



**ENGLAND  
FOOTBALL**

## ***MICHELLE SACKS***

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I am Michelle Sacks and I recently joined the Board of the Lincolnshire FA with the specific responsibility for Partnership and Engagement.

I believe the possibilities of football to have a positive impact on many aspects of life is not always appreciated, for many reasons and I am very keen to raise the profile of both the fantastic work the Lincolnshire FA undertake but also open up to many potential partners how they can work with us to make the positive impacts that football can bring to a much wider audience.

I am a football mum and love standing in all weathers on the side-lines cheering on my son and his team. At my son's previous club for many years I ran the teas and coffees stand, baking sausage rolls on a Sunday to sell and raise much needed funds for our club.

I love to see the team train, hone their skills and get ready for a match and then on a Sunday, go through the highs and lows, depending whether we win.

I am a mad West Ham fan (COYI) and proud to support the team where I was born and my Nan lived. A common theme of highs and lows....as a West Ham fan there have been some lows but the eternal optimism remains and I confess to being so grumpy if we lose, I won't watch MOTD!

However, I have seen the real potential of football on the health outcomes of our communities, being able to promote the benefits of team sports, outside in the fresh air and getting that regular exercise that so many of not just our young people but all age groups have lacked during the covid pandemic.

The power of football can be huge!!





I have mentioned health – and this presents a fantastic opportunity to get more people of all ages into football, celebrating playing a team sport and feeling that winning spirit. Some people may feel that football isn't for them without realising how accessible it has become as a sport in recent years. Being able to work more closely with health colleagues and other organisations such as Active Lincolnshire means we can work together to increase both the awareness of that access, but continue to work hard to create even more access.

#BreaktheBias - if I think back to when I was young the idea of playing football was unheard – now, it is brilliant to see girls active in teams and girls leagues established and seeing how the women's sport has a much higher profile is great too – TalkSport discussing the female teams and competitions and having the sport televised.

Elite sport also offers wider opportunities around aspiration and social mobility and I would like to raise the profile of Lincolnshire so we have more players, from all walks of life, being able to reach the top of their sport in whatever category, if they have those skills and aptitude. This is not just around playing but also the varied and many careers that support the whole of the game, another very good example of #BreakTheBias and raising aspirations.

Community cohesion – some parts of our communities are still fragmented and I know from experience that young people can be a tremendous bridge between different parts of the community – the sense of coming together as part of a team, supporting each other, learning with and from each other means the bonds of friendship that can cross cultures and ultimately bring parents together as they stand shoulder to shoulder supporting the entire team – truly #BreakTheBias

I think we have a brilliant opportunity to really raise the level of the game in Lincolnshire and I am so looking forward to being able to be part of the team to help achieve this for all the reasons I have set out above.