



Project receives the 'Mackenzie Presidents' Award in 2015, & youngsters enjoying StreetGolf



Valleys Golf Enterprise & Cardiff City FC Foundation Premier League for Kicks Project

An HSBC Golf Roots Plus Project in Wales has reported a 60% drop in ASBO figures.

Cardiff City's PL Kicks project, in partnership with Golf Development Wales, offers FREE sports coaching to young people aged 14-19. In 2014, as a result of HSBC Golf Roots Plus funding, and by teaming up with Valleys Golf Enterprise, the project was extended to include golf. The scheme has had a significant impact on improving community relationships between young people and the local PCSOs supporting the project. Reported instances of anti-social behaviour decreased by 60% while the sessions were taking place in the Caerphilly borough.

The project targeted youngsters from socially deprived areas and combined and compared the skills involved in golf and football. To break down barriers between the Police and young people, 5 PCSOs from Caerphilly sign posted youngsters to the activity. The programme began with PGA Coaches delivering StreetGolf sessions on Thursday evenings from 7-8pm at Virginia Park GC and were followed up by football coaching at Caerphilly Leisure Centre led by Cardiff City Community Foundation coaches. The sessions were frequently attended by 16 young people and coaches reported that *'behaviour improved dramatically'* during the programme. In early 2015, the activity was extended to a group of youngsters from Rhondda.

Crucial to the success of the project was that it gave youngsters access to sports activity in evenings when there was little else on offer. Feedback suggested participants enjoyed the 'fun of learning new sports' and the opportunity to compete against both football and golf coaches. Regular participants were trained as youth volunteers to help with delivery and were encouraged to join the StreetGames Training Academy. They were also rewarded with an invitation to take part in a PL Kicks football tournament at the House of Sport in Cardiff every ten weeks. This partnership helped to create the first StreetGolf Event in Wales at Cardiff City FC's stadium in 2015, attended by 52 youngsters from across the country.

In recognition of the project's success in using golf to promote positive life message to children, Valleys Golf Enterprise & Cardiff City FC Foundation received a Golf Foundation Presidents' Award in 2015. As well as having a positive social impact, Virginia Park encouraged youngsters to stay playing golf by offering reduced membership fees and discounted rates which has led to 4 young people involved in the project, joining the golf club. The project is a great example of how HSBC Golf Roots Plus funding can make a genuine difference in 'hard to reach' communities.

Main achievements:

- Over 18 months 75 sessions took place.
- 80 young people took part in the project, 13 became volunteers.
- PCSOs report a 60% decrease in anti-social behaviour in the Caerphilly borough.
- 4 young people joined a golf club.

Quote:

"Giving the youths something to do in the evening and improving relationships with the PCSOs made a huge difference to the behaviour of the pupils."

Gareth Bennett, Valleys Golf Enterprise



