



August 2026 **PRESS RELEASE**



AAA Foundation Announces 13th Annual Awards at Winstanley House After Supporting More Than 13,500 People Since 2023

Leicester charity prepares to honour unsung community heroes while continuing the powerful legacy of Antoin Akpom

The Antoin Akpom Achievements Foundation, widely known as the AAA Foundation, is preparing to host its **13th Annual Awards Presentation Evening** on Saturday **21 November 2026** at the prestigious Winstanley House, Hinckley Road, Leicester, LE3 1HX.

Set within a beautiful Grade II listed Georgian house surrounded by 168 acres of parkland, Winstanley House provides an elegant setting for an evening **bringing together extraordinary individuals, young people, community organisations, dignitaries, businesses and supporters to celebrate achievement, resilience and positive change.**

Founded by Cheryl Armatrading following the tragic loss of her son, Antoin Akpom, the AAA Foundation has transformed personal tragedy into a powerful movement for hope, opportunity and community action. Antoin was a passionate football coach and community entrepreneur who believed deeply in using arts and sports to help young people build confidence, develop skills and fulfil their potential. Thirteen years later, his vision continues through a Foundation that has now positively reached and supported at least **13,538 people since 2023 alone**, reached through its projects, outreach work, community support initiatives and programmes, demonstrating the continuing growth and impact of Antoin's legacy.



"I am doing this not only for my son's legacy, but for the young people he inspired."
— Cheryl Armatrading, Founder of the AAA Foundation



A Night Dedicated to Unsung Heroes

The AAA Foundation Awards are more than a celebration. They provide a powerful platform for recognising individuals and organisations whose dedication, courage and achievements can often go unseen.

The 2026 Awards Presentation Evening will shine a spotlight on those who are making a tangible difference in the lives of young people, families and communities.

Award categories recognise achievement across areas including Future Star, Community Contribution, Young Entrepreneur, Sports, Arts, Education, Life Long Contribution, Organisations and Humanitarian impact.

Guests will experience an inspiring evening of recognition, live entertainment and powerful stories celebrating resilience, creativity, achievement and service to others.

The event reflects a core belief at the heart of the AAA Foundation: recognition can inspire further change. When people feel seen, valued and celebrated, it can strengthen confidence, encourage aspiration and inspire others to take action within their own communities.



Thirteen Years of Challenging Behaviours and Changing Lives

For thirteen years, the AAA Foundation has worked to empower young people, support vulnerable families and strengthen communities through a wide range of initiatives.

Its work includes youth development through arts and sports, anti-knife crime and violence prevention, football programmes, arts and crafts, workshops, young entrepreneurship, heritage education, community trips, homeless support, anti-poverty initiatives, wellbeing projects, talent development and access to employment opportunities.

At the heart of this work is a commitment to nurturing creativity, developing life skills, strengthening self-esteem and opening doors to opportunities that might otherwise feel out of reach.

The Foundation's message remains clear:

Challenging Behaviours. Changing Lives.

By positively engaging young people and creating meaningful opportunities for development, the AAA Foundation works to help steer young people away from street crime and towards brighter, more fulfilling futures.

From Grassroots Action to Strategic Influence

Under Cheryl Armatrading's leadership, the AAA Foundation has developed strong relationships with community organisations and statutory bodies across Leicester and beyond.

The Foundation has worked alongside organisations including local councils, police, health services, violence reduction networks, community centres, charities, educational institutions and grassroots organisations.

Cheryl's longstanding community leadership has also included participation in strategic boards and panels involving representatives from children's services, policing, local government, criminal justice, healthcare, housing and violence reduction.

This ensures that the real experiences and needs of young people, families and communities encountered through grassroots work can contribute to wider discussions about policy, prevention and social change.

A Growing Legacy of Recognition

Over the years, the AAA Foundation Awards have welcomed a wide range of respected guests, supporters and community figures.

Previous attendees and honourees have included the Foundation's dedicated patron, renowned actor Winston George Ellis MBE, alongside dignitaries, councillors, influencers, television personalities and representatives from community and cultural organisations.

A previous Awards Gala also saw Muhammad Ali Jr. receive a Lifelong Legacy Award on behalf of his legendary father, while the event has welcomed guests connected with the Malcolm X Foundation and other notable community advocates. These moments have helped establish the AAA Foundation Awards as a distinctive celebration of community excellence, legacy and achievement.

Nominate a Community Hero

The AAA Foundation is calling on members of the public to help identify extraordinary individuals and organisations whose dedication deserves recognition. The Foundation believes some of the most impactful people in our communities are not always those with the biggest platforms or loudest voices. Often, they are quietly changing lives every day without seeking recognition.

The 2026 Awards provide an opportunity to bring those stories into the spotlight. Nominations can be submitted through:

linktr.ee/aaafoundation

Businesses and Supporters Invited to Be Part of the Story

As a small charity with a growing impact, the AAA Foundation relies heavily on funding, sponsorship, donations, partnerships and community support to continue its work. Businesses, organisations and individuals are invited to support the 2026 Awards through sponsorship, partnership contributions, product or service donations, raffle prizes or by sponsoring young people to attend the event. By supporting the Awards and the wider work of the AAA Foundation, sponsors are helping to create opportunities for young people, strengthen community programmes and ensure deserving individuals receive the recognition they deserve.

The Foundation also offers opportunities for sponsors to help young people experience the Awards through funded attendance and support towards clothing, helping create a memorable experience that strengthens confidence, dignity and belonging.

About the Antoin Akpom Achievements Foundation

The Antoin Akpom Achievements Foundation is a registered charity established to continue the legacy of the late Antoin Akpom, a football coach and community entrepreneur who used arts and sports as platforms to help young people develop skills and achieve their goals and aspirations.

Led by his mother, Cheryl Armatrading, the Foundation provides positive intervention, youth development, arts, sports, anti-knife crime awareness, community support and opportunities for personal growth.

Through its work, the Foundation aims to build self-esteem, confidence, resilience and empowerment while helping young people take a positive and active role within society.

Event Details

Date: Saturday 21
November 2026

Time: 7pm - 13am

Venue: Winstanly House

Nominations, Tickets and
Support:

linktr.ee/aaaafoundation

The Antoin Akpom Achievements Foundation proudly presents our

AAA FOUNDATION
REGISTERED CHARITY NO. 1173362

13th Dinner & Awards Gala Night

Join us for an evening of elegance and inspiration as we celebrate the remarkable individuals and organisations transforming our communities.

Saturday 21st November 2026
7pm - 12am

WINSTANLEY HOUSE

Taking place at the stunning Winstanley House on Saturday 21st November, this prestigious event will feature a three-course dinner, live entertainment, and our highly anticipated awards ceremony honouring unsung heroes and rising stars.

CELEBRATE LEGACY. CELEBRATE EXCELLENCE. CELEBRATE COMMUNITY.

EARLY BIRD TICKET PRICE	STANDARD TICKET PRICE
Adult £50 Under 25yrs £25	Adult £55 Under 25yrs £30

Winstanley House
Hinckley Road
Leicester, LE3 3GD

BLACK TIE

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Media Enquiries

For further information about the AAA Foundation, the 2026 Awards, sponsorship opportunities, nominations, or to arrange an interview with Founder Cheryl Armatrading, please contact:

Antoin Akpom Achievements Foundation

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Website: www.aaa4success.co.uk

Information, nominations and tickets: linktr.ee/aaaafoundation