

# **ACTIVE THROUGH FOOTBALL LIVERPOOL FA EVALUATION (2022-2024)**

2 YEAR REVIEW

# INTRODUCTION



“Active Through Football (ATF) Liverpool is a five-year project, funded by the National Lottery and supported by the Football Foundation and Sport England to help get the local communities within the Liverpool City Region more active.

ATF Liverpool strives to improve the lives of its participants and their communities by increasing opportunities to take part in Football and other activities, reducing isolation and improving mental and physical health.

We are really proud of the work we have done in our first 2 years and hope you enjoy finding out about it”

- Richard Jones (Active Through Football Manager)

## OBJECTIVES

01

INCREASE ACTIVITY LEVELS IN PEOPLE AGED 16+ FROM TARGET AUDIENCE THROUGH FOOTBALL

02

INCREASE UNDERSTANDING OF OPPORTUNITIES/BARRIERS FOR TARGET AUDIENCE TO PLAY FOOTBALL, THROUGH COMMUNITY ENGAGEMENT

03

IMPROVE PHYSICAL WELLBEING

04

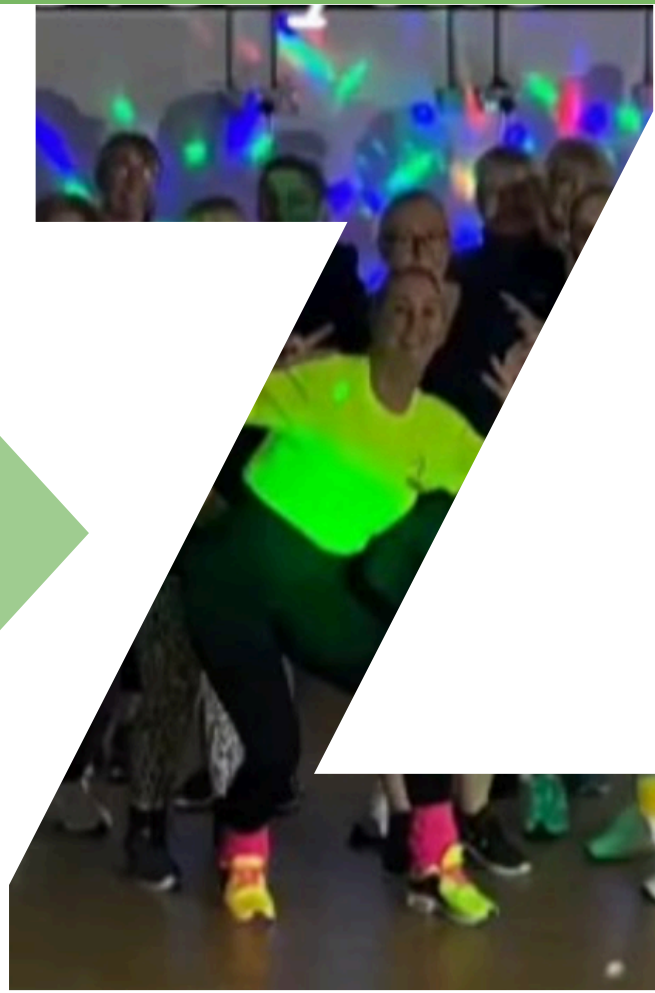
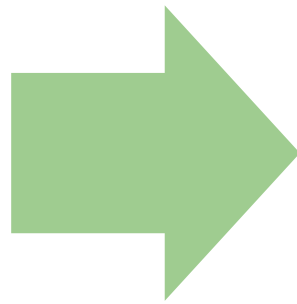
IMPROVE MENTAL WELLBEING

05

IMPROVE COMMUNITY COHESION







In 2 years we have delivered  
in 20 different locations  
across the Liverpool City  
Region.  
We've offered everything  
from Axe Throwing to  
Zumba and more than 20  
other different activities!



# LOCATIONS



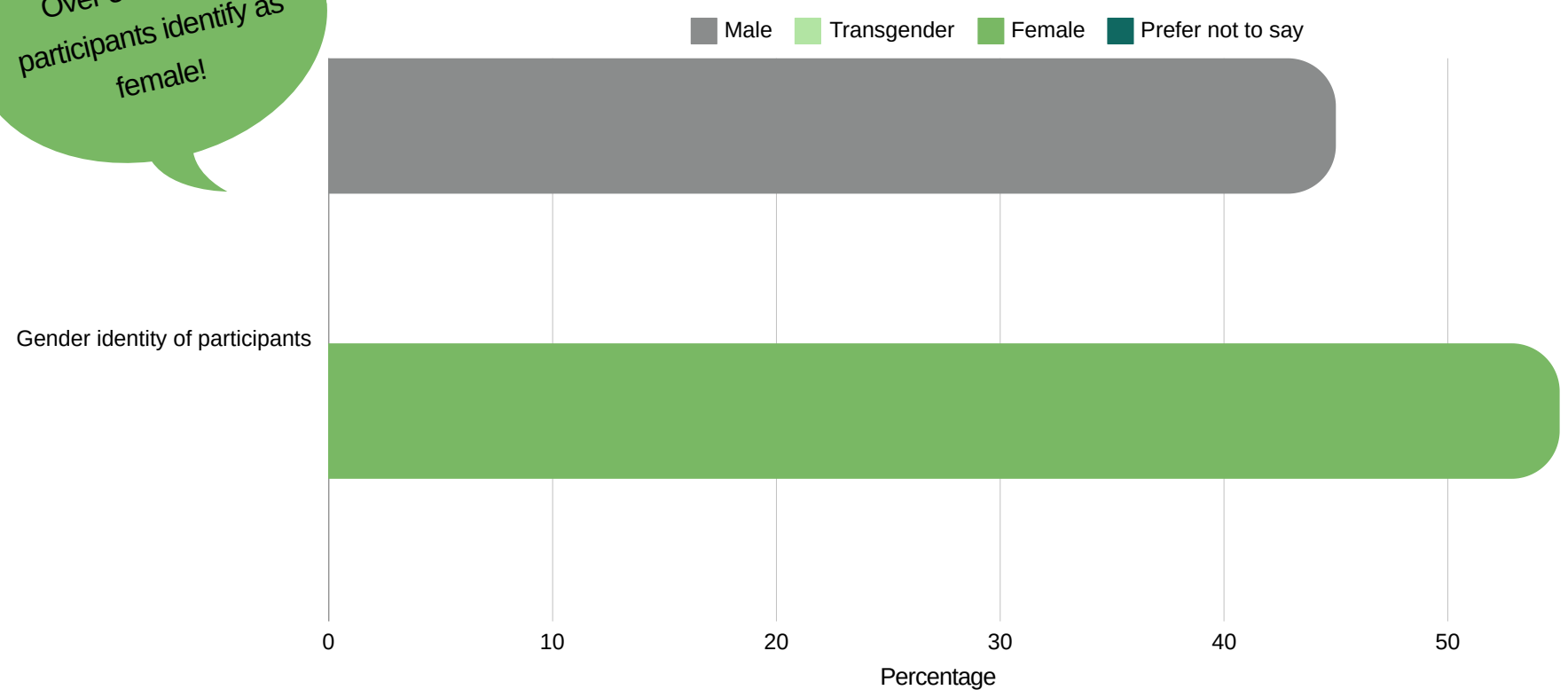
# FACTS AND FIGURES

FIGURES ARE BASED ON DATA COLLECTED BETWEEN MAY 2022-MAY 2024.

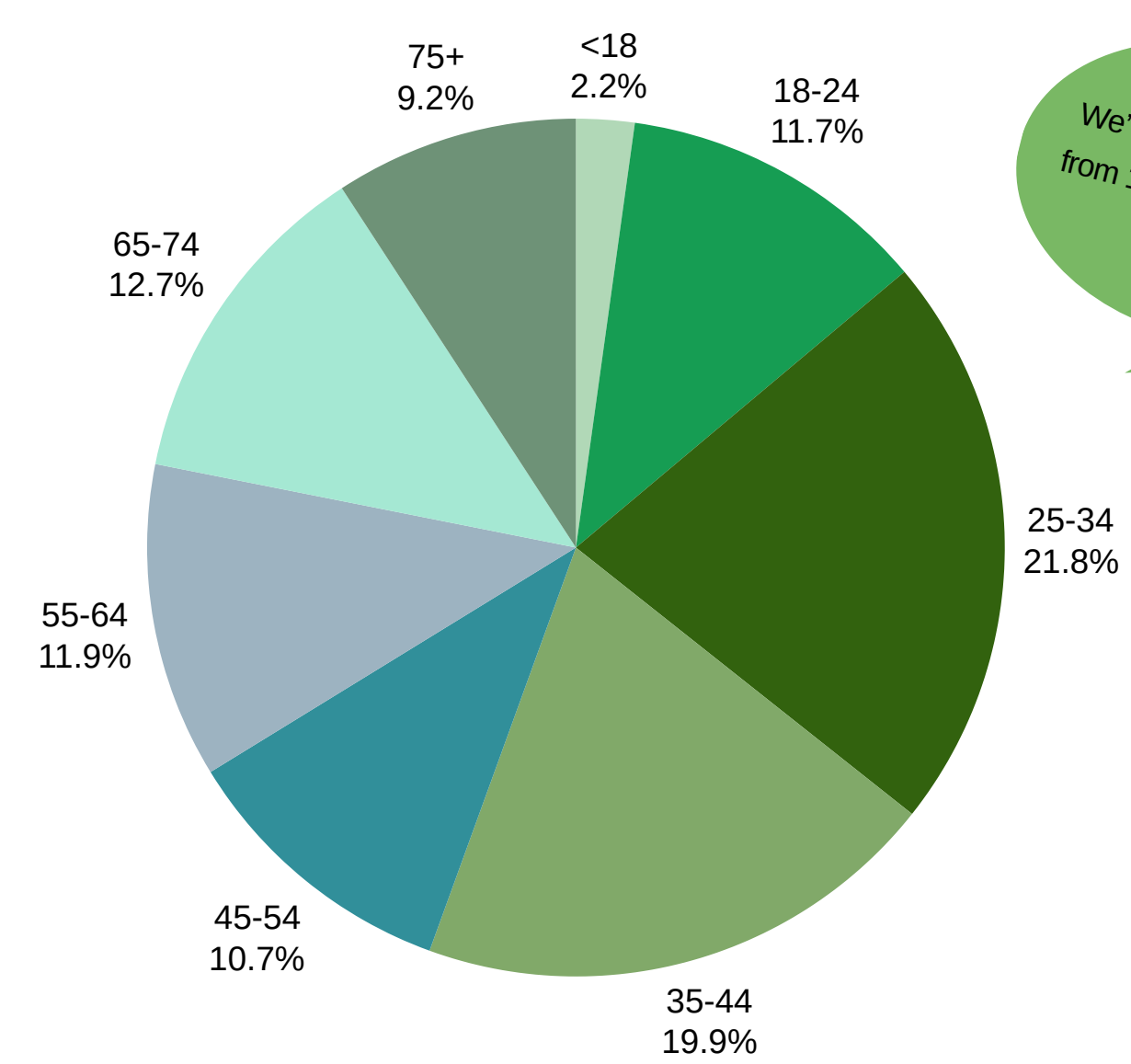


95.3% of participants returned to sessions

Over 54% of our participants identify as female!



Age groups of participants



We've had participants from 12 weeks old to 91 years old!

- The total number of people who have attended an ATF session is **578**
- In two years we have delivered a total of **801** sessions
- ATF has had accumulative attendance of over **7800** people



# OUR IMPACT:

Click the  
pictures to hear  
their stories!



## Paula and Sheila

Paula and Sheila attend our Yoga session at Fazakerley Federation and have reaped the benefits.



## Elliot

Elliot has been a part of the project since December 2022, he's a member of Fazakerley Rangers ATF FC.



## Sue, Teresa and Pauline

Sue, Teresa & Pauline attend Salsa sessions with Gill and are really enjoying it and meeting new people.





“Initially I thought I’d just attend a few classes but I’m still going and enjoying it, it’s a great laugh we don’t take ourselves too seriously, but everyone’s progressed and it beats running on a treadmill! On a personal note I noticed the other week that I can now get out of the armchair without using my arms. I realise some people may think men shouldn’t dance but the classes have improved my fitness and I feel so welcomed!”

[illegible]



# COMMUNITY ENGAGEMENT & DEVELOPMENT



“ATF is an incredible project to work on, it’s fantastic seeing the difference we are making to so many lives, both physically and socially and also how we are impacting communities and beginning to see the real benefits of a place based approach and its influence on systems change” **Richard Jones - Active Through Football project lead**



Engaging rather than consulting with people, helps empower them and gives them ownership of their sessions and their community. The most important part of the project are the people within the communities, they are our Heart and Soul!





# RECOGNITION EVENT

In November 2023, we hosted our inaugural Active Through Football recognition event to celebrate our fantastic coaches and recognise the incredible work that goes on in our communities!

We invited all our communities to the event at LCFA Sefton and presented 18 of our most valued groups and community champions with an award to thank them for their hard work and the support they have shown to the Active Through Football project in the Liverpool City Region.



Click the image to see  
how the night went!



# WHAT WE'VE LEARNT

IN THE LAST TWO YEARS...

We have listened and uncovered the different barriers that are preventing people in our communities from being as active as they would like. We have tried to help remove these and will work tirelessly moving forward to eradicate even more.



Innovative activities will not only attract and engage new people from within the community, but they can also give them some much needed self belief and confidence which will help them come back to sessions.



Trust is key - you have to be there for people at every session, not just by turning up, but by being there for them emotionally, listening and responding to their needs and worries. We've learnt that it is vital to show the communities that what matters to them, matters to us, and more importantly  
**they matter to us!**





# WHATS NEXT?

## OUR GOALS FOR THE NEXT 3 YEARS

PLEASE NOTE ALL INFORMATION WAS CORRECT AT THE TIME OF PUBLICATION!

THROUGHOUT THE REMAINING 3 YEARS OF THE PROJECT WE WILL CONTINUE TO EVALUATE REGULARLY TO MAKE SURE WE ACHIEVE OUR OBJECTIVES AND TAKE ANY OPPORTUNITY TO LEARN ABOUT HOW WE CAN HELP CHANGE AND IMPROVE THE LANDSCAPE FOR SPORT AND PHYSICAL ACTIVITY IN THE REGION.



**INCREASE  
SUSTAINABILITY OF  
SESSIONS**



**INCREASE  
RECRUITMENT AND  
TRAINING OF  
COMMUNITY  
CHAMPIONS**







**ESTABLISH A GREATER  
COMMUNITY OF  
LEARNING WITHIN  
OUR CONSORTIUM  
AND WIDER  
STAKEHOLDERS**



**REMAIN FLEXIBLE TO  
ADAPT TO THE  
CHANGING NEEDS OF  
OUR COMMUNITIES**

# LET'S WORK TOGETHER

# THANK YOU!

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