

## SUMMARY

The South Bristol wards of Knowle West and Filwood are situated within a large housing estate, and are amongst some of the most deprived areas in the country. Unemployment and crime is high. Schools truancy figures make grim reading. The young people from the area have been particularly affected, with too many becoming involved in crime, which all too often leads them to becoming involved with drugs. They become disaffected, start to drift away from formal education and end up with no qualifications and no job prospects. The Local Authority Audit revealed that 35% of the local population comprised of under 15's.

The evidence of the problems caused by the disaffected youth is overwhelming in anecdotal form from residents, community leaders, social workers, teachers, police officers and the youths themselves. These views are supported by recorded crime, the numbers of resident calls for police attendance, school truancy and exclusion rates, and the number of young people who are regularly arrested by police.

The Learning through Project focuses around 2 evening sessions, 1 Friday afternoon session and various activities at the weekend. During the evening sessions local young people learn about football skills from two Bristol City FC coaches. The sessions also cover drugs awareness, nutrition, life skills and the value of formal education. The young people also attend the Bristol City Study Support Centre every Friday afternoon, where they are taught literacy, numeracy and IT skills through the medium of football. This is linked to the National Curriculum. Summer camps have been arranged and one off events are organised by the young people such as a recent 6 a-side competition prior to the England under-21 football international at Ashton Gate. Progress is monitored using the SIMIS (Sporting Impact Management Information System), individual diaries, coaches records, school records and self-assessments. This allows the young person, coach, parent and teacher to see the development that is being made.

All stakeholders regard the impact of the project as positive:

- Schools have reported lower truancy and exclusions for young people taking part.
- Youth workers are amazed by the good behaviour and level of constructive participation. There have been no incidences of fighting, bullying or any form of violence during the sessions.
- Police have found a reduction in the number of complaints involving young people and local officers have found that there are less problems with groups of young people informally gathering and causing a nuisance in the area of the project.

Most striking has been the reaction of the young people, who have taken ownership in the project. One youth said **"I used to try and bum this place down but don't want to any more"**. The impact of this 6 year scheme will have on the community as these youths develop cannot be underestimated.

## OBJECTIVES

The primary objectives of the football initiative is to reduce the incidence of crime and disorder in Knowle West and to equip the young people to eventually become constructive members of the community.

In the **short term** the project will provide an alternative to gathering in groups on the street which can be linked to drug and alcohol, crime and disorder.

In the **long term** the project will enhance social skills, confidence, and co-operative behaviours of young people. The project will strengthen their participation in formal education and provide a meaningful alternative to anti-social and criminal behaviours.

## DEFINITION OF PROBLEMS

In order to gauge the scale and nature of the problems on the estate, and to generate solutions, the following local stakeholders were consulted:

### Knowle West Development Trust.

Community owned charity which is a partnership between the Trust, the Police and BCC Neighbourhood and Housing Services. The Trust is very keen to market the project in other areas.

### Bristol City F.C.

Division 2 professional football team who send two coaches, ex internationals Tommy Hutchinson and Ian Docherty, plus players, twice a week to coach the young people. The club is looking to extend their fan base and spot any future players.

### Bristol City FC Study Support Centre

Purpose built classroom at the football stadium, which has professional teachers who teach "problem" children through the medium of football. New initiative to put money made from football back into the community.

### Broad Plain Youth Club

The club's facilities are used for all the weekly activities. The club was about to close it's doors but has now been given a new lease of life and has a waiting list of young people wishing to join.

### Bristol City Council Sports Dept

The council have provided a full time sports co-ordinator to take the project into the schools and work alongside the young people.

### Bristol City Youth Services, Social Services, Health and Education

All departments have been approached and play active roles in training and advising the young people on a weekly basis, an example would be healthy eating classes which are run fortnightly.

### Bristol Drug Action Team/Knowle West against Drugs

Input by local action group set up by parents advising the young people at the training sessions; it also helped clear the site of needles before the project could begin.

### Local Residents

Rose Manning, Roger Bidwell and Paul Coin are well-known local resident activists who have been approached and consulted. All three are actively involved on the committee, set up to oversee and guide the project.

### Redland Churches Association

The association owns Broadplain youth club in Knowle West. They were consulted and are represented on the committee. One Sunday they hired a coach and the whole congregation arrived on mass to view what had been achieved!

### Knowle West Media Centre

The young people are designing posters, calendars etc whilst on the project at the media centre. Several professional media persons attend to teach the young people in the use of radio and video equipment. A CD-ROM of the scheme currently is produced.

### Avon and Somerset Constabulary

Strong links between police officers from Broadbury Road Police Station and the young people are being built up over the weeks as officers attend the training sessions. Every Friday afternoon police officers jump on two minibuses, which take the young people from their schools to the study centre for several hours. This is an informal enjoyable, environment where strong bonds between the police and the youth of tomorrow are being forged.

It was overwhelmingly clear that many of the stakeholders believed that a lot of the problems of the area were related to large informal gatherings of young people who became subsequently involved in street disorder, drug and alcohol misuse, car crime and violent crime. This led to absenteeism from school, and an underdevelopment as members of the community.

The Crime and Disorder Audit showed that local residents cite drug dealing and drug misuse as a major concern. As with many other parts of Bristol illegal drugs are readily available and the effects on the community of drug users committing crime, particularly property are well documented.

Social Services records indicate that the use of drug and alcohol is high among young offenders. 70 per cent of those on supervision orders admit to taking drugs and over half get drunk at least once a week, while 60 per cent have little to do, as they are not engaged in work, training or education. Many of them are absent from school for much of their last 2 years and so miss out on the advice offered by schools careers services. 26 per cent of known offenders are under 18.

The population profile for Knowle West shows 35 per cent to be under 15 years. National research predicts that this level of young people will produce a high level of

nuisance, and this, coupled with the high level of unauthorised absences from South Bristol schools, confirms this is a legitimate area of concern.

### **Victim – Offender – Location Analysis**

The "**victims**" in relation to this problem are the residents of Knowle West who suffer fear and distress due to street disorder, as well as the actual effects of burglary, car crime and violent crime. The support of these people through local community groups and businesses can be harnessed to finance the project and provide expertise in youth work and local issues. The Broad Plain Youth Club was the victim of 14 offences in the 3 years prior to this project. Since its facilities have been used in the project it has suffered no attacks.

The "**offenders**" in this problem are the young people who, through boredom and association, become involved in alcohol and drugs misuse and in associated crime and disorder. Police statistics indicate that in South Bristol, 41 per cent of offences committed by under 16's are assaults, and 33 per cent are criminal damage. A 1998 survey published in the 2001 Crime and Disorder Audit identified that 84 per cent of young people in Knowle felt crime was a significant problem, and 76 per cent felt drug abuse was. Young people stated they did not feel safe in the Filwood area due to gangs, drug abuse and bullying. 35 per cent of respondents were "very concerned" about young people hanging around on the streets. Unauthorised absence at a local high school was 8.4 per cent, compared to a Bristol average of 1.8 per cent. (2001 Crime and Disorder Audit).

In the "**location**", i.e. the South Bristol area, there are facilities for the residents in general and young people in particular, such as the Broad Plain Youth Club, libraries, sports centres, and the Hengrove Leisure Park. There is, however, a lack of take up for a number of reasons, and a great number feel excluded from the existing facilities. The major reasons for this exclusion appear to be the cost and the facilities not being of interest to some of the young people. In response to the lack of organised and affordable sporting opportunities across the area, this long term project offers young people access to regular, cheap high quality football coaching as well as the added benefits of the educational programme which is offered by the Bristol City study support centre.

## **RESPONSE**

Opposite Broadbury Road police station is a 2-acre site, which consists of an area of grass and a number of buildings belonging to Broad Plain youth club and social club. There was only a handful of young people attending and the facilities had become overgrown and unusable. The club had a number of weeks left before it shut permanently. Contact was made by PS Papuca with the youth club, Bristol City FC, Knowle West Development Trust, Bristol City Council, Community Activists groups, Hengrove and Christ the King schools, and the idea and vision for the project was brought to a meeting of all parties.

The vision is to see a long term programme which will take young people away from the street and give them a purpose and sense of self esteem. As a result of several meetings a committee was formed and an initial £5,000 was raised. This paid for the grass area to be fenced off. Over 400 drug needles were picked up and destroyed, abandoned vehicles were removed and 4 skips of household rubbish were taken from the site. The outdoor 5-a-side court was refurbished and is now usable again. The next stage was to raise £18,000 for a 6-month pilot, which would provide the evidence required for the scheme to progress. Applying for grants and approaching local businesses for support raised this money.

Research showed that there appeared to be no similar programmes in the country, and a business plan was developed from scratch. Every step required careful consideration and consultation with the stakeholders, and much effort was put into contacting local businesses to raise further funding.

Bristol City FC was chosen as a partner because of their commitment to, and track record of, using football skills as a gateway to teach social skills, rather than simply concentrating on sports skills. They want to build long-term work within communities, they have kudos amongst local people as the local club and therefore they make credible role models. They have the educational track record and facilities to be able to build effective educational relationships with young people and to make the links with schools.

The six-month pilot project commenced in September 2001, and 120 young people between 9 and 16 years are currently involved on the scheme. The young people are all drawn from the local community, are a mixture of boys and girls, and apply for a place on the project by filling out an application form distributed through local schools and the youth club. There are places held for referrals from the local schools, for pupils who have been identified as being at risk of exclusion or truancy. The project will improve school behaviour by linking achievements on the project to school achievements.

Every Tuesday and Thursday evening between 4pm and 6pm football training sessions are held at the Broad Plain youth club in Knowle West. The young people learn football skills, drugs awareness, nutrition, teamwork, life skills and the value of formal education. In addition to these sessions have been the opportunity to learn print and textile skills (for example a 2002 calendar has been produced by the young people), and the chance to become involved with the Knowle West media project where the skills of video production, audio recording and video/CD ROM production are learned.

The four junior schools in the Knowle West area have all agreed to let the young people on the scheme attend the Bristol City FC Study Centre on Friday between the hours of 1 pm and 3pm. Two mini buses are used, with police officers from Broadbury Road police station accompanying the young people. At the study centre the young people are taught reading, writing, maths and computer IT skills. Summer camps for 2002 have been arranged for the school holidays with the young people attending camps in Wales with a study centre as an option.

The project also enables young people to organise and participate in one off events such as a recent 6-a-side competition prior to an England under 21 football international at Ashton Gate.

A monitoring system has been developed to meet the needs of the coaches, young people and teachers; it is easy to administer and is simple for everyone to understand. Progress is monitored using the SIMIS (Sporting Impact Management Information System). Questionnaires and self-assessment forms measure young people's attitudes at the start of the scheme and as they progress. All the young people are given a 'transfer fee' of £1 million initially and then this can change dependant on a number of factors. The coaches are keeping an individual diary of every session and they are recording each young person's attitude, attendance, football skills, teamwork and behaviour at the session. This information is then used by the coaches to add or subtract value onto each young person's transfer fee at the end of every half term.

The transfer fee is also linked to school behaviour. The young person's teacher is asked to give an indication of how well the individual has performed that half term, and whether they were better or worse than the previous half term. This will then affect their transfer fee, which will be adjusted accordingly. The teacher, young person and a link worker from the organised committee will then set targets for the young person to achieve at school. These may relate to attendance, behaviour, attitude etc, and if they reach these targets they get extra value on their transfer fee at the end of the next term. Prizes are then awarded to those young people who make the most improvement in their transfer fee over each half term and this will **NOT** be related to their football ability. This has been found to add no extra burden to the teachers involved.

## FINANCE

The breakdown of funding provided and costs incurred by the project can be found at appendix A

## ACHIEVEMENTS

Football has been used as a diversionary activity in many deprived parts of the country and local professional teams have provided skills training. What is different about our pilot scheme is the commitment to rigorous evaluation of what works and therefore to the development of a model for long-term work in partnership with Bristol City Football Club. This is why the project is investing in quality evaluation and measuring the outputs and outcomes of the pilot. The work done so far is being evaluated by the coaching staff, changes reported by the schools (especially the schools referring the young people who are at risk of exclusion); assessment by parents, and self reported changes amongst the young people who keep diaries.

Crime statistics are contingent on many factors, and whilst anecdotal evidence suggests that this project has had an effect on street crime locally, crime records will not give a reliable indicator of whether this is true. Police communication logs do not

differentiate youth related calls, and so cannot be used to assess whether officer and resident perceptions of the success of this project are accurate. Unauthorised absence and exclusion records for local schools are not yet available to gauge any effect the project has had on these areas.

If you look at this project within the wider context of what is happening around sport in the Knowle West area, the scheme will play an integral part of the future of work with young people and sports as a tool to lower crime and nuisance across the estate. For example if the scheme expands as is hoped then we will be working with several hundred people later this year and for the next 6 years at a minimum. The results of smaller short term projects had e.g. in Southmead where the Youth Sports Initiative showed a 15% drop in crime during the period October 97 — Jan 98, compared with the same period 12 months earlier, these figures when looking at youth crime saw a 43% reduction in the same period!

As we expand the project to work with a larger group we can hope to see similar results in the next 12 months and beyond, because we will be targeting the younger age range and hope to alter their behaviour into the future.

To date the pilot project is working very well with regular numbers attending the coaching sessions. The coaches are pleased with their progress; a number of the young people are recognised as being much healthier and having lost weight since the scheme began, and the coaches are introducing information on healthier lifestyles and diets. We hope to continue this work to develop a link with the Knowle West Healthy Living Centre in the future.

The scheme alongside the Youth Club has also acted as a catalyst for regeneration in the area and the environment around the site has improved dramatically in the past 6 months. For example since the 400 syringes were removed, burnt out vehicles removed, and the fences and floodlights installed, the park area is used more regularly there have been no further problems with needles.

The young people are building a good relationship with the coaches and police. They are improving their football skills, but are also learning other social skills and aspects of fair play and teamwork. A number of the young people are recognised by their school or by the youth workers as having multiple behaviour problems, however there have been no incidents of violent conduct and no swearing during the sessions, something that has amazed the youth club leader.

A number of the participants were also in danger of being excluded from school or do not attend as regularly as is required, but they have attended almost every coaching session.

The young people have benefited from the link with the Bristol City Football Club, by receiving free tickets to some of the home games, meeting the manager and players, and even having the opportunity to play on the pitch before an international. Three of the girls on the scheme have been referred to the Bristol City Football Academy.

All the young people are attending the Study Support Centre for IT based educational activities linked to football. This is then linked to the teacher's input and identified strengths and weaknesses of each young person.

To date the feedback from the young people has been very positive with a number of them making comments to the coaches such as

***" I used to try and burn this place down but don't want to any more."***

***"I used to just hang around the streets during this time of the day but now don't want to miss the coaching sessions."***

***"I am not much good at school but I can't wait for the Study Support Centre"***

## THE FUTURE

The pilot scheme has been an undoubted success, and because of the amount of funding raised has been continued up until September 2002. However the Steering Committee is looking to access longer term funding to allow the scheme to develop into a 6-year programme.

It was decided to try and concentrate on the younger age groups, who had responded better to coaching and had attended the programme more regularly. The coaches recognised that by targeting this age group the project could aim to combat problems relating to behaviour earlier, and also set standards and rules that would influence the young people's development. The plan also allows more scope to link with other projects, which have this age group as their target age range, such as Schools Plus and the Children's Fund. Therefore the project will work with a Year 5 group and a separate Year 6 group taken from across the local primary schools. There will also be a Secondary school group who will be a larger group. Finally there will be a girls only session with a wide-ranging age group, to try and combat the dropout of females from the scheme within mixed gender sessions. The funding of a permanent worker has progressed the project and given it stability.

As the project now moves away from being police driven to being community driven, the local officers, and particularly PS Papuca are keen to maintain the involvement of the police as stakeholders in the local community.

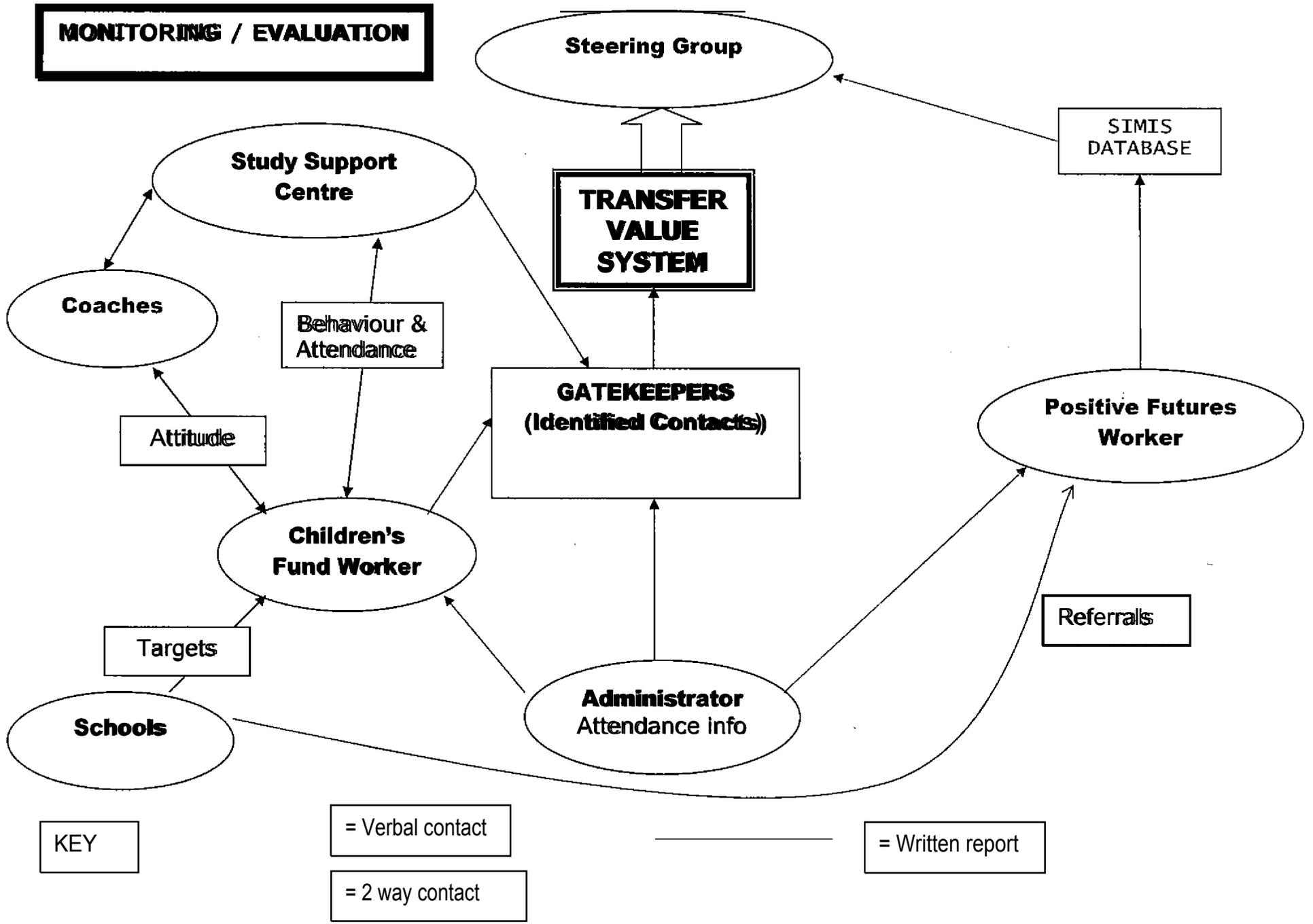
## APPENDIX A

### Knowle West Learning Through Football Scheme Budget

<u>Expenditure</u>	<u>Totals £</u>
Football in the Community (£160 x 30 weeks)	4800.00
Study Centre (2 x 10 x £ 100)	2000.00
Monitoring Fee	200.00
Extra Sessions (8 Sundays x 3 hours x £60)	500.00
Equipment:	
Outdoor Goals (2 x £200)	400.00
First Aid Kit	50.00
Pitch Upgrading:	
Fencing for 5-a-side	5600.00
Pitch marking out	500.00
Volunteer Coaching training (£30 x 10 volunteers)	200.00
Transport (12 x BCFC matches x £100)	1200.00
Refreshments (approx.)	500.00
Media Project video costs	1500.00
Services (outdoor pitch lighting, heating etc)	600.00
<b>Total:</b>	<b>18050.00</b>
<u>Income</u>	
Subscriptions (40 x 50p x 2 x 30 weeks)	1200.00
<b>Total:</b>	<b>1200.00</b>
<b><u>Expenditure over Income</u></b>	<b>16850.00</b>

At this stage we still have monies coming into the project. The total stands at £18600.00. The majority of funding has come from sources such as Sun Alliance (£500), John Lewis (£500), Greater Bristol Trust (£1000.00), John James Trust (£1000.00) etc

Avon and Somerset Constabulary have contributed £3050.00, Avon and Somerset Community Trust have provided £1000.00. Twenty-seven local businesses in the Knowle West area have given £1000.00 between them.



# **Broadplain <sup>%</sup> Learning Through Football' Scheme**

**Job Title: Children's Fund Worker**

## **Roles and Responsibilities:**

1. To develop good relationships with the young people participating on the scheme.
2. To act as a role model to the young people.
3. To Base with the young people's teachers, schools and parents.
4. Identify young people for the scheme with teachers.
5. Keep all teachers and Headteachers informed about the aims of the scheme and its' progress.
6. To collect data from schools about young people's levels of attendance and behaviour.
7. To set achievable and realistic targets for the young people to achieve to affect their Transfer Value.
8. To follow-up any absenteeism from the scheme in school time.
9. To attend the Study Support Centre to work closely with targeted young people.
10. To be present at coaching sessions and be able to help run these sessions as necessary.
11. To be able to advise and counsel the young people on any problems they may be encountering with the scheme and feedback these issues to the Steering Group.
12. To attend Steering Group meetings to provide feedback on the progress made by the scheme.

The schools' will need to:

- Provide contact time for the project's workers
- Be aware of the aims of the scheme
- Identify suitable young people and specifically referrals
- Provide feedback on school-related targets

## **Broadplain 'Learning Through Football'<sup>s</sup> Scheme**

**Job Title:                      Coaches**

### **Roles and Responsibilities:**

1. Deliver high quality football coaching sessions.
2. Make the relevant person aware well in advance of any session times that they cannot attend.
3. Invoicing regularly for all sessions attended.
4. Working inclusively with all members of the group regardless of ability.
5. Talking to the young people about the scheme and raising its' profile as often as possible.
6. Keeping coach records of every session, to show any problems / incidences (e.g. swearing, bullying etc)
7. Setting clear rules and boundaries for the young people, about what is and isn't acceptable.
8. Implementing the Transfer Value monitoring system and making all the young people aware of how they can influence their value.
9. Giving regular feedback to the Steering Group either by written report or oral feedback.

**Job Title:                      Study Support Centre**

1. To deliver a 10-week ICT programme to all primary school age participants on the scheme - course needs to be different for each age group to avoid repeating work over the life of the project.
2. To feedback on any behaviour problems or issues that arise at the Centre, so that these can influence the young person's Transfer Value.
3. To provide a written report for the Steering Group with evidence of work at the end of the course.
4. To liase with the Children's Fund Worker around the targets set for the young people by schools.

# **Broadplain 'Learning Through Football' Scheme**

**Job Title: Administrator**

## **Roles and Responsibilities:**

1. Collect personal details of all participants on the scheme, to include:
  - Name(s)
  - Address where usually resident
  - Date of birth
  - School attended and current Year group
  - Any allergies or medical details
  - Contact details for parents/guardians
  - Any other data as required by the SIMIS programme
2. To keep a register of attendance for each session, and pass this information on to the Children's Fund Worker, SIMIS admin worker, and any other relevant person.
3. To collect subs from young people at every session, and pay these into the bank account regularly.
4. To be present to open and lock the building for all sessions.
5. To produce information letters and other mail-outs home for young people and parents.
6. To produce a short written report on attendance levels and subs paid for each Steering Group meeting.

# **Broadplain 'Learning Through Football' Scheme - Steering Group Responsibilities**

## **Committee:**

- Once constituted the group will have a Committee that will form a significant function within the Steering Group. There will be a Chairperson, Treasurer and Secretary at the very least. Each of these posts will have a role to play in the running of the scheme e.g. Treasurer will need to produce annual audited financial report, be responsible for payment of all bills and produce regular updates on income and expenditure to the Steering Group.

## **Other roles of the Steering Group:**

- To make decisions about the future development of the scheme.
- To be responsible for fund-raising.
- Publicity of the scheme, and its' successes.
- Dealing with any problems/disputes.
- Regeneration of the Broadplain site
- Ensuring local ownership of the project
- Child Protection and Equality issues
- Overall financial control of the project
- Development of partnership working
- Transport arrangements (?)