain confidence, regain motivation and communication, to be able to figure yourself out and find placements."

***Student from Haberdashers'
Hatcham College***

"Behind Every Kick opened my eyes and made me believe in myself."

***Student from Haberdashers'
Knights Academy***

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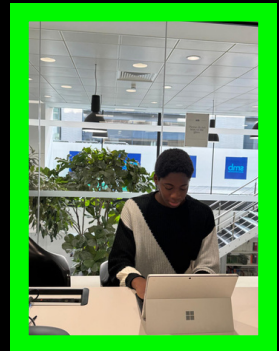


Our impact on Joanne

Joanne, who is passionate about technology completed the Behind Every Kick programme at Hatcham College and told us she was looking for opportunities to build her career in I.T. WWCS offered her a week of work experience over the summer. "It was such an insightful experience shadowing the commercial, sales, technical and security teams, as well as seeing how they all worked together. The environment was great. Moving forward I can see myself definitely enjoying working in this sector."

Our impact on Victor

Victor, who is interested in Law, politics and accountancy, completed the Behind Every Kick programme at Drayton Manor High School. In August, we arranged work experience for him at Simons Muirhead Burton LLP. "When I initially walked into SMB I was quite nervous. However when I met the solicitors and encountered the positive environment my nerves quickly settled. Working at SMB was a wonderful and eye opening experience. I learnt how important it is to be diligent because there were tasks I didn't understand at first but I was comfortable to ask for help and with some guidance, I was able to get through it."



Our impact on Chanice

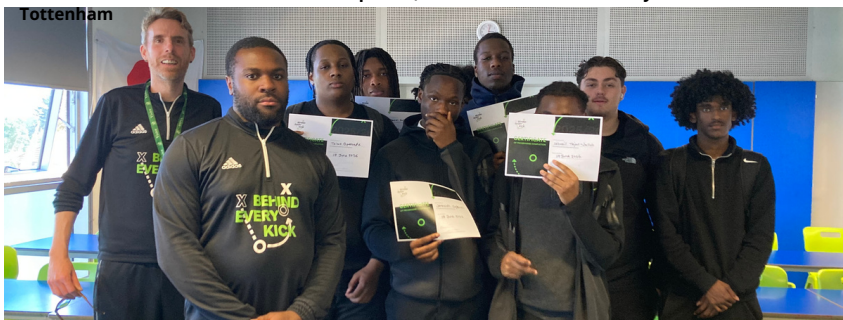
Chanice, a student at Hatcham College, is keen to work in law and property and was looking to gain some work experience to enhance her CV. Quinta Law supported her with a week long work placement during the school holidays. "It was such a welcoming environment to learn in and I gained a lot of new information about what it's like to have a career in the legal profession. It's definitely not put me off law!"



Our Impact according to Schools

"After taking part in the programme, students seemed more confident and more ready to articulate their views in class. I also noticed that students had formed more of a bond with each other - it was a great way for students to solidify their friendships. I also noticed that, particularly the boys, seemed more open to discussions with each other, rather than exchanging multiple 'bros' - and seemed more able to engage with challenging ideas, particularly those around masculinity."

Victoria Smith - Head of Personal Development, Sixth Form Harris Academy



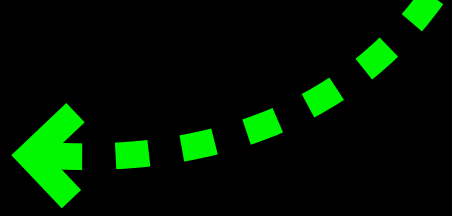
"It has been a fantastic experience for the young people involved. The programme provided a really valuable space for students to reflect on their emotions, understand themselves better, and develop important life skills such as communication, teamwork, resilience and confidence. These are areas that are often difficult to explore within the normal school curriculum, so the sessions offered something genuinely unique and impactful for our students.

What stood out most was how well the programme engaged students in meaningful discussions about mindset, self-awareness and emotional regulation. Several students spoke positively about how the sessions helped them better understand their emotions, improve their confidence, and think differently about how they approach challenges both in school and in life.

The facilitators created a safe, supportive and engaging environment where students felt comfortable to open up, reflect and challenge themselves. The balance between practical activities, discussion and reflection worked extremely well and allowed students to develop skills that will support them far beyond the classroom."

Walid Lehmer - Head of Pastoral Support, Drayton Manor High School





Our Impact according to Businesses

"It's been a pleasure for us at SMB to welcome young aspiring professionals for work experience. Having gone through the process myself, I know how difficult it can be to get your foot through the door. The opportunities I was fortunate enough to have early on were hugely beneficial for me, so being able to pass that down to the next generation is a great feeling and a full circle moment."

Kane Nosworthy - Associate, Simons Muirhead Burton



"At WWCS, we're always keen to support opportunities that give young people valuable insight into the world of work and help them build confidence and develop new skills. Having Joanne with us for the week was a pleasure, and it was great to see how enthusiastic, curious and willing to get involved she was. We hope the experience gave her a better idea of what working life is like and helped her gain some confidence as she starts thinking about her future career. It was also really enjoyable for our team to have her in the office, share some of our experience with her and see things from a fresh perspective."

Marc Lester - CEO, WWCS

"Our summer placement programme gives students the opportunity to experience life inside a professional services firm, work alongside experienced colleagues and gain practical insight into a range of career paths. We are proud to partner with Behind Every Kick by providing meaningful work experience opportunities. Together, we are helping students gain valuable insight into professional careers, build confidence, and develop skills that can support their future ambitions."

Kirsty Hopper - Manager, Lubbock Fine



"This summer we were delighted to welcome two young people, Chanice and Darshan, to Quinta. It was a valuable experience for Quinta as well as, we hope, for the students. We gave them a glimpse of what we do - involving them in internal meetings and conducting research to assist the lawyers. Supporting them made us reflect on how we communicate what we do and how we can make our profession more accessible and less unfamiliar to those who may not have existing connections to it. Hopefully the young people know that they have someone to contact, should they need advice going forwards."

Nick Green - Partner, Quinta Law

Our Impact In Numbers



2025/26

105

year 12 students across eight schools attended our programme

53

of them went on to become part of Behind Every Kick Connect

Since 2016



866

young people have attended our programme

327

have opted to stay connected with us



**Our 2025/26 fundraiser
with Frank Bruno raised**

£29,719



Amira
Behind E
Graduate

Thanks

We would like to express our heartfelt gratitude to ...

- All the young people who participated in the Behind Every Kick programme and attended our events in 2025/26
- Drayton Manor High School, Haberdashers' Crayford Academy, Haberdashers' Hatcham College, Haberdashers' Knights Academy, Harris Academy Lowe Willesden, Harris Academy St John's Wood, Harris Academy Tottenham and Ian Mikardo High School for inviting us into their communities
- The staff from these schools who have made us feel so welcome
- Behind Every Kick's small but hugely talented team of trainers who deliver the programme
- Behind Every Kick's staff, trustees, volunteers and supporters who make our work possible
- EY Lane4 for sharing their expertise on human performance in the development of the Behind Every Kick programme over many years
- Alpha Bank, EY, The Harkalm Group, HDR, LSL Property Services, Lubbock Fine, Quinta Law, Simons Muirhead Burton and WWCS for offering brilliant opportunities to our programme graduates
- Sport4Life - a special mention for Mark Clews who has provided unlimited support with fundraising applications and advice
- The Gosling Foundation
- Clarasys who over a number of years have volunteered their staff's time to help us better understand our work and impact



SUPPORT MORE YOUNG PEOPLE

If you are able to offer support to a young person in any of these ways we'd love to hear from you.

Get in touch: info@behindeverykick.org