

Premier League Football – Community involvement in Health

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A few things we will cover

Challenging the Myth - It's all about football!

The Power of the Brand - Building Effective Partnerships
and Interventions

Identifying the Golden Thread

Let's start with a couple of quotes...

“...conductors working on London's double-decker buses experienced less than half the incidence of heart attacks as the sedentary drivers”

(The conductors climbed around 600 stairs per working day; the drivers sat for 90% of their shift)

When was this research? 1953

“Exercise: today's best buy in public health”

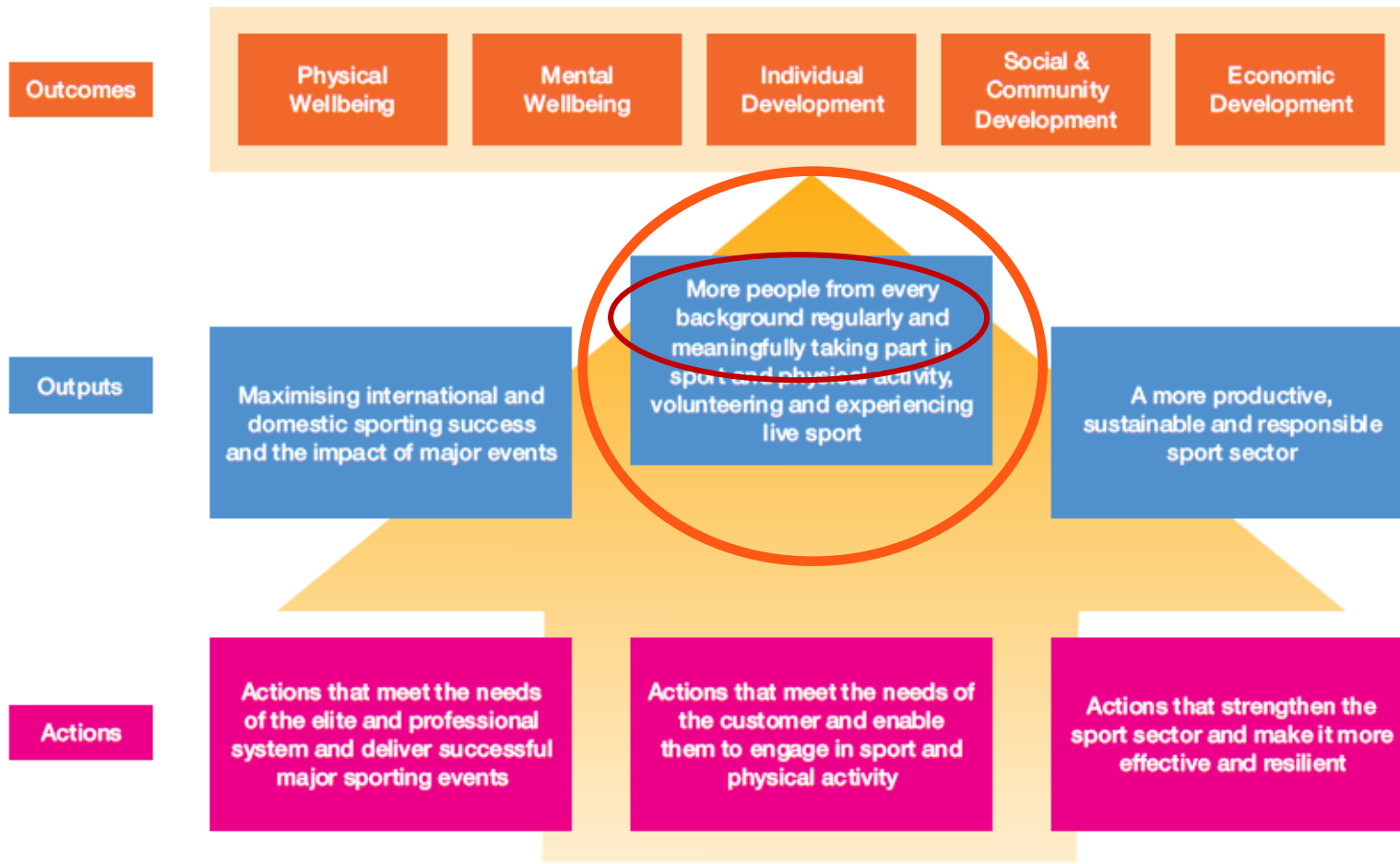
Who said this and when? Dr Jerry Morris 1994



Prof Jerry Morris 1910 - 2009

The Future – DCMS Big Asks

The Framework for a new Sport Strategy



Challenging the Myth – It's all about football!



Much More Than Football



14+

Premier League

Stoke City's Premier League areas across Staffordshire offer a chance for them and in a style that develops new skills, making them more confident.

Kicks is the Premier League of football and the value of some of the most disadvantaged people to:

- Be part of a Premier League
- Access FREE football
- Enter Local & National
- Win prizes such as St. James' & stadium tours.



12-25 Late

Premier League

Stoke City's Premier League areas across Staffordshire offer a chance for them and in a style that develops new skills, making them more confident.

Premier League 4 Sport also offers coaching skills. Our current offer includes Netball, Basketball, Badminton, week by a community coach.

Premier League 4 Sport allows participants to:

- Try new sports and have fun in a style that is inclusive
- Enjoy innovative coaching techniques
- Take the first steps in Community Development.



18+

Health, Wellbeing & Cook and Eat

Cook and Eat is a free program that offers a two-hour session each week, providing meals for you and the whole family.

Cook and Eat is provided to:

- A healthy diet
- Sound, basic cooking knowledge
- Understanding food labels to make informed choices.
- Introducing healthier cooking techniques
- Reducing salts, fats and sugars



18+

Health, Wellbeing & Community Weight Management

Our Community Weight Management program is available to Stoke-on-Trent by providing a free activity. The twelve week program is held at the Britannia Stadium.

Stoke City's Physical Activity program aims to get you more physically active. Referrals are available in 20 weeks of twice weekly sessions.



City7s Scheme

Stoke City's Community Trusts popular City7s scheme offers Year 2 children an excellent opportunity to become fans of the Club. The programme, which regularly attracts over a thousand members a year, offers a variety of incentives to future Potters!

For just £10.00, the young supporter receives:

- A Stoke City home shirt.
- Two tickets to see the Potters play at the Britannia Stadium.
- A £5.00 voucher to open or add to a Stoke City Junior 'Save and Support' Affinity Account with Leek United Building Society.

These special gifts will be handed out at special presentation evening at the Britannia Stadium where the youngsters will get the chance to meet the club mascot Pottermus and a player.

Did You Know?

Equality in decision making exists across the Premier League - all clubs have an equal say

All stadiums must meet the Accessible Stadia Guide requirements next season (2017/18) - this closed season SC are investing £7.5mil on improvements

All clubs must be an Equal Opportunity Employer and achieve the Premier League Advanced Equality Standard within 3 years of remaining in the Premiership

All Clubs are 'Visit Britain' Graded - based on visitor experience with a performance table being produced annually

The Stoke City Community Trust invests over £15k per annum in good causes

SCFC invests £4mil per annum into the Academy and we have an effective Talent ID and Scholarship Recruitment process

In 2015 Stoke City Community Trust achieved Quest 'Excellent' 1st time around

The Power of the Brand - Building Effective Partnerships and Interventions

Arguably, the Premier League is one of the most recognisable international brands

Stoke City have been in the Premier League since the 08/09 season

The Premier League Charitable Fund supports many interventions - some are an expected part of club delivery and there is scope to shape funding to match local need and organisation aspirations

In September (2016) the Premier League, in partnership with British Telecom, launched the [Disability Fund](#). This was a televised event and the launch of the fund has been enhanced by the recent Accessible Stadia media coverage.

The Disability Fund has a number of expectations:

Increase Participation in Sport & PA - Develop / become member of a Local Disability Steering Group - Appoint a Disability Manager - Develop A Calendar of Events/Activities - Produce a Match Day 'Package' for live TV

The Power of the Brand - Building Effective Partnerships and Interventions

The Making A Difference Stakeholder Group now has 20 local / county decision makers / shapers - having met twice already since inception:

Making A Difference - Stakeholder Group Membership

Name	Group Role	Organisation
Mark Barnett	Supporters Council Rep	SCFC Supporters Council SCFC SC Member (<i>Elect</i>) Disability Rep
Carl Bennett	Group Lead Officer	Stoke City FC Community Trust
Jenny Booth	Chairperson	Independent
Kelly Caddy	Provider Rep	Helping Angels Director
Andrew Flower	Vice Chairperson	Spitfires Wheelchair Basketball
Mark Fosbrook	Specialist Adviser	English Federation of Disability Sport
Jo Grainger	Local BT Rep	British Telecom Facilities Services Manager Stoke & Derby
Adrian Hurst	SCFC Leadership Representative	Stoke City Community Trust & Stoke City Football Club
Caroline Leahy	Provider Rep	Action for Children (Aiming High) Children Services Manager
Tony Liversage	Parent / Carer Rep	Independent
Jonathon May	Special Education Needs Schools Rep	Watermills School Headteacher
Gill O'Hare	Disability Services Rep	SOTCC Commissioning Officer Integration Learning Disability
Jonathan Pace	Higher Education Rep	Staffordshire University Head of Sport & Active Lifestyles
Laura Pennington	Staffordshire Carer Network Representative	Carers Hub (Stoke) Team Leader
Angela Smith	Chair of SCFC Supporters Council & Chair of SOT ECoS LOC	Independent
Kevin Staples	Group Member Staffordshire FA Rep	Staffordshire Football Association Football Development Manager
Mark Thornewill	CSP Rep County Sports Partnership (SASSOT)	Partnership Director
Sam Turner	Specialist Advisor (Competencies and Skills)	Cerebral Palsy Sport & FA Coach Mentor
Fiona Watson	Public Health Rep	SOTCC Assistant Director Public Health
Wendy Williams	Further Education Rep	Regent College Principal

Detailed Action Plan was developed following a systematic Needs Appraisal and is now owned by the Stakeholder Group. Action Plan describes Deliverables and Outcomes for:

- Employing a Disability Lead Coach, plus an Apprentice, and Improve / Grow Organisational Competence, Knowledge, Skills and Capacity (inclusion & disability)
- Boccia in association with Boccia England (will become a Centre of Excellence)
- Inclusive Zone Basketball in association with British Wheelchair Basketball
- Cerebral Palsy & Ability Counts Football
- Seated Volleyball in association with Volleyball England
- Blind / Visually Impaired Futsal in association with British Blind Sport
- Blind / Visually Impaired Goalball in association with Goalball UK (will become a Centre of Excellence)
- Unified Sport in association with Special Olympics
- It's a Goal Football Therapy (mental health football)
- Match Day Respite (in conjunction with Social Care Providers & Commissioners)
- Match Day Buddies (Level Playing Field Guidance & Social Care)

You Can't Rely on Brand alone

Having had nearly 20 years experience working at a strategic level across the North Staffordshire Area - helps significantly. Knowing Who's Who is invaluable!

Having knowledge of the local disability environment and having built long lasting relationship in previous roles has helped us progress work at pace - we mobilised quickly!

Having the right people on the Stakeholder Group, those who can make decisions without first seeking permission, ensures we can act fast, efficiently and effectively - after all, we are delivering an Action Plan!

Within the Stakeholder Group we are generating MOU's so people and organisations are clearly signed up to activity and actions

Having recognisable representatives helps tell the story effectively

Identifying the Golden Thread



Identifying the Golden Thread

Ensuring strategic and customer fit is crucial - It takes research & an understanding of needs assessment

Where to find already established needs & priorities:

JSNA - LA Corporate Plan - CCG Local Delivery Plan - Regeneration Plan
Employability Action Plan - Police & Crime Commissioner Plan - Public
Health Outcome Framework - Troubled Families Action Plan
Director of Public Health Annual Report - Health & Wellbeing Board Plan

Need must be established & addressed at the development
stage of interventions / services

NOT by retro-fitting as a best fit!

Before you do anything: speak to customers and service providers - test your ideas

Delivering expectations, and over delivering where possible, is fundamental to growing trust and developing a co-production culture - reach out, ask and ask again

Critical Appraisal

Critical Appraisal is the process of carefully and systematically examining research to judge its trustworthiness, and its value and relevance in a particular context (*Burls 2009*)

Why CA is important

Ensure Data/Information is:

Valid, Current, Reliable, Topic Appropriate and Un-biased

Important

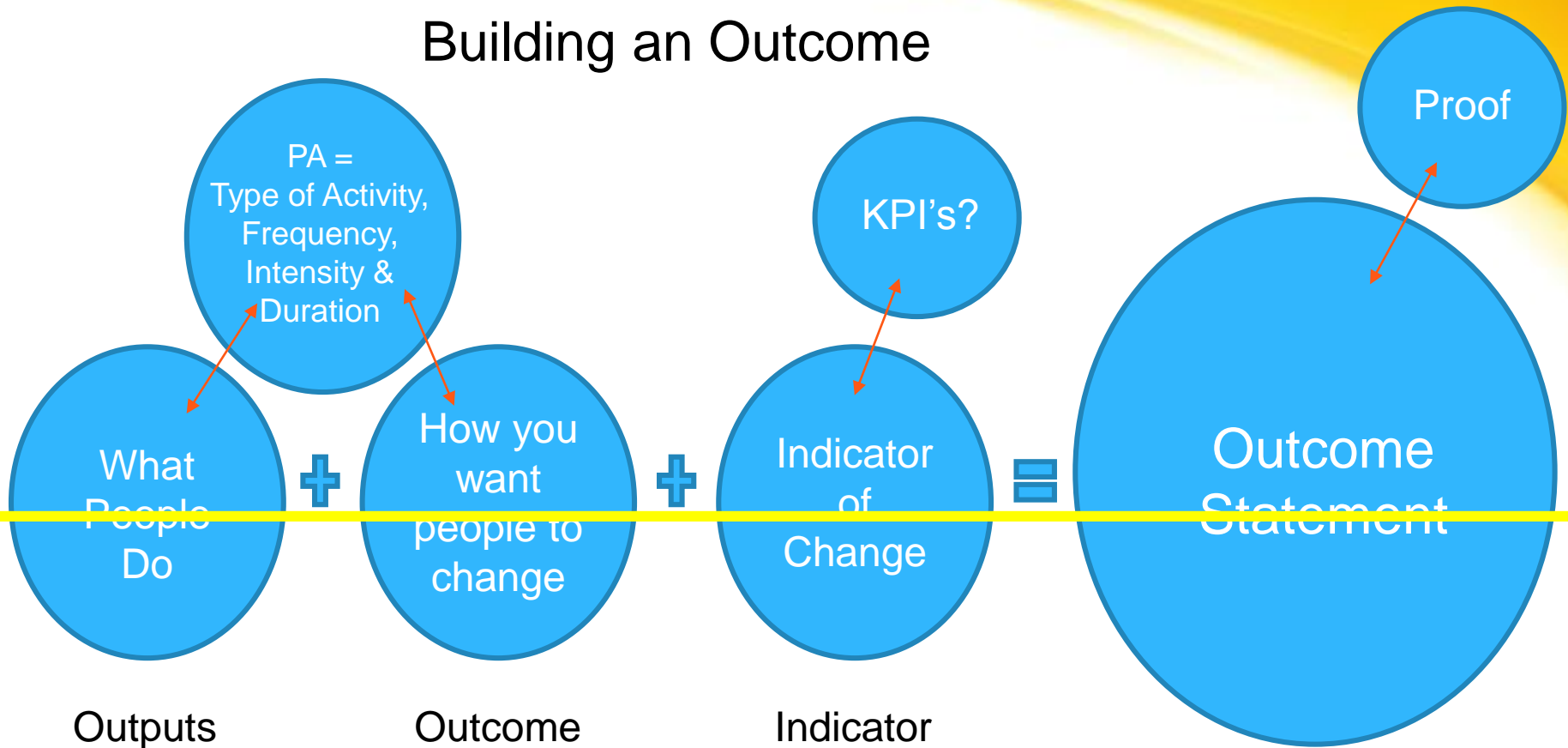
Do Not base decisions on Feelings, Beliefs, Preferences, or, the Status Quo (we've always done it that way...)

Key Traits: Objectivity, Inquisitiveness, Sound Practical Research Techniques & Question Everything!

=

Will result in making Informed Decisions

Building an Outcome



Outcome = Benefits and/or changes a person/population demonstrate/achieve during or after their engagement with an intervention

Outcomes might relate to: knowledge, skills, attitude, values, behaviour, condition or status

Are you Ready to Tell the Story ?

Identifying ways to tell the backstory - the difference it makes to the individual

Links to the Behaviour Change, Barriers to Participation & Under-representation themes which are clearly articulated within Sporting Future and Towards An Active Nation

Seeking out qualitative information is now more important than the number crunching the physical activity & sport sector has relied upon:

Being able to tell a story, tracing the customer journey, down to the individual level presents a significant challenge

Tools that can help you generate qualitative information:

Upshot, iMPACT, Views (Substance) = 3 examples of current electronic systems

Recap

Those designing interventions must respond to Local Needs and demonstrate Why and How they are doing things

Need must be established & addressed at the development stage of interventions / services

NOT by retro-fitting as a best fit!

Ensure Data/Information is:

Valid, Current, Reliable, Topic Appropriate and Un-biased

Being able to tell a story, tracing the customer journey down to the individual level, presents a significant challenge - but can be done!

Its all about the Outcome

Might relate to: knowledge, skills, attitude, values, behaviour, condition or status

Lets finish on this brilliant quote:

“Data is the crude oil – it’s how you refine it, how you work with it, that makes it valuable”

Jonathan Woodward, Business Lead for BI and Analytics at Microsoft UK

Any questions, observations or feedback



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