

PROJECT REVIEW

What was it?

It was a community engagement project for young people in Salford and Trafford. It responded to the needs of the target audience by providing the sport or activity they wanted. It used friendships and social bonds to engage young people and make them want to come back each week.

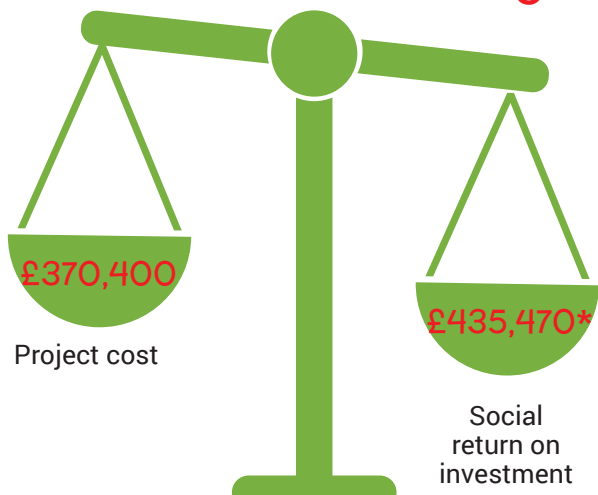
Who led on it and why?

Delivered by LCCC Foundation and Salford Red Devils Foundation, it capitalised on the legacy of the 2013 Ashes Test Match and Rugby League World Cup.

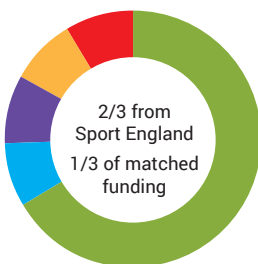


“ It’s not like we’re being active. It’s just a group of mates chilling out. ”

£65,340 cost saving



Who paid for it?



- Sport England: £246,649
- Trafford Housing Trust Community Panels: £31,251
- City West Housing Trust: £30,000
- Salford Red Devils Foundation: £31,250
- LCCC Foundation: £31,250

When did it run?



“ I can achieve what I could not before. ”

“ The same coach every week makes me want to come because I know what it will be like. ”

What are the projected long-term benefits?

30 cases of depression avoided

13.2 fewer years less lost to ill-health, disability or early death

12.3 YEAR improvement on quality-adjusted life-years

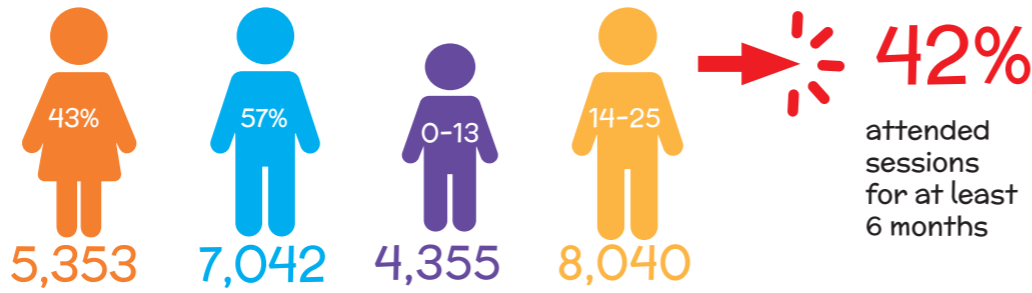
10 emergency hospital admissions avoided

*Calculated using Sport England’s MOVES tool

38

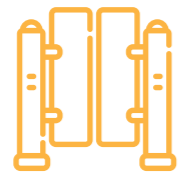
trained volunteers continuing to deliver activity

12,395 participants



28%

of all 14-18 year-olds living in Salford and Trafford took part



88,347
total attendances

£4.19
cost per visit

2,127 **17%**

participants from black or minority ethnic backgrounds



“ The atmosphere gives me confidence to try new things. ”

“ You listen to our opinions and use that to make sessions better. ”

£29.88
cost per participant

PROJECT OUTCOME

To inspire more disaffected, inactive young people through sport and physical activity, leading to them being personally and socially empowered.



23 participants on average at each session

3797
Activity Sessions

SPORTS AND ACTIVITIES

- Rugby League
- Football
- Athletics
- Rounders
- Basketball
- Parkour
- Badminton
- Dodgeball
- Street Dance
- Baseball
- Hockey
- Circuits
- Free Running
- Thai Boxing
- Cricket
- Volleyball
- Table Tennis
- Rugby Union
- Tennis
- Handball
- Netball

Responding to the needs of young people

Mother & Baby fitness

“ I like the friends I've made, the freedom, the music - everything! ”

“ It is more about having fun than learning. ”

“ You carry on in the rain when others would stop or cancel. ”

“ I felt like I would miss out if I didn't come. ”

63%

use their time better

67%

are more successful in social situations

82%

now try to do the best they possibly can

73%

are more open to new ideas

57%

are more likely to stay calm when things go wrong

72%

are more likely to be an active, "have a go" person

77%

take more responsibility for their actions

66%

feel there is now a place for them in sport

64%

feel physically fitter

OUR SURVEY SAID...

*From over 450 respondents



PP

The project has built a greater understanding of the issues and barriers preventing young people from participating and has worked closely with young people to tackle these.

Louise Wright, Sport Relationship Manager, Trafford Council

DD



PP

Monitoring and evaluation has consistently shown that disadvantaged groups of young people who may not normally partake in physical exercise are engaged and enjoying physical activity which has a lasting effect on their lives

Jonathan Baker, Trafford Housing Trust

DD



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Young people developed strong bonds with staff which meant they were sure to turn up each week.

Mark Edwards, Volunteer Youth Worker, Partington Screamin' Wheels Youth Club

DD

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The project has been instrumental in helping those female students who have been disengaged from PE and sport for some time, delivering activities that were enjoyable.

Phil Adams, Transition Leader, Oasis Academy: Media City UK

DD



PP

It's great to see the number of young people still taking part every week. I have no doubt they wouldn't be doing any positive activity without Sporting Foundations for Life.

Dave Birch, PE teacher, Altrincham College

DD

