

**street  
games**  
briefing paper



**Report Subject:**  
**Changing Sport, Changing  
Lives, Changing Communities**

**Title:**  
**Using Sport as a Mechanism  
for Tackling Anti-Social  
Behaviour**

## Introduction

StreetGames is the only national charity dedicated to developing sport within disadvantaged communities.

StreetGames promotes the delivery of Doorstep Sport - which is sport delivered '*at the right time, right place, right price and in the right style*' to effectively engage disadvantaged young people.

Our mission is to 'Change Sport, Change Lives and Change Communities' - which clarifies that whilst playing sport is beneficial in its own right, appropriately delivered sport will have a wider social impact on the lives of disadvantaged young people and improve the communities they live in.

There is mounting evidence that Doorstep Sport:

- Helps young people to get and stay physically active to the extent that benefits their health.

- Support reductions in the rates of anti-social behaviour and low grade crime.
- Improves community cohesion in diverse communities.

## Using sport against youth crime

Government Research<sup>1</sup> indicates that no single factor is the cause of anti-social or criminal behaviour. But it is known that associations of multiple risk factors and protection factors shape the 'likelihood to offend'.

At StreetGames we don't provide rehabilitation programmes for convicted offenders - although many local projects work closely with the Youth Offending Teams and the Police. Moreover, our strength is in working with communities to change the local landscape through:

- The provision of diversionary activities which provide alternative pathways to gang membership and anti-social behaviour and help to guide young people through the 'jeopardy ages'.

<sup>1</sup> Risk and Protective Factors, Youth Justice Board (2005)



# Background Facts for Doorstep Sport

- Developing programmes which are designed to reduce some of the key risk factors and promote protection factors that shape the likelihood to offending/ repeat contact in the Youth Justice System.

Risk Factors	StreetGames
<b>Living in disadvantaged neighbourhood/low income/poor housing</b>	StreetGames projects are located within 20% most disadvantaged areas (IMD ranking).
<b>Community disorganisation and neglect</b>	Sessions provide positive, organised activities and help to instil respect through structured activity, clear ground rules/boundaries, shared goals and positive role models.
<b>Lack of neighbourhood attachment</b>	Participants take part in localised group activities with others from their community and are given the opportunity to play in representative teams and competitions.
<b>Attitudes that condone anti-social and criminal behaviour</b>	Sessions instil sporting knowledge and social understanding. Coaches and volunteers make it clear that offending is a destructive life and bullying, racism, sexism etc are unacceptable.

Projection Factors	StreetGames
<b>Links with teachers and other adults and peers who hold positive attitudes and 'model' positive social behaviour</b>	Positive relationships are encouraged between participants and the coaches/ volunteers who come from the local area, can relate to participants and act as positive role models.
<b>Opportunities for involvement, social and reasoning skills, recognition and due praise</b>	Sessions provide young people with opportunities to get involved locally in positive activities. Regular praise, awards and incentives are used to reward positive behaviour, significant achievements and regular attendance.
<b>Resilient temperament</b>	Sports activities teach participants that sometimes they win, sometimes they lose – with support from the coaches and volunteers, they learn how to react positively to these situations.
<b>Sense of self efficacy</b>	<p>Opportunities for training, volunteering and qualifications which develop confidence, aspirations and new skills.</p> <p>Reward loop from learning to leading sessions encourages positive, outgoing disposition.</p>



Some examples from projects within the StreetGames network are summarised in the table below.

## StreetGames Network Projects

### Sole Events - Bristol

- StreetGames network project - Sole Events has been running for three years in the Bristol area. It works alongside Police, Fire services, youth services, council workers and a range of other projects to raise awareness of rail safety issues.
- Sole Event's work is spread through its community engagement work. Staff will visit rail crime hotspot areas and engage with the young people there, get them interested in sport/physical activity and then gradually filter in rail safety advice.
- A good example is Parsons Street Area in Bristol, one of the top hot spot areas in the city. In this area, the Sole Events team attended the park every Friday night and set up activities for the young people to take part in, including playing football, basketball, cricket and street rugby, as well as providing some mobile ramps and cones to set up cycling race courses and take part in timed competitions.
- After a few weeks of gaining the trust of the young people, the project was able to reward behaviour and introduce discussions around rail safety. The young people were very frank in their conversations and mentioned that they had nothing else to do and agreed that having the session was great because it was delivered in the 'right' style. They didn't realise that trespassing on the railway was illegal and had no idea of the affect that their behaviour was having on the network, both in terms of potential dangers as well as the costs of graffiti and general rubbish clearance.
- Sole Events also attended schools and ran several safety days together with the police. Plus additional activity programmes were provided during the school holidays which had been identified as hotspot times.
- The project was very successful with a 60% reduction in Rail Crime across the hot spot areas. With Sole Events being awarded the Network Rail Community Engagement Award Winner in 2012.

### StreetGames Stoke-on-Trent

#### Sport & Leisure Services

- The StreetGames programme of doorstep sport forms a key part of the City's RESPECT initiative aimed at reducing incidences of Anti-Social Behaviour.
- The doorstep sport programme specifically aims to tackle rowdy behaviour by taking young people off the streets and providing them with positive sporting activities.
- The doorstep sport programme together with other initiatives such as community tidy ups, home fire safety checks and the provision of specialist equipment to vulnerable people have contributed to a 35% reduction in the number of reported incidences of ASB from 17,000 in 2010 to 11,000 at the end of 2012.

## StreetGames Network Projects

### Wigan Leisure & Culture Trust

- Partners in Wigan, which include Wigan Leisure and Cultural Trust, Wigan Council Youth Service and Wigan Athletic Community Trust now deliver over 100 opportunities for young people throughout the Borough each week.
- These activities have contributed to a steady decrease in Anti-Social Behaviour (ASB) over a number of years, with ASB figures published by Greater Manchester Police showing the following reductions:
  - ASB 2012/13 13,598
  - ASB 2011/12 16,202
  - ASB 2010/11 17,328
  - ASB 2009/10 23,083
- In addition, a pilot project developed jointly by Wigan Leisure & Culture Trust, the Co-operative and StreetGames which used doorstep sport as a means of addressing ASB in and around a Co-operative food store in Standish, Wigan during 2011 saw a significant reduction in recorded Youths Causing Annoyance (YCA) and Anti-social Behaviour (ASB).
- Data provided by Greater Manchester Police indicate a positive correlation between the hosting of the doorstep sports activities and reductions in ASB and YCA. With the data revealing an 80% reduction in ASB and an 87% reduction in YCA within a 250m radius of the store in 2011 compared with the same period (Sept – Nov) of 2010. Plus a 47% reduction in ASB and 75% reduction in YCA across Standish Ward as a whole.
- Furthermore, over £500,000 of funding has been secured over the last five years for Sports Development from organisations including Wigan Council, GM Police, GM Fire & Rescue Service and Wigan & Leigh Housing demonstrates the belief that partners have in early intervention methods.

### Sporting Futures Derbyshire

- Sporting Futures provides a diverse range of doorstep sports programmes in disadvantaged communities across Derbyshire.
- Since 2010 an average of 40-50 doorstep sport sessions have been provided by Sporting Futures each week which have attracted over 2,000 young people per annum.
- Police data highlights a downward trend in ASB in these areas. For example, in the four local areas where pilot Doorstep Sports Clubs have been running, there has been a reduction in ASB calls per 1,000 population as follows:
  - Clowne: 100 in 2009/10 compared to 45 in 2011/12
  - Langley Mill & Aldecar: 105 in 2009/10 compared to 95 in 2011/12.
  - Rother: 130 in 2009/10 compared to 100 in 2011/12
  - Holmewood & Heath: 75 in 2009/10 compared to 65 in 2011/12



## StreetGames Network Projects

### Sporting Futures Derbyshire

- Alan Charles, The Police and Crime Commissioner for Derbyshire is fully supportive of the work of Sporting Futures:

*"I'm very proud, both personally and in my role as Police and Crime Commissioner, to have been asked to become a Patron of Sporting Futures. Since 1994 this organisation has been working in some of the most disadvantaged neighbourhoods in the county, helping young people to participate in regular sporting activity and thereby become engaged with their peers and communities. Numerous youngsters have benefited and communities have seen crime and antisocial behaviour reduce".*

### Active StreetGames Hastings Council

- Streetgames Hastings has been working with Surrey and Sussex Probation service for the last year on a project called In2sport.
- The project saw 22 offenders attend informal once a week doorstep sport sessions. Participants attending the sessions went on to form a team to play in a 5-a-side competition and also attended a national inclusion football tournament in Portsmouth.
- 4 of those attending have just completed their Level 1 Football coaching qualification and 2 others have completed a Junior Football Leaders Award.
- The project has been such a success and will be repeat funded to run the programme again during 2013.

### Merseyside Fire Support Network

- Merseyside Fire Support Network provided a doorstep sport cage football project in a number of areas with high deprivation in central Liverpool.
- Between 2007-2011 over 1,500 young people attended the cage football sessions which were aimed at improving social cohesion and diverting young people from involvement in crime and anti-social behaviour.
- Across the cage football sites data showed a 29% reduction in recorded deliberate fires when comparing 2009/10 (n=663) to 2010/11 (n=472) and a 27% reduction in police recorded ASB incidents - 2009/10 (n=1,600) compared to 2010/11 (n=1,170).

## Improved Perceptions

Diversionary activities also provide important relief to low level youth offending and anti-social behaviour for local communities. Session leaders and partners report positive feedback from local residents about how the projects are playing an important role in helping to build relationships and improve perceptions:

*“Seeing some children from the estate who can be very unruly, seeing them join in and behave and enjoy themselves, that’s an achievement. Certainly for us.”*

*“Kids playing together is seen as positive, unlike kids hanging about together....all ages are pulling together and the residents think it is brilliant.”*

*“As a police beat officer, it has helped me as I have been able to build a strong relationship with both the young people and their families, and the residents of the estate who have been thrilled with the project.”*

## Young Volunteers

By encouraging young people from disadvantaged areas to become involved in sports volunteering, it can significantly improve their life chances and help achieve their full potential through teaching leadership and life management skills as well as providing a route to recognised qualifications. And as the key Police data shows above, many areas show that ASB and low level crime reduce where there is a StreetGames presence.

To date over 6,700 volunteers have been recruited via the Co-operative StreetGames Young Volunteers programme (CSYV). All volunteers are aged between 16-25 years and come from areas of multiple deprivation as identified by the Index of Multiple Deprivation (IMD) or from areas that have been designated ‘hotspots’ for health inequalities or youth offending.

## Training and Qualifications

Data up to March 2013 shows that the young volunteers on the CSYV have gained over 5,800 qualifications including National Governing Body of Sports Level 1 Coaching Awards, Sports Leaders Awards, Youth Achievement Awards, Duke of Edinburgh Awards and other accredited qualifications - such as first aid, child protection and lifeguarding.

A selection of quotes and comments from volunteers relating to achievement of qualifications are set out below:

*“All of my qualifications come from volunteering in sport and I’m now doing a job I really enjoy.”*

*“The qualifications have given me confidence. It’s helped me with my college course. I trust myself to succeed.”*

*“I’ve started my FA Level one. Being here has helped me get back on my feet. I’ve been given one to one support. Before, there were some days I couldn’t leave the house.”*

*“It’s a doorway to the future.....it’s a practical way of learning.”*



## Increased Life Skills

An independent evaluation of the CSYV programme has been conducted on an annual basis since 2008. These evaluation studies have found that volunteers on the programme were also able to increase their 'life skills' such as confidence, resilience, communication including listening and empathy through volunteering. They were also able to increase their 'technical' skills via sports, leadership, gaining experience and qualifications, which has in turn, helped to open up careers and their employability.

*"[It's] built up my confidence. [I've now] got lots of contacts and relationships which can help you in a lot of ways."*

*"Volunteering has given Ashley a focus that he needs to ensure he stays on the right path."*

*"Before I did it for a bit of fun. But (the project) helped me realise how I can further what I'm doing. Now I feel I'll do this because it'll be great for me in the future."*

*'Volunteering builds up your confidence to make you think that nothing is impossible.'*

*"Before I came here, I didn't bother about anything, I got into trouble. It's given me new ideas...If I'd carried on, I would have been in a lot of trouble....All my friends have given up on College and are on the dole".*

*"Helped me get a job in Currys"*

*"I would have been in prison if I wasn't here, I had a bad attitude"*

The benefit of being a volunteer can be a very important 'counter balance' for a young person if they feel that they have been seen as a 'failure' or 'lost cause' by adults in other settings such as at school. Some volunteers talk about how proud they feel when other adults see how well they have done - "they knew me when I was younger and naughty and always in trouble and they can't believe how much I've improved as a person - volunteering has taken me out of groups on the streets and into a different group of young people'.



## Pathways into Employment and Education

The programme is also helping provide a pathway for some to future employment and education. This is illustrated via the case study example below:

There are many other similar examples and good news stories from our volunteers which can be found on the StreetGames website:

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

### CSYV Project Case Study - Sport Matters Volunteering Project Thanet, Kent

The SPORT Matters Volunteering project, run by Thanet District Council, has been involved with the CSYV programme for the last two to three years. It uses sports such as football, street dance, boxing and golf to work with their young people as a diversionary tool.

The project is based in a deprived area with over 6,000 unemployed people and a high number of NEETs. Volunteering is seen as a good way to support young people who need to gain experience especially for entering employment. 'It's hard to break into sport but easier if you've got two years of experience of volunteering in the project'. Indeed, volunteering in sport is often more attractive to some of the NEETS than volunteering in other areas.

Some of the young volunteers had been participants at the project's sessions, some were recruited via their website and some were referred to their project by other local agencies such as Jobcentre Plus and the Youth Offending Service. The project has a high priority for working with young people who have engaged in ASB and are at risk of getting involved in crime. A recent example is the project's work with two young people with ASBOs who were on the verge of going to prison but who were referred to the project and have now progressed so that they are doing 16 hours paid work a week at the project and are no longer at risk of going to prison.

The project staff see the sports sessions as a form of 'secret social work', a way of working with their young people and volunteers to get the best out of them. The sessions are fun and relaxed and they support their young volunteers with their expertise and positive role models.

The project staff see a wide range of benefits for young people volunteering at their project such as improving their confidence levels, improving their communication and listening skills, problem solving, improving their fitness levels, having less chance of getting or staying involved in ASB and developing better intergenerational relationships between young and 'older young' people. Volunteering often changes how others see them, both adults and their peers. One of their young volunteers used to have a reputation for being 'notorious' but started volunteering, brought ten friends to the session, gained respect and is now seen in a different light. **June 2012**

## StreetGames Background

Launched in 2007, StreetGames is the only national charity dedicated to developing sport with disadvantaged communities and making sport accessible to young people regardless of their social circumstances.

Since its launch StreetGames has developed a network of over 250 local projects which provide regular doorstep sports sessions within disadvantaged communities. The projects have attracted over 220,000 participants, generated over 2.3 million attendances and recruited over 6,700 volunteers via the CSYV programme.

We have also been successful in winning the following awards:

- **Queen's Diamond Jubilee Volunteer Award 2012**

StreetGames was given this special award for voluntary service.

- **Chief Medical Officer's Public Health Awards 2010 - Award level achieved: Winner**

StreetGames won the Sir James Wilson Award at the Chief Medical Officer's (CMO) Public Health Awards 2010.

- **The Network Rail Awards 2012 - Award level achieved: Winner**

Sole Events - a StreetGames network project in Bristol was award winner in the 'Community Engagement' category at the Network Rail Awards 2012.

- **Business Charity Awards 2012**

StreetGames was highly commended in the 'Community Impact' category and shortlisted in the - 'Individual Project' category.

- **Children & Young People Now Awards 2012**

StreetGames was shortlisted in the 'Children and Young People's Charity Award' category

- **Charity Times Awards 2012**

StreetGames was shortlisted in the Big Society Award' category

- **The Charity Awards 2010 - Award level achieved: Highly Commended**

StreetGames was 'Highly Commended' at The Charity Awards 2010, awards which examine how well charities achieve their objectives and other factors including leadership, planning, innovation and sustainability.

- **The Business Charity Awards 2010 - Award level achieved: Winner**

The Co-operative StreetGames Young Volunteers programme won 'Best UK Project' at the Business Charity Awards 2010 for helping over 1,700 young people access sports coaching and community leadership training.

- **Sports Coach UK Coaching Awards 2012**

StreetGames was a finalist in the "Coaching Intervention of the Year" Award, for the development of the Doorstep Sport Level 2 qualification.



## StreetGames

StreetGames is the only national charity dedicated to developing sport with disadvantaged communities. Our mission is to 'Change Sport, Change Lives and Change Communities'.

StreetGames is creating networks at national and local levels to strengthen the commitment to doorstep sport, as well as seeking significant funding to make the StreetGames projects sustainable. StreetGames' ambition is to link new doorstep sport with sports clubs, National Governing Bodies of Sport programmes, local authority services and health projects.

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