



nicky affleck
consultancy

Nicky Affleck Consultancy

A **Catalyst** for purpose-driven **Change** in the **Community**.

September 2023

www.nickyaffleck.com



A **Catalyst** for purpose-driven **Change** in the **Community**.

Nicky Affleck Consultancy is a business consultancy founded in London, United Kingdom in August 2022. The consultancy strives to be a catalyst for purpose-driven change in the community.

Our approach is founded on our core values of **Purpose-driven Approach, Collaborative Engagement** and **Transformative Action**. We place the needs of individuals and communities at the heart of our thinking, and always strive to be consistent in our principles and true to our values.

Nicky Affleck Consultancy provides a range of business consultancy services including strategy development and planning, coaching and leadership and growth planning.



Our Values

1

Purpose-driven Approach

We will strive to place a strong emphasis on **purpose**, making it core to our operations.

2

Collaborative Engagement

We will foster an **inclusive** and participatory **approach**, encouraging open dialogue and **shared decision-making** to create holistic solutions that address community needs.

3

Transformative Action

We will prioritise transformation and **social impact** as integral components of our work.



Our Happy Clients



MAYOR OF LONDON



Want to know more about who we have teamed up with and the consultancy services we provide?

Visit our [Client Corner](#) on our website.



Why work with us?

- We are a team of **purpose-driven** specialists with a strong working knowledge of the **sport, community** and **charity** sectors.
- We invest our time in **listening** and **understanding** first in order to better understand the need.
- We aim to **provide value** in everything we do and commit to taking our clients on a **journey** with us.
- We are **well connected** in the grassroots sport sector and committed to keeping our clients well informed on all relevant **sector opportunities**, including funding, partnerships and collaborations.



Meet the team



Nicky Affleck
CEO & Founder



Emily Schorah
Communications &
Content Manager



Sarah Iles
Executive Assistant &
Business Support



Case Study – Strategy

SPORTED UK

A little bit into what they do . . .

Sported are the UK's largest network of community groups supporting half a million young people to overcome barriers to reach their full potential.

What we did to support them . . .

Nicky Affleck Consultancy was appointed by Sported to carry out the evaluation of their Connected Communities project in London. Nicky, along with Cat (Consultancy Associate) is taking a closer look at the impact of improved relationships and capacity building, and how social integration can transform communities.



What they had to say about us . . .

"Nicky is very highly regarded and respected by colleagues within the sector and across London. Her particular experience, knowledge and understanding of place-based initiatives and investment within London put her right at the top of our list when it came to those we considered suitable to help us with an evaluation of our Connected Communities project. Even through our first few exploratory conversations, it's clear that she will be able to provide us with invaluable insight into the ongoing development of this strand of our strategy."

Chris Sawyer - Head of Delivery, Sported

Case Study – Coaching

YOUTH SPORT TRUST

A little bit into what they do . . .

The Youth Sport Trust equips educators and empowers young people with the vision of creating a future where every child enjoys the life-changing benefits of play and sport.

What we did to support them . . .

Since 2018, Nicky has been part of the Learning Academy Day team at the Youth Sport Trust as a Development Coach, and most recently as a Senior Development Coach. This national network of coaches supports the development and impact of the School Games and Barclays Girls Football Programmes.



What they had to say about us . . .

“Nicky has brought creativity, strategic thinking and high-level professional coaching and mentoring. Nicky’s knowledge and experience across the sector is invaluable and her strong leadership skills inspire and challenge to achieve positive results.”

Ashley Hosier - National Development Manager at Youth Sport Trust

Case Study – Growth

LAUREUS SPORT FOR GOOD

A little bit into what they do . . .

Model City London is an innovative place-based initiative aimed at improving social integration through sport by empowering local people to drive the change they want to see in their community.

What we did to support them . . .

We are proud to have supported the programme and its partners Laureus, Nike, the GLA in developing local strategy and sustainability action plans for the three coalitions in addition to mentoring the three coalition leads.



What they had to say about us . . .

"Nicky has been an amazing person to work with on the Laureus Sport for Good Cities initiative in London and has shown guile, passion and unmatched expertise when working with locally led organisations. She has built solid reputable relationships with the people that matter most and has been pivotal in taking these leaders on a journey of change whilst striving to embed local leadership and learning. Her approach has helped foster a sense of community for our place-based work and has empowered the coalitions to work towards becoming sustainable entities with clear strategic plans and growth plans."

Lee Parker - Senior Programme and Grants Manager at Laureus Sport for Good



The Founder & CEO

Nicky Affleck has built a successful career delivering local grassroots sport and physical activity programmes throughout a number of different roles, and has established a successful and highly respected consultancy business, Nicky Affleck Consultancy.

Her career started in education, youth sport and sport development and continued to gain momentum when she joined the London Youth Games Foundation in 2011. During this time, Nicky rose from coordinating local borough delivery and participation plans to leading organisation-wide operational plans, and the nine-person team as a senior leader, and Interim Chief Executive.

A mentionable achievement was her role in spearheading a high-profile change programme with Nike for the London Youth Games, as part of a wider City Strategy for the Nike London Brand and Community Impact Team.

Nicky has lived experience having worked both directly and indirectly with schools and local authorities in all 33 London boroughs. She is a well-respected colleague and consultant to various organisations such as London Sport, Laureus Sport for Good, the London Mayor's Office, Sported, the London Youth Games and the Youth Sport Trust; to name a few. In addition, she has worked both directly and indirectly with local authorities and borough community networks through her work with Laureus Sport for Good and Sported. Nicky has an in-depth understanding of the ambitions of place-based interventions in addressing inequality and driving social mobility, and she prides herself in being a transformative force for the charity and not-for-profit sector.





Thank You

Get in touch

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