

# Sport Unlimited

## Fair Play Football Case Study

### Partnership working in Action



#### Partnership

A successful partnership model between Humberside Police, Grimsby Town Football Club, North East Lincolnshire Sports Development and People Support Service to deliver football has now been rolled out across the Humber Sports Partnership.

In North East Lincolnshire a dedicated team including Police Officers, Youth Workers and Sports Development Staff was appointed to support the delivery of football and street dance in local 'hot spot' (youth crime, anti social behaviour, criminal damage) areas. In utilising Police awareness and intelligence models to target local areas they have been able to refer young people to attend the football sessions. Police Community Support Officer's and Community Wardens have helped to signpost young people to the activities which are held in various venues via leaflet drops or through word of mouth on the street. Seasonal dark nights have meant that specialist floodlighting has had to be purchased at extra cost to support delivery and the sustainability of the project.

#### Success in numbers

North East Lincolnshire currently organise 45 individual academies running throughout the borough. So far they have engaged around 1500

young people who have attended 15000 (10 hours per person) times overall. The success of the football activity has been partly attributed to the competitive element and the creation of the Fair Play Football League alongside support from Police Community Support Officers who attend the sessions themselves.

#### Fair Play Football

Teams have been created from the local academies to compete at the end of every month in the Fair Play Football League. To encourage fair play each team competes for points relating to their performance and fair play on the pitch as well as



winning games. This has helped to instil discipline within the young people and the league format has proved highly successful in sustaining attendance. They discovered that during Saturday nights when the fair play league takes place the total reduction in youth related anti social behaviour equalled 31% across the borough.

#### Spreading the word

This model has now been mirrored in other areas including the East Riding of Yorkshire, Hull and North Lincolnshire. In Hull and East Riding the football activities are being organised under the name 'Twilight Football'. In East Riding for instance they have attracted 150 - 180 young people averaging

25-40 participants aged (12-19) each week. The aim was to reduce calls to service and from the review of the first five weeks in relation to the same period last year this has reduced by 50% in all 4 areas of East Riding in relation to the same period last year.

#### Sport Unlimited

The work in North East Lincolnshire has provided a framework for success which has been promoted by the Humber Sports Partnership to the advantage of other areas. Sport Unlimited has helped to provide much needed funding for these projects and helped to increase the potential for partnership working. The recent introduction of Street Dance in North East Lincolnshire has been popular among girls boosting the attendance figures and the scope for further progress.

#### Future plans

1. Increase activities organised (Cricket). Bigger and better (North East Lincolnshire).
2. Introduce competitive element. Working with East Riding FA and University of Hull to facilitate this. Pilot break dance and cheerleading activities. New methods to target young people. (Hull).
3. Looking to source £5000 to buy portable goals and floodlights. Currently piloting cheerleading. (East Riding)

#### Challenges

1. Police Community Support Officer's not attending some sessions in East Riding.
2. The sessions have been very costly to run (All areas).
3. Found Semi Sporty difficult to reach (North East Lincolnshire).
4. Difficulty finding suitable facilities (All areas apart from Hull).

sport unlimited