



**BLOOMSBURY
FOOTBALL
FOUNDATION**

PEOPLE PLAN 2025/26





INTRODUCTION

Our journey to date has been powered by a passionate team and a culture rooted in togetherness, energy, innovation and high performance. These strengths have enabled us to grow from a single grassroots football session into an organisation that inspires and supports thousands of young people every week.

As we look ahead to 2028, our ambition is bold: **to engage 20,000 young people every week**, providing opportunities that enrich lives, strengthen communities, and nurture potential through the transformative power of football. Achieving this scale of impact will depend on the people who make it possible - the staff, volunteers, and partners whose skills, energy, and shared values drive our mission forward.

This People Plan sets out how we will recruit the right people, unlock and maximise their potential, create a workplace where everyone feels valued, and ensure that the voices of our beneficiaries shape what we do. By investing in our people and building on the culture that has brought us this far, we strengthen our ability to achieve our ambitious goals and lay the foundations to make a lasting difference for even more young people in the future.



MISSION STATEMENT

Through this plan, we aim to bring together the right people, empower and develop their potential, and foster a workplace where everyone thrives - ensuring that the voices of those we serve are considered in everything we do.

AIMS

Aim 1

Efficiently recruit the people who are best placed to support us in achieving our goals.

Aim 2

Unlock and maximise the potential of our talent to meet both organisational and individual goals.

Aim 3

Create a positive workplace culture where people feel valued, engaged and proud to belong.

Aim 4

Amplify the voices of our beneficiaries and use them as a platform to shape our work.

Aim 1: Efficiently recruit the people who are best placed to support us in achieving our goals.

Delivering our 2028 strategy depends on bringing the right people into Bloomsbury Football at the right time. To sustain growth and maintain the high standards that underpin our impact, we must recruit efficiently and thoughtfully - balancing speed with quality, diversity, and buy-in to our project while ensuring the best use of charity funds.

To achieve this, we will:

- **Measure efficiency and effectiveness:** Track key metrics such as time-to-hire, cost-per-hire, and the ratio of **final-stage interviews per successful hire**.
- **Assess quality of hire:** Monitoring and achieving high **probation pass rates** to ensure new team members are thriving, meeting expectations, and are appropriately supported to do so.
- **Evaluate applicant quality:** Record the number and proportion of applicants who meet Bloomsbury Football's standards to understand how well our outreach attracts suitable candidates with the aim of consistently producing quality candidates to improve recruitment efficiency.
- **Champion diversity and inclusion:** Embed inclusive practices at every stage of recruitment to strengthen our organisation through varied perspectives. The implementation of our Diversity and Inclusion Action Plan (DIAP) will lay the foundations for achieving this while setting out the path for the Bloomsbury Football to further incorporate diversity and inclusion in our organisational culture.
- **Utilise skills matrix analysis:** Map current and future skills requirements against our team's capabilities to identify gaps and guide strategic recruitment through the development of a comprehensive, regularly reviewed skills matrix.

By combining robust measurement with inclusive, values-led recruitment, we will continue to efficiently maintain and improve a team that can deliver transformative opportunities to growing numbers of young people each week and meeting our organisational needs.

Aim 2: Unlock and maximise the potential of our talent to meet both organisational and individual goals.

Our people are our greatest asset, and investing in their growth is essential to the sustainability and growth of Bloomsbury Football. We must create a culture where everyone can develop their skills, contribute at their best, and see a clear pathway for personal and professional advancement.

To make this a reality, we will:

- **Expand development opportunities:** Offer unique **employee development opportunities** and access to weekly **Continuous Professional Development (CPD)** tailored to a variety of roles.
- **Track performance and growth:** Monitor **performance review average scores** to understand where we are excelling and where additional support is needed.

- **Strengthen feedback culture:** Establish consistent **managerial feedback loops** that provide timely, constructive input and recognise achievements.
- **Align managers with their team members' development goals:** Managers will **review and discuss each direct report's personal development objectives during bi-annual reviews** and seek to **provide opportunities or resources** to help individuals achieve those goals while aligning them with organisational priorities.
- **Increase progression opportunities:** Expand pathways for **career progression** and internal promotions, showing our commitment to long-term growth and recognition of talent.

By nurturing our people's potential through meaningful development and feedback, we will build a skilled, motivated workforce ready to deliver on our ambitious 2028 commitments.



Aim 3: Create a positive workplace culture where people feel valued, engaged and proud to belong.

Our culture has always been one of Bloomsbury Football's greatest strengths. As we scale, maintaining and enhancing that culture is vital. A supportive, enjoyable, and opportunity-rich workplace helps us retain great people and attract new talent who share our mission.

To build, sustain, and monitor this environment, we will:

- **Invest in our workplace experience:** Continue improving our **office space and equipment** so our people have the resources they need to work effectively, feel valued, and are excited to come into the office.
- **Measure satisfaction and engagement:** Use **employee satisfaction surveys** to understand morale, listen to feedback, and address areas for improvement.
- **Monitor retention and turnover:** Track **employee turnover and retention rates** to ensure we're maintaining a stable, committed workforce.
- **Offer exciting opportunities to our staff:** Proactively **plan and deliver special events and activities** - such as football experiences, team challenges, and social events - that **celebrate achievements, build camaraderie, and make working at Bloomsbury Football feel exciting and rewarding.**

By investing in both the physical and cultural aspects of our workplace, we will ensure Bloomsbury Football remains a place where people are proud to belong and eager to contribute.

Aim 4: Amplify the voices of our beneficiaries and use them as a platform to shape our work.

At Bloomsbury Football, the young people we serve are at the heart of everything we do. It's essential that their perspectives actively inform our decisions and that we strengthen their connection to football and our organisation.

To achieve this, we will:

- **Establish an active Youth Board:** Create a representative group of young people whose insights and decisions **guide our actions** and ensure our programmes remain relevant and impactful.
- **Enhance connection through experiences:** Work with **external partners to deliver unforgettable opportunities** - from professional football events to community initiatives - that help develop key life skills such as leadership, confidence and communication.
- **Close the feedback loop:** Regularly share with beneficiaries how their input has shaped our programmes and strategy, reinforcing their sense of ownership and voice. This will be guided by our comprehensive qualitative and quantitative approach to monitoring and evaluating impact.

By elevating beneficiary voices and offering meaningful, memorable experiences, we will build stronger relationships, better programmes, and a deeper impact in every community we serve.





REPORTING & REVIEW

Quarterly progress reports will be reported provided to the Senior Leadership Team (SLT), reviewing progress, challenges, and priorities. Key performance indicators - including staff and retention, engagement scores, diversity representation, and probation completion rates - will be tracked through a central dashboard. Feedback will be gathered through annual engagement surveys and managerial feedback loops to ensure staff and participants inform future actions.

An annual review each spring will assess achievements and gaps, with findings summarised in the Foundation's Annual Report to ensure transparency for our partners and community. The People Plan will be refreshed at least every two years, or earlier if workforce needs or Sport England guidance changes, ensuring the plan remains current, inclusive, and impactful.

