



Maddy
MADDY'S MARK

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Harlequins
FOUNDATION

IMPACT REPORT

THE HARLEQUINS FOUNDATION

The Harlequins Foundation is the charitable arm of the Club, delivering programmes in our communities that support young people to develop the essential skills, enabling success on and off the pitch.

Since 2015, the Harlequins Foundation has grown to support more than 6,485 young people every year, and in the 2023/24 season created over £3.9m of social value.

We advocate for our game to remain a sport for all, from grassroots through to the professional game. We deliver programmes that tackle barriers to participation for women and girls to address the gender imbalance in sport.



THE ESSENTIAL SKILLS

Every programme we deliver aims to develop the essential skills young people need to help them reach their potential and succeed in life.

These skills are key to improving academic outcomes, resilience, self-belief, earning potential across a lifetime, wellbeing and life satisfaction.



WHAT'S INVOLVED

With support from Maddy's Mark, the Harlequins Foundation delivered six weeks of sessions to girls aged 11-14 from across the Harlequins Heartlands, working in schools with a percentage of students eligible for benefit-related free school meals above the national average.

According to WomenInSport, only 14% of girls aged 5-16 meet the recommended levels of physical activity. Between the ages of 13-16 this drops to just 10%. By delivering the programme to participants between the ages of 11-14, we tackle the barriers they will experience and introduce them to a sport that can have a profound lifelong impact.



PROGRAMME DELIVERY

In total, we engaged 525 girls using the following delivery model:

Weeks 1-3: Introduction to Rugby

Weeks 4-5: Mental Resilience Workshop & Barriers to Inclusion Workshop

Week 6: Touch rugby games, programme reflection and transition support

To mark the end of the programme, participating schools were invited to a rugby festival at the Twickenham Stoop. With fixtures on the Harlequins pitch, workshops for the participants, and player appearances, the festival was a celebration of women and girls' rugby.



PROGRAMME RESULTS

- 585 girls participated in the programme from secondary schools in Hounslow
- The programme created **social value** for our communities of **£101,750.66**
- The social value created per person was £173.93
- The programme generated a social return on investment of £11.51

By building young womens' confidence and self-belief through the values of rugby, the programme has had a long-lasting impact on the participants, despite being a short-term intervention.





PROGRAMME RESULTS - INDIVIDUALS

A total of 342 of the 585 participants were surveyed before and after the programme.

The table below demonstrates the programme's success in reducing barriers to participation and improving girls' confidence and overall wellbeing.

OUTCOMES	TOTAL	PERCENTAGE
Increased participation in team sport	79	23%
New participants to Rugby	165	48%
Improved body image	16	5%
Improved positive attitude in school	15	4%



For further information, please contact:

Matt Shillabeer – Head of Programmes

matt.shillabeer@quins.co.uk

Find out more about the work of the Harlequins Foundation:



foundation@quins.co.uk



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