



CASE STUDY

FEATURING



Sported is a charity which delivers expertise, resources and vital support to clubs and groups that use sport and physical activity to make a positive impact on young people – and on our communities – throughout the UK.

OUR CONTRIBUTION:

How did our consultancy's commitment to purpose-driven solutions align with your organisation's mission and vision?

Sported's purpose is to help community groups survive and to help young people thrive. The consultancy's work and commitment aligns greatly with this as it demonstrates a shared dedication to creating meaningful change within the sport for development sector and importantly within the community organisations which are vital in creating inclusive and accessible opportunities to participation.

Reflecting on our process, how did our consultancy effectively engage with you and your team to ensure shared understanding and decision-making?

Nicky Affleck Consultancy effectively engaged with us through regular communication which was open and honest. We were effectively challenged on areas of evaluation to make sure it aligned with our goals. This gave us a shared understanding of needs and outcomes and allowed us make effective decisions.

Can you share a specific example of how our consultancy's recommendations or strategies led to transformative action within your organisation?

Within your research, you highlighted the powerful impact of peer learning in areas that we assumed would not be wanted or needed by members. Due to this we are actively working towards shifting how we engage with members across London to get the most out of peer learning and networking.

Are there any other specific contributions you feel our consultancy made to the success of the project?

The contributions the consultancy made were not specific to the current project, but contributions were definitely made towards understanding what next for our work and how we ensure there is legacy work past the end of the formalised project.

OUR IMPACT & RESULTS:

What measurable results or outcomes have you observed since the completion of our support?

Since the completion of support, we have been able to grow our membership in areas which we had considerably less presence historically. This is due to the work we have been doing to build relationships with those local authorities, which we would not have done if not for the insight provided to us by the consultancy on the positive impact of local partners in our connected communities project.

On a scale of 1 to 10, how satisfied are you with the overall outcome of our services?



What specific aspects of our service exceeded your expectations?

The attention to detail when it came to providing solutions in response to niche feedback and areas of work.

Would you recommend our consulting services to other organisations?

Nicky and her team were amazing to work with for our evaluation of Sported's Connected Communities project. Their thorough evaluations, clear communication, and genuine passion for making a positive impact were invaluable to us and clearly shows why she is highly regarded for her expertise in the sector. The insight gained through this has been invaluable and will allow us to make transformational change in how we intend to work with community organisations. We look forward to working with them again in the future.



Nicky Affleck Consultancy supported on the evaluation of Sported's Connected Communities model. The evaluation included the facilitation of workshops and community groups across London to find out the benefits and engagement in the programme. We were then able to provide Sported with a full report outlining our recommendations for the future!

Huge thanks to Onyinye Nkemdirim - London Regional Manager, Sported for taking the time to chat with us!

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