

Head In The Game Impact Report

2022

2023



HEAD
IN THE
GAME



TABLE OF CONTENTS

01	Introduction	Page 3
02	Highlights From The Last 12 Months	Page 4
03	Our Three Year Strategy	Page 5
04	Our Three Year Strategy (continued)	Page 6
05	12 Month Impact	Page 7
06	New Legacy Projects	Page 8
07	Impact Of Co-Production	Page 9
08	Our Partners, Funders & Supporters	Pages 10 / 11
09	Geographical Reach	Page 12
10	Overview	Page 13

Introduction

Welcome to Head In The Game, where we are thrilled to present our 2022/23 impact report, highlighting the significant positive changes our charity has brought to local communities and our project participants. Since our inception in January 2021, we've undergone a remarkable transformation, highlighted in the last 12 months where our appearance on BBC's Match Of The Day and our work with Brentford Football Club have been real game-changers.

With a comprehensive three-year strategy, we've set our sights on specific values, aims, social objectives, ambitions, and strategic goals that are integral to achieving our vision. Head In The Game has evolved into a lifeline for those it serves. Our programs offer top-quality sessions and consistently outstanding results, making a tangible difference in the lives of our participants.

The biggest killer of men under 50 is suicide, men are three times more likely to complete suicide than women yet only in three therapy referrals are for men. Loneliness and associated issues with mental and physical health are proven key factors driving those needless deaths. By promoting wellness through sports programmes Head In The Game creates safe social spaces where people can make meaningful connections, get access to additional resources whilst getting fitter at the same time.

Our mission over the past 12 months has remained unwavering: we strive to shatter the stigma surrounding discussions of mental health in safe, secure environments. Football continues to serve as the catalyst for these often challenging conversations, and our impact report reflects this mission perfectly.

With the valuable support of individuals like Steven Reid, Marcus Gayle, and Jason Flemyng, we have expanded our reach to encompass support for women, utilising the power of football to enhance their mental wellbeing. As we embark on this new journey, we are excited about the positive changes we can bring to the lives of many more individuals in the coming year.

This year, we have placed special emphasis on supporting our continually expanding team of staff and volunteers. They have all received training in mental health awareness and suicide prevention, and have been engaging in monthly one-on-one wellbeing sessions to enhance their own mental fitness.

Mark Pinkney

Mark Pinkney
CEO of Head In The Game





Highlights From The Last 12 Months

- Charity status achieved in September 2023
- HITG is featured on BBC's Match Of The Day
- Gary Lineker tweets about HITG and the post is seen by 595,000 people on the social media platform
- 9 new volunteers recruited
- A team of 3 trustees are formed to oversee the charity
- New partnerships formed with Charlton Athletic, West Ham United and Chelsea's trusts & foundations.
- HITG's 24 hour football match is featured on ITV Meridian Tonight News
- Launch of 2 new programmes; 'Best Of Living' and 'Off The Bench'
- Supporting of women's mental health with a brand new demonstration model in partnership with Margate FC
- Well known actor Jason Flemyng announced as a patron of the charity.
- More than double the amount of people supported in the last 12 months against 2021 / 22 figures



95% of Head In The Game participants felt more freely able to talk about how they feel after 12 weeks on our programme

Our Three Year Strategy

This impact report is a way for Head In The Game to communicate the issues they we are trying to improve, as well as our strategy on how we have, and continue to facilitate long term change. It measures the impact that we make in people's lives, focusing on our social and environmental outcomes.



Vision

- To be part of the solution of reducing suicide rates to zero in the U.K.

Mission

- To address mental health needs and make a positive difference to individuals wellbeing in communities

Values & Behaviours

- We promote positive change
- We are supportive, empathetic and passionate
- We are responsive to all of our stakeholders
- We are sustainable in our actions
- Inclusivity is at the heart of everything we do

Aims & Objectives

- Improve health, increase confidence and self-esteem whilst reducing social isolation
- Eradicate the stigma of talking openly about mental health
- Improve physical, emotional and mental wellbeing
- Reduce harm by engaging with our people at the earliest possible level of intervention
- To reduce the strain on frontline services, police NHS, social services by installing resilience in those we help



Our Three Year Strategy

Social Objectives

- Promote positive mental wellbeing
- Create sense of community
- Deliver long term sustainable outcomes
- To be fully reactive to community needs

Ambitions

- Work in partnership with professional football clubs
- Continuation funding from National Lottery Community Fund
- Develop working partnerships with The FA, The SPFL and Irish FA

Strategic Goals

- Become a recognised charity as a lead in mental health & wellbeing
- To promote diversity and inclusion
- Reduce social isolation and loneliness
- Increase unrestricted funding levels
- Multi-channel media offer that responds and promotes our mission
- Develop expertise to be able to influence external business's mental health practices

Metrics

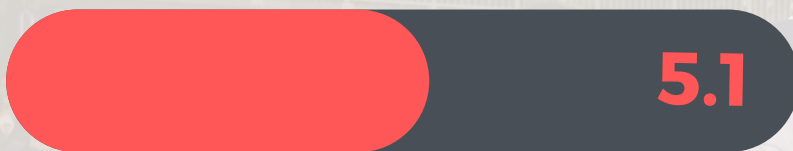
- Partnership Outcomes
- Case Studies
- Unrestricted Funds
- Impact Reporting
- Social Return On Investment
- Evaluations
- CRM Data
- Social Media Reach

12 Month Impact

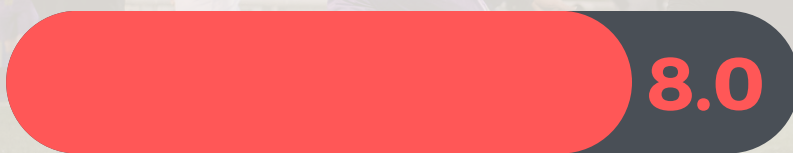
91% Of our participants felt mentally stronger

86% Feel physically fitter

When starting, average score out of 10 in terms of how the participant was feeling



Overall score when completing the programme



100%

Felt happier after attending Head In The Game for 12 weeks

100%

Would recommended Head In The Game to a friend

75% Feel more able to address their problems & concerns

66% Felt better equipped to deal with setbacks

89% Now feel more confident in themselves

96% Felt generally healthier

New Legacy Projects

Since our formation in 2021, we've always had a passion for impact beyond just the football sessions. Our legacy project methodology and approach is how we are giving back to communities, and enriching lives way beyond when the initial project funding expires



MindStones (HITG Legacy) continues to ensure that mental health related football support continues in the town of Maidstone, delivered by ex-participants of our programme supported by Maidstone United's community arm; The Stones Community Trust



Talking Goals aims to ensure that mental health related football support continues in Sittingbourne, delivered by a group of ex HITG participants who deliver our legacy message through weekly football sessions.



Sheffield Men's Safe Play Football Sessions is the legacy project of our work in Sheffield following on from funding from the SYCF. The sessions are delivered by a group of ex HITG participants who continue to support each others mental fitness through weekly sessions.

Impact Of Co-Production



Community Sports Trust

Football for Thought

12-week football and talking therapy course

100%

of participants feel they have developed their skills and knowledge

100%

of participants feel more able to contribute to a stronger, safer and more inclusive community

START

of the 12 weeks out of 10

VS

END

of the 12 weeks out of 10

5.1

How would you rate your mental wellbeing?

7.6

4.6

How inspired and engaged did you feel?

7.4

5

What would you say your confidence and self-esteem level was?

7.3

5.1

How were your inter-personal relationships? (Friends, Family, Partners, etc.)

7

4.5

How would you rate your physical wellbeing fitness?

6.6

“”

It felt great to combine playing football with learning about mental health and wellbeing which the instructors delivered with enthusiasm and professionalism. I especially found the information about getting a good morning routine and using the "Starting 11" to check in with my emotional wellbeing extremely useful. **I would recommend this service to everyone I know.**

Kristian

Football for Thought Participant



12 Week Programme Impact

93% Of our participants felt mentally stronger

83% Feel physically fitter



COMMUNITY TRUST
At The Heart Of The Community

When starting, average score out of 10 in terms of how the participant was feeling

4.9

100%

Felt happier after attending Head In The Game CACT for 12 weeks

Overall score when completing the programme

8.1

100%

Would recommend Head In The Game at CACT to a friend

The above graph and results are based on 15 participants who attended Head In The Game sessions with CACT across a 12 week period between April and July 2023 - data was collected on week 11 & 12

81% Feel more able to address their problems & concerns

76% Felt better equipped to deal with setbacks

88% Now feel more confident in themselves



100% Felt healthier



"I will 100% be signing back up if the sessions come back locally. I've witnessed people in sessions growing week after week and feel the growth in me as well, I have even seen the coaches learn from people's experiences and answers to some of the subjects spoken about. I would even put myself forward to help out if sessions were local enough as I don't drive otherwise I'd be happy to do further a field sessions"

"Brilliant initiative to get men talking about their mental health and wellbeing. Thank you for supporting us"

"I have learned to open up more with my feelings to my friends and family with my emotions and not keeping everything inside. I feel like I have grown more and more confident and also know myself more with the taking time out for myself and with this program I have done just that and would happily continue with this and join another session"

"I would love to have the option to do this course all year round. I'd even pay to attend every week. It's such a fun and welcoming atmosphere, which adult football events rarely have as it's normally all about competition. The instructors are brilliant at making everyone feel valued and seen"



"I enjoyed meeting new people and getting out as I was very lonely but now I feel great again. I enjoyed learning about myself and my mental health. Thank you"





Our Partners, Supporters & Funders



Supported by





Football Club Trust & Foundation Partners



Community
Sports
Trust



FOUNDATION



FOUNDATION



COMMUNITY TRUST
At The Heart Of The Community



HITG Geographical Reach

The communities that we have supported are specifically chosen as they are areas of specific need where poor mental health statistics have been reported and suicide rates have increased. This approach ensures that we are reactive to the ever changing needs of the districts that we support.

- Sheffield
- Thanet
- Maidstone
- Canterbury
- Sevenoaks
- Folkestone
- Whitstable
- Medway
- Sittingbourne
- Ashford
- Millwall Community Trust
- West Ham United Foundation
- Brentford FC Community Sports Trust
- Charlton Athletic Community Trust





Overview

In 2023, the United Kingdom's government took a significant step in the right direction by unveiling its new national suicide prevention strategy for England. With the ambitious goal of reducing the nation's suicide rate within just two and a half years, this initiative underscores the urgency of addressing a critical issue that has plagued our society for far too long. However, as we delve deeper into the details of this strategy, concerns arise regarding its funding, scope, and the crucial matter of how success will be measured.

Preventing suicide necessitates a comprehensive strategy that encompasses research, awareness campaigns, mental health support, and crisis intervention. Depending mainly on existing resources might not be adequate to bring about the substantial changes needed to significantly lower suicide rates. The strategy outlines over 100 measures aimed at saving lives, providing early intervention, and supporting individuals going through the trauma of a crisis. While this comprehensive approach is commendable, it raises concerns about the feasibility of implementing such a vast array of initiatives without substantial funding. To effectively combat suicide, it is essential that the government allocates adequate resources to each measure, ensuring that they are carried out efficiently and effectively.

Suicide has been heavily stigmatised for the past two decades, hindering open conversations and the development of effective prevention strategies. While the new strategy acknowledges the importance of reducing stigma, it is essential to emphasise that this is an ongoing process. Initiatives aimed at changing societal attitudes towards suicide should be a central component of the strategy. To truly make progress, we must not only address the immediate crisis but also work towards creating a compassionate and understanding society that encourages individuals to seek help when needed.

On the positive side; companies and businesses are increasingly recognising the importance of supporting employees' mental health. This shift includes the implementation of mental health programs, flexibility in work arrangements, and the promotion of a healthier work-life balance.

Mental health stigma is very slowly on the decline. Society is becoming more accepting and understanding, allowing individuals to speak openly about their mental health challenges and seek help without fear of judgment.

Mental health in 2023 is marked by both progress and ongoing challenges. The positive trends in digital mental health services, workplace wellbeing, and decreasing stigma are promising, but the needs for early intervention, accessible services, and targeted support for vulnerable populations cannot be ignored.

To truly make a difference, we must advocate for increased funding, integrated care, widespread education, destigmatisation, and continued research and innovation. Our collective effort is essential in creating a society where mental health is a priority, where individuals can seek help without fear, and where no one is left to battle their mental health challenges alone. The mental health landscape is evolving, and it's up to us to ensure that the changes are positive and enduring.



HEAD IN THE GAME

Contact

Head In The Game

Office 2B

First Floor, The Links,

Herne Bay,

Kent, CT6 7GQ

www.headinthegame.co.uk

info@headinthegame.co.uk

@HITGCIC

Charity Number: 1204792

