



University of Brighton

**Community
University
Partnership
Programme**

On our doorsteps

‘Arenas of opportunity? The potential to empower and develop communities through a new community stadium’

Seed Funded Projects Self-evaluation Report

Length: Up to 3 sides of A4, with additional income and expenditure sheet.

Please include direct quotes where applicable in sections 3, 4 and 6.

Please let us also have any visual capture of the project (i.e. photos or videos) and any necessary permission so that we might use them when publicising your project.

1. Brief Description of Project

The project sought to examine how Brighton and Hove Albion FC, and its charitable trust, AITC, can work with local education partners to contribute to the creation of structures and services that might enable communities to become more resourced, healthy and productive, and their members to become more involved, engaged and powerful. Specifically, we were interested in addressing questions such as:

- how can the partners contribute towards creating attractive, safe and sustainable local neighbourhoods and environments that not only impact on the physical and emotional well-being of local residents, but also enable these areas to become spaces of business, education, creativity and innovation?
- what role can the partners play in addressing not only well-publicised health issues, but also psycho-social ones, such as the development of resilience – the capacity to cope with stress and adversity – both at individual and community levels?
- how can the new community stadium contribute to the formation of “new” football communities, especially those created through the inclusion of previously excluded groups?
- what contribution can the stadium make to the ‘reputational geography’ of east Brighton and to developing a sense of positive attachment to place by local citizens?

2. Project Progress

The aim of the project was to organise a series of events (seminars and workshops) through which the partnership can develop a major proposal for funded research into the ways in which community education and sport partnerships can build participation, self-reliance and resilience at the local level. Some of the events were

undertaken under the banner of the *New Arenas* initiative and we still aim to work up a grant application to a major research council (after the final *New Arenas* event).

A community consultation event was held at The Bridge Community Centre, facilitated by Prof. Neil Ravenscroft, Dr. Daniel Burdsey and Dr. Paul Gilchrist (all University of Brighton), and River Jones (University of Sussex). Jayne Ross (Chief Executive of The Bridge) and Dr. Alan Sanders, Jacob Naish and Matt Mead (all Albion in the Community) were also present. Participants were invited by The Bridge, through its community networks. Approximately 30 people attended the meeting.

It is difficult to calculate the numbers of volunteers involved, although members of The Bridge were involved in assisting organisation of, and preparing food for, the workshop.

Primarily the funding allowed us to contribute 98 hours of time (UoB and Albion in the Community) and to make a goodwill donation to The Bridge to cover the cost of the community event.

The project timeline was longer than expected due to the issues related to getting a number of busy professionals around the table to discuss the project.

3. Partnership working

The project involved partners from the University of Brighton, the University of Sussex and The Bridge Community Centre, and, to a lesser extent, American Express and the Brighton Aldridge Community Academy (BACA).

On the whole, the partnership worked productively and effectively. Certainly there were a number of issues encountered in dealing with the football club – regarding undertaking the community workshop and the dissemination of the report – but these were always dealt with in a cordial manner.

The main source of knowledge exchanged and developed relates to the feelings and attitudes of members of the local community in East Brighton about the new American Express Community Stadium (please see separate workshop report).

The main thing that *On Our Doorsteps* – more specifically, CUPP staff Ceri Davies and Dave Wolff – contributed was their invaluable support in mediating some of the problems between The Bridge and the football club around the community workshop and providing advice as how to proceed with it, as well as support and contributions in meetings and the workshop.

3 words to sum up your experience with this seed funded project are: productive, challenging, enjoyable

4. Neighbourliness

In terms of the ways that the partnership promoted an exchange between university and community that connects to themes and ideas of neighbourliness, this was mainly achieved/addressed through the community workshop event. The main

challenges were not, primarily, in terms of the relationship between the university and its neighbours, but more in managing relations between other neighbours themselves, especially in trying to ensure the equitable standing of big and small institutions within the project.

5. Outputs

A journal article (forthcoming in *Soccer and Society*) is already in production as a result of the partnership. Other articles, research projects and grant bids are currently in discussion/production.

6. Outcomes

We perceive that the project has had an impact on:

- REF submission/facilitation
- benefits to local community in terms of knowledge and understanding of the project partners
- experience for project partners in project management and community consultation
- Ongoing relationships with project partners
- Community of practice development

7. Longer term knowledge exchange work

Primarily the main aspect of the partnership at present relates to research work between the university and the football club. However, we would like to get all project partners round the table again to see if we can develop the project further. We envisage the relationships continuing. Plans to include and develop volunteers are unclear at present.

8. Statement of Income and Expenditure

Items	cost
UoB Staff (inc overheads and expenses)	£3281
Albion in the Community	£1119
The Bridge Community Centre	£600
Total	£5000

9. Quantitative evaluation

Our estimations are that:

- 5-10 people were *directly* involved, but c.50 (including participants) were probably involved indirectly

- C.30 people were involved as participants in the community workshop, although if we include the 3 *New Arenas* events it is likely that c.200 people have been involved
- It is very difficult to quantify “benefit” but we would like to think that the figure above have benefitted (in some small way) from the activities we have undertaken
- In terms of the numbers of hours the partners have worked on the project: the project was costed at 98 hours of paid time. We confirm that this was contributed by UoB staff and partners at Albion in the Community and the Bridge Community Centre. In addition, all those who participated in the project worked for at least 2 hours, suggesting that a total of around 500 hours of work was contributed to the project, the majority without payment.

Prof. Neil Ravenscroft / Dr. Daniel Burdsey 27.2.12.