



CASE STUDY

FEATURING



MAYOR OF LONDON

Made to Play



Laureus Sport for Good's purpose is to change the world through the power of sport. Their vision is to use this power to end violence, discrimination and disadvantage against young people and children.

OUR CONTRIBUTION:

How did our consultancy's commitment to purpose-driven solutions align with your organisation's mission and vision?

Model City London is a place-based, bottom up sport for development programme. It hinges on the concept that local people and communities should be at the heart of decision making, and programmes should be designed to meet their needs. This has seamlessly aligned with Nicky's approach, as she always thinks about the end goal before thinking about the process needed to get there.

Reflecting on our process, how did our consultancy effectively engage with you and your team to ensure shared understanding and decision-making?

Nicky takes time to fully understand her clients and understand the best approach to working with them through dedicated one to one time. Her flexible approach means that she is able to work within changing parameters needed for place based initiatives.

Can you share a specific example of how our consultancy's recommendations or strategies led to transformative action within your organisation?

Nicky found that our coalitions were missing a sense of independent identity away from Laureus. She suggested that an important step in their sustainability was to create brand identities including logos and a website which she project managed. This has had an enormous impact on the way the coalitions view themselves and has been a massively instrumental step for them in their sustainability journey's.

Are there any other specific contributions you feel our consultancy made to the success of the project?

The sustainability action plans are used regularly to keep us on track, also see above.

OUR IMPACT & RESULTS:

What measurable results or outcomes have you observed since the completion of our support?

All three of the London coalitions have applied to become Charitable Incorporated Organisations as part of their sustainability plans, with one already securing a successful application and the remaining two currently in the process of applying and being assessed.

On a scale of 1 to 10, how satisfied are you with the overall outcome of our services?



What specific aspects of our service exceeded your expectations?

Nicky always goes above and beyond. She is always there for advice and to share her extensive knowledge of the sector, even when it is beyond the scope of her contract!

Would you recommend our consulting services to other organisations?

Yes, I would highly recommend Nicky and her colleagues to anyone looking for a business consultancy who is able to meet the often challenging requirements of working on place-based work.



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Nicky Affleck Consultancy supported on the Model City London initiative by developing local strategy and sustainability actions plans, and also leading coalition engagement workshops.

Huge thanks to Emily Neilan, Model City London Manager, Laureus Sport for Good for taking the time to chat with us. And a big shoutout to the rest of the great team for their ongoing trust and unwavering support!

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