Martin Tideswell
Editor of Stoke Sentinel
(Compere)
Michelle Vorel-Adams
Strategic Manager – Leisure, Culture and Museum
StreetGames in Stoke-on-Trent

Michelle Vorel-Adams
07 December 2016
Welcome to Stoke-on-Trent
Background

- 14th most deprived Local Authority area
- Life expectancy is significantly below national averages (-10.5 years for men and -6.3 for women)
- Population 249,000 - 66,400 aged 24 years or under
- 13,200 children living in poverty
- 23.3% of children in Year 6 - obese
- 2003 to 2016 all offences fell by 35% comparable to the national average
- Locally offences have increased by 20% since 2012/13 compared with an increase of 7.7% nationally
- ASB is perceived as the largest issue for residents across the city
- City has strong focus around regeneration
StreetGames in the City

• The council has delivered StreetGames since 2007 other local providers now involved
• Closely aligned with the Community Safety Partnership
• Diverse partnerships
• Strong political support
• Sustained by income generated each year
• Full time StreetGames Officer, three part time Activators
• Level 2 and 3 apprentices play a key role
• Circa 45 sessions a week summer, 30 winter, all free of charge
• Multi sport led model
• 5000+ young people engaged January to December 2015
• Delivery designed to raise aspirations
StreetGames & Community Safety

• Reducing the incidence of, and harm from, antisocial behaviour is a priority for the Safer City Partnership
• Targeted diversionary action in antisocial behaviour hotspots mapped out on a quarterly basis by day and time of the week
• Structured diversionary activities delivered in neighbourhoods suffering from the effects of antisocial behaviour
• Increased public confidence increases due to young people engaged in positive activities
• Reassurance as the Street Games Team are easily identifiable
• StreetGames provision results in:
  • Reduction in antisocial behaviour
  • Increased number of young people engaged in positive activities
  • Improvement in health, fitness and socialisation of young people
  • Young people being at reduced risk of being a victim of crime or disorder
• 7% city wide reduction in ASB summer 2016
Contact

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Or

andrew.heaward@stoke.gov.uk
Rt. Hon. Lord McNally
Chair of Youth Justice Board
Paddy Tipping
Police and Crime Commissioner for Nottinghamshire
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Bill McWilliam
Assistant Chief Constable for Derbyshire
Young People and Sport

Assistant Chief Constable Bill McWilliam CBE
National Action Plan

Key Principles

- Use risk indicators to intervene early

- The vulnerability of children and young people should be identified and responded to in order to protect them from harm

- All children should be treated as children first in every encounter
“When I went to school, they asked me what I wanted to be when I grew up. I wrote down “happy.” They told me I didn’t understand the assignment and I told them they didn’t understand life.”

John Lennon
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Adam Rigarlsford
Strategic Lead – Local Partnerships, Sport England
Sport for Social Development

Adam Rigarlsford
Strategic Lead Local Relationships
Agenda

• Brief introduction and update on DCMS and Sport England strategies.
• Connections with today's agenda.
• Opportunities – outcomes, partnerships, investment.
Government Strategy: Sporting Future

Outcomes

Physical Wellbeing
- Increase in % pop meeting CMO guidelines
- Decrease in % pop inactive (5-18s, 19-64s and 65+)

Mental Wellbeing
- Improved subjective wellbeing

Individual Development
- Levels of perceived self-efficacy

Social and Community Development
- Levels of social trust

Economic Development
- Gross Value Added by sport sector

Outcome measures

More people from every background regularly and meaningfully taking part in sport and physical activity

A more productive, sustainable and responsible sport sector
Our Vision:

We want everyone in England regardless of age, background or level of ability to feel able to engage in sport and physical activity.

Some will be young fit and talented, but most will not.

We need a sport sector that welcomes everyone – meets their needs, treats them as individuals and values them as customers.
Sport England Strategy: Towards An Active Nation

Seven investment principles

Outcomes
- Physical Wellbeing
- Mental Wellbeing
- Individual Development
- Social and Community Development
- Economic Development

Customer Focus +

Social and Community Development
- Individual Development
- Mental Wellbeing
- Physical Wellbeing
- Economic Development

How we think

How we decide

What we invest in
- Tackling inactivity
- Children and young people
- Mass market
- Core market
- Volunteering
- Facilities
- Local delivery

Underpinned by
- Workforce
- Coaching
- Active Lives
Key shifts in our focus:

• Investing for wider outcomes and benefits

• Focus on under-represented groups and those who are inactive

• Create new and wider partnerships

• Changing behaviours is central
Latent Demand by Socio-Economic Group:

% who would like to do more sport than they currently do, by NS-SEC group

Source: Active People Survey 9 (2014/15)
Working in Partnership – Case Study

- Unique partnership with WMP across West Midlands
- Awarded £245k lottery funding (3 year programme)
- 10 LPUs selected in most deprived parts of W.Mids
- Target audience 14-24 year olds most affected by crime
- 6,628 participants to date (now in final year of delivery)
- Year 1: youth-related ASB reduced by 10.4% compared to previous year across project area
- Year 2: saw further reduction by 24.9%
- Project is making a difference both physically and socially
Opportunities – Outcomes, partnerships, investment

- December 2016
  - Announce details of £3m **Volunteering** fund.
  - Invite expressions of interest for 10x **Local Delivery** pilot areas.
  - Investment guide published on **Inactivity** Fund and Tackling Inactivity Fund to be launched before xmas.
    - Up to £10m for projects targeting older adults (55+)
  - **Community Asset Fund** launched.
    - £7.5m for projects between £5,000 - £150,000
Thank you
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Jane Ashworth
CEO of StreetGames
• National Picture...why are we here?

Taken from our recent survey of community sport organisations:

• Nearly 60% of respondents said that they have partnerships in place with their PCC, YOT, Community Safety Partnership

• Nearly 45% said that they work with Troubled Families or local Youth Offending Team.

• Every YOT worker, every copper and every magistrate knows.....
The time feels right......

- With the Sports strategy
- With the bedding in of Police and Crime Commissioner structures
- And the emerging acknowledgement that sport has a bigger role to play in Youth Justice and Policing youth crime and ASB

Dr Phillip Lee, Parliamentary Under Secretary of State for Justice spoke directly on Tuesday about: “the value sport has in the future to support the youth justice system and the young people in their care”

(taken from speech at YJB conference – Lord Mc may well address this though) so will check with Summer)
Home office programme:

**PCC’s involved**: Derbyshire, Nottinghamshire, West Mercia, North Wales, Gwent, Cheshire, Northumbria and Greater Manchester

**Projects involved**: Live Wire, Warrington Wolves, Sporting Futures, Gedling Borough Council, Denbighshire County Council, Bright Futures, Link 4 Life, Telford and Wrekin Council, Newport Live

**Aims**:  
- Push forward the evidence base  
- Build understanding and relationships between police and crime agencies and the community sport sector  
- And better demonstrate that prevention is *cheaper* than the cure!
Loughborough University were commissioned to tackle this challenge and today you’ll hear about what they found that shows:

- Evidence to prove sport as an ASB and crime prevention tool is challenging......BUT CAN BE DONE!
- They have identified “critical components” that need to be present when delivering a youth crime and sport intervention that give you the greatest degree of success! A “top 10”
- And how this is now being operationalized by a number of people in this room
Where will this take us....

- We want to create best practise through the “top 10” critical components of an effective sports intervention
- We want to create a nationally accepted referral scheme that links YOT’s to community sport partners
- This will be done at the same time as partnering with the National Alliance for Sport and Desistence of Crime, who are committed to supporting youth offenders through sport
So today...

Using key topics including; evidence, training and employment, youth justice and national strategies:

- Networking and make new links
- Challenge what you hear and think how to apply it locally
- Consider how you can give and what you can give now and in the future
- How do we take action from today

Finally we’ve noticed that there are groups of you from the same areas (Notts, Leic others) so if you want to have a group chat see me or Stuart and we’ll sort it?
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