

KEY FINDINGS FROM THE TaAF EVALUATION:

Creative Football

What did we do?

Between 2020 and 2021, we talked with participants in Creative Football about their physical activity and key events in their lives. Creative Football works alongside Sport England and Together an Active Future (TaAF) to provide a range of bespoke football initiatives. Participants took part in interviews held at two time-points, five months apart. This document presents the key findings.

Who took part?



What did we find?

- Participants described a supportive and welcoming environment at Creative Football, with a sense of belonging and comradery which helped to combat loneliness and social isolation.
- Joining Creative Football was an informal experience, often based on casual word-of-mouth invitations between the organisers, players, friends and acquaintances. The enthusiastic welcome from the organisers and existing players really mattered when someone new joined.
- Motivations for taking part and staying involved in Creative Football included wanting to:
 - improve wellbeing and physical health
 - do something for themselves
 - be active doing an activity that they love
 - improve football skills and develop their game
 - meet and talk to people
- Being part of Creative Football was enjoyable and exciting - it was about more than football

- The encouraging and non-judgemental environment was very important to players
- The organisers were very important in people's experience of Creative Football; they were described as supportive and inspirational, and created a safe and welcoming space

Everybody talked and laughed and made you feel so welcome. [...] they just made me feel really comfortable.

When I have a bad day I can talk to someone down there [...] it's good just to talk.

Oh I feel amazing, [...] that one session ups and lifts me throughout the week.

The staff have been brilliant, supporting me to get this far, 'cos if it weren't for them I wouldn't have got as far as I have done today.

Future working...

We would like to thank everyone who shared their life stories with us and made this research possible. We hope this inspires further conversations about the relationships between people's lives and physical activity.

If you would like more information about this study please contact Sandra s.varey@lancaster.ac.uk

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