

Case Study – Centre Spot

Amount Granted: £4,500 (Urban Living Community Chest – Date Completed: December 2009)

The Project: Shoot 4 Boots

Shoot 4 Boots involved:

- ⊙ A 1 week summer holiday coaching camp (non residential) in a park in Sandwell
- ⊙ Shoot 4 Boots coaching sessions, young people were invited to attend and take part in free coaching sessions. They also had the opportunity of receiving reconditioned football boot (collected by members of the management from professional football clubs, academies, centres of excellence and football clubs.
- ⊙ Identifying suitable young people to put forward for further training in sports coaching to explore their leadership potential.



Total number of people benefiting from this project: 53 (44 young men & 9 young women)

Area of Benefit: Inner City Birmingham

Why was the project needed?

The project was needed to:

- ⊙ Give participants a sense of pride and increased self esteem,
- ⊙ Promote a greater understanding of solidarity and respect through multi-cultural activity,
- ⊙ Improve local residents social and economic life chances,
- ⊙ Provide young people with new qualifications in coaching and child protection to become coaches and mentors,
- ⊙ Increase uptake in physical activity,
- ⊙ Become a suitable alternative from drinking alcohol and anti-social behaviour.



The difference the project has made:

The project has been very positive to participants, providing young people from deprived areas with the opportunity to benefit from sporting activity which they would otherwise not have access to. The benefit to community cohesion has been achieved by bringing together people from different backgrounds to mix and make friends; there has been an increase in the uptake of physical activity.

Quote:

"I really enjoyed the camp, and my new Nike boots are sick! I can't wait to take them to school on Monday to show my friends. I also like them because they are red, and that is my favourite colour."

(Dexter, Participant, Shoot 4 Boots)

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