

PROPOSAL FORM

#GlasgowCommunities

PEOPLE
MAKE
GLASGOW
COMMUNITIES

Name of building / venue / facility		
Easterhouse Sports Centre		
Name of your organisation		
Easterhouse CSH Partnership		
Please provide details of the legal status of your organisation		
Charity (please provide Charity No if applicable)	<input type="checkbox"/>	
Scottish Charitable Incorporated Organisation (SCIO)	<input type="checkbox"/>	
Company Ltd by Guarantee	<input type="checkbox"/>	
Community Club/ Sports Club	<input type="checkbox"/>	
Other (please specify)	X	Partnership between a Sports Governing Body (with a charitable foundation) and the Easterhouse Community Sports Hub
Do you have a formal constitution/ governance documents? (please provide a copy)		YES <input checked="" type="checkbox"/> NO <input type="checkbox"/>
<p>Each organisation has their own governance documents, but the partnership is newly formed and yet to confirm governance process. It is possible that the Basketball Scotland Foundation would be the vehicle for any initial agreement as a long term governance structure is established.</p> <p>Documentation can be provided for each of the organisations on request.</p>		
Tell us about your proposal for the building/ venue/ facility and how you see this operating. Provide some detail as to why your organisation is well placed to deliver the benefits that will flow from the proposal.		
<p>The proposal is to reopen the Easterhouse Sports Centre to benefit the geographic community of Easterhouse & the surrounding area and the wider sporting community in the West of Scotland. There will be a focus on basketball and a range of community-led activities including a variety of the sports delivered within the hub.</p> <p>A core focus is using the expertise and local connections of the Easterhouse Community Sport Hub (ECSH) to increase the hubs ability to engage members of the local community in a wider range of sport and physical activity with the aim of benefitting physical, mental and social health. The facility will provide resources, services and activities that will assist the wider regeneration of Easterhouse, addressing the overall capacity of the community and its population.</p> <p>Our intention, following consultation, is to repurpose some areas of the centre to provide additional space for activities that the local community are interested in.</p>		

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We envisage the centre delivering a range of activities while providing a home base to grow and develop basketball in the area.

The partnership is well placed to deliver benefits as we have:

- Knowledge of and connection to the local community
- Connection with a large number of sports clubs and potential users
- Experience of owning and operating facilities for community benefit
- Experience of developing and growing sporting provision
- Expertise in specific sports, including coaches and staff
- Access to resources and partnerships at a national level that can have local benefit
- Experience of and access to expertise across key areas including business planning, income generation, accessing grant funding, sports marketing, youth work and community engagement.

Longer term, we intend work towards using the facility as a focal point for community benefit. The facility would be a base to deliver support/ programmes in whatever form is most needed by the community.

Tell us about the benefits that you expect to generate from this proposal and how these might meet an existing need. Will your proposal benefit the local community, a community of interest or both?

The Partnership is focussed on having a positive impact focussed primarily on the local community, with a secondary focus on the wider basketball community-of-interest in Glasgow and the West of Scotland.

It is our intention to continue to develop our engagement and understanding of the local community and to focus our delivery to meet the needs of the community. However, based on our current insight, we expect to deliver the following benefits:

- Improved access to physical activity resulting in a positive impact on the physical and mental health of the local community
- A heightened sense of community belonging leading to a reduction in anti-social behaviour
- An expansion of **basketballscotland's** "youth work through sport" approach supporting more young people in the community towards positive destinations

The Easterhouse CSH Partnership has a demonstrated track record in delivering significant community benefit, meeting the existing needs of the Easterhouse community in these areas.

Access to Physical Activity and associated Health Benefits

Access to positive physical activity has been severely reduced in this community. The East End of Glasgow has been the hardest hit in the city, with only 3 of the 9 community spaces reopened post-COVID. This has resulted in community groups being unable to operate and provide services or providing significantly reduced programmes.

The reduction in physical activity spaces comes at a time when physical activity within schools have been limited due to restrictions, further limiting the opportunities for activities which have positive physical, mental and social health benefit. These limited opportunities have contributed to 28% of residents in the local area now living in isolation, an increase since the pandemic started. Recent data from **sportscotland** suggests that participation in sport and physical activity has been most impacted in the areas of highest deprivation.

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The correlation between enhanced physical and mental wellbeing and access to physical activity is well documented.

Pre-COVID, 65% of the people accessing the Easterhouse Health Centre (situated adjacent to the Sports Centre) reported mental health challenges. Nationwide, the pandemic has been shown to have exacerbated mental health issues, particularly in vulnerable groups.

Since 2016, the Community Sport Hub have demonstrated a positive impact on the mental health of members of the local community by engaging them in activity and connecting them other people. Capacity is currently limiting engagement to around 300, down from the 800 members benefiting pre-COVID.

In 2018, the ECSH was recognised by Glasgow City Council as the “Community Impact Project of the Year” for their work in partnership with Alliance Scotland in addressing health inequalities.

Additionally, **basketballscotland** have a strong partnership with SAMH (Scottish Association for Mental Health), who are partners in our CashBack basketball project working in three high Schools in the East End which can evidence improvement across SHINARRI indicators including mental wellbeing in participants.

We also know the health gap between areas of most deprivation and least deprivation is increasing in Scotland, with obesity level’s being an indicator of this.

We believe reopening the centre and providing access to positive physical activity can have a provide significant benefits on the physical and mental health of the local community.

Community belonging, anti-social behaviour and positive destinations

Local intelligence suggests an anti-social behaviour challenge in the Easterhouse Community amongst its young people still remains, despite significant improvement over recent years.

A key strategic objectives of ECSH is to work with local partners to combat youth anti-social behaviour (including territorial violence, underage drinking, drug use) by providing a comprehensive range of diversionary activities which appeal to young people.

Over the past 10 years, clubs and partners within the ECSH have played a vital role in decreasing anti-social behaviour and violence in the community by bringing together young people from rival gangs to participate, compete and play together. There is little doubt that this increased community belonging has played a role in the 46% reduction in anti-social crime in the local area.

basketballscotland is delivering CashBack Schools of Basketball in three local high schools (St Mungo’s, St Andrews & Lochend) focussed on addressing this challenge through a youth work approach. Working with 48 at-risk young people, engaging them through basketball to develop community belonging and providing youth work support to overcome their unique challenges.

Independent evaluation has demonstrated some encouraging signs, including:

- 97% of young people are less inclined to participate in, and have reduced their, anti-social behaviour. (This data has a direct correlation to young people moving to positive destinations, rather than being connected to lifelong crime.)
- 90% of our young people have a heightened sense of belonging to the community and their contributions, links and social interactions with the community are improving

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- 86% of our young people now have increased motivations to positively influence what happens in their community.
- 100% of our young people now feel more resilient, feel more confident, report positive support network and 97% of them report positive changes in their behaviour.

A case study is included as Appendix 1.

We believe that working in partnership, we can increase community belonging, further reduce anti-social behaviour and support more people into positive destinations, including volunteering, education and employment.

What are your plans to generate sufficient income/ grants to be able to sustain the ongoing operating costs of the building/ venue/ facility?

We believe based on an initial analysis of data provided, that it will be possible, given time, for the operating costs (non-staffing) of the venue to be covered by sustainable income generated through regular lets and events, including reallocating some of the partners current delivery and event budgets to the centre. We believe there is demand for space that will allow us to quickly generate a core of income.

We would intend to operate the facility on a mixed model of staffed and volunteer key-holder basis during non-peak times, with the aim of significantly reducing staffing spend.

basketballscotland have had positive initial discussions with both **sport**scotland and CashBack for Communities about utilising our current staffing resource in a flexible way in Easterhouse in order to reduce staffing costs of the facility.

We have also had a number of positive early conversation with potential funding partners in relation to investment in developing a sustainable facility-based model for utilising sport to positively impact on the lives of people in the community.

Both ECSH and **basketball**scotland have experience in securing grant and trust funding and in building sustainable business models.

We believe this experience in accessing facility-based funding (see below) will support us in developing a sustainable business model.

Tell us about any experience you have in managing a building/ venue/ facility.

Key experience:

Richard McShane is the founder of the Phoenix Centre in Easterhouse which rose from the ashes of a former disused library to become a hub of sports, music, art and learning for people of all ages. The centre's sole purpose is to give people in the local community a chance to thrive, an opportunity to experience new things and combat social isolation. Since the doors flew open in 2016 the Phoenix Community Centre has been a hub of activity delivering a range of activities aimed at all ages and abilities.

Steven McLaren, Chair of Easterhouse Community Sports Hub has experience of successfully opening and repurposing facilities. Steven launched Peak Performance in Helensburgh by converting three separate offices into one large space. Steven oversaw the renovations, fittings and complied with legislation to open the

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centre and now manages the centre and it's activities himself, effectively and efficiently operating the business.

Kevin Pringle, CEO of **basketball**scotland, is a founding member and former trustee, treasurer and convenor of the Craggs Community Sport Centre SCIO in Edinburgh.

The Craggs Community is a social enterprise which took over a disused sport facility in Edinburgh. The centre has delivered community access and positive impact for 10 years in a sustainable manner, initially with significant support from trusts and foundations and now based on income generated through use of the space.

Kevin developed the business case and financial model for the centre, had oversight of the finances and supported the recruitment of volunteers and staff with expertise in business development, securing trust and foundation grants, facility operations and risk management. Kevin has also led the Governing Body as CEO for over 15 years.

Across the partnership, we believe we have the experience and connections to manage the building effectively.

Please provide us with any other information that you feel is relevant to your proposal.

We intend to undertake wider consultation with the local community as part of the development of a detailed business case over the coming months and on an ongoing basis should we be successful in securing the facility.

We are in the process of assessing the most suitable governance model for operating the facility in a partnership approach both in the short and long term. It is likely that the longer-term solution will be to establish a separate legal entity to do this.

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Appendix 1

basketballscotland Case Study:

Impact of Youth Work Approach at Lochend Community High School

This young person is anonymous but will be called John for the sake of this case study.

John comes from a broken home. Mum and Dad are no longer together and there is a clear divide in parenting approaches. John lives with Mum full time, and has sporadic visits with Dad. The sporadic visits with Dad cause John to crave male attention, resulting in an identity crisis and leaving him unsure of where he fits in or how he should behave.

The 'hard man' persona of his father is an attitude John attempts to adopt. However, these behaviours conflict with his core beliefs and cause John to 'act out' and increasingly get 'into bother' in both the wider community and in school.

John has struggled to find a core group of positive friends, possibly as a result of the character he pretends to be. He often gets caught up in groups who aren't looking out for him or supporting him. They are winding him up, encouraging bad decisions and ultimately lead John into trouble.

This trouble has led to several encounters with the police; for disorderly behaviour, underage drinking and being caught with illegal substances in school. John is ashamed of his roots, and has an unpleasant stigma and outlook on coming from Easterhouse.

He believes 'no one successful ever comes out of here, it's just full of rubbish and people on the dole.' This is a future John has been very much willing to accept, despite both mum and dad being employed and wanting the best for him. The challenges thus identified made John a perfect candidate for the CashBack School of Basketball programme.

Our local Basketball Social Impact Officer met John over a year ago, and since meeting they have been on and up and down path. Going through phases of exceptionally positive behaviours, to the extreme negatives. Managing his behaviours to a consistent level is very difficult.

The Basketball Social Impact Officer had 1-2-1 interventions with John before the 2021 summer holidays, due to reports of him being involved in criminal activity. The intervention involved supporting John to plan other activities to undertake, including our basketball sessions, which would allow him to be the best version of himself. John then attended our joint summer programme with another local organisation called FARE, and participated in absolute everything we had on offer, every single week.

John enthused:

"If I come here my mum will have peace of mind that I'm not getting up to anything and it means I'm not tempted to do anything bad if I'm not kicking about the streets"

This was an exceptional breakthrough for John, resulting in no involvement in illegal activity throughout the summer months. A first for a while and a huge step in the right direction.

John continues to be committed to the programme. With a definite improvement in behaviour, he is also more self-aware and the consequences of his own actions. As a consequence of the programme he has managed to form a more stable group of friends, surrounding himself in like-minded people. These friends appear to be much more supportive, encouraging and genuinely concerned for his welfare.

Our Basketball Social Impact Officer has arranged other opportunities for him within the school to encourage positive behaviours. John has been enrolled in a transition college course, aiming to give him a host of college experiences for him to decipher a path he may want to take when leaving school in the next few years.

The work of the CashBack School of Basketball programme has been vital, providing important support for John and steering him in a new positive destination.

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