

MAYOR OF LONDON

Sport for Stronger Communities

HELPING YOU USE SPORT FOR A STRONGER,
MORE SOCIALLY CONNECTED LONDON



WHAT IS THIS DOCUMENT?

Lots of us have heard, and genuinely believe, that sport brings people together. It does - although it doesn't happen by magic! When used with purpose and clear intent for positive outcomes, it can truly make a difference to individuals and communities.

In London, as around the world, people are using sport to strengthen and connect communities. In March 2018 the Mayor of London launched a programme called *Sport Unites*¹, which sits within his wider strategy for sport and physical activity in London, *Sport for All of Us*. *Sport Unites* invests in and supports organisations so that they can harness the power of sport – not only to improve the physical and mental health of Londoners, but also to bring people from different backgrounds together. In this way, within their communities, individuals retain their individuality and identity while co-existing with others in a fair and inclusive environment.

To create the *Sport Unites* programme, the Mayor commissioned research to understand more fully how sport can be used to make a difference within communities. The research included a comprehensive academic review, interviews with practitioners successfully delivering sport to create positive outcomes, and an analysis of different ways this work is taking place around the world to make sure what we're doing in London, for Londoners, draws from the best and is most relevant to our needs.

This document is a shortened version of the full research, selecting the most useful parts to help you make best use of the investment and support available through *Sport Unites*. For some, this document will reinforce what you are already doing; for others it might be the first introduction you've had to how sport can offer more than just participation – or it may be the first time you've considered adding sport to the work you're already doing within your communities. However this document works for you, we hope that you enjoy reading it and feel empowered and inspired to make even more of a positive difference in our city.

1 <https://www.london.gov.uk/what-we-do/sports/sport-unites>



**NETBALL
4
CHANGE**



**NETBALL
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CHANGE**



IF YOU SUPPORT...

Broadly speaking, if you look to support any of the Londoners listed below, or if you number yourself amongst any of the individuals or organisations listed on page 5, this document has been created to help you access information, investment and support.

Of course the lists are not exhaustive, and this report is freely available to any interested party.



IF YOU ARE A(N)...



HOW CAN YOU MAKE USE OF IT?

Throughout this document you will find a number of questions for you to consider (labelled 'Take Action') when thinking about how you can use sport to improve social integration in London. These are also summarised at the very end of the document, for ease of reference.

DEFINITIONS

In this section you will find a number of terms that are used throughout this document, and definitions of these to guide you.

Sport for all of us

The Mayor's strategy for sport and physical activity in London. It explores the role of community sport and major sporting events in improving social integration, getting and keeping Londoners active for their health and wellbeing, building stronger communities, and reinforcing London's position as a pre-eminent destination for the world's highest-profile sporting events. The full strategy, *Sport for All of Us*, can

be accessed here and is a strand of *All of Us*² – the Mayor's strategy for social integration. These strategies sit alongside other strategies for which the Mayor is responsible, including *health inequalities*, *transport*, *planning*, *environment*, *culture*, *housing*, and *economic development policy*, all these strategies can be found online at www.london.gov.uk.

Sport Unites

The Mayor's community sport programme. Spending £8.8m over three years, *Sport Unites* funds and supports Londoners to use sport and physical activity to achieve positive social and health outcomes for those who live and work in our city.

Sport

The term 'sport' is not limited to organised physical games and events that often include an element of competition. It also means various kinds of physical activities that bring people entertainment, enjoyment and relaxation, such as dance, yoga and running*.

2 <https://www.london.gov.uk/what-we-do/communities/all-us-mayors-strategy-social-integration>

* Active travel is complimentary to sport as a means of staying healthy, and the Mayor's approach to building active travel into Londoners' daily lives is set out in the Mayor's *Transport Strategy* - <https://www.london.gov.uk/what-we-do/transport/our-vision-transport/mayors-transport-strategy-2018>



Social integration

The extent to which people positively interact and connect with others who are different to themselves. Social integration is determined by the level of equality between people, the nature of their relationships, and their degree of participation in the communities in which they live.

Sport for social integration in London

Using the potential of sport to help build relationships and understanding between people from different walks of life and backgrounds - so that Londoners of every gender, ethnicity, faith, culture, age, sexual orientation and socio-economic background live, not just side by side, but truly connected lives.

Non-sporting organisations

Organisations that bring groups of Londoners together, but don't use sport to do so; or organisations whose primary purpose is to achieve other aims (e.g. getting people into employment) and may or may not use sport to do so.

Bottom-up investment

"Bottom-up" investment is an approach that allows investment decisions and priorities to be shaped and influenced by local people and communities who work on the ground, delivering services directly to people. It ensures that funding decisions are informed by specific intelligence about local circumstances and the issues that individual communities themselves identify as challenges and opportunities.

A BIT MORE ABOUT SPORT UNITES

Sport Unites is designed to address five issues that affect London and Londoners: social isolation; social mixing; mental health; inactivity; and serious youth violence. We recognise that certain groups of people in London will be more affected by specific issues. For example, older people are more likely to experience isolation and physical impairments like poor vision, or cognitive impairments like dementia, which can create further barriers by affecting their confidence and ability to access places.

SPORT UNITES IS GUIDED BY FOUR MAIN THEMES:

1. Sport for Social Integration

Projects under this theme will play a key role in achieving the Mayor's ambition: to make London the first city in the world to maximise the potential of sport to help us connect with others who are different from ourselves.

2. Active Londoners

This theme will help to improve the health and wellbeing of inactive Londoners, by providing opportunities for them to become physically active and overcome the barriers they may face in doing so. Convenience, affordability, and proximity are amongst the key factors that determine whether people exercise regularly.

3. Workforce, Tech and Capacity Building

This theme will enable, underpin and support the other **Sport Unites** themes, by:

- Helping the community sports workforce get and keep people involved in physical activity for improved health, wellbeing and relationships
- Making sure we are up to speed with digital innovation to promote activity, innovation and evaluation in community sport
- Keeping track of the impact of our work, and helping those on the ground do the same
- Providing guidance and leadership to the sector, sharing best practice through research, case studies and the work of community change-makers

4. Young Londoners Fund

This theme will support sport and physical activity initiatives that focus on young Londoners who are vulnerable, facing disadvantage, and/or at risk of being involved in violence and crime.

The table below shows the key issues these themes will address through sport³.

Theme	Issue	Key Groups Affected
Sport for Social Integration	Social Isolation	Older people, black, Asian, and minority ethnic (BAME) communities, people with language barriers, people from different faiths, people on low incomes, disabled people or people with long-term mental health conditions, new parents, newcomers to London
	Social Mixing	Some faith groups, older people, disabled people
Active Londoners	Inactivity	Disabled people, women and girls, LGBT+ people, older people, some BAME groups, some faith groups, people on low incomes
	Mental Health	Refugees, homeless people, LGBT+ people, carers, some BAME groups, people with specific mental health conditions (for example: depression, bipolar disorder, anxiety)
Young Londoners Fund	Serious Youth Violence	Young people at risk of exclusion, including some BAME groups, disadvantaged young people, including children in care and care leavers

3 Data has informed the key groups affected by the respective issue. 'Social Isolation and Loneliness in the UK', 'British Integration Survey 2016', 'Fundamental Facts about mental health 2016', 'Sport England (2017). Active Lives Adult Survey'

ABOUT THE SPORT FOR SOCIAL INTEGRATION THEME IN THIS DOCUMENT

The research undertaken and summarised in this document focused specifically on sport for social integration. This is a relatively new area for many of us and involves lots of unknowns.

By looking at what other organisations are doing successfully around the world through sport and physical activity to achieve positive change for individuals and communities, we have been able to inform the design and development of our own investment programme. Their best practices, their successes and their failures have guided us to be bold in creating an ambitious programme to tackle important social issues in London.

SOME OF THE KEY SPORT FOR SOCIAL INTEGRATION PROJECTS WE'RE UNDERTAKING

The research that underpins *Sport Unites* informed the adoption and further development in London of 'Model City', the pioneering place-based initiative originally devised by the Laureus Sport for Good Foundation. A powerful example of the 'bottom-up investment' principle that the Mayor's strategy champions, the

Model City approach to sport for social integration empowers communities themselves to identify key issues and challenges in their local area, and to create the kind of change – using the power of sport – that is right for them.

Model City is creating positive change through sport in New Orleans and Atlanta – this was one of the case studies in the original research. Bringing the approach to London, using a combination of data, desk-based research and local consultation, three place-based pilots in London Boroughs were chosen and are now underway in Haringey, Hounslow and Barking.

Each Model City comprises community members who form a 'coalition'. The coalition works together to identify local challenges and selects sports initiatives to fund in order to address them. Funding is ultimately directed towards the issues that coalitions recognise as being important to their area and its residents. Empowering locals to lead the decision-making process builds trust – creating a framework for partnerships to develop and communities to thrive. More detail on this exciting project is given in the case study later in this document.

London Together Fund

Our flagship grant-funding partnership with Comic Relief, the London Together Fund supports organisations and projects across London that aim to reduce isolation, bring people together from different backgrounds, and increase employment, training and volunteering opportunities for Londoners. Funded organisations deliver projects that have identified causes of low social integration within their communities: for example, high levels of migration, a perceived lack of safety, lack of trust between community groups, poor race relations and tensions between different ethnic groups, and areas with high levels of inequality in income, gender, and/or access to opportunities and services.

Young Londoners Fund

The Mayor's £45 million Young Londoners Fund helps children and young people in London to fulfil their potential, particularly those at risk of getting caught up in crime and anti-social behaviour. It supports a range of education, sport, cultural and other activities. Under the *Sport Unites* theme we are running a small grants programme and diversionary summer activities, as well as funding a number of

impact partnerships to expand the good work of existing organisations in sport for social integration. All these initiatives aim to improve community cohesion and focus on the needs of and challenges confronting young Londoners.

SportsAid

Our partnership with SportsAid awards small grants to talented young athletes in London, particularly those from low-income backgrounds, to help them overcome the financial obstacles often faced when pursuing a sporting career. The funding helps young, aspiring athletes across all sports to achieve their sporting potential, and provides them with additional involvement such as workshops, mentoring and community ambassador opportunities.

**Sport for Social Integration
Micro-Grants**

These support community organisations who are using sport to increase social integration across London and will fund initiatives that foster social mixing and/or specifically target socially isolated Londoners.

SNAPSHOT OF LIFE IN LONDON

The Mayor describes social integration as one of the 21st century's biggest challenges. The following statistics provide a snapshot of **what life is currently like in London** and highlight some of the issues and challenges faced by the people who live and work here.

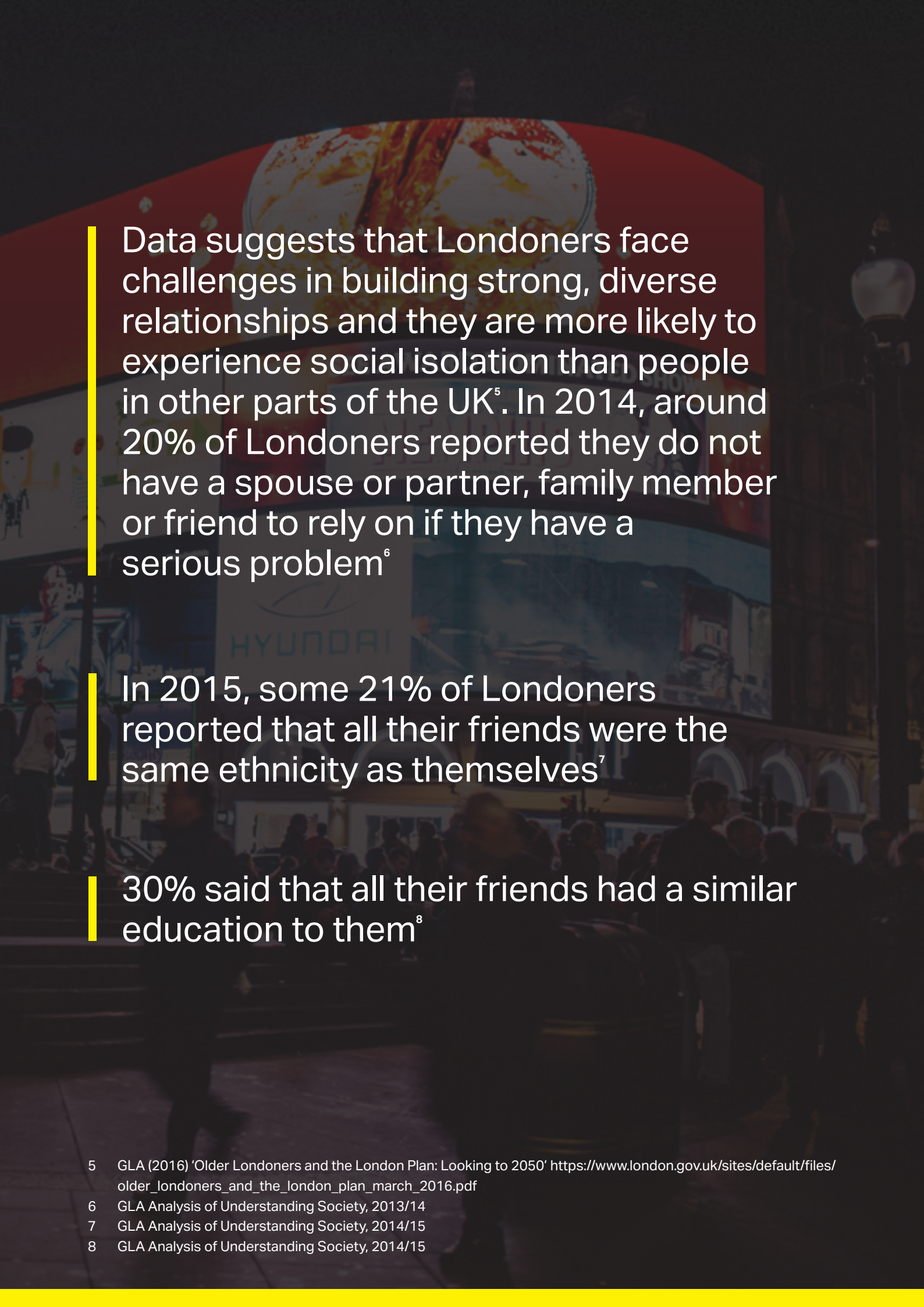
TAKE ACTION

Do you know what life is currently like for the Londoners you're trying to serve and if so, do you know what it's like at a really local level?

90% of people agree that London is a good place to live, yet **1 in 3 do not feel they belong to their neighbourhood⁴**

TAKE ACTION

Do the Londoners you're trying to serve have a sense of belonging to their neighbourhood? If not, how could you help them to?



Data suggests that Londoners face challenges in building strong, diverse relationships and they are more likely to experience social isolation than people in other parts of the UK⁵. In 2014, around 20% of Londoners reported they do not have a spouse or partner, family member or friend to rely on if they have a serious problem⁶

In 2015, some 21% of Londoners reported that all their friends were the same ethnicity as themselves⁷

30% said that all their friends had a similar education to them⁸

5 GLA (2016) 'Older Londoners and the London Plan: Looking to 2050' https://www.london.gov.uk/sites/default/files/older_londoners_and_the_london_plan_march_2016.pdf

6 GLA Analysis of Understanding Society, 2013/14

7 GLA Analysis of Understanding Society, 2014/15

8 GLA Analysis of Understanding Society, 2014/15





THE ROLE OF SPORT

EMBRACING SPORT IN A DIFFERENT WAY – EXTRACTS FROM ACADEMIC AND PRACTITIONER RESEARCH

Until recently, community sport was primarily focused on increasing participation. Now strategies, such as Sport England's *Towards an Active Nation*⁹, and the Department for Digital, Culture, Media and Sport's *Sporting Future – a New Strategy for an Active Nation*¹⁰, have broadened the focus to include health, social and economic outcomes, including: mental wellbeing; physical wellbeing; individual development; economic development; and social and community development.

Considering this wider remit, the research carried out looked into a broad range of community outcomes, and how sport is being used to reach these outcomes. The research was broken down into three parts. Part one was an academic review, part two the view from practitioners, and part three a review of case studies from around the world.

Things to note from both the academic and practitioners' reviews

It's important to note that the language used in the academic review is very different to that of the practitioners' review. The academic review is taken from literature and academic sources led by Loughborough University London academics, whereas the practitioners' review is taken from people who are leaders on the ground delivering programmes.

Another difference is that academic discourse allows for different theoretical viewpoints to be argued, whereas the practitioners' focus is on what works and what doesn't. It should also be acknowledged that given the time it takes to conduct and then publish research, academia is often slightly behind the curve compared to the practitioners' viewpoint. Despite all of this, there is a clear alignment between the key findings derived from both sources.

Both the academic and practitioners' reviews highlighted that football dominates sport for social integration programming, but that there is a **need to research into and deliver other mainstream sports, both competitive and non-competitive**, as well as activities like parkour, ultimate frisbee, kite-surfing, and even non-sporty physical activities like walking, dancing and gardening. More creative and unusual delivery methods could provide opportunities to engage with new and/or broader audiences, or they could prove more effective for social integration. Moreover, the practitioners' noted that despite the predominance of football being used to deliver various programmes and curricula, those that offer best practice are adaptable to numerous different sports.

9 <https://www.sportengland.org/media/10629/sport-england-towards-an-active-nation.pdf>

10 https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/486622/Sporting_Future_ACCESSIBLE.pdf



TAKE ACTION

If you currently offer only one sport or traditional sport, could you begin trying out different or less mainstream sports perhaps by partnering with another organisation so that your participants have more options to choose from?

THE ACADEMIC REVIEW

Led and written by Loughborough University London, the academic review looked closely at the knowledge within the Sport for Development and Peace (SDP) sector. It drew on 93 sources and was complimented by key information, learnings and insights from: Wharton School of Business, University of Pennsylvania; New York University; George Washington University; Fuqua School of Business, Duke University; Brown University; Durham University; and the University of Edinburgh.

Since 2000 there has been an explosion of academic interest in the use of sport to promote social connectedness.

Five sections were looked into in detail within this part of the research:

1. **Framing the research** – the outlook of academia on sport's role in social development
2. **The social issue** – defining the different understandings of social exclusion, social inclusion, social integration, and community cohesion
3. **Sport's role** – how sport is used to bring about social connectedness
4. **Measuring impact** – the different perspectives and frameworks around measuring the social impact of sport
5. **Looking forward** – identifying areas where further research is needed for sport to better achieve social integration

The academic review was vast and the original full research therefore went into a lot more detail than has been provided in this document. Nevertheless, the next two pages provide you with a summary of the key headlines, along with supporting quotes from the academics.



KEY HEADLINES FROM THE ACADEMIC REVIEW

- There's increasing institutional support for the use of sport to achieve positive social change
- Despite this growth, there remain significant blind spots and gaps and ongoing debate about sport's transformative potential in society
- Multi-disciplinary programmes now make up one-fifth of interventions, which may be recognition that social issues do not exist in isolation
- 'Plus sport' is better than 'Sport plus'. 'Sport plus' focuses on the removal of barriers to participating in sport to develop communities through sport, with the assumption that this will bring social returns e.g. increased health and fitness. 'Plus sport' is when programmes are specifically designed to achieve non-sporting social outcomes e.g. growth in positive interpersonal relationships.
- The most popular and frequently applied theoretical frameworks in published sport for development literature are centred on positive youth development and social capital
- It is essential that interventions strive to develop social connectedness from the perspective of those who are marginalised or excluded
- Researchers warn of the dangers of prescriptive measures that propagate a 'pay-by-results' culture of the monitoring and evaluation



SUPPORTING STATEMENTS FROM THE ACADEMIC REVIEW

"It is not 'sport' that achieves positive social outcomes; it is the ways in which sport is provided and experienced that creates an opportunity for positive social outcomes."

(Coalter, 2006)

"Relationship building through sport can move participants from disengagement to curiosity, then involvement, achievement and autonomy."

(Crabbe, 2008)

"Monitoring and evaluation needs to be reconstructed as a recognised development tool and a foundation for dialogue within and across organisations, as well as with donors and stakeholders."

(Coalter, 2006)

"Although the rigour of evidence may not be able to demonstrate direct causality, sport does have substantial social value."

(Skinner, Zakus and Cowell, 2008)

"Integrating physical activity engagement opportunities across urban spaces can achieve widespread and long-term contributions to making cities inclusive, safe, resilient and sustainable."

(Lindsey and Chapman, 2017)

THE PRACTITIONERS' REVIEW

Using the academic review as the foundation, expert practitioners from around the world were identified and interviewed. Their views offer real-life, frontline perspectives on sport for social integration, as they can share approaches that work and those that do not work in reality. The following practitioner organisations were interviewed:

Upshot; The Change Foundation; streetfootballworld; Fight for Peace; Charlton Athletic Community Trust; and The Challenge.

Interviews covered a range of topics and a summary of what came out of the interviews with practitioners can be found on the next few pages.

KEY HEADLINES FROM THE PRACTITIONERS' REVIEW

- Sport can and does play a part in addressing complex social issues
- Delivery staff need to be relevant, relatable and credible and programmes must invest in and support them throughout
- Co-create with the community from the beginning
- Multi-stakeholder collaboration is crucial, drawing on all sectors and not neglecting the need to consider medical and psycho-social partners
- Focus on quality outcomes with fewer people, recognising the ripple effect within a community when a genuine life change happens to individuals within those communities, notably when they are individuals of significance
- Recognition that sport is just one part of a programme, it should be aligned with other non-traditional forms of integration such as music, arts, culture, etc.
- Measuring how you've changed individuals' lives is more important than what the funder wants



SUPPORTING STATEMENTS FROM THE PRACTITIONERS' REVIEW

"Sport is really playing a role in actually shifting and changing how people are 're-integrating' from those really entrenched issues that are historic and economic."

(streetfootballworld)

"It's the coaches that are at the coalface that are the most important. We need to make sure they are trained properly as they are the frontline, and they need to be professional and deliver projects with impact."

(Charlton Athletic Community Trust)

"Sport needs to be used with other approaches, it is not its own category."

(streetfootballworld)

"There's a trust in us because we've been there a long time and we're not going away, and 60% of the staff are from the community. That trust comes from presence. We don't step in and step out – so when we do stuff it's respected and supported."

(Fight For Peace)

"For self-evaluation we use an emoji register to track progression. On our refugee project we have young people build what they perceive to be a home, so it's about understanding how they think and how they see the world. It's an individual thing, we think we get the most information from that. We also had a journalist offer a storytelling evaluation."

(The Change Foundation)

HOW IS SPORT USED FOR SOCIAL INTEGRATION?

17 case studies were identified to show how sport is being used around the world. They were each selected against the specific criteria for this work, to include relevance to London. They all are examples of good or innovative practice.

WHERE IN THE WORLD ARE STRONGER COMMUNITIES BEING BUILT THROUGH SPORT?

The map on this page shows the locations of where in the world these 17 case studies are. The following pages explain six of these in detail from the original research document.

USA

Chicago Fire Soccer Club: Chicago, Illinois

Chalk Talk®: Boston, Massachusetts

Soccer in the Streets: Atlanta, Georgia

Laureus Model City: New Orleans, Louisiana

Soccer Without Borders: Throughout USA

CANADA

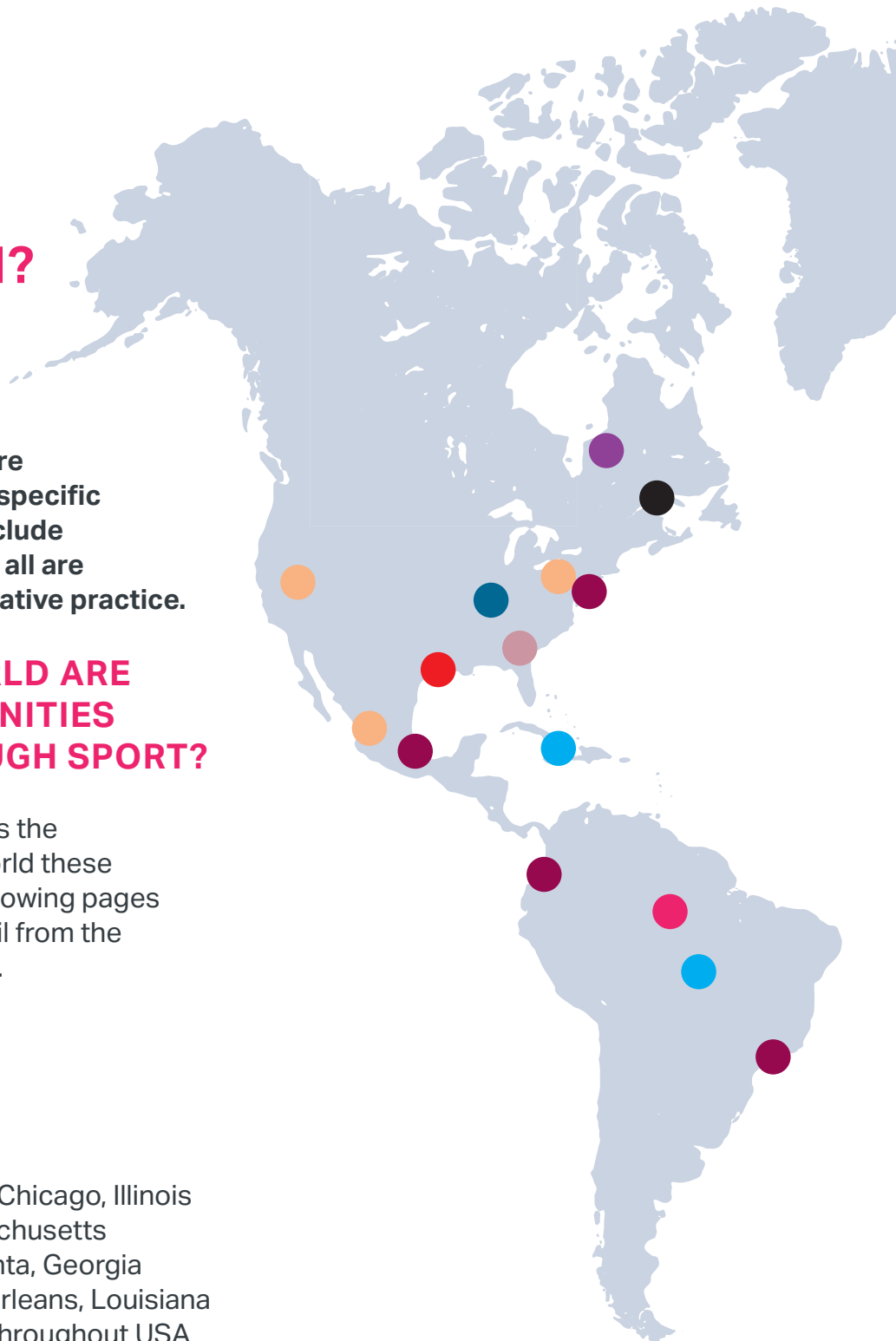
MLSE LaunchPad: Toronto, Canada

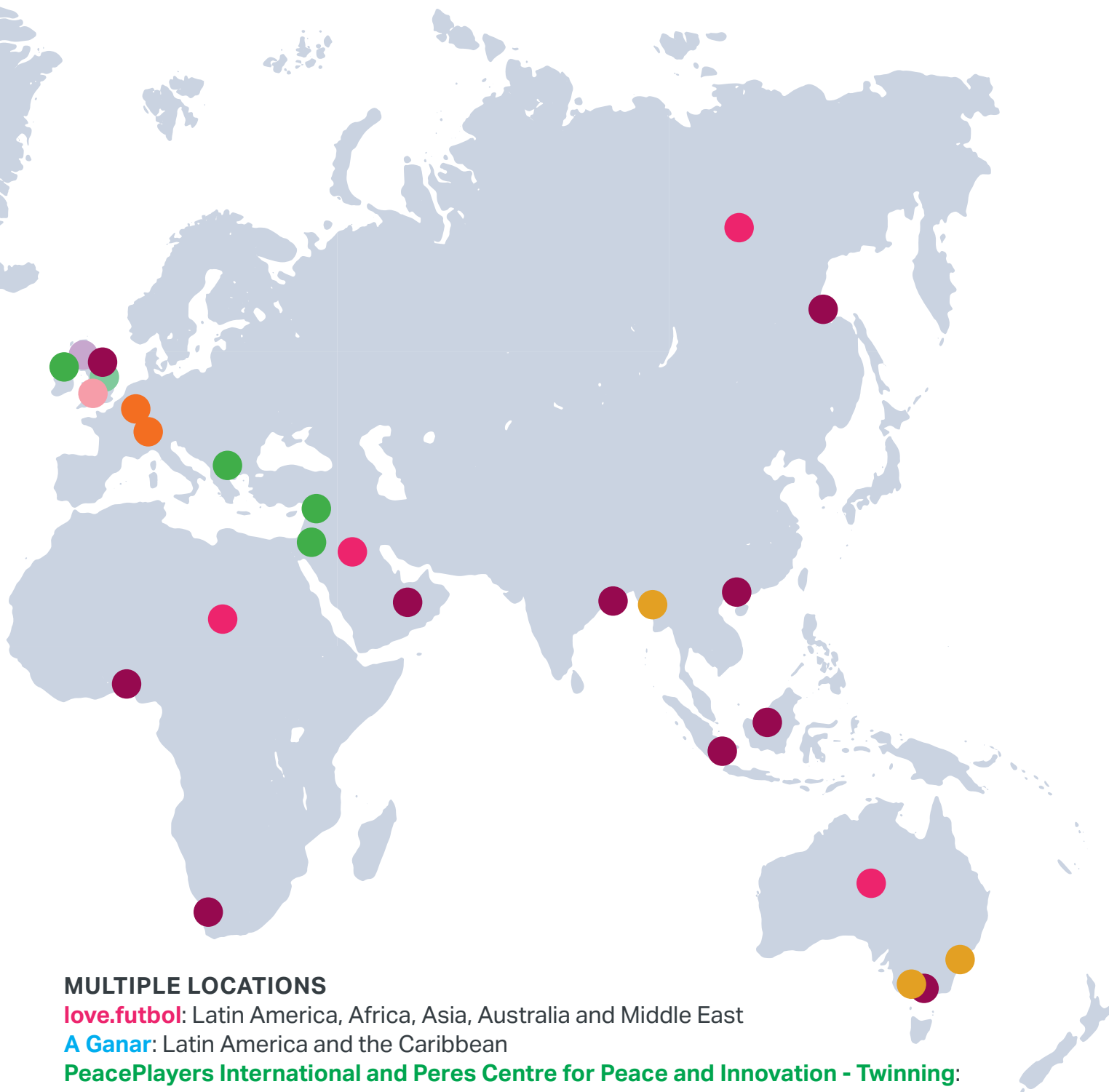
UK

Premiership Rugby: London, Bath, Exeter, Gloucester, Leicester, Newcastle, Northampton, Manchester, Coventry and Worcester

Everton in the Community, Imagine Your Goals: Merseyside

GoodGym: London and across the UK





MULTIPLE LOCATIONS

love.futbol: Latin America, Africa, Asia, Australia and Middle East

A Ganar: Latin America and the Caribbean

PeacePlayers International and Peres Centre for Peace and Innovation - Twinning: Northern Ireland, Cyprus, Israel, Palestine and South Africa

City Football Foundation, Cityzens Giving: Manchester, New York, Melbourne, Cape Town, Kuala Lumpur, Barranquilla, Kolkata, Sao Paulo, Accra, Beijing, Bandung, Mexico City, Abu Dhabi and Hanoi

Sport dans la Ville: Lyon, Grenoble, Saint-Etienne and Paris

Football United: Sydney, Melbourne and Myanmar

GLOBAL

Football3

Coaches Across Continents

GOOD PRACTICE FROM AROUND THE WORLD

LOVE.FUTBOL

A place-based model using different sports to address social integration and social mobility in Latin America, Middle East and Africa.

Who

love.futbol's main audience are people in deprived, and often dangerous and densely populated, communities. The communities in which they work are often underserved and suffer from lack of socio-economic mobility.

What

Community created and owned football facilities that act as community hubs not just for sport but serving the needs of all different aspects of the community, such as music, art and food. love.futbol aims to create safe spaces to play; empowered communities; and a sustainable platform for development. love.futbol believes that all communities – even the most underserved – have inherent skills, leaders, resources and assets, and that with the right support, are able to take control of their own health and wellbeing in a way that works for them.

How

The local reality is where it starts and where the solutions begin to be created. They then work with communities through an asset mapping exercise to help locals find their existing strengths and translate them into action.

Once the build starts, community members begin to lead their own projects. love.futbol provides a structure for local leaders to step up and throughout the process express their opinions, debate, and build a collective sense of shared responsibility.

The local leaders work with a range of different stakeholders, through government leaders to facility partners, to discuss the long-term management of the space, as well as with the communities to explore shared resources and ideals. On pitch opening day it's a community wide celebration, with sport playing a part but not being the entire focus. The first game that's played is always either a girls only or mixed gender game, setting the tone for the future use of the pitch.

TAKE ACTION

Are you looking to create a new sport or community facility? Or do you currently manage one that already exists? Is there a way in which you could look to adapt it and explore how the facility can be managed by the community itself? How can you create a sense of community ownership of the space?



Photo Credit: LABUZCA – Andres Wiesner

Measurement and impact

Once the pitch has been created, a Neighbours Network is set up and takes over managing the facility as a social business to generate revenue for long-term maintenance. love.futbol monitors the steps involved in creating the pitch, as well as an impact assessment one year after. love.futbol finds out from the community what the impact has been one year on through a questionnaire and focus groups with children and young people who use the facility.

From the communities in which love.futbol has engaged:

- 70% of parents reported decreased drug abuse and gang involvement
- 83% of parents and school directors reported better academic performance

What can London learn?

To help the community uncover their strengths, talents and resources that already exist - they might just not know it. This includes engaging with different community groups, and enabling everyone to have a role, whether it's through sport or through other activities such as cultural presentations, creating gardens, or decorating the pitch.

love.futbol has created spaces in densely populated and deprived communities, similar to that of London.

love.futbol's pitches are much more than a football pitch, they serve as community safe spaces and act as hubs using the power of sport to educate young people on a broad range of topics, including health, peace, gender, equality and employment.

DOC WAYNE – CHALK TALK®

A clinical trauma-sensitive mental health intervention for young people that challenges traditional talk therapy in Boston, Massachusetts, USA.

Who

Statistics show that one in five young people from low-income communities have mental health issues and four out of those five do not receive the services they need. The programme helps girls and boys aged between 5 to 18, the majority are victims of abuse, neglect and some even sexual exploitation and are often marginalised as a result of their socio-economic status. The programme focuses on quality and not quantity, providing expert support to fewer people rather than more with less, with 400 young people currently being supported.

What

Chalk Talk® programme was set up to reach young people at an earlier age and in a wider range of out and in-patient settings. The programme wanted to challenge traditional talk therapy by putting a twist on the approach using sport as the connecting vehicle. Therapy is the goal, but sport is the key tool within the curriculum to encourage consistent participation and build self-efficacy while at the same time developing empathy and accountability.

How

Because this is a clinical intervention, the young people first undergo standard mental health treatment to create an

individualised treatment plan for each person. The young person then begins treatment that runs the course of the academic year. A clinician and coach uses flag American football, basketball or football as part of the treatment. All sessions begin with the young people checking in with each other before they start working on developing a skill for the week. The young people are encouraged to express themselves during the programme, and taught a variety of coping skills.

Measurement and impact

In 2009 Wendy D'Andrea, PhD, Associate Professor of Clinical Psychology at the New School for Social Research, conducted an evaluation of Doc Wayne's programmes. The results of the study featured in the Journal of Family Violence in 2013 and indicated that young people showed improvements in pro-social behaviour and decreases in instances of interpersonal conflict at greater rates than their "treatment as usual" peers. Results included:

- Engagement in conflict decreased 38%
- Involvement in conflict resolution increased 48%
- Positive communication increased 38%
- Displaying helping behaviours increased 570%



Photo Credit: Tony Rinaldo. Image courtesy Boston College School of Social Work

Recent research has shown the effect size of Doc Wayne's sport-based group therapy programme to be equivalent to traditional therapy. Additionally, after participating in Chalk Talk®, Doc Wayne students from the 2017-18 school year reported positive changes in many social emotional learning skills such as assertiveness, empathy, and relationship with peers and adults.

The programme engages with a wide range of out and in-patient settings to ensure that the mental health services are clinically robust. The programme works with clinicians, social workers, community centres, patients, schools and universities, as well as calling on experts to analyse the success of the work.

What can London learn?

The rate of children being admitted to hospital for mental health related illness in London is higher than the average for England. Whilst this programme helps a small number of young people, it does it effectively and increases youth engagement around existing evidence based practices in mental health treatment.

Sport activities just play a part in this mental health intervention; they simply supplement other activities for the young people.

TAKE ACTION

If you work in a clinical setting and currently do not offer sport, could you partner with local organisations to include sport within your clinical interventions?



LAUREUS MODEL CITY

The Mayor of London's flagship sport for social integration initiative, 'Model City' uses a bottom-up investment approach which originated in New Orleans, Louisiana, and is now also underway in Atlanta, Georgia. In London, **Sport Unites** is investing in three place-based pilots in Haringey, Hounslow and Barking.

Who

Primarily young people from disadvantaged communities.

What

Laureus Model City started in New Orleans to trial different methods for sport for development. The approach is designed to create long-term change in society by allowing local people and organisations to act collectively, resulting in higher quality sport for development, better stakeholder co-ordination, and increased funding for and awareness of sport for social change. A number of local organisations receive grants every year for three years and they form the steering committee for a wider coalition of over 20 local organisations. The approach is founded on academic theory and research, to create long-term changes in society collectively – through higher quality sport for development, better stakeholder co-ordination, and increased funding for and awareness of sport for social change.

How

This is all about **long-term investment into the right places and with the right stakeholders and frameworks** in place to work towards collective goals. Laureus employs a full-time Community Co-ordinator to lead a local coalition, driving a common agenda that covers governance, vision and strategy, action planning, execution and public engagement. A place-based approach is used to make a larger and deeper impact on a smaller area.

TAKE ACTION

What other people and/or organisations exist within the areas you work and what do they do? You may be able to find some new people to partner with that could mutually benefit your work and theirs.



Measurement and impact

The first pilot in New Orleans effectively set the gold standard for a city that fully embraces sport as a tool for social change. Below highlights some of its success:

- Organisations involved in the coalition reported an 83% increase in people capacity – evidence that organisations were growing as a result of being part of it
- The coalition helped the organisations reach an additional 10,000 people in the first year
- Due to the programme's success, it has attracted a national partner who has committed to a further \$1.5M investment, as well as the coalition itself attracting local funding
- Due to its success, it has been replicated in Atlanta and now London and early-stage work is happening in New York, Chicago, Mexico City, Hong Kong and other key cities

What can London learn?

As the model is now in pilot within three London Boroughs, learnings haven't yet come to fruition. However, this model is an excellent example of how large urban cities with a large volume of organisations, such as sport, charity and business, can work together to contribute towards common goals.

PERES CENTRE FOR PEACE AND INNOVATION - TWINNING

Using sport to bring people together from different faiths that have historically been in conflict, specifically Israelis and Palestinians.

Who

Young people between the ages of 8 and 12, and student leaders and coaches between the ages of 18 and 30, who are from different faiths and backgrounds - Arabs (Christian and Muslim) and Jews, Palestinians and Israelis.

What

Peres Centre for Peace and Innovation, along with Israeli and Palestinian stakeholders, created the Twinned Peace Sport School (TPSS) project (the first of its kind in the region) where children take part twice a week for sports, peace education activities and inter-language learning. Young people meet with their 'Twinned' school each month for joint activities all with mixed teams, and other special events. A range of sports have been offered over the years, such as basketball and cricket, while today the Peres Centre focuses on football. To build peace between young people,

informal education and games teach values of tolerance, coexistence, mutual understanding, respect and team work. They learn about each other's cultures, religions and traditions, and activities are designed to break down barriers and stereotypes. The inter-language learning is a key component of the programme as it makes a huge difference to the children's ability to communicate with each other. The children learn the basics of Arabic or Hebrew, the language of 'the other', using words from the world of sport.

How

Twinning generally uses a multi-phased approach that enables light touch engagement, followed by deeper relationship building, followed by trust building and exchanges and finally, leadership and empowerment to then ensure engagement continues in the community beyond the programme. The programme is longitudinal with young people taking part at least twice a week to ensure they are regularly engaged. By working with children from the age of 8 and offering opportunities for university students as leaders and coaches, until they're an adult.



Measurement and impact

As the topic of conflict is delicate and volatile, it is therefore extremely hard to measure. The Peres Centre for Peace and Innovation is one of the few organisations that have measured the impact of 'Twinning' using long term studies and control groups. Some of the things the Peres Centre measured were prejudice reduction, propensity for violence and peace building. the Peres Centre found that:

- 70% of the young people were willing to have a friend from a different group
- 25% cited a person from a different group as one of their five best friends

What can London learn?

As well as the young people, Twinning projects engage with parents and community leaders, and this has been found to play a critical part in whether the programme succeeds or not.

Not only is this programme addressing issues of different faiths and backgrounds, but also language barriers that exist within communities.

The inter-language learning helps the individuals to face this language challenge together and helps to create a further level of partnership and cooperation between communities.

Statistics from the London Data Store show a significant rise in incidences of reported faith and racist hate crime, with big spikes after a terror incident. Social contact with people from other faiths could be used to reduce this unconscious bias.

TAKE ACTION

What language barriers exist within the areas you work? Do you offer your programmes in different languages? Can you think about chatting to key leaders within various faith groups to best understand how to work in partnership with them within their culture and how to empower and support them as leaders within their own communities?

FOOTBALL3

A blueprint for creating football programmes that have a lasting social impact and are tailored to the needs of marginalised people globally.

Who

It can be used for any groups no matter what their background but was created specifically for marginalised people.

What

Designed by streetfootballworld for their network, football3 is a free curriculum for organisations around the world to improve society through tailored football. streetfootballworld is continually improving access to the methodology by adding new languages so it can be used in more places.

How

The method covers three main areas: mixed teams, no referees and three halves – ‘discussion’, ‘playing’ and ‘after match’. During discussion players can make their own rules and are encouraged to create rules that focus on society, for

example if you score a goal, you share a challenge your community is facing to the group. During playing, if there's a dispute then there's a discussion amongst all players as the players themselves are the referees. After the match all players come together to discuss, such as talking about some of the challenges expressed on the pitch and what was difficult and why.

TAKE ACTION

If you already offer sport or physical activities to Londoners, how could this be tailored to address social issues? Could you find a way of changing the delivery so that it educates people and brings them on a journey beyond being physically active? Could you empower the participants to co-deliver the activity? What free curriculum could you access and make use of?



Measurement and impact

As this is a method for organisations to make use of, the impact varies. Jean Paul Elongo works to promote peace across the Great Lakes region of Africa and is one of the users of football3:

"I use football3 as a tool to bring people together from different communities that are divided by conflict. It's difficult for participants to interact with others from rival groups. By playing football3 together they can learn to co-exist and respect one another. Many groups we work with are marginalised vulnerable youth, football3 provides space for them to share their needs and be heard, which helps them solve conflicts peacefully."

What can London learn?

An example of how sport at its very essence can be changed to trigger social change, rather than being used 'as a hook' or 'plus' – social values are integrated into the game itself.

It is easy to replicate no matter what the social context or location and can easily be added onto existing programmes. It could be adapted specifically for London and used by organisations whether they have sport programmes or not, to achieve their own social objectives.

GOODGYM

Combining volunteering with sport to carry out chores for less able older adults in London and across England.

Who

Most runners are between 20 and 50 years old and don't take part in volunteering and/or aren't physically active. Runners then carry out activities for isolated older adults who are aged 60 or over.

What

GoodGym offers a range of different activities based on how much time the runner can offer. Their befriending scheme pairs a runner with an isolated older person whom they visit every week. The runner volunteers their time to support someone in their local area whilst the older person takes an active interest in the health of the runner. 'Mission' runs are done in a group where runners help older people with one-off physical tasks that they're not able to do on their own, such as gardening. Weekly group runs are led by a qualified running coach and are like flash mobs for good deeds where the runners help with bigger physical tasks like redecorating a classroom.

How

GoodGym partnered with Nesta to create a simple online and accessible platform so people can find, book onto a run and communicate with others involved. Runners sign up and join a free run near where they live. The runner shows up, they run to a specific location such as a community centre to carry out the deeds and then once the tasks are done run back. Mission runs are one-off tasks for the whole group and the befriending runs fit around the runner and the older person's schedules, taking as little as 20 minutes each week.

TAKE ACTION

What other motivations might the Londoners you're trying to help have? They may be playing sport but might not be motivated by it. Perhaps they want to do good within their community? Or can you add sport to already existing civic work?



Measurement and impact

The impact of social integration is better explained through the stories of runners and the older people they have helped. However, some of the numbers are as follows:

- 2,649 mission runs completed to help older people
- 7,822 group runs completed to help community projects
- 17,898 coach visits to older people
- 93% of coaches agree or strongly agree that GoodGym helps them feel more connected
- 61% of runners do not volunteer outside of GoodGym
- 86% of coaches agree or strongly agree that their runner makes them significantly happier

What can London learn?

One of the few examples that specifically tackles loneliness and isolation in older adults and works particularly well within a built-up urban environment where people may experience less socially connected lives as a result.

It's geared to people who want to do volunteering but do not want to fully commit to offering a large amount of time, which fits in well with a time-precious large city such as London.

The befriending scheme works with a referral agency, such as Age UK, to ensure that the runner is paired with an older person who is most in need of their services.

By 2035, the number of people over 60 years old in London is expected to increase to almost 2 million - a rise of 48%. With numbers of those aged over 80 set to increase by 70% over the same period, older Londoners are the city's fastest-growing demographic.

WHAT DID WE LEARN FROM THE RESEARCH?

LESSONS FOR LONDON

In bringing together the views from academia and practitioners with the analyses of leading sport for social integration case studies from around the world, we identified five critical success factors that create the best conditions for sport for social integration in London.

1. COLLABORATION AND CO-CREATION

- Multi-stakeholder collaboration is essential, including work across sectors
- Be specific where you can, don't just take a blanket approach, i.e. 'we intend to work with individual professional London clubs'
- Community co-creation, not just consultation

2. PEOPLE

- Volunteer-led initiatives need structure, direction and proper resource
- Train the trainer models that nurture and develop coaches/mentors/practitioners, offer relevance to the community, sustainability, scale, and return on investment
- People who deliver should be from the community and credible

3. SPACES AND ACTIVITY

- Capital investment (money for facilities) must work hand in hand with co-creating programmes
- Place-based initiatives are as much about non-traditional sport spaces as they are about capital investment

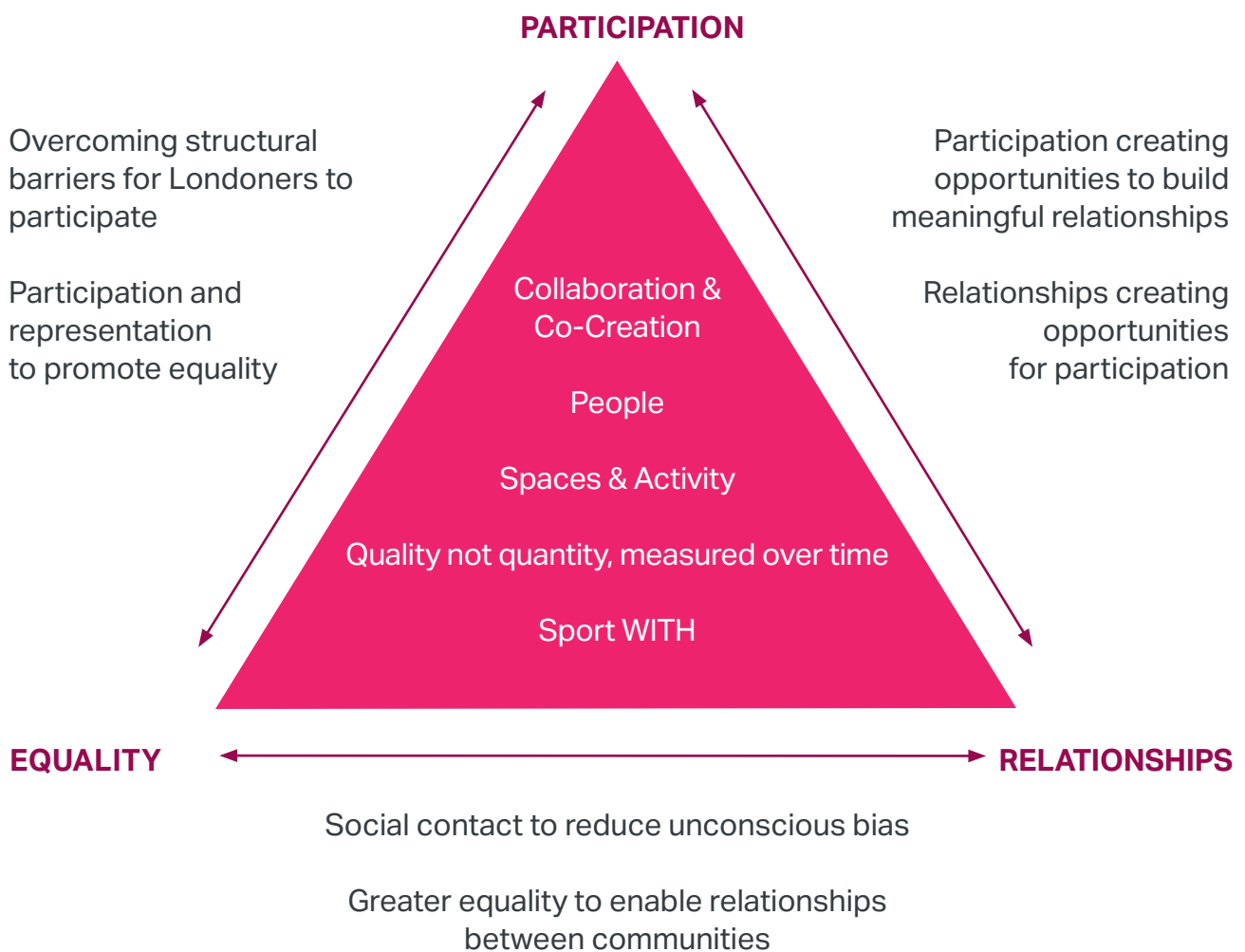
4. QUALITY NOT QUANTITY, MEASURED OVER TIME

- Numbers are not impact – fewer people engaged over a long period of time is far more important
- Clear, identified, tangible outcomes, agreed in partnership between the funder and organisation being funded that are specific to the programme
- Monitoring and evaluation should primarily be about improvement and optimisation

5. SPORT WITH

- Sport needs to be used purposefully, at different levels, and hand in hand with other non-traditional approaches
- It needs to be used at every stage of integration
- To increase the likelihood of bringing different constituencies of people together in a meaningful way, investment should support initiatives that combine sport with other activities people are interested in, passionate about, and committed to – such as music, cultural activity, the arts, social action, food or theatre

The Mayor's framework for social integration identifies three key dimensions: relationships; equality; and participation. The five critical success factors that came out of the research compliments and works with this framework, as shown in the diagram below.



Sport Unites was designed and developed to take account of these key lessons for London, which fed into the Mayor's emerging framework for social integration - as shown above.

We will be measuring the impact of the **Sport Unites** programme on an ongoing basis, and the lessons we learn - from both its successes and its challenges - will be used to refine and direct our future work in community sport, to achieve the greatest possible impact for London and Londoners.



SUMMARY OF PROMPTS USED THROUGHOUT THIS DOCUMENT

There were a number of prompts throughout this document for you to consider when thinking about how you can use sport to improve social integration in London. These aren't all the things you can think about, but simply a starting point. Below you will find all these prompts used in the document.

Do you know what life is currently like for the Londoners you're trying to serve and if so, do you know what it's like at a really local level?

Do the Londoners you're trying to serve have a sense of belonging to their neighbourhood? If not, how could you help them to?

If you currently offer only one sport or traditional sport, could you begin trying out different or less mainstream sports perhaps by partnering with another organisation so that your participants have more options to choose from?

Are you looking to create a new sport or community facility? Or do you currently manage one that already exists? Is there a way in which you could look to adapt it and explore how the facility can be managed by the community itself? How can you create a sense of community ownership of the space?

If you work in a clinical setting and currently do not offer sport, could you partner with a local organisations to include sport within your clinical interventions?

What other people and/or organisations exist within the areas you work and what do they do? You may be able to find some new people to partner with that could mutually benefit your work and theirs.

What language barriers exist within the areas you work? Do you offer your programmes in different languages? Can you think about chatting to key leaders within various faith groups to best understand how to work in partnership with them within their culture and how to empower and support them as leaders within their own communities?

If you already offer sport or physical activities to Londoners, how could this be tailored to address social issues? Could you find a way of changing the delivery so that it educates people and brings them on a journey beyond being physically active? Could you empower the participants to co-deliver the activity? What free curriculum could you access and make use of?

What other motivations might the Londoners you're trying to help have? They may be playing sport but might not be motivated by it. Perhaps they want to do good within their community? Or can you add sport to already existing civic work?

ABOUT THINKBEYOND

The original research and this abridged report were written by thinkBeyond, with the academic review being led and written by Loughborough University London.

thinkBeyond is the global expert in providing consultancy and strategy delivery to brands, sports teams, leagues, rights holders, federations, talent, media and governments who want to exceed their business goals and ignite positive social change.

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