

**ALLIANCE OF SPORT**   
*in Criminal Justice*

**ANNUAL IMPACT  
REPORT** 2019 - 2020

Not A Red Card Awards 2019

Winner of The Collaboration Award



## A WELCOME FROM OUR CHAIR OF TRUSTEES

Lucio Mesquita



As a charity, the Alliance of Sport is very young, having just completed its first year of activity. However, it comes with considerable experience and a reputable track record gained through the 2nd Chance Group CIC, under which it started life as an informal forum designed to bring together like-minded organisations. In other words, we are new, but we know what we are talking about.

Despite the challenges faced by any new organisation, we have been able to operate, from the outset, in a financially prudent way whilst developing ambitious plans for the future. Indeed, we have a lot to be proud of already and many people to thank in our first year.

Comic Relief and the John Armitage Charitable Trust made it possible for the Alliance of Sport to take its first steps as a new charity, followed by the London Marathon Charitable Trust's confidence in our ability to make a difference by fully supporting 'Levelling the Playing Field' ([www.levellingtheplayingfield.org](http://www.levellingtheplayingfield.org)), a bold programme, co-developed with the Youth Justice Board.

We know that what we are set up to do is much needed. And, if helping reduce crime and re-offending was already critical, it will become more so as we face the consequences of another global recession and considerable uncertainty borne out of the COVID-19 pandemic.

I am confident that the Alliance of Sport will play a growing part in helping us all build better, safer and happier communities as it expands its partnerships, projects and footprint in the UK and overseas.

*Lucio Mesquita*

## Who We Are

The Alliance of Sport was registered in 2019 to act as an interface for key stakeholders and a 'go-to' for community organisations, trusts and foundations, academia, sport, criminal justice agencies, governments and international agencies.

**OUR VISION IS FOR A FAIRER SOCIETY FREE FROM CRIME, IN A MORE JUST WORLD.**

Our mission is to build a better and safer society through the use of sport in the Criminal Justice System and by actively helping the Sport for Development sector in their mission to reduce violence, crime and re-offending.

“  
The Alliance has been hugely supportive in promoting the work that I have done so far. It can occasionally be a tough and lonely experience trying to drive and expand this work on my own, so to have the backing of the Alliance of Sport is very reassuring and motivating. I cannot state enough how much help I've been given and how much it means to me.”

**Pete Bell,**  
Step Out Stay Out



### OUR CORE VALUES:

#### SOLIDARITY

Together we listen, learn and advocate doing “the right thing” by stepping-in as a catalyst of change. Governance and transparency promote confidence.

#### TRUSTWORTHINESS

We must be clear about what we do, follow through on our promises, when we said we would.

#### IMPACT

We stretch the boundaries of learning and innovation, gathering the sector around our values, by building trust to co-ordinate efforts and share best practices.

#### STEWARDSHIP

Selecting trustworthy partners, guiding, monitoring, measuring and seeking feedback across the stakeholder spectrum is central to our values.



## WHY WE EXIST

Government reports demonstrate that re-offending and the over-representation of particular sections of society who become involved with the CJS remain unacceptably high. These indicators reflect the lack of trust and the sparsity of robust relationships between communities and criminal justice agencies and highlight the need for further support and reform. The overall cost to society is onerous and not well understood.

Sadly, the most vulnerable members of society and those in the lower socio-economic strata are at the forefront of this phenomenon. These comprise of individuals often on the fringes of, or already involved with the Criminal Justice System (our beneficiaries). They are often directly exposed to increased economic hardship and facing threats to their security and wellbeing.

The stubborn inequalities that already exist for so many of our beneficiaries have increased further as a result of the COVID-19 pandemic. Now there is a real risk that these issues will be exacerbated as the country faces a social and economic shock unlike any experienced in living memory.

The role of sport and physical activity in developing a healthy body and mind are well understood. Communities and families can attest to this. However, whilst our efforts to make the case for sport and physical activity within criminal justice have had some success, there is still much work to do.

An increasing number of community organisations using sport are identifying that their beneficiaries must find the energy to battle inequalities and avoid the net cast by crime and the associated consequences of criminal justice. Now they are looking to us, at AoS, for help to 'build back better'.

*The Alliance of Sport's help has enabled us, without a shadow of a doubt, to progress this initiative. It's great to have them as part of the team. Justin has opened so many doors. I can't sing his praises enough. The Alliance are just really keen to see organisations working in this landscape succeed.*

**Chrissie Wellington,**  
Parkrun



*The Alliance of Sport have been invaluable to us on so many levels both with support and showcasing the work we do within the criminal justice sector. Recently they gave us an opportunity to share best practice, demonstrate how we have learnt from setbacks we've faced and adapted our delivery accordingly.*

*They share the same passion and drive as the Leeds Rhinos Foundation to use the power of sport to support individuals on their journey of change and reduce re-offending. They have been a valuable source in linking us up with others to form further partnerships and strengthen our work.*

**Janet Sylvester,**  
Project Tutor at Leeds Rhinos Foundation

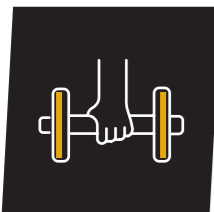


## WHAT WE DO

We believe that when used appropriately, the power of sport is one of the most effective ways to deliver transformational change. However, the inherent power sport has to achieve this remains widely misunderstood and largely under-utilised.

At AoS, we work closely with our customers to align shared purpose and values and empower a network of delivery partners who use sport to increase the health and promote the quality of life for our mutual beneficiaries, whilst actively promoting the case for sport in the Criminal Justice System.

### SUPPORT



### EVIDENCE



### COMMUNICATION



### DELIVERY



“  
”

*The guys at the Alliance of Sport have always looked out for me and gone that extra mile.*

*They made me see that sport was the route I need to take to make an impact. They planted that seed and watered it in me.*

*They've opened so many doors for me and got me around the table with organisations that have helped me in many ways. Speaking at the Beyond Sport event was a huge moment in my life and they gave me that opportunity. That began a new chapter in my life and has ultimately led to the creation of TSA Projects.*

*The Alliance of Sport have taught me the practicalities of delivering sport, mentoring, identifying areas of concern that may affect young people's chances of re-offending, structuring, monitoring, signposting... it's through those guys that I was able to put those key components of my work in place.*



**Tanayah Sam,**  
TSA Projects

## THE ACTIVITIES, AS APPROVED BY THE TRUSTEES FOR YEAR ENDED 30 JUNE 2020, WERE:

### IMPACT BY SUPPORTING OTHERS

Helping individuals and organisations in reducing violence, crime and re-offending.

### IMPACT THROUGH EVIDENCE

Capturing data to prove best practices in reducing violence, crime and re-offending.

### IMPACT BY COMMUNICATING

Clear and concise guidance about what does and does not work.

### IMPACT THROUGH DELIVERY

Building a nationwide portfolio of solutions supporting sport in criminal justice.

As a new charity, we are also focused on assuring strength in governance and financial sustainability.

## MAIN ACHIEVEMENTS

### IMPACT BY SUPPORTING OTHERS

Helping individuals and organisations in reducing violence, crime and re-offending.

The Charity has grown its network, providing a light touch support offer to 420 people and organisations, as well as a more tailored support offer for 25 different organisations in their endeavours to reduce violence, crime and re-offending.

- Support for network members has included partnership development, programme design, workforce development, monitoring and evaluation, communications and advocacy.
- Supporting others through COVID-19: During this period (March to June), the Charity engaged with 208 unique organisations and 407 individuals in over 500 hours of digital communication or phone calls. This intense level of activity continues unabated, particularly as communities are released from strict lock down protocols and are reassessing their situation.

420



Providing **SUPPORT** offer to **420 PEOPLE** and **ORGANISATIONS**

208



Throughout March to June the charity **ENGAGED** with **208 UNIQUE ORGANISATIONS**

500



Over **500 HOURS** of digital **COMMUNICATION** or phone calls



**AoS** has also played a key role in influencing and supporting others, for example:

- Launched and co-chairing the National Sports Forum for Reducing Re-offending, in partnership with HM Prison and Probation Service.
- Launched a national group in partnership with the Youth Justice Board to focus on the role of sport in helping to reduce the over-representation of black, Asian and minority ethnic children in the Criminal Justice System.
- Attending an Expert Group Meeting convened by the United Nations Office of Drugs and Crime to support the integration of sport in global youth crime prevention and criminal justice strategies.
- Member of the West Midlands Violence Reduction and Sport Strategic Board.
- Member of the Violence Against Mental Health Network (VAMHN), Lived Experience Advisory Group (LEAG)
- Board member for the UK Sport for Development Coalition
- Supporting the UK National Agency through representation and ambassadorship on the EPALE Digital Adult Learning platform and connects learning from across Criminal Justice from across the European Union.
- Supporting the development and dissemination plan for the Public Health Wales 'ACEs and Sport' training.
- Member of the BOND Sport for Development Group



**LAUNCHED** and co-chairing the National Sports Forum for Reducing Reoffending



Convened by the **UNITED NATIONS OFFICE OF DRUGS AND CRIME (UNODC)**



Member of the **VIOLENCE AGAINST MENTAL HEALTH NETWORK (VAMHN), LIVED EXPERIENCE ADVISORY GROUP (LEAG)**



**SUPPORTING** the UK National Agency through representation and ambassadorship on the EPALE Digital Adult Learning platform

## MAIN ACHIEVEMENTS

### IMPACT THROUGH EVIDENCE

Capturing data to prove best practices in reducing violence, crime and re-offending.

- AoS was privileged to have been highlighted by The Lord Chancellor Secretary of State Justice, Rt.Hon. Robert Buckland in the Ministry of Justice publication: Tackling Racial Disparity in the Criminal Justice System.
- AoS identified in the Youth Justice Board Business Plan (2020/21) as they pledge their support for AoS in effectively implementing a new national project that aligns closely with one of their strategic objectives.
- Discovering what makes effective partnerships between sport and criminal justice agencies. A new initiative led by Alliance of Sport, University of Bath, University of Gloucestershire and further supported by Manchester MET, Leeds Beckett University and South Bank University with more to come.
- Launched a new three-year partnership with the University of Birmingham who will deliver the research and evaluation for our Levelling the Playing Field project.
- AoS is proud to have contributed a chapter to a COVID-19 Global Impact research project reflecting on the differences and similarities of COVID-19's Impact on Sport for Development and Criminal Justice comparing the experience in the UK with New Zealand's.



**HIGHLIGHTED** by The Lord Chancellor Secretary of State Justice



Discovering what makes **EFFECTIVE PARTNERSHIPS** between sport and criminal justice agencies



**LAUNCHED** a new three-year partnership with the University of Birmingham



## MAIN ACHIEVEMENTS

### IMPACT BY COMMUNICATING

Clear and concise guidance about what does and does not work.

- To raise awareness, AoS has addressed 57 articles showcasing sector news and good practice in using sport for crime prevention and criminal justice.
- Social media reach at the end of year one:
  - e-newsletter reached 420 people
  - 1990 followers on Twitter
  - 325 contacts on LinkedIn
- 1 x AoS event hosted by the University of Gloucestershire, attended by 36 people.
- AoS invited to present at 12 different events reaching 310 people who had an interest in using sport for crime prevention and criminal justice.

57



**57 ARTICLES** showcasing sector news

1990



**1990** followers on **TWITTER**  
**325** contacts on **LINKEDIN**

310



Invited to present at 12 different events **REACHING 310 PEOPLE**

## MAIN ACHIEVEMENTS

### IMPACT THROUGH DELIVERY

Building a nationwide portfolio of solutions supporting sport in criminal justice.

- Supported by the London Marathon Charitable Trust, we launched the 'Levelling the Playing Field' (LtPF) project and a formal partnership with the Youth Justice Board.

LtPF is a new three year £1.7m project operating across four areas in England and Wales and uses an evidence-informed approach to promote its scalability through a framework of robust policies and good practice.

Find out more at: [www.levellingtheplayingfield.org](http://www.levellingtheplayingfield.org)



*I am so impressed with how the Alliance of Sport has grasped the role as central facilitator in sport and criminal justice, bringing organisations together from across many different sectors to form a coherent force for change in the UK and globally.*

*Personally, the connections I've been able to develop through the Alliance of Sport in three years working with them have been staggering. In that time, so many opportunities have opened up to me through their network.*

*As an academic, one of the challenges we always face is getting our research out into the real world and in the hands of people who make a difference.*

*AoS has been pivotal to me to creating that link between academics and policy makers, so our research has an impact out on the front line.*

**Dr Haydn Morgan**, Lecturer in Sport Management  
Department for Health, University of Bath

# £1.7m



LtPF is a new **THREE YEAR** £1.7m project operating across **FOUR AREAS** in England and Wales

**LEVELLING THE  
PLAYING FIELD**

## IMPACT OF COVID-19

AoS took measures as a rapid response to the COVID-19 pandemic to mitigate the effect on the delivery of our aims and assure our objectives are met. Top priority has been to assure the health and safety of our staff and associates, manage risks, opportunities and uncertainties.

The lockdown restrictions were put in place just as AoS was transitioning from its ramp-up phase to network delivery. We were fortunate to have consolidated our key management hiring process and implemented systems and controls.

Versatile communication strategy and a receptive response from our sponsors/funders ensured that timelines were adjusted by mutual consent and milestones modified. By working remotely, we have maintained a vibrant community network closely engaged with our end beneficiaries.

We continue to explore strategic options and review our operating model with a view to developing new scenario plans and forecasts. As we move forwards, AoS remains dynamic and flexible, always reflecting on lessons learned.



*The AoS Theory of Change and practical help was crucial in guiding and shaping LJ's programme, so it was adaptable and effective enough to have a lasting impact on his participants in prisons.*

*LJ reflected: "The Theory of Change is like a business model. It's a refined way of goal-setting, drawing a graph for each participant of where they are now, what they want to be when they're released, and plotting what they have to do in between to make that behavioural change happen."*

**LJ Flanders**



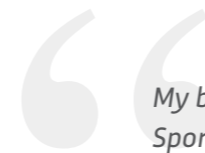
## OUR COMMITMENT TO EQUALITY

We are also actively committed to delivering programmes of systemic change. That is why we launched 'Levelling the Playing Field' to challenge and reduce the over-representation of ethnically diverse groups of children involved with the Youth Justice System.

LtPF was conceived in response to MP David Lammy's 2017 independent review into the treatment of, and outcomes for, black, Asian and minority ethnic (BAME) individuals in the Criminal Justice System (CJS).



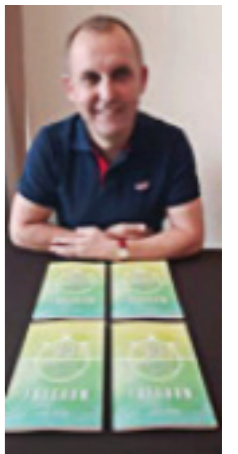
In his report, Lammy said: "My biggest concern is with the youth justice system. This is regarded as one of the success stories of the CJS, with published figures showing that, compared with a decade ago, far fewer young people are offending, re-offending and going into custody. YOTs were established by the 1998 Crime and Disorder Act, with a view to reducing youth offending and re-offending and have been largely successful in fulfilling that remit. Yet despite this fall in the overall numbers, the BAME proportion on each of those measures has been rising significantly."



*My book simply wouldn't have happened if it weren't for the Alliance of Sport bringing me together with the MoJ and other people from across the sector.*

*The Alliance of Sport gives you a very specific platform around sport and physical activity and linking it to the criminal justice agenda. That encompasses the full range, from diversionary activities for young people to projects in prisons to how sport has helped people in their journey of desistance and rehabilitation. Accessing sport activity right across the board in criminal justice has been a huge help to my work.*

**Jamie Grundy**





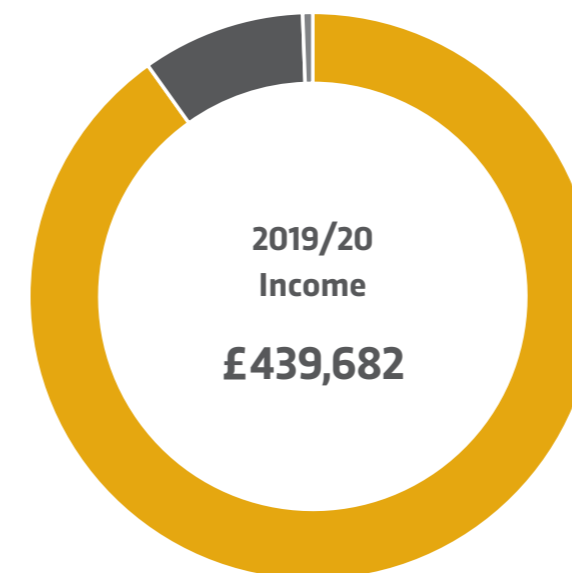
## FINANCIAL REVIEW

These summary financials are extracted from the Annual Report included in our audited accounts for 2019 – 2020 which were approved by our Board of Trustees on 29th October.

“The Alliance of Sport are continually innovating and seeking creative ways to respond to some of the most difficult challenges in the justice system. Their work is to be greatly applauded.

Where others aren't always good at sharing good practice or giving their time, the Alliance of Sport take a truly collaborative approach that is rare elsewhere in the sector. They are incredibly good at connecting people, sharing resources and reaching out to organisations to ensure their impact is the greatest it can possibly be.”

**Professor Rosie Meek,**  
Department of Law and Criminology, Royal Holloway University of London

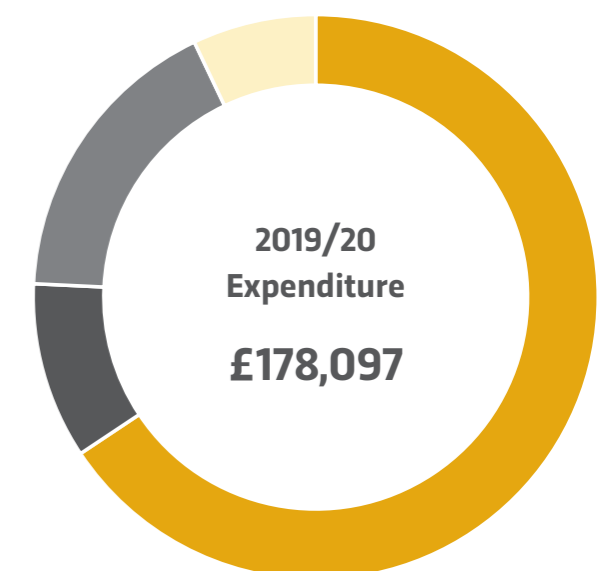


<b>Trusts and Foundations:</b>	
London Marathon Charitable Trust	£247,471
Comic Relief	£90,000
John Armitage Charitable Trust	£72,000
<b>Donations</b>	£28,633
<b>Income from training</b>	£1,578

**For every £1 spent on raising funds in 2019-2020  
£24 was raised to invest in our work**

### EXPENDITURE BREAKDOWN

<b>Charitable activities:</b>	
Impact by supporting others	£25,611
Impact through evidence	£25,800
Impact by communicating	£16,271
Impact through delivery	£48,660
<b>Raising funds</b>	£18,554
<b>Support costs</b>	£30,672
<b>Governance</b>	£12,529





## WE MUST THANK THE FOLLOWING.....

Ace Hub Wales, Active Black Country Partnership, Active Communities Network, Active Lancashire, ADFAM, Andrew Parker Consulting, Association of Police and Crime Commissioners, Association of YOT Managers, Believe Perform, Beyond Sport, Birmingham children's Trust, Birmingham College University, Birmingham YOT, Black Training and Enterprise Group, Cardiff City Community Trust, Catch-22, Charlton Athletic Community Trust, Clinks, Comic Relief, Commonwealth Secretariat, Connect Sport, Coventry Sport, Coventry Police, Coventry YOS, Coventry Youth Partnership, Crime Stoppers (Fearless), Croydon YOT, DAC

Beachcroft LLC, DCMS, Do-IT Profiler, Edgework Consultancy, El Desafio Foundation, English Football League Trust, EPAL, Erasmus UK, European Football Development Network, Exeter City Community Trust, Fight for Peace, G4S, GE Fitness, Health & Fitness Education, Herefordshire & Worcestershire Sports Partnership, HMP&YOI Eastwood Park, HMP&YOI Feltham, HMP&YOI Parc, HMP Oakwood, HMP/YOI Usk & Prescoed, HM Prison and Probation Service, HMPPS Youth Custody Service, Homeless Rugby (Wales and Scotland), Home Office, John Armitage Charitable Trust, John McAvoy, Kaleidoscope, Lambeth YOT, Leeds Beckett University, Leeds Rhinos Foundation, Level Playing Field, Lewisham YOS, Liverpool Johns Moore University, London Marathon Charitable Trust, London Sport, Manchester Met, Merseyside Expanding Horizons, Ministry of Justice, MOPAC, Nacro, New Philanthropy Capital, Newport Live, NHS England, NOVUS, Parkrun, Plymouth Argyll Community Trust, Positive Youth Foundation, Prisoners Education Trust, Public Health England, Public Health Wales, Rainsbrook STC, RecoverEd, Refresh IT, Rotherham YOS, Royal Holloway University London, Rt.Hon. Lord McNally, Salford Community Centre, Salford Community Co-operative, Saracens Sport Foundation, SEMH Pathfinders, Sheffield YOS, South Gloucestershire YOS, Sport Birmingham, Sport England, Sport for Development Coalition, Sporting Equals, Sport Wales, Staffordshire YOS, Step out Stay Out, Street Games, Street Soccer Scotland, Service User Involvement Team (SUIT), Sussex Police, Swansea

University, TAO Business, Thailand Institute of Justice, Think Active, TSA Projects, UK National Agency (Ecory's), UKSDN, UNICEF, United by Birmingham 2022, University of Bath, University of Birmingham, University of Glasgow, University of Gloucestershire, University of South Wales, University West of England, Unlock Graduates, UNODC, UpShot, VAMH Network, WESPORT, West Midlands VRU, Wolverhampton YOT, Yorkshire Sport Foundation, Youth Justice Board



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