

FIRST SEASON PROGRESS REPORT



MONITORING
AND
EVALUATION
2008

FOREWORDS



Kickz inspires and empowers those who need it most, giving young people in very challenging areas somewhere to go and something to do on a regular basis. The Football Foundation is proud to manage the programme nationally, and of the outstanding results highlighted within this report.

Kickz provides regular positive activity for young people, life changing opportunities and sports participation, encouraging young people to give back to their community through volunteering. Positive messages are also conveyed on challenging issues such as drug or alcohol misuse. Kickz therefore addresses a range of Government agendas and strengthens local communities.

The Foundation is particularly proud of its role in developing Kickz over the past few years. Beginning with only four professional football clubs in 2006, Kickz has already engaged over 15,000 young people and will recruit its 38th club by the end of 2008. However, I believe that Kickz has much further to go yet and is only just beginning to reap its full potential.

Paul Thorogood, Chief Executive, Football Foundation



I fully support this superb scheme, which brings together football, the police and local authorities, to provide opportunities for young people to use their time positively, healthily and most importantly, to have fun.

This Programme provides us with a valuable tool to engage with young people and address some of the issues affecting them. The expansion across London will ensure there are two schemes in every London Borough, providing our Safer Neighbourhood Teams with immense opportunities to engage and interact with young people on positive terms.

I am convinced that the Programme is already having a positive impact on local youth crime and anti-social behaviour. We are able to build on this by tackling some of the more challenging issues around youth violence and knife and gun crime.

Tim Godwin, Assistant Commissioner, Metropolitan Police



The successful development of Kickz is testament to the quality work that Premier League clubs now deliver in their communities. Only a few years ago, it would have seemed impossible that the football industry could work alongside the police on some of the most disadvantaged estates in the country. Yet Kickz has arguably now established itself as the Premier League's flagship community project.

Kickz shows how clubs can now be a key partner in dealing with some of the serious issues that dominate modern society. It is an excellent example of how football clubs can use their appeal to engage and positively influence those who may otherwise be difficult to reach.

The facts speak for themselves. Almost 100 projects contributing to significant reductions in levels of crime and anti-social behaviour; and countless examples of the positive impact it is having on those involved.

Richard Scudamore, Chief Executive, Premier League

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1.0

INTRODUCTION

This is the first annual monitoring and evaluation report for the national Kickz social inclusion Programme.

This document relates primarily to the period from the pilot of Kickz in April 2006 to the end of 2007. It details the excellent start and significant growth of the Programme, and identifies current and future challenges.

1.1 Kickz

Using the power of football and appeal of professional football club's brands, Kickz engages young people who may otherwise be difficult to reach. The over-arching aim is:

To create safer, stronger and more respectful communities through the development of young people's potential.

To achieve this, the Programme has a range of primary objectives:

- To engage young people in a range of constructive activities which link to the Every Child Matters framework.
- To increase playing, coaching and officiating opportunities for participants.
- To break down barriers between the police and young people.
- To reduce crime and anti-social behaviour in the targeted neighbourhoods.
- To create routes into education, training and employment.
- To encourage volunteering within projects and throughout the target neighbourhoods.
- To increase young people's interest in and connections with the professional game.

1.1.1 Central partners and funding

The Kickz concept was born out of discussions between the Metropolitan Police, the Football Foundation, the Premier League, The FA, and The Football League.

The Metropolitan Police and Premier League were principally involved in the early Programme development, and initiation of the pilot projects. The Football Foundation also agreed to centrally manage the Programme and its development. The Government's support for the Programme, through the Respect Task Force, and Treasury funding of £1m to the Football Foundation, led to a desire to expand Kickz nationally. In turn, this led to involvement from the Association of Chief Police Officers (ACPO) and the Association of Police Authorities (APA). Additional funding supported the national roll out with a contribution of up to £650,000 from ▼ (the national youth volunteering charity), £350,000 from the Premier League, £100,000 from the Respect Task Force and £60,000 from the Department of Health.

In September 2007, following a successful introductory year, Gordon Brown announced that the Football Foundation would invest £4.7 million into the Programme over the following three years, the Metropolitan Police £3 million, and £1 million would come from DCMS via the Premier League's Good Causes fund. It is hoped that 'match funding' provided by local bodies could boost the total new funding to more than £11 million over the period. The scale of this investment means Kickz could expand to up to 100 projects, and reach thousands more teenagers in the most deprived areas of the country.



1.1.2 Football clubs

Following successful pilot projects at four clubs (Tottenham Hotspur, Fulham, Brentford and Manchester City), running from April 2006, the Kickz Programme rolled out to a further 21 clubs in the season 2006/07, aiming to reach over 4,000 young people. Kickz was therefore a national Programme working with police forces, football clubs and local authorities across the country. Another six clubs were added during the 2007/2008 season, and by the end of 2008 it is expected that 38 clubs will be delivering Kickz. This includes all 20 of the 2007/08 Premier League teams.

Having gained such confidence in the Programme, a major investment from the Metropolitan Police was matched by the Football Foundation to roll out two projects in each of the 32 London boroughs.

This means every professional London club is involved, and Metropolitan Police safer neighbourhood teams have committed to supporting the delivery of 64 individual projects. All London local authorities are involved in the Programme.

The overall expansion to date aimed to reach 12,000 young people, and this figure has already been clearly surpassed.

Club	Pilots: Phase 1 Projects launched April–Aug 2006	Phase 2 Projects delivering by summer 2007	Phase 3 Projects delivering by summer 2008
Arsenal		1 project	5 projects
Aston Villa			1 project
Barnet			1 project
Birmingham City		1 project	2 projects
Blackburn Rovers		1 project	1 project
Bolton Wanderers		1 project	1 project
Brentford	1 project	1 projects	6 projects
Charlton Athletic		4 projects	6 projects
Chelsea		1 project	6 projects
Crystal Palace		1 project	6 projects
Dagenham and Redbridge			1 project
Derby County			1 project
Everton and Liverpool		3 projects	3 projects
Fulham	1 project	1 project	7 projects
Leyton Orient		3 projects	5 projects
Manchester City	1 project	1 project	2 projects
Manchester United		1 project	1 project
Middlesbrough		1 project	1 project
Millwall		1 project	4 projects
Newcastle United		1 project	1 project
Portsmouth		1 project	2 projects
Queens Park Rangers		1 project	4 projects
Reading			1 project
Sheffield United			1 project
Sunderland		1 project	1 project
Tottenham Hotspur	1 project	1 project	6 projects
Watford		1 project	3 projects
West Bromwich Albion		2 projects	2 projects
West Ham United		1 project	7 projects
Wigan Athletic		1 project	1 project
TOTALS	4 Clubs 4 projects	25 Clubs 32 projects	31 clubs 89 Projects

This report focuses primarily on the phase one and two projects as the more established schemes (indicated in the table). The phase three expansion monitoring results will be collated in 2009.

Phase four: A further seven new clubs with one project each are due to be added in the season 2008/09 (not indicated in the table). This will take the number of clubs involved to 38, and further the already impressive geographic spread of Kickz across the country. If local partners invest in more projects, the number of individual Kickz projects could rise to over 100.



1.1.3 Local partnerships

Kickz is managed centrally by the Football Foundation, and delivered locally by professional football clubs and local steering groups which typically include: Police safer neighbourhood teams, various local authority agencies including youth services, youth offending teams (YOTs), leisure/sports services, social housing providers, and any other relevant local groups. Local partnerships are considered essential in terms of sharing relevant information, and offering delivery expertise in a range of areas where football clubs may not have relevant experience. Whilst delivering the fundamental objectives of Kickz, local partnerships allow individual projects the flexibility to address relevant issues within the communities in which they are based.

Sessions delivered by Kickz projects are strengthened by this multi-agency approach, and are better able to address major issues of concern for young people. Examples include Kickz projects linking up with Primary Care Trusts (PCTs) and Drug and Alcohol Action Teams (DAATs), to deliver specialist health-related messages.

“Louise Casey, former head of the Government’s Respect Task Force, visited the Hawthorns to find out more about our Kickz project. She was not only overwhelmed by the work we are undertaking, but also by the strength of the partnership between the club and local police.”
Fraser Foster, Director of Albion in the Community, West Bromwich Albion Kickz

1.1.4 National partnerships

Kickz enjoys the benefits of a national multi-agency approach with support from high profile and expert partners. The first tier of partners that make up the Kickz National Steering Group, with responsibility for overall Programme strategy, is made up of representatives from the football industry and the police. Police representation is primarily from The Metropolitan Police Service (MPS) and The Metropolitan Police Authority (MPA). They link to The Association of Chief Police Officers (ACPO) and The Association of Police Authorities (APA), in order to represent the interests of police forces around the country. The Football Foundation and the Premier League are the other two primary partners involved in the governance of the Programme. The FA and The Football League Trust are also represented on this group.

There are numerous other funding and delivery partners linked to Kickz. These national multi-agency partnerships allow the Programme to address a wide range of social issues that affect young people in challenging areas. They help to foster joined-up solutions via partner expertise and influence.



The Metropolitan Police with Leyton Orient at a borough partnership briefing.

Partners that have made significant contributions to the development of Kickz by providing funding and/or expertise in their respective specialist areas, include:

- Department for Culture, Media and Sport (DCMS)
- v (the national youth volunteering charity)
- The Respect Task Force
- The Brit Trust / British Phonographic Industry (BPI)
- Department of Health

Formal links have also developed with:

- The Prince’s Trust
- Wembley Stadium
- Nike

Kickz is also working with a number of national initiatives to help support session delivery. The latest example is the partnership with the Department of Health’s RU Thinking Sexual Health campaign.



Young people from Haringey and Tottenham's Kickz project visit NikeTown with Robbie Keane, helping design his boots for both Spurs and Ireland.



Courtesy of The FA, young people from deprived areas across the country have been given the chance to attend England U21 games in recognition of positive behaviour and regular attendance. A good example of how the national partner support can give opportunities to young people they may otherwise never receive.

Kickz is targeted geographically in areas deemed to be high in need. The Programme aims to reach young people in areas suffering from high crime rates, anti social behaviour and multiple deprivation. In turn, the young people who engage with the Programme are considered vulnerable to crime as victims or potential offenders. More information on the targeting of Kickz can be found in section 3.1.

1.2 The Evaluation

To facilitate the monitoring and evaluation of Kickz, Substance (the specialist social research company appointed by Kickz) provides all projects with access to the Substance Project Reporting System (SPRS): a web-based monitoring system which gives users a number of tools to collect, store, process and report project information. Through its use of the SPRS, Kickz is developing a culture of thorough and regular monitoring at each individual project.

The SPRS presents Kickz staff with the chance to work intelligently with the following information:

- Key statistical data on participants, including personal and demographic details, attendance, outcomes, outputs and qualifications and participant engagement levels/development.
- Details on each separate 'scheme of work' including key delivery information and associated young people.
- Qualitative 'files' including photographs, video clips and evidence of young people's work.
- Other partner data, e.g. ASB/crime information.

To structure the inputting of multi-media 'files' into the system, the SPRS employs the Every Child Matters (ECM) Outcomes Framework categories and sub-categories. These approaches facilitate the easy reporting of staff reflections on the Programme, and its impacts and its achievements.

1.3 Structure of the report

This is the first national monitoring and evaluation report for Kickz, the primary aim of which is to provide a detailed update on Programme progress and potential areas for development. The report is organised around the following sections:

- Measuring progress and impact: statistical overviews of delivery, participants and impacts.
- On the ground: assessments of how Kickz projects are being delivered and key themes surrounding local contexts.
- Meeting national policy agendas: analysis of how Kickz is matching up with national Government priorities.

1.1.5 The Kickz model

Kickz projects have adopted a consistent format for activity delivery. This is based on running sessions on a minimum of three nights a week, 48 weeks per year. This focused, long-term approach to delivery is designed to build strong relationships and trust with young people, allowing for development opportunities beyond football. Sessions typically include two nights of football (coaching and competition) and one 'flexible' session which can include elements such as other sports, music-based sessions and a range of developmental activities such as drug awareness, healthy lifestyles, volunteering, accreditation, career development and anti-weapons workshops. More detail on the delivery of Kickz at the local level is provided in Section 3.0.



The 2007/2008 Kickz clubs logos demonstrate the brand power of the Programme.

2.0

MEASURING PROGRESS AND IMPACT

Kickz projects' use of the online monitoring tool has enabled the Programme to gather accurate quantitative data on the scope, scale and performance of the initial phase of 25 club projects. Headline analysis from these data is provided in this section, along with a number of initial assessments of the Programme's combined impact.

2.1 Delivery and attendance

At the time of writing (summer 2008), over 15,000 young people have engaged with Kickz nationally. However, the following figures (and the majority of this report) represent data gathered from the four pilot clubs and 21 additional clubs, during their first season of delivery. These projects rolled out between September 2006 and April 2007.

Target number of young people	4,000
Actual number of young people engaged during reporting period	7,054
Aggregate contact hours	303,543
Average contact hours per young person	43.03

All of this reported data is accurate up to and including 1st December 2007 (the report statistics census date). Beyond the pilot clubs, this represents a period of between 8 and 14 months of delivery. In the period under consideration, Kickz delivered the indicated scale of activity across its original 25 club projects.¹

These figures demonstrate the initial combined success of Kickz projects in at least two ways. First, it is clear that the scale of delivery across the projects is impressive. Following the initial national expansion of the Programme from September 2006 it aimed to engage 4,000 individual young people. It actually achieved contact with over 7,000 young people and delivered close to a third of a million aggregate contact hours. If these figures are averaged out across the relevant Kickz projects, it can be established that each project has engaged close to 300 young people and delivered over 12,600 aggregate contact hours (more than 260 aggregate contact hours per week over 48 weeks – the recommended 12 month delivery period for Kickz projects).

Whilst these figures are notable, the Kickz strategy advocates a departure from more conventional sport development models which emphasise the simple delivery of activities to large numbers of participants over short periods of time. This is with a view to enabling projects to build relationships with participants. Relationships that allow project staff to move beyond the delivery of football coaching and competition, and discuss difficult social and developmental messages with participants. It is significant, therefore, that the following numbers of participants completed at least 60, 75 or 100 contact hours with the Programme.

	Number
Young people with 60 hours or more contact with Kickz	1,728
Young people with 75 hours or more contact with Kickz	1,406
Young people with 100 hours or more contact with Kickz	1,026

In a situation where many community sports development bodies are seeking new ways to consistently engage and, more crucially, retain the engagement of people in sport who live in areas of disadvantage, the success of Kickz in maintaining contact with such large numbers of participants is especially noteworthy².

KEY MESSAGE: In their first season Kickz projects engaged over 7,000 young people for an average of 43 contact hours each. This is noteworthy in a situation where community sport development bodies are seeking new ways to retain the engagement of participants in sport. This level of contact is essential for Kickz to deliver on its aim of building strong relationships between delivery staff and young people. Relationships that provide platforms for the delivery of important social and personal messages to those who are engaged.

To analyse the retention of young people, the online reporting tool splits participants into categories based on their attendance records. These include:

- 'Starters' - young people who attended project activities for the first time in the 12 weeks prior to the reporting census date
- 'Involved' - young people who have been in contact with projects for 12 weeks or longer at the census date

Whilst splitting participants into these categories produces arbitrary measures of retention, it does offer an indication of the rate of turnover experienced by projects in regard to young people's engagement.

At the report census date (Dec 2008), over 3,100 participants from the first phase of Kickz projects were classified as 'involved', having been in contact with the project for 12 weeks or longer. With some clubs operating for as long as 20 months, this is impressive. Furthermore, when combined with the number of starters who have engaged with projects over the three months prior to December 2007 (over 1,000), this means that close to 4,150 young people are actively engaged in first phase projects. When compared with the predicted numbers that the Programme hoped to register (4,000), this represents a very promising start for the Kickz Programme as a whole.

KEY MESSAGE: Over 4,150 young people who have attended first season Kickz projects since April 2006 are still classified as actively engaged with the Programme. This is notable as the Programme originally only aimed to register up to 4,000 young people in total during the first season.

¹ It should be noted that Liverpool and Everton Football Clubs deliver their projects jointly

² For more information on differences in sports participation rates between socio-economic groups, see Sport England's Active People Survey http://www.sportengland.org/active_people_survey

2.2 Demographics

Projects have monitored a number of key demographic indicators for participants. Three indicators – gender, age and ethnicity – are presented below.

2.2.1 Gender

During the period until December 2007 Kickz engaged over 1,100 young women and over 5,900 young males. These figures are not surprising given the traditional understanding of football-related activities as 'male preserves'³. However, whilst it is encouraging that a significant (and growing) number of females are engaged in the Programme, there is clearly scope for improvement and for projects to share best practice on how to engage young women with activities and retain their involvement. To start this process, the approaches of Charlton Athletic and Arsenal Kickz in engaging young women should be shared amongst projects as they have managed to record over 21% and 23% of female participants respectively. Two case studies are presented below on the positive steps taken by these projects to engage young women.

CASE STUDY:

Charlton Athletic Kickz Engaging Young Women

Initially it was mostly boys who participated when Charlton Athletic Kickz first entered Briset Park, with the girls hanging around in the graffiti shelter smoking and drinking. However as the young people came to understand the project was there to stay, the girls began to take part in the sessions. Indeed they began to show more aptitude than the boys.



Despite being new to the sport, and never having previously taken part in a football tournament, the girls recently beat 11 other teams to finish runners-up in a competition in Dagenham. Kickz Officer, Marc Leckie, said:

“The girls were a credit to themselves and the club. There was huge excitement within the estate when they came for a special one-off training session, and they played a full part in what was their first ever tournament. Indeed, despite losing heavily in the first match, they rallied together, showed fantastic teamwork and can be really proud of second place.”

The community scheme is now hoping to enter the girls into future tournaments and direct them towards local teams. The project also plans to do workshops around healthy lifestyles, and the team has offered to volunteer during the sessions as peer mentors to other young people.

CASE STUDY:

Engagement of Female Participants at Arsenal Kickz

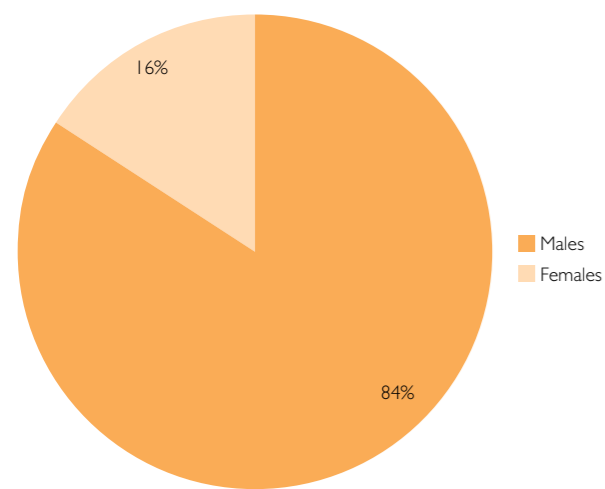
Hyesha knew she wanted to do something in sport when she left school but did not know what. After becoming disillusioned with the college course she was attending, Arsenal Kickz managed to engage her interest and switch her on to the two-year Arsenal BTEC Certificate. She is now based at the club working on a wide range of community projects while she is studying for the BTEC qualification.

In more general terms, the Arsenal project has enjoyed great success in engaging young women like Hyesha. In addition to providing football and other activities for girls, the project regularly

leads discussions around education, domestic problems, health, smoking, drug and alcohol misuse and future careers with young female participants. Staff have been able to offer regular support and practical help with personal and domestic problems that some of the group have faced. This has been possible because of the trusting relationships that have been built.

KEY MESSAGE: Kickz engaged over 1,100 young women during the reporting period. There is scope for the Programme to reflect on best practice from across its projects and increase the percentage of participants who are female. Some projects have engaged up to 23% female participation.

Kickz participants - gender %



Males	84.38%
Females	15.62%

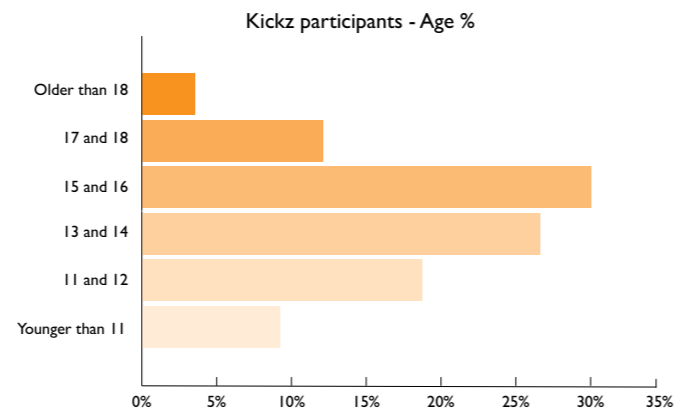


A core group of girls have been inspired by the Arsenal Kickz project and not only gained the honour of the national fair play award in the Your Game Tournament, but many have gone on to take coaching qualifications, and set up a team on the Elthorne Park Estate.

³ It should also be noted that, while not the sole target group for Kickz, the number of young men involved at projects may be higher because rates of offending amongst young men are more pronounced than amongst young women, especially with regard to offences such as assault, buying stolen goods, theft and criminal damage. See for instance: Campbell, S. & Harrington, V. (2000) Youth Crime: Findings from the 1998/99 Youth Lifestyles Survey; Home Office Research Findings 126 (London: Home Office)



2.2.2 Age

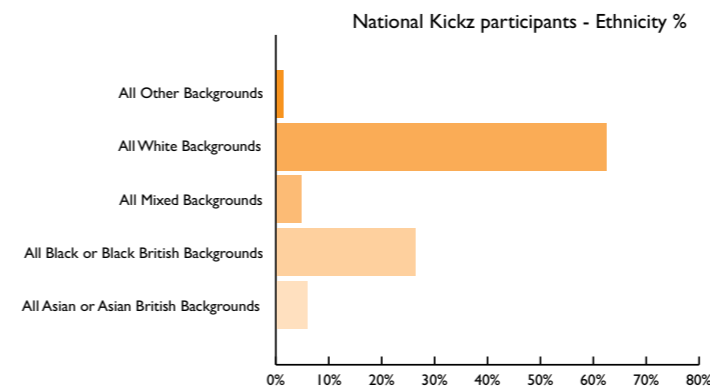


Older than 18	3.51 %
17 and 18	12.04 %
15 and 16	29.97 %
13 and 14	26.58 %
11 and 12	18.71 %
Younger than 11	9.19 %

For those participants where age data has been recorded⁴, nearly 80% are classified as being aged between 12 and 18 - the primary target group for Kickz. This demonstrates the Programme is successfully engaging its target age group. The largest age band for Kickz participants is the 15 and 16 year old category, with 45% of participants aged 15 or over. This suggests the first phase projects have achieved a balance in engaging young people from across the age range, whilst achieving particular success in attracting older teenage participants; participants who are more likely to be disengaged from organised sport⁵, whilst also being subject to important risk factors associated with crime and anti-social behaviour. Impressively, over 1/3 of Kickz participants are aged 16 or over, a group that are traditionally deemed harder to engage.

KEY MESSAGE: Kickz is achieving success in engaging young people from across its target age range of 12-18. It is also proving successful in engaging older teenage participants: those more likely to be disengaged from organised sport, whilst also being subject to risk factors associated with crime and anti-social behaviour.

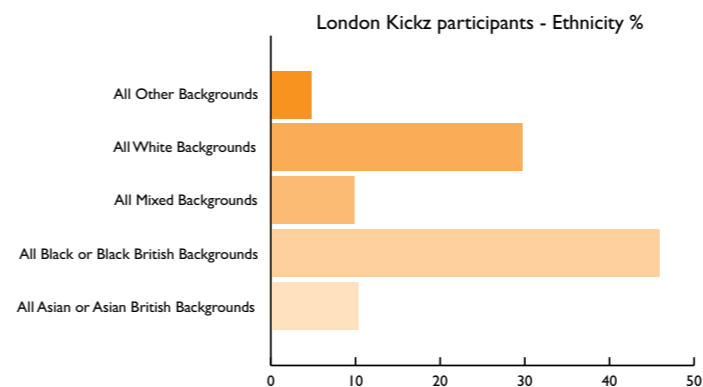
2.2.3 Ethnicity



All Asian or Asian British Backgrounds	5.73 %
All Black or Black British Backgrounds	26.18 %
All Mixed Backgrounds	4.67 %
All White Backgrounds	62.24 %
All Other Backgrounds	1.18 %

Nationally, of those young people for whom ethnic data has been collected (5,528)⁶, the largest group are from White backgrounds (over 62%). However, over a quarter (26%) of participants are from Black or Black British backgrounds, and around 6% are from Asian or Asian British backgrounds. This demonstrates that Kickz projects are working with young people from a range of backgrounds.

In more precise terms, these data suggest first phase Kickz projects are engaging large numbers of African-Caribbean, African and White young people, with lower numbers of young people from Asian backgrounds. Also, it is important to consider local differences; for instance, if the London projects are taken in isolation, this broad distribution is again evident. In London the highest number of participants are from Black or Black British backgrounds (over 45%).



All Asian or Asian British Backgrounds	10.24 %
All Black or Black British Backgrounds	45.81 %
All Mixed Backgrounds	9.71 %
All White Backgrounds	29.61 %
All Other Backgrounds	4.63 %

⁴The graph and table present age data for those participants for whom a date of birth has been recorded. Age data was available for 5,298 young people. Strategies for improving the collection of demographic data are ongoing between Kickz and Substance.

⁵See Sport England's Active People Survey http://www.sportengland.org/active_people_survey

⁶The graph and table above present ethnicity data for those participants for whom an ethnicity has been recorded. Ethnicity data has not been available for 1,526 (21.63% of total participants).

This data demonstrates that of the London participants for whom ethnicity data has been recorded (4,532), close to half are from Black backgrounds, whilst less than a third are from White backgrounds. The percentage of participants from Asian backgrounds is again not as significant, although it is higher than for the national picture.

This distribution of participants across the ethnic categories does not, of course, relate to all first phase projects. Of the participants engaged by the Blackburn Rovers project, for instance, nearly 56% are from Asian or Asian British Backgrounds. This compares very favourably to the local ethnic profile as recorded by the 2001 national census where 20.64% of people in the Blackburn with Darwen Local Authority were recorded as being from Asian or Asian British Backgrounds. It should also be noted that a number of first phase Kickz projects – including Everton/Liverpool, Middlesbrough and Sunderland – all operate in areas where the local population is predominantly White; a fact reflected in those projects' ethnicity data.

Given these local differences, it is clearly difficult to make too general a set of recommendations from ethnicity data collated across the first phase projects. However, it can be reiterated that if Kickz is to contribute to overcoming the full range of community cohesion issues in contemporary Britain, strategies for engaging young people from the full range of local minority ethnic communities must be a strategic ambition for projects. For many projects, this approach is already evident through their consistent support for anti-racism and community cohesion projects.

KEY MESSAGE: Kickz projects are successfully engaging young people from different ethnic backgrounds. Ongoing strategies for engaging young people from the full range of local minority ethnic communities should be implemented at all Kickz projects.

2.3 Geographical profile

The monitoring system provides Kickz projects with an opportunity to enter address details for participants. If a postcode is included, the system calculates automatically the 'super-output area' in which a young person lives. This information enables projects to know which wards their young people come from, and, for instance, which Primary Care Trusts (PCTs) cover their health needs.

This information has been used to analyse (where usable data has been provided) the geographical profile of Kickz participants and project delivery venues. To give an indication of whether projects are reaching young people most in need of assistance, information has been compared with the 2007 Indices of Multiple Deprivation (IMD). This is the most widely accepted and authoritative measure of deprivation across England and Wales. It reports (at the level of super output areas) on seven forms of deprivation which can be recognised and measured separately. These are: income deprivation, employment deprivation, health deprivation and disability, education, skills and training deprivation, barriers to housing and services, living environment deprivation and crime.

From the Kickz participant details stored in the system, 5,684 have successfully been analysed in relation to their geographical location. In addition, the locations of 35 initial Kickz delivery venues have also been mapped.



Young people shape the programmes future at a Wembley Stadium consultation.

Natural Most Deprived Areas	Young People Number	Young People Percentage	Venue Number	Venue Percentage
0% - 5%	1,280	22.52 %	11	31.43 %
5% - 10%	887	15.61 %	7	20.00 %
10% - 20%	1,555	27.36 %	9	25.71 %
20% - 30%	742	13.05 %	4	11.43 %
30% - 40%	382	6.72 %	1	2.86 %
40% - 50%	306	5.38 %	1	2.86 %
50% - 75%	443	7.79 %	1	2.86 %
75% - 100%	89	1.57 %	1	2.86 %
TOTAL	5,684	100 %	35	100 %



The table above places Kickz participants and delivery venues, into categories based on their location, in relation to the 2007 IMD data.

It should be noted that where project venues are located in what appear to be less deprived areas, they are still situated in areas in need of assistance. For instance, many are on problematic housing estates, which are surrounded by areas otherwise defined as not suffering from high levels of deprivation.

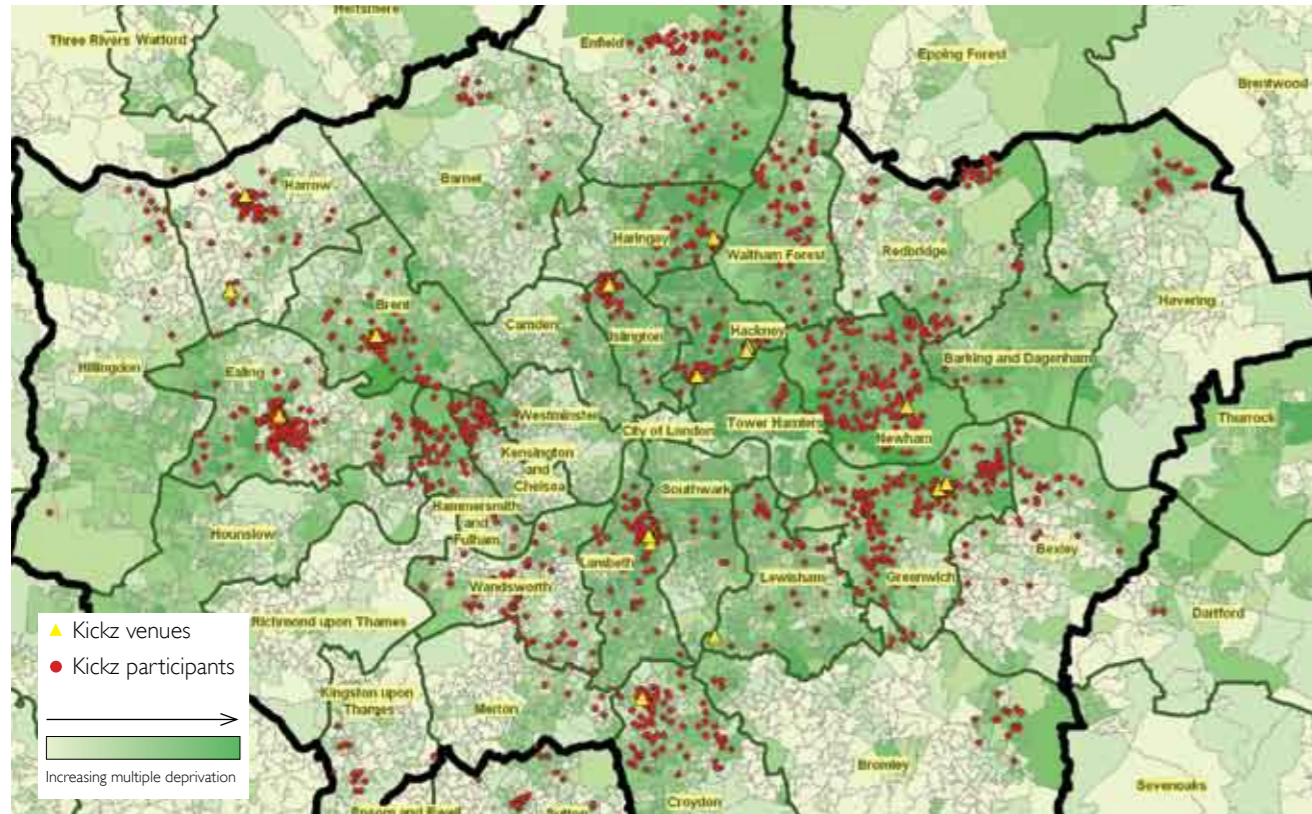
The table above demonstrates that:

- Close to 90% of Kickz venues are located in the top 30% most deprived areas in the country.
- Over three-quarters (77.14%) of first phase Kickz venues are located in the top 20% most deprived areas in the country.
- Over three-quarters (78.54%) of Kickz participants live in the top 30% most deprived areas in the country.
- Close to two-thirds (65.48%) of Kickz participants live in the top 20% most deprived areas in the country.



Young people from Manchester City Kickz have produced their own CD including the track 'Why Music'. The tracks powerful lyrics state the benefits of positive music activities and football, over the temptation to join gangs and follow a negative path in life.

Map 2.1: Greater London: Kickz participants and project sites (mapped against the 2007 Index of Multiple Deprivation) - includes some early data from 2007/2008 expansion.



To localise and aid understanding of this information, Map 2.1 above presents an illustration of Greater London along with the following data:

- The location of the 17 initial London Kickz delivery venues (illustrated by yellow pyramids).
- The location of a sample of London Kickz participants who have been successfully analysed (illustrated by red dots).
- The 2007 IMD data (represented by green shading – the darker the shading, the more deprived the super output area).

The map and table above illustrate the following:

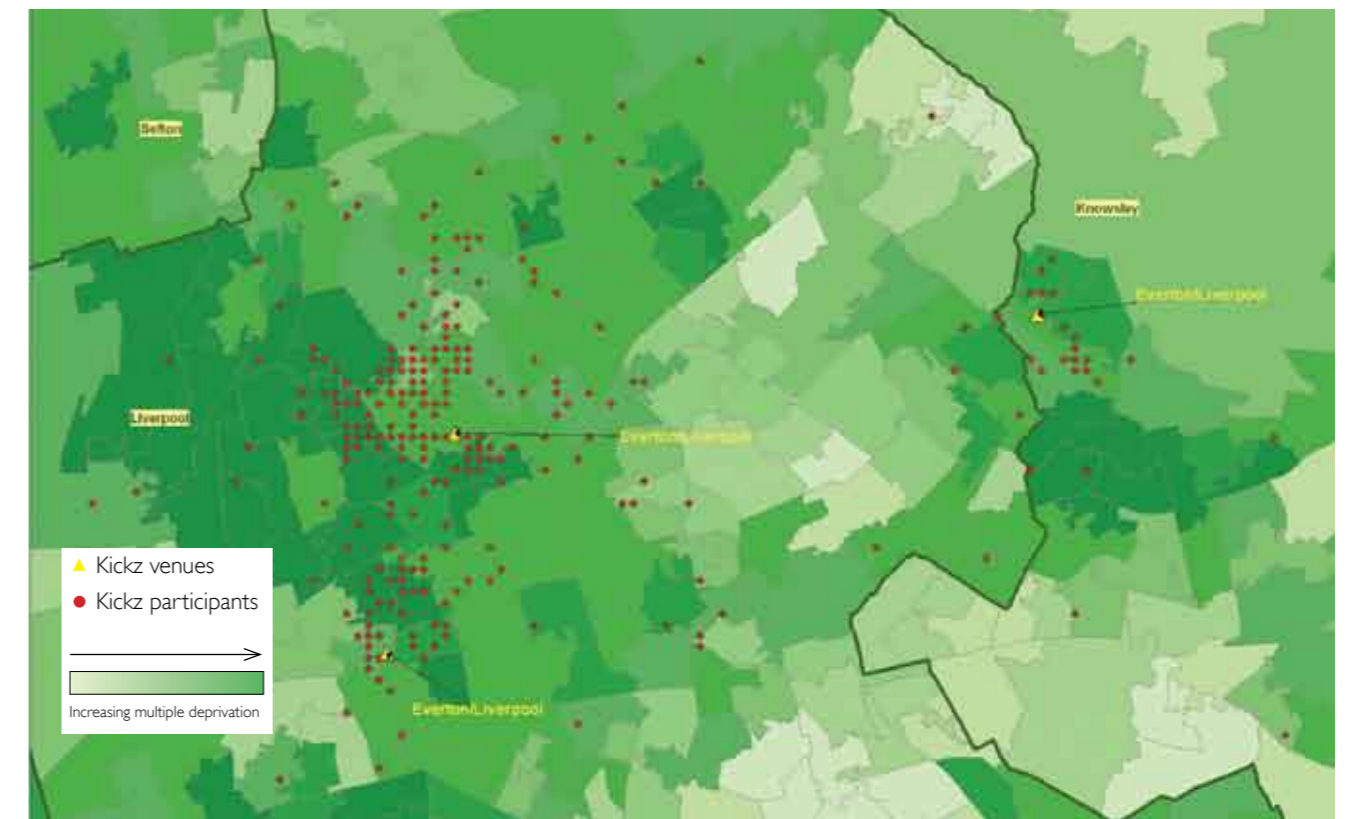
- Over three-quarters (75.98%) of London Kickz participants live in the top 30% most deprived areas in the country.

- Over three-quarters (76.47%) of first phase London Kickz venues are located in the top 20% most deprived areas in the country.
- Over 80% of London Kickz venues are located in the top 30% most deprived areas in the country.

This data, along with the national geographical analysis of participants and venues presented above, illustrates strongly that projects are performing well against the Kickz Programme aim to be an area-based intervention, targeted at areas (and by association young people) most in need of assistance. This assertion is supported by geographic analysis of individual Kickz projects across the country. To give just one example, in Map 2.2 data relating to the Everton and Liverpool Kickz projects is presented.



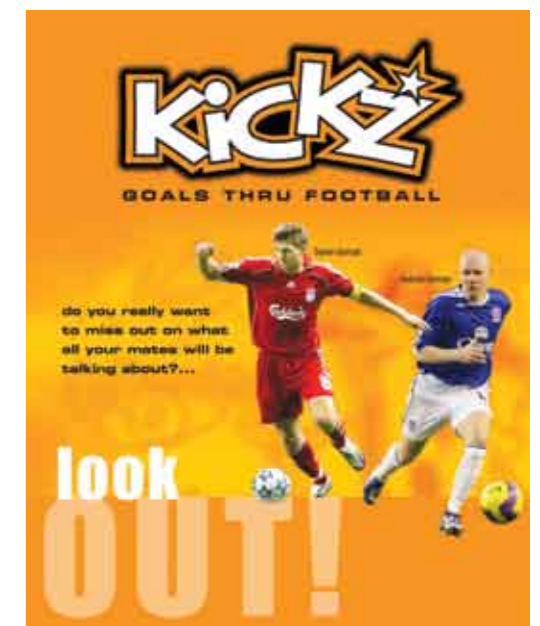
Map 2.2: Everton/Liverpool participants and project sites (mapped against the 2007 Index of Multiple Deprivation)



	Young People Number	Young People Percentage	Venue Number	Venue Percentage
0% - 5%	361	74.13 %	3	100%
5% - 10%	69	14.17 %		
10% - 20%	31	6.37 %		
20% - 30%	25	5.13 %		
30% - 40%	0	0.00 %		
40% - 50%	1	0.21 %		
50% - 75%	0	0.00 %		
75% - 100%	0	0.00 %		
TOTAL	487	100%	3	100%

These data illustrate that Liverpool and Everton are delivering exceptionally well against the geographic aims of the Kickz Strategy. Specifically it shows:

- Close to 95% (94.66%) of Liverpool and Everton's Kickz participants live in the top 20% most deprived areas in the country.
- All but one of the participants (99.79%) live in the top 30% most deprived areas in the country.
- All of Liverpool and Everton's delivery venues are in the top 5% most deprived areas in the country.



KEY MESSAGE: Kickz projects are delivering successfully against the Programme's aim to engage young people from geographical areas most in need of assistance, with higher deprivation rates and crime anti social behaviour.

2.4 Quantitative measures of impact

2.4.1 Outputs: outcomes and qualifications

The Substance Monitoring System provides Kickz projects with the opportunity to record outcomes and qualifications achieved by participants.

One of the stated aims of Kickz is to 'home grow' role models and deliverers of the future from within the community. In this regard, the following statistics help demonstrate how projects are delivering against this vision:

- 258 young people have gained football coaching/sport qualifications (primarily FA Level 1 coaching awards).
- 521 young people (aged 16-25yrs) have volunteered⁷ at Kickz projects.
- 313 young people have undertaken assistant coaching roles.
- 184 young people have undertaken refereeing roles at projects and/or tournaments.
- 53 Kickz volunteers have gone on to gain employment.
- 37 Kickz volunteers have gained direct employment within one of the football clubs that host projects.

In total, over 2,300 outcomes and qualifications have been registered by projects in the online reporting tool. Due to flexibility in categorising these, however, they are frequently difficult to consolidate into headline categories. Example outputs which can be reported upon include:

- 293 young people at West Ham and Manchester City completed anti-crime workshops on issue such as the dangers of guns and knives and police stop and search educational sessions.
- 5 clubs reported that 116 young people have developed educational and vocational skills in areas such as media, ICT and basic First Aid.

Another less tangible, positive output recorded by projects relates to the large numbers of young people who have actively engaged in developing their own codes of conduct and standards of behaviour at project activities. An example of this can be seen in the banner which hangs by the entrance to the West Ham Beckton project in Newham, London (see opposite). Activities such as these have been important features at many projects and have helped to develop a sense of ownership amongst participants.

Of the outcome and qualification data recorded by projects, it is notable how varied and broad in scope participants' achievements are. Furthermore, when compared with the stated objectives of Kickz, the outcomes and qualifications gathered to date, clearly relate to and answer the Programme vision.

The Kickz strategy includes the specific objective to 'engage young people in a range of constructive activities which link to the Every Child Matters (ECM) framework'. A full consideration of how the first phase Kickz projects have contributed to meeting ECM outcomes is presented in Section 4 of this report. However, it is useful here to match the outcome/qualification categories, identified above, with relevant ECM sub-categories. This indicates the comprehensive contributions projects are making towards meeting nationally recognised policy priorities for children and young people (see over).

"These sessions have helped my confidence massively. Now they even give me my own sessions to run sometimes, and that's been a great boost. I've matured so much. Even my mum has noticed the difference. She told me my confidence has changed. Both my parents are very proud, I am really grateful to Spurs, they've made such a big difference. I owe a lot to the coaches. They're great because they're like one of us, really."
Courtney, 17, Tottenham Hotspur Kickz

KEY MESSAGE: Kickz is providing a wide variety of outputs, outcomes, accreditation and qualifications for young people who engage. Examples range from gaining sports coaching qualifications to completion of anti weapons workshops.



WBA participants pass their FA level 1 coaching qualification

Outcome/qualification	Every Child Matters sub-category
Complete anti-crime/safety workshop	<ul style="list-style-type: none"> • Choose not to take illegal drugs • Safe from maltreatment • Safe from accidental injury and death • Safe from bullying and discrimination • Safe from crime and anti-social behaviour in and out of school • Have security and are cared for
Complete football coaching or other sport accreditation	<ul style="list-style-type: none"> • Physically healthy • Healthy lifestyles • Achieve personal and social development and enjoy recreation • Ready for employment • Engage in further education, employment or training on leaving
Contribute towards project code of conduct	<ul style="list-style-type: none"> • Safe from bullying and discrimination • Safe from crime and anti-social behaviour in and out of school • Develop positive relationships and choose not to bully or discriminate
Develop educational/vocational skills	<ul style="list-style-type: none"> • Ready for school • Attend and enjoy school • Achieve stretching national educational standards at secondary school • Develop self-confidence and successfully deal with significant life changes and challenges • Ready for employment • Engage in further education, employment or training on leaving
Develop personal/social skills	<ul style="list-style-type: none"> • Mentally and emotionally healthy • Achieve personal and social development and enjoy recreation • Develop self-confidence and successfully deal with significant life changes and challenges • Develop positive relationships and choose not to bully or discriminate
Gain employment	<ul style="list-style-type: none"> • Engage in further education, employment or training on leaving • Ready for employment
Move on to positive exit route	<ul style="list-style-type: none"> • Engage in further education, employment or training on leaving • Ready for employment
Undertake volunteering	<ul style="list-style-type: none"> • Engage in decision making and support the community and environment • Engage in law-abiding and positive behaviour in and out of school

3.0

ON THE GROUND: THE LOCAL DELIVERY OF KICKZ

Since the Programme's inception, Kickz projects have been managed operationally at a local level with additional support and guidance provided by a central Programme team, based at the Football Foundation, and the Metropolitan Police for projects in London. This has meant that whilst projects have been given relative autonomy to develop work in locally appropriate ways, they have been expected to do so in line with objectives set out in the Kickz Strategy Document, which provides a flexible but clear delivery model established at a national level.

This section considers the centrally determined vision of how Kickz should be delivered at a local level, and provides analysis of the development of a number of individual projects to see how the Programme is operating on the ground. It also assesses how well projects are matching up to local policy frameworks – most notably: The New Performance Framework for Local Authorities and Local Authority Partnerships. The section investigates whether projects are establishing and making best use of extensive local partnership networks.

3.1 Kickz differences

The core vision of Kickz is to use the 'power' of football and, more precisely, the appeal of professional football clubs to engage young people who may otherwise be difficult to reach. In operational terms, this vision is expressed through local projects which typically are expected to deliver three nights of activity a week, for local young people, over 48 weeks of the year. This focus on delivering consistent, long-term activities, is designed to build trust and better relationships with young people, thereby allowing for development opportunities beyond football.

Targeting

Kickz projects are expected to adopt an 'area-based' approach to working with young people. This means that they are required to work in areas most in need of assistance or additional activity provision. Sessions are targeted at specific geographies, the selection of which is led by local police forces with additional input from steering group partners. Area selection is based on multiple factors including rates of crime and anti-social behaviour, deprivation and a lack of existing provision. In this sense, projects

are taken to areas of need, and hence are dependent on using those facilities that already exist in selected areas. Some projects enjoy the benefits of floodlit third generation Astro Turf pitches, such as those provided as part of the Football Foundation and Barclays Spaces for Sports investment Programmes. Others may be delivered on fields, parks and on small estate-based ball courts, where portable flood lighting may be required.

Targeting also extends to the timing of sessions. This can be influenced by local intelligence on key 'problem times' in local communities, and knowledge of when other service providers may not be providing activity provision. It is worth noting that of the 25 clubs running projects addressed within this report, 24 of them provide session activities on Friday and/or Saturday evenings: times when many local youth services have traditionally provided fewer youth activities.

Typically, the delivery of a Kickz project is structured in the following way:

- Two nights of football (coaching and competition)
- One 'flexible' session

The latter is designed to offer young people the opportunity to play sports other than football, take part in music-based sessions, or undertake a range of developmental activities such as drugs awareness, healthy lifestyles, volunteering, accreditation, career development and anti-weapons workshops. Crucially, it is expected that projects will consult with young people in order to determine which activities are appropriate for flexible sessions.



To summarise the Kickz approach, a number of 'Kickz Differences' designed to express the unique selling points of the Programme have been highlighted. These are:

- Intensity of provision: 3 nights a week, 48 weeks per year: Long term focused activity builds trust and better relationships with young people, allowing for development opportunities beyond football.
- Proactively identifying areas/times of need using a number of local partner resources to audit the area and current provision, including police reports on anti-social behaviour.
- The projects are 'taken to' the young people, with local delivery ensuring ease of access.
- Offers increased chances for young people to make a difference in their local community through personal development, training and volunteering opportunities.
- Coordinating football club brands and police staff to further engage hard to reach young people and break down potential barriers e.g. with police officers and police community support officers.
- Only professional football clubs deliver Kickz projects, so significant opportunities such as player appearances can boost project profiles.
- Positive new partnerships between football and statutory agencies are established at national and local level.
- National partner profiles and local partner experience ensure excellent support.
- Catalyst funding supports and encourages local partner attempts to gain match funding from a variety of sources, and gives the chance to grow a sustainable project into additional areas of need using the Kickz model.
- Additional community focused training for deliverers, to harness the influence of professional club coaches, and improve provision for young people.
- Enhanced monitoring and evaluation which links to the Every Child Matters outcomes, and monitors participants' engagement.
- Provides a benchmark for clubs to deliver social inclusion projects – giving them a flexible model and chances to work together/learn from each other.



CASE STUDY

The Birth of Kickz at Millwall

In early 2006, the local Anti-Social Behaviour Action Team and Sydenham Safer Neighbourhood Police Team were receiving complaints from the Wells Park Road/Coombe Road/Peters Path area, about large groups of young people causing anti-social behaviour. There were no intervention Programmes or activities available, and young people were being controlled regularly by Acceptable Behaviour Contracts. When an area to host the first Millwall Kickz project was being sought, the Sydenham Wells Park area fitted the core criteria.

The long-term, consistent provision of activities – an approach central to the Kickz model - made it difficult to identify a venue within the area in which the project could be based. Local knowledge led Millwall to identify the Wells Park Community Hall as a possible venue, due to its proximity both to the park and the small ball court that, although in need of repair, offered possibilities to provide activity during the winter months by use of portable floodlights. A meeting was arranged with representatives from Lewisham Council Youth Service, the Community Sector, Sydenham Police SNT, the Millwall Community Scheme and Lewisham Housing to negotiate usage, and the Sydenham Kickz project was born.

The Millwall Kickz project was then launched officially at a stakeholders' event in November 2006. It now offers long-term, open access provision of flexible, locally defined activities, that focus on participant interests and needs. Activities such as football and street dance offer the opportunity for high quality engagement with young people, and provide a gateway to personal development.

In addition to being given free usage by the local authority, a clean up operation of the run down ball park took place, and an agreement was made with the Youth Service to run Kickz alongside a new Youth Club, that would serve to broaden the range of opportunities for local young people.

3.1.1 Understanding local approaches

To understand how local projects are adopting and putting into operation the Kickz approach, it is useful to consider specific examples. The following case study provides a detailed account of the development of the Millwall Kickz project.

Kickz difference	Millwall project
Establishing a project in an area of need.	Complaints and ASB data from the Wells Park Road/Coombe Road/Peters Path area about large groups of young people causing anti-social behaviour.
Working to provide alternatives for young people.	No intervention Programmes or activities available. Young people being controlled by Acceptable Behaviour Contracts.
Working with police and establishing local partnerships.	Meetings between Lewisham Council Youth Service, Community Sector, Sydenham Police SNT, Anti Social Behaviour Action Team (ASBAT), Millwall Community Scheme and Lewisham Housing.
Taking activities to young people.	Commitment to work in local area, despite lack of facilities.
Engaging young people in project design.	Young people led design of 'third night' activities.
Improving young people's life chances.	Providing activities as gateways to personal development with opportunities to volunteer and gain accreditation.

Kickz uses the power of football, and in particular professional football club brands to engage young people who may otherwise be difficult to reach and engage in such positive activity. Young people frequently have 'natural affiliations' with local professional football clubs and their players. This provides those clubs with uniquely powerful opportunities to engage potential participants in ways that more traditional statutory services cannot achieve.

than sport. This fits perfectly with the Programme's core ethos that projects should focus on the personal, educational and social development of participants, rather than more traditional sport development objectives. In turn, while working in areas that are deemed crime/ASB hotspots, it is hoped that Kickz will provide a positive and constructive influence, to those who may be at a higher risk of becoming involved in, or victims of criminal activity.

Of course, the ability of the brand power to engage is not enough to ensure effective project delivery. What is especially pertinent is the Programme's understanding that it must provide services which go 'beyond participation'. This is exemplified in clubs' responses to the Kickz Strategy, which has been to concentrate on developing a project which is a credible vehicle for delivering something more

KEY MESSAGE: Kickz projects are successfully putting into practice the central Programme philosophy in local contexts. This includes delivery on key days and times of the week, including, in many cases, Friday and Saturday evenings.



Lewisham Council clear a previously disused ball court in preparation for Kickz.

3.1.2 Taking activities 'to' young people

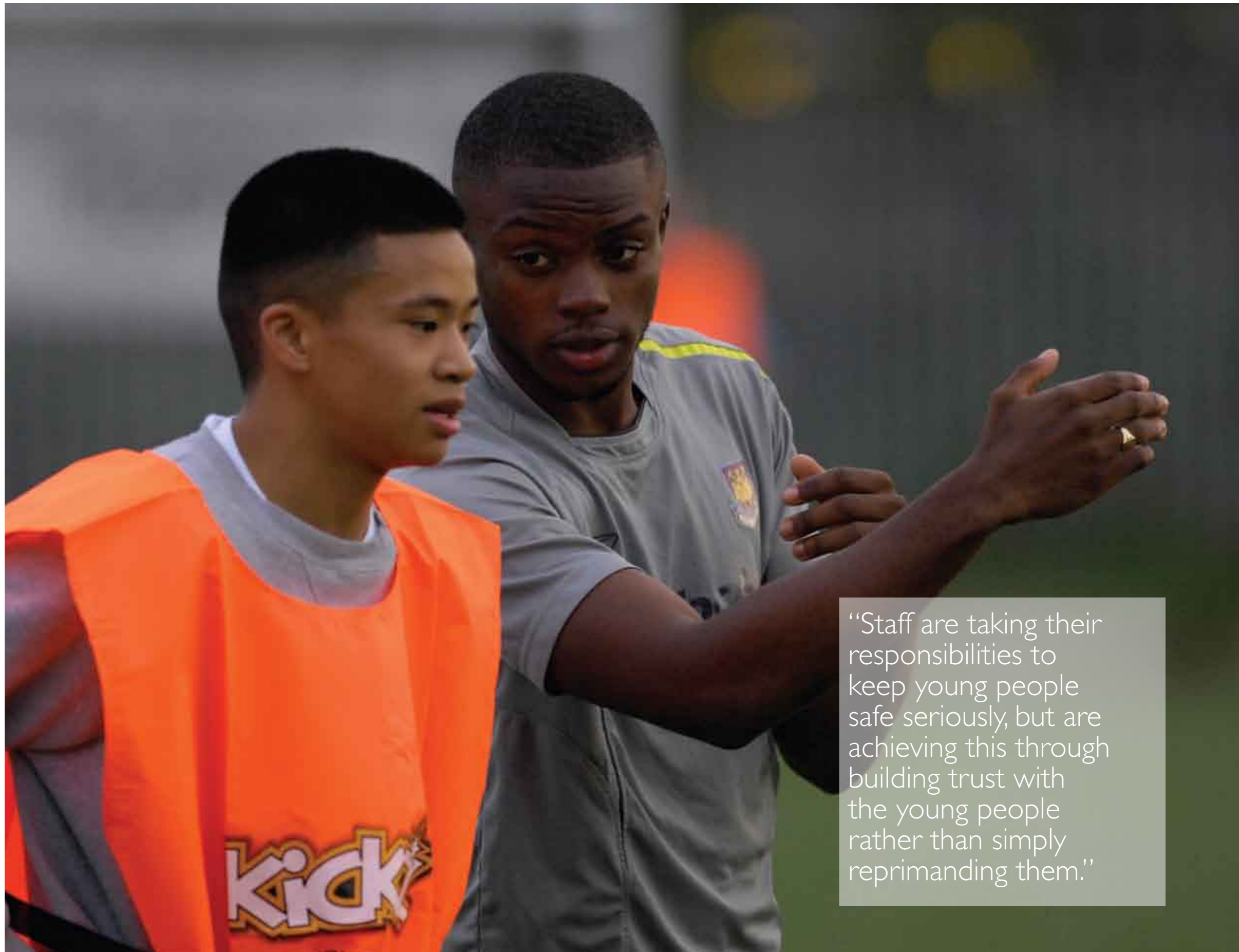
At the centre of the Kickz Strategy is a clear belief that for projects to thrive, they need to build strong relationships with young people with whom they are working. Implicit in this is a view that project staff should create relatively non-authoritarian, non-judgmental and mutually respectfully environments, if they are to succeed in engaging young people who frequently feel marginalised from more traditional forms of service delivery. The job of a member of staff at a project is, therefore, more complicated than simply providing expert football (or other activity-based) coaching and/or guidance. Their value also has to be in creating the 'right' culture and atmosphere for the young people to feel welcome and comfortable at the project.

Numerous examples can be found across Kickz projects which emphasise staff members' efforts to build respect with young people and act as role models (where typically they may not otherwise exist). In many cases, local coaching staff are employed specifically because of the appreciation and understanding they have of the issues facing local young people.

Staff are taking their responsibilities to keep young people safe seriously, achieving this through building trust with the young people rather than simply reprimanding them.

The Kickz Strategy states that: if the Programme is to succeed where others have failed, it is vital to meet with young people on their own terms and to avoid heavy-handed punishments. This does not mean that projects are asked to avoid sanctioning young people who break agreed rules. Rather, and again as stated in the Kickz Strategy, the 'extended contract' which projects have with young people 'should be seen as a basis for safely challenging inappropriate behaviour'. For this to work effectively though, projects are asked to be sensitive to the cultures of young people and avoid using techniques which may alienate them.

KEY MESSAGE: Kickz project delivery staff and coaches are succeeding in building trusting, respectful relationships with participants thereby enabling young people to feel comfortable at projects, and messages beyond football to be conveyed.



“Staff are taking their responsibilities to keep young people safe seriously, but are achieving this through building trust with the young people rather than simply reprimanding them.”

3.1.3 Delivering the 'right' activities for young people

A further essential part of the Kickz approach to meeting with young people on their own terms, is the requirement for projects to consult with participants about the nature of activities to be provided on the third or 'flexible' night. In the Kickz Strategy – and in the 'differences' and case studies presented – the centrality of football as the single most important engagement strategy for the Programme is clear. However, it is evident that a key retention strategy is the engendering amongst participants a sense of ownership of projects by, amongst other things, allowing them to have a say in what other activities are provided. This freedom for participants to choose has seen Kickz projects adopt a range of activities such as djing, music, arts, film and social development workshops. Crucially, wherever they have been provided, these activities have added to, rather than detracted from, the central ethos of Kickz.

The picture montage below offers a snapshot of the range of activities which can take place at a Kickz project. The variety of flexible sessions ensure that each local scheme has its own unique personality, and the interest of young people is maintained as these activities are refreshed over time.

Young people take ownership of their projects and influence the activities that are provided. Music and the writing of positive lyrics have been popular at Manchester City, West Bromwich Albion and Tottenham Hotspur, with a regular talent night named 'Laid Back' being developed at the latter. Basketball, boxing and street dance have been popular additions at the likes of QPR, Watford and Brentford. Middlesbrough even provided a motorbike maintenance and education session, to respond to issues with older young people and mopeds in the area. Flexible sessions can also include a range of workshops on issues such as healthy lifestyles and the dangers of getting involved in drugs, gangs and carrying weapons (detailed later in this report).



At many Kickz projects it is clear that a culture of inclusiveness with regard to participant involvement – be it in terms of activity selection or otherwise – is contributing to an emerging sense of ownership of the projects from young people. At Manchester City, for instance, a group of young people have explained that before Kickz began, they used to hang around on the street, mostly near a local basketball court which is synonymous with drug dealing and other forms of criminal/anti-social behaviour. They no longer go to the court, though, because Kickz has provided them with a regular cultural space in which they feel they belong. One young person is reported by the project as saying 'the best thing is we can count on it. We know it's gonna be here and we know we've got to look after it'.

At Brentford Kickz, a similarly pro-active approach to generating a sense of ownership of the project by participants has been reported. In line with the Kickz Strategy, the project has developed slowly and has been led from the outset by the young people. When Brentford first arrived on the Copley Estate, they did not attempt to impose a structure on local young people. To begin with 12 people attended, but soon 12 became 25 and by the time the project was launched formally more than 60 young people were regular Kickz participants. To underline the 'grassroots' approach of the project, in October 2006 a questionnaire consultation exercise was undertaken with young people from the estate which investigated, amongst other topics, which activities young people

would like to see at the project, which facilities they would be willing to travel to and the gender balance of activities.

KEY MESSAGE: Kickz projects are consulting with young people and including their views in project delivery strategies. This is enabling young people to develop a sense of ownership over 'their' projects.

3.1.4 Addressing personal and social problems

Of course, enabling participants to have input into the design and delivery of Kickz does not mean projects are required to follow the whims of young people's shifting tastes and desires. As demonstrated in the Programme case studies and the Kickz Strategy Document, projects are primarily required to deliver 'more than activities', and to contribute to the personal and social development of participants. Encouragingly, this is clearly happening across Kickz projects. In all delivery locations, projects are undertaking a range of important development work, frequently concentrating on providing young people with knowledge and understanding to choose alternatives to lifestyles involving crime, drugs, the dangers of weapons and anti social behaviour. A typical example of this work is provided by Kickz at Chelsea FC, in the case study on the following page.



Crystal Palace participants proudly display their art projects.

CASE STUDY

Chelsea FC drugs awareness workshop

The Chelsea drugs awareness workshop was a four week course set up to make the people aware of the dangers of taking drugs. The course was a priority as a group of young people had been known to smoke and drink regularly near where the football sessions take place.

The workshop was set up by one of the club's partner agencies, the Wandsworth Youth Offending Team (YOT). They organised the course leader, and Chelsea provided familiar faces to the young people to keep them engaged and to assist in helping them with any questions with which they may need help.

The agenda of the workshop was to interact with the young people using games and discussions, whilst at the same time tackling issues surrounding drug misuse. It was surprising to see how much young people knew about certain dangers of drugs, but as the leader stated at the beginning " the workshop is based on no myths, no lies, and I won't be preaching to you."

As part of a well rounded project, the Chelsea scheme has also included Street Dance sessions, a positive arts scheme, entry of competitions/tournaments and a maths based fantasy football league. Participants were also given the chance to visit the first team training ground to speak to the club nutritional expert, and first team players Michael Essien and Steve Sidwell on healthy eating and match preparation.

This case study provides an illustration of the approach of Kickz projects in addressing serious social and personal issues. In line with the Programme philosophy, it demonstrates how Chelsea Kickz has addressed drug-related issues in partnership with an expert partner: the local Youth Offending Team. It also shows how the workshops were delivered in friendly, culturally appropriate formats for participants. Implicit in the case study is the sense that this work was only achievable because trust, respect and a sense of shared ownership had been developed between the project staff and young people.



Chelsea star Michael Essien discussing healthy eating

CASE STUDY

Respect, drugs and gangs: Kickz's positive influence in Birmingham

Due to the intensity of provision (three nights a week, all year), Birmingham City Kickz staff have built up trusted relationships with their young people. Prior to the introduction of Kickz, the Ackers site didn't have any provision in the evenings, in fact the site was regularly used by drug-dealers. The good news is that the dealers in their "flash cars" have now moved away. Kickz staff and young people suspect regular activity provision in the area and occasional police attendance has played a major part in this.

Through discussions with the young people, the delivery staff believe that many of the older brothers and cousins of the participants may be involved in gangs in the area, and do have a concern that some of the participants may get involved in junior versions, glamourising their older siblings. It is hoped that by providing a positive influence in their life and positive role models to guide and mentor; Kickz may contribute to reducing the chances of the young people in question graduating to involvement in serious gang activity.

KEY MESSAGE: Kickz projects are successfully delivering a range of social and personal issue workshops in association with expert partner agencies.

3.1.4 Providing qualifications and accreditations

A further objective is to prepare young people for positive exit routes through offering qualifications and accreditations across Kickz. In Section 2 of this report, the full range of outcomes and qualifications achieved by Kickz participants is detailed. It is important to point out here that projects are managing to engage even some of the most resistant young people in forms of accreditation, by patiently working with them and by building up rapport and trust.

A participant-focused approach to providing education and training is evident. In the case study below, it is explained how the Manchester City project developed a partnership with Wigan Athletic Kickz, to provide FA Level 1 courses at times appropriate for participants.

CASE STUDY

Getting Educated with Manchester City and Wigan Athletic

Since Kickz at MCFC began it has organised a range of educational courses for young people, many staged as a result of consultation with participants. The courses on offer so far have included FA Child Protection Workshops, FA First Aid and FA Level 1. In total 40 young people gained qualifications as a result of the work of MCFC Kickz in the first year. Many others have taken part in non-accredited workshops such as 'how to write a CV' and Police run 'Stop and Search' sessions.

An example of the project's consultation-led approach to providing qualifications can be found in its response to young people's wishes to complete coaching certificates. Many of the young people who access Kickz frequently expressed an interest in completing coaching qualifications. However, courses in Manchester are

typically either an intensive 9am-5pm, five days a week course, or once a week for eight weeks at the County FA in Salford. This makes it difficult and unrealistic for the young people to complete. In August 2007, therefore, in partnership with Wigan Athletic's Football in the Community Programme, the MCFC Kickz project began a FA Level 1 coaching course, delivered by ex-City goal keeper Alex Williams MBE, as part of the Thursday night session at the Platt Lane Leisure Complex. In total nine participants signed up for the course.

This demonstrates how accreditation and training at the Manchester City and Wigan Kickz projects is being delivered in a way to make it as accessible as possible for participants. The project's reflection on the clash in timing between the training course, and later Ramadan, shows excellent reflective practice and the desire of the project to respond constructively to the cultural requirements of participants.

KEY MESSAGE: Kickz projects are tailoring the delivery of accredited outcomes and qualifications to the needs of participants.

"The V-involved project worked alongside Millwall's Kickz project to help develop youth volunteering. We have worked closely together to develop an accredited training course for the Kickz volunteers. Millwall spend a great deal of time in helping them to develop as people, by providing further opportunities and training"
Alex Robertson, Crime Concern



Young people from Fallowfield and Moss Side study for their FA level 1 coaching qualification with Manchester City Kickz.

3.1.5 Volunteering

One of the objectives of the Kickz Programme is to encourage volunteering within projects and throughout target neighbourhoods. The Kickz Strategy document also alludes to home growing the deliverers of the future. To help deliver on this, Kickz has established a partnership with v, the national youth volunteering charity, and also aims to establish a culture of volunteering across the Programme.

The Kickz model aims to present a wide range of opportunities to increase the quantity and quality of volunteering opportunities open to young people. It also seeks to provide a vehicle to connect with those who often prove difficult to engage and educate around the benefits of volunteering. Indeed, target groups and target areas involved in the initiative incorporate a diverse range of backgrounds, and include a high percentage of those who do not usually feature strongly in volunteering, or usually 'give back' to their community.

A wide variety of volunteering opportunities have been generated by Kickz projects and their partners. These include leading sessions, assistant coaching roles, refereeing at tournaments, organising events and activities, taking part in facility clean up operations, administration roles, the writing of media articles and designing promotional literature.

Young people are able to design their own volunteering pathways with Kickz, and hence this is not an exhaustive list of the ways in which volunteering opportunities have been facilitated. A Kickz volunteer pathway has been developed which aims to demonstrate how initial interest can be harnessed, encouraged and eventually translated into positive outcomes such as leading sessions, gaining accreditation and potentially employment.

While v's focus is on young people aged between 16 and 25, the overall Kickz Programme engages young people aged between 12 and 18, and so a culture of 'helping out' and more informal volunteering is encouraged at the younger age group, in order that more formal volunteering opportunities can be taken up when young people get older.

Across the country, young people have been volunteering in a variety of roles. This can range from a core group of up to ten young people at West Bromwich Albion, who regularly help out to construct a portable pitch and flood lights to allow activities to take place, to young people such as Shaquile at Blackburn Rovers, who, after regularly volunteering as an assistant coach, has now achieved his FA Coaching badge, taken part in a Prince's Trust initiative, and has been offered paid employment with the community scheme.

John Durkin (Bolton Wanderers Volunteer of the Year)

"I used to knock about on the street. I was loud, like a lot of lads are, but it changed when I started going to Kickz. I am lucky, really, as Chris Bateman is going to help me qualify as a Level one Football Coach, and I am now studying for a B-Tech diploma at Bolton Community College. I volunteer five nights a week, helping with the younger ones and then later with the older ones in sports sessions. Kickz and the volunteer work I do has given me a new direction."



Fidel at Manchester United (above, far right)

"I've gained lots since coming on board as a Kickz volunteer, including my coaching qualifications. Without Kickz I would probably be doing things less organised, such as the odd game down the park. But now with the Kickz Project running three times a week, there really is so much more to do. One of the most beneficial things is the chance to open doors for young people, and pathways in life such as training and employment. These things give the young people something to aspire to, rather than just living in a community heralded by unemployment and inevitably falling into that category."

Adam Page at Everton/Liverpool

"I am one of the volunteers on the Kickz Programme at Breckside Park which is run three nights a week and is going pretty well at the moment. The main responsibilities I have are to ref the games on Monday nights and assist the main coaches from Everton and Liverpool. Since I have come from a social inclusion background like some of the lads on the Kickz Programme, I would like to think that some of them look at me and think I could become like him. That would be a relief to me to see the lads that I was once involved with now take their love of the sport into a work situation."

Two of the scheme's highest profile young volunteers include Kyle Stewart from Tottenham Hotspur's pilot project, who has not only gone on to gain employment with the club, but also present the Kickz promotional DVD, meet the Prime Minister and conduct interviews for the Football Foundation's national Programme Managers. Furthermore, having completed over 300 hours of volunteering at West Ham, Lynette Obika has gone on to work as a Project Officer for the Kickz national team based at the Football Foundation.

3.1.5.1 Volunteering statistics

In January 2008, volunteering statistics were collected from Kickz projects running between 2006 and 2007. The exercise used figures from 28 clubs who were delivering projects deemed sufficiently established to provide volunteering statistics.

Data was gathered on young people (aged 16-25) deemed to have volunteered on a short term basis (i.e. as part of one off events or sporadic involvement), or within a part time role (i.e. a more structured and regular commitment to the sessions). New volunteering opportunities are those activities where an individual young person first volunteers. If a young person went onto 'work' in other roles, these were classified as ongoing volunteering opportunities.

New 'short term' opportunities created and filled	380
Ongoing 'short term' opportunities created and filled	1,014
TOTAL SHORT TERM VOLUNTEERING OPPORTUNITIES	1,394

New 'part time' opportunities created and filled	141
Ongoing 'part time' opportunities created and filled	407
TOTAL PART TIME VOLUNTEERING OPPORTUNITIES	547

OVERALL TOTAL NUMBER OF OPPORTUNITIES	1,941
TOTAL NUMBER OF NEW VOLUNTEERS	521

Education, Training and Employment status of volunteers

The education, training and employment status of the 141 Kickz part time volunteers was as follows:

Not in education, employment or training	14%
In education/learning	54%
Employed	21%
In training	9 %

The picture (right) shows Manchester City volunteers in front of a v inspired advertising board. Kickz is supported by v, the national youth volunteering charity. For more information on v please visit www.wearev.com.

Progression

From the 141 young people aged between 16 and 25 who went on to volunteer at a project on a part time basis, a promising progression rate was identified. 53 young people went onto gain employment, 37 of whom gained work with a professional football club. This is a clear success for the Programme as a whole in home growing deliverers of the future. These young people are acting as local ambassadors for projects, and are excellent role models for other younger participants from the same communities.

Exit routes for part time volunteers who engaged with the Programme showed positive results:

Progression into another volunteering opportunity	26%
Progression into employment with a professional football club	26%
Progression into other employment	11%
Progression into education	16%
Progression into training	11%

Qualifications

The Substance online monitoring system reported that a total of 258 young people achieved a sports/football based accreditation within the reporting period. Ninety-one of the volunteers on the Programme volunteered as part of gaining a qualification.

KEY MESSAGE: A culture of volunteering is developing in the communities in which Kickz operates, with 1,941 volunteering opportunities filled in the first year. Tangible educational, training and employment outcomes are being achieved by young people who may traditionally be less likely to volunteer.



3.2 The influence of Kickz on host football clubs

The design of the Kickz Programme was intended to achieve a 'Rolls Royce' model of sports based social inclusion. Standards have been bench marked to ensure quality across each project nationally. A well developed training and monitoring package compliments the regional and national network of football clubs delivering the Programme, who now meet regularly to share best practice and develop common goals. Regional project managers based at the Football Foundation are also employed to support each football club community scheme in achieving these standards and capacity build where relevant. A number of professional clubs delivering Kickz have up to 20 years experience in this area of work, whereas for others such as Portsmouth and Manchester United, Kickz has been a catalyst for further involvement and delivery within the social inclusion field.

The regional and national network of clubs is also providing practical benefits for the young people engaged in the Programme, by providing opportunities to travel to and meet other young people from outside their local community. For instance, regional friendlies, tournaments and trips have allowed barriers to be broken down between 'rival' clubs and cities, along with allowing young people from a range of backgrounds to get together:

For instance, the three North East clubs (Sunderland, Middlesbrough and Newcastle United) have regularly staged very successful friendly matches, and trips to their respective stadia. In a once in a lifetime opportunity, young people from across the North West were also given the chance to take part in a tournament at Manchester City's world class stadium. Young people from Liverpool, Manchester, Bolton, Blackburn and Wigan played their part in ensuring the event was a huge success on and off the field.

KEY MESSAGE: Kickz aims to bench mark and provide quality assurance within the sports based, social inclusion field. Training, monitoring and a central Programme team support this development, along with a regional and national network of Kickz clubs, who share best practice.

3.2.1 Developing the Kickz workforce

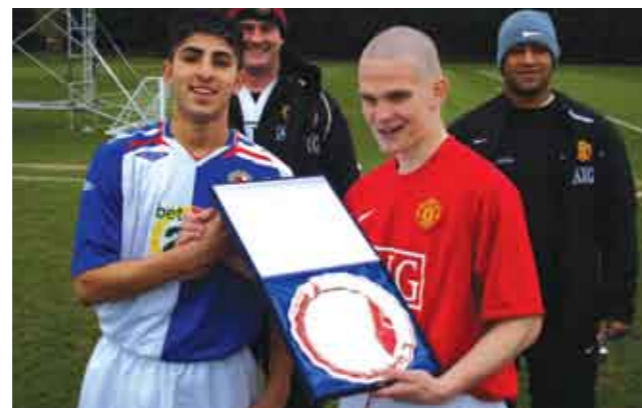
The success of the Kickz Programme relies on effective delivery teams at local level. The growth of Kickz has seen many clubs' community departments appoint specialist Kickz co-ordinators. In addition, while some clubs had an existing social inclusion specialist position, Kickz has also been catalyst for a number of clubs appointing Social Inclusion Managers.

Kickz identifies coaching and delivery staff from a range of backgrounds, who are both willing and skilled in engaging and inspiring disadvantaged young people. A number of clubs have reported that employing local staff with an appreciation of the challenges faced within the area has seen positive relationships and respect quickly fostered.



Bolton celebrate at Manchester City's stadium

In turn, all Kickz staff need to be supported through access to a range of community focused training sessions and qualifications. In the delivery of the football element of the programme, FA Coaching badges remain a prerequisite. However, the challenges of delivering Kickz sessions extend beyond football coaching qualifications and the skills, drills and tactics associated. Qualifications and courses linked to community delivery and youth work are also proving invaluable.



Alongside clubs' existing training policies, a range of centrally coordinated Kickz training packages and accreditation options have been delivered. An example of this training includes the Certificate in Community Sports Work (CCSW) which is an NVQ level 3 accredited qualification. Topics covered include aspects ranging from understanding and planning a community specific sports Programme, to recognising indications of substance misuse. This course was specially adapted for Kickz to help inform staff on key project issues and partners, including community policing strategies.

Other accredited courses included the Certificate in Managing Community Sport and Vocational Related Tutor Training in Sport, Fitness and Volunteering. In the first year of the programme, there were 143 attendances at accredited staff training.

A number of unaccredited training sessions were also delivered to over 100 frontline staff on issues such as:

- Avoiding and handling serious incidents (a pioneering training session designed and delivered by the Metropolitan Police).
- Working with, and engaging hard to reach young people.
- Conflict Resolution Techniques.
- Monitoring and Evaluation.

Kickz implements an annual training needs analysis with all clubs to help identify areas of greatest need, and demand from delivery staff. Furthermore, the benefits of the expanding Kickz delivery network has been very successful in allowing practitioners from different regions to share experience and best practice ideas.

KEY MESSAGE: The delivery of Kickz is complemented by a specifically designed training package for delivering community sports Programmes in challenging areas. In year one, over 100 delivery staff attended both accredited and non accredited courses, on issues ranging from conflict resolution techniques to monitoring and evaluation.



Local partners watch the Kickz briefing DVD.

3.3 Local partnerships

The Kickz differences state that the creation of 'positive new partnerships' at local level are key to the development and sustainability of each individual project.

To help assess the success of projects in developing strong local partnerships, information on the full range of formal local partners involved with Kickz projects is presented below. Many projects engage with agencies on a more ad hoc basis and so are not included.

Police (including safer neighbourhood teams)	30
Football clubs/Football in the Community	25
Football Foundation/Premier League	25
Connexions/Youth Services	20
Local youth projects/interventions	20
Youth Offending Teams/Youth Inclusion Projects	19
Housing departments/organisations	13
Local sports/community clubs/facilities	11
Local Authorities (general)	10
Local Authority (Anti-Social Behaviour/crime/safety)	10
Schools/education sector	9
Local Authorities (sport and leisure)	8
Fire Service	3
Primary Care Trusts/health	3
Substance misuse agencies	2
National youth funders/organisations	2
Other / Third sector	15
TOTAL	225

This table demonstrates the broad range of local partners engaged by Kickz projects. Whilst it is unsurprising that the most frequently cited partners are those from sectors which support Kickz nationally, (most notably the football industry and the police) it is encouraging to see large numbers of local authority, criminal justice, youth sector and education agencies joining with Kickz projects across the country.

The specific nature of the partnerships entered into by Kickz projects differ from club to club. Some are based simply on consultation, advice and support, whilst others are focused on partners' abilities to engage local communities and address specific issues. A growing number, however, also involve financial investment from partners into Kickz projects, be that on a cash or 'in kind' basis. In the coming year, Kickz projects will be required to source increased local funding to support the sustainability of their projects. Whilst projects have not been required to do this previously, it was encouraging to see that close to £600,000 of unsolicited funding was invested locally in Kickz projects.

This suggests local partners are being convinced of the efficacy of the Kickz approach and are willing to support projects as important catalysts for producing sustained local change.

By uniting behind shared projects, local partners involved with Kickz

Unsolicited year one funding	
Cash partnership funding	£361,500
Facilities funding	£220,000
TOTAL	£581,500

are helping to avoid short-term delivery cycles and individualist approaches. A detailed example of the importance of partnership working to the development of Kickz projects is provided in the case study below. It is illustrative of the breadth of useful influences which can be engaged in a single project, and the multiple agendas which can be supported through such an approach.

CASE STUDY

Leyton Orient Partnership Working

The Leyton Orient Kickz steering group was formed following initial discussions between the Metropolitan Police, Hackney Police and local authorities in June 2006. A wider meeting was then held which brought together Hackney Homes, Leyton Orient Community Sports Project (LOCSP), Arsenal FC, the Youth Service and the Youth Offending Team. Through this meeting it was agreed that an initial project should be developed around one estate using the Kickz funding and concept, but that if this was to be sustained in the medium-to-long term, then a wider approach through the partnership would need to be considered. From previous project experience, it was felt that once the work commenced the opportunity to roll out would attract further interest, support and funding. Strategically, it was agreed that tying the work into the local area's strategic priorities would help generate more resources. The partnership enabled this to happen with Kickz funding used as a catalyst to attract further investment from Hackney Homes, Neighbourhood Renewal and the Better Homes Contractors.

The Leyton Orient Kickz Steering group now meets on a monthly basis, with weekly contact taking place between LOCSP, the police and Hackney Homes. Cross working continues to be at the core of the group's work. For instance, each of the areas in which Kickz is now delivered has been selected in line with the Police and Hackney Homes commitment to providing safer communities.

To gather the opinions of partners on the development of local Kickz schemes, 'partner testimonies' were collected as part of the 2006/07 project annual report process. A selection of these – testifying to early successes at various projects – are presented opposite.

"We have had a productive relationship with Arsenal and the Kickz project. There is no doubt that Kickz has increased opportunities for children and young people, both in terms of football and other activities in a deprived area of the Borough. Involving young people in positive and exciting activities benefits the whole community, not least the young people themselves." (Islington Young People's Service).

"I have visited the project on a number of evenings and have seen the number of young people engaged and positive impact on behaviour, within an area that has suffered from long standing problems of youth crime and disorder. The project provides for excellent partnership working between Manchester United and the Safer Trafford Partnership including: Greater Manchester Police, Greater Manchester Fire and Rescue Service and Trafford Council's Community Safety Service." (Graham Curel, Community Safety Service, Trafford Council).

"I personally feel it is a most worthwhile project and has made a real difference to the (Hagfold) estate, and the benefits on the youth effected are numerous. The project has had the full support of the residents group on the estate and the local community. It is my belief that the Kickz project is keeping instances of anti social behaviour down. There are a considerable amount of young people that are known to the ASB Unit that are involved in Kickz". (ASB Unit and Tenants Officer from Wigan Kickz).

"I believe the Watford Kickz project has been an invaluable tool in providing diversionary activity to the youth of the Borough, promoting social interaction and enhancing community cohesion. It incorporates the teaching of self discipline, within team work, to achieve sole & shared objectives. We are pleased to be associated with the running and development of the project and look forward to continuing our support in the coming year." (Harrow, Metropolitan Police).

KEY MESSAGE: Large numbers of local partners have been engaged by Kickz projects. These include representatives from the football industry, the police, local authorities, the criminal justice, sport and youth sectors and education agencies.

3.4 Meeting local policy priorities

Kickz clearly has the ability to deliver important mutual outcomes and impacts at a local level for a range of partners. The effectiveness of the Programme in this regard is timely, as in October 2007, the Government published The New Performance Framework for Local Authorities and Local Authority Partnerships – the single set of national indicators for quality in local service provision. This sets out 198 national indicators against which every single tier and county council Local Strategic Partnership will report their performance. In doing so, it establishes the priorities for local service delivery and enshrines the principle that effective local delivery is most often achieved in partnership.

From the evidence provided above, it can be demonstrated that the Kickz approach can help local authorities to deliver in a number of important areas. This is illustrated in the table overleaf.

The evidence in this table is not presented to make the claim that Kickz projects can 'solve' a whole range of social problems for local

authorities. Rather, in recognising that coordinated partnership approaches are essential to local service delivery, the table shows the important contributions that Kickz projects can make to improving the lives of young people and wider communities across the country. The provision of anti-knife workshops to Kickz participants may not in itself lead to a reduction in the serious knife crime rate in a local area. However, and as demonstrated above, the ability of Kickz to engage and retain the engagement of often hard to reach young people could provide projects with a special role in tackling many of the most persistent and difficult to resolve local social issues.

KEY MESSAGE: Kickz projects are well placed to assist local authorities and Local Strategic Partnerships with a range of service delivery. Their contributions to engaging and retaining the engagement of 'hard to reach' young people is especially noteworthy.



An excellent partnership with Charlton, the local Police and Greenwich Council has seen the local authority invest significantly to deliver extra Kickz projects.

Indicators from the Performance Framework for Local Authorities

Indicator No.	Indicator	Example of Kickz delivery
Stronger Communities		
1	Percentage of people who believe people from different backgrounds get on well together in the local area	Anti-racism workshops Friendly competitions between different areas / cities
2	Percentage of people who feel that they belong to their neighbourhood	Encouraging young people's sense of 'ownership' of projects
4	Percentage of people who feel that they can influence decisions in their local neighbourhood	Young people feeding into project delivery plans and delivering events/activities
5	Overall/general satisfaction with local area	Improving facilities and general activity provision in local areas
6	Participation in regular volunteering	Establishing a culture of volunteering and opportunities with real exit routes
11	Engagement in the arts	Offering arts-based activities
Safer Communities		
15	Serious violent crime rate	Providing alternative pathways for young people and anti crime workshops
16	Serious acquisitive crime rate	Providing alternative pathways for young people
17	Perceptions of anti-social behaviour	Encouraging young people to move away from anti-social activities. Provide local residents with visible structured provision
19	Rate of proven re-offending by young offenders	Engaging previous offenders in positive activities
21	Dealing with local concerns about ASB and crime by the local council and police	Demonstrating positive partnership responses to local problems
23	Perceptions that people in the area treat one another with respect and dignity	Building bridges between young people from different areas and backgrounds
25	Satisfaction of different groups with the way the police and local council dealt with ASB	Demonstrating positive and visible partnership responses to local problems
28	Serious knife crime rate	Anti-knife workshops
29	Gun crime rate	Anti-gun workshops
41	Perceptions of drunk or rowdy behaviour as a problem	Substance misuse workshops and providing alternative pathways
42	Perceptions of drug use or drug dealing as a problem	Substance misuse workshops and healthy lifestyle messages
45	Young offenders' engagement in suitable education, employment or training	Providing accredited outcomes and qualifications for participants
Children and Young People		
50	Emotional health of children	Building participants' confidence
54	Services for disabled children	Encouraging access for disabled young people
58	Emotional and behavioural health of children in care	Encouraging access for young people in care
69	Children who have experienced bullying	Anti-bullying workshops
91	Participation of 17 year olds in education or training	Providing accredited outcomes and qualifications for participants
110	Young people's participation in positive activities	Providing positive activities in areas of need



The ability of Kickz to engage and retain the engagement of often 'hard to reach' young people could provide projects with a special role in tackling many of the most persistent and difficult to resolve local social issues.

4.0

MEETING NATIONAL POLICY AGENDAS

Since its inception Kickz has been funded by a range of Government and non-Government bodies. From the outset, therefore, the Programme can be regarded as an example of a cross-Government initiative which has a recognised ability to meet a range of policy objectives.

This section places Kickz in the context of two key Government policy areas – crime and anti-social behaviour and children and young people – to illustrate the ways in which it is supporting disparate but connected areas of work.

4.1 Crime and anti-social behaviour (ASB)

Kickz is geographically targeted in areas and estates blighted by high levels of crime. One of the Kickz objectives is to make a positive contribution to reducing this crime and ASB. The police are not only a major partner behind the scenes at a national and local level, but police staff including Community Support Officers are accessing sessions to help break down barriers between young people and the authorities. This interaction ranges from simply dropping into a session to speak to young people on positive and informal terms, to organising workshops on issues such as the dangers of weapons and stop and search rights. The police presence also helps reassure the local community and minimise risks of working in areas where serious incidents occur more frequently.

Young people engage with Kickz primarily through self referral, and due to the areas in which they live, they are often deemed to be particularly vulnerable to crime and ASB. This can be either as victims of crime or as the perpetrators. Local partners are reporting that up to 25% of young people engaged in the projects are known to the authorities in one form or another. Many also recognise that gang membership is a particularly pertinent local issue. However, it is very important not to stereotype all of the young people engaged in Kickz in this way. Naturally, the Programme hopes to have a positive influence on previous and current offenders. However, perhaps more importantly, Kickz

aims to act as a regular preventative and constructive influence to the majority of young people who are simply growing up in a challenging place: those who may at some point be tempted to take the wrong path in life.

A crime analysis report has been produced to look at the potential⁸ impact of the various Kickz projects on crime and anti-social behaviour (ASB) in the immediate areas surrounding the various projects nationally. To allow a year on year comparison, data from the season September 2006 to August 2007 was compared against data from the previous year (when Kickz schemes had not begun). The overall report comprises of the first year Kickz projects: 12 London Boroughs⁹ working with 12 London based football clubs; and 14 projects outside of London running across seven different police force areas with 13 non London clubs.

In the main analysis report:

- Crime data has been taken using all classified crime and using the Home Office classification codes. The reports have been adapted to show 'Select Crimes'¹⁰ which are crimes that are more associated with young people.
- ASB data has been taken using the 17 Home Office incident codes that make up ASB. The anomaly with this data is that ASB codes were standardised by the Home Office in September 2006, to allow for more accurate counting and comparison nationally. This change precludes accurate comparisons over time.



Kevin Keegan gives young people positive advice on how to live their lives as part of a Kickz press conference with young people and police.

⁸ It is important to note that it is impossible to show a direct connection between any scheme and its impact on local crime and ASB as there are a number of other factors and good work that can influence this. The introduction of Safer Neighbourhood Policing will in itself have had an impact on local crime and anti-social behaviour. For this reason the general local reports will not be available as part of the national report but will be communicated locally to partners. Not all police forces use the same system to record crime and ASB, so it is impossible to compare schemes in one force area with those in another.

⁹ Some Boroughs were able to deliver multiple projects due to match funding. 17 projects have been included in this report across the 12 identified London boroughs.

¹⁰ Select Crimes are crimes that we felt were more usually associated with young offenders and include: Burglary, Criminal Damage, Criminal Damage to Motor Vehicle, Disorderly Behaviour, Drugs, Drunkenness Offences, Firearms, Vehicle Interference, Malicious Communications, Offensive Weapons, Robbery, Theft, Theft from Motor Vehicle, Theft of Motor Vehicle, Violence Against Person and Violent Disorder.

4.1.1 Crime/ASB Summary in Kickz Scheme areas

The following data has been summarised into regions based on the clusters of clubs in these areas. In the case of the two regions with the most Kickz projects running (London and the North West), results show that crime reduction is over five times greater on the most popular days when Kickz is running, than on days without sessions. A common concern is that the introduction of a project on three key nights (often including Friday and/or Saturday), may simply displace crime to other nights. However it should be pointed out that of the 25 project areas with data available, only one showed an increase in crime on non Kickz nights, following a decrease in crime on nights when sessions were running. This shows that crime is also going down on nights when Kickz sessions are not running, albeit to a lesser extent. This hopefully means that the impact of schemes locally is not generally displacing crime to other nights.

All London Schemes

- On the most popular nights for schemes to run, results show a 4.7% reduction in all crime compared to just 0.8% on other days overall. The most popular time band for schemes is between 6pm and 9pm. Some areas have shown notable improvements overall, with reductions by up to 63% during the peak Kickz times.
- Across all scheme areas, the following overall results for crimes often associated with young people were: -
 - Burglary reduced 12.6%
 - Robbery reduced 10.3%
 - Violence Against Person reduced 12%
 - Violent Disorder reduced 16.3%
- Positive statistical results, combined with qualitative feedback from local partners on the impact on crime and ASB in the capital, convinced the Metropolitan Police to fund (in partnership with the Football Foundation) a major expansion to 64 projects in London. This equates to two projects in every London borough.

“The levels of nuisance and ASB in perceived ‘hot spots’ has fallen as a result of starting Kickz (with Chelsea) . Kickz has shown to create respect for others and learning opportunities in innovative ways”.

John Whittington, Crime Preventions Services Manager, Wandsworth Council.

CASE STUDY

Weapons issues with West Ham United Kickz and Crystal Palace

The West Ham Kickz project regularly holds workshops to help educate young people about the impact of gun and knife crime locally. The scheme has been visited by a Metropolitan Police Armed response team on four occasions as part of a monthly

workshop structure. The Armed Response Team delivers informal outreach style workshops on the negatives of gun crime. These are designed to inform young people of the dangers of weapons and give them the chance to be up close to real guns used by specially trained police officers. Sergeant Darren Hepple of Beckton Safer Neighbourhoods Team commented that: “Communities are at the heart of the fight against gun and knife crime. The Kickz Project has shown that there is a real willingness among the local community and public to get these weapons off our streets. By educating young people and offering them alternatives to gang, gun and knife culture, we can start to change behaviour and reduce crime.” In a very similar scheme of work Crystal Palace arranged for officers from the Met Police ‘Operation Trident’ (anti weapons) team to visit the young people engaged and share the serious dangers associated with carrying a weapon.

The Crystal Palace Kickz project at the Highbury Community Centre is extremely popular and we have noticed a significant reduction in the number of complaints from residents regarding anti social behaviour (Community Development Officer for the Housing Department of Croydon).



A Metropolitan Police armed response unit deliver a workshop to Kickz participants on the dangers of weapons.

North West Schemes¹¹

- All crime is down 10% on the top three most popular days for running Kickz projects compared to a decrease of 1.9% on other days. Select crime is down 16.4% compared to a decrease of 9.7% on other days.
- Specifically, overall results for crimes often associated with young people were :
 - Auto Crime down 28.4%
 - Burglary down 18.4%
 - Criminal Damage down 16.5%
 - Drugs offences down 34.6%
 - Robbery down 19.5%
 - Violence Against the Person down 39.4%

“(We see Kickz) not just as a way to reduce crime and anti-social behaviour but as a great opportunity to assist in breaking down barriers between young people and the authorities. As well as football, participants have the opportunity to try other sports and activities such as taking part in this years Chief Constable’s Challenge, a day of dragon boat racing on the historic waterfront of Liverpool.” Merseyside Police, Everton & Liverpool Kickz

CASE STUDY

Kickz in Lancashire with Blackburn Rovers

The North East Shared Neighbourhood Team has welcomed the opportunity to work with Blackburn Rovers staff to engage with young people in the Kickz Project. The project has attracted a number of young people, predominantly of Asian heritage, and has been well received by both the community and participants alike. Initially the project delivered coaching sessions on a Tuesday, Wednesday and Thursday evening, but it was felt by the steering group that the sessions needed to be moved to Thursday, Friday and Saturday sessions, when instances of criminal damage and anti-social behaviour were shown to be at their highest. Since its inception and comparing figures with the previous year (2006), incidents of criminal damage decreased by 8.1%.

“I have got to know the young people and they now see me as a person and not just a uniform. When the kids are attending the sessions the estate is almost like a ghost town. The Kickz project is a fantastic scheme and since it started, crime and anti-social behaviour have gone down by about a third.

Sometimes youngsters view the police in a negative light as we are always moving them on. We can now say come down to the club where there’s lots on offer”.

PCSO Mark Flannery and Sergeant John Boyce, Greater Manchester Police, Bolton Wanderers Kickz

North East Schemes

Middlesbrough Scheme – Cleveland

- Overall, all crime is down in the area by 11%. Specifically, overall results for crimes often associated with young people were:
 - All ASB related calls down 9%
 - Burglary down 17.7%
 - Criminal Damage down 14.7%
 - Violence Against the Person down 19.4%

“We used to get lots of trouble in and around the park. Since Kickz, this has just stopped. We do not have to call the police. The lads who were giving us all of the problems are engaged in Kickz. There was a hard core of around 15 who are all involved in the Kickz Programme and they know if they cause trouble around the park they won’t be on the Programme. It has been brilliant for us.”

Tracy Roulston, Manager of Pallister Park, Leisure Services, Middlesbrough

Sunderland Fulwell scheme – Northumbria

- Overall, all crime was down significantly in the area. Specifically, on Kickz nights, results for crimes often associated with young people were:
 - Auto Crime down 18%
 - Burglary down 13.5%
 - Drugs offences down 21.4%
 - Violence Against the Person down 29.1%

“The Neighbourhood Policing Team within the West End of Newcastle are actively involved with the Kickz Project. It diverts young people in the area into meaningful activity, providing them with a sense of purpose and direction. It is also helping to improve engagement with young people so that we can better understand and address their needs.”

Chief Superintendent Paul Weir, Newcastle Area Commander



Theo Walcott and Justin Hoyte pay a visit to Islington Kickz

West Midlands – West Bromwich Albion (WBA)

The WBA Kickz projects based in an area of Sandwell were selected to run in two parks where the behaviour of young people was a major concern. In particular the excessive consumption of alcohol was a serious daily problem.

Superintendent Bob Spencer of West Midlands Police provides the following testimony:

“Kickz has been of significant benefit to the police, the local partnership along with hundreds of young people. Football has been the focus, but that’s not all. The young people themselves have even successfully secured funding to add elements such as music, DJing and dance activities.”

Kickz addresses issues directly and we can prove statistically that where the project operates, there is a very significant reduction in crime and ASB in the areas over several months, with reductions up to 50%. Perhaps more importantly, especially during the summer months in areas where we would usually have been plagued with ASB, we’re actually suffering none at all. I am absolutely sure that the Kickz project is making a positive intervention.

The Superintendent goes on to point out that Kickz is engaging many of ‘the right’ young people. He points out that in the early days some young people were too drunk to be allowed to take part at 6pm, but now they are turning up sober. After gaining the confidence of the local young people, alcohol and subsistence misuse workshops have complimented the sessions.”

Hampshire - Portsmouth

Inspector Stephen Hutchings of Hampshire Police describes Kickz as providing:

“structured sporting and leisure activity for young people residing in a city environment. It also provides a pastoral element delivered by a number of partner agencies, including the police, to those young people most at risk. It makes use of existing resources plus those supplied through Kickz funding to deliver to young people. The project is steered by a partnership group which contains leads from Portsmouth Football Club, Police, YOT, Kickz, Portsmouth University, Adolescent Health and Education. The main benefit has been an improved coordination between front line staff, which has brought an overall reduction in crime and anti social behaviour within the project area, which has to be a good thing for the wider community.”

Community benefits and cost savings

The partner testimonies in this section, combined with the positive general trends in areas where Kickz projects are running, help demonstrate that Kickz is significantly contributing towards its vision of creating safer, stronger, more respectful communities.

It is unfeasible to place an exact figure on the cost savings that a Programme such as Kickz can influence within an area. However, by positively influencing the rates of select crimes such as criminal damage, Kickz could present a cost effective early intervention, which prevents young people from engaging in potentially costly behaviour. Financial benefits could increase if the Programme has an effect on multiple factors, such as reducing calls to the authorities, lowering the number of repeat offenders, and reducing the numbers of young people entering the criminal justice system.

As part of a one day count of anti-social behaviour (ASB) conducted by the Home Office in September 2003, it was stated that ASB on the day of the count cost agencies in England and Wales at least £13.5m; which equated to around £3.4bn a year. For the majority of cases where action was taken, the costs of ASB varied between £100 and £10,000¹². Another Home Office study in 2005 showed that the costs of obtaining an ASBO, is now on average £2,500.

Future Reports

This section of the report is the first of this type that has been produced and is a process in development. Future analysis and reports will build on the analysis here and may include:

- Comparisons with similar estates local to each scheme, for a more direct comparison.
- Data from Youth Offending Teams regarding the direct impact the schemes have had on the lives of young people, who are either in the Criminal Justice system or were on the periphery of becoming involved in crime.
- Public perception surveys conducted through the Safer Neighbourhood Teams.
- A system to monitor levels of engagement by police and Safer Neighbourhood Teams with young people.

KEY MESSAGE: It is difficult to prove a cause and effect relationship between social inclusion Programmes and crime and ASB statistics. However, local partnerships are stating that as part of a local strategy, crime/ASB reductions of up to 50% can be linked to the scheme. When combining the quantitative data, the qualitative testimonies from local partners, and the positive outcomes associated with the young people, Kickz is clearly providing a positive contribution to the objective of reducing crime and ASB in the target areas.

4.2 Every Child Matters and the ‘youth’ agenda

4.2.1 Every Child Matters

In 2004, the then Department for Education and Skills published its Every Child Matters (ECM): Change for Children policy. In doing so, it marked a clear step change towards adopting a ‘support-led’ approach to encouraging young people’s progression. The ultimate aim of the policy is to ensure every child has the support required to:

- Be healthy.
- Stay safe.
- Enjoy and achieve.
- Make a positive contribution.
- Achieve economic well-being.

ECM has now been adopted as the common framework against which all children’s and young people’s services – from whichever sector – must evidence their achievements. The Culture, Sport and Play sector (as ECM publications refer to it) is said to have a ‘unique role to play to deliver Every Child Matters’ through:

- Delivering the five outcomes - particularly enjoying and achieving and making a positive contribution
- Being key partners in children’s trusts and contributing to Children and Young People’s Plans
- Supporting families and promoting diversity

- Reaching millions of children and young people through positive out-of-school activities.¹³

It is vital, therefore, for the Kickz Programme to not only make contributions to meeting the agendas set out in the ECM framework, but to be able to demonstrate having done so in order to retain or generate additional support from different Government departments.

In Section 2 of this report, the outcomes and qualifications being achieved by Kickz participants were mapped against the ECM framework. This provides an initial illustration of how the Programme is helping to meet ECM agendas. To provide just five examples, the table shows that Kickz is making contributions by:

- Improving the physical and emotional **health** of young people through the development of personal and social skills
- Helping to keep young people **safe** by encouraging young people to attend and complete anti-crime/safety workshops
- Helping young people to **enjoy and achieve** by providing opportunities for them to complete football/sport and/or other forms of accreditation
- Encouraging young people to **make a positive contribution** by engaging them in volunteering opportunities
- Assisting young people to move towards **economic well-being** by helping them into employment and other positive exit routes.



Young people from projects across London present their ideas at Wembley Stadium

Access to transport and material goods Achieve Economic Wellbeing Live in households free from low income **Achieve personal and social development and enjoy recreation** Achieve stretching national educational standards at secondary school Attend and enjoy school **Choose not to take illegal drugs Develop positive relationships and choose not to bully or discriminate Develop self confidence and successfully deal with life changes and challenges** Engage in decision making and support the community and environment Engage in further education, employment or training on leaving **Engage in law-abiding and positive behaviour in and out of school** Have security, stability and are cared for **Healthy Lifestyles** Live in decent homes and sustainable communities Make a positive contribution Enterprising behaviour **Mentally and Emotionally Healthy Physically Healthy** Ready for employment Ready for school **Safe from accidental injury and death Safe from bullying and discrimination Safe from crime and anti-social behaviour in and out of school** Safe from maltreatment Sexually Healthy

There are other ways that Kickz is able to demonstrate its impacts against the ECM framework. Firstly, and as explained in Section 1.0 of this report, the Substance Project Reporting System (SPRS) requires all projects to upload multi-media evidence of their achievements, and in doing so 'tag' the evidence against the ECM sub-categories. In the period up to the report census date, 8,003 such acts of evidence tagging had taken place providing a persuasive illustration of project workers' understandings of how their provision is meeting ECM agendas. The spread of the tags across the ECM sub-categories is presented in the tag cloud above.

The data in the table provides an indication of the strengths of the Kickz Programme across the ECM framework. From the evidence uploaded, it appears that Kickz projects' particular fortes lie within the following ECM areas:

- Physically Healthy.
- Mentally and Emotionally Healthy.
- Healthy Lifestyles.
- Safe from accidental injury and death.
- Safe from bullying and discrimination.
- Safe from crime and anti-social behaviour in and out of school.
- Achieve personal and social development and enjoy recreation.
- Develop positive relationships and choose not to bully or discriminate.
- Develop self-confidence and successfully deal with significant life changes and challenges.

The table (right) indicates the number of files which were tagged to the Substance online reporting system against key Every Child Matters criteria.

Physically Healthy	599
Mentally and Emotionally Healthy	503
Healthy Lifestyles	531
Choose not to take illegal drugs	348
Sexually Healthy	152
Safe from maltreatment	396
Safe from accidental injury and death	482
Safe from bullying and discrimination	517
Safe from crime and anti-social behaviour in and out of school	563
Have security, stability and are cared for	373
Ready for school	103
Attend and enjoy school	141
Achieve personal and social development and enjoy recreation	565
Engage in decision making and support community environment	407
Engage in law-abiding and positive behaviour in and out of school	495
Develop positive relationships and choose not to bully or discriminate	489
Develop self-confidence and successfully deal with challenges	450
Make a Positive Contribution, Enterprising behaviour	277
Engage in further education, employment or training on leaving	207
Ready for employment	96
Access to transport and material goods	95
Achieve stretching national educational standards at secondary school	119
Live in decent homes and sustainable communities	75
Achieve Economic Wellbeing, Live in households free from low income	20

This list illustrates that Kickz workers understand collectively how the Programme is making most significant contributions in four of the five main ECM categories: be healthy; stay safe; enjoy and achieve and make a positive contribution. In addition, workers have also been able to demonstrate contributions to two sub-categories of the 'achieve economic well-being' agenda, albeit more modestly.

To understand more fully how Kickz projects are responding to the ECM agenda, it is helpful to present a series of illustrative case studies.

4.2.1.1 Being healthy

The three sessions-a-week, 48 weeks-a-year format of every Kickz project is a particular strength of the Programme. Participants can therefore depend upon Kickz to provide well above the government recommended amounts of weekly physical activity throughout the year.

A range of sports and physical activity sessions are offered. Gym sessions are particularly popular, along with fitness activities linked to training like a professional footballer. The use of SAQ (Speed, Agility, Quickness) equipment is commonplace at Kickz sessions. In addition to this practical engagement that Kickz offers, workshops that instill messages on healthy eating and lifestyles also have a key role to play.

CASE STUDY

Being Healthy in Birmingham

In the summer of 2007, Guled (14) – a regular participant on the Birmingham City Kickz Programme – approached the coaching team to ask for advice about getting fitter and losing weight. He was conscious about being teased at school and also wanted to get fit so that he could represent the Birmingham Kickz team.

Through one-to-one sessions, the coaching staff managed to persuade Guled to fill in a diet diary to help him recognise if there

were any areas of concern. The first day of the diary spoke for itself, with a combination of fast food, lots of chocolate, curry, milk shakes and coca-cola. This evidence allowed the coaching staff to discuss how Guled could gain a better overall balance in his diet by cutting down on his intake of fatty foods and snacks.

Guled is now one of the most regular attendees on the project and has taken part in a range of activities beyond regular football sessions. Amongst other things, he has also taken part in Street Dance workshops, and as a reward for regular attendance and positive behaviour has also represented Birmingham City Kickz in an anti-racism tournament in Manchester. Furthermore, Guled also became a ball boy at Premier League games for Birmingham City FC.

This case study illustrates a specific approach adopted by one Kickz project to improving young people's physical health. By working individually with a young person who has concerns about his health, the project has demonstrated a willingness to move beyond traditional 'mass participation' approaches to utilising sport to address health concerns. The case study shows that by forging a strong relationship with Guled, project staff have been able to help him with his health/activity concerns in a participant-focused, non-threatening manner. The case study is an illustration of how Kickz can have an important role to play in addressing health issues for young people, thereby assisting Government departments such as the Department for Culture, Media and Sport and the Department of Health in meeting their key targets.

KEY MESSAGE: Kickz projects are adopting a range of approaches to improving young people's health and engagement with physical activity. In doing so, the Programme has an important role to play in assisting the Department for Culture, Media and Sport and the Department of Health to meet their key targets.



Gym based fitness sessions have proved popular where facilities are available.

4.2.1.2 Stay safe

The high standard of delivery provided within Kickz sessions is vital to the quality of the provision and the subsequent sense of worth, belonging and ultimately ownership that participants develop. Sessions often divert young people away from less constructive activities to alternatives delivered in safer, more controlled environments.

Training of staff across the national Kickz network has a major role to play in ensuring such standards are kept and that all activities are facilitated in venues conducive to safe, injury-free activity, by appropriately qualified deliverers. All club Kickz staff have the opportunity to access a range of training opportunities which empower them with skills to manage much more than issues around 'just football'.

CASE STUDY

Manchester City residential

With the help of various partners, young people from the MCFC Kickz project have attended a number of residential courses this year. These courses based in the Lake District are organised during school holidays and are designed to broaden the horizons of the young people, challenge them, improve their team work and help keep them safe. Among the activities organised are canoeing, abseiling, rock climbing and bridge jumping.

As well as taking part in new adventure activities the young people are also encouraged to take part in workshops where they talk about their lives, how they feel and issues affecting them. Many of the young people are affected by issues such as crime and safety and have talked about how before the project began they would meet up in large groups on street corners in order to feel safe.

CASE STUDY

Staying Safe in London

The use of Kickz 'Be Safe' workshops stem from the success of knife workshops which began in Newham in 1999 following magistrates' concerns regarding the increase in young offenders being brought before them for possession of a knife.

The workshops inform and educate young people about information about the consequences of carrying a knife. They are now part of preventative, restorative justice and reparation measure which will be delivered at projects across London.

Dan Godfrey, Social Inclusion Manager commented that "The Be Safe workshops are proven to educate young people on the harsh realities of what can happen when they carry a knife; and these workshops are an integral part of the Kickz project's success and we are delighted to have Be Safe as a partner."



"The code of conduct banners (above) designed by the young people have eased tension between coaches, police & young people and have created a real sense of ownership. If I have a problem with regards to a young person and I feel they have broken their agreement with regards to the code's of conduct, I send them over to the banners..."
 Josemar Santos, Coach, West Ham United Kickz

These case studies demonstrate contrasting approaches to meeting elements of the stay safe agenda. In the first, the general importance of providing 'places to go and things to do' in efforts to keep young people safe is illustrated, along with the efficacy of residential courses in providing opportunities for young people and staff to discuss risk and safety issues. In the second, a more direct example of a project addressing a local safety issue (young people carrying knives in this case) is provided as evidence of how Kickz is able to tackle sensitive, crime-related issues with young people because of the rapport established between participants, projects and project partners. Both case studies demonstrate that Kickz is well placed to contribute to a wide range of children and young people's safety agendas, thereby supporting the work of the Government's Home Office and Department for Children, Schools and Families (DCSF).

KEY MESSAGE: Kickz is well placed to address a range of children and young people's safety issues in support of Home Office and the Department for Children, Schools and Families policy agendas. This includes high profile issues such as carrying offensive weapons.



4.2.1.3 Enjoying and achieving

Within the Kickz model there is a degree of flexibility that encourages the structure of sessions to respond to local needs. Further to this, actively encouraging the progression of volunteers and participant ownership are also key components. With flexible sessions being participant led across the board, funding is not wasted on activities that do not appeal to the local young people.

The established national network of Kickz projects provides opportunities outside of standard sessions, as do additional activities that each project implements. Many routes are opened to reward participants for achieving during sessions.

A particularly popular 'reward' is when professional footballers or managers visit projects to celebrate success, award a trophy and answer questions from the young people. Some successful teams or groups who have made a difference in the community have also received awards, during the half time of a professional match. The first team manager from Wigan even delivered a special coaching session for participants from Kickz.

"Since working with Kickz at Brentford, I've become more confident in myself and am willing to give anything and everything a try. I feel more desire to go out and prove to myself that I can do anything I want, as I feel I'm in control of my world and I can make it as big as I want or as small as I want."
 Perry Avery, 19, Participant and Volunteer, Brentford Kickz

Significant numbers of young people gained accreditation and qualifications (see section 2.4.1). In this way Kickz projects' contributions to meeting the enjoy and achieve agenda (and especially the 'achieve' agenda) frequently require painstaking

planning and intense resourcing. It is not enough for projects to simply provide access to, or direct young people towards, accreditation or qualification opportunities. The young people with whom they are working often have prior negative experiences of education services and settings, and as a result projects are required to act as 'intermediaries' between participants and educational opportunities on offer. By 'bridging' the gap between the world of the young people and the world of education and accreditation, Kickz projects can provide an invaluable service which more traditional statutory service providers cannot replicate. The Kickz Programme, therefore, has an important contribution to make in helping DCSF to improve young people's engagement with and success in education and training.

KEY MESSAGE: Kickz projects can act as intermediaries between young people and educational opportunities. They can therefore contribute towards DCSF attempts to improve young people's engagement with and success in education and training.

"I have really enjoyed the experiences and gained lots of useful skills that I would otherwise probably not have had a chance to be exposed to. This also proves that there are many talented young people out there who only need a chance to show their talents and potential. Hopefully this proves to others, as it does to me, that Kickz is a wonderful and really effective project that creates many meaningful stories and outcomes."
 Ruth McCarty, Participant, Tottenham Hotspur Kickz



Middlesbrough manager Gareth Southgate launches their Kickz project at Pallister Park.

4.2.1.4 Making a positive contribution

The multi-agency nature of kickz projects at a local level enables participants with a range of opportunities to engage with different agencies and initiatives, not least local policing safer neighbourhood teams. This relationship building aspect of Kickz is a big factor in achieving the barrier-breaking and community objectives of the Programme.

CASE STUDY

Sunderland participant positive influence

Kickz further provides participants with opportunities to make positive contributions by offering them volunteering opportunities. As well as gaining confidence and skills, volunteers act as positive role models for younger participants.

Youngsters from the Sunderland FC Kickz project won a city Young Achievers Award in the group sport category for their efforts after helping raise money for a disabled local boy.

‘It’s great to see the city’s youngsters being recognised for their kindness and ability. Young people are often unfairly portrayed in a negative light, and these awards are a chance to rectify that misleading image with civic recognition of their outstanding achievements.’

Niall Quinn, Sunderland Chairman, Sunderland Kickz

CASE STUDY

Islington success story

Ryan attended the Kickz sessions at Elthorne Park as a participant, and after a short period of time he began to volunteer on the Programme. After gaining a coaching qualification, Ryan was offered part time employment on the project a few evenings each week. Now he is working five nights a week on the Programme and playing a vital role as a Kickz member of staff.

The project believes that there are many benefits to developing local young people’s potential, particularly when they have been involved as participants. Being involved in Kickz activities provided Ryan with first-hand experience of the project from the participant’s perspective. Ryan has emerged as an ideal role model for other participants - they see what he has done in a year and realise it’s within their reach too.

The project soon realised that Ryan had other talents and began to make use of them. He is very proud of the promotional leaflets and posters that he designed. Tapping into Ryan’s talents has not only been useful to the project, it has provided Ryan with a sense of worth and pride.

This account of the development of Ryan illustrates how Kickz projects are supporting the ‘make a positive contribution’ agenda

by offering volunteering and employment opportunities to young people. In practical terms, it demonstrates how Ryan has supported the project by volunteering at sessions, and used his artistic talents to enable the project to publicise itself through posters and promotional leaflets. He has also helped other young people by becoming a role model for them, with regard to what they too could achieve if they followed his example. Far from being entirely altruistic, however, Ryan’s volunteering has also provided benefits for himself in terms of his improved feelings of ‘worth and pride’ and his part-time employment on the Elthorne Park project. In this sense, this case study demonstrates that Kickz projects’ efforts to meet the make a positive contribution agenda, especially through volunteering opportunities, are bringing benefits to projects themselves, but more importantly are contributing to a range of personal and social development agendas central to the work of the Department for Children, Schools and Families (DCSF).

KEY MESSAGE: By encouraging volunteering and other forms of positive engagement, Kickz projects are supporting a range of young people’s development agendas central to the work of DCSF.



4.2.1.5 Achieving economic well-being

The outcomes and qualifications achieved so far by Kickz participants, demonstrate the potential the Programme has to provide pathways for young people into employment and economic independence.

The strength that the Programme brings to this ECM area, is that it provides opportunities for young people who may otherwise lack them, whilst doing so without the pressures and associations of traditional educational environments.

CASE STUDY

Moving on with Blackburn Kickz

Rizwan began attending Blackburn Rovers Kickz a few weeks after the project started. At first he was very quiet and just tended to hang around with his friends. After a month or so, he started to become chattier with both the coaches and his fellow participants. It was becoming clear to the coaches that Rizwan was a skilful football player and also an intelligent person.

Rizwan spoke to one of the coaches about what he wanted to do when he left school. He was undecided and wasn’t sure if he should go to college or find work. With this in mind, it was suggested to him that he should attend a Princes Trust initiative called ‘Get off the Bench’ which is run in partnership with Blackburn Rovers. The course teaches young people how to coach as well as other skills such as First Aid. Rizwan and a couple of others from the project attended and thoroughly enjoyed it. This gave him a taste of working within a football environment. To further his knowledge in the field, Rizwan later helped out as a volunteer on Blackburn Rovers Soccer Schools during the holidays. He also attended and completed a referee course. Rizwan impressed the staff at Rovers so much that he was offered the chance to work for Blackburn Rovers Community Trust, as well as studying part time. He now regularly helps out at Kickz and Soccer Schools, and is in the process of gaining higher coaching qualifications.

The ‘achieve economic well-being’ agenda is unquestionably the most difficult for Programmes such as Kickz to demonstrate contributions towards. Much of the agenda focuses on providing young people with material resources, and enabling them to live in good homes free from low incomes. Whilst a literal interpretation of such ambitions sees them sitting clearly outside of the remit of Kickz, as demonstrated in the case study above and various places throughout this report, projects are contributing towards improving the employment prospects – and thereby the future economic well-being – of participants in various ways. The case study from the Blackburn Rovers’ project demonstrates how Kickz can enable young people to move on from participation to employment, by engaging them in appropriate forms of accreditation, and by providing key opportunities for them to gain work experience. In

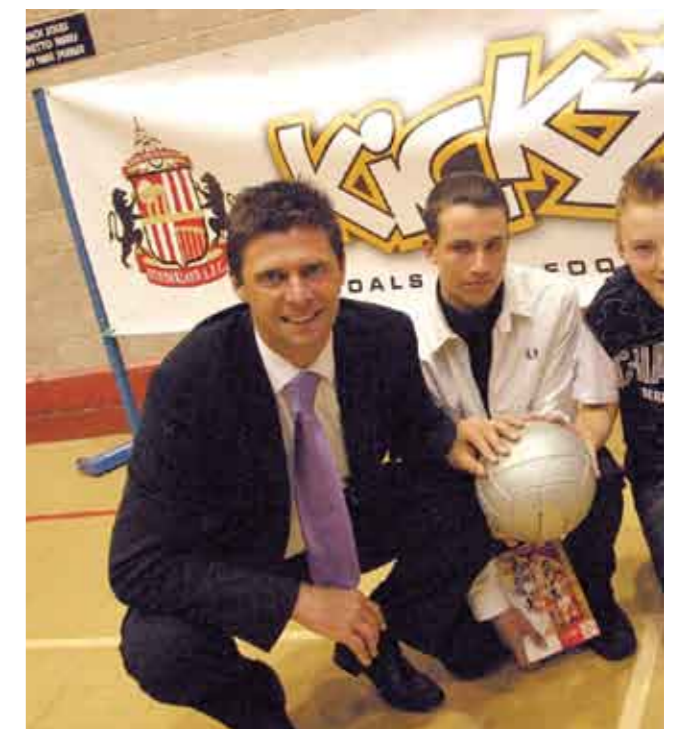
this regard, projects can be understood as potentially ‘transitional’ spaces which bridge the gap between positive activities and the world of employment. This means Kickz can provide contributions towards the Department for Work and Pensions’ headline aim: to ‘help individuals achieve their potential through employment’, and its specific target to ‘increase the number of children and young people on the path to success’.¹⁴

Kickz can proudly boast that from the 25 original clubs engaged in the scheme, 37 young people have gained direct employment within football clubs.

“As a coach I can see how sport can help people from socially deprived area, it can help build confidence and make you a better person.”

Kyle Stewart, former Participant, Volunteer, & now Coach, Tottenham Hotspur Kickz

KEY MESSAGE: Kickz projects can act as transitional spaces between positive activities and the world of work, thereby contributing towards meeting important aspects of the Department for Work and Pensions’ policy priorities.



Niall Quinn visit Sunderlands’ highly successful ‘Football Friday’ session.

4.2.2 The ten-year youth strategy

The progressive nature which underpins the ECM framework has recently inspired another major Government policy document aimed at young people: the DCSF's ten year strategy for positive activities for young people.¹⁵ This is a wide ranging strategy with a central aim to set out a vision to 'transform leisure-time opportunities, activities and support services for young people in England.¹⁶ Its rationale for doing so is based on the Government's belief that 'participation in constructive leisure-time activities, particularly those that are sustained through the teenage years, can have a significant impact on young people's resilience and outcomes in later life'.¹⁷ More specifically, the ten-year youth strategy claims that positive activities can:

Help to improve attitudes to, and engagement with, school; build social and communication skills; help young people avoid taking risks such as experimenting with drugs or being involved in anti-social behaviour or crime; and improve their confidence and self-esteem. ... Participation ... also provides opportunities for building relationships with positive role models, and for mixing with, and bridging gaps between young people and different ethnic and faith groups as well as different generations – thereby building community cohesion. [It] can also act as a gateway to support services, which can provide additional help if and when things start to go wrong.¹⁸

As a result of the perceived importance of positive activities, the ten-year youth strategy sets out a number of 'themes and principles for reform' designed to ensure young people's services – whether delivered by the public, private or community and voluntary sector – are fit for purpose. The core elements within these themes are:

- Empowerment – the ability of young people and broader communities to shape and influence services
- Access – supporting young people, and especially those facing disadvantage, to overcome traditional barriers to accessing activities (such as cost, locality, information, etc)
- Quality – ensuring high quality services are delivered which can have a real impact on young people's outcomes.¹⁹

These themes are important for analysing the position of Kickz in relation to national youth service provision, as they correspond so precisely with the core Programme strategy. Specifically, they accord perfectly with the Kickz aim to take high quality activities to young people in need of assistance, and to provide young people with a stake in shaping those activities.

In more general terms, it is notable how persuasively Kickz matches with the ten defining features of successful youth provision listed in the ten-year strategy. This fit is demonstrated in the following table:



Defining feature	How met in Kickz
Successful activities are attractive to young people and inclusive	<ul style="list-style-type: none"> • Use of football, club brands and high-profile players to engage young people • Use of popular activities (football, music, other sports) • No formal barriers (financial or otherwise) to participation
They do not treat teenagers as problems	<ul style="list-style-type: none"> • Sessions are primarily open access rather than referral-based • Young people are engaged simply by providing them with 'something to do' (rather than by compelling their attendance) • Issue-based sessions are primarily delivered in friendly, unthreatening manner • Focus of many sessions is on keeping young people safe
They involve young people, and their parents, in design and delivery	<ul style="list-style-type: none"> • Young people are routinely involved in the design of 'third night' activities • Young people act in volunteering roles and help with project delivery • Young people are encouraged to take 'ownership' of projects
They provide appropriate supervision in a safe environment	<ul style="list-style-type: none"> • Projects provide young people with alternative, safe places to 'hang out'
They offer ease of access	<ul style="list-style-type: none"> • No formal barriers (financial or otherwise) to participation • Projects activities are 'taken to' young people and are therefore available locally
They address young people's needs in the round	<ul style="list-style-type: none"> • Projects make contributions across the full range of Every Child Matters criteria
They encourage sustained participation and retain young people as they mature	<ul style="list-style-type: none"> • Young people are engaged consistently over prolonged periods of time • Young people's attendance is maintained through progression routes and volunteering • Projects focus on sustainability by 'growing deliverers of the future'
They are creative	<ul style="list-style-type: none"> • Young-person-led sessions • Flexibility of 'third night' provision
They are supported by adequate financial, human and material resources	<ul style="list-style-type: none"> • The Programme, via support from national partners, provides a high level of central funding and support • Local partners are providing increased funding to projects • It is supporting the development of its staff through workforce development
They support youth workers through good strategic and operational management	<ul style="list-style-type: none"> • National Kickz team provides clear operational management for projects • National steering group provides Programme with strategic management • Local steering groups provide projects with guidance and leadership • Culture of monitoring, evaluation and reflective practice supports Programme/project quality

This table illustrates the multiple ways in which Kickz matches with definitions of quality youth provision set out in the ten-year youth strategy. In this regard, the Programme can be identified as an exemplar of contemporary youth practice, and as a potential model of best practice for Programmes seeking to influence the well being, and life chances, of young people in sustained and locally-relevant ways.

KEY MESSAGE: The aims, delivery strategy and operational techniques used by Kickz fit perfectly with the vision for successful youth provision set out in the Government's ten-year youth strategy.

5.0

SUMMARY

This final summary draws together the information presented throughout the document, and is based on the key messages highlighted within each section.

Introduction – Kickz expansion

Following four successful pilot projects and delivery of a further 21 projects in 2006/07, the Kickz Programme has undergone a period of significant expansion.

31 professional clubs were involved by the end of the 2007/08 Kickz year, including all 20 of the seasons Premier League clubs, and every professional club in London.

By the end of 2008, further Football League clubs will join the Programme with a total of 38 clubs involved. Close to 100 individual projects will be delivered across the country, including

a minimum of 64 projects in London with at least two in every borough. Over 15,000 young people have already registered with the Programme nationally.

This report focuses on the period from the pilot of Kickz in April 2006 to the end of 2007. Results are drawn from the first 25 Kickz clubs and their initial Kickz projects, during their first season of delivery.

The summary below is based upon the 'key messages' presented throughout this report. Details of the Kickz model and the Programme's objectives can be found in section one of this document.

Measuring progress

Attendance	First phase Kickz projects aimed to engage 4,000 young people nationally. The projects actually engaged over 7,000 young people for an average of 43 contact hours each. Over 1,000 young people spent more than 100 hours at their project in the first year alone.
Age groups	Young people from across the target age range of 12-18 have successfully been engaged. Kickz is proving successful in engaging older teenage participants, with 30% of participants aged 16 or over (traditionally a harder group to engage, and the time when dropout rates from sport increase). This group is also deemed to be subject to higher risk factors associated with crime and anti-social behaviour.
Ethnicity	Kickz is successfully engaging young people from different ethnic backgrounds, with projects representing their local area demographics. Ongoing strategies for engaging young people from the full range of minority ethnic communities should be implemented at all Kickz projects.
Gender	Higher male participation is not surprising with this programme, given the popularity of football and offending rates among young men being more pronounced. However Kickz engaged over 1,100 young women during the first reporting period. With some projects achieving 23% female recruitment, there is scope for the Programme to reflect on best practice from across its projects.
Geographic profile	Kickz is successfully delivering against the Programme's aim to engage young people from geographical areas most in need of assistance, with higher rates of deprivation, crime and anti-social behaviour. One third of first year Kickz projects are based in the top 5% most deprived areas in the country, with over three quarters based in the top 20% most deprived areas, and 90% in the top 30%.
Outputs, outcomes and qualifications	Kickz is providing a wide variety of outputs, outcomes, accreditation and qualifications for young people that engage. Examples range from gaining sports coaching qualifications to completion of anti weapons workshops. In total, over 2,300 outputs and qualifications were recorded within the Kickz monitoring tool during the first reporting phase. 258 young people achieved sport / football qualifications alone (primarily FA level one coaching awards).

On the ground: the local delivery of Kickz continued

Local Partnerships	Large numbers of local partners (225) were engaged by Kickz projects. These included representatives from the football industry, the police, local authorities, the criminal justice youth sectors and education agencies. Kickz projects are well placed to assist local authorities and local strategic partnerships with a range of service delivery, and in contributing to local performance indicators.
Local contexts	Kickz projects are successfully putting into practice the central Programme philosophy, aims and objectives in local contexts. This includes delivery on key days and times of the week, including Friday and Saturday evenings.

Developmental social messages	303,000 aggregate contact hours were spent with young people in the reporting period. The intensity of provision is considered a major strength of the Programme, allowing trusted relationships to develop. Kickz project delivery staff and coaches are succeeding in building trusting, respectful relationships with participants, thereby enabling young people to feel comfortable at projects, and positive social messages beyond football to be conveyed.
Young person involvement	Kickz projects are consulting with young people and including their views in project delivery strategies. This is enabling young people to develop a sense of ownership over 'their' projects. Kickz projects are tailoring the delivery of accredited outcomes and qualifications to the needs of participants. Formal and informal methods of involvement should be encouraged at all Kickz projects on an ongoing basis.
Community volunteering	A culture of volunteering is developing in the communities in which Kickz operates, with 1,941 volunteering opportunities filled in the first year. A total of 521 young people (aged 16-25) volunteered at Kickz projects during the first season. In this way, tangible educational training and employment outcomes are being achieved by young people who may traditionally be less likely to volunteer. 37 volunteers went on to gain employment within one of the 25 football clubs delivering the Programme.
Meeting local policy priorities	Kickz projects are well placed to assist local authorities and Local Strategic Partnerships with a range of service delivery outcomes, which answer local and national performance frameworks, indicators and targets.
National standards	Kickz aims to benchmark and provide quality assurance within the sports based, social inclusion field. Training, monitoring and a central Programme team support this development, along with a regional and national network of Kickz clubs to share best practice.
Training	Community focused staff training complements the delivery of Kickz in challenging areas. Both accredited and non accredited courses were delivered on issues ranging from conflict resolution techniques, to monitoring and evaluation.

Meeting national policy / Government agendas

Crime and anti-social behaviour (ASB)	<p>It is very difficult to prove a cause and effect relationship between social inclusion programmes and crime / ASB statistics. However, local partners are stating that as part of a local strategy, crime / ASB reductions of up to 50% can be linked to the scheme. When combining the quantitative data, the qualitative testimonies from local partners and the positive outcomes associated with the young people, Kickz is clearly providing a positive contribution to the objective of reducing crime and ASB in the target areas.</p> <p>In the case of the two regions with the most Kickz projects running (London and the North West), results show that crime reduction is over five times greater on days on the most popular when Kickz is running, than on days without sessions. A common concern is that the introduction of a project on three key nights (often including Friday and/or Saturday), may simply displace crimes to other nights. However, it should be pointed out that of the 25 project areas with data available, only one area showed an increase in crime on non Kickz nights following a decrease in crime on nights when sessions were running.</p>
Police involvement	Police are always represented on project steering groups. Operationally, police staff and Community Support Officers are increasingly accessing Kickz projects to help break down barriers. A range of social and personal issue workshops in association with expert partner agencies are delivered within Kickz. Examples include anti crime workshops on issues such as the dangers of guns and knives, and stop and search educational sessions, often facilitated by the police.
Health / Physical activity	Projects are adopting a range of approaches to improve young people's health and engagement with physical activity. In doing so, the programme has an important role to play in assisting the Department for Culture, Media and Sport and the Department of Health to meet their targets.

Staying Safe	Kickz is well placed to address a range of children and young people's safety issues in support of Home Office and the Department for Children, Schools and Families (DCSF) policy agendas.
Education, training and employment	Kickz projects can act as intermediaries between young people and educational opportunities. They can therefore contribute towards DCSF attempts to improve young people's engagement with, and success in education and training. By encouraging volunteering and other forms of positive engagement, Kickz projects are also contributing to meeting aspects of the Department for Work and Pensions' policy priorities.
10 Year youth strategy	The aims, delivery strategy and operational techniques used by Kickz, fit perfectly with the vision for successful youth provision set out in the Government's 10 year youth strategy.





