NS Fusion Project
2006 - 2011
Solihull MBC
Ian Clarkson – NS Fusion Project Manager

Young People Today
- The children now love luxury; they show disrespect for elders and love chatter in places of exercise. Children are tyrants, not the servants of their households. They no longer rise when their elders enter the room. They contradict their parents, chatter before company, gobble up dainties (food) at the table, cross their legs and tyrannise their teachers.”
- Socrates, fourth century BC

Background
- Stage 1
  - Consultation
  - Demonstration of need
  - Crime rates well above the national average
  - High unemployment

- Stage 2
  - Commitment from Partners (including financial contributions)
  - Formal strategic link to local and sub regional and regional plans
  - Community Investment fund application to Sport England
  - £500,000 over 5 years
  - Project commenced - April 2006
  - Launch of programme September 2006

Aims and Objectives
- To reduce anti-social behaviour amongst young people 10 - 19 year-olds in North Solihull
- To deliver sport in four priority crime hotspot locations in partnership with West Midlands Police Operational Command Unit
- To provide employment and training opportunities for 18-24-year-olds through sport
- To contribute to the social regeneration of North Solihull through sport and physical activity

Fusion Delivery System
- Over 35 hours of free sport delivered per week for young people
- Football
- Cricket
- Boxing
- Rugby
- Basketball
- Street Dance
- Holiday programmes
- Retention pathways established with local clubs in targeted areas:
  - Kingshurst FC
  - Chelmsley Town FC
  - Smiths Wood Boys FC
  - Marston Green Cricket Club
  - Chelmsley Wood Boxing Club
  - Camp Hill Ladies RFC
  - Fusion Youth Dance Group
  - Solihull Summits Basketball Club
  - Coaching opportunities
How does the delivery system work?

Outputs

2006 – 2008 (Year 2)

<table>
<thead>
<tr>
<th>Target</th>
<th>Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotspot Locations (inc south)</td>
<td>KPI 4 11</td>
</tr>
<tr>
<td>Pathway Venues</td>
<td>KPI 4 13</td>
</tr>
<tr>
<td>Volunteers</td>
<td>KPI 10 17</td>
</tr>
<tr>
<td>New Deal Training programme</td>
<td>KPI 6 6</td>
</tr>
<tr>
<td>Income Generation</td>
<td>KPI £20,253.60 £21,294</td>
</tr>
<tr>
<td>Overall Participation</td>
<td>KPI 10,303 12,700</td>
</tr>
<tr>
<td>Active for 12 months in project</td>
<td>KPI 92 97</td>
</tr>
<tr>
<td>Active twice a week for 12 weeks</td>
<td>KPI 265 633</td>
</tr>
</tbody>
</table>

Outcomes

<table>
<thead>
<tr>
<th>CASTLE BROMWICH NHS1</th>
<th>Crime/ASB</th>
<th>June - August 2006 - 349</th>
<th>June - August 2007 - 216 (-133)</th>
<th>REDUCTION 38.11%</th>
</tr>
</thead>
<tbody>
<tr>
<td>SMITH’S WOOD NHS2</td>
<td>Crime/ASB</td>
<td>Nov-May 05/06 - 1,342</td>
<td>Nov-May 06/07 - 1,116 (-226)</td>
<td>REDUCTION 16.44%</td>
</tr>
<tr>
<td>KINGSTHURST AND FORDBRIDGE NHS3</td>
<td>Crime/ASB</td>
<td>“In the first four months that the boxing (Fordbridge) has been going compared to the previous four months there has been an 11% reduction in TRC in the neighbourhood.”</td>
<td>“More importantly there is 57 fewer victims and a 12% reduction in disorder logs to the area, which the Fusion Project had an impact in achieving.”</td>
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<td></td>
<td></td>
<td>Sjs Stewart Crawford - Chelmsley Wood Neighbourhood Team</td>
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</tbody>
</table>

Outcomes...

“Criminal Damage and recorded ASB incidents in August 2007 have seen some of our best figures yet with huge reductions in both sets of statistics based on March 2007 data, when I applied for the Section 33 Dispersal Order under the ASB Act 2003. In fact, I was expecting more issues to arise during the school holidays, not less, so it is a pleasing figure from a personal view too. “There appear to be fewer groups of youths roaming the streets and increased numbers appear to be attending the Fusion sessions.”

Sgt Paul O’Rielly - Castle Bromwich Neighbourhood Policing Team

Outcomes

“The NS Fusion initiative provides an ideal way of engaging with young people in the Bosworth Drive area of Chelmsley Wood. West Midlands Police in the Borough of Solihull work very closely with NS Fusion and I am certain that the initiative will play a significant role in making Chelmsley Wood an even safer place to live, work and visit.”

Supt Jim Andronov - Operations Manager - Solihull Station West Midlands Police

Key Partners

<table>
<thead>
<tr>
<th>Sport England</th>
<th>West Midlands Police</th>
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<tr>
<td>Neighbourhood Management</td>
<td>SMBC Youth Offending Team</td>
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<td>SMBC Youth Services</td>
<td>Ward Councils</td>
</tr>
<tr>
<td>Solihull Community Housing</td>
<td>North Solihull Regeneration Partnership</td>
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<tr>
<td>Solihull Crime Reduction Partnership</td>
<td>Solihull Town Council</td>
</tr>
<tr>
<td>Local schools</td>
<td>Local clubs</td>
</tr>
<tr>
<td>Local authorities</td>
<td>FIFA</td>
</tr>
<tr>
<td>StreetGames</td>
<td>WaterAid</td>
</tr>
<tr>
<td>-looking for WaterAid Housing</td>
<td>Corus Charleigh Environment</td>
</tr>
<tr>
<td>Birmingham City FC</td>
<td>Associated partners</td>
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</tbody>
</table>
What they said...

- For several years Waterloo Housing Association has provided diversionary football in the long school holidays.
- "We have long wished to expand to activities wider than football but providers were limited until this year when we came across NS Fusion who were willing to offer a range of activities.
- "This partnership has benefited young people and Waterloo Housing in equal measure."

Bob Mitchell
Resident Participation Worker
Waterloo Housing

What they said

"Congratulations to North Solihull Fusion Project. Their commitment to providing sport for local young people is tremendous, and the success of this new central venue 5-a-side league in Smiths Wood is a major boost for the area. Street Games looks forward to a long and successful partnership with the centre."

Kerry McDonald
StreetGames WM

Award winning...

- 2007 CSW Sports Awards winners - 'Best Community Initiative'.
- 2007 APSE Awards commendation - 'Best Community & Neighbourhood Initiative'.
- 2007 BBC Power of Sports Award - Finalist.
- Sport England choose NS Fusion as a National Case Study for 'Reducing ASB and fear of crime through sport'.
- 2008 LGC & HSJ Sustainable Communities Awards - Nominated 'Best Community Youth Initiative'.

John Gallagher - 2007 Birmingham FA Grass Roots Coach of the Year.
Leon Gordon - 2007 CSW 'Community Coach of the Year'.

Expansion of Fusion

- Four targeted hotspot locations delivered within the south of Solihull from November 2007.
- Link with local clubs within the south of the borough.
- Partnership with Birmingham City FC through national Kickz programmes at specific crime hotspot location within the south.
- Developed a study support programme for schools targeting young people at risk of exclusion.
- ASDAN accredited Basketball mentoring programme for young people at risk of exclusion from school.
- Mobile provision through streets soccer - mobile small sided football court with floodlights.

Case Study - J

- J has a range of complex problems which he has encountered over the last 5 years.
- At the moment we are awaiting an assessment at the Meadow Centre as J shows traits of Aspergers Syndrome. J has social and behavioural problems which can lead him to have violent outbursts, sometimes with no explanation.
- J can become very stressed in noisy environments. J does not cope well with change. He also very particular about rules as much as he is obsessed with 'time'. All these factors can result in J becoming stressed and angry which is where his outbursts stem from.
Unfortunately this has resulted in J being excluded from school many times and mostly due to Health and Safety reasons. J does have a mentor at school as well as a YISP careworker Ozz Morgan both who spend time with him on a daily, weekly or on a weekly basis.

J's problems seemed to begin during the time of my separation and his father’s alcohol problems. As you can understand J has witnessed many unsettling situations in connection to his father's drinking. I originally believed this to be the reason for his behaviour.

As a family unit we have had family therapy. J has had regular psychotherapy through CAMHS. He has been part of 'On Track' and now has involvement with YISP.

J is an extremely intelligent, loving boy who at times is gullible and vulnerable especially within the community and due to the problems he has had with his outside group of friends I have now made the decision to keep him in the family home.

J was referred by YISP to NS Fusion and due to this he has been able to take advantage of the fantastic service it provides. In October J was able to attend football camp which he thoroughly enjoyed but is now taking part in regular Boxing Sessions provided by NS Fusion.

J has low self esteem but due to his boxing sessions has found a new self confidence. It has given J something to look forward to each week as well as equip him with a new set of skills and helps him to discipline. J thrives when he is learning something new and loves sport so this is an ideal tonic for him!

J’s trainer at Boxing has been so impressed with him that J is now training on a Tuesday as well as a Friday. If it hadn’t have been for NS Fusion J wouldn’t have come across such a fantastic opportunity.

NS Fusion has provided J with the chance to meet people who have similar problems to himself and has been able to make good friendships.

As J’s mother I am thankful for NS Fusion as it is such a joy to see J so happy in himself and am so proud of him especially when he bought home his Boxing trophy for the first time. J is gaining so much from this experience and for that I am grateful.

ANY QUESTIONS?