



Subject: Premier League Kicks Programme – Serious Violence Duty

Originator: Serious Violence Programme Lead

Decision no. 11/2025

Reason for submission: For Decision

Submitted to: PCC

Summary:

1. The Serious Violence Duty commenced in January 2023. The Duty places a new legal duty on a number of organisations to work together to prevent and reduce serious violence.
2. Under the Duty, local areas are required to develop a strategic needs assessment (SNA) to inform a local strategy setting out how the partnership will work together to prevent and reduce serious violence.
3. The Home Office have allocated funding to meet costs arising from the Duty. The funding is allocated to local policing bodies who can subsequently allocate funding to duty-holders.
4. Norfolk's Police and Crime Commissioner is the grant holder of Home Office funding to deliver a local response to the Serious Violence Duty.
5. As part of Norfolk's response, the Serious Violence Duty responsible authorities have agreed to allocate Serious Violence Duty Funding to match fund Norwich City Community Sports Foundation's application to the Premier League Police Partnership fund to deliver two new Premier League Kicks Programmes and football experience offers.

Recommendation:

It is recommended that the Police and Crime Commissioner provide Serious Violence Duty grant funding to Norwich City Community Sports Foundation enable them to receive Premier League Police Partnership funding to deliver two new Premier League Kicks Programmes and football experience offers to support Norfolk's partnership response to the Serious Violence Duty

Outcome/approval by: PCC

The recommendations as outlined above are approved.

Signature:

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Date: 07/03/2025

Detail of the submission

1. Objective:

- 1.1 The Serious Violence Duty (the Duty) is a key part of the Government's programme of work to collaborate and plan to prevent and reduce serious violence: taking a multi-agency approach to understand the causes and consequences of serious violence, focusing on prevention and early intervention, and informed by evidence.
- 1.2 The Duty requires the specified authorities in Norfolk to collaborate and plan to prevent and reduce serious violence.
- 1.3 The specific objective of Norwich City Community Sports Foundation Premier League Kicks programme is to guide young people to a range of sporting activities, using football as the main engagement tool. The outcomes of the programme include improved physical and mental wellbeing, inspiration and engagement, improved self-confidence and self-esteem and a contribution to safer and more inclusive communities.
- 1.4 This match funding through the Serious Violence Duty will allow Norwich City Community Sports Foundation Premier League to access Premier League Police Partnership funding to provide two new Kicks programmes and a range of football experiences in geographic areas in Norfolk which have not previously had access to the programme.
- 1.5 The programme will be delivered in collaboration with Norfolk County Council's Targeted Youth Support Service.

2. Background:

- 2.1 The new Serious Violence Duty has been introduced to facilitate the partnership response to preventing and reducing serious violence.
- 2.2 The Serious Violence Duty requires organisations to develop an evidence base (strategic needs assessment) and create and implement a strategy containing bespoke solutions as to how the local partnership will work together to prevent and reduce serious violence.
- 2.3 The Home Office have allocated funding to meet costs arising from the Duty. The funding is allocated to local policing bodies who can subsequently allocate funding to duty-holders. This includes funding allocated to evidence informed interventions which are aligned to the response strategy.
- 2.4 Serious violence has a devastating impact on lives of victims and families and instils fear within communities and is extremely costly to society.

- 2.5 Interpersonal violence can be viewed as the outcome of interaction among many factors at four levels – the individual, their relationships, their community and wider society.
- 2.6 The public health approach to serious violence means thinking about violence, not only as a problem for the police, but as a preventable consequence of a complex range of factors which influence the likelihood of being affected by violence. It recognises that to effectively tackle violence an approach is needed which does not just focus on those who are already affected by violence but also by addressing the underlying risk factors.
- 2.7 The public health approach involves interventions in three overarching categories, which focus on prevention for different population groups depending on the risk level:
- Primary prevention – aims to stop risk factors from emerging or promotes protective factors
 - Secondary prevention – aims to address risk factors and stop issues from escalating
 - Tertiary prevention – aims to manage an ongoing problem and reduce harm
- 2.8 There is growing body of research exploring why some people or groups are at higher risk of violence while some are protected from it. Although risk and protective factors are not predictive of future behaviour, research has found that reducing risk factors and strengthening protective factors has been found to be effective in preventing violence.
- 2.9 Whilst the approach to using risk and protective factors in predicting outcomes is still developing, they can be utilised to support strategic decision making, planning and allocation of interventions and resources. Considering protective factors, alongside the risks is important in developing approaches which are strength and asset-based. The Youth Endowment Fund endorses approaches that aim to change outcomes (or risk and protective factors) for young people that are related to violent and criminal behaviour later.
- 2.10 Our Serious Violence Duty Strategic Needs Assessment identified the following:
- Although the number of young people directly affected by serious youth violence is relatively small, every case has far-reaching implications for the young person, family, friends, peers and communities.
 - National trends indicate that younger people are more likely to be affected by serious violence than older people.

- Serious violence affecting young people is complex and can be driven by a range of factors.
 - From a public health perspective addressing the factors which increase the risk of children and young people being affected by violence is key to future serious violence prevention and harm reduction.
 - Serious violence is centred around certain areas in Norfolk and when looking at different crimes, locations within the same areas occur repeatedly, suggesting these are key areas for the local response to serious violence to focus upon.
 - The areas identified as being particularly affected by serious violence also have a greater prevalence of serious violence risk factors compared to other areas of Norfolk.
- 2.11 The Serious Violence Duty Strategy has identified a priority focus on the safety of young people, reducing risk factors and promoting protective factors, for all forms of serious violence and a focus on places and spaces where the most serious violence occurs, tailoring preventative action to each area based on contextual factors and the local violence profile.
- 2.12 The Youth Endowment Fund's Toolkit identifies that sports programme could have a high estimated impact on violence crime by supporting positive development, playing a role in direct prevention and utilising sport as a platform to engage children in other helpful services.
- 2.13 The Norwich City Community Sports Foundation Premier League Kicks programme and the additional football experience aims to affect a number of the risk and protective factors for serious violence. They have significant experience of successful delivery of the Premier League Kicks Programme in Norfolk and are the only organisation able to access the Premier League Police Partnership fund.

3. Areas for consideration:

- 3.1 The benefits of this project align with the evidence base developed through the Serious Violence Duty Strategic Needs Assessment and the priorities of Norfolk's Serious Violence Duty Strategy.
- 3.2 Rigorous analysis has been undertaken to inform the evidence base including quantitative partnership data analysis and qualitative engagement activity with stakeholders including statutory, non-statutory, voluntary and community sector and communities, including young people.
- 3.3 The benefits of this programme of activities are:

- Providing positive activities which aim to influence a reduction in risk factors and promote a range of protective factors for serious violence across four levels: the individual, their relationships, their community and wider society.
- The programme benefits young people living in Norfolk who have been identified as at risk of exploitation or serious youth violence, as well as children and young people who have been identified through a contextual safeguarding approach by community based preventive youth work.
- All associated activities take place within Norfolk and are aimed at giving young people a sense of belonging for the county where they live. This supports aspirations, citizenship and creates opportunities to explore what it means to be an active citizen in the immediate and wider community.

3.4 The outcomes of the project will be monitored and reviewed.

4. Other options considered:

4.1 Do nothing: Without the funding provided through the Serious Violence Duty, the Norwich City Community Sports Foundation would not be able to access the Premier League Police Partnerships funding to deliver Premier League Kicks programme and additional football experience offer. This will limit opportunities for young people being able to access positive activities which aim to influence a reduction in risk factors and promote a range of protective factors for serious violence.

5. Strategic aims/objective supported:

5.1 The project will directly benefit the following aspects of the Police, Crime and Community Safety Plan, which came into action at the end of March 2022:

a. Pillar 4: Prevent Offending

- Work in partnership to safeguard vulnerable adults and children.
- Strengthen early intervention and preventative approaches to crime in the county and reduce first time entrants into criminal justice.

b. Pillar 6: Safer and Stronger Communities

- Working with partners and communities to prevent crime and harm.
- Promote crime prevention initiatives.

5.2 Furthermore, the programme directly contributes to the following long-term outcome from the Safer Norfolk Plan:

- Reducing the threat of criminal exploitation:

- People most at risk of criminal exploitation in Norfolk are identified and supported as early as possible
- Victims of exploitation are made to feel safe
- People are prevented from being drawn into Criminal exploitation and terrorism
- Safeguarding Communities from Abuse and Serious Violence
 - Reduce overall victimisation, risk, harm, perpetration and re-offending for: rape and sexual offences, domestic abuse and serious violence

5.3 This programme contributes to the achievement of the Government’s Serious Violence Duty. The Serious Violence Duty encourages a Public Health approach, identifying and responds to risk and protective factors for Serious Violence.

5.4 This intervention contributes to a range of national strategies, including:

- a. Serious Violence Strategy
- b. Beating Crime Plan
- c. Anti-social Behaviour Action Plan
- d. Tackling Violence Against Women and Girls Strategy

6. Financial and other resource implications:

6.1 To access Premier League Police Partnerships funding to deliver the Kicks Programme and football experience offer, the OPCCN will grant fund Norwich City Community Sports Foundation £10,010.00 for the financial year 2024/25.

6.2 The funding is awarded by the Home Office for local delivery of the Serious Violence Duty.

7. Carbon Emissions and Other Environmental Implications:

Carbon Emissions

7.1 The estimated impact on our carbon emissions that must be reported under current statute from this proposal is:

Emission Categories:	Increase in tCO ₂	Saving in tCO ₂
Scope 1 – Fuel – Building Heating	0	0
Scope 1 – Fuel – Transport	0	0
Scope 2 – Electricity	0	0

Environmental Implications

7.2 No material implications

8. Other implications and risks:

8.1 In line with usual government grants, PCCs must ensure that organisations do not use the funding for any of the following activities:

- religious activities outside of projects benefiting the wider community and not containing religious content;
- political or lobbying activities;
- loan repayments; or
- activities that make profit for private gain

8.2 Should there be any risk to the service being delivered, Norwich City Community Sports Foundation is required to notify the OPCCNAs per the conditions of the award.

Originator checklist (must be completed)	Please state 'yes' or 'no'
Has legal advice been sought on this submission?	No
Has the PCC's Chief Finance Officer been consulted?	Yes
Have equality, diversity and human rights implications been considered including equality analysis, as appropriate?	Yes
Have human resource implications been considered?	Yes
Is the recommendation consistent with the objectives in the Police and Crime Plan?	Yes
Has consultation been undertaken with people or agencies likely to be affected by the recommendation?	Yes
Has communications advice been sought on areas of likely media interest and how they might be managed?	Yes
Have sustainability and environmental factors been considered? (e.g. biodiversity, employee commuting, business travel, waste and recycling, water, air quality, food and catering and estates construction)	No
In relation to the above, have all relevant issues been highlighted in the 'other implications and risks' section of the submission?	Yes

Is this report a Confidential Decision?

No

If Yes, please state reasons below having referred to the [PCC Decision Making Policy](#)

Approval to submit to the decision-maker (this approval is required only for submissions to the PCC).

Chief Executive

I am satisfied that relevant advice has been taken into account in the preparation of the report, that the recommendations have been reviewed and that this is an appropriate request to be submitted to the PCC

Signature:



Date: 11/03/2025

Chief Finance Officer (Section 151 Officer)

I certify that:

- a) there are no financial consequences as a result of this decision,
Or
- b) the costs identified in this report can be met from existing revenue or capital budgets,
Or
- c) the costs identified in this report can be financed from reserves
And
- d) the decision can be taken on the basis of my assurance that Financial Regulations have been complied with.

Signature:



Date: 07/03/2025

Public access to information: *Information contained within this submission is subject to the Freedom of Information Act 2000 and wherever possible will be made available on the OPCC website. Submissions should be labelled as 'Not Protectively Marked' unless any of the material is 'restricted' or 'confidential'. Where information contained within the submission is 'restricted' or 'confidential' it should be highlighted, along with the reason why.*