

# Active Leicester: Braunstone and Rowley Fields

## Case Study: Men's Football



- We identified a low percentage of male participants over 30 within our figures
- So, after consultation, we created a men's only football session, targeting men aged 30+ who do little or no activity
- Just under 60 men engaged with in just under a year, with a regular turnout of 12-15 per session
- Session is very informal, with very little instruction from coaches, allowing participants to pick teams and play!

Just under a year into the Active Leicester: Braunstone and Rowley Fields project, we identified that there was a skew between the number of females and males on the project; especially males aged 30+ years old. From this, we conducted consultation with local residents to see what this age group wanted. Results from this consultation showed that the main activity wanted was an informal football session, preferably held at an indoor venue and more targeted at their age group (we already ran a successful football session at the Braunstone Grove but they felt that session was more aimed at younger people and so were put off from attending this particular session).



With these findings in mind, we created the Men's Football session, which ran every Thursday between 6.00pm and 7.00pm at Ellesmere Specialist Sports College. We wanted to ensure that the format of the session was very informal and provided exactly what the participants wanted.

*"I really enjoy playing football at the session, the location is very convenient and the sports hall is perfect to play football in. I am a bit self-conscious about my weight and so playing indoors really suits me and the coaches and all of the other participants have made me feel really welcome. The project has definitely helped me to become more active and get fitter. I am now looking to join the gym."* **Lewis, local resident**

The session has been very well received by local people, with a strong core of 12-15 participants attending each week. Residents attending have spread the word about the positives of the session with friends and family, meaning there are always new faces each week.

Feedback from participants has highlighted that:

- They enjoy the 'informal' structure of the session, meaning they can just turn up and play.
- They still feel, however, that the session is competitive and that by the end, they feel they have been through a real workout.
- They also feel the venue is well suited to their needs, as it is local, has good indoor facilities and is accessible



The majority of participants have indicated that the session was the only activity that they were doing, but have now started to attend more sessions within the project, as well as going on to join the local gym. In general, they now feel that they are more active and feel they are living healthier lives.

*"I joined the session to get fit and have fun, as I used to play football when I was younger but then stopped for a while. I thought that I wasn't fit enough to start playing again so it was great to find a session where most people were at the same level. I look forward to the session every week and feel that I am a lot fitter now than when I started; I am now even looking to join a veteran's team!"* **Chris, local resident**