



## Case Study Title

Bringing communities together through football

## Project Summary

Provide a brief overview of your project in less than 50 words.	A weekly football session in Milton Keynes aimed at a group of refugee males aged 15-18 year olds. The aim of the session is to promote social integration through playing football and socialising after the sessions.
Who is the lead organisation and partners involved?	All People Active is the lead organisation. Milton Keynes Council The Red Cross
Where is the satellite club/project based?	Sport Central, Elder Gate, Milton Keynes MK9 1EN
What is the sport/activity being delivered?	Football
Who is/are the key target audience(s)?	Refugee males- 15-18 year olds
How much National Lottery investment has been provided?	£2100
What date did the satellite club/approach start?	6 <sup>th</sup> November 2018
Which <b>one</b> of the government outcomes is the satellite club primarily demonstrating impact against? (delete as appropriate)	Social and Community Development

## What were you aiming to achieve?

Introduce the project and describe what you were trying to achieve at the outset, why did you identify this target audience. Provide any key insights into their behaviours, motivations and barriers. Add any relevant local context.

All People Active are a community investment company working within the deprived estates in Milton Keynes (e.g. Lakes, Beanhill and Netherfield). They were established due to the Directors identifying a need from Young People for more affordable sport and physical opportunities within the area. They identified that there was a lot of private provision for example leisure centres and commercial providers but to a lot of young people this is seen as inaccessible because of cost. They also identified a lack of provision for young people who are inactive.

In the summer of 2018 All People Active completed consultations with young people on specific estates in Milton Keynes to find out the barriers young people faced when they wanted to be active and the types of activities they would like to do. Once this information was sourced All People Active then started to forge relationships with local partners such as Leisure Providers and the Council, which is where the idea for this football session was born. The local authority identified a group of 15-18 year old male asylum seekers and refugees who wanted to do more physical activity and saw the benefits that this could have in making them feel part of the community by building friendships and confidence. Their Youth Worker had already established a group together and held regular meetings over food to talk through issues. At these meetings it

was identified among the young people that they had a strong interest in football and the Youth Worker thought it would help engage them in the programme that she had planned, to help develop their self confidence, communication and independent living.

A football session was then added to the same evening as their planned meetings and this was held at Sport Central, MK. This venue is in one of Leaps priority areas which has been identified as an area having the greatest activity need. This venue was picked for the session because it is in the centre of Milton Keynes and close to the bus station. The facility consists of top quality 3G pitches and All People Active were keen for the young people to experience the high quality facilities so they feel part of the community and give their self esteem a boost from feeling that they deserve to use a top facility.

The group of young people the session are aimed at are 15 to 18 year old asylum seekers and refugees. To date 18 young people regularly attend these sessions. 88% of these young people live in one of Leaps top 6 priority areas, predominantly Woughton & Fishermead and Central MK. From speaking directly to the young people the main reason for inactivity was due to being new to this County so they do not know what opportunities exist. From completing motivation profile wheels with the group of young people it was found that the main motivations for attending the sessions was to feel good, followed by having fun and spending time with friends and family.

## What action was taken to achieve the outcomes?

Outline the approach you and partners took and why, what role did you play in this?

Weekly sessions were set up at Sport Central giving the young people the opportunity to play football and to socialise afterwards. Specific marketing, e.g. posters, were produced to encourage the targeted group to attend the sessions. This was advertised via the Youth worker and also the Red Cross who were also in contact with young refugees.

The session runs from 4.30pm to 6.30pm to give the young people a chance to get there from home and college. The Youth Worker organises a taxi for the young people who go to college, so they are able to come over to the session easily once they are finished at college.

The format of the session consists of an hour playing football, followed by time to socialise and eat afterwards. One of the main values of the football session is on personal development of the males and using sport 4 good. The coach facilitates match play in the sessions due to this being popular with the young people and ensures fun is featured in the sessions via challenges which makes the young people want to come back each week. After the football session all of the young people go into the centre and have some food and drink together. This is to create and encourage social integration with the refugee boys and the other young people who attend. The Youth Worker also uses this time to link the young males to other projects and opportunities e.g. training on improving English skills and film making.

To also support social integration All People Active set up a WhatsApp group to help build friendships and also an Instagram page for young people to interact with each other.

Leap acted as the funder in this project and advised on sustainability of the sessions to ensure that they continued after the funding. All People Active added a charge to the sessions after seeking advice and support from ourselves at £2 per session which will ensure the session continues once the funding runs out.

## What was the impact on young people at the satellite club?

Describe the impact on the young people or one young person attending the satellite club. Please include a high-resolution photo (if relevant consent is provided), quotes or anything additional that captures the story of how the young person/group of young people have benefitted from attending the satellite club.

*You may find the example questions for young people useful to complete this section.*

**James Gregory (Director of All People Active)** has seen the following differences in the young people who attend the sessions-

- The young people are now more socially confident with each other and also towards the coach
- Their football ability has improved which has led to increases in confidence. This is because everyone is similar ability and there are no outstanding players which might make the not so good players feel undermined.
- The belief the boys have in their own ability has increased
- Empathy and life skills have increased as the coach and session has created an environment where it's not all about winning and beating everyone.
- From playing as teams during the sessions and from the socialising at the end of each session the young people now feel like they belong to something worthwhile.
- Three of the young people at the start were identified as too good for the session and are now playing regularly for the men's team which is straight after the young people's session.

**Riffat Rehman (Youth Worker- Targeted team, MK Council)** has seen the following difference in the young people-

- Increases in confidence levels
- "The boys are newly arrived in MK with very little.... they started off quiet and now a group of friends that they call their own"

**Saleh (19 year old participant)**

- He was not very active before the sessions started as he didn't know where to go and didn't have any friends to go with. He has always had a love for football as he used to play in his home country, which is why he decided to attend these sessions as well as the desire to get fit.
- At the sessions he feels good and enjoys it because all his friends come together and it's a good opportunity so see everyone.

**Male (17 year old participant)**

- He was inactive previously as he did no physical activity. In his spare time he used to watch YouTube and enjoyed playing the PlayStation. Being active was not on his radar.
- He attended the sessions as his Carers felt it would be good for him
- The benefits he has found of attending the sessions includes- "gets out my stress" and "fun time with friends"
- Family and friends have noticed a difference as "now go and do sport where before I would just be in my room"

**Male (19 year old participant)**

- "When taking part in sessions I feel good"
- "Football has increased my confidence"
- Since coming to Milton Keynes he has been inactive even though at home he used to play all the time- "I love football"
- He has inspired a lot of people to be active as he is the organiser of the boys who attend the local college and ensures everyone knows what time the taxi is coming to pick them up and are in the right place at the right time.
- He is keen to take more responsibility and help lead the sessions.

**Other feedback from young people-**

"I love playing football and look forward to coming to Sports Central. It helps me stay healthy and improve my football skills from a qualified coach"

"I feel more a part of society as I get to other things like Christmas party, summer Eid party, football tournaments and trips"

What have you learnt from this satellite

## club/approach?

Describe what you have learnt from this satellite club. Include any evidence that has emerged from this project and what are you now doing differently as a result.

Leap has learnt the value of working with Youth charities/organisations on the satellite club programme. All People Active were the best organisation to engage this group of young people due to the relationships they had built with partners, their knowledge from consultation with young people and the appropriate workforce they had to deliver the sessions. Following the set up of this club we have looked to build up our relationships with other youth providers around the county. This has led to us setting up another satellite club, South of the county, with a youth centre working with disengaged boys and using fitness to try and re-engage them and increase self esteem and confidence.

All People active have learnt it's important to put time into the partnership scoping at the start. They also started to open the sessions up to any young person and found that when good ability boys started to attend the original refuge group started to stop attending due to feeling like they were not good enough. Following this they changed the marketing slightly to encourage those that were inactive to attend and signposted the good ability boys to other community club sessions.

## What are the next steps for this satellite club/approach?

All People Active and the young people are keen for the sessions to carry on. They want to add some mentoring to the socialising element at the end of each session. They are keen to see if any of the young people want to become volunteers or coaches which in turn will help with employability.

They are also going to look at organising some friendlies and tournaments with other groups so the young people get a feeling of worth and belonging due to being in a football kit and representing their group.

They are also planning to visit a MK Dons football match with the young people, so they can see professional role models in action as well as providing a social experience to help with social integration among the different groups of young people.