

Community and Schools Sports Development



ANNUAL REPORT 2010



Introduction

The latter stages of 2009 saw the combining of two departments, Community Development and School Sports Development. As the department responsible for promoting social inclusion through sport, this resulted in exciting new opportunities to effectively target youngsters who are most in need and those who are at risk of offending. Through the work carried out by our Community Sports staff as well as the newly formed Primary PE Team we were able to develop and deliver new and innovative projects that engaged 'harder to reach' groups in 2010.

Our PE Project in identified schools had a significant impact on the quality of lessons that were delivered to over 2000 pupils per week. Through our added resources we were able to develop a 'culture of PE' as well as deliver after school sport to an extra 250 pupils per week. We also co-ordinated a project that ensured all Y6 pupils in Jersey had the chance to learn to swim 25m before leaving primary school. This was previously a problem for some schools however the partnership between Sport and Education ensured that this, and many other issues, was able to be resolved through the co-ordination of the PE Project.

With an effective link in place between school and community sport it was inevitable that our neighbourhood programmes would attract more young people. These sessions delivered in 8 of Jersey's 'hotspot' areas regularly engaged large numbers of participants, a majority of whom who did not play in affiliated sport. In addition our free holiday courses proved very popular, in particular with families unable to afford the cost of mainstream holiday activities.

Our crime reduction projects again had a positive impact on the levels of anti-social behaviour by young people. An example of this was our Friday Night Football project at Fort Regent which was delivered from January to April. Police statistics show that there were only 25 incidents regarding youth behaviour reported to them during this time, this compares to 86 at the same time the previous year. Although we cannot be fully credited with these results, by delivering a project that engages over 100 young people on a Friday night in St Helier it is to be expected that we can affect these statistics.

David Kennedy & Paul Brannan
Community and School Sports Department



Overall Statistics

In 2010 the Community and School Sports Department (CSSD):

- **Co-ordinated a timetable of swimming for schools** who currently did not offer it as part of their PE curriculum. This issue was highlighted in a recent audit which showed **some schools required support** in co-ordinating a sustainable swimming programme.
- **Trebled** the amount of after-school sessions delivered in 2009.
- **Raised the quality** of PE lessons in 'identified' schools.
- Delivered Neighbourhood Sports **5 nights a week for the first time**. New projects included Clos Gossett and La Pouquelaye.
- Assisting in **reducing the number of calls to police** in Les Quennevais and St Helier.
- Delivered its **biggest ever** summer holiday programme.
- **Launched** a new facebook page 'Community Sports Jersey'.
- Attracted more than **3500 young people** to their activities at Fort Regent.
- Secured **£14000** worth of private sponsorship (£9000 from Barclays Wealth).
- Have been **proven** to assist young people in returning to affiliated sport.
- Was represented on **5 strategy groups** including Parenting, Anti-Social Behaviour and Crimestoppers.
- Operated with **just 2 full-time** members of staff, 4 sessional workers and the Primary PE Team (until July).

The projects and teams that played a part in generating these amazing statistics are covered in more detail on the following pages...



Community Development

Projects Delivered

Free Holiday Courses,
Neighbourhood Sports,
Le Tournoi.

As the department responsible for addressing social inclusion through sport, our Community Development projects are delivered in areas that have been identified as 'communities in need' through our partnerships with relevant agencies such as States of Jersey Housing Department and States of Jersey 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.

Year Highlights

- In 2010 our community programme was delivered in more local neighbourhoods than in previous years. This meant that more young people in Jersey had the opportunity to take part in organised sport sessions free of charge.
- Our summer holiday programme at Fort Regent was fully booked almost every day. Our department received many letters of thanks by parents of young people who attended these sessions. A majority of these added how valuable these were due to the costs of mainstream holiday courses.
- In partnership with the JFA Football Development Department we were able to deliver a UK initiative at Springfield Stadium in the summer holidays. The 'FA. Tesco Skills' programme was delivered free to 48 young people from 'identified' schools.

Numbers

No. of free holiday sessions delivered in 2010	38
No. of contacts through free holiday sessions in 2010	1537
No. of evening sessions delivered in local communities in 2010	100
No. of contacts made through evening sessions in 2010	2050
No. of contacts made through links with Le Tournoi Charity	125

Summary

In 2010 we were able to provide an effective link between local schools and our community work. This link is reflective in the high numbers of young people who attended our Holiday Courses and Neighbourhood Sports projects. The feedback from young people and parents has shown us that there is a greater need than ever for free activities, it is therefore vital that we continue to target our work appropriately in order to have the maximum impact. Evidence from the Jersey Football Association suggests our work is now attracting youngsters back into football. Through this we have been able to provide a pathway for achievement for young people who have previously found barriers to participation.

Teenagers' behaviour 'a breath of fresh air'



Police welcome Friday football at Les Quennevais

GOOD behaviour by over 100 teenagers in St Brelade at the late-night football league on Fridays is regarded as 'a breath of fresh air' by the police.

The first two weeks of the 30-week series have gone without any incidents of anti-social behaviour, to the delight of the organisers and the police who are usually kept busy with incidents in the area on Friday evenings.

By Diane Simon

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The Friday night project has attracted about 90 players and a further 30 spectators

to commend the recent good behaviour was Constable's Officer Steve Pallett, who along with Constable George May police the games.

Mr Kennedy said that around 80 teenagers are taking part in the league and a further 30 of them watching from the stand.

By the second week some of the lads were at the pitch half an hour early they were so keen to get started, he said.

Les Quennevais area has been a

way of engaging young people it was hoped that it could become a regular fixture.

Mr Kennedy said that the majority of those taking part were from the Les Quennevais area but some others come from St Clement and St

Teenagers flock to inflatable football pitch

POUNDS of teenagers were attracted to People's Park on Saturday night to play football inside an inflatable pitch.

The football pitch, which is set up on the grass in the park, is a popular spot for teenagers to hang out and play football.

Mr Kennedy said that the majority of those taking part were from the Les Quennevais area but some others come from St Clement and St

By Jonny Pearce

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In summer, Friday night is football night

West Park and Fort Regent host popular games nights to keep kids out of trouble

By Ramsey Oudling

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Police welcome Friday football at Les Quennevais

Engaging all members of the local community to increase community citizenship

At its peak in 2010 Free Neighbourhood Sports projects were delivered
5 nights a week
in local community settings.

CSSD delivered a total of
100 Neighbourhood Sports projects
in 2010 compared to 72 in 2009.

Inflatable football parks provided
free sports activities in
different locations each week of
summer holidays.

80% of young people who attended our Free
Holiday sessions **were from**
'identified' schools.

72% of young people who attended our Free
Holiday sessions **were not**
taking part in any
other paid holiday
courses.

Only 11% of young people
who took part in the Clos Gossett
Neighbourhood Football **would**
have been playing
sport if not attending the project.
Over 55% said they
would just be 'hanging
out on the estate'.

Only 13% of young people
who took part in the St Andrews
Neighbourhood Sports project
would have been
playing sport if not
attending the project.



"On behalf of Aine and Tom I would like to thank you and your team for the enjoyment and skills that you provided the children with over the summer period. It was both beneficial as a fitness and educational experience. Too often we are quick to criticise that there is nothing available for children in Jersey, this in my opinion blows that statement out of the water with the events you have organized so far, for this we thank you." – Parent.



"My son is autistic and he finds the rules of most sports difficult to understand and he doesn't really enjoy taking part because of that. He has really enjoyed the free kickboxing in the summer as he finds it easy for him to understand what to do. I hope there will be more classes like this in the future." – Parent.



Education, Health & Well Being

Projects Delivered

After School Clubs, PE Lessons, Lunchtime Clubs, Health and Fitness Days, Sports Festivals.

CSSD works in partnership with the Education Department to identify schools and ensure our resources have a significant impact on pupils. Research from the UK shows such projects can have a positive influence on improving self esteem, raising academic attainment, reducing truancy and reducing conflict within the classroom.

Year Highlights

- Through the work of the Primary PE Team and our Community Sports Staff, some schools now promote themselves as 'a good school for PE'. This process has also 'created a culture of PE' amongst some States of Jersey Primary Schools which did not previously exist.
- CSSD co-ordinated a swimming project which ensured all Y6 pupils had the chance to leave school having achieved the minimum requirement of 25 metres. This was previously a problem for a number of schools who were unable to offer this unit to their pupils. Reasons for this were lack of qualified staff and cost of transport and facilities
- In partnership with Health Promotion and Standard Chartered Bank, CSSD co-ordinated a project for 26 primary schools which encouraged pupils to run a marathon over the period of one month. This involved pupils from Y5 and Y6 running one mile per day for 24 days followed by entering the 3km Fun Run on the day of the Jersey Marathon.

Numbers

No. of identified schools supported during curriculum PE by Primary PE Team	10
No. of identified schools supported during curriculum PE by Community Dev. Team	14
No. of after school sessions delivered by Primary PE Team	336
No. of after school sessions delivered by Community Dev. Team	265
Percentage of pupils who rated their PE 8/10 or higher as a result of Primary PE Team	79%
Percentage of Head Teachers who rated their PE as now 'Good' as a result of Primary PE Team	81%
No. of identified schools supported in lunchtime sport by Community Dev. Team	4
No. of sessions delivered as part of Alternative Curriculum	25
No. of educational courses supported within schools/colleges	3
No. of festivals delivered to schools	12
No. of schools attending festivals	22
No. of in-service events delivered to teachers/coaches	6
No. of Sports Development Officers co-ordinated through CSSD	3

Summary

In September 2009 ESC funded a one-year project to use full time PE staff in identified schools. The overall aim of the project was to raise the quality and quantity of PE and extra curricular activity, and to raise the profile of PE in schools. Although the funding for the project concluded in July, it is quite clear that the good work of the PE Team is now being continued in schools. Regular meetings have since proved that there is now more effective planning, delivery and assessment in place in the 9 identified schools who were involved in the project. Our well qualified Community Sports Staff continue their work which involves delivering a comprehensive programme of sport in schools. This work was the basis behind the formation of the PE Team and continues to be well received in all schools. We are now able to deliver a wide variety of sports in both Primary and Secondary Schools, these include street dance, martial arts, wall climbing and traditional sports.

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

Without the resource and support of CSSD, 8 out of 12 schools said they would be unable to offer any after school activity.

This means that approximately an extra 350 young people aged 9-16 have taken part.

In 2010, between 475 and 500 pupils took part in structured sports at lunchtime or break time. This compares to 283 in 2009.

As a result of the Primary PE Project, a network of PE Co-ordinators was established. This network meets quarterly to discuss issues within PE.

CSSD delivered its first GCSE modules in martial arts.

Overall the Community Sports Staff delivered modules in 11 different sports.

Over 1100 pupils attended sports festivals delivered by CSSD.



This was an excellent resource, which was brilliantly coached: all children were able to access the resource with increasing confidence and success. The levels of enthusiasm from the children and staff were very impressive and we could see how the children grew in their self-belief and confidence during the activity. It represented a significant physical and emotional challenge for most children which they were successful in. This was an excellent resource and we would want to access it more regularly over the coming year" - Iain George, Head Teacher Springfield Primary School.



'My class teachers tell me my work is getting better and I seem to concentrate more now that I am doing the kickboxing' – Student, Grainville Access to Learning Programme.



Crime Prevention

Projects Delivered

Coach Education at HMP La Moye, Probation Service Football, Barclays Wealth Friday Night Football Leagues (F.N.F), Trampoline Sessions and Youth Action Team (Y.A.T) Crabbe week.

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.

Year Highlights

- Police statistics showed a **70% reduction in calls relating to youth anti-social behaviour at Les Quennevais** since we first delivered the Friday Night Football project in 2006.*
- Police statistics showed a **50% reduction in calls relating to youth anti-social behaviour in St Helier** since we first delivered the Friday Night Football project in 2009.**
- The success of our Friday Night Football was a front-page story for the Jersey Evening Post.
- Probation Service entered their 5 a-side team in a commercially run 5 a-side league. This is a result of our coaching sessions that have been delivered with the same group for the past 3 years.

Numbers

No. of Friday Night Football sessions	21
Average number of participants at Friday Night Football	105
No. of Probation Service coaching sessions provided	36
Average number of participants at coaching sessions	11
No. of young people engaged through our partnership with YAT	10
No. of sessions delivered at HMP La Moye	8
No. of overall contacts made during ASB reduction projects	2739

Summary

2010 saw a significant increase in the amount of free sports sessions that were delivered in local 'hotspot' areas at targeted times. An increase in the number of Friday Night Football projects coincided with a reduction in calls to the police relating to youth anti-social behaviour in St Helier and Les Quennevais. Although we cannot be fully credited with these results, by delivering a project that attracts over 100 young people, it is inevitable that our work is affecting these statistics.

* The Friday Night Football project has been delivered at Les Quennevais in the months of November and December. Statistics are taken from this period.

** The Friday Night Football project has been delivered in St Helier in the months of January, February and March. Statistics are taken from this period.



Night soccer league is a big success

FF has been claimed that calls to the police have dropped dramatically thanks to the running of the 'Seven-a-side' Football League at Les Quennevais on Friday evenings. The initiative, run by football coaches Dave Kennedy, Paul Brennan and Simon Midant, concluded last Friday with a winning group. Kennedy said: "We are delighted with the initiative and the success it has had over the past seven weeks. The decreasing number of calls to the police because of youth behaviour has dropped 50 per cent and that is simply fantastic. It shows the power football can have on addressing such problems. I have nothing but praise for everyone who has taken part."



The winning teams with Dave Kennedy and the Constable of St Helier, Michael Jackson. PICTURE: JESSE CLARKE (01532255)

Return of crime fighting football

A LATE night football league which previously helped reduce anti-social behaviour in St Helier will start again next month. The Barclays Wealth Late Night Football League will be held at Les Quennevais Sports Centre between 8.30 and 10.30 pm every Friday

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

16 inmates at HMP La Moye received their first certificate in 'Coaching Within Small-Sided Football'.

We delivered a total of 21 Friday night projects in St Helier and Les Quennevais compared to 14 in 2009.

49% of young people surveyed at F.N.F did not play football for a club.

17% of young people surveyed during F.N.F admitted they would be drinking alcohol on a Friday night if they weren't taking part in the project.

The number of contacts we made during our ASB reduction projects have increased 19% since 2009.

Trampoline and Street Dance sessions introduced at Fort Regent helped engage 30-40 more girls to the Friday Night project.

Overall we worked with 7 key partners to deliver ASB reduction projects. These included the States of Jersey Police and Youth Service.



"I come to the Late Night Leagues to have a laugh with my mates and it keeps me off The Waterfront and out of trouble. If I wasn't up here at Fort Regent I'd probably be having a few cans and spending money or just staying at home playing on the PS3"

- Cameron, aged 15.



"These sessions, I believe, have played a vital role in reducing anti-social behavior, not only in St Brelade but around the Island by providing much needed evening activity for the age group." - Steve Pallet, St Brelade Honorary Police.



Funding

Maximise all funding opportunities and ensure budgets are used effectively

Background

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.

Overall the funding for the Community Development Officer project goes towards equipment, hire of facilities, promotions and staff. In order to allow our programme to expand in 2010 we had to continually source funding from the private sector with significant success.

Awards

Sponsor	Project sponsored
Barclays Wealth	Late Night Leagues
Le Tournoi	Martial Arts in Schools
G4S	Summer Sports Programme
Crimestoppers	Summer Sports Programme
Colin Stewart Wealth Management	Neighbourhood Sports

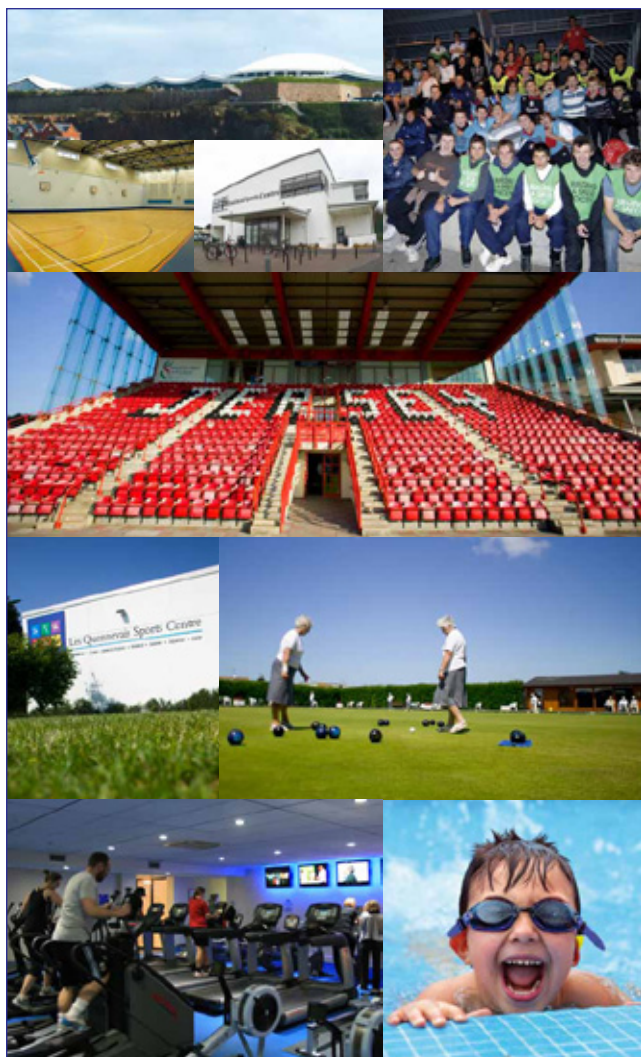
Partners



Social Media



Mission Statement



Education, Sport and Culture

The mission of the Department for Education, Sport and Culture is to:

Strengthen our community by providing a first class education service, supporting the development of skills and promoting leisure and cultural activities that enrich our lives.

Our aims are to:

- Ensure that our children enjoy the best start possible;
- Prepare our young people for the challenges of the future and encourage them to make a positive contribution to society;
- Encourage lifelong learning and active participation in sport and culture;
- Promote social inclusion and equal opportunity.

www.gov.je/sport

States
of Jersey

Sport
in the
Community

Active
www.gov.je/active

Get in touch with us...

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Our Partners

