

Organisation Name	Reference code	
Sport 4 Life UK	2023-05-YO22	
Organisation Address		
Units 121-122 Scott House, Custard Factory, Gibb Street Birmingham West Midlands B9 4AA United Kingdom		
Website Address		
Units 121-122 Scott House, Custard Factory		
Type of organisation? (tick all that apply and complete relevant details)		
Charity	Registered Charity Number	Date Registered
Yes	1115222	2006
Community Interest Company	Registered Companies House Number	Date Registered
No	56646055664605	5664605
Social Enterprise	Social Enterprise Mark Awarded Yes/No	Date Awarded
No	No	N/A
Grant Summary		
Sport 4 Life will deliver wraparound employability and wellbeing support to young people with criminal convictions in Birmingham, via engagement in free-to-access community sports sessions combined with personalised one-to-one mentoring.		
Please describe the needs that this project will address		
Sport 4 Life UK's (S4L) project will address the need to provide tangible employment opportunities for young people with criminal convictions, to prevent the likelihood of reoffending following their release.		
By providing not only financial income, but also structure and purpose, secure employment is vitally important for young people with criminal convictions. It is a crucial step on the path to rebuilding their lives. The need for S4L's project is evidenced by:		
Only 17% of ex-offenders secure a job within a year of release (GOV.UK, 2020)		
88% of offenders released from custody between March and June who were available to work were unemployed (Ministry of Justice, 2020)		
96% of offenders released from custody are unemployed after 6 weeks (GOV.UK, 2022)		
The West Midlands has the 3rd highest rate of young people being cautioned or sentenced (Ministry of Justice, 2021)		
In Birmingham, serious youth violence offences rose by 41.5% in 2021/22 (Birmingham Youth Offending Service, 2022)		

S4L also knows from experience there is a direct correlation between the high levels of deprivation existing across Birmingham and the West Midlands and the rate of offending amongst its population.

This was evidenced by Dr Alex Chard's research in 2021, commissioned by the West Midlands Combined Authority and West Midlands Police and Crime Commissioner. Dr Chard's research focussed on 80 young people in the West Midlands, identified by local Youth offending Teams. Amongst many key findings, the report finds that:

'Poverty is the most significant structural issue to be addressed, in reducing the likelihood of children becoming involved in crime'

Dr Chard himself said of his report: "Poverty, disadvantage and social exclusion, linked with systemic failure to address their needs, creates a conveyor belt which propels vulnerable children towards exploitation and crime".

With the English Indices of Deprivation (2019) showing that 43% of Birmingham's and 28% of the West Midlands' population living within the top 10% of deprived areas in England, S4L are committed to bridging this gap by creating tangible pathways to career progression.

S4L also prioritise supporting emotional wellbeing, as we have seen first-hand the mental health crisis which has developed in recent years amongst young people during COVID-19 anxiety, multiple lockdowns and the current cost-of-living crisis.

Youth Unemployment UK's 'Youth Voice Census 2022' found that 28.5% of young people experienced 'social, emotional and mental health challenges', evidencing the importance of personalised wraparound support to deliver interventions aligned to each beneficiary's specific needs. S4L's free-to-access community sport sessions across the region alongside focussed wraparound support will provide opportunities to improve mental health.

The Mental Health Foundation's 'How to look after your mental health using exercise' report in 2018 suggested that physical activity could reduce the risk of depression, anxiety, and stress, and improve self-esteem and resilience.

Having worked with young people from disadvantaged backgrounds in the West Midlands since 2006, S4L has extensive experience identifying the needs of our beneficiaries. Through consultation and co-production with the young people benefitting from our services, we know that the barriers to entry those with criminal convictions face include limited access to skills development and qualifications following release. Lack of access to employment and/or accredited training has been exacerbated by COVID-19 and the subsequent negative effect this has had on young people's mental health and socialisation.

This analysis of need has led to S4L establishing partnerships with local organisations such as RMF Training Group and Princes Trust to upskill young ex-offenders referred to us, and support them on a pathway to meaningful employment.

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

S4L's sport-for-development approach will support young offenders to engage in positive activities which prevent desire and opportunity to reoffend. By referring young offenders

into sports sessions delivered within the city's most deprived communities, S4L will deliver quality diversionary activities led by staff qualified to lead structured and interactive sports sessions.

A major contributor to youth crime within Birmingham is the lack of affordable extra-curricular activities accessible to young people. An absence of safe environments and support from qualified & vetted staff creates communities where young people socialise on the streets, due to the financial hardship instigated by their socioeconomic status.

Our key outcomes for this funding are connected to three key themes:

- Support young people to improve their skills and wellbeing prospects via the power of sport
- Reduce re-offending rates amongst NEET young adults in Birmingham
- Support young people into sustained long-term employment to reduce poverty and increase attainment

We therefore propose the following tangible SMART outcomes to achieve for young offenders during the delivery of this programme:

- 25 young offenders to attend at least 12 sports sessions per year
- 25 young offenders to complete an accredited Sports Leaders UK qualification
- 22 young offenders to evidence a crime reduction outcome following the 12-month programme (no re-offences or reduced criminal activity)
- 20 young offenders (80%) to report an improvement in their mental health following 12-month S4L programme
- 20 young offenders (80%) to report significant* improvement in their employability skills following 12-month S4L programme
- 20 young offenders (80%) to report significant improvement in their life skills following 12-month S4L programme
- 15 young offenders to report that social relationships created during the 12-month intervention are being sustained post-programme
- 10 young offenders to secure a sustainable job outcome during the 12-month programme

*Significant improvement is defined by a tangible improvement demonstrated in at least 50% of the assessment categories via S4L's outcome measurement tools

These eight key outcomes will support a reduction in re-offending rates via a holistic model which addresses multiple key aspects of the young offenders' lives:

- Social: Developing a greater social network will not only support positive mental health but allow young offenders to remove themselves from previous relationships linked to their past involvement in crime
- Socioeconomic: Our employability services will tangibly upskill young offenders and provide direct pathways into opportunities for sustained employment. A regular income and pathways to progress further will prevent the need to earn money via illegal activities.
- Wellbeing: Supporting young offenders to develop their sense of self-worth and self-esteem will drive improved mental health and motivation.

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

S4L will use this potential funding from the Triangle Trust to deliver tailored employability and wellbeing support to 25 young people with criminal convictions, per year. As the West

Midlands' biggest sport-for-development charity, we are best placed to engage this cohort.

Sport will be the key vehicle for engagement to support young people with this funding. Each young person will receive per year:

- Minimum 24 sports sessions
- One-to-one mentoring from S4L Employability Mentor
- Sports Leaders Level 1/2 qualifications
- A minimum five employability workshops
- A minimum five life skills workshops
- Monthly social sports
- One employer-visit day

Sports Sessions

S4L will use the funding to deliver 24 community sports sessions per year, directly within Birmingham's most deprived communities. Whilst we have vast experience delivering mainstream sports such as football, basketball and cricket, S4L has greatly diversified its offering in recent years and is continuously exploring new sports to deliver. For example, we currently deliver weekly boxercise and martial arts sessions for NEET young people, and are actively looking at alternative activities such as American Football.

As well as positively impacting community safety as a diversionary activity, sport is also an invaluable way of connecting like-minded peers, creating new social relationships and reducing isolation.

Mentoring

Each young person with a criminal conviction will be assigned a one-to-one mentor, whom they will meet with at a frequency they agree is most appropriate (weekly, fortnightly etc.). As well as a regular space to discuss their challenges and progressions in their personal lives, mentoring sessions will also be used for mentors to understand each person's interests and aspirations, before providing direct referral into activities aligned to their progression needs.

Qualifications

S4L is an accredited provider of Sports Leader UK qualifications, and each beneficiary will be supported to complete at least Level 1. This accredited course will support participants to develop key competencies for employment via the power of sport.

Workshops

Referral into workshops will be aligned to each beneficiary's personal needs. Employability workshops include CV writing, mock interviews and professional attitudes, whereas life skills include communication, leadership and self-esteem.

Social Sports

We will deliver one social sports event for NEET young people per month. These have previously included crazy golf and axe throwing. This is an invaluable method of creating new social relationships and improving mental health.

Employer Visit

S4L has a range of partnerships with local employers such as The Bookshelf and Shoosmiths amongst others. The 25-person cohort will attend one day at one of our partners' offices. As well as attaining first-hand insight into how professional environments operate, they will receive employability sessions from our partners.

Who will be responsible for overseeing and delivering this work?	
<p>Cassie Elliott will maintain overall responsibility for overseeing and delivering this work. Cassie is S4L's Mentoring and Employability Mentor, and has vast experience supporting people and managing contracts within the criminal justice sector. Notable relevant experience includes:</p> <ul style="list-style-type: none"> • In her recent role prior to S4L, Cassie was responsible for a team of 11 Personal Wellbeing Advisors and Personal Wellbeing Mentors delivering interventions to people who were due to be released, or who had recently been released from prison. This was work carried out on the Ministry of Justice Commissioned Rehabilitative Services contract. • During her role as Service Manager at Change, Grow, Live, Cassie managed a HMPPS contract to deliver mentoring and support services to ex-offenders in the community and prisons. This included delivery in HMP Stafford and YOI Prison Brinford. • Cassie managed an activity hub on the Ministry of Justice CFO contract. during her role with Shaw Trust. As well as mobilising the contract, she managed a team of support workers, hub coordinators and interventions facilitators • Cassie has also delivering a range of accredited courses to ex-offenders on licence, covering topics around Life skills, Employment Skills and Addiction, during a previous role as an Employment and Life Skills Tutor. <p>Cassie therefore has vast demonstrable experience from a management and delivery perspective, in relation to young adults with criminal convictions. Within the grant costs, we have accounted for 5% of total delivery costs to be assigned to Cassie's time spent mobilising, managing and coordinating the contract.</p> <p>Our operational delivery team for this proposed programme will be:</p> <ul style="list-style-type: none"> • Sessional sports staff: Overseen by S4L's Sports Coordinator, Zachariah Okusi, we will deploy two qualified Sessional Sports Coaches per session. We have accounted for their wages within the grant proposal. • Employability Mentor: Each young offender will work with an IAG Level 3 qualified Employability Mentor to support them with their wellbeing and skills development • Within our grant costings, we have accounted for 24 hours direct mentoring and 12 hours administrative time for Employability Mentors, for each young offender. • Education & Skills Trainer: Leading delivery of all employability and life skills workshops, we have factored costs for 5 hours of Education & Skills Trainer time per workshop (combined delivery and administration/preparation) • Education Coordinator: Our Education Coordinator will deliver all Sports Leader UK qualifications to our 25-person cohort, supporting each young offender to understand, engage with and complete the course content and assessment elements. We have included 3 hours delivery and administration time per qualification within our grant costs. 	
Will you be working within the prison estate?	No
How will you engage with YO? (Through HMPs or YOIs or in the community)	
<p>S4L are not currently working within prison estates, but we have the capacity and capability to do so for this proposed grant programme if appropriate. During our experience working with young people from disadvantaged backgrounds in the West</p>	

Midlands since 2006, S4L have built strong working relationships with a range of key partners that will support our work on this project. Examples of organisations we have worked with to support our delivery to young people involved in or at risk of entering the criminal justice system include Catch 22, Nacro, Prince's Trust, RMF Training Group, West Midlands Police and West Midlands Violence Reduction Partnership S4L also have connections with local social workers, family support workers and probation workers who we have worked with previously to identify and support young people with convictions. We also have a weekly established in-person presence at multiple job centres across Birmingham, where we engage and refer young people directly into our wider services.

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

S4L are currently running numerous weekly sports sessions across the West Midlands, including football, cricket, basketball, martial arts, boxing amongst others. Alongside these sessions, we are continuing to deliver a diverse range of programmes to support our beneficiaries to become upskill in areas most aligned to their individual needs. This includes 'Empower Birmingham', a NEET social action project delivered in partnership with Inner City Life. Also, we are delivering our internally-designed 'Get Fit 4 Employment' courses across the region. These courses combine the teaching of key employability skills alongside the completion of a Sports Leaders UK qualification, whereby participants are taught how to improve key skills such as leadership, communication and organisation via the power of sport.

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

Each young offender will receive support during a 12-month programme via the potential funding awarded by the Triangle Trust. However, this does not mean that their journey with S4L must come to end at this point. Should any young offender we work with wish to continue their relationship with S4L to support their employability and creation of better pathways, we can assure the Triangle Trust our engagement with each individual will be sustained.

Our services will never come at a cost to our beneficiaries, and S4L can therefore guarantee that once their 12-month intervention with us ends, we will continue to ensure we are accessible to all young people who need our support.

S4L has a good track record of sustaining our projects through a combination of community trusts & foundations and grant schemes. As evidence of our ability to secured sustained funding to meet the requirements of our beneficiaries, S4L has progressively secured increased funding year-on-year since 2017/18, with an overall increase of 70% when compared against our most recently published annual accounts.

We have a particularly strong track record in securing funding to deliver sports sessions in Birmingham. Sport England, Sport Birmingham, Birmingham City Council and FIFA Foundation are all examples of funders that have awarded S4L grants to deliver sports sessions to young people from disadvantaged backgrounds. We will therefore be continuing to deliver weekly free-to-access community sports sessions once the grant ends, which beneficiaries can continue their engagement with for as long as they desire.

The sport-for-development model S4L deliver will also benefit as the longer young offenders participate in sports sessions, the more likely it is they will introduce other young people to join the sessions and engage with S4L about the further support we provide.

We also anticipate this project will raise our profile as an organisation able to support young offenders into meaningful employment. We will actively seek funding to continue working with these individuals after the grant ends to sustain the momentum and impact of our work.

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

During our experience working with young people from disadvantaged backgrounds in the West Midlands since 2006, S4L have built strong working relationships with a range of key partners that will support our work on this project.

For example, we have vast experience working with the Probation Service, having delivered contracted services previously to support young offenders who are serving sentences but not in custody. Working with young people with criminal convictions has enabled S4L to learn from and understand these individuals, tailoring our approach to deliver employability services in ways which suit each young person's personality and learning style.

The partners we have previously worked with to support adult offenders, and would continue to on this proposed project are:

- Catch 22
- Maximus
- Nacro
- Prince trust
- RMF Training Group
- West Midlands Police

S4L also have connections with local social workers, family support workers and probation workers who we have worked with previously to identify and support young people with convictions.

All the above mentioned organisations and stakeholders work towards the same primary objectives:

- Support young offenders to secure meaningful long-term employment
- Prevent young people with criminal convictions from re-offending by helping to create more structure and purpose within their lives

Case Study - Probation Service

S4L has previously delivered a contract with the National Probation Service, whereby we delivered tailored one-to-one mentoring sessions to a range of ex-offenders, as well a series of employability workshops for participants.

Mentoring - Fortnightly one-to-one mentoring sessions where referrals received a minimum of six mentoring sessions with one of S4L's qualified Mentors. Mentoring sessions were tailored to the individual to tackle one or more of the following themes:

- **Employability:** CV development, key life skills, building self-esteem, career planning etc.
- **Mental Health:** Activities to support low level SEMH (Social, Emotional, Mental Health) needs that focus on building life skills, resilience and wellbeing, through Outcomes Stars and WEMWBS
- **Crime Reduction:** Engaging those engaged or at risk of engaging in criminal and ASB, through mentoring that focuses on behaviour, life choices and wellbeing

Workshops - S4L's Employability Trainers delivered workshops in a small group fortnightly. These covered the following topics:

1. Career Choices
2. Expectations in the workplace
3. CV's
4. Job Search
5. Interviews
6. Mock Interview

S4L's Mentors deliver one-to-one mentoring across the West Midlands to disadvantaged young people in the community, and therefore have vast experience supporting ex-offenders and those at risk of entering the criminal justice system.

Explain how the grant will be spent

This grant will fund the costs of the following activities to support 25 young offenders with criminal convictions per year:

- Minimum 24 sports sessions
- One-to-one mentoring from S4L Employability Mentor
- Sports Leaders Level 1/2 qualifications
- A minimum five employability workshops
- A minimum five life skills workshops
- Monthly social sports
- One employer-visit day

Please note we have accounted for inflation costs of approximately 7% for Year 2 of the funding.

Year 1 Budget:

- Sports Facility Hire: £85 per hour x 24 sessions = £2,040
- Sessional Sports Staff: £13.34 per hour x 2 staff x 24 sessions x 1.5 hours per session = £960.50
- Qualifications: Average cost of Sports Leaders UK Level 1 & 2 cost (£35) x 25 beneficiaries = £875
- Workshops: £160 facility hire per workshop x 10 workshops = £1,600
- Mentor staff costs:
 - o £17.69 hourly rate (including on-costs) x 24 hours of mentoring per year x 25 young people
 - +
 - o £17.69 hourly rate (including on-costs) x 12 hours administrative work per young person x 25 young people= £15,921
- Social Sports: £150 costs per sports social x 12 events = £1,800
- Workshops: £15.33 Employability Trainer hourly rate (including on-costs) x 5 hours admin and delivery time per workshop x 10 workshops = £766.50
- Qualifications: £15.92 Education Coordinator hourly rate (including on-costs) x 3 hours admin and delivery time per qualification delivered x 25 qualifications = £1,194
- Management Costs: 5% of total delivery costs to be assigned to Mentoring and Employability Manager's time mobilising, managing and coordinating the contract = £1,257

Total Year 1 Cost: £26,414

Year 2 Budget:

- Sports Facility Hire: £90 per hour x 24 sessions = £2,160
- Sessional Sports Staff: £14.27 per hour x 2 staff x 24 sessions x 1.5 hours per session = £1027.50
- Qualifications: Average cost of Sports Leaders UK Level 1 & 2 cost (£39) x 25 beneficiaries = £975
- Workshops: £175 facility hire per workshop x 10 workshops = £1,750
- Mentor staff costs:
 - o £18.93 hourly rate (including on-costs) x 24 hours of mentoring per year x 25 young people
 - +
 - o £18.93 hourly rate (including on-costs) x 12 hours administrative work per young person x 25 young people = £17,035.48
- Social Sports: £160 costs per sports social x 12 events = £1,920
- Workshops: £16.40 Employability Trainer hourly rate (including on-costs) x 5 hours admin and delivery time per workshop x 10 workshops = £820.16
- Qualifications: £15.92 Education Coordinator hourly rate (including on-costs) x 3 hours admin and delivery time per qualification delivered x 25 qualifications = £1,277.58
- Management Costs: 5% of total delivery costs to be assigned to Mentoring and Employability Manager's time mobilising, managing and coordinating the contract = £1,348.29

Total Year 2 Cost: £28,314

Total Grant request: £54,728

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)

£54728

Proposed grant start date	Proposed grant duration in months
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01/12/2023

24

How much funding is required each year?

Year 1	Year 2
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£26414

£28314

What was your organisation's expenditure in the most recent financial year?

£1259102

What was your organisation's annual income in the most recent financial year?

£1397157

What value of unrestricted reserves did your organisation have at the end of the most recent financial year?

£376399