

# Nicky Affleck Consultancy

A purpose-led consultancy driving sustainable growth and transformational change in the grassroots sport sector.



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Nicky Affleck is an award-winning leader and consultant with repeated success in delivering purpose-driven strategies and delivering transformational change in the grassroots sport, youth, and not-for-profit sectors. She brings over 15 years of experience, and knowledge having led on high-profile social change programmes, sport for development initiatives and strategic growth programmes across London and the United Kingdom.





**"Nicky has been an amazing person to work with on the Laureus Sport for Good Cities initiative in London and has shown guile, passion and unmatched expertise when working with locally led organisations.**

She has built solid, reputable relationships with the people that matter most and has been pivotal in taking these leaders on a journey of change whilst striving to embed local leadership and learning. Her approach has helped foster a sense of community for our place-based work and has empowered the coalitions to work towards becoming sustainable entities with clear strategic plans and growth plans."

**Lee Parker**  
**Senior Programme and Grants Manager @ Laureus Sport for Good**

# Our Happy Clients



MAYOR OF LONDON



## Our Services



**We team up with you, and challenge you to think differently about your purpose, priorities and direction.**

- Strategic Health Check
- Stakeholder Consultation
- Workshop Facilitation
- Strategic Planning
- Strategic Implementation
- Research & Evaluation



**We understand the importance of investing in people and empowering them to be the best they can be.**

- Personal Career Coaching
- Team Development
- Leadership Development
- Business Coaching
- Mentoring



**We support and guide you on developing growth plans aimed at improving overall operational effectiveness and sustainability.**

- Organization Identity and Brand Purpose
- Programme Design
- Programme Development
- Sustainability Planning

# Why work with us?

- We always **start and end** with **purpose**.
- We are **grassroots sports specialists** with a strong working knowledge of both the sport and physical activity sector.
- We **invest our time** in listening and understanding first in order to better understand the need.
- We aim to **provide value in everything** we do and commit to taking our clients on a journey with us.
- We are **well connected in the sector** and committed to keeping our clients well informed on all relevant sector opportunities, including funding, partnerships and collaborations.

# Meet the team



**Nicky Affleck**  
*Founder and CEO*



**Cat Hutchinson**  
*Account Manager*



**Emily Schorah**  
*Operations Lead*



**Shannon Swift**  
*Content & Social Media Lead*

# Case Study – Strategy

## A little bit into what they do . . .

Sported are the UK's largest network of community groups supporting half a million young people to overcome barriers to reach their full potential.

## What we did to support them . . .

Nicky Affleck Consultancy was appointed by Sported to carry out the evaluation of their Connected Communities project in London. Nicky, along with Cat (Consultancy Associate) is taking a closer look at the impact of improved relationships and capacity building, and how social integration can transform communities.



## What they had to say about us . . .

"Nicky is very highly regarded and respected by colleagues within the sector and across London. Her particular experience, knowledge and understanding of place-based initiatives and investment within London put her right at the top of our list when it came to those we considered suitable to help us with an evaluation of our Connected Communities project. Even through our first few exploratory conversations, it's clear that she will be able to provide us with invaluable insight into the ongoing development of this strand of our strategy."

*Chris Sawyer - Strategic Lead, Sported London*



# Case Study – Coaching

## A little bit into what they do . . .

The Youth Sport Trust equips educators and empowers young people with the vision of creating a future where every child enjoys the life-changing benefits of play and sport.

## What we did to support them . . .

Since 2018, Nicky has been part of the Learning Academy Day team at the Youth Sport Trust as a Development Coach, and most recently as a Senior Development Coach. This national network of coaches supports the development and impact of the School Games and Barclays Girls Football Programmes.



## What they had to say about us . . .

“Nicky has brought creativity, strategic thinking and high-level professional coaching and mentoring. Nicky's knowledge and experience across the sector is invaluable and her strong leadership skills inspire and challenge to achieve positive results.”

*Ashley Hosier - National Development Manager at Youth Sport Trust*

# Case Study – Growth

## A little bit into what they do . . .

Model City London is an innovative place-based initiative aimed at improving social integration through sport by empowering local people to drive the change they want to see in their community.

## What we did to support them . . .

Nicky Affleck is proud to have supported the programme and its partners Laureus, Nike, the GLA in developing local strategy and sustainability action plans for the three coalitions in addition to mentoring the three coalition leads.



## What they had to say about us . . .

"During my time as part of the Model City London team for Laureus Sport for Good, I worked closely with Nicky after she was successfully appointed as a strategy consultant in 2021 to oversee the next phase of this programme. Nicky from the outset showed that her track record in sport for development was a good fit to create a fluid structured plan that could meet the demands of the brief. Above all her passion to make anything she turns her hand to a success is infectious – she oozes positivity and honesty and this is all too important in this line of work."

*Samir Sawhney - Director and Co Founder @ Motiv8 Sports and Fitness & ex Laureus Sport for Good.*





## Nicky's Background

Nicky Affleck has lived and worked in London for 15 years. She has built a successful career delivering local grassroots sport and physical activity programmes throughout a number of different roles, and has established a successful and highly respected consultancy business, Nicky Affleck Consultancy.

Her career started in education, youth sport and sport development and continued to gain momentum when she joined the London Youth Games Foundation in 2011. Between 2011 and 2019, Nicky played an integral part in the organisation's success, delivering opportunities for 125 000 young Londoners to take part in sport annually. During this time, Nicky rose from coordinating local borough delivery and participation plans to leading organisation-wide operational plans, and the nine-person team as a senior leader, and Interim Chief Executive. A mentionable achievement was her role in spearheading a high-profile change programme with Nike for the London Youth Games, as part of a wider City Strategy for the Nike London Brand and Community Impact Team.

Nicky has lived experience having worked both directly and indirectly with schools and local authorities in all 33 London boroughs. She is a well-respected colleague and consultant to various organisations such as London Sport, Laureus Sport for Good, the London Mayor's Office, Sported, the London Youth Games and the Youth Sport Trust; to name a few. In addition, she has worked both directly and indirectly with local authorities and borough community networks through her work with Laureus Sport for Good and Sported. Nicky has an in-depth understanding of the ambitions of place-based interventions in addressing inequality and driving social mobility, and she prides herself in being a transformative force for the charity and not-for-profit sector.

***Nicky Affleck Consultancy is a purpose-led consultancy driving transformational change and sustainable growth in the grassroots sport sector.***

# Thank you!

[www.nickyaffleck.com](http://www.nickyaffleck.com)

**Get in touch**

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STRATEGY • COACHING • GROWTH

