

**LEADERSHIP**  
THROUGH SPORT & BUSINESS



# IMPACT REPORT 2018



# Welcome to LTSB's second Impact Report!

I'm very proud to take a longer-term look at the outcomes of our work, especially relating to the earnings and reflections of our first cohorts.

It's gratifying to see the market valuing these fantastic young people (some not so young anymore!), and also to know they credit LTSB for making a significant difference.

While we reflect on our remarkable achievements, it's also worth considering how things have also become more difficult for young people from disadvantaged backgrounds. The muddle of the Apprenticeship Levy, the under-funding for colleges and rising costs of university, the uncertainty of Brexit... These factors mean **we're working even harder to make sure talent isn't lost to the economy, and that our young people can have fully-realised lives and careers.**

Our model has had to adapt to this environment, but the mission is the same. We recruit, prepare and support positive, effective young people into roles with major firms.

We continue to grow the number of employers who offer our young people accounting, business admin or operational apprenticeship opportunities. However we can never have

too many. There is a proven business case for employing young people from LTSB, as well as the clear difference you will make in their lives, their families and communities.

We continue to increase the number of funding partners for restricted and unrestricted strategic funding, however we continue to seek support from more corporates, foundations and grant giving bodies to realise our growth plans and help more young people fulfil their potential for years to come.

**With your help we can transform many more lives, and change society for the better.**



**David Pinchin - Founder & Chairman**  
david.pinchin@leadershipthroughsport.org

## Theory of Change

LTSB addresses lack of social capital and practical skills through training and education with football foundations, colleges and corporate engagement.

### BENEFICIARIES:

Bright young people from disadvantaged backgrounds face obstacles to meaningful work with major employers.

### PREPARATION:

>4 month pre-employment programme focusing on leadership development, youth social action, education and practical employability skills.

### SUPPORT:

Quality employment with continual support, personal and professional training, enrichment activities and youth social action.

### OUTCOME:

Meaningful careers with major firms.

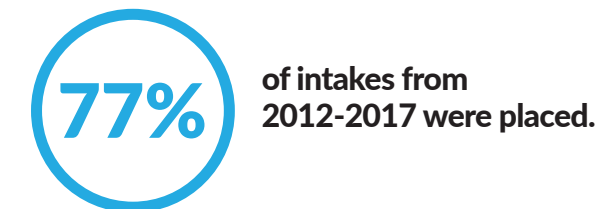
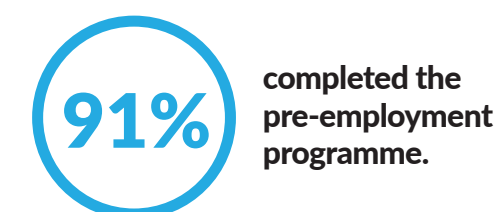
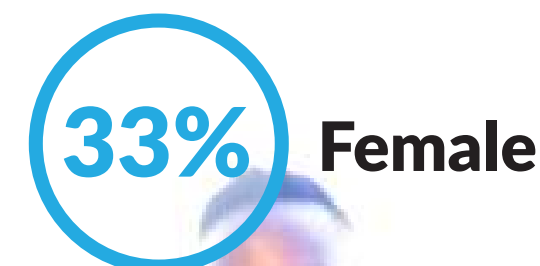
### IMPACT:

Long-term career, increased earnings over lifetime, social mobility



Birmingham, Liverpool, London and Manchester.

Since 2012, LTSB has worked with **420** Young Leaders from disadvantaged backgrounds, preparing and supporting them for meaningful work with major firms.





# 'The value is proven'

In 2012, we paid the salaries of our first intake.

Though only equivalent to the Apprenticeship Minimum Wage, it was enough for those young people to show what they could do – **and when they were all retained after completion, it proved the business case that went with the moral case.**

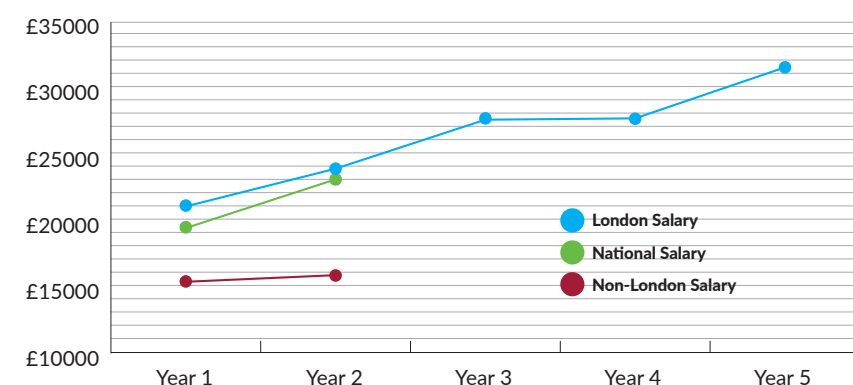
Since then we've advocated strongly for the Living Wage, and campaigned against Apprenticeship Minimum and Age Minimum Wages.

## Starting Salary for LTSB Apprentices



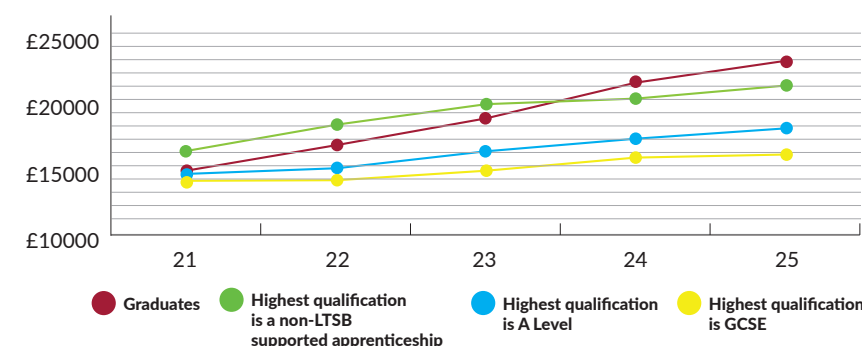
The rising starting salary of our apprentices indicates a growing awareness of the importance of wage earning to social mobility, and LTSB's place at the forefront of this. But it also indicates the value our Young Leaders bring to the workplace.

## Declared Salary Growth Post-LTSB Programme



This value is proven in the years following the LTSB programme. **73% of those placed in 2012 - 2016 are still in meaningful employment.** For this Impact Report we've carried out a detailed survey of our Alumni (p6) and asked whether they'd be comfortable declaring their current earnings. Most were, and the results show a very healthy trajectory!

## Average annual gross wage by age and highest qualification.



90% of our Alumni Strongly Agreed or Agreed that their career prospects and earning potential are better because of LTSB – **and the data bears that out!**

(Source: Office of National Statistics)

# 'LTSB are always there'

## Amber Gibbs

Manchester 2016, EY

LTSB prepares and improves your skills and knowledge, and helps you to perform at your best and strive to be where you want to be. Without the help of LTSB I would not be where I am today!



## Deborah Karunakaran

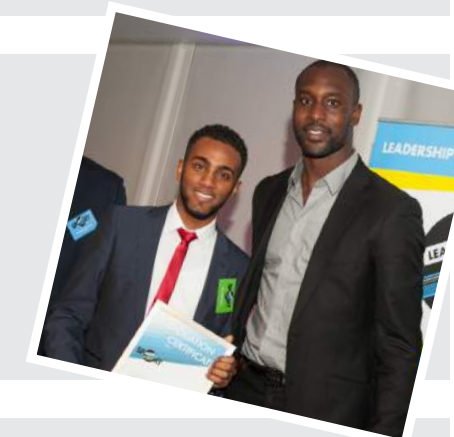
London 2016, Close Brothers & Macquarie Group

Not only does this amazing charity develop skills and character, it also has the most caring and kind staff!

## Omar Mohamed

London 2013, ICAP & Metro Bank

They give a platform for you to stand on and they are always going to be there. The support and encouragement given by staff at LTSB is amazing.



## Patrick Edison-Graham

Liverpool 2017, Mazars LLP

Life changing. LTSB helped me along the way to get where I am today. I can't thank them enough for helping me unlock my potential.

## Kevser Kilinc

London 2017, Redington Ltd

LTSB supports you throughout the process and never leave you behind. No matter how hard it gets, they're always there like your second family!



## Sophie Reynolds



Intake year: 2013

Apprenticeship Employer: ICAP plc

Current Employer and Role: ITV, Commercial Analysis Assistant

It's an amazing alternative to university. You get given opportunities that you would potentially struggle to find on your own. It's also more than just an apprenticeship, you are often provided with talks and mentored by some amazingly successful people. You also get to share the experience with other young people your age, which can really help you when you feel like you are struggling. I would thoroughly recommend it to people as a fantastic stepping stone to building your career! Whether you continue with accountancy or if you end up going on to do something else (such as myself) - it's still a fantastic opportunity and I would recommend it highly!

## Caroline Adair, LTSB CEO:

"I remember Sophie reflecting on the programme when she graduated. In her words, it was about helping her 'mature and turn from a bit of a lazy teenager to a hardworking, young adult'. She definitely found the transition into work harder than she expected, and that's why the support we were able to offer was so vital. That transition is hard, but our young people don't have to do it alone. We're so proud of what Sophie has gone on to achieve."

## Akash Ruparelia



Intake year: 2012

Apprenticeship Employer:  
Bayern LB

Current Employer and Role:  
Johnson & Johnson, Financial Analyst  
**LTSB's first fully qualified accountant!**

David Pinchin gave me a second chance. I can't thank him enough for setting up LTSB! I wouldn't have been accepted elsewhere because of my grades, but they saw the potential in me. When I joined the LTSB programme I had a goal, something to work towards and without David I wouldn't have had this amazing opportunity. It's been hard but I'm reaping the rewards now. It was surreal to be offered a position at Johnson & Johnson, especially after being told by my sixth form tutors at college that I wouldn't be successful unless I went to university. I'm thrilled to be working for one of the largest and most globally recognised companies in the world, it's an incredible feeling.

Peter Kilcast, Bayern LB  
Senior Director:

"I am really pleased for Akash. It is excellent news and a great success for LTSB. We're proud to be part of his journey from a very shy young man to a confident qualified accountant. However, most of the credit must go to LTSB for allowing Akash and so many others to have their first step on the ladder in companies where they would not otherwise have had the chance."

## Alumni Survey

**98%**  
Strongly Agree or Agree that  
the LTSB programme  
was a positive  
and life-changing  
**EXPERIENCE**



**90%**  
Strongly Agree or Agree that  
**WE'VE GIVEN THEM  
ACCESS TO AN  
INFLUENTIAL  
NETWORK**



**97%**  
Strongly Agree or Agree with  
the statement  
**"I WOULD  
RECOMMEND  
LTSB to other young  
people like me."**

**82%**  
**HAVE**  
RECOMMENDED US

**75%**  
STRONGLY AGREE  
OR AGREE THAT  
**THEIR SUCCESS  
THROUGH LTSB  
has inspired  
FRIENDS / FAMILY  
MEMBERS**

With 114 respondents from 339 Alumni and current apprentices from 2012-17, this survey reflects 34% of LTSB's Young Leaders.

## Employer Survey

Overwhelmingly positive responses



**83%**

Strongly Agree or Agree

**Our young people have been a positive  
influence on the workplace**

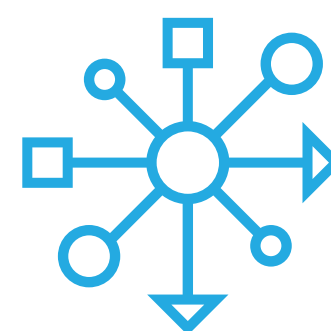


**87%**

Strongly Agree or Agree

**Our young people are  
effective team members**

And as well as their individual ability, our young people also represent a wider contribution to the workplace.



**89%**

Strongly Agree or Agree

**LTSB apprentices contribute to the  
diversity of their team**



**90%**

Strongly Agree or Agree

**"Recruiting through LTSB is an effective  
way of finding diverse, capable young  
people for entry-level positions."**

29 responses from managers in 19 firms, which represents 130 apprenticeship placements, or 50% of our total.



## Employer Quotes

"We have been lucky to work with such an eager and brilliant apprentice! Hard working and a quick learner in such a fast paced industry."

**Alex Lessing,**  
NEX

"Some of these people will make great leaders of tomorrow in their chosen fields. Without LTSB we are not helping young people reach their potential. What a waste that would be."

**Clare Edwards,**  
Blick Rothenberg

"I have enjoyed my interactions with LTSB and obviously we are very happy with our apprentice."

**Ross Radford,**  
Redington Ltd

"An amazing scheme, for amazing young people and run by an amazing team!"

**Gil Oglesby,**  
PwC

"Genuinely the most rewarding professional experience I have gained in my years in Finance."

**Danielle Price,**  
DuCo

## 'We benefit and our clients benefit'

BKL have been with us since the beginning. They know that hiring our young people not only does good, but positively affects the culture of the business too.

"BKL is committed to helping bright, dedicated people from diverse backgrounds to develop in meaningful roles," says Meta Versluys, HR Manager at the firm of chartered accountants and tax advisers. They have taken on 14 staff through LTSB so far, and champion our impact: "We all value the contributions that LTSB apprentices make at BKL and how well they respond to our support."

**"As they bring more diversity into our workplace, they enhance the management capabilities of our existing people and are making a difference to the quality of our team and our service to clients. We benefit and our clients benefit."**

At the heart of their approach is a commitment to the apprentices, as Meta explains. "We don't just provide 18-month apprenticeships. Right from the outset we offer long term employment and a real career."

Their retention reflects that commitment, with ten of their current staff of 190 drawn from LTSB – including one from 2013. Tom Li, now 23, is clear on the value of the programme.

**"LTSB is brilliant. The best thing I chose to do, and I haven't looked back. They found me a great work placement at BKL and I'm still working there five years on! I know they would still always be there for support if I needed them."**

This long-term relationship is the perfect model of a recruitment strategy with social good at its core. It proves recruiting diverse talent benefits firms, as well as the young people who get a vital first chance to show what they can do!



## 'The gold standard for CSR'

Macquarie Group Foundation's support represents the gold standard for CSR. As our Principal Corporate Funder they have been transformative, but it's more than the financial value of the partnership: it's the expertise, the staff volunteering, the extensive hosting, and the shared passion for our cause.

Macquarie is the first experience many of our London cohorts have of a corporate environment: their board room is where we encourage young people to imagine a future in these types of spaces. Macquarie also host our annual fundraiser and amazing Women in Leadership conference. WiL attracts an incredible calibre of senior figures from the worlds of business, finance, and technology, and inspires the next generation of brilliant young women! Macquarie employees are behind us all the way too, with 68 hours of volunteering in 2018, plus countless hours from the Guest Relations team.

That's what it really takes to help us transform the lives of hundreds of young people from disadvantaged backgrounds.

So we were delighted to win a Lord Mayor's Dragon Award with Macquarie! Together we won the 'Accelerator Award', which is absolutely appropriate. **The seed of a great idea still needs the right conditions for growth, and Macquarie provided that** - they deserve this recognition, and their approach to funding and support should be emulated across the sector!



### Main Image

**Rachel Engel, Regional Head, Macquarie Group Foundation, EMEA, with The Lord Mayor's Dragon Award!**

### Right

2018 North London Induction in Macquarie's boardroom.

### Bottom

**Carolyn Fairbairn, CBI Director-General, chairing Women in Leadership 2017.**





# ‘Unstoppable’

There’s been a steady stream of awards dinners and press coverage of our work recently – here are some of the highlights!

As well as winning the Accelerator Award with Macquarie Group (p9), at the 2018 Better Society Awards we were shortlisted with them for Financial Services Company of the Year and with Hays for Pro Bono Company of the Year. We were also shortlisted with NEX for the Progression Award at the 2017 Social Mobility Awards. Our CEO, Caroline Adair, has been recognised too! She won the Public Sector, Academia and Not for Profit category at Forward Ladies London and the South Regional Awards.

Bola Lawal (BKL, Santander) was shortlisted for Finance Rising Star of the Year category at the Women in Finance Awards 2018, has spoken at the House of Parliament and was featured in Accounting Technician Magazine!

Ebony Burke (RSM, Grant Thornton) won the 2018 Manchester Youth Buzz Vocational Award.

We’ve won PQ Apprentice of the Year TWICE, with Rahil Mahmood at Rolls Royce in 2018 and Zane Salmon at Grant Thornton in 2019, as well as being shortlisted in 2018 with Amber Gibbs (EY) and Raisa Ahmed (The Co-operative Bank). Rahil was also shortlisted for AAT Apprentice of the Year!

Our young people have been the face of their companies: Joshvir Uppal has starred for RSM, and Raisa and Anisa Ahmed made a video with The Co-operative Bank about their apprenticeship journey. Most recently, Jessica Tikili-Efere (MJ Hudson) was part of Burberry’s campaign with our good friends at Smart Works!



HOUSES OF PARLIAMEN

# How You Can Help

## Employ a Young Person

It’s an incredible feeling when you make a difference to a young person’s future, and our employers are proud to have transformed a life through LTSB. But there is a clear business case for hiring our apprentices too: they make a valuable contribution to the workplace, and to the bottom line. **Join our family of employers today.** Contact our Employment Director [debs.barlow@leadershipthroughsport.org](mailto:debs.barlow@leadershipthroughsport.org)

## Financially Support Our Work

We’re committed to transformational change, and that means dedicated staff working closely with young people to achieve incredible outcomes. The return on this investment is huge, both in terms of lives more fully lived, inspiring those around them – but also in terms of higher earnings over the course of a whole career, contributing to more stable homes and families.

**Your support can help make this difference.** Contact our Fundraising Team [reena.patel@leadershipthroughsport.org](mailto:reena.patel@leadershipthroughsport.org) or [rose.hardman@leadershipthroughsport.org](mailto:rose.hardman@leadershipthroughsport.org)

## Host, Volunteer, Introduce

Corporate engagement is a vital aspect of our work. Whether it’s a practice interview for an hour, a meeting room for an afternoon, or an email to a contact in the market for an apprentice, **there are lots of ways you can help!** Contact our Corporate Partnerships Manager [cat.wyrd@leadershipthroughsport.org](mailto:cat.wyrd@leadershipthroughsport.org)



However YOU can make a difference,  
**Thanks from all at LTSB**

Image: LTSB End of Year Party



Thanks to all our partners and supporters!

## FOOTBALL CLUB FOUNDATIONS



## EDUCATION PARTNERS



## EMPLOYERS



## CORPORATE AND INSTITUTIONAL FUNDERS



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