

Extra Time Programme

A monitoring and evaluation report by pmpgenesis
September 2009

ExtraTime

supporting independence and wellbeing for older people

Football 
Foundation



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Executive Summary

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Executive Summary

- i) The Extra Time Programme (the programme) was launched in May 2008 as a two year pilot scheme jointly funded by the Football Foundation (the Foundation) and Sport Relief, using the power of football clubs to target older people, aged 55 and over, with physical activity and social inclusion projects across the country.
- ii) Applications were sought from Premier League and Football League club community schemes to deliver a programme of physical and social activity to older people. A total of 15 football club community schemes were awarded maximum grants of £10,000. These 15 schemes included the following clubs from across the Premier League and Football League:
 - Bradford City
 - Manchester City
 - Rotherham United
 - Charlton Athletic
 - Norwich City
 - Scunthorpe United
 - Colchester United
 - Nottingham Forest
 - Swindon Town
 - Everton
 - Plymouth Argyle
 - Tottenham Hotspur
 - Huddersfield Town
 - Rochdale
 - Watford.
- iii) From the 15 schemes identified above, the Foundation and Sport Relief jointly selected five for independent monitoring and evaluation; Colchester United, Manchester City, Scunthorpe United, Tottenham Hotspur and Watford.
- iv) These schemes were selected due to their geographical location, the split between Premier League and Football League clubs and also due to the varied approach to delivery and approaches.
- v) The monitoring and evaluation exercise aimed to provide the Foundation and Sport Relief with a statistical overview of the programme and an understanding across the following three key areas:
 - **key success factors**
 - the **added value** of using football club community schemes to engage older people (the benefit of attaching a programme for older people to football clubs)
 - the **impact** of the programme on participants.

Statistical overview

- vi) Registration data suggests that there was an almost equal split between male and female participants nationally. It highlights that the single largest participant group in terms of age was those aged 60-64, making up over a quarter of participants.
- vii) The programme was attended predominantly by those of White ethnicity, with those of Asian or Asian British origin constituting the largest ethnic minority group across all participants (6.9%). Just under 20% of participants indicated a long term illness or health problem that restricted their involvement in physical activity and 10% of participants highlighted a registered disability.
- viii) Muscular strength and flexibility was rated as adequate or above by the majority of participants, with 44% also highlighting that they took part in moderate exercise, recreational activities or sports 3-5 times per week.
- ix) Despite the level of self reported participation in sport and physical activity from participants, the proportion of those that reach the recommended physical activity level of five times per week¹ is significantly lower. This highlights that participants were not undertaking enough physical activity to benefit their health.
- x) A further 26% highlighted that they engaged with activities once or twice per week and a total of 16% highlighted that they had undertaken no activity whatsoever in the previous 12 months.
- xi) The fundamental goal/motivation that participants expressed for involvement in the programme was 'to make new friends and have fun', which emphasises the importance of the social networking elements of the programme to older people.

"The Extra Time Programme has been incredibly successful in engaging older people – I'm astounded at how successful it has been..."

Extra Time Programme Partner

Key success factors

- xii) Five common key success factors were identified from the schemes selected by the Foundation and Sport Relief for monitoring and evaluation.
- xiii) It is recommended that football club community schemes seeking either to deliver a programme for older people or to enhance existing programmes, adopt these key success factors as the cornerstones of programme delivery to help maximise the potential success of the programme.
- xiv) A summary of these factors is provided below with further detail, including how these are implemented in practice, provided in Section 3:
 - **communication and understanding** – developing effective communication mechanisms with partners and participants and a detailed understanding of participants needs and requirements to ensure effective targeting
 - **variety of activities** – providing a variety of suitable activities to enhance engagement, ownership and retention

¹ At least five a week: Evidence on the impact of physical activity and its relationship to health. A report by the Chief Medical Officer. Department of Health. 2004

- **flexible activity provision and culture/environment** – creating an unpressurised, relaxed, social environment to enhance engagement and participant satisfaction
- **high quality facilities** – using high quality, accessible facilities to enhance programme delivery and attract/engage participants
- **strong partnerships** – developing strong partnerships with key local stakeholders to avoid duplication of effort, make effective use of local expertise and resources and maximise the impact of the programme.

Added value

xv) Consultation with key partners highlighted five common themes in terms of the added value that football club community schemes have brought to the programmes. These themes are summarised below with further detail provided in Section 4.

- **reconnecting older people with the wider community** – football club community schemes, and the football clubs to which they are linked, are integral parts of community life. By engaging with a programme organised by these organisations, older people feel less isolated and a part of their wider local communities
- **breaking down barriers to participation** – football club community schemes and the game of football have a glamour associated with them unlike any other organisations due to their significant popularity in local communities. This helps to overcome the typical barriers to participation experienced when dealing with older people
- **engaging older men** - by virtue of its association and linkages with a football club, a programme run by a football club community scheme is particularly attractive to older males, who are traditionally difficult to engage
- **resources** – football club community schemes are able to call on a substantial human and physical resource, and are able to access this resource quickly if not already available. They also have existing relationships with key local partners (eg County Sports Partnerships, Primary Care Trusts) whose resources can also be accessed to enhance the programme
- **exit routes** – football club community schemes are able to signpost participants to appropriate local exit routes and opportunities to help them engage in sustainable social or physical activities outside of the programme.

“...using the football club has made a big difference to attracting older people. They feel part of something bigger, something prestigious, and connected to their community...”

Extra Time Programme Partner

Impact

- xvi) The impact of the programme has been assessed qualitatively through consultation with individual participants to understand how it has made a difference to their lives. These qualitative impacts are presented as a series of detailed case studies in Section 5, with a summary of the physiological and psychological impacts given below.
- xvii) Detailed consultation with programme partners also highlighted the success of the programme in terms of the attraction and engagement of older people and in making a positive impact on their health and well being.
- xviii) Case study information has identified that the programme has had a positive impact on the physical health and mental wellbeing of participants. A number of participants identified physiological benefits such as losing weight, feeling stronger and more able to complete day to day tasks.
- xix) Additionally, participants have identified psychological benefits of being involved in the programme such as greater confidence, an increase in self esteem and increased feelings of self worth and happiness which, in some cases, have resulted in a reduction in anti depressant medications being taken.

"...the Extra Time Programme has changed my life because my self esteem has returned..."

Extra Time Programme Participant

"...we are both so much happier in our daily lives meaning that everything is so much easier to cope with..."

Extra Time Programme Participant

"Being a widow, I did not used to get out of the house much and meet people. The Extra Time Programme has enabled me to make new friends. I love it!"

Extra Time Programme Participant

Summary

- xx) According to registration data, the programme has engaged circa 500 older people nationwide, with an equal split between males and females. This statistic is particularly relevant since partners consulted all highlighted that engaging older men is traditionally difficult to achieve. However, data suggests that the programme has been particularly successful in terms of the engagement of older men and this conclusion has been reinforced through consultation with key partners.
- xxi) Participants have also identified significant physiological and psychological benefits from being involved in the programme. Data from the starting survey identified that the key goal/motivation for the majority of participants was 'to make new friends and have fun'. This suggests that the social impacts, which are linked closely to the psychological benefits (eg increased confidence and increased self esteem) are important to older people.
- xxii) Therefore, in order for a football club community scheme to deliver a successful health, exercise and social networking programme for older people as part of the Extra Time Programme, it is essential that a strong social element is developed.
- xxiii) In order to achieve this, football club community schemes should consider the key success factors identified above and ensure that they are included/developed within their own programmes. This will help ensure the attraction of older people, their continued engagement and the continuous development and enhancement of the programme.
- xxiv) Encouraging programme deliverers to take account of these key success factors will also help to ensure that the added value identified by key partners will be developed as part of the programme. This will increase the potential impact on older people and enhance potential buy in from key local partners in order to continuously develop and improve the programme.



1. Background

01

Background

- 1.1 The Football Foundation (the Foundation) worked with Sport Relief to explore the opportunity of a partnership programme which offered football club community schemes the opportunity to bid for funding to develop and manage a health, exercise and social networking programme for older people over the age of 55. Older people are a group that both the Foundation and Sport Relief want to engage with in order to tackle two important issues, physical health and emotional wellbeing.
- 1.2 Discussions between the Foundation and Sport Relief led to a partnership approach and joint funding of a pilot programme, the Extra Time programme (the programme). Two strategic organisations, Help the Aged and Age Concern (now merging as one organisation) were also invited to help develop and support this programme at a national level.
- 1.3 The programme was launched in May 2008 as a two year pilot scheme, using the power of football clubs to target older people, aged 55 and over, with physical activity and social inclusion projects across the country.
- 1.4 Applications were sought from Premier League and Football League club community schemes to deliver a programme of physical and social activity to older people. A total of 15 football club community schemes were awarded maximum grants of £10,000. These 15 schemes included the following clubs from across the Premier League and Football League:
 - Bradford City
 - Manchester City
 - Rotherham United
 - Charlton Athletic
 - Norwich City
 - Scunthorpe United
 - Colchester United
 - Nottingham Forest
 - Swindon Town
 - Everton
 - Plymouth Argyle
 - Tottenham Hotspur
 - Huddersfield Town
 - Rochdale
 - Watford.
- 1.5 In May 2009, pmpgenesis was appointed by the Foundation to undertake monitoring and evaluation of the programme.
- 1.6 The monitoring and evaluation exercise aimed to provide the Foundation and Sport Relief with an understanding across three key areas:
 - **key success factors**
 - the **added value** of using football club community schemes to engage older people (the benefit of attaching a programme for older people to football clubs)
 - the **impact** of the programme on participants.

- 1.7 From the 15 programmes identified above, the Foundation and Sport Relief jointly selected five for independent monitoring and evaluation; Colchester United, Manchester City, Scunthorpe United, Tottenham Hotspur and Watford.
- 1.8 These schemes were selected due to their geographical location, the split between Premier League and Football League clubs and also due to the varied approach to delivery and approaches.
- 1.9 The monitoring and evaluation of these five football club community schemes was carried out in two phases. The first phase was undertaken across all five football club community schemes and consisted of:
- desk research and a review of Extra Time Grants Scheme Project Assessment
 - a visit to the football club community scheme's Extra Time Programme including:
 - a) activity observations
 - b) discussion with programme participants (individual/group)
 - c) detailed consultation with football club community scheme Extra Time Programme Lead(s).
- 1.10 This first phase of evaluation concluded with the production of a Summary Report for each of the five football club community schemes. These reports were presented to the Foundation and Sport Relief and provided headline information across each of the three key areas for the study identified above. The reports also allowed the Foundation and Sport Relief to select three clubs for more detailed monitoring and evaluation as part of a second phase of evaluation.
- 1.11 The clubs selected by the Foundation and Sport Relief for the second phase of analysis were Colchester United, Manchester City and Watford. This second phase of monitoring and evaluation provided further detail around the three key areas for the study identified above and consisted of:
- additional detailed telephone consultation with the football club community scheme's Extra Time Programme Lead(s)
 - detailed consultation with key local partners
 - production of participant case studies.
- 1.12 The second phase evaluation also provided further detail regarding the key success factors, added value and impact of the programme from the perspective of wider partners and key stakeholders.
- 1.13 This report details the findings of the monitoring and evaluation exercise described above, presents key findings and identifies the key success factors associated with the successful delivery of a health, exercise and social networking programme for older people by football club community schemes. This report also presents case studies on the impact of the programme on a number of participants from across the country.

1.14 The report is structured as follows:

| | |
|----------------|-------------------------------|
| Section Two: | Extra Time Programme Overview |
| Section Three: | Key Success Factors |
| Section Four: | Added Value |
| Section Five: | Impact |
| Section Six: | Conclusion. |

2. Extra Time Programme Overview

02

Statistical overview

- 2.1 In the first year, the programme was delivered by a total of 15 Premier League and Football League club community schemes from across the country. Each of these football club community schemes was required to collate Registration Data for all participants on their programme and to collect participant information via a 'Starting Survey' issued by the Foundation.

Registration Data

- 2.2 Registration data indicated a total of 459 registrations across all 15 Premier League and Football League club community schemes. These were broken down as follows:

| Gender | Number | % |
|--------|--------|------|
| Male | 221 | 48.1 |
| Female | 238 | 51.2 |

| Age | Number | % |
|-------|--------|------|
| 50-54 | 58 | 12.6 |
| 55-59 | 44 | 9.6 |
| 60-64 | 124 | 27.0 |
| 65-69 | 79 | 17.2 |
| 70-74 | 82 | 17.9 |
| 75-79 | 40 | 8.7 |
| 80+ | 32 | 6.9 |

| Ethnicity | Number | % |
|------------------------|--------|------|
| Asian or Asian British | 32 | 6.9 |
| Black or Black British | 7 | 1.5 |
| Mixed | 7 | 1.5 |
| Other | 3 | 0.7 |
| White | 410 | 89.3 |

| Long term illness/ health problems that restricts activity | Number | % |
|--|--------|------|
| Yes | 86 | 18.7 |
| No | 373 | 81.3 |

| Registered disabled | Number | % |
|---------------------|--------|------|
| Yes | 43 | 9.4 |
| No | 416 | 90.6 |

| How did participants find out about the programme? | Number | % |
|--|--------|------|
| Word of mouth | 190 | 41.4 |
| Website | 69 | 15.0 |
| Print media | 59 | 12.9 |
| Local partners/organisations | 117 | 25.5 |
| Other | 24 | 5.2 |

- 2.3 The data suggests that there was an almost equal split between male and female participants nationally. It highlights that the single largest participant group in terms of age was those aged 60-64, making up over a quarter of participants nationally. Despite the programme targeting those aged 55 and above, those under the age of 55 were also registered on a number of schemes with 12.6% of participants nationally below the age of 55.
- 2.4 The programme was attended predominantly by those of White ethnicity, with the most significant Black and Minority Ethnic (BME) representation from the Asian or Asian British group (6.9%). Approximately one in every five participants indicated a long term illness or health problem that restricted their involvement in physical activity and just under 10% of participants highlighted a registered disability.

Starting Survey Data

- 2.5 Starting Survey Data was also collected by all football club community schemes. However, consultation with community scheme representatives suggested that the completion of a Starting Survey for every participant would require an intensive resource commitment which would detract from programme delivery. As a result, the Foundation did not mandate football club community schemes to complete a Starting Survey with every participant but instead provide data for a sample of participants.
- 2.6 Therefore, the data presented below does not present information regarding all participants that were involved in year one of the programme.
- 2.7 Starting Survey Data for a total of 250 participants was returned by all football club community schemes involved in the programme, representing over 50% of all registered participants.
- 2.8 The Starting Survey asked participants to provide an indication of their existing levels of activity/exercise, the types of exercise they are involved in, a self assessment of their flexibility and strength and reasons (goals/motivations) for taking part in the programme.
- 2.9 44% highlighted that they undertook moderate exercise, recreational activities or sports 3-5 times per week, with a further 26% highlighting engagement in such activities once or twice per week. A total of 16% highlighted that they had undertaken no activity whatsoever in the previous 12 months.
- 2.10 Amongst all activities identified and currently participated in, the most popular was walking, which featured in 182 of 250 responses (73% of responses). Swimming was the next most popular activity, featuring in a total of 48 of 250 responses (19%).
- 2.11 A total of 105 responses were received to the question that requested participants to identify anything that prevented them from taking part in moderate exercise, recreational activities or sports. Of these responses, 30% felt that their health was not good enough for them to participate in activities, 11% did not feel capable and 9% did not have the confidence.

2.12 As part of the Starting Survey, participants were also asked to rate their flexibility on a scale of one to five:

- a score of 1 highlighted poor flexibility, a lot of joint stiffness, inability to complete full range of motion and the majority of everyday tasks requiring assistance and or support
- a score of 3 indicated a full range of movement in most joints, although some joint stiffness present, with some everyday tasks being difficult and requiring assistance
- a score of 5 reflected good flexibility with the ability to easily perform the full range of movements needed for everyday activities such as bending to tie shoelaces, raising arms to dress, stretching to reach the top of the cupboard etc.

2.13 81% of participants rated their flexibility with a score of 3 or above with 30% of participants recording a score of 5.

2.14 Similar to the rating of individual flexibility, participants were asked to rate their muscular strength on a scale of one to five:

- a score of 1 highlighted poor muscle strength and indicated that everyday tasks such as climbing stairs and lifting often required assistance
- a score of 3 represented adequate muscle strength for the majority of everyday tasks, with assistance required on occasion
- a score of 5 indicated good muscle strength, with assistance rarely if ever required for everyday tasks.

2.15 82% of participants rated their muscular strength with a score of 3 or above, with 30% of participants recording a maximum score of 5.

2.16 A number of goals and motivations were identified by participants, resulting in various combinations of reasons for participation in the programme. However, the goal/motivation with the highest incidence across all responses was 'to make new friends and have fun' which was indicated in a total of 145 cases.



Delivery overview

2.17 Various delivery methods were adopted by the five football club community schemes for their specific programmes. A headline review of these methods, including summary detail on the format and key aspects of each programme, is provided in the table below:

| Scheme | Target group | Delivery Method | Activity summary |
|-----------------|--|--|--|
| Manchester City | Women aged over 60 from ethnic minority communities | Site specific (Platt Lane Complex, Moss Side) | Mix of physical activity (eg walking, jogging, flexibility, yoga) and social opportunities |
| Scunthorpe | Men aged over 60 | Site specific (Glanford Park) | Football skills training, small sided games, 11 a side matches |
| Colchester | Men and women aged over 60 | Outreach in local day centres and activity centres | Mix of physical activity (seated exercise) and social opportunities |
| Watford | Men and women aged over 60 | Site specific (Vicarage Road Stadium) | Carpet bowls, tai chi, dance, Nordic walking, board games and social opportunities |
| Tottenham | Men and women aged over 60 living in sheltered accommodation | Outreach in local sheltered accommodation | Seated exercise, computer club, indoor bowls, nature walks, community volunteering, arts and crafts and social opportunities |

Summary

- 2.18 The Registration Data and Starting Survey Data provides a broad picture of the scope and scale of the programme for year one. The Registration Data and Starting Survey Data provides some important information regarding the participants and the programme overall.
- 2.19 Data suggests that there is an opportunity to increase the engagement of those in BME communities since Registration Data suggests that the large majority of participants engaged in the programme in year one were of White ethnicity.
- 2.20 Starting Survey Data indicates that the programme has been successful in engaging participants that are likely to have difficulty with a health, exercise programme (eg those with a limiting long term illness/health problem or registered disabled) and also in engaging a number of older people that had not undertaken any exercise, recreational activity or sport in the previous 12 months prior to being involved in the programme.
- 2.21 However, the majority (70%) of participants reported that they were already undertaking a form of exercise, recreational activity or sport between one and five times per week prior to being involved in the programme, with walking and swimming the most popular of all activities identified. A majority of participants also reported good levels of flexibility and muscular strength.

- 2.22 Despite the level of self reported participation in sport and physical activity from participants, the proportion of those that reach the recommended physical activity level of five times per week² is significantly lower. This highlights that participants were not undertaking enough physical activity to benefit their health.
- 2.23 Achieving the recommended levels of activity is identified by the Chief Medical Officer as being important for the maintenance of mobility and independent living and improvement of emotional and mental wellbeing of older people.
- 2.24 Therefore, the programme has provided the opportunity for older people already involved in activity to reach the recommended levels and for those not undertaking any activity to begin in order to improve their health and wellbeing.
- 2.25 It is important to note that the fundamental goal/motivation for involvement in the programme was 'to make new friends and have fun'. This emphasises the importance of the social networking elements of the programme to older people as opposed to the health/ exercise elements. It is therefore important that football club community schemes targeting older participants ensure that their particular programmes have a strong social networking offer that is complemented by a health/ exercise offering.



² At least five a week: Evidence on the impact of physical activity and its relationship to health. A report by the Chief Medical Officer. Department of Health. 2004

3. Key Success Factors

03

Key Success Factors

- 3.1 This section presents the key success factors (KSF) that have been identified through the phase one and phase two monitoring and evaluation of the Premier League and Football League club community schemes delivering the programme. It includes examples of how the KSF have been implemented in practice.
- 3.2 Five common KSF were identified across the programmes run by the football club community schemes that were subject to monitoring and evaluation. These were:
- communication and understanding
 - variety of activities
 - flexible activity provision and culture/environment
 - high quality facilities
 - strong partnerships.
- 3.3 **It is recommended that any football club community scheme seeking either to deliver a programme for older people or to enhance existing programmes, adopts these key success factors as the cornerstones of programme delivery in order to maximise the potential success of the programme.**
- 3.4 The KSF are explored in further detail below.

Communication and understanding

- 3.5 A fundamental KSF that was identified across all of the schemes was the development of effective communication mechanisms with participants and partners in order to develop a thorough understanding of the needs and requirements of older people.
- 3.6 These communication mechanisms do not necessarily need to be formalised within the structure of the overall programme (although some football club community schemes have included formal participant feedback mechanisms within their programmes).
- 3.7 It is important that programme leads and any staff used to deliver the programme (eg coaches, tutors and exercise specialists) build a healthy rapport with participants in order to create a non-threatening environment where feedback and opinion on activities is encouraged.
- 3.8 By monitoring the needs of participants in this way, participants feel a degree of ownership over the programme and it remains attractive to them and suitable for their needs.

- 3.9 However, if these feedback mechanisms are not in place, it is possible that the target group can become demotivated and, ultimately, will drop out of the programme.
- 3.10 This has been an issue for both the Manchester City and Scunthorpe community schemes, which have struggled to engage participants from their original target groups and more detail on the key learning points from these programmes and how to avoid this issue is presented later in this section.
- 3.11 Practical examples of the communication mechanisms developed by football club community schemes to gain a detailed understanding of the needs and requirements of their participants are provided in the case studies below.

The 'Get Up and Go' programme delivered by Colchester United Community Sports Trust (CUCST) was delivered by a female coach in the 40-50 age range.



**Colchester United
Community Sports Trust**

It was identified by participants and key stakeholders that the use of female coach in that age range helped them feel more comfortable engaging with the programme which in turn allowed for the quick development of a good rapport between coach and participants.

The relaxed disposition adopted by the coach ensured that communication with the target participants was well received and engaging.

The coach adopted very informal and often light hearted methods of communication to ensure that participants felt at ease with her, resulting in them being more willing to try some of the exercises. This approach worked very well in changing the mindset of target participants with respect to physical exercise and making them believe that they didn't have to be 'young' in order to exercise.

Manchester City FC's "City in the Community" (CiTC) programme established clear lines of communication with key partners from the outset of the bid process, which enabled it to accurately determine the needs of participants prior to the commencement of the programme.

The majority of participants were referred to the programme through Active Life For All (ALFA) and the programme lead therefore held detailed discussions with ALFA to determine the type of activities that should be provided to meet the needs of the target group (ie females aged over 60). ALFA was able to draw upon its expertise in working with the target group, as well as consulting with specialist health/physical activity practitioners, to identify the most suitable activities to be provided.



Furthermore, following commencement of the project, the coach responsible for the delivery of activities used her experience to adapt the programme based on informal participant feedback on a weekly basis (for example, adjusting the length of individual activities in line with the capabilities of the group and responding to feedback with regard to activities that did or didn't work with a particular group).

This informal approach to delivery by a dedicated coach meant that a strong rapport was established with participants and that their individual requirements were met. Observation of the session clearly highlighted this strong relationship and communication between the coach and participants. Discussions with participants further reinforced this, a number of which stated that the coach was excellent and one of the main reasons that they attend the programme.

Watford Community Sport and Education Trust scheduled a variety of activities in eight week 'blocks' as part of its Extra Time Programme. The Trust was conscious that, in order to retain participants, the programme would need to meet their ongoing needs and requirements and therefore include activities that participants wanted to do.

The Trust used an existing male match day volunteer from the 50-60 age range to assist with the administration and the operation of the programme sessions (eg registering and keeping records of attendance, being present at all sessions) who was supported by the programme lead.



The presence of this volunteer helped to develop informal communication mechanisms by quickly building a rapport with participants to understand their perceptions of the programme, what they enjoyed and what activities they might want to do. Complementing the volunteer presence with that of the programme lead enabled the programme lead to develop a similar informal relationship and understanding of the participants.

Tutors in the IT suite delivering computer skills sessions also developed a strong informal rapport with participants as a means of gaining informal feedback to assess what participants wanted to learn about and what IT tuition would be most appropriate for their particular needs and requirements. This again ensured that the various aspects of the programme remained relevant, interesting and suitable for all participants and assisted with their retention and overall satisfaction.

The programme lead also included a formal feedback mechanism within the structure of the programme. A feedback survey was undertaken with all participants after the first eight week 'block' of activity to provide detailed feedback on what activities they had enjoyed and give the option to choose what activities they would like to do within the next 'block' from a choice of four activities.

This simple method of gaining feedback provided the programme lead with an objective method of assessing the levels of satisfaction amongst participants and what would keep them interested, attracted and engaged with the programme as it developed. This also helped to provide participants with a feeling of ownership over how the programme was delivered and ensure they felt it was suitable and interesting for them.

"...[our programme lead] is fantastic. She makes it so fun and enjoyable and I feel I can talk to her about anything – she's like a friend."

Extra Time Programme Participant

Variety of activities

- 3.12 The monitoring and evaluation exercise revealed that the variety and availability of activities provided by a number of football club community schemes has been crucial in the success of the programme. A range of activities (both physical and social) provides a more attractive programme for older people and helps to increase engagement and uptake.
- 3.13 This finding was supported by discussion with programme leads and individual participants who highlighted that the variety and availability of activities on programmes had been effective in both attracting and retaining participants.
- 3.14 Considering that the most popular goal/motivation for participating in the programme was 'to make new friends and have fun', it is considered important that programmes provide a strong 'social' element in order to maximise the engagement of older people. The potential for social interaction and enjoyment is clearly a key driver for their participation in the programme.
- 3.15 However, although it is important that a variety of activities are provided, it is equally important to ensure that the activities are relevant and suitable to older people.
- 3.16 A number of schemes have been successful in providing a variety of relevant and suitable activities for participants. However, of those evaluated, Tottenham, Watford and Manchester City have been particularly successful. Further information on the variety of activities that these schemes have provided and how they are delivered is provided in the short case studies below.

The variety of activities offered by Tottenham's HOPE Project was highlighted by participants and key partners as one of the key factors for keeping participants engaged with, and excited about, the programme. In addition to this, and key to the programme's success, was its increased level of accessibility due to activities being delivered on three days per week.

Enabling participants to experience a diverse range of activities up to three days per week facilitated stronger relationships between participants from different sheltered accommodation schemes due to increased 'contact time' and opportunity for social engagement.

The range of activities offered included: *physical activities* such as nature walks, seated exercises, ball room dancing and yoga; *social activities* with underlying physical benefits such as bowls and Nintendo Wii championships; *educational activities* such as the computer club and *excursion activities* such as a trip to the theatre and the HOPE Grand Ball, a celebration event designed to reward participants for their continued participation.



The Extra Time Programme delivered by Watford Community Sport and Education Trust included a number of different social and physical activities that were considered key to its success.

The activities included chair based exercise classes, technology/IT tuition, carpet bowls, tai chi, short tennis, Nordic walking, dancing (ballroom), line dancing, a tour of Vicarage Road stadium, boccia, board games and computer games on the Nintendo Wii.

A number of activities are structured activities that are led by dedicated coaches/tutors. For example, the chair based exercise, tai chi, dancing and line dancing sessions are delivered by an external instructor. The IT classes are delivered by staff from Watford Learning. However, a number of activities are 'unstructured' such as carpet bowls, board games and Nintendo Wii. Provision for participation in these activities is made available at each session, but no instruction or coaching is provided – they are freely available, turn up and play activities.

The Trust has also used links with local partners in order to broaden the activity provision available to participants on its programme. Through partnership with the Hertfordshire County Sports Partnership, participants were able to attend the local '50+ Games' at the University of Hertfordshire. This enabled them to experience a broader range of physical activities than was possible within the normal environment of the programme. Many participants developed a new found interest in sports or activities they had not experienced before and the opportunity to engage in a friendly competitive environment at the 50+ Games added a different dimension to the programme.



The Manchester City FC "City in the Community" (CiTC) programme provides a range of both physical and social activities which are central to its success.

In terms of physical activities, the programme provides a combination of relatively strenuous exercise (including gym sessions, jogging and running) with lower intensity activities such as yoga, walking and flexibility exercises. The provision of a range of different environments and experiences maintains participants' interest and enthusiasm and was identified by both key partners and participants as integral to the success and popularity of the programme.

The provision of social activities is also an important aspect of the programme, particularly in terms of participant's engagement and enjoyment. After each session, the participants and coach gather together in a separate room for a cup of tea and a chat, and after every five weeks a larger, more formal, social event is held (eg a Tea Dance at the City of Manchester Stadium).

The programme lead identified the larger social events as an effective incentive for participants, which has contributed to the programme establishing a group of regular participants. Several of the participants indicated that the social aspect is one of the main benefits of the programme. The relationships formed within the group have resulted in a number of participants meeting outside of the programme both socially and to undertake exercise.



"...there are so many things to do. Even my son is jealous of the number of activities that I am doing!"

Extra Time Programme Participant

Flexible activity provision and culture/environment

- 3.17 The flexibility of programmes was identified as a common KSF across all five schemes evaluated, and relates both to flexible activity provision and the flexible culture/environment of the programme.

Activity provision

- 3.18 Whilst it is important to provide a variety of activities, it is similarly important for the programme to be flexible to the needs and requirements of participants and to be flexible to accommodate new activities.
- 3.19 This flexibility is achieved through developing an understanding of participants through effective communication mechanisms. This ensures that the programme is suitable and remains attractive, interesting and enjoyable.
- 3.20 Those programmes that have been particularly successful have retained a degree of flexibility within them with respect to the variety of activities provided, taking into account the particular needs, requirements or interests of their participants.
- 3.21 Whilst programme leads highlighted that ensuring flexibility within the programme provides logistical and organisational challenges. Many emphasised that it has helped to give older people a degree of ownership and a feeling of influence over the programme itself, which enhances feelings of belonging and engagement. It also ensures that programmes continue to offer variety and are of interest to participants, encouraging their continual engagement.

Culture/environment

- 3.22 The flexible nature of the programme should also be reflected in its culture/environment.
- 3.23 Instilling a flexible culture/environment, where participants are not expected or required to undertake any activities or engage in particular activities that they do not feel comfortable with, helps schemes to increase engagement of older people and ensure that the programme is attractive to them.
- 3.24 Furthermore, this flexible approach encourages informal communication, enabling a better understanding of participants and maximising the ability of the programme to adapt to changing needs and requirements.
- 3.25 Examples of how this has been achieved by existing football club community schemes are provided below.

A flexible approach to activity provision enabled the programme and its activities to be altered to reflect the particular needs, requirements and interests of participants swiftly and efficiently.

Feedback from participants (obtained from both formal and informal communication methods) indicated that some activities were not considered suitable and were not enjoyed as much as other activities. This prompted the programme lead to remove the unpopular activities and replace them with more suitable and interesting activities whilst ensuring variety within the programme was maintained. This flexibility to accommodate new activities helped to provide participants with a sense of programme ownership, enhanced feelings of belonging and strengthened engagement.

The programme also operates within a flexible culture/environment. There is no expectation or requirement for participants to take part in any of the activities provided. To emphasise this practically, tea and coffee is provided throughout the session and tables are laid out across the venue for informal discussions or board games to be played.

The culture/environment is therefore completely flexible with participants able to take part in whatever they like or not participate in any physical or social activities at all – participants are as welcome to turn up and read a paper as they are to turn up and play carpet bowls or do Tai Chi. Participants and partners emphasised the importance of this flexible culture and environment in providing a comfortable, friendly atmosphere in which participants feel no pressure or obligation. Adopting such a culture/environment is considered particularly attractive to older people.



The culture/environment adopted by the HOPE Project is extremely relaxed and flexible. Activities are delivered in sheltered accommodation and in the local community and participants are encouraged by the programme lead and by other participants to participate in as many different activities as possible to the best of their ability. However, they are under no pressure to participate. Participants are also able to just sit and observe the activities and have an informal chat with other participants.

The programme lead has played a key role in generating a flexible culture/environment through creating a relaxing, fun and enjoyable atmosphere for all of the sessions with an emphasis on having fun, rather than participating in the activity itself.

This has helped to make participants feel comfortable in sometimes unfamiliar surroundings or when engaging in new experiences, which results in participants being more amenable to try new things. Participants, partners and the programme lead all identified this flexible culture/environment and the relaxed and fun atmosphere, which emphasises socialisation as opposed to activity, as a critical element of the programme's success.



The Manchester City FC “City in the Community” (CiTC) programme has adopted a flexible approach to activity provision.

The coach responsible for the delivery of activities has made use of all of the facilities available in order to provide a varied programme of activities and has made use of communication mechanisms to gain participant feedback and be flexible with respect to activity provision. For example, cycling was removed due to a lack of interest and alternative activities provided.

This flexible activity provision has enabled the coach to develop an inclusive and non-threatening environment where participants feel comfortable expressing their opinions regarding the activities and are under no pressure to participate. For those who do not want to participate in specific activities, alternatives are offered. For example, gym sessions were offered to those who did not want to participate in yoga.

Not only does this flexible culture/environment make older people feel more comfortable but it provides participants with a sense of ownership of the programme and helps to enhance the engagement and retention of participants.



“I was not too sure about coming at first – I was worried I would not be able to do the activities - but the environment is so relaxed and friendly I needn’t have worried at all...”

Extra Time Programme Participant

High quality facilities

- 3.26 Facilities are also considered to have played a key role in the success of the programme in both engaging older people and enabling football club community schemes to provide a variety of activities.
- 3.27 This is especially relevant where programmes are delivered in single locations as the quality, nature and perception of the facility can affect the programme’s ability to attract and engage older people effectively or to provide a variety of activities.
- 3.28 It is important that facilities are easily accessible, since travel and accessibility is often a key barrier to participation for older people.
- 3.29 Furthermore, facilities that are used by the wider community have a greater attraction for older people compared to facilities that are typically only used by older people (such as day centres and community centres). This enhances mental well-being through feelings of connection to wider society and opportunities for intergenerational engagement.
- 3.30 Additionally, facilities that are more readily associated with social engagement are more appealing to older people, especially since the most popular reason highlighted for engagement with the programme was ‘to have fun and meet new people’. It is therefore important that facilities are considered conducive to social engagement and that they are not too overtly associated with physical activity, as this can be detrimental to the engagement of older people.

- 3.31 Using a facility that has an association or link with the football club itself is also useful in engaging older people, particularly older males. Facilities linked to the football club have added appeal due to their reputation and profile and this can greatly assist in engaging older people.
- 3.32 A range of different facilities have been used by football club community schemes in order to deliver their respective programmes. Examples of these facilities, and the role that they have played in the attraction of participants and provision of a variety of activities, are provided in the case studies below.

Manchester City FC's "City in the Community" (CiTC) programme is based at the Platt Lane Complex (the Complex). This venue provides a variety of high quality facilities which are used to deliver the programme.

The indoor dome is the main setting for activities. However the gym and social facilities provided on site are also used. The venue provides a flexible approach to activity provision and supports a variety of experiences for participants.

The Complex is embedded into the heart of the community and therefore provides strong links to the wider community. This provides participants with a sense of pride and ownership over the programme.

The venue is located in an area where there are a large number of residents from ethnic minority groups. The Complex therefore provides a platform for building relationships with older residents from ethnic minority groups and is easily accessible for them.

The Complex is a prominent building and is clearly associated with physical activity. Although this environment can be intimidating for those who do not participate in sport and physical activity, it is clear that once participants have entered the facility they are impressed by the high quality facilities and friendly environment.

In addition, being associated with Manchester City FC, the facilities provide excitement and something different for participants. Many of the participants on the programme support the club and the use of the club badge has therefore been a big attraction.



The hospitality suite and the IT Learning Suite of the Vicarage Road stadium is the venue used to deliver the Extra Time programme at Watford. This provides a large space that can be used for physical activity, but which is especially conducive to social engagement. The venue therefore has particular appeal to older people given their socially orientated motivations for taking part in the programme.

The venue is set up with areas for informal social engagement and also provides a large area for structured activity. There is also an area which is utilised for short mat bowls and the suite provides two Nintendo Wii consoles that are linked to large screen TV's which are available throughout the sessions for participants to use. The hospitality suite also has a view of the Vicarage Road pitch and this creates an obvious link between the programme and the football club.



The stadium is situated on a number of bus routes and is geographically located in the centre of a local community meaning it is easily accessible for older people. The venue is not associated with physical activity but is perceived as having a social function and is therefore particularly appealing to older people.

Using the stadium as the venue for the programme also generates the perception of being part of the wider community. Watford Football Club is an integral part of community life in Watford and the club has a strong relationship with local residents of all ages. For older people, involvement in the programme therefore presents opportunities to feel associated with that wider community and enhances feelings of belonging.

The stadium also adds 'glamour' to the programme since it is a high profile local venue which is home to the football club that many local people (including older people) support and have admiration for. This is considered especially important in the attraction and engagement of older males. Partners have highlighted the significant number of male participants on this programme compared to other typical programmes for older people.



Strong partnerships

- 3.33 Strong partnerships with key local organisations are considered critical to the success of the programme. On a national level, the Foundation and Sport Relief have brokered partnerships with Help the Aged and Age Concern. These have been replicated at a local level and consultation with programme leads indicated that these local partnerships have played a key role in the success of programmes.
- 3.34 Partnerships with other local organisations are also considered critical to the success of the programme. A number of football club community schemes have developed partnerships with local organisations that have enhanced their programmes significantly and further detail on these partner organisations, the nature of the partnership and their contribution to the success of the programme is provided below.
- 3.35 Strong partnerships enable effective sharing of local knowledge and expertise related to provision for older people. This ensures that programmes remain suitable to participants and that any existing initiatives for older people in the local area are not duplicated by the activities developed on the programme.
- 3.36 These partnerships also help to identify any existing resources in the local area that could be used to complement or enhance the programmes delivered by the football club community.
- 3.37 Furthermore, developing strong partnerships with key local organisations provides the opportunity to leverage partnership funding in order to widen the scope of the programme. A number of football club community schemes have used their partnerships to this effect and have achieved additional local investment to enhance their programmes.
- 3.38 Further detail on how partnerships have been developed and how they have helped to shape the delivery of programmes in a number of football club community schemes is provided below.

Strong local partnerships have been crucial to the success of the Extra Time programme delivered by Scunthorpe United Community Football.

The key programme partner is FreshStart, a body funded by North Lincolnshire Council and the Primary Care Trust which aims to provide activities for local residents aged over 45. These aims are clearly a good fit with those of the Extra Time programme and FreshStart has therefore provided excellent support in terms of administration and marketing. For example, the programme was advertised in the free newsletter that is sent to over 50's in North Lincolnshire which was instrumental in raising awareness of the programme and encouraging participation. This is a good example of using existing local resources to enhance the Extra Time programme.

In addition, the Council has also been an important partner through the provision of guidance and training support. It has provided Active Ageing Training to Scunthorpe United Community Football coaches to ensure that they are able to work effectively with older people and has also distributed a number of "mini man" manuals to participants which provide information on men's health and are aimed at increasing health awareness among the target group for the Scunthorpe United Community Football Extra Time programme. This partnership has therefore helped to enhance the programme by providing additional aspects (in this case healthy living advice) to participants.



Strong partnership working from an early stage was a key element in both the development and success of the 'Get Up and Go' programme. The Trust engaged with key partners (Age Concern and Colchester Borough Council) in the early planning phases of the project and this helped to identify a particular gap in the local market in terms of the provision of activities for older people. This early engagement with partners ensured the utilisation of local knowledge and expertise and that the Colchester programme did not duplicate any existing provision.



**Colchester United
Community Sports Trust**

The partnerships developed as part of the Colchester programme were also used to identify and share existing local resources for the benefit of the programme. For example, existing dedicated local transport provision for older people was utilised to make the scheme as accessible as possible.

The programme also made use of existing venues that older people already visited. This meant that older people did not have to visit an unfamiliar venue and were therefore immediately more comfortable with their surroundings when engaging with the programme. This is considered to have helped enhance engagement and contributed to the success of the programme.

The use of existing resource also meant that funding for the project could be directed more effectively towards programme delivery rather than ancillary spend (eg transport cost and venue hire costs). In this sense, the partnerships helped to develop a more cost effective programme.

The Tottenham Hotspur Foundation has developed a variety of partnerships to support the delivery of the HOPE Project. A number of local partners have been engaged and their existing resources utilised in order to develop and deliver the programme.

Voluntary Action Epping Forest, a charitable organisation that carries out functions on behalf of the Council, provided the use of its existing community transport at a nominal cost to ensure the programme was accessible to residents of sheltered accommodation. Countrycare is another local partner that has provided supervisory and technical staff associated with community volunteering activities for the HOPE programme. Middlesex University has also been engaged as a key partner providing a free resource of Fine Art students to help with the creative arts elements of the HOPE project.

The partnerships above highlight the comprehensive use of existing local resources. This has added significant value to the programme by providing increased variety and enhancing the offering available to older people. This helps enhance engagement and retention of participants.

Epping Forest District Council was identified as a key partner in the HOPE project. The Council provided the initial knowledge and expertise with respect to sheltered housing provision in the local area where the HOPE project could potentially have a considerable impact. This ensured that the success of the programme would be maximised. The Council also committed an additional £10,000 of partnership funding to the programme to widen the scope across other sheltered accommodation residences and impact on more older people. In this example, the strong partnership with the Council has helped to develop the programme and has provided a potential route for the programme to continue in the future.



Key Learning Points

- 3.39 Earlier in this section we highlighted that two schemes had identified an issue in engaging participants. Manchester City and Scunthorpe United were the only two schemes of the five evaluated that chose to target a specific demographic of older people aged 55+ as outlined in the Delivery Overview table in Section 2.
- 3.40 Both football club community schemes had implemented or developed the key success factors identified above. However, the engagement of their specific target groups was identified as a key challenge, despite successful implementation of the key success factors.
- 3.41 This section presents the key learning points, identified during consultation with the two schemes, which would assist with the engagement of specific target groups and in overcoming the specific issue encountered.

Manchester City

- 3.42 The Manchester City scheme had developed strong partnerships with local agencies such as the Primary Care Trust (PCT) and a physical activity scheme delivered by the local NHS, Active Life For All (ALFA).
- 3.43 These partnerships assisted with the identification of a key group (BME women) to be targeted for engagement with the programme due to low participation levels locally. However, the attendance and uptake on the programme by BME women was low.
- 3.44 Consultation highlighted that this was due to two factors:

1) The developing nature of existing partnerships

- whilst the existing partnerships with the PCT and ALFA successfully identified a specific local need to focus on BME women, the football club community scheme recognised that these partnerships could have been utilised more effectively, including using the knowledge and expertise of these partners to better understand the specific needs of the target group.
- The football club community scheme also recognised the need to engage additional partners (such as local groups representing BME women) in order to understand the needs and requirements of this group in more detail.

2) The suitability of facilities to specific target group needs and requirements

- consultation with key partners also identified that whilst the football club community scheme makes use of very high quality facilities at the Platt Lane Complex, which prove attractive and are a unique selling point for the programme, the public nature of these facilities may not be as conducive to attracting BME women as more private facilities.
- therefore it is important that, in order to attract specific target groups, the facilities used within the programme are carefully considered not just in terms of quality, to ensure that they are suited to the particular needs and requirements of that group.

Scunthorpe United

- 3.45 The Scunthorpe United scheme focused on a target group of older men aged 60+ and encompassed football related activities such as skills training, 11 a side games and both indoor and outdoor football opportunities.
- 3.46 The Scunthorpe programme involved a number of key partners in its development, including North Lincolnshire Council (NLC) and FreshStart (a partnership between the PCT, NLC and Voluntary Action North Lincolnshire).
- 3.47 Despite promotional efforts by the football club community scheme and key partners, there was limited uptake by males aged over 60. Therefore, the football club community scheme amended its target group from males aged over 60 to target those males aged over 50 living in the local area.
- 3.48 Consultation with the club and with local partners indicated that the main reason for the lack of engagement by the target group was due to the type and level of activity undertaken on the programme being unsuitable and potentially off-putting.
- 3.49 Feedback suggested that the football skills sessions and the football related activities may have been perceived as too intense for many males aged over 60. Indeed, the football club community scheme reported that a number of males aged 60+ had initially been involved in the programme but had experienced injury and subsequently dropped out.
- 3.50 It is evidently important that the nature and intensity of the activity should therefore be tailored to fit the needs and requirements of participants. The type of activity provided should also meet the particular needs and interests of the target group in order to ensure effective engagement is achieved.

Summary

- 3.51 Investigation into these schemes has highlighted key learning points which, if considered along with the KSF, will help to avoid encountering a similar challenge to that experienced by Manchester City and Scunthorpe United.
- 3.52 **It is crucial that these learning points are considered by other football club community schemes seeking to either implement a physical activity and social inclusion project for older people or develop existing programmes in order to engage older people effectively.**
- 3.53 The key learning points from the monitoring and evaluation of the programme are summarised in the table below:

Key learning points

- 1) **ensure that partnerships are utilised effectively and that additional partnerships are sought and developed where necessary**
- 2) **use facilities that are high quality but importantly, that are suited to the particular needs and requirements of older people and any specific target groups**
- 3) **the type, nature and levels of physical activity should be tailored to the specific needs and requirements of participants.**

4. Added Value

04

Introduction

- 4.1 As highlighted in Section 1, a critical outcome of the monitoring and evaluation of the programme was to provide an understanding of the **added value** that using football club community schemes have provided for a programme aimed at older people. This highlights the key benefits of using football club community schemes to deliver a programme for older people.
- 4.2 The study methodology included detailed consultation with programme leads, participants and key partners in order for this to be explored to provide detail on the key benefits and identify this added value.
- 4.3 Key partners such as Age Concern and Help the Aged from across the country identified a number of key added value points to using football club community schemes in terms of engaging and enthusing older people.
- 4.4 Five common themes were identified across all of the points made by key partners and these are considered significant for all key local partners. The five common themes are:
 - reconnecting older people with the wider community
 - breaking down barriers to participation
 - engaging older men
 - resources
 - exit routes.
- 4.5 These themes are outlined and described in further detail below.

Reconnecting older people with the wider community

- 4.6 Partners such as Age Concern and Help The Aged indicated that older people often become disconnected from the wider community that they live in and, as they become older, begin to access services and provision that is bespoke to older people. This effectively cuts off older people from the wider community which creates feelings of isolation and loneliness.
- 4.7 Football club community schemes are constantly engaged with their local communities through the provision of football development opportunities or wider sports development initiatives. As a result, they are often considered an integral part of the community. Delivering a scheme for older people through football club community schemes therefore gives older people the opportunity to reconnect with their local community and helps generate feelings of being part of local community life.



"...using the football club has made a big difference to attracting older people. They feel part of something bigger, something prestigious, and connected to their community..."
Extra Time Programme Partner

Breaking down barriers to participation

- 4.8 Consultation with key partners indicated that football club community schemes often have a strong local reputation and are well respected and trusted by local communities. Their association with the Football Club and the game of football adds a degree of 'glamour', since Football Clubs are often extremely popular and are held with high regard locally. As a result, a programme run by a football club community scheme has a unique appeal to older people, compared to programmes run by other organisations.
- 4.9 A number of partners indicated that the most typical barrier experienced in getting older people to participate is attracting them and 'getting them through the door'.
- 4.10 The unique appeal of football club community schemes, their association with the game of football and with high profile Football Clubs results in fewer perceived barriers to participation. For older people. This is a key area of added value for all partners.



"Using the football club to deliver a programme makes it 'special' and older people feel more comfortable participating..."
Extra Time Programme Partner

Engaging older men

- 4.11 Another significant added value point identified by key partners was the potential of football club community schemes to engage older male participants.
- 4.12 Football club community schemes, by virtue of their association and linkages with football clubs, are particularly attractive to older males who may have supported the club or have been involved in football throughout their lives. As a result, a programme delivered by a football club community scheme is more appealing and has far greater potential to access older males who are traditionally difficult to engage.



"The football club means something to a lot of older people, especially the older men. This means that it is so much easier to get them through the door."

Extra Time Programme Partner

Resources

- 4.13 Partners identified that football club community schemes have also been able to use their capacity to call on both human resources (eg coaches, tutors, administrators) and physical resources (eg equipment, transport, facilities) in order to deliver a successful programme.
- 4.14 Additionally, where these resources have not been readily available, football club community schemes are able to use their knowledge and expertise of the local area, and their organisational capacity, to identify and access the resources efficiently and effectively.
- 4.15 Through their local reputation and linkages with the football club, community schemes also have a wide network of key partners whose resources can be accessed to enhance their programmes. For example, effectively linking the promotional and marketing of the programme with the resources of the football club (eg match day programmes, club website, using season ticket data for direct marketing to appropriate individuals) and using existing football club community scheme partners (eg local authorities, County Sports Partnerships, Primary Care Trusts etc).



"...[the club] already has the experience of working in the local community, the coaches, the administration, it's all there...and it can make use of its vast experience and existing partners to enhance the programme."

Extra Time Programme Partner

Exit routes

- 4.16 Football club community schemes also provide added value through their ability to provide exit routes into sustainable activities and opportunities outside of the programme.
- 4.17 Such exit routes include links to local community groups or activity groups that provide activities suitable for older people and to local sport or activity clubs (such as bowls clubs, swimming clubs etc).
- 4.18 They are able to use the programmes and opportunities offered by key partners, or their own programmes and interventions, to provide appropriate exit routes and opportunities for participants. This is considered critical for sustaining the activity and engagement of older people outside of the programme.



“The football club has so many links to other local opportunities and providers so that older people can continue participating independently outside of the programme.”

Extra Time Programme Partner

5. Impact

05

Impact

- 5.1 Discussions with participants were undertaken to demonstrate the impact made by the programme. The information obtained from these consultations is presented over the following pages in a series of case studies from participants across the country that demonstrate the significant impact that the programme has had on individual participants.

Case Study 1: John and Josie

John and Josie are a couple aged 69 and 70 respectively. Prior to joining the programme, their retirement plans were changed when John experienced a serious illness which reduced his levels of activity and his motivation for life - he was getting up late in the day and often not getting dressed or having the motivation to do anything. This resulted in Josie having to care for him, which reduced opportunities for her to lead an active and social lifestyle or to get out of the house and so the couple spent most of their time indoors.

Having heard about the programme through the local newspaper, John and Josie were attracted by the social opportunities which would give them a chance to change the way that they were living their life. It was especially important to both of them that John gained a new sense of purpose and vitality. The chance to regain a sense of purpose in his life through being involved with the football club was very attractive.

Since joining the programme in January 2009, Josie and John have, between them, completed a total of 78 hours of activity and have really enjoyed the social side of the programme. The couple have found that the opportunity to make new friends and meet new people has been the main benefit for them, both individually and as a couple. John has discovered new possibilities that he can add to his life to give him a greater sense of purpose and the couple have developed new friendships that have provided new opportunities and interests outside of the programme. According to John:

The Extra Time Programme has changed my life because during the last year I had become very ill and lost interest in life. This programme has completely changed my attitude and I have made new friends and now enjoy socialising...

Josie feels she has benefitted from the exercise that has been provided as part of the programme and that the social opportunities have made a huge difference to her life:

Apart from the social side, benefiting from the exercise, making new friends and the IT tuition, the Extra Time Programme has changed my life because my self esteem has returned and the laughter and companionship that my husband has experienced on the programme has helped with his attitude at home and this has benefited me. Several of the games we have participated in we have purchased to do at home and we spend many a happy hour together now. The scheme has been a great help...

Case Study 2: Elaine and John

Elaine and John are another couple who have participated in the Extra Time Programme. As a result of a stroke a few years ago, John is now disabled and Elaine is a full time carer for John. Elaine has some help at home to care for her husband which gives her the opportunity to do her own thing and engage in activities such as health walks and keep fit. John also attends a local disability group twice a week. However, whilst there are opportunities in the local area to pursue activities that they enjoy separately, there is very little for the couple to do together.

Elaine and John found out about the programme through the local paper and were attracted by the variety of activities on offer. A discussion with the programme lead also highlighted that the sessions would be suitable both for Elaine and her husband to participate in together.

Since joining the programme in February 2009, the couple have completed a total of 76 hours of activity through the programme and have become happier, more confident and feel as if they have something to look forward to.

Coming here every week has made such a difference. It has halved the amount of anti-depressant tablets that I have been taking and we are both so much happier in our daily lives meaning that everything is so much easier to cope with. It makes you look forward to the day ahead...

Case Study 3: Brenda

Brenda is a 67 year old widow who found out about the programme through promotion on the football club website and through her son who had seen an advert in the clubs match programme. Brenda, who leads an active and healthy lifestyle through swimming three times a week and dancing, was attracted to the programme by the opportunity to try new activities, meet new people, make new friends and have fun.

Since joining the programme in December 2008, Brenda has completed a total of 50 hours of activity and has identified the key benefits as being able to meet new people, have fun but also to share problems. The ability to meet people who experience the same problems and issues as her and discuss these with them was a key benefit for her.

I'm a widow and it has given me the chance to meet new people. I have met so many nice people that we decided to go on a holiday together and we are looking forward to going to the theatre together. We also had a day at the University taking part in the 50+ Games which gave us the opportunity to try new activities and which we all enjoyed. These are things we would never have done without this programme...

Case Study 4: Mary

Mary, aged 85, heard about the Extra Time programme through her friends who use the gym at the facility used by the football club. She had previously led an inactive lifestyle and did not participate in any sport or physical activity, but was attracted by the social aspect of the programme, as well as the opportunity to improve her fitness and mobility.

Mary is now a regular participant on the programme and has seen a noticeable improvement in her fitness and energy levels. However, the main impact on Mary's life has been the friends that she has made and the growth in her confidence and self esteem as a result of the regular social interaction. She stated:

Being a widow, I did not used to get out of the house much and meet people. The Extra Time Programme has enabled me to make new friends. I love it!

Case Study 5: Marge

Marge is 77 years old and suffers from mild depression. She heard about the Extra Time programme through word of mouth and was encouraged to participate by her friends. Previously, Marge was fairly inactive and only participated in occasional walking.

Being a supporter of Manchester City FC, the opportunity to use the facilities at Platt Lane was the main attraction for Marge. However, she was also keen to engage in the social aspects of the programme and has found that the friendly atmosphere and culture has had a great impact on her personal wellbeing:

...suffering from mild depression, I was not confident about meeting new people. However, since attending in January I have felt so at ease...

As well as meeting new people and improved self esteem, Marge has also seen a significant improvement in her physical condition.

...the programme has really changed my lifestyle. I have lowered my cholesterol and lost 2 stone since January. I have made new friends who I meet outside the programme which has given me a new lease of life. Long may it continue!

Case Study 6: Enid

Prior to joining the programme, 89 year old Enid had not taken part in any physical activity due to weakness in her legs. Enid was reliant on a walking frame for mobility and was low on confidence to go out walking. Upon learning about the programme at her local activity centre she enrolled primarily in order to join in with a group activity and because she wanted to feel fitter.

The activity delivered as part of the Extra Time programme was a seated exercise programme which appealed to Enid as she felt that she would be able to manage, and as it was run in a familiar venue to her (a local activity centre) she also felt safe. Since enrolling on the programme, Enid has since completed a total of 25 hours of physical activity.

Enid highlighted the three main benefits of the programme as being building up strength in her legs making it easier to get up out of chairs, improved strength to her arms and gaining the confidence to walk with a walking stick instead of a frame.

When I go out I walk with more confidence and no longer rely on my frame. I feel stronger and more mobile walking around the garden and can now walk to visit a friend whereas before I did not think I could manage it...

Case Study 7: Terry

Terry is a 73 year old male who, prior to his involvement on the programme, did no exercise due to having little use of his left arm. Since learning about the programme through the local activity centre Terry has completed 22 hours of physical activity. Terry was attracted to the programme as he wanted to find out more about the types of exercises and improve his strength especially in his weak arm. He also wanted to keep fit, as he cares for his disabled wife.

The three main personal benefits of taking part in the programme were identified by Terry as; feeling stronger in his arms, stronger legs leading to improved mobility and increased social confidence due to the fun had during sessions.

I am now more mobile and stronger which helps with the shopping, cooking and other tasks around the home. Due to my new found strength I am a lot more confident to do things...

Case Study 8: Florence

Before her involvement in the Extra Time programme, the only exercise that 94 year old Florence undertook was gentle strength and flexibility exercises for rehabilitation of an ankle that had been broken. On learning about the programme, run by her local football club community scheme through her local activity centre, she enrolled with a view to socialising with others more and to try new exercises that would help improve the condition of her ankle.

Florence has since completed a total of 24 hours of activity in seated exercise through the programme and highlighted the three main benefits of taking part as being able to stand for longer, building more strength in her arms and learning to take her time and not rush physical activities.

After breaking my ankle I was very tentative when walking but since participating in the programme I feel much more confident. The group is fun and sociable and it gets me out of the house and makes me feel happier...

Summary

5.2 The key impacts that emerge from these case studies are as follows:

- the programme has had a positive impact on the **physical health** of participants. A number of participants identified physiological benefits that have been experienced as a result of being involved in the programme such as losing weight, feeling stronger and more able to complete day to day tasks. Detailed consultation with programme partners also highlighted the positive impact on the health and well being of participants
- participants have identified **psychological benefits** to being involved in the programme such as greater confidence, an increase in self esteem and increased feelings of self worth and happiness which, for some, has resulted in a reduction in anti depressant medications being taken.

5.3 The findings also support the statistical data outlined in Section 2. For example:

- according to registration data, the programme has engaged circa 500 older people nationwide, with an equal split between males and females, and consultation suggests that the programme has been particularly successful in terms of the **engagement of older men**. This is particularly relevant since the partners consulted all highlighted that engaging older men is traditionally difficult to achieve
- data from the starting survey identified that the key goal/motivation for the majority of participants was 'to make new friends and have fun', suggesting that the social impacts, which are linked closely to the psychological benefits (eg increased confidence and increased self esteem) are important to older people. This is reinforced by comments made by participants and indicates that, in order for a scheme to deliver a successful health, exercise and social networking programme for older people, it is essential that a strong **social element** is developed.

6. Conclusion

06

Conclusion

- 6.1 It is clear that the schemes where the programme has had the greatest impact are those that have successfully used the 'power of football' to engage and retain participants from the 55+ age group.
- 6.2 Five key success factors identified in Section 3 were highlighted by these schemes and provide useful guidance for the continual success of existing and future delivery. These five key success factors were:
- **communication and understanding** – developing effective communication mechanisms with partners and participants and a detailed understanding of participants needs and requirements to ensure effective targeting
 - **variety of activities** – providing a variety of suitable activities to enhance engagement, ownership and retention
 - **flexible activity provision and culture/environment** – creating an unpressurised, relaxed, social environment to enhance engagement and participant satisfaction
 - **high quality facilities** – using high quality, accessible facilities to enhance programme delivery and attract/engage participants
 - **strong partnerships** – developing strong partnerships with key local stakeholders to avoid duplication of effort, make effective use of local expertise and resources and maximise the impact of the programme.
- 6.3 It is recommended that any football club community scheme seeking either to deliver a programme for older people or to enhance existing programmes ensures that these key success factors form the cornerstones of programme delivery to maximise the potential success of the programme
- 6.4 It is also crucial that the three key learning points identified are considered by football club community schemes seeking to either implement a physical activity and social inclusion project for older people or develop existing programmes. These three key learning points are outlined below:
- **ensure that partnerships are utilised effectively and that additional partnerships are sought and developed where necessary**
 - **use facilities that are high quality but importantly, that are suited to the particular needs and requirements of older people and any specific target groups**
 - **tailor the type, nature and levels of physical activity included on the programme to the specific needs and requirements of participants.**

- 6.5 Consultation with key partners has identified five key areas where they have witnessed significant added value through the involvement of football club community schemes in a programme for older people. These added value points are summarised below:
- **reconnecting older people with the wider community** – football club community schemes, and the football clubs to which they are linked, are integral parts of community life. By engaging with a programme organised by these organisations, older people feel less isolated and a part of their wider local communities
 - **breaking down barriers to participation** – football club community schemes and the game of football have a glamour associated with them unlike any other organisations due to their significant popularity in local communities. This helps to overcome the typical barriers to participation experienced when dealing with older people
 - **engaging older men** - by virtue of its association and linkages with a football club, a programme run by a football club community scheme is particularly attractive to older males, who are traditionally difficult to engage
 - **resources** – football club community schemes are able to call on a substantial human and physical resource, and are able to access this resource quickly if not already available. They also have existing relationships with key local partners (eg County Sports Partnerships, Primary Care Trusts) whose resources can be easily accessed to enhance the programme
 - **exit routes** – football club community schemes are able to signpost participants to appropriate local exit routes and opportunities to help them engage in sustainable social or physical activities outside of the programme.
- 6.6 Therefore it has been demonstrated that there is clear benefit to local partners for using football club community schemes to deliver a physical activity and social inclusion project aimed at older people.
- 6.7 Fundamentally, consultation with football club community schemes and participants from across the country has identified a number of significant improvements that have been made to participants' lives as a result of their involvement in the programme.
- 6.8 The case studies presented in Section 5 provide contextual evidence demonstrating that the programme has improved both the physical and mental well being of participants.
- 6.9 From participants who no longer need the assistance of a frame in order to walk, to those who have reduced their intake of anti-depressant tablets and including those who have made new friends and are finding that they ultimately enjoy life more, the Extra Time Programme has undoubtedly made a credible impact on the lives of older people in terms of physical, social and mental well-being.

Further information

- 6.10 For further information on the contents and findings of this report, please contact Tony Jackson at tonyjackson@pmpgenesis.com or on 020 7631 5500.