

# INQUIRY REPORT

## Evidence from Leicester Riders

### Leicester Riders

#### 1. Leicester Riders Background and Mission

The Leicester Riders Basketball Club [“the Riders”] is the oldest basketball club in the country having been founded in 1967. The club is proud of the great basketball success it has had in the past couple of years, but it is also very proud of the work it has done within the community for many years. The club uses the power and impact of the brand of the professional basketball club to inspire and motivate people of all ages, be it through the community, educational messages, in-game activities or special events.

#### 2. Community Delivery

The Riders undertakes its community work through a not-for-profit Community Interest Company [“CIC”] with an independent board.

The Riders raises the awareness of basketball in a safe and inclusive environment across a diverse age range by delivering a wide range of general basketball, elite basketball, health awareness and social engagement programmes to communities across the city and the county. The club utilises its professional players as role models for children to look up to and aspire to.

The Riders works with:

- 86 primary schools;
- 11 secondary schools;
- 9 universities or colleges;
- 4 local authorities

The Riders deliver 137 community programmes across the different institutes and local facility providers in Leicester and Leicestershire, including the following, some of which are described in more detail below:

After-school Clubs	Challenge Me	Playing4Health	In School Coaching	Hoops4Health
Academy Coaching	Development Days	Satellite Clubs	Shoot2theFuture	LYOS Programme
Central Venue League	Back 2 Basics	Proj3kt 3on3	Camps	Junior National League
AASE Academy	Boarding Facility - STABLES	Step Up	Work Experience	Volunteering

#### 3. Clubs Pathway

The Riders operates a club pathway scheme that involves all of the following:

- Charnwood College Advanced Apprenticeship in Sporting Excellence with the Loughborough College Academy;
- Girls under-14 National League;
- Beauchamp Riders;
- Soar Valley Riders;
- Leicester College Riders (Girls);
- Charnwood Riders;
- Groby Riders;
- Babington Riders;
- Boys under-13 National League;
- Central Venue League for:
  - Shoot2theFuture;
  - Primary School Programmes;
  - Development Days;
- Leicester City Riders English Basketball League Division 2 Women:
- Women’s Local League;
- Men’s Local League;
- Loughborough Students Riders English Basketball League Division 2 Women:
- Leicester Riders Women’s BBL;
- Loughborough Student Riders English Basketball League Division 4 Men:
- Loughborough Student Riders English Basketball League Division 2 Men; and
- Leicester Riders Men’s BBL.

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#### 4. The Shoot2theFuture Project

The Shoot2theFuture project is a partnership between the Riders, Leicestershire Police and De Montfort University's pioneering Mile<sup>2</sup> community project. The project aims to offer the young people of Leicester and Leicestershire an opportunity to engage in physical activity that is positive and encourages them to play more of an active role within the community. Shoot2theFuture engages young people between the ages of 14 and 25 with the game of basketball, providing a positive activity on a Friday evening when little or nothing else is available to them.

The first year of the Shoot2theFuture project was a great success, expanding from just one session on a Friday evening to four different sessions every Friday engaging over 100 young people every week. As the numbers increased so did the message of the project and Shoot2theFuture is now stronger than ever before.

The basketball sessions, alongside free dance lessons in certain areas, demonstrated the power of the sport by impacting positively on local anti-social behaviour and crime reductions.

The project was initially piloted at one location within Leicester that is currently high in crime and anti-social behaviour. There were several issues identified by Leicestershire Police, a local secondary school and members of the community as well as potential participants. New Parks became the first area to launch Shoot2theFuture in November 2012.

Partnership development and the support of local schools and businesses has enabled Shoot2theFuture to continued since and to grow from one location to five locations, all based in areas that have been identified as high priority. Now, the Riders and the Police are looking to develop Shoot2theFuture in other deprived areas of Leicester.

Russell Levenston, Managing Director of the Riders, is excited to see the sessions running a year on from the launch of the programme and re-commits the Riders support to developing the project further. *"Last year Shoot2theFuture took off faster than we ever thought it would. It really demonstrated the need for more free basketball sessions in the city of Leicester. We have been fortunate to find great partners that want to support the sessions and keep them running for as many people as possible. The messages we are able to deliver to the young people at the sessions are very powerful and you can see the positive results in areas we have delivered. We now have four sessions that are still running in the city, being delivered by our professional coaches alongside our elite players acting as role models at the sessions. It is great to see, however, we are pushing forwards to have more sessions start up as the year progresses."*

Leicestershire Police remain committed to the project, lending their support in the delivery of the sessions on a weekly basis and boosting the project behind the scenes as well. Sergeant Helen Nurse has worked closely with the Riders and is also excited, *"A year on and the partnership between Leicestershire Police and Leicester Riders continues to go very well and we have seen the positive impact of the project on local communities and individuals. The sessions offer free provision for up to forty young people each week and aims to provide a positive diversion from crime and anti-social behaviour."*

##### i) Project Outcomes

Shoot2theFuture engages with young people in local communities in positive diversionary activities that will present opportunities for them in the future. The sessions look to have young people develop and adopt physical activity into their lifestyle, making it a habit in their everyday life.

Shoot2theFuture has so far seen five project outcomes which will help achieve the project overall aims:

- 1 340 young people have been physically active once a week throughout the project so far;
- 2 At least one police volunteer, officer or community support officer has engaged with the participants;
- 3 50% of participants have had a more positive attitude towards Leicestershire Police across all 8 sites;
- 4 Two local volunteer project activators have been developed at each site each year in order to offer work experience and qualifications; and
- 5 A significant reduction in anti-social behaviour within the areas in which the project has been running as measured by Leicestershire Police.

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#### Outcome 1

340 young people have been physically active once a week throughout the project so far.

On average, the project has attracted 35 young people at each site on a Friday night to participate in the basketball and the three dance locations aim to attract 20 other young people. The basketball sessions provide two hours of physical activity, which is above the national expectations.

The Leicestershire Sports Trust for Physical Education, Sport and Physical Activity [“LSPT”] states that the local area estimates for adult participation in sport and active recreation indicate 30.6% of adults undertake the equivalent of one period of 30 minutes of sport or active recreation per week. This is 5% less than Leicestershire’s regional counterparts in Derby and Nottingham. The Active People Survey [“APS”] 7 published by Sport England [“SE”] has found that nationally once a week participation in sport levels (one period of 30 minutes moderate intensity) have increased but the East Midlands and more importantly the Leicester local authority has shown no change since APS 1.

The implications of Leicester’s inactivity are significant as it is estimated that a lack of physical activity is costing the city at least £6 million per year from the health budget. Therefore, it is particularly important to ensure that sport and physical activity is promoted within Leicester and Leicestershire and that more opportunities are available for the local populace to participate in such activities.

Shoot2theFuture Outcome 1 will contribute to the overall ambition cited in the LSPT Plan (2014-2017): to increase levels of participation in physical education, sport and physical activity, thus enabling children, adults and families to lead active lives.

Also, Shoot2theFuture is working towards the key outcomes of Leicester’s population becoming more physically active within the Leicestershire and Rutland Sports Strategy for Sport and Physical Activity 2013-17.

There are several factors that highlight the importance of having more of the local population being physically active. Leicester is a vibrant multi-cultural city and like many deprived cities it has many inequalities too. Shoot2theFuture looks to address these issues: health; crime; anti-social behaviour; and community cohesion.

#### Outcomes 2 and 3

At least one police volunteer, officer or community support officer has engaged with the participants

50% of participants have had a more positive attitude towards Leicestershire Police across all 8 sites

The young people within many of the communities targeted by the project are at a crucial stage in their lives where they can become easily influenced by the negative surroundings to which they are often subjected. It is particularly important to work towards breaking down the negative perceptions that young people have of the police. To assist in overcoming the myths surrounding the police, the project looks to have local officers engaging with the young people during the sessions. Consultations with Leicestershire Police have found that this is an outcome on which they are particularly focused as they experienced a number of issues around this within local communities, and had struggled to overcome this problem.

The ‘Tired of Hanging Around Audit’ Commission stated that “*young people value approachable project staff who take an interest in them and offer advice and support*”. Shoot2theFuture offers this with community coaches and professional players delivering the sessions, and via the police officers and community support officers attending the sessions. The sessions offer the young people support and guidance with the decisions that they face over the weekend and how to stay safe. The addition of the professional players attending the sessions provides the young people with a role model to which they can aspire.

The attitudes that the young people have towards the police are measured at the start of the project, the middle and the end, via questions and answers in the form of questionnaires and video interviews.

#### Outcome 4

Two local volunteer project activators have been developed at each site each year in order to offer work experience and qualifications

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Shoot2theFuture aims to make an impact in the community via increasing participation levels, making a significant difference in anti-social behaviour within the area and encouraging the young people to take up a more active role within the community.

The project looks to involve two volunteer project activators at each site each year. This role looks to encourage the volunteers to become more active members within the community and to take greater ownership over the project. The volunteer activators look to take responsibility for the recording of the participants who attend the sessions, as well as assisting in the delivery of the sessions. The volunteers are required to spend time with the project manager and senior managers to discuss how they feel the project is going and what can be done to improve the experience being provided to the young people within the community.

Support is given to the volunteers with more responsibility gradually being handed to them over time, some of which include social media responsibilities and supporting project promotions in schools and neighbourhoods.

### Outcome 5

A significant reduction in anti-social behaviour within the areas in which the project has been running as measured by Leicestershire Police

The project looks to contribute to Leicestershire Police’s efforts in reducing the anti-social behaviour rates within the communities in which the project runs. The sessions are delivered across the different locations on Friday nights when anti-social behaviour rates are at their highest across Leicester and Leicestershire. The project looks to provide a safe environment for young people to attend, in which they can engage in a positive activity as opposed to being out on the streets where they can be quite easily viewed as engaging in anti-social behaviour.

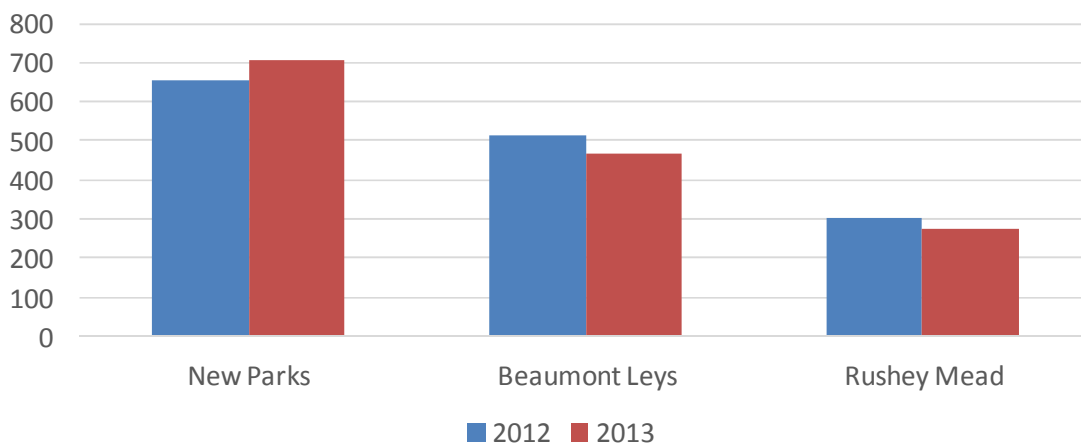
The results are measured according to the data collected by the police. To be more specific, the effects that the project is having on anti-social behaviour and the number of calls made whilst the project is being delivered are measured as well as overall rates for the weekend.

The ‘Tired of Hanging Around’ Audit Commission stated that “*Adults and young people see anti-social behaviour differently. Adults’ main concern is about young people hanging around. Eight out of ten young people say they hang around to socialise cheaply and to keep safe - only 2% think it is anti-social. Sport and leisure can engage young people, attracting those at highest risk of anti-social behaviour into more intensive developmental projects.*”

This emphasises the importance of having the project running and made available to young people within the community.

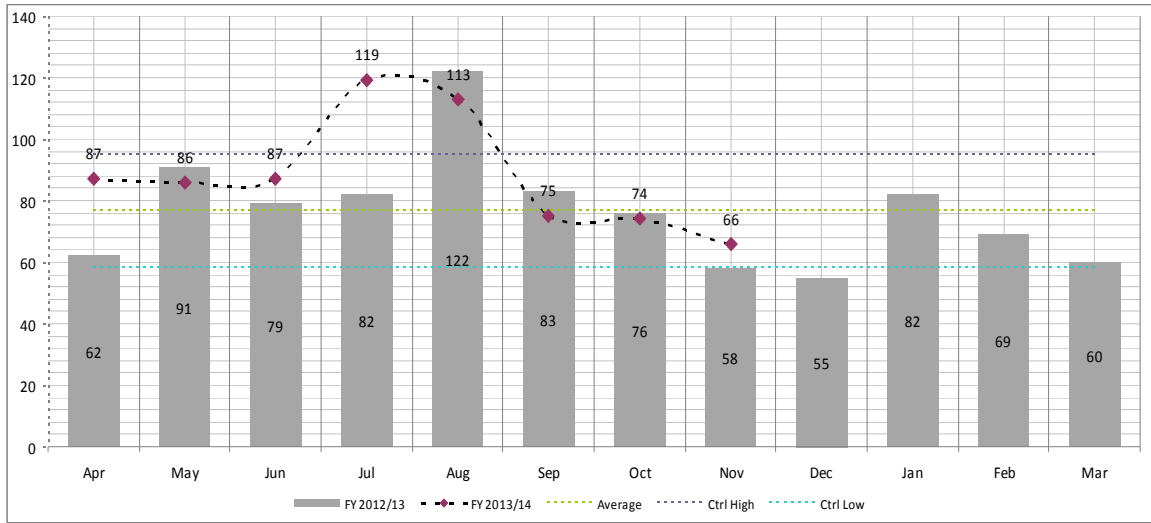
The following diagram shows an analysis of the impact of Shoot2theFuture on anti-social behaviour in three areas during 2012 and 2013:

**Reported Anti Social Behaviour Incidents in  
2012 and 2013**



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The following diagram shows an analysis of anti-social behaviour in the New Parks area. Interestingly, the big increases in anti-social behaviour took place during the summer months of July and August when the basketball facilities were not available in New Parks and consequently the project was not running:

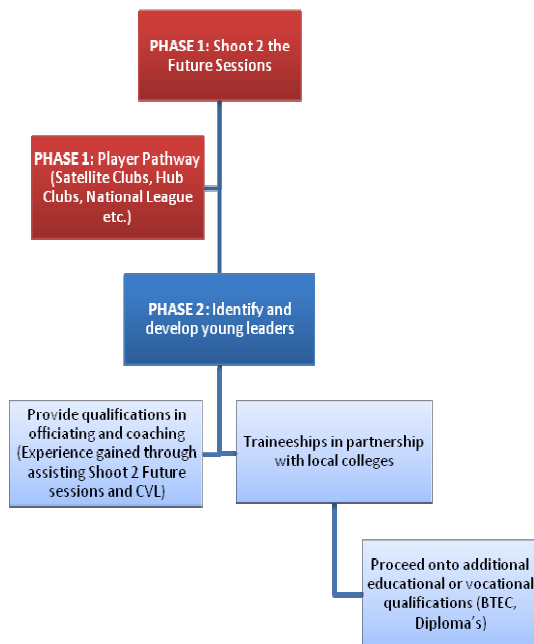


### ii) Project Phase 2

The project utilises twilight basketball sessions as a tool to combat anti-social behaviour and to allow teenagers to engage in a sport. The project is looking to expand into four more locations within the city: Eyres Monsell; Braunstone; Spinney Hills; and Hamilton. These four areas have displayed significantly high levels of youth crime and anti-social behaviour, presenting the strongest case to having the sessions take place within those areas. The project also looks to continue to sustain the current five locations that have been running the project: New Parks; Beaumont Leys; Rushey Mead; Castle Ward; and Wigston.

The plan for Phase 2 is as follows:

- Look to secure three year funding for the project from external sources;
- Look to develop positive pathways for the participants, incorporating qualifications, education, vocational skills and player pathways for talented athletes;
- Expand to an additional four locations in Leicester and Leicestershire; and
- Expand upon the current five young leaders volunteering with the Riders at the Central Venue League and one young girl developing media for the project.



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#### Target group

The project is aimed at young people aged between 14 and 25 years. The sessions are open to young people of any skill level and of any gender.

#### Current Locations

- New Parks;
- Beaumont Leys;
- Rushey Mead; and
- Castle Ward;
- Wigston.

#### New Locations

- Eyres Monsell;  
This area has been on the police's radar recently as there are significantly high levels of anti-social behaviour reaching highs of 87 incidents during the month of May 2013 and lows of 23 incidents during the month of November 2012.
- Braunstone;  
A document produced by the Anti-Social Behaviour Joint Management Group in Leicester in December 2013 showed that there were 72 incidents within Braunstone in the previous four weeks. Despite this figure being a decrease from the four weeks before that, which had 74 incidents, the number of reported anti-social behaviour incidents within the four week period is considered extremely high as no other area of Leicester has come close to that number.
- Spinney Hills; and  
The Spinney Hills area has fallen victim to a number of severe crimes in the past year which has resulted in a number of deaths. The police has expressed their concerns about young people being influenced by this type of behaviour and have highlighted the need for positive activities to be made available to the young people in the area.
- Hamilton.  
Hamilton is an area that has very quickly increased its number of anti-social behaviour incidents that are taking place within the community. With the area having a number of new housing developments being built, there is a large number of young people with very little to do.

#### Delivery

All sessions are delivered on a Thursday, Friday or Saturday evening for a period of approximately 45 weeks throughout the year including summer holidays where young people often lack positive activities in which to participate and levels of anti-social behaviour often increase. Evenings are a prime time for anti-social behaviour and youth crime. The sessions are delivered by a Riders coach and a Riders player; a police officer is also in attendance to give a brief talk throughout the session to the young people about the importance of staying out of criminal activity and staying safe over the weekend. Each location holds a Shoot2theFuture session once a week for two hours on one evening.

At the New Parks location there was often a number of girls who would come along to the sessions but would not participate in the basketball sessions. The majority of these girls found the sport intimidating and did not feel confident enough to join in the session. A number of the girls were friendly with some of the boys there and that was their reason for attending. As a result of this, a dance session was arranged for both girls and boys running for one hour alongside the basketball session. The dance sessions proved to be highly popular with 15 girls consistently attending on a Friday night. The dance sessions serve the same purpose as the basketball sessions, in providing the participants with support and information on how to be safe ahead of the weekend.

#### iii) Project Rationale

As mentioned earlier, the areas identified are areas that have a correlation between the levels of poverty and crime. Following discussions with Leicestershire Police, these areas were highlighted as ideal locations for the sessions to take place to encourage young people to engage in positive activity and to make informed decisions during the weekend.

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Friday and Saturday nights were identified as a prime time to deliver the sessions as young people have little or no provision during these evenings, often being the reason that young people can be found on the streets and in some cases involved in trouble.

#### iv) Crime and Anti Social Behaviour

A report was written by the UK Charity, Sport Ed, into the business case for investing in sports for development work for disadvantage young people in the UK. Within this report, it stated that *“With the increasing propensity to perceive young people as problematic, merely as a result of their presence in public, has come an awareness that more needs to be done to engage young people and offer positive alternatives to congregating on street corners”*.

This statement supports the need to avoid the negative perception that young people have developed over recent years, more positive activities need to be available to them, activities which are easily accessible and have minimal barriers preventing participation.

In partnership with Leicestershire Police, the project looks to create a safe environment for young people to come off the streets and socialise as well as keep physically active. Leicestershire Police looks to refer young people that have been identified at risk of entering into the justice system.

The Sport Ed report found that *“Whilst Youth Task Force Action from 2008 emphasised the need to increase young people’s participation in positive activities particularly on Friday and Saturday nights, in 2004 Sport England stated that: Emerging evidence is beginning to highlight the impact of sport in relation to creating stronger communities and addressing issues of community safety, including reductions in anti-social behaviour, reductions in propensity to commit crime and reductions in the ‘fear’ of crime amongst the wider community”*.

Shoot2theFuture encourages the young people to engage with the wider community. This can include getting to know the local community support officer through to assisting the younger age group in the session to perform a skill. The sessions look to develop a sense of community within a younger age group that often feels disconnected from the community.

#### v) Community Cohesion

Many young people within the community still fail to relate to positive role models within the area. Shoot2theFuture looks to provide a role model in the community not only by using the professional athletes but also by developing role models via the project activators.

The project develops young people by giving them various roles in the hope that they take up identifiable roles within the community that many younger people are able to look up to.

Following the emergence of new strategic priorities from the coalition government in May 2010, community programmes working with young people to reduce crime were seen to need more by way of early intervention, have less emphasis on form filling and more emphasis on increasing community involvement. These priorities are all addressed by the Shoot2theFuture project.

There is a growing need within communities for them to show greater unity through the breakdown of common barriers such as ethnicity, religion, gender and financial. By offering basketball sessions within the communities, young people are offered a safe and neutral place to come together to interact. This is particularly important for young people who often have a territorial issue. The interactions throughout the project offer young people a feeling of belonging within the community and an opportunity to meet and help people from different backgrounds and dispel any myths.

#### vi) Participation

The ‘semi sport’ feeling that the sessions adopt offers another way to make the transition between school and community sports clubs much easier. The Shoot2theFuture sessions attract a wide range of young people who play competitive basketball, used to play competitively and some who have never played but have developed excellent friendships at the sessions.



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The project contributes to national and local objectives which aim to increase basketball participation within the communities, at a very basic level.

The project is looking to consistently increase the proportion of people regularly playing sport. In particular, Shoot2theFuture aims to raise the proportion of 14 to 25 year olds who play sport and to establish a lasting network between school and sports clubs in local communities that keeps young people playing sport up to and beyond the age of 25. Shoot2theFuture has already contributed to this and looks to expand the number of participants as the project grows.

#### vii) Consultation with Young People

Questionnaires about local provision and what young people want to be available within the area have been given to local schools in the targeted areas. Hamilton Community College, Samworth Academy, Crown Hills Community College, Moat Community College and Fullhurst Community College were the schools that took part with students in years 8, 9 and 10 completing the questionnaire.

Analysis of the data collated found that 74% of the young people said that they felt that there wasn't enough provision for activities within the area on a Friday and Saturday night, suggesting more needs to be made available to young people.

Statistics and figures have already shown there are high levels of anti-social behaviour within these areas and young people feel there is little provided for them. Clearly, more opportunities need to be made available to them at the times they feel there is nothing to do.

When asked "*What do you currently do on a Friday and Saturday night*", 67% of the responses said "*Socialise with friends*". With so many young people wanting to socialise with friends on Friday and Saturday nights, basketball presents the ideal opportunity to create an ideal environment for socialising with the added benefits of being physically active, safe and receiving positive information.

The questionnaire asked the young people to select the activity in which they would most like to take part on a Friday or Saturday night. The results were as follows:

1. Football - 32%	2. Basketball - 30%
3. Dance - 10%	4. Athletics - 7%
5. Badminton - 7%	6. Rugby - 5%
7. Tennis - 3%	8. Other - 3%
9. Hockey - 2%	10. Netball - 1%

Clearly, basketball proved to be the 2<sup>nd</sup> most popular activity chosen, with 30% of young people saying they would like it to be made available on these nights followed by dance for 10% of them.

## 5. Challenge Me

### i) The Challenge Me Project

The Challenge Me project is an Awards for All funded project that aims to address behavioural problems of Key Stage 2 children aged between 7 and 11 years in 15 primary schools across disadvantaged areas of Leicester.

The project looks to involve all children, either gender, all ethnic backgrounds, religions and abilities. It encourages them to develop and improve their team building skills as well as their communication skills, which can often inhibit a child's academic development. By addressing their behavioural problems, it is hoped that the children can be brought together to work more effectively in classrooms with the skills required at an early age in a cohesive community. The benefits of the project will be felt by other children who will be able to work more efficiently without classroom disruptions.

The programme aims to utilise sport and physical activity as a tool to improve the behaviour, focus and learning ability of the children within a classroom environment. The programme targets small focus groups of approximately 8 to 10 boys and girls with identified behavioural problems within the classroom, such as a lack of attention and constant talking. 128 children have so far benefited from the project.

The programme is funded by Big Lottery Awards for All for the delivery to 15 primary schools. Other schools that have opted to take the project fund the project themselves.



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The project utilises a Riders community coach and a professional basketball player to develop skills that improve the children's behaviour.

Delivery of the programme is as follows:

- In school and at lunchtimes;
- 10 hours of delivery per school;
- Delivered by a Riders community coach and a professional basketball player;
- Incorporates practical and theory elements;
- Focused on 5 topics:
  - i. All about me and thinking about others;
  - ii. Building friendships and relationships;
  - iii. Working together;
  - iv. Bullying and discrimination; and
  - v. How to choose and resolve conflict.

#### ii) Project Impact

The impact of the Challenge Me project was as follows:

- 80% of schools said there was a noticeable improvement in the children's behaviour during the project.
- 66% of schools said the children's good behaviour was temporary.
- 75% of schools recommended the project should run for a longer period to bring about a lasting impact.

#### iii) Project Evaluation

Final evaluations of the project outcomes have showed the following:

- The project was well received by all children and all schools.
- All targeted schools responded well and embraced the project. As a result, some schools have chosen to run the project for their children in the next academic year.
- Comments from the school included:
  - *"The children particularly look forward to the sessions throughout the week and enjoy the idea of having a player work with them to achieve their own personal goals set";*
  - *"The project empowers the children and gives them responsibility on setting their own goals and aims";* and
  - *"Project works well with the children behaving well throughout the week up until the Friday, but the fact that the weekend is approaching could be a factor in their behaviour changing";*
- Comments from the children included:
  - *"This programme has helped me because my time here has been fun and it has helped me in my social skills and team work";* and
  - *"The people have been supportive and made lessons fun while teaching very good lessons. However you could make the time longer because I like working with Kieran and I don't want it to end";*
- Of the 15 schools, 14 selected only boys for the project and only one school actually selected some girls. This suggested that the schools that had the project delivered felt they had more boys displaying behavioural issues than girls; and
- It was effective for the period in which it ran, but for a much stronger outcome the project would need to run for a longer period to prove that there are long term benefits.

Evaluation and feedback received showed that the project was an excellent initiative and that it benefited thoroughly all those who were involved. The project engaged the children in a way that developed skills in a contemporary manner. The thing that proved to be most effective was working with small groups of young people in a way which enabled more one-to-one with the participants. The project would have had a stronger impact and lasting effect on the children if the duration of the project had been longer. There were several comments suggesting that the project should have been longer particularly as the participants enjoyed it so much.


The combination of theory and practical in the sessions meant that the participants were able to retain their focus as well cater to the children's different learning habits (visual, audio, kinaesthetic).

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An element that worked well was providing the participants with their own reward charts in the first session, enabling them to discuss their problems and the goals they would like to achieve. The participants then reviewed whether they had achieved their goals throughout the session. If not, they were allowed to take their reward chart away with them to continue to work on them.

## Reward Chart



This Chart belongs to: Rutana

Task	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total
No fighting	★	★	★	★	★			
No swearing	★	★	★	★	★			
No destroying property	★	★	★	★	★			
Listening	★	★	★	★				
Following instructions	★	★	★	★				
Good Basketball	★	★	★	★	★			
Good Sportmanship	★	★	★	★	★			
Good effort/hardwork	★	★	★	★				

When I reach my goal of 10 stars My reward will be Signed Leicester Riders Roster

When I reach my goal of 15 stars My reward will be Leicester Riders T-shirt

When I reach my goal of 20 stars My reward will be Signed Leicester Riders Ball

When I reach my goal of 25 stars My reward will be Ticket to watch Leicester Riders Play and meet the team



9<sup>th</sup> October 2013

Dear Liz,

My name is Ben Wells and I am a Year 6 teacher and a PE Co-ordinator at Alderman Richard Hallam. I am writing to you to let you know how impressed I am with the Riders behaviour program led by Kiran Wiltshire.

I had eight students working with Kiran, all of whom have positively benefitted from their involvement in the program. In all of our sessions pupils were on task and well behaved. I felt like the message behind each session were appropriate and positive. Our group has learnt about the importance of effective team work and communication. The activities Kiran ran were always well planned and equally balanced in terms of practical and theory.

All of the children were engaged and motivated by the physical activities as well as the visits from the Riders. The feedback from the class teachers has also been positive. They have all noticed an improvement in behaviour and a much more positive class attitude. In particular I liked the sticker collection and the "Full House" idea. This really created competition and encouraged the children to earn their stickers each week.

Thank you again for providing such effective and positive programs. I am very much looking forward to continuing our relationship with the Riders and working together in the future.

Sincerely

Ben Wells  
PE Co-ordinator  
Alderman Richard Hallam

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Deputy Headteacher: Ms A Snowden B.Ed (Hons)





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#### 7. Loughborough Basketball Programme

The Loughborough basketball programme comprises the following:

- High class education alongside high level basketball;
- Partnership between Leicester Riders, Loughborough University, Loughborough College and Charnwood College;
- Men's and Women's programmes;
- Extensive support structure; and
- A number of current student athletes have had recent international appearances.

#### 8. Playing 4 Health

In addition to a similar Hoops4Health project in Leicester, the Riders has joined forces with Leicester City Football Club, Leicester Tigers Rugby Football Club, Leicestershire & Rutland Cricket Board and Leicester Hockey Club in a unique programme called "Playing 4 Health".

Thanks to the support of Leicester City NHS, and using the excitement and legacy of the London 2012 Olympics, the five main sporting clubs of Leicestershire are visiting every primary school in the Leicester city area to deliver a fun and active high-intensity exercise programme to engage as many Year 3 and 4 pupils as possible.

Professional coaches are available for five weeks of activity in school sessions designed to increase movement skills and create an awareness of the physical and social benefits of being active, making healthy choices and playing regular sport of any kind on a weekly basis.

Each pupil in the programme will enjoy up to 60 minutes activity per week and, as well as the five weeks of coaching, each professional club will run its own festival event in the form of a mini Olympics and all schools are invited to enter a mixed team of 10 into a major festival day at the University of Leicester's Stoughton Road playing fields.

As well as support from the University of Leicester, clubs are working with secondary schools and using the model created by the Loughborough-based 'Flames Programme' to encourage some of the city's secondary school students to join in and take a leadership role in helping to run the festivals under the guidance of the sporting clubs' professional staff.

Typically, more than 4,000 pupils aged 7, 8 or 9 take part in the programme with over 150 secondary school leaders lending a hand.

With the major club and Leicester City NHS support, as well as links to Loughborough Flames, the Olympic Legacy, Leicestershire and Rutland Sport, and the University of Leicester, the Playing 4 Health programme is a unique and inspiring project that helps to create a positive benefit to the health and fitness of thousands of young pupils across the Leicester city area.

#### 9. Back 2 Basics

The Riders' Back 2 Basics is a project funded by Sport England that looks to increase participation across four deprived areas in Leicester. The programme looks to increase basketball participation by 14 to 19 year olds of either gender as well as introducing those who have stopped playing basketball or have never played a chance to play regularly. The sessions include coaching sessions that alternate between skills development and playing in a game situation. Back 2 Basics also provides pathways to enable regular participants to engage with local clubs.

#### 10. Development Days

The Riders offer Development Days in the afternoon before the professional Riders games are played. All primary school children, but particularly those in years 5 and 6, are invited to receive coaching from Riders' community coaches before being given a meal from Subway and a ticket to watch the Riders game.

Development Days are aimed at providing both participation and inspiration by giving the children the chance to play basketball and then to watch the professional game action and to meet the Riders' players. The project also

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provides an excellent opportunity to feed more young people into external basketball clubs. The cost of the Development Days depends on whether transport is required, but the children normally pay for themselves except when their schools choose to pay part of the costs.

#### 11. Leicestershire & Rutland - Legacy Roadshows

The Leicestershire & Rutland Legacy Roadshows are a series of visits to schools, clubs and community settings throughout Leicester, Leicestershire and Rutland from local elite athletes. The roadshows engage Olympic and Paralympic athletes from different sports, to inspire young people to take part in more sport and physical activity.

The programme works with smaller groups within schools and features more targeted workshops. The programme uses the power of sport to channel the energy and enthusiasm of young people, who have been involved in anti-social behaviour, in a more positive and constructive way.

Team GB Captain and Riders player, Drew Sullivan, has played a key role in the success of this programme since it started in October 2012. He has made 17 visits, engaging nearly 4,000 people, of which the majority have been younger than 18 years old. He is an inspiring and strong role model who has had a lasting impact on the young people with whom he has worked.

*Drew said, "Season 2012-13 was my first working within Leicestershire and Rutland. I have to say the work being done in connecting with young people through the power of sport has been a truly humbling experience. Within a couple of Leicestershire & Rutland Legacy roadshow visits I knew that if I was to stop playing basketball, I would very much like to continue helping with these school visits. For me going into the schools in the local area and being able to talk to these young people, but more importantly converse with them, has been hugely rewarding. To be honest, I sincerely feel that I am the lucky one to be a part of such a great programme. I hope that this is simply the beginning of something that has the potential to be extremely big."*

Drew's message goes well beyond his basketball experiences and shows how hard work, sacrifices and determination have got him to where he is today. His story also highlights how important his education has been. His sporting talents gave him the opportunities to further his education in America and this is something he has made full use of. This is a fantastic example to set for young people to aspire to.

In total the programme has now exceeded 110 visits into different schools and communities, with the 17 different athletes inspiring over 20,000 people.

#### 12. Satellite Clubs

The Riders and England Basketball have launched a number of satellite clubs across Leicestershire to help attract a new range of participants into basketball, increase weekly opportunities to play basketball locally and enable a smoother transition from school to community participation.

The satellite clubs are delivered by Riders community coaches who are Level 2 qualified. The sessions will adopt an informal format, with fun and enjoyment being paramount. The clubs focus on boys and girls aged between 13 and 18 years. Each satellite club is invited to attend a Central Venue League that is run on a Saturday morning at least twice a month at the John Sandford Sports Centre, home of the Riders.

#### 13. Leicestershire & Rutland Crimestoppers Basketball Event

A basketball event that was held on 24<sup>th</sup> October 2013 by the crime-fighting charity Crimestoppers to bring the communities in Leicester together has been described as "a great success" by the organisation.

The event was held at Evington Leisure Centre for 8 to 17 year-olds and was funded by the Leicestershire & Rutland Crimestoppers volunteer committee to engage young people in positive activities and raise awareness of the charity's youth service, Fearless.

Former GB Basketball international, Karl Brown, led the sessions, with a 3-on-3 tournament held, as well as coaching with the youngsters to improve their basketball skills.

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While the event was set up with the intention of those in attendance to have fun, the aim of the day was to promote the Crimestoppers charity, the work with the local community and to make youngsters aware of Fearless and the opportunities they have through the youth service.

Sue Witts, Vice-Chair for the Leicestershire & Rutland Crimestoppers committee, said: *“Events like this are really important because it is the people in our communities who can be the real crime-fighters. Youngsters can sometimes feel like they don’t have a voice when it comes to speaking up about crime - Fearless is a great avenue for them to do this, safe in the knowledge that their anonymity will always be guaranteed.”*