

# Rory McDonagh Trust

## REVIEW OF PROJECT DELIVERY

The Saints Kicks project aims to provide structured sports activities for young people 8-19 years old living in areas of deprivation in Southampton. Saints Kicks combines football coaching and competition with 'flexible' School Hub and satellite sessions. The frequency of the programme allows messages beyond football to be conveyed.

The Kicks programme uses football and the Clubs brand to target disadvantaged areas of Southampton 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 are 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.

The PL Kicks programme offers positive sporting and development opportunities to young people aged 8-19. By engaging young people in both football and multi-sport activities, including, Football, Table Tennis, Basketball, Dodgeball, Handball, Rounder's, and Cricket. The following sessions are structured however are adaptable to support and suit the needs of the young people which differ across the City of Southampton.

Since the 1st of September 2016 the Saints Foundation has increased its delivery of sessions from fifteen to now having eighteen sessions at 11 venues across Southampton and Eastleigh on various weekday evenings. All sessions are delivered within community hours across all days of the week with a key emphasis on a Friday night activities when the levels of Anti-Social Behaviour (ASB) are highest. All 18 sessions are delivered for 30 weeks (10 weeks per term).



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The reason we have increased delivery has been due to the continued success of the Saints Foundation Community Champion model, who deliver a number of Premier League funded programmes, including Premier League Kicks within six secondary schools across Southampton. The Community Champions continue to attend each PL Kicks sessions and have the role as a lead officer to work with the current PL Kicks staff and volunteers to create stronger relations with participants and the local community. In addition to the Community Champion model the Discretionary fund has allowed for an increase in the number of sessions being delivered within the programme.

The delivery of the Kicks programme has been broken down into four strands of delivery to accommodate 8-10 year olds into Saints Kicks sessions, these are:

- Saints Kicks Core
- Primary Saints Kicks
- Saints Kicks Street Games
- Saints Kicks Team Talk

Saints Kicks Core consists of fifteen sessions delivered across nine venues. Saints Kicks Core sessions are delivered to ages 10-19's for 30 weeks across all delivery sessions (10 weeks per term) during term time only. These sessions are delivered across six Community Champions Schools and three Community venues currently.

In addition to the six Saints Foundation Community Champions sessions the Saints Foundation PL Kicks programme has delivered three satellite sessions during the reporting period. The satellite sessions are set up to deliver football sessions for 30 weeks of the year. The two hour sessions highlighted below receive a positive turn out of young people who regularly attend.

The Rory McDonagh Trust funds support the delivery of the PL Kicks sessions at Fleming Park and the Veracity Ground MUGA (Multi- Use Games Area) as follows:

## **Fleming Park**

-Friday's 6.30-8.30pm

-30 (+ 16 sessions funded by Eastleigh Borough Council) weeks of the year of delivery

- Football

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 delivers Football to participants who pay a fee of £1.00 per session.



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## Veracity Recreation Ground

Veracity Recreation Ground

-Thursdays 6-8pm.

-30 weeks of the year

-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 to participants and deliver a ray of initiative multi-sports activities including Cricket, Basketball and handball, but the main attraction and most popular is Football.

## Discretionary funded delivery

The introduction of the discretionary fund has allowed for the Saints Kicks programme to add value to the core model and allow messages beyond football to be conveyed in supporting young people that attend Kicks sessions within deprived neighbourhoods of Southampton and surrounding areas through "Youth Voice". The Youth Voice known as The Saints Kicks Team Talk is the fourth and final strand of work that has been delivered within the reporting period.

The Saints Kicks team Talk was launch in January 2017 to 60 young people at St. Marys Stadium, who were selected by the Saints Kicks participants (five young people per each venue/ school) and are now in place as "Saints Kicks Team Talk members". Since September 2016 the Kicks Team Talk members were successfully recruited across Kicks sessions via an application process. All participants wanting to be members were selected and nominated via a voting campaign, which encouraged participants to act as campaigners with a voting ballot. This has actively encouraged young person's awareness and engagement of a democratic process which allowed for young people voice's to be heard at Kicks. This has resulted with 60 young people being selected and invited as "Youth Members" at the launch in January 2017.



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Images: The Saints Kicks Team Talk 'We Need You Campaign' application form and poster

The roles of Saints Kicks Team Talk members is to support Community Champions and Saints Kicks lead staff to plan and organise community activities over the coming months. There is plenty for them to get stuck in to with a total of six festivals at their Kicks venues, including workshops being tailored around Creativity, Respect and Unity, Accountability and Aspiration, installing the Southampton Way (Southampton Football Clubs core values) throughout the Kicks programme.

### PROGRESS TOWARDS KEY PERFORMANCE INDICATORS (KPIs)

**1<sup>st</sup> August 2016 - 28<sup>th</sup> February 2017**

Key Performance Indicators (KPI's)	Overall Targets	Veracity Ground	Fleming Park	Overall Achieved Targets to date
Engage	1170	24	42	<b>1026</b>
Retain	640	10	31	<b>432</b>
Sustain	415	5	14	<b>244</b>
14+ Participants	682	15	35	<b>518</b>
Females	200	1	3	<b>214</b>
Volunteers	30	4	3	<b>29</b>
Qualification	30	0	0	<b>45</b>
Competitions	15	0	0	<b>1</b>

- During the reporting period the Saints Foundation PL Kicks programme has successfully engaged with 1026 of which 24 attended the Veracity session and 42 participants engaged in the Fleming Park session during the reporting period from 1<sup>st</sup> August 2016 till 28<sup>th</sup> February 2017.



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- During the reporting period the Saints Foundation PL Kicks programme has successfully retained 432 participants of which 10 have attended the Veracity session and a further 31 from the Fleming Park sessions.
- Having a consistent and continuity of staffing has enabled teams of staff to form. This has had a positive impact on the number of retained participants as staffs have been able to build positive relations which have contributed towards the target achieved to date.
- The PL Kicks programme has been able to utilise the Southampton Football Clubs merchandise and 1st team tickets as a positive way to encourage sustainability to participants that attend PL Kicks sessions.
- The Project is well on track to achieve its overall targets due to the increased number of sessions being delivered and the positive impact the Saints Foundation Community Champions are continuing to have on Kicks sessions.
- Since 1st September 2016 the PL Kicks programme has increased delivery of sessions from fifteen to eighteen sessions on a weekly basis.
- The new sessions have increased the geographical locations of the project delivery which has had a direct impact on increased participation.
- Having a good consistency and continuity of staffing has enabled teams of staff to form. This has had a positive impact on the number of retained participants as staff has been able to build positive relations, which have contributed towards the target achieved to date.
- Another big factor towards the retained number of participants is the crossover of casual staff. Casual staff working at PL Kicks sessions also work on other funded projects which has contributed to the recruitment and sustained numbers at Kicks sessions and also allows signposting of participants across different programmes.
- Saints Kicks programme has continued to utilise multi-sports activities including open access youth clubs, basketball, street cricket, seated volleyball and football – with football being the number one choice for participants to partake in.

### **EVIDENCING OUTCOMES & IMPACT**

1. Communities are more resilient, more cohesive and have better relationships
2. Young People have more respect for other individuals and groups
3. Young People have higher levels of confidence.

#### **1. Communities are more resilient, more cohesive and have better relationships**

The Saints Foundation PL Kick's sessions run throughout the weekday evenings and additionally on Saturdays with an emphasis placed on Friday evenings where the level of Anti-Social Behaviour (ASB) is highest. Working in partnership with the local Southampton Police, the programme aims to reduce the number of recorded ASB incidents in the community by using football and sports as way of diversion, thus creating safer communities.

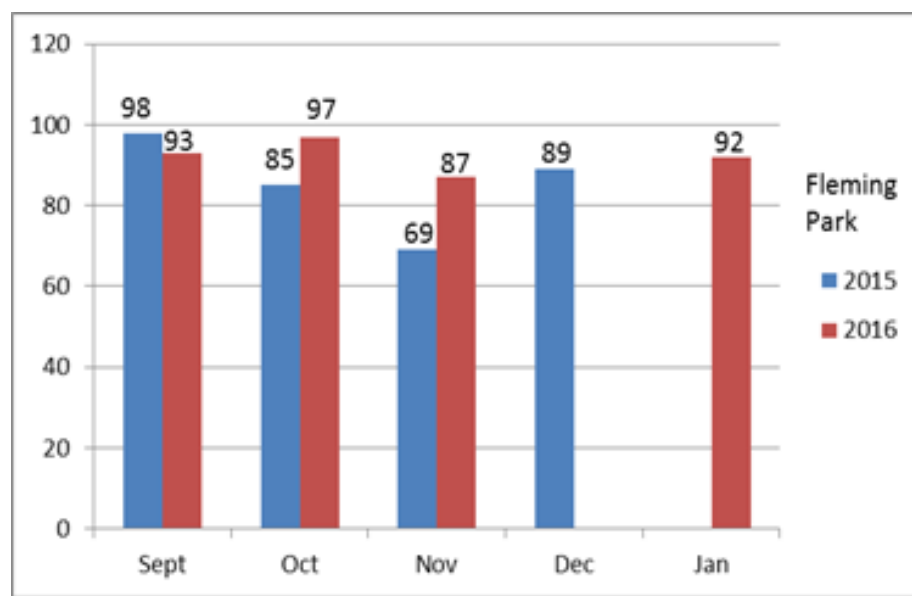


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The bar graphs below illustrate the number of ASB incidents within a mile radius of the PL Kicks sessions run, by using data produced from [www.ukcrimestats.com](http://www.ukcrimestats.com). The data illustrated in the graphs compares the data from year 3 of the previous funding and year 1 of the new funding.

Please Note: At the time of filing this report stats were only available up until November 2016\*

### **Fleming Park SO50 9NL**

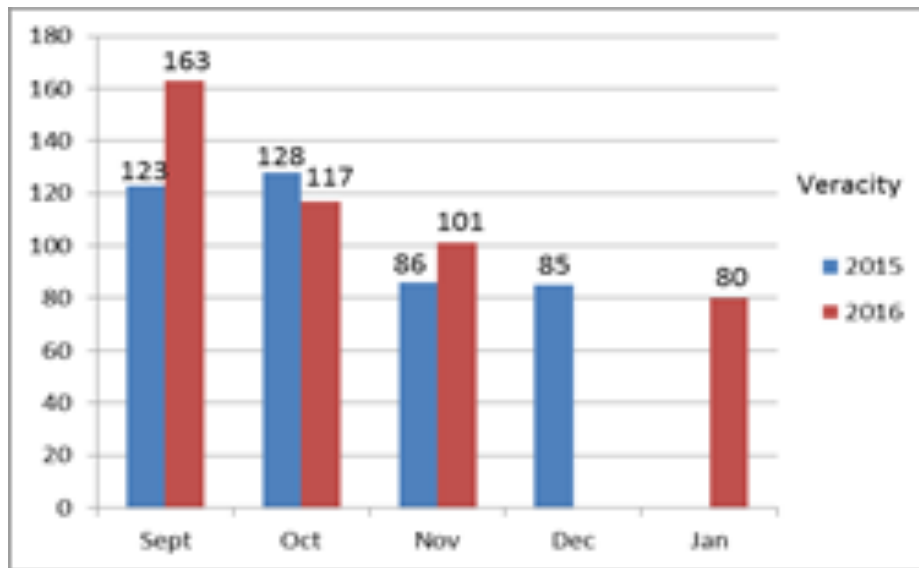


The graphs above show the delivery of the Saints Foundation's PL Kicks programme during Year 3 (Sept 15–Dec 15) and Year 1 of the new funding (Sept 16–Nov 16). The graphs above, indicates the total amount of reported Anti-Social Behaviour in year 3 (Sept 15 – Dec 15) at Fleming Park is 341. This is compared to the year 1 of new funding (Sept 16 – Nov 16) which is a number of 369 reported ASB incidents that were reported. Although this shows a slight increase in the number of reported incidents within the 1 mile radius of the Fleming Park, this shows the demands and needs of the PL Kicks programme and the impact it has within the targeted areas and the supported funds received from trusts such as the 'Rory McDonagh Trust' is needed.

### **Veracity Ground SO19 7QQ**



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The graphs above show the delivery of the Saints Foundation's PL Kicks programme during Year 3 (Sept 15–Dec 15) and Year 1 of the new funding (Sept 16–Nov 16). The graphs above, indicates the total amount of reported Anti-Social Behaviour in year 3 (Sept 15–Dec 15) at Veracity Ground is 422. This is compared to the year 1 of the new funding (Sept 16–Dec 16) which is a number of 461 reported ASB incidents that were reported. Although this shows a slight increase in the number of reported incidents within the 1 mile radius of the Veracity Ground, this shows the demands and needs of the PL Kicks programme and the impact it has within the targeted areas and the supported funds received from trusts such as the 'Rory McDonagh Trust' is needed.

Overall the graphs shows the months of data during year 3 of the previous funding (Sept 15–Dec 15) and year 1 of the latest funding (Sept 16–Dec 16). As demonstrated in the data from the 9 Saint's Foundation PL Kick's sessions run, the total reported amount of ASB cases in year 3 was 5,091. In comparison to the first year of new funding period in which only 3,501 cases of ASB were reported.

From these stats, the Saints Foundation is able to demonstrate a reduction in ASB cases within Southampton and Eastleigh, with a drop of 1590 cases between the two reporting periods. Therefore suggesting that the Saints Foundation PL Kick's sessions have had a positive impact in helping to reduce ASB cases in the community.

Saints Kicks programme will continue to use the [www.ukcrimestats.com](http://www.ukcrimestats.com) as a tool of measuring during the next reporting period to collect the Anti-Social Behaviour within the local communities Kicks sessions.

### **2. Young People have more respect for other individuals and groups**

During the reporting period the Saints Foundation Saints Kicks Programme utilised the "human questionnaire" as part of the PL Kicks session. During this reporting period ("Human Questionnaire





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same young people as Outcome Area 7) a total of 150 participants were asked the question ‘Since attending Kicks sessions, do you feel you have become more respectful to others’.

A total of 138 (92%) of participants answered yes and a further 12 young people (8%) answered No. The Human Questionnaire was asked within the reporting period to participants who attended the Veracity Ground and Fleming Park.

The Saints Kicks programme will continue to use and conduct a ‘human questionnaire’ to the same people and the outstanding 90 participants will also be asked within the next reporting period (1st Feb -31st Aug 2017). In addition Saints Kicks will conduct a ‘Human Questionnaire to the Saints Kicks Team Talk members at the next Youth Voice event.



Image; Saints Kicks team talk members working together at the Kicks Team Talk launch

### **3. Young People have higher levels of confidence.**

During the reporting period the Saints Foundation PL Kicks Programme utilised the “human questionnaire” as part of the PL Kicks session. During this reporting period, participants were asked using the (“Human Questionnaire”) “Due to attending Kicks sessions do you now feel more confident”. The question was asked to a total of 150 participants, with a total of 121 (80%) of participants answering ‘Yes’ and a further 30 young people (20%) answering ‘No’.

The Saints Foundation PL Kicks programme will continue to use and conduct a ‘human questionnaire’ to the same people and the remaining 90 participants will also be asked within the





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next reporting period (1st Feb -31st Aug 2017). Participants have been asked in this format (“Human Questionnaire”) to ensure that they feel more comfortable in answering.

### DEMONSTRATING IMPACT

#### **Name: Lee O’Dell Age: 13**

Lee O’Dell started attending kicks about 9 months ago. Lee describes himself at that time as a “mouthy, aggressive and loud young boy” and admits that he didn’t really get on with people and always used to get into fights.

Lee identified that prior to knowing about Kicks there was nowhere for him to go and nothing for him to after school. Lee would constantly find himself hanging around on the streets and was getting into trouble with the police.

Lee’s mum, Kelly says that “Over the past four years Lee has suffered from anger issues. He would frequently find himself becoming very frustrated, annoyed and be a struggle to handle both in school and at home.”

Since first coming to Kicks, Lee has managed to keep himself out of trouble both during school lessons and at Kicks sessions. Lee has also been a regular at all sessions and his behaviour improvements have been noticed by all Kicks coaches. The Community Champion at Redbridge School, Ben stated “When I first met Lee, I could tell that he was a very lively, passionate and enthusiastic student with a lot of potential. He just needed to apply his energy into something more beneficial”. Ben further commented that “nowadays Lee is the first student in my office every Wednesday and Friday morning asking if Kicks is on tonight”.

Over the duration of Lee’s participation at Kicks, Lee is being seen in a different light and his encouraging improvements have been noticed by many people around him.

Lee’s mum, Kelly now says that “Lee has completely changed, and Kicks has done him a world of good”. Kelly went on to say that “I have seen a genuine change in Lee’s behaviour and personality and would recommend Kicks to all parents with difficult children”.

Lee’s best friend Matthew has stated that “He has changed since coming to Kicks and gets into much less trouble”, Matthew also identified that “Lee seems much happier now”.

Lee has also managed to convince friends of the benefits of Kicks and encouraged them to come along. This behaviour has led to Lee becoming a role model to the rest of his peers at Kicks and he is regularly put forward to be a Captain during matches.

Kicks is not just about becoming a better football player but also a better person and Lee epitomises this. Consistent hard work and positive improvements like this don’t go unnoticed; Lee has been



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selected as one of the Kicks Ambassadors and represented Redbridge Kicks at events at St Marys Stadium in which he has inputted ideas for ways Kicks could improve moving forward.

Photo 1: Lee contributing at the Kicks Team Talk event held at St Marys Stadium on 05/01/2017.



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