

CABINET

25 June 2013

Title: Community Development Activity at Dagenham and Redbridge Football Club	
Report of the Leader of the Council	
Open Report	For Information
Wards Affected: None	Key Decision: No
Report Author: Joanne Kitching, Business Support Officer	Contact Details: Joanne.Kitching@lbbd.gov.uk 020 8227 3216
Accountable Divisional Director: Paul Hogan, Divisional Director of Culture and Sport	
Accountable Director: Anne Bristow, Corporate Director of Adult and Community Services	
Summary <p>The purpose of this report is to provide Cabinet with an overview of the community development activity delivered or hosted by Dagenham and Redbridge Football Club. The Club has a long-established and extensive community development programme:</p> <ul style="list-style-type: none">• It provides diversionary activities for young people and plays an important role in developing community cohesion and health and wellbeing through football;• It delivers a wide ranging programme of community based activity;• The Club has strong and productive working relationships with key partners across the Borough, including the Council, local schools and Barking and Dagenham College;• It provides a highly valued and accessible meeting space for many local community groups.	
Recommendation(s) <p>Cabinet is recommended to note the report.</p>	
Reason(s) <p>This report aims to provide Councillors with a comprehensive overview of the type of work that Dagenham and Redbridge Football Club do and how this impacts on the local community.</p>	

1. Introduction and Background

- 1.1 Dagenham and Redbridge Football Club has a long-established and extensive community development programme. It provides diversionary activities for young people and plays an important role in developing community cohesion and health and wellbeing through football.
- 1.2 The Club also has strong and productive working relationships with key partners across the Borough, including the Council, the Police, local schools and Barking and Dagenham College. As well as directly delivering a wide-ranging programme of community based activity, the club also provides a highly valued and accessible meeting space for many local community groups.
- 1.3 As Cabinet will remember, representatives from Dagenham & Redbridge Football Club have been celebrated by the Council in the past for their achievements, both in football and also their work in the community. Steve Thompson, Managing Director of the Club was the recipient of a Freedom of the Borough Award in 2008 in recognition of his outstanding service to the community and in particular his work with youth in sport. John Still who was a coach at the Club was granted Freedom of the Borough in 2011 in recognition of his long service and success at leading the Club into the Football League.
- 1.4 On Friday 14 June, it was announced that Steve Thompson had been awarded an MBE in the Queen's Birthday Honours List for his services to sport and young people in Barking and Dagenham

2. Community Activities 2012 – 13

The following community activities were delivered in the 2012-13 financial year by Dagenham and Redbridge Football Club:

2.1 Kickz Programme

The Kickz Programme uses football to engage with young people and involve them in a range of healthy and constructive activities. The club have been part of the programme for the past 8 years. Between September 2012 and March 2013, the Club supported 73 young people to attend free Kickz sessions, which are run 3 times a week with 2 hours of coaching. To date there have been 722 attendances from young people. Young people who take part in activities such as Kickz and the Soccer School will soon be able to claim points for those activities through their StreetBase Connect Card.

2.2 Living the Dream Trust

Living the Dream Barking and Dagenham Trust was launched in 2007 to support local young aspiring athletes with grants. As a trust they have funded attendance at training camps and purchased equipment. Since the trust started in 2008 they have made a total of 118 grants to 33 different individuals. The grants have ranged from £75 to £1,200 and total grants made to date are £36,241.40. The Managing Director and the Community Liaison Officer at the Club are both trustees. The Club supports the trust by providing meeting rooms and venues for fundraising

free of charge, as well as providing other assistance. The administrative support for the Trust is based at the Club.

2.3 Work Experience

Since September 2011, the Club has offered 29 two-week work experience placements to pupils in year 10 and 11 with a further 9 booked in before the end of the Summer Term 2013. In addition to this, a pupil from Sydney Russell School who has special educational needs and is on an extended education programme, works in the community office two days a week. A year 11 pupil from Eastbrook School also attends the Club for two hours per week to assist with the Mini Daggers club and also carries out general administration work for the session. Both of these boys attend the Kickz programme and have been nominated and short-listed in the National Kickz Awards.

2.4 Insight into Management

For the past three years the Club has supported the 'Insight into Management' programme, which is a week-long project for sixth formers from Eastbrook Secondary School. The group research a management problem, produce a report and give a verbal presentation.

2.5 Player Visits

First Team squad players have made appearances at a number of community events in the 2012/13 season. These appearances include helping to deliver the Respect agenda and promoting new businesses in the borough. The players have also visited Queen's Hospital and King George's children's wards where they have given out Christmas presents and tickets for football matches.

2.6 Free Tickets, Merchandise and Hospitality

In the 2012/13 football season, the Club has donated the following to good causes:

- 702 terrace tickets through its partnerships with the Council's Sports Development team, schools, charities, and community groups;
- 156 seats to groups and via events such as the Council's Star Awards and charity events;
- 4 signed shirts to various groups, 12 hospitality places, 6 match balls, and 5 pennants;
- Free tickets and 'money cannot buy' rewards, such as lunch with the players, as rewards for the Splashcard and Streetbase card initiative;
- New rewards have recently also been added which include the opportunity to carry out the match ball on match days.

2.7 Senior Daggers Club

The Club runs a Senior Daggers session on a Tuesday afternoon for people aged 50 plus. The session consists of exercise including chair aerobics, Wii fit, curling and board games. There are 66 people registered to attend with the youngest participant being 52 and the oldest 91. Attendance each week varies and a number of the participants are undergoing treatment for serious medical conditions. The

attendees offer support to each other and many have become good friends. The sessions are supported by Essex and Suffolk Water who have provided some financial support so that costs to the participants can be kept to a minimum. They have also provided water bottles and a mains water filter so that people can keep hydrated during the session.

2.8 Mini Daggers Club

The Mini Daggers is a club for 4 to 7 year olds and consists of a six week course of activities. The children participate in 45 minutes of football-related skills followed by 15 minutes of learning about healthy food and fruit and vegetable tasting. There are 12 places available on each course. Essex and Suffolk Water also support this session and the young people learn about the importance of hydration as players visit the sessions and encourage them to drink water.

2.9 National Citizenship Service Programme

As part of the summer 2012 Challenge Network National Citizenship Service programme, young people took part in a Dragon's Den competition. The Managing Director of the football club acted as one of the "Dragons". In Summer 2013, the Club are looking to build on this by hosting a team at the Club to work on a community project and support the programme through mentoring and professional visits.

2.10 Soccer schools

Last summer the Club ran four soccer schools at the May & Baker Sports and Social Club. An Easter Soccer School also took place this year for children aged 7 to 16.

2.11 Peace Week

The Club has been involved with Peace Week celebrations in the borough by hosting an annual Peace Week football match. In 2012, a match was held between young people from the Kickz programme in Barking and Dagenham. The match was attended by the Mayor and Mayoress who presented the medals to the teams. Over 120 people attended including parents, representatives from community groups and Police Officers from the local Safer Neighbourhood Teams.

2.12 The Npower Respect Programme

The Respect programme delivers an hour lesson to year 6 pupils. Since the beginning of October 2012, the Club has delivered 40 lessons. Pupils watch a short DVD and answer questions on respect and disrespect and are asked to talk about disrespectful behaviour that they have witnessed within the community. The lesson concludes with a piece of drama created by the pupils in which they demonstrate how they can change disrespectful behaviour into respectful behaviour. The pupils are given homework sheets to complete and, as part of its commitment to Npower, the Club are required to give away match tickets to pupils who complete the homework. Teachers in schools are asked to complete evaluation forms and feedback has been extremely positive.

2.13 Kick It Out Campaign

The Club have been part of the national launch of the 'Kick It Out' campaign with players and management staff attending the CEME Centre to take part in a question and answer session. Pupils from schools in Havering and Barking and Dagenham attended and the Club gave out 200 free tickets. The game against Aldershot on 27 October 2012 was the designated 'Kick It Out' match and local young people from the Kickz programme carried the 'Kick It Out' flag prior to the game.

2.14 Remembrance Day

At the Rotherham Game on 10 November 2012, the Club hosted representatives from the three British Legions in the Borough as well as the Royal Naval Association, the Police, Navy and the Royal Air Force cadets. Each of the organisation's standards were paraded, including the Borough colours. A one minute silence was observed before the game.

2.15 Show Racism the Red Card

The Club hosted an education day on 10 December 2012 in partnership with the 'Show Racism the Red Card' campaign. Members of the First Team and management staff also supported the day by taking part in a question and answer session with 120 children. They had their photos taken with the children and signed autographs.

2.16 Daggers Against Racism

The Club hosted its award winning Daggers against Racism Fixture at the Rochdale game on 12 January 2013. This is the fourth time they have run this campaign and the Club has won a Football League award for social inclusion. There has been national media interest in the campaign with both the BBC's Football League Show attending the game and carrying it as a main feature on the show and the regional BBC Late Kick Off show also featured the campaign. Famous people who have spoken out in support of the campaign include Greg Clark (Chairman of the Football League), Trevor Brooking and Gary Lewin (England Football Team Physiotherapist).

2.17 Npower Kids Cup and Girls Cup

Working with the School Sports Partnership Managers and the Primary School Football Association the Club takes two schools who have won borough competitions to participate in the Npower Kids Cup and the Girls Cup Regional Finals. The schools compete for a chance to play at Wembley prior to the Npower League Two playoff final. The Girl's Cup is a year 7 and 8 competition and the Club were represented by Barking Abbey Girls. The team travelled to Millwall on 16 January 2013 where they played against Charlton, Wimbledon, and Crystal Palace as runners up in the pool to Charlton. They went on to face Gillingham in the semi-final and narrowly lost. All those involved had a great time and have appeared on the pitch at a Dagenham and Redbridge game in recognition of their efforts.

Ripple Primary school won the Evan Moore Primary Schools competition in November 2012 and therefore won the right to represent the Club in the Npower Kids Cup. The regional heats took place on 14 March 2013 at AFC Wimbledon and despite only losing one of their four games. Ripple Primary did not qualify for the semi-finals. The children involved had a positive experience and have also appeared on the pitch at a Dagenham and Redbridge game in recognition of their efforts.

2.18 Apprentices and Barking and Dagenham College

The number of football apprentices at the Club has increased to 17 in 2012/13 which includes eight second years and nine first years. In addition the Club has partnered with Barking and Dagenham College and has twenty-two 16 to 18 year old learners: 19 studying BTEC Subsidiary Diploma in Sport and a Level 3 BTEC Extended Diploma in Sport. This will rise to 70 in September 2013 and they are currently advertising for young people to join this programme.

2.19 Centre of Excellence

The Club's Centre of Excellence has been running for nearly three years and has recently expanded from six to eight teams ranging from under 9s to under 16s. All of the teams have a squad of 16 players, 14 outfield players and 2 goalkeepers per age group.

3. Activities for 2013 – 14

Alongside the regular activities run at the Club, a number of other programmes are currently running or are being explored for the 2013-14 financial year:

3.1 Npower 'What's Your Goal' Programme

For the second year running the Club has successfully bid to be part of the 'What's Your Goal' programme. The programme is for year 10 pupils and involves 500 pupils receiving a presentation about the various roles at a football club, other than being a player. Pupils were invited to apply for one of the jobs at the Club and took up the work experience placement during the Easter holidays. The roles that the Club had on offer this year were Groundsman, Kit Manager, Media Assistant, Community Coach and Physiotherapist.

3.2 The Big Energy Switch

The Club are supporting the 'Big Switch' campaign by offering advertising and publicity space for stands on match days to promote the scheme. As Cabinet are aware, Barking and Dagenham Council and Thurrock Council have jointly organised the collective energy switching scheme to negotiate better energy prices for people who sign up.

3.3 Dagenham Community Day

With the last Dagenham Town Show being held in 2012, local people in Dagenham wanted to hold a community day. This was held on the 19 May and the Club offered the ground as a venue free of charge. It is estimated that 1000 people

attended the event and there was lots of positive feedback. It included children's football competitions, a bouncy castle, fairground rides, face painting, majorettes and dance displays and various other fun family activities. The hall housed information stands and the Council, Police, Fire Brigade, the CVS, volunteer and community groups were all in attendance.

3.4 Football Courses

The Council are hoping to run a football course based at the Club over the summer holidays in 2013 depending on the availability of coaches.

3.5 Mural Project

The Club are currently in discussions with Barking and Dagenham College regarding running a competition to design a Mural for The Family stand at the ground.

3.6 Music Project

A music project is currently being explored in partnership with the community music school, Eastbrook School and the Bigga Fish Urban Arts Organisation.

3.7 Firework Poster Competition

A firework safety poster competition is currently running in partnership with the Police Community Partnership team in Havering. The Club are looking into running this competition for schools in Barking and Dagenham.

3.8 Futsal Programme

The Club are investigating the possibility of introducing Futsal competitions. Futsal is a variation on the game of football which is played on a smaller pitch indoors. It will involve young people taking part in weekly activities as well as completing a Level 3 BTEC Extended Diploma in Sport. This will provide more opportunities for young people to stay within education.

3.9 Sustaining Current Programme and Projects

The Club are currently looking for ways to sustain programmes such as the Respect and What's Your Goal project after the end of the current season when Npower cease to be the Football League Sponsor. The programmes have enabled the Club to work with over 3000 local young people over the past two years.

4. Other Work to Support the Local Community

4.1 The Club as a Community Venue

In addition to the directly delivered activities outlined above, the Club also host a number of organisations and charities at the club house including, but not limited to the following:

- Diabetes Society
- Deaf Society
- British Gas Retired Employees
- Petite Dance School
- Dagenham and District Sunday League
- Roding Karate Club
- Bardag Fishing Club
- Barking Lions
- Romford Branch Normandy Veterans Association
- Barking and Dagenham Referees Association
- Dagenham Branch Royal Naval Association
- H.A.R.P.(Renal Failure Association)
- Blood Donation sessions
- Barking and Dagenham Chamber of Commerce
- P.A.C.T. (Parents of Autistic Children Together)
- B&D Tenants and Residents Association meetings
- Housing Forum and Barking and Dagenham Town Twinning club
- Disablements Association of Barking and Dagenham
- Carers of Barking and Dagenham
- The Sheltered Housing Team also Christmas parties and summer event
- The Carers of Barking and Dagenham Christmas parties.

As Eastbrook Ward Members will also be aware, Dagenham and Redbridge Football Club lend their facilities to Ward Members for their Surgeries on a Thursday during school term times.

In addition to the list above, the Club makes its halls available for charity and community groups to host fundraising events. In the past the Club has supported White Ribbon Day events and assisted in raising awareness of domestic violence issues. During 2012 the Club was used by a variety of organisations and events including the Mayor's Charity Quiz Nights, the Dream Trust, St Francis Hospice who host the annual Santathalon which raised over £10,000 and zumbathon on the pitch and other local football clubs. This will continue throughout 2013/14.

4.2 Community Safety

The Club supports many events and meetings in conjunction with the Metropolitan Police Service. These include various Police meetings and training sessions including Safer Neighbourhood Team, Safer Neighbourhood Ward Panel meetings, Community Police Engagement Group and Commendation ceremonies.

Steve Thompson has been Chair of the Community Police Engagement Group (CPEG) since 2010. CPEG meets quarterly and allows local people to consult with the local Police, the Police Authority, the Council, Health services and the Probation Service about crime reduction and strategic policing. This includes consultation on the Policing Plan and Neighbourhood Policing.

4.3 Supporting Local Charities

The Club has a policy of allowing a limited number of charity collections each season and apart from the Football League Charity these are limited to local

charities. Over the last two seasons over £5,600 has been raised via bucket collections and local charities have been promoted. In addition to this the Managing Director of the Club took part in the Movember campaign and raised £1,411 out of a total of £1,599 raised by Dagenham and Redbridge Football Club overall.

4.4 **The Club as a Local Employer**

The Club currently employs 184 part time and full time staff, many of whom live locally. The club has 19 footballing apprentices and an apprentice Groundsman. The Centre of Excellence has 16 full time and part time staff and there are 39 staff employed as gate or cleaning staff. The club has 53 match day stewards who have been trained to NVQ level 2 in spectator safety. Having this qualification has meant that they have been able to gain employment on match days at other clubs and some worked at the 2012 Olympics and Paralympics. For some of the staff employment at the club is an essential part of their family income.

5. **Options Appraisal**

5.1 Report is for information only so an options appraisal has not been undertaken.

6. **Consultation**

6.1 This report has been produced in conjunction with the Managing Director of Dagenham and Redbridge Football Club.

7. **Financial Implications**

Implications completed by: Dawn Calvert, Group Manager Finance (Children's Services and Adults and Community Services)

7.1 Dagenham and Redbridge Football Club have received three streams of funding from the local authority:

- (i) **Sponsorship funding.** The Club have received sponsorship funding of £169,000 over the seven year period 2005/06 to 2012/13. Sponsorship funding for 2013/14 is £15,000.
- (ii) **Kickz funding.** The Club have received £22,000 to support the Kickz programme over the four year period 2008/09 to 2011/12.
- (iii) **New stand funding.** On 17 February 2009 Cabinet approved a capital grant of £250,000 and a loan of £200,000 towards the development of a new stand. The loan was to be repaid at £15,000 per annum and this repayment plan is being adhered to.

8. **Legal Implications**

Implications completed by: Shahnaz Patel, Senior Solicitor, Adults & Litigation

8.1 There are no legal implications for this report.

9. Other Implications

- 9.1 **Customer Impact** - Dagenham and Redbridge Football Club provide and support an extensive programme of activities that offer fair access to everyone in the community.
- 9.2 **Safeguarding Children** - Dagenham and Redbridge Football Club have safeguarding policies and procedures in place for all the activities they run and support. The activities and projects detailed in this report positively promote and support the physical and mental health and wellbeing of children and young people.
- 9.3 **Health Issues** - The activities and projects detailed in this report positively promote and support the physical and mental health and wellbeing of the community.
- 9.4 **Crime and Disorder Issues** - The activities and projects detailed in this report provide positive and diversionary activities for young people. Dagenham and Redbridge football Club have close links with the Police, the Safer Neighbourhood Teams, the Community Police Engagement Group and the Safer Neighbourhood Ward Panels.

Background Papers Used in the Preparation of the Report:

Dagenham and Redbridge Football Club Briefing November 2012.

List of appendices:

None