

# IMPACT REPORT 2023

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# OPEN DOORS

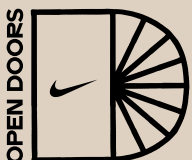


# MISSION

Everyone has talent within them, that's why we're big believers in supporting every young person to make those talents a reality.

Open Doors creates positive experiences for youth during school holidays, engaging them at the very time they don't have access to role models or safe spaces. We use school sports facilities as activity hubs, so when term-time ends, our young people stay active and engaged.

- ukactive believes every young person, whatever their background, should get the support to achieve their potential.
- Nike believes in the power of sport and are committed to creating an equal playing field to get everyone to the starting line.
- The partnership Open Doors designed to develop a blueprint to influence change and impact the lives of young people through sport and coaching.





# BACKGROUND



Open Doors Project launched in 2021, providing safe, active and fun spaces for over 2,000 children across the UK, with partnerships in Manchester, Liverpool, Birmingham and London, focusing on densely populated low socio-economic areas. We know that (Active Lives Survey) there is a significant disparity between different socio-economic groups and their engagement in sport and physical activity. It found that people in lower socio-economic groups (LSEGs) are the most likely to be inactive (33%) and the least likely to be active (54%). The programme set out to enable and highlight key findings on how to open school doors in a sustainable and locally led approach to provide a blueprint for the continuation of this model.

The programme has complemented, supported and provided a model for the introduction of the Department of Education Holiday Activity Food Fund (HAF) that provides free school meals for children with access to holiday programmes and is aligned to clear Government strategies on increasing accessibility, affordability of activity in the 'levelling up agenda.'





# DELIVERY MODEL

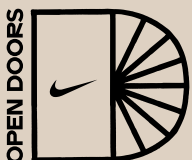
The guiding principles of Open Doors is the vehicle to open school facilities and address holiday inactivity and hunger; but with a forensic focus in 2023 on positive engagement of young girls in undeserved communities.

The model is about influencing scale and showcasing best practice in the delivery of quality provision for young people, the development for 2023 was to increase the involvement of the young people in the preparation, planning and sustainability of the project, with the following;

- Focus Open Doors delivery in London
- Nike targeted boroughs & communities with range of ethnicity, inequality, and cultures
- Selecting 4 schools in the heart of these diverse communities
- Focus on ages 7-13 years (range 5-15yrs)
- Focus on increasing girls' participation
- Youth Voice led (girls), before, during and after
- Research and focus groups with children and young people with a focus on girls' participation and feedback

## Focus group findings

- Range of activities requested, new activities and to try out new equipment opportunities
- Inspiring leaders to assist
- Involvement of the young people in the delivery
- Local and easy to get to venues that are not always in public areas (conscious of being observed/watched)
- Inclusive environment 'no judging'
- Not to be like school – let the young people lead and shape
- Bring activity to young people that would not normally be able to take part in
- Provide future opportunities to carry on the activity



## Delivery providers were selected based on:

- Where possible, those local to the school site to encourage sustained participation
- We worked closely with local stakeholders to help identify these local delivery providers
- The feedback from the Girls Voice from the Focus group sessions – what do they want and who provides that activity local to their school
- Where possible, selection was made with delivery providers who had female coaches to lead the sessions
- Representation to ensure that the young people felt they could relate to the coaches/session leaders
- Reputation associated with trusted, safe, and inclusive providers who deliver positive experiences
- Sustainability and learning outcomes for the activities, signposting to continued local engagement, pathways, and leadership awards

## Examples of local delivery partners for the programme and the range of activities;

Local providers engaged with for the delivery of activities to provide wide range of activities and experiences to the children including, Judo, Dance, Bubble Football, Jump Ropes, creative sessions, Roller Skating, and inclusive sport/activity specific sessions

Enfield Judo

Move with Bisi

Harding Dance

JUMPLDN

Team Get Involved

JAG

Excel Activity Group

Active Leaders Award

**OPEN DOORS**

We respect each other's age, disabilities, gender identity, gender and sexual orientation

**BERGER PRIMARY SCHOOL**  
Celebrating who we are

9:00AM – 3PM daily for 2 weeks of provision for Primary School Children  
50 Children per day capacity

TIME	MON 24th July 2023	TUES 25th July 2023	WED 26th July 2023	THURS 27th July 2023
9:00am	Welcome and registration Group games/ activities	Welcome and registration Group games/ activities	Welcome and registration Group games/ activities	Welcome and registration Group games/ activities
10am	TGI Gymnastics	JUMPLDN	TGI	Bis! hula hooping
11am	TGI Archery / table tennis	JUMPLDN	Archery / table tennis	Bis! Yoga
12pm	LUNCH 12.30-1.30 = MP visit	LUNCH	LUNCH	LUNCH
1pm	Judo	Cupcake decorating	Excel Activity Group – Nerf Party	Photo Scavenger Hunt
2pm	Judo	Musical games	Excel Activity Group – Nerf Party	Water Relay: Group A vs Group B
3pm	End of day	End of day	End of day	End of day

**OPEN DOORS**

**FLEECEFIELD PRIMARY SCHOOL**

9AM – 3PM daily for 4 weeks of provision for Primary School Children  
55 Children per day capacity

TUES July 25th 2023	WED July 26th 2023	THURS July 27th 2023	FRI July 28th 2023
Staff arrival / session set up			
Wake-Up/Shake-Up Fitness Warm Up Programme			
European Championship Throwing Events i.e. rings over pole Bean bags Javelin	European Championship Rope Skips Relays Longhigh Batters	European Championship Hurdles Relays Longhigh Batters	Playground Games Stuck in the mud JUMPLDN 10-12
Bean Bag hand eye coordination games	Excel Activity group – Bubble football	Creative Arts & Crafts Excel Activity group – Bubble football	Creative Arts & Crafts JUMPLDN 10-12
HOT LUNCH/FRUIT Health Eating Workshop			
Football Mastery JUMPLDN	Beach Soccer Judo 1-3pm	Sprints, Shuttles Tottenham Hotspur Academy player visit Relay races Tottenham Hotspur Academy player visit	Capture the flag
Badminton JUMPLDN	Basketball Judo 1-3pm	Talent Club	Bulldog
Debrief / reflection			
Programme ends			



# OPEN DOORS IMPACT 2023

Nike and ukactive Open Doors Project teamed up to provide safe, exciting spaces for the Summer holidays using local schools in the local authorities;

- Hounslow
- Hackney
- Newham
- Enfield

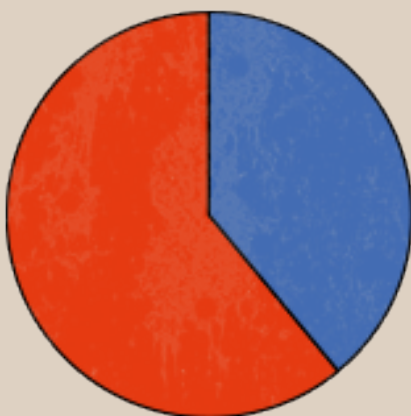


Open Doors created positive experiences for children and young people during the school holidays, utilising school facilities as activity hubs, to ensure when term-time ends, our young people stay active and engaged.

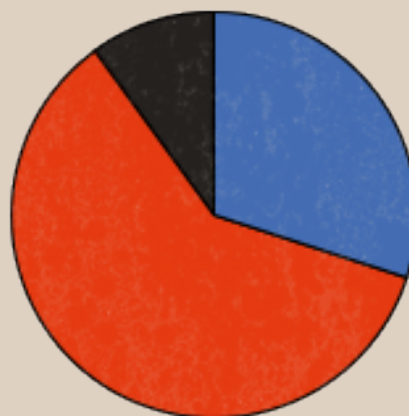
- Over 250 unique children benefited from the programme with over 2,000 participations across 4-week programme, 61% female participation
- Over 70% of children & young people with Key stage 2 or 3, with links and development of skills to assist in the transition to secondary school
- 24 Young Leaders/ Open Doors Ambassadors with Active Leaders Award
- 82% of the children and young people that took part were eligible for FSM (Free School Meals/deprivation)
- 24% of participants had some form of SEND (Special Educational Need or Disability)



Open Doors - Gender



Percentage (%) of ages



Boys

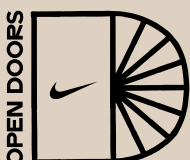
Girls

Non-Binary

4-6yrs

7-11yrs

12-15yrs

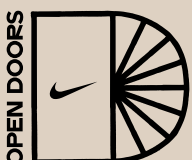




# PARTICIPANTS

The table below provides a breakdown across each of the four delivery boroughs. The participation numbers at each school are dependent on the capacity, so comparison between schools is not representative of the success at each school.

School	Local Authority	Unique Participation	Total throughout
Fleecefield Primary School	Enfield	55	605
Reach Academy	Hounslow	30	360
Berger Primary School	Hackney	78	468
New City Primary School	Newham	94	1034
	<b>TOTALS</b>	<b>257</b>	<b>2467</b>





# DEMOGRAPHIC DATA

Demographic data was collected for the children and young people during Open Doors registration. The table below provides an overview of the children and young people engaged across the 2023 delivery. The ethnicity data shows engagement of children and young people from different ethnic backgrounds, with over 60 different languages, with a high % of female participation. A high proportion of SEND participants were engaged (24%). A high proportion (98%) of young people on free school meals were engaged.

Average Age	Gender		Ethnicity				Disability/ SEND		Free School Meals	
	Male	Female	White or White British	Black or Black British	Mixed	Other	Yes	No	Yes	No
10yrs	40.5%	59.5%	19.8%	30.4%	15.2%	34.6%	24%	76%	82%	18%



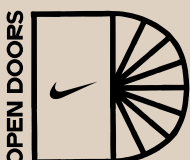




# CYP POLICY & STRATEGY

The Open Doors Programme support and is aligned to a wide range of Government Policy & Strategy including:

- **Get Active - Physical Activity Strategy** by 2030 2.5 million more adults and 1 million more children being classed as active in England.
- **SEND challenges** across the sector to support the needs of CYP with specific needs; seven new special free schools to be built alongside the existing 83 already committed to opening (£70 million), improve national standards with the aim to “improve the consistency of provision across the country”.
- **Department of Education** - Holiday Activity Food (HAF). Families first for children (FFC) pathfinder and family networks pilot (FNP), which was announced initially in February 2023, as part of the government’s children’s social care implementation strategy. From July 2023 to March 2025, the FFC will invest £45 million into reforms for the social care strategy.
- **Tax Free Childcare;** the Government spent around £630 million on the scheme when £3bn was initially allocated for the same period. In June 2023, 470,000 families used tax-free childcare of the 1.3 million estimated to be eligible - which means only one in five eligible families are taking up the scheme.



# SUMMARY

Open Doors a true locally led programme with sustainable outcomes for young people and local organisations;

- Co-ordination of over 22 partnerships to provide a full array of activities
- Signposting CYP to term time clubs
- Providing CYP leadership outcomes
- Linking local activity providers to local schools
- Volunteering opportunities for young leaders
- A true blueprint for future 'Open Doors/School accessibility' programmes







# WHAT THE PEOPLE HAD TO SAY & TESTIMONIALS

*"My children have been attending the Open Doors for the past three years. It has been amazing that New City were able to have funding to cater for this. This meant the kids were in a space where they could interact with other children, learn, play and do fun filled activities rather than being at home for the whole 6 weeks."*

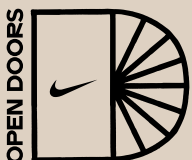
- PARENT

*"It's been phenomenal especially for working parents who struggle to find childcare and it definitely eliminates the feeling of guilt - not doing enough fun stuff with the kids!"*

- PARENT

Quotes from students & focus groups with the girls:

*"I liked that I was involved from the start"*



*"Yes I enjoyed being asked about what I like"*

*"I liked the fact we were involved"*

*"Thought that I had better like this as I asked for it!"*

*"Felt listened too"*

*"I felt like this was my THING!!"*

*"I go to school and my PE teacher said the leadership skills I would learn will be good for me and my family thought that it would help as I am not great in class"*

*"I really wanted to do something in the holidays as normally I sit in my room on Tik Tok"*



*"I want to go into sport and activity teaching so this was good for leadership"*

*"What that meant to the girls during the programme delivery - Teaching and leading a session to the younger children."*

*"The wide range of activities - the sports and dodge ball are good"*

*"I liked planning and learning about the types of activities to lead to younger children"*

*"I felt proud when my friends enjoyed the Roller Skating that I had given as an idea to do"*

*GIRL - AGED 10*





*"I had fun coming here to camp, we had both indoor and outdoor games. I loved playing Nerf Battle, Circuits and Bubble Football the best and we also learned how to be a good leader and how to look after kids if you're a leader. I'd love to come again next year"*

*GIRL - AGED 13*

*"I wish these 4 weeks would never end"*

*GIRL - AGED 8*

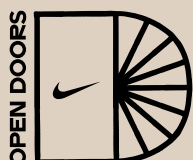
*"What makes you come back each day - because I can hang out with my mates, if I wasn't here we couldn't just hang out"*

*GIRL - AGED 11*



*"In partnership with ukactive, we are delighted to announce the launch of the Open Doors programme in 2023. We are extremely proud of the impact the programme has achieved in providing young people from some of our most marginalised communities access to free, and safe sports facilities in which to play. At Nike, we are committed to increasing gender equality in sport and this year we are pleased to announce that the programme will have a focus on empowering girls and closing the gender gap on sports participation. We recognise how important it is for girls to have welcoming, safe, and fun space to be active."*

*- DAN BURROWS, NIKE'S SENIOR DIRECTOR OF SOCIAL AND COMMUNITY IMPACT, EMEA*



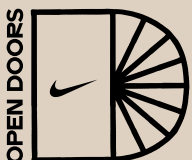


*“Through the three years of the Open Doors programme, we have been able to give thousands of children and young people the opportunity to access a wider range of sports, activities and nutritious food in a safe and familiar environment over the summer period. The positive impact on their physical and mental well-being is invaluable, by eliminating holiday hunger and reducing physical inactivity during the summer holidays. As a result, Open Doors is now recognised by the Government, was influential in the development of the Opening School Facilities funding and was referenced within the recently published Sport and Physical Activity Strategy, demonstrating the strength of the programme’s success. None of this would have been possible without the strong partnership that has been created between ukactive and Nike and I am excited to see where we can take this partnership next. We will continue to work with partners to ensure the Open Doors model is supported more widely to provide millions more children with the holiday provision they deserve.”*

*- HUW EDWARDS, UKACTIVE CEO*

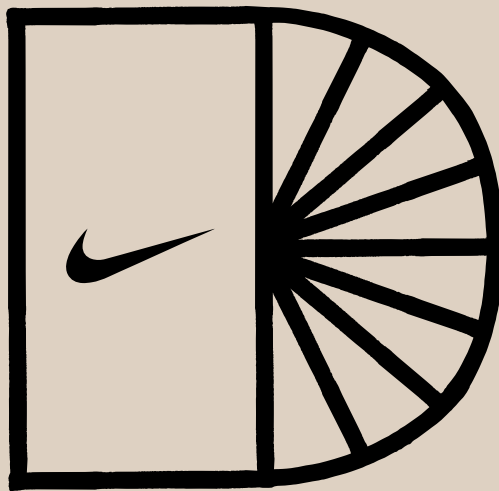
*“I am so excited and proud to see Open Doors continue to change young people’s lives as we kick-off the third year of the programme. We know this model can be especially powerful at reaching those with fewer opportunities to be active, including girls and children from less affluent background and communities. We are more determined than ever to improve the outlook for all children and young people who just need the chance to be active and try something new this summer.”*

*- JOHN MCAVOY, NIKE ATHLETE AND IRON MAN*





**OPEN DOORS**



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