



**SPORT  
ENGLAND**

# Creating safer communities

Reducing anti-social behaviour  
and the fear of crime through sport

Shaping places through sport

# How sport benefits every community

**“Sports participation creates so many opportunities – not only providing obvious health benefits, but also less tangible benefits associated with community cohesion and personal achievement, through, for example, helping to develop community networks, providing positive activities for young people and creating competitive opportunities. Above all, it is also an enjoyable pastime!”**

**Will Tuckley**, Chief Executive of the London Borough of Bexley

## Introduction

This paper is one of a series of five papers aimed at policymakers and practitioners who are looking to use the ‘power of sport’ to help shape their local areas and to advocate the value of sport with partners to deliver local objectives.

In focussing on the role sporting organisations and related projects can play in reducing anti-social behaviour and the fear of crime the paper will be valuable to you because it:

- highlights key national policy announcements, programmes and initiatives impacting on the environment within which community sport can be sustained, can grow and can contribute to the development of talented players;
- presents the evidence to justify why community sport can contribute to a range of other shared priorities; and
- shares case studies to bring to life the benefits to local communities and the enjoyment that people can get from being involved in sport.

## Context

In June 2008 the Government launched *Playing to win: A New Era for Sport* which sets out its answers to the complex questions that sports development in England faces in the run up to the 2012 Olympic and Paralympic Games. The Department for Culture, Media and Sport (DCMS) Secretary, Rt. Hon Andy Burnham MP, says in his introduction:

“Sport is ultimately about people... We want to liberate sport’s experts and elite performers to inspire more people to get off the couch and back in to sport, to sustain their enthusiasm and provide a quality experience which will allow individuals to excel”.

*Playing to win: A New Era for Sport, DCMS, 2008*

In announcing a new partnership between Sport England and National Governing Bodies of sport (NGBs), the Secretary of State made it clear that he expects governing bodies “will be challenged to expand participation and provide more quality coaching for more people” and “to build a modern club structure welcoming and accessible to all”. He went on to say that he believes “we should value sport because it is good in and of itself” and that “sport is often at the heart of a community, helping places live and thrive”.

In this context, *Playing to win* recognises that local authorities “are best placed to know the needs of local populations, and are directly accountable for meeting them. Each area will have their own targets for participation, set locally, not by central diktat, as an extra way of ensuring no group or community is left behind”.



In response to this new era for sport, Sport England has simultaneously launched its own strategy for 2008-11. It highlights the need for a world-leading community sport system:

- to grow participation in sport and to lower drop-out rates amongst 16 to 19-year-olds;
- to sustain participation through better quality sporting experiences; and
- to increase the size and widen the diversity of the pool of talented English sports players helping them to excel.

The new strategy recognises the need for Sport England to add value to the sports sector and to deliver this by:

- working with and through NGBs, commissioning them to achieve the key outcomes identified in the strategy;
- working with local authorities to support, sustain and secure investment in community sport;
- working with the Further Education and Higher Education sectors to grow and sustain participation amongst young adults;
- engaging with other partners to influence their investment in sport or to draw on their specialist expertise (e.g. equality groups and the voluntary sector); and
- creating new partnerships with the private sector to lever investment and new skills for community sport.

Sporting organisations and NGBs will need to work with local authorities in order to ensure that sport benefits from being included in Local Area Agreements (LAAs), Sustainable Community Strategies, Comprehensive Area Assessments and the Living Places Partnership programme.

Sport England is determined to build on the strong working relationship with local authorities and their local partners that has seen sport emerge as one of the 'top 20 priorities' in the new LAAs announced in June 2008, with more than half of these LAAs including adult participation in sport and active recreation as a key priority.

Sport England Chief Executive, Jennie Price, has confirmed that:

"We are committed to working in partnership with local authorities, supporting their work around sports and sharing our expertise to ensure that local government's considerable investment in sport delivers the maximum possible value".

[Sport England press release on LAAs, July 2008](#)

And part of that maximum value is the role sporting organisations can play in helping to shape places through sport. Sport can make a contribution to many of the shared priorities with local government, local strategic partnerships, and the other local and regional partnership structures.

This paper on *Creating safer communities* is one of five papers which advocate the value of sport in shaping places. The other four papers contain similar information on sport's role in addressing:

- *Building communities: Developing strong, sustainable and cohesive communities through sport;*
- *Healthier communities: Improving health and reducing health inequalities through sport;*
- *Increased prosperity: Increasing skills, employment and economic prosperity through sport; and*
- *Transforming lives: Improving the life chances and focussing the energies of children and young people through sport.*

All are available as pdf documents on the Sport England website, together with an *Executive summary*.

# Are you working to create safer communities?

## Headlines

### How will this paper help?

People and partnerships that plan and prioritise need in local communities can use the power of sport as a positive tool to help realise their places potential and to help deliver their goals and outcomes. Sport helps to achieve reduced anti-social behaviour and fear of crime outcomes in:

- Local Area Agreements;
- Sustainable Community Strategies;
- Crime and Disorder Reduction and Anti-Social Behaviour Strategies;
- Local Policing Plans; as well as
- Public Service Agreements (PSAs).

### What outcomes can sport achieve?

Regular involvement in sport can benefit individuals and communities and contribute to a range of positive outcomes including:

- A reduction in youth offending and anti-social behaviour;
- An increase in the culture of respect and tolerance among young people;
- A reduction in crime and in alcohol and drug misuse;
- A reduction in the fear of crime.

### Where's the evidence?

The connection between sport and reducing anti-social behaviour and the fear of crime is supported by key research including:

- *Leisure contexts in adolescence and their associations with adult outcomes: a more complete picture*, which identified that sports participation reduced the likelihood of negative adult outcomes, as part of a rural development programme;
- Evaluations from *Positive Futures* that demonstrate that sport can positively impact on educational under-achievement, anti-social behaviour and youth offending as part of a personal development programme;
- Reviews and research on volunteering and community cohesion, including from the Institute of Community Cohesion, which conclude that sport has a key part to play in developing social capital and facilitating cross cultural understanding.

### How can sport help?

Sports interventions to help reduce anti-social behaviour and the fear of crime can be planned and delivered with sports organisation within the area, including County Sports Partnerships, National Governing Bodies of sport and School Sport Partnerships, working with local authorities, the police, youth agencies, drug and alcohol action teams and Crime and Disorder Reduction Partnerships.

Strategic needs assessments and the development of targeted interventions for reducing anti-social behaviour and the fear of crime can be informed by data on participation in sport from the Active People Survey and the Active Places database – see page 13.

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There is a strong body of evidence on the impact that regular involvement, participation and engagement in sport can have on increasing skills, employment and economic prosperity. The table on the following page summarises the benefits to individuals and communities and how that in turn contributes to key outcomes.

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**“Sport offers a way of helping young people to build their confidence and self-esteem, overcome behavioural issues and acquire life skills in a context more likely to appeal to those who are disenchanted with, or disengaged from school. It can also reduce involvement in crime and anti-social behaviour and improve attainment, particularly when combined with learning”.**

*Aiming high for young people: a ten-year strategy for positive activities, DCFS/HM Treasury, 2007*

**“The power of sport is simply huge. It can transform peoples lives in so many ways. It can improve personal health, build teamwork and even turn the most disaffected of young people into disciplined athletes. Sport can also change communities. Sport can unite communities – and the country as a whole – in common cause”.**

*The Power of Sport – Sport and Cohesion Toolkit, The Institute of Community Cohesion, 2007*

## Regular involvement in sport

### Sports:

- Activities and events
- Clubs and groups
- Coaching
- Competition
- Courses and skills programmes
- Facilities
- Leadership
- Mentoring
- Training and employment schemes
- Volunteering

## Individual and community benefits

- Increased social interaction and new relationships and role models
- Reduction in boredom and sense of alienation
- Increased sense of personal achievement, confidence and self-esteem
- Improved skills and confidence to make decisions and deal with life's changes
- Increased educational attainment and workforce skills and qualifications
- Increased employment opportunities
- Increased use of community facilities and space
- Increased attractiveness of neighbourhoods as places to live and work
- Stronger identification with local community and sense of place
- Increased knowledge of local services and engagement with community issues
- Increased knowledge of health and healthy lifestyle issues
- Adoption of more active and productive lifestyles
- Improved mental health and feeling of well-being

## Key outcomes

- Reduction in youth offending and anti-social behaviour
- Increase in the culture of respect and tolerance among young people
- Reduction in crime and in alcohol and drug misuse
- Reduction in the fear of crime

**Sport can also contribute to the Public Service Agreement to make communities safe (PSA 23)**

## What are the key drivers for sport and creating safer communities?

**“Positive Futures is not about a young person turning up once a week to a sports training session for six weeks. It’s about a skilled team working with that young person to help them build their self-confidence, find out what they are good at and support them into education, training and employment by building their skills repertoire”.**

*Knowing the Score – Positive Futures Case Study Report, Home Office, Sheffield Hallam, 2006*

Anti-social behaviour and fear of crime continue to be recognised as a significant public concern. Everyone wants to live in a community where they feel safe and low crime rates have been identified as the single most important factor determining where people want to live.

It is widely accepted that to achieve a reduction in anti-social behaviour and in the fear of crime a combination of factors is required. Within this sport is recognised as having an important part to play.

Sports activities and competitions, sports volunteering, sports leadership, sports training and sport employment schemes help develop individuals and communities, encourage healthier and more productive lifestyles and create inclusive communities and neighbourhoods that provide a shared identity and sense of place.

Evidence from the 2005/06 Active People Survey shows that:

- over 8.5 million people, 21% of the population 16 years and over, currently participate in moderate intensity sport and active recreation for at least 30 minutes at least three times a week;
- a further 11.5 million people currently participate at least once or twice a week; however
- just over half of the population, 20.6 million people, do not participate at all.

The Government has recognised that an important legacy from the 2012 Olympic and Paralympic Games (London 2012) will be increased levels of sport and physical activity. It has set an aim “to engage a million more people in regular sport participation” as part of an overall ambition to get two million more people physically active by 2012.

*Playing to win: A New Era for Sport, DCMS, 2008*

Providing more opportunities to participate in sport and encouraging more people, in particular young people, to increase their levels of sporting activity will have a substantial positive impact on anti-social behaviour and the fear of crime.



Key policy drives on creating safer communities include:

- *Cutting Crime (2008)* – the national crime strategy setting out a strategic framework for tackling crime and increasing community safety. Sport is recognised as contributing two strands – early intervention and prevention. The Government’s *National Community Safety Plan (2008)* also acknowledges the contribution of sport to delivering safer communities PSAs;
- the Government’s *Respect* programme, now integrated within the Young People’s Taskforce, outlines a broad approach to help tackle anti-social behaviour and its causes, and to build a culture of respect among and between generations and communities. This includes providing activities and places to go for young people to be active; and
- the national strategy *Aiming high for young people: a ten-year strategy for positive activities* has also been published in which sport is recognised as having a significant role in improving the lives of young people.

# What are the key drivers for sport and creating safer communities?

“When young people participate in sports or have access to physical education, they can build up their health and self-esteem, use their talents to the fullest, learn the ideals of teamwork and tolerance, and be drawn away from the dangers of drugs and crime”.

**Kofi Annan**, former secretary general of the United Nations, Introduction to the 'Report on the International Year of Sport and Education', United Nations, 2005



## Insights

### **Sport can contribute to the Public Service Agreement:**

- Make communities safer (PSA 23).

### **Sport can contribute to the following Departmental Service Objectives (DSOs) on creating safer communities:**

- Keep young children and young people on the path to success (DCFS); and
- Ensure young people are participating and achieving their potential and beyond (DCFS).

### **Sport can contribute to the following National Indicators on creating safer communities:**

- Participation in volunteering (NI6);
- Perceptions of anti-social behaviour (NI17); and
- Perceptions that people in the area treat one another with respect and consideration (NI23).



## What are the key drivers for sport and creating safer communities?

**“A multi-agency approach is needed to improve the quality of life in neighbourhoods, which recognises that while crime and safety is part of the problem, wider community issues such as activities for children and young people play a big part”.**

*Neighbourhood crime and anti-social behaviour – making places safer through improved local working, Audit Commission, 2006*

The 2007 Comprehensive Spending Review and PSA targets identify making communities safer, including tackling crime and anti-social behaviour, as priority outcomes. This is further reflected in the new National Indicator Set for local authorities and local authority partnerships.

At a local level reducing crime, tackling anti-social behaviour and reducing the fear of crime feature in every Sustainable Community Strategy and Local Area Agreement. Crime Reduction Partnerships are in place to plan and commission services to tackle specific local issues and local authorities have new statutory responsibilities to ensure all young people have access to positive activities, including sport.

The next few years, including the lifetime of the new LAAs, present a unique opportunity to promote a step change in the culture of sport, embedding sport into the fabric of daily life of local communities and delivering huge socio-economic and health benefits linked to the specific National Indicators identified on the previous page. The challenge will now be to ensure that the local delivery plans are robust enough to meet the targets set for these Indicators within the LAAs.

The evidence base that demonstrates how sport can contribute to a reduction in anti-social behaviour and the fear of crime is growing. Sport can engage people, bring about positive change and create more inclusive and welcoming environments. Sport also helps develop social capital and more cohesive communities.



“Evidence shows that how young people spend their leisure time really matters. Participation in constructive leisure-time activities, particularly those that are sustained through the teenage years, can have a significant impact on young people’s resilience and outcomes in later life. International evidence demonstrates that participation in positive activities can: help to improve attitudes to, and engagement with, school; build social and communication skills; help young people avoid taking risks such as experimenting with drugs or being involved in anti-social behaviour or crime and improve their self-confidence and self-esteem”.

*Aiming high for young people – a ten-year strategy for positive activities, Department for Children, Families and Schools/HM Treasury, 2007*

## What is the evidence on the impact of sport?

**“The overall effect of sports club participation reduced the likelihood of negative adult outcomes. In other words, going to sports clubs was a predictor of favourable later-life outcomes”.**

*Leisure contexts in adolescence and their associations with adult outcomes: a more complete picture, Robson and Feinstein, Centre for Research on the Wider Benefits of Learning, 2007*

### Positive activities

Sport as a positive activity for young people has a beneficial impact over both the short and long-term. The recent research report *‘Leisure contexts in adolescence and their associations with adult outcomes: a more complete picture’* explored the leisure-time activities of survey participants in their youth, one of which was participation in sports and community centres, and looked at who went on to become socially excluded as adults. The research found that the activities young people engaged in had a significant additional association with their chances of later adult social exclusion. It concluded that to reduce the likelihood of exclusion in later years young people should be engaged in a combination of activities, within which sport makes an important contribution.

Research undertaken into volunteering by young people for the Russell Commission Report, 2005 identified that sports volunteering plays an important role in developing young people as active citizens who engage positively with their community. Sport was identified as the most popular volunteering activity for young people and was also identified as particularly effective at engaging hard to reach groups, including disaffected young men.

### Supporting young people and preventing anti-social behaviour

*Positive Futures* is a national social inclusion programme that uses sport and leisure activities to engage with disadvantaged and socially marginalised young adults. In 2007 it operated 124 projects across England and is supported by a comprehensive and ongoing evaluation programme.



Findings from the *Positive Futures* programme show that many young people have been helped with a range of social issues including educational under-achievement, anti-social behaviour and drug and alcohol awareness. The project evaluation reports identify sport as an activity that attracts and engages young people around which a range of social and personal developmental work can take place.

## What is the evidence on the impact of sport?

**“The hundreds of sports bodies, which are generally constituted on a voluntary basis, can also draw people together, across boundaries, and facilitate cross-cultural understanding”.**

*The Power of Sport – Sport and Cohesion Toolkit, The Institute of Community Cohesion, 2007*

“As well as providing a space in which people can escape their wider troubles through an intense, unself-conscious involvement with a physically rewarding activity, more generally, sport can provide spaces in which participants may:

- enter unfamiliar locations and meet new people;
- talk and reflect upon relationships and performances;
- be encouraged by coaches and peers to take personal and mutual responsibility, thus refining their sense of both individual potentials and mutual dependencies;
- experience strong and open inter-generational contact, thus fostering more respectful forms of interaction;
- be encouraged to recognise the importance of partnership, consensus and reliance on others through their own experience”.

*Knowing the Score – Positive Futures Case Study Research Final Report, Home Office/Sheffield Hallam University, 2006*

### **Cohesion and fear of crime**

Sport helps to build positive relationships within and across communities, change perceptions and help address fear of crime. *The Power of Sport – Sport and Cohesion Toolkit* from the Institute of Community Cohesion concludes that sport has a key part to play in developing social capital and facilitating cross cultural understanding.

Developing active programmes of use and refurbishing out of date or unsafe facilities breathes new life into areas and changes patterns of use and perceptions of safety. Well-designed and high quality new sport and recreational facilities and open spaces, with sustainable future programmes of sporting use, can make a significant contribution to the physical and economic regeneration of an area and create a sense of belonging, place and pride.



“If social capital – the loose associations and networks which enable people to work together and establish neighbourliness and trust – becomes a key part of public policy, then sporting links and associations will inevitably be seen as more important. . . The hundreds of sports bodies, which are generally constituted on a voluntary basis, can also draw people together, across boundaries, and facilitate cross-cultural understanding”.

*The Power of Sport – Sport and Cohesion Toolkit, The Institute of Community Cohesion, 2007*

**“Local authorities are now under a duty to secure access to positive activities for young people. This could include provision such as homework or special interest clubs, volunteering or sports and physical activities as well as a wide range of cultural activities”.**

*The Respect Handbook, Home Office, 2007*

### Working with partners

As set out in Sport England’s *Strategy for 2008-11*, significantly increasing sporting opportunities requires a world-leading community sport system of sports facilities, people, activities and events with the capacity to engage and retain adults and young people in sport. This requires effective partnerships and an approach to commissioning that recognises the role of public, private and community organisations as deliverers within different settings.

London 2012 provides a unique opportunity to enthuse people throughout England about sport and to increase participation. London 2012 will inspire and motivate many people to take part in sport. Over 100,000 adults and young people will have the opportunity to be involved as a volunteer or as a paid employee and an estimated 9.4 million spectators are expected to attend.

*Playing to win*, puts a new focus on all of the sporting landscape partners (Sport England, UKSport, Youth Sport Trust and sportscoach UK) collaborating to deliver key outcomes.

The new Sport England strategy sets out how NGBs will be commissioned to deliver the key sporting outcomes and also highlights how high quality sporting experiences will be delivered in partnership with local communities.

“We will engage other partners – such as Local Authorities, equality groups and the Third Sector – to influence their investment in sport or to draw on their specialist expertise”. In addition Sport England will “also engage with Local Government via the Improvement Agenda, Sustainable Development Strategies and Comprehensive Area Assessment”.

*Sport England Strategy 2008-11, Sport England, 2008*



Local authorities, the police, youth agencies, drug and alcohol action teams and Crime and Disorder Reduction Partnerships should all engage with sporting organisations who can help them:

- consult on, and understand, the needs of the area;
- share and interpret data; and
- develop programmes and activity to meet mutually beneficial outcomes.

### Shared data

To support the planned provision of sport and ensure it tackles local priorities accurate data is now available on participation by adults and young people aged 16 years and over for every local authority area from the Active People Survey, as set out on the following page.

### The Active People Survey, carried out by Sport England in 2005/06 is the largest, most comprehensive survey of participation in sport and active recreation ever undertaken in England, involving 363,724 adults, age 16 and over (a minimum of 1,000 adults in every local authority in England).

#### The Active People Survey

The Active People Survey is continuing on an annual basis over the next three years starting 2007/08. Active People Survey 2 is being conducted from October 2007 to October 2008; Active People Survey 3 will be conducted between October 2008 to October 2009; and Active People Survey 4 will be conducted between October 2009 and October 2010. Active People Survey 2, 3, and 4 are based on an annual local authority sample size of 500 adults.

Data from the 2005/06 Active People Survey are available for every local authority area in England on:

- the type, frequency, duration and intensity of people's participation in different types of sport and active recreation;
- volunteering;
- club membership;
- receiving tuition from an instructor or coach;
- participation in competitive sport; and
- satisfaction with local sports provision.

This data provides valuable information for the population as a whole and for specific priority groups, including disabled people and people from black and minority ethnic communities and those in lower socio-economic groups. For example it provides information on:

- satisfaction with local sports provision by age group;
- levels of volunteering in sport by gender; and
- the number of young people doing no sporting activity.

#### The Taking Part Survey

The Taking Part Survey is the national survey of culture, leisure and sport commissioned by DCMS with a sample size of around 29,000 households each year from July 2005. The sporting questions include information on participation, levers and barriers to participation and spectatorship of sport.



#### Market Segmentations

Sport England's analysis of market segmentation can also help with future targeting of investment, initiatives and marketing. By combining the Active People and Taking Part Surveys with other data sources the segmentation provides a more detailed understanding of the sporting market, and potential participants. It provides information on 19 distinct segments which highlight participation behaviours in the context of lifestyles and total lifecycle. This will enable initiatives to be developed and promoted that are most likely to succeed in increasing participation.

#### The Active Places database

Active Places identifies where sports facilities are located across England. It includes information on a wide range of local authority, club and commercial facilities, including sports halls, swimming pools, golf clubs, health and fitness centres, community sports centres and ski-slopes.

To access Active People and Active Places data, and information on market segmentation, visit the following websites:

[www.sportengland.org](http://www.sportengland.org)  
[www.sportengland.org/research](http://www.sportengland.org/research)  
[www.activeplaces.com](http://www.activeplaces.com)



## **And it works!**

**If more public, private, community and sporting organisations and individuals work together in the future, the positive impact of sport on all of the population could be that much greater. The case studies on the following pages provide just a few examples of how this can be achieved.**

# Directing young people away from drugs, anti-social behaviour and crime – Parkour in Westminster

## Case Study

### Westminster's Positive Futures project has successfully engaged young people, including young people from black and ethnic minority groups, in the sport of 'Parkour'.

#### Background

Parkour is about the art of movement in an urban environment. It combines running, jumping, climbing, dropping and balance and teaches self discipline, self control, co-ordination and core stability. Eugene Minogue, a Sports Development Manager in Westminster, recognised the potential of Parkour: "This is an innovative way of involving young people in an exciting new sport which is really capturing their imagination. We actually go out and do it in the community. It's our way of breaking the 'no ball games' culture on the estates in Westminster".

#### How it works

The Westminster Positive Futures project focuses on young people aged between 8-19 in the most deprived wards of the Borough. It uses sports and arts-based activities to assist young people in their personal development and provide opportunities for education, training and employment.

Parkour forms a key element of the project's approach and has proved very valuable in getting difficult to engage young people into sport and physical activity, in increasing their self confidence and improving their social skills. Eugene Minogue adds: "It's fantastic that it has proved very popular with a section of Muslim girls who typically are very difficult to engage in physical activity. They love the classes and enjoy keeping themselves fit and active too. We think the reason Parkour is so successful has a lot to do with the fact that it is non-competitive, easy to pick up, can be done anywhere".

The local police are supportive of the initiative and see the need to provide young people with different types of diversionary activities. There is an element of risk with Parkour but the risks are calculated and the moves are only undertaken after careful training. They are taught the basic techniques indoors and the coaches teach the young people to approach things carefully and work within their own physical limits before applying the techniques outside under close supervision. All you need to do Parkour is a pair of trainers in order to participate.



The instructors work in collaboration with Westminster Positive Futures to deliver Parkour in three areas:

- a weekly youth academy which offers free training for under-19s in Westminster;
- several schools, both primary and secondary in Westminster have incorporated Parkour into their physical education curriculum; and
- specialist Parkour parks are also being constructed in London to provide dedicated places to practice safely all year round.

The project is working towards national accreditation.

#### Key outcomes

During the summer 2006 the council managed to reduce youth crime by over 50% through encouraging young people to get involved with sports such as Parkour as part of an overall programme to tackle youth crimes and anti-social behaviour.

For further information contact: Eugene Minogue, Sports Development Manager, Westminster Sports Unit:

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[020 7641 5891](tel:02076415891)

# Encouraging active citizenship and reducing anti-social behaviour – ‘Be Active’ Leisure Inclusion Project, Babergh, Suffolk

**Babergh District Council are using sport to engage young people in positive activities and reduce anti-social behaviour. Reports of anti-social behaviour have reduced since the schemes inception and levels of offending have fallen among the young people involved.**

## Background

Babergh is a mainly rural district in Suffolk which, like many similar areas, experiences problems of youth offending and anti-social behaviour. In response to this Babergh District Council started the ‘Be Active’ Leisure Inclusion Project which aims to support vulnerable social groups, in particular young people at risk of offending and people with disabilities. It helps to deliver Babergh District Council’s corporate priority of ‘raising individual and community ambitions and encouraging active citizenship’, as well as other community and health objectives.

## How it works

One particular strand of the ‘Be Active’ scheme focuses on disaffected young people in the district. This helps them to access sport and leisure activities, with individually tailored schemes for some young people referred by youth offending teams and Babergh Crime and Disorder Reduction Partnership (CDRP). Examples of the programmes run include:

- summer holiday activities run in the village of Glemsford for young people over the past two years. Glemsford was identified as an anti-social behaviour ‘hotspot’ where problems existed with youths congregating while drinking alcohol and causing low-level anti-social problems. Babergh District Council ‘Be Active’ Leisure Inclusion Project provided sports and arts activity for local

young people during the summer breaks including football, basketball, arts and crafts, DJ sessions, streetdance and boxing; and

- project ‘Kick It!’ a targeted football diversionary project run at Great Cornard and Sudbury, both identified as youth anti-social behaviour hotspots, and across neighbouring authorities. A team of coaches from a local football team delivered weekly football sessions throughout the summer.

## Key outcomes

In 2005/06 over 844 youngsters attended the project’s activities, with 161 young people taking part for the first time. Reports of anti-social behaviour were down by 98% over the period and relations between local young people, the community and the police all improved. In 2006/07 there were 564 attendances from 108 youngsters. Reports of youth nuisance throughout the summer holiday period were also down on the previous six-week period.

Further funding has enabled some of the Glemsford evening sporting sessions to be continued and young people themselves are also now being engaged as volunteers in the project. Two local young people, both of whom previously had dealings with the police, have become involved as volunteer coaches and are now training to gain formal coaching qualifications. Since being



involved in the programme the young people have not been involved in re-offending. With respect to the ‘Kick It’ project, Babergh’s anti-social behavioural officer has reported that the anti-social behaviour reports during the period over the two identified areas had been hugely reduced (only three reported) and he cites the football project as having a lot to do with that reduction. The local police community support officers that attended the events were quoted as saying they were pleased to see familiar faces at the sessions – faces that otherwise may be causing a nuisance.

## Resources and partners

Partners involved in funding and delivering the projects include:

- Babergh District Council;
- Babergh Crime and Disorder Reduction Partnership;
- Glemsford Parish Council;
- local police; and
- The West Suffolk Local Strategic Partnership.

For further information contact: Stephanie Lloyd,  
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# Targeting crime and anti-social behaviour hotspots – NS Fusion, Solihull

# 51%

reduction in crime after NS Fusion increased session delivery

## Case Study

**“The boxing at Bosworth Drive sits in the middle of the Fordbridge neighbourhood. In the four months that the boxing has been going compared to the previous four months there has been an 11% reduction in total recorded crime in the neighbourhood”.**

Sergeant Stewart Crawford, West Midlands Police

### Background

NS Fusion is a five-year project running from 2006-11 designed to engage young people and the community of North Solihull in sport and active recreation. The project is aimed at young people aged 10 to 24 years and links into the borough's crime and disorder strategy, addressing nuisance and anti-social behaviour with targeted intervention. NS Fusion offers training and education programme to the long-term unemployed and encourages young people at risk to make long-term behavioural changes.

At the heart of the programme is outreach delivery at specific pre-identified crime hotspots plus training and education. The programme covers the wards of Kingshurst and Fordbridge, Smiths Wood and Chelmsley Wood. These three wards are ranked in the poorest 10% in the country. Unemployment and crime rates are high and educational attainment is below the national average. Health inequality is also a particular issue.

### How it works

NS Fusion has four elements:

- mobile evening activity sessions at crime hotspot locations, corresponding with West Midlands Police Operational Command Unit data;
- sporting and learning opportunities at 'Pathway' venues including local primary and secondary schools, Smith's Wood Sports College and North Solihull Sports Centre;
- holiday activity programme; and
- New Deal Welfare to Work training programme for 18 to 24-year-old unemployed young people.



The training programme helps to create local role models and encourage more local sports coaches to be trained. The programme continues to expand, covering more areas and more sports. Model approaches for sport and social housing providers to work together, as well as a community investment and involvement package for local business, are being developed.

# Targeting crime and anti-social behaviour hotspots – NS Fusion, Solihull

**“I wish to put on record the positive impact the Fusion Project sessions appears to be having in Castle Bromwich. Criminal Damage and recorded ASB incidents in August 2007 have seen some of our best figures yet with huge reductions in both sets of statistics”.**

**Sergeant Paul O'Reilly**, Castle Bromwich Neighbourhood Policing Team

## Key outcomes

West Midlands Police have confirmed there has been a reduction in total recorded crime and in disorder calls in local crime hotspots following the introduction of the NS Fusion programme.

Since November 2006:

- more than 18,000 participants have accessed the programme;
- access to training has been provided for 30 long-term unemployed New Deal trainees;
- 15 unemployed people have been employed and provided with a six-month training programme;
- two long-term unemployed people have been employed on a permanent basis to coach and mentor in the programme;
- relationships have been forged with 10 community and voluntary sports clubs to provide sustainable programming and exit routes for young people;
- National Lottery funding has been secured for two fledgling sports clubs;
- a girls football academy has been launched as a ‘feeder’ session for an established ladies football club;

- in conjunction with Solihull Council's Neighbourhood Management Team, a cohort of Neighbourhood Wardens are being trained as level one football coaches;
- a new NS Fusion breakfast club has been established at local primary school and is using a football themed resource pack to support learning;
- over 500 young people attended an urban cricket festival and were provided with an urban cricket set in conjunction with npower;
- links have been established with the National Street Games programme; and
- a 16 x 10 metre ‘mobile pitch’ has been used in car parks and on local estates.

The scheme has been highlighted as a model of good practice and has received a number of awards.



## Resources and partners

Solihull Metropolitan Borough Council's leisure services team is responsible for the project.

The project's principal funders are:

- Sport England Community Investment Fund – £150,000;
- Solihull Council – £160,000;
- Jobcentre Plus – £47,000; and
- The North Solihull Partnership, which is delivering the £1.8 billion, 15-year Regenerating North Solihull programme – £75,000.

Other partners include:

- Pertemps People Development Group;
- Waterloo Housing;
- Connaught Environmental Ltd;
- npower;
- Solihull Community Housing;
- West Midlands Police;
- The Solihull Neighbourhood Management Team; and
- Solihull Safer Communities Strategic Group which is a thematic group of the local strategic partnership, the Solihull Partnership.

For further information contact: Ian Clarkson, NS Fusion Manager, Solihull Council:

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## Sources

### Key sources of evidence

Please click on the links below for further information:

- Active People Survey data on participation in sport and active recreation, including analysis by geographic areas and market segmentation, Sport England, 2006 onwards.
- *Going the distance: Impact, journeys and distance travelled, third interim Positive Futures national case study research report*, Tim Crabbe, 2006;
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- *Leisure contexts in adolescence and their associations with adult outcomes: a more complete picture*, Robson and Feinstein, Centre for Research on the Wider Benefits of Learning, 2007;
- *Positive Futures: Putting the pieces together* – Home Office/Sheffield Hallam University/Substance, 2007;
- *The Power of Sport – Sport and Cohesion Toolkit*, The Institute of Community Cohesion, 2007; and
- *Value of Sport Monitor* – Categories ‘Crime reduction and community safety’ – Various UK and international research reports, 2001/07.
- *Aiming high for young people: a ten-year strategy for positive activities*, Department for Children, Schools and Families, 2007;

### Other sources of information

- *A National Framework for Youth Action and Engagement*, The Russell Commission Report, 2005;
- *The Children’s Plan – Building Brighter Futures*, DCFS, 2007;
- *Cutting Crime: A new Partnership 2008-11*, Home Office, 2008;
- *Final Report on the International Year of Sport and Education*, United Nations, 2006;
- *Meeting the Aspirations of the British People: 2007 Pre-Budget Report and Comprehensive Spending Review*, Her Majesty’s Treasury, 2007;
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- *Neighbourhood crime and anti-social behaviour – making places safer through improved local working*, Audit Commission, 2006;
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- *Sport – A Positive activity: Non-statutory guidance on the contribution of sport and active recreation to positive activities for young people*, Sport England/Department for Children, Schools and Families, 2007;
- *Playing to win: A New Era for Sport*, DCMS 2008; and
- *Sport England Strategy 2008-11*, Sport England 2008.

This document can be provided in alternative languages, or alternative formats such as large print, Braille, tape and on disk upon request. Call the Sport England switchboard on 08458 508 508 for more details.

#### Further information

To find out more about Sport England's strategy, for 2008-11; the other *shaping places through sport* papers, and to get the latest news and information about our various initiatives and programmes, please go to:

[www.sportengland.org](http://www.sportengland.org)

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