

PLAYFOOTBALL.

THE GROWTH AGENCY FOR SPORTS
PITCHES

**INCLUSIVE GROWTH:
HARNESSING WELLBEING IN
RECREATIONAL FOOTBALL**



WHY FOOTBALL MATTERS TO THE UK'S WELLBEING

- In England 15.7 million people take part in recreational football activities:
 - 53% play small-sided football (5v5, 6v6, etc.)
 - 31% play traditional 11-a-side football
 - The rest participate in casual “kick-about” games
- 40% of all children aged 5–16 in England play football
- Over 50's players, is now over 100,000 largely due to walking football
- There are now 4.4 million female players, and growing
- Over 108,000 people with disabilities regularly play football
- 125,000 grassroots teams currently operate in England

The UK's biggest and widest reaching team sport by far!



PLAYFOOTBALL.

WELLBEING: THE PHYSICAL HEALTH BENEFITS

- ✓ Football significantly increases VO_2 max, outperforming traditional running and gym workouts.
- ✓ Programs for overweight individuals reduce body fat and waist circumference while increasing lean muscle mass.
- ✓ Walking Football for older adults improves mobility
- ✓ Football reduces blood pressure and resting heart rate, lowering cardiovascular risk significantly.
- ✓ Improved health from football participation decreases hospital admissions and chronic disease rates, cutting healthcare costs.



WELLBEING: THE MENTAL HEALTH BENEFITS

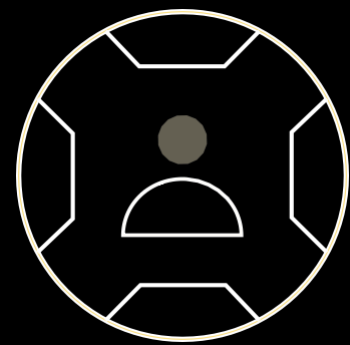
- ✓ 92% of participants say football makes them happier.
- ✓ 86% say it improves their confidence.
- ✓ Football has helped reduce over 200k cases of mental health conditions among adults.
- ✓ Football reduces stress, anxiety, and depression.
- ✓ Football promotes camaraderie, belonging, and trust.
- ✓ Football fosters meaningful contact, and reduces loneliness
- ✓ Older adults, isolated individuals, and those managing illness gain significant social and mental benefits
- ✓ Football unites people from diverse backgrounds, fostering social cohesion and a sense of belonging.

DEVELOPING INCLUSIVE GROWTH

- ✓ **A wide-reaching programme of activities.** Schedule different sessions such as; youth coaching, casual drop-ins, organised leagues, walking football, women and girls, and pay-and-play.
- ✓ **Easy booking administration and payment.** Online bookings, easy payment systems, customer centric processes.
- ✓ **Pro-active marketing.** Targeting local people, using inclusive messaging and imagery that reflects all genders & backgrounds
- ✓ **Create local Partnerships.** Work with schools, youth clubs, charities, and community groups to bring in participants who might not normally access the facility.
- ✓ **Record data,** to continuously improve.

GROWTH ENGINE

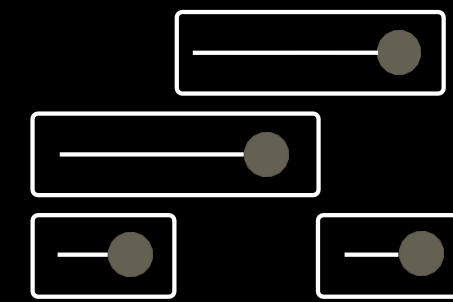
- ✓ Designed to deliver your required pitch outcomes
- ✓ Harnessing community wellbeing as an extension of your team



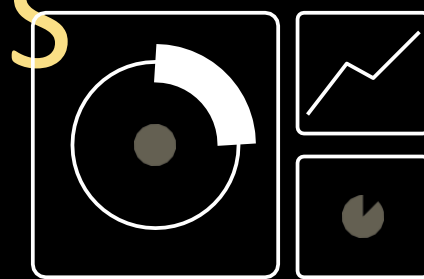
CUSTOMER
ACQUISITION



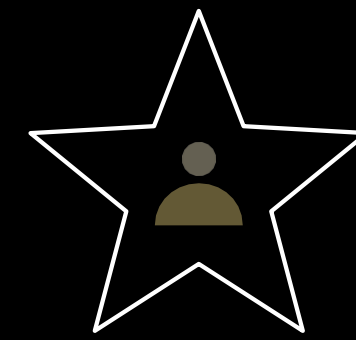
COMMUNITY
PARTICIPATION



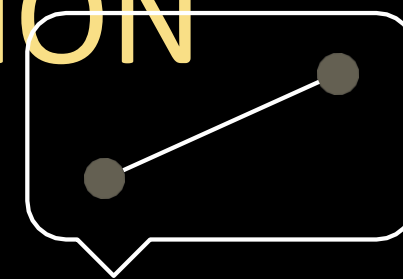
BOOKING
&
PAYMENT



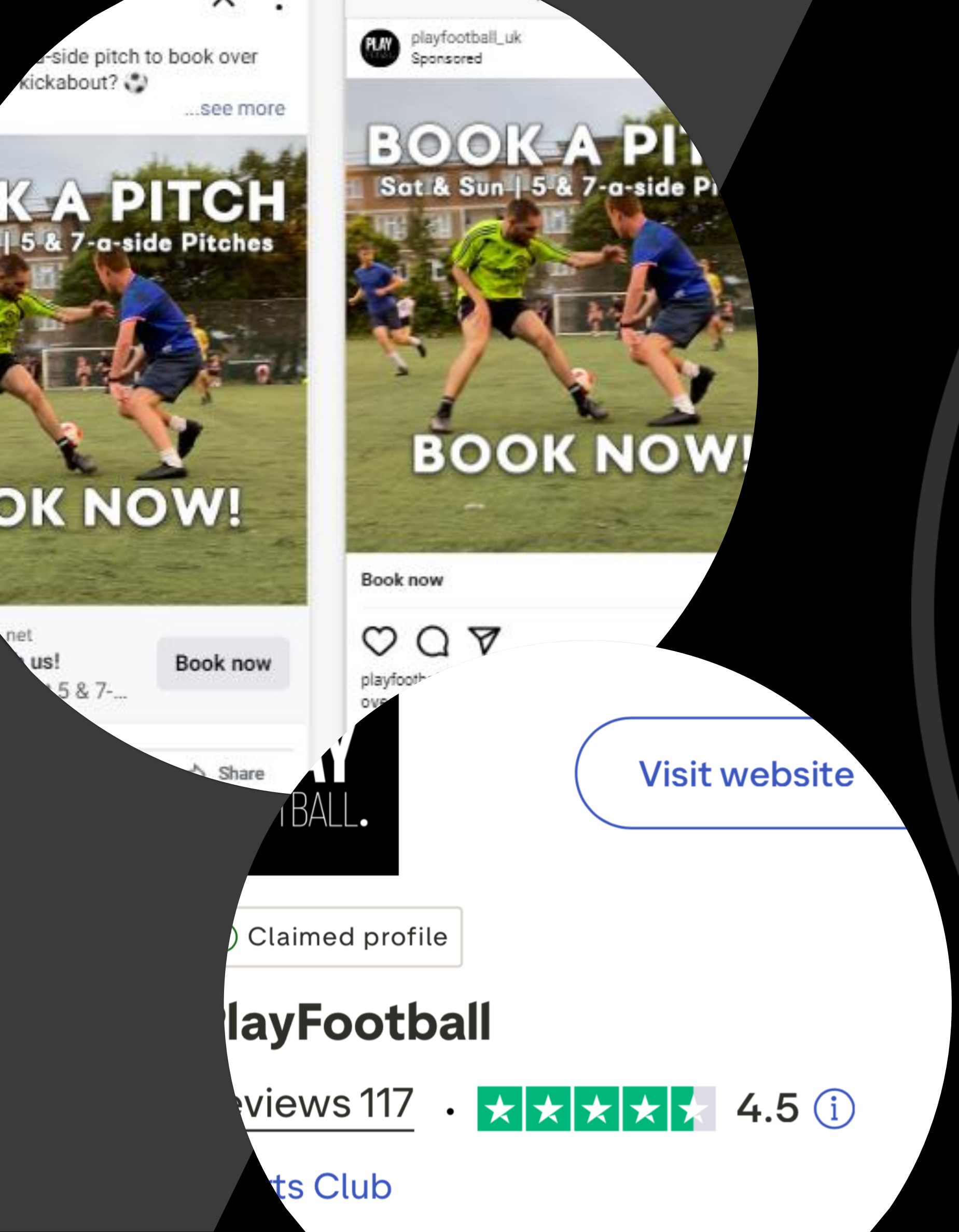
BUSINESS
INTELLIGENCE



CUSTOMER
RETENTION



STRATEGIC
ADVISORY



CREATE LOCAL AWARENESS

Combining specialist tech with data driven multi-channel marketing campaigns

- ✓ Dedicated webpage for each venue
- ✓ Targeted social media campaigns
- ✓ Google and AI optimisation
- ✓ Impact sales team
- ✓ CRM to drive repeat custom

Increased booking rates, driving community participation, and sustainable revenue

MAKE IT EASY

- ✓ Instant availability view
- ✓ Automated payments. Simple and secure transactions. Apple pay.
- ✓ Customer accounts. Auto renew contracts
- ✓ Dedicated customer support team
- ✓ Payment sent directly to your chosen bank account

A seamless customer experience.

Minimum friction. Maximum convenience.

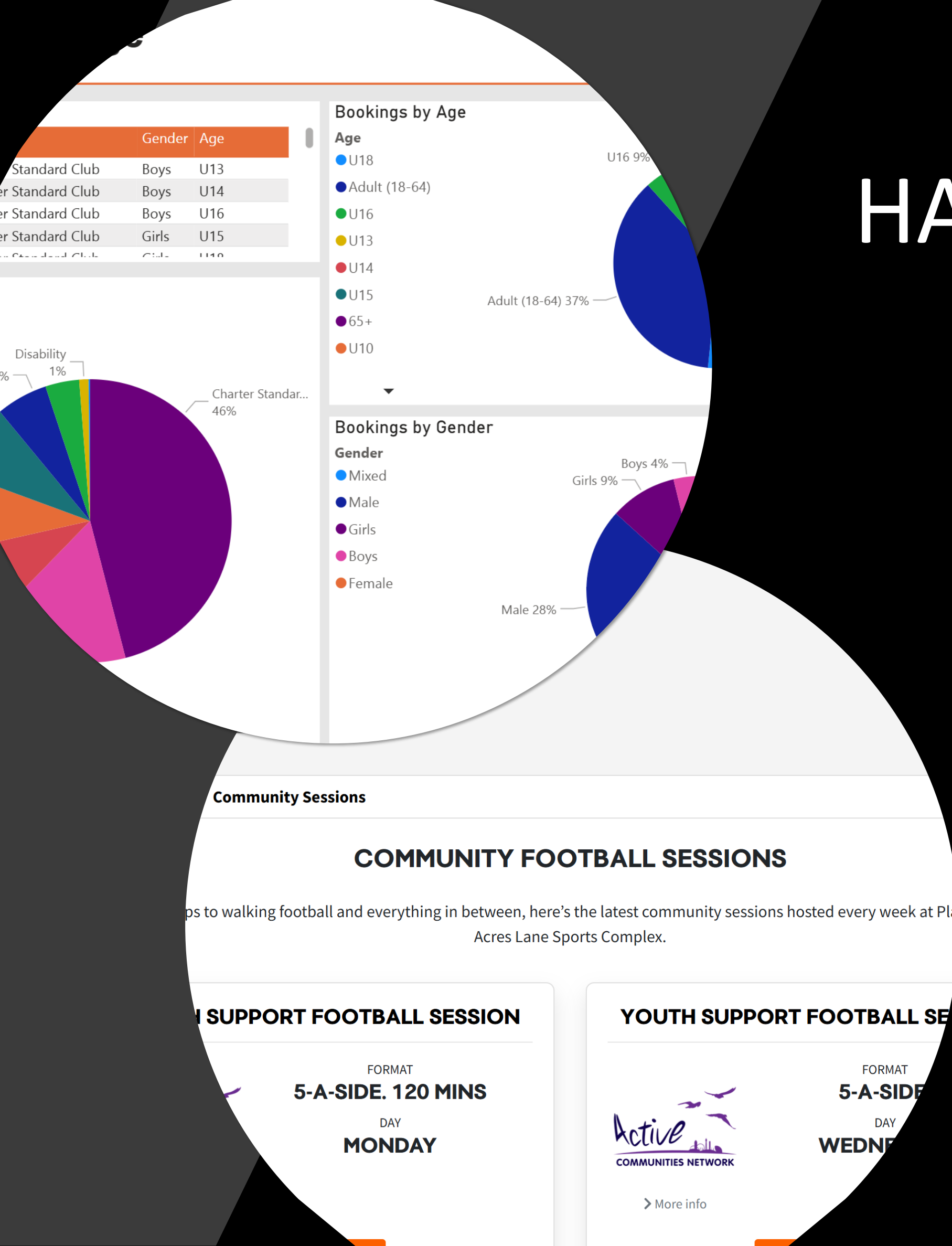


HARNESSING WELLBEING

- ✓ Facilitating, supporting and prioritising partners who deliver community-based sessions
- ✓ Increasing the number of community-based sessions with pro-active sales and marketing
- ✓ Aligning with the Football Foundation in measuring the categorisation of players
- ✓ Partnered with 4Global to measure the Social Value impact

It's more than just a game
It's a powerful engine for social good

PLAYFOOTBALL.



THANKYOU

We offer a no obligation Discovery Review.
Benchmarked against our national data sets.
An objective understanding of your situation
and your opportunity.

