



Championing Women, Redefining Sports Business.

October 2024

Introducing Affleck & Co.

We are Affleck & Co., a pioneering, **women-founded and women-led** sports business consultancy redefining the sports sector. Operating in an industry where women are often underrepresented, we exist at the intersection of women's representation, community sports, and strategic partnerships.

Our Collective unites independent women experts, each bringing unique perspectives and **proven expertise** across strategy, brand partnerships, sponsorship, research, development, and project management.

Together, we're **driving transformative impact** for clients who seek **authentic, purpose-led solutions and fresh approaches** to community and grassroots sport.



Our Values

Our values shape how we work, and we are intentional about partnering with organisations that share these values.

1

Purpose-driven Approach

We will strive to place a strong emphasis on **purpose**, making it core to our operations.

2

Collaborative Engagement

We will foster an **inclusive** and participatory **approach**, encouraging open dialogue and **shared decision-making** to create holistic solutions that address community needs.

3

Transformative Action

We will prioritise transformation and **social impact** as integral components of our work.



Consultancy with Purpose

Our position at the intersection of women, sports, and business ensures that we make an impact through all our client projects.

Women

We **champion and elevate women** in sport. Currently, women hold just 10-20% of leadership positions in the sports industry, and we are committed to changing that.

We're **integrating inclusivity** into the heart of business and community strategies. With a women-led consultancy team, we ensure that every piece of advice and strategy we provide prioritises diversity, equity, inclusion, and empowerment.

Our mission is to move beyond a sports landscape traditionally designed for men and boys, towards a future where **sports are truly accessible and welcoming to all**.

Sports

We are dedicated **to community empowerment** through **place-based strategies**.

We believe grassroots sports and community development organisations are powerful **agents of positive change**. When they incorporate **sustainability** into their community work and social impact efforts, they create meaningful, long-term benefits.

We believe **collaboration is key to advancing inclusion**. By connecting individuals and organisations, we unite diverse perspectives, skills, and resources, amplifying the impact of our shared efforts.

Business

At the **intersection of sports and social responsibility**, we empower businesses and brands to cultivate meaningful **CSR strategies** that not only enhance community engagement but also drive **sustainable growth** and **brand** loyalty.

We believe that **community engagement** can turn corporate responsibility into a powerful catalyst for change.

We help brands harness the power of community engagement in sports, transforming it **from a corporate obligation into a strategic advantage**.




Why Affleck & Co.



At Affleck & Co., our approach is unique, with the Collective model at its core. We're all about delivering **focused, high-impact support** to the organisations we partner with. Our model is designed to be **adaptable**—whether a client needs strategic insight, support with DE&I, or help with programme development, we're ready to step in and provide what's needed, when it's needed.

Our **flexibility** allows us to scale up or down to match the demands of each project, making it easy for clients to engage with us as their needs evolve. By keeping things **streamlined and tailored**, we help teams achieve their goals without overcomplicating the process. With a blend of **disciplines and expertise**, our team focuses on doing meaningful work that adds value and drives real progress.



Leading From the Front

Nicky Affleck, Founder & CEO, Affleck & Co.

Nicky Affleck is a well-respected strategic partner and consultant with over 20 years' experience, working with leading sport and business organisations like London Sport, the Youth Sport Trust, Laureus, the London Mayor's Office, and The Jockey Club. An award-winning leader, Nicky brings expertise in strategic development, leadership, and growth, with a deep commitment to leveraging sport as a driver for change.

Since founding Affleck & Co., Nicky has transformed her consultancy from a sole proprietorship into a Collective model, building a team of independent women consultants who deliver high-impact support across DE&I, programme development, and strategic planning. Her collaborative, client-focused approach makes her a trusted partner for both commercial and not-for-profit clients with ambitions to drive change in the grassroots and community sport sectors.

Nicky also serves as a trustee of the Sweaty Betty Foundation and as a Non-Executive Director at This Woman Runs, underlining her commitment to empowering women and girls in sport and business. At Affleck & Co., she's created a unique space where women consultants can thrive, combining multi-disciplinary expertise with a purpose-led, inclusive ethos.



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"It was sport that saved me."

As the founder of Affleck & Co. and lead of the Collective, Nicky Affleck's role extends beyond providing strategy, advisory, and consultancy for the sports industry. It now also includes bringing people together and creating a safe space for women in sport to grow.

"Sport saved me. It has always been my safe space and has fundamentally shaped who I am. The power of sport to drive change cannot be underestimated. That's why we do what we do,' said Nicky.

At Affleck & Co., Nicky and the rest of the Collective utilise the power of sport to create meaningful societal change.



MEET THE COLLECTIVE

We're a collective of independent women consultants, united by a shared commitment to driving social impact and gender inclusion in sports, charities, and business. Our diverse skills and experiences fuel meaningful change.



Strategy & Impact
Red Kite Community Housing
Louise Thomson



DE&I
Sport England
Lindsay Games



Workforce & Training
StreetGames
Jess Callaghan



Strategic Planning
Extra Mile Consultancy
Lizzie Stanton



Strategic Partnerships
Freelance
Kirsty Matthews



Change Management
The Wayfinders Group
Leah Brown



Projects & Events
Freelance
Lynne Preston



Monitoring & Evaluation
UpShot
Preeti Shetty



Strategic Development
GLL
Jenny Seale



Our Happy Clients

Find out more about our clients on the [Client Corner](#) on our website.



MAYOR OF LONDON



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Our Services

Outside of our core services, we can assemble a team to meet any project needs and are open to discussing your challenges.

- 1** **Strategy & Organisational Development**
- 2** **Programme Design & Implementation**
- 3** **Partnerships & Funding**
- 4** **Evaluation, Insights & Impact**
- 5** **Communications & Brand Management**
- 6** **Project Management**
- 7** **Change Management**

Get in touch

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