

Area North Committee – 27th June 2007

10. Update on Street Soccer Programme

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Purpose of the Report

To update Members on the recent delivery of the Street Soccer programme in Area North led by the Sports Development Team at South Somerset District Council. There will be a visual update on Street Soccer in addition to this report.

Recommendation

Members are **RECOMMENDED** to note the contents of this report, including the proposal to provide additional support to Street Soccer activities in Area North this summer.

Background

In March 2006 the Government published its **Youth Matters: Next Steps** strategy and set out a vision to achieve the five *Every Child Matters* outcomes. The Government's aim is for every child, whatever their background or their circumstances, to have the support they need to:

- **be healthy:** enjoying good physical and mental health and living a healthy lifestyle.
- **stay safe:** being protected from harm and neglect
- **enjoy and achieve:** getting the most out of life and developing the skills for adulthood.
- **make a positive contribution:** being involved with the community and society and not engaging in anti-social or offending behaviour.
- **economic well-being:** not being prevented by economic disadvantage from achieving their full potential in life.

The SSDC Young People Strategy 2006-2012 responded to this new national agenda by committing the council to address the local needs of young people. This strategy details 18 objectives which aim to focus on the key priorities for young people. The Sports Development service are responsible for ensuring that all young people have access to four hours per week of community based sporting activity within 10 minute drive time by 2010.

In order to achieve this, a multi agency partnership driven by SSDC Sports Development team established organised football sessions within accessible locations. This ensured young people had the opportunity to take part in sport and physical activity and proved to be useful tool to tackle anti-social behaviour and provide positive activities.

Report

Street Soccer is an exciting new brand of football that started on the streets of Brazil. This fun and lively game on a hard court area allows young people the freedom and creativity to

attempt skills and dribbles that they may not have the confidence to try in our game of football. The 3 V 3 game is played with a ball, which is slightly heavier and smaller than that used in football.

Between February and April 2007 the Street Soccer initiative for 11-18 years old was delivered to 14 sites across South Somerset. In Area North, the project was delivered in Langport, Curry Rivel, Tintinhull and Norton Sub Hamdon. A fifth venue in Somerton was cancelled after insufficient registrations were received to make the session viable. One reason may have been that the only court time available was straight after school, rather than an evening, which proved a popular time at the other locations.

Part of the funding for this project was obtained from the Area North Community Safety Action Panel (£750), which was towards the cost of portable floodlights and qualified street soccer coaches. The other funding was obtained from other Area Committees, South Somerset Homes and the Sports Development budget.

The project was delivered over 5 weeks in Langport, Curry Rivel and Tintinhull for two hours on one evening per week (6.30 - 8.30pm), using portable floodlights so that the locations could be utilised at times requested by young people. The sessions in both Curry Rivel and Tintinhull were delivered on existing MUGA's, using portable Street Soccer goals. However within Langport, the sessions were delivered on the old tennis courts at the Recreation Ground using a specially manufactured walled court, which the coaching company set up each week. This court was also used in a one-off session in Norton Sub Hamdon. Unfortunately the project could not be delivered over five weeks here, as the completed MUGA was not of a satisfactory condition.

Street Soccer incorporated an innovative text messaging registration pilot, which enabled all young people to text STREET followed by their first name to special short code text number. This provided a registration method that young people are comfortable with. 22% of the total young people who took part in the Street Soccer project registered by text message. The most popular method was still just turning up to the venue on the evening of that particular session, with over 70% of young people registering in this way.

The project demonstrated that by delivering positive activities, young people could enrich their lives, increase their skills and confidence and build positive relationships with adults. Where appropriate Street Soccer was used as a diversionary activity, which aimed to tackle anti-social behaviour, isolation and boredom for young people. Preventing this behaviour improves community confidence and well-being, where this behaviour existed the Street Soccer sessions were delivered in partnership with the local beat Police Community Support Officers (PCSO's) and Local Action Groups (LAG's). This enabled the Sports Development team to gain a detailed understanding of the community issues specific to that area and this local knowledge enabled the project to target those young people who were considered to be a 'medium risk' within that community.

Promoting the project to young people was done through Street Soccer flyers and posters, distributed by the PCSO's using their local knowledge. They targeted places such as shops frequented by school children on their way to school, or shops and fast food outlets used during school lunch breaks. The PCSO's also used the flyers as an informal referral system for those young people who were involved in or at risk of committing anti-social behaviour.

The anecdotal feedback from the young people who took part in the Street Soccer project indicated that their self-esteem and confidence levels had increase as result of working with the coaches. The PCSO's commented that Street Soccer offered an opportunity for them to

get involved and engage with young people in a positive activity where relationships could be built for the future benefits of the communities involved.

Future Proposals

A Street Soccer 'road show' for the summer holidays will visit two locations in Area North in August; to ensure that interest in the concept continues to develop. This will be jointly managed by Area Development and Sports and Leisure teams.

The issue with Street Soccer, like any sports diversionary activity, is that due to the difficulties in obtaining funding, the programme can only be delivered for a short period of time. There is increasing evidence that suggests the longer the intervention, the greater the impact. This had led to the Sports Development team investigating the feasibility of submitting an application to the Community and Education programme of the Football Foundation to appoint a part time Street Soccer co-ordinator. This post would look to further develop the outcomes of the project, including a comprehensive healthy lifestyle programme, embracing positive lifestyle messages, drug awareness information, and literacy and numeracy education within the Street Soccer programme.

Financial Implications

Subject to available staff resources, the planned summer holiday activities at two locations can be supported from within existing budgets.

Implications for Corporate Priorities

The Street Soccer project supports the following corporate objectives:

- Aim Three – Improve the health and well-being of our citizens.
- Aim Four – Ensure safe, sustainable and cohesive communities.

Other Implications

Supports Area North priorities:

- 3 - "work with young people to provide things to do, places to go"
- 6 - "support communities to maintain and develop facilities and activities"

The work of the Street Soccer project and that of the Sports Development service contributes to the delivery of the following:

- Somerset Children and Young People Plan
- Somerset Local Area Agreement
- South Somerset Young Peoples Strategy 2006-2012
- Strategy for Sport and Active Leisure in South Somerset 2006-2012
- South Somerset Community Strategy
- Sport England (South West) – Regional Plan for Sport 2004-2008

Background Papers: *None*