

PROMOTING PHYSICAL ACTIVITY

Sport is an important way of encouraging people to engage in physical activity. Football, as the nation's favourite sport, can be used as a catalyst to encourage people to take regular exercise.

Creating sports facilities to encourage participation

Cirencester Town, the country's first FA Community Club, has managed to get local people involved in sport through its ground redevelopment programme. Funded by the Football Foundation, the club has now created ten pitches for youngsters. One person in 36 in the town is now involved with the team at various levels, from mini-soccer to adult teams.

Playing opportunities for young people

The Football Foundation has funded the development of new football facilities in the Netherley and Valley areas of Liverpool. This money has been used to create a new pavilion and a modern pitch drainage system. As a result of improved facilities, there are now 1,300 young people, aged 8–15, playing football for 90 different teams.

Encouraging girls to participate in sport

The Berkshire Sports Partnership has established a development programme to encourage more girls to participate in football and to keep them playing into

later life. This is done through taster sessions, coaching sessions and football festivals. The Sports Partnership also works closely with local clubs; there are now 25 clubs across the county offering football opportunities for girls. Fifteen have already achieved their FA Charter Standard.

Improving physical activity among unemployed men

Middlesbrough FC runs a very successful 'Fit for Work' scheme in partnership with the primary care trust and local employment agencies. As well as encouraging physical activity, the programme aims to increase job prospects and provide opportunities to gain an IT qualification. The students on the course receive a season ticket as a reward.

Fit for Football

This programme, for children aged 9–11, is run at a number of Football League clubs and aims to increase physical activity, reduce smoking and encourage healthier eating. The initiative is expected to reach around 20,000 children.



