Audit shows Liverpool Football Club lead the way in Community Engagement in Health

Liverpool Football Club, through their Action for Health Programme, has been highly commended by HM Partnerships Healthy Stadia consultancy for their work in community engagement and partnership development related to health.

Since their first engagement with the healthy stadia agenda back in 2005 LFC have been working to harness the potential of the club brand to have a positive impact on the health and wellbeing of the local community, its fans and its employees. Since then the club has gone on to be the first in the country to receive European Healthy Stadia status and recently scooped the Business in the Community 'Big Tick' award in recognition of its involvement in the health agenda.

Over the past few months the club have been working with HM Partnerships to carry out a Health Impact Audit of the clubs activities to allow the club to assess the its impact on health and wellbeing against local health need, providing a baseline measure of impact from which to asses progress against key targets over the coming years.

This unique Health Audit Software has recently been developed by HM Partnerships to allow clubs to measure the impact of their activities against local health need and considers all activity from stadia policy, though to community and fan engagement and healthy lifestyle interventions. The software allows for comparisons with other clubs and sports across local, regional, national and international level.

The audit reported that the Liverpool FC take their role in health and wellbeing very seriously. The club recognises the significant impact of its activities on the local population and recognise the role of the club outside the local area in promoting a positive health image to supporters.

Over the last five years the club has developed a specific health programme ‘Action 4 Health’ providing a long-term commitment to improving health in the city. They have developed an impressive spectrum of high quality health and wellbeing related policies and activities and a strong track record in engagement with communities, employees and stadium users.

The audit found that the club were particularly strong in working in partnership with the local NHS, local authority and the voluntary sector an area which they were rated as ‘outstanding’ within the audit.

The report concluded that
“The collaborative management approach adopted by the club has been integral to ensuring the developments of LFCs health related policies and programmes and this is reflected by involvement of statutory, voluntary and private organisations in the planning and delivery of the club programmes.”

The club also scored very highly in its community delivery in the areas of physical activity and nutrition. The club commission and deliver a wide range of healthy lifestyle related activities
including local Health Trainers, health courses for young women, men’s health training, children’s physical activity engagement programmes, programmes tackling obesity in children, offering CVD health checks for adults, and community events focusing on health issues for the over 55s.

Mike Parker (Managing Director for HM Partnerships) who developed the Health Impact Audit Software for use across Professional and Armature Sports Clubs, Governing Bodies of Sport and Organisers of Sporting Tournaments commented

“The club is at the forefront in using the power of sport to support the health. The work of the club in supporting this agenda is necessary, ongoing, credible and valued by the community and the local stakeholder organisations. It is hoped that this report will act as a critical benchmark from which to develop future action and to assess progress over the coming years”

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For more information on HM Partnerships work around the Healthy Stadia Agenda and the Health Impact Audit Tool please contact:
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