

Saints Foundation – Saints Kicks Update

The Saints Kicks project has continued to provide structured sports activities for young people 10-19 years old living in areas of deprivation in Southampton. The project has combined football coaching and competition with a 'flexible' School Hub and satellite sessions. The frequency of the programme allows messages beyond football to be conveyed.

The Kicks programme has used football and the Football Clubs brand to target disadvantaged areas of Southampton and the surrounding areas to create safer, more respectful communities through the development of young people's potential. The programme offers a range of alternative activities, workshops or development sessions that cover a selection of key issues that impact on young people living in modern society.

Sessions have been delivered during peak times of anti-social behaviour, offering young people a safe environment to turn potential into excellence and support their local community.

The Programme Objectives are:

- To engage young people in a range of constructive activities, including football, street dance and multi- sports sessions
- To create routes into education, training and employment
- To reduce crime and anti-social behaviour in the targeted neighbourhoods.
- To break down barriers between the police and young people
- To encourage volunteering within projects and throughout the target neighbourhoods.
- To increase playing, coaching, and officiating opportunities for participants.
- To support the improvement of emotional well-being and resilience in young people.

Saints Foundation currently delivers 15 Kicks sessions across Southampton and the surrounding areas with 12 sessions being delivered at six Saints Community Champions School sites. Additionally, the project delivers at 3 locations in areas of high deprivation, 2 of which are funded by the Rory McDonagh Trust.

The 2 satellite sessions are set up to deliver football sessions for 49 and 30 weeks of the year. The two hour sessions highlighted below are well attended by young people and having a number of positive outcomes for young people.

The Rory McDonagh Trust support's the delivery of the PL Kicks sessions at Fleming Park and the Veracity Ground MUGA (Multi- Use Games Area). Details of the impact being made at those session scan be found below:



Fleming Park

- Friday evenings, 7-9pm (Satellite).
- 49 weeks of the year of delivery
- Delivering Football and informative workshops.

Fleming Park is an open access session, working in partnership with Eastleigh Borough Council as part of the Friday Night Football (FNF) scheme. The session is delivered by our FA qualified coaches, Youth Workers and volunteers. The staff in attendance mainly deliver football activities, offering young people a safe and structured environment during a peak time of anti-social behavior in Eastleigh.

Veracity Recreation Ground

- Thursdays 6-8pm.
- 30 weeks of the year (Satellite)
- Football

Saints Kicks delivers an open access session for 30 weeks utilising the MUGA located in Sholing. The sessions delivered are mainly football for participant's age 10-19 years old. The casual Saints Foundation staff, volunteers and Youth Workers attending are able to interact with participants and deliver an array of innovative multi-sports activities, including: Cricket, Basketball and handball, but the main attraction and most popular is Football.

PROGRESS TOWARDS KEY PERFORMANCE INDICATORS (KPIs) **1st January - 31st July 2016**

Key Performance Indicators (KPI's)	Overall Targets	Veracity Ground	Fleming Park	Overall Achieved Targets
Engage	1162	67	79	1487
Retain	600	16	40	677
Sustain	415	13	46	472
14+ Participants	682	39	40	739
Females	200	2	5	286
Volunteers	56	1	2	61
Qualification	15	1	2	45
Competitions	10	1	1	9



During the reporting period the PL Kicks programme has:

- Engaged with 1487
- Retained 677 participant's engagement (5 sessions or more).
- Sustained 472 participant's engagement (10 sessions or more).

Accumulatively, the Fleming Park and Veracity Sports Ground sessions have:

- Engaged with 146 young people.
- Retained 56 participant's engagement.
- Sustained 59 participant's engagement.

Saints Foundation believes that the high number of retained and sustained participants is due to having a consistent team of staff at each location who have been able to build a close rapport with young people, offering support and guidance where needed. Additionally, the Foundation offer a flexible approach to delivery which young people seem to welcome, ensuring they have a say in what activities are provided. There is also opportunities to volunteer, playing in competitions and gain qualifications. Furthermore, the project has been able to reward young people for positive behaviour, attendance and success with Southampton Football Clubs merchandise and Match Day tickets.

Saints Foundation has also delivered a number of intra and inter tournaments across all sessions on a regular basis. This has helped towards the retained targets and provided young people opportunities to take part in structured events.

EVIDENCING OUTCOMES & IMPACT

1. Less Offending Behaviour
2. More people feeling safe in their community
3. Improved confidence

Less Offending Behaviour

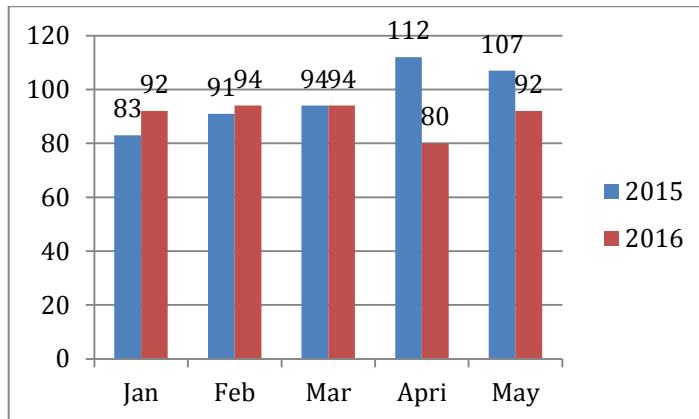
The PL Kicks Programme specifically delivers sessions during weekday evenings and Saturdays, with a focus on Friday evenings, when the number of reported cases of Anti-Social Behaviour (ASB) are at their highest. The programme works with the local Police to try and reduce the number of ASB incidents through sport and diversionary activities and in turn increase the feeling of safety among the surrounding communities.

The bar graphs below show the crime rate statistics taken from www.ukcrimestats.com which indicate the difference between the Anti-Social Behaviour (ASB) cases within a one mile radius of the project's geographical locations during Year 2 (Jan 15-May 15) and Year 3 (Jan 16-May 16).



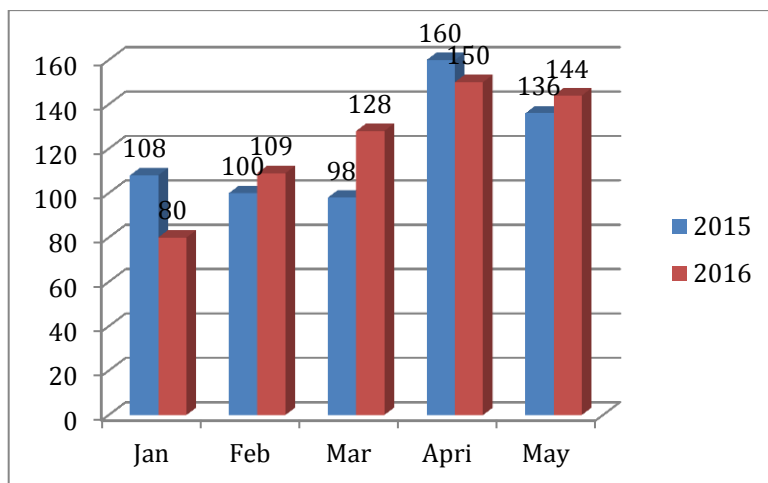
This is vital information for the delivery of Saints Kicks across the City of Southampton, as it shows in which areas are seeing a positive change in the rate of ASB and also what areas need essential work and attention in the future. (Please note in the time of writing this report the UK crime stats are only available until the month May 2016).

Fleming Park S050 9NL



The data indicates that the total amount of reported ASB in year 2 (Jan 15 – May 15) is 487, this figure has reduced significantly in year 3 with only 452 report cases of ASB within a 1 mile radius of the Fleming Park session. Although there are many contributing factors that support this reduction, the Foundation believes that the Friday evening session has certainly supported this reduction and offered young people an opportunity to be involved in positive activities during a peak time of ASB.

Veracity Ground S019 7QQ



The graph above, indicates the total amount of reported ASB in year 2 (Jan 15 – May 15) at Veracity Ground is 602. In year 3 (Jan 16 – May 16) this number has slightly increased to 611 and although this shows a slight rise in the number of



reported incidents within the 1 mile radius of the Veracity Ground, it supports the Foundation's decision to deliver at this location, where there is a clear need for the PL Kicks programme and positive activities.

More people feeling safe in their community

During the reporting period PL Kicks programme has developed a human questionnaire as part of a sports warm up to engage participant's perceptions of 'feeling safer in their Community'. As part of the Human questionnaire, participants were asked the following questions:

What do you think about the local Police? Have you been a victim of anti-social behaviour in your area recently? Would you feel happy to speak to the Police if you were a victim of anti-social behavior/crime in your community? Do you feel safe in your local area?

A total of 47 young people were asked across the Veracity Ground and Fleming Park PL Kicks sessions. The results show:

- 53% of participants stated they feel confident about talking to the local Police.
- 29% did not feel confident about talking to the Police.
- 18% were unsure of how they felt about speaking with the Police within their local communities.
- 91% stated they had not been a victim of anti-social behaviour within their local area.
- 25% would be happy to speak to the Police if they were a victim of anti-social behaviour.
- 39% felt safe within their respected local communities.

Although, the Human Questionnaire's doesn't track individual participant's progression it does get the perception of how the participants and groups of young people are feeling.

This is backed up by the one to ones that are delivered by the Youth Inclusion staff across PL Kicks sessions. Please find below a few testimonies that have been received from staff during one to ones at the Veracity and Fleming Park PL Kicks sessions:

Fleming Park Participant Matt - Is enjoying school, finding it interesting to learn about different subjects. His exams are going well! Enjoying home life with no real issues!

Fleming Park Participant Sam - Still Buzzing about his mocks!!!! Enjoying his home life and getting down seeing more saints games!

Fleming Park Participant Callum – Feel since attending Kicks he is enjoying his home life, is getting on very well with his family and thinks this is reflecting well when he is in school!



Fleming Park Participant Danielle - only 2nd session, but really enjoying the environment, feels it is improving her social skills, which is improving her learning at school!

Veracity Ground Participant Jake - Dropped out of college a month ago (January 2016) because I didn't get on with any teachers but now participants on the Saints Foundation's Barclays Premier League Works Course." In which I really enjoy"

DEMONSTRATING IMPACT – Case Study

Jake – 18 (Veracity Recreation Ground)

Jake has been attending PL Kicks sessions since they first started and in this time he has increased his low self-esteem and self-confidence. Jake has regularly attended the PL Kicks Satellite session at the Veracity Ground and engaged in a total of 12 hours of sessions since January 2016 as a participant. Jake has also attended the Oasis Mayfield session as a volunteer and since January 2016 Jake has volunteered a total hours of 32.30.

During the early stages of attending PL Kicks, Jake was lacking a high amount of confidence and didn't fully engage in the sessions. Jake felt he was being judged and lacked confidence when taking part in the session, particularly when large amounts of young people attended.

Due to the impact of the PL Kicks coaches and support from his peers, Jake's confidence grew and he started to trust the coaching staff and built good relationships. The PL Kicks staff supported Jake and did their utmost to support him as and when he needed it and included him into the sessions. This was recognised by other participants at the session and along with the coaches they too supported Jake into becoming more involved in the activities.

Steve Bollon Youth Inclusion Officer stated – “Jake is more open to discuss issues and chat about things outside of Football. I have personally seen Jake's confidence grow and he is now attending PL Kicks sessions on a Thursday evening at the Veracity Ground with his peers regularly. Because of this I have also seen an improvement in his social and playing skills”.

Jake has since taken part in a number of opportunities on offer at the PL Kicks project. Jake has entered a number of tournaments; including the 14yrs+ Futsal tournaments which have taken place outside Jake's comfort zone.

In January 2016, Jake voluntarily put himself forward as a member of the youth forum. Jake has voiced his views on how to shape the Saints Foundation Youth Inclusion programme. Being part of the Youth Forum Jake volunteered and represented the Saints Foundation during the first ABP Southampton Half Marathon hosted in the City Centre. He also volunteered in the Northam Clean Up



Project and said “I have been put into teams with new people and it helps me to socialise.”

Jake taking part in the Saints Foundation Youth Forum



Jake has stated “I wasn’t very confident but have improved on that as a player. I now feel more confident and safer knowing the coaches at Kicks. I really enjoy being part of the youth forum and taking up the opportunities that have occurred”

In January 2016, Jake Dropped out of college due to his low confidence and because he didn't get on with any teachers but continued attending the PL Kicks sessions at the Veracity Ground. Jake was asking questions about how to get involved in coaching and was signed posted to the Saints Foundation’s Barclays Premier League Works Programme by the Youth Inclusion Senior Project Officer. Since February 2016, Jake has signed up and attending the BPLW course.

Barclays Premier League Works programme (BPLW) offers young adults, aged 16-24, who are not in education, training or employment, the opportunity to take part in an 12-week ‘back-to- work’ programme. Focusing on developing employability, communication and teamwork skills, alongside the opportunity to undertake sports-based and employability qualifications, the programme’s aims are to improve confidence, motivation and self-esteem, in order to help overcome any potential barriers to employment.

Mike Dixon- July 2016

‘Through Kicks, Jake was referred into the Barclays Premier League Works programme and is involved within our Saints Street FC project. Before joining the programme, Jake seemed disillusioned with work and education and wasn’t sure which path to choose next. Over the last 4 months, Jake has raised his confidence,



self-esteem and now has a plan for a future career. He has been enrolled in the Saints Foundation coaching academy starting in September 2016, with a view to working for the Saints Foundation in the future. He was always full of energy and has worked really hard to enthuse others in the group. Without being involved in the Kicks programme, Jake wouldn't have been referred into BPLW and could have become further disengaged'.

