

The Sulgrave Club



Impact Report 2024

The Sulgrave Club, 287 Goldhawk Road, London W12 8EU
Founded in 1926 by Sir Edward De Stein and supported by the Sulgrave Foundation
Sulgrave Club Limited, Registered Charity No: 1165312, Company Limited by Guarantee No: 07929633

Background

The Sulgrave Club is an important and popular youth centre in the north of Hammersmith & Fulham. We have been providing successful youth services for almost 100 years. Our aim is to help children and young people reach their full potential through the constructive use of their leisure time. We do this by providing them with:

- a secure, comfortable, and safe place to meet;
- a wide range of stimulating activities to experience;
- a space where they can freely express their views and opinions; and
- a team of experienced and caring staff to offer them support.

Need

The children and young people who come to The Sulgrave Club are from low-income families, live in low-quality, often over-crowded housing, and have little or no access to affordable facilities or organised activities outside of their school. In our experience, without a safe place to go they can become bored, frustrated, and isolated if at home, or susceptible to negative peer pressure and potential anti-social behaviour if out on the streets. This lack of affordable opportunities limits both their experiences and their aspirations, impacts negatively on their social development, and can lead to a lack of confidence and a damaging loss of self-esteem.



Aims

Through providing, and actively encouraging and supporting children and young people to engage in a range of fun, challenging, sporting, creative, and educational out of school activities and experiences, we aim to help them:

- Develop their resilience
- Build their confidence
- Improve their social skills
- Broaden their horizons
- Raise their aspirations
- Realise their potential

Provision

Currently we provide:

- Senior Youth Club
- Intermediate Youth Club
- Junior Youth Club
- Junior After-School Programme
- Junior Holiday Schemes
- Senior Holiday Schemes
- Senior Residential
- Whole Club Residential

Youth Clubs

The Sulgrave Senior Youth Club is open two evenings a week during termtime from 6.30pm to 9.00pm on Thursdays and Saturdays. It is for young people in school years 7+ up to age 19 years.

The Sulgrave Intermediate Youth Club is open one evening a week during termtime from 6.30pm to 8.30pm on Fridays. It is for children and young people in school years 6 to 8.

The Sulgrave Junior Youth Club is open one evening a week during termtime from 4.00pm to 6.00pm on Fridays. It is for children in school years 3 to 6.



Our Intermediate Youth Club opens half an hour after our Junior Youth Club closes. Children in school year 6 who attend our Junior Youth Club are encouraged to stay on until the Intermediate Youth Club begins. It is a bridging Club, intended to assist our members in what is always the difficult transition from our Junior Youth Club to our Senior Youth Club.

All our Youth Clubs are open access and free, providing any child or young person of the appropriate age who wishes to come with a variety of challenging and fun physical, social, and creative activities in a warm, safe, and welcoming environment.

Making full use of all the facilities at the Club, including a sports hall, kitchen, music room, art room, and large youth activity area, activities provided on Youth Club nights include healthy cooking classes, Arts & Crafts sessions, drama workshops, music production (Senior Youth Club only), football, basketball, pool, table tennis, gym games, Play Station 5, Nintendo Switch, quizzes, competitions, tournaments, and the occasional outing.

In the Intermediate and Senior Youth Clubs, we also arrange workshops, drop-in sessions, and accredited learning opportunities on subjects of interest or use to young people, including relationships, alcohol and drugs, food hygiene, First Aid, and guidance on primary to secondary school transition (Intermediate Youth Club only). Every two to three years up to a dozen young people in our Senior Youth Club are supported to plan and deliver a social action project.

In addition to the wide range of activities we offer, children and young people who attend our Youth Clubs also have plenty of time and space just to chill out and chat – with each other or with one of our experienced youth workers.

In 2024, we delivered:

70 x 2.5-hour term time Senior Youth Club sessions on Thursday and Saturday nights, attended by 348 young people in school years 7+ at an average of 41.5 per session.	Target: 70
35 x 2-hour term time Intermediate Youth Club sessions on Friday nights attended by 163 young people in school years 6, 7, and 8 at an average of 34.0 per session.	Target: 35
35 x 2-hour term time Junior Youth Club sessions on Friday nights, attended by 181 children in school years 3 to 6 at an average of 62.4 per session.	Target: 35



Junior After-School Programme

During termtime, our aim is to provide children and young people with onsite after-school activities every day of the week. In addition to our Junior Youth Club, our current Junior after-school programme consists of:

Multisport, Mondays, 4.00pm to 5.30pm. (Jan 24 to July 24)

A variety of indoor sports, including football, basketball, volleyball, dodgeball, and hockey, for children in school years 3 to 6 with even more energy to burn.

Beginners Rolling Skating Club, Mondays, 4.15pm to 6.00pm. (September 24 onwards)

Teaching children and young people how to roller-skate, with opportunities to gain Level 1 and 2 proficiency certificates. Skates and full safety equipment provided.

Extra Maths and English Club, Tuesdays, 4.15pm to 5.15pm.

Extra tuition for children in school years 3 to 6, particularly those who might have fallen behind at school, provided by two qualified teachers, assisted by 6th form students from Hammersmith Academy. Our classes for children in school years 5 & 6 focus on preparing young people for SATS.

Taekwondo Club, Wednesdays, 4.15pm to 6.00pm.

Under the guidance of Head Coach Saimoore Sarsoza (5th Dan Black Belt), children of all abilities learn the basic skills of this popular martial art. Twice a year, they do “grading”, gaining a coloured belt denoting their skill level. Members of the current group have reached blue belt level.

All the above run for 10-week terms and cost £30 per term. Our aim is to secure enough funding next year to be able to offer these Clubs for free.

In 2024, we delivered:

130 hours of activity classes in our four After School Clubs attended by 81 children in school years 3 to 6.	Target: 150 hours
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Senior After-School Programme

In October / November 2024 we introduced a Senior after-school programme, in addition to our Intermediate and Senior Youth Clubs, which consists of:

Key Stage 4 GCSE Science Masterclass, Mondays, 6.00pm to 7.00pm

Extra tuition for budding scientists in School Years 10 and 11 provided by a qualified science teacher.



Eat Club, Wednesdays, 6.30pm to 8.30pm

Cooking sessions for young people in school Year 7+, provided by the wonderful Eat Club “...sharing the skills to cooking nutritious meals and the joy of eating together...”

Beginners Street Dance, Thursdays, 5.00pm to 6.30pm

A four-week introductory course for young people in school year 7+, supported by the Jack Petchey Foundation and run by tutors from the Royal Academy of Dance,

Friday Night 5-a-Side, Fridays, 6.00pm to 8.00pm (at Southfield Rec, W4)

Competitive five a side football for two teams of young people in school year 6 and above. (This project takes place at Southfield Rec, W4.)

Junior & Senior Holiday Schemes

"Holiday playschemes benefit ... disadvantaged children by enabling them to connect with friends and sympathetic adults, have experiences that broaden their horizons and give them memories to embrace and share. They play a defining role by providing something to do and creating experiences that children carry into their later lives." **BBC Children in Need's 'Holiday Playscheme Review' 2019**

***Junior Holiday Schemes***

We ran two Junior Holiday Schemes for children in school years 3 to 6, one for four days in the first week of the Easter 2024 holidays, and one for five days a week for the first three weeks of the Summer 2024 holidays.

We were open each day from 11.30am to 4.00pm, with places for 48 children. Half stayed on site enjoying a range of fun activities, including roller skating, team games and competitions, Arts & Crafts sessions, T-shirt printing, or cooking, while the other half went off-site to enjoy Ice Skating, Ten Pin Bowling, Trampolining, the Cinema, or a session at an Outdoor Adventure Playground. At the end of each day all the children were provided with a hot cooked meal. Thanks to funding from the Holiday Activity and Food Fund (HAF), these Junior Holiday schemes were provided free of charge.

Senior Holiday Schemes

We ran two Senior Holiday Schemes for young people in school years 6+, one for three days during the second week of the Easter 2024 holidays and one for six days over two weeks in the Summer 2024 holidays. Each day consisted of a trip to an off-site activity, including an Aqua Park and Ringo Ride, Learning Magic with Marco, Adventure Island in Southend, Coral Reef Water World, Kayaking on the Thames, Thorpe Park, Paintballing, and a Pop-Up Arcade.

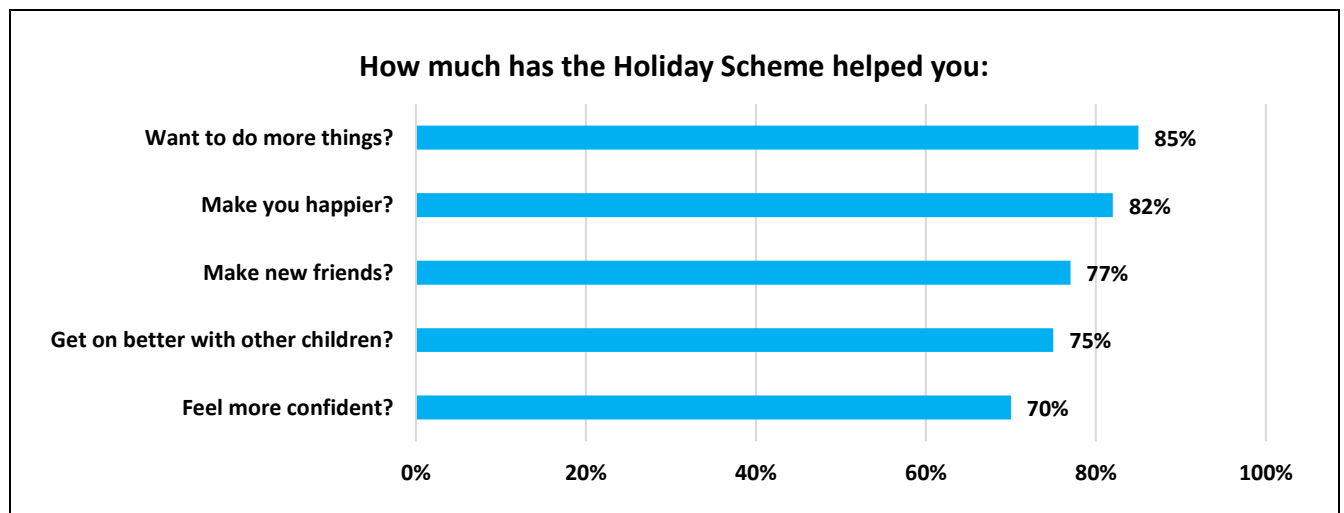
Fun Day

And on Valentines Day 2024 we put on an inflatable fun day from 11.00am to 2.00pm for 90 Juniors, and from 3.00pm to 6.00pm for 77 Seniors.



In 2024, we delivered:

4 weeks (19 days) of Junior Holiday Activities attended by 115 children aged 7 to 11 years at an average of 40.3 per day.	Target: 7 weeks
3 weeks (9 days) of Senior Holiday Activities attended by 65 young people aged 11 to 19 years at an average of 20.6 per day.	



Residentials

Hindleap Warren

On Wednesday 29th to Friday 31st May 2024 we took 63 children aged 7 to 18 years on a three-day residential to Hindleap Warren Outdoor Activity Centre in Ashdown Forest. The children were accompanied by 12 staff and adult volunteers.

The trip is an important part of the Sulgrave calendar. Not only does it provide children and young people from the inner city with a safe and exciting outdoor experience at a price they can afford, but it also helps promote and develop in them a sense of identity and belonging.

By bringing together Junior, Inters, and Senior Club members, former members, and staff in three days of challenging activities, shared endeavour, and lots of fun, the residential strengthens bonds across age groups, bringing everyone closer together as part of the Sulgrave family.

For half of the children, it was also their first experience of Hindleap Warren. From the leap of faith to building campfires, from muddy rivers to balloon racing, from night walks to forest adventures, it was a first experience they will never forget!



"I learnt that I shouldn't jump into deep mud puddles."

Avon Tyrrell

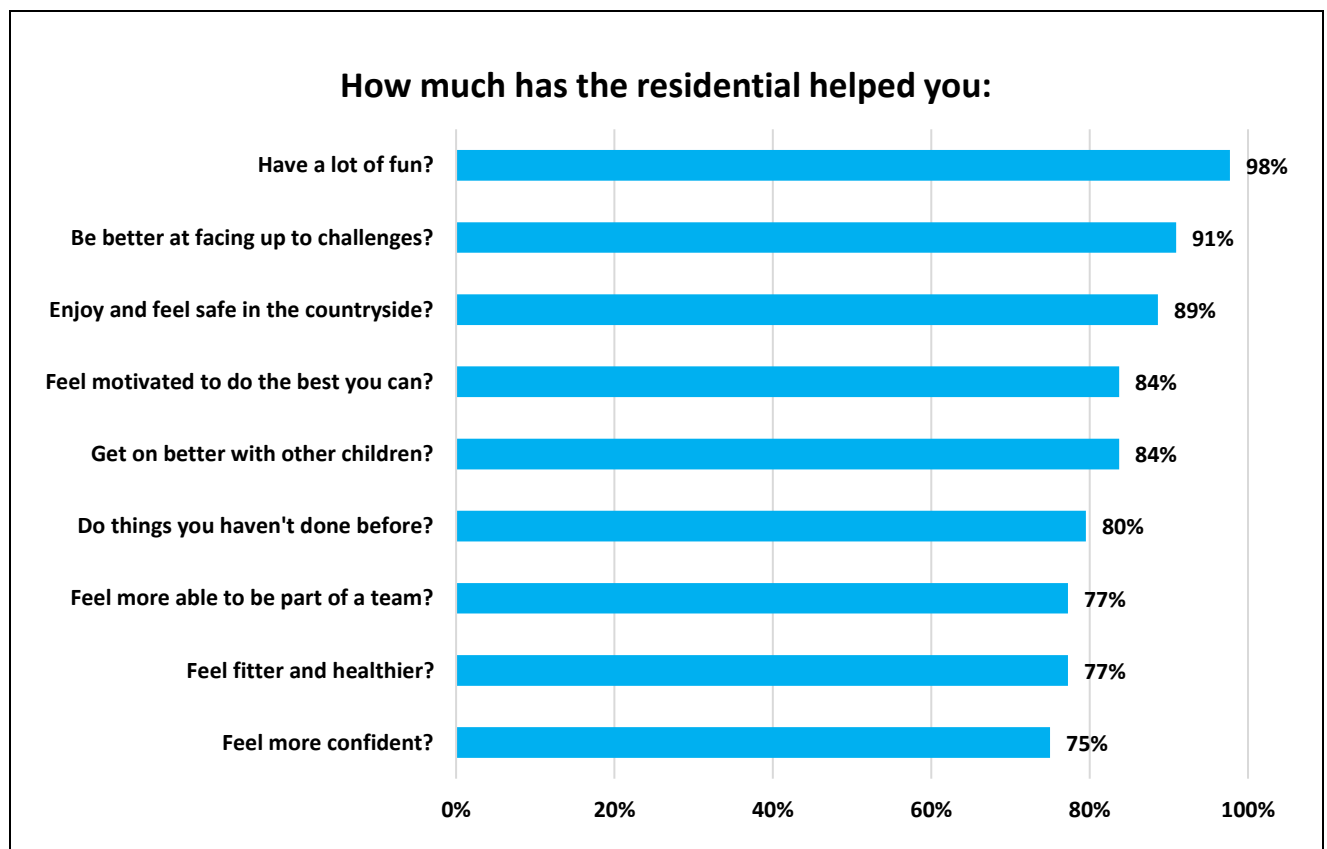
At the end of August 2024, we took 15 young people aged 14 to 19 years old on a week-long activity residential to Avon Tyrrell, UK Youth's Outdoor Activity Centre in the New Forest National Park. Accompanied by three youth workers and the Club Manager, the young people left on Monday 19th August and returned on Friday 23rd August.

While at Avon Tyrrell, the young people stayed in self-catering accommodation – two 6-berth chalets and one 14 berth chalet – where they prepared and ate their own breakfasts and lunches. In the afternoons they took part in activities which they chose themselves. On three evenings the young people went out for a meal together, and on one evening a former member of the Sulgrave staff came and worked with them on the preparation of an extravagant in-house dinner.

Our residentials give young people an opportunity to try new things and step out of their comfort zone. Younger participants gain more rapidly in confidence from trying new experiences. Older participants benefit more from relationship building with staff. For a lot of the participants, these are activities they would not normally do and their willingness to try and their enjoyment from them are the most important thing.

In 2024, we delivered:

1 x 3-day residential to Hindleap Warren for 63 children and young people aged 7 to 18 years.	Target: 1 x 3-day residential
1 x 5-day residential to Avon Tyrrell for 15 young people aged 14 to 19 years.	



Impact

Outputs

It has been a productive year in which we have met or exceeded all but one of our target outputs, falling just 20 hours short on the number of after-school hours we planned to deliver for children in school years 3 to 6. (Although we will soon exceed the hours, now that we have introduced a senior after-school programme.)

In 2024:

693 children and young people aged 7 to 19 years have benefited from one or more of the services delivered by The Sulgrave Club, attending at an average of 40 per day.	Target: 600 children & young people
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Outcomes

At the start of the year, we set the following targets:

	Target	Achieved
Participating children and young people report an improvement in their social skills and/or the quality of their relationships	90%	80%
Participating children and young people feel more confident and/or more resilient	85%	77%
Participating children and young people develop new interests and/or new skills	80%	89%
Participating children and young people feel more positive about their future	80%	81%

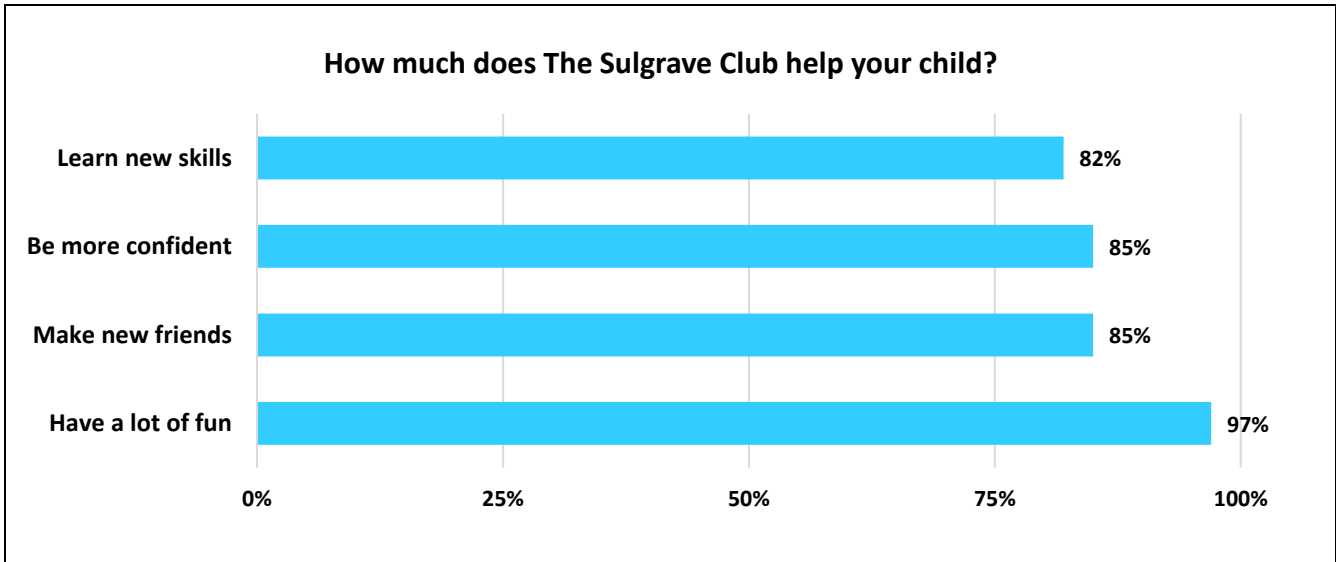
We measured whether we had achieved these through two whole Club surveys, one in January 2024, completed by 139 children and young people, and one in November 2024, completed by 99 children and young people.

While not quite achieving all the targets we set, we showed significant progress on all the outcomes over the year, as can be seen from the graphs below:

How much has The Sulgrave Club helped you:



The validity of these results was corroborated in April 2024 when we circulated an online survey to all our members’ parents and carers. 39 completed the form. Not only were they uniformly positive about the impact of our work, but they also highlighted one of the main reasons children and young people keep on coming to the Sulgrave: we make sure they have a lot of fun!



Comments

We do not have room to print all the comments that children and young people, and their parents and carers, have made during the year, but hope the small sample below conveys the true sense of how important The Sulgrave Club is to all members of the local community.

The Junior members point of view

- It's super-duper fun and there's so much things you can try.
- I get to make new friends. I have the opportunity to try new things and get more hobbies. Sulgrave Club to me is somewhere where I can be me.
- It teaches how to get along with friends and stand up for myself. I have made 3 friends and get along. It is mostly important because I feel safe as well! 8-)
- It makes me more happy and I get to make new friends, cook, and do fun games. I have a place that makes my not good days better!
- It helps me learn to be kind to others.



The Senior members point of view

- It makes me feel happy every time I come.
- I have found a safe environment where I feel free to express myself!
- I feel like I have a good and broad support system and people I can confidently talk to when I have problems. I also enjoy the trips and things we take part in.
- The Sulgrave Club is important to me because it makes me feel like I am welcome.
- Sulgrave is like a second home to me and the staff are like family and if the Club ever shut down it would feel like a piece of me disappeared.

The Parent & Carers point of view

- It's very helpful, my son has a lot of fun, sport is amazing and also learning session very good and staff are brilliant
- I think there's a good range of activities for the kids and that everything is affordable which is so important for everyone right now. It's hard to find inexpensive fun things to do with the kids but my daughter loves Sulgrave and it doesn't hurt my pocket.
- My son is a shy individual, at the end of the 3 weeks I can see changes in him, communicating more and not scared to make friends. He is so happy and that brings joy to the family.

Case Study

Child F is 11. She lives with her grandparents and aunt about 10 minutes' walk away from The Sulgrave Club, though she prefers to come on her scooter.

"I expected a big hall where all the activities took place, but I didn't know about the cooking, the art, the football, all the different people from different schools playing together. It far exceeded my expectations."

And one of the things Child F enjoys the most is her interactions with other children.

"Here, children come together. Here you can talk to everyone. There were lots of kids I didn't know, and now I've got to know everyone."

If she wasn't here, Child F says she would be at home, on her phone, watching TV, or sitting down with her family, doing nothing.

"The staff make you feel welcome. They don't treat you like teachers. They make you feel you have more say in what's going on. It makes you more comfortable. You can choose what you want to do."

And Child F chooses to do everything. Cooking, football, sting ball. She'll give everything a go. She doesn't think the Club has made her more confident because she was confident before. But she hints at an earlier vulnerability.

"You feel really safe here. You feel like the staff really know you. It makes you feel safe, seeing other people having fun. A lot of children have had bad times. It's great to see them smile."

And it's great to see Child F smile too. We are really proud that coming to the Sulgrave Club has given her, and other children like her, a reason to smile.

Other Activities

"The Sulgrave Club - securing a future in the changing landscape", March 2024

A full day workshop for staff and Trustees exploring visions for the future of the Club as we approach our 100th anniversary. "Helping young people become the adults they aspire to be; removing the limits to their lives; enabling them to fulfil their potential through fun, friendship, and food; a real local club for young people." We look forward to more workshops as we develop our vision.

Communications Building Programme, January – October 2024

Delivered by the Media Trust, with the support of John Lyon's Charity, we took part in a comprehensive Communications Building Programme, which included masterclasses in Communicating Impact, Storytelling, Social Media, Campaign Planning, Digital Marketing, Media Training, and Digital Fundraising. We believe the lessons are starting to pay off.

PlayZone Community Consultation, April 2024

We played our part in a borough-wide community consultation on the potential development of Football Foundation funded PlayZones (Multi Use Games Areas), hosting an all-day event in the Club. Ultimately, the project did not get off the ground, but we helped compile some useful research on the type of facilities residents want in their parks.

Hammersmith Community Gardens Association, July 2024

As part of our regular upgrade of Club facilities, we worked with Hammersmith Community Gardens Association in July to install four new planters in our small garden. Children will grow vegetables in them, to be used in our healthy cooking classes on Youth Club nights next spring.

Community Day, Ravenscourt Park, July 2024 & Askew Road Arts Festival, September 2024

We are working hard to increase our presence in the community, appearing at two local community events in the summer and autumn, running an art stall and coconut shy, and handing out centenary information. We were planning to do more of the same at the Askew Road Business Association's 'Christmas on Starch Green' event in December 2024, but unfortunately it was cancelled because of adverse weather conditions.



Centenary Celebrations (1926-2026) - Launch of "Friends of Sulgrave", July 2024

To mark the upcoming centenary of The Sulgrave Club, we are planning celebration events throughout 2026. To keep people up to date with all the exciting things that are going to happen, we have launched 'Friends of Sulgrave', a supporters' online information network.

Shepherds Bush Family Project & Children's Centre

In July 2023, Shepherd's Bush Family Project became our main daytime tenant. Providing valuable services for families, infants and younger children, their presence means that our premises are now being used to help all members of our community, whatever their age, with many families benefiting from both Sulgrave and Shepherd's Bush Family Project services.

Oral History Project – 2025-2026

As part of our centenary celebrations, we are planning an oral history project, teaching young people to research, record, present, and preserve the history of the Club through interviews with current and former members. Not only will this preserve the history of the Club, but it will also highlight the impact the Club has had on the lives of young people in the past and will teach a new cohort of young people a set of valuable skills that will help them in the future.

	Quality Assurance We have been awarded a Bronze Level London Youth Quality Mark londonyouth.org	
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