

3PILLARS PROJECT

EXERCISE, EDUCATION, ETHOS



RUGBY CLUB CHARITY PARTNERSHIP

TRANSFORMING FUTURES





3PILLARS

OUR PURPOSE

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



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.

"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.

THE RUGBY ACADEMY

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.

“The 3Pillars Project is an excellent example of how sport has the power to positively impact lives. Since retiring from rugby I have worked with 3Pillars and seen first hand the tangible impact that Mike and his team can have on individuals and the community. 3Pillars uses rugby as a tool to engage with young men and through this provides new opportunities and the chance to make positive changes in their lives.”

Tom Smallbone
London Irish &
England U20s prop.





RUGBY ACADEMY

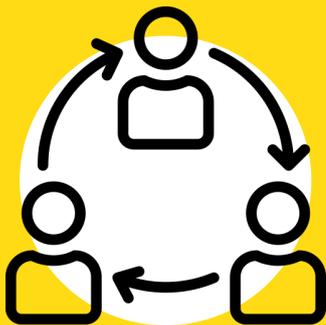
HOW IT WORKS



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.





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)

STRONGER TOGETHER

3PILLARS' EVOLVING SUPPORT

Community support

We invite rugby clubs, of all sizes to become part of the 3Pillars community to support our work. We want to build partnerships with you and together create opportunities and brighter futures for the young people we support. There are several ways you can get involved. It could be that you nominate us as your charity of the year or as your Chair's charity of the year. There's plenty of ways we can collaborate, including;

- Organise a fundraising event
- Support a 3Pillars participant to join your club on release
- Club members volunteering for us

Rugby is a powerful and transformational tool and creates the space for incredible conversations. We have found that it is often those side-line chats between club members and our participants that marks a real transformation in how people think about their futures. It allows them to hope and set goals they previously thought were out of reach. Also, if you have any ideas on other ways we can work together please let us know!

Match day

"I had a brilliant time playing rugby against Feltham Young Offenders Institution and can only praise the 3Pillars programme for the work they have done with the group. They perfectly embodied the spirit of rugby and clearly had learnt the key values of respect, sportsmanship, but also enjoyment and positive interaction after the game was over."

Dan Addis, Men's Chair, Battersea Ironsides Rugby.

We offer clubs the opportunity to play rugby against our participants and see first-hand the importance of our work.

Impact on the charity

The charity has been under pressure due to the restrictions of COVID-19. Fundraising events and delivery have been paused and we have been working hard to adapt everything we do to ensure we are still side by side with our participants during a challenging time for them. By expanding our collaborations with rugby clubs we are really excited to create new opportunities and welcome new faces to be part of our journey.





OFFICIAL RUGBY CLUB PARTNERSHIP CASE STUDY

"As a Rugby Club, who prides itself on being an active part of its local community, we love the work the 3Pillars Project are doing and are very proud to be associated with it and support all of their good work."

**Alan Wilkins
Battersea Ironsides RFC
Youth Chair**

Since 2015 the committee and club members at Battersea Ironsides RFC have wholeheartedly embraced 3Pillars. It's a true example of how a rugby club can be an inclusive hub for everyone in their community. United through sport and bound by good people. We have the pleasure in providing the opportunity for the club to showcase their philanthropic arm and kindness. Throughout the years we have delivered two terms of rugby together at the Oasis academy which has boosted recruitment of teen players to the club. 3PP has been the club's designated charity where we have provided event support for club anniversary dinners and BBQ's which has provided plenty of fundraising opportunities. Finally, it's been a pleasure having members of the club take part in matches against course participants in Wormwood Scrubs, Feltham and Wandsworth Prisons.





3PILLARS PROJECT IN THE MEDIA

HM PRISON COOKHAM WOOD



On December 16, 2019, Steve O'Meara of the Commonwealth Rugby Union (CRU) was invited to speak at the 3Pillars Project. The following day, he was arrested for a crime he committed in 2011. Steve O'Meara is a former professional rugby player who served a 12-month prison sentence for a crime he committed in 2011. Steve O'Meara is a former professional rugby player who served a 12-month prison sentence for a crime he committed in 2011.

"Instead of being the boxer turned drug dealer, this is my chance to change my story." STEVE O'MEARA

Steve O'Meara is a former professional rugby player who served a 12-month prison sentence for a crime he committed in 2011. Steve O'Meara is a former professional rugby player who served a 12-month prison sentence for a crime he committed in 2011.



WORDS & PICTURES



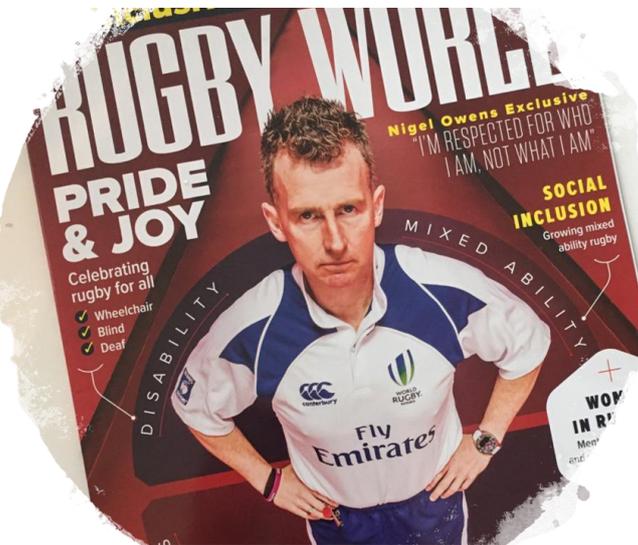
2018
The Rugby Journal
Circulation: 10k+
 Featuring the perspectives of participants, coaches, Prison Officers, the article provides insight into the 3PP Rugby Academy at Cookham Wood Young Offenders Institution.

2019
From Prison to the Pitch
England Rugby YouTube
200k+ views
 The incredible story of boxer Steve O'Meara who discovered rugby while in prison and turned his life around with the help of 3Pillars Project.

2020
Rugby World magazine
Circulation: 33,922
 Great insight into Rugby Academy participant, Leon's, journey with 3PP. From seeing a poster at Wormwood Scrubs, to building self-belief and joining Barnes RFC on release.



From Prison to the Pitch
8,264 views • Nov 6, 2019





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 :

Jennifer Mustoe-Castle

coaching@3pillarsproject.com

