

# Jack Petchey Foundation **21 YEARS OF CHANGING LIVES**

**An Independent  
Impact Report**



**If you think you can, you can!**







# 21 Years of Changing Lives

**As part of our 21st birthday celebrations, we wanted to better understand the depth and breadth of the positive impact that the Foundation has had across communities in London and Essex.**

In order to do this, we commissioned Bean Research to undertake an independent impact assessment of our work. This report came about as part of the charity's 21st birthday, celebrated to reflect the important milestone for young people seen as traditionally 'coming of age'. The results show that our programmes support young people to develop a range of life skills and, just as importantly, their confidence and self-belief. This in turn positively affects young people's motivation, aspirations and behaviour in the future.

By looking back on our achievements and evaluating success, we want to learn from and build on this as we move forward to deliver even more positive social change over the next 21 years.

The report has relied on our partners and Achievement Award co-ordinators to share their insights. **We thank them sincerely** not only for their participation in this research, but for their continual hard work and contribution to the difference that we make together for young people.

**Trudy Kilcullen MBE**  
**Chief Executive Officer**  
**Jack Petchey Foundation**



**“I am so proud of all that the Foundation has achieved in its first 21 years. From our humble beginnings in East London we have grown to work with most schools and youth clubs across London and Essex. When young people receive our Achievement Awards or take part in our programmes, they learn to believe in themselves. And that’s what truly makes a difference.”**

**Sir Jack Petchey CBE**

**“It is clear from our evaluation that the Jack Petchey Foundation has had a significant impact on young people’s self-confidence and engagement across London & Essex. This in turn directly affects young people’s behaviours, as well as raising their teachers’, leaders’ and community’s aspirations with all the additional benefits that come with this. We look forward to working with the JPF team in the coming year to help to help them maximise the social value that will be created over the next 21 years.”**

**Charlotte Turner, Director, Bean Research**

# Highlights

The Jack Petchey Foundation (JPF) was established in 1999. In its first 21 years it has invested over £133 million in programmes and partnerships for young people aged 11-25 across London and Essex.



## Our research indicates that in its first 21 years:

- ✓ At least **841,585** young people have been direct beneficiaries including **203,037** Achievement Award winners. Thousands more have been indirectly involved in our Programmes.
- ✓ **9,360** Leader Awards and Leader Award Grants have been given and at least **10,626** leaders and teachers have been coached or trained.
- ✓ At least **2,530,000** people have attended a Jack Petchey Foundation event.

In addition, the Jack Petchey Foundation has indirectly supported thousands of young people through initiatives including:

- ✓ Funding for London Youth's Petchified wall, designed to help young people face their fears, already climbed by **150,000** young people and rising, and capital support for the Barking & Dagenham Youth Zone, the first Youth Zone in London and attended by **6,500** 11-25 year old members.
- ✓ Broader support of secondary schools, including after-school clubs across London, support of **76** schools into Specialist Status, investment in and continued support of The Petchey Academy and contribution towards the provision of **2,104,551** school planners for students.
- ✓ Continued support of Uniformed groups across London and Essex, including support of the Petchey Lodge and the Volunteer Lodge at the 'Scout Adventures' activity centre at Gilwell Park and training **1,200** young people in seamanship and navigational training on the ship TS Jack Petchey.



The Jack Petchey Foundation's reach is wide, with over **2,000 schools and clubs** across London and Essex running its programmes. In fact, JPF's flagship Achievement Awards Scheme, which recognises the outstanding achievements of young people, runs in **83%** of all state secondary schools in London and **91%** of schools in Essex. Within these schools and clubs, the reach of the Foundation is amplified by the peer nomination award process, by the £250 Achievement Award grant itself, by the Leader Award and Leader Award grants and by school planners for 2.1 million children.

“I often use the Achievement Award as the very best example of **making a real difference to young people's lives** and actually supporting charities in real and meaningful ways.”

**Robert Dighton, ELHAP**

“The Foundation has reached all corners of London & Essex and has touched everyone involved in one way or another. There is no other foundation like it in Europe to our knowledge. **It's a household name.**”

**Connie Henry, Yvonne Simpson Track Academy, Brent**

Throughout its first 21 years, the Jack Petchey Foundation has worked with **uniformed groups in all its programmes.**

Sir Jack's personal belief in the positive impact of uniformed groups on young people is supported by the Youth United Foundation Evidence Review in 2017 which found that uniformed youth benefit from enhanced life skills and character traits, better school-related outcomes, physical and mental wellbeing and social integration.

“The Jack Petchey Foundation has a long history of supporting the Scouts and other uniformed groups. They support and recognise young people for their personal achievements. From that recognition, young people can build confidence, skills and a positive future.”

**Matt Hyde, Chief Executive of the Scouts**



Jack Petchey's  
**“SPEAK OUT”**  
Challenge!



JACK PETCHEY FOUNDATION  
**COUNT ON**  
US Secondary Maths Challenge  
WITH MAYOR'S FUND FOR LONDON





# Impact on Young People

“**Belief** in one’s own capabilities is an important part of aspirational development.”

Source: Bandura, *Self-efficacy: The exercise of control*, 1997

**Evidence from Jack Petchey Achievement Award coordinators, partners’ independent research and case studies demonstrates that, because of JPF involvement, young people are recognised, upskilled, confident, inspired and giving.**

The Jack Petchey Foundation Achievement Award Scheme (an annual investment of **£3.5 million**) is run by over **1,600** schools and youth organisations. **203,037** awards have been awarded in the first 21 years. The recognition of these young people’s achievements has created a long-term impact for the winners and for their communities.

“**The greatest impact is the acknowledgment of young people’s achievements. Recognising achievements however, big or small, goes a long way to improving confidence and self-worth in a young person’s mind.**”

**David Martin, Averyhill Youth Club, Eltham**



“**The greatest impact of the programme is that moment of recognition when a young person, who may not have had many moments like this, hears their name read out and tries to downplay the pride that comes with winning the award.**”

**Joe Crisp-Hih, Greenwich Youth For Christ**

Analysis of 40 winners’ stories highlights the immediate impact on winners’ self-confidence, self-belief, work ethic, and ambition. Wider society also gains from this experience through the winner internalising and acting on the lessons and skills learned from the awards process.

Being recognised with this award motivates and inspires further achievement in the future, both to give back to their community and in the pursuit of personal goals.

## Survey responses from 608 schools and clubs reinforces the existence of an ongoing chain of benefit in our wider partner programmes too:

Through the Jack Petchey Foundation's programmes, young people develop specific skills – dance, public speaking, maths, table tennis and more – and through this, broader life skills are also developed:

✓  
**80%** of teachers and leaders believe young people's **teamwork** skills have improved.

✓  
**7 in 10** say **communication** skills have improved.

✓  
**3 in 5** report that **resilience** and **determination** have improved.

In addition to skills development, young people's social and personal development show a positive change. Coordinators report that JPF programmes have increased young people's confidence, given them recognition of their achievements, raised their aspirations and improved their work ethic. This is all evidence that JPF is achieving its mission.

✓  
**96%** believe JPF involvement increases young people's **self-confidence** and **self-belief**.

✓  
**2 in 4** believe it focuses young people's attention on **attainment** and **effort**.

✓  
**83%** say JPF raises young people's **aspirations**.

This then creates a longer chain of benefit: improved behaviour, harder work and higher attainment.

✓  
**65%** of school coordinators report students are **more motivated** in their schoolwork.

✓  
**Nearly half** report that young people **perform better** at school.

✓  
**2 in 3** get **more involved** in issues affecting their school or club.

“**Teenage years** are the most crucial time, in which interventions to help young people realise their aspirations may be particularly effective.”

**Gregg, Children in Poverty: Aspirations, Expectations and Attitudes to Education, 2009**

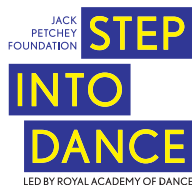
# Partnership Programmes

JPF programme partners believe that the Foundation has a clear mission and vision for young people. As a result of the programmes, they see a difference in young people's development and self perception. They also believe Sir Jack Petchey's **"If you think you can, you can!"** motto is being fulfilled by participants' growth in confidence, self-belief and their aspirations for the future.



Many of JPF's partners independently measure programme outcomes, providing hard evidence of the positive impact on young people's confidence, sense of wellbeing, ambition, attitude, and skills.

**Below and on page 9, we highlight some of these achievements:**



**50,000** students have engaged with dance through the programme.

✓ **73%** report increased confidence – socially, physically and in class.

✓ **94%** of young people and **88%** of teachers believe participation increases team working skills.

Source: iVAR Survey for RAD 2015



**200,000** Year 10 students have participated over 14 years.

✓ **62%** of participants increased their confidence.

✓ **71%** of young people felt more able to speak publicly.

Source: Student and Teacher Feedback September 2020



**52,140** students have taken part in the First Give programme

✓ **93%** of teachers say students have improved their ability to work in teams.

✓ **98%** agreed that the programme builds young people's understanding of local need and how they can help.

Source: 2016/17 iVAR survey of teachers



# The Jack Petchey Internship Programme

The Jack Petchey Foundation's paid internship programme started as a result of a learning partnership with the Rank Foundation's Time to Shine programme. JPF launched its own internship programme in 2018 and, over two years, supported 30 young people at 30 youth organisations based in London and Essex. Research demonstrates that JPF is not only supporting young people in work, but also enabling long-term employment and driving talent, passion and diversity into the youth charity sector, which in turn supports more young people. In 2021, the Jack Petchey Foundation increased its internship programme to support 40 paid interns in 40 youth organisations.

“We have found the internship incredibly valuable. I've seen many programmes but this one is unique by offering a paid internship for an entire year alongside training. This meant we could offer opportunities we could otherwise not afford to do, life-changing experiences that really developed our intern's skills and confidence.”

**Toby Beazley, Operations and Finance Lead, Regenerate**

“You won't get an opportunity like this anywhere else. The Foundation provides you with so much help, support and training, it can really give you that boost in your career.”

**Monique Reid, Engagement Officer Intern, Team Up**



Our partnership with Panathlon has supported **34,000** disabled young people.

✓ **98%** of schools report a positive impact on young people's development.

✓ **92%** of schools have also increased their own provision of inclusive sport with, on average, an additional one and a half times more young people accessing sport at school.

Source: Bean Research 2019



**7,595** students have participated in the Faraday Challenge in London and Essex since 2015.

✓ **97%** understand more about engineering.

✓ **60%** would now consider studying and working in engineering.

Source: Post participation feedback surveys



JPF has supported Essex Boys and Girls Clubs for over 20 years, supporting **17,100** young people.

✓ **73%** of Respect programme participants improved mental wellbeing.

✓ In fact, **44%** of young people who report a mental wellbeing score in the lowest **20%** nationally at the start of the project, report a score in the top **20%** by the end of the programme.

Source: Feedback from individuals and clubs & Ipsos MORI evaluation

# Impact on Schools and Clubs

**Our research indicates that as well as directly making a difference to young people, the Foundation also has significant positive impact on their schools and clubs as well as teachers and leaders.**

First and foremost, the grants awarded to the 203,037 Achievement Award winners and the 9,360 Leader Award winners provide funds to improve provision for all young people at schools and clubs. Our research shows that **90%** were able to purchase new equipment or services as a result of these schemes.

In addition, in its first 21 years, the Foundation has delivered Continuing Professional Development teacher training or coaching to at least **10,626** leaders and teachers.

The Foundation also supported **76** schools into Specialist Status (and was named 'Sponsor of the Year' in 2004 by the Specialist Schools and Academies Trust), and provided **£5.5 million support** for 'Out of School Hours' and 'Study Support' after-school programmes across secondary schools in Tower Hamlets, as well as Barking and Dagenham, Newham and Waltham Forest.

✓ **100%** of Achievement Award coordinators surveyed reported that JPF programmes help the school and club; and **2 in 5** feel programmes raise teachers' and leaders' aspirations.

✓ Schools and clubs report that programmes create a positive buzz and inspire innovation. **1 in 5** clubs and schools have developed their own similar recognition programmes.



In schools, teachers recognise the impact of participation in JPF programmes on young people's behaviour and on their ability to reach their potential. **2 in 3 say young people are more motivated to work** and **half** of Achievement Award coordinators believe that the JPF award winners **do better at school**.

“The kudos the winners feel and the way the scheme encourages young people to 'share the love' (is what motivates the young people) so that others benefit from their awards as well as they themselves. It's great for the school when the students **show appreciation and want to give back** to the school in recognition of their award.”

**Bill Wood, Beacon High School**

As a result of JPF's support, schools and clubs have better resources, more motivated and skilled leaders and young people with higher attainment and more drive to reach their potential.



# Impact on Wider Society

In its first 21 years, JPF has organised and been part of thousands of events, with some years seeing more than 100 separate celebration events. These events not only celebrate and recognise young people, they also build awareness, involvement, and influence among those who attend. In its first 21 years, **2.53 million people** attended a Jack Petchey Foundation event.



An average of **164 local and regional leaders** and influencers, such as MPs and council leaders, attend a JPF event each year.

Our research indicates that this attendance serves to amplify young people's voices and enable leaders to acknowledge and recognise young people's achievements resulting in positive news stories about young people reaching an average **audience of over 8m people** in the press each year.

“Panathlon didn't just change Georgie's life but it also changed mine – to watch your child grow in confidence and strength is just amazing. Georgie has gained from Panathlon friendship, confidence and a future.”

**Sue, Mum to Georgina, Leader at The Panathlon Challenge**

“The Jack Petchey Foundation event is **one of my favourite ceremonies**, because of the quality of the award winners, what they have done and what they will do for their communities in the future.”

**Colonel Ray Wilkinson, Chief Executive of East Anglia Reserve Forces and Cadets Association**

**Nearly half** of schools feel their involvement with the Jack Petchey Foundation helps create better engagement with parents and carers. Academic research continually confirms that the influence of parents on young people's aspirations is crucial<sup>1</sup>.

<sup>1</sup>Research linking young people's and parents' aspirations include Institute of Education, Raising Aspirations, 2018

“Too often children and young people are associated with negative behaviours and attitudes. The Foundation shows young people that it really is worth it to work hard and that **they will be acknowledged** for it.”

**Achievement Award Winner's Mum**





**Research Methodology:** This report is based on research and evaluation conducted by Bean Research in Autumn 2020 to identify and measure the impact of the Foundation on young people, schools, clubs and the wider community. Bean Research analysed existing data including annual reports, partners' research, Achievement Award winners' stories and the context in which the Jack Petchey Foundation operates. They undertook new research involving JPF Trustees and staff, partner organisations and 608 Achievement Award Coordinators across London and Essex. They developed an impact framework to analyse their combined insights for JPF to use for future impact assessment.



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Registered Charity No: 1176221  
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