

#45 EXTRA TIME PROGRAMME FOOTBALL FOUNDATION

Journal, 2015, English

Topic for advocacy HEPA - Physical Activity and Health

<http://www.justeconomics.co.uk/uploads/reports/Just-Economics-Extra-Time-Programme-evaluation.pdf>

Description of the good example

The 'Extra Time Programme' launched in 2008, aims to use the power of football clubs to target older people (aged 55 and more) with physical activity and social inclusion projects across the UK. The fundamental motivation for involvement in the programme, as expressed by the participants, was to make new friends and have fun, which underlines the importance of social networking elements in programmes for older people.

Target - Who can best use this example or document?

Football club community scheme, local professional and amateur sports clubs, local and national governments, sport community at large, decision-makers.

**All information in this entry is sourced from the link above and contact mentioned in the document.*

Highlights and outcomes

Why could it be useful for your organisation and advocacy?

Findings emerging from this study indicate that physical activity and health interventions delivered by professional football clubs can indeed work effectively towards engaging older adults.

Learning points - What can we learn from it?

How to use the power of football to engage and retain participants from the 55+ age group, and what are the key success factors when delivering a programme for older people.

Further information

Football Foundation

communications@footballfoundation.org.uk

<https://www.footballfoundation.org.uk/>