

LOCKER ROOM PROJECT

Happier People Equals Better Players



The Locker Room Project

Locker Room is a collaboration between Beyond Equality and the Kinetic Foundation. It is an initiative working with athletes and clubs to prepare young players to face social and mental pressures that come with playing a professional sport, whilst giving them the tools to have a more positive impact on their communities. Our offer combines open facilitation with young people with staff training and optional mentoring to ensure sustainable change occurs at the individual and cultural level.

About Us

Beyond Equality are rethinking masculinities. We engage men and boys to prevent sexual violence, and create gender equality, healthier relationships, better mental well being, and more positive masculinities. We have run a strong track record of delivering interactive, thought provoking and transformative workshops. We've worked with over 35,000 men and boys, including in over 250 UK schools. We know that it takes a supportive culture to reinforce lasting change and so we take a whole of institutional approach to change, working with teachers, coaches, leadership and support staff.

Kinetic Foundation, a registered charity in the UK, was formed following the London riots of 2011 in a bid to engage with young people and divert them into pro-social activities. We use football as our engagement hook with the disadvantaged and/or disengaged young people we work with. We deliver blended football and educational programmes to approximately 800 young people each week; 45 of which have progressed into professional football through our programme. A large percentage of the young people we work with have been released from professional clubs and we work hard to build their self-esteem and confidence by providing them with a focus through football. We see first hand that young people are not prepared for life once they are released and often feel lost if this happens. We believe there can be additional support from the professional game to help these young people build resilience and widen their horizons away from just professional football when they are in the system.

Our experience is in supporting and educating young people, young athletes and the organisations they're part of

25,000

Participants in our schools workshops

90%

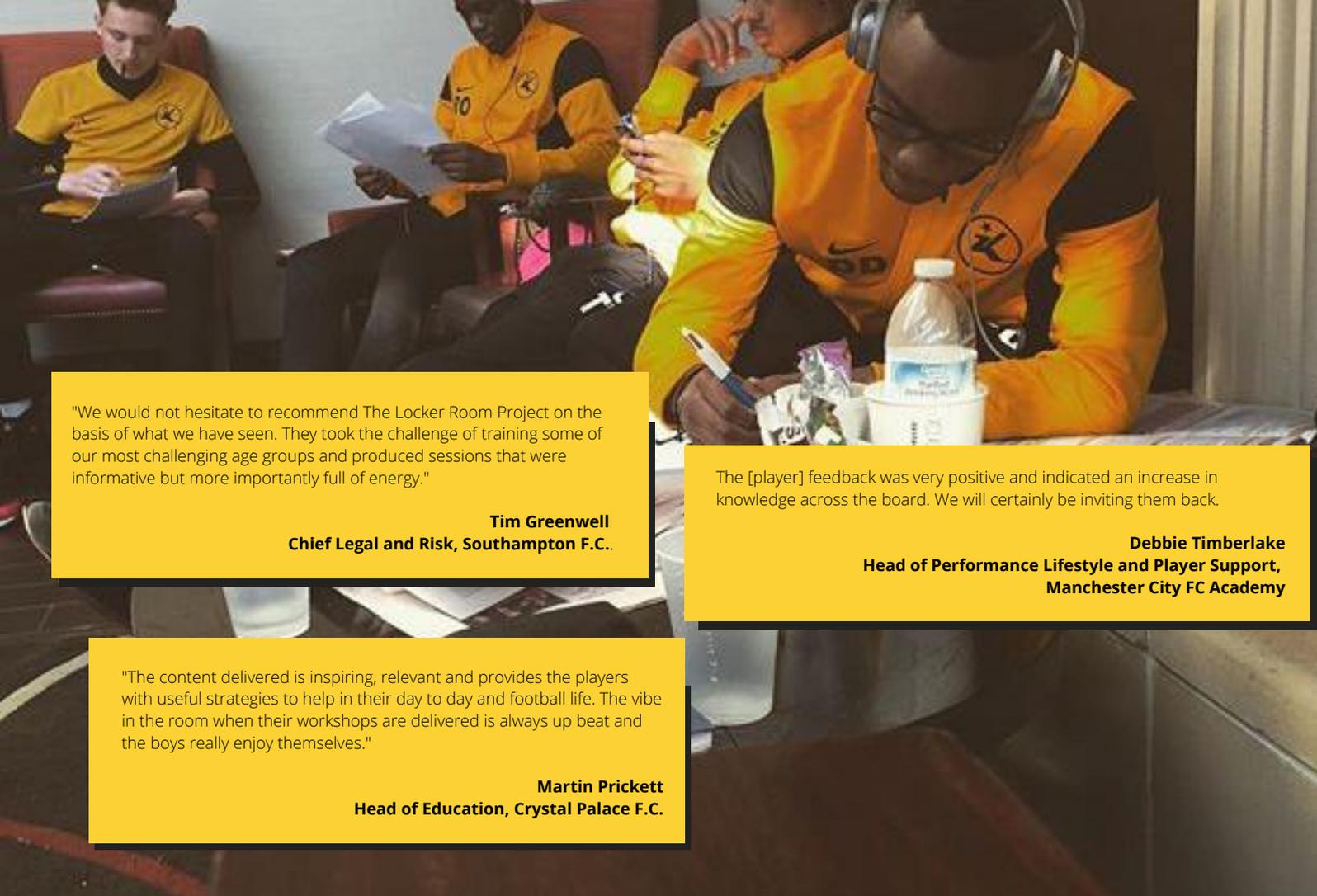
Workshop Satisfaction Rate

250

UK Schools

800

Young Footballers in our weekly programmes



"We would not hesitate to recommend The Locker Room Project on the basis of what we have seen. They took the challenge of training some of our most challenging age groups and produced sessions that were informative but more importantly full of energy."

Tim Greenwell
Chief Legal and Risk, Southampton F.C..

The [player] feedback was very positive and indicated an increase in knowledge across the board. We will certainly be inviting them back.

Debbie Timberlake
Head of Performance Lifestyle and Player Support,
Manchester City FC Academy

"The content delivered is inspiring, relevant and provides the players with useful strategies to help in their day to day and football life. The vibe in the room when their workshops are delivered is always up beat and the boys really enjoy themselves."

Martin Prickett
Head of Education, Crystal Palace F.C.

Workshop Participant Feedback & Statistics

World Class Facilitation

- *Experienced Team*: our facilitators are passionate about young people, and have experience in working in professional sports and academies. We understand the challenges facing aspiring young male athletes..
- *No Judgement*: facing the pressures that come with being a pro athlete is no joke, but opening up about that can also feel challenging and new. We give young men a chance to share their experiences and learn from others.
- *Interactivity*: all of our workshops and projects are designed to be highly interactive and build personal connections and positive group cultures..

Our Work Covers 3 Pillars

Character and Culture: Exploring masculinities; Developing and nurturing personal identities; Building a supportive group culture.

Mental Well-Being: Destigmatising mental health and well-being as men and pro-athletes; Building resilience by connecting with others; Managing performance related stress.

Life Skills and Development: Dissecting difficult or challenging social issues faced by young men; Speaking about their roles in challenging social issues.

We offer sessions that your athletes will actually enjoy, tailored for each age group of academy squads. We complement this with staff training for clubs and academy staff.

Recent Workshop Statistics

At our most recent workshop with the Manchester City Football Club Academy Squad:

100.0 %

Perfect Satisfaction Rate:

All participants said they enjoyed the workshop

95.0 %

Practicality Rate:

Almost all participants felt the session would help them deal with adversity better

90.0%

Improved Performance Rate:

Almost all participants felt they'd be a better footballer because of the session

Existing Clubs & Clients

