

Organisation Name	Reference code	
Huddersfield Town Foundation	2023-05-YO09	
Organisation Address		
Leeds Road Sports Complex Huddersfield West Yorkshire HD2 1YY United Kingdom		
Website Address		
https://www.htafcfoundation.com/		
Type of organisation? (tick all that apply and complete relevant details)		
Charity	Registered Charity Number	Date Registered
Yes	1146501	2012
Community Interest Company	Registered Companies House Number	Date Registered
No	7690182	2011
Social Enterprise	Social Enterprise Mark Awarded Yes/No	Date Awarded
No		
Grant Summary		
To reduce reoffending rates with a focus on female offenders through an effective qualification, mentoring and employment programme, as well as providing voluntary opportunities for young people at high risk of offending.		
Please describe the needs that this project will address		
<p>4% of the national prison population is female. Research conducted by the Twinning Project shows:</p> <ul style="list-style-type: none"> - 71% of female prisoners have no qualifications prior to custody. - 67% of those in custody were unemployed at the time of imprisonment. - 83% do not have paid employment on release. <p>According to the West Yorkshire Reducing Reoffending Strategy, reoffending rates for those serving custodial sentences of 12 months or under is approximately 67% for women. Reoffending performance in Kirklees specifically is slightly above the national rate (HM Inspectorate of Probation, 2021).</p> <p>Crucial to breaking the cycle of reoffending, this project will look to build on a strong track record of work delivered at HMP New Hall, a female prison and YOI. This project will address unemployment, opportunities to achieve qualifications (in some cases, their first ever accredited qualification), develop skills and improve confidence, resilience, and self-esteem.</p> <p>According to the West Yorkshire Combined Authority's Summary Needs Assessment, West Yorkshire has seen a change in crime following the pandemic from Serious Acquisitive Crime to crimes which disproportionately affect Women and Girls. Through</p>		

research commissioned by the Premier League Charitable Fund to inform their Premier League Kicks Targeted toolkit, we know that being a victim of violence or abuse acts as a serious risk factor that correlates with the likelihood of involvement with criminal activity.

From qualitative data collected having delivered accredited qualifications to prisoners in HMP New Hall since 2021, we have learned from participants that there are two major concerns related to reoffending.

The first is a perceived lack of employment/pathways to employment. One participant noted that they would find it easier to refrain from behaviours linked to risk factors (e.g. possession of illegal substances) should they be able to volunteer or work following release. The second is negative influence upon release, particularly in localities in which they resided prior to custody.

Through interviews collected with Graeme Clark, Relationship Lead at the Twinning Project with 31 years experience in the prison service, he noted that working with prisoners in a female estate is very different to male prisons. He noted that the Huddersfield Town Foundation's delivery of activities within HMP New Hall are fun, safe and engaging, and delivered to an exceptionally high standard.

This has resulted in participants engaging with a 'hidden passion', which has attracted the attention of those with previous experience of playing sport but crucially even those who haven't.

Participants have shared their positive experiences with others on return from the sessions, which has resulted in the prison having a waiting list of potential participants eager to take part.

What are the key outcomes that you will be seeking to achieve for young offenders?

Aligning to the Triangle Trust's Theory of Change model, we will be seeking to achieve a reduction in reoffending rates, transformation in the lives of disadvantaged young people and that first offences of young people at high risk are avoided.

Through the activities outlined in the project proposal, we anticipate that female offenders will progression into training, education, and employment, develop skills and knowledge, feel inspired and engaged and have improved confidence and self-esteem.

This will in turn provide participants with protective factors that, in data produced by the Premier League Charitable Fund, may lessen the likelihood of negative behaviours. These are:

- Positive relationships with caring practitioners
- Problem-solving skills
- Self-regulation skills
- Perceived efficacy or control
- Achievement motivation
- Belief that others have high expectations of them
- Pro social peers/friends
- Belief that life has meaning
- Participation in engaging and challenging activities

In addition, participants will achieve tangible outcomes in the form of qualifications, volunteering opportunities and routes towards employment, as well as kit to provide identity and belonging.

Meeting and working with young people referred via the Youth Justice Service would give offenders the opportunity to put the skills and tools that they have learned on the programme into practice.

For the young people at high risk of offending, they will also be able to access voluntary opportunities to raise ambitions and provide a pathway towards positive activity. As well as this, they will have the opportunity to speak with people with lived experience of living in custody. These activities will support young people to avoid involvement with the criminal justice system and be able to move on positively with their lives.

What are the key activities you will undertake with this funding?

Using a Sport 4 Development approach aligned to the Triangle Trust's Theory of Change model, we will provide qualifications, voluntary opportunities, and employment pathways to young women within the prison setting.

Qualifications would be delivered in partnership with the prison's Employment Hub, West Riding FA and the Twinning Project. Evidenced through the Foundation's work with HMP New Hall to date, participants engage strongly with practical educational activity, a methodology underpinned by the principles of Sport 4 Development. This approach would be taken to deliver these qualifications, working closely with the prison's Physical Education Instructors.

We would work with 15 female offenders per annum, in 3 cohorts of 5 over a period of 12-14 weeks.

The Foundation has a strong business network within Kirklees and West Yorkshire, working closely with like-minded organisations that can offer ex-offenders' pathways towards meaningful and sustained employment. These include but are not limited to:

- Kirklees Council
- Kirklees Stadium Development Ltd.
- Kirklees Youth Alliance
- Pivot Education
- Business Kirklees
- University of Huddersfield
- Third Sector Leaders

A dedicated programme coordinator would manage the programme and act as a point of contact following release, tracking progress towards their bespoke support plan.

As well as this, the Foundation would offer pathways towards employment directly through its own means. The Foundation delivers several projects working with young people to contribute to safer, stronger, and more inclusive communities, many of which would benefit from having staff members with lived experience to steer behaviours into more positive channels.

We will work closely with Kirklees Council's Youth Justice Service to provide voluntary placements of up to 35 hours for up to 10 young people at high risk of offending referred into the programme. These young people have been given a court ordered sanction and, acknowledging offending behaviour is contributed to by underlying factors, offering young people the chance to experience an opportunity that they may not have had before in the past may prove positive for them.

The work delivered with both HMP New Hall and Kirklees Council would overlap, as young people referred onto the Youth Justice Service programme, where appropriate, would be given the opportunity to be coached by the newly upskilled female offenders, either following their release or in the prison setting, offering realistic and managed exposure to life in custody.

Supported by the dedicated programme coordinator and Foundation coaches, this would not only offer those that have completed the qualifications within the prison setting experience of coaching, but also allow the opportunity for conversation between the ex-offender and young person at risk of offending, supported by the programme coordinator, Youth Justice Service and HMPPS.

Who will be responsible for overseeing and delivering this work?

This project would be overseen by the Huddersfield Town Foundation's Senior Youth Engagement Manager, who has delivered in HMP New Hall previously and built relationships within the prison to enhance the current work being delivered. The role of the Senior Youth Engagement Manager would be to provide strategic oversight, line manage the dedicated programme coordinator and offer guidance and support to help the project achieve its desired outcomes.

Delivery would be the responsibility of the dedicated programme coordinator, who would use a Sport 4 Development approach which is aligned to the Triangle Trust's Theory of Change model to provide qualifications, voluntary opportunities, and employment pathways to young women within the prison setting. Most of this grant would fund their associated employment costs.

The programme coordinator would work closely the prison's Employment Hub, the West Riding FA, and the Twinning Project to deliver qualifications, whilst partnering with the Foundation's strong business network within Kirklees and West Yorkshire to offer ex-offenders pathways towards meaningful and sustained employment, as well as routes internally.

Acting as a point of contact following release, the programme coordinator would also track each participant's progress towards their bespoke support plan.

The programme coordinator would also work closely with Kirklees Council's Youth Justice Service to provide voluntary placements of up to 35 hours for young people that have been given court ordered sanctions referred into the programme. They would also be responsible for linking the work between HMP New Hall and Kirklees Council together, as young people referred onto the Youth Justice Service programme, where appropriate, would be given the opportunity to be coached by the newly upskilled female offenders, following their release.

Supported by the Senior Youth Engagement Manager, the dedicated programme coordinator would collect data via the CRM system and write the reports that are ultimately shared with the Triangle Trust.

Will you be working within the prison estate?

Yes

How will you engage with YO? (Through HMPs or YOIs or in the community)

Since 2021, we have worked in HMP New Hall to deliver Kirklees' contribution to the Twinning Project, which is a central pillar of the HMPPS strategy. Completing to date three cohorts of female participants with 12 months or less on their sentence, we deliver an FA Level 1 in Leadership Award to cohorts of 8-10 participants, using sport as a tool to promote and develop qualities of leadership. The aim of this accredited qualification is to support with employability and ultimately reduce the risk of reoffending upon release. To

date, 25 women have achieved this qualification, a 100% success rate. One of these women is Sundas Aslam, who said the following after her release: "...I received a call a few days ago, that the area manager was really impressed with my interview, and appreciated that I was open about my conviction, and the changes I have made. I also informed them how the Leadership in Football helped me. A decision was made to offer me an unadvertised position for West Yorkshire as an Advisor rather than a Mentor for prisoners/prison leavers and to have my own case load... I want to thank you all for allowing me to do the Twinning Project, making amends to my CV, as well as preparing me for potential interviews by sending me some example questions that may be asked during interviews, and I am most of all grateful how you've all supported me." HMP New Hall is keen to operate with the Huddersfield Town Foundation working longer term in the prison, as they note high levels of engagement from participants in our delivery. As a result of this work, we have been approached by Wetherby YOI to deliver interventions, showcasing a higher demand for our work. This is a YOI we would be interested in working in, subject to funds. We also work with Kirklees Council's Youth Engagement Service and Youth Justice Service (each forming part of the Youth Offending Team), the latter of which has links to prisons based in the North of England.

Would you describe yourself as a Sport 4 Development organisation?	Yes
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Please tell us about your Sport 4 Development projects or approach

The Huddersfield Town Foundation has significant experience in this area as all our programmes use sport as a force for good utilising the power of the brand and badge of our parent professional football Club Huddersfield Town FC. We are committed to using the power of football to empower every young person in Kirklees with the skills, confidence, and knowledge to be their best self. We are proud to be rooted in our community. The unique needs of Kirklees are part of how we define our purpose, along with our passion for football and support, our distinct set of knowledge and skills, and the resources we can access to make it all happen. Our core programmes, delivered on behalf of the Premier League Charitable Fund specifically use sport as a way of engaging young people and include Premier League Primary Stars, Premier League Inspires and Premier League Kicks. Each of these programmes work with young people aged 5-25 to promote positive aspirations within young people affected by poverty, and instil skills, confidence, and knowledge for young people to overcome wellbeing challenges. Each year, the Foundation supports 920 young people in its open access provision (PL Kicks), 16 young people at high risk of offending with bespoke 1:1 mentoring and 20 young people leaving care towards meaningful and sustained employment. These core programmes have enabled the organisation to expand and further develop to deliver programmes such as PEAK (Positive Action Against Knives), invited to join the nationally recognised Twinning Project and support Kirklees Council with various programmes around youth engagement and holiday provision for children with disabilities and who are registered to receive free school meals. The Twinning Project is a partnership between HM Prison and Probation Service (HMPPS) and professional football club community programmes. Their overall aim is to engage 48 prisoners per year in each of the 117 prisons partnered with a football club trust. The football-based programme aims to improve the mental and physical health, wellbeing, and ability to obtain a qualification which will help improve life chances and gain employment on release. Since 2020 we have expanded our remit to deliver a range of health-based programmes from Dementia Sporting memory sessions, Walking Football to Safety Nets in partnership with Northorpe Hall who work with children and young people each year, who are experiencing disadvantage or difficulty due to mental health challenges. At the centre of our work is the strong skill set our staff possess as they hold various degrees alongside NGB Coaching qualifications, Youth Mental Health First Aid, Youth Work qualifications as well as regular training in first aid and safeguarding. We regularly engage in Youth Voice and participant feedback to ensure that we are meeting their needs and reflect this in our project

development and delivery. This, complimented by a Sport 4 Development approach, supported creation, and launch of the Foundation's strategy in January 2022. This has helped us support young people to progress towards positive pathways, including education, training and employment via a organisational specific Theory of Change. The Foundation use central monitoring systems via Salesforce to collect participant data and outcomes and regularly evaluate both our delivery and performance to ensure that we meet the requirements of funders but also serve and prioritise the needs of young people across Kirklees.

How will your organisation continue to sustain this project after the grant ends?

The ultimate goal of the project is to transform the lives of disadvantaged young people whose lives have been disrupted by the criminal justice system, reduce reoffending rates and steer high-risk young people away from committing a first offence.

We feel the two years of funding and the dedicated resource of a programme co-ordinator will provide us with the time to build meaningful relationships and instigate real change to achieve these outcomes, with participants achieving a sustained transformation.

We will also provide enhanced support through the Foundation's existing youth engagement programmes and signpost into our expansive network of locally trusted third sector, sporting organisations, youth organisations, housing associations, DWP, Job Centres and citizens advice.

We are aiming to directly transition some of the young people into undertaking voluntary and meaningful employment with the Foundation to support our work. We feel they could play a valuable role in supporting our youth engagement programmes, with the opportunity for them to provide shared lived experience with the young people we work with, who have been identified as being affected by risk factors.

Those volunteering and working for the Foundation will continue to receive further future support and engagement with the foundation after the funding has ceased.

We will also be using the 2 years of funding for the project to develop a robust evidence base and track record of a holistic model of supporting young offenders and those at risk of offending. We will use this proof to concept to help secure further funding to support the project to continue after the two years and work with more young female offenders or young people at risk of offending. Due to the nature of society, we do not anticipate the issue will go away but we hope we make an impact to the young people we work with that positively affects their future lifestyles and choices and prevents them from becoming a further cost to the public purse.

What expertise and track record do you have to be able to deliver this work successfully?

The Huddersfield Town Foundation has worked in HMP New Hall since 2021 and during that time has developed positive relationships with staff members and built rapport with those in custody.

Alongside delivering the FA Level 1 in Leadership as part of our core delivery, we have also supported the prison's Employment Hub by presenting about our work and showcasing our ambition to provide further opportunities and employment pathways for ex-offenders.

Invited to speak at the Employment Hub was an employee of the Huddersfield Town Foundation that had a previously spent criminal conviction and had served a sentence in a YOI. In this talk in particular, engagement levels were extremely high, and it was noted

by Alex Plews, Instructional Officer at HMP New Hall, that the empathetic story-telling through lived experience had struck a real chord with those in attendance and encouraged them to open up about the barriers they face towards transforming their lives.

The Foundation also delivers three projects working with young people at high risk of offending. These are:

- Targeted 1:1 intervention delivered within a school, alternative education setting or with the Youth Offending Team to steer away from negative behaviours and offer positive alternatives
- Educational and practical support for care leavers to find meaningful and sustained employment
- Sporting youth provision delivered free of charge in targeted areas of socio-economic deprivation

This work has been delivered by the Foundation since 2018 and we have a strong track record of delivering impact, evidenced by two consecutive 'exemplary' monitoring and evaluation reports by core funders, the highest score available.

Through delivery of mentoring sessions with young people at high risk of offending, the Foundation learned that empowering people with relevant skills, qualifications and lived experiences greatly benefitted the impact.

One member of staff not only holds an accredited Level 3 Youth Work qualification and the qualities listed below, but also has lived experience surrounding some of the risk factors associated with youth violence and being in a YOI setting:

- Local awareness and understanding of wider issues such as exploitation and gangs
- Calm, patient and able to make rational assessments, with realistic expectations of young people
- Resilient in the face of distressing stories
- Comfortable working with varied risk and need
- Capable of setting boundaries
- Empathetic; looking beyond challenging behaviour and recognising vulnerabilities
- Open to learning from the good practice of others

Through this work, we were approached by Kirklees Council's Youth Justice Service to support young people that have been given a court ordered sanction and, acknowledging offending behaviour is contributed to by underlying factors, offer them the chance to take on positive positive volunteering opportunities with the Foundation.

Explain how the grant will be spent

The grant will be applied as follows:

Staffing Costs: Year 1: £27,563; Year 2: £28,941; Total £56,503.

A project worker will be deployed for delivery across 42 weeks of the year. In Year 1, the cost of the worker equates to £17.50 an hour for 37.5 hours per week for the project duration. Year 2 assumes a 5% uplift in staffing cost.

Oversight Costs: Year 1: £1,418; Year 2: £1,488; Total £2,906.

The Foundation's Senior Youth Engagement Manager will provide weekly governance oversight equating to 1.5 hours a week for the duration of the 42 weeks delivery. Year 2 assumes a 5% uplift in staffing cost.

Travel Cost -

Staff Mileage: Year 1: £1,418; Year 2: £1,418; Total £2,835.

An allowance of 75 miles per week for 42 weeks has been budgeted to cover the costs of the Project Worker journeys to both HMP New Hall and placement locations.

Participant Travel Allowance: Year 1: £1,500; Year 2: £1,500; Total £3,000.

An allowance of £100 per participant has been budgeted to contribute to the costs of their travel to their placements.

Other Expenditure -

Mobile Phone Costs: Year 1: £415; Year 2: £457; Total £872.

All Foundation staff are allocated a work mobile phone for correspondence and communication to ensure that use of personal devices is not required.

Equipment: Year 1: £1,000; Year 2: £Nil; Total £1,000.

An allowance of £1000 has been budgeted to cover the cost of computer equipment for the Project Worker plus equipment to deliver the sessions.

Participant Qualifications: Year 1: £2,250; Year 2: £2,250; Total £4,500.

A budget for qualifications based on 15 participants per year at a cost of £150 per person.

Management Recharge: Year 1: £3,556; Year 2: £3,605; Total £7,162.

Consistent with all Foundation grants, 10% of the grant value is assigned to cover central overheads of the Foundation. This allocation provides a contribution towards salary cost of the Foundation Safeguarding Officer and Chief Executive Officer who provide oversight across all Foundation activities.

Total Budgeted Costs: Year 1: £39,119; Year 2: £39,658;

Total £78,777.

Will you be receiving funding from any other sources for this project?

No

Do all staff have enhanced Disclosure and Barring Service (DBS) checks? If no please state why.

Yes

Reason why not all staff have DBS checks.

Total funding requested in this application (£10,000 to £80,000 with a maximum of £40,000 in one year)

£78777

Proposed grant start date

01/02/2024

Proposed grant duration in months

24

How much funding is required each year?

Year 1

Year 2

£39119	£39658
What was your organisation's expenditure in the most recent financial year?	What was your organisation's annual income in the most recent financial year?
£887933	£1001952
What value of unrestricted reserves did your organisation have at the end of the most recent financial year?	
£445899	