

# HELPING YOUNG LONDONERS GROW

IMPACT  
REPORT 2021

SOLICITOR



MAYOR'S  
FUND FOR  
LONDON

HELPING YOUNG LONDONERS GROW



## MESSAGE FROM THE MAYOR

I'm proud that London is the greatest city in the world, but sadly we still have much to do to ensure that everyone can share in its success. We need all young Londoners to be able to access the social and economic opportunities that our capital has to offer if they are to fulfil their potential and help drive our city forward. That's why I'm delighted to support the incredible work of the Mayor's Fund for London which has continued to help tens of thousands of young people over the challenging last two years.

The pandemic has exposed – and exacerbated – the inequalities in our society that disproportionately affect young Londoners from low-income backgrounds. It has reduced employment opportunities, limited access to healthy foods and disrupted young people's education – putting their prospects and livelihoods at risk. That's why the work by the Fund is so vital. As the charity's patron, I'm proud it continues to champion social justice and mobility. Over the past year it has supported nearly 40,000 young people to help develop their talent and make the most of their abilities.

Food insecurity has increased as a result of the pandemic and the delivery of almost half a million meals through the Kitchen Social and Take & Make programmes has been key to helping low-income families continue to have access to nutritious meals in a year where intervention has sadly become increasingly necessary. The Fund's work supporting boroughs with the rollout of the Holiday Activities and Food scheme has also helped young Londoners to avoid hunger during the school holidays, as well as improving their levels of

mental wellbeing and physical activity. I'm pleased to say the success of this scheme has resulted in funding for the programme being extended for another three years.

The Fund has also helped to support the learning of young Londoners who had their education disrupted, with more than 6,000 students taking part in the Count on Us Maths Challenges. This tremendous effort will help close the numeracy gap and improve the life chances of children who faced falling behind without the equipment they need to work remotely.

We need to put young people at the heart of London's recovery, and for that to happen they need opportunities, support and training. The Access Aspiration and Creativity Works programme is a fantastic example of what can be done, with more than 3,000 young Londoners taking part in high-quality careers education.

The work of the Mayor's Fund shows that the level of poverty that exists in our capital city is not inevitable and can be tackled. The Fund continues to be critical in mitigating the impacts of the pandemic and the damage caused by years of austerity. I'd like to extend my deepest thanks to the partners that make the programmes delivered by the Fund possible.

I'm committed to creating a society where young Londoners have equal access to opportunities, regardless of their borough or background, and I know that together we will continue building a more prosperous future for the next generation of Londoners.

**Sadiq Khan**  
Mayor of London

## THE MAYOR'S FUND FOR LONDON

The Mayor's Fund for London is an independent charity championing opportunity for young Londoners from low-income and Black, Asian and minority ethnic backgrounds. Our vision is that all young Londoners, regardless of background, can thrive. Our work raises awareness of the barriers facing young Londoners, promotes the activities which best increases their opportunities and brings together the partnerships to make a measurable impact on their lives. The Mayor of London, Sadiq Khan, is our patron.

In delivering our mission, we strive to live our values. We are:

- ▶ **Ambitious** for young Londoners from low-income backgrounds and for the Mayor's Fund itself
- ▶ **Informed** by evidence of what London needs and the views and experiences of young people
- ▶ **Inclusive** in our approach to developing and delivering our interventions and in the way we communicate
- ▶ **Collaborative** in the way we work amongst ourselves, with partners and with the young people we support.

Our charitable activities focus on wellbeing, skills and employment and enterprise. We work with young people aged 4–24 years, with a focus on those from low-income households who are struggling or who are from vulnerable groups. We target our interventions in schools and communities in areas of economic disadvantage.



In particular, we:

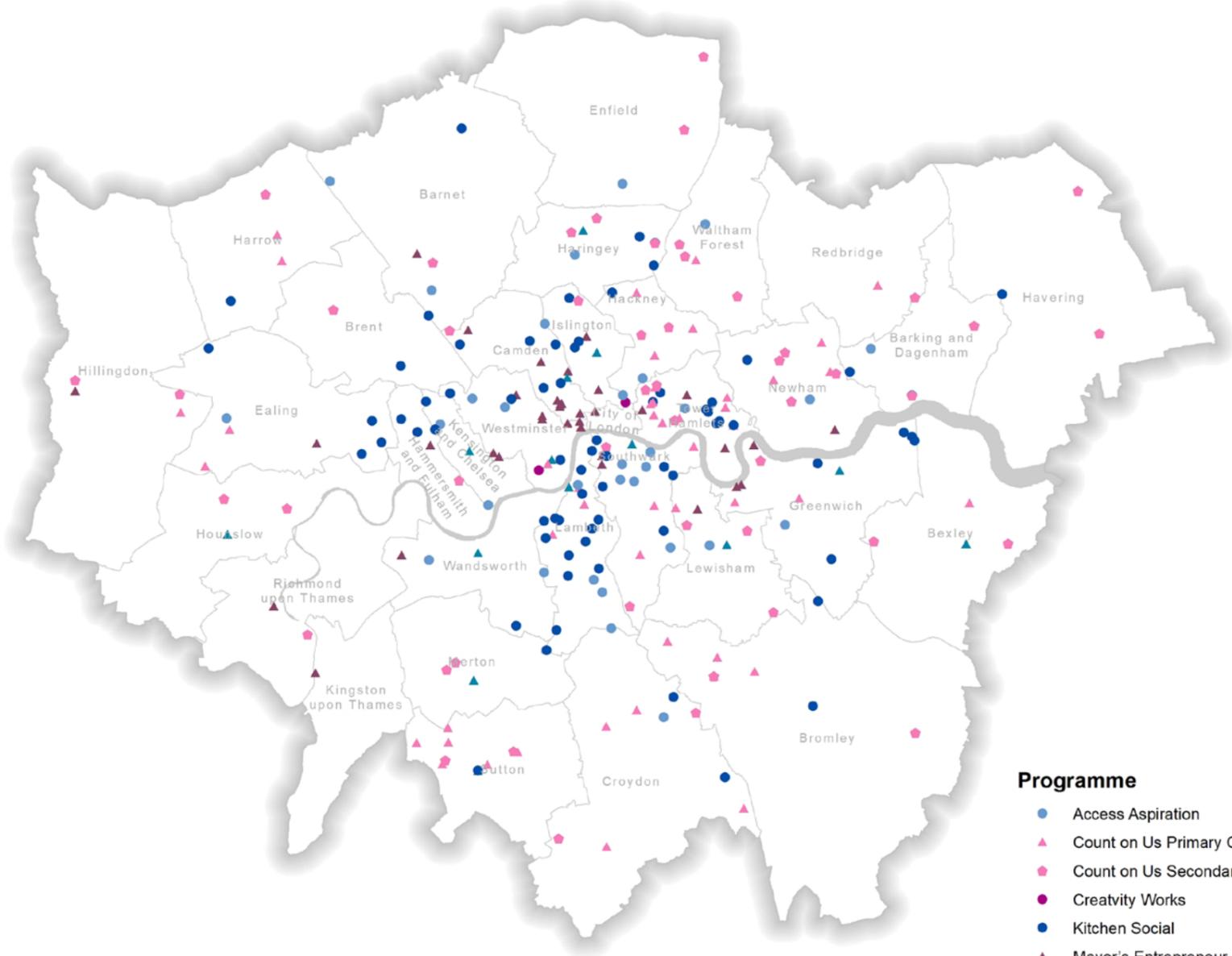
- ▶ Use our campaigning, convening and galvanising power to bring together the funding and partnerships to **tackle food insecurity, reduce social isolation and increase young people's wellbeing**
- ▶ **Champion numeracy** as a prerequisite to accessing a full range of fulfilling careers and as an essential skill for life
- ▶ **Improve linkages between employers and young people** to inform and inspire careers and create pathways into high quality employment and enterprise.

## OUR ADDED VALUE

As the Mayor's Fund for London, we have a unique position at the heart of London, sat alongside the Greater London Authority (GLA), but independent from it. This enables us to bring together key stakeholders from the public, private and third sectors, including young people themselves. In particular, we:

- ▶ Contribute to four of the GLA's 'recovery missions' aimed at supporting the capital as we emerge from the impact of Covid-19, namely: A Robust Safety Net; Good Work For All; Healthy Food, Healthy Weight; and A New Deal for Young People. Our work also indirectly supports two other recovery missions: Building Strong Communities and Mental Health and Wellbeing
- ▶ Consider and identify the challenges faced by young Londoners in all 33 boroughs, whilst focusing on the areas of greatest need
- ▶ Create and support solutions, evaluate impact and scale success and share best practice, thus adding value to the social sector across London and beyond.

# OUR IMPACT



- Programme**
- Access Aspiration
  - ▲ Count on Us Primary Challenge
  - ◆ Count on Us Secondary Challenge
  - Creativity Works
  - Kitchen Social
  - ▲ Mayor's Entrepreneur Programme
  - ▲ Take & Make

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## 2020/21 AT A GLANCE

### KITCHEN SOCIAL / TAKE & MAKE

**485,988** meals provided overall

**22,428** children and young people engaged

Almost **100,000** Take & Make boxes delivered

### COUNT ON US

**6,183** children took part in the Maths Challenges

**95%** of teachers noticed an impact on their pupils' confidence levels

### ACCESS ASPIRATION

**2,800** young Londoners signed up from across 33 schools

**2,850** employer encounters including work experience and mock interviews

### CREATIVITY WORKS

**314** young people took part in the programme

**OVER 2/3s** expected to move into employment, education or training

# 2021: A YEAR IN REVIEW

As life begins to return to our city, we are seeing clearly now how the impact of Covid-19 is manifesting in the form of increasing levels of poverty, social exclusion and inequality.



It is not easy being a young Londoner today, especially if you're from a low-income background or from a Black, Asian or minority ethnic community. As a charity, we have rallied around our young people over the last year, but we must not lose this momentum if we are to safeguard their futures.

Despite the many challenges of 2021, our reach has again been impressive. The organisation supported close to 40,000 young Londoners, across all 33 boroughs. We worked in partnership with 1,125 schools and engaged more than 100 local community groups. Our modus operandi continues to be open and collaborative, bringing 'value add' to communities in London.

Over 82% of our charitable impact touched the lives of young people from Black, Asian and minority ethnic backgrounds; against a backdrop of increased awareness of ongoing disadvantage and discrimination, the Mayor's Fund, as a charity, has a record of which it can be proud.

Children's right to food, vital skills education and access to career enhancing activities remain our areas of focus and are key in aiding London's recovery. We are particularly proud that in 2021:

- ▶ Our holiday food and activities programme, Kitchen Social, continued to deliver an outstanding emergency response, especially through the three months of the first lockdown. When holiday hubs involved in the programme were able to open, they provided a safe space for young people to gather, make friends and have fun. The 'Take &

'Make' recipe box series, with fresh ingredients for families to take home and cook with their children, has been instrumental in ensuring that young people out of school have access to sufficient quality food and supplies. We also worked with the GLA to run a major training programme for London's local government to get them ready to handle Government funding in this area.

- ▶ Our online offer for our education and employment programmes has gone from strength to strength. Whilst the Count on Us Maths Challenges for primary and secondary schools ran online for most of the year, we were delighted to be able to host the finals in person at the prestigious Church House, Westminster. We were also proud to support Maths Week London again in the summer.
- ▶ We delivered a blend of impactful face-to-face and online careers opportunities for secondary school students as part of our Access Aspiration programme. Our Creativity Works programme focussed on industries thriving during the pandemic (particularly digital and multimedia), whilst supporting the recovery of sub-sectors that have traditionally been vital to London's economic success. Over two-thirds of programme participants have been supported into employment, education, and training.
- ▶ We were able to offer schools across our programmes access to wider opportunities through our partnerships, such as book donations from Harper Collins and activity packs from Serpentine Galleries.

We continued to use our convening and campaigning power, to effect change, including:

- ▶ Commissioning independent research into London's experience of the Government Holiday Activities and Food programme. This report was launched at a pan London event with involvement from the Department for Education and Deputy Mayor of Communities and Social Justice, alongside local authorities, community organisations and universities in the autumn.
- ▶ Expanding our sector-based activity to target the Built Environment to increase diversity and access into the industry. Twenty founding partners have now backed the 'Firm Foundations' campaign, which launched to an audience of around 170 at an autumn event. Nearly 40 companies signed up to a tailored Diversity Pledge, which commits to a set of principles in terms of recruitment and support for younger workers, plus asks them to carry out at least one new action over the course of the following six months.

We are committed to helping all young Londoners, regardless of background, thrive and go on to fulfil their potential.

Our focus will continue to be getting young people back on track; and it is our ambition to transform the life chances of at least 120,000 young Londoners by 2025.

Our work will help:

- ▶ **Eradicate food insecurity and social isolation amongst children and young people in London**
- ▶ **Ensure that no child in London leaves school without a positive attitude to maths**
- ▶ **Level the playing field in access to great careers for young Londoners from lower-income backgrounds and their better off peers.**

We will ensure that we continue to innovate to meet need and work more closely with young people to influence London's social mobility agenda and actively champion their voices across our networks. We will continue to forge partnerships to support our programmes and leverage connections and harness expertise so that London benefits long term.

We were helped throughout 2021 by an extraordinary range of partners, including corporates, Trusts and Foundations, charities, public bodies, and educational institutions, all of whom were motivated by the desire to help young people at a time of national crisis.

The charity was also helped in its endeavours by its Trustees, its Advisory Board plus its Youth Board. As a source of support and challenge, these structures have been invaluable.

# INCREASING OUR IMPACT

**Children and young people from low-income backgrounds, especially those from ethnic minority communities in London, are among those most affected by Covid-19.**

The pandemic continues to intensify widespread disparities in our capital:

- ▶ **London** has the highest child poverty rate of any UK region
- ▶ **63%** of students on our Access Aspiration programme said their wellbeing had been affected by the pandemic
- ▶ **75%** of families taking part in our Kitchen Social programme reported having less money for food
- ▶ **One in three** young people did not have adequate resources to study from home
- ▶ Youth unemployment has increased by **55%** increase since the start of 2020.

**Poverty has detrimental effects on individuals and their communities, providing significant barriers to leading happy and fulfilled lives.**

Children growing up in poverty are:

- ▶ More likely to face social exclusion
- ▶ Less likely to do well in school
- ▶ Earn less as they progress into adulthood.

Many young people feel that their future hangs in the balance. With the economic downturn gathering pace, our services have never been more in demand.

## SOLUTIONS LOOKING FORWARD

We have organised our work into the following themes:

**WELLBEING** Supporting children to be happy, healthy, and motivated to learn

**SKILLS** Helping young Londoners to get back on track at school

**EMPLOYMENT & ENTERPRISE** Increasing awareness of opportunities, preparation for employment and better access to employers

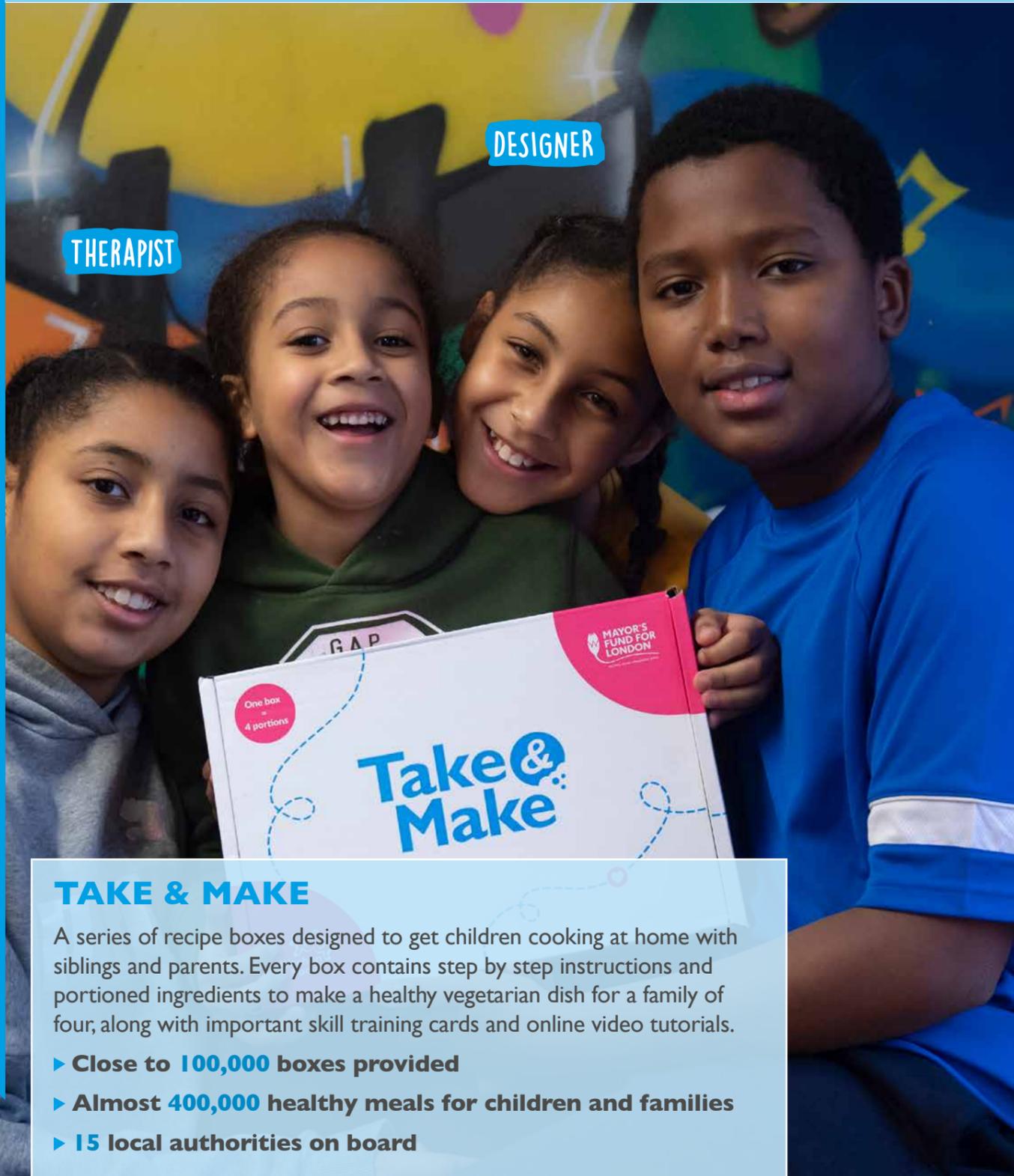


# WELLBEING

Supporting children to be happy, healthy and motivated to learn.

# KITCHEN SOCIAL

Combatting food insecurity, learning loss, and social isolation by providing healthy, balanced meals and social activities; developing capacity of local community organisations to deliver holiday provision long-term.



- ▶ Over **22,400** children and young people supported
- ▶ Almost **85,000** healthy meals provided
- ▶ Additional resources supplied included **12,500** activity/ fiction books and **3,560** art, stationery, games and home learning packs

Kitchen Social is a feature of the Mayor of London's Food Strategy.

Supported by the Greater London Authority, Berkeley Foundation, Bloomberg, The National Lottery Community Fund, BBC Children in Need, Texel Foundation and Westminster Foundation, among many others.



We received the boxes at an Islington Awesome play centre and we absolutely loved them! My 6-year daughter and I enjoyed cooking and they tasted great. Some of the recipes are new to us, so it was a wonderful opportunity for us to learn together.

FAMILY RECEIVING SUPPORT



## TAKE & MAKE

A series of recipe boxes designed to get children cooking at home with siblings and parents. Every box contains step by step instructions and portioned ingredients to make a healthy vegetarian dish for a family of four, along with important skill training cards and online video tutorials.

- ▶ Close to **100,000** boxes provided
- ▶ Almost **400,000** healthy meals for children and families
- ▶ **15** local authorities on board



RESTAURATEUR

## DEEP DIVE FOOD INSECURITY

As a result of the ongoing pandemic and youth service cuts, the estimated number of London children aged 16 or under living in food insecure households is now close to 500,000 and rising.

The Treasury's Budget announcement of £200m a year for the continuation of the Holiday Activities and Food (HAF) programme was welcome news last autumn, however the programme is still limited in scope and has not extended its eligibility criteria for the scheme or expanded on the number of children that are eligible for Free School Meals.

Currently, nearly 50% of children living in food insecure households are not eligible for HAF or Free School Meals and HAF provision does not cover every day of the school holidays.

Therefore, food and wellbeing is set to be a central part of the Mayor's Fund's work for the next three years. Our mission is to eradicate food insecurity and social isolation amongst children and young people in London.

We are currently tackling this through two important programmes. One is Kitchen Social, which operates on an inclusive basis and will continue to support our network of community organisations to provide a safe place for children to go where

they can get free, nutritious meals, take part in enriching activities and socialise with friends.

The wider impact of this programme, which is evidenced in an independent evaluation by Northumbria University, shows that the programme is successful not only in relation to tackling food insecurity, but also has a positive impact across a whole raft of social measures, including reducing social isolation, boosting wellbeing and helping families who struggle financially during the school holidays.

Our second programme, Take & Make, is a recipe box series which is growing and has now been rolled out across London in partnership with 15 local authorities. Initially developed in response to lockdowns in 2020, this has just completed its pilot year. Each recipe box contains ingredients for four portions of healthy vegetarian food, alongside recipe cards and online videos made by young people and celebrity chefs. Further recipes will be made available later this year.

Over the past year, we delivered nearly 100,000 Take & Make recipe boxes and Kitchen Social has supported over 22,500 young people, collectively they have provided over 485,000 meals.

We were delighted to team up with partners such as Harper Collins, HASBRO and the Serpentine

Galleries to offer extra resources as part of the Kitchen Social offer including books, stationery, games and arts and crafts materials to support children's learning and development.

The Mayor's Fund also plays a central role across London in terms of convening and building capacity within the food and wellbeing sector for young people. Through our partnership with the GLA, we were able to share a wealth of experience with local authorities and others to ensure that Government funding for HAF is utilised well.

In 2021, this included running a major training programme for London's local government, as well as commissioning research, which was launched at a pan London event in the autumn, with involvement from the Department for Education and Deputy Mayor of Communities and Social Justice, alongside local authorities and community organisations.

As one of the pioneers of holiday activities and food, we will continue to do our bit to support children and families in need. We will further support local authorities to understand and build capacity to run provision in their own boroughs, call for an extension of free school meal eligibility and further the introduction of funded holiday provision across the UK.



This programme really helped me out as being a single parent with twins is tough, especially on a low income."

"This club is very important to us. The children are able to read varieties of books – so many activities to do as well.

FAMILIES RECEIVING SUPPORT



The food was very tasty, and it gave us new ideas about recipes. It also showed our children that vegetarian meals can be delicious. They now want to do more independent cooking.

FAMILIES RECEIVING SUPPORT



# SKILLS

Helping young Londoners to stay on track at school.

ANALYST



## COUNT ON US

One-in-five children in London leave primary school behind in maths. Innumeracy is a major barrier to employment and linked to unemployment and ill-health. Count on Us is a London-wide numeracy programme designed to make maths fun and positively help re-engage children at risk of falling behind.

- ▶ **2,758** students involved in the **Primary Maths Challenge**, **3,425** in the **Secondary Maths Challenge** across **64** schools
- ▶ **95%** of primary teachers noticed an impact on their pupils' confidence levels
- ▶ **87%** of secondary teachers report and improved attitude towards maths

*The Secondary Challenge is supported by Jack Petchey Foundation; both Challenges are delivered in partnership with The Maths Zone*

Over this past year, maths activities and resources were made available online for teachers and our virtual weekly and in-person Final Challenges saw young people competing in a fun way with their peers.

TECHNICIAN



Count on Us has been excellent in getting children passionate about maths again. They love every aspect of the competition and have enjoyed practising for it."

**CHEAM PARK FARM PRIMARY ACADEMY**

"Great to develop teamwork, maths language and communication as well as develop enjoyment when working with shapes and mental maths."

**MANOR PARK PRIMARY SCHOOL**

"It has encouraged them to see maths as more than calculations but also as something that requires the problem-solving skills of strategy and resilience."

**HARRIS ACADEMY ORPINGTON**

"I am better at thinking quickly and strategically to solve problems.

**THE CUMBERLAND SCHOOL**



# EMPLOYMENT & ENTERPRISE

Increasing awareness of opportunities, preparation for employment and better access to employers.

## ACCESS ASPIRATION

Creating more visibility of employment pathways for 16–18-year olds by providing aspirational work placements and employer insights.

We adapted our delivery in line with Covid-19 restrictions and offered a blend of online activities and resources and, when it was safe and feasible to do so, ran sessions in-person. The menu for young people included ‘Access All Areas’ webinars with employers as diverse as Jimmy Choo, Usborne Publishing, and King’s College London, and ‘Sector Snapshots’ with a diverse set of role models from the world of business, plus virtual work placements.

This year, we are proud to be marking 10 years of Access Aspiration and will celebrate the achievements of the young people involved in the programme.



**This placement was amazing! I experienced what it was like to work in PR and I really enjoyed my time there! I feel a lot more motivated because it allowed me to take part in career talks and work experience which has given me more knowledge of the career path I want to go into.”**

STUDENT FEEDBACK AFTER WORK EXPERIENCE WITH HALPERN

“This has been by far the best experience I’ve been able to get my hands on. I learnt tons of stuff about an industry I previously had very little knowledge of. I really felt like I was working for a big company as I did extensive research about competitor brands. I’ve gained essential knowledge about the working world which motivates me to start a career.”

STUDENT FEEDBACK AFTER WORK EXPERIENCE WITH EDMISTON



- ▶ **2,800** young people supported
- ▶ **2,850** employer experiences delivered
- ▶ **33** schools engaged
- ▶ **88%** of students reported increased knowledge of their career options
- ▶ **78%** improved motivation to get into work and **77%** confidence in relation to exploring and accessing careers

Over half of the state schools we work with have Pupil Premium rates (the Government’s measure of disadvantage, equating broadly to free school meal eligibility) of 50–65% and 82% of the students we support are from Black, Asian and minority ethnic backgrounds.

*Supported by the Bank of England, Brockton Everlast, EA Games, Halpern, Nice To Meet You Foundation, Seaforth Land, Shurgard Self-Storage, Tulchan Communications, Westminster Foundation and many more*



## DEEP DIVE YOUTH EMPLOYMENT

Up to date figures for youth unemployment portray a worrying picture for young Londoners navigating life through the pandemic, particularly for those from underrepresented communities.

Unemployment rates among 16 to 24-year-olds in the capital are now five times the national jobless rate for all ages since the start of 2020. The ongoing disruption caused by Covid-19 will only widen the gap if we do not take direct action.

We know that young people without professional networks and other social capital are often unable to get a first foot in the door when it comes to accessing great careers. In a recent survey with young people<sup>1</sup>, 40% said they had very few opportunities to connect with businesses when not in school and 82% were interested in gaining more practical skills through work experience placements.

To push for urgent and immediate actions, we are working with London’s captains of industry to ensure all young Londoners can thrive.

Last autumn, we launched ‘Firm Foundations’, a collaborative sector-based campaign backed by the Mayor of London. Its aim is to help create a stronger and more inclusive built environment industry, accessible to young Londoners from all backgrounds.

However, access is not a given. Research shows that, on average,

real estate firms have a smaller proportion of employees from lower socio-economic backgrounds (27%) compared with, for example, leading accountancy firms and finance firms. Inequality is particularly pronounced at the higher echelons. Senior executives in the BE industry are less representative in terms of education and socio-economic background compared to Members of Parliament, FTSE 350 chairs and BBC executives.

It’s no wonder that less than a third of young people consider a career in this industry.

Our campaign is set up to challenge this. In the first 12 months, a core aim is to have 100 companies commit to new action by signing up to the Firm Foundations Diversity Pledge. Designed as an inclusive campaign, there is space for everyone, whether it is a FTSE 500 company or a 2-staff consultancy firm. Every firm signing up gets to decide their commitment, reflective of where they are on the inclusivity journey.

We are also encouraging organisations to engage with our Access Aspiration programme, which works in secondary schools with high levels of Pupil Premium, to provide sixth formers with access to a menu of in-person and virtual opportunities, including work experience, visits to businesses, work simulation exercises, visits by companies to schools, CV support and interview practice.

Major names from the built environment are already backing the campaign, including the British Property Federation and the G15 group of housing associations; and as founding partners, this group will play a significant role in achieving these ambitions.

Geeta Nanda, CEO of Metropolitan Thames Valley Housing and chair of London’s G15 group: “If we are serious about breaking the glass ceiling that holds people back, we must go beyond box-ticking exercises to address this. The G15 group of housing associations is really pleased to be founding partners of the Mayor’s Fund for London’s Firm Foundations campaign. This initiative has the potential to transform chances of thousands of young Londoners from diverse socio-economic and multi-ethnic backgrounds, creating a stronger and more inclusive built environment in the process.”

In 2022, we will offer a series of campaign events and activities for partners to share knowledge and recognise success, with signatories to the Diversity Pledge asked to report back on progress.

The Mayor’s Fund is committed to working with more London partners and businesses to offer young people meaningful solutions to the challenges presented by the pandemic.

<sup>1</sup> Access Aspiration annual student survey, July 2021



- ▶ **314** young people participated in the programme
- ▶ **96%** reported an increase in understanding of what it takes to work in the creative sector
- ▶ Household names involved in the programme included: **Amazon, BBC, Edelman, Meta and agencies representing big brands.**



My time on the programme was the most insightful three months of my life. There is no way in the world I'd be where I am now if it wasn't for Creativity Works. It deserves to be better known and to have more support because the work it does transforms lives."

JANAY-MARIE, FORMER PARTICIPANT

## CREATIVITY WORKS

One of our flagship programmes, this creative-sector based employability programme is for 17-24-year olds not in education, employment, or training.

Participants receive an additional six months of ongoing job application support after completing the core programme and we expect to support over two-thirds of the young people who completed training in 2021 into employment, education or training in 2022.

Creativity Works features in the Mayor of London's Culture Strategy

*Supported by the Citi Foundation; delivered in partnership with A New Direction (A.N.D.) and Media Trust*

"A career in media never seemed realistic for someone like me. There are so many things I could say about what the programme has given me, not only as a young Pakistani woman, it's given me the confidence to push myself further regardless of my race, skin colour and gender.

SANIA, FORMER PARTICIPANT



## ADVISOR

The winner of the Judge's Choice Award was StreetCharge by Matthew Grindstaff, Talha Syed and Khaled Sad Saoud, London South Bank University.

StreetCharge aims to improve the infrastructure for charging electric vehicles (EV) parked on urban streets and near residential homes by embedding charging receptacles directly into the pavement, flush with the ground. By allowing EV chargers to take this form, they can be installed in locations where they otherwise would become a nuisance or be rejected by organisations desiring to preserve the scenic or historic quality of an area and the pedestrian space.

*Supported by Citi Foundation; delivered by the Greater London Authority*

## MAYOR'S ENTREPRENEUR AWARDS

A dragon's den style competition offering students from London's higher education institutions access to employability skills and a platform to find fresh innovative ideas to support 5 new business start-ups (Creative Industries, Environment, Health, Tech, and Social Enterprise).

- ▶ **1,117** students across **22** universities took part
- ▶ **63%** of programme participants felt more likely to pursue entrepreneurship
- ▶ The programme created **41** jobs in the form of **36** interns and **5** winning businesses

## DIVERSITY PLEDGE

Working closely with leading employers across London to break down career barriers for young people from Black, Asian and minority ethnic backgrounds.



- ▶ Raising awareness of employment practices to increase diversity, narrow the skills gap and provide business benefits to London's employers
- ▶ Building a powerful alliance of employers, acting as agents of positive change, and influencing London's social mobility agenda
- ▶ **35** leading employers have signed up to the Pledge so far, committing to new action

## FIRM FOUNDATIONS

A new campaign targeted at the Built Environment industry to help make it more inclusive and accessible for young people from all backgrounds.



## ARCHITECT

- ▶ **20** Founding Partners representing sectors such as real estate, property, architecture, construction and engineering, have all signed the Diversity Pledge
- ▶ An additional **20** Diversity Pledge supporting partners; their commitments range from data measurement, training activities, diversifying recruitment practices, hosting events and supporting young people by hosting work placements and engaging with our Access Aspiration programme

# VOICE

Our ongoing ambition is to provide more opportunities for young people to share their feedback on our work, to raise awareness of matters that affect them, to influence others and to promote social impact.

We seek to place young people at the heart of what we do and to embed 'youth voice' into our campaigning, research and delivery activities. We have amazing connections through our youth board, student ambassadors and alumni networks, and collaborate closely with Greater London Authority youth networks.



Over the last year, we developed a new strategy to ensure young people's views remain core to what we do and integrated into our work in a more systematic manner. Our aim is to create:

- ▶ **An active and engaged youth board, speaking out on behalf of the Mayor's Fund on current affairs, influencing peer groups, the youth sector, and wider public**
- ▶ **A collective of young Londoners working together on social impact programmes, impacting relevant peer groups and communities**
- ▶ **A stronger youth-led culture leading to more targeted programme interventions and therefore stronger impact.**

We have also conducted surveys and round-table conversations with students and teachers across our programmes, families, employers and local authorities.

## YOUTH BOARD

We already have an active Youth Board that supported a wide range of work this year, including contributing to Mayor's Fund for London team meetings, writing engaging content for our website, and taking part in a high profile campaign event with the Mayor of London. Members also volunteered to help gather research from children taking part in our holiday food provision programme, Kitchen Social. These insights were then included in a report launched at an event with the Department for Education and Greater London Authority.

## STUDENT SURVEYS

In the summer, we ran our annual stakeholder survey, including young people on the Access Aspiration programme. We received nearly 300 responses from students informing our programme design as well as re-confirming the need and appetite for clear meaningful careers education and more diverse encounters with employers.

Students told us, amongst other things, that they wanted to hear about a wide range of industry sectors and occupations (including growth areas like the green economy) and that, as much as they valued online webinar sessions, they wanted a return to in-person experiences.

We have been able to take that feedback on board in the range of businesses that we engage with and aim to re-balance the blend of our programme back towards in-person activities when possible.



## STUDENT AMBASSADORS

Over the last year, we introduced an exciting new opportunity for young people on our Access Aspiration programme.

Being a Student Ambassador for the programme offers young people an opportunity to provide opinions and views on education, careers, and employment opportunities, as well as access to internships, apprenticeships and other opportunities as part of the network. This group is also invited to create blog and vlog content, take part in focus group discussions, attend webinars and work experience placements and participate in short projects.

The role helps to develop skills and gain experience to reference in personal statements and job interviews. We now have a core group of 20 Student Ambassadors, and we held a celebratory virtual event for them in the summer showcasing achievements in a highlight reel, and awards recognising their involvement and the production of creative content throughout the year.

# THANK YOU



**We could not exist without the vision, commitment and generosity of our benefactors and delivery partners, including those who wish to remain anonymous. With their support, we continue to expand our work to help young Londoners grow. A sincere thank you to you all.**

**Thank you also to the young Londoners who appear in this Impact Report.**

## SUPPORTERS

- |                                      |   |  |
|--------------------------------------|---|--|
| Abstract Securities                  | EA Games                                  | PHWorks Design                               |
| Acast                                | Edmiston Foundation                       | Preqin                                       |
| Adot Foundation                      | Enterprise Holdings                       | Proxima                                      |
| Archio                               | Etude                                     | QCA  |
| ASOS                                 | The Felix Project                         | Julia & Hans Rausing Foundation              |
| Aubergine 262                        | The Flying Seagull Project                | Realstar Group                               |
| Audible                              | G15                                       | River Café                                   |
| Avison Young                         | GIA Surveyors                             | RMS International                            |
| Aviva                                | Grafton Group                             | Rotary Club of London                        |
| BAI Communications UK                | Greater London Authority                  | Rothschild Foundation                        |
| Bank of England                      | Green Giraffe                             | School Notices                               |
| bare Minerals                        | Grosvenor Holding Company                 | The Scottish Government                      |
| BBC Children in Need                 | Halpern                                   | Seaforth Land                                |
| Benevity                             | Harper Collins UK                         | Serpentine Galleries                         |
| Berkeley Foundation                  | Harts Group                               | Shurgard Self-Storage                        |
| Berkeley Group                       | Hasbro Games                              | Sports Interactive Games                     |
| BGC Partners                         | Hey Girls                                 | Stephen George & Partners                    |
| Bloomberg                            | HR Owen                                   | Ben Stevens                                  |
| Brakes, Meals and More               | IFoA Foundation                           | St Modwen Homes                              |
| Brave Bison                          | Jack Petchey Foundation                   | Studio Seilern                               |
| British Property Federation          | Jean-Patrique Cookware                    | Sumdog                                       |
| Brockton Everlast                    | Jimmy Choo                                | Tangent                                      |
| Camargue                             | JLL                                       | Texel Foundation                             |
| Capital Economics                    | Jomas Associates                          | Thomas Franks Foundation                     |
| Caravan Restaurants                  | Julia and Hans Rausing Trust Kusuma Trust | Tulchan Communications                       |
| Castill Holdings                     | London & Regional Properties              | Turley                                       |
| Changing the Face of Property        | London Community Response Fund            | Twitter                                      |
| Chartwells                           | London & Oriental                         | UNCLE  |
| The Childhood Trust                  | Hannah Lovell                             | University of Bath                           |
| Citi Foundation                      | Matches Fashion                           | Usborne Publishing                           |
| City Bridge Trust                    | The Milton Group                          | The Vintners' Company                        |
| City Harvest London                  | Morris+Company                            | Volunteering Matters                         |
| City of London Corporation           | M Restaurants                             | Wahaca Restaurants                           |
| Condé Nast                           | National Lottery Community Fund           | We Made That                                 |
| DDCAP Group                          | The Ned                                   | Westminster Foundation                       |
| Department for Education             | Nice to Meet You Foundation OjO Games     | Workspace Ltd                                |
| Design for Diversity                 | Oxford Properties Group                   | William Jackson Food Group                   |
| Dominvs Group                        | Peters & Peters LLP                       | Wizards of the Coast                         |
| DMThomas Foundation for Young People |   | Worshipful Company of Actuaries              |
| Dulwich College                      |   | Worshipful Company of Management Consultants |

## DELIVERY PARTNERS

- A New Direction
- The Maths Zone
- Media Trust
- Northumbria University
- Dealmakers

## MEDIA SUPPORT

- Erin Hopkins
- Hannah Lovell
- Ben Stevens

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- Dame Helen Mirren DBE
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- Dr Simon Singh
- Mike Reid
- Shirley Thompson OBE
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LAWYER

## MESSAGE FROM THE CHAIR

One year ago, I highlighted the devastating impact Covid-19 was having on young Londoners, in parallel with the sudden loss of many of our income sources. However, rather than admit defeat, the charity moved to an emergency footing, launching a fundraising campaign, and increasing its reach across London. One year on, writing as 2022 opens and we dare to hope the pandemic is moving into a more manageable phase, I'm pleased to report that the charity has not just survived, it has continued to thrive.

2021 was tough for many of us, but no more so than for the young Londoners from low-income backgrounds we serve. Many faced greatly heightened food insecurity, during lockdowns and school holidays. Education was interrupted, with young people often lacking access to IT and suitable study conditions to cope with online lessons. The result? Months of lost learning, particularly in maths. As well as facing exam disruption, older students lost vital employability support and careers advice, whilst both at school and at the point of launching careers.

Therefore, I'm both proud and deeply grateful that the Mayor's Fund was able to step up to help. In 2021, we supported close to 40,000 young people across our three impact areas of food and wellbeing, skills (numeracy) and employability.

Food remained at the top of our agenda. Running an emergency response via our Kitchen Social programme, we worked with both long-term and new supporters to feed children and their families. We grew the 'Take & Make' recipe box scheme, with each box providing ingredients for four portions of healthy food, recipe cards, and online tutorial videos. Nearly 100,000 of these boxes were distributed last year, and across both programmes, we provided a whopping 485,000 meals overall.

Following Marcus Rashford's welcome interventions, food started to top the nation's agenda. However, only half the young people in need are eligible for government funded holiday food provision. Therefore, we've continued to support our network of local community partners



across London, while working with the Greater London Authority to inform and train local authorities running government-funded provisions.

On the education and employment fronts, the focus was on increasing our reach whilst remaining fleet of foot in response to the pandemic's impacts. I am particularly grateful to long-term partners such as the Jack Petchey Foundation and Citi Foundation, who have stood by us through the twists and turns of school closures and restricted access to pupils. I am also highly appreciative of the increasing number of corporates who are supporting us, not only with volunteers, but with finances. The gap in access to decent employability support experienced by young Londoners can be closed if we work together. With this in mind, I was delighted by the launch of the 'Firm Foundations' campaign last Autumn, which saw the Built Environment sector powerfully come together and pledge to increase diversity amongst the young talent they employ.

We could not have done any of this without our supporters, partners, and donors. My thanks also go to our patron, the Mayor of London, for his ongoing support, and to our Trustees, Youth Board, and our staff for their indefatigable commitment.

Sadly, our wonderful CEO Kirsty McHugh has decided that, after a very successful three years with us, she is ready for a new challenge at a national charity and is departing in February 2022. We are hugely grateful for her transformative efforts and wish her the very best in her future career. We will be appointing a replacement in early 2022.

Looking ahead as the country may, finally, pull out of the pandemic, our work has never been more important. In many ways, the landscape has changed forever, but the marvellous talent, commitment and sheer enthusiasm of our young people remains the same.

Thank you for helping us help them in 2021.

**Tim Roberts**  
Chair of the Trustees, Mayor's Fund for London



The Mayor's Fund for London is an independent charity championing opportunity for young Londoners from low-income and Black, Asian and minority ethnic backgrounds.

Our vision is that all young Londoners, regardless of background, can thrive. Our work raises awareness of the barriers facing young Londoners, promotes the activities which best increases their opportunities and brings together the partnerships to make a measurable impact on their lives.

In 2021, we supported close to 40,000 young Londoners aged 4-24 across all 33 boroughs working in partnership with over 1,125 schools, 100 community organisations and charities, 220 employers and 400 volunteers, social enterprises, and local authorities.

The Mayor of London, Sadiq Khan, is our patron.

## **PATRON**

Sadiq Khan

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