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Centre for Institutional Studies

Research Report



**REPORT OF THE IMPLEMENTATION OF FIGHT FOR PEACE IN
EAST LONDON 2007- 08**

Rebecca Madgin

**REPORT OF THE IMPLEMENTATION OF FIGHT FOR PEACE IN EAST
LONDON, 2007- 08**

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We would like to thank Luke Dowdney, Louise Brown, Darrin Reece, the sessional staff and the young people for participating in this research.

Rebecca Madgin
June 2008

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EXECUTIVE SUMMARY

The Programme

This study reports on the findings from the implementation of Fight for Peace in East London between October 2007 and March 2008.

Fight for Peace (FFP) aims to offer 'real alternatives for children and youth to crime, drug trafficking and violence via social inclusion through sports, education, access to the formal work market, the promotion of a culture of peace and building youth leaders'.¹

FFP opened in East London in October 2007 in premises adjacent to a disused and abandoned school in North Woolwich, Newham. These premises were secured at no cost due to FFP's relationship with a local community organisation: Community Links.

FFP in East London was the second FFP project to open. The first FFP project is located in the Maré favela in Rio de Janeiro, Brazil and started in 2000.

FFP employs two full time staff members: a project manager and a youth programme co-ordinator. In addition to this, sessional staff are employed to deliver the sporting activities and also to mentor the young people and assist with Personal Development (PD). Up until March 2008 FFP employed eight sessional staff. Additionally, FFP also employed a person on a part time basis to provide management training, assist with the accounts and also a part time fundraiser who was unable to commit sufficient time to raise funds.

FFP in East London is (up to March 2008) funded by four main bodies: Esmee Fairburn, Laureus Sport for Good Foundation, Ballymore, and the Sainsbury's Family Charitable Trust.

FFP is a tool for social change which uses a working methodology based on a holistic 5 pillar approach: 1. Boxing and Martial arts; 2. Personal Development (PD); 3. Social Action; 4. Access to Labour Market; 5. Youth Leadership.

The boxing and martial arts pillar incorporates boxing sessions for under and over 16s and for under 16s girls; Thai kick boxing for under and over 16s; capoeira for under 16s; gym for under and over 16s and Ju Jitsu for under and over 16s although this was discontinued following timetable clashes.

PD is an educational programme designed to challenge the way young people think and make their decisions. The young people have to attend PD as a condition of participating in the rest of the programme. The young people design the themes that will be discussed during the 40 minute sessions. Previous themes included racism, drugs and knife/gun violence.

Social Action is designed to promote a culture of peace and also aims to provide referral services for young people for assistance with educational, legal, medical and/or psychological issues.

¹ L. Dowdney, Fight for Peace Replication Manual

Access to the labour market aims to provide employment and training opportunities for young people whereas Youth Leadership aims to encourage young people to improve the society, in which they live, give them a voice and through the Youth Council represents the project beneficiaries.

This 5 pillar model is being delivered in phases and up to March 2008 two pillars had been implemented: boxing and martial arts, and PD.

The Research

CIS staff work within a theory of change research framework which seeks to understand how social interventions, in this case the 5 pillar model, brings about change in the decision-making process, behaviour and attitude of young people participating in the project.

Working within the confines of a £3k budget, a multi-method approach was adopted and included:

- Designing a monitoring database that would enable FFP staff to collect, collate and internally analyse the attendance levels and profile of registered members.
- Observations of young people at the different activities offered by FFP on seven different occasions and on seven different days.
- Two semi-structured interviews at three month intervals, with three members of FFP staff: the founder, project manager and the youth programme co-ordinator.

The data analysis identified the organisational development of FFP as well as the profile and attendance of young people and any changes to their behaviour, attitude and levels of interaction with their peers and FFP staff.

The monitoring data was developed during the research period and a significant amount of information is missing for some young people in the categories gender, ethnicity, postcode, date-of-birth, start date (when a young person registered for the project) and status (in education, training pupil referral unit etc). Out of these ethnicity and status were the two categories with the most missing data. The interpretation of the information presented in the report therefore needs to be viewed with caution. An analysis of the available monitoring data is presented in this report and found:

Numbers:

- Between October 2007 and March 2008, FFP registered 459 young people in the project.
- Of these 459, FFP has retained a core of 121 young people who have stayed in the project for two months or longer. Of these 121, 49 stayed in the project for three months or longer.
- Under 16s: 35% of those who remain in the project for 3 months or longer are female, 95% are between 12 -16 and 95% are from the local area defined as E16.
- Over 16s: 92% of those who remain in the project for 3 months or longer are male, 77% come from the local area and the most popular activities are gym and boxing.
- The numbers of young people attending have fluctuated in line with levels of outreach work, the school calendar, school holidays and exam periods.
- Attendance at activities fluctuated throughout the six months and reflected the settling-in phase of FFP. However, PD saw a constant rise in numbers from December through to February.

Profile of Young People:

- The dominant demographic profile of participants is black, male, aged between 12 and 16 and from the local community (postcode E16).
- The original target group was the 12-16 age group and indeed this group accounts for 61% of those registered at FFP who gave their date-of-birth on the registration form.
- The majority of those who attend are in school.
- In terms of attracting at risk young people, 14% of those who registered revealed that they are known to the Youth Offending Team (YOT) or the Criminal Justice Service (CJS) or consider themselves to be in a gang. Targeting young offenders is in phase 2 of FFP's delivery plan but even before this phase is implemented FFP is engaging with young people at risk of offending.

Activities:

- Gym has been the most popular activity, attracting on average 43 young people per month. Boxing has been the second with 27 young people who attend each month on average.²
- Just over a third of young people who attended FFP between December 2007 and March 2008 attended Personal Development but not the sporting activities showing an unexpected popularity of attending out-of-school educational activities.
- The predominant catchment area for all of the sporting activities is E16 where FFP is located.
- Different sporting activities show varying ethnic compositions. For example, boxing and Thai kick boxing are mostly attended by black males whereas gym has a more even spread between black and white. This pattern is similar for both under and over 16 activities.
- In comparison with other ethnic groups there is a smaller percentage of Asians who attend the FFP activities.

Behaviour and Attitude of the Young People:

- Positive relationships have developed between staff and young people and also between young people, as new friendship groups appear to have formed. These relationships are predicated upon trust and mutual respect.
- FFP staff initially adopted a disciplinarian stance with young people which over time has softened as staff build up a rapport with the young people.
- The different activities engender different reactions from the young people. Boxing and Thai kick boxing are based around strict discipline whereas gym is a lot less structured.
- FFP has increasingly become a reference point for young people as a significant number wear the FFP branded t-shirts and drop in to be part of the project despite not always being able to take part in the sessions. The April 2008 launch of FFP at ExCel reinforced this sense of identity that young FFP members gain from belonging to this project.

Achievements

The founder of FFP undertook a number of tasks before the project could become fully operational. Staff were hired and trained in Rio de Janeiro to ensure they understood the ethos of the organisation and its aims and objectives. Following their training staff made links with Community Links who helped FFP find premises and also with local

² Attendance data for Under 16s boxing in October was not on the database and as such boxing may have been more popular than gym.

young people through a consultation process. This process engaged with a cross-section of young people from Newham and asked them a series of questions concerning existing provision, pressing issues and gang culture. The training in Rio and the practical help offered by Community Links ensured that FFP staff were aware of local needs and had the knowledge and physical premises to start working with the young people.

FFP staff have a sound knowledge of FFP's working methodology and clear ideas about how to adapt this framework to meet the needs of young people in Newham. Indeed staff adopted a phased approach to rolling out the 5 pillars and recognised the need to adapt the 5 pillars methodology to local conditions and pressures in East London. For example FFP staff adhered to the findings of their initial consultation report and targeted the age group most perceived to be at risk: 12-16 year olds.

FFP staff put in place health and safety requirements and devised a policy and procedures handbook in order to insure that a consistent and coherent approach ran throughout the organisation.

The ethos of FFP has been maintained as staff has focused on retaining its youth-centred approach by actively seeking to involve the young people in their decision-making process. For example: the consultation, support code, interim youth council, selection of topics to discuss in PD sessions and with the design and location of the new premises in Canning Town.

FFP have attracted significant numbers of young people specifically resulting from outreach. For example in January and February FFP registered 161 young people. Just under one third of the 459 who initially registered for FFP attended the project for two months or longer. The project has been well received by local young people as 66% of those registered are from E16 and of those who attended for three months or longer (up to March 2008) 95% were from E16. Furthermore, FFP has received positive feedback from local residents and parents and is becoming an established local organisation.

FFP staff have faced many challenges both in the day-to-day running of the project and in its strategic development in terms of rolling out the pillars. However, staff have responded to these difficulties both in a considered way and through working as a team and have implemented a series of measures to negate the problems.

Difficulties

The day-to-day running of FFP has been and will continue to be impeded by two main issues: space and capacity. Although FFP is located in a small part of an unused school, the London Borough of Newham who own the premises, have been slow to respond to the requests of the founder to make additional space available. Slow moving bureaucratic arrangements by the Borough are neither in the interests of the young people or the local community.

The large influx of young people in January and February allied to those already registered placed a demand on the amount of physical space currently available for FFP and highlighted the need for an extension of the premises. Additionally, this sudden upsurge in young people registering for FFP presented a problem in terms of discipline and of the young people not understanding or respecting both the ethos of FFP and the local community.

The influx of young people and the lack of sufficient office space for the FFP full time and sessional staff compromised the strategic development of FFP. For example,

outreach was halted as a result of space and discipline issues with the large influx of young people, as staff needed to respond to immediate problems posed by the surge of these young people.

In order to alleviate the above two issues more funds are needed to ensure that the next stage of the delivery plan can be implemented. At the moment a fundraiser can only work 1-2 hours per week which is not sufficient to attract enough funds to find staff, increase capacity and to sustain the first two pillars and roll out the next three.

The Personal Development sessions initially provided a problem for FFP staff as the young people did not respond to the classroom setting and school like lessons. This was in marked difference to Brazil but FFP staff illustrated their capability to tweak the 5 pillars model by conveying the same educational messages through fun and practical based activities in the sports hall rather than in classrooms.

Internal monitoring of the project has proved an issue for FFP staff as they have encountered some initial problems in the ways in which data concerning the profile and attendance of the young people was collected, recorded and saved.

Although the project is in its initial stages of implementation the way staff have implemented the project and responded to the challenges they have faced, the core of young people who have registered, the changes in their behaviour and relationships with staff, the identification with the project, the numbers of young people registering and the percentage being retained and the success of the launch indicates that FFP are on track to increase the access to opportunity of young people in Newham

Recommendations

Being mindful of the fact that space is limited and staff are overstretched, the following requires attention:

Response to Difficulties:

- London Borough of Newham could release more space in the disused premises to ensure that there is an improved working environment for FFP staff that can also accommodate large influxes of young people
- FFP could increase staffing levels as staff have been unable to deliver one component of phase one, tracking young people to ensure they receive adequate services due to limited time and limited numbers of staff. Furthermore, phase two has been affected by the same issue as more staff are needed to help roll out the 'access to the labour market' pillar.

Future Practice:

- FFP staff could refine and set their target numbers in light of the constraints of space and capacity.
- FFP staff could target specific groups to ensure the project attracts a more representative sample of young people. Presently, the numbers of females, YOT's, NEET's and whites could be increased.
- FFP staff could differentiate their schedule to take account of dips in attendance. This tends to occur in the school holidays and the forthcoming May half-term provides an opportunity to test this before the longer summer vacation from July to September.
- Due to insufficient income, existing staff are over stretched and tasks such as the systematic collection of monitoring data and reviewing performance have not been carried out. FFP staff could set up improved systems to improve the collection and analysis of the monitoring data.

Future Research:

- To further evaluate the theory of change, extra funding from FFP or external sources for CIS to carry out an ongoing evaluation to ascertain the perceptions of the young people and how they believe the project is making a difference is needed. These conclusions from the qualitative data could then complement the improved quantitative data to further inform the development of the project and enhance its performance.

1. INTRODUCTION

1.1 Ethos of Fight For Peace (FFP)

FFP Mission Statement:

“Fight for Peace offers real alternatives for children and youth to crime, drug trafficking and violence via social inclusion through sports, education, access to the formal work market, the promotion of a culture of peace and building youth leaders.”¹

Fight for Peace (FFP) is a tool for social change which uses a working methodology based on a holistic 5 pillar approach.

The 5 pillars methodology and the ethos of FFP offer a viable philosophy on which to explore how the project has been designed to make a difference and early indicators into the way which the project has been implemented to achieve this as well as any perceived barriers to realising this in East London. FFP’s working methodology is based on logical and methodical foundations² and is clear in its desired outcomes to prevent youth crime, reduce the poverty of opportunity and foster social inclusion.

To achieve these outcomes FFP uses a working methodology that is designed to counter potential risk factors defined as: poverty/inequality of wealth, lack of economic options, social marginalisation, violence, family groups, and lack of leisure facilities/boredom. FFP aims to offer real alternatives to these risk factors through its 5 pillar model. In East London the 5 pillars are Boxing and Martial Arts, Personal Development, Social Action, Access to Labour Market and Youth Leadership. The pillars are designed to challenge established patterns of behaviour and alter the decision-making process of a young person in order for them to have the knowledge, confidence and self-esteem to reject potential risk factors in East London. This holistic approach is based around fostering a culture of non-violence and each activity within the 5 pillars is chosen for its perceived ability to change the decision-making process and behaviour of young people.

Activities offered by FFP during October 2007 to March 2008:

- Boxing
- Thai Kick Boxing
- Gym
- Capoeira (started in November)
- Ju Jitsu (stopped in December)
- Personal Development Classes
- 1-2-1 Mentoring Sessions

In practice Fight for Peace bases its everyday philosophy around three notions: respect, rules and responsibility. Young people who attend the project are encouraged to respect the programme, their peers and the staff and to take this respectful attitude with them outside of the FFP academy. Whilst at the academy whether in the sports

¹ L. Dowdney, Fight for Peace Replication Manual

² L. Dowdney, *Neither War nor Peace: International Comparisons of Children and Youth in Organised Armed Violence*, Viva Rio / ISER/ IANSA, 7Letras, Rio de Janeiro, 2005, p. 166

hall, in Personal Development (PD) classes, in the reception area or in 1-2-1s with staff the young people are made aware of the need to also respect rules put in place to ensure that young people can carry out the activities. With respect and rules also comes responsibility and young people are actively encouraged both through the activities offered and the informal conversations and relationships with staff to take responsibility for their own actions. In these ways FFP aims to challenge embedded patterns of behaviour and to alter the decision-making process of disadvantaged young people.

1.2 Origins and Evolution in Brazil

Luta Pela Paz was founded in 2000 to prevent young people entering into the armed drug trade in a favela in Rio de Janeiro. The project was originally founded within Viva Rio, a Brazilian non-governmental organisation and it has recently established as an independent organisation. Based on the 5 pillars methodology devised by Luke Dowdney, Luta Pela Paz produced boxing champions, reintegrated children into the formal school system, helped young people into employment, given them practical skills in IT and school subjects and life skills in terms of increasing their self esteem, confidence, leadership skills and also given them an identity to rival that of being in a drug faction.

1.3 Replication in East London

Based on the above successful foundations and using the 5 pillars model as a template to be adapted to local conditions, Luta Pela Paz was replicated in Newham, East London under the English translation Fight for Peace in October 2007. The process of replication was methodically conceived, planned and implemented and was heavily grounded in a mixture of a conceptual framework and local knowledge of how to deliver the 5 pillars. The links between Luta Pela Paz and FFP were established as newly appointed staff were trained at the project in Rio de Janeiro in order to develop a comprehensive understanding of how the methodology worked in Rio and also to use the staff's knowledge of the East London context to generate ideas concerning how the 5 pillars model could be adapted to meet the needs of Newham's young people.

FFP undertook a series of tasks to identify the most viable way of replicating the project. This involved carrying out in depth local research, undertaking a bibliographical review, carrying out a series of consultations with local young people and establishing links with partner organisations. In light of these steps FFP formed a working relationship with Community Links, the largest community organisation in Newham which both gave them a building at no cost and enabled them to access local knowledge about the community and the extent of problems faced by young people in Newham. This was further enhanced by the consultation process carried out by FFP staff in which 38 young people from the area, representing a mix of gender, age and ethnicity, and local organisations were asked a variety of issues that helped to affect both the practice and formation of FFP in East London. These issues focussed around locality of the premises, usage of the facilities, how far people would travel to attend FFP, availability of youth opportunities, the extent of the gang culture, the ability of young people to access the job market and how FFP could provide an effective service in the area.

The answers to these questions informed the practice of FFP by providing an understanding of how the youth gang culture is fostered in Newham. Young people felt that drugs were the main problem and thus education and jobs were the answer to preventing youth crime and re-integrating young offenders so that they did not need

money to pay for their drugs. Two of the five pillars focus directly on improving educational and work opportunities and the PD classes cover the negative consequences of using and selling drugs. By giving young people more to do and having a greater interest in the local community the interviewees believed that they would be less likely to participate in anti-social and illegal behaviour. Finally, the findings of the consultation process highlighted that young people aged between 12 and 16 were most likely to be involved in violent activity and thus FFP outlined their desire to target this vulnerable age group. The consultation process thus gave staff a better understanding of how the FFP project could be adapted for the UK context.

2. RESEARCH

The research was commissioned by Fight for Peace and its founder/director Luke Dowdney. For the sum of £3k UEL researchers carried out eight days work into the implementation and development of Fight for Peace in East London. The research covered the initial six-month period, October 2007-March 2008 of the implementation of FFP in Newham.

2.1 Research Framework

Research carried out by UEL researchers was designed to evaluate the progress made by Fight for Peace during its first six-months. Particular emphasis was placed on the implementation and development of the programme during its first six months of operation. Contained within this was an exploration of the adaptation of the 5 pillars methodology to meet the needs of the young people of Newham. Furthermore, through using a 'theory of change' evaluation approach, the research examined the different ways in which the project was designed to, and perceived by staff to be, making a difference to the decision-making process, behaviour and attitude of young people. The research approach taken was to find out how the sporting and educational interventions make a difference by exploring the links between the activities offered by FFP and outcomes. The research question is: how do the activities contribute to the social, moral, and emotional development of young people?

2.2 Theories of Change

The 'theory of change' evaluation approach is adopted by CIS in order to understand how FFP is making a difference to the lives of young people. A theory of change evaluation is simply defined as 'a theory of how and why an initiative works'.³ This method of evaluation originated from research in the United States into complex community based initiatives and is designed to unravel the process by which certain activities and events result in certain outcomes. This approach endeavours to ascertain the mechanisms of change which in this instance contribute to the social, moral and emotional development of young people attending the FFP Academy. The holistic design of FFP is planned to alter the decision-making process and established behavioural patterns of young people. By combining sports with education and improved access to opportunity FFP aims to deliver an integrated service plan which targets every area of a young person's life.

2.2.1 Intended Mechanisms of Change⁴ through the 5 Pillars:

³ Barnes, 2000 cited from DfES, *Developing Collaboration in Preventative Services for Children and Young People: The National Evaluation of the Children's Fund, First Annual Report 2003*, Research Report RR528, 2004, appendix 2.

⁴ In order to test the effectiveness of these 5 pillars it would be necessary to work with the young people to ascertain their perception of the project and how they feel it has affected their decision-making process. Without this information any perceived changes observed by staff and researchers may not be related to the project.

1. Boxing and Martial Arts

Channel aggression, increase confidence, learn self-discipline, forces young people think about the decisions they make through training and competitions

2. Education / Personal Development

Group work, 1-2-1 conversations, role plays, imagery, DVDs, games to enable them to improve their decision-making process and understand the importance of making considered decisions which will help them inside and outside of school.

3. Social Action: Promoting a Culture of Peace

Methods of non-violent conflict resolution delivered through the boxing and martial arts activities and workshops through PD to ensure young people do not turn to violence in order to solve their perceived problems. Increased opportunities for young people to access services as FFP staff evaluate the needs of young people and determine whether they need to be referred to an outside agency for educational, legal, medical and/or psychological assistance.

4. Access to Labour Market

Reduce the need for young people to turn to criminal activity to make a living, by having opportunities to access employment.

5. Youth Leadership

Give young people a sense of responsibility by making them the 'voice' of the project.

2.3 Data Collection

A multi-method approach was adopted and included:

- Seven observations of the young people during the various activities offered by FFP on seven different days during 2007 and 2008.
- Two semi-structured interviews with the Founder/Director, Project Manager and Project Coordinator, one at the end of Phase 1 and one early in Phase 2
- Collating monitoring data for those registered and who participated in the FFP programme
- Analysis of existing FFP reports and other literature produced during the period October 2007 to March 2008

2.4 Data Analysis

The monitoring data was analysed using Excel to produce graphs and tables outlining the attendance, profile and numbers of young people enrolled within FFP. Interviews and the FFP reports and other literature were analysed in the categories of successes, challenges, the development of practice and impact on young people. Observations were formulated around the levels of enthusiasm and participation by young people, their attentiveness, and the nature of their social interactions with staff and their peers, and whether this had changed over the six month period.

3. FIGHT FOR PEACE IN EAST LONDON

3.1. Profile of Newham

Fight for Peace is located in North Woolwich in the London Borough of Newham where the latest mid-year estimates report that the total population is 246,200.⁵ There is no longer any relevant data for North Woolwich where FFP is located, as it has been subsumed into the Royal Docks ward. This ward contains a mix of social and private housing and the social and economic polarisation of the ward masks the severity of localised poverty within the area immediately surrounding the FFP Academy.

3.2 Deprivation

FFP is located in Newham in East London. This borough has traditionally been one of the most deprived in the country. Indeed the Index for Multiple Deprivation (IMD) in 2007, ranked Newham as sixth out of 354 local authorities in England in terms of average deprivation.

3.3 Age Structure

The age structure of Newham is heavily weighted towards young people; 39.7% of Newham's population that are under the age of 25 compared to 32% for Greater London.⁶ Within this context both youth deprivation and youth crime in Newham is a serious problem, indeed the workload for the Newham Youth Offending Team is 52% above the London average.⁷

3.4 Status

The skills levels and status of the young people of Newham reflects its status as a disadvantaged area. Higher proportions of young people in the Newham borough are classified as NEET (not in education, employment or training) than in the rest of East London. Furthermore, in Newham there is a lower proportion entering employment or government supported training, than in the rest of East London.⁸

3.5 Ethnicity

Newham has greater equality in the relative sizes of each ethnic group population than in other London boroughs. Using data from the 2001 Census, Newham is the second

⁵ London Borough of Newham, *Focus on Newham, Local People and Local Conditions*, Newham Council, London Borough of Newham, 2007, p 17.

⁶ London Borough of Newham, *Focus*, 2007, p. 24.

⁷ <http://www.newham.gov.uk/News/2006/August/Leadingworktostopyouthcrime.htm> Accessed 8 April 2008

⁸ London Borough of Newham, *Focus*, 2007, p. 64.

most diverse local authority in England and Wales. Greater London Authority figures (2006) show that Newham has a larger black and Asian community and a smaller white community, than in London as a whole.

Table 1 Ethnic Composition of Newham and London

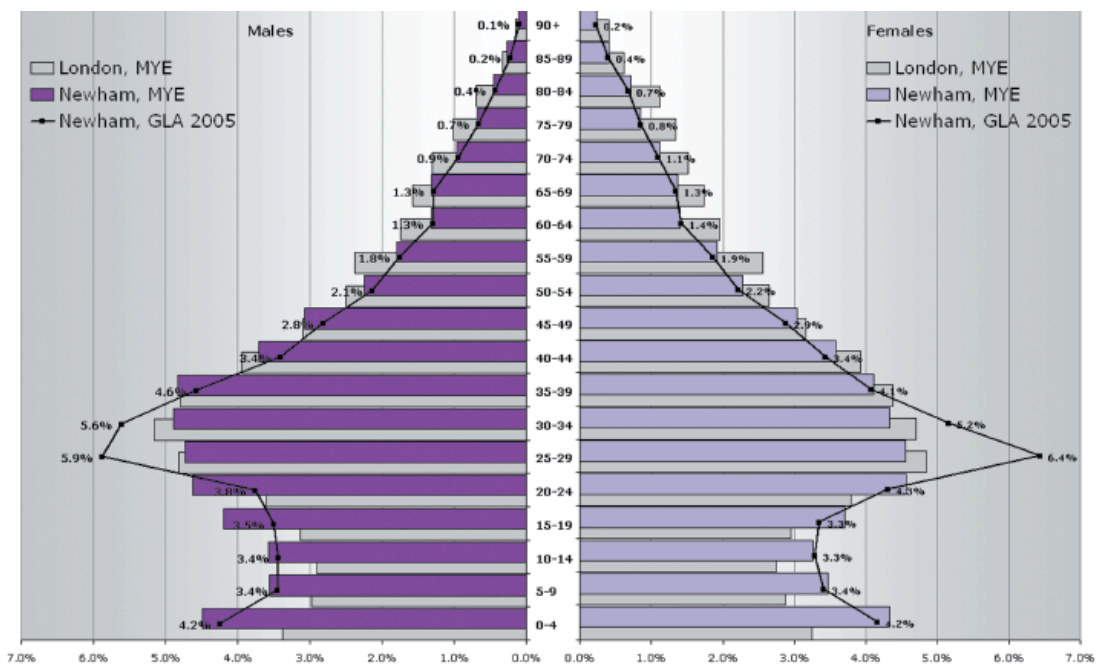
	Newham	London
White	33%	68%
Black /Black British	25%	13%
Asian /Asian British	36%	14%
Chinese /Other	4%	5%

Source: London Borough of Newham, *Focus on Newham, Local People and Local Conditions*, Newham Council, London Borough of Newham, 2007, p. 26.

3.6 Gender

The male population of Newham reached the level of the female population in 2001 and it has now overtaken the female population. Figure 2 illustrates the numbers of young people in the area are evenly split between male and female in the age category 10 to 24.

Figure 1 Gender and age structure of the population of Newham



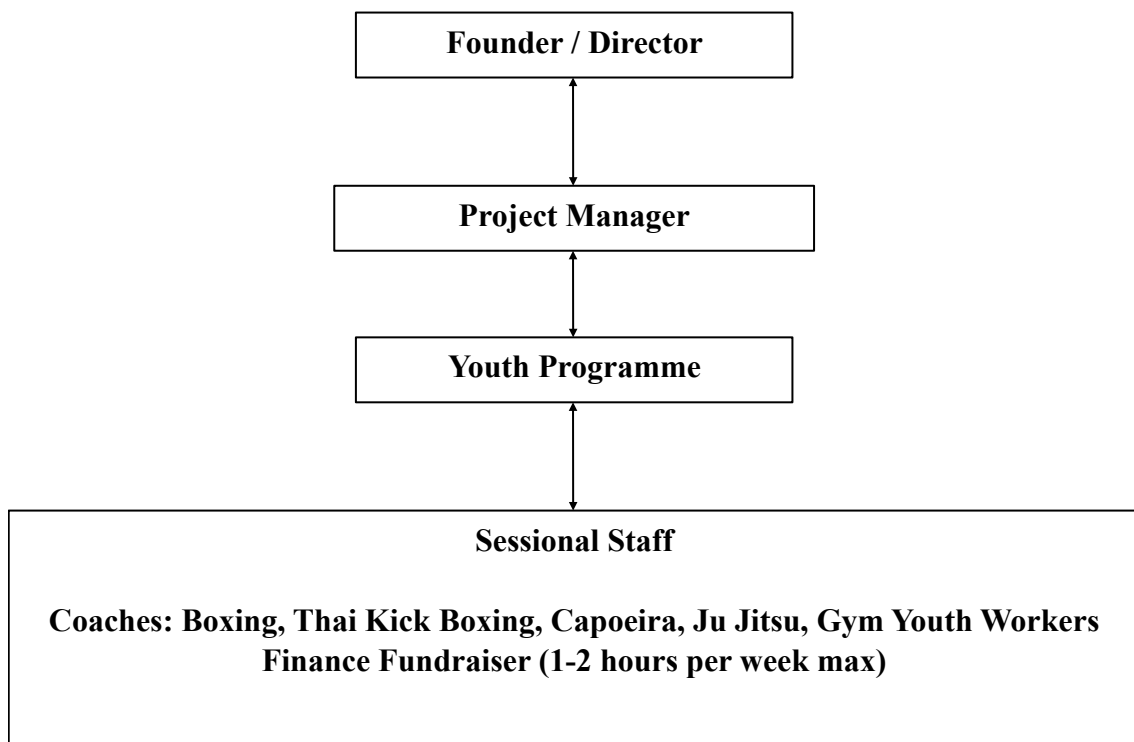
Source: London Borough of Newham, *Focus on Newham, Local People and Local Conditions*, Newham Council, London Borough of Newham, 2007, p. 22.

4. IMPLEMENTATION AND DEVELOPMENT OF FFP

Fight for Peace is located in an annex of a closed down school in North Woolwich and opened in October 2007. In the first six months over 450 young people registered with the project. This chapter outlines the management structure, working practices of FFP, and the achievements and challenges during the period October 2007 to March 2008.

4.1 Management Structure

Figure 2 Management Structure of FFP in East London



The founder/director oversees the implementation and development of FFP in East London, the strategic development of FFP with the project manager and provides the working methodology upon which FFP is based. The project manager is in charge of the day-to-day running and strategic development of FFP and also manages the youth programme coordinator and all the sports coaches. The youth programme coordinator is in charge of outreach, Personal Development and the youth workers. Sessional coaching staff provide lessons in their chosen sport whereas youth workers assist with PD and are there to mentor young people. FFP also employs a book keeper who also provided management training between October and January. The fundraiser only works casual hours but assists with finding funds to enhance the development of the programme whereas the finance person provides help with the accounts.

4.2 Funding

Fight for Peace is in the process of receiving charitable status and is supported by four funding bodies: Esmee Fairbairn, Laureus Sport for Good Foundation, Ballymore and Sainsbury's Family Charitable Trust.

4.3 Practice

FFP opted for a phased approach to implement the 5 pillars methodology in order to ensure that the project evolved at a pace that would allow it to gradually adjust to the needs of the young people in Newham. The delivery plan was split into three phases and was designed to roll out the 5 pillars over an eighteenth month period. Staff were keen to build up the project slowly to ensure that young people felt comfortable in the project. Trust relationships were built up over time between staff and young people and so that the foundations for rolling out the pillars were firmly in place.

Phase One was envisaged to last from October 2007 to April 2008. This phase involved conducting outreach to attract young people to the project, delivering the sports and PD pillars. Contained within this was: registering young people; recruiting sessional staff; carrying out their inductions; building up referral agency networks through identifying local providers of youth services, and mentoring and monitoring young people to ensure they were receiving adequate services. Boxing and gym sessions were offered to young people from the outset and taster sessions in capoeira, ju jitsu and Muay Thai kick boxing were also provided. Of these taster sessions only ju jitsu did not continue and this was due to timetable clashes rather than youth disinterest. Towards the end of phase one PD sessions were made a compulsory element of the project and indeed young people were not allowed to attend the sporting activities without attending PD once a week. These PD sessions explored various themes such as crime and violence, health, discrimination, emotional development, life skills and environmental concerns were also delivered to the young people by the project co-ordinator and the sessional staff. FFP staff delivered the majority of Phase One with the exception of tracking young people to ensure they were receiving adequate services. This was unable to happen due to staff capacity. However, 1-2-1 mentoring was brought in ahead of schedule.

4.4 Achievements

During the first six months FFP has made real progress; core and sessional staff were hired and trained; the ethos of FFP was elucidated during a training trip for core staff to FFP in Rio de Janeiro; premises in an old school building were rented from the local authority at no cost via FFP's relationship with local organisation, Community Links; equipped for sporting activities; activities commenced; health and safety and policy and procedures put in place.

FFP has attracted a number of young people from across a wide age range that live both locally and further a field (see chapter five for more detail). The project has retained a core of young people who have attended the FFP Academy for two months or longer (see chapter five for more detail). Research interviews with core staff members showed a clear awareness of the 5 pillars model and a desire to use the model as a template. Considering the context of Newham and the potential for problems arising from having large numbers of young people in small physical premises, FFP have had no serious incidents or fights on the premises or wilful damage to the premises. From formal interviews with FFP core staff and informal conversations with parents, resident's associations and local businesses at the launch,

FFP has been positively received by the local community. The ethos of FFP to involve young people in its programme has been demonstrated in numerous ways since October. Young people were consulted about the content of PD and their ideas were used to form the themes of PD sessions. A support code which outlines the rules, respect and responsibility ethos was devised by young people. An interim Youth Council is in the process of being formed so that young people can become the voice of the project, just as they are in Brazil. Finally, FFP consulted young people for their long-term development about the design and location of the new building due to open in 2009. Staff have responded well to some challenging behaviour and difficult situations that were encountered with young people.

4.4.1 Challenges

FFP staff have faced a series of challenges during the initial stages of implementing FFP in Newham. Getting the building open, made safe, and filled with sporting equipment was a major hurdle and required staff to step outside of their original job descriptions in order to co-ordinate the delivery of a viable, safe and functioning physical premise. The large numbers of young people in a small physical space has implications for the day-to-day running of the project. Working with large numbers of young people led to the postponement of outreach and staff have responded to immediate issues rather than being able to continue with the implementation of all 5 pillars. January and February were particularly busy months when staff registered 161 young people, of whom 124 signed up in January. This significant influx of numbers highlighted a number of issues that staff had to respond to; the reception area was too small to accommodate the sheer number of people entering FFP and the numbers of young people inside the sports hall limited the amount of space in which young people could take part in their chosen activity.

A further challenge also originated from this influx of numbers. A significant number of young Portuguese males from outside the local community attended the project and failed to initially respect the ethos of FFP and also the local community. Whilst it was undoubtedly an achievement that word had spread to outside the immediate area, this caused an unexpected influx of young people and it challenged staff to respond to this increased demand. During this period several negative incidents were perpetrated by the new influx within the local community and to manage the situation staff held daily emergency meetings and implemented a series of measures to respond to the problems caused by the influx of young people, for example talking to the young people individually, in groups and eventually closing the project to the over 16s for one week in February.

The gym sessions were split into two time periods so that young people could only attend at a certain time and leaving patterns were staggered rather than previously where large numbers left the premises at the same time which had the potential to disrupt the local community. A series of rules were enforced concerning the mandatory attendance of PD, lateness penalised by no entry, no waiting in the reception area and the condition that only English can be spoken inside the Academy. The problems caused by the Portuguese young people were again dealt with in a measured way through educating them about the ethos of FFP by showing DVDs of the Brazilian project, setting up individual and group discussions in both English and Portuguese and finally, as a last resort, the Academy closed to the over 16s for one week in February to enforce the message that not respecting both the ethos of FFP and the local community will not be tolerated. From the time after the project was closed until the end of March, there were no reoccurrences of these problems, suggesting that the actions taken by staff were successful.

Other challenges were also faced during the process of adapting the 5 pillars. One such obstacle was with the PD classes. Whilst the classroom setting was respected and enjoyed in Brazil, this method was not received in the same way in Newham. The profile of young people, some of whom have serious behavioural issues and short attention spans allied with a formal classroom setting that young people can reject because of its similarity to a school setting saw the initial PD classes run into a series of problems concerning the behaviour and attitude of the young people. The challenge posed by PD was transformed into a success as staff adapted the 5 pillars model to accommodate the needs of the local young people. PD sessions are now typically held in the gym rather than in a classroom setting and consist of practical, fun based activities in which the young people devise role plays, take part in games, and watch DVDs which are all designed to deliver the same messages as before but in a way that is more appropriate with the needs of the local young people.

FFP staff were overstretched during the first six months and as such, internal monitoring systems and systems to collect, collate, analyse and check data were not put in place.

4.5 Delivery Plan

Adapting the delivery of the 5 pillars was illustrated with the 1-2-1 PD sessions (in which each young person is given dedicated attention by a member of staff) these were carried out ahead of schedule in Phase One. Originally planned to be in Phase Two, staff felt that they had enough young people and enough interest as well as an adequate trust based relationship to be able to give them individual attention earlier than previously envisaged. These sessions highlighted any individual issues that a young person faced and allowed staff to respond to individual as well as collective needs. Phase Two is planned to cater for these individual needs by referring young people to the necessary services and providing them with educational and employment information in order to increase their access to opportunity.

4.6 Making a Difference?

Amongst academics it is generally agreed that 'many years must elapse before such outcomes can be expected'⁹ and that we have to understand the complex variables at play that may have influence the behaviour, attitude and/or mindset of the young person such as other projects, change in family circumstances, change in educational status etc. In order to probe how the intended mechanisms of change are affected the decision-making process of the young people it would be productive to conduct a series of interviews, focus groups and hold informal conversations with regular attendees of the project. However, in the absence of this qualitative evidence it is necessary to look at the development of FFP thus far and any apparent constraints that may affect the project's ability to make a difference.

The organisational development of FFP thus far indicates that the project has built an initial platform upon which there is a real possibility of making a difference to the lives of its members. Staff members have demonstrated their flexibility and capacity to respond to challenges. The target groups i.e. 12-16 have been attracted and the numbers of young people registering and staying in the project for two or more months illustrates how FFP has become a reference point for their members. The project has

⁹ C.H. Weiss, How can Theory –Based Evaluation Make Greater Headway? *Evaluation Review*, Vol. 21, No. 4, August 1997, p. 518.

become a reference point, as illustrated by: the attendance at both the sporting activities and the PD sessions, the numbers who bought FFP branded t-shirts, and the young people that drop in to the project despite being unable to access the activities for various reasons i.e. injuries. Furthermore the noticeable changes in young people in terms of their attitude, behaviour and respect for the project. Finally, the relationships between staff and the young people are now based on mutual respect and trust and a clear ethos has emerged (see section 5.5). These axioms have given FFP a platform upon which to roll out the further three pillars and to make a difference to its members over a longer-term period.

However, in order to continue delivering the services that are designed to improve the access of opportunity for young people and challenge established patterns of negative/deviant behaviour there are two major barriers for FFP: physical space and capacity, that need to be overcome.

Space

In order to roll out each of the 5 pillars within the designated time periods, FFP will need to increase both their physical space and also their capacity. In terms of space the influx of young people in January halted the outreach work as the premises could not accommodate this number of people. Additionally, there is currently no space for the young people to relax as the reception area is again too small to allow this. Furthermore, office space is also limited which constrains staff and their ability to maintain confidentiality.

Staff

Currently the development of the project is limited by staffing levels. More staff, or at least more staff time, will be required to carry out and follow up 1-2-1s, collecting and collating monitoring data, receiving and making referrals and delivering the education and work placement elements of the pillars. However, increasing staff to check data and receive/make referrals is dependent on funding. Without additional funding it will be difficult to roll out the 5 pillar model to provide a holistic preventive approach for young people.

Responsiveness

A project such as FFP needs to be able to respond to daily issues, pressing concerns, and unexpected occurrences and that in the most severe cases this can, momentarily divert attention away from the strategic delivery of the programme in terms of rolling out the 5 pillars. FFP as an organisation have demonstrated their ability to respond to these unexpected issues and have met them with a measured response by working together as a team and devising solutions to perceived problems such as PD and the large influx of young people.

5. MONITORING DATA

This chapter analyses the data arising from the project monitoring database created by UEL researchers and FFP staff. These results must be viewed with caution due to the amount of missing data. It is to be expected that young people will be unwilling to reveal information to adults who they have just met, but it could be followed up at a later stage to improve the accuracy of the database. Of the categories examined in this chapter, there are 44 entries missing for date-of-birth, 160 for self defined ethnicity, 10 for gender, 60 for postcode, 58 for start date,¹⁰ and 187 for self defined status defined by whether a young person is in education, employment or training. Currently there are no NEETS (not in education, employment or training) recorded on the database. This may be due to missing data or lack of targeted outreach but this is one of the groups FFP aims to attract. There is also no information entered on the monitoring database concerning the number of 1-2-1's carried out by staff or the young people that were mentored. With this amount of missing data, interpretation of the information presented in this chapter should be treated cautiously. The data below is based on the available information.

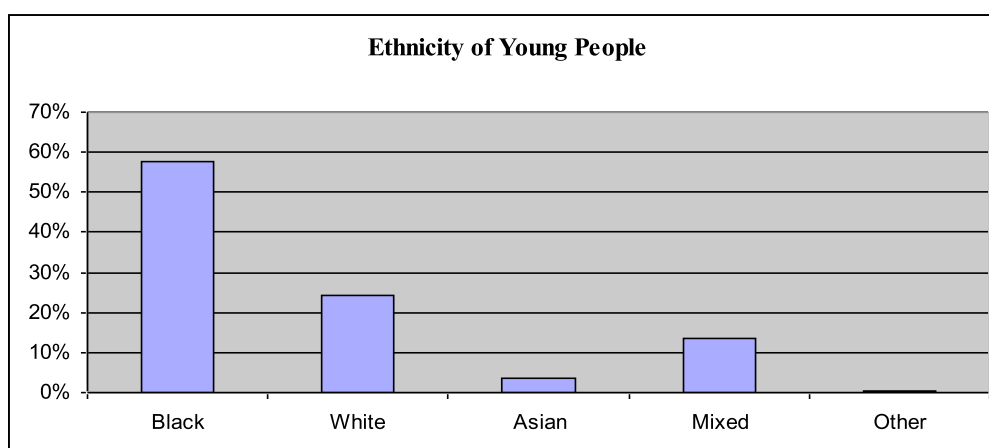
5.1 Profile of Participants

5.1.1 Gender

FFP has registered 459 participants, 291 are under 16 and 168 are over 16. Of those registered 73% (329) are male and 27% (120) are female. This does not match the demographic profile of Newham (see page 4) which shows a virtually even distribution of male and female young people.

5.1.2 Ethnicity

Figure 3 Self-defined ethnicity of young people



¹⁰ This number included four young people whose start dates did not correspond with the months FFP has been open, for example they were listed as starting in 1987, 1991, 1995 and 2006.

Compared to the ethnic composition of the borough, blacks are over represented in this project and whites and Asians are under represented.¹¹

5.1.3 Physical and Mental Health

Table 2 Status of young people's self-identified problems

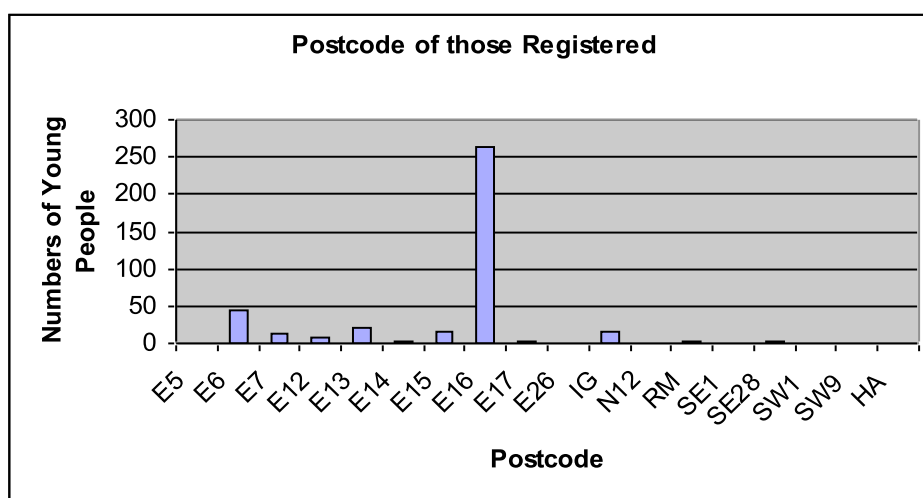
Category	Number Registered at FFP and Who Gave Information
Anger Management Issues	4
Special Educational Needs	1
Bereavement	2
Dyslexia	1
Health Issues	12
Physical Disability	2

The above figures are self-definitions from the registration forms of the young people and as such they are likely to disguise the real numbers who suffer from any physical disability or mental issue.

5.1.4 Postcode

Most young people disclosed their postcode (87%) and this information revealed that two thirds come from the immediate area, followed by those who live in Beckton and East Ham. A significant percentage already travel from the Canning Town / Custom House area which bodes well for the proposed new premises to be provisionally opened in 2009. However, the project is also attracting people from much further a field as members come from south of the river and from neighbouring Essex.

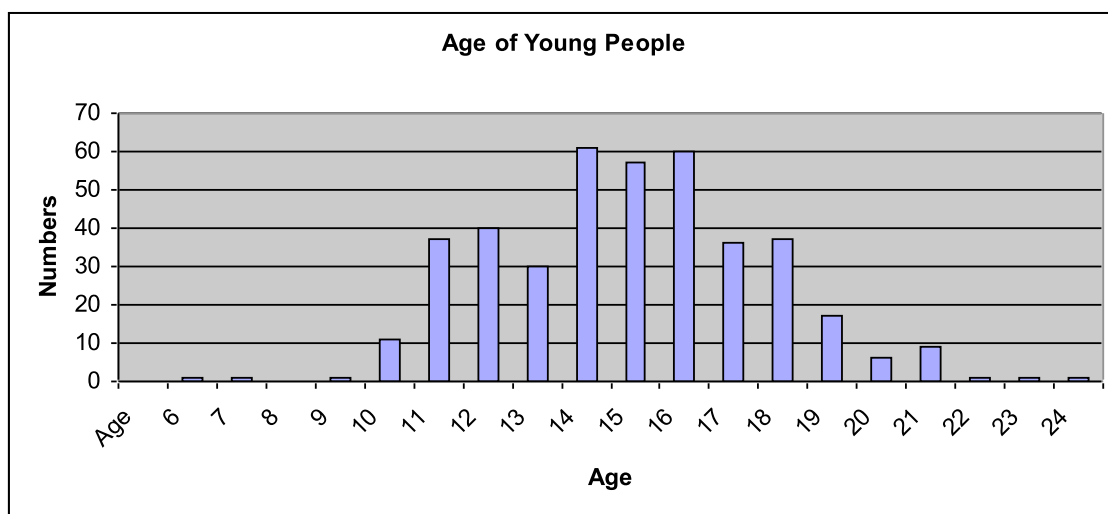
Figure 4 Postcode of young people



¹¹ These figures relate to the figures for the London Borough of Newham rather than North Woolwich itself.

5.1.5 Age

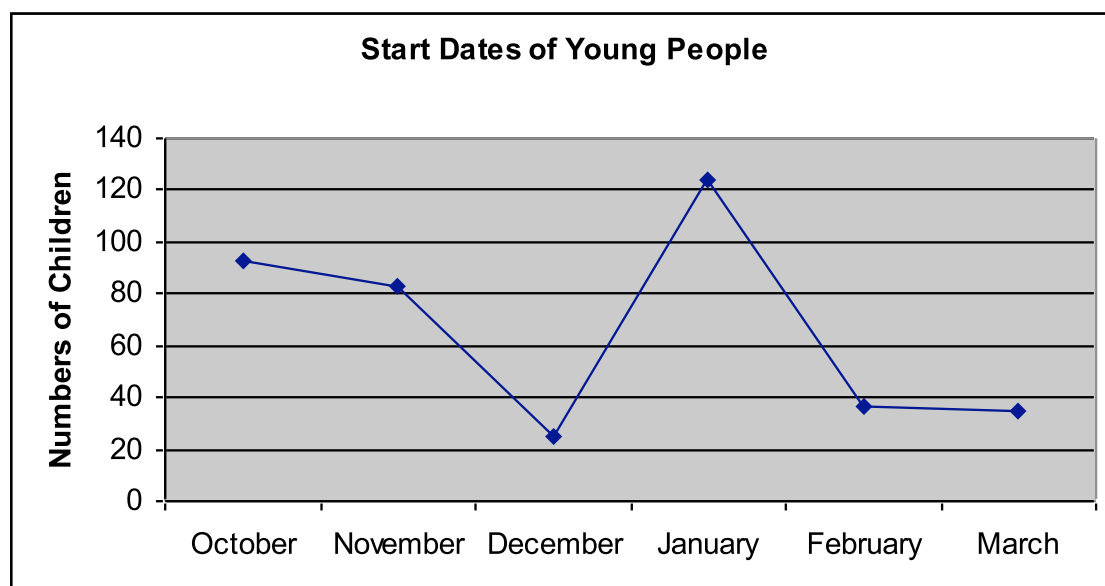
Figure 5 The age of young people



FFP is meeting its targets in terms of their age range as the majority of young people fall between the 10 and 21 age category that FFP wanted to attract to the Academy. The main ages of those registered for FFP are 14, 15 and 16 which is in line with FFP's desire to target the 12-16 age group who were perceived to be the most vulnerable age group identified during the consultations.

5.1.6 Start Date

Figure 6 Start dates of young people



As to be expected the numbers correlate with the amount of outreach and publicity undertaken by FFP staff. In October, November and January when outreach was at its

most frequent, that new members signed up: 93, 83, and 124 respectively. The lows of December and February can be attributed to firstly stopping outreach and secondly the impact of school holidays.¹² One possible reason for this is that young people have incorporated FFP into their daily routine which, for the majority includes school, followed by attending the FFP Academy.

5.1.7 Status

Table 3 Self-defined status of young people

Category	Numbers Registered at FFP
Pupil Referral Unit	6
Excluded from School	6
Drug User	4
Gang Member	2
Known to YOT and Criminal Justice System	24
Peers known to Offend	36
Looked after Child	5

Of those young people (272) who gave their status under the category in Education, Employment or Training 97% are at school. Whilst the majority are at school, 5% of those who registered and gave information are known to the Youth Offending Team (YOT) and interestingly only two young people define themselves as being part of a gang¹³ and 8% admitted they had friends involved in a criminal activity.¹⁴ This figure increases to 14% (62)¹⁵ when this is added to the number known to YOT and the Criminal Justice System and gang members. These figures show that before targeted outreach on young offenders FFP are attracting a percentage that are in a vulnerable situation with regard to youth crime.

¹² During the holidays not only is their routine broken but there are other competing factors such as vacation, other activities and family commitments (see 4.3 for more on this).

¹³ It has to be recognised that young people would be reluctant to disclose their background to staff during their first meeting. There is therefore an issue with the data as to whether young people are not revealing their status or whether there are few issues regarding youth crime and vulnerability.

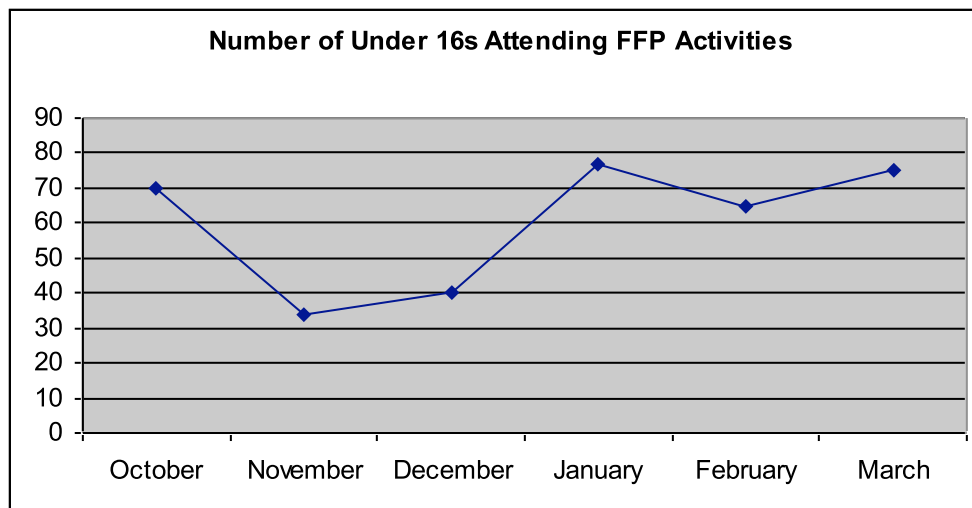
¹⁴ 36 divided by the 459 who registered. This number could be higher but without resolving the issue surrounding missing data we cannot prove this.

¹⁵ Percentage = 62 divided by the 459 registered by FFP. Again, this number could be higher but without resolving the issue surrounding missing data we cannot prove this.

5.2 Monthly Breakdown

5.2.1 Under 16s Attending FFP Activities

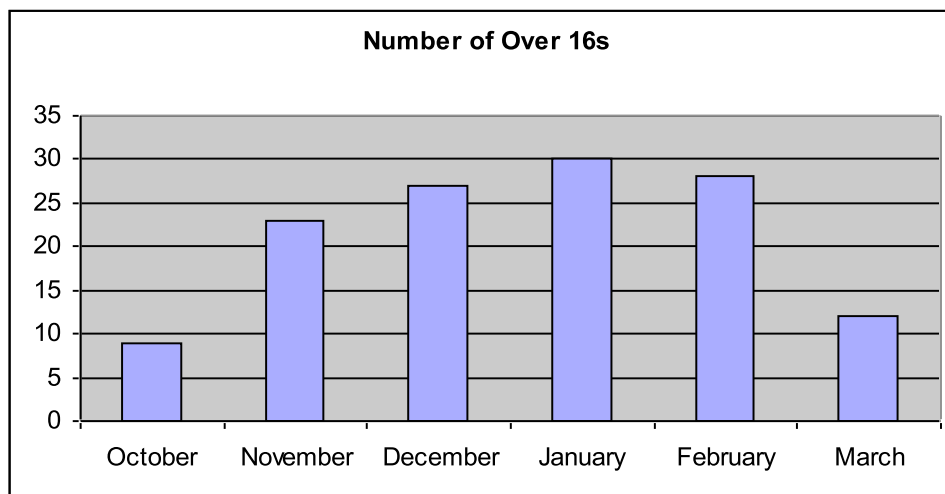
Figure 7 Number of under 16s attending FFP, October 2007 – March 2008



As would be expected the number of under 16s attending FFP activities showed a decline during the first month the project was open as their initial enthusiasm waned. The FFP project increased in popularity, as overall attendance rose between November 2007 and March 2008, which reflected increased knowledge about the project. The slight decline, in January and February which accounted for a loss of twelve young people during one month, was attributed to the large influx of over 16s which staff felt had put some of the under 16s off coming. In conversations with staff young people revealed that many had not attended during January and February because of pressures with school exams.

5.2.2 Over 16s Attending FFP Activities

Figure 8 Number of over 16s attending FFP, October 2007 – March 2008

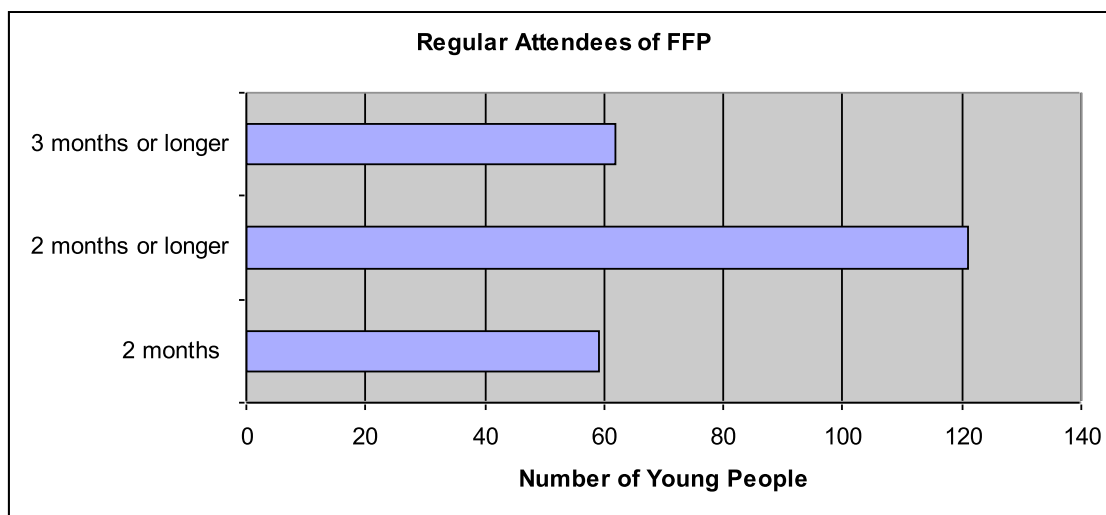


The over 16s saw a different pattern to that of the under 16s as numbers steadily rose until January and then declined as the impact of the project's one-week closure to over 16s, the new rules and the more disciplined nature of gym affected the numbers of over 16s who attended.

5.3 Attendance Data

This section is concerned with the regular attendees of FFP, both under and over 16s, defined as those who have stayed in the project for two months or longer. There is also a description of the profile of those who stayed for two months and those who stayed three months or longer to ascertain the type of young person FFP is retaining in the project.

Figure 9 Retention of young people in FFP



5.3.1 Two Months

There are a total of 59 young people who have attended FFP for two months. Of these 59, 38¹⁶ are under 16s and 21 are over 16s.

Of these 38 who stayed at FFP for two months the predominant profile is again black, male, aged 13 or 15 years and living in the E16 area. However, there are some interesting differences in the profile of those who stay for two months. The percentage for those attending from E16 is 67% which is less than the 83% for those who spend longer than two months in the project. This indicates that FFP attracts people from outside the area initially but these people are not retained to the same extent as those from the local area. This can be explained by time, distance, travel, convenience etc and local young people may feel that they own the project more than those who travel. This of course is speculative and would need to be corroborated by interviews with the young people.

¹⁶ Of these 38, 12 attended the project in March and so have the potential to return in April and thus they have the potential to stay in the project for 2 months or longer.

There are 21 over 16s who have stayed in the project for two months. This accounts for 20% of the 107 whose dates of birth are recorded. Of these 21, 69% come from E16 which is similar to the 67% of the under 16s. The prevailing age is 18 and although there is only data for the ethnic background of 8 of the 21 regular attendees, this data illustrates that 50% are black. Males make up 90% of the 21 over 16s which is 10% more than the male figure for the under 16s. The dominant profile of the over 16s therefore matches the under 16s and black males from E16 are the most common.

5.3.2 Two Months or Longer

There are a total of 121 young people who have attended FFP for two months or longer. Of these 121, 87 are under 16s which represents almost 30% of the total under 16s that registered with the project.¹⁷ For the over 16s there are 34 who stayed at least two months which equates to 32% of those who signed up who gave their date of birth.

Of these 121 the predominant profile is black, male, aged 15, 17, 18, 21 and living in the E16 postcode area.

5.3.3 Three Months or Longer

The core of under 16s defined as those who have attended for three or more months accounts for 49 young people, which is 16% of the total number of under 16s that FFP registered.¹⁸ Again the profile is black, male, aged 15 and from E16. However, there are some differences in the profile as females account for 35% of those who have stayed in the project three or more months. This illustrates that whilst the overall numbers of those signed up to the project are overwhelmingly male, the females who do register are more likely to attend FFP over a longer period of time. The proportion of whites staying in the project is just under a third which reflects the overall composition of those registered for FFP. In terms of the age range, FFP stated in its consultation report that it should focus primarily on 12-16 year olds and 95% of this age group are core attendees. Furthermore, 95% of those who regularly attended were from the E16 postcode showing that local young people are both attracted to, and regularly use, the FFP Academy. This is a major success as it corroborates with staff findings that the project has been successfully accepted and embedded within the local community.

These 49 young people have collectively spent 506 hours at the various activities that FFP offers at an average of 10 hours per month per individual. This equates to over three hours per week and thus demonstrates that this core attend at least three activities during the week. The peak of attendance was 43 hours over the three months by one individual whereas the low was three hours over the three months indicating this young person attended once a month. These figures demonstrate that not only is FFP attracting its target age group from the local community but they are also engaging with the activities offered by FFP.

The core of over 16s was 13 which represented 12% of those who signed up and gave their date of birth. Of these 13, 92% are male, which is a third more than the number of

¹⁷ This number may be an under-estimate as not every young person gave their birth date on the registration form but out of the 298 young people born after 1991, 87 stayed for two months or longer.

¹⁸ This number may be an under-estimate as not every young person gave their birth date on the registration forms but out of the 298 young people born after 1991, 49 stayed for longer than three months.

under 16 males registered. The local area is again the key catchment area as 77% of the core comes from E16 although this again shows a difference from under 16s where this figure is 95% and thus illustrates that on average the core of over 16s travel further to attend FFP activities. This core is composed of predominantly older age group as over a third are aged 21 and the most popular activities are gym which accounted for 121 collective hours spent at the activity over the three month plus period and boxing which accounted for 120 hours.

5.4 Activities and Breakdown for All Attendees, October 2007 – March 2008

5.4.1 Gender under 16s

Table 4 Gender for under 16s participating in the FFP sporting activities

	Male	Female
Capoeira	70%	30%
Gym	61%	39%
Boxing	74%	26%
Thai Kick Boxing	100%	0%
Ju Jitsu	91%	9%

Most of those registered aged under 16 years are male, with young women most likely to attend the gym (39%), or capoeira (30%). A weekly women-only boxing session increases the proportion participating in boxing.

5.4.2 Ethnicity

Figure 10 showing the ethnic breakdown of under 16s attending FFP

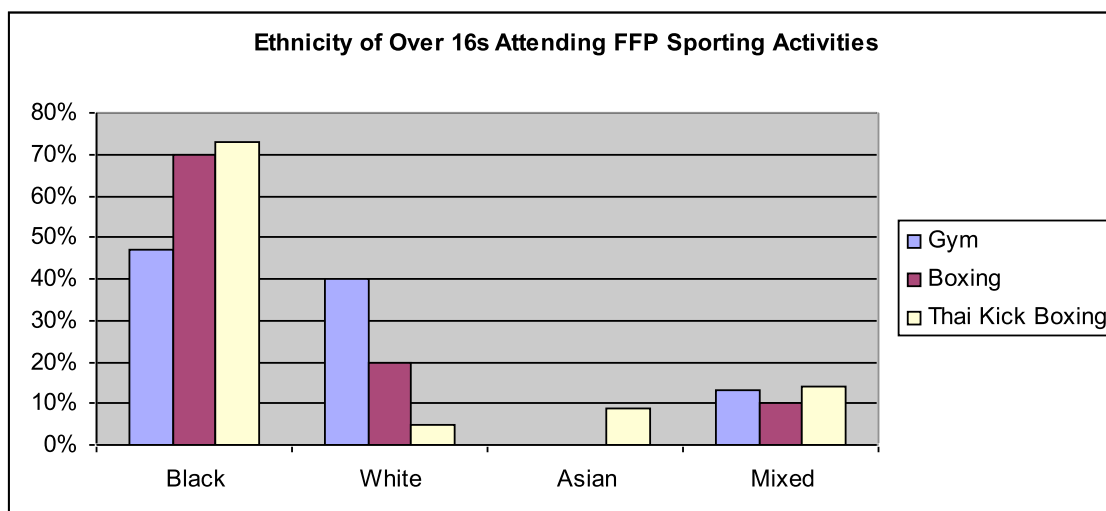


Table 5 Ethnic Composition for under 16s participating in sport (percentage)

	Black	White	Asian	Mixed
Capoeira	47%	33%	7%	13%
Gym	45%	44%	2%	11%
Boxing	53%	29%	5%	14%
Thai Kick Boxing	73%	5%	9%	14%
Ju Jitsu	60%	20%	0%	20%

Black is the dominant ethnicity represented by the participants in the under 16s activities. However, gym has a virtually even split between black and white whereas Thai kick boxing is heavily consisted of black males.

5.4.3 Postcode

Table 6 Young people who attend sporting activities from inside and outside the local area (percentage)

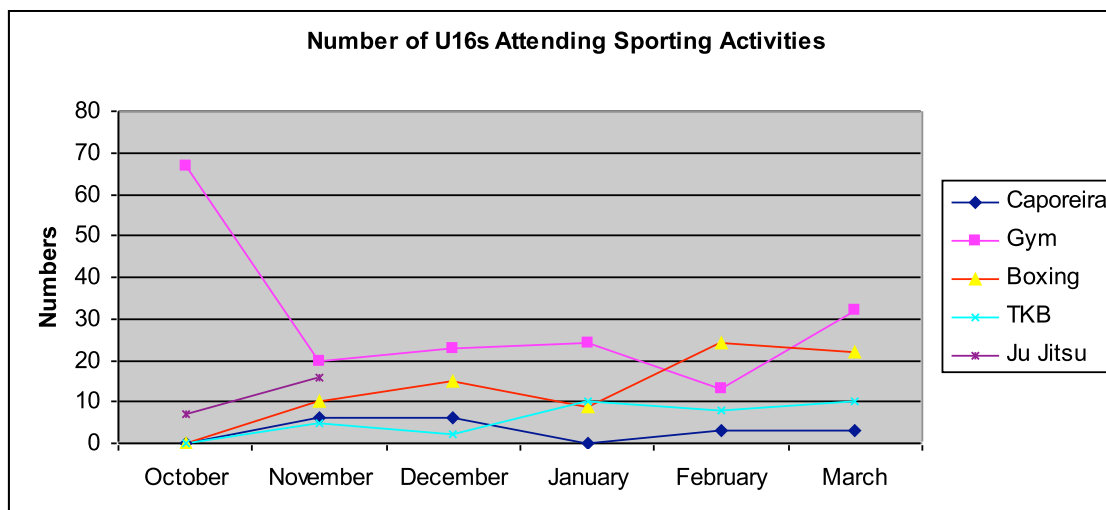
	E16	E6	Other	Outside Local Area
Capoeira	79%	7%	14%	21%
Gym	83%	8%	9%	17%
Boxing	78%	9%	13%	22%
Thai Kick Boxing	84%	3%	13%	16%
Ju Jitsu	100%	0%	0%	0%

As to be expected the activities all show a predominant catchment area of the E16 postcode in which the Academy is located. This again illustrates the need and desire for this type of facility in this area. However, boxing and capoeira draw over a fifth from outside the immediate postcode area. Other postcodes included are from South East London in SE28, Ilford in Essex through IG1 and IG3, and Romford in Greater London/ Essex through RM8, and the rest of Newham in E7, E12, E13, E14, E15 and show that FFP is drawing people from a wide geographical area.

5.5 Numbers

5.5.1 Under 16s

Figure 11 Patterns of attendance



The above graph illustrates the pattern of attendance of under 16s at the different sporting activities provided by FFP. Fluctuations were witnessed in gym where initial numbers dropped to provide a fairly steady number between November and January. However, from January the gym went through a change as sessions were split into defined time periods with no late comers allowed into the activity. This is reflected in the results as numbers fell but then rose again as rules were adhered to. Capoeira and Gym saw a 50% loss in numbers from 6 to 3 and 76 to 32 young people respectively between October and March whereas boxing and Thai kick boxing both saw their numbers double during the same period from 10 to 22 and 5 to 10 respectively. Ju Jitsu also saw its numbers double between October and November but due to timetabling issues the activity has now stopped but did initially prove popular. The fluctuations in the numbers reflect the settling in phase for the activities when the young people tried out different activities to see which they enjoyed. These fluctuations also reflect the numbers who initially attended the project and then decided not to attend anymore.

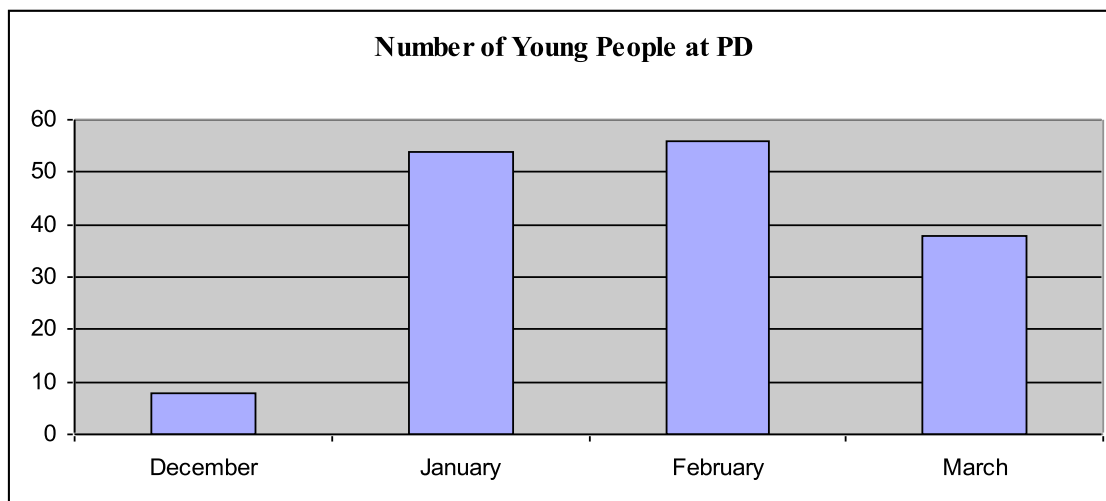
Table 7 Numbers of young people attending activities, October 2007 – March 2008

	Capoeira	Gym	Boxing	Thai Kick Boxing	Ju Jitsu
October	Not started	67	0 recorded	0 recorded	7
November	6	20	10	5	16
December	6	23	15	2	finished
January	0	24	9	10	finished
February	3	13	24	8	finished
March	3	32	22	10	finished

5.5.2 Personal Development

5.5.2.1 Attendance at PD

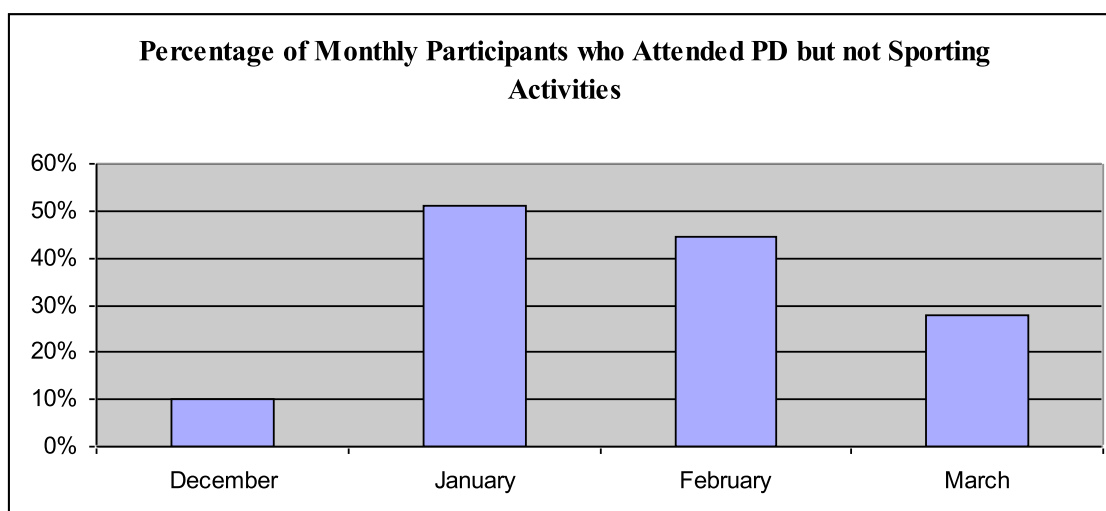
Figure 12 Number of under 16s recorded as attending PD



Attendance at Personal Development (PD) classes showed a significant rise between December and February when FFP staff implemented a new format based on fun and practical activities in the sports hall, rather than in a classroom setting. The increases in attendance also reflect staff enforcing compulsory attendance at PD as a requirement for attending the sporting activities. An interesting dimension to PD is that significant young people are just attending PD and not the sporting activities (see figure 13) which is unexpected especially after the initial reaction to PD by the young people.

5.4.2.2 Attend PD but not Sports

Figure 13 Young people who only attended PD (percentage)



The above graph shows that at a peak in January, 51% of young people attended PD but not sporting activities offered by FFP. This illustrates that FFP is reaching those who are not traditionally interested in sports. However, as FFP is based on a holistic approach, the benefits of attending the whole program are designed to outweigh the component parts, and as such, by only attending PD the under 16s are not receiving the full benefit of the FFP methodology.

5.5.3 Composition of Activities Over 16s

5.5.3.1 Gender

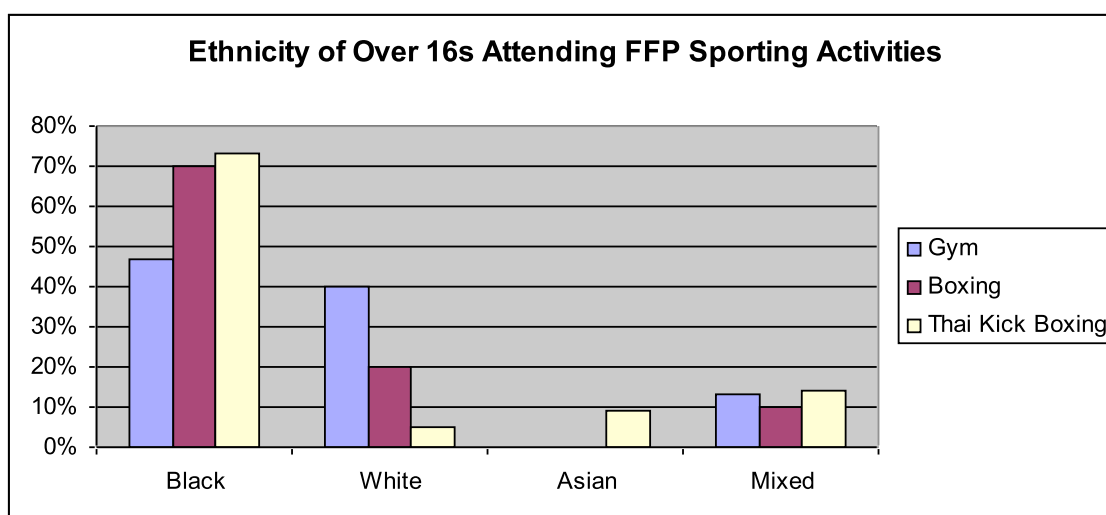
Table 8 Percentage of males and females attending the sporting activities

	Male	Female
Gym	74%	26%
Boxing	97%	3%
Thai Kick Boxing	100%	0%

The over 16s activities show an even stronger male domination although, of those who attend gym, a quarter are female. This again highlights that FFP is attracting mainly male participants.

5.5.3.2 Ethnicity

Figure 14 Ethnicity of over 16s attending sporting activities



Black is again the dominant ethnicity represented by the participants in the over 16s activities. However, gym has a more even spread between black and white whereas, like the under 16s Thai kick boxing is mostly attended by black males and is the only sport with recorded Asian attendance.

5.5.3.3 Postcode

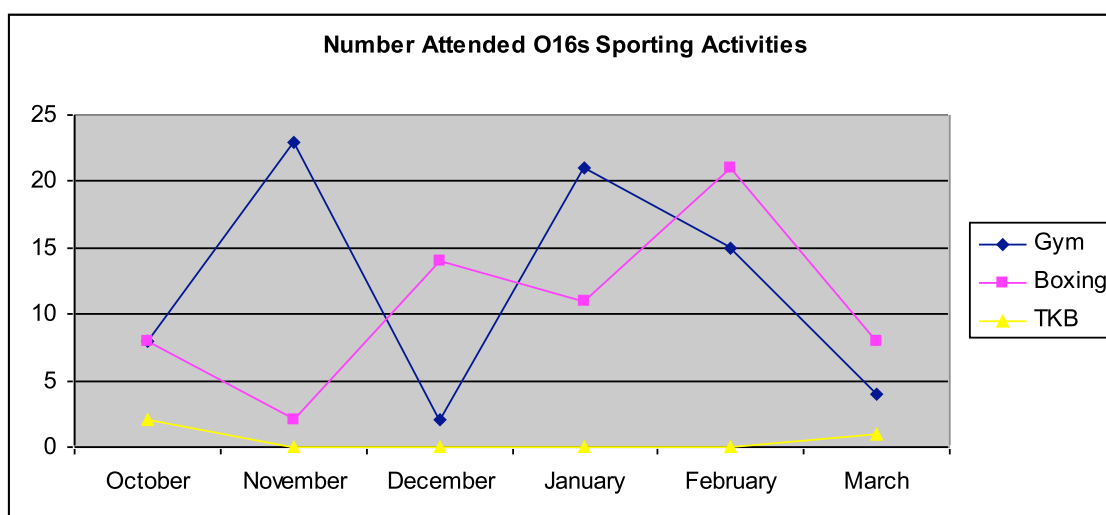
Table 9 Postcodes of those attending over 16s sports

	E16	E6	Other	Outside Local Area
Gym	73%	4%	21%	27%
Boxing	69%	9%	22%	31%
Thai Kick Boxing	100%	0%	0%	0%

The trends showed similar patterns to the under 16s, with the overwhelming majority living in the local community where the Academy is located.

5.5.4 Over 16s Numbers

Figure 15 Popularity of sports with the over 16s¹⁹



The over 16s pattern shows much sharper fluctuations in attendance than the under 16s. The regulations for using the gym were changed from February onwards: set time periods were introduced, no latecomers were allowed to join in and the activities were given greater structure, for example group warm ups and exercises were combined with individual work outs. The drop in attendance between February and March can also be attributed to the project's closure to over 16s as a result of the problems caused by the huge influx of young people as outlined in Chapter 4. Thai kick boxing data were not collected properly and this needs to be addressed.

5.6 Observation Findings

Seven different observations at different times and different days of the week since October found positive changes in attendance and behaviour by individuals, between young people and staff. From the beginning it was clear that staff were keen to adopt a disciplinarian stance within the sports hall, no swearing or disruptive behaviour was allowed during the sporting activities. However, over time although this approach has

¹⁹ Attendance data for Thai Kick Boxing between November and February was not recorded on the database and as such this skews the results.

remained the same, the behaviour of young people has improved and staff in the sports hall have softened their approach and now engage young people in friendly banter when the moment allows. The young people in general respond positively and a positive spirit of mutual respect has emerged.

The different sports each engender different reactions from young people, Thai kick boxing and boxing are based around strict discipline and a clear structure that demands focus, attention, and 100% concentration. The over 16s tend to respond to these demands and are focussed on improving their individual performance. A genuine culture of promoting achievement and a mutually supportive environment in which young people encourage each other and suggest improvements for each other's technique has developed. This has occurred to a lesser extent with the under 16s whom, for the majority treat the gym and boxing as fun activities and do not participate in the activities as seriously as the over 16s. On occasion the under 16s still push the boundaries in classes by not listening and by laughing and joking, although this has reduced over time. The gym sessions are a lot less structured than the other sports and there is the potential for the younger age groups in particular to treat the machines like toys and as a place to talk rather than work out. With the introduction of a more structured approach and informative posters that explain how to work the machines and the benefits of working out, young people are taking activities in the gym more seriously and are more focussed. This is a pleasing change as the structure of the gym now demands more focus from the young people than previously.

A discernible increase in the interaction between young people has been observed and friendship groups have formed. With the under 16s these are based around fun, whereas the over 16s tend to pair off in activities with others of similar ability and the relationship inside the gym is one of mutual respect. There is a clear demarcation between the sports hall and the reception area where the atmosphere is a lot more jovial and staff join in with the young people in banter and laughing and joking. However, staff also use the reception area as a place to lay down rules and to reprimand young people. This is done in a stern way but over time this tone has softened as staff get to know the different young people and it has become obvious that staff and the young people have built up a relationship based on trust and mutual respect. Both inside and outside of the sports hall there is an obvious culture of respect, both for each other and for the FFP rules which young people have increasingly recognised as important. There are also signs that young people are starting to feel affiliated to FFP as a number of them have recently started wearing the t-shirts despite having to pay for them. These all allude to FFP gradually becoming an integral part of, and a reference point in, a young person's life.

6. RECOMMENDATIONS

6.1 Limitations of the Data

- Developing a more robust system for collecting and entering information on the database is recommended. The data presented in this report reveals the quantitative dynamics of FFP and also the working practices of FFP staff. However, the large amount of missing data (see point 5.0) that is not recorded on the databases makes it difficult for staff to routinely assess their progress.
- Monitoring data could be used by FFP staff to regularly review their progress and performance: see point 4.4.1.
- One of FFP's target groups is the NEET category. As yet the numbers of NEET young people are not entered on the database and FFP staff could address this. By accessing this information FFP will be able to inform their outreach programme: see point 5.0

6.2 Practice

- FFP staff need to ensure external partners deliver on their promises to increase their physical space. Space and capacity could impede the development of the project and rolling out the pillars: see point 4.6
- In order to reach a more diverse demography FFP staff could look at the activities they offer and the profile of the coaches they employ. The overall pattern is of black, male participants. Employing a white male coach as well as a female boxing coach and/or diversifying the activities to appeal to more females could cure this anomaly: see Chapter 5. Additionally, outreach could be targeted to attract different groups. Indeed staff have addressed this issue; the youth programme coordinator has recently visited local girl's schools.
- FFP's original target for phase one as 150 service users who accessed the project over a three-month period. Whilst this target has not been met it has to be recognised that this target was set when staff believed the premises were going to be double the size that they are currently. A target of 150 service users is an ambitious possibly unrealistic target considering the limited physical space and the capacity of staff. For the next phase FFP staff might consider revising their attendance targets in line with the findings from chapter 5: especially see point 5.2

6.3 Monitoring and Evaluation

- FFP staff could set up a system to ensure that staff collate the data and check the database on a regular basis to ensure that the required data is being collected and checked for accuracy: see point 5.0
- FFP staff could set up systems to ascertain why young people registered for the project but are not attending regularly: see point 5.1.2. This could enhance the performance of the project by understanding how the project is perceived by certain young people and whether this is affecting their attendance.
- UEL and FFP staff could alter the monitoring database to easier record the ways in which young people are attracted to FFP, such as through self-referrals, outreach, and YOT referrals so that funding targets can be quickly and effectively quantified.

- UEL and FFP staff could extend the database to record how many 1-2-1 sessions have taken place and which young people have been mentored and/or referred.
- Qualitative information would complement the mainly quantitative data that is presented in the report and would give a more informed picture on whether the project is making a difference. The theories of change approach used by UEL researchers to test the outcomes of a project cannot be fully evaluated without undertaking semi-structured interviews and focus groups with the young people (see points 2.2 and 2.2.1). The work plan for Year 2 of the partnership between UEL and FFP could take this into account.

6.4 The FFP Model

- FFP's recent launch at ExCel in April 2008 which attracted over 200 people from the local community, press and the public and private sector, further raised the profile of the project. By obtaining the support of current and former boxing champions, FFP gave the young people role models which were well received by the members of the FFP Academy. The launch stressed the importance of retaining the youth-centred approach of the project and indeed, gave, for the first time, through the Youth Council, young people from the project the opportunity to become the voice of the project. The young people expressed that they felt that FFP was like their family and the staff were like parents to them. They spoke of their enjoyment and how the project had given them alternatives to crime and boredom. FFP members attended the launch in their FFP t-shirts and entered the building chanting Fight for Peace thus providing an insight into how the project has already become a part of its member's identity in the six months it has been open. While this feedback is undoubtedly positive, it would be expected that due to the press coverage and positivity expressed by the young people, FFP will again welcome an influx of young people and that this expected influx will place further pressure on FFP to oversee the strategic development of the project and roll out the next two phases of the project to ensure that its holistic approach is achieved.

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APPENDIX A

The following information relates to those who registered for Fight for Peace and who gave the information on their registration form.

5.1 Profile of Participants

5.1.1 Gender

Female	120
Male	329
Total number who gave information	449
Percentage of those registered	98%

5.1.2 Ethnicity

Black	174
White	72
Asian	11
Mixed	41
Other	1
Total number who gave information	299
Percentage of those registered	65%

5.1.3 Physical and Mental Health

Anger Management Issues	4
Special Educational Needs	1
Bereavement	2
Dyslexia	1
Health Issues	12
Physical Disability	2

5.1.4 Postcode

E5	1
E6	44
E7	14
E12	8
E13	22
E14	2
E15	15
E16	264
E17	2
E26	1
IG	16
N12	1
RM	3
SE1	1
SE28	2
SW1	1
SW9	1
HA	1
Total number who gave information	399
Percentage of those who registered	87%

5.1.5 Age

6	1
7	1
8	0
9	1
10	11
11	37
12	40
13	30
14	61
15	57
16	60
17	36
18	37
19	17
20	6
21	9
22	1
23	1
24	1
Total number who gave information	407
Percentage of those who registered	89%

5.1.6 Start Date

October	93
November	83
December	25
January	124
February	37
March	35
Total number who gave information	397
Percentage of those who registered	86%

5.1.7 Status

School	264
Pupil Referral Unit	6
Excluded from School	6
Drug User	4
Gang Member	2
Known to YOT/Criminal Justice System	5
Peers known to Offend	36
Looked After Child	5

5.2 Monthly Breakdown

5.2.1 Under 16s Attending FFP Activities

October	70
November	34
December	40
January	77
February	65
March	75

5.2.2 Over 16s Attending FFP Activities

October	9
November	23
December	27
January	30
February	28
March	12

5.3 Attendance Data

Two Months	59
Two Months or Longer	121
Three Months or Longer	49

5.4 Activities, under 16s

5.4.1 Gender

	Male	Female
Capoeira	12	5
Gym	107	69
Boxing	57	20
Thai Kick Boxing	5	2
Ju Jitsu	21	2

5.4.2 Ethnicity

	Black	White	Asian	Mixed
Capoeira	7	5	1	2
Gym	59	55	3	15
Boxing	31	17	3	8
Thai Kick Boxing	16	1	2	3
Ju Jitsu	9	3	0	3

5.4.3 Postcode

	E16	E6	Other	Outside Local Area
Capoeira	11	1	2	3
Gym	127	12	14	26
Boxing	54	6	9	15
Thai Kick Boxing	27	1	4	5
Ju Jitsu	21	0	0	0

5.5 Numbers

5.5.1 Number of under 16s attending Sporting Activities

	Capoeira	Gym	Boxing	TKB	Ju Jitsu
October	0	67	0 recorded	0 recorded	7
November	6	20	10	5	16
December	6	23	15	2	Finished
January	0	24	9	10	Finished
February	3	13	24	8	Finished
March	3	32	22	10	Finished

5.5.2 Personal Development

5.5.2.1 Attendance at PD

October	Not started
November	Not started
December	8
January	54
February	56
March	38

5.4.2.2 Attend PD but not Sports

October	Not started
November	Not started
December	4
January	40
February	29
March	21

5.5.3 Activities, over 16s

5.5.3.1 Gender

	Male	Female
Gym	81	13
Boxing	59	2
Thai Kick Boxing	3	0

5.5.3.2 Ethnicity

	Black	White	Asian	Mixed
Gym	7	6	0	2
Boxing	14	4	0	2
Thai Kick Boxing	16	1	2	3

5.5.3.3 Postcode

	E16	E6	Other	Outside Local Area
Gym	48	4	14	18
Boxing	40	5	13	18
Thai Kick Boxing	3	0	0	0

5.5.4 Numbers Attending over 16s Sporting Activities

	Gym	Boxing	TKB
October	8	8	2
November	23	2	Not recorded
December	2	14	Not recorded
January	21	11	Not recorded
February	15	21	Not recorded
March	4	8	1

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