



# SPORTING CAPITAL

## KEY FACTS:

£100,000 loan

12-month repayment holiday

Funding to grow their reach into new areas

## Specifically:

- working capital
- salary costs

We've invested into Sport for Confidence (SFC) a unique and innovative organisation utilising Occupational Therapists (OTs) and sports coaches to deliver physical activity-based interventions to vulnerable adults and marginalised groups. The service operates across Essex and London, collaborating with multiple health, social care and leisure providers to engage more than 2,800 individuals accessing the programmes every month.

Sport for Confidence CIC is a pioneering and award-winning organisation with a strategic aim to address inequalities in sport and physical activity participation, ensuring that 'Everyone Gets to Play'.

Leisure Centres are community assets that should be accessible to everyone, as a focal point of community-based engagement. Sport for Confidence CIC places allied health professionals (AHPs) directly into leisure centre environments to enhance the experiences and opportunities for people facing barriers to participating in sport and physical activity.

Typical participants include those with **learning disabilities, mental health issues, people living with dementia, autism, physical impairment or disability, homelessness, and many other complex health needs.**

SFC invites other local health and social care teams to engage with the SFC model, utilising leisure centre environments as part of their assessments and interventions on an individual, client-led basis. All SFC sessions are fully accessible and welcoming of all, with family, friends, and carers all welcome to join in.

In addition to all the physical and mental health benefits associated with physical activity, SFC sessions are also designed to promote wider occupational outcomes including; independence, **improves confidence and self-esteem, and enable people to gain the full physical and mental benefits of participation in sport and physical activity.**

SFC has grown from 1 individual using sporting activities as part of Occupational Therapy assessment to becoming a model which has seen over **19,000 interactions over a 12-month period** and been adopted in **10 leisure centres, across 8 local authorities in Greater Essex and 2 London boroughs.** Each leisure centre has a dedicated residential OT and coach working together to deliver the strategic outcomes and offer a programme of activities for absolutely anyone who may be facing barriers to accessing sport and physical activity opportunities.

Sporting Capital provided a loan of **£100,000** to support the costs associated with growing the organisation's reach specifically, salary costs for head office staff and working capital.

"The Sport for Confidence business model is ground-breaking and we are pleased to have been able to provide investment that will enable them to grow and support many more people to become more active, gain confidence and independence." **Jemma Leathley, Investment Manager.**

"This investment is the first time we have taken on repayable finance. We want to take our award-winning pioneering organisation to more leisure centres, making it mainstream and available for all who need it. The loan will be key to giving us the required staff and cashflow to grow over the next five years to achieve this."

**Jake Turner, Operations Manager**



Sporting Capital are actively looking for new investments. Why not drop us an email to discuss how we could help you.

Email: [enquiries@sportingcapital.org.uk](mailto:enquiries@sportingcapital.org.uk)  
Call: 0203 637 8232

## OUR PARTNERS

Sporting Capital has been formed through a pioneering partnership between Sporting Assets and the Access Foundation and it is funded through the Big Lottery Fund and Big Society Capital

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