



Herts  
**Sport &  
Physical  
Activity**  
Partnership

# Goods for Good Impact Report 2024

**Goods** FOR **Good**



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## Introduction

The Herts Sport & Physical Activity Partnership (HSP) works strategically and collaboratively to enhance the lives of Hertfordshire's residents by using the power of sport and physical activity to tackle inequality and disadvantage.

One of the Partnership's strategic objectives "Sport for Social Change" focuses on using sport and physical activity to improve community cohesion, social inclusion, economic prosperity, crime and anti-social behaviour reduction, educational attainment, and employability.

To enhance this objective, HSP collaborated with Goods for Good, and the charity's Sport for Good mission, to address the social issues around the

county and build stronger and healthier communities.

Goods for Good take donations of unsold essential goods from British industry, and pre-loved goods from communities and individuals, and redistribute them to those who need help to survive and thrive. The Sport for Good approach aims to combat obstacles and create opportunities by providing sportswear and equipment to support those who may be excluded from participating in sport because of a lack of financial resources, limited access to quality sportswear, or societal barriers such as gender, disability or cultural differences.

This report contains a collection of impact stories that highlight the positive work HSP and Goods for Good collaborated on in 2024.

## Friday Night Project

Friday Night Project is an unrestricted access multisport youth provision delivered by local providers that aims to:

- Provide free of charge physical activity and sport opportunities for those aged 11 to 18 in Cowley Hill, Borehamwood (Hertsmere).
- Enable collaboration of community partners.
- Provide holistic activities to young people.
- Tackle youth related anti-social behaviour and reduce crime.

Over the last two years the project has provided 64 sessions for 636 young people. It has had a positive effect on local youth related anti-social behaviour on Friday nights during delivery hours and into the weekend. The delivery partners

have worked collaboratively with Hertfordshire County Council's Services for Young People to reach a wider cohort of young people and positively impact their lives with education on healthy relationships, drug and alcohol awareness, and support for their wellbeing.

Young people living in areas of deprivation have less access to resources that support them to live healthy lives, resulting in them being less likely to spend money on looking after their health and wellbeing. Furthermore, families from low socio-economic backgrounds have less access to sports apparel and equipment.

By providing these young people with high quality and well-known sport branded products, Friday Night Project was able to create a leveller for these young people. Each young person received trainers, shorts, t-shirts, sport outdoor wear and sports leggings.



- o **"This is incredible. I needed new trainers, and now my parents don't have to spend money they don't have on them. Thanks, thank you so much."**
- o **"The young people really appreciated the donations. It demonstrated that we value them, and it was a great reward for their ongoing participation and excellent behaviour."**
- o **"It's wonderful to see these young people keep turning up on Fridays in their donated items. You can really tell how much they value and take pride in them."**



## Bedwell Netball Youth Camp

HSP co-ordinated a free Netball Youth Camp at Bedwell Primary School in Stevenage for young people aged 8 to 11, which was funded via the Department of Education Opening School Facilities project.

Bedwell is one of the most deprived areas in Stevenage and the cost of club fees and kit prevents many parents from taking their children to local sport clubs and activities. With this in mind, HSP worked with England Netball and three local primary schools to ensure that local young people were able to attend and learn fun netball skills and drills under the

watchful eye of qualified coaches at a central venue that was accessible to all.

The coaches held a presentation giving positive feedback to participants on their skills, camaraderie with others, and communication before presenting each participant with a branded  $\frac{3}{4}$  black mid-layer top.



**“None of the participants expected it, and they were all very excited to try the tops on when they realised it was something that they could keep.”**

## The Multiply Project



The Multiply Project is a national campaign which aims to work with people who face barriers to education and employment such as low skills, learning or physical disabilities and mental health conditions.

HSP and Apex 360 worked together to deliver a portion of this campaign across Hertfordshire to individuals aged 19+, teaching numeracy skills through fun and engaging sports and physical activity sessions.

A Multiply programme was delivered at one of the county contingency properties after recognising that a football and numeracy project could be beneficial to the Asylum Seekers and Refugees who were residing there.

Many of the individuals were experiencing poor physical and mental health due to not having much to do each week, as the property was in a very rural location and had limited transport links, so a bespoke programme was created for on-site delivery.

Up to 28 individuals engaged with the sessions, but from the first session it soon became clear that several did not have the right clothing to participate safely; playing football in bare feet and wearing clothes that were not suitable for being active in (i.e. jeans).

All the participants were extremely grateful to receive t-shirts and shorts via Goods for Good, which helped to increase their physical activity levels, improve their mental health, and encourage good morale both on and off the pitch, as well as allowing them to be more active in more suitable attire.

## Bennetts End Women & Girls Festival



As part of HSP's Active Local work, a Women & Girls Festival was delivered in Bennetts End (Dacorum), and offered free taster sessions in Zumba, Walking Football, Buggy Fitness and Pilates to local residents.

The festival sought to highlight the achievements and talents of local women and girls from all walks of life, with the aim of connecting them with local sport and physical activity opportunities.

The festival was supported by several partners including Annie Brewster JP, the High Sheriff of Hertfordshire, who showed her support and

participated in some of the activities whilst dressed in traditional court attire!

Over 70 local females attended the festival, and it was a privilege for the Partnership to be able to signpost them to local sporting provision for continued engagement.

Additionally, female clothing donated by Goods for Good was made available to all attendees. The branded t-shirts and long-sleeved black jumpers proved to be extremely popular with attendees as were the many pairs of sliders that were handed out. Hopefully these items will have helped to remove some barriers to accessing activity.



- o “Wow, I got a free top that is really nice... and I get to keep it!”
- o “Amazing to see young girls receiving brand new clothes... it removes barriers for people in the community who would be prevented from accessing sports.”
- o “It was amazing to see the faces of the women and girls when we told them that for participating in the event they could take home a new top. A big thank you to the Goods for Good team for enabling us to surprise them.”
- o “Thank you, Goods for Good. It was a nice surprise to receive these items and to help the younger girls feel more involved in physical activity.”



## Supporting The Wellbeing Junction

The Wellbeing Junction CIC is passionate about promoting and nurturing emotional, physical and mental wellbeing through workshops, arts and crafts, coffee mornings and mindfulness activities. In collaboration with HSP, the team were able to support 15 teenagers by offering them high-quality sports clothing from well-known brands.

This partnership has helped remove barriers to physical activity for the young people and helped foster a sense of inclusion, as they now feel that they have the right clothing to be physically active. HSP donated sports clothing including zip-up hoodies, jogging bottoms and

t-shirts, meaning the young people now have increased confidence when participating in physical activities as well as stronger social connections. For the parents and guardians of the young people, it was commented that there was reduced financial strain and pressure on the families who could not afford high quality items, so they were extremely grateful for the support.



**When I saw the items, I was shocked as I was receiving stuff from one of the biggest brands in the world. I feel lucky and I appreciate everything we received. Thank you."**

## Waltham Cross Playing Fields Park Projects

HSP launched several park projects at Waltham Cross Playing Fields in 2024 as part of its Active Local 'Spotlight' work – a collaborative place-based initiative seeking to help create a more joined-up approach to tackling inequalities and reducing physical inactivity.

Waltham Cross was identified as one of the Partnership's Active Local 'Spotlight' areas due to it being an area of highest need in Hertfordshire with residents facing the most significant levels of inactivity and deprivation.

In addition to the new park programme, delivered in partnership with Broxbourne Borough Council, consultation workshops were

delivered to allow the community to have their say about what opportunities they would like to see in the future.

Due to the Partnership's connection with Goods for Good, branded sports clothing and footwear was distributed to attendees at the park sessions and the consultation workshops, meaning that the young people left the sessions being more able to continue participating in the park programmes without any financial burden or clothing barriers.





Distributing the items created a positive atmosphere, and recipients were extremely grateful to be the new owners of items that were still in the original packaging.

Active Local has an ongoing commitment to create accessible, vibrant spaces that promote positive well-being for all in Waltham Cross and HSP hopes that the initial opportunities, via the Waltham Cross Playing Fields Park Projects, will have laid a strong foundation for ongoing community support and participation for the future.



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**“It was amazing to see the park buzzing with activities which was exactly what I set out to do – create a safe and fun environment for all.”**

## Men That Meet

Men That Meet is a local group delivered by community partners in Borehamwood. The group supports men from Cowley Hill to combat social isolation and improve mental health, as well as offering opportunities to improve physical activity levels and learn new skills.

Roughly 20 men attend the group, who have all experienced adversity such as homelessness, negative mental health, experiences with the prison system, drug and alcohol related issues, long-term disabilities and health conditions.

Sportswear is more than just clothing; it represents an identity and conveys a sense of belonging to a community or team. Receiving donated sportswear provided the men with more than just the means to participate in

physical activity; it gave them a renewed sense of confidence and self-esteem. Wearing appropriate sportswear not only helped the group participate in their activities better by providing comfort and flexibility, but it also enabled them to feel part of a larger social group.





Without proper sportswear, these men were not only missing out on opportunities to be physically active but also the associated social benefits, such as camaraderie, teamwork, and the joy of shared experiences. Removing the barrier of inadequate clothing has meant that more men in Cowley Hill have been able to participate in local sports opportunities and community events, fostering a sense of belonging and unity.

The donated sportswear also bridged gaps between different social groups within the community. Those who may have felt isolated or excluded due to their financial situation now feel included and valued. This inclusiveness is crucial in building a stronger, more resilient communities where individuals support each other and work together to overcome challenges.

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**It's been wonderful to see their confidence grow and try new activities. I recently hosted a come a try event, and seeing these men turn up in their new sports wear really demonstrates the pride and confidence they feel in taking part in something active in appropriate clothing.”**

## Positive Bodies



HSP worked closely with Hertfordshire County Councils' Services for Young People (SfYP) team in Cowley Hill (Borehamwood) to understand the challenges faced by teenage girls when it comes to physical activity.

Research suggests that teenage girls with low self-esteem and body image issues are at an increased likelihood of engaging in risky behaviours. Additionally, they are also at an increased risk of anxiety, suicide and disordered eating, which has been linked to poor long-term outcomes such as education and economic activity.

During a SfYP session, Goods for Good donations were handed out to 20 teenage girls by HSP staff, whilst the group discussed body positivity and how to overcome negative self-talk and outside negative opinions. Many of the group were known within the care system, or were at an increased risk of becoming victims of exploitation, so these discussions allowed them to explore ways to cope and access further support if needed.

For teenage girls, the clothes they wear can deeply influence how they view themselves and how they believe others perceive them. Positive self-presentation through clothing can lead to increased confidence and a stronger sense of self-worth. In contrast, a lack of access to appropriate, stylish, and well-fitting clothing can exacerbate feelings of inadequacy, making girls more vulnerable to negative influences.

Clothing that is comfortable, well-fitting, and designed for physical activity can encourage teenage girls to engage in exercise and sports. When girls feel confident in their activewear, they are more likely to participate in physical activities, which are essential for both physical and mental health. Regular physical activity has been shown to improve mood, reduce anxiety, and build resilience—all of which are crucial in combating the negative effects of low self-esteem and vulnerability to exploitation.

Engaging in physical activities can also improve body image and self-esteem, creating a positive feedback loop where feeling good about one's body leads to healthier choices, which in turn reinforces a positive self-image.

Donating these items has had far-reaching impacts beyond just improving their appearance. By enhancing body image,

increasing self-worth, and encouraging physical activity, the donations played a crucial role in promoting healthier, more empowered lives for all the young women supported by the Borehamwood SfYP team.



## HAPpy Camps



HSP oversees the coordination of the Holiday Activities and Food programme (HAF) in Hertfordshire. Known locally as HAPpy, the programme aims to provide support to children in receipt of benefits-related free school meals through the Easter, Summer, and Winter school holiday periods.

One young girl had been attending her local HAPpy camp for several years and formed strong friendships with her peers and camp staff. Her mother, who required lung transplant surgery following several years of life limiting health conditions, tragically passed away following complications and never made it home from the hospital.

Physical activity for the bereaved is known to allow participants a sense of freedom, express emotions, provide health distractions and escape from grief, whilst facilitating social support. The camp staff, who run a sports club during term time as well, kindly invited her to attend their Saturday morning club free of charge, so that she has somewhere safe and familiar to go and could connect with others through an activity she already enjoyed.

Through the donations of some sports tops, joggers and sliders, the young girl was able to see that people cared for her and were there to support her at an extremely difficult time.

## Trainers for the Women's Refuge

Many who use the Women's Refuge service have often had to flee for their own safety, and as getting themselves and their children out of harm's way is their number one priority, there is usually little time to pack up their belongings when escaping from these situations.

HSP were delighted to be able to distribute more than 30 pairs of women's trainers (plus some tiny trainers too!) to two refuge services, as the women they were supporting were not leaving the refuge safe houses, partly due to a lack of suitable footwear.

Providing them with trainers made a huge difference to them; showing them that there is

kindness in the world and that people cared about them and their families – often feelings that they may not have experienced previously.

The feedback was incredibly positive and powerful, as the women recognised that they could become positive healthy role models to their children by starting to get physically active in safer surroundings even if it was just on a daily walk.





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**“I was told by a staff member at the Women’s Refuge Service once that often the mothers they are supporting “have forgotten how to be mum” so the difference of giving a mum a new pair of trainers could be immeasurable for their relationship, allowing them to grow closer as they walk to school or play together in the garden.”**

## Supporting Student Success at UH

Student Success supports students from underrepresented groups at the University of Hertfordshire (UH), working with the ambition to transform students' lives by empowering and enabling them to be successful in their journey at UH and beyond.

The team work with a range of student groups including care leavers and care experienced students; independent (estranged) students; young adult carers; displaced refugee students and worked with HSP to provide some sports clothing and winter coats during one of the UH Student Success Drop-in Clinics before the Christmas holidays.



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**“All the students were so grateful...being able to provide some of them with new sports clothing and footwear, especially the winter jackets, was heartening. Those who took a jacket said that the cost of coat was the reason they didn't have a jacket for the winter months.”**

## Netball: From the car park to the leisure centre



Life in a contingency property can be challenging, and even though residents might have rooms on the same floor they often do not have the confidence to talk to each other in the communal areas. In an attempt to improve social interactions, HSP supported England Netball with a fun filled netball session for the female residents of one contingency property, which took place in the hotel car park.

Staff delivered the session and introduced participants to the basic skills of netball including passing, movement, shooting and

footwork. The session ended with a friendly match, with each team being made up of a mix of residents, HSP Officers and Stevenage Community Safety Unit officers.

Following the success of the initial session, Herts Constabulary and England Netball worked with Everyone Active to provide a weekly netball session in the leisure centre for any of the female refugees and asylum seekers who wanted to attend. The final session was a festive celebration which HSP attended with a boxful of sports clothing donated by Goods for Good, including hoodies, t-shirts and joggers – all of which were extremely popular.

Due to the success of the project, more sessions are being planned for 2025 and HSP intend to continue supporting the sessions by distributing additional clothing for the women who need it to participate safely and comfortably.

## Tiny Trainers for Tiny Feet

Thanks to HSP's relationship with Goods for Good, the Partnership has been able to develop a new working relationship with the Home Start - Watford & Three Rivers team.

Home Start - Watford & Three Rivers is a charity who can help any mum, dad or carer with a child under five for any reason including loneliness and isolation, post-natal illness, children's behaviour, ill health, disability or special needs and first-time parents or new babies. Home Start volunteers support families across Watford, Three Rivers, and Hertsmere to make sure the earliest years count, so that no child's future is limited.

Due to receiving a large donation of tiny trainers, HSP ran a small "Tiny Trainers for Tiny Feet" initiative with the aim of distributing tiny shoes to the youngest members of the community, which perhaps for some would be their very first pair of trainers. HSP contacted the Home Start - Watford & Three Rivers team after seeing their work on social media and were quickly able to arrange a donation of 79 pairs of tiny trainers.



HSP is supportive of the Physical Literacy Consensus Statement for England, which defines Physical Literacy as “our relationship with movement and physical activity throughout life” so it was great to be able to provide so many pairs of tiny trainers to those supported by the Home Start – Watford & Three Rivers team. As a result of this partnership working, some of the youngest people in our community could access properly fitting trainers for the first time, meaning that they will benefit from good foot health and comfort levels as they start to develop important movement skills.



“I just wanted to say a heartfelt thank you for all the amazing trainers. Honestly, we couldn't believe our eyes when our colleague brought them here. Thank you so much, our families will absolutely love them.”



## Additional Quotes



- o "Getting my jumper made me feel happy and excited as I have always wanted and enjoyed the brand. Thank you so much."
- o "I felt very happy that I got new clothes because these are very comfy and very expensive."
- o "My Mum can't afford to buy clothes like this. It made me emotional. Thank you so much."
- o Being gifted a pair of branded joggers made me feel incredibly grateful and happy as some children don't get the opportunity to wear clothes like this."
- o "Getting joggers made me very happy and joyful. I'm so grateful and they are so comfy. It's been a dream of mine to own a branded jogger. I'm so surprised and happy."
- o "Wow these are great thank you. All I have is my sliders, so these are perfect. Thank you so much."
- o "Thank you ... it's nice to have something new for myself."
- o "I've only got jeans. I would feel like an idiot trying to do exercise in those. This tracksuit is great."
- o "One young person said that they had never had anything like this before and could not wait to show their mum, so it was a very meaningful day for all involved!"
- o "K was attending the session in everything he owned, so it has been great to be able to provide him with new items to wear."

If you would like to discuss any aspect of this report, please get in touch by emailing [hspinfo@herts.ac.uk](mailto:hspinfo@herts.ac.uk)

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