

Award for the Corporate Social Responsibility (CSR) Initiative of the Year:

BARCLAYS SPACES FOR SPORT



Overview

Barclays Spaces for Sports is a community sports sponsorship programme launched in 2004. It has created 200 sustainable sports sites and benefited more than half a million people across the UK. On average, around 70,000 people are using the sites every week. The key aim of the programme is to use sport to revitalise disadvantaged communities. Following its success, the programme was extended globally in 2008 – sites/projects are already established in South Africa, the US, Spain and Zambia with more to follow in other countries where Barclays operates. Barclays initially invested £30m over three years in 2004, the single biggest investment in grassroots sports by a private sector company in the UK. A further £7.5m is being invested globally. To find out more, visit www.barclays.com/community/spacesforsports

Social integration

- Significant reductions in crime and anti-social behaviour – e.g. in two years to August 2009 since Portsmouth site opened, crime and anti-social behaviour has dropped 26%. Other sites are reporting similar findings.
- Ethnic integration – e.g. 76% of community surrounding Aston Villa site in Birmingham is black, minority and ethnic (BME) groups. Each group played in their own football teams but now all groups play for same club created after the site opened.
- Partnership with charity Compassion for Migrant Children announced to create a sports site for a migrant community in Beijing – this will integrate the migrant community into the wider community through shared use of site.
- Site in Gansbaai, South Africa, is situated in the middle of three racially segregated communities to encourage better social integration between them.
- Street cricket initiative in London – e.g. youngsters from rival gangs in Southwark became successful team mates with respect for each other. Project targets youngsters in areas affected by crime and anti-social behaviour.
- Partnership launched with Real Madrid Foundation - uses football to integrate immigrant communities into wider community.
- Over 20% female usage/over 15% BME usage in UK (BME 8% of UK population)

Wider community impact

- Investment a catalyst for wider improvements/funding – e.g. £600,000 funding for Liverpool site attracted further investment of more than £2m (mainly from European Regional Development Fund) to expand/improve the existing facilities.
- £25,000 grant and £20,000 development funding for Woodlands Field site in Wales secured further £750,000 from other sources - provided purpose-built log cabin and children's co-ordinator for three years. Prestigious Queen's Golden Jubilee Award for outstanding contribution to the local community.
- £600,000 funding for Arsenal site in Islington, London, attracted another £240,000 from Islington Council. Further developments transformed park from run-down area used as a battleground by rival gangs / inhabited by drunks and drug-users, to thriving community space visited by families.

Educational and training impact

- Youngsters given opportunities for personal development, learning new skills and coaching qualifications to enhance employment prospects – e.g. many NEETs (not in education, employment or training) secured coaching qualifications. 8,000 qualifications projected across all communities UK.
- Manchester United site used local workforce - community taken ownership of site and developed pride in the facility, so zero vandalism in a very deprived area. Forty-five people trained as leaders under the Trafford Urban Fitness Collective.
- Many sites – e.g. Sporting Edge site in Manchester – have classrooms/learning centres/IT suites. Wright Robinson College, a specialist sports college, using site.

Monitoring/evaluation

- Continually monitor and evaluate what is happening at all sites/projects – all sites complete regular monitoring and evaluation forms
- Manchester Metropolitan University published independent legacy report at the end of 2008 and showcased to MPs etc in 2009. Analyses delivery/positive social impact of UK programme and intended as blueprint for other initiatives. Executive summary/full report is at www.barclays.com/community/spacesforsports
- Independent evaluation report by Loughborough University every year of three-year street cricket initiative in London which targets youngsters in areas affected by crime/anti-social behaviour – successful report after year 1 published in 2009.

Sustainability

- Communities consulted so sites reflect needs - best chance of a sustainable future.
- As well as capital funding, additional development funding was available to kick-start activities/usage. Flagship sites receive £45,000 and local sites £20,000. Each flagship site also received £5,000 for kit and equipment. Working closely with sites to ensure they meet plans submitted to enable them to draw down funding.
- Barclays invested £5m via partners the Football Foundation in the UK, who will work to build the capacity of sites until 2010, by which time self-sustaining. Ensuring sites become self-supporting is the best way to ensure a lasting legacy.
- Social networking site set up for site managers - online health-check questionnaire to assess sustainability / share information/best practice/new funding streams.

Company endorsement/support

- More than 1,700 Barclays staff have so far volunteered on the programme
- Many senior executives have appeared at Barclays Spaces for Sports sites and events, including Marcus Agius (Chairman), John Varley (Group Chief Executive), Robert E. Diamond Jr. (President of Barclays PLC and CEO of Investment Banking and Investment Management) and Frits Seegers (Chief Executive, Global Retail and Commercial Banking)
- Partnership with Beyond Sport - select staff used as mentors to support sport for development projects around the world recognised at the Beyond Sport Summit.
- Our US site at a school in a very deprived area of Wilmington, Delaware also benefits from weekly mentoring sessions delivered by staff at Barclaycard.
- 82% of staff aware of the programme / 80% believe it is beneficial to Barclays.
- Barclays Spaces for Sports key part of company's overall community investment strategy, which saw more than £50m invested across 30 countries in 2008. Will be similar commitment in 2009 – figures not yet available, but senior management has agreed it's important for same commitment to CSR despite economic downturn.