

The impact of Sportivate on anti-social behaviour

Sportivate has seen huge success providing sports activities for a range of young people. The Year Three Annual Evaluation (2013-2014) shows that the percentage of young people retained, versus the number engaged is continuing to rise. As Sportivate has evolved over the last few years, partnerships with community organisations have strengthened.

One area that has increased significantly over the past few years is work with the police, as well as other partners striving to engage young people at risk of anti-social behaviour.

Sport England projected investment in Sportivate projects in partnership with the police

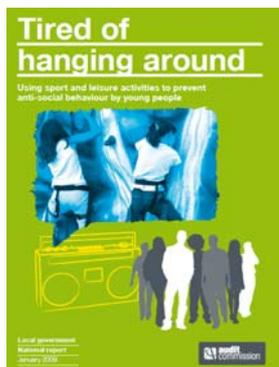


The year 4 plans outline 47 projects working with the police across a range of sports. Projects are most concentrated in West Yorkshire and Wolverhampton.

This case study aims to:

- Identify some of the great partnerships that exist to target hard to engage young people and those at risk of anti-social behaviour
 - Examine some of the key success factors of projects targeting these young people
 - Outline the key message for projects targeting these young people

Background information



The 'Tired of Hanging Around' report published in 2009 by the Audit Commission identifies some key factors when delivering projects for groups at risk of causing anti-social behaviour:

- Projects need to recognise the tensions and divisions between groups of young people based on race and cultural differences
- Projects need to ensure they have strong exit routes or they will have limited impact and could result in greater alienation due to unrealised expectations
- Positive relationships with neighbourhood policing teams (community police officers (CPOs) and police community support officers (PCSOs)) are valued by young people

Other documents that may be of interest for information about sports participation amongst hard to engage groups are: Game of Life (Sport and Recreation Alliance, 2012) Sportworks: Proving the Value of Sport (Sported, 2013)

Police projects to date have seen greater success in targeting semi sporty and non sporty participants than Sportivate projects overall, most notably, 5.5% fewer sporty young people.

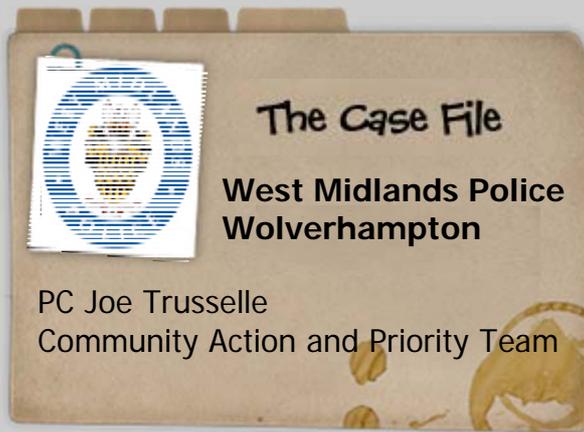
	non-sporty	semi-sporty	sporty
Year 3 Sportivate*	11.50%	57.40%	31.30%
Police led projects^	18.20%	56.00%	25.80%
Difference in sportiness	↑ 6.7%	↓ 1.4%	↓ 5.5%

*Year Three Annual Evaluation data. ^Sample: n=111 retained young people from 7 projects

"The Sportivate programme is a fantastic initiative which makes a real impact within the heart of our communities. Our project enables young people to access FREE sports sessions on their own doorstep with many of the session leading to an accredited qualification. Sporting activities are a brilliant platform to attract and engage young people, giving them something to do which will help contribute to reducing anti-social behaviour across the City" PC Joe Truselle, West Midlands Police



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How does it work?

Joe applies for funding on behalf of local deliverers. So far he has applied for funding across 10 sports. The aim is to reach 20 in the next year. 2 members of police staff are allocated to each project and attend the sessions.

Key aims:

- Provide diversionary activities
- Engage with young people, especially those aged over 17 years
- Provide staggered activities available every day of the summer holidays

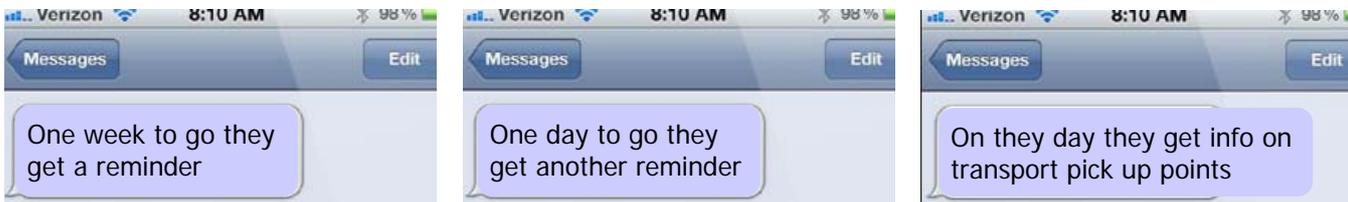
Promotion and communication

Nearly all recruitment is achieved through social media channels—Facebook and Twitter. The event promotion site 'Eventbrite' has also been used to list all the events, making it easy for young people to find out what's happening and sign up.



Between them, West Midlands and Wolverhampton Police have 112,932 followers on Twitter and 69,365 friends on Facebook. Wolverhampton Today (City Council) have 33,341 friends on Facebook and 8,399 followers on Twitter. This provides an excellent infrastructure for promoting activities.

When a young person signs up for a programme, they receive text messages from the police to remind them about the session. The text service is set up from the police email addresses.



Transport is a key incentive in getting people to take part. With great sessions and high quality providers, if young people can be delivered to the sessions, they will find ways to go back of their own accord. During the sessions, information on bus routes etc. is given to ensure they can return. Joe says 'getting a young person to 2 of our sessions is enough to get them hooked'.

Partnerships with clubs are crucial. The clubs involved are known to local police officers. Joe liaises with the NGB for each sport before submitting the application to make sure the club is in a strong position to support the young people.



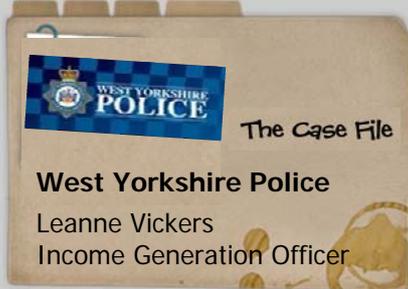
Sailing project run by West Midlands Police

CSP perspective—Black Country

- Joe submits high quality projects that achieve sustainability.
- The price per head is no higher for these projects than for any others.
- Incentives have worked well as part of these projects—especially the great discounts on club membership.



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How it works

A significant cut in community funding for West Yorkshire Police force saw a limit to how much resource engagement officers had to invest. Sportivate was a great opportunity to provide structured sports sessions with equipment and coaching. Local police officers identify projects through their knowledge of their local area.

The highlights - West Yorkshire Police use Sportivate to target members of the community who don't tend to engage with the police on a regular basis and often don't report crimes as a result, for example, disabled young people and those from BME communities. Sportivate provides an opportunity for the police to strengthen their relationships with these members of the community.

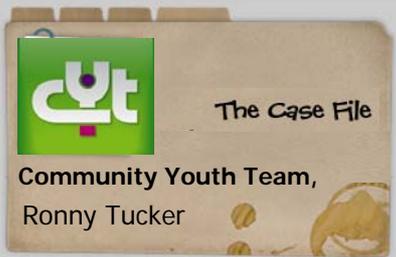


How it works

The local Council identified a group of very challenging and disaffected young people who were regularly committing anti-social behaviour. Adrian, at the YMCA, was contacted and worked with SASSOT to put together the boxing project.

The project was so successful, the council awarded £2,337 for the sessions to continue. Further funding has also been secured.

In this very deprived area, marketing online is not possible as most young people do not have phones or the internet. Adrian, knocked on each door in the street to find out what the young people wanted to do and arranged the chosen activity (boxing) to suit them. Transport was included. Since taking part, many of the young people have reengaged with education.



How it works

Young people who are on the verge of committing crimes are referred to the community youth team. Youth workers promote non contact boxing opportunities through word of mouth to the young people. Sheffield City Council has provided the funding for Youth Workers to be trained as boxing tutors so that they can continue to deliver sessions around the city.

Participants who attended all sessions were rewarded with a t-shirt, trophy and certificate on a presentation night at the end of the project. Information is presented to the young people about where to continue to take part, signposting them to local gyms and boxing clubs.



How it works

Rob Hardy, Community Programme Manager for Sutton United FC heads up the Sports for Social Change Network which is led by the Community Action Zone Trust - formerly a Sport Action Zone. The group heard about Sportivate opportunities from the home office.

Two projects were funded in partnership with the local police, a football-based project on the Benhill Estate and a boxing project.

The key objectives are to support the development of further partnership working between Sutton United FC and the Safer Neighbourhoods Team in Sutton and to deliver projects to provide opportunities for young people to participate and as a distraction from anti-social behaviour.

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In view of the information on the previous pages, there is some clear best practice that will ensure that projects targeting hard to engage young people are successful. Creating good partnerships with new providers and deliverers and using this best practice may provide scope for Sportivate to deliver on more than just an increasing participation agenda.

The Sport England Sportivate Team has identified a key message about Sportivate projects targeting hard to engage young people that aim to have an impact on social agendas.

Be clear about the social outcomes and measure them

Any project that is delivered by, or in partnership with, organisations such as the police, YMCA or local authority community safety teams will not only be looking to increase participation in sport and physical activity, but will no doubt also have a social outcomes agenda.

Sport has the power to impact across many agendas as we know from the research in this area, however, demonstrating this social impact is difficult. All Sportivate projects aiming to improve young people's lives must recognise their impact on social outcomes and be able to demonstrate that impact.

As shown in the examples on the previous pages, the outcome could be to engage with young people not currently engaging with the police, or to provide diversionary activities during school holidays. Once you are clear about what the outcomes will be, you can tailor your measure of success. That may mean that you monitor:

- Engagement/performance reports from school
- Young person responses on a pre and post session survey (such as '[Feeling the Difference](#)', West Midlands Police community engagement survey)
- Police data to track changes in reported cases of anti social behaviour

(some projects are trialling this data collection with police and there will be a supplementary update to this case study after the first data has been collected and analysed)

This identification of the social outcome and the data collection to demonstrate cause and effect will be the mark of a successful project targeting hard to engage young people.

StreetGames 'How to' guide:

StreetGames are producing a 'how to' guide that includes some guidance and advice for organisations looking to work with young people in order to address social outcomes around health and community safety. This can be found on the StreetGames website from December 2014. The key messages in this document are similar to those presented in this case study.

To run a successful project for this group of young people you will need:

- an understanding of the target group and their cultural identities
- an appreciation that interventions must be sustained in the long term or risk exacerbating young people's frustrations
- an appropriate monitoring and evaluation framework to measure the social outcomes (as well as the sporting outputs).

This will allow Sport England and StreetGames to make the case for further funding to help sport contribute to better social outcomes for young people at risk of committing ASB.

Thanks to The Black Country Sports Partnership, Sport across Staffordshire and Stoke-on-Trent, West Yorkshire Sports Partnership, West Yorkshire Police, West Midlands Police, Hanley YMCA and StreetGames



Images courtesy of Black Country Sports Partnership, scuba diving project in partnership with West Midlands Police

