

3 Pillars Project

2024

**YEAR IN
REVIEW**





WELCOME FROM OUR CEO

MIKE CROFTS

Legacy is a word which I have explored at various points in the 3Pillars' journey. As we grow, its importance takes on more meaning. The past year has been more productive than I could have imagined, our development has been accelerated by our great and growing team, our ongoing commitment to listening to research, best practice and what works, as well as the insights and perspective of those who have been through our programme.

We have completed 8 courses in prisons, as well as community delivery and a number of day release placements. Our apprenticeship delivery has commenced, as well as completing the absolutely amazing Yorkshire 3Peaks Challenge. The year has also seen an increased engagement in research, providing support to no fewer than 9 Masters and Degree dissertations as well as placements.

Next year we look forward to co-funding a PhD Studentship in collaboration with Loughborough University. We have fully established our Leadership Community Development Board, where graduates of our programme contribute to the development of our work, including our soon-to-be-released 5 year strategy.

As we move into another year, the importance of legacy is more apparent; creating a culture that continues to challenge the status quo of cyclical offending, challenging the narrative that people who have been in prison are not part of the solution, and we want to use the power of sport, exercise and fantastic mentoring to facilitate change.

“This was the best thing that I have done whilst being in prison, I enjoyed the theory work as well as the practical, in a positive and engaging environment, with a team spirit.”

- HMP Dovegate
participant





OUR TRUSTEES

We are delighted to have such an accomplished and impactful trustee board, guiding our charity through remarkable achievements and significantly advancing our mission to impact the communities we serve.



William Mackinlay



Louis Annan



Helen Whitehouse OBE



Phil Newman



Kate Molan



Derrick Dale KC



Robert Page



Tania Nadarajah



Thomas Smallbone

OUR PURPOSE



At 3Pillars Project, we enable people in the criminal justice system to find hope, opportunity, and community.

OUR MISSION

We are on a mission to develop the most effective sports-based mentoring programme for individuals in custody and post-release.

Through the power of sport, particularly rugby, we empower people to thrive beyond prison by building resilience, self-discipline, and a sense of belonging. We believe that everyone deserves the chance to rebuild their lives, and we are dedicated to providing the tools, support, and encouragement to do this.

HOW WE WORK

3Pillars Project provides sports-based mentoring through our GAMEPLAN programme to inspire, challenge and empower young men within the criminal justice system. They start their journey with us whilst in prison and through our Rugby Academy they become part of a team, boosting their physical, mental and emotional health on and off the playing field. We work with every young man as an individual, to their time frame, whether this is for months or years.

Participants can progress on to our Fit For the Future Academy to help them resettle into the community post release. Through mentoring and helping them to gain qualifications, training and employment opportunities, our apprentices are able to build a better future whilst in prison and beyond. Many of our programme graduates join our Leadership Community to give back at the end of the programme.

OUR 5 YEAR STRATEGY will be released at the end of 2024. Here's a taster of our core goals

GOAL 1



Grow the programme

Expand GAMEPLAN in the Midlands, London and beyond.

GOAL 3



Be a thought leader

Use impact evidence to influence stakeholders and demonstrate best practices in sports development in criminal justice.

GOAL 2



Grow the impact

Ensure sustainable, high-quality, high-impact delivery, showcasing best practices.

GOAL 4



Build sustainability

Ensure sustainability and financial resilience through proper resourcing, diverse funding, and a clear delivery plan.

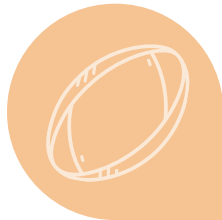


THEORY OF CHANGE

The Theory of Change offers in custody and post-custody support through the GAMEPLAN programme following stages from precontemplation to maintenance, emphasising preparation for release and managing relapses.

Rugby Academy

Our in custody programme that uses Rugby to develop skills, build confidence and self-esteem, and provide mentoring and role modelling opportunities.



Contemplation

Fit for the Future Academy

This includes day release apprenticeships, fitness, sport and other vocational training and placements in various industries. This is paired with ongoing mentoring support.



Action

Participants may return to old behaviours, reoffend or be recalled to prison. At 3Pillars, this does not mean they have failed; it is just a step on this journey of change. We are there to help.

Relapse

Precontemplation

Review learnings



Pre-release support

Ongoing mentoring and positive activities whilst in custody to help preparation for release from prison.

Preparation



Leadership Community

Our apprentices have formed a new peer-led community contributing back by being experts by experience.

Maintenance

RUGBY ACADEMY INSIGHTS

Over the past year, we have seen remarkable success in our Rugby Academy. **99 Participants** from **eight courses** across three institutions—HMPYOI Feltham (three courses), HMP Dovegate (three courses), and HMYOI Werrington (two courses)—have successfully completed the course.

Specifically, **50 participants** earned their **Level 1 Sports Leaders** qualification, **five** participants earned their **Level 2 qualification**, and **two** participants earned their **Level 3 qualification**.

Beyond our structured courses, we conducted various events, **engagement activities** and **taster sessions** at HMYOI's Feltham and Werrington and HMP's Dovegate, Highdown and Sudbury. These additional efforts enabled us to engage with another **111 participants** in custody.



[Click here for course reports](#)

GOOD

Our participants rated our programme “good” according to the Net Promoter Score

90%

of participants are now more physically active

97%

of participants have been supported to have better relationships

89%

of participants have increased their resilience

92%

of participants have increased their empathy

85%

of participants have increased their self-esteem

91%

of participants have increased their autonomy and control

GLORY STORY

We first met Max (17) in HMYOI Werrington when he signed up to our Rugby Academy course. We could tell he was a character from the start - whilst he was less keen on the classroom based activities - he took to the rugby pitch straight away, quickly becoming a competent player. Over time he developed a particularly innovative catching style which earned him the 'Best Catcher' award at the end of programme celebration event. His achievements were not over yet though...

Max later became entitled to day release from the prison just in time to join us for the 3Pillars Yorkshire 3 Peaks challenge! With absolutely no idea what he was getting himself into, having never done anything like it before, but with the full confidence of the 3Pillars team, he agreed. The first day was tough, Max really struggled with the walking but we wouldn't let him lose hope and we stayed right there with him, believing in him every step of the way.

It wasn't until the final climb though where we saw the transformation: that increased resilience and empathy playing out in real life. As others started to flag, Max realised that it was his turn to support others, and with a newly found spring in his step and even a big grin, he rose to the challenge beautifully.



FIT FOR THE FUTURE ACADEMY

This academy is designed for those continuing their journey with 3PP after participating in the Rugby Academy or joining while on temporary license.

LONDON COMMUNITY GYM

“

*3pillars has given me confidence to try new things and get out of my comfort zone. I have been giving a lot of support to better myself by 3 pillars, which I am so grateful for. - **ROTL placement***

”



Two RoTL apprentices have been delivering sessions twice a week, offering boxing and strength & conditioning classes free of charge to the local community. Over the past 12 months, we have reached **97 participants**, ranging in age from 11 to 67 years old.

MIDLANDS COMMUNITY GYM

One RoTL apprentice has conducted a weekly multi-sports session and a school-based session for **75 young people** referred by the school's designated safeguarding lead.



“

*My experience with 3PP has been life changing, allowing me to better myself and help others through the love of sports. I have gained more experience and number of qualifications through courses and team building exercises that 3PP have provided for me. - **ROTL placement***

”

STAND OUT MOMENTS



Assistant Coaches

Some of those who graduate from the Rugby Academy join us on our next programme not as participants but as assistant coaches, providing not only training for them but also that invaluable peer support element. In Dovegate five assistant coaches delivered high-quality rugby sessions, served on an interview panel, created a promo video, and worked towards their L2/L3 Sports Leaders qualifications, significantly enriching the course.



Yorkshire 3 Peaks

The most treacherous fundraising we do all year, the Yorkshire's 3Peaks were conquered by the team this Summer. Alongside all of the amazing personal achievements; including some new recruits to mountain climbing, we have raised a wonderful amount of money which will go towards supporting our work.



Guest speakers

We've hosted an impressive lineup of guest speakers, including Emma Wiggs MBE (double Paralympic gold medal winner), Heather Fisher (former England Rugby international), the Head Coach and Strength & Conditioning Coach from Nottingham Rugby, players from the Jamaican rugby team, and Geordan Murphy (former Irish and Lions rugby player) to name just a few!



Rugby World Cup tournament

We hosted 30 participants for a rugby tournament at HMP High Down, organised Enrichment Days in collaboration with Army Reservists at HMP Feltham and conducted a Rugby Referee course for a group of 10 at HMP Dovegate.

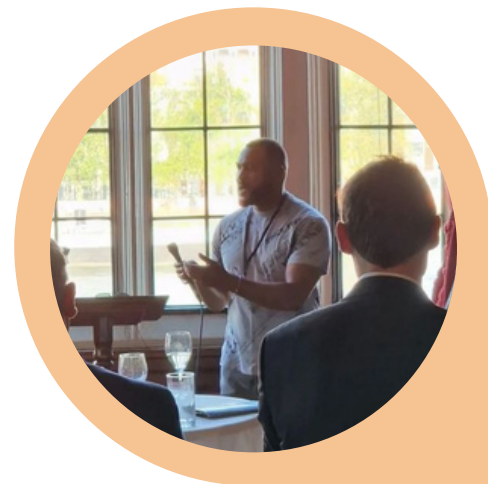


STAND OUT MOMENTS



House of Lords

We marked five years of dedicated efforts in addressing complex issues within prison reform for young men with a celebratory event at the House of Lords. This occasion allowed us to reflect on our remarkable achievements and lasting impact, while also hearing firsthand the real stories of the young men in our programme and connecting with our most valued supporters and partners.



Red Bull feature

Our founder and CEO, Mike Crofts, was featured in Red Bull Magazine, where he shared his motivations for establishing the charity and the significant impact it has made.

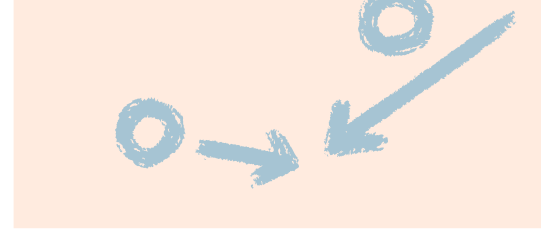
Twickenham 6 Nations match

With permission from the RFU to fundraise at Twickenham it was so important that we capitalised on the fundraising opportunity. Striking blue jumpers, wristbands and buckets at the ready we were positioned around the stadium to tackle as many of the English and Welsh rugby fans as we possibly could.



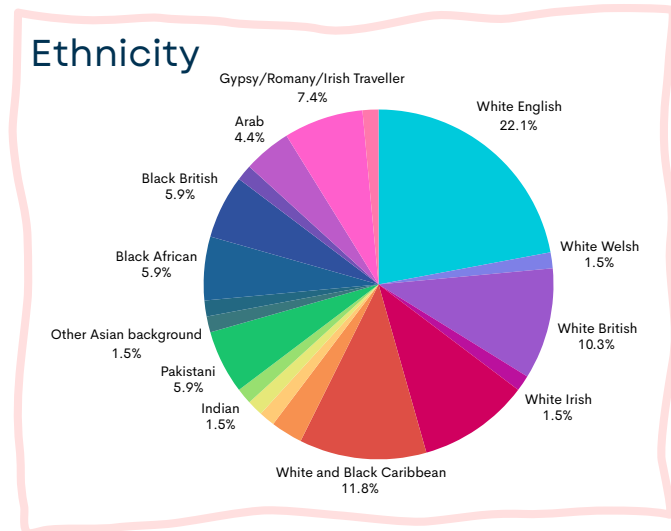
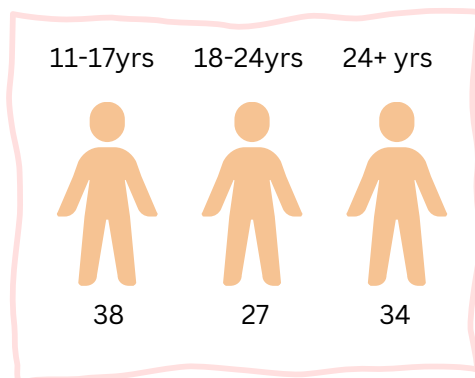
Inaugural Awards Evening

A first for the charity and certainly not the last after the outcome of the evening. 3Pillars work with people who do not have the freedom to attend everyday events, which meant that just one winner from our in custody programme was able to be there. However, what made the night so special was the attendance of family and friends, accepting awards on behalf of others.



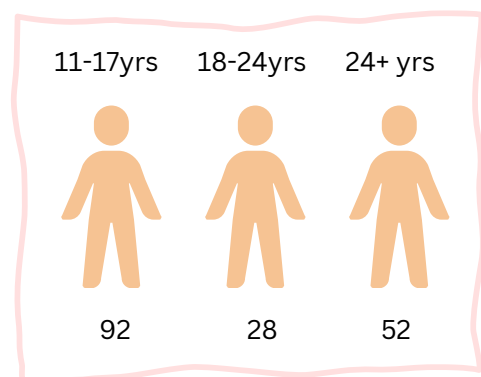
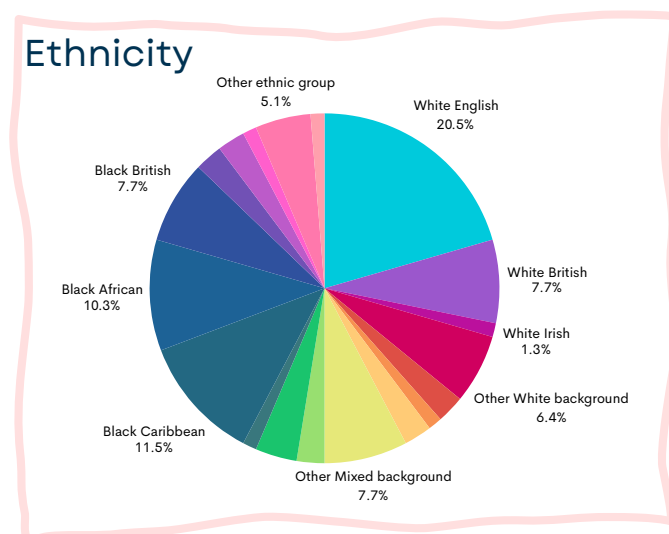
UNDERSTANDING WHO ENGAGES WITH US

WITHIN OUR RUGBY ACADEMY



An observation at HMP Dovegate revealed that in the initial courses, most participants were White English. However, over the year, we've engaged a more diverse cohort. While the majority of our attendees remain White English, the next largest group has been of mixed race. Our data shows that at HMYOI Feltham, a significant number of young people are from a Black background, whereas at HMP Dovegate, the majority are White. We also observed a high participation rate among young people of Pakistani descent in our courses at HMYOI Werrington. This year, we've increased the number of young people we engage by collaborating more closely with additional YOI's.

WITHIN OUR COMMUNITY GYM



The participant demographics indicate a predominantly White group, with notable diversity including significant representation from Black backgrounds. The age distribution shows a strong engagement with younger individuals, especially those aged 11-17, alongside a meaningful presence of older participants. This diversity underscores the programme's broad appeal and its effectiveness in reaching various age groups and ethnic backgrounds.



OUR TEAM

We are thrilled to have such a dedicated and talented team, driving us toward exceptional achievements and making a profound difference in the communities we serve. Their commitment and expertise are at the heart of our success.



Mike Crofts



Jen Mustoe-Castle



Michael Green



Sarah Marlow



Nathan Tweedy



Ellie Young



Sonny Nash



Dave Lovell



Steve Harris



Gen Glaister



Peter McIntyre



Troy Senior



WHERE WE WORK



 **Prison**
 **Community**

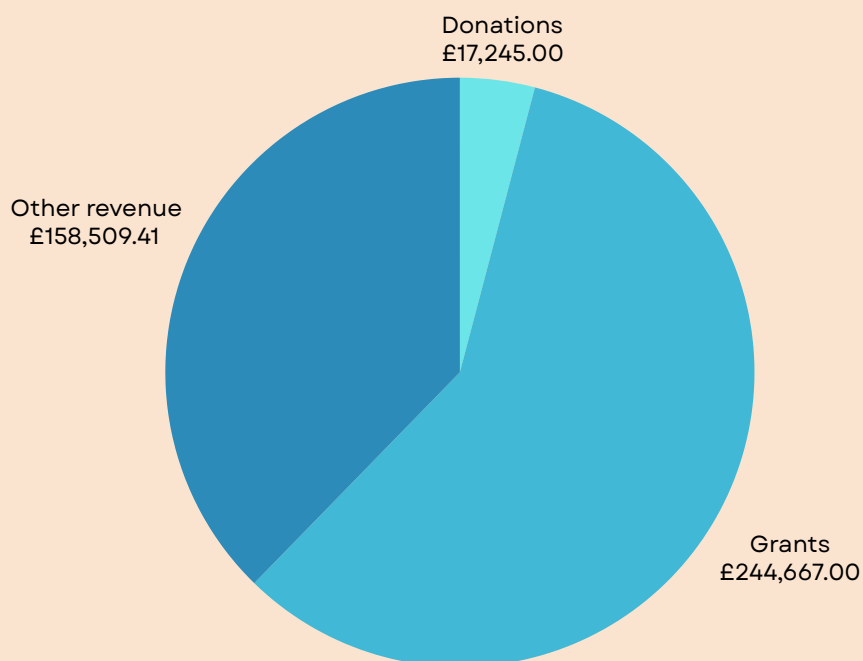
Our work spans several key areas: we deliver the GAMEPLAN programme in prisons, providing structured support that combines rugby, mentoring, and personal development. In local communities across the Midlands and London, we partner with various organisations to extend our impact, helping young people and vulnerable individuals develop life skills and build positive futures. By focusing our efforts where they are needed most, we aim to make a meaningful difference in both custodial and community settings.



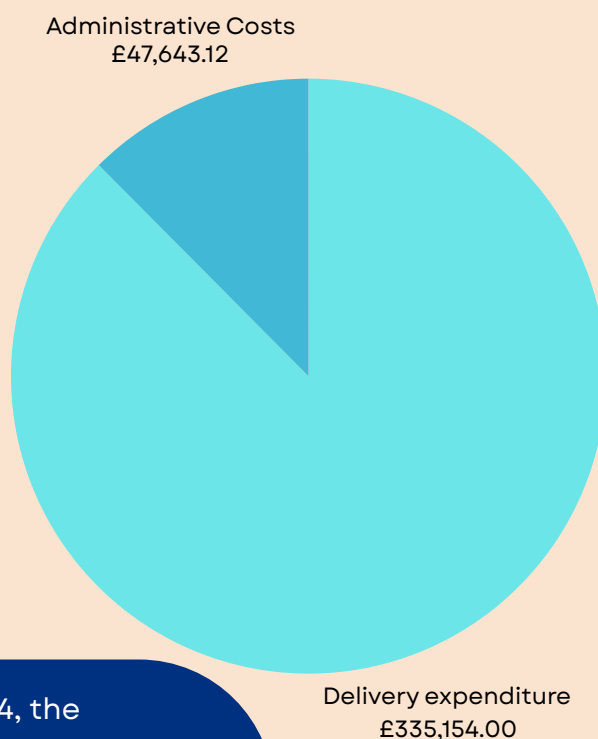


FINANCIAL OVERVIEW

Total Income 2023/24:
£420,421.41



2023/24 Expenditure Total:
£382,797.12



At the end of the financial year 2023/24, the total funds carried forward amounted to £37,624, consisting entirely of unrestricted funds, no restricted funds being carried forward. Total Reserves stand at £172,000.



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THANK YOU

Battersea Ironsides RFC
BBC Children I Need
Billmeir Charitable Trust
Black Prince Trust
Broxash Ltd
Cedar House
City Bridge Trust
City of London
Clearscore
Cumming Group EMEA
The Drapers
England Rugby
HMPPS
HMP Dovegate

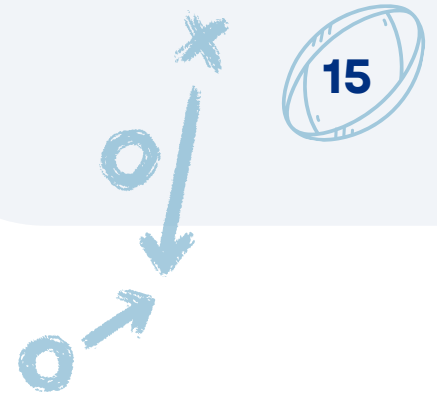
HMP High Down
HMP Nottingham
HMP Sudbury
HMYOI Feltham
HMPYOI Werrington
Jeremy Dale
Lloyds Bank Foundation
Lord Nick Markham CBE
Noel Buxton Trust
Nottingham Rugby
Nottinghamshire Police and
Crime Commissioner
Nottinghamshire Violence
Reduction Partnership
PA Foundation

Peter Harrison
Redbull
Richmond RFC
The Garfield Weston
Foundation
The Linder Foundation
The Rockley Charity
The Royal Yeomanry
Triangle Trust
Trusthouse Charity
Unlocked
Weavers Company
Wildcats Arena
Worshipful Company of
Security Professionals





OUR PARTNERS



DAILY

FREQUENCY

EPISODIC

STRATEGIC &
FUNDRAISING

TYPE

OPERATIONAL

JustGiving™

CAF
Charities Aid Foundation

SPORTED

CLiNKs

ALLIANCE OF SPORT
For the Desistance of Crime

LLOYDS BANK
FOUNDATION
England & Wales

W
Garfield Weston
FOUNDATION

BBC
Children
in Need

theBigGive

COMMUNITY
FUND

CITY
BRIDGE
TRUST

ClearScore

England
Rugby

THE
WEAVERS'
COMPANY

Unlocked

RUGBY
PLAYERS-
ASSOCIATION

St Giles
Turning a pain into a future

SOUTH
SQUARE

COACH
CORE
The future of sports coaching

KING'S
College
LONDON

St Giles
Turning a pain into a future

AIRBORNE
INITIATIVE

REDEMPTION
ROASTERS

SKANSKA STRABAG Working in partnership with HS2

J.P. DUNN
Construction Limited
Innovation above and below ground

NOTTINGHAM
RUGBY
BLACK
PRINCE
TRUST

Sports
Leaders

1861



3Pillars Project CIO
Black Prince Trust Hub
5 Beaufoy Walk
Lambeth
SE11 6AA

info@3pillarsproject.com

