

2nd Annual Evaluation Report Executive Summary

December 2020

**BREAKING
BOUNDARIES**



FUNDED BY
SPIRIT OF 2012
INVESTING IN HAPPINESS



YOUTH
SPORT
TRUST

Sporting Equals
Promoting ethnic diversity in sport & physical activity



Executive summary

This report provides an overview of the findings of the evaluation based on the second year of delivery of the Breaking Boundaries programme from 1st September 2019 to 31st August 2020.

Report overview

Breaking Boundaries is a £1.8 million, three-year programme (2018 –2021) funded by Spirit of 2012 working in five City locations across England – Barking and Dagenham (London), Birmingham, Bradford, Manchester, and Slough. It aims to bring young people, their families and communities from different ethnic and faith backgrounds together through regular engagement in cricket (playing, spectating and volunteering) to foster mutual respect and friendships through work with local communities and their representatives. It seeks to utilise local assets and build capacity in the five delivery locations to facilitate improvements in community cohesion. Delivery of the programme is managed by Youth Sport Trust (YST) who oversee the programme on behalf of Spirit of 2012.

The evaluation work is being undertaken by Wavehill Ltd and covers process and outcome evaluation (formative and summative) work. In Year 2 this has involved baseline and follow up interviews with Community Coordinators, Champions, regular participants, partner and stakeholder interviews, case studies, and review of project documentation.



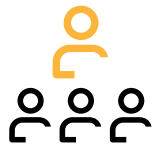
Key findings

Delivery in Year 2 has been curtailed by the impacts of the COVID19 outbreak, with 28 originally planned activities including family fun days, activities targeted at women, specific ethnic groups (East European, Roma, Somali, and South Asian) and older people (women only sessions, walking cricket), fancy dress and cricket tea and cricket 'memories' events being unable to take place. The emergence of City delivery following national lockdown in May 2020 has impacted delivery directly, with ongoing local restrictions affecting the availability of community partners and resulting in continued closure of many community facilities. For Breaking Boundaries, this meant that all delivery activities and face to face meetings were formally suspended by YST from March 2020, and activities delivered by the programme did not properly resume until August 2020 and then in very limited ways.

Executive summary

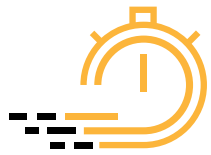
Outputs

Despite these effects, City delivery has achieved some key outputs, although the contribution these have made to improved community cohesion has also been affected in latter months of Year 2 delivery by COVID-19. **These outputs include:**



Recruitment and training of 118 Community Champions

(Year 1 = 143) who have provided, to end August 2020



673 hours of volunteering

support to the programme. Positively the demographic profile of these champions has been more mixed in Year 2 following a specific City focus on this in response to the Year 1 evaluation.

694 individuals

Engagement with an **estimated 694 individuals at 43 one off events** (including festivals, community events, and cricket events). Year 1 participant numbers, 2,961.



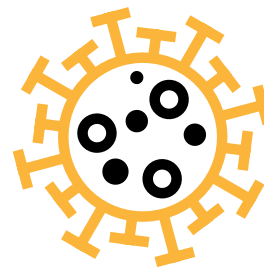
36 Activation Grants (Year 1 =23) were approved and although postponed for Year 2 are scheduled to be rolled over into Year 3 delivery.

Interviews across City leads reported significant improvements in the design and development input by young people.



New cohesion team² and community links established

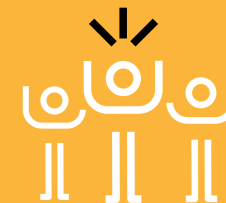
Mapping by City teams shows that new contacts were established during Year 2 with 41 partner organisations, and 11 local councillors.



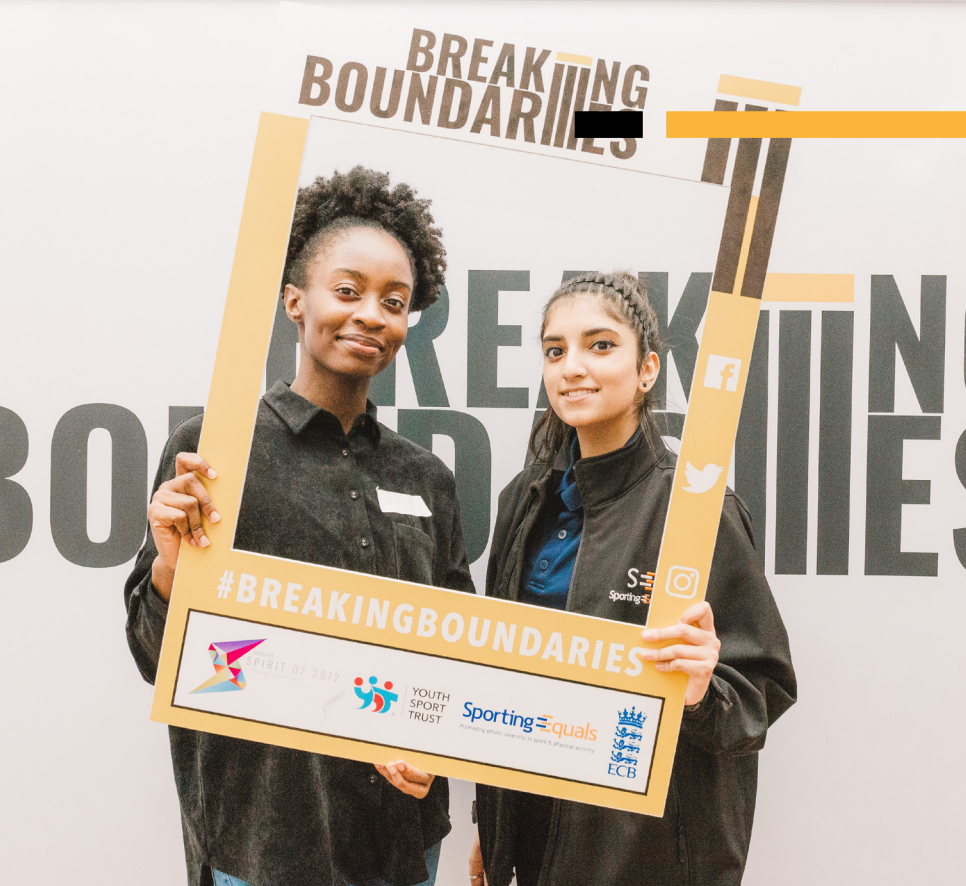
Registered attendance across **121 regular event sessions¹ for 164 participants despite the COVID-19 imposed impacts on activity delivery and group sizes.**

Retention and development of **partnership arrangements and relationships** established in Year 1, with links with 60 community partners maintained including:

- Local Cricket Clubs (Barking and Dagenham, Bradford and Slough)
- Youth focussed community sector organisations (all Cities)
- Faith Centres (Barking and Dagenham, Bradford, Manchester, and Slough)
- Organisers of key community events (all Cities)
- Cohesion focused organisations (all Cities).



The Asian ethnic group continues to dominate participants and Champions profiles in Year 2, accounting for 70% of all participants in Year 2 (65% in Year 1) and 55% of all Champions (53% in Year 1). However, with a more active recruitment approaches in other communities prompted by YST and previous evaluation findings **the detailed ethnicity of participants and Champions has been diversified.** The dominance of the Pakistani group declining, now accounting for 56% of all participants from the Asian ethnic group (81% in Year 1), whilst 62% of Champions are Pakistani (66% in Year 1).



Cohesion outcomes

Specific cohesion outcomes for the programme at this stage remain underdeveloped, in part because of the limits on programme delivery from COVID19 but also because the evaluative evidence shows that much engagement with participants has focused on groups being brought together in activities, with less progress to date in these groups being actively facilitated or encouraged to socially mix. There are some positive signs, with evidence that social mixing, where specific groups of participants have brought together and supported to work together, have been more pronounced in Year 2 than found in Year 1.



Improved social connectedness and attitudes to diversity

This is an area of progress for Breaking Boundaries, with some of the activities contributing to social connectedness through some smaller group social mixing in some Cities that have included:

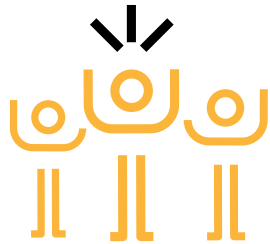
- ≡ Muslim and White British cricket sessions (Barking and Dagenham)
- ≡ Bhangra and Bollywood Online Dance Sessions – Sikh, Indian, Pakistani, and Bangladeshi participants (Bradford)
- ≡ Linking Table Cricket sessions with Islamic Women Coffee mornings (Slough).



Increased community participation and sense of belonging

Community participation has been seen through one-off and regular activities provided by Breaking Boundaries despite the impacts of COVID-19. It is also apparent in activities including:

- ≡ Supporting conversations between community groups of shared lockdown experiences and potential for future working arrangements (Barking and Dagenham)
- ≡ Work through a local Migrant help group to bring more diverse participants to regular sessions (Birmingham)
- ≡ Community Consultation events (Bradford)
- ≡ Friendship sessions run by Youth on Solid Ground between south Asian and Black groups (Manchester)
- ≡ Wicket to work sessions involving disabled and non-disabled groups (Slough).



Increased empowerment and community voice

There is a sense from partner interviews that any empowerment continues to happen at a relatively low level, with confidence being built but this not yet extending beyond that into movements into increased community activity for many participants with few reporting that they had seen a little increase in their participation in local community.



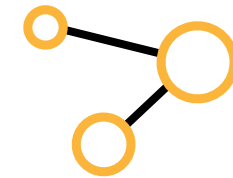
Improved wellbeing

Wellbeing, as in Year 1, remains a secondary outcome of the programme and there has been little explicit work at a local delivery level on participant wellbeing thus far.



Improved knowledge and skills to support community cohesion

Follow up surveys with Coordinators highlighted how their training and delivery experiences on the programme had given them improved knowledge and transferable skills³ around community cohesion and its development, their confidence to engage with community organisations to develop it and improved their ways of working significantly.



Improved partnership working

Most partners were able to identify progress in their partnership working. This was also noted by Coordinators interviewed after they had left the programme.

Executive summary

Delivery example:

Building Partnership Connections, Manchester

After a successful City leadership event in Manchester, the Breaking Boundaries team engaged all community organisation leads to come together monthly for social cricket themed get togethers. Each get together involved a cricket themed activity, lunch and an opportunity for organisations to share their views on the programme. Each get together was 'hosted' at a different venue, the host provided a tour of their venue and background on the work their organisation does.

The first meeting was based at St Edmunds Church with a Christmas theme which involved a talk on the Spirit of Christmas, Christianity, and a tour of the church. The second meeting was held at the British Muslim Heritage Centre which included a tour of the venue and a talk on the contributions of British Muslims to UK society. Future meetings in Year 3 are to take place at the Sikh Temple, Community Youth Club and Black African based community centre. The get togethers provide an opportunity for organisations to connect better with each other and increase attitudes to diversity by learning about other cultures and religions. These have continued via virtual means during lockdown with good attendance at the two meetings to have taken place.

Delivery example:

Paving the Way and C360, Slough

The Roma have experienced prejudices from across Slough from native White British and new-native South Asian population. To address current Roma prejudices forced integration sessions for Chalvey 360 a group representing Roma community and Paving the Way, representing the Pakistani community, have been run. So far there have been 2 sessions attended by 39 young people from both groups, they have been partaking in physical activity, planning sessions and eaten together. Alex Potop, group lead for Chalvey 360 said: "it is great to mix the young people, they all enjoy doing sport and the more they see the same faces the more they will get to know that person".

Fernando and Isa, from C360 (Roma) and Paving the Way (Pakistani) background respectively have met each other on a few occasions now but never really communicated without prompts or ice-breaker activities. However, at one recent event they spent lunch together without any prompts, introductions or icebreakers. It was just two young males talking about sport, cracking jokes and getting to know each other. Considering when the C360 x PTW session previously ran sessions they never even tried to interact without prompts so now just talking is a big step forward.



Two of the best examples of what Breaking Boundaries can achieve are illustrated in these delivery examples from Manchester and Slough

Executive summary

Conclusions and lessons learnt

At a programme level, there are several lessons and recommendations from Year 2 that can help drive forward delivery into Year 3:

Recommended action	Action to be taken at:	
	Programme level	City level
Greater targeted focus on cohesion: Targeting social connectedness and community engagement related to specific local cohesion concerns and the needs of children and young people.	✓	✓
Increasing and deepening consultation through local partners: Facilitating consultation around defining the meaning of social mixing, its measurement, and ways it can be achieved to bring community groups together that do not traditionally engage with each other.	✓	✓
Re-enrolling Year 2 Community Champions: Re-engaging them in the programme to extend progress on diversity to better reflect the communities the programme seeks to work with in Year 3, particularly greater diversity by gender amongst Champions.		✓
Keep the use of different forms of cricket and use of multi-sport/active recreation approaches under review: Using multi-skill/sport approaches as an initial engagement mechanism which include cricket as one of the physical activity/active recreation options.	✓	✓
Deepening relationships with key community partners: Ensuring deeper relationships with relevant community organisations to ensure an active, co-produced, focus on facilitated social mixing, co-delivered in response to key local cohesion issues.	✓	✓
Building progression routes: Emphasising ‘user-led’ community first, cricket second, delivery approaches that offer clear progression routes for sustained participation with an increased emphasis on fun, enjoyment, and socialisation.		✓
Continued review and diversification of champions and participants: Reviewing Champion and Participant demographics and identify ways of diversifying the profile to ensure greater mixing of the groups, in line with local demographics.	✓	✓
Refined focus of M&E work: Collating evidence to facilitate learning of how key members of City teams develop their abilities to design/deliver activities to support social mixing and social cohesion to understand about difference, identity, diversity and inclusion.	✓	

Summary of city delivery

Barking and Dagenham (Targeted Wards: Abbey and Mayesbrook)

Vision: Delivery for young people aims to join community groups across cultures and languages to improve community cohesion, and improve the education and employability of young people, enhance family health and wellbeing, and celebrate different cultures through cricket.

Year 2 Activities

	Number of Champions	Total volunteer hours	Number of regular participants	Number of regular sessions	Number of one-off events	Number one- off attendees
Target for the 3 Years	105	N/A	600	90	10	400
Barking and Dagenham						
Year 1	24	43	22	95	12	485
Year 2	28	79	48	41	3	51
Total Years 1 and 2	52	122	70	136	15	536
Programme totals						
Year 1	143	869	222	397	40	2,961
Year 2	118	673	164	121	43	694
Total Years 1 and 2	261	1,542	386	518	83	3,655

Success against Year 1 recommendations



Increased focus on consultation and co-production – digging deeper into local issues to identify cohesion ‘targets and objectives’ that delivered a programme of more detailed community consultation in target areas. This focussed particularly around a development of mutual understanding and appreciation of the abilities and challenges faced by different local community groups.

Emerging benefits and what’s worked well in year 2



Pre-Covid-19 Lockdown regular activity at Future Youth Zone engaging participants from the target wards to take part in activities aimed at building trust and improving relations across different communities.



Raising awareness of the programme and engaging new participants through events such as Dagenham and Redbridge Diversity Day, Houses of Parliament events and International Day for Disabled People.



Regular meetings with new and existing community organisations helping to ensure organisations are fully aware of the aims of the project and feel supported. For example, supporting organisations with Activation Grant planning and events during Covid-19 Lockdown for organisations to share their experiences and the impact of the pandemic on their communities (e.g. Tea-20).

Delivery example:

Extending Partnership Working, Barking and Dagenham

Barking and Dagenham ran an online T20 talk for the Jo Cox Foundation Great Together Weekend in June 2020. Groups they were already worked with were asked to come on a call and have a chat about their current situations and how everyone was coping through the lockdown. The call had representation from different organisations including, TKO Boxing, the Al Madina Mosque, Barking Salvation Army, Barking and Dagenham Youth Dance (BDYD) with members from Barking and Dagenham council and Sporting Equals.

Each organisation was able to give an update on the work that they had been completing during lockdown and how they were supporting the local communities in different roles. This included them supporting their existing members to continue to be active, providing general support to their existing members, or working with other community organisations across the Borough to provide food parcels and meals to the vulnerable residents.

BDYD were able to let everyone know of weekly online sessions that were offered to their members and could be accessed online by others during live Facebook sessions. Both Al Madina and the Salvation Army had been busy preparing a number of meals and food parcels joining together across the Borough through an online community support portal - BDCan - to provide for the vulnerable residents across the Borough without any prejudice of where people were from or their beliefs. Even during the get-together work was able to continue with food preparation whilst discussions continued. Al Madina Mosque were also able to give us a small tour of the mosque of how they were beginning to get the social distancing guidelines in place for when prayers could begin again. The event demonstrated how partners had begun to work together because of the Breaking Boundaries programme.

Summary of city delivery



Demographic engagement

- Community Champion recruitment is doing well versus resident proportions in terms of those from BAME and disabled groups.
- There is more work to do to diversify the Champion profile particularly in terms of White British, Black and non-Muslim groups.
- Participant recruitment is dominated by males, Pakistani groups and 8-14 age group.
- There is more work to do to continue diversification into Indian, Bangladeshi and Black ethnic groups.



Key priorities for future delivery and programme reach

- A greater focus on cohesion as a 'process' and an approach towards issue-based work and issue/challenge identification using links through the Faith Forum to agree definitions of key cohesion issues and concepts and the way in which these might best be assessed.
- Increase focus on consultation and co-production – digging deeper into local issues to identify cohesion 'targets and objectives' but link these to local strategic priorities and build this through further work with Al Madina Mosque, Salvation Army TKD Boxing Club, and BDYD.
- Using Community Champions more for consultation activities and reaching into communities rather than supporting activity delivery.
- Greater 'nuance' in the use of cricket especially in forms of delivery and its use as an engagement mechanism with less emphasis on one-off events.
- An emphasis upon 'user-led' community first, cricket second, delivery approaches that offer clear progression routes for sustained participation.
- Ongoing reviewing of Champion and Participant demographics and identify ways of diversifying the profile to extend engagement by a wider range of ethnic groups including Bangladeshi, Indian, and Black Caribbean groups.



Summary of city delivery

Birmingham (Targeted Wards: Edgbaston, Sparkbrook and Balsall Heath East, and Balsall Heath West)

Vision: The project aims to develop a community hub around Edgbaston cricket ground and other local settings to engage local community groups in cross-community engagement through cricket activities and other community events/festivals. Delivery will focus on personal development for young people, tackling exclusion from activities poverty/deprivation, and through this improve community cohesion.

Year 2 Activities

	Number of Champions	Total volunteer hours	Number of regular participants	Number of regular sessions	Number of one-off events	Number one- off attendees
Target for the 3 Years	105	N/A	600	90	10	400
Birmingham						
Year 1	26	59	61	12	3	106
Year 2	17	116	28	3	3	69
Total Years 1 and 2	43	175	89	15	6	175
Programme totals						
Year 1	143	869	222	397	40	2,961
Year 2	118	673	164	121	43	694
Total Years 1 and 2	261	1,542	386	518	83	3,655

Summary of city delivery

Success against Year 1 recommendations



Increased focus on consultation and co-production – digging deeper into local issues to identify cohesion ‘targets and objectives’ to instigate a programme of more detailed community consultation in target areas. This was focussed around a development of mutual understanding and appreciation of the abilities and challenges faced by different local community groups.



This was helped by early efforts to co-design, co-produce, and co-deliver work with partners to agree ‘tensions and divides’ and identify mutually agreeable solutions and delivery approaches.



Having reviewed Participant demographics progress has been made in diversifying the profile of Participants across Pakistani, Indian, and Bangladeshi groups.

Emerging benefits and what’s worked well in year 2



Sessions targeting different communities and demographics have enabled different groups to come together. For example, the Ladies Bhangra sessions and Female Empowerment event have.



Networking and contributing to other events that are happening in the target wards have enabled new partnerships to be formed with community organisations and larger organisation such as the National Literacy Trust and Police.



Workshops and webinars have been accessed during lockdown to enable to coordinator to upskill in areas such as social media presence and Women in Sport module.

Delivery example:

10,000 Steps Challenge, Birmingham

In July 2020 Breaking Boundaries worked to support partner Unity Streets by providing Community Champion support to them to bring the community together to take part in BBC West Midlands Million Step Challenge. Unity Streets led, with a range of staff pledging to support the delivery of 10,000 steps for the community in and around Balsall Heath. This led to over 60 individuals coming together in their bubbles to walk laps of Calthorpe Park, collectively smashing the 10,000-step target.

Walkers then celebrated their success at Unity Street’s annual street party (with social distance incorporated) where there were activities for all ages to enjoy including ‘safe’ cricket activities. Event was organised by Unity Streets volunteers including 3 Community Champions who increased community participation from Black, Mixed, White, South Asian and Arab groups who spent the afternoon in each other’s company and got a flavour of Caribbean culture through food and music. After five months of lockdown, it brought a range of community member together, whilst putting a focus on the importance of physical wellbeing with the step challenge.

Summary of city delivery



Demographic engagement

- Community Champion significantly more dominated by males (80%) than in resident population (51%), though progress is being made on recruitment of those from BAME background, although particularly dominated by the Pakistani groups.
- Participants remain BAME dominated (92%) with good representation from those with disabilities. BAME groups are showing an improved representation by Indian and Bangladeshi groups although more work is to be done here and to increase participation by those from Black groups.



Key priorities for future delivery and programme reach

- Increase focus on consultation and co-production – digging deeper into local issues to identify cohesion ‘targets and objectives’ but link these to local strategic priorities and links with local partners including Unity Street and continuing work with national partners including Women in Sport and the National Literacy Trust.
- Using Community Champions more for consultation activities and reaching into communities rather than supporting activity delivery.
- Building on existing consultation to instigate a programme of more detailed community consultation in target areas focussed on a development of mutual understanding and appreciation of the abilities and challenges faced by different local community groups, the meaning of key cohesion concepts and the ways in which success might best be demonstrated.
- Co-design, co-production, and co-delivery work with partners to agree ‘tensions and divides’ and identify mutually agreeable solutions and delivery approaches.
- Ongoing reviewing of Champion and Participant demographics and identify ways of diversifying the profile to extend engagement by a wider range of ethnic groups including White British groups.



Summary of city delivery

Bradford (Targeted Wards: Bowling and Barkerend; and Little Horton)

Vision: The project aims to develop a community hub around Edgbaston cricket ground and other local settings to engage local community groups in cross-community engagement through cricket activities and other community events/festivals. Delivery will focus on personal development for young people, tackling exclusion from activities poverty/deprivation, and through this improve community cohesion.

Year 2 Activities

	Number of Champions	Total volunteer hours	Number of regular participants	Number of regular sessions	Number of one-off events	Number one- off attendees
Target for the 3 Years	105	N/A	600	90	10	400
Bradford						
Year 1	29	385	53	146	10	910
Year 2	26	130	17	12	6	87
Total Years 1 and 2	55	515	70	158	16	997
Programme totals						
Year 1	143	869	222	397	40	2,961
Year 2	118	673	166	121	43	694
Total Years 1 and 2	261	1,542	388	518	83	3,655

Summary of city delivery

Success against Year 1 recommendations



A greater focus on cohesion as a 'process' and an approach towards issue-based work and issue/challenge identification has been in more evidence.



There has been a greater 'nuance' in the use of cricket especially in forms of delivery and its use as an engagement mechanism with less emphasis on one-off events. Consequently, they have begun to have more focus upon 'user-led' community first, cricket second, delivery approaches including the online dance delivery despite the pressures of COVID-19.



Review of Champion and Participant demographics has helped improve disabled and recruitment across a wider range of Asian ethnic groups, and also older age groups.

Emerging benefits and what's worked well in year 2



Women only walking cricket sessions have attracted participants from Indian and Pakistani backgrounds to be active together.



Partnership development work has enabled new connections to be made with community organisations.



Meetings and events such as the Jo Cox Foundation Tea 20 event engaged community organisations and enabled the organisations to keep in touch during Covid-19 lockdown.

Delivery example:

Bhangra and Bollywood Cricket Dancing, Bradford

Running in partnership with The Hindu Cultural Society, the aim of the online sessions was to help people reconnect with others as well as participating in physical activity. After talking with the Hindu Cultural Society, it was found that there was a need for communities to be able to stay connected and active. The project has encouraged increased community participation with 11 regular participants from previously unconnected community groups including the Hindu Temple, Sikh temple & Womenzone as well as participants who are from within Breaking Boundaries wards but not directly linked with these community groups.

Summary of city delivery



Demographic engagement

- Female representation amongst Champions is the second highest of all cities and is close to a 50/50 split between males and females.
- Progress has been made in recruitment of disabled and BAME groups and there has been some good progress on widening the diversity of Asian groups away from Pakistani groups which needs to continue coupled with bringing these groups in contact with White and East European groups.
- For participants, progress is being made in the recruitment of Indian and older (25+) age groups.



Key priorities for future delivery and programme reach

- A greater focus on cohesion as a 'process' and an approach towards issue-based work and issue/challenge identification.
- Increase focus on consultation and co-production – digging deeper into local issues to identify cohesion 'targets and objectives' but link these to local strategic priorities and extend the work through the Karmand Centre.
- Using Community Champions more for consultation activities and reaching into communities rather than supporting activity delivery.
- Greater 'nuance' in the use of cricket especially in forms of delivery and its use as an engagement mechanism with consideration of how this might be linked to other forms of active recreation.
- An emphasis upon 'user-led' community first, cricket second, delivery approaches that offer clear progression routes for sustained participation.
- Ongoing reviewing of Champion and participant demographics and identify ways of diversifying the profile to extend engagement by a wider range of ethnic groups including Bangladeshi, Indian, Black Caribbean, and White British groups.



Summary of city delivery

Manchester (Targeted Wards: Moss Side and Whalley Range)

Vision: Young people/local partners will use cricket to engage/unite people from different backgrounds/faiths/communities and support them to come together to increase tolerance, shared values and commonality. Cricket will be used to promote social cohesion by bringing together people who have not previously engaged collectively. The project will be a vehicle for a wider partnership to influence change/create opportunities for different backgrounds/cultures to mix, share time together and increase social cohesion.

Year 2 Activities

	Number of Champions	Total volunteer hours	Number of regular participants	Number of regular sessions	Number of one-off events	Number one- off attendees
Target for the 3 Years	105	N/A	600	90	10	400
Manchester						
Year 1	23	124	41	18	5	153
Year 2	22	88	10	22	20	274
Total Years 1 and 2	45	212	51	40	25	427
Programme totals						
Year 1	143	869	222	397	40	2,961
Year 2	118	673	164	121	43	694
Total Years 1 and 2	261	1,542	386	518	83	3,655

Success against Year 1 recommendations



There has been a focus on building partnership working infrastructure in the newly targeted wards, especially with non-sports focussed organisations (faith focus is notable here) to help reach the communities in those areas. This has increased focus on consultation and co-production – digging deeper into local issues to identify cohesion 'targets and objectives' but link these to local strategic priorities and through further work with Youth on Solid Ground and the British Muslim Heritage Centre.

Emerging benefits and what's worked well in year 2



Have been able to run face-to-face activity sessions in line with COVID-19 restrictions including Cricket training sessions at Friends Sporting Cricket Club and Alexandra Park.



Examples of good partnership working including planned monthly meetings with community organisations which included tours of different organisations.



Developing links with neighbourhood and cohesion teams in Manchester to understand the issues within the community and become part of a combined attempt to positively contribute towards cohesion.

Delivery example:

Building Partnership Connections, Manchester

After a successful City leadership event in Manchester, the Breaking Boundaries team engaged all community organisation leads to come together monthly for social cricket themed get togethers. Each get together involved a cricket themed activity, lunch, and an opportunity for organisations to share their views on the programme. Each get together was 'hosted' at a different venue, the host provided a tour of their venue and background on the work their organisation does. The first meeting was based at St Edmunds Church with a Christmas theme which involved a talk on the Spirit of Christmas, Christianity, and a tour of the church. The second meeting was held at the British Muslim Heritage Centre which included a tour of the venue and a talk on the contributions of British Muslims to UK society. Future meetings in Year 3 are to take place at the Sikh Temple, Community Youth Club and Black African based community centre. The get togethers provide an opportunity for organisations to connect better with each other and increase attitudes to diversity by learning about other cultures and religions. These have continued via virtual means during lockdown with good attendance at the two meetings to have taken place.

Summary of city delivery



Demographic engagement

- Community Champions are more male dominated and all are from a BAME background, although there has been good progress in recruitment of those with disabilities. There remains more work to do to recruit Champions from White British and non-Muslim backgrounds.
- Participants are also male dominated and proportions from Pakistani groups are high than against the resident population. There remains more to do in the recruitment of participants of older (15+) age groups, and Black Caribbean groups.

Key priorities for future delivery and programme reach



- Focus on building partnership working infrastructure, especially with non-sports focussed organisations to help reach the communities in those areas.
- A greater focus on cohesion as a 'process' and an approach towards issue-based work and issue/challenge identification using links through the Faith Forum to agree definitions of key cohesion issues and concepts and the way in which these might best be assessed.
- Increase focus on consultation and co-production – digging deeper into local issues to identify cohesion 'targets and objectives' but link these to local strategic priorities and build this through further work with Youth on Solid Ground and the British Muslim Heritage Centre.
- Using Community Champions more for consultation activities and reaching into communities rather than supporting activity delivery.
- Greater 'nuance' in the use of cricket especially in forms of delivery and its use as an engagement mechanism with less emphasis on one-off events.
- An emphasis upon 'user-led' community first, cricket second, delivery approaches that offer clear progression routes for sustained participation.
- Ongoing reviewing of Champion and Participant demographics and identify ways of diversifying the profile to extend engagement by a wider range of ethnic groups including Bangladeshi, Indian, Black Caribbean, and White British groups.



Summary of city delivery

Slough (Targeted Wards: Chavley, Baylis and Stoke, Britwell, and Wexham)

Vision: Young people/local partners will use cricket to engage/unite people from different backgrounds/faiths/communities and support them to come together to increase tolerance, shared values and commonality. Cricket will be used to promote social cohesion by bringing together people who have not previously engaged collectively. The project will be a vehicle for a wider partnership to influence change/create opportunities for different backgrounds/cultures to mix, share time together and increase social cohesion.

Year 2 Activities

	Number of Champions	Total volunteer hours	Number of regular participants	Number of regular sessions	Number of one-off events	Number one- off attendees
Target for the 3 Years	105	N/A	600	90	10	400
Slough						
Year 1	41	258	45	126	10	1,307
Year 2	25	260	63	43	11	213
Total Years 1 and 2	66	518	108	169	21	1,520
Programme totals						
Year 1	143	869	222	397	40	2,961
Year 2	118	673	164	121	43	694
Total Years 1 and 2	261	1,542	386	518	83	3,655

Summary of city delivery

Success against Year 1 recommendations



There has been an increased focus on consultation and co-production – digging deeper into local issues to identify cohesion ‘targets and objectives’ that have been around development of mutual understanding and appreciation of the abilities and challenges faced by different local community groups. This has built more links through Paving the Way building on previous Breaking Boundaries activity, and has built on links with the Roma community.



Work has also included an emphasis upon ‘user-led’ community first, cricket second, delivery approaches that have been the cornerstone of the joint work with the Roma and Pakistani communities.



Reviews of Champion and Participant demographics have identified ways of diversifying the profile particularly reducing the dominance of Pakistani groups and increasing work with Roma groups.

Emerging benefits and what’s worked well in year 2



Wickets to Work post-lockdown delivery has been able to resume with smaller numbers and has focussed on giving opportunities for communities to mix and improving wellbeing.



There is evidence that activities are specifically targeting different ethnic groups. For example, there have been activities specifically for Roma and Pakistani participants as well as Sri Lankan and Polish participants.



Good examples of partnership working including keeping in touch with community organisations during lockdown and also developing partnerships with other key local organisations such as the council cohesion team and neighbourhood team.

Delivery example:

Paving the Way and C360, Slough

The Roma have experienced prejudices from across Slough from native White British and new-native South Asian population. To address this, sessions were scheduled by Chalvey 360 a group representing Roma community and Paving the Way representing the Pakistani community, to bring the two groups together. So far there have been 2 sessions attended by 39 young people from both groups, they have been partaking in physical activity, planning sessions and eating together. Alex Potop, group lead for Chalvey 360 said: “it is great to mix the young people, they all enjoy doing sport and...[they will be brought together]...the more they see the same faces”

Fernando and Isa, from C360 (Roma) and Paving the Way (Pakistani) respectively have met each other on a few occasions now but never really communicated without prompts or ice-breaker activities. However, at one recent event they were confident enough to spend lunch together without any prompts, introductions or icebreakers. Staff observed it was just two young males talking about sport, cracking jokes and getting to know each other. Considering when the C360 x PTW session previously ran sessions the individuals involved had never even tried to interact without prompts to the engagement with each other now is a good step forward.

Summary of city delivery



Demographic engagement

- Slough has an almost 50/50 split in gender amongst its Community Champions, in line with its resident population. There are a high proportion of Champions from BAME groups though diversity amongst the dominant Asian groups is good, there is more to do in recruiting Champions from Roma groups given the targeted work undertaken in Year 2.
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Participants remain dominated by Pakistani groups and there is a good spread across age groups and with those with disabilities. There remains more work to do to recruit from Roma, and mixed ethnic groups, and ensure more mixing between Pakistani, Indian, and Bangladeshi groups.

Key priorities for future delivery and programme reach



- Increase focus on consultation and co-production – digging deeper into local issues to identify cohesion ‘targets and objectives’ but link these to local strategic priorities and use this to deepen work with existing partners particularly Paving the Way and C360 to build on the learning from the Roma and Pakistani group working.
- A programme of more detailed community consultation in target areas focussed on a development of mutual understanding and appreciation of the abilities and challenges faced by different local community groups. This could build links through Paving the Way to build on previous Breaking Boundaries activity. This should also build on links with the Roma community in the targeted wards.
- The need to model and map engagement of different individuals within the targeted locations by the programme and the relevant community organisations to reach including schools and youth organisations – focussed on cohesion rather than sport.
- An emphasis upon ‘user-led’ community first, cricket second, delivery approaches that offer clear progression routes for sustained participation.
- Ongoing reviewing of Champion and Participant demographics and identify ways of diversifying the profile to extend engagement by a wider range of ethnic groups including Bangladeshi, Indian, Black Caribbean, White British and Roma groups.



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