



SUPPORTING COMMUNITY HEALTH THROUGH SPORT

CASE STUDY



“ USING THE POWER
OF SPORT TO DRIVE
LASTING CHANGE ”



- In partnership with the NHS, health investor Fulcrum has delivered more than 40 neighbourhood health centres in the heart of communities throughout the UK
- Fulcrum has placed a clear focus on driving better use of its NHS facilities to maximise the benefits to community health - a key part of this is to engage with the local community to inform and educate residents about the healthcare choices available to them
- For Fulcrum, using the power of sport - and the reach and influence of local sports clubs - has been a particularly effective way to engage with local residents, helping drive lasting change through better use of community health facilities and by allowing the NHS to spread key health messages further locally
- From football to rugby to boxing, this case study outlines some of the partnerships Fulcrum has formed with a wide range of sports clubs, and some of the award-winning initiatives that have been delivered in communities through the UK



TACKLE YOUR WEIGHT



HEALTH PARTNERSHIPS WITH QUEENS PARK RANGERS

Parkview Centre for Health and Wellbeing in West London is just a football kick away from QPR's Loftus Road stadium, so from 2019 onwards Fulcrum and QPR Community Trust joined forces to fund and deliver a range of projects to support local residents, the NHS, and local health priorities:

'FIT FANS'

- FIT FANS was established by the [English Football League](#) as a free health programme for people aged 35-65 who are looking to lose weight, get fitter and lead a more active lifestyle
- Through funding from Fulcrum, QPR signed up to the scheme and delivered a series of free 'FIT RANGERS' programmes for residents, with a mixture of workshops on improving their health and lifestyle, and physical activity sessions such as walking, circuit training and yoga

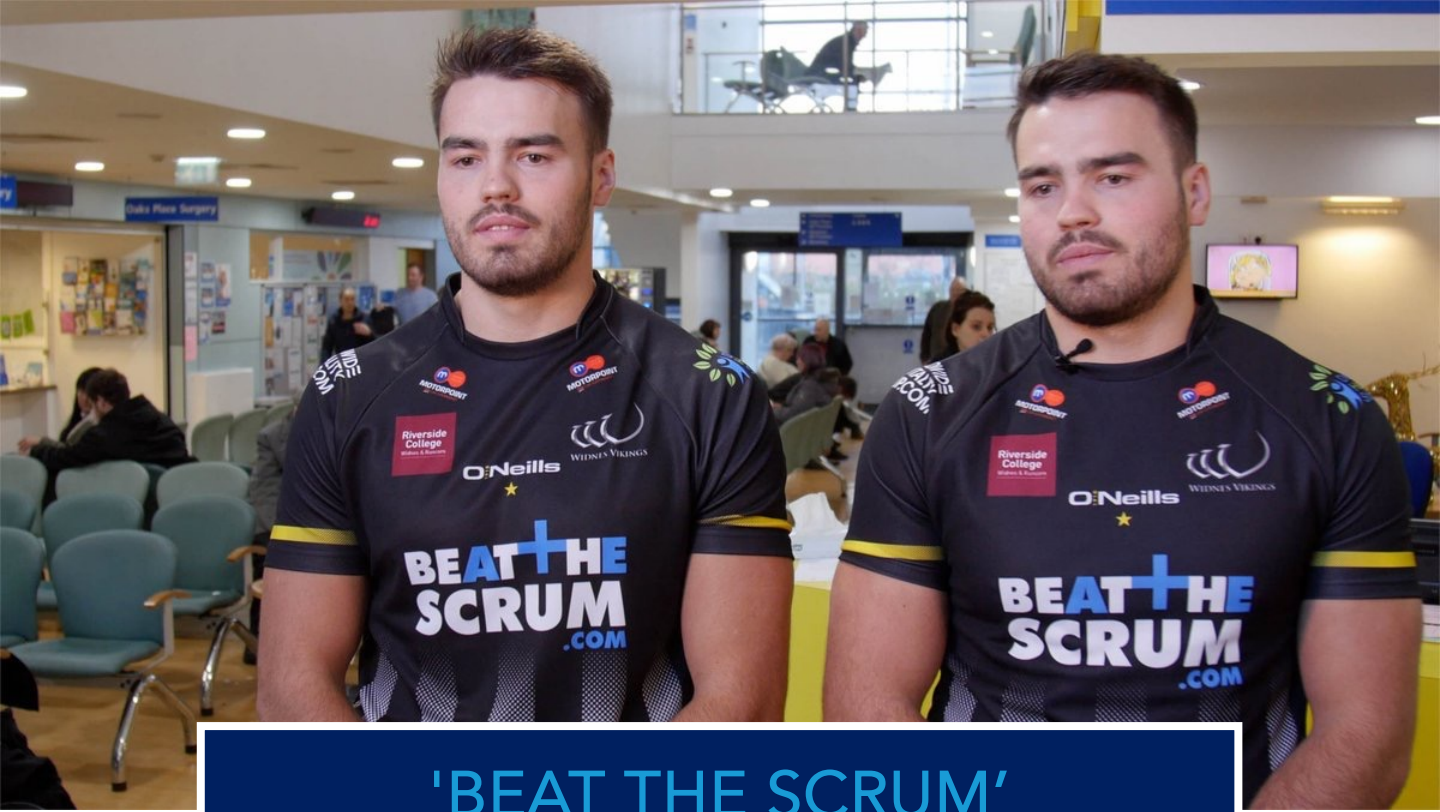
'COOK AND EAT'

- With local authority figures showing that a third of children in Hammersmith and Fulham are overweight or obese, Fulcrum and QPR set up 'Cook and Eat' to help tackle local health issues and give local students the skills and confidence to cook healthy and nutritious meals
- ['Cook and Eat'](#) is a free after-school club where Year 7, 8 and 9 students can develop new cooking skills and learn about food hygiene, how to shop healthily and household budgeting

'R NHS'

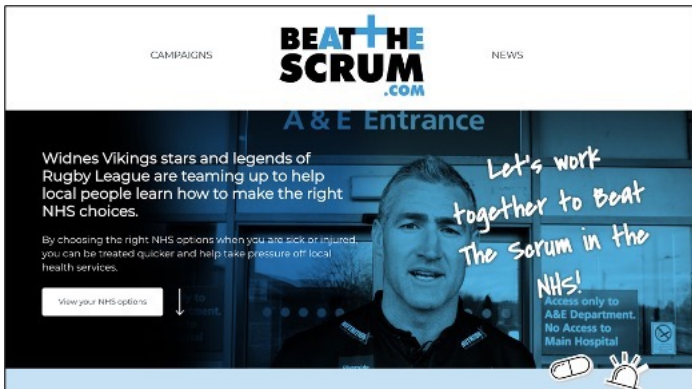
- The award-winning ['R NHS' video campaign](#) aimed to show supporters the benefits of using community-based health facilities and avoid putting added pressure on hospitals and A&E
- 12 creative videos featuring QPR players and NHS staff were produced and showcased on the QPR website and social media, and across NHS channels. The campaign was launched to 14,000 fans before a home match, with the videos seeing huge engagement with residents





'BEAT THE SCRUM' WITH WIDNES VIKINGS

- The 'Beat the Scrum' campaign saw Fulcrum partnering with Widnes Vikings rugby club to help local people "learn how to make the right choices and beat the scrum in the NHS"
- Through a range of [video content](#) and matchday activities, Widnes Vikings stars explained to fans that "If you choose the right NHS options, you'll save yourself time, ensure that NHS money isn't wasted, and help other people who need urgent medical attention"
- Making the campaign relevant to Rugby League fans helped ensure that the fun and impactful short films were widely shared, resulting in more than 500,000 online video views in less than a year and the campaign picking up [a range of awards](#) along the way
- Most importantly of all, the campaign led to a 25% increase in the use of the Widnes Urgent Care Centre instead of local A&E departments





'CLUB TOGETHER FOR COMMUNITY HEALTH' WITH AFC WIMBLEDON

The Nelson Health Centre sits in the heart of Wimbledon, so in 2021 Fulcrum and AFC Wimbledon Foundation formed a new partnership to 'Club Together for Community Health'. Through a mixture of events and initiatives, the partnership has further strengthened the links between the football club, the local community, and the health services available to residents. This has included:

WEEKLY HEALTH & WELLBEING SESSIONS

- Fulcrum has provided support to the wide range of [weekly health and wellbeing sessions](#) offered by AFC Wimbledon to local residents of all ages
- These include 'Dons Fit' sessions for older adults, Women's Recreational Football, Walk and Talk social sessions, and Active Ageing exercise and social sessions for those aged 70+

VIDEO CAMPAIGNS ON LOCAL HEALTH NEEDS

- Fulcrum funded a [series of short videos](#) featuring famous faces from AFC Wimbledon alongside NHS staff, to outline the many health services available to residents, and the support available in key areas such as mental health and post-COVID support
- The videos were shared across AFC Wimbledon's digital channels and stadium screens, offering an impactful way to reach local residents with important health information

THE NELSON OPEN DAY 'R NHS'

- Held in the large public atrium space at The Nelson Health Centre, ['open day' events](#) offer a regular opportunity for local health providers, businesses and community groups to reach out to the large numbers of local residents and visitors using the health centre
- AFC Wimbledon Foundation have been an active participant at open day events, using space at The Nelson to showcase the many events and community activities the club has on offer



'JAB DON'T STAB' WITH SOUTH LONDON BOXING CLUBS

- In south-east London, Fulcrum looked to use the presence of its health facilities in local communities to help support children in steering clear of gang violence and channelling their energy into something more productive
- With the Waldron Health Centre located a short distance from the [Double Jab Boxing Club](#) in New Cross, Fulcrum helped to fund the 'Jab Don't Stab' campaign which provided boxing equipment and training to local schools
- Crucially, teachers were given training to enable them to run their own boxing classes, ensuring each school could become self-sufficient in running boxing sessions long-term
- Participating children were also named as 'role models' and used to demonstrate their boxing skills to larger groups of children, not only giving them a sense of responsibility and self-belief, but also helping them set an example for younger, impressionable pupils at the school





SOCIAL CARE WITH THE RUGBY LEAGUE WORLD CUP

- At Newton Community Hospital in the North West, Fulcrum partnered with leading social care charity [Community Integrated Care](#), one of the key sponsors of the Rugby League World Cup 2021
- The partnership helped to create a unique [inclusive gardening project](#) for volunteers with learning disabilities and/or autism, who met at Newton Community Hospital on a weekly basis to develop their skills, with guidance from gardening experts
- The project helped to create a Rugby League World Cup inspired garden at Newton Community Hospital for NHS staff, patients and the local community to enjoy
- The garden was also visited by the [Italian men's rugby league national team](#) and was included on the tour of the official Rugby League World Cup trophy





Fulcrum are keen to explore partnership opportunities with a range of sports teams, local clubs and community organisations.

Please get in touch to discuss partnerships, events and initiatives that Fulcrum could help to fund or support:

www.fulcrumgroup.co.uk/contact