



'Ensuring all young people in Jersey can be physically active, safe and reduce their potential involvement in crime and anti-social behaviour.'

Annual Report 2013-14



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Overall Statistics

In 2013 the work of the Community and School Sports Department

- Was shown to improve the behaviour of identified pupils in schools
- Increased the confidence of teachers when delivering their PE lessons
- Engaged more young people than before in after school sport
- Provided high quality training for volunteers
- Increased the membership numbers of various sports clubs
- Assisting in reducing calls to police (regarding youths) for a seventh year in a row
- Provided more spaces for disadvantaged families to access low cost or free holiday sports provision

Number of calls to police related to youth incidents



Introduction

The Community and School Sports Department (CSSD) use the power of sport to make a positive impact on Jersey's community. By using an integrated approach to providing sport and physical activity in key locations our vision is:

'To ensure all young people in Jersey can be physically active, safe and reduce their potential involvement in crime and anti-social behaviour.'

UK research from 2012 showed us that around three in ten young people are overweight or obese. Similarly, only half of 7-year-old children achieved the recommended levels of 60 minutes of physical activity each day. In order to ensure Jersey's schoolchildren were given the best possible start in a life of activity, our department recruited two new full-time coaches in 2013. These coaches had the responsibility to use physical education to develop the understanding, confidence and skills that are required by pupils to be active in their own time. In addition they would work alongside class teachers to improve their confidence in delivering the core subjects of dance, gymnastics and games. The success of this project saw us inspire more children to take up sport outside of school with clubs seeing a membership increase in dance, tennis, swimming, bowls and gymnastics. Feedback also showed that teacher's confidence in delivering the PE curriculum improved significantly.

Community safety also matters greatly to local people therefore we are happy to report that our sports sessions in key locations contributed to another annual reduction in the levels of youth crime. This means that overall there has been a decrease of 75% since our department was established in 2006. To ensure our projects remained popular with young people in 2013 we introduced several new sports to our Friday evening sessions, these included 'street golf' badminton and squash. Our efforts were highlighted within a review report from the Home Affairs Department titled 'Youth Offending in Jersey'. The report underlined the 'significant impact' our department made to intervening in youth crime in recent years.

ESC's 'Fit for the Future' strategy (2014 – 2018) now provides a vision and clear direction to increase the levels of sport and physical activity in Jersey. It is from within this strategy that the contribution of the CSSD is set out for the future. Positive feedback from the strategy's consultation process resulted in our department receiving additional funding to increase our existing services for the next two years. This will include ensuring all our primary school pupils can swim at least the minimum recommended standard, and providing specialist PE staff in all Jersey's schools. We will look forward to recording our progress in 2014.

David Kennedy and Paul Brannan



Community Development

Engaging all members of the local community to increase community citizenship

Projects Delivered

Holiday courses, Neighbourhood Sports.

As the department responsible for addressing social inclusion through sport, our Community Development projects are delivered in areas that have been identified as 'key locations' through our partnerships with relevant agencies such as the SOJ Housing Department and SOJ Police. The aim of these projects is to work with and for the local residents and associations that exist within those particular areas. By breaking down the barriers to participation it is hoped the young people will benefit from the values within sport and assist them in reaching their full potential.

Community Development Highlights

- In 2013 demand for places on the 'Kick Off' holiday sports courses remained high from parents needing affordable activities for their children during the school holidays. Through our sponsorship with State Street we were able to continue to deliver sports sessions for a maximum of £5.00 per week. The majority of families who used the Kick Off sessions lived in 'key locations' within the community
- Participation at our Neighbourhood Sport sessions continued to be popular in 2013. Sessions at Plat Douet School and Clos Gossett Estate regularly attracted over 160 young people each week
- In partnership with Brighter Futures we ensured that low income families accessed free holiday courses
- 4 participants from Kick Off are now members of Jersey Squash and Racketball Club after attending the 'Kick Off' squash sessions
- 73% of people who completed the CSSD 2013 Survey rated the Kick Off holiday sports as 'Excellent' or 'Very Good'

Headline Statistics

- 98% of all contacts made at the Clos Gossett and Grasset Park Neighbourhood Sport projects lived in local 'key locations'
- 75% of participants attending our community projects did not play sports for a team or club outside of school
- 80% of holiday sport participants were from 'identified' schools
- 90% of participants at the 'Kick Off' inflatable football sessions during the summer were from identified areas and were not attending any other holiday sports clubs
- 94% of families whose children attended the Kick Off holiday sports said that 'cost' was the main reason for sending their children to the sports sessions

2013 in Figures

Number of holiday sessions delivered	69
Number of contacts through holiday sessions	2325
Number of evening sessions delivered in local neighbourhoods	32
Number of contacts made through evening sessions	1252
Number of volunteers recruited to assist community projects	9

Summary

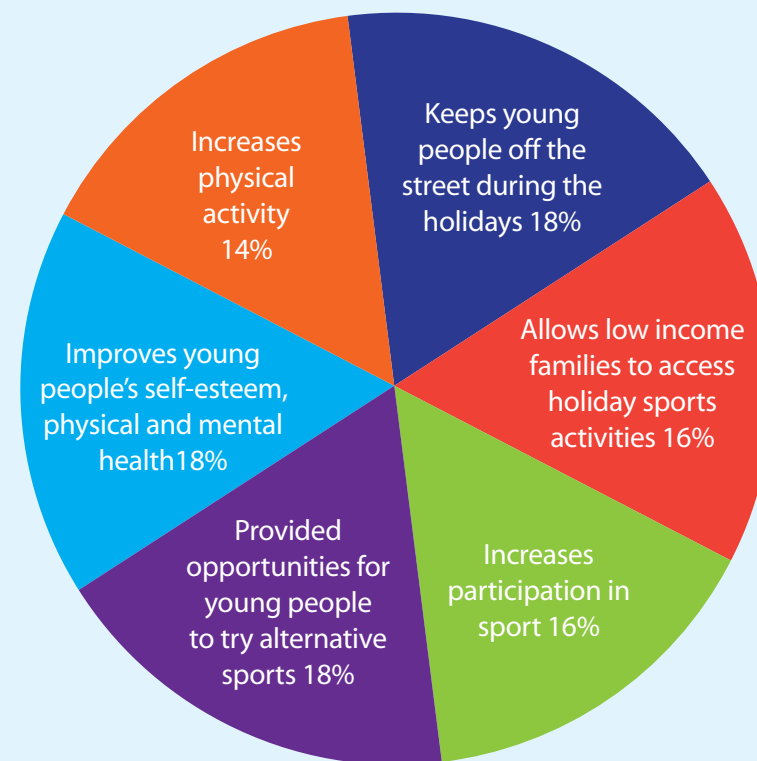
Our community sports projects aim to meet the outcomes identified in the 'Building a Safer Society Strategy'. This policy is the Community Safety Strategy for Jersey and has three main priorities:

1. To create a safer environment by reducing crime, public disorder and antisocial behaviour
2. To provide people with opportunities to develop their potential as lifelong learners and active and responsible members of society
3. Reduce the harm caused by drugs, alcohol and solvents

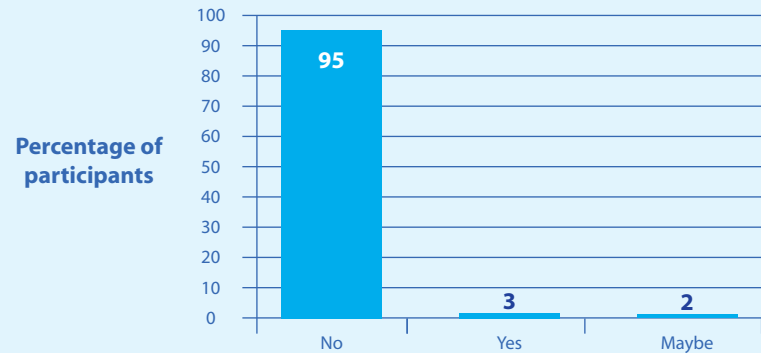
By targeting families and young people who are disadvantaged due to low incomes, have little academic attainment, or are single parent status, we intend to improve the health and well-being of communities that have the lowest levels of participation in sport and physical recreation.

Analysis - Holiday Sport Sessions

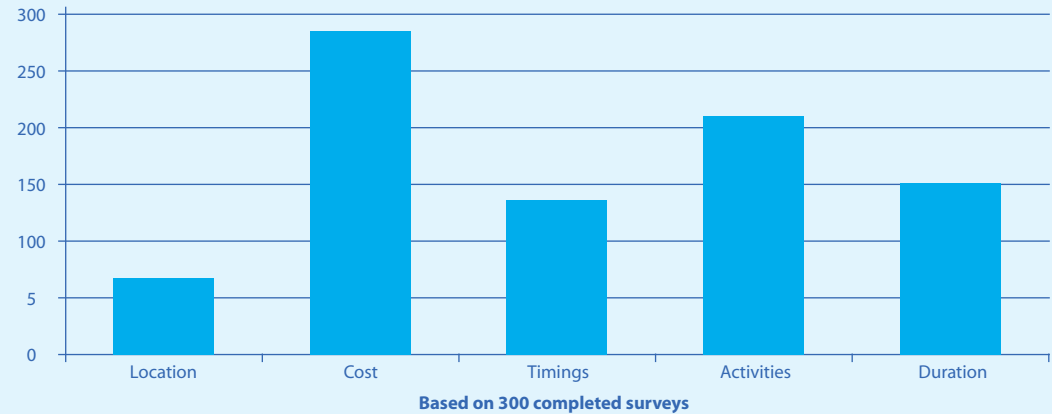
What do you think are the main benefits to the Kick Off holiday sports courses?



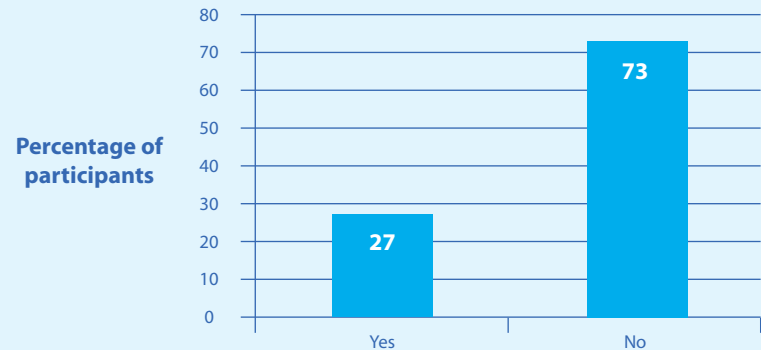
Will your child be attending any other paid holiday courses?



Reasons for choosing the Kick Off holiday sports activities



Percentage of participants who played sports for a club/team outside of school



Feedback from the CSSD User Survey 2013

“My children absolutely love the programmes provided and the excellent level of care provided by all the staff. Bad behaviour is not tolerated and is dealt with straight away and the children feel safe and confident in the programme’s environment. The staff are firm but fair with discipline and are very encouraging.”

“I think the service is great value for money. I would support more sports being rolled out.”

“As a parent that has used this facility every holiday that it’s been available I can simply say that it has turned around my ability to be able to work in the summer holidays etc. Massive pat on the back!”

“Thanks again to all of you for the work you do with the kids; otherwise they would just be hanging about the streets. It is great that the sessions are continuing this year.”

Education, Health and Well Being

To provide increasing opportunities and develop the potential of young people in school.

'Educational attainment is 'overwhelmingly linked' to parental qualifications, occupation and income.' (Perry and Francis 2010)

Projects Delivered

After School Clubs, PE Lessons, Lunchtime Clubs, Health and Fitness Days, Sports Festivals, In-Service Training.

CSSD works in partnership with the Department for Education to identify schools and ensure our resources have a significant impact on pupils. By providing positive role models to deliver a variety of projects we can have a positive influence on improving self-esteem, raising academic attainment, reducing truancy and reducing conflict within the classroom.

Education Highlights

- As a result of our support in schools, over 60% of teachers now said they were 'very confident' in delivering gymnastics. Prior to the project no teachers said they were very confident
- Two pupils who were taught indoor bowls for the first time through our schools programmes went onto represent Jersey
- 78% of teachers believed that our work contributed to an improvement in performance by pupils in the classroom
- Due to our increase in staff numbers we were able to increase the number of after school sports delivered by over 25%
- Staff from 'Brighter Futures' reported that due to our 'Fighting Fit' project, several pupils were now showing much better behaviour in school
- Our ongoing partnership with the Jersey Golf Development Group has resulted in us receiving national recognition for our work in schools. The 'Presidents Award' will be presented at a ceremony at the PGA Championship Tour at Wentworth in 2014
- The work of the Community and Schools Sport Development team was praised by respondents of the recent Sports Strategy consultation who described it as 'superb' and 'invaluable'

Facts in 2013

- CSSD delivered over 1400 PE lessons, an increase of 20% compared to 2012
- Over 35 people aged 16-55 benefited from training or qualifications delivered by the department. These included interview training, Junior Football Organiser certification, GCSE's and work experience
- Various clubs saw an increase in membership due to our work in schools. These included indoor bowls, squash, tennis, swimming and gymnastics
- We delivered 25 sports festivals to pupils in KS2 and KS3. These included golf, swimming and athletics
- For the third year in a row we delivered one of the UK's largest golf festivals to year 3 pupils from identified schools. In partnership with the Jersey Golf Development Group, the festival attracted 400 pupils to Longueville Driving Range

2013 in Figures

Number of schools supported in PE	22
Number of dance lessons delivered	346
Number of martial arts lessons delivered	367
Number of games lessons delivered	444
Number of gymnastics lessons delivered	255
Number of sessions delivered as part of the alternative curriculum	28
Number of after school sessions delivered	182
Number of educational courses delivered (GCSE; BTEC)	8
Number of sports festivals delivered to schools	25
Number of in-service events held of teachers	8

Summary

Children learn best when they are interested, have fun, and more importantly, gain a sense of satisfaction and success in whatever they are doing. The Community and School Sports Department aims to inspire pupils in Jersey to engage with physical education and help them learn about the enormous benefits it offers. By providing appropriate opportunities through PE and school sport, it is also our intention to develop our pupils to have a higher level of physical skill thus enabling confidence to develop a love of sport. Our work in schools also provides the platform for many young people to attend our community sport schemes or consider the various volunteering opportunities we provide.

Feedback from our users

"I don't think it's a coincidence (due to your work in our school) that we have had 4 boys picked for the Island cricket squad this term (not bad for a school that only started playing last year and has no field or open areas in easy access), and a football squad that has been promoted mid-season due to their consistent strengths and success."

– Iain George, Head Teacher at Janvrin Primary School

"All of the after school clubs have offered specialist skills to pupils in a low socio-economic catchment area, who would possibly not have had these opportunities without your support. These activities have gone towards our 'Healthy Schools' target of, 'Reducing levels of obesity in Plat Douet School!'"

– Stuart Pallant, PE Coordinator at Plat Douet School

"Feedback from parents of the after school club is hugely positive as not all of our families are able to access fee paying activities. Your department has helped to support an inclusive sporting culture at Springfield School, this is certainly evident when staff came in to support football sessions during the lunch hour for Key Stage One. The children thrived from this opportunity and looked forward to their weekly session."

– Claire Brown, PE Coordinator at Springfield Primary School

Crime Prevention

To establish projects with key partners to reduce the likelihood of offending or re-offending.

Projects Delivered

Friday Night Leagues, Trampoline Sessions, Probation Service Football.

CSSD works with key partners to deliver sports activities to identified groups. By providing positive activities in 'hotspot' areas our aim is to reduce the risk of anti-social behaviour and improve relationships between the police, local residents and young people. These projects have also shown to have an impact on the rehabilitation of inmates which helps towards an effective integration into society once released from prison.

Crime Prevention Highlights

- Calls to police regarding youth incidents decreased for the 7th year in a row, in addition interviews of participants suggested less young people were drinking in St Helier compared to previous years
- Through our partnership with Le Tournoi, community coaches from Everton FC and Arsenal FC took part in the Friday Night Leagues at Millennium Park
- High numbers regularly attended our Friday Night Football Leagues at Fort Regent and Millennium Park
- The weekly 5 a-side football sessions (delivered in partnership with the Probation Service) remained popular in 2013 with 10-15 people attending each week. This session has proven to help integrate people back in to society as some participants are now playing regularly for a local football club.

Headline Statistics

- In 2013, there was a 17% reduction of recorded youth incidents compared to 2012
- The sessions at Millennium Park attracted 20% more participants compared to 2012
- There were 396 calls made to police relating to youth incidents in 2013. This compares to 1571 in 2006
- Overall the number of recorded youth incidents has dropped 75% since the department was established in 2006



2013 in Figures

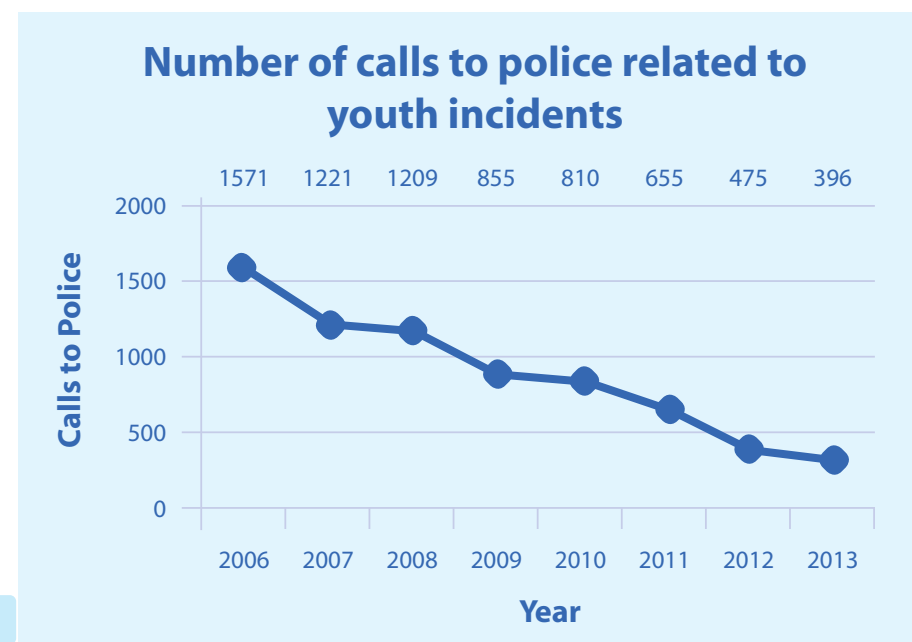
Number of late night sessions in 'hotspots'	31
Average number of participants at Friday Night Leagues	80
Number of Probation Service sessions provided	22
Average number of participants at Probation Service coaching sessions	15
Number of calls to police relating to youth incidents	396
Number of contacts made during ASB reduction projects in 2013	2060



Summary

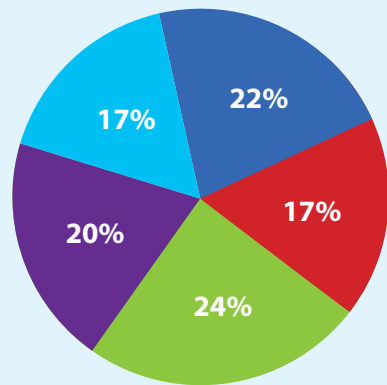
There are many factors that can influence young people into the possibilities of crime. Our sports projects are one method of intervention that has had a major impact into reducing this potential. In addition, other agencies that are supported through the Building a Safer Society Strategy use their own specialisms to engage disaffected young people and together with us, the results provided in this report continue to be significant. Although impossible to measure the benefits of this work to the Jersey taxpayer, it is worth considering it costs in excess of £60k per annum to keep one inmate at HMP La Moye. By reducing the risk of offending by young people, it is hoped that the impact will be seen in the reduction of the prison population in the future.

Analysis - Crime Prevention



Results from the Community and School Sports Public Survey 2013.

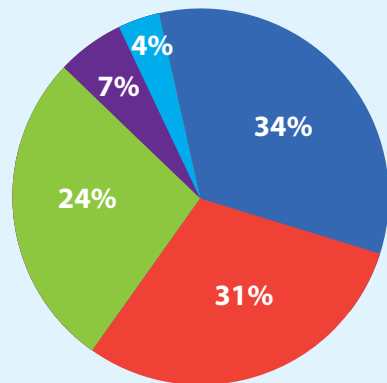
What are the main benefits of our Friday Night Leagues?



- Reduces youth anti-social behaviour
- Takes young people off the streets on a Friday night
- Provides an alternative to hanging around town
- Provided increased opportunities for young people to take part in sports
- Improves young people's self-esteem, physical and mental health

Results from the participants surveyed at FNLs.

What would you be doing on a Friday night if you were not at the Friday Night Leagues?



- Watching TV
- Hanging around town
- Playing computer games
- Playing sports
- Drinking in town



Funding

Maximise all funding opportunities and ensure budgets are used effectively.

The Role

The role of Community Development Officer (Sport) is funded by the Building a Safer Society Strategy (which is administered through the Home Affairs Department). This strategy is a response to local concerns about crime, anti-social behaviour and substance misuse.

Many agencies, both in the public and voluntary sectors, are involved in the strategy and work together to tackle the problems that have a negative impact on everyday life for those who live, work and visit the Island.

The 3 main priorities of the strategy are:

- to create a safer environment by reducing crime, public disorder and anti-social behaviour
- to provide people with opportunities to develop their potential as active and responsible members of society
- to reduce the harm caused by the misuse of drugs, alcohol and solvents

All other areas of our work are funded by the Education, Sport and Culture Department. We are also reliant on support from private sector sponsorship to develop our services further. It is therefore vital that we are able to demonstrate to our stakeholders how this funding (shown below) is used.

Funding in Figures

Sponsorship from Building a Safer Society	£62000
Education, Sport and Culture Department	£181000
Private Sponsorship	£17000
Total 2013	£260000





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Education, Sport and Culture

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