



EUROPEAN ORGANISATION OF PRISON  
AND CORRECTIONAL SERVICES

## EUROPEAN PRISON REGIME FORUM WEBINAR

13 APRIL 2021

### Speaker Introduction Presentation Synopsis

#### INTRODUCTION TO THE TWINNING PROJECT

This presentation will introduce participants to the Twinning Project and how it is making positive changes to the lives of prisoners through the power of football.

The Twinning Project was co-founded by Mr David Dein MBE and Jason Swettenham from HMPPS. The purpose of the project is to partner or ‘twin’ prisons with professional football clubs in England and Wales to allow them to deliver coaching qualifications to offenders – at no cost to the MoJ.

The project was launched on 31st October 2018 at Wembley Stadium. All 20 Premier League and 72 English Football League Clubs (EFL), the FA, League Managers Association, Professional Footballers’ Association (PFA) and the Referees Association have endorsed the Twinning Project. Since its inception the Twinning Project has twinned 62 prisons with their nearest Premier League and English Football League (EFL) clubs. The aim of the project is to engage prisoners in football-based programmes to improve their mental and physical health, well-being and to obtain a qualification which will help improve their life chances and opportunities to gain employment on release. Professional football clubs and the Football Association (FA) use the experience of their coaches and referees, and the power of their brands, to engage the disengaged. Many prisoners have had a poor educational experience and develop a resistance to learning and exercise. The Twinning Project uses football to break down barriers and uses sport as a catalyst for change.

The University of Oxford Department of Anthropology and the Loughborough University Department of Criminology are engaged as academic partners to The Twinning Project.

The research is longitudinal and will continue through 2021 and beyond, which will offer a scientific view on what works and why.



Supported by the Justice  
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*Jason Swettenham, HMPPS, United Kingdom*

*David Dein MBE, United Kingdom*

*Hilton Freund, United Kingdom*

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### **Jason Swettenham**

Jason Swettenham is the Head of Prison Industries, Catering and Physical Education in HM Prison and Probation Service (All England and Wales). He joined as a Prison Officer in 1992 and has “come up through the ranks”.

Jason’s manages a large team with an Annual budget of £145 Million. His remit is varied and covers all the work and occupational training for prisoners in each of the 105 public sector prisons across England and Wales. His team makes sure that the Prison Service is largely self-sufficient as they make all the clothing, furniture and infrastructure used in all prisons. Training includes all the major manufacturing trades including woodwork, engineering, printing, textiles manufacturing, laundries, plastic injection moulding and land-based activities (horticulture and farming).

Jason is also in charge of all the prison kitchens and all the food served to the 80,000 prisoners in England and Wales. His team produces over 92 Million meals per year.

He is responsible for all Physical Education in England and Wales and is overhauling the delivery of Physical Education Nationally. He is on a personal mission to improve the mental and physical health of those in custody via exercise and a nutritious diet.

### **David Dein - MBE**

David joined the Arsenal Board in 1983 and was made Vice-Chairman in the same year. He also rose to Vice-Chairman of the Football Association and has served on numerous UEFA and FIFA Committees. David was an early proponent of women’s football having been President of the hugely successful Arsenal Ladies Team

He was the man who had the foresight to bring Arsene Wenger to Arsenal in 1996. During David’s reign, the Club won:

- The League x5
- The FA Cup x5
- The UEFA Cup Winners Cup x1
- The League Cup x2
- The Community Shield x5

### **Hilton Freund**

Hilton Freund joined the Twinning Project prior to its official launch in October 2018 and has been fundamental to the growth and success of the initiative. Hilton ensures a sustainable dialogue and relationship is created between the prisons and local football clubs. He also serves on the Funding Committee of the Charitable Foundation overseeing grant applications and educational benchmarking. Together with David Dein, former Vice-Chairman at Arsenal FC and the English Football Association, Hilton encourages prisons to use the social power of football.



Hilton has over 20 years corporate experience, having served in senior marketing and marketing communications roles.

## SPORT WITH THE 11 CORE VALUES OF A PROFESSIONAL FOOTBALL CLUB

FC Emmen is the first professional football club in the Netherlands who started a project in a prison. The aim is to make them play football with the eleven core values of FC Emmen and that after detention the inmates get a paid job by the network of the businessclub of FC Emmen.

"FC Emmen Inside' is a project in the prison of Veenhuizen that takes place during 8 to 10 weeks. Twice a week there is a footballtraining given by a coach of FC Emmen and a staffmember of the prison with 8 to 15 detainees. The aim of the training is to achieve the 11 core values of FC Emmen: Pleasure, creative, taking initiative, ambitious, discipline, confidence, collaborating, professional, proactive, be an example, respect.

During and after each workout, there are group discussions and/or individual interviews about the core values on which it is trained.

All participants will receive an the footballoutfit of FC Emmen (shirt, pants, socks, sweater and tracksuit). They must wear it during the training, but they may carry it also in their 'spare time'.

In addition to the training and the meetings there will be preparations for the paid work after 8 or more weeks. Participants create a CV, completed a worksheet about their skills and social network and there are intakes (using spreadsheets) held in prison with potential employers.

In the last week there will be a footballmatch against the businessclub and everyone who has successfully completed the course of FC Emmen will get a certificate and can keep the clothing package.

In addition, the first contracts will be signed between employers and detainees who are allowed to work in the short term.

The first pilot of the 'FC Emmen Inside' took place in the end of 2019 and the 2nd pilot ended successfully on March 4 2020. A total of 20 inmates obtained the certificate and 8 detainees have signed a "contract" with an employer from the network of FC Emmen. Once the corona crisis is over will be launched with the 3rd course.

As a result FC Dordrecht and Heracles Almelo follows this example and startet in March a simular project in a prison too. 'FC Emmen Inside' is also part of the Erasmus+ 'Sports in Prison, a plan for the Future'.

One of the participants (former inmate) of the project will be co-speaker in this presentation

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*Gerko Brink, Custodial Institutions Agency, Netherlands  
Robin Geertsma, FC Emmen, Netherlands*

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### **Gerko Brink**

Gerko Brink is the National staff officer for 'Work through Sport' (Ex-Made) a project managed By the Dutch Ministry of Justice in The Hague, Netherlands.



He was 20 years old when he started to work in the prison system and worked for more than 15 years with inmates in prisons. He wanted to do more for the prison community so he went back to school and in 2011 he got his bachelor's degree in Cultural and Social Education (CMV).

A CMV graduate , motivates and enables citizens to activate and take responsibility to participate in the societal life.

In 2013 he was appointed as a counselor in the prison of Ter Apel, his role was to focus on employment. Every month he organised 'speed dates' between prisoners and employers.

In addition, he was (and is) very active in the football world. He was chairman of a fanclub of FC Twente, editor of a football magazine and initiator of the FC Twente funeral service.

Because of this he developed a great network with other football clubs in the Netherlands and in England. In England he saw that several football clubs were active in prisons. This experience gave me the idea to create the partnership between the prison of Ter Apel and FC Twente. His idea was that detainees could find employment through the network of football clubs. The results were very promising.

In 2014 their head of prison gave him the opportunity to start a project nationwide to make more connections between prisons, prisoners and sports clubs (mainly football) and he became the national project leader for 'Work through Sport' (Ex-Made).

#### **Robin Geertsma**

Robin Geertsma is a 25 years old and in the last two editions of the project he worked as trainer/ coach with the detainees. He worked with them twice a week during the project. With of course a lot football but also the possibility to experience other sports, like cross-fit and boxing. He worked on the field and that is in his opinion the best place to work.

For him, it was a big chance to do this job. Because he could do, what he loves doing. And that is to help people with a new phase in their life in combination with football. He was on the right place with his work experience in social work, mental health and sports.

But it is more then only football. He enjoyed this job because of the conversations and relations you will have with the detainees. Speaking for himself, they are real. On the field it was, what you see is what you get. There was no place to don't be yourself. Not for him and not for them. Because football shows who you are. The good properties, but also the bad ones. With other words, we also learned how it is to operate in a team with different quality's and personality's.

### **SPORTS IN PRISON – A PLAN FOR THE FUTURE (SPPF)**

More than 1.5 million people are imprisoned throughout Europe. Only a minority of the prisoners have access to sport and physical activities during their sentence, which consequently increases their risk of social exclusion. There are differences across European countries in how sport is provided in prison and how such sport programmes are connected with the outside world. However, little is known about sport activities in prison that prepare prisoners for life after prison. The Sports in Prison, a Plan for the Future project (SPPF) funded by the European Commission in the context of Erasmus+ sport (2020-2022), aims at developing high quality sport programmes with a better connection between the world inside and outside the prison walls. In the initial project phase, an online survey was set up to get a good view on existing sport activities that (might) have a link with the outside world. In total 198



individuals from 12 countries completed the survey. The purpose of this contribution is to present differences in the organisation of sport programmes by elaborating on a comparative analysis of 200 activity descriptions focusing on social integration from five European countries that participate in the SPPF project. The results not only cover the context, objectives, and evaluation of these activities but also the involvement of external partners and the inclusion of follow-up activities, to name a few. The results deriving from this study are an important first step in identifying areas for advancing active citizenship within the prison system, by offering insights into sport activities that (might) have a link with the outside world. In the next stages of the project, we aim to facilitate innovative partnerships between prisons, prisoners, prison staff, volunteers, social partners and sport Federations, sport and social organisations and set up trajectories outside the prison walls and provide “through the gate” support.

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*Hebe Schaillée, Inge Derom & Marc Theeboom, Vrije Universiteit Brussel, Belgium*

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### **Hebe Schaillée**

Hebe Schaillée is an assistant professor at the department of Movement and Sport Sciences (faculty of Physical Education and Physiotherapy) at the Vrije Universiteit Brussel, Belgium. She graduated in 2008 at the Vrije Universiteit Brussel with a Master's degree in Physical Education and she earned a teacher's certificate in 2009. She completed her doctoral research on the role of sport in promoting social inclusion of young people in vulnerable positions and advancing gender equality. She is currently the project manager of the ASP2030 project entitled 'BXL Martial Arts Lab'. This multidisciplinary community-engaged research and learning platform aims to establish and build relationships between martial arts clubs in Brussels and different research groups affiliated to the Vrije Universiteit and the Université Libre de Bruxelles.

### **Inge Derom**

Inge Derom is a professor at the department of Movement and Sport Sciences (faculty of Physical Education and Physiotherapy) at the Vrije Universiteit Brussel, Belgium. She earned a Master's degree in Physical Education from the KU Leuven in 2007 and a Master's degree in Human Kinetics from the University of Windsor (Canada) in 2009. Since completing her doctoral research at the University of British Columbia (Canada) in 2015, her research focuses on the social impact of sport interventions for the host community and event participants.

### **Marc Theeboom**

Marc Theeboom is a full professor at the faculty of Physical Education and Physiotherapy and the faculty of Psychology and Educational Sciences of the Vrije Universiteit Brussel, Belgium. He is the chair of the Sport & Society research group. His research primarily focuses on policy-related and educational aspects of sport in general and in relation to specific target groups in particular. He has a special interest in the analysis and evaluation of 'sport-for-development' programmes in which sport is regarded as a means of personal, social and community development, as well as in martial arts research.



## INMATES RUNNING POPULAR RACES AS AN INSPIRING PRACTICE IN CATALAN PRISONS

We aim to present how sports contribute to accomplish the rehabilitation mission in the Catalan prison system. To this end, we will first outline the prison sports programme and the main objectives of sports instructors in Catalan prisons: safeguarding the inmates' right to practice sports and physical activities tailored to their needs; establishing links between the inmates and the community, and promoting a safer environment in prison. Secondly, we will briefly sketch the types of sports practiced, as well as the average number of prison leaves scheduled for inmates to engage in sports activities in the community. We will then focus on two specific inspiring practices that have proven to be very successful for inmates to learn skills that will better prepare them for their return into the community. On the one hand, the coaching of groups of inmates to participate in popular races. They started by running 10km races and later some of them engaged in running popular half marathons in Barcelona. On the other hand, the organisation of a solidarity race. Every year, a group of inmates choose a specific social cause, they organise the event and prepare for running the race outside their prison. The funds they gather are allocated to the specific cause. The experience shows the inmates high involvement and commitment with the preparation of the event and the positive atmosphere amongst all the people participating.

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*David Ballester, Secretariat of Criminal Sanctions, Rehabilitation and Victim Support, Ministry of Justice, Catalonia  
Angel Roldan, Grup ITA Gestió Esportiva, S.L., Catalonia*

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### **David Ballester**

David Ballester holds a university degree on Physical Activity and Sports at the University of Barcelona. He started to work as a sports instructor in the prison of Quatre Camins in 2006. After 2 years of training inmates on different sports in 2 different prisons, in 2008 he became the coordinator of the sports program in the Catalan prisons which is being implemented by 34 sports instructors distributed among the 9 prisons. He is also responsible for numerous different sports related projects that are taking place in prisons. Before this, David used to work as a tennis coach in the Catalan Tennis Federation.

### **Angel Roldan**

Angel Roldan is a Physical Activities and Sport graduate (Universitat Blanquerna) in Barcelona and he has a master's degree in Secondary Education Teacher Training (Universitat de Lleida) in Lleida. Also has a Certificate II in Sport & Recreation (QLD, Australia). Actually starts a research in Puig de les Basses about mental health and sport.

He is a co-owner of a Sports Management company, Grup ITA Gestió Esportiva, S.L, currently working at the Puig de les Basses Penitentiary Center, after passing through other centers in Catalonia since 2018.

## YELLOW RIBBON RUN – GIVING SECOND CHANCES TO PEOPLE WITH CRIMINAL HISTORY



Yellow Ribbon Run is a charity-sports event that has drawn attention to the importance of re-integrating people with the criminal past. The idea started in Singapore prison service. The Czech Republic has organized the run and other activities focused on giving the second chances to people with criminal past since 2016. The main organisers are the prison service, probation service and NGO Rubikon (aftercare service focused on employment and support of ex-offenders).

The run connects people across society. Members of the general public, prisoners, ex-prisoners, their families, prison staff, probation officers, officials, NGO's, business leaders and others run side by side. In 2019, 600 runners took part in a huge relay race in Prague. The 5th anniversary run was organized virtually due to the epidemic conditions. It was again a huge success with a great support followed by an outdoor exhibition of photographs by a famous Czech photographer Jan Jirkovský. All of the activities are supported by the prison band Wsedě and the prison staff as a crime prevention initiative.

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*Gabriela Slováková, Ph.D., Prison Service of the Czech Republic, Czech Republic*

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### **Gabriela Slováková**

Gabriela Slováková, Ph.D. has worked for the Czech Prison Service at several positions – education, research, public and international relations and since 2010 as the director/governor of women's and men prisons.

During those years she has been involved in several international projects focused on education, female offenders and family relations of prisoners (chair of Europris Expert Group). She was a Board member of Board of Directors in International Corrections and Prisons Association. Gabriela acts as an international expert mainly focused on women offenders, their families and the reintegration of prisoners into society. She is an initiator of the project Yellow Ribbon Run focused on the social integration of people with criminal history.

### **GOING THE DISTANCE: THE BENEFITS AND CHALLENGES OF ENGAGING VOLUNTEERS AND COMMUNITY INITIATIVES IN PRISON SPORTS PROGRAMMES**

Sports play a recognised role in prison, promoting motivation and wellbeing to ease the burden of prison life, and to involve community members in the prison environment, working towards a sustainable return to society. In practice however, sports can be a logistical challenge, requiring specialist trainers and additional staff for sports events which put a strain on both the system and its workers. Introducing volunteers within sports programmes builds capacity and can support the implementation of public health requirements for physical activity: volunteers offer prisons a resource to recruit prisoners to group initiatives and to organise programmes/ tournaments/ events in the prison community, or recently to promote solo cell activity when sports are impossible. Support from an outside organisation can lead prisoners to a sustainable interest, like joining a sports team after release to support re-inclusion. Three case studies will be presented tried and tested sports programmes and events, for different target groups, and how volunteers were trained and prepared. We will address the challenges of bringing volunteers into the prison environment, of finding a community sports club, then building a sustainable partnership with them. We will show how some prisons have developed a sports volunteering framework to address these challenges and most effectively engage volunteers to supplement existing staff. We will consider the diversity of



volunteers' contributions to sports programmes in womens prisons, juvenile offender institutions, by offering parent-and-child sporting opportunities and right across the estate of male prisons with older, long-stay and sex offender inmates. We will finally present volpris.eu, a new European network of volunteering in prison which provides free training and resources.

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*Rita Lourenço, Aproximar, Cooperative de Solidariedade Social, Portugal  
Rhianon Williams, Bremen Senate of Justice and Constitution, Germany*

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### **Rita Lourenço**

Rita Lourenço holds a bachelor degree in Criminology, and a Master's degree in Human Potential Management. At Aproximar she is the Head of Criminal Justice System Department where she manages and supervises criminal justice sector projects and programs.

### **Rhianon Williams**

Rhianon Williams works for the Bremen Ministry of Justice and Constitution in Germany, on international initiatives which support capacity building in prison. She coordinates the Erasmus+ project volpris.eu, working towards qualification of volunteering management in prison in order to have a positive impact upon volunteers' daily work effectiveness.

