

# Hertfordshire's Big Hit

## End of Year Two Report – Sept 2017-Aug 2018

### What is Hertfordshire's Big Hit?

In April 2016 the University of Hertfordshire (Herts Sports Partnership) was awarded £320,000 from the Big Lottery Reaching Communities fund to deliver a three-year, countywide project titled **Hertfordshire's Big Hit (HBH)**. Using the sport of boxing, the project declared three key outcomes:

- 1) There will be a reduction in reported incidents of antisocial behaviour and crime for young people aged 7-15 in the target areas;
- 2) The physical and mental wellbeing of young offenders aged 7-15 will improve.
- 3) The self-confidence and self-esteem of young offenders aged 7-15 will increase.

The project officially started on 5th September 2016 following the employment of Bob Williams as a Social Inclusion Boxing Development Officer. Sessions are delivered through Box Cleva; a charity which already has a proven track record in this type of work, and established links with boxing clubs across Hertfordshire.

Hertfordshire's Big Hit has just entered its third (and final) year of its initial funding period and this report provides some detail about its operation and impact in year two (Sept 2017 – Aug 2018).

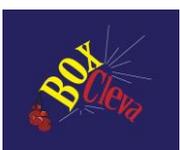
### What happened in Year Two?

Throughout year 2 of the Hertfordshire's Big Hit the project has successfully delivered 36 sessions at 11 projects (10 locations) across the county. The sessions continue to be well attended with further demand on some project locations to begin a second weekly session.

The locations of the projects were Borehamwood, Cheshunt, St Albans, Watford (x2), South Oxhey, Welwyn Garden City, Hemel Hempstead, Hitchin, Letchworth, Stevenage.

Employing Bob Williams as a Boxing Development Officer to lead the project, alongside Hertfordshire Sports Partnership (HSP), continues to be a great success combining his knowledge of each boxing club along with his many years of expertise in the boxing world.

Every project is delivered by local boxing club instructors which serves multiple purposes:



- They know their local communities well allowing them to push the programme where it is most needed as well as knowing the issues that most affect them.
- They are trusted members of the community and therefore much more approachable to the young people that we are targeting.
- They are able to facilitate a pathway for older participants to continue boxing within the club if they wish to.

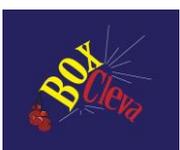
Training for the instructors has been less focused towards formal courses this year as the majority already held the necessary qualifications. We have continued to combine the physical non-contact boxing activity with the educational elements of each weekly session with the addition in year two of adding the expertise of a Neuro Linguistic Practitioner (NLP). The NLP visited each project to deliver a session with the children followed by a CPD session with the boxing instructors focusing on how to incorporate NLP techniques into their delivery. These sessions were surrounding mental wellbeing issues and encouraging the young people to talk about their feelings and how to overcome issues, reaffirming that 'it is ok not to be ok'. A practical example used was referencing when Bear Grylls teamed up with World Champion boxer Anthony Joshua and he was openly scared about abseiling as it was out of his comfort zone.

The instructors were also supplied with a booklet with more information about effective communication techniques and approaches that are most likely to create good rapport with the children.

Another new addition in year two delivery was the introduction of a central 'Celebration Day' rather than each location holding their own awards at their respective clubs. This event was held at the University of Hertfordshire and consisted of a combination of Box Cleva skills & education assessment, lunch and an awards ceremony in the university auditorium. The event was also attended by each project's local dignitaries, boxing celebrities and other VIPs from the local community.

We work closely with each Local Authority's Sports Development Officer's (SDO), discussing any issues arising or celebrations to be made. Project updates are provided at quarterly SDO meetings by HSP with any appropriate actions decided upon. Conversations are beginning now with this group to address the issue of project legacy and sustainability.

Risk Management is an area we continue to keep at the forefront of the project's operations. Box Cleva ensure that all the project venues (predominantly boxing clubs) have risk assessments in place and that all delivery personnel hold the correct qualifications. We also worked closely with HSP's Lead officers for safeguarding in producing a comprehensive safeguarding plan for the end of year Celebration Day.



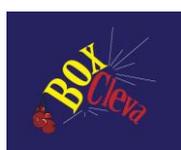
## Participant Details

The following figures have been collected from the register data that was routinely collected at each HBH project. The data has been compiled and presented to show the number of attendees and the total attendances for both each project as well as the programme as a whole.

	Total Individuals	Total Boys	Total Girls	Disability
Cheshunt	50	39	11	6
Borehamwood	63	40	23	4
Watford (Tues)	48	41	7	6
Watford (Thurs)	70	52	18	6
Stevenage	40	29	11	4
Welwyn GC	55	48	7	5
St Albans	41	36	5	7
Letchworth	28	22	6	6
South Oxhey	30	21	9	8
Hitchin	25	19	6	3
Hemel Hempstead	32	31	1	16
<b>Total Number</b>	<b>482</b>	<b>378</b>	<b>104</b>	<b>71</b>
<b>Percentage</b>		<b>78.42%</b>	<b>21.58%</b>	<b>14.73%</b>

	Total Attendances	Boys Attendances	Girls Attendances
Cheshunt	648	504	144
Borehamwood	576	360	216
Watford (Tues)	720	602	118
Watford (Thurs)	720	510	210
Stevenage	432	324	108
Welwyn GC	684	604	80
St Albans	432	398	34
Letchworth	396	302	94
South Oxhey	622	410	212
Hitchin	450	280	170
Hemel Hempstead	710	698	12
<b>Total Number</b>	<b>6390</b>	<b>4992</b>	<b>1398</b>
<b>Percentage</b>		<b>78.12%</b>	<b>21.88%</b>

Ages	Percentage %
5 – 9 years	35
10 – 14 years	63
15 years	2
Total	100



# Project Outcome Progress

During the inception of the HBH project there were three intended project outcomes identified. The following section details the project outcomes, which are split into a number of change indicators, and the data collected to demonstrate progress in each area.

**Project Outcome 1: There will be a reduction in reported incidents of anti-social behaviour and crime for young people aged 7 - 15 in the targeted areas.**

**Change Indicator: Police services will report a reduction in ASB and crime for young people aged 7 - 15 in the target areas.**

Box Cleva collated data regarding reported incidents of anti-social behaviour (ASB) from sources suggested to us by the police service: police.uk and crime-statistic.co.uk. Differences were identified by comparing incidents reported in a one-month period (March) in consecutive years. This data doesn't allow searches split into age groups so unfortunately it is all encompassing; however, it still gives a general idea of ASB rates.

There were reductions in the reported incidents of ASB in eight of the ten project locations when comparing local crime statistics over the same time periods from 2017 and 2018. This difference was as high as a 74.1% reduction in St Albans.

When comparing the same data across the previous two years (since Hertfordshire's Big Hit began) nine of the ten local authority areas have seen a reduction in reported ASB offences ranging between 8.4% - 62.5% reductions.

Whilst we acknowledge that the reductions of ASB cannot be solely accredited to Hertfordshire's Big Hit, we continue to work in partnership with the police on the understanding that it is contributing to these statistics.



University of  
Hertfordshire **UH**



Below is the document created by Box Cleva demonstrating ASB level comparison per project location from over the last two years.

## BOX CLEVA ANTI SOCIAL BEHAVIOUR COMPARISON BY INITIATIVE

### A. Annual Impact Assessment – 2017 to 2018

LOCATION	2018	2017	CHANGE + / -
Borehamwood	80	93	13
South Oxhey	28	39	11
Cheshunt	112	118	6
St Albans	36	139	103
Watford	51	95	44
Welwyn G C	89	65	24
Hemel Hemp	142	123	19
Hitchin	32	40	8
Letchworth	43	44	1
Stevenage	41	57	16

#### Assessment Method

Direct comparison of ASB rates between two annual periods – March 2017 and March 2018.

### B. Impact Assessment – Three Years

LOCATION	2018	2017	2016	CHANGE + / -
Borehamwood	80	93	129	49
South Oxhey	28	39	45	17
Cheshunt	112	118	166	54
St Albans	36	139	96	60
Watford	51	95	115	64
Welwyn G C	89	65	67	22
Hemel Hemp	142	123	155	13
Hitchin	32	40	43	11
Letchworth	43	44	57	14
Stevenage	41	57	88	47

#### Assessment Method

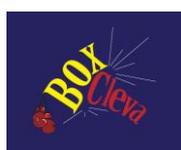
Direct comparison of three annual ASB rates, covering March 2016, March 2017 and March 2018.

#### Interpretation

Both assessments are interpretive, making allowance for areas adjoining the locations of each initiative. As a result, there will be a non-quantifiable margin of error in both.

#### Data Sources

Two sources of independent data have been used – Police.UK website and crime-statistics.co.uk website.



**Change Indicator: Stakeholders and parents will report an improvement in the beneficiary's behaviour.**

The boxing instructors reported a much easier introduction to the year with far less behavioural issues compared to year one. They attributed this to the large numbers of returning young people. Not only did these returning participants already know the expectations of the project, but they were also able to influence the new attendees.

Within the case studies/parent testimonials that we were able to collect in year 2 there were significant behavioural benefits credited to the project such as:

"I have seen (my son) improve his ability to control himself" - Parent, Hitchin HBH Project.

"He will express how he is feeling instead of having outbursts of angry tantrums." – Parent, Letchworth HBH Project.

"My son has really come out of his shell since he has been coming to boxing at the venue in Borehamwood. Thank you all again." - Liam's Mum, Borehamwood HBH Project.

We were also able to produce a video to show some of the impact at the St Albans HBH project which shows both parent and young person views of the project and the effects it has had. The video can be viewed here:

<https://www.youtube.com/watch?v=iz94rF9dPlc&feature=youtu.be>

**Project Outcome 2: The physical health and mental wellbeing of young offenders aged 7 – 15 will improve.**

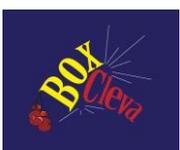
**Change Indicator: People using the service will report improvements in health and wellbeing.**

In order to monitor personal feelings and viewpoints of the young people each participant is invited to complete an iPad based Snap survey before and after the annual delivery.

This method saw fantastic improvements in year 1 with significant improvements shown in all of the key outcome areas. We have found in year 2 that whilst the scores have remained high they do not show the same dramatic improvements due to much high baseline scores.

In order to measure health & wellbeing the young people were asked the question "I feel fit and healthy". At the end of year 2 91.9% of the participants answered 'Most of the time' or 'Quite often' to this question with a further 5.5% answering 'Sometimes'.

Throughout the parent testimonials there were numerous comments on improving fitness, enjoyment and excitement about returning to their weekly sessions such as:



“Excellent fitness and a great coach!” - Parent, Letchworth HBH Project.

“Fantastic idea, fitness discipline, self-esteem & confidence for youngsters. ‘Real boxing is far better for you than X-Boxing!’.” - Parent, Watford HBH Project.

**Change Indicator: People using the service will feel less lonely and isolated developing friendships.**

92.8% answered ‘Most of the time’ or ‘Quite often’ to the question “I am happy with the relationships I have with my friends” with a further 2.7% answering ‘Sometimes’.

A further 91.9% of participants answered ‘Most of the time’ or ‘Quite often’ to the question “I have felt ok about talking to people” with a further 7.2% answering ‘Sometimes’.

Lastly 90.8% answered ‘Most of the time’ or ‘Quite often’ to the question “There's been someone I felt able to ask for help” with a further 6.3% answering ‘Sometimes’.

Numerous comments in the parent testimonials suggest the social benefits to that their children have experienced such as:

“He has forged good friendships too.” - Ciaran’s Mum, Letchworth HBH Project.

“It has made him more confident and more friends.” - Parent, Letchworth HBH Project.

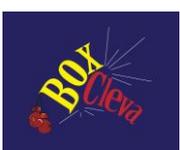
“The children gain lots of confidence, lots of new skills and get the opportunity to meet new friends.” - Parent, Hemel Hempstead HBH Project.

**Project Outcome 3: The self-confidence and self-esteem of young offenders aged 7 - 15 will increase.**

**Change Indicator: People using the service will report an increase in self-confidence.**

89.2% answered ‘Most of the time’ or ‘Quite often’ to the question “I’ve been feeling confident” with a further 7.2% answering ‘Sometimes’.

Increased confidence was the most noted improvement when asking the parents about the effect that the programme has on their children with quotes such as:



'Since coming to boxing he has grown in confidence and doesn't find expressing himself such a challenge.' - Ciaran's Mum, Letchworth HBH Project.

'It has really helped his confidence grow, he looks forward to going every week.' - Jack's Mum, Borehamwood HBH Project.

'Great club, excellent fitness & confidence building' - Sam Enright (parent), Borehamwood HBH Project.

Whilst we have not been able to quantify it, the boxing instructors have reported a positive difference in introducing the NLP techniques into their sessions in regards to encouraging the young people to be confident to talk about their thoughts and feelings.

**Change Indicator: People using the service will report an increase in self-esteem/self-worth.**

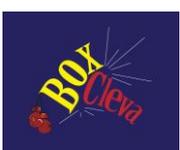
85.6% answered 'Most of the time' or 'Quite often' to the question "I take a positive attitude towards myself" with a further 11.7% answering 'Sometimes'.

90.1% answered 'Most of the time' or 'Quite often' to the question "I am happy about what may happen to me in my later life", with a further 6.3% answering 'Sometimes'.

This was further supported by quotes from the parent feedback such as:

'He feels it makes him have confidence and self-esteem.' - Enzo's Mum, St Albans HBH Project.

'My four children go to the Stevenage club & George & Wayne have worked wonders for their confidence and self-esteem.' - Parent, Stevenage HBH Project.



University of  
Hertfordshire **UH**



# Monitoring and evaluation techniques

We have used, and will continue to use, the Snap Survey that has been in place since the start of the first year as it provides a constant measurement of the impact of the project.

In year 3 we will be adding the ability to track individuals throughout the surveys rather than just group scores. This will allow us to more accurately show project effects by identifying specific trends in the data; giving us the option to omit those that did not enter both pre and post.

Another addition to year three is that we also plan to have a focus each month on a different project location (over the ten months of delivery) where we will celebrate the project's success through various media channels (with the necessary permissions and anonymity) and collect some positive personal stories/case studies. The idea is that each location will have its chance to be in the spotlight and by having ten sets of case studies we can use to demonstrate the project impact, and Box Cleva can use in the pursuit of funding for sustained delivery.

At the end of the year a report will be made of the three-year project, its achievements, some positive case studies and a legacy plan for how to move forward after the funded project has ended.

## Project Outreach

Throughout year two we have supported a total of 482 young people within the programme. This surpasses the goal of positively affecting 300 young people a year within the project, although this does of course include varying levels of attendance. The total number of attendances over the project in year two was 6390 which surpasses the goal of 300 young people attending at least half of the sessions (5400 attendances).

We have continued to work with local referral agencies to ensure that young people that are in need of the project are able to access it. However, one big difference in year two, in comparison to year one, is that we have also had a lot of attendance increase through word of mouth referrals (current participants' families/friends etc). This has proved to be a good way of accessing young people from similar backgrounds to those that have previously been referred in by other agencies.

Over the course of the programme we have become better linked to the police CYP teams presenting at their group meetings on various sport for social change projects. This will help HSP maintain and strengthen the referral process for HBH.



# Overall lessons learned

## What worked well in year 2?

The introduction of the CPD professional attending each location was a particular success as it gave them a chance to tailor their material to each project's individual requirements. This approach allowed us to overcome issues of instructors being reluctant to travel to a central training venue by bringing the training to them.

The end of year Celebration Day was a fantastic success. Bringing the young participants together allowed us to demonstrate how they belong to a much wider network outside of the group they meet with each week. It also gives us a chance to invite local VIPs and potential future funders to see the project first hand, learn more about it and demonstrate how they may be able to further support it's sustainability in the future. It also allowed us to bring young people from the project to an institute of high education (which for most would be their first ever visit) where we were able to showcase the opportunities it could bring in an attempt to raise aspirations for the young people's futures.

## Year 2 challenges

The introduction of the new GDPR laws resulted in a lot of concern within the projects due to the high numbers of young people, in particularly from vulnerable backgrounds, coming into the boxing clubs. We worked closely with Bob to deliver any necessary training and help share best practices in order to help protect the clubs and the programme from any wrong doing.

During the programme design we hadn't anticipated the level of returning participants. Whilst we are delighted to see this behaviour change, leading to regular and sustained activity for the young people, this has resulted in the need to evaluate and refresh the educational programme and assisting the instructors to support the mixed ability/experienced groups.

Also, as mentioned earlier in this report, it was found harder to show outcome improvements in year two due to the majority of the participants continuing from year one, and therefore having much higher baseline scores. However, through comments from parents and instructors it is evident that that improvements are still showing. This will be kept in mind for year three evaluation methods – for example ensuring that participant entries can be tracked to the individual, rather than relying on a whole group score.



### Plans to build on lessons learnt

Our intended learning is now going to turn to how to create a sustainable workforce and project through the final year of the programme in order to put each club in the best position possible to encourage ongoing delivery once the BLF funding period ends. Initial discussions are to be held on a local basis in order to establish what will work best for their project.

## Plans for Year 3

To summarise what we expect to deliver and achieve in year three:

### Activities

We aim to maintain the same levels of high-quality session delivery throughout the final year of the funded programme.

We will encourage the Hertfordshire's Big Hit workforce to finish the year fully prepared and qualified to give the project the best chance possible to continue operating once the funding period ends.

### Milestones

We plan to build on the success of the Celebration Day to raise the profile of the project and the Big Lottery Fund support by inviting more people who will assist in the sustainability of the programme.

### Targets

- To develop a sustainable workforce to encourage future practice.
- To create a wealth of case study evidence for the impact of the programme.
- To equip the delivery staff with the tools required to encourage project sustainability.

### Financials

- We plan to operate to the original budget proposal.
- We plan to work closely with all LA's to collect any outstanding match funding contributions.
- We plan to work with local organisations to sustain delivery.

## If you have any questions or suggestions

Hertfordshire's Big Hit is managed by Herts Sports Partnership Project Officer Will Slemmings. If you have any questions or suggestions regarding the project please contact Will on [w.slemmings@herts.ac.uk](mailto:w.slemmings@herts.ac.uk)

