



Welcome to More, which gives you all the latest news on our Born to Be youth engagement programme. In this issue we hear about the recent *sporteducate* training day and find out more about the clubs taking part in the pilot phase of *sporteducate*.

Training day

Our *sporteducate* project breaks new ground and we need to draw on the expertise of everyone involved to achieve our ambitions.

Last month, representatives of the five clubs involved in the pilot phase of the project met with Sported and Deutsche for a training session to get more information about the four elements of the *sporteducate* programme.

1. Funding. Clubs involved in *sporteducate* can apply for grant funding of up to £10,000 per year to help them deliver educational support.
2. Volunteer support. They've been asked to identify priority areas where volunteer support from Deutsche Bank can help build capacity.
3. Training. They'll receive extra training from Sported on how to deliver educational support as part of *sporteducate*.
4. Monitoring and evaluation. We want to know *sporteducate* is working. Clubs will be given training and the tools to capture information on the impact of the project for young people

The training day moved *sporteducate* another step closer to the goal of a delivery model all clubs can use to support their young people. Sported plans to open applications to other clubs to be part of *sporteducate* from October.

“The clubs at the training day gave us really valuable feedback that’s helping us refine our ideas for *sporteducate*.”

***sporteducate* programme manager Lekan Ojumu of Sported**

Famous Five

Five clubs are taking part in the pilot phase of *sporteducate*.

Carney's Community, Lambeth

Carney's uses boxing to connect with hard to reach young people aged 11-25. They receive one to one mentoring and personal development support from experienced youth practitioners and coaches. There's no current education element to its work, but the club has close links with local secondary schools, where it runs boxing sessions and provides mentoring to students. Day to day, the club is run by George, the one full-time member of staff. It uses the facilities of two local boxing clubs.

Crown and Manor Club, Hoxton

Every week, 200 young people aged 8-24 come to Crown and Manor to play football and table tennis and handball. They can only join the sports teams at the club if they sign up to educational classes. Surrounded by social housing and gang issues, Crown and Manor prides itself on raising aspirations. It occupies a brand new purpose-built youth centre with classrooms and a full-size sports hall, and is run by two full-time staff, Franklin and Rob, with the support of casual staff and volunteers.

St Matthew's Project, Brixton

St Matthew's runs football clubs for 6-19 year olds and works with over 100 young people per week. Many participants are from lower-income families and the club's catchment area includes three large social housing estates. St Matthew's also runs training courses and has helped over 70 young people become qualified football coaches. The club plans to expand beyond football into other sporting activities such as boxing and table tennis. It's run by a full-time project co-ordinator with support from casual staff and volunteers. Football sessions take place in a local park, where the club has a changing room and a small classroom space.

Track Academy, Brent

Track Academy offers athletics coaching linked to mentoring, study support and employability assistance for 11-21 year olds from disadvantaged backgrounds. Around 50 attend daily sessions at Willesden sports centre. It has strong links with local schools and community organisations and tries to involve parents, teachers and mentors in its work. The club is run by the founder Connie, a former international athlete, with support from part-time and casual staff.

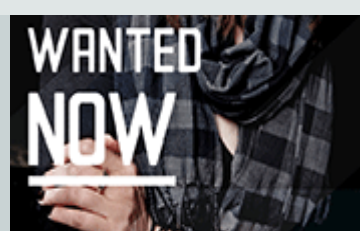
White Star Youth Association, Tottenham

White Star runs football teams for 8-16 year olds who are predominantly from the local Somali community. They work with around 100 young people per week. Educational underachievement is a prevalent issue in the Somali community and the club runs classes in Maths and English taught by qualified teachers. Abdi, the founder, runs it with the help of volunteers, using two local community centres for classes and a local park for football training.

What you can do

There are lots of ways you can get involved in *sporteducate*:

- use your business skills to help a club
- mentor a young person
- help run sports sessions
- support club events
- champion *sporteducate* within Deutsche



Business planning support, White Star Youth Association, Tottenham

White Star is looking for help with business planning.

The club wants to secure new premises and needs an incisive and professional business plan to present to potential partners and local schools.

Interested?

Contact:
sarah.wyer@db.com



George Turner, Carney's Community

George set up Carney's Community in 2011.

Why did you set up Carney's Community?

During my time working with young offenders and troubled families for the local authority, I saw huge benefits from introducing young people to the local boxing club. But I also saw these young people often need long-term, unconditional support.

That gave me the idea for Carney's, where we combine personal development with activities such as boxing training. The aim is to reduce re-offending and get young people ready to work. We support each young person for however long they need it, even after they are employed.

Why is sport such a good way to engage young people?

Playing sport gives young people something constructive to do with their energy. It allows them to express themselves in a positive way and gives them role models they can learn from.

Being part of a club creates a sense of belonging, which a lot of young people need. And you don't have to be the best: even those with the least ability can grow in confidence and self esteem by improving their performance.

What's the best bit of your job?

Watching the young people we work with develop and grow. It's really satisfying to see them find their strengths.



Next time, we'll tell you about the benefits of volunteering.

DISCOVER MORE

db.com/sporteducate

GET IN TOUCH

borntobe.uk@db.com

FOLLOW

[fb.com/dbborntobe](https://www.facebook.com/dbborntobe)

[@dbborntobe](https://twitter.com/dbborntobe)

Sport for development partner

sported.
changing young lives through sport