



SOCIAL VALUE ANNUAL REPORT

2022-23

A young man with short brown hair, wearing a dark blue Nike tracksuit with a white swoosh and "DREAM BIG SPORTS" logo, is gesturing with his hands as if speaking or explaining something. He is standing in a brightly lit indoor space, possibly a school or community center. In the background, a young girl with dark hair is visible, looking towards the camera.

A world where our investment provides equal access to opportunities, enabling young people to benefit from a physically active lifestyle.

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FOREWORD

As a non-profit organisation, Dream Big Sports Ltd is committed to delivering Social Value for the local economy through all areas of our provision: Education, Holiday Camps and Training as well as having a key focus on our workforce and employment. We firmly believe that we are best placed to deliver outstanding sporting and educational provision for young people whilst re-investing into greater opportunities for those who may face barriers to participation, usually due to reasons beyond their control.

Over recent years, we have focused our efforts on identifying what social value means to our organisation, deciding on how we can re-invest sustainably to have a positive impact whilst also committing to social value pledges across four themed areas, supported and guided by Social Value Business Ltd to whom we are extremely grateful for their expert advice.

We thank you in advance for taking the time to read our Social Value Annual Report 2022-23 and welcome the opportunity to partner with organisations who may be able to support our 'Mission: Dream BIG!' initiative.

*Please Note: All data included in this report has been approximated to protect our IP as an organisation, however, accurate information can be provided upon request at the discretion of the management team.



Dillan O'Connor
Director
Dream Big Sports Ltd

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INTRODUCTION TO DREAM BIG SPORTS

Founded in December 2016, Dream Big Sports is a non-profit sports coaching and education organisation offering provision in Education, Holiday Camps & Training with a clear mission: “To ignite a passion for physical education, physical activity and sport in the next generation of young people whilst re-investing into greater opportunities for disadvantaged communities”.

Before taking our first steps into an extremely competitive and saturated sector, we made a conscious decision to be different. To not focus on the pounds and pence but instead the positive impact that we could have on the lives of young people as a result of our growth and success as an organisation, hence why we are proud to be operate with non-profit status. Whilst we do generate a profit to be able to exist, we commit to reinvesting any surplus into greater opportunities that align with our mission and vision as a team. Born out of a desire to pass on key knowledge, experiences and inspiration to others, we are passionate about going above and beyond to offer more than just education to young people.

It is this commitment that has been recognised throughout our business journey, first being awarded Rochdale’s “Start Up Business of the Year 2017”, then Oldham’s “Young Business of the Year 2018” and most recently Oldham’s “Business of the Year <£1m Turnover 2023” in addition to various other accolades and accreditations. All of which are key milestones for our team and serve as reassurance that our organisation operates sustainably and ethically, having the positive impact that we had hoped to achieve from day one.

Since launching the business with 1 partner primary school and 1 holiday camp venue in 2016, we are now incredibly fortunate to have a team of 22 creative, dedicated and inspiring coaches who support 12,000+ unique children and deliver over 20,000 hours of provision each year. With your ongoing support and trust in our organisation, these numbers will continue to grow, and we will continue to make a difference across Greater Manchester and beyond, whilst ensuring that our commitment to reinvest into greater opportunities is achieved year on year.

Team Dream Big.

WHAT IS SOCIAL VALUE?

SOCIAL VALUE DEFINITION

Social Value is the financial and non-financial value to society that an organisations social impact makes. Social Impact is the difference that an organisation makes, which benefits society.

Social Value is an emerging position within the UK and wider global markets, driven by governments and communities who are increasingly seeking to understand the value that they are receiving beyond the basic delivery from businesses. This has been greatly influenced by 'the global financial crisis' and the resulting focus on austerity. Communities and decision-makers have become sceptical over the motives and the traditional approaches that businesses have adopted. It is the role of businesses to define and redefine their position as values led.

WHAT DOES SOCIAL VALUE MEAN TO DREAM BIG SPORTS?

To our organisation, Social Value is "the positive impact on children, young people and the wider community as a result of our activities as an organisation within sport & education".

The four themed areas that we have identified as most relevant to our business activities are:

HEALTH & WELLBEING

We pledge to inspire & empower young people to improve their physical and mental wellbeing through increased opportunities, engagements and activity levels.

EDUCATION & SKILLS

We pledge to help develop new skills, knowledge and confidence in our workforce, to inspire individuals through the power of sport and education.

EMPLOYMENT & VOLUNTEERING

We pledge to support employability in the local community by providing work experience, volunteering opportunities & apprenticeships.

SOCIAL & COMMUNITY

We pledge to build collaborative communities by creating sustainable partnerships with other organisations to offer greater opportunities to young people.

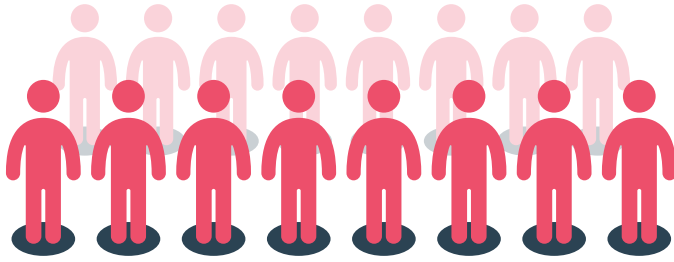




IMPACT: EDUCATION

IMPACT: EDUCATION

We offer a tailored service, providing high quality coaching to schools in the areas of Physical Education, School Sport & Physical Activity.



10,310 unique children engaged in educational sessions to improve health, wellbeing and attainment

= approx.

£800,170

in social value



27 partner schools engaged weekly to deliver core sessions for young people

= approx.

£18,650

in social value



18,354 hours of delivery against sports and educational activities

= approx.

£135,850

in social value

5,510 hours of extra-curricular activity delivered to young people



= approx.

£69,800

in social value



24 competitions delivered to local primary schools

= approx.

£2,090

in social value

768 hours of competition planning, preparation & delivery



= approx.

£5,680

in social value

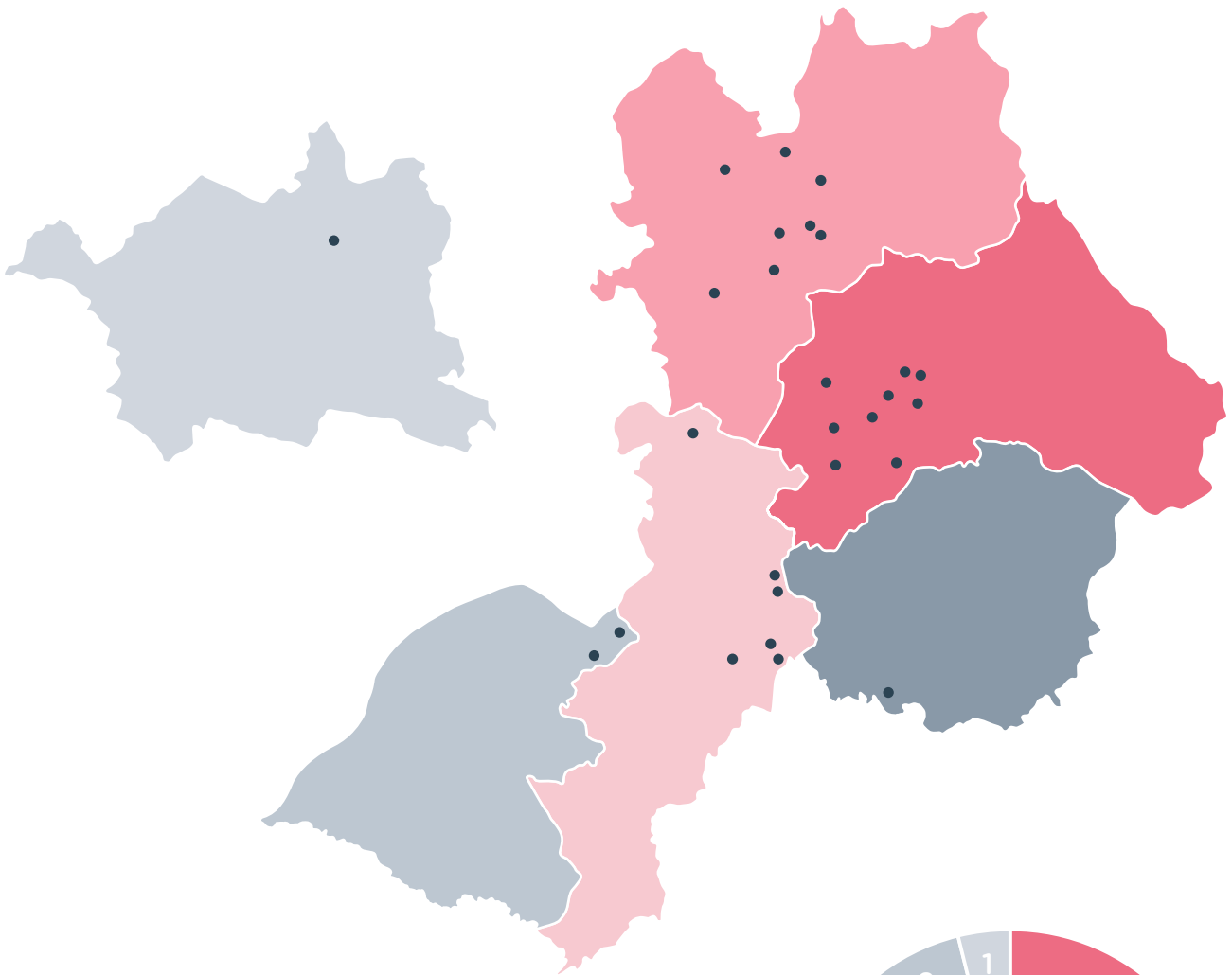
= £1,032,240

total social value generated through our Education provision.

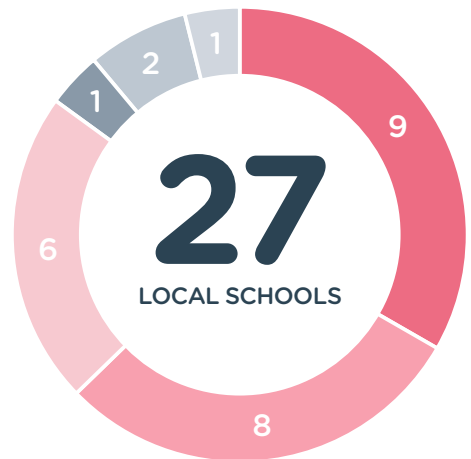
IMPACT: EDUCATION

ADDITIONAL INFORMATION

LOCATION OF SCHOOLS BY BOROUGH IN GREATER MANCHESTER



- OLDHAM
- ROCHDALE
- MANCHESTER
- TAMESIDE
- TRAFFORD
- BOLTON



IMPACT: EDUCATION

ADDITIONAL INFORMATION

ADDRESSING THE NEED



73% of teachers are concerned about the physical health of young people in their school.



47% of young people in England are meeting minimum physical activity level requirements



PE hours in England have reduced by 11.1% in the last decade.



91% of primary school pupils say being active helps them to learn.



Only 72% of children are able to swim 25m by the time they leave primary school.

Data taken from Youth Sport Trust PE & School Sport Annual Report 2023
<https://www.youthsporttrust.org/news-insight/research/pe-school-sport-the-annual-report-2023>

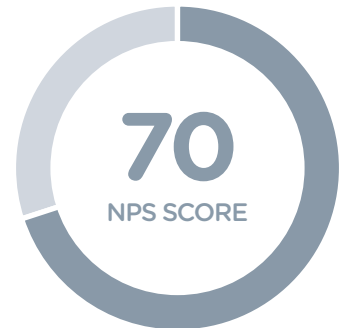
FEEDBACK



Overall Impact Across School



Overall Satisfaction with Dream Big Sports



How likely are you to recommend Dream Big Sports to a friend or colleague?

IMPACT: EDUCATION

ADDITIONAL
INFORMATION

TESTIMONIALS

“The Dream Big Sports coaches have done a brilliant job of building positive relationships with staff as well as being great role models for pupils.”

“Our pupil’s confidence has improved when performing in Dance lessons and they are able to relay the skills and knowledge gained from working with the coaches.”

“Dream Big Sports have ignited a passion for Dance when working with our pupils.”

“The engagement levels in lessons have been fantastic across the whole school with pupils really enjoying PE & Sport.”

“I have never enjoyed teaching PE as much as I have this year as a result of working with your coaches.”



IMPACT: HOLIDAY CAMPS

IMPACT: HOLIDAY CAMPS



We are a trusted and reliable childcare provider, offering a variety of activities to keep young people engaged and physically active during the school holidays.



1,656 unique children engaged in holiday camps sessions during the school holidays

= approx.
£43,110
in social value



11 holiday camp partner venues accessed throughout the year

= approx.
£3,660
in social value



2129 hours of delivery at our Holiday Camp sessions

= approx.
£15,760
in social value

HAF

HOLIDAY ACTIVITIES & FOOD PROGRAMME

5,750 funded places offered to young people through the support of the HAF programme

= approx.
£149,680
in social value

= £212,210

total social value generated through our Holiday Camp activities.

IMPACT: HOLIDAY CAMPS

ADDITIONAL INFORMATION

HOLIDAY CAMP LOCATIONS

● OLDHAM

- North Chadderton School
- St. Matthews Primary School
- The Hathershaw College
- Waterhead Academy
- Greenacres Primary Academy

● ROCHDALE

- Hopwood Hall College
- Lowerplace Primary School
- Castleton Primary School

● MANCHESTER

- Stanley Grove Primary Academy
- Rushbrook Primary Academy
- Seymour Road Academy



HAF PROGRAMME PARTNERS



IMPACT: HOLIDAY CAMPS

ADDITIONAL INFORMATION

ADDRESSING THE NEED



45% of parents are concerned about their child's mental health.



40% of children are doing less than 30 minutes of physical activity per day.



50% of parents have cut back on spending on sport, leisure and social activities due to having less disposable income.



78% of parents believe that their children spend too much time online or watching TV.



83% of parents say that sport and play are an important part of every young person's education and development.

Data taken from Youth Sport Trust PE & School Sport Annual Report 2023
<https://www.youthsporttrust.org/news-insight/research/pe-school-sport-the-annual-report-2023>

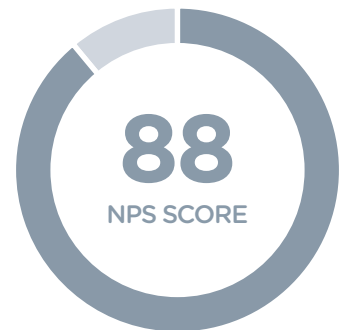
FEEDBACK



Variety of Sports & Activities



Child Enjoyment



How likely are you to recommend Dream Big Sports to a friend or colleague?

IMPACT: HOLIDAY CAMPS

ADDITIONAL
INFORMATION

TESTIMONIALS

“A huge thank you for to all the wonderful coaches at your holiday camps. My children have loved every minute of it!”

“My daughter has had a fantastic time this Summer. She’s been attending for years now and always looks forward to the school holidays. Keep up the great work everyone!”

“I couldn’t be happier with this service. Coaches and activities are just fantastic!”

“I can honestly recommend Dream Big Sports to any parent who needs a professional service that is full of entertaining childcare for their children.”

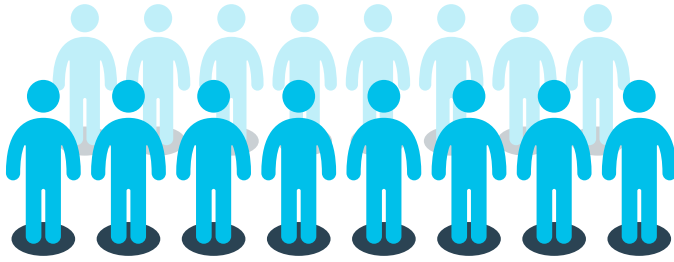
“The team at the holiday camp were absolutely amazing! Nothing was too much trouble and they really did ensure my children had the best time.”



IMPACT: TRAINING

IMPACT: TRAINING

We are a provider of accredited professional development workshops & qualifications, specific to the Sports & Education sector.



139 unique individuals engaged with non-accredited training & CPD courses

= approx.

£18,320

in social value



36 Training & CPD sessions delivered throughout the year

= approx.

£4,620

in social value



13 different organisations engaged with our Training & CPD offer

= approx.

£380

in social value



132 unique individuals engaged with accredited training & qualifications

= approx.

£17,390

in social value

= £40,710

total social value generated through our Training & CPD offer.

IMPACT: TRAINING

ADDITIONAL INFORMATION

ACCREDITED TRAINING PARTNERS



ADDRESSING THE NEED



Only 78% of schools say that PE is compulsory and only 57% have a specialist PE teacher.



The number of PE teacher in England has fallen by 8.8%.



40% of parents believe that sport helps their children to be good leaders.

Data taken from Youth Sport Trust PE & School Sport Annual Report 2023
<https://www.youthsporttrust.org/news-insight/research/pe-school-sport-the-annual-report-2023>

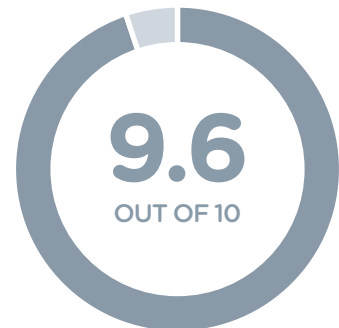
FEEDBACK



Has the tutor improved your confidence?



Has the tutor improved your knowledge of the topic?



Were you provided with quality resources & guidance?

IMPACT: TRAINING

ADDITIONAL
INFORMATION

TESTIMONIALS

“It was a very good workshop, with lots of information on how small changes can help with lunchtimes.”

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“It was an excellent day for our Year 6 children to learn some valuable leadership & communication skills.”

“The workshop provided lots of ideas for managing behaviour & engaging children to be more active at lunchtime.”

“The workshop was Interesting, focused, engaging and thought provoking. Straight forward and easy to understand.”

“A great training session that has enabled me to become more confident at delivering activities in our school.”

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IMPACT: WORKFORCE & EMPLOYMENT

IMPACT: WORKFORCE & EMPLOYMENT

Our coaching team consists of highly motivated individuals who have years of invaluable experience. All of our workforce is provided with regular expert advice and training to ensure that every programme we offer is delivered to an exceptional level and exceeds all expectations.



27 team members (FTE) retained in employment

= approx. **£357,170** in social value

104 weeks of experience gained through our apprenticeship offer



= approx. **£10,720** in social value

16 work experience opportunities provided to local individuals



= approx. **£1,240** in social value

120 volunteering hours delivered on local community sessions



= approx. **£890** in social value



45 hours of training & CPD provided to our existing workforce

= approx. **£5,930** in social value



22 team members given access to an Employee Assistance Programme (EAP)

= approx. **£17,880** in social value

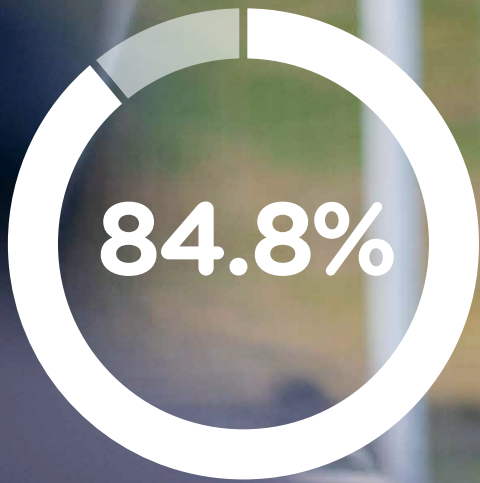
= £393,830

total social value generated through our workforce & employment opportunities.

IMPACT: WORKFORCE & EMPLOYMENT

ADDITIONAL
INFORMATION

LOCALLY EMPLOYED WORKFORCE



84.8% of workforce employed locally (within 20 miles of Dream Big HQ).

EMPLOYEE ASSISTANCE PROGRAMME INFORMATION

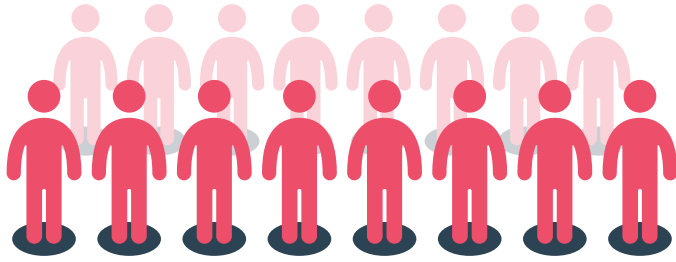
To help support our team, we have implemented a free and confidential Employee Assistance Programme (EAP) for all team members to access. This service is delivered by an independent provider of employee support services. Their staff are specialists in fields such as well-being, family matters, relationship issues, debt management, consumer rights, and much more.

The EAP is fully funded by Dream Big Sports as a support service for all our workforce. It is available 24 hours a day, 7 days a week, 365 days a year. The EAP can be contacted by phone, email, text relay, as well as online and live chat services.

The EAP is designed to help our workforce with a wide range of work, family and personal issues. Confidentiality is the foundation of the service, and it is bound by professional standards regarding confidentiality.

OVERALL IMPACT

Below is a summary of the Social Value we have generated across all areas of our provision in addition to other key factors that contribute to this total throughout the year.



£2,144,600

of social value generated as an organisation.



£1 = £3.10

For every £1 spent on our services, £3.10 of Social Return on Investment (SROI) generated.



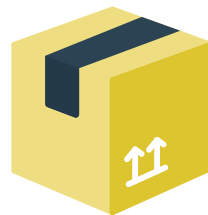
£1,713,830

of social value generated through the delivery of our Key Value Indicators.



£383,910

of social value generated through staffing locally.



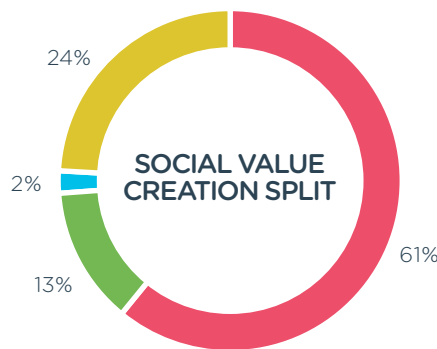
£40,170

of social value generated throughout spending with SME's in our supply chain.



£6,690

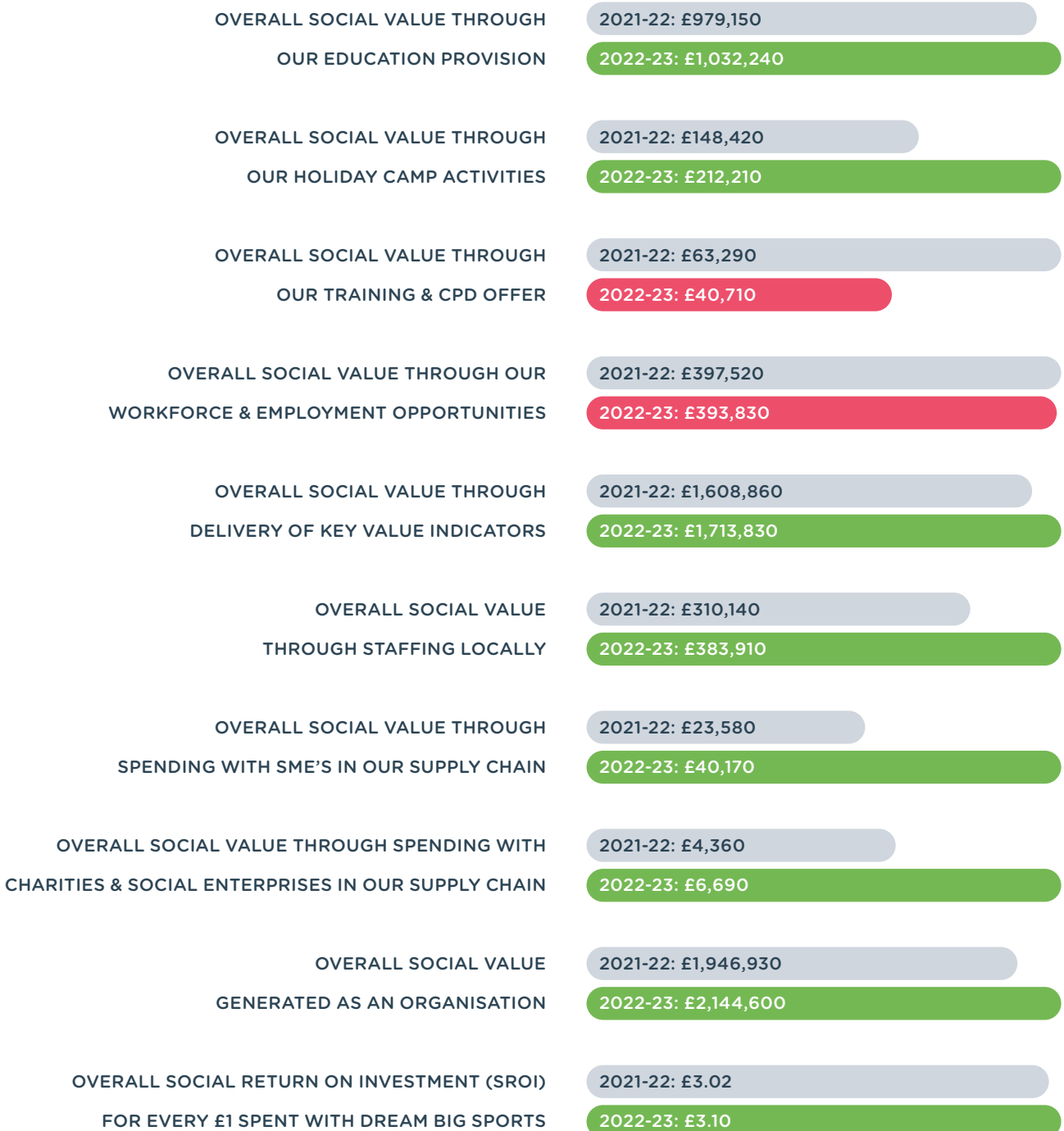
of social value generated through spending with charities & social enterprises in our supply chain.



- EDUCATION
- HOLIDAY CAMPS
- TRAINING
- WORKFORCE & EMPLOYMENT

OUR PROGRESS

Our Social Value data collection began in 2021-22, acting as a baseline for our measurement and reporting each year. Check out the charts below to view our progress over the last 12 months.



MISSION: DREAM BIG!



Mission: Dream BIG! encapsulates our dedication to go above and beyond our core offer as a team to invest into greater opportunities for young people who may face barriers to participation for a variety of reasons, usually beyond their control.

Every year, Mission: Dream BIG! will see us guarantee additional opportunities for young people, our team, individuals looking to gain experience & qualifications as well as the wider community with collaborative events.



MISSION: DREAM BIG!



WHAT IS OUR COMMITMENT?

In addition to our existing areas of delivery, each year the Dream Big Sports team commit to four social value pledges to ensure we have a long-lasting impact on the lives of young people and the wider community as a result of our growth. The pledges are below:

HEALTH & WELLBEING

Pledge: We pledge to inspire & empower young people to improve their physical and mental wellbeing through increased opportunities, engagements and activity levels.

Our Target: To provide 5% of our annual delivery hours from the previous year as fully funded sport & physical activity.

EDUCATION & SKILLS

Pledge: We e pledge to help develop new skills, knowledge and confidence in our workforce, to inspire individuals through the power of sport and education.

Our Target: To provide a minimum of 50 hours of training & CPD opportunities for each individual in our core delivery team.

EMPLOYMENT & VOLUNTEERING

Pledge: We pledge to support employability in the local community by providing work experience, volunteering opportunities & apprenticeships.

Our Target: To offer opportunities annually through work experience, volunteering, apprenticeships equivalent to 50% of the size of our core delivery team.

SOCIAL & COMMUNITY

Pledge: We pledge to build collaborative communities by creating sustainable partnerships with other organisations to offer greater opportunities for young people.

Our Target: To organise & deliver 3 community events annually, collaborating with local socially driven organisations.

MISSION: DREAM BIG!

HOW WILL WE MEASURE THE IMPACT?

Through our unique Social Value Framework, specific to our organisation. We are able to monitor, analyse and report on our social impact annually to ensure the commitment detailed above is meaningful, sustainable and having the desired positive impact across all four areas.

From 2023-24 onwards, our Mission: Dream BIG! progress will be included in this Social Value Annual Report to ensure all stakeholders are kept up to date with the impact of this initiative.



OUR KEY PARTNERS

Our work wouldn't be possible without the support of partner organisations who we have worked with consistently to deliver on our key outcomes and our Social Value commitments over the last 12 months. Find out a little more about each partner organisation below:



SPORT ENGLAND

Established by Royal Charter in 1996, Sport England are determined to give everyone in England the chance to benefit from sport and physical activity. www.sportengland.org



NATIONAL LOTTERY

The National Lottery Community Fund distributes over £600m a year to communities across the UK, raised by players of The National Lottery. www.tnlcommunityfund.org.uk



OLDHAM ENTERPRISE TRUST

The Oldham Enterprise Trust helps Oldham residents into enterprise and employability and contributes to long-term economic growth. www.oldhamenterprisetrust.org.uk



OLDHAM SIXTH FORM COLLEGE

Oldham Sixth Form College is a high achieving, inclusive and exceptional college which is proud to be a nationally recognised sixth form. www.osfc.ac.uk



ASPIRE ACTIVE PARTNERSHIPS NETWORK

Aspire Active Partnerships exist to inspire, educate and help like-minded sports coaching organisations build on their success and achieve more. www.aspireactivepartnerships.co.uk



CIMSPA

CIMSPA are the professional development body for the UK's sport and physical activity sector, committed to supporting, developing and enabling professionals and organisations to succeed and, as a result, inspire our nation to become more active. www.cimspa.co.uk



OPTIMI • TURNING BIG DREAM
BRIGHTER FUTURES

#TEAMDREAMBIG



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