

SUPPORTING AND EMPOWERING
YOUNG PEOPLE THROUGH FITNESS



FMG
PROJECT

FMG PROJECT IMPACT REPORT 2024

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WELCOME MESSAGE



Sam Crocker-Green
FMG Project Manager



Thank you for your continued support of the FMG Project charity.

FMG Project runs free gym-based coaching programmes for local young people to empower and equip them for their futures. We primarily work with young people who are facing barriers to participation in sport and exercise, such as poor mental health, learning difficulties or disabilities, coming from a low-income family, having a criminal record, being disengaged from mainstream education and more.

We love putting on these programmes and seeing the incredible transformations in the lives of the young people that we work with. I hope this report gives you an insight into the importance of the work that we do and the impact that it has on the lives of these young people.

Over the past year, we have developed a number of new initiatives which have deepened our impact across the city of Brighton and Hove.

We are now in a stable position as a charity, where we can continue to support young people through our current

offerings, whilst also looking to new opportunities to develop our work further.

This report will give you an insight into the programmes that we run, the support we have received, the impact of our work and where we would like to develop as a charity moving into 2025.



MEET THE TEAM



SAM CROCKER-GREEN
FMG PROJECT MANAGER
& LEAD COACH

Sam is a former international handball player, qualified fitness instructor and coach, and has worked with all ages and abilities, from complete beginners to professional athletes. He has a passion for coaching, particularly to help people reach their full potential through improving self-confidence and belief, and has found that exercise is one of the best and most enjoyable ways to do this!



ALICE FONTECILLA
COACH & COMMUNITY
PARTNERSHIPS MANAGER

Alice is passionate about the effects of movement and mindfulness and how they can help people break through barriers and build lasting confidence. As a level 3 personal trainer with qualifications in Therapeutic Skills and Gestalt Counselling, Alice combines her expertise in fitness and emotional wellbeing to support young people in developing healthier habits, resilience, and a positive mindset.



TALIA WEBSTER
COACH

Talia is a qualified personal trainer and international AFL player, with a BA in Psychology and Sociology. Talia has a deep appreciation for the links between physical activity and the benefits for our mental and physical health and has spent over 7 years working with individuals to help them make positive, sustainable, and holistic behavioural changes to improve their health and wellbeing.

Teenagers (aged 13–18) should engage in at least 60 minutes of moderate to vigorous physical activity every day



HOWEVER

over half of UK teens do not meet these guidelines.

THE PROBLEM: YOUTH INACTIVITY

Low physical activity levels in teenagers are linked to a range of negative health outcomes



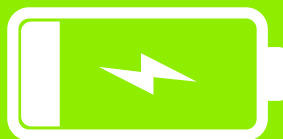
including higher risks of obesity, poor mental health, and long-term chronic conditions like heart disease and diabetes.

YOUTH INACTIVITY IN BRIGHTON



Nearly

1/3



In Brighton, those aged

14-16

exhibit the lowest levels of
physical activity in all
children and young people.

of Brighton's children and young people are
classified as 'inactive', completing less than 30
minutes of physical activity per day



*"While Brighton & Hove is one of the
most active cities in the country, this
can mask the significant pockets of
inactivity at neighbourhood level.*

*By targeting support to include people
in deprived areas, those with disabilities
and long-term health conditions, we
can give everyone the best chance to
become and remain active."*

Sadie Mason MBE,
Former CEO of Active Sussex

OUR MISSION

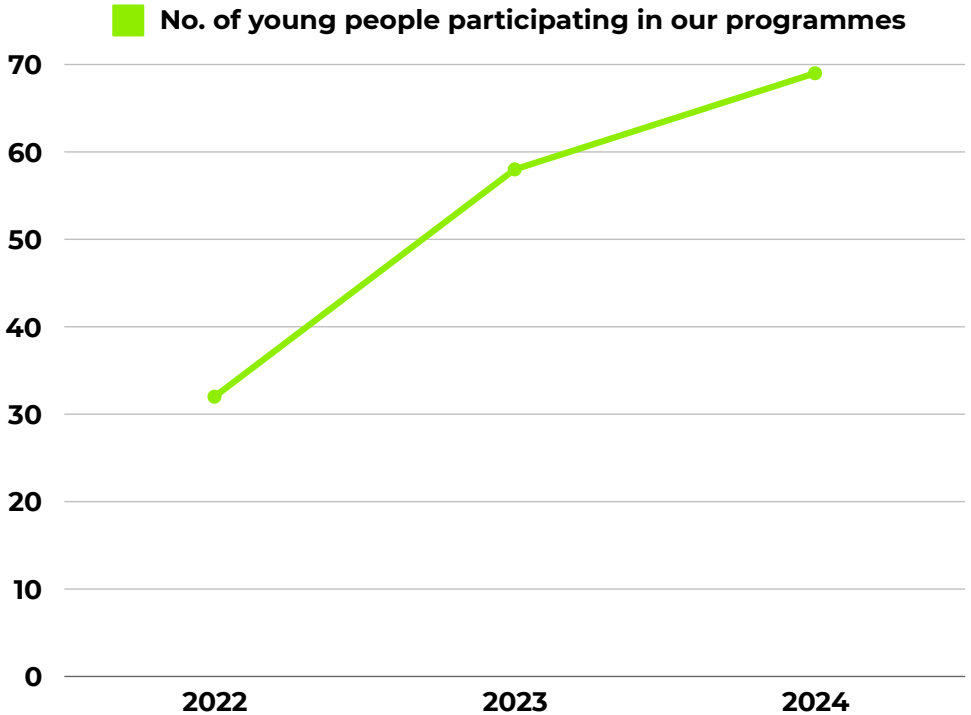
At FMG Project, we know how challenging it can be for teenagers to navigate the modern world. Social pressures, exams, screens, social media, relationships, family, video games, the COVID-19 pandemic and the cost-of-living crisis, amongst many other factors, all have a huge impact on the physical, social and mental wellbeing of our young people.

Whilst it does not provide all of the answers to these issues, sport and physical activity can be an anchor and a lifeline for children and young people as they work their way through their teenage years. We know that physical activity can have a profound impact on our physical and mental wellbeing, helping us to develop the foundations of a healthy body, which sets us up well for our adult life. It also provides regular social interaction and, for some, a second family that checks in and notices when something is wrong.

Through our programmes and sessions, we aim to support and empower young people through fitness, from our state-of-the-art gym facility in central Brighton. We run free programmes for young people who are facing barriers to participation in regular sport and exercise, with the hope of increasing confidence, motivation and resilience, so that they can continue to engage in sport or physical activity over the long term.

Our hope is that young people see the value in the sessions they are taking part in and feel empowered to continue being physically active. By increasing long-term participation in sport and/or exercise, we believe that we can directly impact the life-long health and wellbeing of the young people that we work with.

2024 IN NUMBERS



Whilst our numbers keep increasing, we're continuing to see the same incredible transformations in the lives of the young people that we work with.

93%

OF YOUNG PEOPLE WHO COMPLETED ONE OF OUR PROGRAMMES THIS YEAR HAD AT LEAST ONE MAJOR BARRIER TO PARTICIPATION IN SPORT AND EXERCISE.

This could be any of the following:

- Free school meals
- Parents/guardians claim benefits
- Council/supported housing
- Criminal Record
- Live/lived in care
- Have caring responsibilities
- Diagnosed mental health condition
- Learning difficulties and disabilities
- LGBTQ+
- Persistent non-attendance/engagement in mainstream education



Our programmes are designed to empower and equip young people, whilst also providing new experiences and opportunities, so that they are more able to deal with the challenges in their lives and develop life and social skills such as communication, leadership and commitment.

100%

of participants now feel more confident and motivated as a result of taking part

100%

of parents feel that their child is more resilient and confident after taking part

100%

of participants feel that their teamwork, communication and attitude have improved



PROGRAMMES COMPLETED

3

FOUNDATION
PROGRAMMES

3

ACADEMY
PROGRAMMES

3

ALTERNATE
PROVISION
PROGRAMMES

46

YOUNG PEOPLE
SUCCESSFULLY
COMPLETED
A 10 WEEK
COURSE

Of the 69 young people who started a programme in 2024, 46 completed the full 10-week course- a retention rate of 66%. This is lower than last year, however through our new Alternative Provision programmes we are working with young people who are particularly hard to engage. Our aim is to increase our retention to over 70% as we move into 2025.

FURTHER EDUCATION

5

OF OUR YOUNG PEOPLE ALSO COMPLETED A LEVEL 2 GYM INSTRUCTOR COURSE, PAID FOR BY FMG PROJECT, THROUGH OUR PARTNER TRAINING PROVIDER, STORM FITNESS ACADEMY.

STORM
Fitness Academy

We are now working with three of these young people to support their development further through shadowing and work experience in our gym. Our hope is that they can eventually become paid coaches at FMG Project.

"Thanks for the opportunity. They all have some new valuable skills and the qualification should give them more confidence."

Jon Bond, Storm Fitness Academy



OUR STORIES

Meet Lucas.

At the beginning of the programme, I met with Lucas and his mum to discuss the programme and what we cover in each of the sessions. During our conversation, Lucas remained mostly silent, whilst his mum told me how demotivated he had been and how worried she was about his social life.

Throughout the majority of the first few sessions, Lucas remained quiet, with little to add to discussions. When he did speak, he often answered with low energy and a lack of enthusiasm.



Over the course of the 10 weeks, we saw a complete turnaround from Lucas. He brought energy to the sessions, showed increased motivation during gym time and positivity throughout our discussions. In our final session, Lucas led a group of adult volunteers through a fantastic circuit and was praised for his infectious energy and his encouragement of participants. Not only this, but he also created strong bonds with the other young people, forming friendships that have stretched beyond just our 10 week programme.

**“An excellent and
extremely valuable
programme!”**

The celebration at the end revealed how much of a difference it made to so many of the participants. Your leadership and genuine interest in the kids and their wellbeing is really admirable and appreciated. Thank you.”





“We feel *Tom has really benefited from your program- we have seen a great improvement in his overall wellbeing.

Last year he was getting overwhelmed at school and losing his temper, hitting walls etc.. The school were concerned that he could hurt himself or a fellow pupil, so he was put on the list for a police mentoring program.

[Since starting the program] he has clearly learnt to self-regulate his emotions and no longer has such extreme outbursts. He’s proud of what he has achieved in the gym and the school no longer feel he needs to attend the police program.

So, thank you!

PUSH ↗

You are here to push yourselves both physically and mentally. There will be parts of this programme that don't come naturally to you- we are asking you to push yourselves out of your comfort zone in these areas.

OUR VALUES

RESPECT ♡

We are not your parents or teachers and we hope that this will be a fun environment where we can enjoy ourselves, however we also demand a level of respect as your coaches and we expect you to show the same level of respect to each other. We do not condone bad language, bullying, abuse or discrimination of any kind.

ENCOURAGE

We want to create a supportive and encouraging environment for you to learn in. We actively encourage you to encourage each other!

FAIL

Better to try and fail than to never try at all. It's only when we fail at something that we can say that we have truly reached our limits. This is where we can learn and grow, and therefore fulfil our potential.

ENGAGE

We expect you to get involved in everything that we do here, not just the fitness. Turn up on time and let us know if you are going to be late/miss a session. The more you engage, the more you will get out of our programmes.

OUR FUTURE

GROWTH

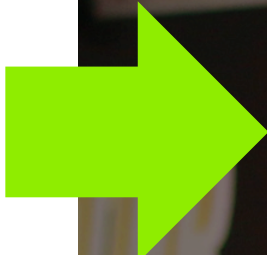
WE AIM TO HAVE **500 PROGRAMME COMPLETERS BY 2030**, WITH AT LEAST 80% OF THESE HAVING MAJOR BARRIERS TO PARTICIPATION IN SPORT AND EXERCISE.

EXPANSION

WE HOPE TO CREATE NEW OPPORTUNITIES FOR YOUNG PEOPLE THROUGH EXPANDING OUR PROVISION VIA EXTRA SESSIONS AND **OPENING A SECOND GYM FACILITY BY 2027**.


EDUCATION

WE REMAIN COMMITTED TO THE CONTINUED DEVELOPMENT OF OUR YOUNG PEOPLE AND SO WILL **RUN ANOTHER FREE LEVEL 2 GYM INSTRUCTOR COURSE IN 2025**. WE ALSO AIM TO HAVE AT LEAST ONE OF **OUR QUALIFIED YOUNG PEOPLE BECOME A PAID COACH** AT OUR GYM WITHIN THE NEXT 12 MONTHS.



RETENTION

OUR MISSION IS TO ENSURE THAT **AT LEAST 60% OF THE YOUNG PEOPLE WHO COMPLETE OUR COURSES REMAIN CONSISTENTLY ACTIVE* UP TO ONE YEAR AFTER COMPLETING THE PROGRAMME**. WE WILL KEEP A RECORD OF THIS AS ANOTHER WAY TO MEASURE OUR IMPACT.



*at least one, hour-long session of structured exercise/activity per week, for 4 weeks, at the time of recording.

WITH SPECIAL THANKS TO



OUR 2024
SUPPORTERS

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