



SALAAM PEACE

Annual Report 2023



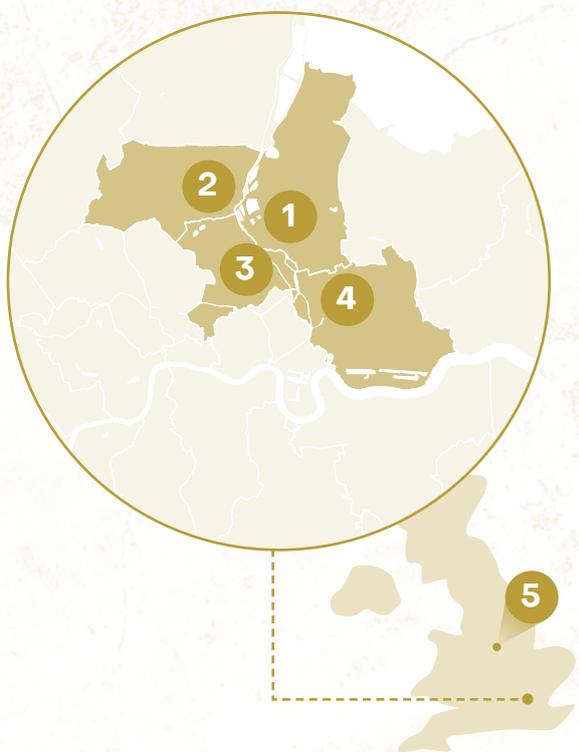
“Salaam Peace staff consistently demonstrate a deep understanding of pedagogy, incorporating innovative and effective coaching techniques to enhance the skill development of our pupils. Their commitment to creating a positive and inclusive environment within the realm of sports has fostered a culture of enthusiasm and teamwork among the children.”

Erin Blaney, Edinburgh Primary School

WHO WE ARE & WHAT WE DO

The annual report will display aspects of our work in 2023. This includes working around the challenge of the cost of living, as well as many positives, the awards received for our work, the continued development of our staff/volunteers' team and ongoing partnership development.

Our programmes take place in the following areas:



- 1 Waltham Forest:** Edinburgh Primary School, Henry Maynard Primary School, Downsell Primary School, Lammas Secondary School,
- 2 The Crane E17 & Leyton Sixth Form College**
- Hackney:** Hackney Marshes, Hawksley Estate, Frampton Park Estate, Nesbit House &
- 3 Geffrye Estate**
- 4 Haringey:** Down Lane Park and Rangemoor
- 5 Newham:** QE II Olympic Park, Britannia Village & Royal Wharf schools
- Leicester:** Victoria Park & Regent's College

To create positive change, we deliver the following high-impact programmes, engaging 1500 people weekly, ranging from children aged 3 to adults in their 70s:

Study Support programmes for children and young people

Community Champions Pathway – participation – volunteering/training – employment

Evening, weekend, and holiday community sports offer

Group cycling

Gender targeted initiatives

School and college delivery

Men's health and wellbeing

Sports Teams

Youth Advisory Board

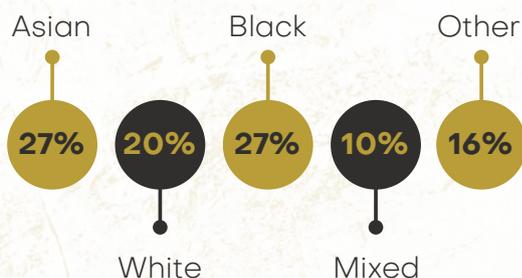
Estate-Based Outreach

IMPACT

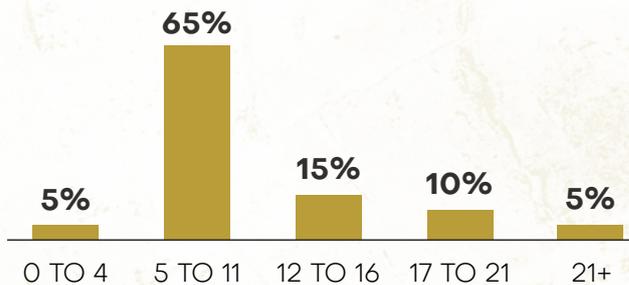


Increase of core participants from 250 to **1500** within 2 years

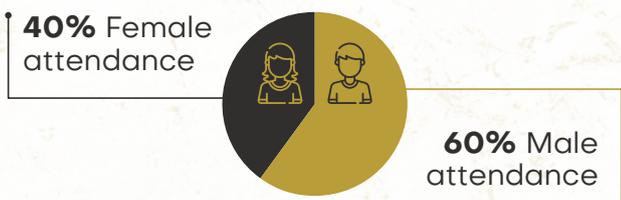
We serve a diverse community



Participants by Age Group



Participants by Gender



Participants from





ESTATE-BASED OUTREACH

Through secured funding with Hackney Council and Hackney Housing, Che, Ronny, and Community Champion Mubarak have been delivering estate-based sports sessions in the borough of Hackney.

Shared participation in sports fosters positive relationships among residents, helping to build a stronger and more connected community. This, in turn, can contribute to a safer and more harmonious living environment. For the young people, sports sessions offer a constructive outlet for energy, helping to reduce boredom and potentially lowering the likelihood of engaging in negative behaviours. Sports also teach important life skills such as discipline, resilience, and goal-setting, which can have a positive impact on personal development. These sessions also contribute to a more positive public image of communities, challenging stereotypes and promoting a sense of pride among residents.

Overall, the provision of sports sessions serves as a holistic approach to community development, addressing physical, social, and psychological aspects of well-being.

“

The Resident Participation Team at Hackney Council have been working in partnership with Salaam Peace for many years. Sab and his team work on several of our estates providing safe spaces for young people whilst supporting them in physical activity and building resilience. They offer a programme of activities where young people get to see positive role models from their communities leading. This helps raise the aspirations of young people participating and allows them the opportunity to follow in their footsteps. Salaam Peace is now very much embedded into our communities and the work they do is invaluable for community cohesion and creating a sense of belonging.”

Kelly Edwards
Hackney Housing



SALAAM PEACE AND EDINBURGH PRIMARY SCHOOL

Salaam Peace and Edinburgh Primary School began their working relationship in 2011. In just under a decade the relationship has been a progressive development with year on year impact on the pupils, staff, families and community. The redevelopment of the MUGA was a natural development as the Head Teacher, Faye Rider and Salaam Peace Founder/CEO Dr Sabir A Bham, see the school and Salaam Peace as key components of the community, developing talented sports men and women, not just on the field of play but also Community Champions benefiting the local area.

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One of the many standout qualities of Salaam Peace is their ability to tailor their coaching methods to cater to the diverse needs and abilities of all of our pupils. Whether working with aspiring athletes or those new to sports, they manage to strike a balance that ensures everyone feels valued and has the opportunity to thrive.

In addition to their coaching prowess, the sporting coaches excel in instilling essential values such as sportsmanship, resilience, and integrity. These qualities extend beyond the field, positively influencing the character development of our pupils and preparing them for success both in school and for the future.

In conclusion, the impact of our school's sporting coaches extends far beyond the realm of sports. Their dedication to the holistic development of our pupils and their collaborative spirit have made a lasting impression on our school community. I wholeheartedly recommend Salaam Peace for their outstanding contributions to the growth and success of sport at Edinburgh.”

Erin Blaney

COMMUNITY CHAMPIONS

As mentioned above, Community Champions play a vital role within our organisation and the local area. This year, we have had three (Zayd, Mohammed, and Mubarak) of our volunteers become paid members of staff and two young people (Zayn and Elizah) have become volunteers.

Through volunteering, Zayn and Elizah are gaining valuable skills, such as personal organisation, leadership, and communication, which are essential for future career success. Furthermore, their active involvement in community projects enhances social responsibility for their local area.

As paid members of staff, Zayd, Mohammed, and Mubarak not only improve the local community, but also serve as role models, inspiring others to actively participate in community-building activities. Overall, the dual benefits of personal growth and community betterment highlight the transformative impact of youth engagement in both our volunteer and paid staff roles.

Our Community Champions have also excelled in the work that they do for our local community. Ex-staff member Asan Ivanov now works as a police officer in Waltham Forest and has been utilising the behavioural skills developed through SP within his career.

“

As a football coach at Salaam Peace, I worked to create a positive and inclusive environment for the young players, teaching them not just the skills of the game but also the values of teamwork, respect, and sportsmanship. I organized regular training sessions, worked on developing game strategies, and fostered a sense of camaraderie among the young team members. My goal was to instil discipline, leadership, enjoyment and a sense of purpose in each young player's life. Now, as a police officer in the response unit, I respond to emergency calls, I work to maintain public safety by patrolling designated areas, conducting investigations, and providing assistance to those in need. My duties also involve enforcing laws, diffusing volatile situations, and ensuring that the community feels secure. It's a role that requires quick thinking, empathy, and a commitment to upholding the law and serving the public.”

Asan



Awards received in the last year:

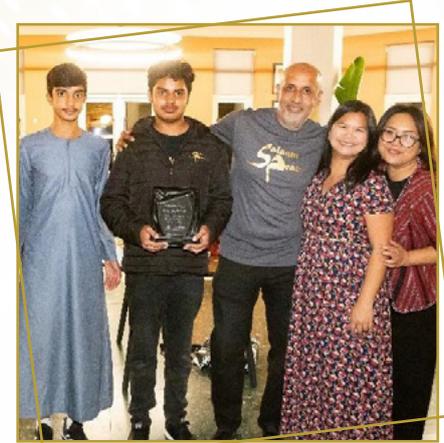
**The
Faith
& Belief
Forum**



This year, we received the prestigious **London Faith and Belief Community Award** for Inspiring Youth, a recognition that speaks volumes about our unwavering commitment to the well-being and development of children and young people.

This award acknowledges the collective efforts of our dedicated team, volunteers, and funders who have worked tirelessly to deliver sports programs that not only nurture physical health but also instill values of teamwork, resilience, and inclusivity. Winning this award is a testament to the positive impact we've had on the lives of the young people in our community.

This award inspires us to continue our mission of empowering the next generation through sports, fostering a sense of belonging and accomplishment within our community.



“

The efforts that you and all at Salaam Peace continue to make contributes immensely to making Waltham Forest the place it is today and your Faith and Belief Award is testimony to that. It is wonderful to see the shared values that we developed jointly at the heart of your work.”

Yvonne Campbell, Head of Communities and Participation **London Borough of Waltham Forest**

Muneerah's unwavering commitment to the Salaam Peace Girl's team has earned her a well-deserved **National London and South East Engaging Women and Girls Award**, recognizing her outstanding efforts in delivering football programs that inspire, empower, and create lasting memories. Through Muneerah's dedication, our girls have found not just a coach but a mentor, fostering a positive environment that the girls can enjoy weekly. Her recent award is a testament to the positive impact she has made, breaking down barriers and ensuring that every girl has the opportunity to experience the joy that football brings.



“

My journey with Salaam Peace has been transformative, evolving from a participant at college to a coach for the girl's football team. Engaging with diverse projects within the organisation made me feel instantly connected to coaching and helping the next generation. Coaching the football team has been instrumental in honing skills that extend beyond the football pitch. As I transitioned into the youth development role, the experience not only has deepened my understanding of working with a variety of different people but also developed my leadership skills, perseverance, invaluable lessons in teamwork, as well as effective communication.” **Muneerah Balesaria**

Football successes

Following on from Muneerah's involvement in the girls team, we take a moment to **applaud the girls** whose unwavering teamwork, positive attitude, and hard work have **stood out this season**. Despite facing challenges on the field, this resilient squad has shown great determination, embodying the spirit of true athletes. Their commitment to improvement, mutual support, and passion for the game has shone through this season. In recognizing their efforts, we celebrate not just the wins and losses, but the character and tenacity that make them an invaluable part of our football teams.



Players of the Season Awards



A big congratulations to **Esa, Sienna, Niels**, and **Suzuna** for receiving the well-deserved **Player of the Season awards** from their football team involvement! The outstanding effort, dedication, and sportsmanship of these young people showcases the essence of what makes our community football team so special – a collective commitment to excellence, teamwork, and the joy of the game.

“

I wanted to thank Salaam Peace for providing an opportunity for me and my daughter Saule to join sports activities for girls and women. Personally, I find exercise group with Giulietta fun whilst informative. It's not just about keeping fit, but a great opportunity to meet other ladies and socialise whilst attending to our bodies. My daughter similarly enjoys playing football and is forming new friendships while doing so. That is why I would like to wish all the best to Salaam Peace in New 2024 Year! Communities in big and multicultural cities need more initiatives like this where people can meet and experience peaceful togetherness without prejudice.”

Simona, Saule's mother

Get in Touch

✉ contact@salaampeace.org

- **Head Office Address:** 111 Belgrave Road, London, E11 3QR
- **Waltham Forest Office:** Unit 29, CRATE building, 35 St James Street, London, E17 7FY
- **Hackney Office:** C/O Hackney Housing, Clock House, 149 Stamford Hill, London, N16 5L6



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