



COMMUNITY FUND FUND

MEMBER OF PARLIAMENT

Application No 03

Organisation:	Rossendale and Darwen MP
Contact:	Andy MacNae and Samara Barnes

Application Details

Project Name: Safer Rossendale – Safer Childhoods: Adolescent Boys Project
Project Location & District: The Valley Academy, Waterfoot (Rossendale and Darwen)
Project Duration: 8 Weeks
Proposed Start Date: 5th January 2026.

Commissioners Priorities:

- Preventing Violence Against Women and Girls (VAWG)
- Tackling Crime and Anti-Social Behaviour
- Getting Tough on Serious Violent Crime
- Rebuilding Trust and Confidence in Policing

Project Summary:

This project responds to growing concerns around a group of Year 7–8 boys at **The Valley Academy**, who have been identified as being at risk of radicalisation—particularly through exposure to harmful online content promoting misogyny and incel ideologies, including figures like Andrew Tate.

Project Brief:

The initiative aims to **counter these influences** by pairing the boys with **positive male role models**, helping them see healthy, respectful alternatives to the toxic narratives they may encounter online. These role models will engage with the boys in informal, community-based settings such as **football and cricket clubs**, creating safe spaces for trust-building and promoting positive behaviours.

In addition to direct engagement with the boys, the project will provide **resources and support for parents**, helping families understand the risks and access help through local **Wellbeing Hubs**. The Valley Academy was selected due to its reputation and specific concerns raised during a recent **family cooking session**, which highlighted the need for targeted intervention.

To further strengthen the initiative, **Pol Ed** will be linked into the project to help young boys see the police as approachable, supportive figures—challenging negative perceptions and building trust between young people and law enforcement.

The programme will be delivered in partnership with **Rossendale Leisure Trust**, which brings its own robust **safeguarding policies and procedures** to ensure safe and responsible delivery.

While formal mentoring isn't feasible within the current timeframe, the delivery team is open to exploring a longer-term mentoring model as the project develops.

Role Model Experience and Qualifications:

- **David Reid (Rossy Football Club):** Long-standing coach and club chairman
- **Cricket Coach:** To be confirmed; will be a qualified youth coach
- **Danny English:** Qualified in outdoor and environmental education; experience spanning early years to youth justice
- **Adeshina Adesoken:** Founder of Empowered Human Tribe, delivering local mental health resources
- **Jacksons Boxing (Bacup):** Qualified boxing coach for young people and adults
- **Nathan Wightman:** Award-winning chef with experience training young apprentices and leading public food demonstrations

Weeks 7–8 of the programme are intentionally left flexible to respond to the evolving needs of the group. The delivery team will confirm facilitators for these sessions in due course and welcomes suggestions for suitable contributors.

The programme will contribute to safer communities by:

- Promoting healthy relationships and emotional intelligence
- Addressing online safety and challenging extremist narratives
- Strengthening trust between young people, families, and local services

Summary of Activities:

A weekly programme combining sports, education, and mentoring:

- **Weeks 1–6:**
 - Cricket sessions with local clubs
 - Nature-based education
 - Boxing and discussions with police on ASB and legal consequences
 - Online safety and mental health session (parents invited)
 - Football with Rossy Valley FC and parallel parent support session
 - Cooking workshop with a local chef
- **Weeks 7–8:**
 - Flexible sessions based on feedback from participants and families
 - Celebration event with resource packs and end-of-programme evaluation

Key components of a dual-audience session designed for **12 boys (aged 12–14)** and their **parents**, focusing on role models, teamwork, and community values include:

Youth Activities:

- Icebreakers and reflection on personal role models
- Gallery walk to explore influence and critical thinking
- Football taster session promoting teamwork and sportsmanship

Parent Engagement:

- Mini-session on identifying positive/negative influences
- Discussions on media literacy and supporting youth development
- Access to resources via handouts and QR codes

Shared Reflection:

- Closing circle for both groups to share insights
- Encouragement for boys to aspire to be positive role models
- Invitation to join Rossy Valley Junior Football Club

Each session includes a skill-building activity and a facilitated discussion on topics such as misogyny, mental health, and family relationships.

Issue Identified:

- Rising influence of harmful online content among adolescent boys
- Lack of positive male role models
- Poor mental health, strained family relationships, and exposure to violence
- Risk of radicalisation and ASB linked to misogynistic ideologies

No. Of Individuals Expected to Engage:

- Target group: Year 7–8 boys identified by school staff
- Parents/guardians involved in sessions and support activities
- Long-term follow-up planned at 6 and 12 months

Referral Pathways:

- School staff and pastoral teams
- Mental Health in Schools Team
- Family Hub
- Lancashire Child and Family Wellbeing Team

Partners Involved:

- The Valley Academy
- Rossendale Police
- Rossy Valley Football Club
- Haslingden/Bacup Cricket Club
- Danny English (Nature Education)
- Nathan Wightman (Chef)
- Adeshina Adesokan (Mental Health Advocate)
- Dr. Emma Gladwinfield (Project Coordinator)
- Lancashire Child and Family Wellbeing Team

Amount Requested From PCC: £2,900

Overall Cost & Breakdown:

Total Project Cost: £3,900

Breakdown:

Description	Amount (£)	Source
Session Facilitators (8 x £150)	£1,200	PCC
Resource Packs (8 x £50)	£400	PCC
Celebration Event Food	£50	PCC
Resource Development & Printing	£350	PCC
Project Management & Safeguarding	£550	PCC
Monitoring & Evaluation	£350	PCC
Volunteer Time, Venue, Equipment	£1,000	Match Funding

Evaluation Suggestions:

- Pre- and post-programme questionnaires for boys and families
- Metrics: mood, self-esteem, relationships, sense of belonging
- Tracking behavioural changes and school engagement
- Follow-up at 6 and 12 months
- Sharing best practices with schools, community groups, and local authorities

Testimony (Head Teacher at Ross Valley)	<p>In our work with young people, we are increasingly seeing adolescent boys struggle with issues such as low self-esteem, poor emotional regulation, disengagement from education, and exposure to harmful online influences promoting misogyny and toxic masculinity. Many lack positive male role models and safe spaces to explore their identity or talk openly about mental health. This project offers a vital opportunity to engage Year 7 and 8 boys in meaningful, confidence-building activities while also tackling challenging but important conversations. By combining practical experiences with positive mentorship, the programme can help shape respectful, resilient young men who contribute positively to their communities. Involving families also strengthens the support network around each boy, making lasting change more likely.</p>
Priority Supported:	<p>Tackle Crime and Anti-Social Behaviour Prevent Violence Against Women and Girls Getting Tough on Serious Violent Crime</p>

Partner Consultation

Office of the Police and Crime Commissioner for Lancashire	<p>The project is timely and relevant, particularly in light of national concerns around online influencers and misogynistic narratives. However, several areas require clarification:</p> <ul style="list-style-type: none"> • Local Need: The proposal references national trends but lacks local data or indicators to demonstrate specific demand in Rossendale. • Pol-Ed Integration: The project could benefit from incorporating Pol-Ed resources on relationships, social media, and misogyny. Clarification is needed on whether these are already included or could be integrated. • Delivery & Governance: More detail is needed on who is delivering the sessions, their qualifications, safeguarding compliance, and experience working in schools. <p>Overall, the concept is strong, but further information would help assess its credibility and alignment with existing educational frameworks.</p>
ASB, Prevention and Problem-Solving Command	<p>While the applicant highlights this as a growing concern, no supporting evidence has been provided. Clarification on how the issue was identified—such as behavioural data or staff reports—would strengthen the case.</p> <p>The proposal includes sports and wellbeing activities (e.g. cricket, boxing, cooking), but lacks detail on how these directly address the identified risks. A clearer link between activities and behavioural outcomes is needed.</p> <p>Similar sessions have recently been funded by LanPac in the area, so it would be helpful to understand how this project differs or complements existing provision.</p> <p>Given that VAWG and incel-related issues are already covered through POL ED resources, the school may benefit from engaging with local policing teams to ensure consistent, trackable delivery.</p> <p>Overall, the proposal feels more like a general youth engagement programme. Stronger justification, clearer outcomes, and alignment with existing resources would improve its credibility.</p>