



# The BiG Dulwich Hamlet 'Old' vs 'New' Fund Raising Event 2016 - Accountability Document

**The Old**



**8TH MAY 2016**

**VS**

Location:  
Dulwich Hamlet Football Club  
Champions Hill Stadium  
Edgar Kall Way  
London  
SE22 8BD



**The New**

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## 1. Foreword

1.1 The BiG Dulwich Hamlet Old versus New Community Fund Raising Event was unique and brought the community together - people connected to the football club and young children - giving all a memorable experience. Councillor Dora Dixon-Fyle MBE, the former Mayor of Southwark was a huge support and played an active role throughout this campaign. This included doing a draw to select the successful winners to participate in the post-match entertainment training session, and participating on the day in meeting and greeting players - both old and new Dulwich Hamlet stars and young mascots before the historic 'Old' Vs 'New' game, and at the presentation ceremony giving out medals and trophies!



1.2 This event provided BiG with an opportunity to showcase what it can do and I am so proud of what we achieved. We gave so many young people a special treat being able to grace the Champion Hill Stadium pitch, something they will probably never get a chance to do again, brought back many former Dulwich Hamlet stars to play on that pitch may be for one last time in their lives and brought the whole community together on a lovely hot summer day.

1.3 Thank you so much to all who were involved in making this memorable event happen and run smoothly on the day.

1.4 What a fantastic day!




Lionel Best  
Inspirational Life Coach and Founder  
**BiG (Besty's Inspirational Guidance)**

*“The BiG activities that I witnessed at Dulwich Hamlet FC clearly testified to the inspirational methods used to deliver a serious message of basic education, keep fit, sports skills, team working and amazing opportunities to boys and girls in a popular activity such as football. It was clear from the large numbers of parents and their children present that there is a demand for and support of this new and exciting organisation.”*  
**Councillor, Dora Dixon-Fyle MBE**

## 2. Summary

2.1 BiG is a social enterprise organisation which invents and deliver, community focussed motivational programmes using educational and sporting activities and Appreciative Inquiry tools. BiG's mission is to inspire and guide children and teenagers to become positive role models, leaders and successful citizens. We do this by supporting them to identify their own strengths, question their motivations and funnel their energy into making positive changes to their lives.



“Lionel Best, where do I start??? I'll just keep it short and simple. Today was an absolute success. Once again, thank you for getting Aaron involved and myself being a witness to the start of something great (BiG)”

2.2 BiG's goal is to fully develop and roll out the *Think BiG Initiative Programme* into one local territory in three stages, and eventually nationwide over 3 years creating a sustainable not-for-profit organisation, ensuring revenue/income covers expenses and fulfilling its mission. The *Think BiG Initiative Programme* consists of three streams:

- BiG Motivational & Leadership
- BiG Football Services
- BiG Employability Skills

2.3 This event was aimed at bringing the community together and to spread awareness about the good work BiG has been doing so it can find investors to back the £130,000 needed for BiG to change and expand its business by putting in place effective operational & delivery teams and good independent governance procedures, to enable BiG to roll out the initiative.

2.4 This event provided BiG with an opportunity to showcase what it can do and the event kicked off with a very entertaining match with a BiG select elite side against the under 12 AFC Wimbledon Academy team. This presented an opportunity for grass roots players not only to play against an academy side to measure themselves against the elite, but to play on the Dulwich Hamlet first team pitch. The event also presented an opportunity for many boys and girls to have the special experience of being mascots, walking with an 'Old' or 'New' star and to be greeted by Councillor Dora; and also to participate in an entertaining training programme.

2.5 All of the children were presented with a medal by the former Mayor of Southwark.

2.6 BiG was able to raise in total £727.75 after deductions for overheads whilst at the same time giving the children, teenagers and 'Old' & 'New' stars a memorable experience! The total money received through donations, sponsors and the auction was £2,901. The total expenditure towards the day was £2,173.25 and this included treats for the children not covered by sponsors, marketing and operational costs and other general expenses.

2.7 The £727.75 will contribute towards BiG's running costs in securing the £130,000 needed to change and expand its business structure. A full break down of the costings can be found in Annex B

### 3. Purpose of the Event

3.1 BiG has been trading locally for 5 years and during that time has steadily developed a suite of services which includes [motivational and leadership](#) programmes, [football](#) services and [employability skills](#) schemes (now all packaged under *The Think BiG Initiative Programme*). These services have been market tested and proven to benefit the children and teenagers they serve, mostly targeted at hard to reach young people, however, these services are beneficial to all young people, with [clear positive outputs](#) and [testimonials](#) to show.

3.2 There were 2 purposes for this event - firstly, to bring the community together (the community objective) and secondly to secure the £130,000 needed for BiG to change and expand and roll out the initiative across the UK over the next 3 years (the commercial objective). The community objective was never about raising the £130,000 but more about serving the community, in good old BiG spirit. This was achieved with young and old participating in this memorable event. There were well over 100 children who took part on the day, all getting a chance to play on the Dulwich Hamlet pitch, something most if not all will never get to do again!.

3.3 So many 'Old' stars, with their families, came back to the Champion Hill stadium and played with quality and enthusiasm in a competitive game, giving the crowd good entertainment. They met up with old friends, players, officials and supporters connected with Dulwich Hamlet football club, reminiscing from the past.

3.4 The next target for BiG is to achieve the commercial objective, which is to secure the £130,000 needed to change and expand. This was always going to be the challenge! However, we believe that there are potential investors who share the same interest and will buy into BiG's vision, once aware of the full details and would want to put their name to a unique organisation from ground level. This will enable BiG to deliver its business plan, which is to serve many young children, teenagers and young men and women, inspiring and motivating them to unlock their potential.



3.5 BiG is in talks with some businesses but cannot and will not stand still and welcomes the opportunity to speak with anyone who is interested in investing in an organisation who delivers exciting and exclusive services, using the current and in flavour Appreciative Inquiry Education tool<sup>1</sup>.

3.6 If that is you, please contact Lionel Best on 07908 950 630 (**refer to the back page for full contact details**)

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<sup>1</sup> A positive educational tool using the 4D cycle - Discover (appreciate strength), Dream (visualise the future), Design (construct the future), Destiny (sustain improvements)

## 4. AFC Wimbledon under 12s versus BiG Elite

### 4.1



BiG held 3 separate trials to select an elite team made up of a mixture of under 12 and under 13s team of grass roots players to take on an AFC Wimbledon under 12s side in an 11 a-side match on the Dulwich Hamlet pitch.

The game was sponsored by Decathlon Sports who provided the kits for the BiG elite team and portable goals intended to be used for the game. However, both teams wanted to take advantage of this historic occasion and play on the whole Dulwich Hamlet pitch using the normal goals and, was it hard work for all the players on a very hot day!

4.2 The game consisted of 4 sets of 20 minutes. Most of the BiG elite players had never experienced playing 11 a-side football, and given that they are not a regular team, only had 1 training session together and are grass roots footballers, they played very well and done themselves proud.

4.3 The first quarter was very even where they matched AFC Wimbledon with their ball retention, moving the ball well and switching play at the right times. They kept their shape well when they did not have the ball, and at the end of the first quarter, only 1 goal separated the 2 sides which was a high shot into the goal. As they were big goals, that would have been unstoppable for most young goal keepers.

4.4 AFC Wimbledon showed their supremacy in the 2nd quarter moving the ball well in some nice passing patterns making the pitch look even bigger than it is creating gaps and forcing mistakes from the BiG elite team. AFC Wimbledon took advantage of these mistakes and scored another couple of goals.

4.5 The 3rd quarter was another good quarter by the BiG elite team where they found another gear and took on board information from manager Barry Clark and myself and as a result, created many chances. However, they could not capitalise these chances and were unable to score. AFC Wimbledon counter attacked well and made it 4 - 0 at the end of the 3rd quarter.



4.6 The BiG elite team were physically and mentally drained by the 4th quarter and it was difficult for them to meet the challenges thrown at them by a very good academy side and it was impossible to prevent another 2 more goals going in.

4.7 It was a very entertaining game for the supporters with lots of people complimenting both teams and the standard of the game. Well done BiG elite. You did yourselves justice and me PROUD!.

4.8 Thank you Jeremy and the AFC Wimbledon under 12s team for participating in this epic game. All the very best for your up and coming season and congratulations on AFC Wimbledon's promotion to league 1!

## 5. The BiG Dulwich Hamlets 'Old' Vs 'New' Clash

5.1 The 'Old' team comprised of old stars and some talented young players, which, in the spirit of BiG, provided an opportunity for the youngsters to showcase their talents. It was good seeing some old legends and friends representing the 'Old' boys who definitely gave a good account of themselves. In particular, it was nice to see Dulwich legend Lee Akers playing on the same team as his son Danny Akers at the Champion Hill stadium!



5.2



It was also pleasing seeing the 'New' Dulwich Hamlet made up of the main first team squad which made an historic and special experience for devout Dulwich Hamlet fans, seeing both 'Old' and 'New' battling together. And what a battle it was!

5.3 Both teams started steadily keeping the ball well building the play up slowly. In fact I would say that the 'Old' had better possession of the ball in the first half but some may say that may be a bias view. I did not start the game but joined the game with 20 minutes remaining in the first half replacing Rudi Hedman at centre back and with 10 minutes remaining in the first half, the 'Old' took the lead through Grant Watts, the former Dulwich and Crystal Palace star striker, following a one - two with young talent Amadou Kassarate.

“ Great day down Dulwich hamlet, rolling back the years and good to see all the faces, well Lionel Best, great show, can hardly walk today but well worth it for the memories and the kids loved it as mascots. Let's do it again in another 20 years!!!! ”

5.4



That goal obviously shook up the 'New' but the score remained 1 - 0 to the 'Old' at half-time. There were some fantastic, but heated moments from both teams in the second half and the game ended 2 - 1 to the 'New'. What an experience!

5.5 Thank you to both the 'Old' and 'New' for taking time out to play in this memorable game!



## 6. BiG Mascot programme

6.1 The Mascot Programme was part of “The BiG Dulwich Old Vs New Event - Opportunities for Young People to get involved and active” scheme, where BiG was providing a chance for children to get on the Dulwich Hamlet pitch. All parents had to do to enrol their children was to complete a registration form.



6.2



There were a total of 45 mascots who were fortunate enough to be part of this special day where they got a chance to first have a ‘kick-around’ on the Dulwich Hamlet pitch with ‘Old’ or ‘New’ stars and then walk with a star to be greeted by Councillor Dora, and feel special.

## 7. ‘Opportunities for the young to get involved and Active’ finals

7.1 BiG held 3 separate competitions heats which was held on the same day as the BiG Elite trials where the winners at each location would compete in a finals during half time of the BiG Dulwich Hamlets ‘Old’ versus ‘New’ clash. There were 2 different competitions - a dribbling assault course for 5 to 10 year olds and cross bar challenge for 11 to 15 year olds.



7.2 I would like to take this opportunity to thank Ten-Em-Bee Sports Development Centre, Alleyne’s School and L&SPSF for letting BiG use their venues to host the Elite trials and competition heats.

7.3 Both competitions consisted of 3 tries. The 3 finalist for the dribbling assault course had 3 opportunities to get their best time around the course without picking up any penalties (time added on), where they would lose 3 seconds for touching an obstacle at one of the 3 course points. For the crossbar challenge competition, all finalists had 3 attempts to hit the crossbar and if you did, you are into the next round.

7.4 The dribbling assault course was very close and the winner just pipped the second place dribbler. However, the crossbar challenge winner was on form hitting the bar as the first ‘kicker’ on his first attempt, therefore putting pressure on his 2 rivals from the start. Regrettable, they both missed the target on all 3 attempts.

7.5 What a fantastic occasion for them all to compete on the Champion Hill stadium pitch in front of many watching and cheering them on!



## 8. The BiG Training Programme

### 8.1

The BiG training programme was the post-match entertainment. There were 45 young people who took part in the programme but the difference between this and the Mascot programme, was that parents had to complete a registration form to enter their child / children into a draw to be selected onto the programme. The main draw was done by Councillor Dora, at the Mayor of Southwark's chambers, and by a member of the BiG Youth Group.



### 8.2



The training programme was managed by Barry Clarke who was assisted by a number of young volunteers. The children had a lovely experience participating in some fun training sessions on the Dulwich Hamlet first team PITCH!

## 9. The Mayor of Southwark, Dora Dixon-Fyle MBE

9.1 Councillor Dora Dixon-Fyle MBE, the former Mayor of Southwark was amazing all through this campaign. There was an entertainment session after the presentations in the VIP room which was attended by some parents and Dulwich Hamlet and BiG officials. I used this opportunity to thank the Mayor, for all her support and involvement which did really touch me. Councillor Dora was an amazing host when my colleagues, some children with parents and I visited her office. She spoke to the children giving them some insight into what she does and the role of a Mayor, took an interest in their education and offered advice on potential BiG business issues in Southwark.



9.2 At the VIP session, I discussed BiG's journey to-date and it's achievements, before handing over to my colleague Samuel O'kuoma who spoke about BiG's future under the *Think BiG Initiative Programme*. My old manager from my civil service days, and mentor Tahamina Khan then said a few words about conversations we had leading up to my decision to leave my 23 years career to set up BiG and gave her view on what she has observed watching my journey from afar over the last 5 years.

9.3 It was nice to hear Councillor Dora sum up the session by offering to help where she could to help BiG grow and expand!

## 10. The BiG Youth Group

10.1 A BiG thanks to the BiG Youth Group who helped design some of the competition activities but more importantly, acted as a very effective sounding board for me to test some of my ideas out on. They gave me their point of view on plans I had for some competitions and most importantly, the age range of each competition from their age-related perspective.

10.2

Rashaan one of the members of the group designed the dribbling assault course and did the remaining draw for the candidates to take part in the BiG training programme. The group also supported on the main day of the event working tirelessly to ensure the smooth running of the day.



10.3 Thank you so much team and well done for the part you played in this project! As I said during our initial meeting, this experience would contribute to the development of key personal skills, which you definitely exercised during this project!

## 11. The BiG Auction

11.1 The online auction was very exciting and a huge success. There were 8 items to auction and the final bids were as follows:

Item 1 - Signed Arsenal away shirt - £100

item 2 - signed Dulwich Hamlet shirt £80

item 3 - 1993 Arsenal Vs Sheffield Wednesday Cup Final Match day programme signed by Paul Merson - £35

Item 4 - Dulwich Hamlet Family Season Ticket for 2016 / 2017 season - £120

Item 5 - Signed Sunderland team emblem - £10

item 6 - Signed Northampton Town Shirt - £255

Item 7 - 2 signed Sunderland AFC shirts (1 ladies and 1 men teams) - £165

Item 8 - Signed AFC Wimbledon football - £25

totalling £790

11.2 Thanks to all those who participated in this auction to support this fund raising event!



**Glossary Terms**

<b>BiG</b>	BiG (Besty's Inspirational Guidance)
<b>BiG elite</b>	The BiG Elite Select Team
<b>Councillor Dora</b>	Councillor Dora Dixon-Fyle MBE
<b>DHFC</b>	Dulwich Hamlet Football Club
<b>L&amp;SPSF</b>	Lambeth & Southwark Primary Schools Football
<b>'New'</b>	Present Dulwich Hamlet players
<b>'Old'</b>	Old Dulwich Hamlet players
<b>'Old Vs New'</b>	Old Dulwich Hamlet team versus the current team
<b>The former Mayor of Southwark</b>	Councillor Dora Dixon-Fyle MBE

## Financial breakdown

<b>Sponsors</b>		
<u>Company</u>	<u>Purpose</u>	<u>Amount rceived</u>
Anthony Finnigan T/A Players Lounge	To cover 15 sets of kit	£180.00
Chris Best / CBEST Solutions Ltd	To cover 15 sets of kit	£180.00
Auntie Shirley / J. Mandleker Enterprises	To cover 15 sets of kit	£180.00
Decathlon	Donated 18 sets of kits and 2 mini goals	
Alpas sports	Provided all kits at a discount price	
Scarlet Bell Print	Providing 1,000 programmes for free	
<b>TOTAL</b>		<b>£540.00</b>

<b>Other donations</b>		
<u>Recipient</u>	<u>Amount received</u>	<u>Purpose</u>
Co-operative (East Dulwich branch)	£50.00	Towards embroidery on mascot t shirts
Jenny Celaire	£60.00	Towards embroidery on mascot t shirts
Barbara Lindsey	£10.00	Towards embroidery on mascot t shirts
Tony Finnigan	£10.00	Towards embroidery on mascot t shirts
Chris Best	£10.00	Towards embroidery on mascot t shirts
The PFA	£100.00	To go towards medals and trophies
Monica Best	£80.00	To go towards medals and trophies
<b>TOTAL</b>	<b>£320.00</b>	

<b>Other incomings</b>		
<b><u>Description</u></b>	<b><u>Source</u></b>	<b><u>Amount</u></b>
Pay what you want competition donations	Various people	£255.00
Donations on the day	Various people	£525.00
Donation	Dulwich Hamlet	£150.00
Player auction	Dulwich Hamlet supporters	£151.00
Online auction	<b>(5 people &amp; 8 items)</b>	£790.00
30% through food and ice cream sales	<b>(3 organisations)</b>	£170.00
<b>TOTAL</b>		<b>£2,081.00</b>

**OVERALL TOTAL**

**£2,941.00**

<b>Total Expenditure</b>			
<b><u>Description</u></b>	<b><u>Company</u></b>		<b><u>Amount</u></b>
Purchase Medals and trophies & engraving	Classic trophies		£330.00
Marketing costs	Catford Print		£99.85
Cost for training kits / BiG attire track suits	Alpas Sports		£774.00
embroidery of BiG logos	Protectall Ltd		£218.40
Operational costs			£251
General expenses			£500.00
<b>TOTAL</b>			<b>£2,173.25</b>

<b>TOTAL AMOUNT RAISED</b>	<b>£727.75</b>
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**Sponsors & Supporters**

1. Alpas Sports
2. Anthony Finnigan T/A Players Lounge
3. Auntie Shirley from Canada (on behalf J. Mandleker Enterprises)
4. CBEST Solutions Limited
5. Decathlon UK
6. Scarlet Bell Print
7. Ten-Em-Bee Sports Development Centre
8. Alleyn's School
9. L&SPSF



**Acknowledgements and thanks**

1. Paul Gbogidi (BiG Dulwich Hamlet Project Team member)
2. Samuel O’Kuoma (BiG Dulwich Hamlet Project Team member)
3. Dulwich Hamlet Chairman Jack Payne,
4. Dulwich Hamlet manager Gavin Rose,
5. Dulwich Hamlet officials Mishi Morath, Liam Hickey and Shaun Wilkinson
6. The Mayor of Southwark, Councillor Dora Dixon Fyle MBE
7. Paul Merson
8. Kelvin Thomas
9. Carlton Fairweather
10. Richard Spokes (Crystal Palace Ladies Team Chairman)
11. Jeremy Sauer (AFC Wimbledon Academy Manager)
12. Manfred Kwapong
13. Alleyn’s School
14. Ten-Em-Bee Sports Development Centre
15. L&SPSF
16. The BiG Youth Group
17. Giftbit for promoting the social media campaign
18. All helpers on the day (to many to mention)
19. All young helpers on the day (to many to mention)
20. **All my family and friends**

## Testimonials

*"May I take this opportunity to thank Lionel for a wonderful day. Frazer and Edzon had an amazing experience as team mascots. Due to Ed's disabilities, it's difficult for them to do things together, especially when your big brother's passion is football...being in a wheelchair is quite restrictive, and all Ed can usually do is watch from the sidelines! This was not the case at Dulwich. Ed got to be on the pitch, be a mascot and join in the training session beforehand too. It was a very memorable day, for a very worthy cause, and it was especially accessible and inclusive for Ed. Thank you so much for letting us be part of this magical experience."*

**Nikki Hunt (Parent of BiG Mascot Programme participants)**

*"Lionel Best, where do I start? I'll just keep it short and simple. Today was an absolute success. Once again, thank you for getting Aaron involved and myself being a witness to the start of something great (BiG). Based on today's turnout, you are truly an inspiration and have touched so many lives. I will always treasure the day Aaron met you. You really came down to his level and I saw a total / complete transformation. I am sure all the other boys can testify to that. I admire your humility, passion and zeal. BiG can only go from strength to strength and I'm looking forward to next year!"*

**Annalisa (Parent of BiG Mascot Programme participant)**

*"As a participant in the main adult game, it was really pleasing to attend early in the day to watch the u12s play and reflect on how the youngsters have the same love and passion, commitment and enthusiasm that bridges age, background and other differences. The whole day was influential reminder how sport unites, yet you need organisation and structure, BiG provided it"*

**Wesley Reid (former Dulwich Hamlet player and professional footballer)**

*"During Lionel's BiG event, I especially enjoyed being part of the match against Dulwich. We played at the first team pitch and it was great to be part of the old Dulwich team"*

**Ashan (Young player, who played for the 'Old' Dulwich Hamlet side)**

*"I enjoyed playing in the match against AFC Wimbledon. It showed the gap between grass roots and the academy level. It was a great experience"*

**Adam (BiG Elite Select Team player)**

*"I had a brilliant time competing in front of the crowd at the Dulwich stadium. We all had good fun and I hope there will be more things like this in the future."*

**Oliver (BiG Competition finalist)**

*"I had a great time watching the Dulwich match and playing football. Everyone got to join in and it was lots of fun"*

**Sam (BiG Football Training Programme participant)**

*"I loved being a mascot. It was really fun. I played football with the players and I was surprised that my sister Imogen went onto the pitch with the goalie. That was cool! I met the Mayor, it was a really hot day and I extremely enjoyed myself"*

**Freja (BiG Mascot Programme participants)**

*"I thought it was really fun being a mascot, we got to walk on the pitch with everyone watching. I went on with the keeper, he was really friendly. It was great fun passing with the players, I'm not brilliant at football but it really made me feel like I could play. Afterwards I met the Mayor, I felt really lucky to meet her and shake her hand. I loved every bit of the day!"*

**Imogen (BiG Mascot Programme participants)**





## **Lionel Best**

Inspirational Life Coach & Founder

**BiG (Bestys inspirational Guidance)**

Tel: 07908 950 630

[lionel.best@sky.com](mailto:lionel.best@sky.com)

[www.bestysinpirationalguidance.co.uk](http://www.bestysinpirationalguidance.co.uk)

[www.facebook.com/BiG2011](https://www.facebook.com/BiG2011)

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# **BiG**

BESTY'S  
INSPIRATIONAL  
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