

INQUIRY REPORT

Evidence from Scottish Sports Futures

Scottish Sports Futures

1. Opening Statement from Scottish Sports Futures

Ian Reid OBE, Chief Executive, Scottish Sports Futures [“SSF”] says, *“Of the top three sports recognised as engaging inner city young people, football, boxing and basketball, we have no doubt that the most successful of these is basketball.”*

“This statement is based on our experience gained in well over a decade of working in Scotland’s most challenging communities. Using basketball as a platform for engagement our role is to provide young people with the information they need to move towards a positive destination - volunteering, education, employment.”

“Basketball is accessible, has a “street” image and, uniquely, has the ability to utilise the top professional players in the UK as programme deliverers and as role models.”

“Scottish Sports Futures has worked in partnership with the Glasgow Rocks professional basketball team for the last 14 years and during that time our programmes have been successfully developed and delivered to over 10,000 young people per annum.”

“Independent evaluation has proved the effectiveness of these programmes and from what follows you will see that the work provides an excellent return for investment.”

“More importantly feedback and evaluation tells us of the positive and lasting effect of our interventions - these are life changing not only for the individual but also for the communities which surround them.”

2. Introduction to Scottish Sports Futures

SSF is a Glasgow based charity that was established in 2000 and is committed to supporting youngsters across Scotland to lead healthy goal driven lives. SSF delivers ‘Education through Sport’ programmes to Scotland’s young communities, with a particular focus on at risk groups, and in an average year SSF works with more than 10,000 young people. With the support of Scottish Government and other partners, SSF delivers meaningful and far reaching programmes to a diverse cross-section of Scotland’s youth.

Using the sport of basketball as the platform, SSF’s portfolio of delivery offers a comprehensive approach to ‘Sport for Development’ that supports young people from early interventions right through to training and employment. Delivered in partnership with the Glasgow Rocks [“Rocks”] professional basketball franchise, programmes are focused at different stages of youngsters’ development and targeted at communities that are vulnerable or at-risk. ‘Education through Sport’ provides the platform to motivate and inspire young people to lead safe, healthy, active lives.

3. Background

The journey began for SSF more than 14 years ago when it was recognised that the appeal of the fast action, cool sport of basketball when coupled with the impact of professional athletes had the ability to engage and motivate some of the hardest to reach young people in the local communities.

The potential of basketball
+
The power of professional athletes
=
A unique and ambitious charity

This concept was endorsed by independent research from The Scottish Council for Research in Education, and from that understanding the SSF charity was born.

The organisation is set up as a Company Limited by Guarantee with charitable status. SSF’s income places it in the top 10% of Scottish Charities. Diversifying income streams is a regular challenge and SSF is currently 60% dependent on its government funding through the CashBack for Communities Fund which is funded by the seizure of criminal assets. SSF also secures trust and grant income alongside SLA and target private sector CSR budgets. SSF’s 15 full-time staff work with over 70 sessional deliverers to provide activities across Scotland.

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4. Mission

SSF's mission is to stimulate behavioural and attitudinal change in young people across Scotland through the provision of sport, recreation and learning opportunities, thereby providing them with the information and motivation they need to make positive lifestyle choices and fulfil their potential.

In essence, through the hook of sport SSF aims to provide young people with the information, advice and motivation they need to fulfil their potential.

5. Approach

The style and format of delivery of the SSF programmes is key to their success as is working in partnerships. Consultation avoids duplication and ensures added benefit. Local buy-in leads to cross referrals and wider opportunities for young people, also building the foundation for sustainability.

Build the foundation for healthy lifestyles - early intervention and education tackled in a unique and engaging way, to maximise the power of sport and sporting role models. Provide tools to sustain impact and embed learning.

Provide a network of support to enable young people to take advantage of opportunities available to them - establish accessible local activity, ensure activities are young person led and meaningful, promote volunteering and provide access to training. Create an environment that is safe, engaging and welcoming.

Build capacity through partnerships - further develop relationships both at strategic and delivery levels, provide tailored pathways to support young people on their journeys to positive destinations, offer alternative routes to skills development and bring youth and sports sectors closer together.

It is sport for development and not sport for sports sake - that is SSF's approach.

SSF reduces barriers to participation, providing the right venues, at the right times, delivered by the right people and in a relaxed and welcoming way. Often critically, it is all free-of-charge.

Young people have a voice and they take ownership, input ideas and shape the look and feel of their initiatives. SSF wants to continue to learn and adapt and offer attractive alternatives to anti-social behaviour.

SSF initiatives are designed to be accessible and welcoming to a diverse cross section of the local community. Consultation on location, venue, transport requirements, gaps in provision, preferred delivery times and additional support requirements are undertaken prior to implementing a new provision. Young people, youth organisations, community safety and police officers are all included in researching target groups and appropriate facilities.

Success in this approach is highlighted in the organisational outcomes to date, recording more than 20 nationalities in attendance at one location, working with equal numbers of boys and girls, ages represented from 8 to 14 years.

SSF have also developed a pilot basketball programme specifically designed to attract female participants, delivered by female coaches including educational inputs on: body image, self-esteem, sexual health, diet and nutrition. The programme will utilise young female volunteers to ensure inputs are attractive to the target audience and young person led.

6. Why Basketball?

SSF uses basketball because of the following:

- Inclusive - Historically it has been reported as played and watched equally by both males and females;
- Professional role models - It is capable of engaging other equalities groups and attracting diverse participation. SSF has unique and contractual access to motivational role models from the Rocks who are actively involved in delivery on a weekly basis. They raise the profile of messages with young people and attract media attention for the cause;
- First choice sport - For many of SSF's young people who are refugees or asylum seekers, basketball is a first choice sport in their country of origin and the familiar environment is often the start of local integration;

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- Free from tribalism - Basketball is also free of the tribalism and often negative associations of some other traditional British and Scottish games or more popular sports; and
- Cool image - Equally as important, it is cool, it is music, it is fashion, it is urban, it is fast paced and it is attractive to the target audience.

Aiming High, North Lanarkshire has said, “*Primary and Secondary pupils saw basketball as being accessible, cool and having a positive image. Pupils greatly appreciated personable, informal, yet direct approach of the presenters. The presenters were seen as approachable, trustworthy and credible. They were seen as ‘easy to talk to’ Secondary pupils in particular gave this as a reason why the use of such role models was important These role models were seen as providing something that a teacher-only approach could not.*”

Similarly, a Scottish Council for Research in Education Report of a Rocks Pro-basketball Schools Initiative in 2000 showed that young people are more open when talking with professional role models. SSF’s experience of delivery and feedback from participants and stakeholders is based on evidence and supports the use of basketball as a platform for education, health improvement, integration and personal development.

7. Delivery Mechanisms

SSF currently delivers four distinct programmes:

- Active East;
- Jump2it;
- Shell Twilight Basketball; and
- Education through CashBack.

All SSF programmes are:

- Inclusive - whilst activities focus on communities suffering high incidents of youth disorder and deprivation, all young people within the target age range are made welcome and the relaxed atmosphere and approach promotes acceptance. Less focused on performance level, but rewarding of all achievement whilst also offering healthy competition where appropriate and motivating;
- Accessible - Free to the end user, thereby reducing barriers. Delivered in local facilities or with free transportation provided. Utilising familiar staff or offering taster sessions showcased at existing provision. Networks of support part of every strand: mentors, youth workers, youth panels, partner organisations, etc;
- Young person led - young people are encouraged to invest in initiatives by taking personal ownership for activities, agreeing acceptable behaviours, creating identities, forming youth panels and committees, leading on decision making, fundraising and volunteering;
- Developmental - young people are supported to set achievable goals, work through personal development plans, build transferable skills utilising physical activity as the focus; and
- Diversionsary - activity is focused on communities that suffer from youth anti-social behaviour and often deprivation. Times and locations of activities are designed to engage young people at times when they are most at risk.

i) Active East

Briefly, Active East is a multi-sport legacy programme based in Glasgow’s East End, developing young volunteers and supporting capacity building in local youth organisations. It is committed to ensuring the benefits of the Olympics lasts far beyond the event itself. To date, more than 60 Active Champions have recorded more than 4,000 hours of volunteering and delivered sport to an additional 2,000 youngsters.

ii) Jump2it

Introduction

Jump2it is a Scotland-wide interactive primary school health and citizenship programme utilising the Rocks professional basketball players as role models to deliver positive lifestyle messages, such as the dangers of smoking and alcohol; and the benefits of a balanced diet and regular exercise and to promote and facilitate sustained physical activity in areas most in need.

Jump2it targets communities using the experience of Active Schools and the Education and Health departments. These partners understand those clusters that would benefit most from health inputs and focus on young people

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“most in need”. Buy-in from these partners supports local investment in delivery and helps identify pathways and links for sustained activity or additional support.

Jump2it:

- gives a unique introduction to professional role models, who make messages relevant and motivate changes in behaviour;
- provides a foundation for long term healthy choices;
- is a platform for engaging young volunteers; and
- uses club development to support sustained levels of improved physical activity.

A health and citizenship-led programme using basketball as a tool to share positive lifestyle messages with 10 to 12 year olds, Jump2it is SSF’s primary schools programme.

Delivery

Jump2it delivers:

- professional athletes as role models;
- interactive sessions on healthy eating; fitness; and the dangers of smoking and alcohol
- a unique introduction to basketball and the benefits of an active lifestyle;
- sustained accessible club activity;
- to more than 100 primary schools;
- to more than 7,000 participants per annum;
- to 19 participation clubs;
- with 10 funding partners; and
- support to the Curriculum for Excellence and National Strategies.

As well as input and advice from the Rocks professional players delivered as an interactive roadshow, each school receives a block of basketball coaching and is invited to a tournament bringing together a cluster of local schools at a central venue for competition. The top four teams at the tournament win a place at the Jump2it finals event as well as 50 free tickets to a Rocks game. The pupils involved in the finals have the opportunity to play on the professional court in front of the home crowd. Following this, players from the Rocks then re-visit the top four schools from each area and deliver presentations in school to reward their achievements. The winning school is crowned Jump2it champions and receives a video presentation at a school assembly in front of their peers, family and friends.

Children that are involved in the programme are directed to local clubs at each stage of the programme. Where no local club is available, SSF endeavours to set up a participation club for these pupils. SSF has 17 community participation sessions currently running across Glasgow, East Dunbartonshire and Edinburgh with more planned as the year moves on. A competition structure is also in place for these sessions ensuring progression of skills and interest is sustained. The Jump2it club coordinator works closely with local authority basketball development teams and local clubs to guarantee a pathway to structured competition and long term participation with existing clubs.

Outcomes

Jump2it has delivered to 865 schools from 2007-08 to 2013-14 and 64,916 pupils have taken part in this time.

The formal outcomes of Jump2it as agreed with SSF’s Scottish Government partners are:

- increased participation in positive activity;
- increased opportunities for continued participation by linking up and signposting to other provision;
- participants demonstrating new skills and positive changes in behaviours;
- sustained participation in positive activities; and
- sustained improvements in awareness of the benefits of play, interactive, physical and social activities.

Effectively, SSF’s objectives are to:

- get more youngsters more active more often;
- ensure they are aware and can access activities; and
- motivate healthy choices and support sustained participation.

Jump2it offers a creative solution to health education that is well received by teachers and pupils alike. It feeds the Curriculum for Excellence outcomes and wider Government targets to build a Healthier Scotland. Jump2it encourages the young people of Scotland to lead a healthier life by educating them with facts about the importance

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of healthy eating and physical activity and the dangers of smoking and alcohol. Through feedback from partners it seems that these important messages have stuck and participants are making big and small changes in their day to day lives which are being noticed and reported back to the Jump2it team.

The Rocks professionals play an important role in these important messages being remembered by the young people. Feedback from teachers has suggested that children are more likely to listen to messages which are delivered by these role models than others. Evaluation has shown that the Rocks gave the programme a higher profile that they might have otherwise had among participants.

Teachers have also recognised that young people were choosing healthier snacks and drinking more water in class as a result of the Jump2it programme. More than 64,000 primary school pupils across 14 local authorities since 2007 have received information, delivered by Rocks players on how to lead a healthy lifestyle, and approximately half of these young people took part in coaching sessions delivered by SSF.

Teachers' comments have included the following:

- *"The role model aspect is really useful.... the guys come along over 6ft and the kids think wow that's not Ms xxx saying that but it's a Rocks player."*
- *"Never seen my P7's shut up so quickly....they think they know it all and they feel they are top dogs in the school but the Rocks show up and they all switch on."*
- *"Jump2it is an excellent example of how schools and sports organisations can work together to make significant contributions to the health and wellbeing of our young people and increase awareness of the dangers of poor nutrition and addictions."*
- *"The Jump2it programme is a model of good practice on so many levels. The health related messages delivered to the pupils coupled with the physical activity lessons is the perfect accompaniment to ensure maximum impact on pupils."*

Children who were involved in the programme retained information when asked specifically what they learned from Jump2it and some of the participants have commented as follows:

- *"I can remember an average smoker can take a litre of tar into their lungs a year."*
- *"Meat gives you protein, dairy products give you calcium."*
- *"Alcohol is a drug and is poisonous."*
- *"We had fun and learned about, keeping fit and having a healthy lifestyle."*
- *"It was exciting, it teaches you a lot of things and it's different than anything else that we have done."*
- *"We are teaching the P4's how to play at lunch time now teaching them the rules and stuff."*
- *"It was really exciting and a good thing to be a part of."*
- *"The Glasgow Rocks told us that you can take half a jar of tar in you if you smoke and you can't buy cigarettes if you are under 18 and smoking and alcohol can give you different types of diseases."*
- *"There's rat poison and nicotine in cigarettes and it's addictive."*
- *"If you drink too much alcohol you can get brain damage."*
- *"You should drink 5-8 glasses of water every day."*

The overwhelming majority of pupils questioned post Jump2it were able to recall information and display an understanding of the health implications tackled within the roadshow delivery. The following statistics were generated from 1,100 pupils questioned:

- 73% retain information on and understanding of the dangers of alcohol abuse; and
- 75% retain information on and understanding of the dangers of smoking.

Several reported that they had encouraged parents to stop smoking and asked for healthier lunch choices after receiving the Rocks visit. Similarly the majority of teachers questioned had witnessed changes in pupils conduct and activity including: drinking more water; choosing healthy meal options; and playing basketball and other sports at break time.

- 57% of teachers saw pupils demonstrate new skills and positive changes in behaviour.

Jump2it also aims to break down social barriers by creating basketball participation sessions, which have been previously discussed within the programme. These sessions see the coming together of children in up to six schools in an area, both boys and girls, to learn new basketball skills, play games and have fun once a week.

This aids the breaking down of social and territorial barriers and promotes community cohesion. Parents have remarked that it is nice to see kids from different schools coming together, it helps them make new friends, gain

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more confidence and lets them get to know others that may eventually be going to the same high school as them, further easing that challenging transition.

Parents' comments have included the following:

- *"It's great because it helps bring kids from different schools together."*
- *"This club gives him the chance to see what hard work and determination could bring him in the future of basketball."*
- *"Yes it helps increase confidence in her new found skills and furthers her interest in the sport."*

Parents' evaluation during a community club event showed the following:

- 100% of respondents said that being part of this club was extra to what their child did in a week and therefore increased their physical activity levels;
- 100% also said their child was interested in basketball as a direct result of the Jump2it programme;
- 71% said they had noticed a positive change in behaviour as a result of attending the club; and
- All parents observed that the clubs did a great job of bringing communities together.

The longer term outcome of greater awareness of the benefits of play, interactive, physical and social activities is currently monitored by tracking participants' sustained engagement with club activity including team work and tournament involvement. External evaluation from MP Consultancy has highlighted:

- Statistically significant increases in weekend activity levels by participants receiving the Jump2it programme;
- A third of parents questioned mentioned seeking out further basketball involvement with their child;
- Just over half of the schools utilise the programme with other healthy lifestyle initiatives; and
- A number of case examples where children who were not thought to be physically active and engaging in PE were involved in the basketball programme.

Weekly participation sessions are held within the Jump2it programme and these result in hundreds of pupils across the nation taking part in extra physical activity each week. Clubs have offered young people the opportunity to participate in basketball outside of school and keep strong links with affiliated basketball clubs. Evaluation has shown that over half (58%) of the young people involved in the Jump2it programme would consider attending a basketball club in their area. Encouraging more pupils to continue to lead a healthier life even after the programme has been completed.

The Jump2it club coordinator is in a unique position to motivate participation on the back of the inspirational Jump2it programme. They highlight accessible routes to continued participation locally, at an appropriate level for all abilities and including a competitive infrastructure to motivate regular attendance. With this dedicated resource building on the impact of the Jump2it schools initiative and strong partnership working, the following outcomes have been achieved:

- Rocks Community Clubs (up to 19 annually) have been created each year across Scotland providing participation pathways and easy access to sustained activity;
- Monthly basketball competitions were hosted centrally with all participation club members, in addition localised home and away games also took place;
- Provided hands on support to local affiliated basketball clubs to establish and develop "under 12" programmes;
- Integrated a number of participation sessions into already existing clubs and structures;
- Established and shared regular contact with existing clubs to update on developments with the Jump2it programme;
- Played an integral role in strategic discussions on the development of a Glasgow wide under 12 League to include all affiliated clubs; and
- Recruited a high number of volunteers to support and enable wider delivery.

Ahid Ojaghi, Secretary of the Cuckoo basketball club said, *"This approach to providing sporting opportunities is essential as players get the chances needed to start a sport and continue through a club pathway. We would like to thank the Jump2it Club Coordinator for all his invaluable help and hope to repeat our success in the near future."*

Matthew Mullen, an Active Schools coordinator said, *"The Rocks Community Club Programme has been a fantastic opportunity for kids to continue their basketball experience from school to the wider community and has contributed to the common goal of having "more kids, more active, more often". It has also been great for mixing kids from different schools and breaking down territorial barriers within the community."*

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Evaluation

When evaluation of the programme was taking place parents were asked what they knew about the Jump2it programme and the sessions their children were involved in. The results of the evaluation have shown that when asked without prompt what was involved, the vast majority of parents mention roadshow topics, such as smoking; drinking; and healthy eating, but less so physical activity. What is important is that those messages came from the children and have hit home.

Teachers have noted that the Jump2it programme covers many areas of the Curriculum of Excellence and evaluation has shown that over half the schools involved use the programme as a catalyst for health projects within the classroom and build upon the knowledge which pupils have gained throughout.

Evaluation of the Jump2it programme has shown:

- A statistically significant increase in knowledge around the Jump2it health topics, 6 to 8 weeks post delivery;
- Teachers unprompted mention the role of Jump2it as supporting the health promoting school ethos;
- Over 50% of pupils mentioned Jump2it when discussing healthy lifestyles; and
- Of 780 pupils over 87% said that they now take part in more sport.

School pupils who were involved in the programme were clear that they listened to what the players told them and aspired to follow their example. The programme also receives requests on a monthly basis from schools or local authorities who have heard about the programme and want to bring it to their school or area.

A recent external ODS evaluation reinforced the positive impact of the Jump2it programme by saying that there is evidence which shows that young people are changing behaviours and being inspired. In particular the impact of the professional players is clearly the key to making the Jump2it programme work.

The external evaluation highlights were as follows:

- 9 out of 10 young people were more aware of the dangers of alcohol and smoking;
- They could recall in detail and had retained key facts;
- 83% of youngsters said they had made both big and small positive changes since receiving the Jump2it programme; and
- In 2011, Jump2it recorded a statistically significant increase in weekend activity levels by participants receiving the programme.

The big positive changes referred to include: eating healthy foods; and taking more physical activity. The small changes include: encouraging friends and family to stop smoking.

The evaluation said, "*There is strong evidence that the programme is bringing about immediate changes to the knowledge, interest and health related behaviours of the young people it engages with. Young people who have participated in the programme have clearly been inspired by it, and plan to do things differently as a result.*"

An external partner said, "*I saw the impact first-hand of involving Glasgow Rocks basketball players in the programme. They are the key to making the programme work.*"

Testimonials

Jump2it provides young people with an overwhelmingly positive life experience. Through meeting and interacting with the Rocks pro-players and SSF coaches as positive role models, it motivates young people to use the information received to make positive decisions throughout their lives. A lot of these children would not have tried or continued in the sport of basketball without the influence of the Jump2it programme and the Rocks professionals.

Jump2it also took a group of children to London for three days to compete in the Copperbox Arena before a GB basketball game. These young people were from one of the most deprived areas in Scotland and according to parents, guardians and teachers, going to London was an opportunity of a lifetime.

"Jump2it is a big influence on the children because they like being taught by the players"

"The children gained additional knowledge and many of them still quote the children found in cigarettes and the effects of alcohol"

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“Good role models for children to follow raises awareness of this need for a healthy lifestyle in sport”

“The children will always take in more information if it is done in an exciting way such as Jump2it”

Example 1: Child A

P6; 10 year old girl who had previously found PE and being involved in physical activity as a challenge due to her weight and lack of fitness; she had often used excuses to opt out of ‘normal’ PE.

Teacher noticed that the girl was really enthusiastic when the Jump2it programme coaching sessions were on: *“for ***** it was an eye opener she seemed to really enjoy the games and got a lot from the tournament, for her it was the first time I think that she’s been involved in sports in that way; really thought she opened up saw an increase in her self esteem certainly in that scenario.”*

From the young person’s point of view she surprised herself with how much she enjoyed the sessions: *“really good, had a go and at first you think you’re going to look daft but everyone had a go and got really exciting as we won some games in the tournament....it was great to win against the other schools.”*

Example 2: Child B

P7; 11 year old boy in his first year at the school as his family moved into the area; coming from a black and minority ethnic background; has found a challenge over time integrating with classmates.

Teacher aware that the boy had shown real enthusiasm for the basketball input and through some success gained a lot more respect with his peers: *“I think for him the big thing was showing his classmates that he could do things - he’s found it difficult to sometimes at first communicate and this opened a wee door.”*

From the young person’s point of view he enjoyed the sessions and was amazed at meeting the players: *“getting to see the players was good....I scored...and won some games it was good.”*

His mother when interviewed commented: *“To see him enjoying something like this is great, it really has given him more confidence and he really likes the game.”*

The following unsolicited testimonials also referred to the Jump2it programme:

“Just had to send you an e-mail to let you know how grateful we were to be given the opportunity to participate in the above initiative. As the school is situated in an area of high deprivation, known nationally as the ‘heart attack capital of the world’, we were delighted to receive such a high standard of support from this project in our efforts to encourage the children to adopt a healthier lifestyle. As a result of this experience, we are now delighted to find our children requesting basketballs at playtime so that they can practice their skills...the children thoroughly enjoyed their experience, right from the initial workshops where the basketball players and SSF coaches delivered a programme to the children aimed at promoting an active & healthy lifestyle, participation and citizenship skills whilst highlighting the dangers of poor diet, smoking and alcohol abuse. We believe that this has had much more influence over the children’s choices than all the health lessons which the teachers themselves deliver throughout the children’s school lives.”

“The experience they have had from your input is priceless and memories these children will never forget.”

“Overall I would say the pupils in our school have benefitted greatly from the whole experience. Not only did the message of healthy life styles and making smart life choices come across loud and clear but so too did the need for determination and perseverance whatever path the pupils take in future whether it be in sport or academia.”

“Without exception every person had a great time and thoroughly enjoyed your visit...thank you once again for organizing the event and if you’re ever looking for a school in Aberdeen to visit please put us at the top of your list”

Summary

In summary, Jump2it is a programme well-loved by primary schools and their teachers across the nation. It has the ability to shape young people’s opinions and support them to lead healthier lives from a young age. Jump2it is constantly evaluated and results have shown that there is a statistically significant increase in knowledge retained from important health topics as a direct result of the messages delivered by the Rocks professionals. As well as this, it has been shown that post Jump2it there has been increased weekend activity levels in participants. Through the Jump2it programme, basketball has become a sustainable sport in primary schools and communities where

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delivery has taken place, it is our hope that young people across Scotland will continue to stay active and lead healthier lives through the inspiration the Jump2it programme provides.

A short video of the Jump2it programme in action can be seen at: <http://www.scottishsportsfutures.org.uk/Jump2it/>

iii) Shell Twilight Basketball

Introduction

The Shell Twilight Basketball programme is a diversionary programme committed to education. It works with a slightly older age group and is delivered weekly, usually on Friday nights and to communities in areas of deprivation identified with local partners, such as Community Safety Services. It provides young people across Scotland with an active alternative to the streets at times when they need it most.

Shell Twilight Basketball targets those young people most at risk where and when they are most at risk, focusing on neighbourhoods' which suffer from acute youth disorder and anti-social behaviour. 71% of those registered are within the lowest 5% in the Scottish Index of Multiple Deprivation. Initiatives are designed to encourage integration, self-efficacy, healthy lifestyles and good citizenship. These issues are tackled in a relaxed and informal environment.

Shell Twilight Basketball identifies communities in need through of the programme in consultation with Community Safety and Police Scotland. Steering groups of interested parties (Local authority departments, voluntary sector, sport, health and education) are brought together to ensure activity, venue, location, etc. avoid duplication and add value whilst being accessible to those young harder to reach people.

Sport is the engagement tool as it offers a platform to connect with young people, support positive lifestyle choices and encourage youngsters to reach their full potential. Programmes promote integration and offer all participants routes to education, volunteering and employment. Educational inputs address issues such as addictions, diet, activity levels and the realities of racism, sectarianism and territorialism.

Delivery

Delivery includes physical activity, workshops, youth panels and 'educational timeouts' inspiring and encouraging young people to reach their full potential. Shell Twilight Basketball also provides routes to volunteering, training and employment. Free weekly sessions are delivered to 10 to 21 year olds on Friday nights all year round and in 2012/13 there were more than 900 participants.

The format of Shell Twilight Basketball effectively delivers social messages to "hard to reach" youngsters with the following:

- educational timeouts;
- conflict resolution;
- mentoring;
- progression support;
- youth panels;
- basketball skills; and
- basketball tournaments.

Shell Twilight Basketball provides:

- a diversionary activity at times of peak disruption;
- a relaxed but structured approach that promotes goal setting;
- a platform for educational inputs that supports positive choices; and
- an inclusive proven track record for engaging a diverse audience.

Outcomes

The formal outcomes of Shell Twilight Basketball again support increased activity, but with more emphasis on engaging harder to reach young people, supporting healthy relationships and community cohesion whilst reducing levels of anti-social behaviours. They are specifically:

- increased participation in positive activity;
- increased participation by difficult to engage and equalities groups;
- participants developing positive peer networks and relationships;
- increased supportive social networks and feelings of belonging;

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- reduced levels of crime and anti-social behaviour; and
- better community integration and cohesion.

Health and Education

The attraction of the sport of basketball ensures that the young people attending are kept physically active throughout the sessions whilst offering an opportunity to engage with them through educational timeouts that are delivered at Shell Twilight Basketball sessions every three weeks.

These inputs are designed to support learning, provide valuable information within a relaxed environment where young people are more receptive to positive influences. Invited experts include professional basketball players from the Rocks who are powerful role models and often have emotive personal journeys of their own to share with participants. The contractual relationship between the Rocks and SSF provides unique access to professional athletes who are proven to have inspired and motivated the target audience.

The young people form Youth Panels ensure that they have input into the subjects for educational timeouts, thus the programmes are tailored to each community.

Drew Pryde, 'G' Division Race Relations Officer says, "*Both myself, as the Divisional Race Relations Officer and Constable Andy Davis, the Divisional Drugs Awareness Officer have attended the sessions on Friday evenings to give inputs. It is clear to us both that many of the young people who attend require some kind of activity to not only divert them from disorder, but to also give them a sense of integration into the Greater Govan community as well as providing them with an active, healthy lifestyle. Since the twilight basketball came into being, allied to other Friday night initiatives, youth disorder calls have certainly decreased. I believe that the Twilight Basketball is a useful tool in tackling many of the major issues in the Govan area and I look forward to continued partnership working in the future.*"

In a recent survey, participants stated that they have increased their average hours of physical activity by as much as 100% per week to 8hrs, with 27% stating they now spend over 10 hours a week on Physical activity.

Social Inclusion & Anti-social Behaviour

Context Scotland says that:

- Every year in Scotland 133 young men aged between 10 and 29 are killed as a result of violence;
- Alcohol misuse costs Scotland around £3.56 billion per year, £900 for every taxpayer;
- 600 children under 16 are admitted to hospital every year because of alcohol;
- 33% of young people in Scotland are overweight or obese;
- 29% of 15 year olds are regular smokers;
- Glasgow has more gangs than London, which is 15 times bigger; and
- People are twice as likely to be murdered in the West of Scotland as you are in London or New York.

Over 20 different nationalities are represented at Shell Twilight Basketball sessions across Scotland.

Shell Twilight Basketball works closely with the Scottish Police and the Community Safety Network. This relationship ensures that the areas and young people identified are those most in need. SSF has been involved in the new early interventions. Also, SSF has been involved in the education courses run at the Scottish Police Training College, allowing access to Community Police Officers who target harder to reach communities.

Better community integration and cohesion

Stephen Scott, Strathclyde Police, says, "*The Twilight programme tackles social exclusion, anti-social behaviour and territorial issues building the confidence and improving the health of local youngsters. The initiative supports improved integration in the local community, offering a sense of belonging and providing invaluable diversionary activities to youngsters disengaged and involved in youth disorder. With a recent influx of Eastern European youngsters housed in the nearby Govan hill area, the extension of the Twilight programme and a focussed recruitment in this area is welcomed. Scottish Sports Futures have worked well in partnership with local agencies and continue to develop programmes to ensure all local youngsters are aware and have access to activities. The initiative has quite simply been a success to date and I in my capacity as diversity officer would fully support any future funding in order that the programme is given the maximum term to help further relationships within the community.*"

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Evidence from Scottish Sports Futures

Increased participation by difficult to engage and equalities groups

The Congolese mother of Stefano, a participant and coach, says, *"I think that basketball has really helped Stefano settle down in his new surroundings in a new country. I myself go to matches nowand I practice my English with them as the language was a barrier for me. I just want to say that this program is very important because from Stefano, a lot of the younger children from the Congolese community are also interested in basketball in general, a sport that is not big in Scotland like football is. But since the breakthrough of this program, a lot of children are focused on it which means they are not out on the streets like before. They don't think about drinking or smoking anymore, it's more "basketball, like Stefano, I want to get to that level. There was an interview; there are posters of Stefano playing basketball and also the video clips filmed during his games for his club. All these children can see that on their computers and are just so happy to do the same like Stefano. Therefore I would say that it's a program that makes children more responsible and makes them realise that they can do much more than just hanging in the streets."*

Conflict Resolution

In conjunction with the London-based organisation and publishers of 'Working with Gangs and Young People - A Toolkit for Resolving Conflict LEAP Confronting Conflict', SSF has developed a series of conflict resolution workshops designed to utilise the sports setting to tackle topics such as territorialism, sectarianism, bullying, gang culture, etc. These bespoke sessions, often scenario-based, use basketball to explore wider concepts of conflict and provide coping tools and mechanisms for youngsters to employ in real life situations. Following on from this, LEAP conducted an evaluation and stated that *"Our training with the Strathclyde Police and its partners has contributed to a reduction of nearly 50% in violent crime in parts of the East End of Glasgow."*

Life Experiences

As part of a support package from Sport Relief, SSF was involved in a research programme undertaken by Fred Coalter of Stirling University. Eight in-depth interviews were undertaken with young people selected by SSF and participants of the Shell Twilight Basketball programme.

Report findings included:

The relatively intimate relationships established with the various leaders and the degree of trust and respect which underpin them are highly valued by the participants. Another referred to the coach as *"a trusted 'role model', he's like my best friend"*. For some, this level of intimacy and trust were significant factors in compensating for problems outside of Twilight Basketball and addressing issues of anti-social behaviour: *"It helped a lot, especially, you see where you were talking about the friendship side of it...that helped big time 'cos I actually fell out with my mother, so, and I turned to Jamie and Paul more, I turned to them more than I did my dad. I couldn't talk to my dad. That's one of the things I've spoke to Jamie and Paul about. Know what I mean? I just kinda looked up to them... I treat them like family, aye. If there's anything, anything happens in life that gets me down or whatever, I can easily just turn round to them straight away and no, no hesitation."*

These aspects of respect, relative closeness and trust underpin the ability of the leaders to influence values, attitudes and behaviour. However, it must be remembered that most of these interviewees were dedicated basketball players and would inevitably be much closer to a coach than the general recreational participant.

The relative closeness and respect also underpins the relative effectiveness of Twilight Basketball's consistent stress on the need to be aware of the consequences of actions and the need to develop an ability to make mature and conscious choices - the need to move way from rather arbitrary risk-taking behaviour and anger: *"I did walk away a few times but then when you go home and you're sitting on your bed at night, you think about it a lot more, you think about, you know, the way you're trying to make of your life, if you are gonna do that in life, know what I mean. Just the words kinda stick in your head, know what I mean. It doesn't just affect you on the court; it affects you when you go home as well. You don't want to be that same arsehole that you were 2 years ago."*

Another referred to the impact of the more formal educational sessions: *"...what I like mostly about it is the structure... the way they try to ... recreate a gang situation within the comfort of the four walls we're in, is really, really creative. They were doing a game to show us how it goes, you know, you have one person in the middle and everybody circling him and, it had a feeling of being paranoid, almost as if you're walking into an area you did not know and you ...people jump out from all the corners."*

The mixture of respected coaches' informal context-specific advice about the consequences of behaviour, the more formal red flags and the participant-based workshops seems to have been an effective way of making the interviewees conscious of negative aspects of their behaviour and providing them with the motivation to change.

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Evidence from Scottish Sports Futures

Twilight Basketball seems to provide a supportive, achievement-oriented environment in which young men can mature and find an alternative social milieu to their peers. For some it meant an immediate alternative to street corners and potential trouble. Several referred to 'growing apart' from their at risk peers: *"Aye, I'm happier with different people round. I never really knew the guys that told me about the basketball and now they're my best mates and I've stopped hanging about with other people cos they're kinda, I've got past that stage in my life. I'm not hanging about street corners drinking and stuff."*

The opportunity to volunteer and coach younger children was an important element in the development of self-confidence and becoming more mature. For one interviewee the relative importance of his experience of coaching was clear: Q: *"Which is the proudest bit? Playing or coaching the kids?"* A: *"I'd probably say coaching. See to help somebody else or pass on what I've learned from other guys, it's a big, big, big difference. See when you see some of the wee kids, and you help them out with what he's doing or whatever, you take him aside and talk to him and he's back on and he seems happy, it's a big, big, big thing because I tell you, it changes your life."*

Several emphasised the confidence building nature of the experience: *"I think that standing in front of them... kids, trying to coach them basketball, I mean, it gives you confidence, gives you self-confidence... it gave me the sort of sense of, importance I suppose 'cos, you're important to what they're doing. So it gave me that sense of being needed... It's good... at first, it was frightening. It was standing, standing up in front of 30 kids and giving a speech ... it was frightening, know what I mean? You need to stand, stand up and do balls in front of 50 kids, know what I mean. You're soon gonna grow up."*

For others, it was not simply the experience of over-coming fear and developing self-confidence, but also related to passing on their experiences and helping younger ones to develop sporting skills: *"It's like a good feeling because you know you've got the attention of these kids and they're listening to you and they're taking on board what you're saying. And, for me, the best part of that is when you see the kids progressing, when you see them becoming better, it's like you know you're doing your job right and you don't need any thanks for it because you can see them getting better."*

It seems that organisations which provide members opportunities to progress beyond simple sports participation, to develop coaching and communication skills make a substantial contribution to their self-confidence and sense of maturity.

The encouragement and support to think about vocational issues - life beyond the programme - made a contribution to the development of ambition and discipline.

Two of the interviewees were African and one was a political refugee from the Balkans and they spoke very positively about the integrative and non-racist atmosphere of Twilight Basketball. However, perhaps more importantly, Glaswegians also spoke positively about the opportunities to meet with people from other countries and cultures: *"It's gave me the ability to think wider, think more openly. The main thing for me was like the mixed racials. Where I stay, it's just predominantly white. Whereas coming to Twilight Basketball, it's not just predominantly white people; it's like people from different backgrounds. Like I said, there's one boy who's Iraqi and I get on quite well with him."* He continued: *"These people I wouldn't have met if it wasn't for Twilight Basketball and I think that's been the biggest thing for me is to have my mind opened up to ... things like that because I feel where I stay, where I stayed was quite a racist place, eh, shops used to get smashed up just because of the colour of their skin and I disagree with it and whereas before if I heard someone being racist, I would just have went, phew, leave it. Now if they're in my company and they're racist, they know that it's not acceptable because I've mentioned it to them, especially if it's like a joke. I'll be like, look, for me that's not acceptable, don't do it front of me, eh."*

The importance of team sport to this process: *"... when you play in teams and you know..., the people who used to fight with... it's just the friendship starts, starts to build up when you, oh he's passing to me, oh, I shouldn't have done that to him, you know."*

Another made a similar point: *"When you work in, when you work in teams, you know, at first you're scared. You know, you're kinda scared to pass the ball. But I think... after going a few more weeks, you learn these people's names, you know, and when you learn somebody's name you can say with confidence... pass the ball and then after that, you can, you can actually learn to speak to them, eh, learn more about them, talk to them, eh, confident not just about basketball, talk about their, what they do at school."*

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Evidence from Scottish Sports Futures

Territoriality

The integrative potential of basketball was also referred to in relation to territoriality. There was a range of views about the continuing significance of territoriality, although no one denied its existence. However, several interviewees referred to the ability of serious basketball to transcend such tensions: *“I hang about with the people who’re from a different area and like they play basketball and they like take it seriously but they’re not in a gang. They were in a gang. They were in the same situation as I was, like in a gang and going out and gang fighting and all that and now they’ve just stopped it. They play basketball, they take it seriously ... Q: “Do you meet them socially?” A: “Aye.”*

Clearly, the interviewees felt that a common interest in basketball and a safe and supportive environment provided by Twilight Basketball was conducive to the exploration and understanding of differences - even if it did not always change the external environment.

Twilight Basketball provides a supportive environment in which young men can mature and the elements of respect, trust and reciprocity are important. Within this context the various approaches to getting participants to think about the consequences of behaviour for self and others - context-specific interventions, red flags, and participative workshops - were appreciated by most interviewees. the opportunity to volunteer and work with younger members was highly regarded as contributing to an increased sense of self-confidence and maturity.

These various facets - supportive social relationships, associated sense of reciprocity, free vocational qualifications, an emphasis on self-reflection and more mature decision-making, the development of self-confidence and aspirations all combine to provide an environment in which some young men can mature and develop more pro-social behaviours.

Partnerships

Partnership working is critical to the success of all SSF initiatives and a series of consultations are undertaken prior to engaging in delivery with a new local authority or community.

Shell Twilight Basketball has built strong partnerships with a variety of organisations at home and abroad. These include the Laureus Sport for Good Foundation and the Peace Players International programme (www.peaceplayersintl.org/our-programs/northern-ireland) whose own programmes share a great deal of synergy with the Shell Twilight Basketball programme.

A recent report commissioned by SSF’s strategic partner, Laureus, and undertaken by Ecorys - Sport Scores, looked into the costs and benefits of sport for crime reduction and analysed the positive benefits that sport can generate in relation to health, education, and employment. The report established that: on average, a return of five Euros for every one Euro invested was generated across the four projects analysed.

The Midnight Basketball programme in Milan (the equivalent of Twilight Basketball) recorded the following:

- Across 200 participants, Midnight Basketball has resulted in around 24 crimes avoided, delivering £153,191 worth of savings to society.
- Overall, the educational and employment impacts of Midnight Basketball are valued at £331,055.
- Around 4,256 extra sessions of physical activity (of at least 30 minutes) were participated in thanks to Midnight Basketball. This equates to a total of one additional year of (quality adjusted) life expectancy gained, with a value of (£19,018).
- Taking this into account, overall it is estimated that Midnight Basketball has delivered at least £397,989 of additional social benefit over the past 12 months. With the cost of the project running at €56,180, this delivers a benefit to cost ratio of €8.86 for every €1 invested.
www.laureus.com/sites/default/files/publications/laureusecoryssportscores211112.pdf

A recent exchange visit resulted in Peace Players staff assisting with the Annual Shell Twilight Basketball Tournament that saw over 350 young people come together for a weekend of games and Educational sessions. <http://blog.peaceplayersintl.org/2013/03/20/ppi-ni-travels-toglasgow-to-work-twilight-basketballtournament/>

Heather McPherson, Operations Leader for Stirling Youth Services, says in relation to the partnership approach, *“A significant reason for the success of Twilight Basketball in Raploch is down to the effective collaboration between Youth Services and Scottish Sports Futures. The key elements of this collaboration are agreed aims and objectives, regular communication, a shared philosophy in terms of the importance of engaging young people as equal partners and a common desire to offer the best opportunities to the young people who choose to participate. The commitment and enthusiasm of staff from both organisations paired with that of the young people who attend,*

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creates an incredibly positive, challenging and fun environment. Based on the experience of Raploch Twilight Basketball Youth Services is fully committed to future work with Scottish Sports Futures.”

Evaluation

Some evidence of the success of the Shell Twilight Basketball approach follows:

- Reported reductions in vandalism and youth annoyance;
- Integration of previously fractioned groups; and
- Formal qualifications for young people and increased volunteering.

An independent Case study by the Reaching Out Project on Shell Twilight Basketball delivery in Peterhead evidenced the following highlights:

- integrated diverse nationalities - Latvian, Lithuanian and Polish;
- seen a 33% reduction in vandalism - Grampian Police;
- seen a 24% reduction in youth annoyance - Grampian Police;
- decreased fire raising - Grampian Police;
- implemented daylight basketball supported by Active Schools;
- provided regular competition with the Grampian Superleague;
- enabled participants to gain Getting Started Coaching qualifications;
- provided volunteering and mentoring; and
- provided partnership working and investment with Shell, Community Safety, Active Schools, Grampian Police, Reaching Out, Community Voice, ESOL and TOTAL.

Below is another case study that was compiled by Stripe Communications on the request of the Scottish Government.

Mohammad Ibrahim Shell Twilight Basketball Participant and Coach (Bellahouston Hustlers)

Mohammad started attending Bellahouston in 2005 as he was looking for a team sport to play so his older brother suggested Twilight Basketball. Mohammad already played badminton as part of the Glasgow Academy of Sport but was looking for the camaraderie found in a team sport as he found training for badminton very individualised.

Although he had never played basketball before, Mohammad quickly caught up as his fitness and natural athletic ability suited the game well. He loved the sessions and *‘never missed a Friday’*. However, Mohammad had fallen into a group of friends at school who were *‘just there to misbehave and cause trouble for everyone’* so he used Friday night sessions as a way out of the group.

Twilight gave Mohammad the same *‘brotherly’* feeling and allowed him to focus on basketball instead. His choice and dedication paid off, after a year of attending Bellahouston Mohammad was selected to play for the Glasgow Rocks Cadet Team and continued to train at both sessions.

‘Being part of a huge team motivated me and gave me the satisfaction and attention of succeeding as well’.

He was also chosen to be captain by his peers which also boosted his confidence and he was ‘proud to be nominated’ in a group of really strong players. In 2010 aged 17 Mohammad suffered a serious knee injury, although that didn’t stop him from attending Bellahouston. *‘I could still move around a little after my surgery so I wanted to be involved... I offered to help coach’*. Mohammad never looked back! He quickly became an asset at the session coaching the younger age groups. He volunteered for months building up his experience.

Shell Twilight coordinators realised his potential and gave him the opportunity to do his Level 1 Coaching Award. He used those skills to help develop as a coach and consequently has been working as a paid coach for over two years; the participants are benefiting from his experience through the programme.

“Mohammad had a key role in turning the programme into one of the most successful Shell Twilight Basketball sessions. His ability to lead through example, take pride in his team and Shell Twilight Basketball, treat all teammates equally, diffuse heated arguments and still keep the atmosphere enjoyable have contributed to a successful basketball team and programme.” - Greta Montgomery, Head Coach

Mohammad has come a long way since 2005; he is now nearly 21 years old and is currently studying Engineering at University while coaching at Bellahouston on a Friday night. He is a key member of the

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Shell Twilight programme and he has recently taken on the challenge of becoming a Senior Ambassador within our new employability initiative. This will involve him using the skills he has learnt and passing on his experience to new coaches developing through Shell Twilight Basketball.

“Mohammad is a stand-out individual. He has had a lot of family responsibilities from a young age but yet he has achieved the goals he set for himself. He has taken advantage of opportunities set before him within TBB and has worked hard to excel.”

Experience has shown that young people want to learn about the opportunities that are available to them but need support to access these opportunities, contribute positively to their communities and fulfil their potential. Shell Twilight Basketball has proved an effective platform for training and mentoring young coaches into volunteering, paid employment, signposting over 1000 young people to additional activity, building levels of confidence, tackling anger management and conflict resolution techniques and raising levels of aspiration. This is the critical foundation needed to allow young people to seize opportunities they are presented with and reach positive destinations.

Testimonials

Jessie Feinstein, SR Programmes Conflict Consultant and author of 'Working with Gangs and Young People - A Toolkit for Resolving Group Conflict' says, *“Leap Confronting Conflict has been working as conflict consultants with SSF since September 2006. During this period the staff team at SSF have participated in several Leap courses which have developed their ability to facilitate conflict resolution sessions with the young people they are working with. There is a strong commitment within the SSF team to offer youth initiatives utilising sport as an engagement tool thus ensuring that participants develop a wide range of skills to support them in their lives. SSF have developed a very creative approach to merging the sports and conflict resolution skills through the ‘time out’ period in their training sessions. At a recent ‘Training for Trainers’ course one of the staff team devised an activity which developed both participants’ ball skills and also raised their awareness of territorial conflict. SSF have also shown commitment to sustaining their work through the development of young people from participants to session leaders. We at Leap are very happy to continue in the consultation/capacity building role for the foreseeable future.”*

Cabinet Secretary for Justice, Kenny MacAskill, says, *“Organised crime brings misery to individuals and communities. It is only right that cash confiscated from criminals is put to use improving lives, increasing opportunities for youngsters and keeping them out of trouble. CashBack programmes improve opportunities, self-confidence and self-esteem for our young people, while supporting and turning around communities affected by crime and anti-social behaviour. Investing in our young people will always be money well spent.”* - Shell Twilight Basketball receives funding from the Scottish Governments CashBack for Communities Fund.

Karyn McCluskey, Head of Scotland's Violence Reduction Unit, says, *“The Violence Reduction unit are very supportive of the excellent work of Twilight Basketball and Jump2It. Their work in the communities and schools, around health and wellbeing, including work around gangs, complements the work of the Violence Reduction Unit. They tackle some particularly challenging areas and young people who are difficult to engage with. Their current proposition to enhance their work in the East of Glasgow is welcomed: this is an area where we estimate there are around 82 youth gangs and many hundreds of young people involved in very risky behaviour. Their blend of providing good role models with sport and taking the competition into the heart of these areas is unique and there is evidence that providing this type of diversion can reduce anti social behaviour during key gang fighting days and times.”*

Drew Pryde, 'G' Division Race Relations Officer, says, *“The Greater Govan area has had problems with youth disorder for some considerable time. Issues of gangs, territorialism allied to the new asylum/refugee communities are well documented and especially on Friday evenings, take up most of the local police resources. There are several diversionary projects on the go. However, the twilight basketball is the only initiative which not only tackles the territorial issues but also that of integration.”*

Phil Walker, MD, Glasgow Community and Safety Services, says, *“To divert young people from anti-social behaviour, attractive activities must be offered at appropriate times. By doing this, Twilight Basketball has clearly established itself as an essential part of a local youth diversionary strategy.”*

John Paisley, Superintendent, Sub Divisional Officer, says, *“From a policing perspective Twilight Basketball has had a positive impact on the local communities! Strathclyde police will continue to fully support the continuation of the Twilight Basketball Scheme. This excellent diversionary scheme has most definitely made a great impact on our local community. One of the most impressive aspects of the scheme is not just the large numbers of youths attending but the high proportion of these youths attending on a regular basis. In my experience, there are few*

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schemes targeted at this age group that have been as successful in holding the youths' interest. From a policing perspective Twilight Basketball has had a positive impact on the local communities...Strathclyde police will continue to fully support the continuation of the Twilight Basketball Scheme."

Alex of Twilight Basketball says, "*Twilight Basketball has been brilliant since it started. Basketball is an enjoyable sport and the coaches have been very good. Having it in Govan means we have a place that is safe to go, and is better than smoking and drinking on the street.*" - Jacqueline, Govan Youth Panel.
"*Before I played Basketball I would usually run about the streets doing stuff that I shouldn't and getting into trouble and if I wasn't doing that I would sit around the house doing nothing. I heard about Twilight Basketball from my local youth club about 3 to 4 years ago, and I went for something to do and then I started to like it and then we started to tell people and then we need a bigger court because more people were going, so every Friday night we had something to do... Twilight Basketball has taught me manners, how to have respect for other people and how to play Basketball, and now I know what I want to do when I leave school, Basketball coaching. I am hoping to do my basketball level 1 coaching course when I am 16."*

PC Stephen Scott, Diversity Liaison Officer, New Gorbals Police Office, says, "*I am delighted to have been involved in this worthwhile initiative. Since the inception of the programme I have become involved at a very early stage in my role as diversity liaison officer. This area has a high percentage of asylum seekers and refugees from all over the world. The area is wholly social housing with many of the property's in a state of disrepair and in need of urgent regeneration. There is a high percentage of unemployment and issues surrounding territorialism whereby young indigenous youths are constantly involved in gang fighting and are known to pick on the sometimes vulnerable asylum youths. This project gave the young people a sense of belonging and almost self ownership.I was able to link into that to offer advice and assistance on community safety. The initiative gave the young people a healthy and safe environment in which to participate. This being in contrast to daily life in which they are constantly racially abused and having to deal with all the social economic issues related to being a young asylum seeker in Scotland today....there has been an interest from local youths keen to get involved and this is also positive progress to aid integration in the community. The initiative has quite simply been a success to date and I in my capacity as diversity officer would fully support any future funding in order that the project is given the maximum term to help further relationships within the community."*

Harry Young, Project Manager, Drumchapel Community Safety Forum, says, "*Since June 2007 Scottish Sports Futures has been working in partnership with Drumchapel Community Safety Forum to provide youth diversionary activities aimed at reducing youth disorder in the area and also assisting to promote good citizenship and health among local young people. Twilight Basketball has been a fantastic success with at least 50/60 young people attending every week. Due to the popularity of Basketball at the Donald Dewar Sports Centre in Drumchapel on a Friday evening the training sessions have been extended to provide an even better service to the participants. Another positive outcome from the introduction of Basketball sessions introduced by the Scottish Sports Futures was that young people took part in a variety of fund raising activities. I can only reconfirm that I have been impressed by the quality of the coaching and training staff and techniques used by Scottish Sports Futures in promoting Basketball in the area. They are a very innovative and professional outfit who clearly have the ability to win the hearts and minds of young people in promoting pride and self esteem and to play their part in promoting sport in Glasgow."*

Scott Campbell, Principal Teacher of Pastoral Care, Knightswood Secondary School, says, "*I was privileged to attend Rob Yanders presentation today at Knightswood. The guy is a golden resource. He encapsulated pupils and staff alike with his openness, honesty and heartfelt pleading for others not to follow in his early footsteps. The relevance to our pupils was clearly displayed in the attention our pupils paid to him - throughout his presentation you could have heard a pin drop. I have been involved in Social Education for the best part of 20 years now and the number of external speakers that I have heard and organised must be nearing a thousand. Rob Yanders is without doubt the best, most inspirational and engrossing of them all. The authority should contract this guy NOW if they want to seriously alter pupils' decision making for the better. Absolutely outstanding."*

A short video of the Shell Twilight Basketball programme in action can be seen at:
<http://www.scottishsportsfutures.org.uk/Shell%20Twilight%20Basketball/>

iv) Education Through CashBack

Education Through CashBack is a training programme developed by SSF in partnership with Youth Scotland, designed to maximise sporting engagement. It brings the skills of sport and youth work closer together to provide meaningful delivery for all young people.

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A financial analysis of this programme showed a £4 saving for every £1 spent.

8. SSF Locations

SSF is delivering its programmes across Scotland and the current locations are as follows.

Aberdeen	Aberdeenshire	Clackmannanshire	East Dunbartonshire	Edinburgh	Falkirk
Fife	Glasgow City	Highland	North Ayrshire	South Lanarkshire	Stirling

9. SSF Partners

The list of SSF's partners in 2012/13 shown below gives some concept of just how important joined up working is to the success of SSF's programmes. SSF has a combination of funding, delivery and strategic partners all playing vital roles in supporting pathways and positive destinations for the young people with whom it works

Active Schools - Nationwide	Alcohol Focus Scotland	Badminton Scotland	Barnardos
basketballscotland	BBC Children in Need	Big Lottery	Boxing Scotland
CashBack	Catch The Light	City of Edinburgh Basketball Club	Clyde Gateway
Comic Relief	Community Safety Partnerships	Connect Community Trust	Cormack Consultancy Baltic
Cuckoo Basketball Club	East Dunbartonshire	Edinburgh Lions Basketball Club	Education Scotland
Encourage Training	Falkirk Council	Falkirk Fury	Fife Sport and Leisure
Glasgow 2014	Glasgow City Basketball Club	Glasgow Basketball Sports	Development
Glasgow Council on Alcohol	Glasgow Eagles Basketball Club	Glasgow Fever Basketball Club	Glasgow Life
Glasgow Rocks	Glasgow Sport	Govan and Craighton Community	Harper Macleod llp
High Life Highland	Highland Active Schools	Hovis	Inspiring Scotland
Jobs and Business Glasgow	John Wheatley College	Laureus	Mitchells Self Drive
Network	NHS Grampian	NHS Highland	No Knives Better Lives
North Ayrshire Alcohol and Drug	Partnership	North Lanarkshire Falcons	Basketball Club
Peace Players International, Belfast	PEEK	Police Scotland	POP Lochgelly
Respect Me	The Robertson Trust	St Andrews First Aid	Scottish Government
Scottish Rugby Union	Scottish Football Association	Sported	sportscotland
Standard Life	Stirling Council	Stirling Knights	Stirling Youth Services
Streetgames	University West of Scotland	Voluntary Action Fund	Volunteer Scotland
Wellhouse Community Sports Hub	Winning Scotland Foundation	Young Scot	Youth Link
Youth Scotland			

More partnerships are required in the following areas:

- Strategic and tactical;
- Franchising & licensing; and
- International knowledge transfer.

SSF will continue to work on developing existing and new partnerships both within the UK and elsewhere. SSF needs to diversify income streams to ensure less grant dependence and, to this end, will look to leverage its intellectual property through a social enterprise vehicle. SSF looks forward to the challenges which lie ahead.

10. Funding

Issues in relation to the funding of SSF activities are as follows:

- Long-term funding for core costs - Unfortunately, there is a reluctance among some of the SSF partners to fund core costs. This inhibits both operational development and knowledge transfer;
- Reporting requirements - There is a demand for ever increasingly sophisticated reporting. This is a good thing, but challenging to deliver if core costs not supported;

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- Quality control for partnership working - Partnerships can be challenging, but are ultimately worthwhile and so it is worth the time and effort;
- Accessibility and cost for venues; and
- Staffing - having the right people involved - SSF's work is labour intensive as youth work is regarded as an essential component.

11. Presentation to the APPG

Karyn McCluskey joined those from SSF at their presentation to the APPG on 8th April 2014. She has over 15 years experience working in intelligence analysis for police forces across the UK. She was head of intelligence analysis at West Mercia Police prior to joining Strathclyde Police eight years ago as Principal Analyst. During her time with Strathclyde she set up the force's intelligence analysis function and was responsible for over 90 staff. Originally trained as a registered nurse, Karyn holds a BSc and MSc in Psychology and has published on violence reduction and the social structure of teams committing armed robbery. She has worked in the National Health Service and Her Majesty's Prisons, as well as in Africa. In 2009 she successfully completed the Strategic Command Course for senior leaders in the Police. She recently finished a year's secondment to the Metropolitan Police, developing their violence plan and leading the Territorial Policing Change Programme. Karyn is an Honorary Lecturer in Medicine at the University of Glasgow and a Fellow by distinction of the Faculty of Public Health - an arm of the Royal College of Physicians. She was instrumental in helping to found Medics Against Violence, which aims to prevent violence related-injuries through education.

Ian Reid OBE said, *"I am the founder and CEO of SSF and in the interests of clarity I am also majority share holder in the Glasgow Rocks professional basketball franchise. With me today are Karyn McCluskey, Head of Scotland's Violence Reduction Unit, who will put the social perspective of what we do in context; Jo McLaughlin who is Policy and Information Officer for The Robertson Trust, Scotland's largest independent grant giver who will tell us about the Trust's commitment to Sport for Development; and Emma Reid, SSF's Development Manager who will tell you about what we do and how we do it. SSF is a charity that was founded in 2000 and is based in Glasgow. It is committed to enhancing the lives of young people and it is engaging more than 10,000 of them per annum. We use the power of basketball and professional athletes from the Glasgow Rocks basketball club to make a difference. Our programmes are about stimulating behavioural and attitudinal change through sport. We have a turnover of between £800,000 and £900,000 per annum. Greater than 60% of that comes from Cashback for Communities and the remainder comes from Trusts and Funders who share the aims of SSF."*

Emma Reid explained, *"Our approach is to use sport for development and to make it accessible and diversionary through four programmes, two of which are Jump2it and Twilight Basketball. Jump2it is like Hoops4Health and it has evolved with Hoops4Health. We can't use 'Hoops' in Glasgow because of its connotations with Celtic Football Club. We have more than 7,000 participants per annum and it has positive education and health outcomes. An external evaluation has said that 9 out of 10 of our youngsters are more aware of smoking dangers and 83% have actually made a positive change. Twilight Basketball is sponsored by Shell and it is a route to volunteering, training and development. We have 900 participants, youth panels, basketball skills coaching and basketball tournaments. Many positive outcomes have been measured. We also have a Reaching Out project in Peterhead and there have been measurable reductions in vandalism and anti-social behaviour. The measured Social Return on Investment shows £4 return for every £1 invested. Our key challenges are that providers of funds don't want to pay the core costs; planning for the long term with only short term funding; meeting the paperwork requirements; and getting the right people involved."*

Karyn McCluskey said, *"I have led in Scotland on gangs, guns and serious violence and the challenge within the inner cities is huge. Life expectancy is 55 years. People are actually dying young through stress. Most people live and die within one square mile. Part of our problem is that we have 46% of single parent families and men are generally absent. We have to re-engineer men back into society as we have so many single mothers. We must also address a major problem of sectarianism. You can see that we have a very interesting and unusual challenge in Scotland. Basketball provides a route to engage with young people and make a difference."*

Joanna McLaughlin said, *"We have seen an inequity in the way funding is allocated. The Robertson Trust seeks to address these inequities and SSF provides a great route for doing that."*

INQUIRY REPORT

Evidence from Scottish Sports Futures

i) Glasgow Herald Article

On the same day as SSF's presentation to the APPG, Hugh Macdonald, the Chief Sports Writer for the Glasgow Herald published the following article entitled, "*What we do off-court is every bit as important as what we do on it*"

A TALL, precise Scottish businessman will walk into the Palace of Westminster this morning to deliver a message to MPs that will stray from the script normally adhered to by voice pieces of sport.



Ian Reid OBE will walk into Westminster this morning to extol the off-field virtues of basketball; every pound spent on the sport saves £4 in terms of health, social security and crime.

Ian Reid, part-owner of the Glasgow Rocks and the driving force behind Scottish Sports Futures, will be addressing the political elite with a rallying call that may just have been borrowed from JFK: "*Ask not what you can do for basketball but what basketball can do for you.*" Reid's words will be refreshing, hopefully game-changing.

Consider these sentiments expressed in the cafe of the bustling Emirates Stadium in the East End one midweek lunchtime. "*We do not care too much about producing elite sports people.*"

"*What we do off-court is every bit as important as what we do on it.*"

"*Crowds have grown despite our fairly dismal performances.*"

These form the core of a message that the values of the Rocks, even sport itself, should extend further than results on match days.

The funding for basketball has been cut because the sport offers little chance of medal success in major competitions. The basketball deal once offered more than £7m over four years but now the sport has been cast into the wilderness in terms of UK Sport support.

"*It is generally recognised that the UK funding decision is ill-considered at best,*" says Reid carefully. He points out that the three best sports at engaging inner-city youngsters are boxing, football and basketball. "*And basketball is by some distance the most effective,*" he adds. "*I see sports as a platform, the chance to affect an ambush. We do not care too much about producing elite sports people. We do care passionately about creating good people who can help themselves, help the community they live in. That all sounds very grand, but basically kids like sport, you engage them through sport and you can then teach them a lot of other stuff.*"

This process is the nub of Scottish Sports Futures, whose mission statement says: "*Initiatives are designed to encourage integration, self-efficacy, healthy lifestyles and good citizenship.*" Basically, Reid seeks to take children off the streets and help change their lives.

More than 10,000 pupils have been reached this year by SSF projects and 14 clubs formed with a network stretching from Dingwall to the Borders. "*What we have done off-court is more successful than on it,*" he says with the rueful acceptance of an owner who has just watched his side lose the BBL Trophy final.

His voice is measured and so is the influence the projects have not only on the youngsters but on society. "*We measure that in a quite technical way,*" he says. "*We have independent evaluations on how it changes lives.*"

The most crucial measurement is how every pound put into basketball saves the government £4 in terms of health, social security and crime prevention budgets.

It is, of course, not just about cash. This is a success story with a cast of characters. "*Kids who were first introduced to the game through our programmes are now playing the game at under-age level for Scotland,*" Reid says.

INQUIRY REPORT

Evidence from Scottish Sports Futures

"Kids who tumbled through the door in upper and lower Ruchazie on a Friday night to escape the madness stayed because they felt safe, started to play, started to want to help other people, got their coaching badges and are now gainfully employed."

This is the story that Reid is determined to tell the All-Party Political Group on sport at Westminster this morning. *"The political group will be looking at how effective basketball is in the community and how it can be funded to deliver decent social outcomes,"* he says. *"But I believe it is not about ploughing more money in to the top but more money at grassroots level."*

This is where a nation can be changed: at street level. *"It's not about throwing a ball. It is about decent diet, nutrition, exercise, self-confidence or self-efficacy as they now call it. It is about teamwork, about learning what's right, what is wrong,"* he says.

"We will be pushing very hard the value of basketball to young people in challenging environments," adds Reid of today's meeting.

The future of the Rocks will be tackled as soon as the season ends. *"I hope that we do better,"* says Reid. *"Coming off the back of a significant loss in a significant game it is not the time to make decisions, you must let the disappointment dissipate. After the dust has settled at the end of the season we will review the organisation from top to bottom and find out what we can do better."*

The quest goes on - in the Palace of Westminster and the Emirates Arena in Glasgow - for results on and off-court.

12. Conclusion

SSF wants to create a smarter, safer, stronger and healthier Scotland, but for the purposes of the APPG Inquiry, and without wishing to make any political comment, SSF is happy to add after 'Scotland' and the rest of the United Kingdom.