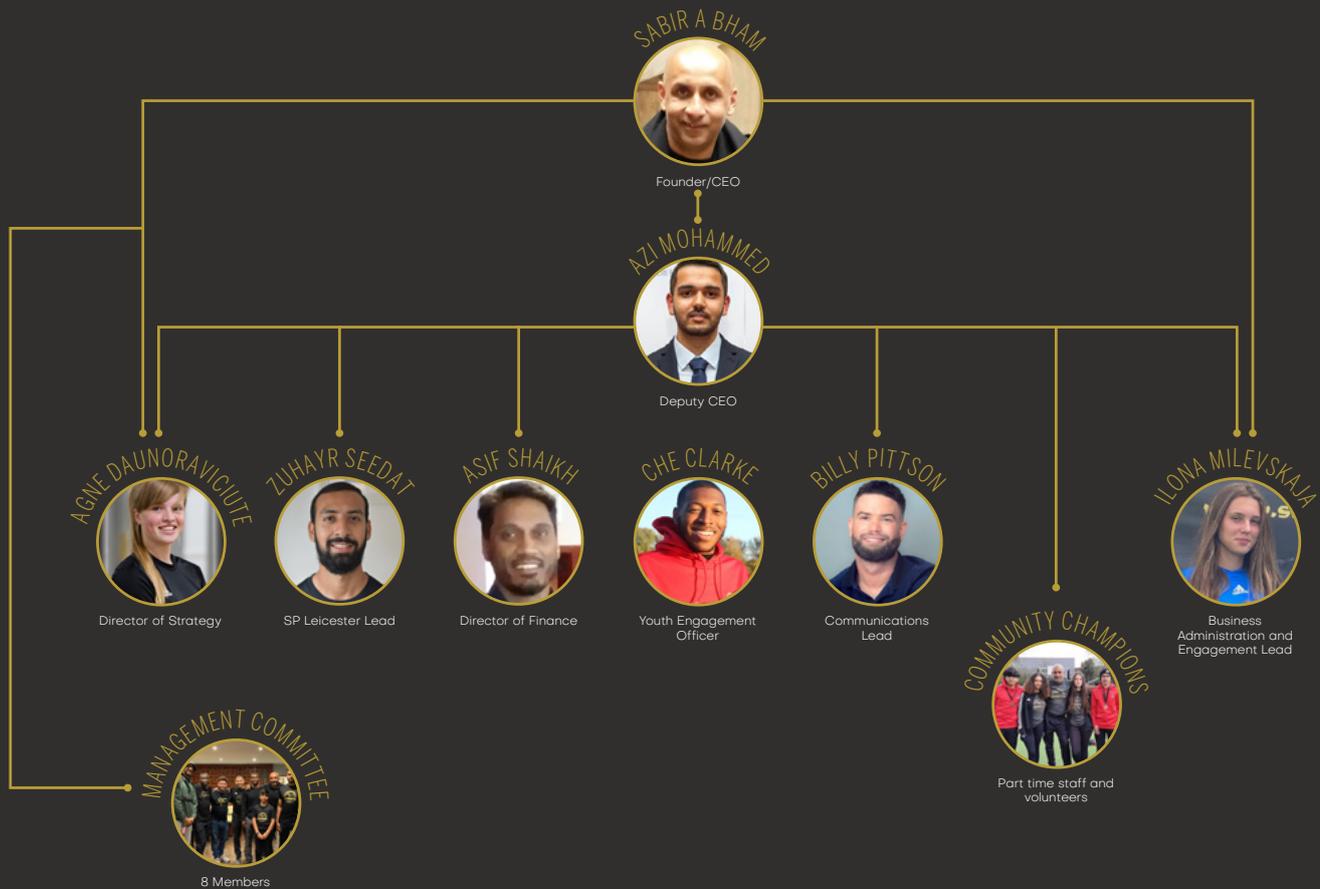


# Salaam Peace Annual Report 2021



Author: Ilona Milevskaja

# OVERVIEW



Salaam Peace is a community engagement programme that uses sports and social education to bring people together from diverse backgrounds.

Our portfolio of high impact projects promote the following outcomes:

- Physical and mental wellbeing.
- Social education including knife crime and citizenship.
- Offender rehabilitation and assimilation
- Engagement of marginalised communities including BAME, NEET and refugees.
- Community champions programme: pathways from participation to volunteering, training and employment.

Over the course of the year, whilst the ongoing long term effects of Covid-19 continued to overwhelm families, local communities and businesses, Salaam Peace has expanded our engagement offer to continue creating positive, long-lasting change during such difficult times. The expansion of projects has allowed us to broaden our impact across new boroughs, including Newham, Hackney, Haringey, QEII Olympic Park, Waltham Forest, as well as expanding our initiative in Leicester.

“

Over the years I have taken pride in supporting and promoting Salaam Peace, an **excellent organisation** providing a **rich activity programme** to engage children and young people and to raise their aspirations. I have recently visited and been impressed by Salaam Peace in action on Hawksley Estate in Clissold Ward. **Cohesion** is central to Hackney’s vision for balanced, sustainable communities and neighbourhoods. As case studies evidence, Salaam Peace recognises the significant pressures on young people to engage in behaviour making them vulnerable to harm, Sabir Bham and his team **challenge negative stereotypes**, actively modelling realistic alternatives and promoting the concept of **resilience**. I have seen for myself the **sense of belonging** generated through strong, positive and enduring relationships between participants from different backgrounds and across the age range. Individuals on the journey to adulthood clearly learn a more positive and enlightened way to address and move beyond challenges when the going gets tough. I particularly commend the multi-sports programmes and diversionary activities for those at risk of entering the youth justice system and in the rehabilitation of young offenders.

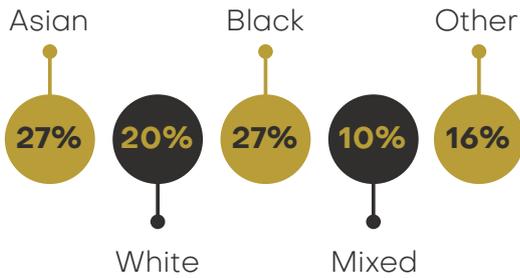
**Nicola Baboneau,**  
**Hackney Safer Neighbourhood Board**

# IMPACT

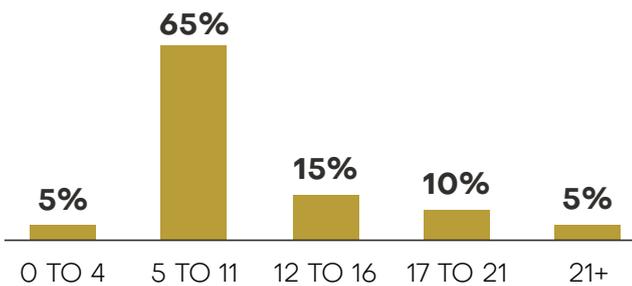


Increase of core participants from  
250 to **1200** within  
a year

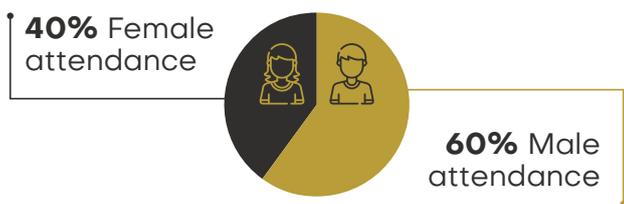
## We serve a diverse community



## Participants by Age Group



## Participants by Gender



## Participants from



## Awards:

After a busy and productive year, the impact of the work achieved by Salaam Peace and our staff team has been recognised through the awards we have received in 2021.

**Che Clarke**, Youth Engagement Officer for Salaam Peace, was presented with a **Princess Diana Award** for his hard work and engagement in Hackney, Waltham Forest and Haringey. Che's impact in the community has been recognised by many due to his passion and leadership skills, which have allowed him to build rapport with the young people he works with and inspires. "In less than 2 years, his impact has been amazing and more impressive is the humility and drive to continue to be the change in the community he wants to see. In a time when black people are still associated with negative behaviour, Che is an example of challenging stereotypes by carrying himself with class" – Sab Bham, Founder/CEO.

Our work has also been recognised regionally, we have again received the **Social Impact Project of the Year award** at South England Prestige Awards 2021.

“

Salaam Peace joined us in September and have helped us to elevate our PE, sport and community offer to pupils in our trust. Salaam Peace staff have built **strong relationships** with pupils in lessons and extra curricular sessions and consistently **deliver engaging and exciting PE** and after school sessions. They have helped us to **engage** many vulnerable pupils in community sessions and are now an important part of our school as well as our sports provision. I would recommend Salaam Peace to other schools in Newham.

**Jack Courtney, PE Lead for the Britannia Education Trust.**

# DEVELOPMENT OF PROJECTS

2021 was a year of growth and development, achieved through the expansion of our provisions with a large focus on education.

## STUDY SUPPORT SESSIONS:

We expanded our study support offer from one to three weekly sessions, giving young people access to technology, resources and help from trained members of the Salaam Peace staff, in a positive and social environment. These sessions are supplemented with workshops on key skills which are not covered in mainstream education. The workshops aim to challenge young people and encourage them to expand their knowledge on topics such as financial responsibility, mindfulness, organisation and presentation skills.



## NEWHAM AND HARINGEY:

One of the most notable achievements this year has been the development of our work in Newham and Haringey. Our fruitful partnership with Britannia Education Trust has helped us engage over 400 new participants aged 4-11 and lead community sessions in Newham. This includes multi-sports sessions, specifically aimed towards young girls to ensure that they continue their involvement in sports, improve their mental and physical wellbeing as well as develop new skills and hobbies. We also offer lunchtime sports sessions, P.E. sessions, after school clubs, targeted sports interventions and competitions.

Through the support of Haringey council we have been able to deliver 2 weekly football sessions, engaging boys aged 12-16. These sessions provide a safe environment for our participants to socialise with their peers, but also develop as individuals through social education and informal workshops. Most of our participants come from low-income, BAME backgrounds and often disrupted households. These sessions not only act as a social engagement tool but also provide realistic and local role models for young people to aspire to. The success of these sessions has not only been reflected through the success of the U15s team in the Hackney Marshes Youth League but also the attendance and engagement in our wider engagement programmes and volunteering opportunities. Funding received from The Jack Petchey Foundation will allow us to continue this project throughout 2022.

## COMMUNITY CHAMPIONS BOARD:

Salaam Peace has also introduced a new Community Champions Board. It is a youth advisory board, targeted at the young people that we work with. These meetings provide a platform for young people to voice their concerns and passions in relation to their community, encouraging them to actively improve the area around them. This has been a crucial development for Salaam Peace, as it created an even clearer link between the staff and young people, allowing our participants to suggest and present new ideas of how we can improve our community. The young advisors discussed issues ranging from knife crime to how young people, particularly their peers, can be engaged through sport, education and hobbies that aren't easily accessible.

## SP LEICESTER

The expansion of provisions in Leicester has engaged over 40 participants on a weekly basis. The weekly community football sessions for young people act as a medium to tackle socio-cultural issues existing within communities, allowing them to benefit from developing friendships with people from different cultural backgrounds.

<https://www.youtube.com/watch?v=Zzb3NA2YugY>

“

We are delighted to have discovered Salaam Peace. My youngest daughter and I have so much fun at the parent and child multi sports. You can already see the difference in her hand eye coordination and it also gives the two of us a great chance to bond. My eldest loves the girls football too and really likes how **inclusive** it is and how everyone gets a chance to join in. I also look forward to the **womens fitness session** which is a great way to keep fit, unwind after a busy week and to learn some great nutrition tips. The thing I really love about SP is the **team spirit** and inclusiveness you get there. We have quickly felt like we are part of the SP family. It is never about ability it is about getting involved and trying your best and I love that ethos!

**Nicole, parent and participant**

# DEVELOPMENT OF VOLUNTEERS

The development of volunteers was a crucial aspect of the work achieved by Salaam Peace in the last year.

The next generation of staff/volunteers Mohammad Bhayat and Zayd Moola aged 15, both spent the year supporting Salaam Peace staff in their E17 engagement programmes. After beginning their journey with Salaam Peace 7 years ago, they have continued the award winning tradition of taking participants through a journey of volunteering, training and employment. Mohammed and Zayd now lead our Sunday multisports session. Their hard work and enthusiasm inspires the young participants they work with on a weekly basis. <https://www.youtube.com/watch?v=AZHEpXhWmZc>



Elizah and Zayn, aged 11 and 12, have also begun their volunteering journey at the parent and child sessions every Saturday morning. Both Elizah and Zayn took an initiative and built rapport with the young children and their families. The parent and child sessions engage children as young as 3 years old, building strong foundations and skills such as movement, agility, socialising and hand/eye coordination and provide a platform for our young volunteers to follow the long line of Salaam Peace success stories.

Our partnership with City Dietitians has also enhanced the quality of our work in our female projects, specifically the women's fitness sessions. Sabrina Sangha, band 5 dietitian, volunteer and Salaam Peace ambassador, has been volunteering with Salaam Peace since June 2020, leading workshops and Q&A sessions on nutrition and well-being. Her knowledge and passion has meant that whilst participants were overcoming post-lockdown barriers, they were able to express their concerns in a positive and comforting environment – whilst keeping fit and active.

“

Salaam Peace have impressed me with their ability to **effectively use community engagement**, social education and the **power of sport** to bring people from the local community together to **strengthen** cohesion, **safeguard** people vulnerable to exploitation, **enhance local life** chances and support people to fulfil their potential. Their contribution to the Mayor’s Shared Endeavour Fund has been greatly valued and the impact and legacy of their work on the local community is tangible, noteworthy and **exemplary**.

**Oliver Levinson,**  
**Mayor’s Office for Policing and Crime**

# POST-COVID EVENTS



The easing of lockdown restrictions meant that Salaam Peace were once again able to engage their participants in exciting projects and experiences. A highlight for both staff and the young people was the Salaam Peace Monopoly Challenge, during which two teams explored landmarks and football stadiums across London, including Buckingham Palace, Oxford Street and the Emirates stadium. This opportunity allowed young people to experience London beyond their local community as well as develop positive relationships with their peers and members of staff in an environment that they were not accustomed to.

Salaam Peace has gone above and beyond in engaging the families of the participants we work with, particularly through the family events that have been organised once restrictions were lifted. The Flying Seagulls circus performance was an exciting way to end a busy half term, filled with a variety of sport sessions ranging from tennis, football, basketball and netball among others. Parents, participants and their family members thoroughly enjoyed the circus performance, engaging children as young as 2 years old.

Following the development of SP Leicester, Salaam Peace Cross City Initiative took place in July 2021. This event celebrated the work achieved by Zuhayr, SP Leicester lead, and the team in establishing the Salaam Peace brand and methodology in Leicester. The young people and their families took part in a cross city football event, bringing a variety of communities together in an environment that was not familiar to them. This highlighted the importance of using common interests, particularly sport, as engagement tools to create positive change in communities that could benefit from social cohesion.

Our multi-award winning community initiative, the Eid Cup also took place in September. This flagship event provided an opportunity for partners, including Your Move Estate Agents to visit Salaam Peace and witness our work first hand. The involvement and participation of local teams including SP Utd, Jellot, BADU and East End Utd as well as the hard work of Salaam Peace staff ensured the event was a success.

“

My children have been provided with a **safe, nurturing environment** to grow as individuals and also get fit. They look forward to each session and come home counting down to the next one. Thank you Salaam Peace for the hard work and efforts, the staff and coaches **treat my children like family** so not much more that we could ask for from a community led organisation.

**Shazan, parent**

“

Before I first started a sports club with Salaam Peace, I hated sports. As time passed my love for it began to grow. This was because the coaches made the sessions fun with their **energetic teaching**. This helped me build my confidence as I was the only girl attending, and this was challenging for me. Through their ongoing support I have developed many of my skills. Looking forward to the future, my goal is to give back to Salaam Peace what they gave me. I have already begun this by helping out on Saturday mornings, bringing me back to my **happy memories** of when I was at primary school.

**Elizah, participant and volunteer**

# CEO CLOSING STATEMENT & PARTNERS

2021 once again was affected by the covid-19 pandemic, our team at Salaam Peace showed tremendous resilience and compassion towards each other and to the community we work with. We maintained our existing programmes as well as adding new elements to our community offer. I am extremely proud of the impact of our staff team which never fails to impress me. A highlight for me has been members of staff taking projects into new directions and the focus on myself becoming less.

In 2015, I spoke about Salaam Peace moving into a new direction and I think the likes of Azi, Agne, Ilona and Che have shown that we have a strong team to keep us moving forward. Highlights of the year include the monopoly challenge as it gave us the opportunity to provide a different experience to all involved. It was really great to see how all the participants as well as the staff embraced the challenge. The development of the SP model in Leicester has been very pleasing, the team led

by Zuhayr, have really embraced our ethos and we can only see the work going from strength to strength. Our continued work on the estates in Hackney and the outreach programmes in Hackney, including the partnerships developing has been another feature of 2021. With our schools programme, the new work at Britannia Village/Royal Wharf School and resuming our long term friendship and working partnership with Piers Maitland has been fantastic. We see this as a long term and evolving partnership that will be mutually beneficial to both.

Finally, I have always been passionate about the development of participants into volunteers, into frontline staff. Seeing the likes of Mohammed, Zayd, Elizah, Zayn, Andrew and Alex develop their skills and become key components of our team, means our present and future is in good hands.



# THANK YOU TO OUR FUNDERS AND PARTNERS FOR SUPPORTING OUR WORK

