



# TUFF FC

## FOOTBALL COMMUNITY

GRANT PROCEDURE EAC/S17/2017 MONITORING AND COACHING, THROUGH SPORTS, OF YOUNGSTERS AT RISK OF RADICALISATION - TUFF (THE UNITY OF FAITHS FOUNDATION)



## REPORT 2019

PROPOSAL TITLE: TUFF FOOTBALL COMMUNITY (TUFF FC)  
EAC-2017-0475 IN ACTON, EALING (LONDON)



CLUB DES SPORTS

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# 1. Foreword

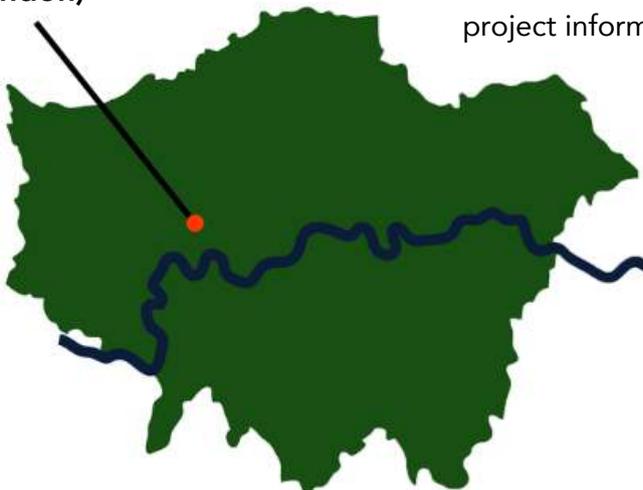
The Unity of Faiths Foundation Football Community (TUFF FC) was set up in West London in August 2014 to find innovative solutions to tackle issues of gang violence, radicalisation and isolation through the medium of football.

Growing rapidly, TUFF FC now runs sport and character education projects across London and the UK. TUFF has also undertaken a number of projects internationally, such as in Iceland, Belgium, India and Australia.

In December 2017, TUFF FC was granted 60,000 Euros in funding by the EU Commission's Directorate General for Education, Youth, Sport and Culture (EAC), for the Grant procedure EAC/S17/2017 – "Monitoring and coaching, through sports, of youngsters at risk of radicalisation" with the proposal title: TUFF Football Community (TUFF FC) in Acton, Ealing Borough (London). TUFF FC partnered with Shooting Starz for the provision of this 12-month project, naming the project 'TUFF STARZ'. Club Des Sports kindly offered the use of some of its facilities for the project.

This report evaluates the outcome of the 12-month project in Acton, Ealing Borough. It describes how far the project met its objectives, outlines how the project operated and provides an overall assessment of the project. A set of published project material and further project information can be found in the Annex.

**Acton, Ealing Borough  
(London)**



## 2. The TUFF Approach

Governments are increasingly concerned about the radicalization of young Muslims. The UN has estimated that the number of foreign jihadists who have joined IS to date may be over 15,000. According to a British MP's estimation, this may include as many as 2,000 Britons currently fighting in Syria and Iraq. These radicalization figures are alarming and one of the greatest worries we have for all of our young people globally.

Through our research at TUFF we have found in our integration and extremism programmes, the majority of victims are kidnapped at puberty stage, where their brains act like sponges, soaking up anything on offer, especially if it's different or attractive to them. Their bodies are going through a roller coaster of emotions not to mention hormonal changes, therefore it is immensely important to support young people through this developmental stage, otherwise, negative influences will impact his or her future pathway, dictating radical views, which become embedded.

### **What is radicalization and how can it be prevented?**

Below are some useful insights into the way TUFF uses social psychology to change mindsets of the youth it looks after. Some TUFF lesson plans are designed to bring out any dangerous scenarios but only, for example, when we discuss topics such as The Rule of Law compared to the Rule of Sport.

For example, I would say to the children: "Suppose you are a potential Jihadist, who considers traveling to Syria to join IS. The journey is not without risks and dangers and you can be arrested at the border, your passport taken, and end up in jail. If you arrive in the Middle East, then you are caught up in a war zone with a reasonable chance you would die. Before leaving for Syria, if you knew in advance the percentage risk of your own death, what percentage would you consider it was 'worth it'? 1% 10% 25% 50%?"

In TUFF we have first-hand experience in dealing with youths who had thoughts of joining IS. We know that groups of people often take riskier decisions than individual group members. This phenomenon is called group polarization or the "risky shift." It lies at the root of radicalization, because it explains how people can develop more extreme views, for example, regarding the use of violence in conflicts.

### **How can TUFF explain radicalization?**

First, during group discussion, social comparisons are made: people find out what the opinions are of the other group members. If it appears that the majority of people with whom you communicate, personally or via social media, are willing to take some risk - for example, travel to Syria - then you want to outdo them. The result is that you are becoming a little more extreme after each chat. A second possibility is that by discussing your dilemma with other people – who tend to be sympathizers - you are more likely to hear more arguments in favour than against. So, after interactions with likeminded people, a person gets increasingly convinced about the correctness of their risky choice.

### What can we do? What would an anti-radicalization program look like?

TUFF has been teaching education in Human Values through sports and leisure. Football is a perfect way to counter radicalization. For example: when you support a football team, it doesn't matter what religion, what skin colour, what culture you are - if you are wearing the same team colours as each other, you are automatically accepted into the clan.

Governments must ensure that potential Jihadists are confronted with the views of moderate Muslims such as Imams or the opinion leaders from the world of politics, sport, or music. If someone close to you becomes radicalizes; don't ignore it but start a discussion and ask uncomfortable questions.

We are proud to have received praise and support from political leaders from all parties. Mayor of London Sadiq Khan recently said: *'What's great about TUFF is they are working with young people in particular, in communities that are deprived, providing them with something fun to do, playing football but also talking about issues that may affect young people, social media, access to the internet, complexities of living in London where there are inequalities of wealth and so what TUFF does is provides a safe place - there's expert advice on tap, but also what's really, really inspiring is how they encourage youngsters to go on to become youth ambassadors and these ambassadors have the street cred, if you like, to talk with young people so they can address the issues they face. We are giving youngsters resilience and a life skill to be able to talk about issues that may affect them'.* (See Annex and Attached CD for full interview)

We at TUFF have never shied away from asking the direct question. Science teaches that sharing ideas with a small, tight-knit group of sympathizers leads to radicalization. This pattern can be broken only by confronting people with diverse opinions and unpleasant facts. This "war" of information cannot be won in Syria, but in the homes, mosques, schools, community centres, and sports-clubs of Britain, France, and the rest of Europe.

TUFF has proved this once more with this project with the support of the European Commission.

Dr Shamender Talwar - February 2019  
Project Lead



## **3. The Project: Objectives, Activities and Results**

### **3.1 Project Purpose**

The TUFF STARZ Acton, Ealing Borough project was created in partnership with the European Commission to provide the community with a sports and education program that supports the positive Integration of the community's youths from diverse ethnic backgrounds within British society.

This was a football project that used sports, character education, resilience and educational workshops to help establish firmer British and European identities and values within the local community, which in turn helps reduce the risk of radicalisation present in modern western societies.

### **3.2 Project Timeframe**

February 2018 to January 2019

### **3.3 TUFF Project Lead**

Dr Shamender Talwar

### **3.4 Project Objectives**

The project objectives were:

- to provide an alternative life pathway for youths and engage them through a commitment and dedication to football.
- provide the community with a support mechanism and educational program that helps Introduce and develop a more positive Integration, of project participants, with British and European values and society
- identify any Indicators observed from program participants that might be in opposition to British values and Implement corrective and preventative actions to mitigate their potential to become a target for radicalisation recruitment
- to develop players personal and social skills, mental robustness and character
- educate and develop an understanding about religious and cultural difference
- to connect with the local community, building secure communities and identities

## 3.5 Risk Management

TUFF identified two major areas of risk in relation to this project:

1. The risks present for team members to become a target of radicalisation recruitment
2. Risks associated with playing football.

We have outlined these risks in the below sections and the set out the controls that were put in place to mitigate them.

### 3.5.1 Identified risks of program participants potential for radicalisation

#### 3.5.1.1 Understanding the radicalisation process

In order to mitigate and/or identify any occurrences of potential radicalisation amongst our program participants, we need to understand how the process of radicalisation occurs within Acton, Ealing Borough as a community. After being heavily involved in this area we thought that the following eight stage recruitment process was best suited to the process of radicalisation:

1. Individual alienation and marginalisation
2. A spiritual quest
3. A process of radicalisation through exploration of offline and online radicalisation propaganda
4. Meeting and associating with like-minded people online and offline
5. Further seclusion and cell formation
6. Acceptance of violence as legitimate political means
7. Connection with a gatekeeper in the know
8. Going abroad to fight

The project's primary focus was to get youths involved with our project at an early stage of their development to prevent them from reaching the first stages of radicalisation. However, in previous projects we have had instances where members were subjected to some of the above stages of this recruitment process. Through outreach from our psychologists to these individuals, we were able to stop the individuals from progressing further along the pathway which would have ended in flying to Syria.

Therefore, throughout this Acton, Ealing Borough project we always maintained the assumption that our project's participants may be susceptible to any of the above stages of radicalisation, when participating in our program.

Furthermore, we needed to identify any possible occurrences from indicators, observed from our interactions with members, as soon as possible. Following identification, we had in place corrective and preventative actions with identified members to mitigate their risk of moving to later stages in the recruitment process.

### 3.5.1.2 Identification of project participants who are at risk of radicalisation recruitment

We have developed a pathway for identifying project participants who are at risk of being targeted from the practices of radicalisation recruitment (see below). This is achieved through the reports from coaches interacting with members on and off the field and through our workshops and questionnaires carried out by the project psychologists.

### 3.5.1.3 TUFF program participants potential for radicalisation risks and controls

| Risks   | List Current Risk Controls  | Risk Rating | List Additional Controls (if any – where current controls are not adequately managing the level of risk)   |
|---|---|-------------|--|
| Team player appears to be secluding/withdrawing themselves from other players and program participation | Coach discussion with team member   | Medium      | <ul style="list-style-type: none"> <li>• Coach discusses with one of the team ambassadors to interact with identified member and try to initiate an outside of training meeting to promote more integration and seclusion prevention with the program and its participants</li> <li>• Coach passes team members details to psychologist for further investigation</li> </ul> |
| Noticeable decrease in team member attendance to training   | Coach discussion with team member   | Medium      | <ul style="list-style-type: none"> <li>• Coach passes team members details to psychologist for further investigation</li> </ul>  |
| Dangerous play/physical violence  | Any issue will have to be reported to Yann Paccalin. Operation manager to assess if action need to be taken further | Medium/High | <ul style="list-style-type: none"> <li>• Escorting players to public transport if needed to avoid hanging around and create more problems after the end of the session</li> <li>• Report to psychologist</li> <li>• Identified member follow up with project Psychologist</li> <li>• Risk of radicalisation determined by psychologist</li> </ul>                            |

| Risks   | List Current Risk Controls                               | Risk Rating | List Additional Controls (if any – where current controls are not adequately managing the level of risk)  |
|---|--|-------------|---|
| Aggressive behaviour and poor conduct on or off the pitch   | Coach discussion with team member                        | Medium/high | <ul style="list-style-type: none"> <li>• Coach passes team members details to psychologist for further Investigation</li> </ul>   |
| Psychologists interaction with project member in workshop notices questionable opposition to rule of law and British Values | One on one follow up with psychologist                   | High        | <ul style="list-style-type: none"> <li>• Further follow up sessions with psychologist</li> <li>• Risk of radicalisation determined by psychologist</li> <li>• If psychologist determines radicalisation has occurred and no further actions can be carried out to prevent their progression in the recruitment process, then the member will be reported to relevant authorities</li> </ul> |
| Team member reports another member has been radicalised   | Psychologist attempts to interact with identified member | High        | <ul style="list-style-type: none"> <li>• Psychologist to determine whether radicalisation has taken place</li> <li>• If psychologist determines radicalisation has occurred and no further actions can be carried out to prevent their progression in the recruitment process, then the member will be reported to relevant authorities</li> </ul>  |

### 3.5.2 Identified risks and controls for TUFF football teams

| Risks   | List Current Risk Controls  | Risk Rating | List Additional Controls (if any - where current controls are not adequately managing the level of risk)   |
|---|---|-------------|--|
| Weather extremes  | Coach or tournament organisers can call the game off in extreme weather conditions    | Low/medium  |  |
| inappropriate footwear for conditions (danger of slipping/risk of injury) sharp studs | Coaches checks footwear for sharp studs before matches                                | Low         | Coaches are responsible for making sure their players wear footwear appropriate for the surface they are playing on, and to check their studs regularly. |
| Jewellery   | All jewellery has to be removed or taped up before a match. Coach checks this.        | low         | Each player to be responsible for removing their own jewellery before matches  |
| Goalposts (both permanent and temporary)  | Goalposts on pitch should be checked by coach before each match.                      | Medium      |  |
| Physical injuries from normal play  | Players with injuries or medical complaints should let these be known to their coach. | medium      | Encourage players to take basic first aid training   |
| Dehydration/Exhaustion  | Water bottles are provided by club coaches  | medium      | Players can bring their own drinks or buy them on the day  |

## 3.2 Project Activities

The project was split up into four stages which are outlined below.

### Stage 1: Establishing the Project

Jan 2018 – Feb 2018

The first project stage was focused on recruiting participants and “getting them playing”.

The Project team contacted Head teachers of local schools and religious leaders from Mosques, Temples, Synagogues and Churches. The schools advertised the TUFF STARZ project through their sports and citizenship departments, as well as in whole school assemblies. The religious leaders were approached to explain the purposes behind the EU Commission-funded project. They were encouraged to inform their young congregation members to attend the project. The project team also designed and produced promotional flyers (see right and below) to advertise the project to the local community.

## Stage 2: Integrating character education with structured coaching

Feb 2018 – Jan 2019

Once the project had been firmly established, the individual project participants were monitored and coached through both football training and workshops.

Both these elements contributed to helping instil positive values and attitudes over time. The individual coaches gave regular instruction and reports on the participants' attitude, behaviour and development, alongside tracking their behaviour during sessions through online data collection software. Through the delivery of educational workshops both on and off the pitch, the players received a comprehensive education on contemporary societal issues, conflict resolution, and understanding other groups, religions and cultures.



TUFF STARZ workshop in progress

Once the coaching and monitoring was underway, we began to reach out to religious and community groups in order to promote the work we were doing.

## Stage 3: Reaching Out

March 2018 – Jan 2019

The project benefited from high-profile support which boosted the status and standing of the project in the local community. The London Borough of Ealing (the local governmental authority of Acton) became involved and lent its support to project events run by TUFF STARZ. The local Member of Parliament, Rupa Huq MP, attended a project event and was so impressed that she organised a cross-religious event at Ealing Town Hall, inviting representatives from the TUFF STARZ project to speak. Please see Rupa Huq MP's letter in the Annex, where she writes: 'it is clear how TUFF has changed the mind-set of the youths who participate in its programs and in return how youth have become ambassadors of the whole community. It has taught them a great deal about community cohesion and responsibilities.'



## Stage 4: Graduating and moving on

Dec 2018 – Jan 2019

The last stage involved the participants graduating and 'returning' to their communities as empowered young people.

The project helped to boost the confidence of the project participants so that they bring their newly-developed skills and understanding to new contexts. As a result of the character and behaviour development that the project participants received, all participants graduated from the project as 'TUFF youth ambassadors' with the aim of these young people becoming role models for others in their local area. The project participant destinations show a positive end to the project – 85% of participants returned to school and 15% went on to higher education or employment, this includes those who successfully trialled for professional football academies in London and further afield.



Our TUFF Youth Ambassadors at one of our Graduation events

### 3.3 Project Results

|         | Definition                                   | How was it measured?                               |
|---------|--|--|
| Engage  | Attendance and retention in project          | Project registrations and attendance records       |
| Develop | Instil good behaviour on and off the pitch   | Behaviour monitoring and coaches' reports          |
| Educate | Promote religious and cultural understanding | Workshop questionnaire feedback                    |
| Connect | Forge ties and links with local community    | Involvement of local individuals and organisations |

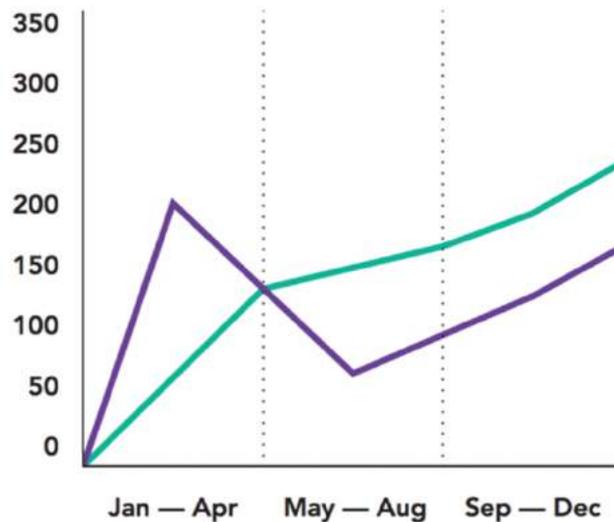
TUFF STARZ project team (See Annex) maintained accurate, up-to-date records throughout the 12-month project which allowed us to evaluate the project outcomes in light of our objectives. What follows is a brief overview of the project successes.

# Engage

## IN BRIEF

- High participation
- High retention
- Diverse range of participants from different backgrounds

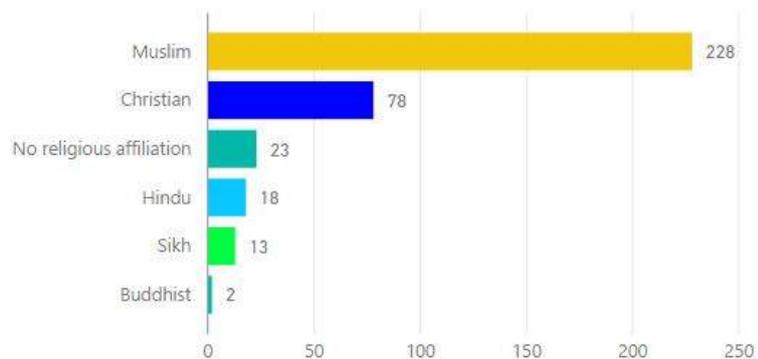
The total number of young people involved in the project was 397. In February and March 2018 the project received 202 new registrations. From April 2018, an established group of around 100 players attended regularly. Regular attendance grew throughout the project to nearly 250 by the end of the project (see graph below).



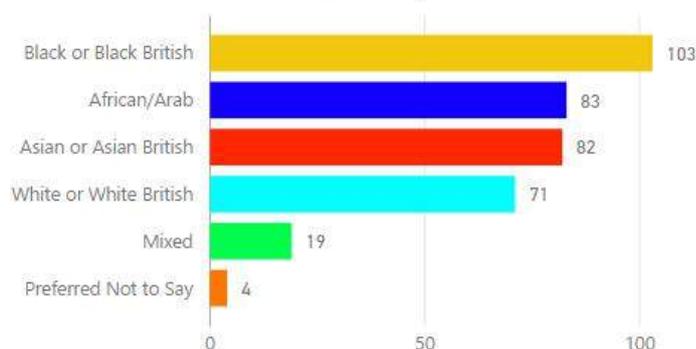
|                     | Jan — Apr | May — Aug | Sep — Dec |
|---------------------|-----------|-----------|-----------|
| <b>New sign ups</b> | 202       | 68        | 127       |
| <b>Sustain</b>      | 120       | 160       | 205       |

The project was able to attract a diverse range of participants (both male and female) between the ages of 11 and 18 years. The majority of the project participants were Muslim and Black or Arab (see August 2018 graphs below). The project took a secular approach – valuing all religions equally and contacting all types of religious institutions.

Religion



Ethnicity



# Develop

## IN BRIEF

- Behaviour and social skills across all participants improved
- Case studies provided in Annex

Social skills and behaviour of the participants were monitored through online data collection software. We ensured data collection was accurate and reliable - ensuring that we adhered to the recent GDPR guidelines. We found an overall increase in the social skills and behaviour of the project participants.

### Impact Review System

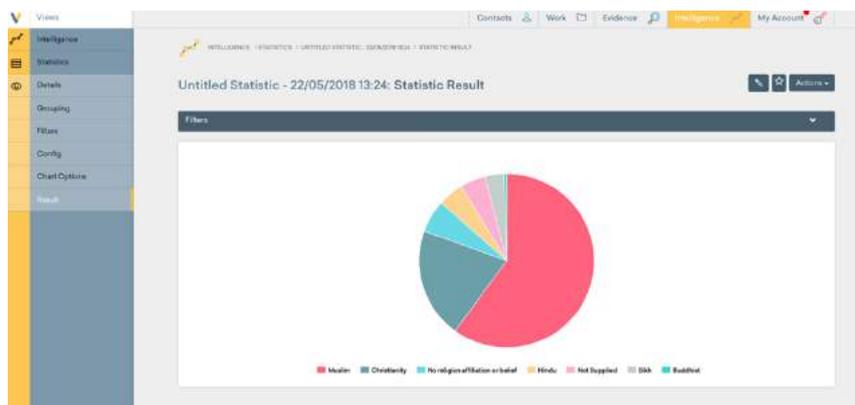
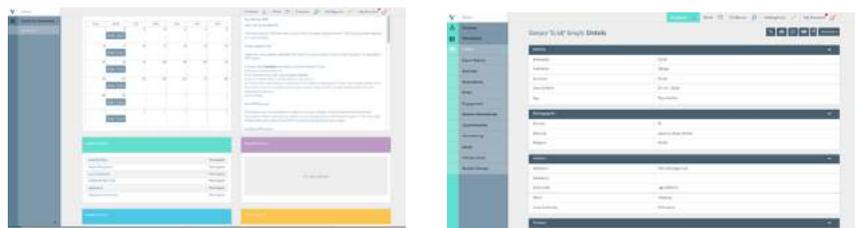
An evaluation and review system is vital for any project that wishes to record all data and assess progress. Through deliberation, we decided an effective system was a piece of software called 'Views', as it has previously been used at Premier League clubs for very similar project outcomes (see screenshots below).

We collected data from all participants, which included the relevant demographic information and other behavioural data to develop a universal data set which made evaluation and statistical analysis easier. It provided a great platform to track attendance, engagement and progress of the participant.

### Behaviour monitoring

We used the Views system to great effect. We were able to see how the behaviour of the project participants significantly improved across the course of the project. From a particularly low baseline, coaches regularly identified acts of respect, care and kindness by the end of the project.

While the average behaviour of all participants improved, we have selected a few individuals as case studies (See Annex).



# Educate

## IN BRIEF

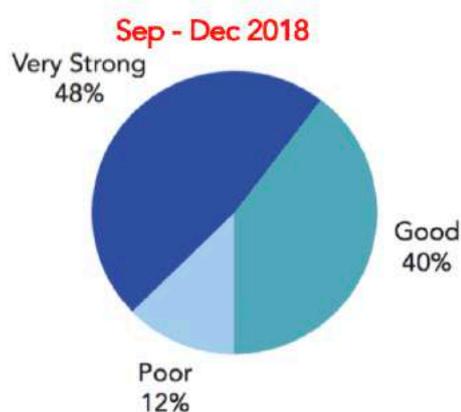
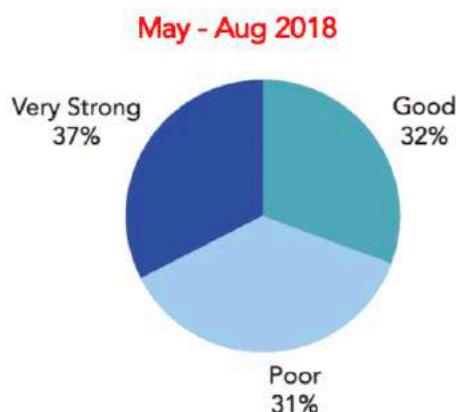
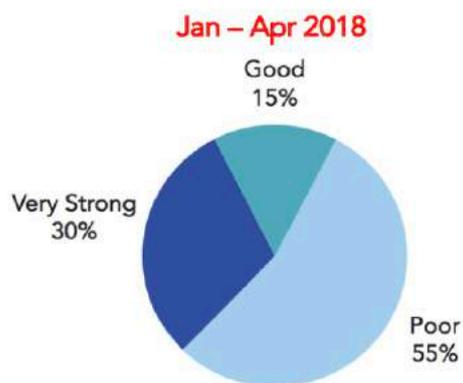
- Participants' understanding of other religions and cultures significantly improved

The project involved a series of workshops that took place both on and off the pitch. These workshops focused on a range of societal issues, including toleration and respect of others.

Educational workshops were held on a monthly basis. Feedback data from post-workshop questionnaires showed a significant increase in understanding of other religions and cultures across the duration of the project.

The Pie Chart figures (left) show how the workshop participants' improving understanding of British & European Values. For example, 55% of participants had an average score of 'poor' in their understanding of British values and toleration of others in the period January – April 2018. This significantly improved by the end of the period where the average 'poor' score was only 12%.

Please see attached CD to view a workshop example. Also see video link in Annex.



# Connect

## IN BRIEF

- The project forged strong ties with local community organisations
- The project received positive external feedback

The project successfully communicated with and reached out to a number of local organisations such as schools, religious institutions and youth clubs. The project forged strong ties with these local organisations. We also received very positive external feedback (Please see Rupa Huq MP's letter at the back of the report). As a result, the TUFF STARZ project has established itself as a respected and well-known community project in the local area.

See Annex for a list of some of the organisations that the project has made contact and been involved with.

We contacted  
**20+**  
local schools &  
religious institutions

We worked with  
**15+**  
local community  
organisations

We participated in  
**10+**  
locally-run events

The TUFF STARZ team were very happy with the project outcomes. The project actions met its outlined objectives (See 'Project results' section, above) and established a project that has the potential to help many more hundreds and thousands of youths in the area for years to come.

The uptake of the project was extremely positive. As well as youths finding out through our communications, word of mouth helped the team receive more new registrations than expected. We were also very pleased with the take-up of the project with girls. The background of these girls is mixed, with some coming from Somalia, Morocco, England, Syria and other places with some recently arriving in London. This diverse involvement is promising, as this is unique for girls from first- and second-generation background to mix in this way, considering the project also coaches boys. We were very pleased with how they fitted into the project and interacted with the other participants. We would, however, like to have more female involvement as this project develops. We as a team will make sure this is a main objective for any future project.

The footballing talent that the project discovered was phenomenal. After the success story of one of our TUFF STARZ participants (Zaid), who had signed a professional football contract with Derby County FC, The TUFF STARZ Academy was set up in January 2019 to create an exit route for the elite footballers who attended the programme. Designed to offer a more focused and structured footballing environment, the goal was to create opportunities for talented footballers who could showcase their ability to local professional and semi-professional football clubs. Zaid attended the TUFF STARZ sessions regularly and through showing fantastic footballing ability

We have been very pleased to witness how the young people of different religious and cultural backgrounds unite in their joy of the game. This joint passion for playing football, is the project's mantras in that it drives players to accept different age groups, gender, ethnicity accepting themselves as much as others. The coaches mixed players up and found this highly beneficial in creating new affinities and friendships. By mixing the schools and players it maximises communication, bridge-building and creates lasting friendships.

The project team was also excited about the level of local and regional support that the project received. To receive a visit from the local MP and receive praise from Ealing Town Council as well as the Mayor of London, really assisted in winning the community over. The partnership between TUFF FC, Shooting Starz FC and Club Des Sports is one that will continue in the future, as it achieved great success and buy-in from locals in the community.

The project team was very keen on establishing a sustainable project with a firm legacy in the local area. We have established a following from the local youths in the area as well as

social, religious and educational institutions. We have received assistance in-kind and are currently seeking additional funding for those, in order to continue the project in the long-term.

Overall, the project was a remarkable success. The project grant from the EU Commission ensured that the TUFF STARZ project was able to help hundreds of youths in the area of Acton, Ealing Borough in London, who otherwise would have been vulnerable to and at risk from knife crime, radicalisation, gang violence and violence. We have had a significant impact on the local area and have set up relationships that will continue to flourish long into the future.

The project team would like to propose that TUFF collaborates with the EU Commission and other grant beneficiaries to deliver a Conference on *The Power of Sport* for European values, identity and integration.



Anna Prior (TUFF Co-founder and Trustee) visits Mosque with some parents of our project participants

### 3.4 National Media Coverage

The TUFF project has garnered national attention by appearing on a National News Channel, ITV. The News Channel claimed that if Shamima Begum (the 14 year old British citizen who left London for Syria) had been on the TUFF project, maybe she wouldn't have gone to Syria to support IS. Anna Prior, Co-Founder of TUFF, was interviewed regarding this by ITV News on February 28<sup>th</sup> 2019.

Please see screenshots of the ITV news footage (below). Full Interview on ITV News Coverage on attached CD. Link to the news footage: <https://youtu.be/B0k8X3DDyuM>



## 4. ANNEX

### 4.1 – Project Team

TUFF is hugely appreciative of all the hard work carried out by the project team. They are:

#### Executive Team

- Hrund Hafsteinsdottir - TUFF Trustee
- Dan White – Partnership Lead - Managing Director, Club des Sports
- Tanishaa Cunha - Filming & Design
- Carlotta Montella – Filming & Creative
- Oskar Schortz – Project Co-ordinator

#### Delivery Team

- Anna Prior – TUFF Founder /TUFF Trustee
- Dr Shamender Talwar – TUFF Founder/Project Lead
- Luke Craig Project Manager – *Shooting Starz*
- Yusuf Jimicale – Welfare Officer - *Shooting Starz*
- Yann Paccalin - Operations manager/Coach - *Shooting Starz*
- Robert Jerman - Schools Lead/Coach - *Shooting Starz*
- Amir Shahin – Admin/Coach - *Shooting Starz*
- Simon Agboola – TUFF FC Coach/Welfare Officer
- Jace Jo Captain – TUFF FC Coach
- David Onasanya - TUFF FC Coach
- Ioannis Hadjiapostolou– Assistant Coach - *Shooting Starz*
- Aman Hailes - Assistant Coach - *Shooting Starz*
- Patrick Craig Assistant Coach - *Shooting Starz*
- Radius Reynolds - TUFF FC Assistant Coach



Some members of the TUFF STARZ delivery team

## 4.2 TUFF Model: Teaching Values through Sport

The TUFF STARZ team adopted the TUFF Model for the delivery of the workshops in the project.

The TUFF teaching values through sport model is a simple and effective means of ensuring that young people learn the values of society, put them into action, and help each other in the process. There are three stages to this model:

**1**

### **Introductory Workshop**

- A TUFF coach introduces the team to a value in a workshop setting

**2**

### **Embedding values in sessions**

- The team takes what they have learnt in the workshop and demonstrate it during the training sessions

**3**

### **Next step**

- The team progresses onto the next stage which involve another cycle of workshops. The older players are given the opportunity to mentor the younger teams.

# TUFF VALUES



Mindfulness

Discipline

## Variations in delivery according to age-group

|                   | 6 – 8 years  | 9 – 11 years   | 12 – 14 years   | 15 – 16 years   | 17 – 18 years  |
|-------------------|--|--|---|---|--|
| <b>Workshop</b>   | <ul style="list-style-type: none"> <li>Workshops last <b>15 minutes</b> before a training session</li> <li>A focus on <u>language &amp; behaviour</u></li> </ul> | <ul style="list-style-type: none"> <li>Workshops last <b>20 minutes</b> before a training session</li> <li>A focus on <u>showing the value on the pitch</u></li> </ul> | <ul style="list-style-type: none"> <li>Workshops last <b>25 minutes</b> before a training session</li> <li>A focus on <u>showing the value off the pitch</u></li> </ul> | <ul style="list-style-type: none"> <li>Workshops last <b>30 minutes</b> before a training session</li> <li>A focus on <u>being role models for other players</u></li> </ul>                           | <ul style="list-style-type: none"> <li>Workshops last <b>35 minutes</b> before a training session</li> <li>A focus on <u>being role models for community</u></li> </ul>  |
| <b>Training</b>   | <ul style="list-style-type: none"> <li>Coach leads spot quizzes both as a group and individually</li> </ul>  | <ul style="list-style-type: none"> <li>Coach leads spot quizzes both as a group and individually</li> </ul>  | <ul style="list-style-type: none"> <li>Coach leads spot quizzes both as a group and individually</li> <li>Tally of fouls will be kept</li> </ul>                        | <ul style="list-style-type: none"> <li>Coach leads spot quizzes both as a group and individually</li> <li>Tally of fouls will be kept</li> <li>Evidence of respect towards referee praised</li> </ul> | <ul style="list-style-type: none"> <li>Coach leads spot quizzes both as a group and individually</li> <li>Tally of fouls will be kept</li> <li>Evidence of respect towards referee, team mates and opposition praised</li> </ul> |
| <b>Next Steps</b> | <ul style="list-style-type: none"> <li>Next cycle will be at 9-11 years age group</li> </ul>   | <ul style="list-style-type: none"> <li>Next cycle will be at 12-14 years age group</li> </ul>  | <ul style="list-style-type: none"> <li>Next cycle will be at 15-16 years age group</li> </ul>   | <ul style="list-style-type: none"> <li>Next cycle will be at 17-18 years age group</li> <li>Players will be given chance to take part in workshops for younger players (9-11)</li> </ul>              | <ul style="list-style-type: none"> <li>Players will be given chance to take part in workshops for younger players (12-16 years)</li> </ul>   |

## Workshop Example

**Value:** The Rule of Law (Ages 12 – 14, 25 minutes)

### Introduction

TUFF coach to inform team why the workshop is taking place – the importance of knowing about the value, both in the wider community and on the football pitch. Emphasis will also be placed on development as person and as player.

### Task 1: Comparing Rule of Sport vs. Rule of Law

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TUFF coach asks team to think of what rules we have to follow in the community and how they might be the same rules in football. Coach/players to write examples on a board (see below).



### Other examples might include:

- No stealing on the street → No stealing of equipment , or No vandalism of environment → respect the facilities

## **Task 2: What the rules are in football**

---

The team learns about what Red and Yellow cards are for in matches. For each of the offences, the team should consider why it is an offence and how you should behave on the football pitch.

### **Yellow card offences:**

- Anything that can be deemed as unsporting behaviour
- Dissent by word or action
- Persistent infringement of the laws, for example, a series of fouls
- Delaying the restart of play
- Not retreating the required distance at a free-kick or corner
- Entering or re-entering the pitch without the referee's permission
- Deliberately leaving the pitch without the referee's permission

### **Red card offences:**

- Serious foul play
- Violent conduct, such as throwing a punch
- Spitting at an opponent or another person
- A player other than the goalkeeper denying an obvious goal scoring opportunity by deliberately handling the ball
- Denying an obvious goal scoring opportunity to an opponent moving towards the player's goal by an offence punishable by a free-kick or a penalty kick
- Using offensive or insulting or abusive language and/or gestures
- Receiving a second caution in the match

TUFF coach to give overview of how poor behaviour or breaking the rules will be handled in TUFF sessions.

### **Teaching idea:**

The coach could hand out yellow and red cards and ask the players to hold up the correct card for the offence



### **Task 3: How to act on the pitch**

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Players will come up with three behaviours on their own that they want to exhibit on the pitch. The TUFF coach will ask the group which behaviours they came up with. Once they are happy, players will write their chosen behaviours down. An example might look like this:

*I will:*

- 1. Always respect my coach, the referee and the other players around me*
- 2. Not play dangerously*
- 3. Be kind to each other*

### **After the workshop: How it is embedded**

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- **In training:** TUFF coaches will have spot quizzes before/during training sessions on the importance of rule of law. In older teams they will focus and record incidents of fouling and signs of good respect
- **In reflection:** The annual evaluation report will include questionnaire answers that will require the players to reflect on and give examples of how they exhibited that value on and off the pitch
- **In the next cycle of workshops:** players will have another chance to reflect on the value and improve their practice in the next round of workshops

## 4.3 – Project Participant case studies

The TUFF STARZ project team were hugely impressed by the development of the players over the course of the project. Below are three examples of players who have developed throughout the programme.

### Mansoor

Mansoor is originally from Afghanistan and has been a regular to the project from the beginning. He has professional football aspirations and wants to pursue a football career if possible. As Mansoor has been coming regularly to TUFF, Mansoor was able to maintain a positive pathway and has joined a BTEC Football programme through the project that keeps young people in education until the age of 18. The project enables a BTEC which involves a formal curriculum (10 to 15 hours of football) combined with an emphasis on social skills and values. **Interview with Mansoor:** <https://youtu.be/N5kkfUKOnJs>

### Seth

Seth's integration into the project began at the end of Summer 2018. As one of our youngest participants (he is 13), he found it challenging playing with older boys. This lack of confidence was evident from the beginning as he was the youngest and least experienced player. We had to help Seth feel more confident by showing him how this was not a handicap but that he could rise to the challenge and become successful, in spite of his age. At the same time, we needed to stress to some of the older players that being younger, maybe with different abilities or size, was not an indicator of the value of a person and not to let first impressions deceive. After our encouragement and support, Seth had no problem joining the team and after six months is a much-valued and trusted player. Seth's inclusion shows how the other players understood that not all players are the same and the difference can be worked on that results in a positive impact on the whole team.

### Samil – player testimony

"TUFF has supported my passion for football creating a boy's football sessions. Play in matches, leagues have a kit. We have a dedicated coach who looks after us every week and made me a better footballer. TUFF has also supported me to understand what our duty and responsibilities are to our local community. We have learnt that all cultures and religions can be together, and we can play together, and it doesn't matter what religion you are from, your identity is British, and we should be proud to be British. Like how all the nation Black and white came together to support England in the last in the World Cup. The coach has taught us to be tolerant show better understanding of other cultures so we can help the whole community in general to be in Unity. Thinking about it since I have joined TUFF it makes sense to have TUFF in many other parts around London. For example, my cousin came to visit us once I took him to our TUFF training and he was jealous of me. That we had people teaching us football and making us better people and it has become a second home for me."

## **Sabouh**

Sabouh joined at the beginning of the project. She has real talent for football and is a dedicated player, coming to training every week. She is a real joy to work with and demonstrates many of the virtues and values that we try and instil in all our players. As a result of her hardwork and footballing potential, we recommended her to the Middlesex County Football Association for her to join the county development team.

## **Mohammed**

Mohammed has been attending the TUFF programme since the Summer of 2018. Originally from Somalia, he has made the most of the programme and is enjoying it very much. He has made many new friends and intends to continue playing with us for some time. Mohammed wants to go to University and has said the programme has helped him improve concentration and confidence to express himself in public.

## 4.4 – Community outreach information

The TUFF STARZ project made contact with and forged connections with a number of organisations. Below is a list of some of organisations that the project team worked with throughout the year.

| Name   | Type of Organisation           |
|--|--------------------------------|
| Ark Burlington Danes Academy                   | School                         |
| Phoenix Academy                                | School                         |
| Hammersmiths Academy                           | School                         |
| West London Free School                        | School                         |
| The King Fahad Academy                         | School                         |
| Twyford Church of England School               | School                         |
| Featherstone High School                       | School                         |
| Kingston College                               | School                         |
| St Charles Sixth Form College                  | School                         |
| Villiers High School                           | School                         |
| Capital City                                   | School                         |
| Acton High School                              | School                         |
| Domers Wells High School                       | School                         |
| White City Estate                              | Local Residents organisation   |
| South Acton Estate                             | Local Residents organisation   |
| South Acton Estate                             | Local Residents organisation   |
| Hammersmith & Fulham North Area Housing Office | Local Residents organisation   |
| Citizens Advice Bureau                         | Local citizens advice branches |
| Acton Youth Association                        | Local Youth Club               |
| Sulgrave Youth Club                            | Local Youth Club               |
| Bollo Brook Youth Centre                       | Local youth club               |
| Acton Mosque                                   | Mosque                         |
| Ealing Town Council                            | Local Governmental Authority   |

## 4.5 – Published project materials

The TUFF STARZ project promoted its project through a number of published materials. Please find details of these below.

| Media  | Link   | Additional information   |
|--|--|--|
| ITV News report on TUFF STARZ programme                          | <a href="https://youtu.be/B0k8X3DDyuM">https://youtu.be/B0k8X3DDyuM</a>  | News report aired on National TV during the 6pm news   |
| Mayor of London, Sadiq Khan, interview about TUFF FC (July 2018) | <a href="https://vimeo.com/275477657">https://vimeo.com/275477657</a>  | <p><b>Quote from Sadiq Khan:</b> 'What's great about TUFF is they are working with young people in particular, in communities that are deprived, providing them with something fun to do, playing football but also talking about issues that may affect young people, social media, access to the internet, complexities of living in London where there are inequalities of wealth and so what TUFF does is provides a safe place - there's expert advice on tap, but also what's really, really inspiring is how they encourage youngsters to go on to become youth ambassadors and these ambassadors have the street cred, if you like, to talk with young people so they can address the issues they face. We are giving youngsters resilience and a life skill to be able to talk about issues that may affect them but also to get rid of the stigma and discrimination around mental health'</p> |
| TUFF STARZ Community Event                                       |    | TUFF STARZ organised a community event on June 22 <sup>nd</sup> – 24 <sup>th</sup>   |

|                                   |   |   |
|-----------------------------------|---|---|
| <p>TUFF STARZ flyer</p>           |    | <p>Flyer used to advertise the project to the local community</p>                                   |
| <p>TUFF workshop example</p>      | <p><a href="https://youtu.be/c0qLstNH0Mk">https://youtu.be/c0qLstNH0Mk</a><br/> <a href="https://youtu.be/idlZTqG_wRw">https://youtu.be/idlZTqG_wRw</a></p> | <p>TUFF filmed one workshop as an example</p>   |
| <p>TUFF STARZ YouTube channel</p> | <p><a href="https://www.youtube.com/channel/UCtVgMoLzRVtctZ8qNFR02aQ/videos">https://www.youtube.com/channel/UCtVgMoLzRVtctZ8qNFR02aQ/videos</a></p>        | <p>The project YouTube channel which features interviews from parents, participants and coaches</p> |
| <p>TUFF STARZ project video</p>   | <p><a href="https://youtu.be/-bZBWAm5LaQ">https://youtu.be/-bZBWAm5LaQ</a></p>  | <p>YouTube video on the project</p>   |



**EUROPEAN COMMISSION**  
Directorate-General for Education, Youth, Sport and Culture  
Innovation, International Cooperation and Sport  
**Director**

Brussels,  
EAC.C.4/Ares (2017)

TUFF (The Unity of Faiths  
Foundation)  
Penthouse 11-22, Stafford Court,  
Kensington High Street, W8 7DJ  
London, UK  
Email: [info@theunityoffaiths.org](mailto:info@theunityoffaiths.org);  
[shamender@theunityoffaiths.org](mailto:shamender@theunityoffaiths.org)

**Subject: Grant procedure EAC/S17/2017 – "Monitoring and coaching, through sports, of youngsters at risk of radicalisation"**

**Ref.: Proposal title: TUFF Football Community (TUFF FC) in Acton, London**  
**Proposal number EAC/S17/2017/019**

Dear Sir or Madam,

We are pleased to inform you that your application has successfully passed the evaluation. Please find below the summary conclusions of the evaluation of your application:

Relevance of the project (criterion 1): Local and specific needs are well defined: project located in London Borough of Ealing, very diverse ethnic backgrounds of the inhabitants (100 different languages). Application mentions some positive cases of young people who were convinced to renounce to Jihadi actions in Syria, , via the activities developed by the applicant organisation in previous projects. The objectives are clearly defined; realistic and linked to organisations and target groups: the main aim is to support integration in the British society of young women and men at risk of radicalisation through a football educational project. Direct involvement of 300 youngster aged 11-18 and another 500 via workshops, conferences talks and seminars. The specific objectives are improvement of the personal skills, developing understanding of cultural and religious differences; increase belonging to the local community. Gender-balanced approach mentioned.

Quality of the project (criterion 2): Good quality of the overall design and implementation of the activities. Two main axes: 1) football trainings with sport coaches during 3 months. 2) The fourth month, the workshops on educating European values start, with psychologists. 6 exhibition matches with teams from different areas and backgrounds and post matches workshops (where respect of football rules becomes

respect of other cultures/faiths). Empowerment aspects also planned. The individual follow up of the participant ensures an high quality of the feasibility of the project and of its impact (as showed by the fact that more than 60% of the participants remain in schools, follow a training or find a job). Measures of the results of the activities mentioned, as well as a dedicated part about risk management. The sustainability is good, via the training of community football coaches, the teachers of the local schools, the dissemination of the TUFF's methodology towards the parents, as well as the role of the young participants as ambassadors in their communities. The methodology is described and appropriate: theoretical contend and four main phases described. Cost efficiency could be improved: allocation per chapter vague and must be clarified. EU Grant 60.000 euros, representing 75% of the total costs.

Management of the project (criterion 3): The applicant has the ability to organise the project: experienced organisation in the youth field, sport and radicalisation. Thousands of young people already participated in TUFF actions. Cooperation with Local Schools, High School and religious leaders (Mosques, temples, churches) and Local authorities of Ealing. The mix of experience and expertise is good with the project manager, the psychologists, the youth workers and sport coaches, although there is lack of information about concrete team and roles within the project.

You are kindly invited to confirm your commitment to implement the action presented in your application, or to inform us of any circumstances preventing you to do so **by 8 December 2017**.

Any communication required by this letter should be submitted to the following address:

European Commission  
Directorate-General for Education and Culture – Unit C4 (Sport)  
J-70, 02/091  
B-1049 Bruxelles  
[Eac-Sport@ec.europa.eu](mailto:Eac-Sport@ec.europa.eu)

Please note that the present letter does not represent any commitment on the part of the Commission and could not constitute a ground to claim any expectations concerning the signature of a grant agreement. The Commission may, until such time as the agreement is signed either abandon or cancel the procedure without this entitling you to any compensation.

Yours faithfully,



Antoaneta Angelova-Krasteva



## RUPA HUQ MP

*Labour Member of Parliament for Ealing Central & Acton*



European Commission Representation UK  
32 Smith Square  
Westminster  
London  
SW1P 3EU

4 March 2019

To whom it may concern,

I am writing in support of a charity that originated in my constituency of which I am a proud supporter.

The Unity of Faiths Foundation (TUFF) in collaboration with Club de Sport have opened a first of its kind in London - a community sports complex for all families in Acton with special emphasis to support children from low income families. This has made cricket, football, tennis, gymnastics and combat sports available to all in my constituency and beyond.

I have visited the project and I can testify to the fantastic work Dr Sharmender Talwar, Ms Ann Prior and Mr Dan White are doing. I specifically met some of the 400+ children participating in their EU Commission project and was impressed by their positivity.

Sport has an miraculous way of breaking barriers in faith, culture and society. It is clear how TUFF has changed the mind-set of the youths who participate in its programs and in return how youth have become ambassadors of the whole community. It has taught them a great deal about community cohesion and responsibilities.

I am very excited to see this charitable foundation progress to stage 2 of their project and I am grateful to the European Commission for the support being offered.

Yours sincerely,

Rupa Huq MP  
Ealing Central & Acton

House of Commons, London SW1A 0AA Tel: 020 7219 6865

Website: [www.rupahuq.co.uk](http://www.rupahuq.co.uk) Twitter: @RupaHuq

Email: [rupa.huq.mp@parliament.uk](mailto:rupa.huq.mp@parliament.uk)

**THE UNITY OF FAITHS FOUNDATION**

**FINAL FINANCIAL STATEMENT MODEL**

| <b>Budget summary: Budget incurred in carrying out the project</b>      |                  |   |                  |
|---|------------------|---|------------------|
| <b>A: EXPENDITURE (eligible costs)</b>                                  | <b>Euro</b>      | <b>B : REVENUE (funding)</b>                                    | <b>Euro</b>      |
| A.1) costs of the staff assigned to the project                         | 25,335.21        | B. 1) expected direct revenue from the action or work programme |                  |
| A.2) travel and subsistence costs for the staff assigned to the project | 5,131.39         | B.2) own funding  |                  |
| A.3) equipment  | 11,810.42        | B.3) other sources of financing                                 | 2,770.78         |
| A.4) costs of consumables and supplies                                  | 794.29           | B.4) grant requested to the European Commission                 | 48,000.00        |
| A.5) Conferences and seminars   | 5,471.46         |   |                  |
| A.6) other direct costs   | 17,499.00        |   |                  |
| A.7) indirect costs / overheads   | 7,210.10         |   |                  |
| <b>TOTAL ELIGIBLE COSTS</b>   | <b>73,251.88</b> | <b>TOTAL REVENUE FOR ELIGIBLE COSTS</b>                         | <b>50,770.78</b> |
|   |                  |   |                  |
| C : non-eligible cost   | 314.69           | D: Contributions allocated to any non-eligible costs (under C)  |                  |
|   |                  |   |                  |
| <b>TOTAL COSTS (A + C)</b>  | <b>73,566.57</b> | <b>TOTAL REVENUE (B + D)</b>                                    | <b>50,770.78</b> |
|   |                  |   |                  |

**RMR Partnership LLP**  
Chartered Accountants & Registered Auditors  
Vyman House, 104 College Road,  
Harrow, Middlesex, HA1 1BQ  
Tel: 020 8861 9700

THE UNITY OF FAITHS FOUNDATION  
 Financial Activities  
 23 January, 2018 - 19 March, 2019

|  | Amount in GBP     |        | Amount in Euro    |
|--|-------------------|--------|-------------------|
| <b>Income</b>  |                   |        |                   |
| <i>B.3) other sources of financing</i>   |                   |        |                   |
| Donations and legacies   | 2,425.00          | B3     | 2,770.78          |
| <b>Total B.4) grant requested to the European Commission</b>                         | <b>2,425.00</b>   |        | <b>2,770.78</b>   |
| <i>B.4) grant requested to the European Commission</i>                               |                   |        |                   |
| Grant Received   | 41,280.93         | B4     | 48,000.00         |
| <b>Total B.4) grant requested to the European Commission</b>                         | <b>41,280.93</b>  |        | <b>48,000.00</b>  |
| <i>A.1) costs of the staff assigned to the project</i>                               |                   |        |                   |
| Assistant Coach  | 8,597.00          | 1.A.1  | 9,761.07          |
| Coach  | 13,680.00         | 1.A.1  | 15,574.15         |
| <b>Total A.1) costs of the staff assigned to the project</b>                         | <b>22,277.00</b>  |        | <b>25,335.21</b>  |
| <i>A.2) travel and subsistence costs for the staff assigned to the project</i>       |                   |        |                   |
| Travel and Subsistence   | 4,291.20          | 1.A.2  | 4,907.33          |
| Motor Expense  | 195.62            | 1.A.2  | 224.06            |
| <b>Total A.2) travel and subsistence costs for the staff assigned to the project</b> | <b>4,486.82</b>   |        | <b>5,131.39</b>   |
| <i>A.3) equipment</i>  |                   |        |                   |
| Equipment  | 9,300.73          | 1.A.3  | 10,593.14         |
| Certificate  | 108.00            | 1.A.3  | 123.38            |
| Kits   | 967.98            | 1.A.3  | 1,093.90          |
| <b>Total A.3) equipment</b>  | <b>10,376.71</b>  |        | <b>11,810.42</b>  |
| <i>A.4) costs of consumables and supplies</i>  |                   |        |                   |
| Multi Sports Qualification   | 700.00            | 1.A.4  | 794.29            |
| <b>Total A.4) costs of consumables and supplies</b>                                  | <b>700.00</b>     |        | <b>794.29</b>     |
| <i>A.5) Conference and seminars</i>  |                   |        |                   |
| Advertising/Promotional  | 4,831.16          | 1.A.5a | 5,471.46          |
| <b>Total A.5) Conference and seminars</b>  | <b>4,831.16</b>   |        | <b>5,471.46</b>   |
| <i>A.6) other direct costs</i>   |                   |        |                   |
| Sub Contract Cost  | 370.00            | 1.A.6  | 421.76            |
| Pitch Football, Training ground  | 14,864.00         | 1.A.6  | 16,872.99         |
| Staff Training course  | 180.00            | 1.A.6  | 204.25            |
| <b>Total A.6) other direct costs</b>   | <b>15,414.00</b>  |        | <b>17,499.00</b>  |
| <i>A.7) indirect costs / overheads</i>   |                   |        |                   |
| Accountancy Fees   | 4,140.00          | 1.A.7  | 4,764.11          |
| Admin  | 2,067.16          | 1.A.7  | 2,344.70          |
| Printing, Postage and Stationery   | 88.69             | 1.A.7  | 101.28            |
| <b>Total A.7) indirect costs / overheads</b>   | <b>6,295.85</b>   |        | <b>7,210.10</b>   |
| <i>C.1) Non eligible cost</i>  |                   |        |                   |
| Other Non eligible cost  | 275.00            | 1.B    | 314.69            |
| <b>Total A.7) indirect costs / overheads</b>   | <b>275.00</b>     |        | <b>314.69</b>     |
| <b>Net expense over income</b>   | <b>-20,950.61</b> |        | <b>-22,795.79</b> |



A PROJECT BY THE UNITY OF FAITHS FOUNDATION (TUFF)



CLUB **DES** SPORTS