

NORTH AREA COMMITTEE

REPORT OF THE DIRECTOR OF COMMUNITY AND CULTURAL SERVICES

30 OCTOBER 2008

SEABURN CENTRE: SUNDERLAND AFC FOUNDATION

1.0 PURPOSE OF THE REPORT

1.1 The purpose of this report is to advise the Area Committee of a partnership between Sunderland AFC Foundation and the Seaburn Centre.

2.0 BACKGROUND

2.1 The Area Committee may be aware of the successful Football Friday sessions held at the Seaburn Centre.

2.2 As a natural progression from the regular Football Friday programme, a new project organised by Sunderland AFC Foundation and hosted by the Seaburn Centre has emerged called 'Kickz'. The project is currently being developed in the North of the city, particularly around the sea-front where there is often youth anti social behaviour.

2.3 Kickz will enable young people, particularly hard to reach, to fulfil their potential by:

- Promoting Inclusion in the community
- Enabling safe and healthy choices
- Diverting young people from anti-social behaviour
- Encouraging active citizenship

3.0 KICKZ

3.1 The aim of the project is to engage young people, using Sunderland AFC as the catalyst, in a range of sporting and educational activities, by providing a safe and familiar environment where participants feel comfortable to challenge and develop themselves.

3.2 The objectives of the project are as follows:

- Create a safe and positive environment for young people
- Provide supportive structures and signposting opportunities
- Provide good citizenship and volunteer opportunities
- Develop pathways to education, learning, skills development and training

3.3 The following opportunities will be made available:

- Develop an SAFC Foundation satellite centre at the Seaburn Centre so having a prominent presence in the area
- Develop a classroom facility in the Seaburn Centre so that young people can complete accreditation work linked to sports such as Sports Leaders, coaching courses and First Aid
- Run 'drop in' sessions twice a week at the Seaburn Centre, engaging young people from the local area
- Run a 'project group' once a week, moving young people onto programmes that can develop their employability and social skills
- Deliver young person led projects that may involve dance, fitness, mountain biking and climbing
- Run programmes for those young people marginalised from school

- Signpost young people onto other opportunities including training, accreditation, work placements, employment etc
- Enable young people to take health MOTs and embark on healthier lifestyles so contributing to the emotional and social well-being
- Encourage inter-ward, local, national and international competitions so enabling young people to experience new opportunities and develop awareness
- Work in partnership with other agencies to deliver projects, such as tuition at the skate park

The above will be delivered through a range of sports related activities, managed by a Project Coordinator, with some part time staff employed for specific projects.

3.4 It is anticipated that the project will achieve the following outputs:

- 200 young people involved in positive activity
- Four schools supported in provision and out of hours
- Football Friday delivered to divert young people from anti social behaviour
- 20% of young people signposted to other activities/agencies/learning
- 1 trainee placement provided
- 12 peer mentors
- 6 volunteering positions

Outcomes

- Improved use of Seaburn Centre
- More young people participating in sport and physical activity
- Improved health amongst young people
- A positive impact on safer communities/community cohesion – less crime and antisocial behaviour
- Increased skills and confidence in local young people
- Increase in the number of volunteers and engagement in community life

4.0 CONCLUSION

4.1 The Area Committee is requested to note the content of this report.

5.0 BACKGROUND PAPERS

5.1 SIB Application by Sunderland AFC Foundation