



SPORT & YOUTH CRIME CONFERENCE

**How to use Sport+
Effectively**

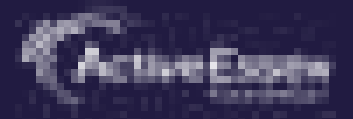




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Ministry of Justice

Anna-Kaarina Ahti

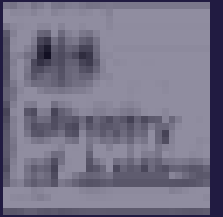
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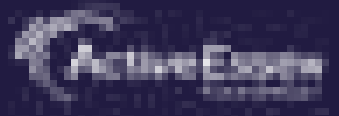
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Policy Background



- Prevention is the primary aim of the youth justice system, and we know that early intervention is key to diverting children from crime
- That is why, in May 2022, the government announced at least £300m of funding for youth justice services over 3 years
- We know the significant strength of the voluntary and community sector and the positive contributions that it can bring to the development of young people's lives – whether it be through the arts, mentoring, sports or other activities
- MoJ therefore explored sports funding as part of that wider package, with a desire to invest in community organisations working with vulnerable or at-risk young people aged 10-17

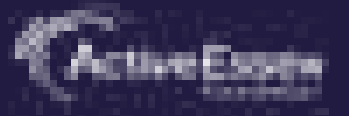




Investment Rationale

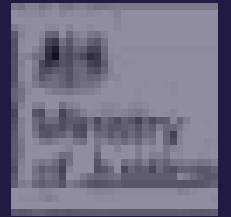


- Sport is increasingly recognised as having a role in prevention and early intervention work with children at risk of offending behaviour.
- Sport can provide a vehicle that leads young people away from the YJS and towards activities that build strengths, potential and pro-social identity, while emphasising positive behaviours and outcomes.
- Effective projects targeting the secondary cohort will often build additional elements to a sports-based programme, such as mentoring, volunteering, or personal development support. This is often referred to as ‘sport plus’.
- We were pleased to see that half of the hours delivered were these additional activities, including **mentoring** which was delivered by **63%** of organisations.





Progress to build on



Of the 7,832 young people engaged, **82%** came from the **most deprived communities** within the bottom four IMD deciles.

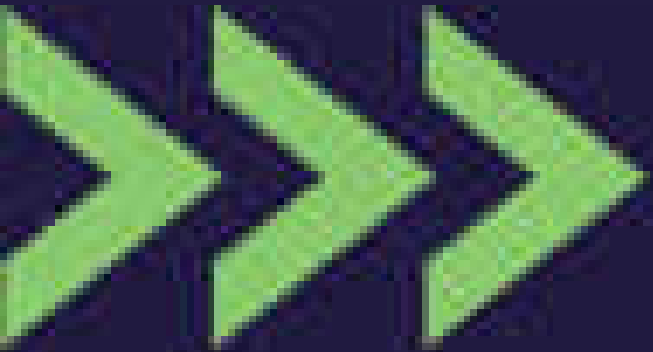
88% of organisations engaged with young people who had been **excluded** from school or college.

More than half of the organisations engaged young people who had been **arrested or cautioned** in the last three months

Over 1000 children received a **new qualification** through their participation in the Fund

62% of delivery organisations shared that they 'had been able to **make new/ strengthen existing connections** with youth justice partners locally'.

88% of organisations shared that there are **local exit routes** for young people engaged on YJSF



Examples of joint working

We are already seeing sports organisations take advantage of Turnaround funding and more general links with YOTs, including:

Areas where Turnaround funding is being invested in sport and life skill programmes on a spot-purchase basis



Areas where a VCS organisation is delivering larger packages of interventions/have been commissioned across multiple years



Areas where the YOT are interested in investing in an entire network in the local area, who can then use their sector knowledge to appropriately commission out to the best placed org for the young person



Next steps

- MoJ is leading on building on the learning from YJSF, and encouraging the use of sport for crime prevention to other partners across government.
- We are highlighting the positive impact of sports activities on the Early Intervention cohort and ensuring OGDs with relevant EI programmes are aware and able to boost their delivery partners' confidence to commission sports.
 - Among OGDs, particular focus on DCMS, HO, NHSE and DfE.
- We are encouraging YOTs to look to the VCS, and sport orgs in particular, to facilitate nimble crime-prevention work.
- We are having specific conversations via the Turnaround programme team with YOTs involved in Turnaround to highlight the work sports orgs do, share learnings from YJSF, and encourage commissioning VCS orgs.



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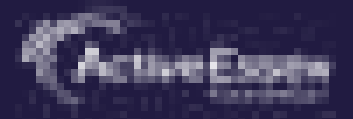


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An asset-based approach to sports and life skills





Sports & life skills project

Supported by Basildon and Southend Youth Offending Service

Asset based approach / Test and learn model

Supporting young participants to build their aspirations

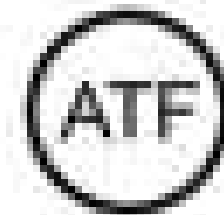
Opportunities to engage in various activities

- Horse riding
- Boxing
- Swimming
- Recording studio sessions
- Performing arts
- Football
- Volunteering



Outcomes include

- Increasing relational support network and resilience
- Positive redirection of destructive attitudes and behaviours
- Increasing confidence, self-worth and aspiration
- Clearing blocked pathways



Asset Transfer Foundation



Sports & life skills project

Learning

Importance of development and supervision

Ensuring sustainability – mitigating single point of failure

Prioritising high demand within capacity / Navigating individual needs/energy within this

Quality vs quantity - Propensity for system 'conveyor belt'

Benefits through longer term approach to funding



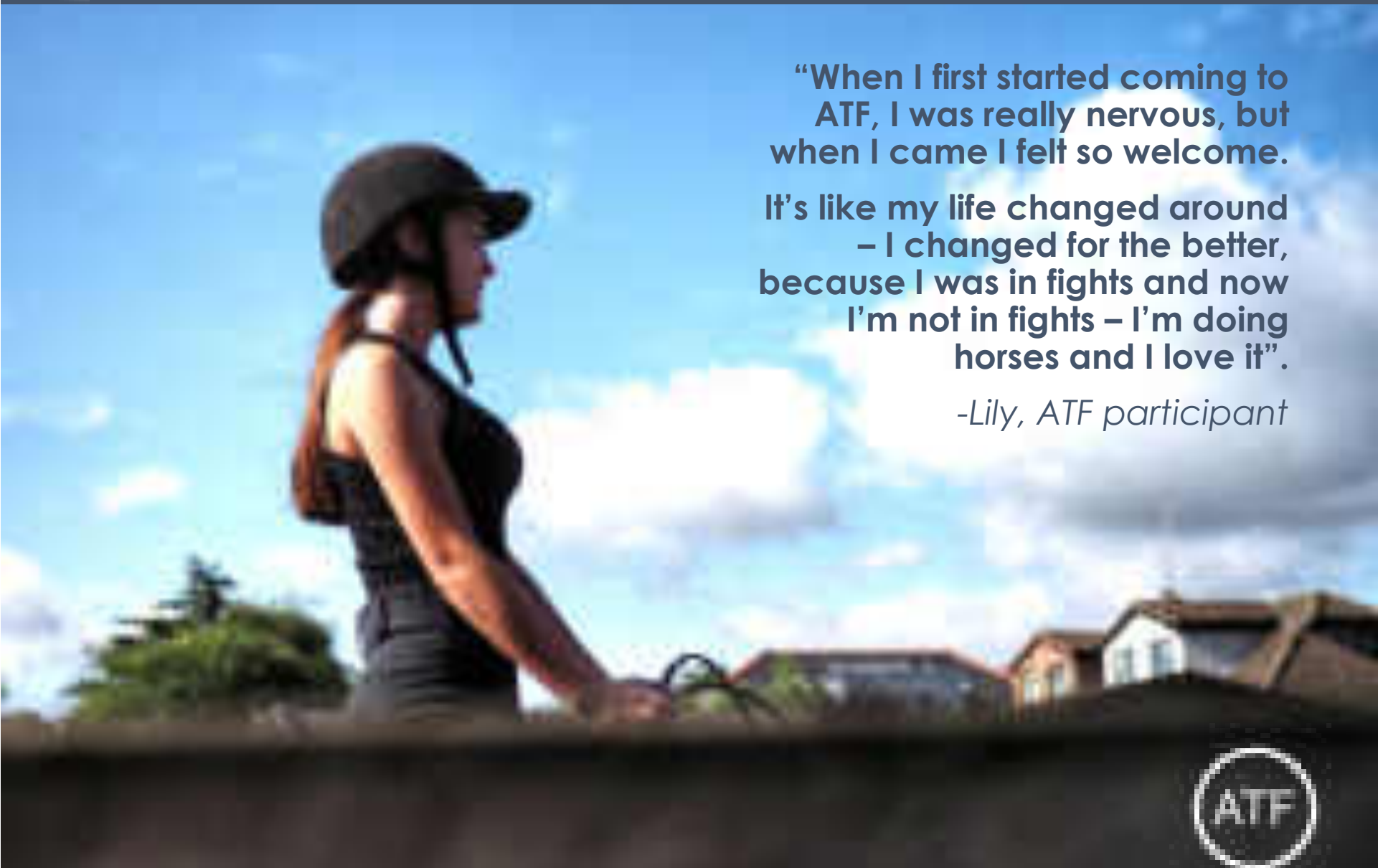


Improved outcomes

“When I first started coming to ATF, I was really nervous, but when I came I felt so welcome.

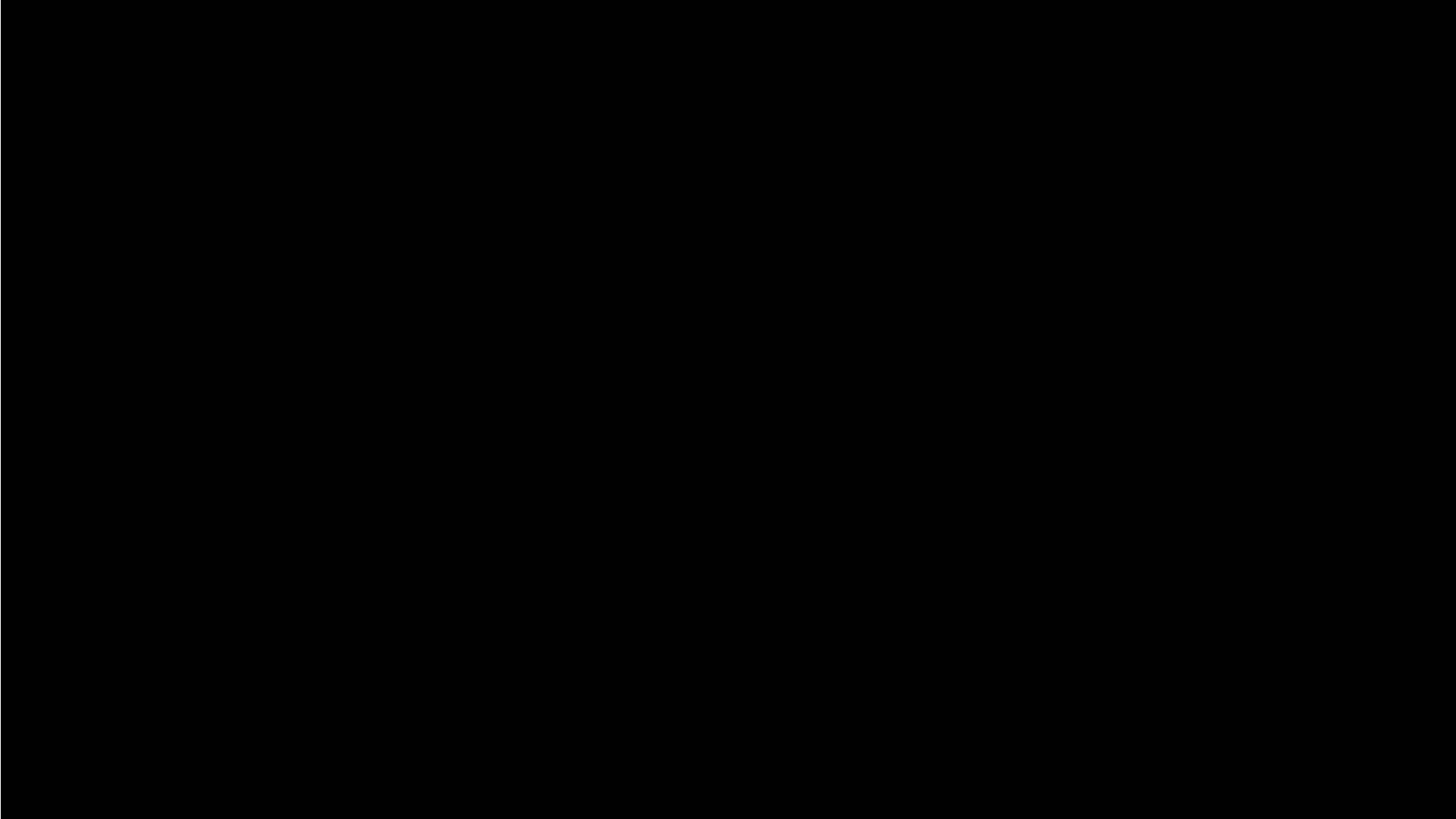
It’s like my life changed around – I changed for the better, because I was in fights and now I’m not in fights – I’m doing horses and I love it”.

-Lily, ATF participant





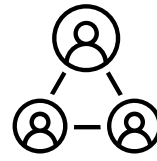
Improved outcomes



Impact snapshot



2020-23



5000
Engagements
per month



1872 young people
supported to stay
in education



864 free
counselling
sessions



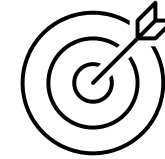
93 cessations
of anxiety &
depression



2400
1:1 coaching
& mentoring
sessions



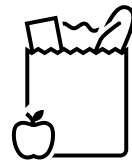
633 Young
people supported
incl. those in
criminal justice
system



40 young
leaders
mentored



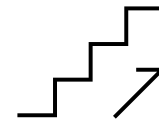
1044
Volunteers



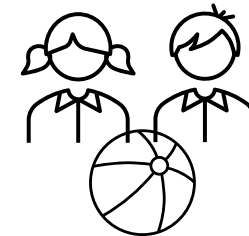
25 Free
food parcels
given
monthly



1300
Nutritious
free meals
per month



30 free trips,
opportunities
and experiences



900 Free
holiday club
spaces per year



The story of ATF

EST. 2012: "Achievement Through Football"

-Provided free, positive,
diversionary football
activities for at risk young
people in Southend-on-Sea

Here's a snapshot of the early days:
<https://youtu.be/HpDdyIG7jyE>



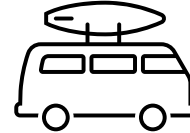
NOW: "Achieve Thrive Flourish"

-Strength-based charity
working to create the
conditions for communities
to thrive across South
Essex and beyond



www.ATFcommunity.com

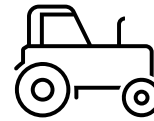
ENGAGEMENT 'VEHICLES' INCLUDE:



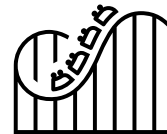
Community sports and
fun physical activity



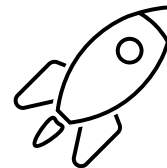
Life coaching &
intensive 1:1 support
e.g. with youth in Criminal Justice System



Volunteering, meaningful
participation, gaining new
skills and experience



Fun community events,
projects & celebrations



Creativity, culture &
heritage opportunities



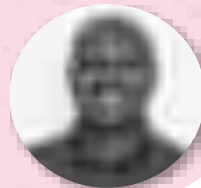


PARTNER'S PERSPECTIVES

"Active Essex have had the pleasure of working in partnership with ATF for a number of years now, helping to tackle inequalities, strengthen communities and improving the health and wellbeing of residents living in Basildon. ATF have been on our place-based journey from the very beginning, becoming one of our most locally trusted organisations, whilst helping to accelerate the community hub approach.

As part of Essex County Council's Levelling Up agenda, ATF have been pivotal by reclaiming local spaces and parks to provide free family activities every Saturday through ParkPlay, as well as becoming one of the Holiday Activity and Food Programmes most successful providers. Utilising an ABCD approach, they have provided discovery days within the community and through many volunteering opportunities and Coach Core Apprenticeships, have been able to upskill and raise aspirations for young people, by allowing them access to leisure opportunities that are normally out of their reach."

- Jason Fergus
Director of Active Essex

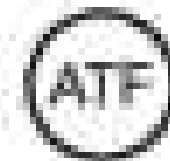


"The VVU have been pleased to work in partnership with ATF for the past 3 years.

Within this period, we have seen the breadth and intensity of the services delivered increase.

We look forward to continuing to partner with ATF in the near and long-term future and to support the amazing work they deliver to communities."

- D/Inspector Sharon Wyatt
Essex Violence & Vulnerability Unit



ATF'S PRACTICE OF CHANGE



Holistic wellbeing: Physical, emotional, relational, vocational



Improved motivation

“Before ATF, I wasn’t really doing anything – I’d wake up in the afternoons, I was unmotivated.

Now that I’m working with ATF, it’s completely changed me – It’s given me motivation, I’m happier. It’s changed me a lot”

-Connor, ATF team member





CHALLENGES THAT OUR YOUNG PEOPLE FACE



FOOD & NUTRITION

MENTAL AND EMOTIONAL WELLNESS

ISOLATION

COST OF SPORTS/ACTIVITIES

OBSCURED PATHWAYS

INTO MEANINGFUL
EMPLOYMENT

THE LURE INTO COUNTY LINES/
CRIMINAL BEHAVIOUR

PERCEIVED LACK OF OPPORTUNITY

LOW SELF-WORTH/
SELF-BELIEF

GENERATIONAL
POVERTY/ HINDERED
ASPIRATION

LACK OF POSITIVE ROLE
MODELS/PARENTAL CAPACITY

IMPEDED SELF-CARE

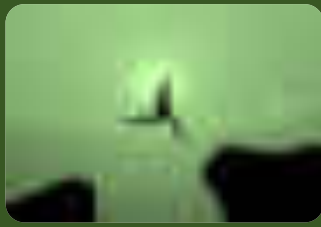
ATTRACTION OF
UNHEALTHY
BEHAVIOURS

IMPACT/LEGACY
OF COVID

DIFFICULT EXPERIENCES
WITH EDUCATION

LACK OF POSITIVE ATTENTION/
INVESTMENT OF TIME

STABILITY/
CONSISTENCY AT HOME



IMPACTS OF ATF'S COMMUNITY ACTIVITIES



INCREASED BELONGING, SELF-WORTH & CONFIDENCE

IMPROVED SELF-CARE

INCREASED PHYSICAL ACTIVITY AND
FINDING THAT ENJOYABLE

SENSE OF WELLBEING / REDUCTION IN
ANXIETY AND DEPRESSION

WILLINGNESS TO GET
INVOLVED AND HELP OTHERS

STRONG SENSE OF BELONGING,
CONNECTION AND MEANING

COMMUNITY "RECLAIMING"
PUBLIC SPACES

INCREASED CAPACITY FOR COMMUNITY MEMBERS TO TAKE
CARE OF EACH OTHER – LESS NEED FOR SERVICES/SUPPORT

PEOPLE VOLUNTEERING / PAID WORK
AND EVENTUALLY GETTING JOBS

IMPROVED SCHOOL
ATTENDANCE

DESPITE BEING A HIGH-QUALITY COMMUNITY ASSET, Northlands Park had developed a negative reputation among local people as an unsafe area, which they would not allow their children to visit.

Participants at the January 2020 Briscoe Community Discovery Day expressed an ambition to “reclaim the park” and over the coming year, ATF and residents offered a range of fun free physical activities in the park 3-4 times a week, as well as seasonal community celebrations, attracting hundreds of local people.

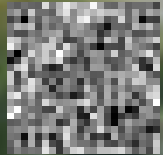
A good relationship developed with the Park Café (which was now known to run out of food due to how busy the park was becoming!) and the café started to provide food for ATF’s local community events.

When a subsequent incident led to a tragic murder in the park, there was some initial concern that this might undermine the confidence of participants. However, rather than discourage attendance, participation continued to flourish – such is the testament to the reclamation of the park that local people imagined... and then created.



OUTCOME | Northlands Park reclaimed

Watch the video at:
<https://youtu.be/Sxbjay5Q00s>



“I’ve never seen the park this busy since ATF came along”
-Claire, Local resident



Northlands Park reclaimed

Free events and celebrations have been a simple and effective way to bring the whole community together and increase a sense of place, connection and local pride. This has been especially beneficial in helping to progress local ambitions such as “reclaiming” Northlands Park.



-Summer community celebration in Northlands Park, Basildon
Scan the QR code for the video or visit: <https://www.youtube.com/watch?v=QgI-kw3ysd0>





WHAT DO VOLUNTEER Neighbourhood Assets look like?



Through volunteering opportunities with ATF, local Mum **Mira** has gone on to complete an apprenticeship as a Community Activator Coach, as well as supporting ATF's community sessions. Mira was awarded Active Essex Ambassador of the year 2022



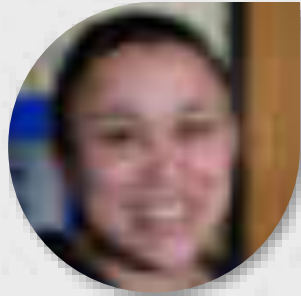
Jay utilises his network as a local teacher to build group participation and connection to unprecedented levels. Jay leads Eversley ParkPlay and Northlands HAF provision and was awarded the Active Education award at the 2022 Essex Activity Awards



Neil & Claire utilised their teenage son's network to help ATF engage teens in Felmores. Their passion for supporting young people led to setting up a youth club that proved to be a key asset and it has given them the confidence to develop their own offer for local young people



Claire has used her skills as an educational professional to strengthen safeguarding protocols for ATF's Holiday Activities and Food (HAF) programme. Claire leads the HAF provision at Briscoe, providing a safe, nurturing environment for over 100 local children during the holidays



In addition to helping establish Briscoe Gardening club, local mum and volunteer **Kayna**, who has experience as a chef at London's Savoy, now leads the food provision at ATF's Holiday Activities and Food (HAF) club at Briscoe Primary School



Hannah a parent from Felmores area, has used her teaching experience to be a key member, developing the teenage offer in the Beech Community and King Edward Centres



Originally from Latvia, one of ATF's biggest supporters **Jelena** has helped to connect with new communities in Pitsea, and has been integral in "reclaiming" Northlands Park



Charmayne who is on the support team at Northlands Primary School first provided SEN support for ATF's HAF clubs, before going on to be ParkPlay leader for Gloucester Park



COMMUNITY achievements & awards!



Senior Coach **Ash**, who runs ATF's Positive Futures course with young people at risk, was presented with an Outstanding Leader award at the 2023 Jack Petchey Awards



ATF Young Leaders **Kieren, James, Chloe, Lucy and Alisha** were winners at the 2023 Jack Petchey Awards



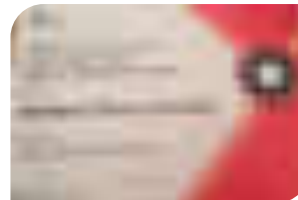
Through volunteering opportunities with ATF, local Mum **Mira** has gone on to successfully complete an apprenticeship as a Community Activator Coach and was awarded Active Essex Ambassador of the Year 2022



ATF was awarded the Strengthening Communities Award at both the 2021 and 2022 Essex Activity Awards



Local teacher **Jay** runs ATF's Holiday Activities and Food (HAF) provision at Northlands Primary School, as well as being Eversley ParkPlay leader. Jay was instrumental in winning the Active Education award at the 2022 Essex Activity Awards



ATF was presented with a Special Recognition Award at the 2023 Holiday Food and Activities (HAF) Awards



HOLIDAY ACTIVITIES & FOOD (HAF)

An asset-based approach



Local
Neighbourhood
Asset Claire,
who runs
Briscoe
HAF club

ATF's Holiday Activities & Food (HAF) programme enables at-risk children and young people to experience life enhancing activities which are normally only available for more affluent families, as well as providing security and nourishment during out of school times.

Our asset-based approach to running HAF activities provides the perfect conditions for unprecedented engagement. Our investment in local volunteers, school staff and young leaders ensure that these events are delivered by the community for the community. This community centred approach was recognised nationally, as the Eastern Region winner of the 2023 HAF Awards.





Improved opportunities

“I'm really proud to be supporting our young participants who are at risk of negative outcomes. All of my own personal life lessons are now helping others to make good choices and create positive futures”.

-Ash, ATF Positive Futures Coach





HELPING YOUNG PEOPLE DEVELOP POSITIVE FUTURES



FUN, FREE, REGULAR COMMUNITY ACTIVITIES

- A wide range of free, fun and meaningful activities multiple days per week for all levels and interests

Develops wellbeing + acts as gateway to other beneficial opportunities...



POSITIVE FUTURES 8-WK COURSE

- Inspiring 8-week course for young people at risk, uncovering the realities and lived experience of destructive choices and exploring alternative pathways for success



1:1 COACHING

- Intensive 1:1 coaching for young people at risk, with built in SMART goals and inspiring opportunities to support positive choices



1:1 COUNSELLING & PSYCHOTHERAPY

- Personal therapy with qualified community practitioners, freely & quickly accessible for participants



“FUTURE MAKERS” VOCATIONAL PATHWAYS

- Programme for young people at risk of diminished outcomes, to broaden opportunities, skills and aspirations, in partnership with key local employers

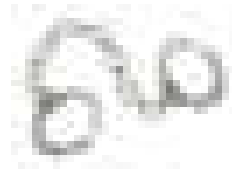


POSITIVE FUTURES COURSE



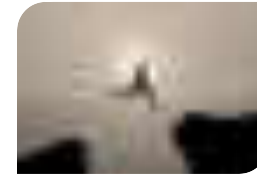
WK1. CHOICES & CONSEQUENCES

- Lived experience of ATF coach who received 12 month custodial sentence shares their story, including the traumatic experiences of life in prison



WK2. REALITIES OF YOUTH OFFENDING

- Lived experience of ATF Life Coach: Time in youth offending system
- Look at sporting role models / explore positive and negative influences in life
- Create timelines exploring participant's life including Influences/experiences that may have impacted them
- Reflect on timelines



WK3. OVERCOMING ADVERSITY

- Look at sporting role models who have overcome adverse upbringings to develop a successful life
- Examine behaviours and qualities that bring mindset change & success



WK4. COUNTY LINES

- Lived experience testimony of ATF staff member
- Examine the realities of county lines + the techniques used to groom and entrap young people



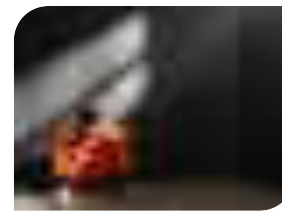
WK5. MOTIVATION

- If you don't have a map, how do you know where you're going?
- Understanding what motivates people
- Case studies of those who have achieved their dreams
- Developing young people's dreams and aspirations



WK6. STRENGTHS & WEAKNESSES

- What are your strengths and weaknesses?
- Strengths and weaknesses in sport
- Looking at your community



WK7. LIFE IN PRISON – A PRISON OFFICER'S PERSPECTIVE

- A prison officer speaks about prison life from their perspective offering an alternative viewpoint of the realities for young people



WK8. BEING PART OF A TEAM AND CELEBRATING TOGETHER...

- Teamwork
- Acknowledging achievements
- Celebration event



Improved futures

“With ATF, it’s motivated me to do my education because I know where it’s gonna take me in the future now.

Where I didn’t want to do it - I was so down before - It’s making me be me, instead of me hiding back on my personality and goofiness”

-Alisha, ATF participant





1:1 YOUTH COACHING

PERSONAL CONNECTIONS

- Investing time in getting to know individuals / developing trust
- Equipping with tools for improving relationships & boundaries
- Connecting into wider community activity



STRENGTHS & BARRIERS

- Identifying personal strengths and examining perceived barriers
- Developing tools and strategies for increased success and personal resilience



HOPES & ASPIRATIONS

- Exploring personal goals and aspirations in a supportive structured setting
- Trying new things to broaden horizons



OPPORTUNITIES & ACTIONS

- Identifying quick wins and the attitudes and behaviours required to achieve sustained improvements
- Co-developing SMART goals





YOUTH COACHING MODEL

A. MOVING FORWARD (8 weeks)

1. Disengagement 2. Curiosity 3. Involvement 4. Achievement 5. Autonomy

Moving towards personal statements:

2. "I am trying new things"
3. "I feel clearer about what I need and/or enjoy"
3. "My personal connections are getting better"
4. "I have made progress"
4. "I'm more aware of my strengths & barriers"
5. "I'm taking action to achieve my goals"

B. GROWING FURTHER (6 weeks)

Building personal resilience through:

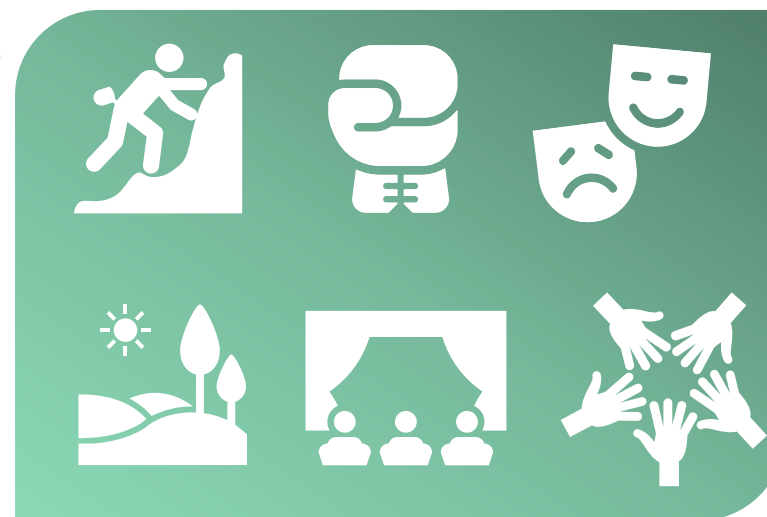
- ✓ Buddying/ mentoring
- ✓ volunteering and vocational opportunities
- ✓ Option for wider wellbeing support
- ✓ Transition to wider community activities

C. STAYING CONNECTED (Longer term)

- ✓ Moving to informal periodic catchups
- ✓ Identifying and responding to 'alumni' needs

*Trying new things

*Participants are accompanied on a range of regular opportunities, to stimulate personal development, including volunteering, activities, and experiences.





Improved perception of safety

"I just love this place,
it feels like my home.

It's so safe and all
that – It's more fun
than my actual
phone!"

-Riley, ATF participant





Short films featuring ATF participants

Reclaiming Northlands Park

<https://www.youtube.com/watch?v=Sxbjay5Q00s>



Enabling Communities to Achieve, Thrive and Flourish

https://youtu.be/W-YuK3jz0_w



Community celebration in Northlands Park

<https://www.youtube.com/watch?v=Qgl-kW3ysq0>



Active Essex Foundation partnership

<https://youtu.be/KdKOfeBhDDA>



IT'S AMAZING WHAT WE
CAN ACHIEVE when we
don't mind who gets
the credit

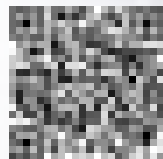
We'd love to hear from you...

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ATF Chief Executive: Stuart Long | slong@atfcommunity.com

ATF Development: Rob Walters | rwalters@atfcommunity.com

www.ATFcommunity.com/impact



A huge thank you to our great residents, team and partners. Together, we create the conditions for our communities to achieve, thrive, and flourish!

www.ATFcommunity.com



