



**GLL SPORT
FOUNDATION**
SUPPORT DEVELOP ACHIEVE

GLL SPORT FOUNDATION ANNUAL REVIEW 2019



GLL
better for everyone



CONTENTS

- 04 Welcome
- 06 An athlete’s journey
- 07 Chair’s notes – Peter Bunday
- 08 Our inspiring athletes
- 10 The results
- 12 Inspiring the next generation
- 14 Inspiring communities
- 16 Our partnerships
- 18 The vision
- 20 Looking forward
- 22 Sponsors & partners

The GLL Sport Foundation has once again shown the incredible value it has to athletes. In 2019 over 3000 athletes have been supported, many competing in National, European and World competition at age-group and senior level.

Sport is such an important part of all our lives and has the power to inspire young people to excel and harness their talent towards their future. From my own experience starting out as a young athlete and progressing through my sport, I understand how important the recognition and support from organisations like the GLL Sport Foundation can be to a young athlete. It can make the difference in achieving sporting ambitions. That is why I am delighted to be patron of the GLL Sport Foundation.

This is ever-more important today with centralised sport funding being squeezed. We are an important resource in bridging the gap for young aspiring athletes. Support for these young athletes goes beyond the field of play.

It can positively impact communities by promoting the opportunity that sport can bring and promoting the benefits it brings in well-being from someone within that community.

I would like to thank all partners and sponsors of the GLL Sport Foundation: your commitment has greatly contributed to its success. Finally, I would like to thank all the athletes: you have delivered such phenomenal sporting success and are inspiring future generations. We look forward to continuing to support thousands of athletes into an exciting year in 2020 and beyond.

Sally Gunnell, OBE
Patron, GLL Sport Foundation

GLL Sport Foundation Patron

Sally Gunnell

GLL Sport Foundation Board

Chair – Peter Bunday
Trustees – Kim Wright, Mark Sesnan, Kulvinder Ganda and Perri Shakes-Drayton

GLL Sport Foundation Team

James Jebb,
Zia Braimoh and
Archie Williams

06/ AN ATHLETE'S JOURNEY

Perri Shakes-Drayton

Perri Shakes-Drayton is no stranger to any of us and is known in many ways, not least from her athletic career. She won gold in the 400m at the 2013 European indoor championships, and the 400m relay at the same competition in 2012, plus numerous other star performances in world championships. Perri's 400m hurdles time of 53.77 at the 2012 London Grand Prix made her the second fastest British athlete of all time in the event, behind Sport Foundation Patron Sally Gunnell.

For long periods of Perri's 10 years with GSF she had not received any other centralised funding. This support has enabled her to compete at an international level, building her career and profile leading to this point in her career.

Perri is not just an athletics star but has now made a number of TV appearances, hoping to inspire a new generation. This is something she has regularly supported the GLL Sport Foundation with, attending events to showcase how sport can make a difference and being a true ambassador for the GLL Sport Foundation.

In 2019 Perri showed just how committed she is to giving back, and took her first steps into the background work of athlete support. Following in the footsteps of Susie Rodgers, Perri became part of the GLL Sport Foundation Board. This has enriched the Board with her experience and insight into athlete needs, supporting the development of the programme.

Perri Shakes-Drayton,
Supported Athlete 2008–2019,
GLL Sport Foundation Board Member 2019.

'The continued support from the GLL Sport Foundation over the past 10 years goes a long way, especially because I am not receiving funding from UK Sport. I'm able to continue to work towards my dream to represent my country at the world and Olympic stage. Stepping on to the Board is a really exciting step and something different. Having been supported for so long I wanted to be able to give back and make sure this programme keeps supporting athletes like me to be as successful as possible. It's great to work with people that aren't athletes but care about how to make sport equal for everyone.'

PERRI SHAKES-DRAYTON

CHAIR'S NOTES – PETER BUNDEY /07

2019 has been an important year for many athletes in the run-up to Tokyo 2020, and the GLL Sport Foundation is no exception. We had our biggest year to date supporting more than 3100 athletes across 117 sports, all of whom are ranked top 8 nationally for their age groups. We provided 462 physiotherapy sessions to make sure our athletes were in a position to be able to compete for places in Team GB next summer.

As always, we are inspired by our supported athletes. Not only do they manage to compete at the highest level but with 68 % or them being under 21 they manage to balance their education and daily lives, while being on hand to give back and inspire their communities at local events.

The GLL Sport Foundation is the UK's largest independent supporter of young sporting talent. With the continued partnerships with local authorities, sponsors and supporters, we have now given nearly 17,000 athlete awards, totalling over £11million of support.

Remarkably, 93 % of awarded recipients receive no other centralised funding, highlighting that the programme is supporting athletes who need it most to develop along the performance pathway. We can also see that significant numbers are winning national and international competitions.

Our experience through the support of young sporting talent is showing a growing impact of legacy agendas from London 2012, towards Tokyo 2020 and beyond. We are proud that we can make a positive contribution, and we remain committed to inspiring others to follow suit.

Finally, I would like to take this opportunity to thank all our sponsors, partners and supporters, who remain the lifeblood of this fantastic enterprise.

Peter Bunday
Chair, GLL Sport Foundation



LUCY CHARLES BARCLAY

Lucy came 2nd in the Ironman World Championship for the 3rd consecutive year and placed at the 1st Ironman African Championship and Challenge Championships. While juggling her busy schedule, Lucy has managed to support the GLL Sport Foundation at events and presentations, being a true inspiration to the next generation and proving why she is a Sport Foundation Ambassador.



ELLIE SIMMONDS

Ellie has won 8 Paralympic medals, including 5 golds. She is a star of British sport and one of the most recognized Paralympians in the country. Ellie picked up her 32nd International medal at the Para-Swimming World Championships in 2019, coming 3rd in the S6 400m Freestyle race.



MICHAEL MCKILLOP, MBE

Owner of four Paralympic gold medals, four World Championships golds and two European Championships golds, Michael has recently been awarded an MBE for services to disability awareness and athletics in Northern Ireland. The GLL Sport Foundation has benefited across Belfast from Michael's dedication and involvement in events to inspire communities.



LUTALO MUHAMMAD

Based at Team GB's national centre in Manchester, this two-times Olympic Champion has been supported by the GLL Sport Foundation since 2008 and has been a great example of how our support helps athletes achieve their potential. Claiming the French Open Heavyweight title in Paris, Lutalo has his eyes set firmly on being successful in Tokyo 2020.



VANESSA WALLACE

Vanessa recently took home a shot put bronze medal in the World Para Athletics Championships. She is a true inspiration and a perfect example of how sport can change people's lives with hard work and passion.

Vanessa has showcased these attributes regularly around the Queen Elizabeth II Olympic Park, and attending numerous events for the Sport Foundation to inspire the next generation.



TOM DALEY

Undoubtedly one of the biggest names in world diving, Tom Daley finished the FINA Diving World Series as the 2019 champion. He also managed a gold in the 10m Synchronised event with partner and fellow GSF athlete Matty Lee. Tom has won medals at every level of diving, including gold at three world championships: 2009, 2015 and 2017. Tom is able to spread our values and message far and wide to his 2.5 million plus social media followers.



ELINOR SNOWSILL

Elinor is a Welsh rugby union player who plays fly-half for Bristol Ladies and Newport Gwent Dragons. Elinor made her debut for the Wales Women's National Rugby Union team in 2009 and has now made 52 appearances for her country. Elinor was also selected for the women's Barbarians squad, which included international players from nine different countries. Based in Cardiff, Elinor is a great inspiration to many Wales-based athletes. She is a key figure at many Sport Foundation events in Cardiff.

10/ THE RESULTS

£££
£1.8M
SUPPORT
VALUE


92% 
DO NOT RECEIVE
OTHER FUNDING

 **12%**
PARALYMPIC/
DISABILITY
SPORT

 **117**
SPORTS
SUPPORTED

 **3,120**
ATHLETES
SUPPORTED

+460 
PHYSIOTHERAPY
TREATMENTS

 **68%**
UNDER
21 YEARS OLD

 **72**
AREAS
ACROSS
THE UK

- Support for athletes ranked top 8 and above of their age group, including Senior level.
- Athlete must live in an area where charitable social enterprise GLL operate sport and leisure facilities.
- Athlete awards package includes cash, free membership of training facilities UK-wide, and funded physiotherapy sessions.

SPORTS PARTNERS /11



The GLL Sport Foundation are proud to partner with key national sports organisations: SportsAid, The Mary Peters Trust, SportsAid Wales and Tennis First. These partners help in the fundamental elements of award co-ordination, talent identification and alignment to the National Governing Bodies in their respective areas.

SPORTSAID



SportsAid has now been a partner for 10 years and continues to be a fundamental element of our support to athletes. This year the Sport Foundation supported 73 National Governing Body nominated athletes with SportsAid. SportsAid also ensured that all athlete awards were aligned to the correct award level through NGB talent pathway verification.

“SportsAid and GLL have been supporting talented young athletes together for more than 10 years. The support structure is completely focused around the athlete and offers them the platform they need to pursue their ambitions. Financial support, recognition and access to training venues are all key elements of the package developed by GLL. These athletes are young role models in their own right and GLL is highlighting their stories to inspire and engage the communities they serve. We are very proud of our partnership and the impact it continues to have on the next generation of British sporting heroes.”

Tim Lawler – Chief Executive, SportsAid



TENNIS FIRST



Tennis First, was a new partner in 2018, helping to verify tennis player ranking. Tennis First supports tennis players with funding to make it to the professional stage. With their help, the Sport Foundation is able to provide resources to those who need it most, supporting our objectives in bridging the gap in sports inequalities.

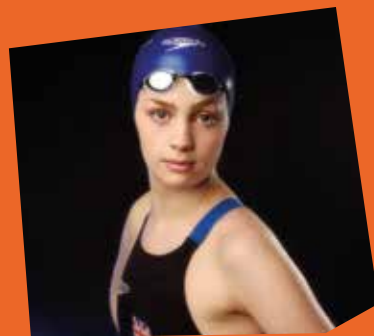
THE MARY PETERS TRUST



Our partnership with The Mary Peters Trust has grown significantly since 2017, with a greater profile across Belfast and wider engagement from sports' National Governing Bodies.

“The partnership with the GLL Sport Foundation ensures both that developing athletes are correctly supported and also that athletes beginning their pathway are recognised and their success celebrated.”

Dame Mary Peters



TULLY KEARNEY

The four-time World Champion exceeded expectations at the Para-Swimming World Championships as she took the top spot on the podium in the S5 50m, 100m and 200m Freestyle. She also set a new British record and won the Disability Sport Award at the 2019 Pride of Sport Awards.



EDEN CHENG

Eden Cheng made her Senior World Championships debut in 2019. She came 6th in the women's Synchro 10m contest and was awarded bronze Synchro at the FINA Diving World Series early in 2019. Additional to this, at the European Championships she won Synchro silver along with partner and fellow GSF athlete Noah Williams.



MATTY LEE

Gold medallist in the Diving World Series and bronze medallist at the World Aquatics Championships with diving partner Tom Daley, Matty will be one to watch in the coming years.



CAROLINE DUBOIS

Named BBC Young Sports Personality of the Year, Caroline is the World and Olympic Youth Lightweight Champion. Having not lost a fight yet, she is on track to be part of the Great Britain Squad for the 2020 Olympic Games.

Supported in partnership with Greenwich Starting Blocks.



MATTHEW ROBERTSON

Selected to represent Great Britain in the Glasgow Para-Cycling International in 2019, Matthew came home with 3 silvers, in the 1K Track Time Trial, the 3K Individual Pursuit and the Team Sprint.



DANIEL ATKINS

Daniel Atkins was nominated for SportsAid's One To Watch award in 2019 (previously won by the likes of Tom Daley) after being incredible on the water. He has won the Junior and European Championships in the K1 Men's 200m. He had a successful 2019 and we will certainly hear more of Daniel Atkins in 2020.



SYERUS ESLAMI

Syerus is a wrestler from London. He made his Team England debut at the Gold Coast 2018 Commonwealth Games, coming away with a bronze medal. Syerus comes from a family of wrestlers: his grandfather was an Olympian and his uncle competed for Great Britain.

The GLL Sport Foundation not only supports athletes in achieving their sporting potential but also in supporting their local communities. Through community events, Sport Foundation athletes got involved by paying it forward and doing their bit to inspire the next generation.



Swim Doctor
Masterclass

Sport Foundation athlete Jahrel Murphy featured in the masterclass videos for GLL's Swim Doctor programme, alongside World Champion and Swim Doctor Ambassador Keri-anne Payne. The film was made available to all members to help them improve their swimming and motivate them to try new things in the pool. Swim Doctor is Better's swim programme to help members reach their swimming goals.

INSPIRING COMMUNITIES



Girls-Only Festival –
Arts and media School, Islington

The Arts and media School Islington held a Girls-Only festival celebrating the importance of woman in sport. Sport Foundation Ambassador Margaret Adeoye attended, giving the school girls a small talk about her sporting career and offered inspiration to the young girls. It was a successful event, with teachers commenting, 'Having an Olympian was fabulous. Choosing just girls was such an important thing to do! Everybody enjoyed the events, especially the guest star who was just a fantastic role model. It was inspiring to meet a young athlete and learn about her journey.'

Club Games 2019

Club Games is one of the biggest events Better hold, celebrating the importance of physical activity and team spirit. Aimed at people over 55 and set out like the Olympics, the London Aquatic Centre and Copper Box Arena saw 500 participants compete in swimming, cycling, table tennis, short tennis, badminton, short mat bowls, darts and dominoes. GB and GSF athlete Montell Douglas was also in attendance, interacting with the participants and giving her words of wisdom in a Q&A.



16/ OUR PARTNERSHIPS

England

- 01. Allerdale Borough Council
- 02. Bath and North East Somerset Council
- 03. Bournemouth
– Better Gym Bournemouth
- 04. Bradford – Better Gym Bradford
- 05. Cambridge City Council
- 06. Cannock Chase
– Better Gym Cannock Chase
- 07. Carlisle City Council
- 08. Chiltern District Council
- 09. Copeland Borough Council
- 10. Cornwall Council

- 11. East Cambridgeshire District Council – Ely
- 12. Eden District Council
- 13. Epsom & Ewell Borough Council
- 14. Gosling Sports Park
- 15. Guildford Borough Council – Ash Manor /Guildford Lido/Guildford Spectrum (Freedom Leisure)
- 16. Herefordshire Council (Halo Leisure)
- 17. Ipswich – Better Gym Ipswich*
- 18. Lincoln – Better Gym Lincoln
- 19. Manchester City Council
- 20. Mere Green, Birmingham
– Better Gym Mere Green

- 21. Newcastle City Council
- 22. North Somerset Council
– Churchill Sports Centre
- 23. Nottingham – Better Gym Nottingham
- 24. Portsmouth – Better Gym Portsmouth
- 25. Preston City Council
- 26. Reading Borough Council
– Rivermead Leisure Complex
- 27. Reigate and Banstead Borough Council
- 28. Rugby Borough Council*
- 29. Sheffield – Better Gym Sheffield

- 30. South Bucks District Council
- 31. South Lakeland District Council
- 32. South Oxfordshire District Council
- 33. Swindon Borough Council
- 34. Telford Tennis Centre
- 35. Vale of White Horse District Council
- 36. Walsall Wood
– Better Gym Walsall Wood
- 37. Welwyn Hatfield Borough Council
- 38. West Oxfordshire District Council*
- 39. Woking Borough Council (Freedom Leisure)
- 40. City of York Council

London

- 41. Barking Sporthouse and Gym
- 42. Bexley – Better Gym Bexley
- 43. Bexleyheath – Better Gym Bexleyheath
- 44. Brentwood – Better Gym Brentwood
- 45. London Borough of Barnet
- 46. London Borough of Brent
– Wembley Leisure Centre
- 47. London Borough of Camden
- 48. Greater London Authority
– Crystal Palace National Sports Centre
- 49. London Borough of Croydon
- 50. London Borough of Ealing
- 51. East Village
– Better Gym East Village, Stratford
- 52. Royal Borough of Greenwich*
- 53. London Borough of Hackney
- 54. London Borough of Hammersmith and Fulham

- 55. London Borough of Hillingdon
- 56. London Borough of Islington
- 57. Royal Borough of Kensington and Chelsea
- 58. London Borough of Lambeth
- 59. London Legacy Development Corporation
– Queen Elizabeth Olympic Park
- 60. London Borough of Merton
- 61. Romford – Better Gym Romford
- 62. Sidcup – Better Gym Sidcup
- 63. London Borough of Southwark
– Colombo Centre
- 64. Sutton Sport Village
- 65. London Borough of Tower Hamlets
- 66. London Borough of Waltham Forest

Northern Ireland

- 67. Belfast City Council*

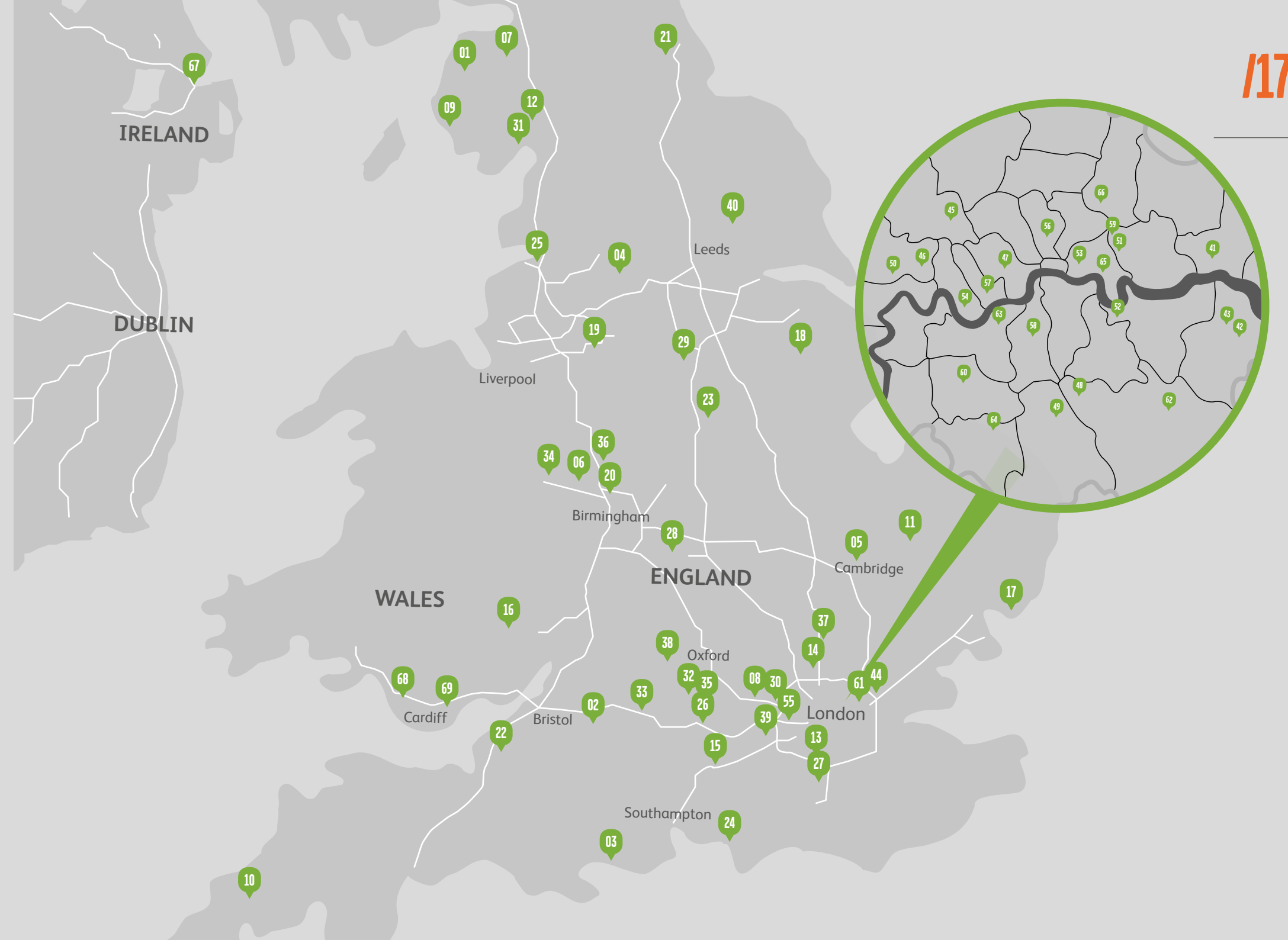
Wales

- 68. Bridgend County Borough Council (Halo Leisure)*
- 69. Cardiff City Council

*Local Authorities operate localised athlete support programmes and are supported by the GLL Sport Foundation.

GLL and the GLL Sport Foundation work in partnership with the below leisure trusts, to operate the GLL Sport Foundation across their relevant partnerships:

Freedom Leisure
Halo Leisure



18/ THE VISION

In 1993, cuts to public services forced local authorities to look for new ways to deliver leisure facilities. A new model was needed: accountable, with measurable objectives and contained budgets – a third way that was neither private sector nor public sector. Greenwich Leisure Limited was born. A new not-for-profit organisation with charitable social status, focused on providing accessible and affordable leisure services for local communities. Answering an urgent public need meant that success came fast for GLL, with a rapidly growing portfolio across South East London. And, crucially, our not-for-profit model meant that the more business we took on, the more we could reinvest. But we knew that if we were to succeed in transforming perceptions of health and wellbeing on a nationwide platform, we needed a clear and simple strategy. And so we devised The Four Pillars – our simple guiding principles that would inform our vision, wherever the future would take us:

BETTER PEOPLE
BETTER BUSINESS
BETTER COMMUNITIES
BETTER SERVICE

Better People
Our people believe in our social ethos, act with integrity and engage with our business.

Better Business
We strive to be innovative, stable, ambitious and performing at the top of our game.
We seek to be trustworthy, sustainable and affordable.

Better Communities
We're all about community engagement, accessibility, creating sustainable environments and working in partnership to get things done.
We not only want to create a sporting legacy, and improve the health and wellbeing of local communities, but also to establish a healthy lifestyle for future generations.

Better Service
We want to be known for being reputable, personable and engaging with our customers.
Always exceeding expectations.



2020 will be another significant year in sport, with the Tokyo Olympic and Paralympic games being a focal point in the summer. The GLL Sport Foundation will once again be a support for many athletes trying to achieve their sporting goals. It is likely to be another record-breaking year for the GLL Sport Foundation, expecting to support more athletes than ever before, and with competitions across Deaflympics, blind sport and the lead-up to the Special Olympics World Winter Games in 2021.

2020 will see the Sport Foundation continue to showcase and support the extensive wealth of young sporting talent within our communities. With a strong focus on inspiring wider communities across the UK, our athletes will commit to being role models and give back to their local communities.

Our Ambassadors will showcase the impact of the GLL Sport Foundation, physical activity and sport in our communities, while building its presence around Better centres across the UK.

2020 is a big year for many athletes' with final preparations and qualifications for the Tokyo 2020 Olympics and Paralympics – not to mention the games themselves. We have many athletes representing their various home countries' and all will have aspirations to compete at the Games.

As always, junior international competitions will play a significant role and provide young athletes with important development challenges and experiences.

We will look to keep our support athlete-focused, continuing to provide physiotherapy support. Keeping athletes fit and able to compete is a key part of the support and can make the difference in athletes meeting their potential. Developing more options for athletes to enhance their personal development will be key to supporting our athletes' aspirations.

GLL will operate in 70 areas in 2020, including iconic venues such as the London Aquatic Centre, Manchester Velodrome and Copper Box Arena, giving our athletes access to some the countries best facilities.



22/ SPONSORS & PARTNERS



23





GLL
better for everyone



www.better.org.uk / www.gll.org / www.gllsportfoundation.org

GLL is a registered trademark of Greenwich Leisure Limited, a charitable social enterprise and registered society under the Co-operative & Community Benefit & Societies Act 2014 registration no. 27793R.
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