



**Improving, developing
and creating future
opportunities for our
community**

OUR VISION FOR 2021 - 2024





WHO WE ARE

As a charity we are driven by the impact sport and physical activity can have on peoples' lives. At Blues Foundation, we are passionate that we can harness the power of sport to transform the Bedfordshire community.

The impact Covid-19 has had on lives in our area provides us with a unique opportunity to support the people who need it most. Using rugby's core values, our focus is to enable the most vulnerable and disadvantaged to benefit from improved wellbeing, develop inclusive opportunities, and provide creative chances to enhance skills.

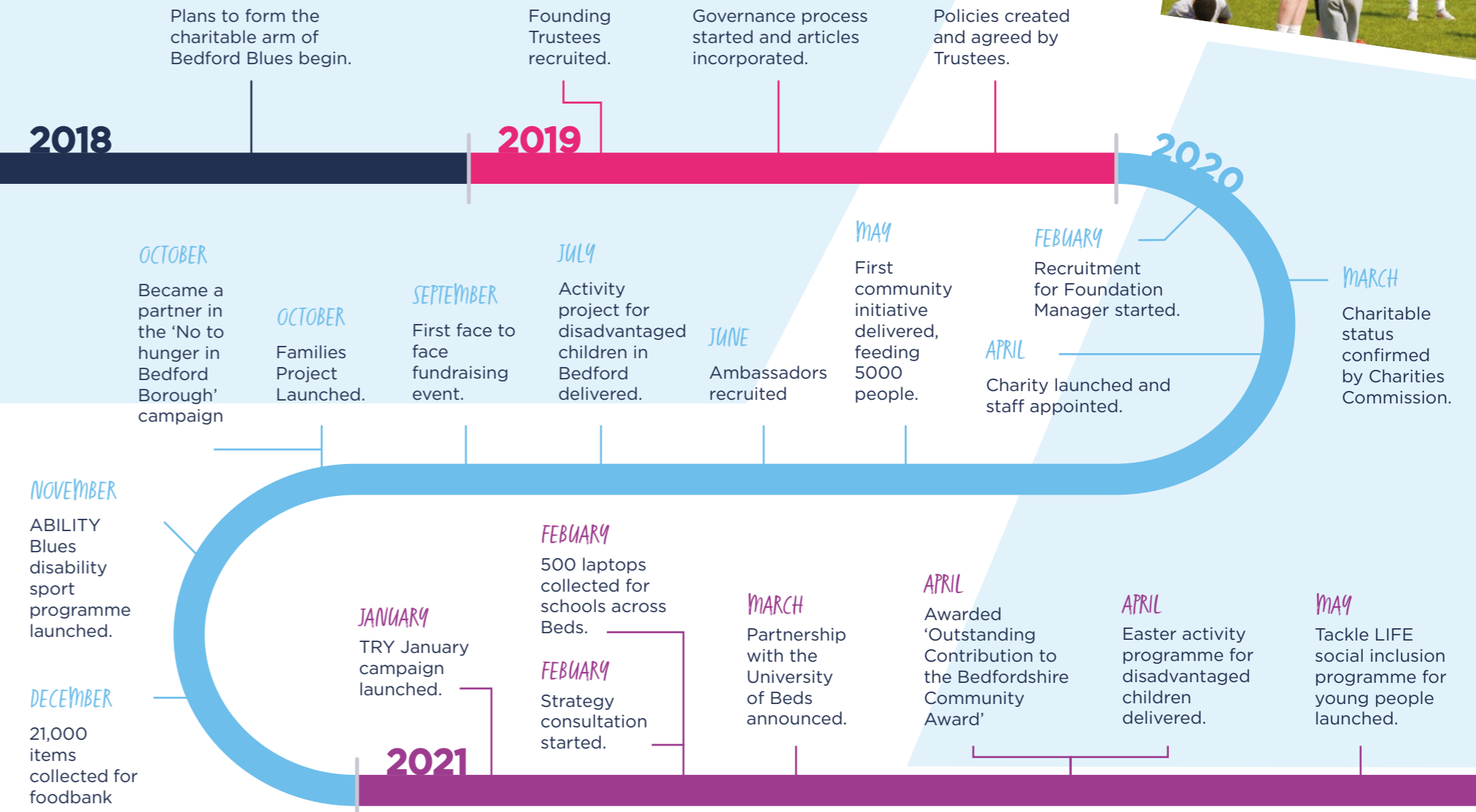
We feel this is an incredibly exciting time in our charity's development, the platform and history of Bedford Blues has provided us with a unique opportunity to support the community in which we serve.

This document outlines our delivery strands, as well as our approach. With clear direction and guidance from our Board of Trustees, we have designed a series of programmes specifically to achieve our vision.

Our opportunity to make a positive change is significant, we hope you can support us along the way.



TIMELINE OF PROGRESS



OUR VISION AND OBJECTIVES:

OUR VISION

Using the power of sport and physical activity to promote positive lifestyle choices for our local community.

MISSION AND METHOD:

Blues Foundation is the charitable arm of Bedford Blues Rugby Club. Working across Bedfordshire and neighbouring areas, our mission is to inspire our community through the values of rugby to promote of positive and informed lifestyle choices.

The Foundation uses a combination of grant funding, donations, fundraising activities and revenue in return for services. The Foundation delivers outcome-based programmes to meet the aims of the mission statement.



BLUES FOUNDATION OBJECTIVES AND AIMS:

- A** To promote community participation in healthy recreation by providing facilities for playing sport and physical activity.
- B** To provide opportunities for education, sport, recreation or other leisure time occupation for disadvantaged or vulnerable people across our community, in the interests of social welfare and with the object of improving their conditions of life.
- C** To advance such charitable purposes as the trustees see fit from time to time, including community initiatives outside of sport and recreation.

OUR DELIVERY STRANDS:

Wellbeing -

IMPROVE physical and mental health by providing opportunities for regular, sustainable physical activity.

Inclusivity -

DEVELOP opportunities for all to play rugby and exercise to enhance their health and wellbeing, including disabled people, women and girls, and those living within lower socio-economic groups.

Skills -

CREATE opportunities for young people to enhance their education and skills, using sport and exercise as the tool to provide opportunities for those disengaged from mainstream education.



THE 'CHALLENGE' AHEAD:

14 Wards in the top 20% most deprived nationally



Lower Super Output Areas (LSOAs) in Bedford and Kempston towns fall within the



30% most deprived

areas with the greatest deprivation

centred on Castle, Harpur, Cauldwell, Goldington, Kingsbrook and Queens Park wards.

School exclusion rates higher

in Bedford Borough than the national average



The most disadvantaged young people are

LESS LIKELY

to be involved in Sport and exercise

15% of children living in poverty



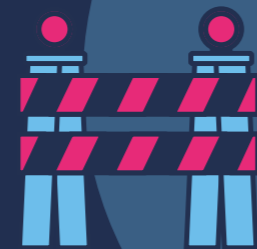
41% of Adults

in Bedford Borough do not do enough exercise

56.7% of Children in Bedford Borough do not do enough exercise



20.2% of Children in Bedford Borough are obese



Access to the people who will benefit most from our support - Are often the

hardest to reach

and the challenge has increased since the pandemic began

5,506 children and young people

have a Special Educational Need or Disability in Bedford Borough.



Mental health issues

have increased since the start of the Pandemic in March 2020 for all ages.

Many people may be facing increased levels of alcohol and drug use, insomnia, and anxiety.

In 2019 10.9% of people aged 16 - 39

showed signs of

DEPRESSION

in 2020 this increased to 31%.



In children, mental health issues and depressive thoughts have also increased since 2017, with the worse affected being 11 - 16 girls.

THE CHALLENGE IN FOCUS:

WELLBEING:



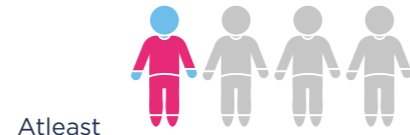
Over 2,238

children and young people aged between 5 and 16 years in Bedford Borough are estimated to have a clinically diagnosable mental disorder.

Participation in

regular physical activity

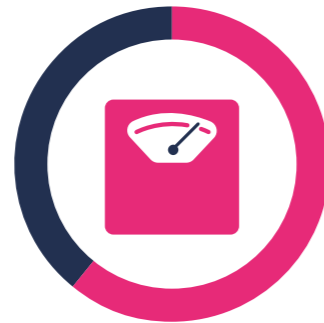
can increase our self-esteem and can reduce stress and anxiety.



At least

one in four people

will experience a mental health problem at some point in their life.



In Bedford Borough

61% of adults

are overweight or obese

INCLUSIVITY:



1 in 5

children in Bedford Borough are raised in income deprived households.

The number of children and young people with special educational needs or disabilities



is predicted to grow

as the population of Bedford Borough increases.



There are an estimated

3,159 adults

in Bedford Borough with a learning disability, including an estimated 293 adults aged 65+ with a learning disability.

Areas of high deprivation in Bedford Borough tend to have a greater proportion of people from black and minority ethnic (BAME) groups with

50% of the population

of the 25 most deprived LSOAs being from BAME groups compared to 37% across the urban area as a whole (and 13% in the rural area).

SKILLS:



Youth unemployment (ages 18 - 24) sits at

1,180

across Bedford Borough

In 2018/19 there were

171 16 and 17 year olds in Bedford Borough who were not in education, employment or training (NEET) or not known to the local authority.

8.6%

of NEET's have learning difficulties or disabilities



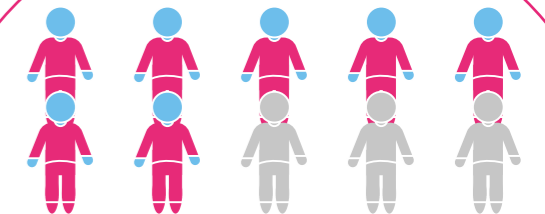
Young Offenders cost the economy

£11 million

A significant number of young people seen by the Youth Offending Team have

unmet health needs

often caused by complex or chaotic lifestyles.



7 out of 10

teenagers believe anti-social behaviour occurs because young people are bored.

PROJECTS:



ABILITY Blues

Has been designed for those with physical or learning disabilities, using a variety of sports and activities to develop fundamental movements such as agility, balance and co-ordination, as well as giving participants a safe, fun environment to get healthy.



Blues Foundation INSPIRE

Is our bespoke enrichment programme for schools, colleges and community organisations that offers team building and wellbeing workshops to develop communication, leadership, employability organisational skills and personal development.



Families Project

Has been created to support families access the benefit from being active together, promoting physical wellbeing, but also enhancing emotional, social and mental wellbeing for families by interacting together.



Holiday Provision

Blues Foundation work closely with local authorities to provide multisport games and fun activities for disadvantaged children during holiday periods and as opportunities arise to support the most vulnerable children.



Tackle LIFE

Is an alternative provision that looks to use the power of sport and education to inspire young people who are disengaged from mainstream education or those at risk of offending. Tackle LIFE offers an opportunity to develop fundamental life skills and support their wellbeing.



TRY to Change

Programme is a wellbeing initiative to support weight management and wellbeing of adults, using rugby and multisport alongside workshops to provide bespoke support to each participant.



COMMUNITY INITIATIVES SO FAR:



Run Row Ride

Campaign to fundraise for meals across Bedfordshire, 5500 meals delivered in 12 months.



TRY January

Fundraising and physical activity initiative to get people active in January.



Foodbank collections

21,000 items collected for Bedford Foodbank in 2020



Second hand technology drive

500 second hand devices collected and a total of 1800 devices delivered to schools in 2021.



HOW YOU CAN HELP

JOIN OUR STARTING XV INITIATIVE

Be one of the first local businesses to support our vital work over the next three years.

BECOME A BLUES FOUNDATION CHAMPION

A monthly donation from £5 could support food, resources or the delivery of some of our programmes.

JOIN US AT ONE OF OUR EVENTS

From Golf Days, Foundation Dinners, to physical activity campaigns, we have a menu of opportunities for you to raising crucial funds for us.

CHOOSE BLUES FOUNDATION?

Could your business or organisation choose Blues Foundation as their charity of the year, or even volunteer with us? This will help inspire hundreds of young people using the power of sport and exercise.



Find us on:



www.bluesfoundation.org.uk

Goldington Road, Bedford, MK40 3NF

Charity No.: 1188520

Marketing Partner



Sources:

Bedford Borough Council Joint Strategic Needs Analysis, 2019. Uniting the Movement, Sport England, 2021. Towards and Active Nation, Sport England, 2016. Sport England Active Lives Survey, 2020. National Child Measurement Programme, 2020. Office of National Statistics, 2021. World Health Organisation, 2020.