

Social Sports Society - Social Impact Statement



Vision

To improve the health and wellbeing of the local community through the power of social sports.

Mission

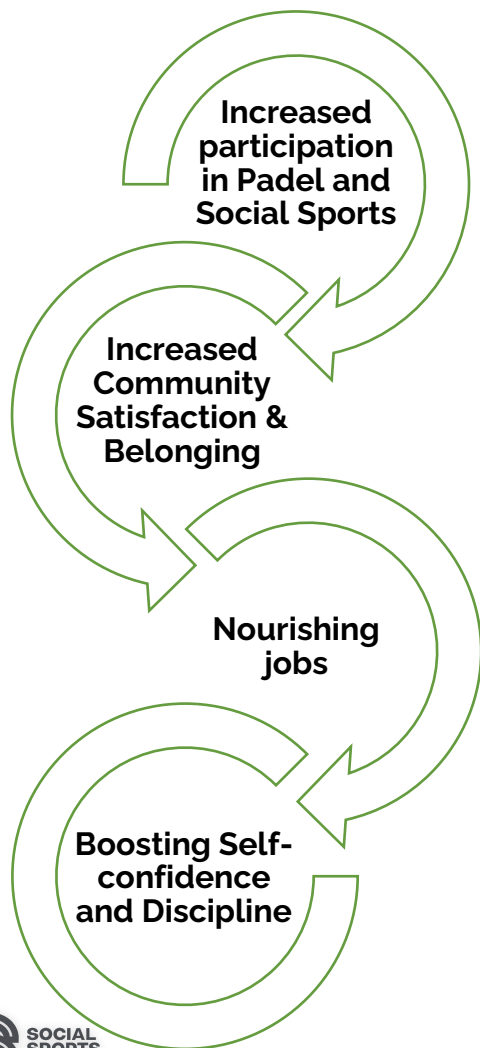
To activate local communities, engaging them through fun group activities so that the boundary between exercise and socialising is reduced, and the appeal of healthy active pastimes is enhanced to everyone in the community.

Goal

In our first year of operation at Manchester Peary Street, we will deliver highly effective impact focused programmes that have a long lasting and in-depth impact on the individuals they serve.

S3 Social impact outcomes

& alignment with **Our Future Manchester Strategy**



We actively promote social sports within the local community through providing affordable sporting facilities

A Liveable and Zero-carbon City: Our sports facilities will help to create sustainable, safe, resilient and cohesive neighbourhoods, good -quality sporting facilities.

Our initiatives foster a heightened sense of satisfaction and belonging within the community. Early engagement will form the building blocks for delivering something the community truly wants.

A Thriving and Sustainable City: Our facilities and sports will be accessible for all no matter age, ethnicity, gender, disability, sexuality, faith or socioeconomic background.*

Our sites will create well paid (we are recognised a national living wage employer) and nurturing jobs and business opportunities in the local area.

A Highly Skilled City: Our employees will be supported to learn, progress, and upskill.

Playing social sports helps to boost self-confidence but also enhances discipline and competencies within a group setting.

A Progressive and Equitable City: Our site and services will improve physical and mental health to the local community and our users

***Accessibility:**

Our current proposed design provides Part M access to our facilities through two entrances. The principal entrance with disabled access and parking is provided off Burstock Street where Part M compliant changing is also planned to be provided. We are aiming for 50% of our court facilities to be accessible at this level.

S3 Social Impact strategy: The programmes



Activating
social sport in
urban areas



S3 Community

S3 will offer free play to those in the community who otherwise would not have access to the facilities



S3 Coaching

S3 will fund padel coaching courses for youth at risk in the local community and offer employment to those that gain accreditation



S3 Schools

S3 will partner with schools and provide free padel facilities and a profit share from renting the courts out of school hours.

Support by local partnerships, community collaboration and an impact first focus

S3 Community Play

S3 will offer at least 10 hours of free or discounted sports and activities per week to the local community. This could be one off play or a programme of sessions.

We will partner with local community and charitable organisations (see slide 8) to ensure the services reach those in the community who will benefit from it most and is bespoke to their needs.

Example service design:

In depth local area analysis

Partner with local organisations

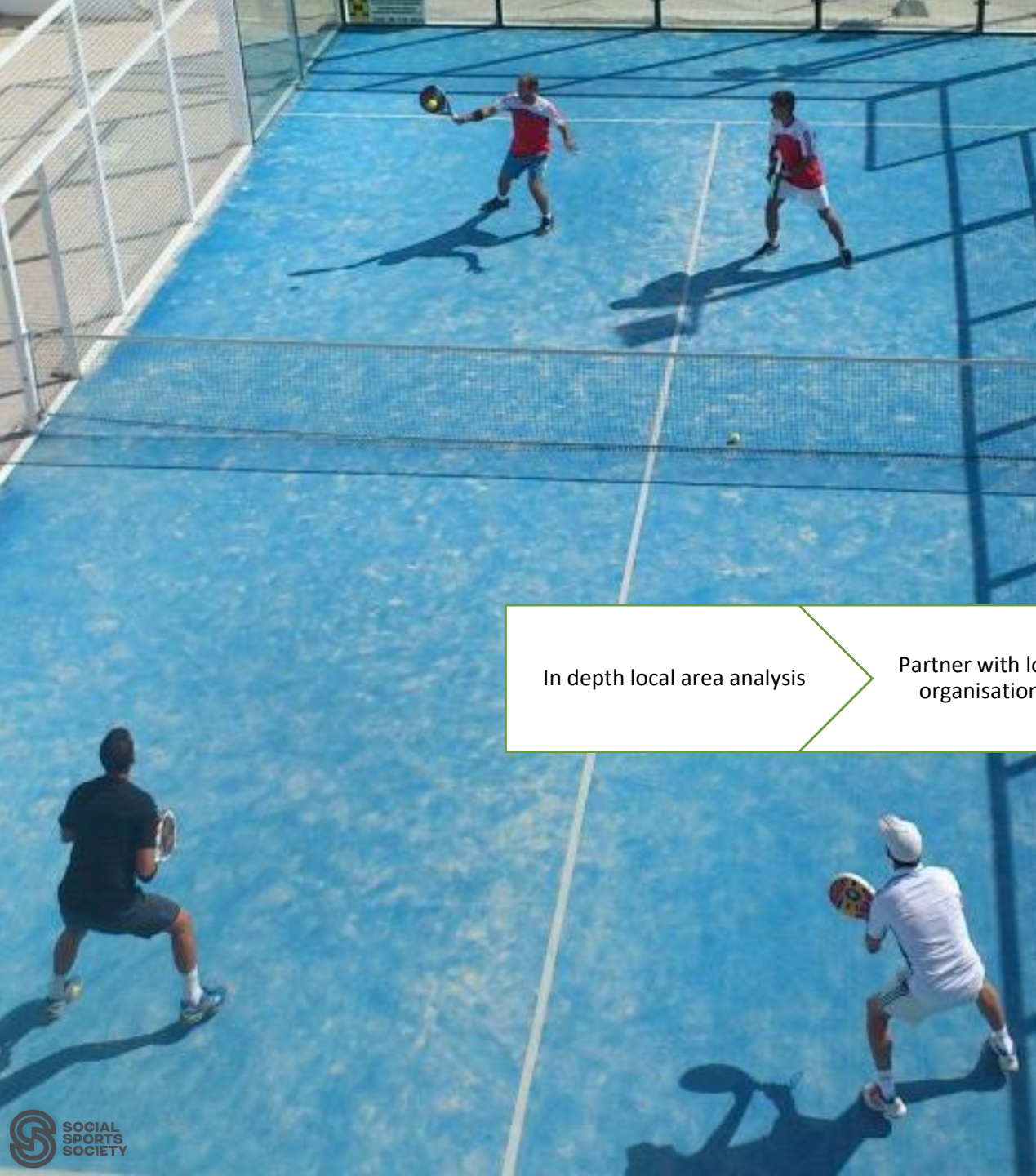
Cohorts for the first programme of free play agreed

1 free 2-hour session offered per week for a month

Discounted play offered to “course finisher” to encourage continued play

Outcomes:

- Boosts individual self-confidence and enhances discipline
- Shared activities strengthen family, friends and community relationships
- All parts of a community feel empowered to take part in and enjoy social spots



S3 Coaching

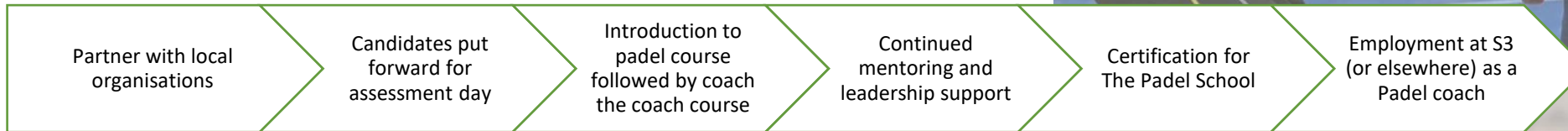
S3 will run the youth at risk coaching course for 3 – 6 individuals within the first year of operation at Manchester Peary Street.

We will partner:

- with local organisations and schools to promote the programme to individuals in our target group
- organisations (national or local) that focus on mentoring and leadership for youth to help design the programme and ensure it has the necessary support embedded in the design.

We will recruit coaches experienced working with a diverse group of people to run the coaching session, possibly through partnership with Schools and our booking platforms.

Example service design:



Outcomes:

- Boost self-confidence and enhance discipline
- Development of leadership and communication skills
- Improved personal and career development
- Diverse community of padel coaches inspiring the next generation to take up the sport





S3 Schools

We will work with local schools to understand how best they might use our facilities or if they could be a partner in our sports for school programme.

We have developed a programme that funds free school sport facilities and generate revenue for schools

- We will fully fund the installation of the padel facilities at the school. Including purchase, installation and maintenance of courts, and associated equipment.
- Training of at least 1 faculty member as a padel coach.
- The school will have free and exclusive use of the facility during school hours.
- During non-school hours we manage the site on a for profit basis.
- Once initial investment is recouped, the school will receive a profit share.

Outcomes:

- Enhance provision of physical education and sports facilities in the school increasing physical activity
- A healthier sporting culture in schools that is more inclusive, fun and provides a positive outlet for pupil's energy.

Our Target groups

Our Target groups:

Young People from a Diverse Range of Cultural Backgrounds:

We focus on promoting accessibility and inclusivity to engage the younger generation.

Less Mobile Individuals

This includes the elderly and disabled members of our community

Isolated or Lonely Individuals:

We aim to create a welcoming and supportive environment providing opportunities for social interaction.

Less Socio-Economically Affluent Individuals and Families :

Our approach considers the economic diversity of our community, ensuring that our offerings are accessible to individuals from various socio-economic backgrounds

Details of the target groups will vary depending on the programme.



Community engagement

Community collaboration

Principles of engagement

Transparency	Foster an environment of openness and transparency throughout the co-design process
Trust and Collaboration	Establish and nurture trust among all participants involved and create a collaborative atmosphere where everyone feels valued.
Creativity and innovation	Embrace diverse perspectives and ideas from community members, recognising that creativity can lead to unique and effective design solutions.

Goals of engagement



We will align with the **Manchester behaviours**:

We work together and trust each other - We're proud and passionate about Manchester - We take time to listen and understand - We 'own' it and aren't afraid to try new things



Key Partners

Community collaboration

We will work with the council and FEC to understand which charities in the community are best placed to partner with us on our projects (community play, youth at risk coaching, and community engagement).
Examples of organisation we could partner with are:

Sports Organisations

Greater sports
Sports for life
Collyhurst & Moston Boxing Club

Local Community Centres

St George's Youth and Community centre; the angle centre; live well community centre; Turkey Lane & Mons all Neighbourhood Centre; YPAC Manchester

Local youth Organisations

Reclaim Manchester,
Greater Manchester Youth Network

Environmental Sustainability

We are just kicking off our sustainability journey and it's one that Social Sports Society is committed to.

We've got a lot to do, but our mission is clear: to support sustainable place making by making socially and environmentally conscious choices throughout our development and operations.

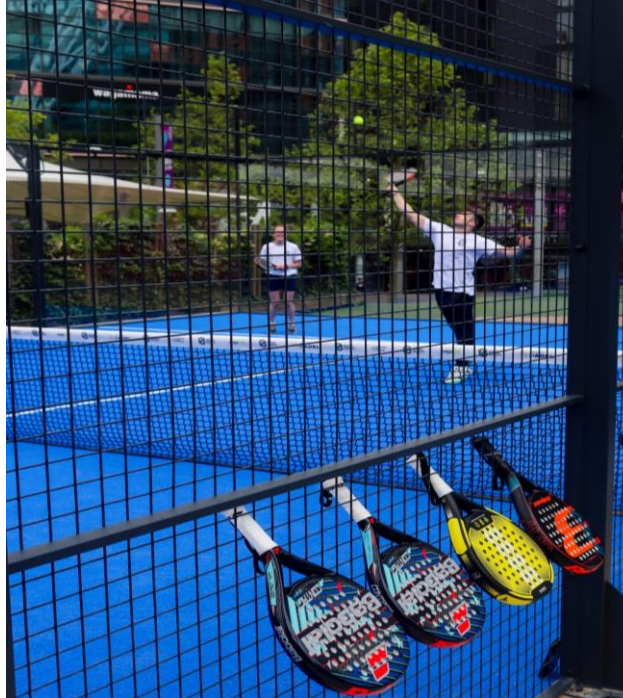
Our vision is to become the most sustainable padel operator in the UK, supporting sustainable place making.

At Manchester Peary Street will aim to make sustainable choices from the outset. Following a full year operation, we will build and implement an environmental sustainability roadmap including a CO2 reduction plan that will be compliant with the Greenhouse Gas Protocol.

Example areas included in our sustainability roadmap will be:

- **Energy use:** minimising electricity use on site including through LED and automatic lighting, increasing renewable energy mix of electricity contracts.
- **Travel:** minimising emissions from employee and customer travel.
- **Waste:** increasing recycling levels and minimising waste. Initiatives could include donating used kit and equipment that is still fit for use to local schools and reducing number of products with single use packaging sold on site.
- **Partners and Suppliers:** continued work with our key suppliers to understand their carbon footprint and how we can work with them to accelerate their sustainability plans.





Social Impact to date

Wembley Padel Partners:

- **Brent Council** – We have partnered with the council to offer under served and inactivate local communities access to the courts through a range of intro sessions and short courses.
- **Jason Roberts Foundation** – We have partnered with JRF, running padel courses for local communities including after school clubs for young people from local schools.
- **Coach Core** - We are an employer in the coach core 2024 London Cohort and have one coach apprentice working at our Wembley site.

UK wide partners :

- **Women in sport** – We will be one of a number of activator partners on Women in Sport's Time Together Campaign delivering 'mum daughter' sessions during Oct half term 2024.
- **London Sport Manifesto** – S3 have signed the London sport manifesto, a Manifesto for a Healthier and More Active City.
- **Street Games Member** – As a member, S3 is part of a network of organisations looking to transform the lives of young people living in low-income, underserved communities through sport and physical activity.
- **Sporting Equals member** - As a member, S3 is part of a network of united voices looking to build a strong, planned approach to influence national and local policy work towards more resources and opportunities available to ethnically diverse communities and faith organisations.