



City in the
Community

THEORY OF CHANGE

IMPACT

Empowering Healthier Lives with City Youth Through Football

LONG TERM OUTCOMES

HEALTHY PEOPLE

Improve physical and mental wellbeing

HEALTHY FUTURES

Improve education and skills development

HEALTHY COMMUNITIES

Improve social wellbeing and cohesion

SHORT TERM OUTCOMES

Increased physical activity and improved knowledge of physical wellbeing

Improved career skills and knowledge

Improved sense of community belonging

Improved emotional wellbeing and understanding of mental wellbeing

Better prepared for future education or employment opportunities

Improved access and opportunities to engage with community

KEY OUTPUTS

Number of unique participants engaging in CITC

Number of sessions/events delivered

Average contact hours per participant

Number of programme hours delivered

ACTIVITIES

Deliver regular, inclusive, community-based sessions

Provide coach-led sport and physical activity

Deliver targeted programmes for priority groups

Embed learning, wellbeing and life skills for all ages

Offer mentoring, progression and pathway support

Create leadership and social action opportunities

Deploy and develop a skilled workforce