SHARED VALUE: THE VALUE OF PARTNERSHIPS
We believe we can achieve more by working in partnership and really tackle some of society’s biggest challenges

**OUTCOMES**

- **Shared values**
- **Share resources to use each others expertise**
- **Wrap around and joined up support to participants**
- **Avoid duplication of local services**

**ISSUE**
SAINTS COMMUNITY
CHAMPIONS PROJECT
The Shared Vision
To Help Every Child Fulfil Their Potential
The needs of Southampton...

26.1% of young people live in poverty

Children and young people have mental health issues (approx.)

5500

School absence rates are higher compared to national rates

Lower than average attainment at GCSE
CHALLENGES IN ACHIEVING THE VISION

Saints Foundation
- Lack of a coordinated approach
- Delivering short term interventions without additional support

Schools
- Lack of funding and resources
- Inadequate time to offer further support to students
Six full time Community Champion staff members based full time in six secondary schools across Southampton.

Using the brand of the club as a hook to positively engage young people, specifically students who are ‘disengaged’ and are on the periphery of education and school life.
Providing added time and resource in schools to support students, especially those facing the biggest challenges in their lives.

Enabling Saints Foundation’s interventions to have increased impact on young people’s lives.
Key pillars underpinning the success of our collaborative approach...

A Collaborative Partnership

- Community Champions
- Joint Community Champion recruitment
- Shared line management responsibility
- Community Champions are considered staff members at both school and Southampton Football Club
IMPACT
“The passion and the drive and the energy the Community Champion brings to the role is incredible. He has built up some amazing relationships. Without that role we wouldn’t have had capacity to give students the amount of attention they need.”

Deputy Head Teacher
"A key success factor (and a wider lesson for the implementation of other enterprise projects) is the role of the CCO’s Community Champion as this has shown that having a constant presence in a partner school helps to improve relationships with teachers, students and parents."

Ecorys Independent Research

The results... a holistic approach to fulfilling potential

63% Of our students are now very satisfied with their life overall, a + 16% increase

34% Of those most at risk students are now very satisfied with their school life + 14%

64% Of our students are now very satisfied with their family life a + 7% increase
C o r e c h a l l e n g e s f o r t h e p r o g r a m m e ...

1. Isolated school based staff members

2. All school staff and departments understanding the role of the Community Champion

3. Extensive workload of the Community Champion

4. Effectively measure the impact of the Community Champions programme
THE BIG ISSUE
PARTNERSHIP
Homelessness is a significant issue in the UK...

People slept rough across England in 2016

4134

This is double the amount from 2010

Homelessness is linked to a greater susceptibility to:

- Long term physical health problems
- Taking drugs or dependence on drugs or alcohol
- Some form of mental health issue
- Higher than average admittance to hospital

Source: Department for Communities and Local Government: Rough Sleeping Statistics Autumn 2016
We work with vulnerable adults, including those affected by **substance or alcohol misuse** or who need support to reduce the likelihood of reoffending...

The aim is to help vulnerable adults **play a positive role in society** through…

- **Sports sessions**
- **Accredited workshops**
- **Access to support services**

Which help restore confidence and self esteem through providing structure, routine & purpose…

Delivered in **partnership with The Society of St James (SSJ)**, a homelessness charity, who provide accommodation and support to over 2,500 people each year.
The Big Issue Foundation seeks to deliver social & financial inclusion by supporting Big Issue vendors in the self-help process of buying & selling the Big Issue Magazine.

Mission to dismantle poverty by creating opportunity, through self-help, social trading and business solutions.

‘vendor centric’ services; journey to a better future that is led by the vendor.

‘a hand up, not a hand out’
**Innovation:** Three organisations with similar mantras working together to tackle homelessness...

- **Potential into excellence**
- **A hand up, not a hand out**
- **Believing in your future**
APPROACH
THE PARTNERSHIP

How it worked ...

THE IDEA

We produced a special edition publication, combining elements from a typical matchday programme and a Big Issue magazine.

This enabled us to ...

- Change negative misconceptions of vulnerable adults’ potential
- Create further employment opportunities for The Big Issue vendors
- Raise awareness of our work in the local community
THE CAMPAIGN ANNOUNCEMENT

72 hours ahead of the launch, Saints stars Maya Yoshida and Jack Stephens lead a tour for local Big Issue vendors around the Staplewood Campus, images were shared with media alongside a press release revealing details of the partnership.
This special edition went beyond the reach of each parties’ usual buyers to create a unique mass audience.

The publication was sold in the streets of Winchester with help from Saints players, Nathan Redmond, Oriol Romeu, Manolo Gabbiadini and Florin Gardos, and again at the first game of the season.
IMPACT
We received an overwhelmingly positive response from the public and the media - over 4,661 copies were purchased in total...

2242% 700% 258%

Increase in Big Issue magazine sales in Southampton vs the same time last year
Increase the number of Big Issue magazine sales sold by the same vendors and pitches
Increase in the amount of total programmes sold on a typical Premier League match day
**What we achieved…**

4 Big Issue vendors completed our employability programme.

4 We were offered roles with Southampton Football Club; as matchday stewards and working for the club’s catering company.

3 Big Issue vendors went on to complete a Level 1 accreditation in Understanding Stewarding at Spectator Events.

“Southampton Football Club and Saints Foundation have given me the inspiration and emotional support to completely change my outlook on life. I’ve began to believe in myself again, and I’ve been inspired to always do my best.”

Gary Jackson, Big Issue Vendor & Southampton Football Club steward.
Southampton FC’s partnership with The Big Issue was genuinely groundbreaking. It provided an opportunity for the club to get its message across to a wider audience, The Big Issue to expand its circulation, and Saints Foundation to engage with a group of high-need individuals. Being so different made it very easy for the Premier League to promote via its channels.

Nick Perchard, Head of Community, Premier League
PUBLIC RESPONSE
ONLINE & IN THE PRESS
Feedback from vendors and the Big Issue was incredibly positive, with the project being picked up by local and national news outlets...

“The best external initiative we’ve ever been involved in.”

Paul McNamee, Editor, The Big Issue

“The experience has given me one of my best days in my time selling The Big Issue”

Istvan Kakas, vendor.
"So proud of @SouthamptonFC not only giving their all on the pitch but also giving their all to the local community."

"@SouthamptonFC show true community power in partnership with The @BigIssue to empower & support the homeless."

The social media response was overwhelmingly positive, with fans appreciating the project and its goals...
LEARNINGS
Our key learnings are...

A shared issue and a shared set of values ensures you’re working to the same goal.

Provide ongoing support to ensure a sustained impact.

Develop a robust M & E framework to analyse the impact of our projects.

Clear messaging ensures the public understand the goal.
Questions