

# 2A/B COMMUNITY FOOTPRINT - SCALE AND RANGE OF COMMUNITY ENGAGEMENT ACTIVITIES

Existing footprint of Advantage! (Barrow Raiders Community Foundation)



**COMMUNITY IMPACT** (see report by Steve Neale, Chairman, on Community Club footprint)

## PURPOSE

Advantage! the community arm of Barrow Raiders RLFC, is designed to support people who suffer disadvantage within the heart of Barrow.

Thanks to the support from BAE systems, Cumbria Community Foundation, Sir John Fisher Foundation, Walney Extension Community Fund, Sport England, the Police and Crime Commissioner and Furness Building Society, Advantage! is now a sustained but still developing programme with its initial focus and immediate dynamic impact being to improve the physical and mental wellbeing of the young people and adults, and vulnerable adults, in the heart of Barrow, through the medium of rugby league and healthy lifestyle initiatives. We tackle issues such as the social isolation of adults with learning difficulties and in partnership with Cumbria Constabulary, youth disorder in the wards of Barrow.

A particular challenge is now to encourage our community to bounce back from Covid-19 and raise the morale of our citizens as our town was stigmatized as pariah town by national media.

## TACKLING THE CHALLENGE - COMMUNITY PROGRAMMES

To begin with, we set up Advantage! which is under the auspices and governance of the Barrow Raiders Community Foundation Trust, a voluntary separate constituted body from Barrow Raiders RLFC.

Advantage! is still strategically led by a national leader of education, who is a former outstanding Headteacher and Community Director at Barrow RLFC. His mission remains to give something back to the people of Barrow to ameliorate disadvantage.

The initial impact of Advantage! outlined the need for a full time coordinator and three members of staff including professional players, and we were able, thanks to the prestigious support of BAE systems, to lever further funding from other local organisations.

Specifically, Advantage! designed a programme to meet the needs of the local community after seeking advice from Active Barrow, Furness Carers, local Headteachers and The Well. Being rooted in the local community, the leadership from Advantage! are well aware of its needs. The programme includes:

ADVANTAGE! PROGRAMMES	DESCRIPTION	NO. OF SESSIONS PER WEEK	AVG. WEEKLY ATTENDANCES/ CONTACTS
<b>EDUCATING RAIDERS</b>	School engagement, throughout the academic year, delivering rugby league coaching sessions. We devote every afternoon to schools' coaching, with community events in the mornings. On average, we coach 2 classes per school each day	5 schools per week	250



Emma Nixon, Year 6 teacher at St Paul's Church of England School in Barrow, when asked if the learning objectives were met by the Barrow Raiders community coaches, said:

**“ YES AND THEN SOME – SIONA, RUTH AND TEE WERE PROFESSIONAL, FRIENDLY AND INCLUSIVE OF ALL CHILDREN AND MADE SURE THAT EACH CHILD WAS INVOLVED AND HAVING FUN. THANK YOU SO MUCH! ”**

ADVANTAGE! PROGRAMMES	DESCRIPTION	NO. OF SESSIONS PER WEEK	AVG. WEEKLY ATTENDANCES/ CONTACTS
<b>RAIDER READERS</b>	Our reading initiative, offering free reading support to schools, with certificates given to the children. We offer to go early or stay late after our coaching or a full day or half day as part of the school's literacy initiatives	2 schools per week	24

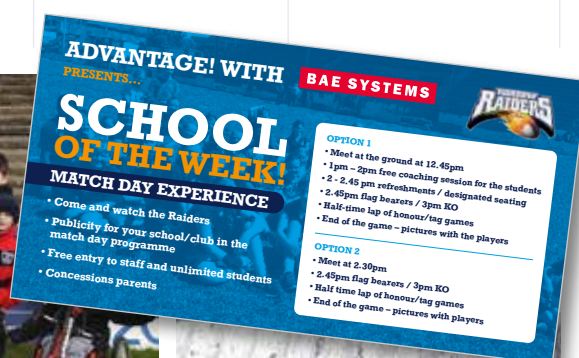




ADVANTAGE! PROGRAMMES	DESCRIPTION	NO. OF SESSIONS PER WEEK	AVG. WEEKLY ATTENDANCES/ CONTACTS
<b>EXTRA-CURRICULAR RAIDERS</b>	We offer extra-curricular provision to schools to support their wrap around care and after school sport offer. Each child receives a booklet at the end of the block of sessions, with detailed feedback and coach comments	2 schools per week	50



ADVANTAGE! PROGRAMMES	DESCRIPTION	NO. OF SESSIONS PER WEEK	AVG. WEEKLY ATTENDANCES/ CONTACTS
<b>RAIDERS SCHOOL/CLUB OF THE WEEK</b>	Introducing the game to youngsters to grow interest in the game of rugby league, by providing match day festival experience for children (and their teachers) many of whom had not experienced the atmosphere of a crowd in a large scale sporting gathering before.	Target minimum two schools/clubs per home game	We have had as many as 80 for a game but on average 40 per home game including teachers and parents





ADVANTAGE! PROGRAMMES	DESCRIPTION	NO. OF SESSIONS PER WEEK	AVG. WEEKLY ATTENDANCES/ CONTACTS
<b>RAIDERS JUNIOR SEASON TICKETS INITIATIVE</b>	Tackling an aging crowd demographic by encouraging families to attend home games with their free child season ticket and promotional catering offers. 12,000 issued in the first year, the initiative stopped due to Covid-19, but will be repeated for next season	n/a due to Covid	n/a due to Covid



ADVANTAGE! PROGRAMMES	DESCRIPTION	NO. OF SESSIONS PER WEEK	AVG. WEEKLY ATTENDANCES/ CONTACTS
<b>RAMBLING RAIDERS</b>	A weekly 'walking for health' initiative, led by our trained walk leaders, targeting older members of our community which has been particularly suited to adults with learning disabilities	1 session per week	20





ADVANTAGE! PROGRAMMES	DESCRIPTION	NO. OF SESSIONS PER WEEK	AVG. WEEKLY ATTENDANCES/ CONTACTS
<b>RAID RUNNERS</b>	A weekly running group, targeting beginners using the couch to 5k programme led by our staff trained in Leadership in Running Fitness	2 sessions per week	12



ADVANTAGE! PROGRAMMES	DESCRIPTION	NO. OF SESSIONS PER WEEK	AVG. WEEKLY ATTENDANCES/ CONTACTS
<b>SILVER RAIDERS – WALKING RUGBY TEAM</b>	Introducing and sustaining interest in rugby league by using our links with other clubs, we have launched walking rugby, aimed at 50+ men and women. Weekly sessions plus friendlies with other walking rugby teams, and of course, a chance to socialise after the game	1 session per week	8 (club started at the beginning of Covid, so we anticipate many more numbers)



ADVANTAGE! PROGRAMMES	DESCRIPTION	NO. OF SESSIONS PER WEEK	AVG. WEEKLY ATTENDANCES/ CONTACTS
<b>GOLDEN RAIDERS – SEATED CHAIR EXERCISE SESSIONS</b>	Our most recent initiative delivered via Zoom at present. Exercise for the elderly delivered by our two members of staff qualified in seated chair exercise	1 per week	15 (two care homes currently engaged)

Karen Shepherd, Registered Manager Elmhurst Care Home, Ulverston

“ WE REALLY ENJOYED THE SESSION YESTERDAY IT WAS GOOD FUN. I THINK OUR RESIDENTS WOULD PROBABLY ENJOY A LITTLE MUSIC ALONGSIDE THE EXERCISES IF THAT COULD BE ARRANGED. SUE HAS TALKED OF NOTHING ELSE OTHER THAN WHEN WE WILL BE JOINING IN WITH YOU AGAIN AND BERNICE IS TELLING HER DAUGHTER ALL ABOUT IT AS WE SPEAK. WE ARE VERY GRATEFUL TO YOU FOR OFFERING US THE CHANCE TO JOIN IN WITH THIS ”



ADVANTAGE! PROGRAMMES	DESCRIPTION	NO. OF SESSIONS PER WEEK	AVG. WEEKLY ATTENDANCES/ CONTACTS
<b>RAIDER GIRLS</b>	A weekly rugby league development squad training session aimed at girls aged between 5 and 16 years. Over 60 girls registered with 30 attending regularly each week	1 session per week for 2 hours	30



ADVANTAGE! PROGRAMMES	DESCRIPTION	NO. OF SESSIONS PER WEEK	AVG. WEEKLY ATTENDANCES/ CONTACTS
<b>RAIDERS LEARNING DISABILITY SPORT</b>	Weekly walks and multi-sport activity sessions working currently with 20 service users and 5 carers, with numbers expected to increase as Covid restrictions ease	2 sessions per week	40



“ THE ENCOURAGEMENT AND “CAN DO” ATTITUDE IS JUST BRILLIANT AND TO SEE OUR SERVICE USERS HAVING SO MUCH FUN IN SUCH CHALLENGING TIMES REALLY IS WONDERFUL. ONE STAND OUT TIME FOR ME WAS WATCHING ONE LADY, WHO IS EXTREMELY AUTISTIC, WALKING IN THE MIDDLE OF A LARGE GROUP, NEXT TO TEE RITSON FROM THE RAIDERS TEAM. SHE HAD THE BIGGEST SMILE ON HER FACE AND WAS GIGGLING AWAY. THIS IS SOMETHING I NEVER THOUGHT IN MY WILDEST DREAMS I WOULD SEE, THIS LADY NEVER MIXES WITH OTHERS! ”

Steve Atwell, Supervisor, Supported Living



ADVANTAGE! PROGRAMMES	DESCRIPTION	NO. OF SESSIONS PER WEEK	AVG. WEEKLY ATTENDANCES/ CONTACTS
<b>RAIDERS SUPPORT - FURNESS CARERS</b>	Offering after school clubs and school holiday multi sports camps for free.	1 session per week and school holidays	15



“ OVER THE PAST TWO YEARS WE HAVE HAD THE PLEASURE OF BEING ABLE TO ACCESS SUPPORT FROM BARROW RAIDERS COMMUNITY FOUNDATION TO COME IN AND DELIVER ACTIVITY SESSIONS TO OUR YOUNG CARERS. THESE HAVE ALWAYS BEEN PRESENTED IN A VERY PROFESSIONAL WAY AND FULLY COMPLEMENT OUR WORK, JUST SEEING THE ENGAGEMENT BETWEEN THE RAIDERS STAFF AND THE YOUNG CARERS HAS BEEN A REAL HIGHLIGHT AND WE HAVE BEEN ASKED TO REPLICATE THESE SESSIONS WITHIN OUR ONGOING PLANNING. ”

Craig Backhouse Chief Executive Officer - Furness Carers

ADVANTAGE! PROGRAMMES	DESCRIPTION	NO. OF SESSIONS PER WEEK	AVG. WEEKLY ATTENDANCES/ CONTACTS
<b>RAIDER LEADERS</b>	A bespoke sports' leadership programme delivered currently to 15 teenagers, to embed their love of the game and inspire them to be rugby coaches, leaders and officials of the future. Importantly, this develops their confidence and social skills. We anticipate that many of them will maintain a connection with Barrow Raiders and its positive rugby league culture for the years to come	Termly workshops and school camps	15 per workshop and school camp currently



**RAIDER LEADERS ADVANTAGE! WITH BAE SYSTEMS**  
presents Barrow Raiders Sports Leadership Project

AWARDED TO: \_\_\_\_\_  
SCHOOL: \_\_\_\_\_  
EVENT: \_\_\_\_\_  
HOURS COMPLETED: \_\_\_\_\_  
TOTAL HOURS COMPLETED: \_\_\_\_\_

COACH COMMENT: \_\_\_\_\_

SIGNED: \_\_\_\_\_  
DATE: \_\_\_\_\_

**RAIDERS**  
CLIMBERIA





ADVANTAGE! PROGRAMMES	DESCRIPTION	NO. OF SESSIONS PER WEEK	AVG. WEEKLY ATTENDANCES/ CONTACTS
<b>RAIDER CAMPS</b>	Sustaining and growing the game by providing rugby league and multi skills activities offered during every school holiday targeting young people aged between 5 and 14 years, with our sports leaders supporting in the delivery	Camps offered every half-term and major school holiday	30 -40 per day of the camp





ADVANTAGE! PROGRAMMES	DESCRIPTION	NO. OF SESSIONS PER WEEK	AVG. WEEKLY ATTENDANCES/ CONTACTS
<b>RAIDERS ON THE ROAD</b>	Bringing rugby league and multi sports to isolated communities, primarily centred around social housing. Liaison with police and various agencies	Half terms and school holiday	30 per session



ADVANTAGE! PROGRAMMES	DESCRIPTION	NO. OF SESSIONS PER WEEK	AVG. WEEKLY ATTENDANCES/ CONTACTS
<b>RAIDERS PRESENTS BARROW BOUNCE BACK – GIVE SPORT A CHANCE</b>	Using recent funding from Walney Extension Community Fund and Sport England, our ambitious project aims to help Barrovians recover from the devastating impact on health and well being in our area by providing a host of sporting and exercise opportunities over the coming year. (Fitness for ladies / youth netball / fun football for girls and ladies / dodgeball for youths / seated chair exercise / softball cricket in the summer / multi skills for toddlers / family fitness at the ground in the Spring / boxercise / family cycling)	Project just started – so far: - Weekly fitness for ladies - Seated chair exercise	So far: Ladies fitness – 12 Seated chair exercise 15 (this is during lockdown on zoom) We anticipate a huge impact on numbers once restrictions are lifted





Evidence includes weekly attendance/registers, bookings, Barrow Raiders Facebook weekly reports, newspaper reports, photographs and testimonials.

With a view to starting from January/February 2021, in development, using our qualified coaches, are:

- Fitness with Tee Ritson – weekly fitness sessions aimed to encourage people to gain or regain personal fitness
- Advantage! VIP match day invitations – groups invited to home games, designated seating, exclusive access to the Advantage! food cart
- Raiders Cycling – weekly cycling sessions, led by our member of staff training as a Level 1 Cycle Leader, to encourage people and families to take up cycling

## WHAT HAVE WE ACHIEVED AND WHAT DIFFERENCE HAVE WE MADE SO FAR?

We continue to achieve amazing participation from our local community, and we have registered over 1750 individual attendances at Advantage! events, since we started in January 2019, many attendees come on multiple occasions.

Our work has been particularly applauded by Furness Carers as helping them to tackle the isolation of the young carers and by Cumbria Care Services for the efforts we have made to engage with adults with learning difficulties, bringing them into the local community to play sport and take part in regular fitness activities such as walking. Indeed, the work with adults with learning difficulties has filled a gap in provision in the local area as no similar provision existed.

We have worked with, and provided a multi-cultural input, with over 20 of our schools and been re-engaged by Head teachers by providing sporting opportunities to children: restricted by the post-Covid age.

Filling the lack of provision with girls' sport, our Raider Girls rugby development squad has provided weekly rugby activity for a core group of up to 30 girls: three of whom have recently been to a trial at Wigan Warriors. Our older Raider Girls, aged 14+, regularly attend training with Barrow Ladies, with a view to playing for the open age team at 16.

Since 2019, despite Covid interruption, our holiday camps have given opportunities to over 400 children and have been praised by Cumbria Constabulary. Raiders on the Road has also received plaudits from Cumbria Constabulary, as it brings sport to children in their communities who are isolated, not by miles, but by social exclusion. We have recently gained funding from the Police and Crime Commissioner, for an initiative to start in 2021, to develop Raiders on the Road to tackle anti-social behaviour.

Our Raiders Leadership programme currently has 15 teenagers enrolled and it has been successful receiving funding from the national Rugby League, as the youngsters train to be referees and young leaders. We have recently received funding to take 20 youngsters through a national Sports Leaders accredited course.

Just prior to the lockdown, we were awarded the Love Barrow Award for 'Project of the Year' 2020. This highlights the recognition of our efforts in just a short period of time and gives us the impetus and drive to build and develop our programme of activities for the benefit of people in our area.





# IMPACTS

It is very difficult to measure empirically what we have achieved, and we have recognised that we need to improve our forensic analysis, so we have obtained funding from Cumbria Community Foundation to appoint an evaluations officer.

Advantage! has brought the benefit of sport and exercise to people of varied ages, backgrounds and abilities across the Furness Peninsula. We have received extremely positive comments from all our schools, and all are eager to re-book Advantage! In total, we estimate over 1750 children and adults have attended Advantage! activities. Such is the popularity of the Advantage! programme, that we were voted 'Project of the Year' in the recent Love Barrow Awards 2020.

We have introduced over 300 children to watching sport in a professional stadium, many of whom would not have had an opportunity to do so and were socially isolated.

Our work has been praised by Furness Carers as we have provided sport and exercise to young carers who would have been isolated from it. So much so, that Furness Carers are designing a programme with Advantage! for Cumbria Carers including in the future a week's camp for young carers from all over Cumbria.

Of the 30 girls coming regularly to our Raider Girls sessions, five are now also attending training with Barrow Ladies Rugby League team.

Such is the buzz created by Advantage! inspired by the support of BAE Systems, that our project has been recognised and further supported by the Cumbria Community Foundation, Sir John Fisher Foundation, Walney Extension Community Fund, the PCC, Furness Rotary, Direct Rail Services, The Eric Wright Foundation, Furness Building Society, the national professional Rugby League together with sponsorship from small businesses.

SUCCESSFUL FUNDING SINCE JANUARY 2019*	DESCRIPTION	DATES
<b>RUGBY LEAGUE</b>	To fund the development and implementation of a community club and delivery development plan	January 2020 £5000
<b>SIR JOHN FISHER FOUNDATION</b>	To fund our over-arching project Advantage!	November 2019 £10,000 November 2020 £10,000
<b>BAE</b>	To fund our over-arching project Advantage!	November 2019 £9500 November 2020 £9500
<b>CUMBRIA COMMUNITY FOUNDATION</b>	To initially fund our over-arching project Advantage! and ring-fenced money to fund a new role, 'Evaluations Officer/Community Coach and Engagement'	October 2019 £6000 October 2020 £42,000 over 3 years
<b>ORSTED -WALNEY EXTENSION COMMUNITY FUND</b>	To support our work with learning disability sport and exercise and to fund our project Barrow Bounce Back – Give Sport a Chance	September 2020 £10,600 October 2020 £5,000
<b>SPORT ENGLAND</b>	To support our project Barrow Bounce Back – Give Sport a Chance	October 2020 £10,000
<b>PCC THE POLICE AND CRIME COMMISSIONER</b>	To develop Raiders on the Road, tackling anti-social behaviour and providing opportunities for sport and leadership, in areas of disadvantage	January 2021 £4777
<b>ERIC WRIGHT FOUNDATION</b>	Supporting Raider Girls, funding a full playing strip and training kit	April 2019 £790
<b>FURNESS BUILDING SOCIETY</b>	Supporting our health and well-being initiatives of Rambling Raiders (Walking for Health) and Raid Runners	July 2019 £3000
<b>FURNESS ROTARY</b>	Supporting our work with Furness Carers, helping to provide a free holiday camp for the young carers and t-shirts	July 2019 £200
<b>DIRECT RAIL SERVICES</b>	Supporting our Sports Leadership programme, sponsoring a polo shirt for all fifteen Sports Leaders	August 2019 £250

\*not included sponsorship in the region of £25,000+



The whole Advantage! programme is based on pride in our local area and the potential of its community.

Advantage! has continually promoted knowledge of BAE systems and its altruistic support for our programme and indeed, added Advantage! with BAE to its title. There is a wealth of photographic evidence to demonstrate this.

To support STEM, we engaged with Barrow Raiders to open the UlverSTEM event and used its young players, plus the girls from our leadership programme to promote STEM activities.

The Raiders leadership programme of course has its central tenet, the promotion of leadership skills and opportunities, such as assisting in the running of holiday camps and referee training, as well as acting as ambassadors for the foundation at events.

It is inherent in everything that we do, from our schemes of work and planning to our delivery, that we focus on developing communication skills, teamwork and leadership.



## CASE STUDIES



### CASE STUDY 1

Henry and Peter are using Advantage! to conquer their social isolation by our weekly walking club, Rambling Raiders. They both have 100% attendance at our weekly walks, and as Barrow rugby supporters, very much enjoy their interactions with our professional players and getting all the insider club gossip.

### CASE STUDY 2

'T' has found that Rambling Raiders has helped her to combat the isolation and aggression she was experiencing due to her Autism. She too attends weekly with her carer and just as importantly, pre-Covid, took part in the after-walk refreshments.



### CASE STUDY 3

Raider Girls rugby development squad is a particularly noteworthy innovation as no girls in our local area were able to access rugby league provision between the ages of 12 and 16. From a standing start, the Raider Girls has 60 young females registered and a group of between 25 and 30 girls meet every week in summer and winter to learn and develop their skills and knowledge of the game. It is interesting to note that 13 of this group have gone on to become sports leaders and 8 have undertaken a course in refereeing with two already participated as touch judges in games..



Particularly heartening Raider Girl experience has been achieved by Girl X who is a Looked after Child, who was encouraged by our Advantage! coordinator to attend Raider Girls sessions and who persuaded her teacher to contact her Foster parents to encourage her to do so. She now attends regular sessions, building her confidence, tackling her social isolation and she shows real potential as a player.

So comfortable is Girl X in her Raider Girl environment, that she has encouraged her sister, Girl Y, who is also Looked After, to join the group. A third Looked after Child, Girl Z, from an ethnic minority group, has joined the group and is progressing excellently.



# COVID-19 RESPONSE

As with many Community Foundations, we found ourselves unable to deliver our programme of activities and worried about the impact on the many people who had benefited from our involvement.

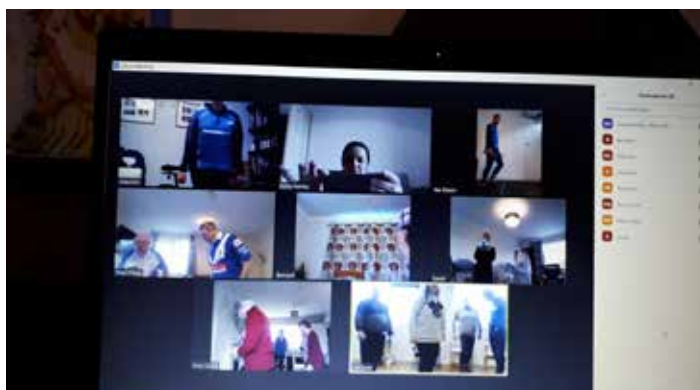
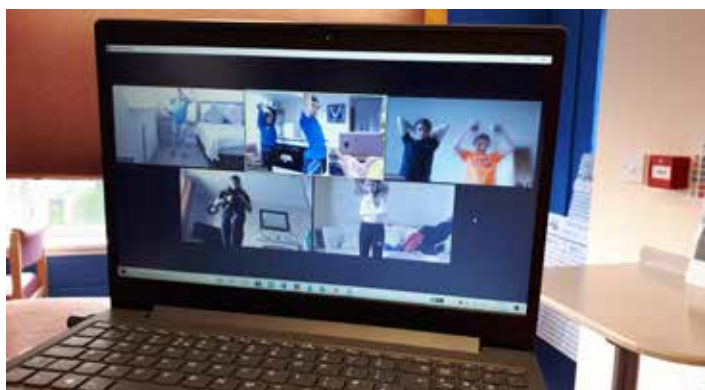
Our staff, furloughed, volunteered in the community, supporting the local Foodbank and delivering parcels to those who were shielding. We then went on to raise over £600 for St Mary's Hospice completing the 2.6 Challenge.



When we were able, we re-started some activities, completing risk assessments and undertaking a Covid-19 prevention course before delivering socially distanced rugby core activity and fitness to: Raider Girls; Silver Raiders walking rugby team; Raider October camp; Rambling Raiders walking for health group; learning disability walks and rugby skills; ladies fitness and our Raid Runners running club.



Once the restrictions increased once again, with Barrow moving into Tier 2 initially and eventually the second lockdown, we have been delivering Zoom sessions to our learning disability service users twice a week, Raider Girls once per week, ladies fitness once per week, seated chair exercise via zoom once per week and we have been lucky enough to stay coaching within schools, classed as essential.





# SUPPORTING INFORMATION - STAFF

Community Director: Denis Fay

Retired Head teacher (National Leader of Education/Chairperson Furness Education Consortium/Member of Cumbria Safeguarding Panel etc.)

STAFF	DESCRIPTION	QUALIFICATIONS
 <p>Siona Hartley</p>	Barrow Raiders Schools and Community Manager	PE teacher 16 years DBS Rugby League Safeguarding Rugby League Level 2 coaching qualification Prevent Covid-19 course Rugby Football match official course Seated Chair exercise instructor First Aid at work Leader in Running Fitness Walking for Health Leader Cycle Leader level 1 Dodgeball Level 2
 <p>Ruth Parker</p>	Barrow Raiders Community Coach and Social Engagement Coordinator	Rugby League Level 1 DBS Prevent Covid-19 course Rugby Football match official course Seated Chair exercise instructor Level 2 certificate for the children and young people's workforce Level 3 diploma for the children and young people's workforce Level 3 pediatric first aid Rugby League Safeguarding Level 2 Swimming teacher Level 1 cricket coach Level 2 Basketball coach Level 2 Dodgeball coach
Tee Ritson	Barrow Raiders Community Coach and Social Engagement Coordinator	Current Barrow Raiders professional rugby player DBS Level 1 Rugby League coach First Aid at work Prevent Covid-19 course
Wartova Puara Jnr	Barrow Raiders Community Coach and Social Engagement Coordinator	Barrow Raiders professional rugby player PNG international player Rugby League Safeguarding Rugby League Level 1 First Aid at work Walking for Health Leader
Stargroth Amean – former staff member	Barrow Raiders Community Coach and Social Engagement Coordinator	Ex-Barrow Raiders professional rugby player PNG international player Rugby League Safeguarding Rugby League Level 1 First Aid at work Walking for Health Leader
Willie Manoga – former staff member	Barrow Raiders Community Coach and Social Engagement Coordinator	Ex-Barrow Raiders professional rugby player PNG international player Rugby League Safeguarding Rugby League Level 1 First Aid at work Walking for Health Leader
Paul Segquier – former temporary staff member	Temporary - Barrow Raiders Community Coach and Social Engagement Coordinator	Rugby League Safeguarding Rugby League Level 1
Volunteers: Jack Fawcett	Director	N/A
Volunteers: Steve Neale	Chairman/General Manager	N/A
Volunteers: 15 Sports Leaders	14+ age from local secondary schools	N/A

