



**AUTHOR(S):**

**TITLE:**

**YEAR:**

**Publisher citation:**

**OpenAIR citation:**

**Publisher copyright statement:**

This is the \_\_\_\_\_ version of proceedings originally published by \_\_\_\_\_  
and presented at \_\_\_\_\_  
(ISBN \_\_\_\_\_; eISBN \_\_\_\_\_; ISSN \_\_\_\_\_).

**OpenAIR takedown statement:**

Section 6 of the "Repository policy for OpenAIR @ RGU" (available from <http://www.rgu.ac.uk/staff-and-current-students/library/library-policies/repository-policies>) provides guidance on the criteria under which RGU will consider withdrawing material from OpenAIR. If you believe that this item is subject to any of these criteria, or for any other reason should not be held on OpenAIR, then please contact [openair-help@rgu.ac.uk](mailto:openair-help@rgu.ac.uk) with the details of the item and the nature of your complaint.

This publication is distributed under a CC \_\_\_\_\_ license.

\_\_\_\_\_

# EAD – Design for Social Innovation and Inclusion.

*Craddock, Cameron T.*

*Gray's School of Art, Robert Gordon University, Aberdeen, Scotland.*

[c.craddock@rgu.ac.uk](mailto:c.craddock@rgu.ac.uk)

*Fairburn, Susan M.*

*Gray's School of Art, Robert Gordon University, Aberdeen, Scotland.*

[s.fairburn@rgu.ac.uk](mailto:s.fairburn@rgu.ac.uk)

## Abstract

Designing out crime is a strategy that the UK Design Council continues to profile and support, promoting the use of design as an approach for addressing social challenges and combating crime (UK Design Council 2011). This paper considers the strategy and application of design for social innovation to create an inclusive platform for participation in city locations where youth activity isn't otherwise encouraged. Design and diversionary activities can enhance wellness and contribute to healthier urban communities and these are the issues that 'Streetsport', an innovative 'diversionary tactics' initiative, has sought to address. As a pilot project that grew into an established programme, Streetsport has proved itself as a vehicle of engagement that uses sport and creative activities to divert and distract disaffected young people (who are considered at risk of offending) from the pressures and challenging circumstances within their communities. Measures of the programme's impact are notable with reductions in both incidents of youth crime and complaints of youth anti-social behaviour in some instances down by over 50%.

This paper describes the development of the Streetsport programme that began as a key partnership between Gray's School of Art, Grampian Police and RGU:Sport, with Designers playing a pivotal role in establishing and developing the strategy, for placing a mobile sports and activity arena and for making it visible both digitally (through branding and social media) and on location. Likened to a Trojan Horse, the temporary installation is deployed into the community at targeted strategic sites across Aberdeen city which include seven priority neighbourhoods reported by the Scottish Government as being in the 15% most deprived areas of Scotland (Scottish Index of Multiple Deprivation 2009). As a result of this project, the key stakeholders

involved now recognise and value the role of design and designers in developing, implementing and communicating youth services. This paper serves as a case study of how design can be applied to facilitate community engagement and how designers can apply their skills specifically to engage disaffected youth through community-based activities.

**KEYWORDS:** design for society, social innovation, design intervention, designing out crime, inclusivity, community engagement, social dimensions.

## Introduction

How can design facilitate an intervention for youth and community engagement? Can a user-centred approach be used to develop concepts and enable activities in city locations where young people aren't otherwise encouraged to play and offer an inclusive platform for diversionary activities? How might designers apply their creative skills to facilitate a partnership approach to reducing instances of anti-social behaviour; enhance wellness and contribute to healthy urban communities? These are some of the questions and issues that we have sought to address through a design perspective. We hope to provide insight into how the constructive application of design skills can be used to add social value, reduce crime, encourage social conscience and help reconnect communities by presenting street activities in an inclusive manner.

## Context

Set in North East Scotland, Aberdeen is a city that sustains over 900 oil-related companies, with a profitable but over-dependency on this finite resource, which is now starting to contemplate its downstream post-oil legacy. The city has high levels of employment and has generated significant wealth as the Oil Capital of Europe however pockets of poverty still remain and include seven priority neighbourhoods reported by the Scottish Government as being in the 15% most deprived areas of Scotland (Scottish Index of Multiple Deprivation 2009). Within some of these areas Grampian Police were having difficulty engaging with problematic and disaffected youths who were repeatedly being reported and responsible for significant levels of crime including incidents of wilful fire-raising.

Following an informal discussion between Grampian Police Community Liaison Officers and Design Staff at Gray's School of Art it was suggested that a user-centred design approach might provide a starting point to help address the youth-associated problems. It was apparent that a number of complex social and background factors had contributed to the current set of behaviours. Traditional policing methods (i.e. short term, high resource/impact operations) had resulted in higher levels of antagonism towards officers and other community based workers. Previous initiatives and attempts to address the on-going situation had seen some success short-

term but had been deemed ineffective in the longer term and had ultimately resulted in the deterioration of relationships and lines of communication with the youths. A number of service and infrastructure barriers were acknowledged in the local community including limited access to sports and leisure facilities; transport to and from venues and the associated costs of participation as many of the individuals were from low income families. A number of criticisms were also levelled at the short-term nature of previous initiatives and amenities that had closed due to on-going local authority funding cuts. Many of the youths had already been banned from local youth centres and clubs because of previous anti-social behaviour which only compounded the issue. Most would also avoid established facilities because of rivalry and intimidation between other youths - and other schools and as a result preferred to remain within their own catchment areas therefore a key element of the initiative would probably have to provide a safe and accessible environment. In order to develop an understanding of the issues surrounding their apparent frustrations and disregard for authority and their communities it was also apparent from observation that we would have to establish an element of trust and credibility with these youths and that an element of improvisation would have to take place in an effort to do so.

## Research & Inspiration

Combined with on-going ground work in local schools by Community Liaison Officers the preliminary strategy involved a series of short visits to trouble 'hot spots' within the city. Design staff at Gray's School of Art identified opportune times to approach youths in small groups of 3 or 4. This tactic would help avoid the intimidating and confrontational scenarios previously observed with police and larger groups of youths. Early stages of our information gathering simply involved introducing ourselves and listening to their issues in an effort to establish a rapport. Over time we were able to involve a number of residents (approximately 50) and build a sense of trust and mutual respect with one another through informal discussion sessions. Employing an integrative thinking approach and expressing empathy (Brown 2008) with their issues was a key factor in drawing out meaningful conversation and discussion as to why the levels of anti-social behaviour were particularly high in some areas of the city. Casual non-uniform clothing also made it easier to approach and engage in the first instance as there was a perception that uniformed community wardens and police officers were authoritarian figures who were not to be trusted having previously investigated and arrested a number of the youths. This was not a typical workspace scenario that would allow us to establish and develop focus groups; therefore engagement took on an informal tone of casual conversation in small gatherings.

## Ideation

Despite many preconceived ideas in relation to physical activity amongst teenagers; sports and predominantly football had unquestionably been identified as the 'activity' that would attract

participation and engage the majority of youths and perhaps serve as a distraction to others who were keen to observe. Our initial conclusions and therefore a potential concept would be to take organised activities directly to the youths within their own communities and involve them responsively in ‘diversionary tactics’ through an initiative branded as ‘Streetfootball’.

Early testing of this concept, which served as a low fidelity mock-up of the installation, simply involved turning up on location, approaching the youths with a stack of traffic cones and setting up a rectangular football pitch in a designated area. Individuals were quickly identified as ‘ring leaders’ and encouraged to take control of the group in a productive manner and orchestrate themselves into teams. Levels of engagement and anecdotal feedback were both positive and encouraging. Initial user testing was followed by a series of ‘divergent and lateral thinking’ activities with design staff and students including ‘thought showers’, SCAMPER exercises and a workshop involving the Six Thinking Hats® system which all highlighted the need to widen the initiative and establish a partnership approach by including key stakeholders within the city, if we were to develop an appropriate and feasible long term service solution that could sustain itself beyond a pilot project.

Identification of project champions within Robert Gordon University enabled them to apply their Community Outreach and Corporate Social Responsibility Policies within a wider Civic Engagement Strategy. This was a key turning point as it effectively established a core team who could therefore leverage time and resources, as needed, to broaden the partnership base and achieve a defined overall aim that responded to the agendas of external and city-wide stakeholders. The core team then approached a number of other stakeholders who were identified as having complimentary objectives and purposes with a view to establishing a steering group (Figure 1) who would contribute to the further development of our ambitions and objectives and the implementation of the initiative.

The steering group initially developed the ‘overall aim’ of the initiative which was ‘to reduce instances of youth crime and anti-social behaviour; promote health and wellbeing and encourage inclusivity through sport, physical activity and creative endeavour’.

Through a process of further collaborative ‘convergent’ sessions the steering group worked to discuss and evaluate early findings and refine ideas until they had identified and established a key set of programme objectives, structure and delivery mechanisms to respond to the anti-social and behavioural issues previously highlighted.

John Duguid - Streetsport Development Officer  
 Neil Brown - Sports Programme Manager, Robert Gordon University  
 Filippo Antoniazzi - Director of Sports, Robert Gordon University  
 Cameron Craddock - Design Lecturer, Robert Gordon University  
 Hamish King - Grampian Police  
 Gordon Riddell - Grampian Fire and Rescue Service  
 Emma Bellu – Aberdeen Safer Community Trust (AbSafe)  
 Graeme Sutherland - SFA Regional Manager  
 Alison Frew – Aberdeen Sports Village  
 Neil Carnegie - Aberdeen City Council



**Figure 1.** Steering Group Members 2012

## Key Objectives:

- » Promote socially-acceptable behaviour and reduce youth crime.
- » Promote respect, equality, social inclusion and integration.
- » Promote health and well-being and discourage the misuse of substances, drugs and alcohol.
- » Promote education, self-confidence and the development of interpersonal skills including communication, leadership, negotiation and compromise.
- » Engage and educate young people about the effects of youth crime and anti-social behaviour.
- » Empower and motivate young people.
- » Reconnect disaffected young people with the mainstream.
- » Provide alternative activities and improve opportunities for achievement and future employability.

## Design Driven Objectives:

- » Raise the profile of socially-oriented design initiatives within urban communities in NE Scotland.
- » Facilitate partnerships through collaborative design methodologies.
- » Facilitate opportunities for design students to develop and apply their skills to beneficial use both in terms of intervention, inclusivity and the local community.

## Implementation

Design again played a key role in the implementation in that it helped the group to mitigate early risks by acting on intuition. Placing the early concept in the field like a design probe allowed for the observation of initial impressions and informal levels of engagement and responsiveness.

While in principal the resolution of our work appeared a relatively simple (and somewhat obvious) idea, it was the model and more importantly a sustainable system of approach that was needed if the programme were to be implemented successfully over the longer term. We therefore entered a phase of further development and planning with careful consideration of issues of operational format, funding and programme evaluation. A pivotal initiative in this next stage of development was to appoint a 'Streetsport Development Officer' who would manage and coordinate the delivery of activities by leading a team of support volunteers (sourced from local communities and the University's student population) and assist with funding applications through a series of existing grants. All financial responsibilities for the project would now operate under the auspices of Aberdeen Safer Community Trust, a local charity that had previously joined the steering committee as a key stakeholder.

Streetsport quickly turned into reality when corporate sponsorship was secured with a large international Oil and Gas Corporation, who generously donated funding that enabled the project to purchase its first 'activity arena'. The initial installation used 'off the shelf' equipment; a portable, flexible and importantly robust system which could be packed into a trailer and transported to locations throughout the city. This blank template allowed Graphic Designers and Digital Media students to brand the initiative through a visual identity system both on-field and on-line.

## Deployment & Attendance

The project now deploys activities into a number of areas across the city of Aberdeen. The locations are reviewed every 12 weeks and are identified in consultation with Grampian Police and Grampian Fire and Rescue Service (Figure 2) by high levels of youth crime and anti-social behaviour, which often fall into the seven priority neighbourhoods reported by the Scottish Government as being in the 15% most deprived areas of Scotland (Scottish Index of Multiple Deprivation 2009).

Since the launch of the project more than 1500 deployments have taken place across Aberdeen. Attendance levels have surpassed 3,000 young people (Figure 3) on an annual basis in a variety of locations around the city of Aberdeen. The key target group is 10 - 18 year olds however younger children between the age of 5 and 9 regularly attend. Assisted by a variety of Streetsport Volunteers, City Wardens, Active Schools Coordinators and Youth Workers between 15 and 50 young people (both male and female) regularly participate on a nightly basis.

Participation levels have steadily increased and improved participant tracking showed that 2011 produced the highest rate of female participation since the project began, with a 23% increase on 2010 figures. While participation levels in 2011 are shown as the most successful year, the partnership continues to thrive and while final numbers are not available at the time of writing, 2012 is anticipated to show the highest attendance levels thus far.

Throughout the duration of the project, design students from the Communication Design course at Gray’s School of Art have assisted with deployment and the on-going development of a graphic identity, communication strategy and website. Successive undergraduates have contributed to the creation of visual content and on-going re-development of the brand; applying their design skills (Figure 4) and facilitating further collaboration with a number of project partners and the wider local community. The project has served as an excellent example of socially-orientated design initiatives, key themes in both the Product and Communication Design courses at Gray’s School of Art. Through the application of design tools, methods and processes both staff and students have continued to explore ways in which designers can apply their skills to beneficial use both in terms of intervention, inclusivity and the local community.

***Design student skills development specific to the Streetsport Programme:***

- » Applied design thinking tools.
- » Developed the brand and visual identity.
- » Developed a website, online presence and utilised social media & video technologies.
- » Engaged with an initial target audience of young people aged between 10 -16
- » Developed marketing and advertising materials.
- » Developed kits and uniforms.
- » Developed a range of interaction concepts that incentivise participation.
- » Developed networking opportunities with potential sponsors, social enterprises and business partners.
- » Utilized visual aids and design tools as a means to engage youths in community-based activities.
- » Introduced youths to hands-on design and digital media technologies as a means to express local and current youth issues.
- » Developed a range of interaction concepts that incentivise participation.

<p><b>WHY</b></p> <p>SCOTTISH INDEX OF MULTIPLE DEPRIVATION</p> <p>GRAMPIAN POLICE INCIDENT REPORTS</p>	<p><b>HOW</b></p> <p>PORTABLE SPORTS ARENA</p> <p>ASTROTURF PITCHES</p> <p>PARTNERSHIP WITH LOCAL AUTHORITY</p> <p>SIMILAR YOUTH ACTION GROUPS</p> <p>SPORT NATIONAL GOVERNING BODIES</p>
<p><b>WHERE</b></p> <p>SCHOOL GROUNDS</p> <p>COMMUNITY CENTRES</p> <p>COUNCIL FACILITIES</p> <p><i>*CLOSE AS POSSIBLE TO TROUBLE HOTSPOTS</i></p>	<p><b>WHAT</b></p> <p>DELIVER 6 SPORTS</p> <p>DIGITAL MEDIA</p> <p>ARTS DEVELOPMENT</p> <p>VOLUNTEER DEVELOPMENT PATHWAY</p>

**Figure 2.** Deployment Matrix Diagram

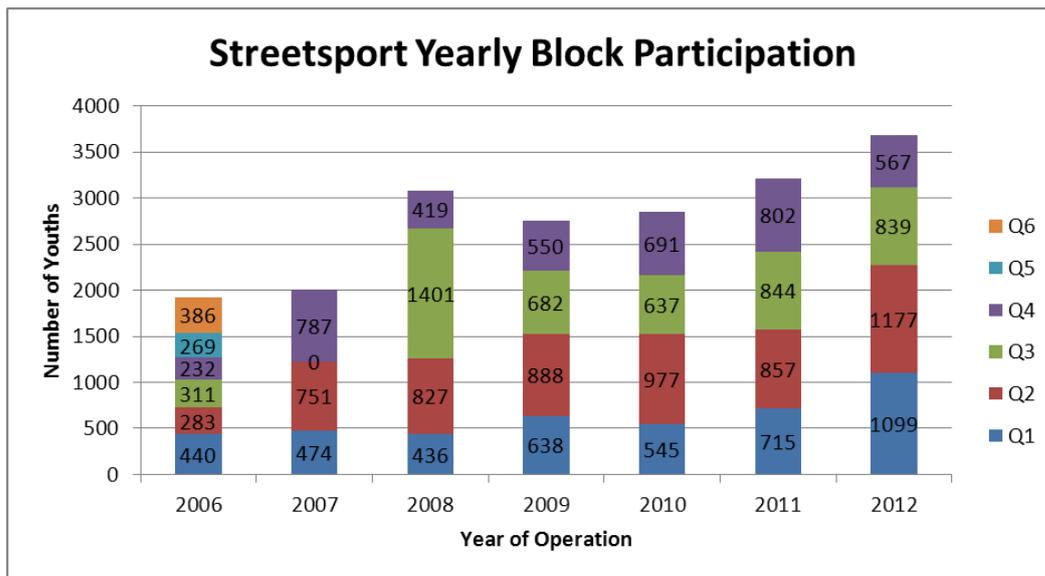


Figure 3. Yearly participation statistics.



Figure 4. Brand design and development.

## Demand & Diversification

Due to increased demand and in response to requests from participants, the project has diversified and now includes a number of sports (e.g. athletics, basketball, hockey and handball) and other creative activities which have resulted in a 100% rise in female participants since 2008. This diversification led to a project rebrand from 'Streetfootball' to 'Streetsport' during 2008 in an effort to reflect the widening range of activities now being delivered.

These activities have since been further extended to include 'Street Arts', a non-sport based initiative which arose out of concepts developed by a Communication Design student who observed the large number of youths (particularly girls) congregating around the periphery of the arena and accompanying friends but who were reluctant to participate directly in sports. To facilitate these initial arts based activities, the student proposed a concept that would adapt the advertising panels along the exterior walls of the arena and create black boards to allow

participants to engage and participate in visual creativity; drawing and graffiti activities. Since then a number of other 'creative' workshops have been delivered involving undergraduate design students and local authority outreach arts programmes. The project continues to see increased levels of female participation with overall data now showing an 84% male and 16% female split.

***Current Streetsport activities include:***

- » Football
- » Freestyle Football
- » Basketball
- » Touch Rugby
- » Hockey
- » Handball
- » Athletics
- » Badminton
- » Street Art
- » Street Dance

## Education, Learning & Skills Development

The project provides a number of opportunities to facilitate the learning and development of communication and interpersonal skills including leadership; interaction; negotiation; team working and compromise. Through the encouragement of equality & inclusivity and the promotion of a safer, healthier lifestyle it has helped reconnect disaffected young people with the mainstream and improve opportunities for further education and employability.

## Effectiveness

The effectiveness and impact of the project is in the main measured through crime statistics and incident reporting data collected and analysed by Grampian Police and then disseminated to key stakeholders. Further anecdotal evidence is gathered by a variety key workers and members of the community who liaise through a combination of established channels including the Crimestoppers phone line and local residents meetings. The following case study offers specific insights on the programme from one of the key Partners and Stakeholders; the local Authority Police.

### Case Study:

***Contributed by Sergeant H. King – Anti-social Behaviour Unit, Grampian Police.***

***Location: Torry, Aberdeen.***

*At the beginning on 2011 Streetsport collaborated with Grampian Police to tackle a serious and persistent anti-social behaviour problem within the Torry area of Aberdeen (previously identified in incident reports Figure 6). The issue was unresolved, as police methods and approaches by individual community stakeholders had all proved unsuccessful and ineffective in the long term.*

*The problem was concentrated in a 'concrete square' which could only be accessed on foot by various footpaths. The pedestrianized square was surrounded on all four sides by housing reserved for old age pensioners. The anti-social behaviour involved a large group of youths continually congregating in the area and behaving in a unruly and disorderly manner to the point where the residents were scared to go out in the evenings and some were sitting in their bedrooms to the rear of their properties as opposed to their living rooms at the front because of the persistent noise levels. The behaviour of the group was having a significant impact on the residents and their quality of life which also had the potential to impact on their health through increased levels of stress and anxiety.*

*In an effort to address this issue Grampian Police initially increased their police presence however this traditional approach was recognised as a short term solution and resource intensive and had ultimately failed to address the problem longer term with the youths demonstrating no remorse and a blatant disregard for the impact of their behaviour on the elderly residents.*

*Analysis of incident reports and other data had demonstrated complaints and calls to Grampian Police on a nightly basis with Thursday being particularly problematic.*

*In early 2011 Grampian Police took the decision to implement legislation which enabled the use of 'dispersal powers'. This was uncommon and only the second time that these powers had been applied and enforced within the Grampian region. The powers enable the police to force youths to leave an area and not return within a period of 24 hours. It was recognised that these powers alone would not solve the problem, as again this only provided a short term respite for the residents and as such a 'partnership' approach would be required in order to put a long term strategy in place and finally resolve the issue. A key part of this approach was to provide 'diversionary activities' that the youths could go to and attend when moved out of the dispersion area.*

*Streetsport was the key partner in this approach and was deployed to the area on a Thursday evening providing a dedicated and unique street activity zone for the youths. As seen in Figure 11 the issue was ultimately resolved as reported incidents to Grampian Police dropped over a prolonged period; leading to an improved standard of living for the residents. It is now 18 months since the initiative was put in place and the improvement has continued throughout that period.*

*With an increase in opportunities for youth participation and involvement in Streetsport activities instances of youth annoyance and anti-social behaviour have gradually dropped over a 5 year period and helped to make the community a safer environment.*

### **Sergeant H. King, Grampian Police – September 2012.**

#### **Streetsport Intervention Strategy**

- » Human-centred design methodology.
- » Partnerships.
- » Dispersal powers authorised.
- » Diversionary activities arranged within the initiative.
- » Targeted Thursday evening.
- » Youth annoyance figures demonstrate Thursday evening as the lowest in 2011 (Figure 7).

Incident Reports and Statistical Data.

The map to the right highlights the location of high instances within Aberdeen City.

Beats bordering Torry are targeted as the primary hotspot.

Secondary hotspots also include Rosemount, Northfield and Mastrick.

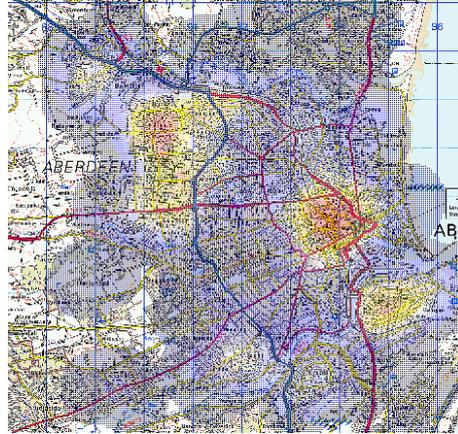
Process involved:

Analysis of Problem.

Evidence Gathered (Figures 6a, 6b).

Anecdotal Reports.

Design Visualisation - Colour mapping within an incident report.



**Figure 5.** Sample data sourced from Police Incident (Storm) Reports.



**Figures 6a and 6b.** Anecdotal photographic evidence gathered (source of images – Grampian Police)

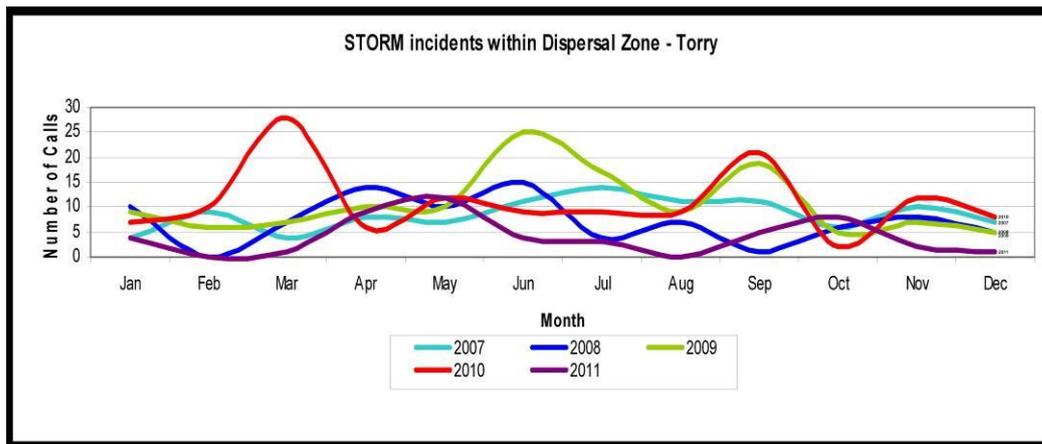


Figure 7. Incident graph highlighting number of calls reported to police on a Thursday from 2007-2011.

## Factors of Success

The Streetsport model of approach is novel in that it has enabled a large group of key partnerships to come together and work through problems and individual agendas in a collaborative setting using applied creativity tools. Through early stage involvement and collaboration with designers the project challenged convention and has been able to establish itself ‘long term’ and achieve notable success over that period by deploying the pitches in a consistent and reliable manner and as a result has established a better and more resilient rapport with local youths and communities. The volunteers programme has challenged, enabled and empowered a number of resident volunteers to take responsibility and ownership and to help foster a sense of pride and collective purpose through their participation. “...the strength of volunteering within a community is in itself an indication of levels of wellbeing.” (Duncan McNeil, Member of Scottish Parliament and Convener of the Health and Sport Committee. September 2012).

Design has facilitated and mediated the collaborative approach by reframing the question and bringing key stakeholders together to analyse and then synthesize the subject area and ultimately address the issues by enhancing channels of communication and improving levels and modes of engagement. Visualisation of the concept served as ‘talking points’ for how the initiative would look *in situ* and how it would help to engage the specific community groups. Designers created and developed an accessible and engaging brand which appealed to the target audience and delivered it into the communities by embracing new and emerging social media technologies.

Establishing and building a ‘brand’ that is recognized and importantly ‘trusted’ by the participants was a key factor in our success. The project is perceived as non-threatening, safe and beneficial to all concerned. The various design outputs (kit, website, boards, etc.) have encouraged positive behaviour which has in turn allowed the trust to build from within the communities themselves. The solutions to these social issues lie within the communities themselves and design has played a key role in communicating this message and helping to build more responsible local society.

***The success of the Streetsport initiative relies on a number of key factors:***

- » The ‘Trojan Horse effect’ – the ability to gain access and take activities directly into affected areas within communities with the support of stakeholders and volunteers.
- » Flexible and responsive – the ability to be deployed at short notice with a portable, adaptable, robust arena system that can be constructed and dismantled quickly.
- » A multi-disciplinary; multi-faceted long term collaborative partnership approach that involves key stakeholders within the city.
- » Cost effectiveness – low cost and high impact.
- » Long term ambitions - established strong rapport amongst participants and importantly trust with the local communities.
- » Early adoption of a design methodology.
- » Removed barriers – physical, financial, relationships and communication.
- » Responsive locations & scheduling.
- » Private corporate sponsorship.
- » Time, enthusiasm, energy and opportunism.
- » Dedicated hard working volunteers and staff.
- » Incentivized participants.

## A Streetsport Volunteer Designation

Ultimately the project depends on ‘Streetsport Volunteers’ to assist with the on-site deployment and organisation of activities. The majority of support is recruited through University networks and sports clubs and often use the opportunity to gain experience and further develop their careers in a variety of sectors. Each volunteer is expected to commit 3 hours of time every 2 weeks and prior to involvement, they complete an induction, safety training and a basic Level 1 Child Protection course.

The project also established and implemented a structured reward programme and all volunteers (between the ages of 16 – 25) are registered with Volunteer Scotland, a national organization that provide leadership on Volunteering Policy and Practice, while also serving as the main on-line resource for all volunteer organisations.

Opportunities exist for Streetsport volunteers to gain experience as part of a dedicated and enthusiastic team and enhance their CV by obtaining certificates and qualifications. Volunteers can carry out a variety of roles involving the delivery of programmes and activities and assisting with social networking and websites. There is also the potential for paid employment with Streetsport and access to a written reference after completing 6 months of volunteering (or having logged 250 hours). The project also enables participants and members of the community to get involved and gain valuable experience and qualifications as volunteers. A number of youths have since used this opportunity as a springboard into further education and employment which has ultimately led to a positive destination.

Of note, the project has reported a recent rise in volunteer applications post the London 2012 Olympics which relied heavily on Gamer Makers (Third Sector 2012). Perhaps the real lasting legacy of the games will be a renaissance in volunteering?

## Incentives

The project is continually looking for new ways to incentivise and engage with participants, an approach consistent with design for behaviour change research (Lockton et al, 2010). A number of concepts have been developed to encourage and motivate participants. High levels of participation and attendance are rewarded with prizes and certificates and opportunities to participate on ratified coaching courses i.e. Scottish Football Association Early Touches Certificate. Skills play cards (Figure 8) were also developed in collaboration with design students as a way of engaging, motivating and developing sport skills over a set period. By setting weekly objectives participants are 'positively diverted' from anti-social behaviour and encouraged to focus their time and attention on developing skills and earning rewards often resulting in positive recognition amongst their peers. Steering group members, volunteers and previous Streetsport Development Officers are also acknowledged as Streetsport 'Legends'. Streetsport 'Trailblazers' are also regularly featured in communication materials and on the project website as positive role models within their own communities. The project has also been endorsed by local sports stars and Olympians such as Hannah Miley.



Figure 8. Skills Play Card

## Building Partnerships

Following the initial impact and success of the project, the partnership network has grown to involve several other local companies and agencies (Figure 9) who combined provide support, advice and on occasion additional funding to continue the initiative.

- » TAQA
- » RGU:SPORT
- » Grampian Police
- » Aberdeen Safer Communities Trust
- » Aberdeen City Council
- » Grampian Fire and Rescue
- » Gray's School of Art
- » The Scottish Football Association
- » Aberdeen Sports Village
- » The Scottish Rugby Union
- » Scottish Athletics
- » Badminton Scotland
- » Aberdeen City Council Arts Development
- » Blue Horizon Youth Bus
- » Active Schools
- » Youthlink Scotland Cashback
- » Grampian Housing Association
- » Langstane Housing Association
- » Communities Scotland
- » Aberdeen Football Club
- » ADT
- » Petrofac
- » Talisman
- » Scottish Hockey
- » Yorkshire and Clydesdale Bank Foundation
- » Aberdeen Foyer
- » Transition Extreme

**Figure 9.** Project Partners & Collaborators

## Finances, Corporate Sponsorship, Grants and Support

The project is currently dependant on core corporate financial sponsorship which in the main is sourced from companies within the local oil industry and combined with a series of contributions and grants sourced from a variety of organisations including members of the Steering Group on an annual basis. Reliance on Corporate Social Responsibility policies has been a key approach to accessing sustainable funding streams, with the Oil Industry as the main supporter in this regard (£125K to date over 5 years) contributing over 45% of the operating costs year on year. Funding has also been secured from the local City Council, Housing Associations, Local Emergency Services fund raising activities and Various Grants and Trusts whom together have supported the initiative to the level of over £275K. The diversity in funding sources further confirms the multi-partnership approach to tackling social issues in the community at a time when many local programmes have been lost due to cuts in council funding.

## Current Initiatives and Future Ambitions

The project has identified a number of potential and future growth areas and new partnerships to broaden the offerings into other creativity-based activities.

- » Community Education.
- » Health & Wellbeing - lifestyle awareness / fitness/ nutrition / emotional / substance abuse.
- » Careers Advice - More Choices more Chances.
- » Trailblazers - positive role model campaign.
- » Other sports and creative endeavour - street music / art & design / fashion and apparel.
- » Explore alternative income streams and business interaction.

We are also currently in conversation with a number of other local agencies and community initiatives, including: SHMU (Station House Media Unit) Local Radio & Media Training Programme; SACRO (Safe Guarding Communities Reducing Offending); two local Creative agencies offering youth dance and media activities; Moving Flicks & Activity Mix and City Moves. The project has recently won and been nominated for a number of 'Contribution to Community Awards' and participated in and presented the Scottish Government Health and Sport Committee Inquiry into Support for Community Sport (Scottish Government 2012).

## Conclusions

Streetsport is a mechanism that enables and facilitates strong collective partnerships between Academics; Industry; Local Authorities and Activity Agencies. The personality and modalities of Streetsport (highly visual, hands-on and inclusive) has enabled it to achieve success with designers playing a key role in developing the mode of engagement.

The project addresses some of the difficulties with engaging, involving and educating 'difficult to reach' young people and primarily facilitates interaction allowing youths to participate on a nightly basis with a variety of key workers including Streetsport Volunteers, City Community Wardens, Active Schools Coordinators and Youth and Social workers. Grampian Police and Grampian Fire and Rescue Service staff also regularly attend and get involved in activities in an effort to support and engage with participants.

### ***Streetsport has demonstrated the ability to:***

- » Engage a high number of disaffected youths.
- » Engage local youths in current community issues.
- » Influence and reduce the number of complaints and reports made to Grampian Police.
- » Influence and reduce calls to Grampian Fire and Rescue Service.
- » Influence and reduce incidents of anti-social behaviour.
- » Influence and reduce incidents of youth crime.
- » Influence and reduce incidents of wilful fire raising and secondary fires (e.g. rubbish and wheelie bins).

- » Utilize sport and creative activities as a means to engage youths in community-based activities.
- » Utilize design visualisations (on-field and on-line) as a means to engage youths in community-based activities.

The initiative continues to deliver diversionary activities to young people and has a strong following and support within the local communities in and around the city of Aberdeen. Over time the project has been able to establish a number of key partnerships that continue to support its activities throughout on-going local authority funding cuts which have brought the Streetsport into focus as an established and successful mechanism for engaging local youths.

Despite many communities suffering from disproportionately high unemployment, deprivation and a variety of other negative social issues, in our experience the vast majority of young people continue to seek positive and productive ways to participate within their community and importantly get active. As a result of this initiative, the key stakeholders involved now recognise and value the early adoption and application of a user-centred design approach involving designers to facilitate and develop suitable methods of enhancing youth services and engaging disaffected youths in community-based activities which in turn effect real positive social change.

## References :

- Brown, T (2008) *Design Thinking*. Harvard Business Review.
- Brown, T and Wyatt, J (2010) *Design Thinking for Social Innovation*. Stanford Social Innovation Review.
- Brown, T & Wyatt, J (2010) *Human Centred Design Toolkit*.  
<http://hcdconnect.org>
- Davey, C.L., Cooper, R. and Press, M. (2002) *Design Against Crime: Case Study Exemplars*. Design Policy Partnership, University of Salford.
- Lockton, D., Harrison, D.J., Stanton, N.A. (2010) 'The Design with Intent Method: a design tool for influencing user behaviour'. *Applied Ergonomics* Vol.41 No.3, pp. 382-392.
- Scottish Parliament, Inquiry into Support for Community Sport (2012).  
[http://www.scottish.parliament.uk/S4\\_HealthandSportCommittee/Reports/her-13-01w.pdf](http://www.scottish.parliament.uk/S4_HealthandSportCommittee/Reports/her-13-01w.pdf)
- UK Design Council (2011) *Designing out crime: A designers' guide*  
[http://www.designcouncil.org.uk/Documents/Documents/OurWork/Crime/designersGuide\\_digital.pdf](http://www.designcouncil.org.uk/Documents/Documents/OurWork/Crime/designersGuide_digital.pdf)
- UK Design Council (2003) *Think Thief: A Designer's Guide to Designing Out Crime*. Design Council and Design Policy Partnership.
- Volunteer Scotland (2012).  
<http://www.volunteerscotland.org.uk>
- Woolf, M. (2006) *Cliff vs the Asbo kids. Local councils to follow Australian experiment of*

*driving away hoodlums with uncool music.*

<http://www.independent.co.uk/news/uk/crime/cliff-vs-the-asbo-kids-481920.html>

Wootton, A. B. and Davey, C.L. (2003) *Crime Life-Cycle. Guidance for Generating Design Against Crime Ideas*. University of Salford.

## Acknowledgments :

### ***The authors would like to thank:***

Aberdeen Safer Community Trust

<http://www.absafe.org.uk/>

The project sponsors who have contributed to the Streetsport initiative both financially and in-kind.

The steering group members, project partners and many volunteers who have participated in the successful delivery of the Streetsport initiative.