

Lancashire Constabulary



# **STREETWISE SOCCER**

*Crime & Disorder Reduction  
Category*

PS 2075 Michael Chadwick  
Central Division  
Lawson Street  
Preston  
PR1 2RJ

Tel: 01772 203203

Fax: 01772 209282

E-mail: Michael.Chadwick@lancashire.pnn.police.uk

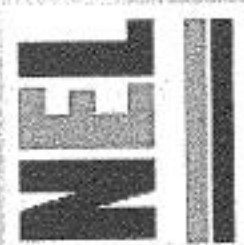
Endorsed By: Chief Constable Paul Stephenson



**PRESTON  
NORTH  
END  
FC**



# Street Wise Soccer



# **“Street Wise Soccer”**

## **Summary**

“Street Wise Soccer” was implemented in Sector D to impact upon the following objectives during the summer school holiday period in 2002:

- Reduce crime and quality of life issues caused or suspected of being caused by youths.
- Increase among the target group greater Community cohesion between the different and diverse communities.

Working in partnership with a number of local youth organisations, “Street Wise Soccer” was developed to impact upon 13-16 years age group which analysis had identified as the group most likely to be involved in this type of adverse activity.

The partnership understood that the success of the project depended upon attracting sufficient numbers of the target group, and to this end a marketing and development strategy was devised.

In summary form the plan was:

- Publicity.
- Taster Sessions.
- Project launch.
- Individual and Team building activities.
- Tournament.

## **Publicity**

This took the form of information leaflets/fliers, which were designed to impact upon the target group, and local press coverage. Leaflets were distributed in the local secondary school, youth centres and shops. A number were posted to local houses and others handed directly to youths. Leaflets were to be used throughout the project with appropriate amendments to keep the target group informed of developments.

## **Taster Sessions**

Following initial publicity, three ‘taster sessions’ were run over the first two weeks of the school holidays in each of the venues. This was designed to gauge interest/promote interest in the project and inform/engage local youths in the ‘run up’ to the project’s launch at the “MEFA”, a multi-faith festival on the 4th August 2002.

### Project launch

A daylong session of football related activity would be delivered to youths attending the MELA festival on Avenham Park. The service would be delivered by qualified sports coaches and take the form of personal skills development and 'mini' competitions, the objective being to provide free activities that would be seen as both fun and of benefit to the target group.

### Individual and Team building activities:

In each of the 3 venues, youths were to attend twice weekly sessions between 19.00 and 21.00 on Mondays and Thursdays for a 4-week period.

### Tournament:

A daylong tournament was to be held within the Sector. Teams from the different venues were to play against each other in a 7-a-side competition. Refreshments and Team strips were to be provided. The finalists would receive trophies and in addition, the winning Team would receive a 'winners shield'.

## Scanning

A number of sources were interrogated to establish the existence of a problem, including CRS, INDE, PromIS, consultation with local youth service providers and feedback from local residents and youths.

While police IT systems were interrogated to provide statistical information for the sector, this was further grouped into three cluster areas, which generally 'capture' three 'greater Communities' of Frenchwood/Avenham, Broadgate and Central.

The City Centre has few residents and lies in the centre of the Sector, surrounded by the three 'greater Communities' and forms the hub for many youths to visit. It is for this reason that it is included as a separate grouping for statistical purposes. While many youths will travel from outside the Sector area into the Centre, it was retained because it was thought that if local diversionary activity were successful this would be highlighted in a reduction of associated issues within the City Centre.

What appeared to be a problem was quickly identified using police IT systems. Raw crime statistics were taken for the summer holiday periods in the years 2000 and 2001. Identical information was then taken for the period May 2000 to April 2002 so that a proper comparison could be measured. This clearly identified peaks and troughs of this type of activity. (Appendix A).

Juvenile nuisance statistics were taken for the period May 2000 to April 2002. This clearly identified peaks and troughs of this type of activity. (Appendix B).

During the school summer holiday period a rise in crime and none crime incidents was confirmed.

Further scanning identified the peak times for crime and juvenile nuisance, which were found to occur during the late afternoon and evening. No particular day of the week was identified as a peak day.

Associating the rise in crime during a summer holiday period to youths is somewhat subjective. Unfortunately, most crimes remain undetected and therefore it's impossible to quantify the percentage of crime committed by youths, whether during holiday periods or indeed at any other time.

In determining whether crime committed by youths over a holiday period was an issue, the scanning process involved both statistical and opinion based information.

Although statistical information exists to suggest that there is a rise, during the summer holiday in youth type crimes (e.g. offences such as damage and UTMV), it was felt that information, albeit opinion based, would be beneficial as to local stakeholders' perceptions. The opinions of stakeholders, such as local residents, youth agencies and police supported the statistical information in so much as there was a perceived rise in youth type crimes. The perception was however, that youths were responsible for much greater proportions of crime than established statistics suggested.

Other scanning took place to identify the problem and to this end discussions took place with a number of youth service providers. This indicated that a lack of structured and supervised activities could have contributed to local youths being involved in relevant incidents.

Further scanning was done when feedback was obtained from a number of local residents and youths. Their information also indicated that many youths were bored and as a result often became involved in minor criminal and quality of life issues. Often, such incidents would occur when relatively large groups would congregate. Peer pressure generated within such groups would normally cause only a small number of the group to actually commit offences or nuisance with the remainder being 'hangers-on'. While relatively speaking, only a small number of youths were actually committing offences etc, the larger group gave the perception to local residents and passer-bys, that the issues were indeed far greater and thus disproportionately and detrimentally effected the community feeling of reassurance.

## Analysis

### Background:

Rises in community issues, committed or suspected of being committed by youths during school holiday periods is a well-known phenomenon. It has been identified by successive governments and can also be confirmed by crime and other recording systems.

Traditionally, additional services have been provided during school-breaks to meet local needs, such as provision of childcare (parent/guardian are working) and youth club activities. Often these have been delivered by existing service providers and funded directly by the benefactor or by additional Government funding.

Historically, the majority of these services have been provided during the 'normal working day'. This is understandable when one considers that access to facilities/services is often easier during these times and it's less disruptive to the child who will be accustomed to structured activities during these times at school.

While a number of established youth clubs/groups exist and continue to provide services throughout school holidays, generally the same youths will frequent those clubs in the same way as they did during term-time and generally aren't at risk of offending. Without appropriate funding, additional marketing and activities cannot be undertaken/sustained by such groups to attract new youths to their valuable activities during holiday times and beyond.

### Identifying the problem:

It was established that during the summer school holidays, crime and youth initiated none crime incidents were peaking. Wider scanning within the community had also established that local youths were more at risk of committing criminal or none criminal activities due, in the main, to boredom because of a lack of structured and supervised activities.

What had initially appeared, through police scanning, to be problem was found to be a symptom of an underlying problem rather than the problem itself. The problem was identified as **'youths, when not participating in structured and supervised activities were, for whatever reason, more likely to commit criminal or none criminal incidents'**.

### Approaching the problem

It was recognised that this problem was one not only a police problem but one for the Community as well. Having established this, it was proper that a partnership approach to the problem be used. To this end, Sector D Community Beat Officers, Preston City Council Sports Development Department and the Youth Inclusion Program formed a partnership.

### Identifying the target group

Analysis showed that the 13-16 years age group was most likely to be involved in minor criminal and none criminal incidents and to address this type of adverse activity the most effective response was needed.

### Identifying the most effective resolution

Given that there was already a number of existing youth service providers within the Sector, the project would have to be an over-arching and complimentary service but focus activity during those times where crime and none criminal offences rose. In this way maximum benefit could be achieved.

While a number of 'diversionary' activities were considered, research indicated that the target age group were more likely to engage in football activities, rather than other mainstream sports activities.

It was understood that while football related activities gave better prospects in engaging the target group, it wouldn't on its own, ensure success. The project would still need 'selling' if the target group were to take advantage of this opportunity. The project would need to be 'badged' in such a way as to be attractive and publicised throughout the differing Communities within the Sector.

"Street Wise Soccer" was born from a partner's discussion with colleagues and youths engaged in similar activities. It was felt that the title portrayed the ethos of the project whilst being 'fashionable' for the youths to discuss within their own peer groups. Preston North End is the local football club and many local youths support the club. It was with this in mind that the association between the project and PNE Community Team would be beneficial in attracting and retaining youths. Many of the local youths from the minority ethnic groups have a similar association with the Canaries Community Football club, and again this association was sought to attract and retain youths from those backgrounds.

While analysis showed that minority ethnic groups were less at risk to youth crime, if the project was to be inclusive, it would be necessary for it to appeal all sections of the Community. To this end a program of publicity and development within the first two weeks was to be completed, before the official project's launch at the MELA festival on Sunday 4<sup>th</sup> August 2002.

Analysis was to show that youths, while travelling out of their own Community, still tended to patron locally organised activities. It was therefore necessary, to ensure that suitable venues for football activity were provided within their own Community.



## Response

### Objectives

- Reduce crime and quality of life issues caused or suspected of being caused by youths.
- Increase among the target group greater Community cohesion between the different and diverse communities.

### Promoting and developing the project

The local media were informed of the project and its aims. For additional publicity exposure the project worked alongside the "Preston in Pictures" project.

The project was to be launched at the MELA. Youths attending the MELA were to be informed of the project, times/dates and location etc and encouraged to register for further sessions.

Further benefits could be identified from the projects association with MELA, namely access to a large number of minority ethnic youths and wider publicity on the back of the festival.

The link between the partnership and MELA was particularly important if the project was to be wholly 'inclusive'. This would also help in breaking down barriers, perceived or otherwise between differing racial and religious groups.

### Motivational stimulators

It was understood that youths were more likely to become involved and stay with the project if their activities naturally developed to a desired and beneficial outcome for both the project and youth.

To this end twice weekly sessions in each of the 3 venues were planned, Monday and Thursday. The weekly sessions ran for a 4-week period. During this time youths had access to professional football sport coaches who encourage them to develop their own skills and team building abilities.

On completion of the 4-week training session period, a tournament was to be held where youths from each of the venues could put forward teams to play in a 7 a side football competition.

The competition was to be held at a mutually convenient venue. Light refreshments and free football T-shirts were to be provided to all entrants. The finalists were to receive a trophy each. In addition, the winning team were to receive tickets for a home PNE match and a shield for winning the competition. The shield was to be etched with the winning teams details and kept for one year.

Local dignitaries, Mayor and PNE professional footballers were to be there to give additional support and present the prizes.

### Summary of activity

- Pre-school holidays leaflets/fliers distributed to school and local shops.
- 19<sup>th</sup> July to 3<sup>rd</sup> August 3 'taster sessions' within each venue.
- 4<sup>th</sup> August MELA.
- 6<sup>th</sup> August to 31<sup>st</sup> August twice weekly training session run in each venue.
- 1<sup>st</sup> September tournament.

### Funding

The project was funded through the Community Cohesion Fund and additional sponsorship given from the Preston and District Chamber of Trade. This enabled the activities to be planned and delivered. ( See Appendix D for detailed costings)

### Community consultation

In discussion with local residents and partners 3 separate venues were secured to enable activities to take place. Venues were situated as closely as possible to the Community.

The communities targeted were Avenham/Frenchwood, Broadgate and Central (Moore Lane/Meadow Street). With the exception of the latter, each venue was within the target area. Transport was provided for the Central area taking youths to Moor Park.

## Assessment

### Unforeseen incidents

Adverse weather conditions plagued the summer activities throughout. However, the proposed site for MELA was completely flooded. As a result the MELA was cancelled, but eventually run in late September.

Adverse weather also affected the venue for the tournament. As a result the tournament was postponed to Sunday 15<sup>th</sup> September and held at the Preston Sports Arena.

### Project summary

Some 236 young people took part in the project, with over 150 turning up to participate in the final tournament. The Initiative attracted youths from a number of different communities with varying ethnic and cultural backgrounds; again emphasising the role football can play in encouraging community integration and cohesion and in reducing crime and disorder. All the youths involved resided within Preston with most coming from the Avencentral area.

The training sessions, which ran over the six-week summer period, were the building blocks up to the tournament, and interest progressively increased throughout the summer. Three sites, Avenham, Broadgate and Moor Park were used on Monday and Friday evenings between 7- 9pm.

These times were formulated through discussions with local community groups and key organisations. The "time-slot" was identified as the optimum period in which to engage the target age group, as most structured activities had ended for the day and in addition, crime pattern analysis showed a rise in youth crime/incidents over this time-span.

During the sessions the coaches engaged the youths in training and match play. All the venues were a success, and this bodes well with the introduction of Recreational Zones in Avenham and Moor Lane proposed for Easter.

The tournament was a big success, with over 150 youths attending, representing some 20 different teams from all the local religious and cultural communities. Each team was furnished with its own kit, supplied by the sponsors, and each team received food and drink for the day. A team from Clarendon Street Mosque was victorious with a team residing in Broadgate being the other finalists.

During the day PNE scouts were present to identify any potential future talent. Community coaches were also present highlighting possibilities for anybody interested in future participation. A number of interested youths have enquired about future volunteer and coach education opportunities, thereby facilitating an exit strategy. In addition, a partner agency has identified an opportunity to build upon this initiative's success to further engage youths, and has already established community football sessions in Avenham on the back of the project.

The Mayor and Mayoress of Preston and two PNE players conducted the presentation. Also present were senior police officers, local and County Councillors and respected members of the business community. The winners and finalists received tickets to the national football museum and the winners also were given tickets for a future PNE game.

Based on the positive feedback from participants, parents and partners the project has been a great success. In addition, crime and quality of life issues, within the targeted areas, has also seen significant reductions, with some 10% to 30% being seen in certain classifications/incident locations.

#### Analysis of statistics

Appendix C contains the relevant crime and none crime incidents in a statistical format. Reductions in most crime classes were achieved throughout most of the relevant areas. Juvenile nuisance however, saw a slight rise in most instances. While a reduction was obviously aimed at, research indicates that the project did help to reduce these incidents to small and manageable portions.

While the crime success cannot be wholly attributable to this project, I believe it has played a significant part within the "policing jig-saw" by diverting potential offenders.

The reason for a rise in juvenile nuisance may be attributed to a number of factors. In those areas where the rises were greater, particularly Avenham/Frenchwood, an issue of cross-border perceptions existed between the youths in each area. It hadn't been understood prior to the project that the Frenchwood youths would not travel from their own Community area to take part in organised events in Avenham. Attempts mid way through the training sessions, to further publicise the project to the Frenchwood youths failed.

#### Lessons learned

A de-brief took place among the partners a short time after the project was completed. The strengths and weaknesses of the project were discussed. Items under review were:

- Retention
- Site issues
- The tournament

**Retention** of youths within the project was particularly good. This was partly managed by asking youths during the training sessions what issues could effect their retention. Prior discussions with local Communities helped to prevent some crossover of services. However, it became apparent that while a number of local resident groups were spoken to, a number of groups and local service providers had not.

The effect of this failure led to a number of occasions where the project and other locally delivered youth diversion activity clashed. One example involved a long established practice of taking youths to Blackpool for the day prevented those youths attending the training session planned for later that same day.

The proposed action to prevent such further issues is to have greater dialogue with Communities. In this way sessions could be planned to avoid such clashes and/or deviate start/finish times to dovetail other youth diversion activity.

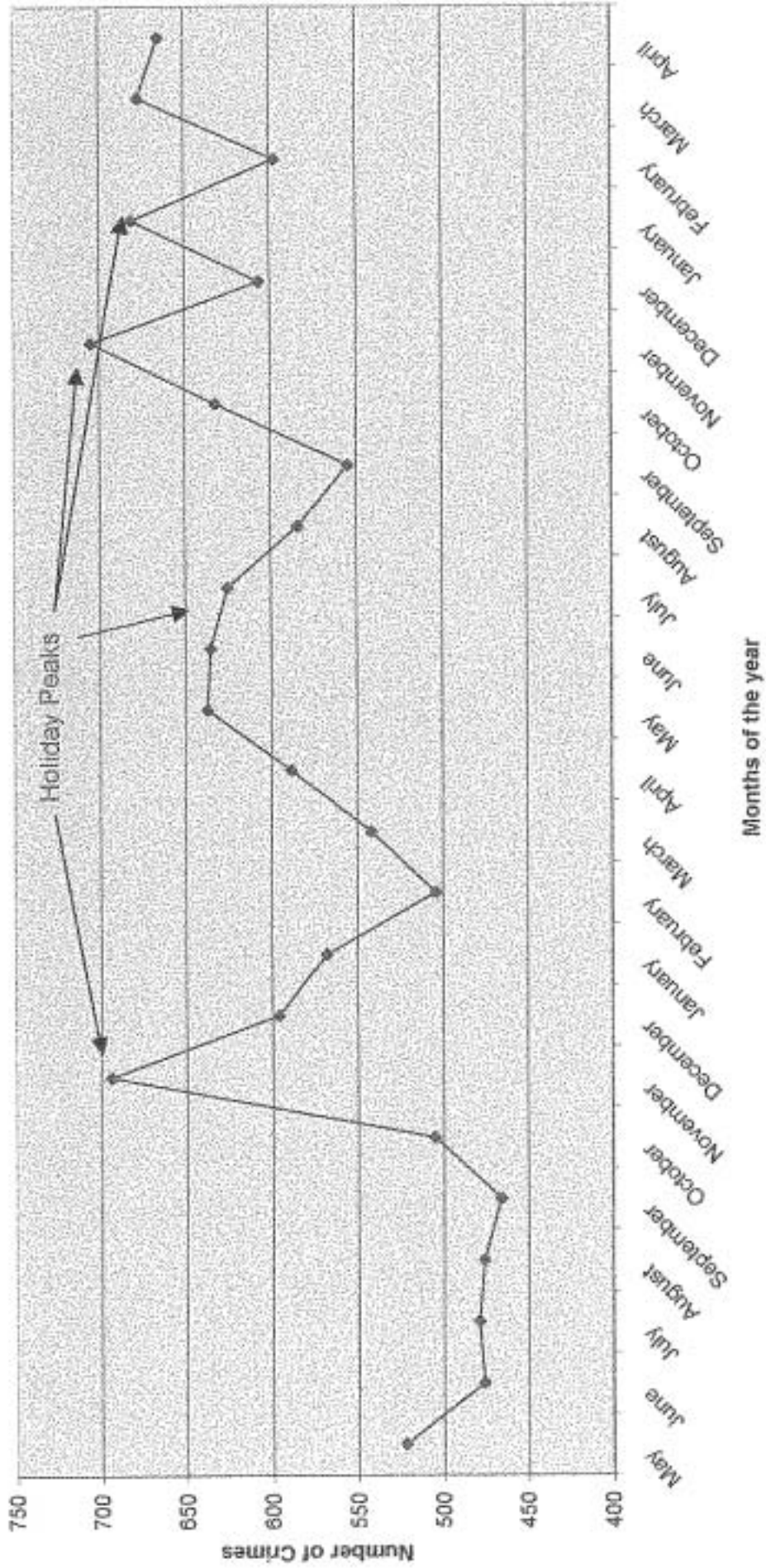
**Site issues** were a real concern. The availability of all-weather sites would have made an impact upon the availability of venues during the particularly wet summer. Unfortunately such venues were not available and this ultimately, had a detrimental effect on numbers during bad weather.

Pending extra funding and development of "Rec Zones" through Preston City Council, this issue will remain largely at the mercy of the seasonal weather conditions.

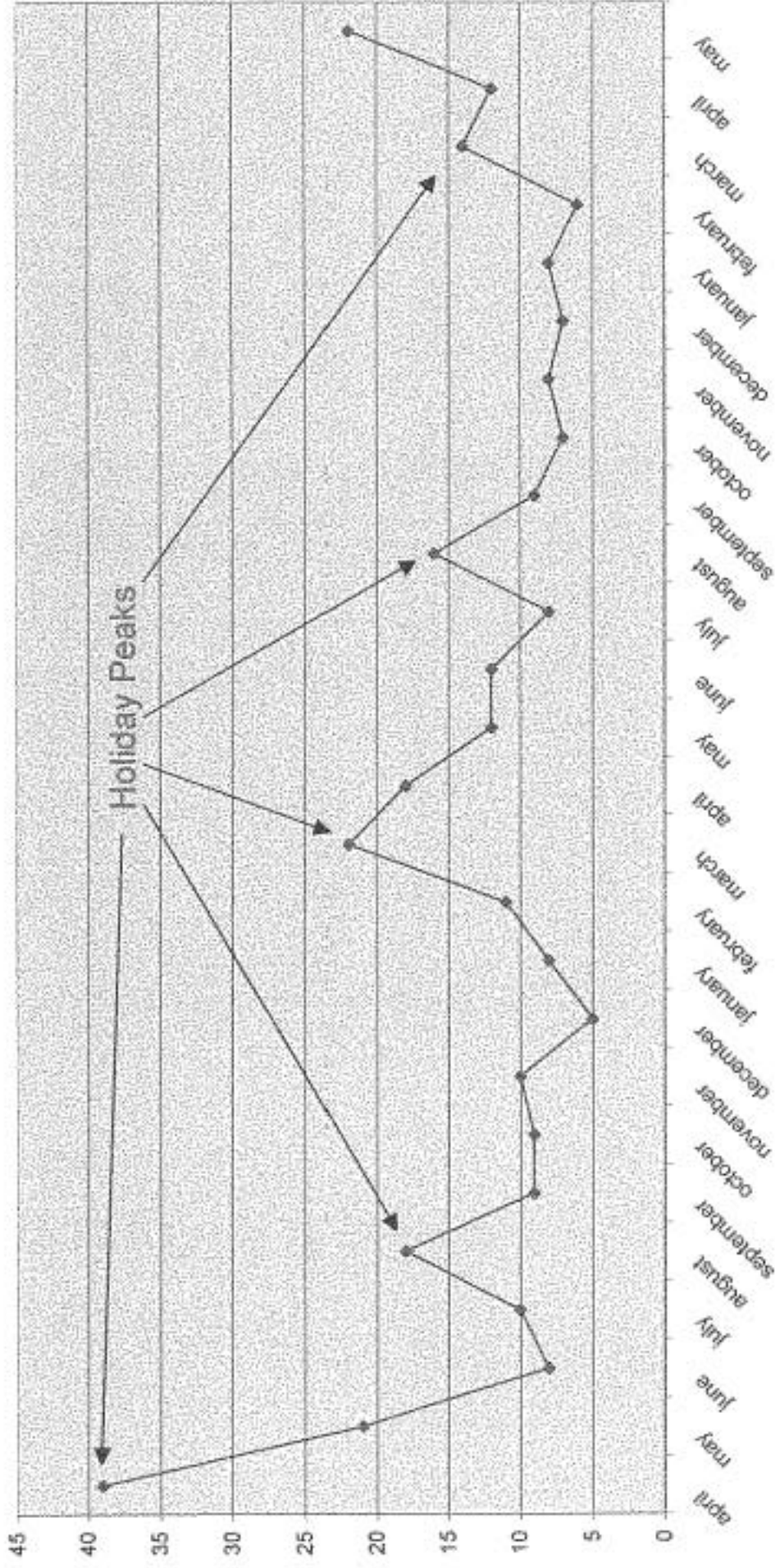
The possibility of sessions being disrupted was a concern, which was recognised early. The additional support of Community Beat Managers, funded through the 'High Visibility Cohesion Fund' was targeted in/around the venues to provide extra reassurance. This also had the additional impact in preventing such issues arising.

**The tournament** was envisaged to be a day of fun and competition. It was also meant as a way to thank those who had consistently attended the sessions. The organisation of the day was generally found to be correct. Two coaches provided transport to the venue. However, an issue arose on one of the return trips between a number of youths on the coach. This resulted in minor damage being caused. For future occasions, adult supervision will be 'posted' on all buses, which will eradicate this issue.

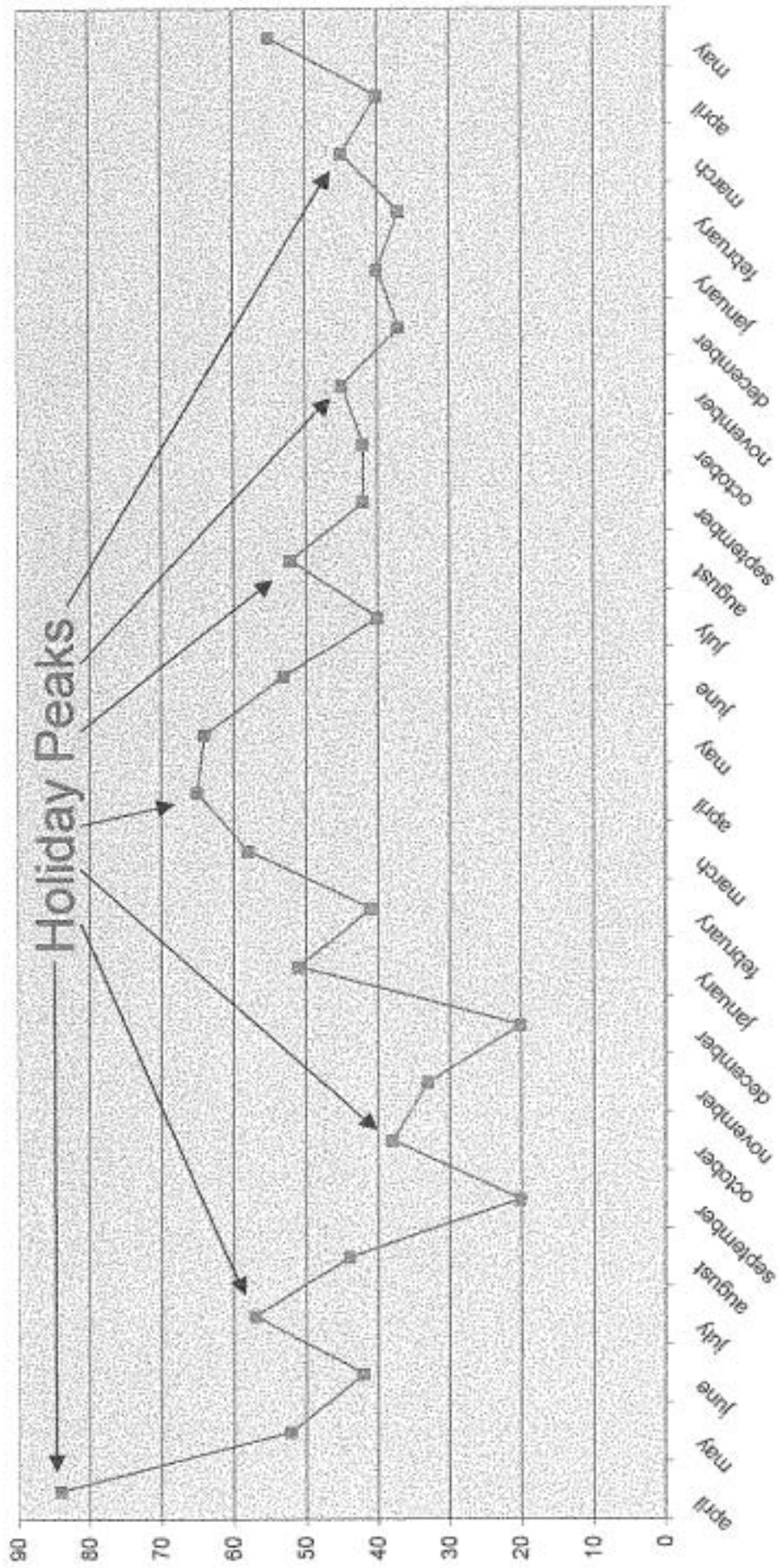
Annex A  
Sector D  
All Crime May 2000 to April 2002



Appendix B  
 Juvenile Nuisance on Avenham  
 May 2000 - April 2002

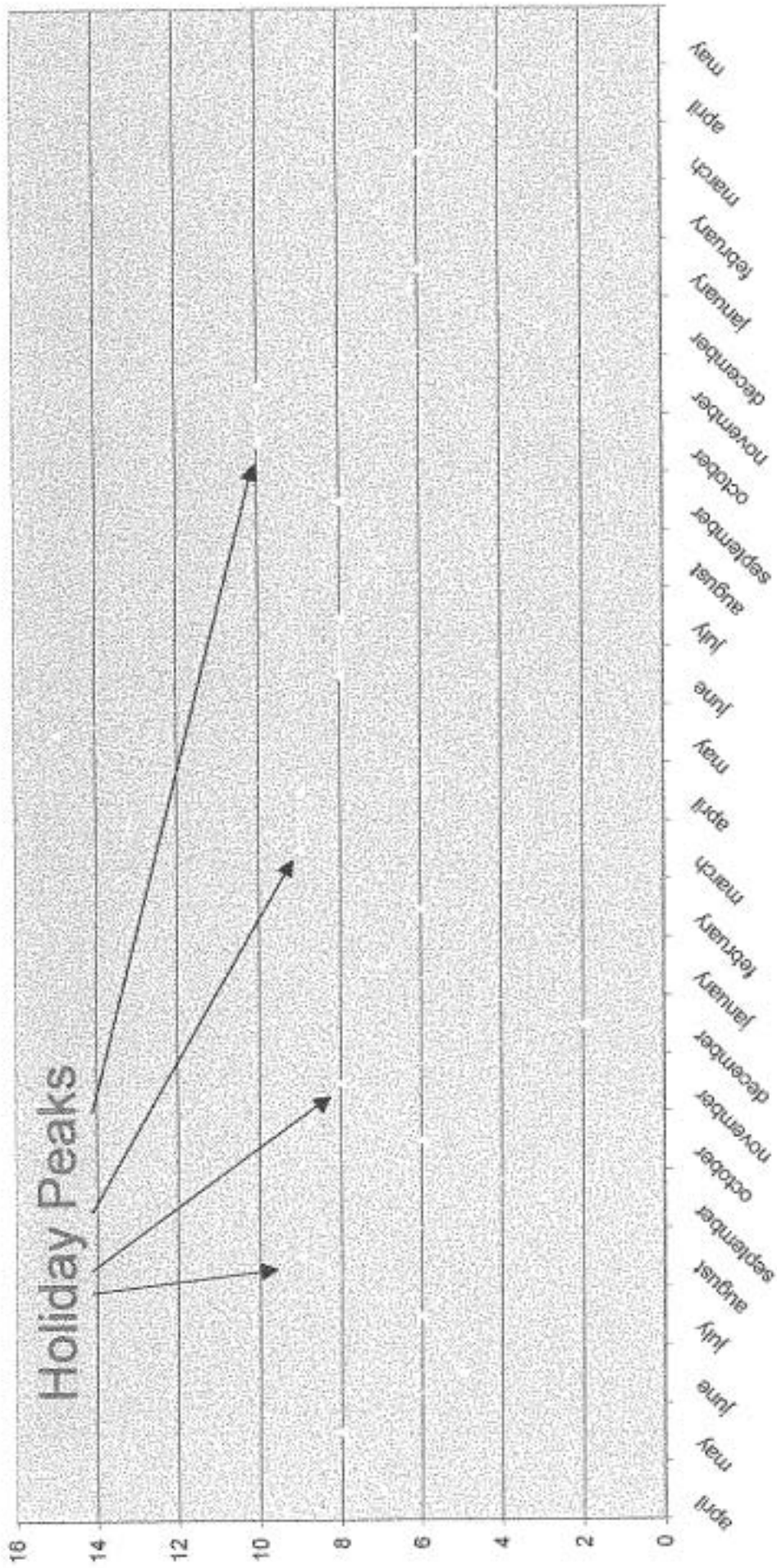


Appendix B  
Sector D Juvenile Nuisance  
May 2000 - April 2002

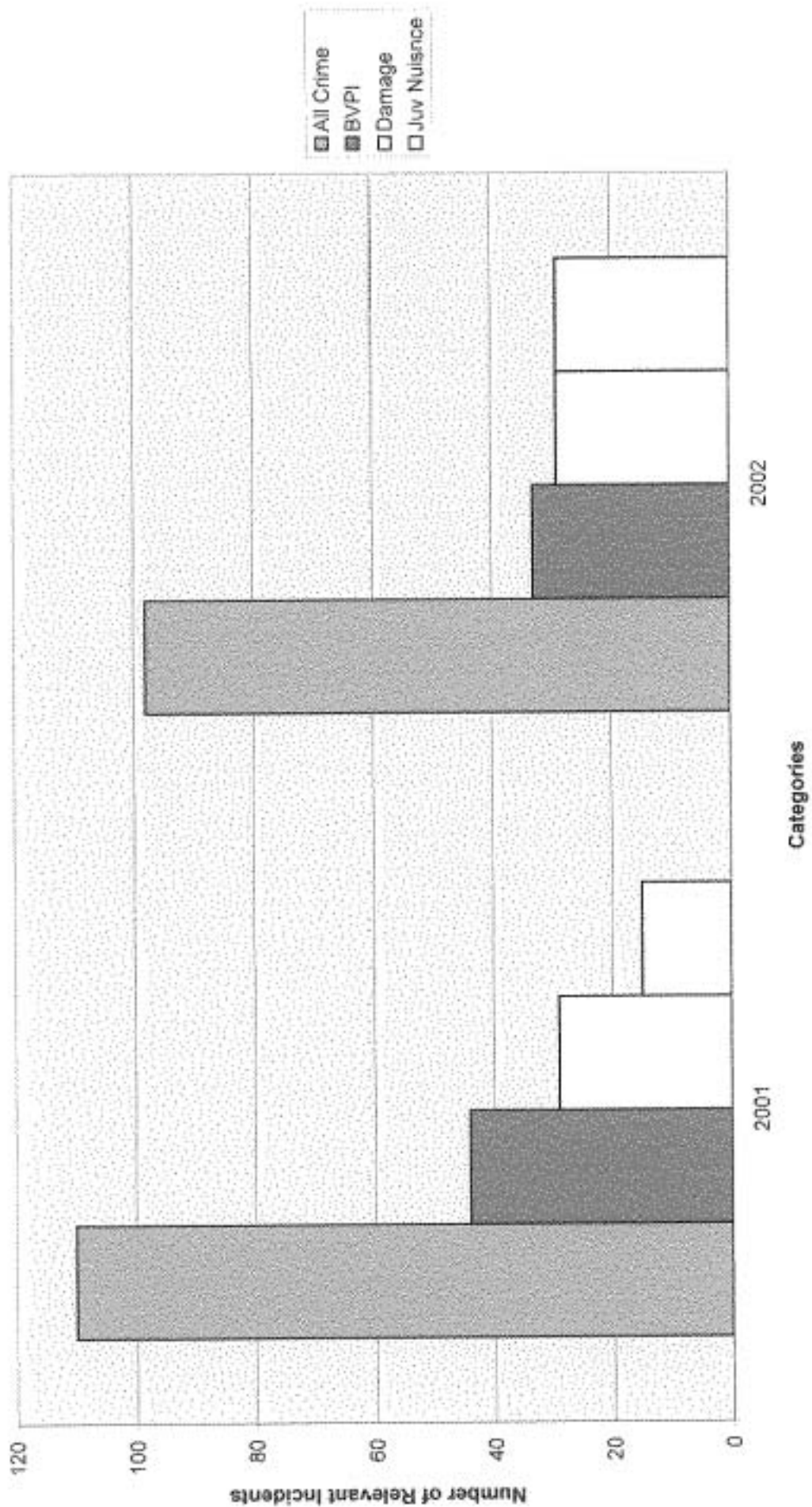




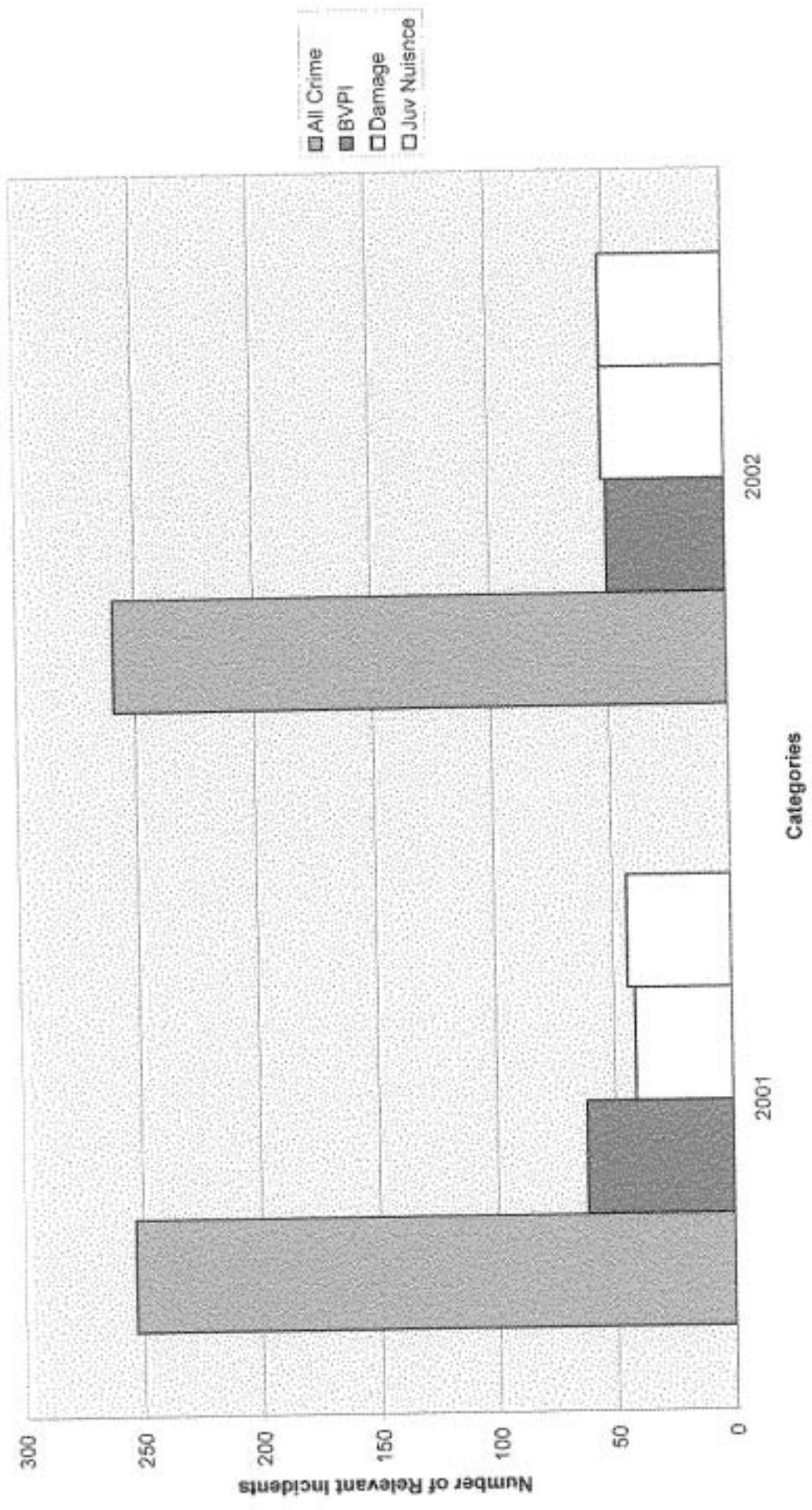
Appendix B  
St Georges Juvenile Nuisance  
May 2000 - April 2002



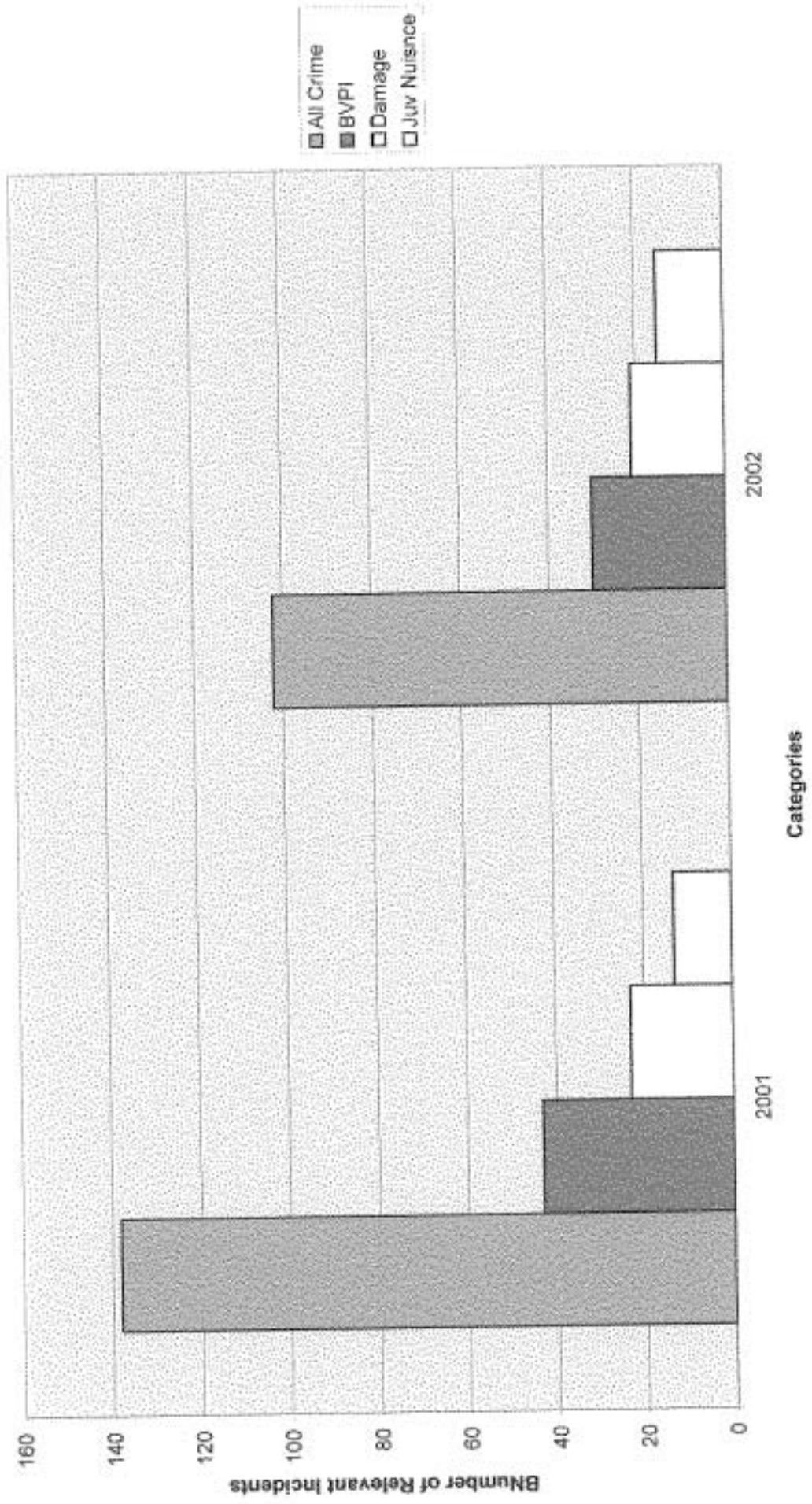
Appendix C Avenham Yearly Comparison



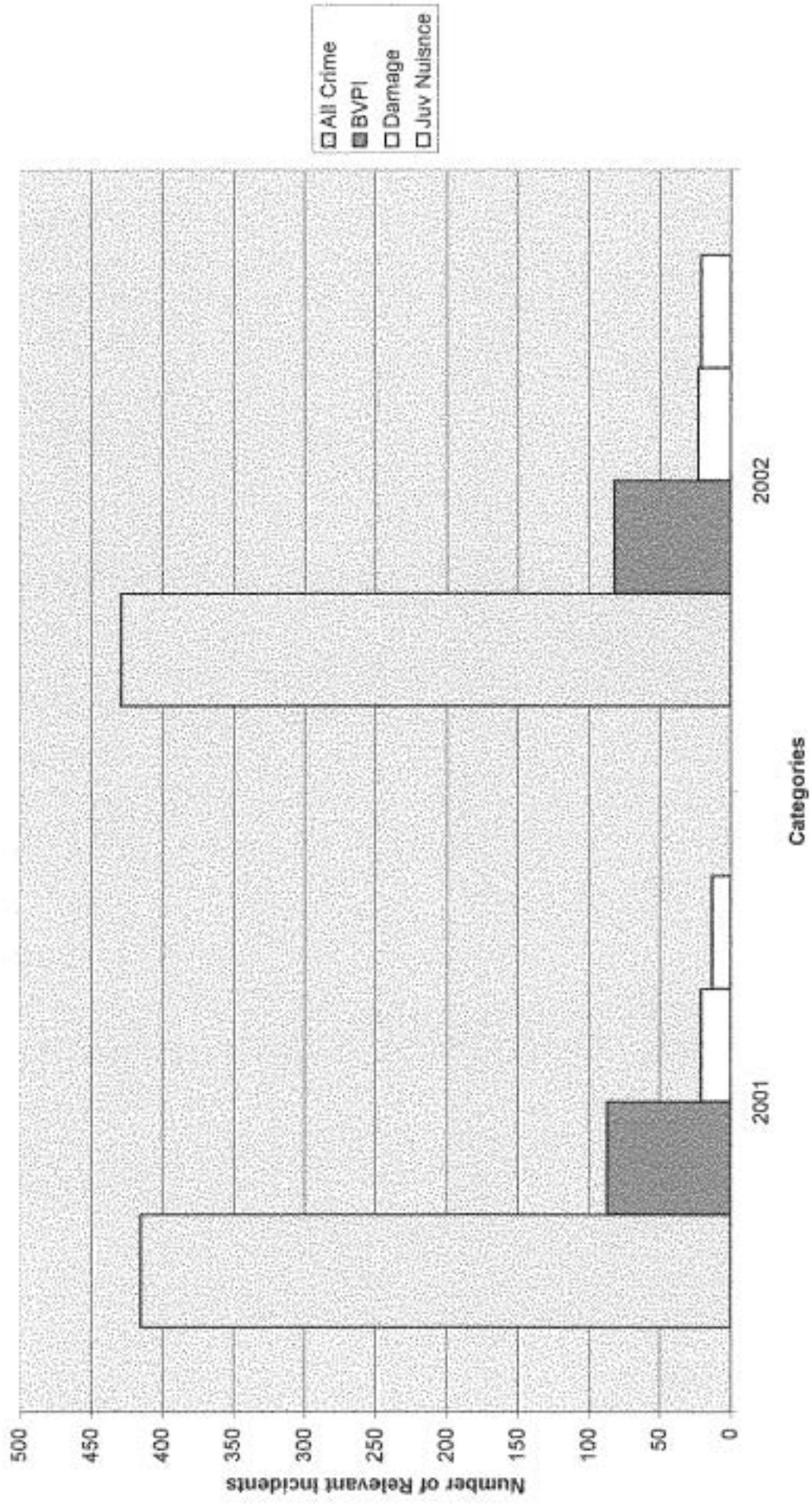
Appendix C St George's Yearly Comparison



### Appendix C Broadgate Yearly Comparison



### Appendix C City Centre Yearly Comparison



### Appendix D Financial Budget

The following information summarises the financial outgoings for Street Wise Soccer.

1) FUNDING APPROVED:

£5468.00
----------

2) EXPENDITURE INCURRED:

STAFFING: *number/type and cost of staffing for additional activities:*

Type of Post	Total PTE or Sessional Hrs	Costs, including on-costs, for whole period
Preston North End F.C. football coaching	110 Hrs	£1100
Canaries F.C. football coaching	120 Hrs	£1200
Preston North End F.C. referee costs	6 Hrs	£56
<b>TOTAL STAFFING COSTS</b>	<b>236 Hrs</b>	<b>£2356</b>

OTHER COSTS:

Item	Total Cost
Tournament food	£40.36
Tournament refreshments	
Tournament transport hire (coaches)	£200
Tournament facility hire	
Session transport hire	£480
Publicity	
Equipment hire	
(Still awaiting invoice from Sports Dev which accounts for most of the costs awaiting input above)	£2300
<b>TOTAL OTHER COSTS</b>	<b>£3020.36</b>

<b>TOTAL STAFFING COSTS</b>	<b>£2356</b>
<b>TOTAL OTHER COSTS</b>	<b>£3020.36</b>
<b>TOTAL SUMMER SCHEME EXPENDITURE</b>	<b>£5376.36</b> (£91.64 under spent)