



**Kent  
Police**

# Charlton Athletic Social Inclusion Programme

# Once a great Football Club



# During the mid 1980s



# Through community support



# What we do

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- Charlton Athletic Community Trust was established in 1992
- 40 full time coaches
- 150 casual coaches
- 55 different strands of activities
- Engaging with over 1800 young people per week
- Around 96,000 young people per year

# The problem

- Re-engaging “at risk” young people
- Anti-social behaviour (ASB)
- Youth crime
- School exclusion rates
- School attendance rates
- Areas highlighted by Indices of Multiple Deprivation (IMD)
- Macro Level – Countywide
- Micro Level – Individual wards



# Analysis

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- Underlying issues – boredom, at risk or exclusion
- Congregation of groups – high ASB
- Underage drinking
- Violence
- Criminal damage
- General disregard
- Increased residents perception of fear of crime

# The Objectives

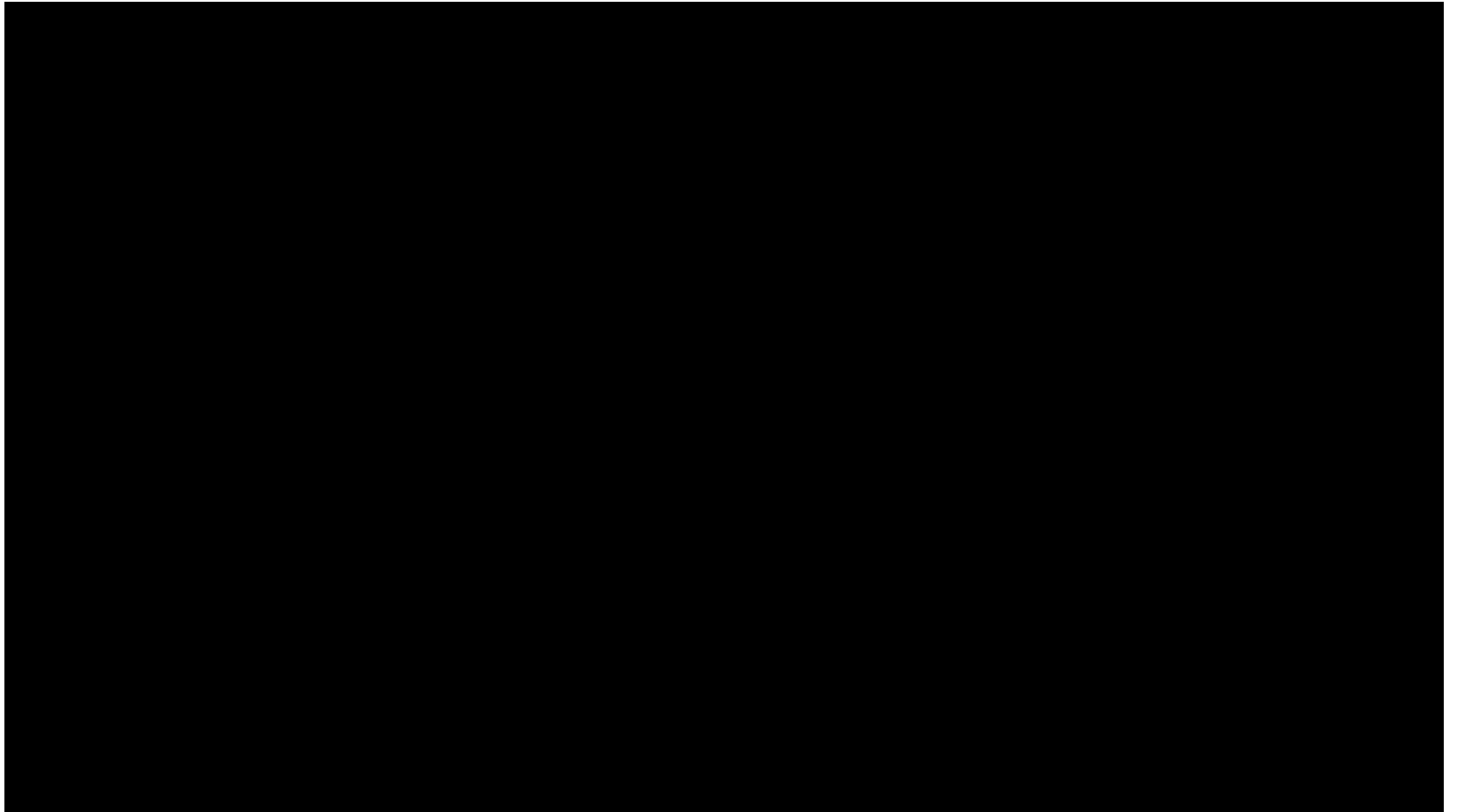
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- Provide diversionary activities for young people
- Introduce educational support programme
- Reduced exclusion rate
- Increase school attendance
- Decrease number of PE refusers
- Reduction in ASB reports
- Sense of community responsibility



# An estate session in action

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# Response = Social Inclusion Project

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- Multi-agency steering groups set up
- Local communities and councils involved
- Appropriate playing fields and areas were identified
- Wide variety of activities delivered



# Activities

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- Football
- Mentoring
- Fishing
- First Aid
- Boxing
- Basketball
- Dance
- Life Skills
- Outreach to asylum seekers
- Outreach to homeless
- Outreach to young offenders



# School based education

- Themed social responsibility
- Consequential thinking
- Anti-social behaviour
- Drug and Alcohol Misuse
- Guns and Knives
- Anti-racism
- Mental health awareness
- Teenage pregnancy
- Smoking cessation



# Monitoring & Evaluation

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- Registers of attendance
- Feedback sheets & questionnaires
- Substance project reporting system
- Crime / ASB statistics
- School reports
- Community reports / consultations
- Numbers attaining qualifications
- Numbers attaining employment
- Retention rates



# Assessment

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## Canterbury Christ Church University

- Commissioned CCCU
- 2 year empirical evaluation
- Measured reductions in ASB and Youth Crime
- Alterations in attitudes and knowledge base

# Conclusion

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- Programmes provide opportunities
- Target groups participate in positive health related activities
- Examples in how partners can work together to -
  - *Support “at risk” young people*
  - *Reduce ASB*
  - *Reduce disorder*
  - *Reduce fear of crime perceptions*
- **Transferable** between locations
- Largest scheme in Europe
- Supported and diverted 96,000 young people **per year**



# Why Football Based?

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Sir Trevor Brooking, FA Director of Football Development –

*‘Football has a proven ability to engage with hard to reach groups, particularly people from deprived areas. It plays an important role in addressing the symptoms of economic and social deprivation, social alienation and social exclusion’*



# Some Awards to date

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- 2006 Finalists, National Business Awards
- 2007 BITC Big Tick Award –Excellence in Community Work
- 2007 BITC Silver Jubilee Award – Community Engagement
- 2008 BITC Best Impact Project in Kent
- 2008 Football League Family Excellence Award
- 2008 Football League Best Community Initiative
- 2009 Football League Community Club of the Year
- 2009 Football League Family Excellence Award
- 2009 Tilley Crime Reduction Award winner
- 2009 European Crime Prevention finalist
- 2011 EBPK Work Experience – Outstanding Employer Award

# The Partners

