

# HAT-TRICK

## Places For People



Places  
for People

**HAT-TRICK**  
love sport for change



As part of the Places For People (PfP) & StreetGames doorstep sport project, Hat-Trick, a local community sports provider, have been delivering weekly sessions for PfP residents in the housing estate in the West End of Newcastle. The focus of the programme is to engage as many young residents of PfP housing as possible, at sessions right on their doorstep. This project specifically engages young people from ethnically diverse communities and is mixed with significant engagement of female participants.

The project has been running since March 2022 and now incorporates three weekly sessions, this includes two weekly sessions for children and young people aged 7+ and a third session aimed at a parent group. The programme is targetted at PfP residents within the local housing to give them an opportunity to engage in physical activity sessions and raise their aspirations through long-term participation in sport. Furthermore, the project aims to embed leadership opportunities as an exit route towards education and employment.

This intervention aims to make the area a better place to live, by actively delivering sessions that create friendships, build relationships and instill trust in the community, tackling anti-social behaviour and racism as a byproduct. With several different nationalities housed in and around PfP housing, re-engagement of young people post-Covid was crucial to re-instill community spirit. Engagement in sport unites young people from different backgrounds who live in the same community.

By providing weekly multi sports sessions in and around the Places for People housing in Newcastle's West End, Hat-Trick have created a solid, and growing, participant base. Moorside Primary School has been the main venue for sessions, this has been a great asset to the project as there is a large outdoor play area and Multi Use Games Area with the added advantage of having indoor space available for sessions to continue with little disruption throughout winter.

The addition of the women's wellness session was not a project requirement, but something that Hat-Trick strongly felt should be embedded. This session allows parents time to reflect, chat, enjoy fitness, cook, and enjoy family activities. Recently, Hat-Trick offered a free swim session for mothers and daughters which would not be customary for this audience, and 18 participants enjoyed this time together.

In total, Hat-Trick have now worked with 33 unique young people and 19 female mothers/carers who live in and around the PfP housing as part of this project. a demographic breakdown of the participants is shown below:



**33**

Young People  
participated



**75%**

Female



**60%**

From ethnically  
diverse communities



**19**

Mothers / carers  
engaged



**6**

Different sports /  
activities provided

From speaking with young people, parents and staff from the project, the impact the session is having on the young people was clear, with one parent saying 'This is the first opportunity the kids have had to engage in physical activities since Covid, and it has got them back socialising and into a great routine. Annemarie and Hat-Trick staff are superb and we're thankful for these sessions.'

PfP Community Investment Manager for the North said: "Places for People are delighted to be working with StreetGames in the West End of Newcastle and see the positive impact the regular weekly sessions are having with a wide range of young people from diverse backgrounds including young parents. The sessions support raising aspirations for young people and we are delighted that the evidence shows both impressive numbers and lots of fun had by all "