

**3PILLARS FACTBOOK**  
EXCERCISE, EDUCATION, ETHOS



# 3PILLARS PROJECT

**TRANSFORMING FUTURES**





**3PILLARS**

# OUR PURPOSE

**69% of young offenders  
re-offend within one  
year of release**

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BROMLEY REPORT 2019

The UK's criminal justice system is under huge strain and struggles to be effective.

3Pillars Project empowers people through sports based mentoring, to take control of their lives so they can break the cycle of re-offending.

We support them through personal development, qualifications and work experience to transform their futures.

# WELCOME FROM OUR CHAIRWOMAN

## JO ANTHOINE

Director of Risk, Insurance  
and Welfare, Garda World



Re-offending costs the UK £18bn annually, yet there is an invisible cost of re-offending. This cost is born by our most vulnerable communities, from which many of those we support hail. Children and relatives face an absent figure in their lives, and social and educational services must provide support in their absence. The majority of those that re-offend are from the UK's most vulnerable communities.

We very much need programmes delivered by positive male role models, that support, inspire and educate vulnerable young men. It is through direct engagement that we hope to guide and inspire alternative paths. If we only treat the symptoms, the cost will increase. For me, tackling re-offending and supporting vulnerable young people in the criminal justice system is a priority.

I first met Mike, before he started 3Pillars Project, and it was immediately clear he didn't fit the normal Army Officer profile. His interest in pursuing a philanthropic cause over a traditional career set him apart from many of his counterparts.

In Mike I saw an every day relatability as well as an impressive set of skills and experience gleaned from his time in the army. These attributes, coupled with a true desire to really make a positive impact, meant he seemed truly able to instigate and drive change.

When Mike approached me regarding supporting the work of 3Pillars as trustee, I jumped at the opportunity. I recognised the huge potential of their in custody and post-release programmes, when wielded by the capable 3Pillars team. I myself am Welsh and grew up with rugby, a sport that channels energy and encourages collaborative behaviour. A perfect tool to support young vulnerable people.

3Pillars has evolved and expanded a unique rugby 'tool', to support, mentor and educate young people in prisons. From the first in-custody Rugby Academy, to the post release mentoring and training, 3Pillars' approach builds unique, trust based relationships, supporting individuals to conquer challenges they face inside prison and to flourish when they are released.

We should all want those released to reintegrate and positively contribute to our communities. Programmes like 3Pillars can be an essential part of creating opportunities to flourish and change.

Thank you for your time and support,

Jo

A handwritten signature in black ink, appearing to read 'Jo Anthoine', located at the bottom right of the page.





A portrait of Mike Crofts, a man with short brown hair, smiling and wearing a light blue button-down shirt. The background is a blurred green outdoor setting.

# "Rugby teaches us crucial tools to overcome life's challenges"

## 3PILLARS FOUNDER & CEO

### Mike Crofts

As a young man, I did not envisage myself running a programme for prisoners. My sense for tackling the hardships that people face developed through my service in the Army. Now, I cannot imagine a time where I am not involved in such projects.

The idea for 3Pillars came whilst volunteering on a rugby programme in Feltham Young Offenders Institution. I was struck by the difference that the army could have made in the lives of the young men that I met there. I believed that with positive role models, self discipline and empowerment to overcome challenges, those languishing in cells could achieve far more.

I do not believe that our current approach to criminal justice makes society safer. Prisons must be places that enhance life skills, such as ethos, self discipline and resilience, alongside literacy, numeracy and employability skills. 3Pillars believe that more holistic models of support must be at the forefront of rehabilitation.

After some persuading and cajoling, we secured permission in 2016 to deliver our pilot programme in Wandsworth prison over the course of an 8-week period. The following years have led us to deliver in a further 4 prisons and support young men remotely in many more.

All 3Pillars' programmes are rooted in the 3 pillars of exercise, education and ethos. We believe that this provides more than just a foundation for effective rehabilitation. They represent a philosophy by which to harness potential and develop excellence of performance and character, as crucial tools that teach young people to overcome life's challenges and be the best versions of themselves.



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# THE PROBLEM

## COUNTRYWIDE BAROMETER

**69%** •

of young offenders  
reoffend within 1 year  
of release

**£113,071** •

average cost per year  
to hold a young person  
in a Young Offenders  
Institution

**52%** •

of male prison leavers  
don't have any  
qualifications

**£18.1  
billion** •

annual societal cost of  
re-offending in the UK.





## HOW WE WORK

# Sport as a gateway

**to build long-term, trust-based relationships with vulnerable young people.**

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We use a combination of mentoring and sport to engage some of the most difficult young people in prison and in the community who are vulnerable to crime; many are gang members or have violent convictions.

Rugby, fitness training and boxing provide the gateway for more substantial trauma informed support and mentoring to young people in both prisons and the community across London and the South East.

The 3Pillars approach offers long-term support to participants, with the aim of enabling individuals to make a positive contribution to society in the future, regardless of their past.



# THE RUGBY ACADEMY

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Our in-prison rugby programme is underpinned by foundations of teamwork, physicality and leadership.

Over an 8-week rugby programme, we engage, develop and establish long term supportive mentor relationships to develop in young people the tools necessary to overcome their pasts and to positively contribute to society.





# RUGBY ACADEMY

## HOW IT WORKS



Through rugby and positive male role-models we build trust based mentoring relationships and key personal development skills.



Rugby coaching improves fitness but also creates opportunities for crucial mentoring conversations.



Our course equips men with crucial personal development tools; communication, conflict resolution and team work.



Participants begin to build their CV by completing the Community Sports Leaders Award (CLSA) Level 1, with the option to do Gym Instructor qualifications.





# FITNESS & LEADERSHIP ACADEMIES

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The Fitness and Leadership Academies are post-release mentoring programmes that support prison leavers at the crucial 'through the gate' period when they are first released.

Alongside intensive mentoring support, we enable participants to gain qualifications and build practical work experience alongside the opportunity to build the core 'soft' business skills, ultimately leading to sustainable employment within the community and beyond.

This time allows them to lay the foundations for a successful career and ultimately reduces one of the root causes behind re-offending.

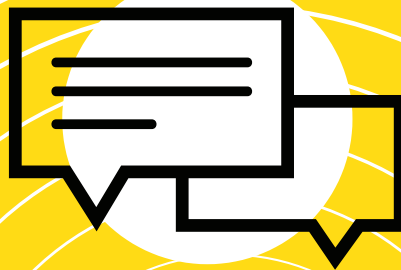


# FITNESS ACADEMY

## HOW IT WORKS

**Day Release (ROTL) & Post-release paid apprenticeship programme supports men, through intensive mentoring alongside employment in our fitness company 3Pillars Fitness, to successfully transition back into society and to secure sustainable employment.**

**One-to-one mentoring to support goals, move towards career ambitions and overcome challenges of everyday life and transition back into the community.**



**Participants complete qualifications to leverage employment opportunities including; CSLA Level 1,2,3 & Personal Training/Gym qualifications.**



**Personal development focus and tailored support to develop CV, prepare and practise interviews and preparation for employment.**





# LEADERSHIP ACADEMY

## HOW IT WORKS

**The leadership coaching programme follows completion of the Rugby or Fitness Academy. It supports participants to learn and develop business and leadership skills from leading sector experts, transforming career trajectories.**

**Development of key business skills, Community Leadership qualifications & continued professional development around business and marketing, to support personal career goals.**



**Opportunities in industry and business for short paid apprenticeships to develop soft skills and network.**

**Ongoing partnership and employment with 3Pillars, with 1-2-1 mentorship from our business mentor network.**







## OUR IMPACT

*"Working with 3Pillars has shown me what I can achieve, it gave me the support and motivated me to pursue a life-changing career after release"*

**89%**

agreed the course had helped them regulate their emotions more effectively.

**4**

Rugby Academy graduates are now employed as coaches on the Fitness and Leadership Academies.

**98%**

agreed the course had a positive impact on relationships with other prisoners.

**95%**

agreed our course had a positive impact on their mental wellbeing and as a result they felt better equipped to achieve their goals.

*"Participation [in 3Pillars' programmes] can not only improve health & behaviour, but can directly contribute to efforts to reduce re-offending, particularly by providing a route into education and employment."*

Professor Rosie Meek, A Sporting Chance 2018 (MoJ commissioned independent review of role of sport in the UK justice system)



# COVID-19

## Impact of the pandemic

Like many, the young people 3Pillars work with have been significantly impacted by COVID-19.

Life inside prisons has been severely affected, as have the communities that most of our participants will go back to. All temporary release, a crucial rehabilitation tool, has also been suspended. The latest independent report [May 2020] from SAGE, highlights the disproportionately severe impact that the pandemic has had on young marginalised people, specifically those from BAME backgrounds.

We are concerned for these less visible victims of the pandemic and are focusing our efforts on supporting them and pivoting our operations to support where possible.

### In-custody

Prisons and Young Offenders Institutions have been entirely locked down to reduce the infection risk of COVID19 and staff numbers are reduced through illness. This exacerbates existing chaos within our prisons. In addition, traditional support mechanisms have been impacted; third sector organisations are working remotely, social contact is limited, employment opportunities are reduced and in person statutory support from services such as Probation or the Job Centre are curtailed. All family visits have been stopped and there is restricted ability to place calls to the outside.

### Post-release support

The dramatic down turn in the UK job market and economy will directly affect the prospects of those who are released from custody. This will likely increase instances of re-offending, as employment prospects are significantly lowered and the family finances of many will have been equally affected, adding unavoidable strain into what is a key environment for successful rehabilitation.

## YOUR SUPPORT IS VITAL

# 3PILLARS' EVOLVING SUPPORT

### **In custody support**

We continue to engage our normal target group with mentoring and newsletters across five prisons. In light of the current situation, we aim to help young people make positive sense out of the situation they find themselves in, focused on building resilience and supporting mental health and where possible supporting them to adapt to a changed world in preparation for release.

#### Individual contact

We continue to offer our support through letter writing and the 'email a prisoner' service. Our mentors are adapting personal development plans, to ensure that every person can continue their progress, even under lockdown circumstances. We have found through experience, that the building of a positive relationship whilst participants are in custody increases the chance of success on release. We are currently engaging nearly 100 people.

### **Post release support**

#### Post release distance mentoring

Our in-person delivery is restricted, but we still support those on the post release path through telephone and video conference mentoring.

#### Online training & support:

We are pivoting to use online resources and video: to support their learning and development, signposting them towards specific resources relating to dealing with COVID, personal and family situations and seeking employment in a restricted economic situation.

### **Impact on the charity**

The charity itself has also been impacted. All 3Pillars fundraising events have been cancelled, these typically generate around 30% of our annual budget.

Traditional grant funders have rightly shifted their funding to frontline emergency funding for COVID responses, as a result, this could significantly impact our future operational ability.





# TRANSFORMING FUTURES

**YOUR SUPPORT IS VITAL TO OUR ABILITY TO  
CONTINUE OUR WORK.**

IF YOU HAVE ANY QUESTIONS OR WOULD LIKE TO GET MORE  
INVOLVED WITH ANY OF OUR PROGRAMMES PLEASE DO GET  
IN TOUCH WITH:

MIKE CROFTS, CEO

[MIKE@3PILLARSPROJECT.COM](mailto:MIKE@3PILLARSPROJECT.COM)

OR;

KRISSY BROOKS, CHIEF OF STAFF

[COS@3PILLARSPROJECT.COM](mailto:COS@3PILLARSPROJECT.COM)