

Tired of hanging around: Using sport and leisure activities to prevent anti-social behaviour by young people

Sandwell video transcript

FIRST KICKZ CONTRIBUTOR:

There's nothing else you can do really when you've got nothing to do – and nothing to do but just hang around.

Voiceover (VO): A couple of years ago many of the young people in Sandwell in the West Midlands had little to do but cause trouble.

SECOND KICKZ CONTRIBUTOR:

Vandalising – drug dealing –

THIRD KICKZ CONTRIBUTOR:

Setting fires and that – smashing windows and that.

VO: For the celebrated local football club this was an opportunity to call on Kickz – the programme established by the Football Foundation to reflect what many clubs around the country now see as their community commitment.

ANTHONY SCHIAVO

FOOTBALL FOUNDATION KICKZ REGIONAL MANAGER:

The hook of the professional football club, the badge itself, the attraction of it – it's not just about putting backsides on seats within stadia – it's actually the clubs getting out working in some of our most disadvantaged areas.

ROB LAKE

WEST BROMWICH ALBION FC COMMUNITY DIRECTOR:

Football clubs have huge kudos and street cred with young people and we can use that to work in those areas and we can engage with young people probably better than any other agency.

VO: Kickz has no fixed agenda. It invites local youngsters to join a steering group and from this evolves a varied programme with something for everyone – boys and girls.

RYAN MAYE

KICKZ MANAGER, SANDWELL:

Over the year the activities that we will offer in Kickz will range from multi sports – like basketball, football, cricket. Our flexible nights, if you call them, will offer dance, DJing, MCing, internet cafes, Wii/Playstation tournaments – that sort of stuff to try and engage the young people.

FIRST KICKZ CONTRIBUTOR:

Well – the first steering group I went to I talked about getting DJ - funding for DJ equipment – so that we can teach everyone to DJ – (Rapping) - Ryan helped me do the funding and we actually got the money.

THIRD KICKZ CONTRIBUTOR:

If we ask for something that they can do then they will do it for us.

VO: Today some of the original recruits have stayed around to support the project.

SECOND KICKZ CONTRIBUTOR:

It just gets us off the street like.

ROB LAKE:

A lot of the people we are trying to get are hard to engage - are hard to reach – but the ambassadors, the young people, they know the areas to go - and without having that sort of authoritative figure – even if it's a club track suit – if it's one of their own - they'll be able to go in there and talk to them in a language that they understand as well you know.

SECOND KICKZ CONTRIBUTOR:

We've got to help the young uns – show the young uns the right direction – which is what we've been doing.

VO: The funding from the Football Foundation is dependent on also securing local support. In Sandwell the police were quick to see that KICKz was an ideal partner for its own focus on the localities with the most challenges.

SUPERINTENDENT MANJIT THANDI

SANDWELL POLICE:

The Borough Tasking process came into place to actually deal with these problems and individuals collectively so that there was a joined up approach to actually targeting our resources and the partners' resources to the individual problems, problem areas, hot spots – and also individuals and individual families.

RYAN MAYE:

The police come in and not only speak to the young people but offer things like gun and knife workshops – we have the Connexions who bring in a double decker internet bus.

GIRL CONTRIBUTOR:

If we've got some work to do from school we go on and do our home work and then we ask the Connexions bus if we can print it off or some'it – and if they let us print it off, then we print it off and take it home.

RYAN MAYE:

Youth Services come down and engage the large number of youths we've got there and start to tackle the real social problems – the drink and the anti social behaviour elements.

SERGEANT CHRIS WILKES

SANDWELL POLICE:

How we share information with the Kickz project, the Youth Service, the schools is essential to understand where the youth are coming from and how we can help them and support them.

RYAN MAYE:

We source our local match funding through the police and through our community safety team which is the local authority – and the borough tasking through their youth diversionary activities money.

VO: And the partners are now happy to help out with the money needed to take part in national competitions.

RYAN MAYE:

For example – we had a Kicks National Tournament which was held at Man United's Training Ground at Carrington and we took 12 of the young people from the 2 Kickz projects up to take part representing West Brom – wearing their strip.

VO: When Kickz is in session anti social behaviour in what were once local hotspots drops by as much as 63% - and the national evaluation system – which is a central feature of Kickz – is now helping all those involved in the project all over the country.

RYAN MAYE:

It's brilliant for partners as well as the young people because it shows a time line and a history of their participation in the project - so when someone from the local authority comes to me and says – so what impact have you had Ryan – I can not only show the data and the number of participation hours and the reduction in ASB stats. – I can actually say well here's a case study – this is Ryan May a young person on Kickz – this is his journey.

Supt. MANJIT THANDI:

It is an excellent project - the Kickz project - that has assisted the police and our partners to make people feel safer and also reduce crime.

ROB LAKE:

You know a lot of projects are set up and they do great things for 10 weeks – and then it disappears and the young people feel let down. Everything we've said we're going to do with young people we've followed it through.

ANTHONY SCHIAVO:

If we start going into the pounds shillings and pence – it's probably working out at around £1 a young person to run the project if we want to narrow it down as that It is far and above achieving what its aims and objectives were set out for itself 2 and a half years ago.