



**HELPING YOUNG  
LONDONERS GROW**  
Impact Report 2022

# WE ARE THE MAYOR'S FUND FOR LONDON

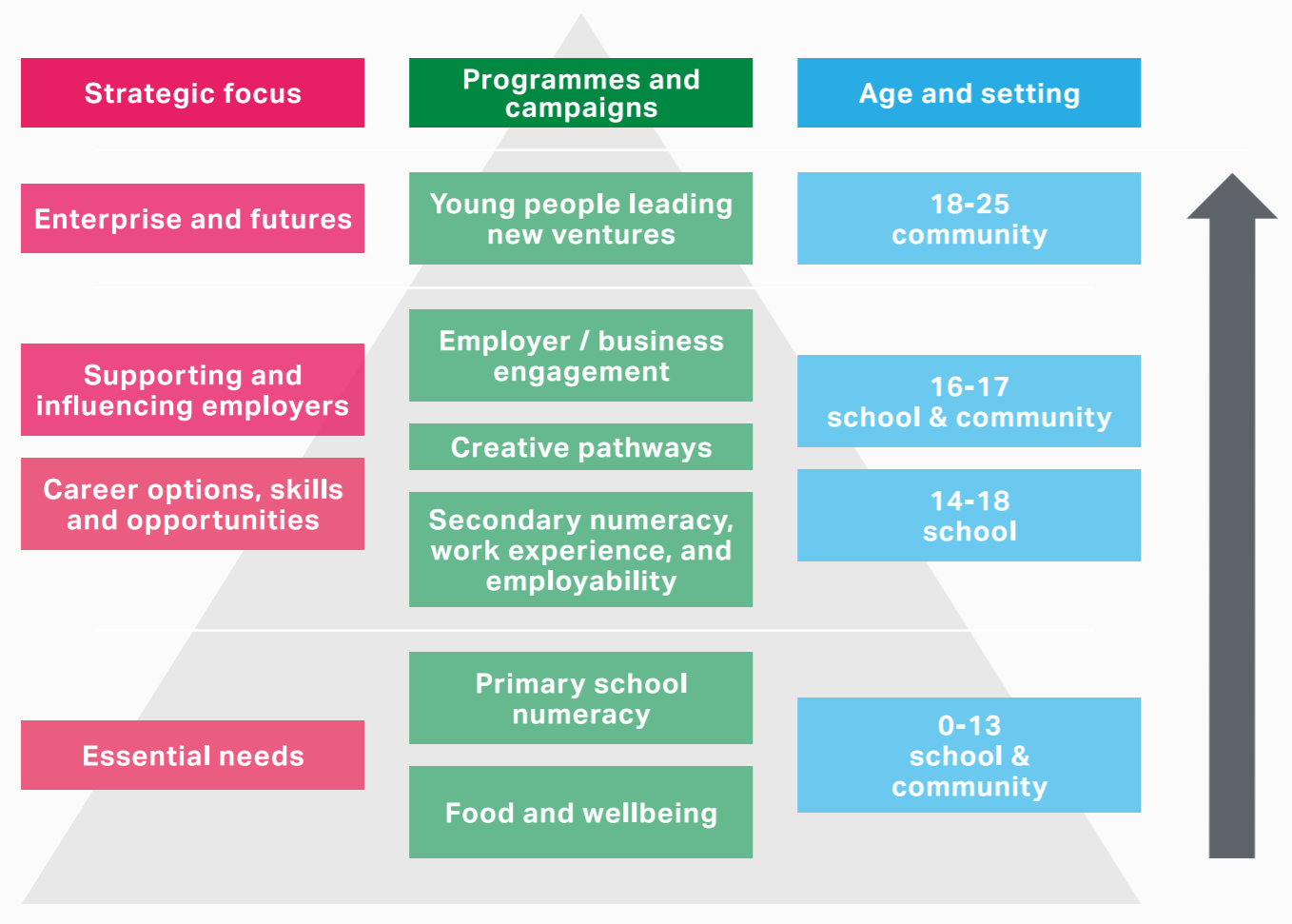
We are a politically independent charity which champions opportunities for young Londoners from low-income backgrounds and diverse communities across the capital. The Mayor of London is our patron. We provide opportunities to thousands of 4–24 year olds through our work with community organisations, schools with high proportions of children on free school meals and universities.

This report outlines the impact made across our core focus areas, with youth engagement underpinning everything that we do:

- Food and Wellbeing
- Education and Skills
- Employment and Enterprise

The illustration below shows how these fit together into our wider package of support and engagement of young Londoners.

## How we support young Londoners



## MESSAGE FROM OUR CEO



Welcome to our 2022 Impact Report. We hope you'll get a real sense of the difference that we and our many partners have made, and how young Londoners have overcome the challenges they face and created new opportunities to shape our great city for themselves. We know there is a lot more to do; but by putting young people at the heart of our work, together, we can sustain and build on this impact into the future. Thank you for your support.

**Jim Minton**

### Convening opportunities and investment for young Londoners

The Mayor's Fund for London's unique position enables us to bring together multiple stakeholders focused on positive outcomes for young people, whilst growing the resources available for long term social impact and sitting outside the political framework.

We provide a strong platform for young people, with a direct route to the Mayor and Greater London Authority (GLA) where we can contribute to the Mayoral priority of social integration and community cohesion. We are youth-informed in our approach in a way commissioners and other institutions are not always able to be.

Our pan-London delivery gives us insight into the range of challenges faced by young Londoners. Working with a broad range of partners, youth service providers, funders and our multi-sector employer network enables us to create and deliver solutions, evaluate impact, scale success and share best practice.

We collaborate with a wide range of stakeholders and partners:

**The Mayor of London and the GLA** – to support our charitable aims in the context of the wider Mayoral agenda for social mobility in London.

**Employers and businesses** – to encourage organisations to offer opportunities and investment that support young Londoners into careers.

**Funders and local authorities** – who are strategic partners that invest in our programmes and identify need in London.

**Partner organisations and schools** – to broaden our reach to young Londoners through youth services provided in community spaces, schools, universities and specialist youth service providers.

**Young people** – to embed youth engagement in decision-making across all our work.

In March 2023, the Mayor committed to new investment into our food and wellbeing programmes, which together with our partners, will offer over 6 million meals to young Londoners and their families throughout the school holidays over the next year.

### DURING 2021/22:

35k

We supported close to 35,000 young Londoners aged 4–24

33

We worked across 33 London boroughs

82%

Over 82% of young Londoners we impacted came from Black, Asian and minoritised ethnic backgrounds

## MESSAGE FROM OUR PATRON



London is the greatest city in the world in which to grow up. It gave me the chance to go from a council estate to being elected Mayor.

While I know that talent is shared evenly across London, it pains me to say that the same is not always true for opportunity. Every day, we see the devastating effects of economic, health and educational inequalities on young Londoners. The aim of the Mayor's Fund for London is to help tackle that injustice and ensure our young people can fulfil their potential.

I have been heartened to witness the impact of our various programmes on young Londoners, especially as our capital remains in the grip of a cost-of-living emergency. As families struggle, it is crucial efforts such as tackling food insecurity continue into 2023.

The success of the Firm Foundations campaign to promote career routes in the built environment has been a real highlight during this reporting period and our Access Aspiration programme has been vital in helping so many young Londoners to secure work experience and business insights to inform their education and career choices. Moreover, the Mayor's Entrepreneur Competition once again recognised some outstanding

business proposals, with the winners each receiving £20,000 of investment to help transform their dreams into reality.

Given the extent to which young people's lives were affected during the pandemic, I am enormously encouraged by the decision to increase engagement with youth voices. Furthermore, I am pleased to see the charity's Youth Board actively involved in decision making and the developing relationship with the GLA.

As you will read in this report, the Mayor's Fund for London is proudly going from strength to strength. I would like to extend my sincerest thanks to our partners that make the programmes delivered by the charity possible and for their help in building a better London for everyone. I know that together we will write a fairer and more prosperous future for the next generation of Londoners.

**Sadiq Khan**  
Mayor of London

## MESSAGE FROM OUR YOUTH BOARD

The Mayor's Fund for London re-established its Youth Board in 2022, with a commitment to give young people a strong voice and platform at the heart of its organisation and empowering them to make a difference in their communities. Our motivations for joining the Board varied but there were two very important common denominators – we were all passionate about the charity's mission and we wanted to make a difference. We are a mix of ages, ranging from 16–24, each at different stages of our education and employment journeys, with diverse lived experiences and capital.

This year, we were supported by a Youth Participation Officer who played such an important role in helping us to develop and grow (see pages 20–21).

The pandemic was challenging for us all and we emerged from it by regenerating the Board, with existing members leading a recruitment drive to bring in more young people over the summer.

Over the second half of the year, many meaningful opportunities were created: we were speakers at events to help employers understand how to attract diverse young people to their workforces, we gave young people's perspectives at a funder

meeting with the Association of Charitable Funders and we co-created the Diversity Pledge to hold the Mayor's Fund for London accountable for involving the Youth Board in meaningful decision-making.

**An ethos of co-creation is starting to run through the work we do together and ensuring we measure the impact we have.**

We hope to continue our work and make a positive impact. Looking ahead, our focus is helping to alleviate the effects of the cost-of-living crisis that is seriously affecting young Londoners.

### Youth Board members

Fatima	Basma	Charlie
Rahela	Yahya	Kalash
Aniqah	Joss	Huda
Kata	Mariana	Dhillon
Clíodhna	Ismail	Ali



## WHAT PEOPLE SAY ABOUT US

**"Me and my friends have been coming to this holiday session since 2020, and this summer was the best! We also give a big thumbs up to the Take & Make food boxes we received, they were brilliant!"**

**Young person, Kitchen Social hub**

**"Conducting mock interviews with students has been a really rewarding and enjoyable experience. To know that the feedback and tips you're providing will help the students on their journeys makes it so incredibly valuable and worthwhile."**

**Corporate volunteer**

**"Maths is a wonderful way into building confidence and enthusiasm for learning – the Count on Us programme really supports this."**

**Secondary school teacher**

**"My child's confidence has grown over the summer thanks to your provision. They have tried new foods and participated in activities as well."**

**Parent, Kitchen Social hub**

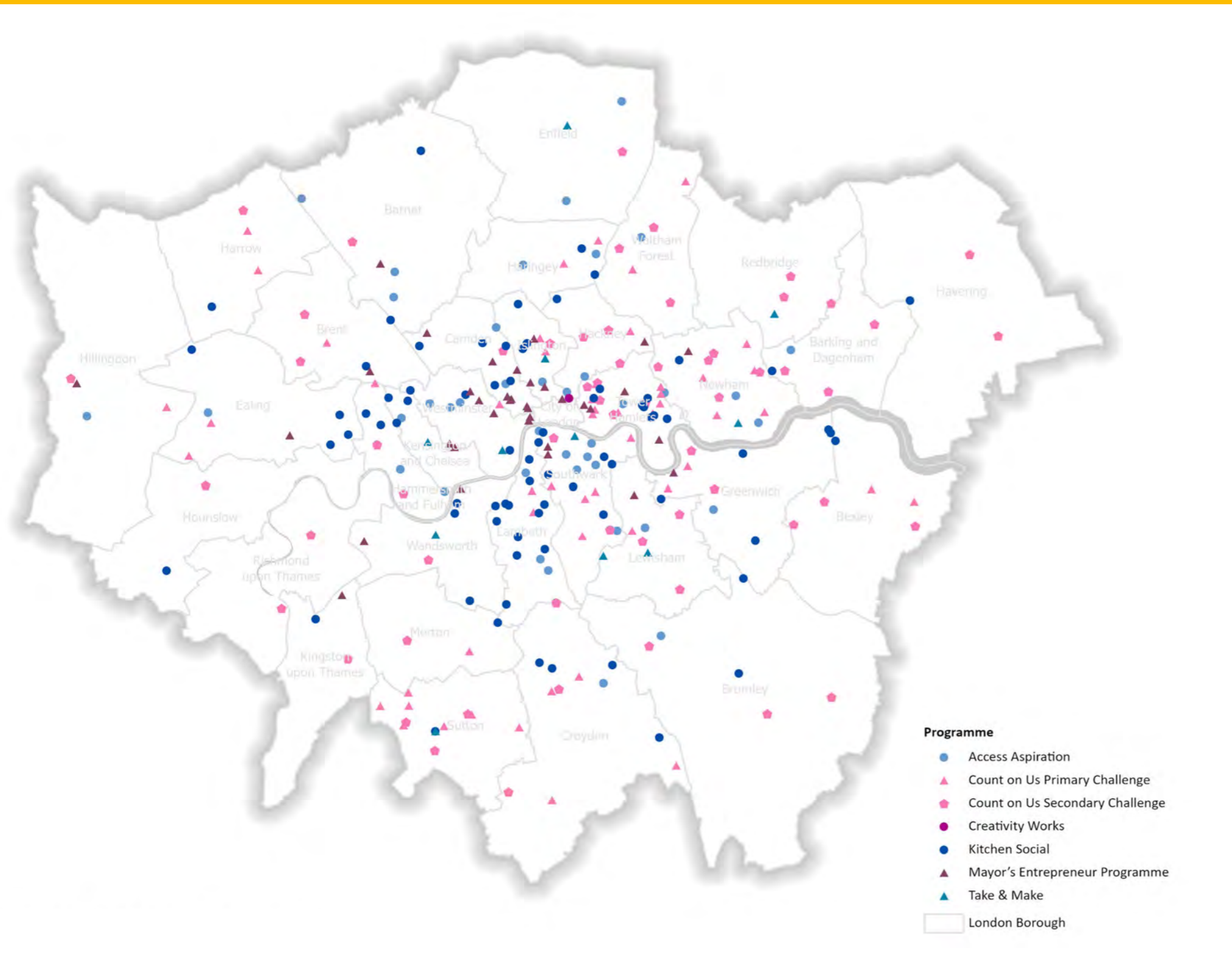
**"We've been able to address the lack of diversity in the architectural profession and our practice by directly engaging with young people from underrepresented and disadvantaged backgrounds."**

**Corporate supporter, Diversity Pledge campaign**

**"It was an amazing experience which gave me an insight into a career in research that I haven't deeply thought about. It was very helpful to work in a lab with the researchers and see their passion for medical sciences as well as their drive to make a change by doing what they love. I am now seriously considering a career as a medical researcher."**

**Work experience student, Access Aspiration**

# OUR WORK ACROSS LONDON



## KITCHEN SOCIAL / TAKE & MAKE

**345,592**

meals provided overall

**19,771**

children and young people engaged

## COUNT ON US

**7,279**

students took part in the Maths Challenges

**95%**

of teachers agreed it improved attitudes towards maths

## ACCESS ASPIRATION

**3,000**

young Londoners signed up from across 44 schools

**1,924**

employer encounters including work experience and mock interviews

## CREATIVITY WORKS

**309**

young people took part in the programme

**73%**

expected to move into employment, education or training

## MAYOR'S ENTREPRENEUR COMPETITION

**831**

university students took part in the programme

**5**

start-up ideas awarded £20,000 each

Covers period September 2021 – August 2022

# FOOD AND WELLBEING

Supporting children to be happy, healthy and motivated to learn

DURING 2021/22:

75k+

**Kitchen Social** delivered 75,738 meals to 19,771 children and young people

269k+

**Take & Make** provided 66,962 recipe boxes for young people, equating to 269,854 meals (each box makes a meal for four)

80

Community organisations involved in our pan-London Kitchen Social network

As London's largest provider of holiday food and activities, we know food insecurity and social isolation continue to affect children and young people in complex ways post-pandemic. This can be extremely damaging to their development and mental health.

Throughout 2022, we saw a significant increase in demand for our services as families began to navigate the cost of living crisis and growing number of children were missing out on essential needs. London child poverty rates are now reportedly at 42% (that's over 700,000 children) – the highest of any UK region<sup>1,2</sup> – with four in ten children living on average at 66% of the poverty line.<sup>3</sup>

Eligibility criteria for free school meals means that thousands of children do not qualify for extra support. Government funding only covers six of the 13 weeks of school holidays and local authorities are not mandated to cover the other seven weeks, leaving children in those areas vulnerable and without food support.

**"It is so important to serve meals for children in the school holidays. They all get the same meal because they cook and share it together, and there is a feeling of equality. No child has to feel worried about not having enough."** Youth worker

1 <https://www.onlondon.co.uk/new-report-confirms-deep-and-persistent-poverty-in-london-pre-and-during-pandemic>  
2 <https://cpag.org.uk/child-poverty-london-facts>  
3 [https://wp.littlevillagehq.org/wp-content/uploads/2021/02/Anniversary\\_1080px\\_V8.pdf](https://wp.littlevillagehq.org/wp-content/uploads/2021/02/Anniversary_1080px_V8.pdf)



All food must be covered and dated



Kitchen Social is a feature of the Mayor of London's Food Strategy (with GLA investment to expand our delivery of the programme to roll out in 2023). It is run on an inclusive basis, during every school holiday, with no child in need required to prove their free school meals eligibility.

We deliver through a London-wide network of community organisations to provide safe places for children to go where they can receive free nutritious meals, socialise with friends and take part in activities such as sports, theatre, arts and crafts and cooking.

Kitchen Social has a positive impact in alleviating pressures on household budgets, providing health and wellbeing benefits for young people, reducing social isolation and developing cooking skills and nutritional understanding. Wider benefits include enhanced community cohesion and upskilling volunteers.

**"I really love this curry, you know my Mum said chicken and rice is too expensive for us to buy."**  
Young person

**"A Mum stopped me at the gate and said you make me and my children feel so comfortable even though we have nothing. She said [we] are always there and open and free, and her children get to have space and play and eat."** Youth worker



**"I like the food boxes because we can make them at home too to help our families."**  
Young person



During the pandemic, we launched Take & Make to provide nutritional, 'low cook', high-quality recipe-kit boxes for children and their families.

All recipes were designed to be made with limited kitchen utensils to ensure cooking at home is as inclusive as possible. Every box contains instructions and skill training cards plus online video tutorials to build confidence in cooks of all ages.

Take & Make is now recommended by the Government as a credible, impactful means of increasing awareness and understanding of healthy eating and supporting Holiday Activities and Food delivery programmes.

Create & Make and Heat & Eat boxes are in development for 2023 to utilise surplus food produce and create recipes which could be produced in a microwave given the growing energy crisis.

**"I get to cook the food at my Youth Club from the Take & Make boxes and take it back to my Mum and sister. They really enjoy it when I cook for them and bring them back a nice hot meal."**  
Young person

**"I made the cake with my mum. We don't normally do things together so I was excited when she said we could do this together."** Young person

# EDUCATION AND SKILLS

Helping young Londoners to stay on track at school



**“My favourite part was the codebreaking and having the confidence and privilege to compete today.”**

**Student**

**DURING 2021/22:**

**7,279**

3,973 pupils took part in the Primary Maths Challenge, and 3,306 students in the Secondary Maths Challenge across 115 schools

**95%**

95% of teachers agreed Count on Us improves attitudes towards maths

**83%**

83% of teachers agreed it improves performance in maths

**“I have learnt to improve my critical thinking skills and problem-solving skills.”**

**Student**

Good numeracy drives social mobility and wellbeing. However, more than 1 in 4 children currently start secondary school behind in maths. Lost learning during the pandemic has exacerbated an already stark attainment gap in maths and financial literacy between students from low and high-income backgrounds.

Studies evidence that attitudes to maths are one of the most important factors in young people’s attainment in the subject. Whilst schools are struggling with limited resources and families are dealing with the immediate pressures of the cost of living crisis, too many young people are at risk of never developing this vital skill, or even believing they can.

## Count on Us

Count on Us is our London-wide numeracy programme designed to make maths fun and positively help re-engage children at risk of falling behind. We work with primary schools (Years 4 and 5) and secondary schools (Years 7, 8 and 9) and prioritise those that have a high percentage of students on free school meals. Using a series of fun games, we challenge and motivate children, whilst developing their curriculum-based maths skills.

The programme runs in schools throughout the academic year, culminating in an exciting pan-London maths tournament and Final at City Hall. This unique tournament celebrates maths achievement, boosting the confidence of the children who compete, and raising the profile of maths in schools across London.



## This year we have:

- Trained and empowered 122 teachers to run the programme in their schools and supported them with new ideas and tools to encourage critical thinking, problem solving and mathematical fluency amongst their students.
- Welcomed 386 young people who proudly represented their school at the Count on Us Heats and Finals.
- Worked with teachers to identify a need for additional interventions for the least confident students. We are now developing a 'Real World Maths' pilot which will offer business volunteer-led sessions in the workplace in 2023.

**“The children have really enjoyed the fact that the different areas don't all feel like 'maths' as such. Children who don't usually get picked for different competitions were over the moon!”** Teacher



# EMPLOYMENT AND ENTERPRISE

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

The employment landscape has continued to be a challenging one for young Londoners as we moved out of a pandemic and into a cost of living crisis. Our focus on expanding our multi-sector employer network in 2022 was pivotal to securing more varied in-work opportunities for 16-24 year olds across a diverse range of industries in the private, public and not-for-profit sectors.

Our annual student survey identified that young people from lower income backgrounds, without professional networks and other social capital, are unable to get a first foot in the door when it comes to securing work experience, internships and apprenticeships.

**"It's been a fantastic experience working with the team at City Hall and the other interns. Thank you for all your help and support. I have really enjoyed working with you and the team and I have learned a lot throughout the experience."**

**Young intern**

**DURING 2021/22:**

**70**

70 employers signed up to our Diversity Pledge Campaign

**3,000**

3,000 students from 44 schools signed up with Access Aspiration's careers and employability programme

**73%**

73% of Creativity Works participants have been supported into employment and self-employment destinations

**MAYOR'S ENTREPRENEUR COMPETITION:**

**831**

engaged 831 students across 39 universities

**35**

provided 35 paid internships

**£100,000**

provided £100,000 of kick-start funding to help launch 5 new start-ups



**“The Diversity Pledge has facilitated us getting together with other like-minded employers to share ideas and good practice, with opportunities to engage directly with young people – many who might never have thought a career in PR in our sector was even possible.”** Corporate supporter

**“Access Aspiration has helped to provide very high-quality work experience placements for students that really deserve them but couldn’t access them. It takes a huge amount of workload away from the school.”** Teacher

**“There are so many things I could say about what the Creativity Works programme has given me, not only as a young Pakistani woman, but as someone who would never have had the chance to do things like this before. It’s given me the confidence to push myself further.”** Young participant

**“The Mayor’s Entrepreneur Competition brought trust in the whole team and I believe it’s like a snowball effect. The more you get this recognition, the more you start going higher and higher. That’s exactly what happened to us.”** Young winner of the Health category award

### Diversity Pledge Campaign

In 2021 we launched the **Mayor’s Fund for London Diversity Pledge**: aligned closely to the Mayor’s Good Work Standard and spearheaded by a group of committed built environment employers wanting to make their sector more inclusive to London’s diverse pool of young talent.

During the year, four events were held to engage employers and young professionals, with 70 organisations signing a pledge commitment to tackle inequality in their businesses and proactively offer in-work opportunities to young Londoners in our networks.

### Access Aspiration

Now in its tenth year, **Access Aspiration** raises awareness of different job roles, sectors and employment pathways for 16-18-year olds within our state schools network (who have above average Pupil Premium rates). 1,924 meaningful encounters were delivered with employer volunteers. 82% of students we supported this year were from Black, Asian and minoritised ethnic communities.

Through inspiring work experience, mock interviews and CV workshops, amongst other employer-led activities, we provided young people with the knowledge and skills to boost university and apprenticeship applications drawing on our 60-strong employer network. Student feedback showed a striking 95% reporting increased knowledge of their career options and 86% improved motivation and increased confidence.

### Creativity Works

**Creativity Works** is a creative industries employability project targeting 17–24-year olds not in work, education or training.

This year we supported 309 young people to access high-quality skills development, employability support, mentoring and freelance guidance with dynamic creative sector businesses such as Epic Games, Meta and Sony Music Entertainment. Over two-thirds of young people were supported into employment and self-employment outcomes. 75% of young people we engaged were from Black, Asian and minoritised ethnic communities. 82% of participants reported increased confidence and 84% reported an increase in industry contacts as a result of taking part.

### Mayor’s Entrepreneur Competition

The **Mayor’s Entrepreneur Competition** offers higher education students in London paid internships, mentoring, and a platform to pitch innovative ideas for a chance to receive backing to bring them to life. Award categories for the start-up businesses include Creative Industries, Environment, Health, Tech and Social Enterprise.

This year, our five winners each receiving £20,000 investment in their new start-ups were: CQ Studio (turning waste into a fashion resource), Kitt Medical (anaphylaxis kit service), Paige (braille translation tool), Renter Score (renters credit service), and Team Repair (programme teaching children key science, tech and repair skills).

# YOUTH ENGAGEMENT

**"The Youth Board has given me the voice to raise awareness around what the young people in London really need."**

**Youth Board member**

**"I appreciate the sense of being listened to and valued. The feedback that we provide does not disappear into a black hole but is quite demonstrably taken on board, meaning that we can see our fingerprints on processes and activities at the Mayor's Fund." Youth Board member**



In January 2022, with support from the Jack Petchey Foundation, we invested in a one-year Youth Participation Internship to reignite our Youth Board. In October 2022, our new Board was established, made up of 15 young Londoners aged 16-24 from across the capital. Many have been or still are participants of our programmes, whilst others joined to represent the voices of their peers and to influence the support the charity is able to provide.

We have a Youth Engagement Diversity Pledge, which we co-designed with our Youth Board to articulate the ways we would include them in organisational decision-making and the types of opportunities we would engage them in.

We inform, consult and co-create with our Board as a whole and with individual members.

We engage them in governance, communications and programme development. We report quarterly on engagement levels to our Board of Trustees.

Our Student Ambassadors had another successful year involving 20 young people aged 16-18 from schools across London. Student Ambassadors are an integral part of Access Aspiration and they bring their voice, feedback and input into the programme design and delivery. In 2022, they helped to facilitate workplace visits for their peers; created content and blogged on the subject *My Future Self 2030*, whilst also inputting their views at focus group discussions. Looking ahead, we will build on our engagement with them to inform our programme activity and help them as individuals to develop skills and gain experiences which support personal statements and in job interviews.

**"I hope that the co-creation approach adopted these past few months continues and that we get more opportunities to involve ourselves in delivery of projects."**

**Youth Board member**

# THANK YOU

We could not exist without the vision, commitment and generosity of our benefactors and delivery partners. With their support, we have been able to expand our work to help young Londoners grow. A sincere thank you to you all.

Thank you to our Youth Board, the young Londoners we work with and all the schools and community partners who make our work possible.



**"We have been in partnership with the Mayor's Fund for London for a few years and it has been so excellent that we have extended our partnership up to 2025 to continue our support. We have delivered workshops in schools and helped develop interview techniques and CV writing skills. It's been an amazing and privileged journey and if we've helped just one pupil feel more confident in an interview, or opened their eyes to the employment market, it's been worthwhile."**

**Shurgard Self Storage**

**"We're thrilled to continue to partner with the Mayor's Fund for London on the Jack Petchey Count On Us Secondary Maths Challenge, to support schools and teachers to make maths fun and boost young people's confidence using maths. It's been so brilliant this year to see young people become more engaged and confident in maths through collaboration and competition. The Count On Us Grand Final was one of our highlights this year, seeing young people celebrating their successes together!"**

**Jack Petchey Foundation**

**"Creativity Works taps into the raw talent of young people and provides them with the training, experience and exposure required to successfully start their careers in London's growing creative sector. We collaborate with the Mayor's Fund for London not just because of the high level of training provided, but because at the very core of the programme is a drive to achieve greater diversity and inclusion in London's creative sector, while also helping the youth from underserved communities find their voice."**

**Citi Foundation**

**"We've been a proud supporter of Kitchen Social since 2017 with Berkeley Group staff volunteering at hubs, seeing first-hand the incredible impact the programme has had in local communities. We are committed to supporting work that helps young people to access the building blocks of a healthy life – Kitchen Social plays a vital role in this."**

**Berkeley Foundation**

## SUPPORTERS

Abstract Securities	Halpern	OjO Games
Acast	HarperCollins UK	Oxford Properties
Archio	Hawksmoor	Peters & Peters
Alvarium Group	Hayhurst & Co Architects	Pimco
Audible	Here We Flo	Proxima
Avison Young	Hey Girls	Quoted Companies Alliance
Bank of England	Heyne Tillet Steel	Queen Mary University of London
BARTS Cancer Institute, QMUL	Hobson Charity	Realstar Group
Becoming X	Howard de Walden Estate	Reprise
Berkeley Foundation	HR Owen	River Café
Berkeley Group	The Home Office	Rothschild Foundation
BGC Partners	The Hygiene Bank	The Royal Parks
Blizard Institute, QMUL	Hymans Robertson Foundation	The Scottish Government
Bloomberg	IFoA Foundation	Seaforth Land
British Property Federation	Jack Petchey Foundation	Shurgard Self-Storage
Brockton Everlast	JLL	Sipsmith
Camargue	Jomas Associates	Smart Energy GB
Capital Economics	Julia & Hans Rausing Trust	Sports Interactive Games
Caravan Restaurants	Kao (UK)	Stanhope Foundation
Changing the Face of Property	Kusuma Trust	Stephen George & Partners
Chartwells	lastminute.com	Studio Seilern Architects
The Childhood Trust	Les Mills Fitness UK	Sumdog
Citi Foundation	LNER	Thomas Franks Foundation
Commonwealth Bank	London's Air Ambulance Charity	Tulchan Communications
Demos	London & Regional Hotels	Turley
Dominus Real Estate	London Metropolitan University	Twitter
DSDHA	London & Oriental	UNCLE
Edmiston Foundation	London Screen Academy	Usborne Publishing
Enterprise Holdings	Matches Fashion	Wahaca Restaurants
Food at 52 Cookery School	Mental Health Innovations	Westminster Foundation
G15	Metropolitan Police	William Grant Foundation
Garfield Weston Foundation	The Milton Group	Worshipful Company of Actuaries
German Gymnasium Restaurant	Morris+Company	Worshipful Company of Management Consultants
GI A Surveyors	M Restaurants	Zoological Society of London
Government Digital Services	National Lottery Community Fund	Zoopla
Greater London Authority	Nice to Meet You Foundation	
Green Giraffe	Office of Rail and Road	
Grosvenor Holding Company		

## DELIVERY PARTNERS

A New Direction  
The Maths Zone  
Media Trust  
Northumbria University  
Dealmakers

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Sadiq Khan

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(*until March 2023*)

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