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## STAR PARTNERSHIP YOUTH FOOTBALL PROJECT

### 1 SUMMARY

- 1.1 The Star Partnership is in the process of applying for a Football Foundation grant, with relevant match funding, amounting to £450,000 in total. This report gives details about the Star Partnership Youth Football Project and seeks Members' approval to support funding of £10,000 per annum for three years, subject to the bid being approved.

### 2 INTRODUCTION

- 2.1 Rochford District Council has been a key partner in delivering the Star Partnership Youth Football pilot project, which started in January 2004 and has been extremely successful since. To develop the project further, it is proposed that Springboard Community Housing / Genesis, and the Primary Care Trust apply for large scale grant funding through the Football Foundation, supported by appropriate match funding.
- 2.2 Both organisations would hold the finances and act as employer to the position of Full Time Co-ordinator. Rochford District Council would continue to support, encourage and publicise the programme.
- 2.4 Subject to approval of funding and the recruitment of the Full Time Co-ordinator, the three-year project would aim to start during the early spring of 2006. In order to help fund the overall project, Members are asked to approve a contribution of £10,000 per annum over the project's three year period only, utilising the Crime and Disorder Umbrella Fund.

### 3 PROJECT DETAILS

#### About the Project

- 3.1 The Star Partnership Youth Football Project will use football's universal appeal to engage young people in sport and activity that will have lasting benefits to their health and education and a lasting impact in their communities.
- 3.3 The project will include seven programmes: the Neighbourhood Programme, Girls Only Programme, Healthy Living Programme, Coach Education Programme, Extended Schools Programme, Hyper Programme and the Disability Programme. The project will be managed by one Full Time Co-ordinator, supported by a partnership management team.
- 3.4 Sessional project coaching staff will be provided by Southend United and West Ham United Football in the Community Schemes. In addition to this, the project will directly employ local coaches and, in particular, young sessional coaches who qualify through the Coach Education programme. The project will be district wide, with most resources aimed particularly at areas of local deprivation, eg, Great Wakering and Rochford Town.

**Project Aims**

- 3.4 Combat anti social behaviour by offering positive alternatives and fostering community spirit:
- Provide a safe and secure environment for local residents to take part in organised recreation.
  - Develop communication and teamwork skills.
  - Develop career prospects, eventually leading to employment.
  - Increase understanding of the benefits of long term participation in sport.
  - Highlight the dangers of long-term diseases, such as cancers, diabetes and obesity.
  - Highlight the dangers of substance misuse and reduce associated youth criminal activity and disorder.
  - Help engage disaffected young people and improve literacy and numeracy skills.
  - Help prevent sexual health problems and reduce unwanted teenage pregnancies.
  - Bring together young people from different backgrounds, to make a key contribution to neighbourhood renewal.
  - Increase the confidence and self esteem of those participating, therefore enhancing quality of life.

**Method of Achievement**

- 3.5 There will be 7 elements to the project:
- The **Neighbourhood Programme** will offer evening football coaching sessions throughout the Rochford District.
  - The **Girls Only Programme** will also be run exclusively for girls, with female coaching staff. All sessions will provide development links to further opportunities in sport.
  - The **Healthy Living Programme** will offer class and small group sessions to local schools and youth organisations. Through special exercises and activities, these sessions inform young people about diet, nutrition, exercise and the dangers of alcohol and substance misuse.

- The **Coach Education Programme** will provide the opportunity for young people to achieve the FA-recognised Football Coaching Certificate Level 1 and subsequent coaching qualifications. Career opportunities will be enhanced by related courses being offered, such as refereeing, first aid, child protection and much more.
- The **Extended Schools Programme** will encourage children to participate in an out-of school hours football programme, enabling their skills, confidence and behaviour to improve. For schools in the very deprived areas of Rochford, this will be an effective way to raise achievement and challenge the high levels of disaffection amongst many young people, by developing an ethos of openness to welcome the involvement with families and the local community.
- The **Hyper Programme** will provide support and football-led activities in targeted communities with particular high indices of social exclusion and rural deprivation. The investment in young people will improve life skills, such as decision-making and teamwork, which will contribute to neighbourhood renewal.
- The **Disability Programme** will work closely with the Rochford Disability Playscheme to provide supervised sessions for children and teenagers with disabilities. Sessions will be set up with a two tier approach, firstly, to provide specialist disability sessions and secondly, to offer sessions to promote social inclusion which will include both able bodied and disabled youngsters. Sessions will provide respite care for parents and carers and will also link with local schools' provision. This programme will support Essex FA's strategic initiative of employing a Full Time Disability Sports Officer.

Overall approximately 4,585 young persons are expected to participate in the project.

#### 4 CONCLUSION

4.1 It is envisaged that the project will have a positive impact on:-

- Volunteering participation in all sport by people across the District.
- Bringing different parts of the community together and promoting grass roots development.
- The promotion and adoption of healthier lifestyles across the District.
- Raising the aspirations and attainments of young people, particularly those from disadvantaged backgrounds.
- The development of better sports networks and infrastructure across the District to enable more people to participate and become involved.

**5 CRIME & DISORDER IMPLICATIONS**

- 5.1 The project potentially could have a major impact on reducing anti-social behaviour and criminal damage across the District, thereby helping the District's Crime and Disorder Reduction partnership to meet its target of reducing crime by 13.5% over the next three years.
- 5.2 The activities planned would provide a range of programmes and interventions for young people in the community.

**6 RESOURCE IMPLICATIONS**

- 6.1 The cost of supporting this project would be £10,000 per annum for three years which can be met by reducing the annual contribution into the Crime & Disorder Fund From £20,000 per year to £10,000 per year. At the moment the fund is in a healthy position with a balance of around £30,000 and able to undertake agreed future commitments.

**7 RECOMMENDATION**

- 7.1 It is proposed that the Committee **RESOLVES**

That Members consider the content of this report and agree to commit support funding of £10,000 per annum for three years from the Crime & Disorder contribution within current estimates, subject to the overall project being successful in its bid submission.

Roger Crofts

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**Background Papers:-**

None.

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