



HAT-TRICK

I ♥ ve sport for change

Changing lives through sport

Ten years of **Hat-Trick**

2005 - 2015

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I ♥ ve sport for change



Centre West
community at our heart

HAT-TRICK is grateful for the support of the following organisations



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INVESTOR IN PEOPLE



Centre West
community at our heart





Changing lives through sport

Sport can change lives. For ten years, Hat-Trick has used football and sport to engage young people, build their confidence and raise their aspirations.

Established in 2005 through a unique partnership between the Football Association and Newcastle New Deal for Communities, Hat-Trick has an unrivalled reputation.

Hat-Trick is not a sports development organisation. Our focus is on using sport as a hook to engage people in positive activities, impacting on educational attainment, skills and employability, as well as health and community safety.

Initially a three-year project based exclusively in Newcastle's West End, Hat-Trick developed under the leadership of Mark Oliver

during its first six years. Now led and developed to the next stage by community sport managers Keith Parsons and Emma Brown, the team has worked with over 16,000 children and young people across the North East, helping over 600 to gain qualifications or awards.

In the past year alone, Hat-Trick has attracted over 26,000 session visits.

In sport, a hat-trick usually means scoring three goals, or taking three wickets. Our team has its own hat-trick of aims: using a multi-sport approach to work in school, community and club settings with some of the region's most disadvantaged young people.

Our volunteers have used their new skills and confidence to take the Hat-Trick vision across the world, making a difference to young people's lives in the townships of South Africa and the favelas of Brazil.

Bringing change through sport: Hat-Trick staff with Board members and colleagues from Centre West (above right)

“ Hat-Trick and WAGS staff are embedded in the local community and understand the needs of our most deprived and challenged communities. I am sure they will leave a positive legacy through this model.”

Dr Dawn Scott, Principal Consultant in Public Health, Newcastle City Council



Centre West: Communities bringing change in Newcastle's West End

Hat-Trick's impact has been felt as far afield as Estonia, Brazil and South Africa, but our roots remain firmly in our own community in Newcastle.

We are part of Centre West, a charitable company with a community vision right here in the West End.

Centre West helps local people to raise issues, find solutions and have a voice in our community's future – but that's not all. Led by local residents, it's a springboard to make things happen in the West End, from new jobs and training to opportunities for young people.

Centre West grew from the successful Newcastle New Deal for Communities programme, with a focus on issues like jobs, health, education and the environment – and above all, a strong, safe community.

Among its projects is The Beacon, a flagship eco-building developed and managed in partnership with Groundwork (South Tyneside and Newcastle). Popular with local groups and businesses alike, this £6.5m centre for enterprise and community has made a real impact in the West End.

In addition, Centre West has invested in a range of properties, providing quality spaces for local businesses and organisations, as well as income to support its work in the community.



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Making *it* happen

Ten years of Hat-Trick has shown the positive impact that sport can have - both in the lives of young people and the communities they live in.

Many young people come to Hat-Trick low on confidence and self-esteem, facing significant barriers to achieving their potential. Many turn their backs on education and employment, and have few opportunities to get involved in positive activities that offer role models.

Hat-Trick's team offers a unique package of innovative programmes in school and community settings. Now delivering at over 50 local venues, the team has worked with over 16,000 young people, with more than 600 moving on to gain qualifications and awards. A strong team of local volunteers and coaches provide support, acting as positive role models and helping young people to raise their aspirations.

The team delivers multi-sport activities, ranging from football and tennis to badminton and

dodgeball. Team members also coordinate induction, training and volunteering, and women and girls' access.

Hat-Trick promotes physical activity, but it's about much more than that. Robust evaluation has demonstrated wider social, economic, health and cultural outcomes ranging from obesity reduction and better mental health to reducing crime and creating pathways to training and employment.

“ The best thing about Hat-Trick is that the coaches encourage the typical non-players to join in. They develop their confidence, skills and talent. The children love it and so do the parents. ”

Robyn Knox, Deputy Head, Tyneview Primary School



Delivering *results*

Around 80% of Hat-Trick's income is now generated through commissions from partners ranging from BBC Children in Need and Northumberland FA to Byker Community Trust and Newcastle City Council's public health service.

Thousands of children and young people in Newcastle's East End now benefit from Hat-Trick, thanks to our role as a funded partner of Change for Life East. With funding from the NHS via Newcastle City Council, we offer Street Skillz and WAGS (Women and Girls Sport) programmes through the partnership.

Street Skillz uses football as a hook to engage boys, improving their health, confidence and self-esteem through a flexible and relaxed eight-week street football-style programme, while the award-winning WAGS programme offers women and girls the chance to develop skills to music in a fun, friendly environment.

In addition, Hat-Trick provides services to StreetGames, a national charity developing sport in disadvantaged communities. The team provides a part-time Us Girls Doorstep Sport Advisor as well as supporting its network of organisations in the North East.

“ Hat-Trick is a very well-run organisation that always delivers. It is making a valuable contribution to engaging disaffected young people, improving their health and lifestyle and reducing crime and antisocial behaviour. ”

Malcolm Dix, President, Sport Newcastle

“ Hat-Trick has made a big impact in Byker. You can see the warmth, trust and respect between the young people and the Hat-Trick staff and volunteers. ”

David Jones, Head of Engagement & Community Development, Byker Community Trust

Achieving through Hat-Trick

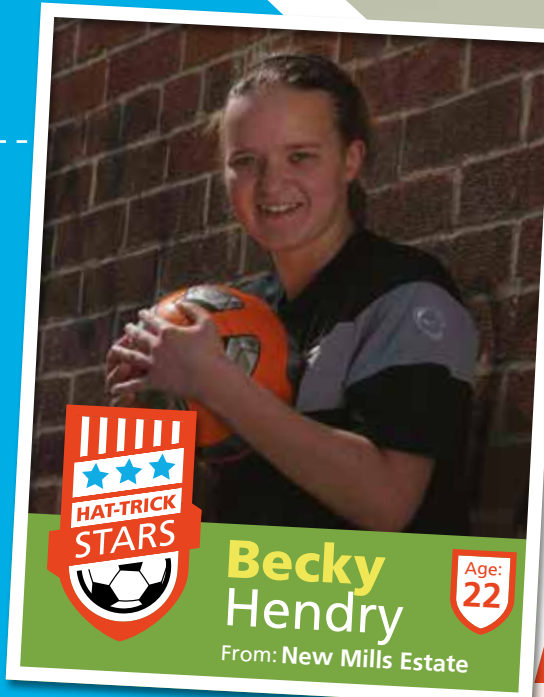
Hat-Trick has a track record of helping young people to achieve their goals. Over the next few pages, we share just a few of their stories.

Seven years with Hat-Trick has taken New Mills resident Becky Hendry from participant to qualified teacher.

A volunteer aged 16, her level one football coaching certificate was the first in a string of qualifications culminating in a BSc in Sports Coaching and a PGCE completed in 2015.

Along the way came some impressive life experiences, from coaching street children in Durban during the 2010 World Cup to taking a team of girls to a tournament in Estonia in 2013.

Back home, she was awarded the national Us Girls Volunteer of the Year Award in 2013. Fast forward two years and Becky is now coordinating the Children In Need-funded Local Heroes holiday programme as part of her new role as a full-time community sports coach.



22 year-old Wasim Collins' enthusiasm for achievement through sport is positively infectious.

Coming to Hat-Trick from the Newcastle Volunteer Centre, Wasim became a team leader, and knew he had found the place he wanted to be.

"The Local Heroes festivals are amazing events and it was a massive sense of achievement for me and the kids when my team won Team of the Festival.

"I was happy to get as many voluntary hours as possible under my belt and see the difference Hat-Trick can make in young people's lives.

"My work as a volunteer paid off when Hat-Trick took me on as a casual coach."

Now working full-time as a volunteer coordinator and sports coach, Wasim's skills include coaching football, basketball and volleyball as well as multi-skills development.



"The best thing about Hat-Trick is their dedication, flexibility and motivational expertise. They are positive with pupils and staff, and due to their behaviour strategies pupils get the best from each session."

Janice Mussett, Teacher, Moorside Community Primary School, Arthur's Hill

For Michael Gardner, Hat-Trick was the start of a journey that has taken him from Newcastle to Brazil, via the London Olympics and a spell working with young offenders in Warsaw.

Nine months in Brazil during the World Cup year of 2014 saw the former Excelsior Academy pupil managing a team of 200 volunteers in the city of Curitiba. The project saw over 1,500 disadvantaged children learning English and sports skills in an area blighted with drugs and gang violence.

"Hat-Trick is what got me started in all this," says Michael. "I could easily have chosen the wrong path in life but because of Hat-Trick I had positive role models around me. Volunteering and sport really can change lives - I've seen young people change their attitude, change their behaviour, and become better people."





For Stacey Gardner, six weeks of Hat-Trick activities at Excelsior Academy were enough to set her on the road to a career in fitness and coaching.

Two years as a volunteer helped Stacey to build her confidence and secure an opportunity working with teenage girls in Massachusetts.

Stacey says: "Hat-Trick gave me qualifications, new ideas and the chance to build my confidence working with large groups."

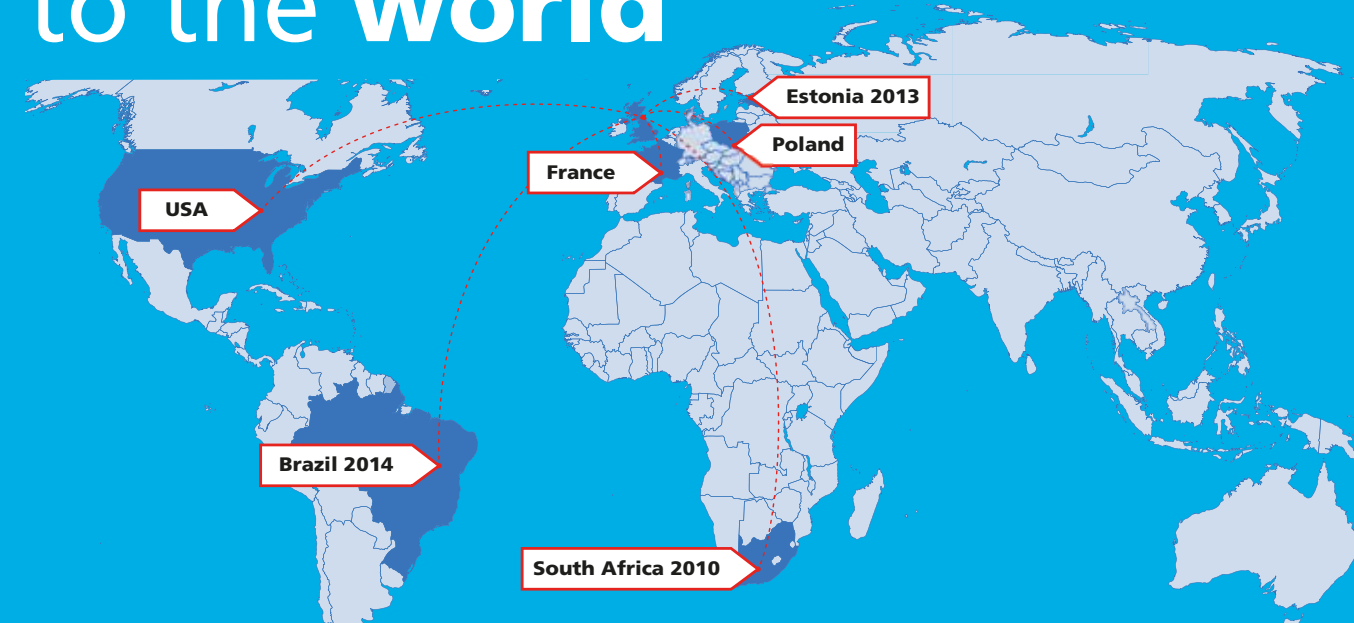


Coming to Hat-Trick as a teenager, Sean Hopkinson gained qualifications in coaching and sports leadership before starting his career as a fitness instructor.

Sean says: "Hat-Trick helped me to become more confident, a better communicator, tactful and responsible...skills that have helped me to build my career."



From Newcastle to the world



Hat-Trick is about much more than just sport and fitness. Starting in school or community sessions, young people move on to gain skills, focus and confidence to achieve their goals.

That can mean a healthier lifestyle, economic independence or new skills and qualifications. Volunteers and staff have used these skills to share the Hat-Trick vision across the UK and the world, using sport to help other young people. This includes sharing the team's expertise in working with women and girls with the UK charity StreetGames, as well as supporting its regional network.

15 Hat-Trick volunteers travelled to Durban for a life-changing experience working with street children during the 2010 World Cup. Raising their own funding, the group linked with South African charity Umthombo to coach children in an area ravaged by poverty and HIV/AIDS.

2012 saw a Hat-Trick team working with young offenders in Warsaw, followed by a trip to Estonia in partnership with St John's Primary School the following year.

Hat-Trick volunteer Michael Gardner attracted worldwide media interest during the Brazil World Cup of 2014, coordinating 200 volunteer coaches in the favelas and helping to develop a new sports education centre in the city of Curitiba.

Other initiatives have taken Hat-Trick volunteers to France and the United States.

"Hat-Trick's work with young people is of a very high quality and it is recognised by StreetGames as one of our best projects. They are very good at partnership working, sharing expertise and ensuring resources are effectively deployed between partners."

Kerry McDonald, UK Director (Partnerships and Fundraising), StreetGames

Hat-Trick in numbers

