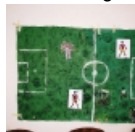


Albion Goals

United Kingdom



Jacob Naish



NOT JUST ABOUT FOOTBALL - IT'S MORE IMPORTANT THAN THAT!

Organization type:

nonprofit/ngo/citizen sector

Budget:

\$1 million - \$5 million

Website:

<http://www.seagulls.co.uk/page/CommunityHome/0,,10433.00.html>

 [SHARE](#)

- [Adult education](#)
- [Employment](#)
- [Health education](#)
- [Housing](#)
- [Mentorship](#)
- [Sports](#)
- [Volunteerism](#)

Project Summary

Elevator Pitch

Concise Summary: Help us pitch this solution! Provide an explanation within 3-4 short sentences.

Empowering the 700+ people living in supported housing in Brighton & Hove, currently excluded from society because they are homeless, or ex-convicts, and seeing them reintegrated through football and recast as inspiring role models with something to offer their communities.

About Project

Problem: What problem is this project trying to address?

The problem: Too many adults living in Supported Housing do not have basic qualifications, or the skills necessary to re-enter the workplace. They also lack the confidence to stay in the job market and make the leap from dependence to independence. In Brighton and Hove, there are over 700 adults living in Supported Housing, most of whom are vulnerable, and either recent offenders, or recently homeless; many of them are both. In the UK in 2002, the cost of recorded re-offending alone was £11 billion per year. Each re-offender is likely to be responsible for crime costing the state £65,000, and the cost of imposing a sentence and keeping a prisoner incarcerated is on average £67,000 for the first year alone (ODPM 2002).

Solution: What is the proposed solution? Please be specific!

In a city with the highest Drug death rate per capita in the UK, and with its own set of health and employment problems, our idea is unique because it steps outside of the formal and traditional methods of reengaging adults Not in Education, Employment or Training (NEETs). We have begun to engage a set of 12-15 young men, all of whom have either recently been in prison or who are homeless, in regular inclusive football sessions - nothing like this is currently happening in our locality. In 2002, the cost of recorded re-offending in the UK was £11 billion per year. Each re-offender is likely to be responsible for crime costing the state £65,000, and the cost of imposing a sentence and keeping a prisoner incarcerated is on average £67,000 for the first year alone (ODPM 2002). Thus a cost and time intensive approach, that spends a lot of time with participants in doing non-traditional, non-formal activities, that although football based, in fact promote reintegration in the job market and society in general, is justified. We initially take a 'hand's off' approach to get participants to the sessions, and then begin to ask the players to take responsibility for themselves, whilst constantly edging them towards football based education and training that expands their horizons, and challenges them to think about the 'realms of the possible'. In just 12 weeks, two of the participants have gained work, two of our players have gained a Level one qualification, and one of our participants is one step away from representing England at the Homeless World Cup in Brazil this year. We want to take this innovation and expand it to encompass all the supported housing units in Brighton & Hove, opening it to men and women over 16 years old.

Impact: How does it Work

Example: Walk us through a specific example(s) of how this solution makes a difference; include its primary activities.

In just 12 weeks, two of the participants have gained work, two of our players have gained a Level one qualification, and one of our participants is one step away from representing England at the Homeless World Cup in Brazil this year.

About You

Organization:

Albion in the Community

[Visit website](#)

Section 1: About You

First Name

Jacob

Last Name

Naish

Website

<http://www.footballoutreach.com>

Organization

Albion in the Community

Country

Section 2: About Your Organization

Organization Name

Albion in the Community

Organization Phone

Organization Address

Organization Country

, BNH

Your idea

Country your work focuses on

, BNH

Website URL

Innovation

Do you have a patent for this idea?

Impact

Actions

Building on our current group from William Collier House, Olympus House, and Clocktower Sanctuary, we will develop inclusive and participatory football sessions that are regular and free. We will then use those sessions as referral points onto our Education department, where nationally accredited qualifications and routes to employment can be gained in a Football specific environment, at our stadium.

Moving participants onto FA Level 1 coaching qualifications, amongst numerous other qualifications offered at our scheme, allows for the possibility of participants running new and more sessions in the city for the client group.

Results

We predict the following results:

1. An increase in qualifications amongst the target group
2. An increase in employment amongst the target group (National Indicator 45, 144, 151)
3. An increase in number of the target group living in stable housing (National Indicator 46, 143)
4. An increase in number of the target group participating in football (National Indicator 8)
5. A reduction in reoffending rates in the target group (National Indicator 21, 30, 18, 38 and 19)

What will it take for your project to be successful over the next three years? Please address each year separately, if possible.

Year One:

We need - a targetted and widespread 'outreach' into the Supported Housing stock in Brighton & Hove, and this needs to be spearheaded by capable and able staff members that are confident and comfortable with the client group.

We need - funding to provide regular coaching staff at numerous different locations within the city.

We need - funding to pay for the qualifications for our client group, that will then move them closer to employment, education or further training.

We need - more volunteers to cater for the needs of the client group beyond the football field and the classroom.

We need - access to the media to spread the message that the client group can be so much more than 'ex-offenders' and 'ex-homeless'.

Year Two:

We need - funding to pay for participants to start running their own coaching sessions, under mentorship from Albion in the Community coaches.
We need - funding to maintain the referrals onto qualifications, which in turn lead to employment, education, and training.

What would prevent your project from being a success?

Threats:

A lack of will power from people in the city to engage with the client group.
Inability to find funding.

How many people will your project serve annually?

101 1000

What is the average monthly household income in your target community, in US Dollars?

\$50 - 100

Does your project seek to have an impact on public policy?

Sustainability

What stage is your project in?

Operating for less than a year

In what country?

, BNH

Is your initiative connected to an established organization?

Yes

If yes, provide organization name.

Albion in the Community

How long has this organization been operating?

More than 5 years

Does your organization have a Board of Directors or an Advisory Board?

Yes

Does your organization have any non-monetary partnerships with NGOs?

Yes

Does your organization have any non-monetary partnerships with businesses?

Yes

Does your organization have any non-monetary partnerships with government?

Yes

Please tell us more about how these partnerships are critical to the success of your innovation.

We assess progress against national indicators on employment, anti-social behaviour, crime, offenders reintegrating, health, and attainment of qualifications for 16 - 25 year olds. We will continue this throughout this innovation, and utilise our success to access more support from local and national government.

What are the three most important actions needed to grow your initiative or organization?

1. We need funding!: This is a very cost and time intensive group to work with, but it is worth it because their cost to the state if they are not re-integrated is very high. A look at the 'Problem' section illustrates the cost to the state of this issue.
2. We need more people to invest more time in reintegrating offenders and those who have been homeless!: time and care are needed with this group, and plenty of non-formal, non-traditional activities that get them out and away from their traditional 'Hang-Outs'.
3. We need to provide the community with more opportunities to meet, interact and socialise with this group!: with our support, offenders, ex-addicts and the ex-homeless can then demonstrate their potential contribution to society, and thus enable more opportunities and benefits amongst their community.

The Story

What was the defining moment that led you to this innovation?

We have been working with over 11,000 marginalised young people under 18 for over five years in our locality now. In 2009 we met a former participant who had now gone 'off the rails' somewhat, and had been in trouble with the police, and was living in supported housing. We then got him back involved with our organisation as a coach, and the transformation for him has been amazing. He is now a role model for other young people and a leader for the Albion.

We knew then that we had to find some way to engage the most marginalised people that are beyond the range of our core activities.

Tell us about the social innovator behind this idea.

Its not really one person... Three of our staff were all taken by both the experience detailed above, and looking at a similar model run by an organisation called Street League in London, which we all respected.

This led us to develop the idea for the innovation.

Stuart Christie is Health and Partnerships Manager at Albion in the Community - a graduate and former semi-professional footballer in the US.

Darren Teague is Community Development Manager at Albion in the Community and a passionate champion of inclusion in Brighton & Hove.

I, Jacob Naish, am Assistant Community Development Manager and International Programmes manager at Albion in the Community; an International Relations graduate, I have lived and worked on football for social change projects in Africa, the Middle east and the UK for the last 6 years.

How did you first hear about Changemakers?

Through another organization or company

If through another, please provide the name of the organization or company

Coaching for Hope

Source URL: <https://www.changemakers.com/football/entries/albion-goals#comment-0>