



Impact Report

2021

A message from our Founder & Chair – Sir Rod Aldridge OBE



Sir Rod Aldridge OBE

Founder & Chair Aldridge Foundation

I am pleased to present our latest Annual Impact Report, which spans the most challenging 18 months that many young people will have faced in their lifetimes. The Covid-19 pandemic has been a universal crisis, and for some children, the impact will be lifelong. The truth is that in the UK and the world over, the harmful effects of the pandemic will not be distributed equally and will be most damaging for young people already in disadvantaged or vulnerable situations.

Covid-19 disrupted the learning process of more than 1.7 billion children and young people as well as their families. Two thirds of children in the UK did not receive online learning during the Covid-19 lockdown, which has created more than 3 ½ years of education inequality in less than 6 months. That is why I am especially proud of the achievements listed in this report, which highlights the work we did in 2020/2021 to support over 7,000 students living in communities that rank in the top 20% most deprived communities in the UK across the North West, Inner London and the South East coast.

“It is not where you come from that matters, it is where you want to get to that counts. All young people, irrespective of their backgrounds, should experience both a skills-based and knowledge-based education and enriching experiences that equip and enable them to raise their aspirations, improve their academic outcomes and create the rewarding and productive lives they choose. Every young person deserves an equal chance at life.”

Sir Rod Aldridge OBE

Many of these young people are constantly playing catch-up with their peers from wealthier backgrounds. By the time disadvantaged students leave primary school, they are around 9 months behind, a gap which increases as students get older. This effect continues throughout a person's life, affecting entry into higher education, future employment, and lifetime earnings. That is why the Aldridge Foundation is working to break the cycle where disadvantage leads to further deprivation.

We have an approach that is focused on character development and seeks to develop the whole child, giving them a better chance to increase their educational progress, and supporting greater upward social mobility and longer-term community regeneration.

A message from our Chief Executive – Shona Nichols

In 2020/2021, the Aldridge Foundation team faced the need to be resourceful and flexible. We provided immediate Covid-19 emergency support to the young people and communities we work with, adapted our core programmes to deliver them virtually, and began creating longer term Covid-19 recovery programmes as the lasting impact of the pandemic emerged.

We funded Virtual Aldridge, an initiative which delivered one-to-one tutoring to 250 students suffering from significant academic learning gaps exacerbated by a lack of consistent access to online learning. We raised and deployed over £374,000 in emergency funding and sourced equipment and internet services to support young people and their families throughout the pandemic. With the generous support from a wide range of individuals and organisations, we created a new World of Work hub and delivered virtual work experience and employability support to address the lack of face-to-face work-experience placements and reduced career advice.

We launched our new Bright Futures Programme in partnership with British Exploring Society to support young people at risk of disengagement from education, and we continued our successful partnerships with Callsign, Artellite, Sussex Cricket

and Young Enterprise to expand our skills development programmes across enterprise, sports and creative arts. 150 boys and girls successfully graduated from our Aldridge Cricket Programme and we saw Brighton Aldridge Cricket Academy maintain its position as one of the only state schools listed in the Top 100 cricket schools in the country by The Cricketer Magazine School Guide 2021.

There is so much to celebrate, but there is so much more to do as we look to the future. The 2021/22 academic year marks our 15th anniversary, and we will be shining a spotlight on many of the young people we've helped to build the skills needed to fulfill their potential and follow their career dreams. We will be reflecting on what our programmes have achieved and how they can be enhanced and grown to support even more young people and have even more impact.

With the cost-of-living crisis in the UK exacerbating the lingering effects of the pandemic, the disadvantage gap continues to widen. There is therefore an even greater requirement to support young people from disadvantaged communities to gain the skills needed to secure opportunities to create better lives for themselves. As a charity we need to keep evolving and will be setting out our credentials, refocusing our

strategy, seeking further funding support and employer partnerships to ensure we are best placed to continue helping the current, and next, generations of young people to have an equal chance at life.

This report shines a light on how our work benefits the young people we support. Each young person's development or break through is a direct result of the generosity and efforts of each and every one of our donors and supporters. Together we really do change lives for the better. We thank you all from the bottom of our hearts for your support.



Shona Nichols

Chief Executive Aldridge Foundation

Who we are

We work with young people from areas of low socio and economic wealth to raise their aspirations and help equip them with the life and employability skills that will give them an equal chance in life. We want to ensure that the young people we work with are better placed to achieve their dreams and live the rewarding, productive

lives they choose. We open young peoples' eyes to opportunities in the world beyond school and help them build valuable skills and attributes through enterprise learning, experiential learning, skills development through sport and the creative arts.

Our purpose is to give all young people an equal chance at life – because we believe no one should be held back by where they come from.

Why do we exist?

There is a very real achievement gap between young people from deprived backgrounds and those who are better off.

Students from the most deprived areas of England are almost twice as likely to fail maths or English GCSEs* as those in the richest, and less likely to achieve top grades. Disadvantaged young adults are twice as likely to not be in education, employment, or training**.

We want to close the achievement gap, increase social mobility and regenerate communities. We help young people who are living in poverty, or come from challenging backgrounds, to realise their ambitions, reach their potential and create better life chances for themselves.

*Teach First 2019 ** Impetus 2019

20%

We support young people attending schools and colleges all situated in communities that rank in the top 20% most deprived communities in the UK across the North West, Inner London and the South East coast

42.3%

of the young people we support are eligible to receive Pupil Premium (National 23.2%)

32.3%

of young people we support receive Free School Meals (National 20.8%)

OUR IMPACT



10,295

young people benefitted from our programmes, helping them to develop essential life and employability skills

Breakdown by core programme:



2,558

young people explored enterprise & entrepreneurship



75

young people built confidence through expeditions with coaching



230

young people discovered creative arts pathways



886

young people developed skills through sport

Covid-19 emergency and recovery response:



6,546

young people supported through Covid-19 pandemic



£374,000

raised and deployed across the 9 communities we work with to support young people and their families, including funding, food supplies, mental health and wellbeing services and catch-up tutoring



156

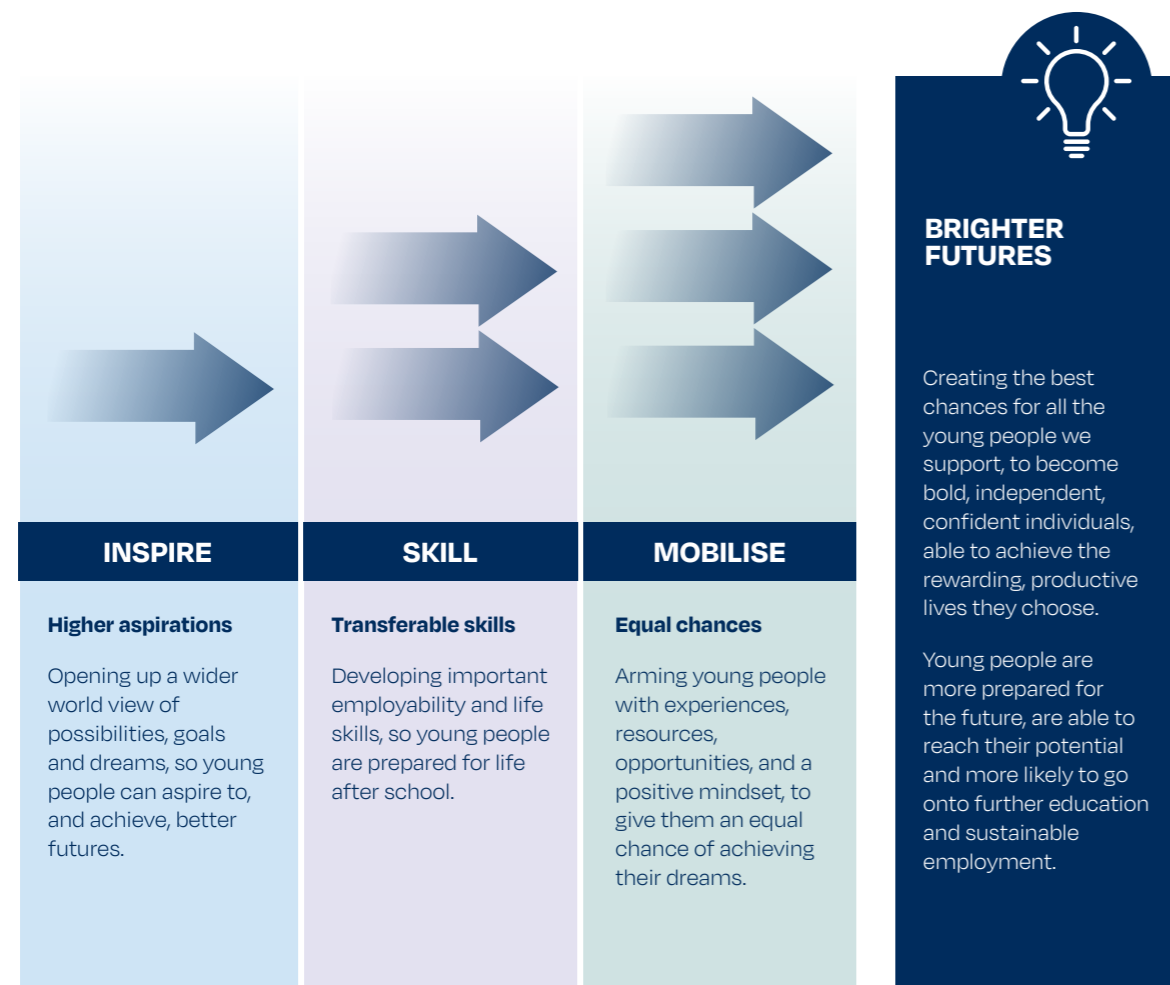
of our business contacts stepped up and gave 500+ hours to inspire young people, giving them access to the 'world of work' whilst work placements and internships weren't possible

Our approach

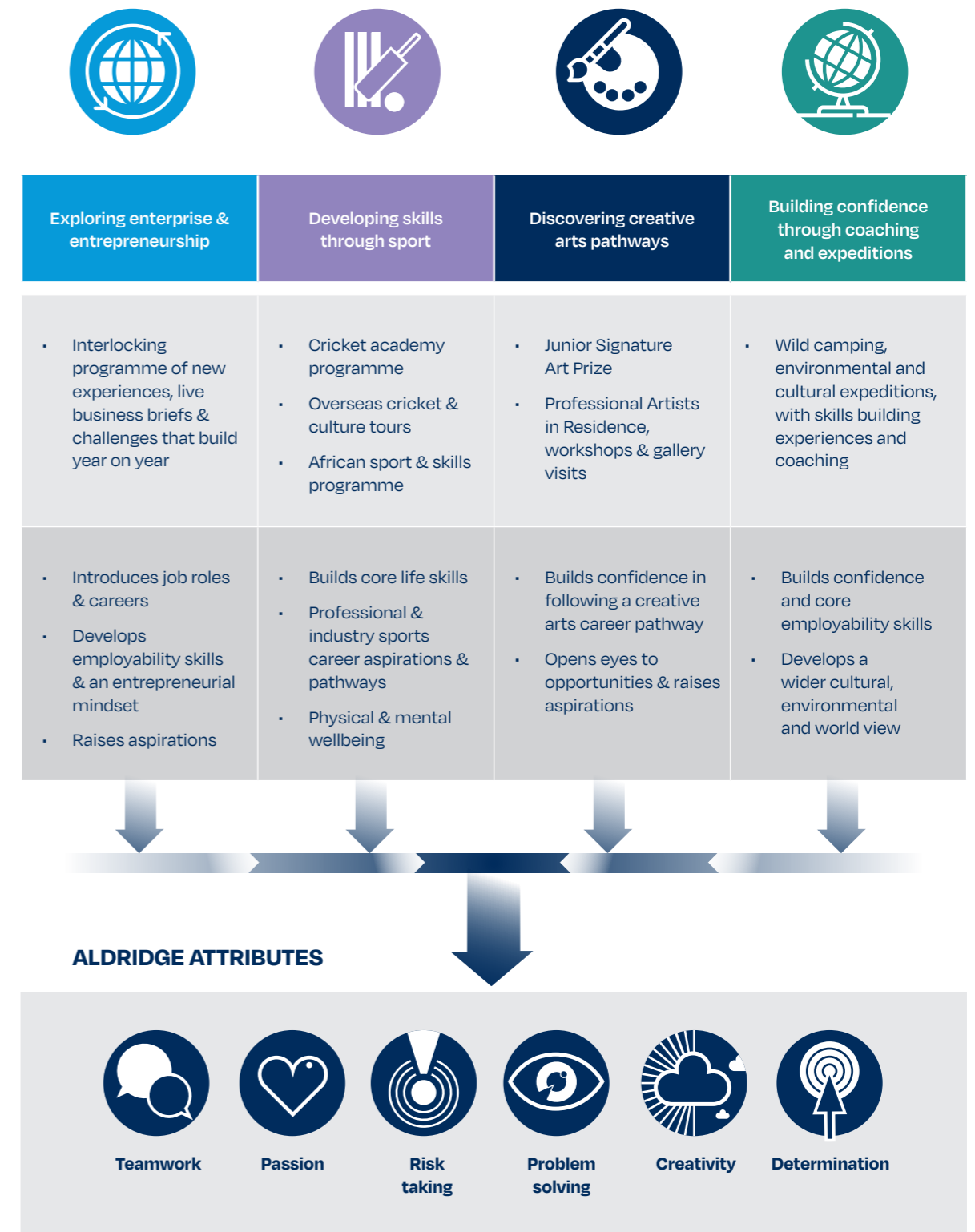
Working with partners who share our passion and values, we develop and deliver programmes that inspire and raise the aspirations of young people from challenging communities, help them to develop key life and employability skills and take control of their futures.

Our aim is for the young people we support to enjoy better employment prospects and ultimately lead more productive and fulfilling lives.

How we make change happen



Our programmes and activities



2020 – 2021 programme activity

Covid-19 response

Our response to the impact of the Covid-19 pandemic on the young people and the communities in which we work moved through two distinct phases – a swift and immediate emergency response and then a longer-term recovery phase. For both phases we needed to step beyond the usual boundaries of our work. The first phase focussed on mobilising support to address food and digital poverty, and to assess any impacts on mental health and wellbeing. The second looked at how we could put the infrastructure in place to help address the disproportionate impact of the pandemic on the young people in the deprived areas where we work – closing academic learning gaps, addressing re-engagement in education and a focus on pathways into further education and work. Some highlights of our work are:

Assessing mental health and wellbeing:

Living through the pandemic exacerbated existing and triggered new mental and physical wellbeing issues. Through the generosity of our donors, we secured specialist support to assess the health and wellbeing of our community and provide expert services to signpost further support where needed.

Addressing digital poverty:

Digital poverty is a big issue for the young people we support, and the pandemic has intensified the problem. We had to ensure that our students had access to the technology they needed to access home learning. We were able to provide families who needed it most with dongles, laptops and free wi-fi in partnership with Just Eat, CVC, BITC and 6G.

"I do not know how to even begin to thank you for all your time helping to set up work and careers experience. The many external volunteers you connected us with and the time you have spent running the sessions was invaluable. Thanks to all your hard work, we had a week with over 30 different activities and over 46 external volunteers. The feedback from the students has been very positive and now we will work to build on the many partnerships you have put us into contact with."

Nuriye Mertcan, Assistant Principal
Duke's Aldridge Academy

"We hope this tutoring system of teaching increases for more students to have that extra leg up to help them reach higher than they could alone. Impressed with the whole experience, thank you to all involved, especially the teachers. Thank you all!"

Parent of a Virtual Academy student

Providing career support/skills development:

With face-to-face work experience and career guidance cancelled due to the pandemic, we delivered a series of live and recorded talks with volunteers from different professions, giving them the chance to gain insight into a range of roles, discover different pathways and ask their questions. We also delivered a work experience programme at Duke's Aldridge Academy, giving CV workshops, mock interviews and Q&A sessions.

Primary school literacy and numeracy:

Most children who join Sudell Primary School, Darwen, at four years old are already one to two years behind in terms of their vocabulary. The pandemic has widened these learning gaps and there is an intense and immediate focus on giving these children an equal chance to thrive. With a generous grant from Harrow School's Shaftesbury Enterprise, we were able to fund an experienced tutor to help children catch up with core literacy and numeracy skills, with an additional focus on coaching to help re-engage pupils' concentration skills and confidence. We also funded specialist vocabulary development training for staff, and tutoring support materials for pupils.

Funding Virtual Aldridge:

We funded a high-quality, tailored, virtual tutoring service during evenings and weekends to help close learning gaps, ensuring students were supported to reach their learning goals in English and Maths. The programme prioritised access for the hardest to reach students preparing for GCSEs. Following a successful pilot, students made substantially more progress than students who were not on the programme.

IT equipment and internet connections were provided to those young people and their families who needed them most, to remove barriers to distance learning:

 **102 Laptops**

 **156 Dongles**

 **22 Free broadband connections**

 **4,700 Hours**

of virtual one-to-one tutoring delivered to 250 unique students experiencing digital poverty during the COVID-19 pandemic

 **1.14 million**

an estimated 1.14 - 1.78 million children in the UK have no access to a laptop, desktop or tablet

 **250 Students**

received tutoring through Virtual Aldridge - 65% were pupil premium students, and 77% met at least one criterion for disadvantage

Our core programmes were never more important during this challenging period for young people. We acted swiftly to adapt and where possible digitise our programmes so that young people would continue to benefit from them. We also created new digital resources and used the period to pilot new programmes in readiness to introduce at scale when school life settled once more.



Exploring enterprise & entrepreneurship

Social Enterprise Bootcamp & Challenge

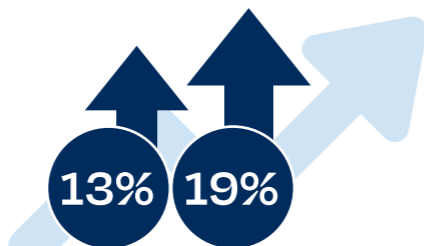
In February 2020, in partnership with Future Foundations, we piloted a 'Global Social Leadership Programme' for Year 8 students across four schools, helping them to build enterprise skills and imagine and discuss solutions to some of the world's greatest social and economic problems. They worked together over 30 days to develop an awareness or fundraising campaign or policy solution that aligned with the UN's Sustainable Development Goals. Students fully engaged in the programme, which was delivered virtually during a full lockdown. They reported positive gains including greater confidence across the key skills of communication, creativity and problem-solving, and increased self-esteem.

Young Enterprise Partnership

Through creating and funding a partnership with Young Enterprise (YE) all the schools we support can access YE programmes at no cost enabling students to build their enterprise and financial skills throughout their lives at school. The YE modules complement the Foundation's other enterprise learning initiatives and ensure that all students across all years have an integrated development experience. YE swiftly adapted many of their programmes ensuring that students could continue to access them from home or school throughout lockdowns and isolations. Student feedback showed significant increases in knowledge and competencies.

 **2,284 Students**

received enterprise, employability and financial capability teaching and learning



students reported a **13% rise in aspirations** and **19% rise in work readiness**



Young people taking part in the social leadership programme considered some of the current challenges we're facing locally and globally and submitted their thoughts through an online forum to create this incredibly powerful piece of writing.

Change is coming.....

Change is coming.....
 Our generation is the change our world needs
 Young people all around the world have voices to be heard
 We are the change and the change is within us
 We can all make a difference

Believe in yourself and be confident
 Don't be afraid to speak out
 Change has to start from ourselves
 The change is inside us, and only we can free it
 Change is coming, but we will have to work for it

Stay positive, it will get better
 Look forward, not back
 Something small can become something big
 No matter who you are or where you are, you can make a change
 Everyone's voice can make a difference

Stop all the pollution
 Reduce waste for the earth
 Sexism online isn't a joke
 We are all equal and nobody is more important
 We are stopping discrimination, everyone will be equal

Change is coming.....
 Help is on the way
 Younger lives will have a bigger voice
 Be the change that you wish to see in the world
 So one day it will be a better place

"I have found that since my son has returned, they have an extra inner resilience which shines through, and which manifests itself in the day-to-day challenges of normal life. My son said, 'If I can do this - I know I can do anything I want to do!'"

Parent of a Bright Futures student



Building confidence through coaching and expeditions

Bright Futures

In Easter 2021, we launched our new Bright Futures pilot programme in partnership with British Exploring Society. It is designed for students lacking confidence, experiencing social anxiety, or who are at risk of disengaging with education. The programme combines expeditionary experiences with one-on-one and group coaching and is fully funded by the Aldridge Foundation and British Exploring Society, with the Dangoor family funding British Exploring Society to deliver the expedition elements of the programme. 27 young people attended a training weekend in the Peak District, stepping completely out of their comfort zones and usual environments to reflect and build key life skills and confidence.

18 of them went on to a 2-week expedition of wild camping in the Cairngorms in Scotland. On their return, we worked with them to continue building on the skills they developed during the expedition and further increase their communication skills. All the young people reported feeling an improvement in their social and life skills. They realised that they had the ability to do so much more than they thought they could and became more courageous, self-reliant and determined. We are now planning a full programme of expeditions and support for 2021/22.

"We're more determined and we're proud of ourselves. There are some moments when you think you just want to go home but there is also a pull to stay - weird but you just keep going. Those of us who'd always relied on others to help have learnt to do things for ourselves. Those who usually just couldn't be bothered now just get on and do!"

Y9 student from Portslade Aldridge Community Academy



100%

of students said they benefitted from being away from their phone on expedition

I didn't think it would change me

I didn't think it would change me but:

Awkward became friends for life
Rations became traded treats
Soggy socks became "trench foot" but I kept walking.

100%

developed confidence in 1 or more Aldridge Attribute

Each group chose different paths and had their own personal journeys:

The cautious became confident
"Couldn't be bothered" became "Just get it done"
The always online became focussed on the here, the now.

94%

developed confidence in at least 2 Aldridge Attributes

I didn't think it would change me but now:

I am comfortable with new people
I am resilient, more independent
I have more confidence
I have the motivation to get things done
I have a new perspective on life
I feel different inside It was a moving experience - literally!

Reflections from Darwen Vale High School students



Discovering creative arts pathways



Aldridge Junior Signature Prize

With generous sponsorship from Callsign, a leading cyber security firm, we partner with Artellite, a leading online art gallery, to run an annual art competition alongside Artellite's international art competition. The Aldridge Junior Signature Prize inspires, informs and develops confidence in young people to raise their aspirations and explore how their talent could lead to a career in the arts or creative industries. Entries were submitted across film, photography, textiles, digital and fine art categories to be judged by professionals from the art industry. The finalists work was shown in a prestigious exhibition in central London.

Art Workshops

Renowned artist, Ian Murphy, ran workshops for 119 young people across 5 different schools, teaching them a number of new, mixed media techniques that they could use to enhance and develop their own skills and individual creative styles. These workshops help to increase young people's confidence in their own abilities, encourage more applications to the Aldridge Junior Signature Art Prize, and open their eyes to arts career pathways.



119
young

participated in an art workshop with Ian Murphy



88
submissions

to the Aldridge Junior Signature Prize
from budding artists aged 14-18



"It was a big confidence boost and it did help me get to where I am today. It was actually the Junior Signature Art Prize that pushed me to create my own art page on Instagram. After that, people had seen what kind of work I do and I did get quite a lot of commissions last year. If I'm having a moment of self-doubt I look back [to selling my first piece of work at the AJSAP exhibition] and think 'people do like my artwork'".



Salma Kossari, Kensington Aldridge Academy student, Winner of the Fine Art Category 2019/20



Developing skills through sport

Aldridge Cricket Programmes

We continue to support a best-in-class Cricket Centre at the Aldridge Cricket Academy (ACA) at Brighton Aldridge Community Academy (BACA) and a community programme to encourage women and girls to play cricket. We believe that sport gives young people an opportunity to develop the social, thinking, emotional and physical skills they will need to thrive later in life. The overall aim is to actively change lives through building life skills through cricket, tackle inequalities and improve the health and wellbeing of young people. An amazing and valuable highlight of the year was a visit by the late Shane Warne who gave generously of his time to deliver a bowling master class, guide our young cricketers and deliver an inspirational speech and discussion.

"We are delighted with the impact of our cricket programmes on young people's skills, aspirations and wellbeing. Our community programme has extended its reach. The pandemic's lockdowns and other challenges impacted the girl's cricket programme but the team still managed to run sessions for 488 school children and inspired more girls to try cricket, join a local cricket club, attend local community cricket hubs, and take part in cricket holiday camps.

**Alexia Walker, Director of Cricket,
Sir Rod Aldridge Cricket Centre**

For the past 6 years, the centre and school has been running a two-year sixth form cricket academy, which has enabled pupils to combine high-level sixth form academic studies with an intensive cricket development programme. In this period, over 150 boys and girls from across Sussex successfully took part in the programme. This year we launched a new junior academy for 11 to 13 year olds to extend the benefits of the programme, enrolling 12 students on to the junior cricket pathway. We also entered a new 3-year partnership with BACA and Sussex Cricket to support this innovative and unique state school cricket pathway programme and our community programme focussed on women's and girls' development. The initiative not only supports an interest in cricket and but also shows young people the physical and mental wellbeing benefits of participating in regular exercise.

"I think not having the whole focus on academic structure means that kids can excel in different areas. For me that was sport. Having that gives students more belief in themselves. It's not all about uni, it's about expressing yourself, finding something you love and finding that passion."

**Tara Norris, Aldridge Cricket Academy & Loughborough University Graduate.
Currently playing cricket for Southern Vipers and Sussex Women.**



"I have had a wonderful welcome here today and have encountered young aspiring cricketers with real talent and drive. Cricket is a sport that is increasingly accessible to both boys and girls and the mix of tactics, discipline, solo performance and team working learnt through cricket are truly valuable skills. I wish many more state schools had access to cricket facilities and coaches of the calibre I have witnessed here at BACA."

Shane Warne - late Australian cricketer and sports commentator (1969 - 2022)



 **488**

school children received sessions to inspire more girls to try cricket, join a local cricket club, attend local community cricket hubs, and take part in cricket holiday camps

Our aims for the year ahead



We will listen and make decisions with, not just for, young people

We have always been youth focused – but we realise that is not enough. We increasingly want to be youth led, so the young people we support can help us shape our work. We have started by creating the Aldridge Foundation Youth Advisory Committee where young people's voices will help inform our work. This is our first step towards young people becoming trustees of our Board.

We will use technology to extend our reach and impact to support more young people

We have privileged access to test our programmes and support young people across the family of Aldridge Schools. Our World of Work hub now allows us to extend our reach and offer virtual support, experiences and guidance to any young person across the UK and beyond. We will build on this to create a one-stop skills, careers and employability resource and sign-posting hub to inspire and support young people wherever they come from.

We will develop existing partnerships and create new ones to evolve our work

Over the last year we've been fortunate to work with some wonderful partners, who share our ethos and passion for helping young people to develop the skills and attributes they need to become bold, independent, confident, productive young people. By growing these partnerships and creating new ones we'll evolve our programmes and increase our impact.

We will develop our evaluation methods to inform our future work

We help young people to develop important life and employability skills that complement and support their academic progress, and give them access to opportunities and experiences that expand their world view. We'll engage further with research partners and explore digital tools to track impact and outcomes of our programmes and use this to inform our work going forward.

We will create a Bursary programme to support young people as they take their next steps beyond school

We understand that even with the skills, aspirations and self-belief, there will still be barriers to young people achieving their dreams. We're launching our Next Steps Bursary programme so that we can provide financial and other tailored support to young people, up to the age of 25, so that they can overcome challenges to take the next steps towards, or in, their careers.



A message to our friends, supporters and partners

Thank you to our friends, supporters and partners – we are incredibly grateful to work with organisations and individuals who share our passion and values, and without whom our work would not be possible.

Partners & Supporters

- Artellite Ltd
- Arundel Castle Cricket Foundation
- Bookmark Reading Charity
- Business in the Community (BITC)
- British Exploring Society
- The Company of Entrepreneurs
- Future Foundations
- The Bridging Project
- The Talent Tap
- The Trampery
- Young Enterprise

And all the businesses and individuals who volunteer and give their valuable time to us

Donors

- Bridgepoint Group plc
- Callsign
- CVC Capital Partners
- Just Eat Takeaway.com
- Garfield Weston Foundation
- Golden Bottle Trust
- Literacy Capital plc
- Lower Green Foundation
- Newcore Capital Management LLP
- Peter Cundill Foundation
- Shaftesbury Enterprise, Harrow School
- 6G Internet Limited

And all the generous individuals and those who wish to remain anonymous

The Aldridge Foundation opens young peoples' eyes to opportunities in the world beyond school and helps them build valuable skills and attributes through enterprise learning, expeditionary experiences, sport and the arts.

If you'd like to find out how you can support our work, visit our website:

www.aldridgefoundation.com/support-us

Telephone: +44 (0) 207 297 0365
Email: hello@aldridgefoundation.com
Website: www.aldridgefoundation.com

Twitter: [@AldridgeFdn](https://twitter.com/AldridgeFdn)
LinkedIn: [Aldridge Foundation](https://www.linkedin.com/company/aldridge-foundation)
Instagram: [@aldridge_foundation](https://www.instagram.com/aldridge_foundation)

Aldridge Foundation
Fifth Floor
8 City Road
London
EC1Y 2AA