

# STREET LEAGUE... MOVE ACADEMIES



Using the power of football  
to change young lives





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## Street League

- engages with the 'hardest to reach' young people
- Offers a structured football and education 'Academy' programme
  - two hours classroom
  - two hours pitch each
- eight-week programme develops vital employability skills
  - Communication
  - Teamwork
  - Goal-setting



# About Us

- Founded in 2001 by Dr Damian Hatton
- Operating in London, Glasgow, North East, North West, Edinburgh
- FA Charity of the Year
- Number 10's Volunteering partner 2011
- 22,000 young people helped in 10 year



# About Us

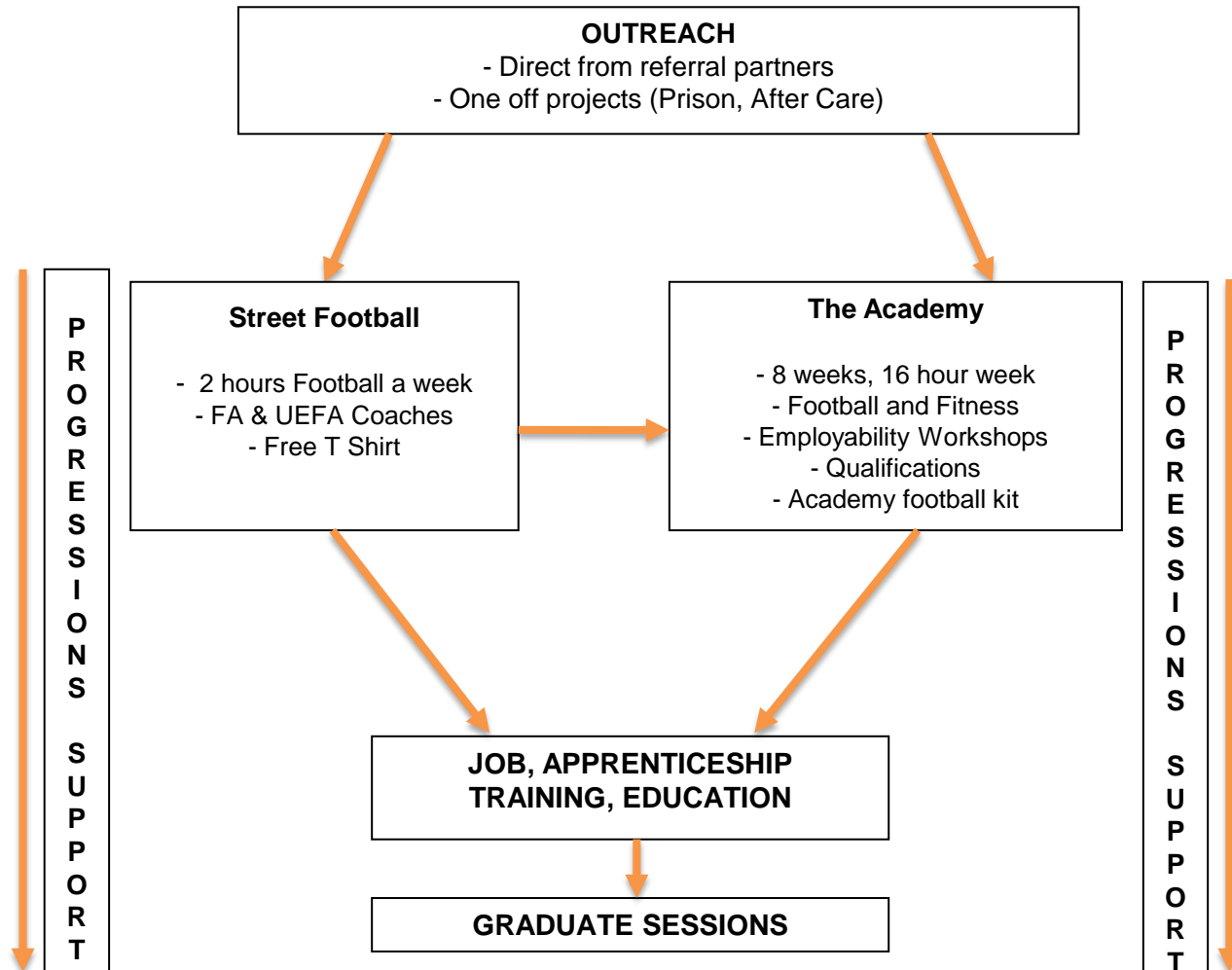


"There are almost one million young people out of work in the UK. Street League are amazing because they use the power of football to get the most disadvantaged into work, education and training"

*Robin van Persie, Street League Ambassador.*



# Our Model





# The Challenge

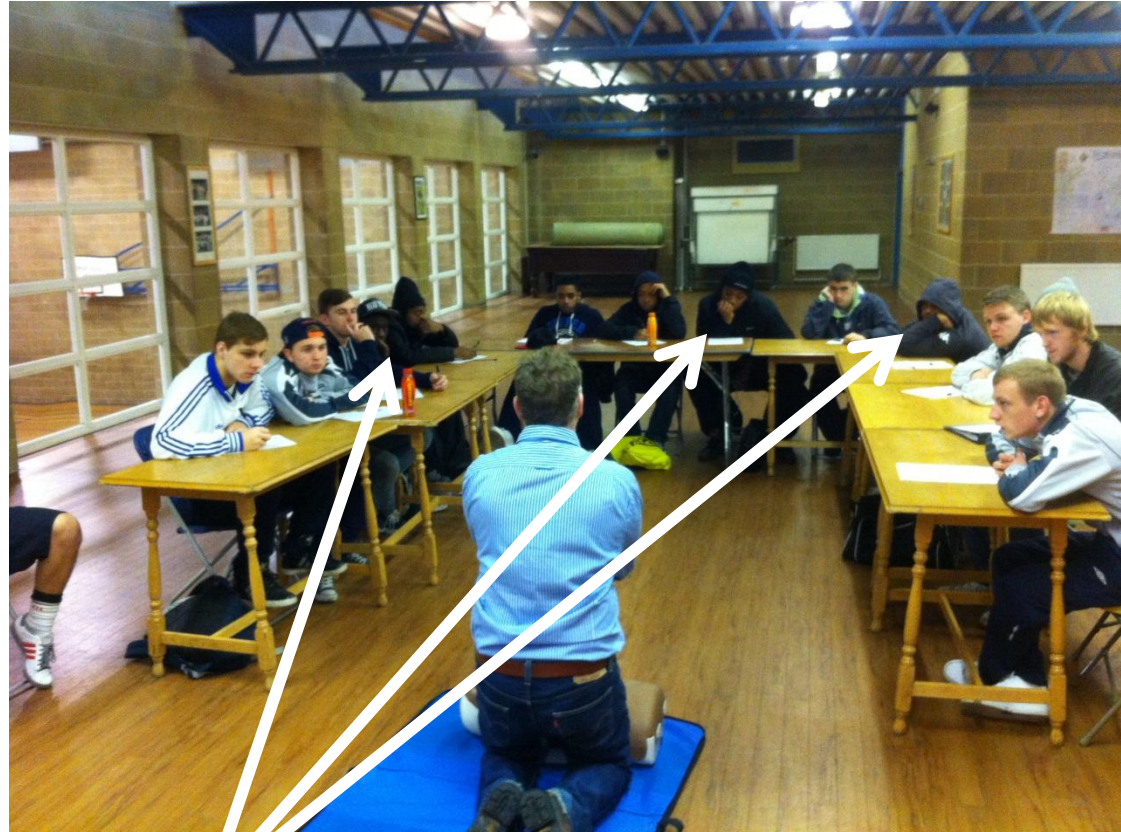
## Assumptions:

Low level of activity is often linked to:

- Lack of concentration
- Poor punctuality
- Disengagement from progression and job search activities

Low participation in sport is often linked to:

- Absenteeism
- Lack of assertiveness
- Inability to work in a team



All these participants are disengaged and this is quite common

# Target Group and Number of People Reached

**Social Disadvantage:** 16-25 year old NEETs

**Gender:** Male and Female

**October 2012-December 2012:** 20

**February 2013-March 2013:** 25

**May 2013-June 2013:** 20

**July 2013-September 2013:** 14

**Overall Reached:** 79



# The “MOVE” Academies

## Project Aim:

To increase the number of fitness related activities on the Street League Academy Programme and analyse the impact of fitness on the participants' achievement of 'Progression Milestones' and 'Hard Outcomes'





# The “MOVE” Academies

## Project Goals:

- Run 4 MOVE Academies between October 2012 and March 2013
- 64 participants completing 4 Qualifications
- 64 participants completing 10 hours of Voluntary Work
- 48 participants progressing into jobs, education or training
- Produce a report on the impact of fitness on outcomes



# The “MOVE” Academies

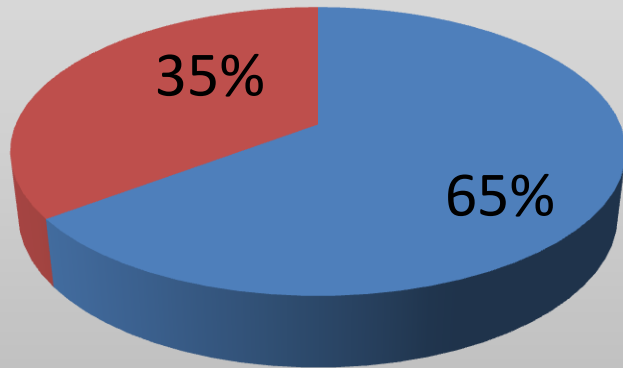
## Key Activities

- Run fitness tests on each Academy
- Complete 2 Soft Skills Reports per participant on each Academy
- Delivery of 4 Qualifications in Employability and Personal Development
- 1:1 Career Advice and Progression support
- Brokering of jobs, apprenticeships and voluntary placements
- Fitness, education and progression data recording and analysis

# Sample Taken from Oct- Dec 2012

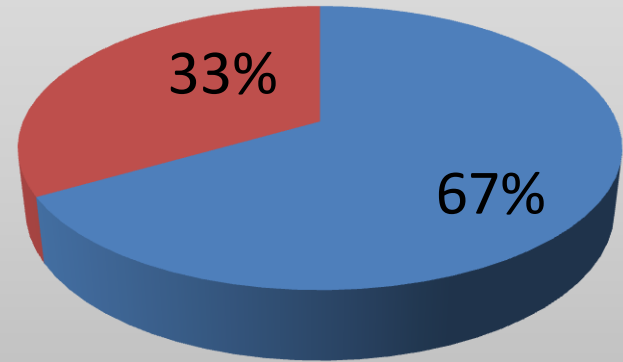
## Top 5 Fitness Results v Outcome

- Number of times a participant that has progressed got a top 5 score
- Number of times a participant that has not progressed got a top 5 score



## Top 5 Most Improved v Outcome

- Number of times some who has progressed was one of the top five most improved
- Number of times some who has not progressed was one of the top five most improved





# Sample Results from Oct-Dec 2012

As the graph shows, this MOVE academy does well to prove the health selection theory.

The people who were more fit were more successful in finding employment.

Of the nine participants that progressed into a positive outcome six were able to test in the top 5 fitness scores.

Although four of the participants that progressed had some of the worst fitness scores, they were however the participants that improved their fitness scores the most during the MOVE academy.



# Case Study

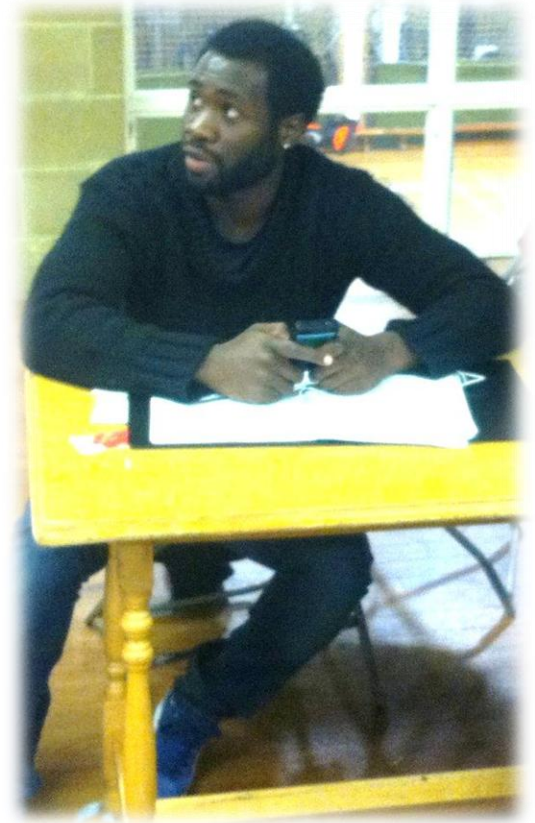
**Before Engaging with SL MOVE academy:** Playing football at his local team and claiming benefits

**Initial Engagement:** Street football sessions

**Barriers/Challenges:** lacked guidance in his career options, regularly sought assistance at his local job centre but to no avail.

**On the SL MOVE Academy:**

- Took the role of leader and became captain for a few matches
- Began to utilise the progressions service
- Undertook a number of 1 to 1 advice and guidance sessions as a way to plan what his next career steps would be
- Successfully secured three interviews
- Had a successful interview with Barclays for an Apprenticeship role
- Successfully obtained work through a railway engineering firm



# Case Study

**Before Engaging with SL MOVE academy:** Claiming benefits, not taking part in much physical activity

**Initial Engagement:** Street League MOVE Academy

**Barriers/Challenges:** lacked confidence, motivation and ambition

**On the SL MOVE Academy:**

Entered the programme with a healthy BMI

Was negative towards employment

Improved his fitness

Became more willing to find a positive outcome

Progressed into a positive outcome





# Partners & Funding

**Main Partner:** MOVE

**Total Budget:** £51,520

**Funding Duration:** October 2012-March 2013

**Project Costs:** Staff Costs, Monitoring and Evaluation material i.e. equipment, supplies and consumables, venue hire and resources.

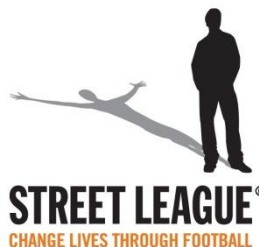


# Key Lessons

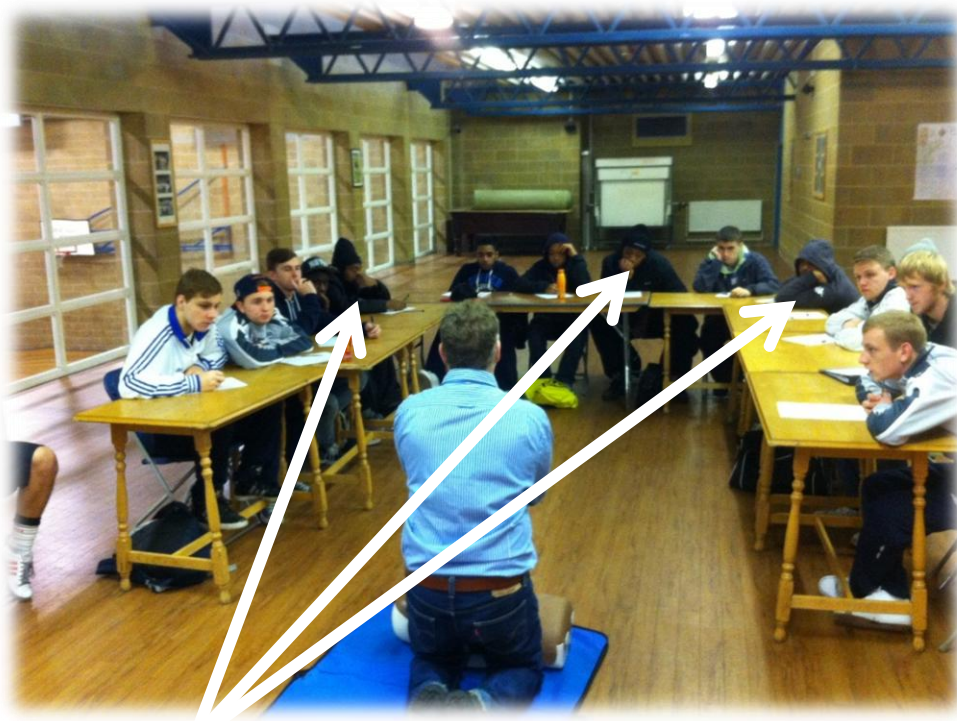
Football and Sport in general is a powerful tool to retain 16-25 NEET's on our programs.

- Someone who is fit and healthy may increase the chances of a positive outcome
- Being more active can increase a person's chance of achieving an outcome
- Everyone generally improved their fitness
- Someone who is not fit and healthy can bring many barriers from achieving a positive outcome
  - Accommodation
  - Financial issues
  - Family issues
  - Social impact
  - Negative attitude

will certainly affect the attitude of someone that is eagerly seeking employment.



# Key Lessons





# Key Lessons

- As fitness improved so did:
- Attendance
- Punctuality
- Attention
- Retention
- Attitude towards outcomes



## Week 1

| 04-Feb | 05-Feb | 06-Feb | 07-Feb |
|--------|--------|--------|--------|
| 1      | 1      | 0      | 1      |
| 1      | EA     | 1      | 1      |
| 1      | 1      | 1      | 1      |
| 1      | 0      | 1      | 1      |
| 1      | 1      | 1      | 1      |
| 1      | 1      | 1      | 1      |
| 1      | 1      | 1      | EA     |
| 1      | 1      | 0      | 1      |
| 1      | EA     | 0      | 1      |
| 0      | 1      | EA     | EA     |
| 1      | 1      | 1      | 1      |
| 1      | 1      | 1      | 1      |
| 0      | 0      | 1      | 0      |
| 0      | 1      | 1      | 0      |
| 1      | 1      | 1      | 1      |
| 1      | 1      | 1      | 1      |
| 1      | 1      | 0      | 1      |
| 1      | 1      | 1      | 1      |
| 1      | 0      | 1      | 1      |
| 0      | 1      | 1      | 1      |
| 0      | 1      | 1      | EA     |
| 1      | 1      | 1      | 1      |
| 1      | 1      | 1      | 1      |
| 0      | 0      | 1      | 0      |
| 1      | 1      | 1      | 1      |
| 19     | 19     | 20     | 19     |

## Week 8

| 18-Mar | 19-Mar | 20-Mar | 21-Mar |
|--------|--------|--------|--------|
| 1      | 1      | 1      | 1      |
| 0      | 1      | 1      | 1      |
| 1      | 1      | 1      | 1      |
| 1      | 1      | 1      | 1      |
| 1      | 1      | 1      | 1      |
| 1      | 1      | 1      | 1      |
| EA     | 1      | 1      | 1      |
| 1      | 1      | 1      | 1      |
| W      | W      | W      | W      |
| W      | W      | W      | W      |
| 1      | 1      | 1      | 1      |
| 1      | 1      | 1      | 1      |
| W      | W      | W      | W      |
| W      | W      | W      | W      |
| 1      | 1      | 1      | 1      |
| 1      | 1      | 1      | 1      |
| 1      | 1      | 1      | 1      |
| 1      | 1      | 1      | 1      |
| 1      | 1      | 1      | 1      |
| 1      | 0      | 1      | 1      |
| 1      | 1      | 1      | 1      |
| 1      | 1      | 1      | 1      |
| W      | W      | W      | W      |
| 1      | 1      | 1      | 1      |
| 18     | 19     | 20     | 20     |

# Long Term Prospects for MOVE

Street League will use

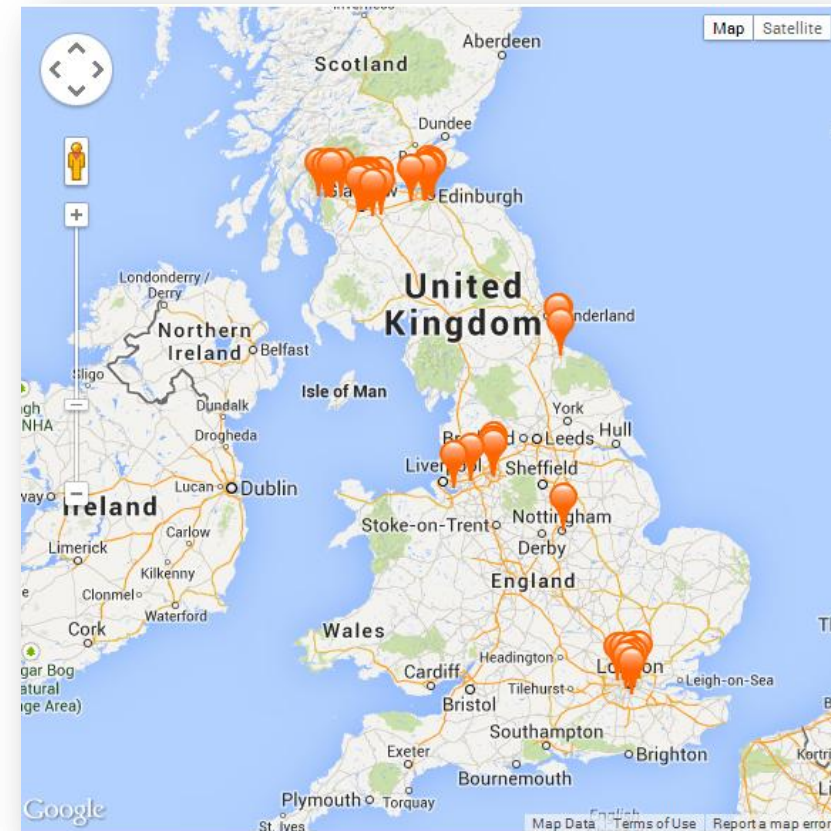
- Heart Rate
- Bleep tests
- Cooper run

Will not use:

- Sit and reach
- Sargent jump
- Press up
- Sit ups



# Long Term Prospects



- There are 16 Academy programmes across 6 regions.
- Each Academy programme runs four times a year. That's 64 Academies per year.
- We offer 4 nationally-recognised qualifications on the Academy programme
- Recently opened in Nottingham.
- Street League will be in 12 cities by end of 2014, helping 2000 disadvantaged young people each year get into employment and training.





**STREET LEAGUE**  
**CHANGE LIVES THROUGH FOOTBALL**