

Notts County FC Football in the Community



Football in the Community is an award-winning charity, providing direction to people, especially from disadvantaged communities, through sport and education, improving their health, confidence and skills.

Through its 30 full-time sport coaches, the charity delivers a wide range of fun activities to a diverse range of participants through a range of sports-related projects, covering sports participation, coach education, social inclusion, disability, education and health. Through its work, Football in the Community aims to:

- Increase the number of participants playing sports by developing innovative projects;
- Encourage healthier lifestyles and positive behaviours;
- Re-engage young people in learning;
- Develop programmes to reduce youth offending;
- Encourage inclusion by targeting specific groups;

- Promote itself as a community resource;
- And create employment and volunteering opportunities.

The charity's most recent project, in partnership with Nottingham City Council and Nottingham CityCare Partnership, is Motivate, a 12-week programme of exercise and nutritional advice for men who struggle to manage their weight.

The partnership were awarded the contract by NHS Nottingham to deliver a weight management programme across the city, following a pilot in 2011, where many participants achieved their target weight loss of 5% by adopting new, healthier eating habits and increasing their activity levels.

Throughout 2012, Motivate will work with 1,000 men with a BMI over 30, classified as overweight or obese. Participants will have access to the charity's sports coaches, as well as Nottingham City Council leisure facilities and nutritional advice from Nottingham CityCare Partnership's Public Health Nutritional



Previous Motivate participants and two ladies from the Heart Research UK, which funded the pilot, with Notts County FC player Mike Edwards

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Team. The project is free and delivered six days a week, during both the daytime and evenings, maximising its accessibility.

Motivate, which coincides with the London 2012 Olympic year, aims to inspire the men who take part to achieve a significant weight loss, whilst leaving a long-term legacy of good health and activity levels throughout the city.

Other projects delivered by Football in the Community include:

- Active Schools, a high profile project delivered for NHS Nottinghamshire, which works with 6,500 year 5 and 6 children at inner city schools, with the aim of making them healthier and more active.
- Accessible and affordable holiday activity project School's Out, which provides 8-15 years with access to a range of different sports at leisure centres across Nottingham.
- Heading for Goal, which works with excluded students in an on-site classroom, using teachers who have a record of delivering positive results with hard to reach teenagers.
- On the Ball, a football-based programme for young men with mental health problems offering weekly sessions
- Kickz, which coaches approximately 7,200 young people every year, who are at risk of committing crime.
- Two disability football teams are trained and managed by the charity and regularly represent Notts County FC in regional and national competitions.
- Go 4 It, an obesity and weight management programme promoting healthy eating and activity to 225 children and their families every year.
- Extra Time, targeting over-55 year old men, through its link with professional football, to increase their fitness,

“An excellent programme run by people who know what they are doing and clearly get a lot out of helping people to try to achieve their goals”

“Thanks to Notts County FC Football in the Community for an excellent opportunity – I’m sure my doctor will be as please with the results as I am!”

“The whole thing has been very informative and enjoyable”

Testimonials from previous Motivate participants

flexibility, strength and social activity.

Football in the Community works in partnership with Nottingham City Council; NHS Nottingham City; Capital One; Football League Trust; Football Foundation; Football Association; Boots Charitable Trust; Heart Research UK; Pfizer UK Foundation; Nottinghamshire County Council; Nottinghamshire Football Association; Duke of Edinburgh; Age UK; Big Lottery Fund; Coalfields Regeneration Trust; Lottery Funded – Sports England; Comic Relief; Lloyds TSB Foundation for England and Wales; Nottingham CityCare Partnership; and Nottingham Trent University.

For further information on Notts County FC Football in the Community visit www.nottscountyfitc.org.uk.