

OUR IMPACT IN 2016



994

older people engaged in 12 months



418

people trained in sports reminiscence



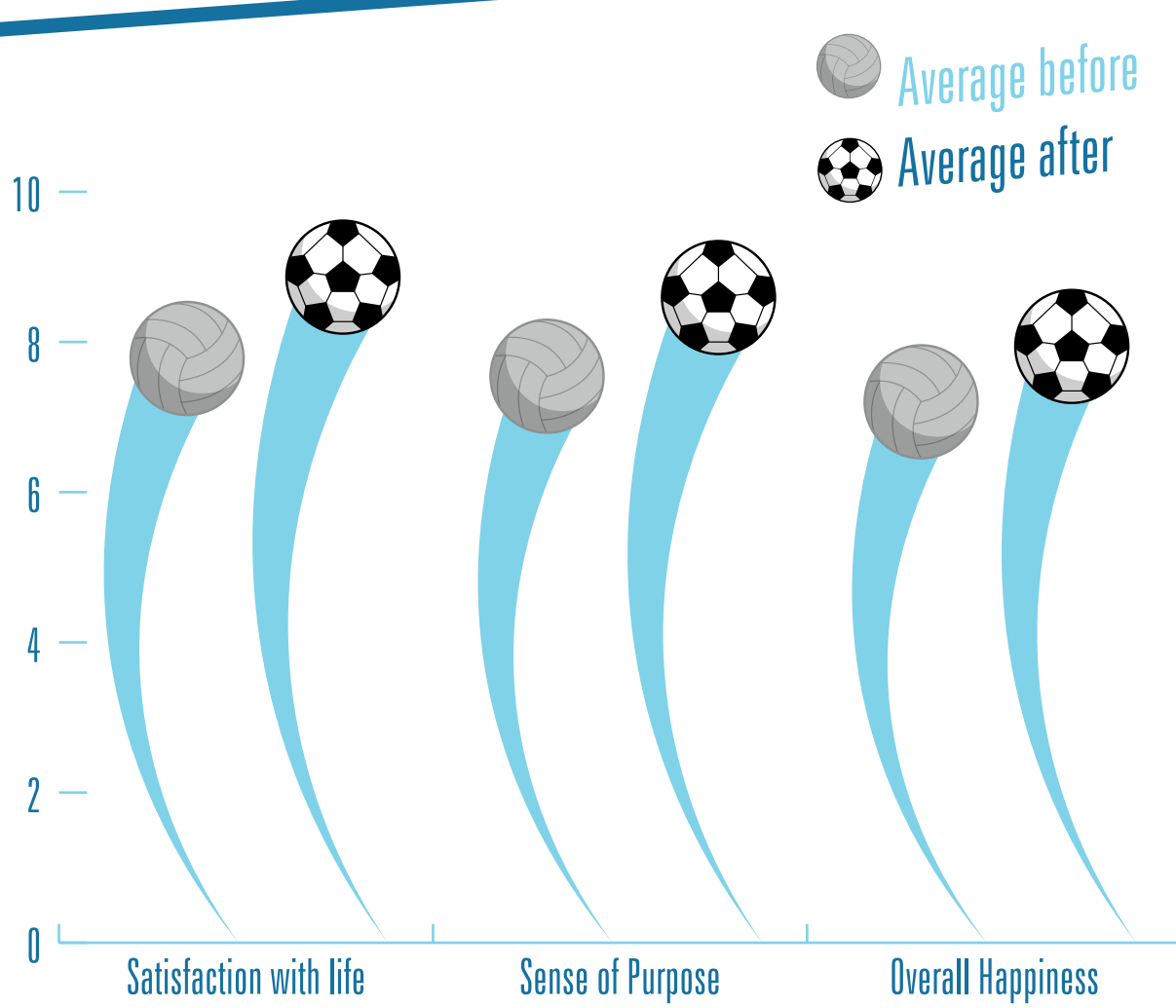
208

older people became more physically active

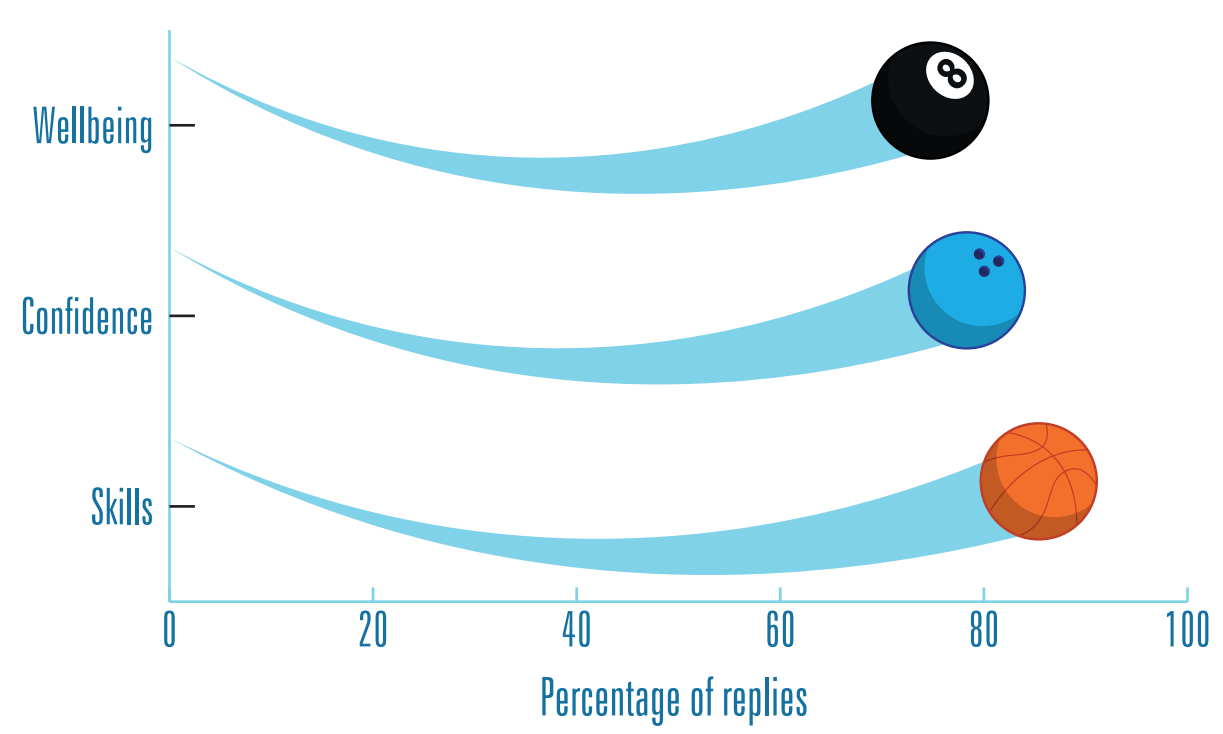
145

restarted taking part in physical activities

Wellbeing - before and after



Positive impact of Sporting Memories



22 million people

The number of followers the 303 verified accounts have that follow @sportsmemnet



What our group participants told us

"I enjoy the company. It's not just the case of getting out the house. It keeps the brain working, we trigger off each other. It's very friendly."

"The Sporting Memories Group is tailor made for me and has been great... because it's discussing and talking about a subject that I've been involved and have memories of in the past, it has given me an automatic air of confidence."

What relatives and carers told us

"Allan's not a man that has joined any sort of groups like that before," Pat said. "He likes going to this one every week though, the friendly and chatty atmosphere that everybody has. They welcome us there. It enlightens us and you come back feeling a lot better. Their life is the talk of old times, that's what they usually remember. Places they've visited, things like that. To bring up the past, like we do at the sessions, is a big help."

90 minutes

Radio 5 Live Sport Documentary on Sporting Memories

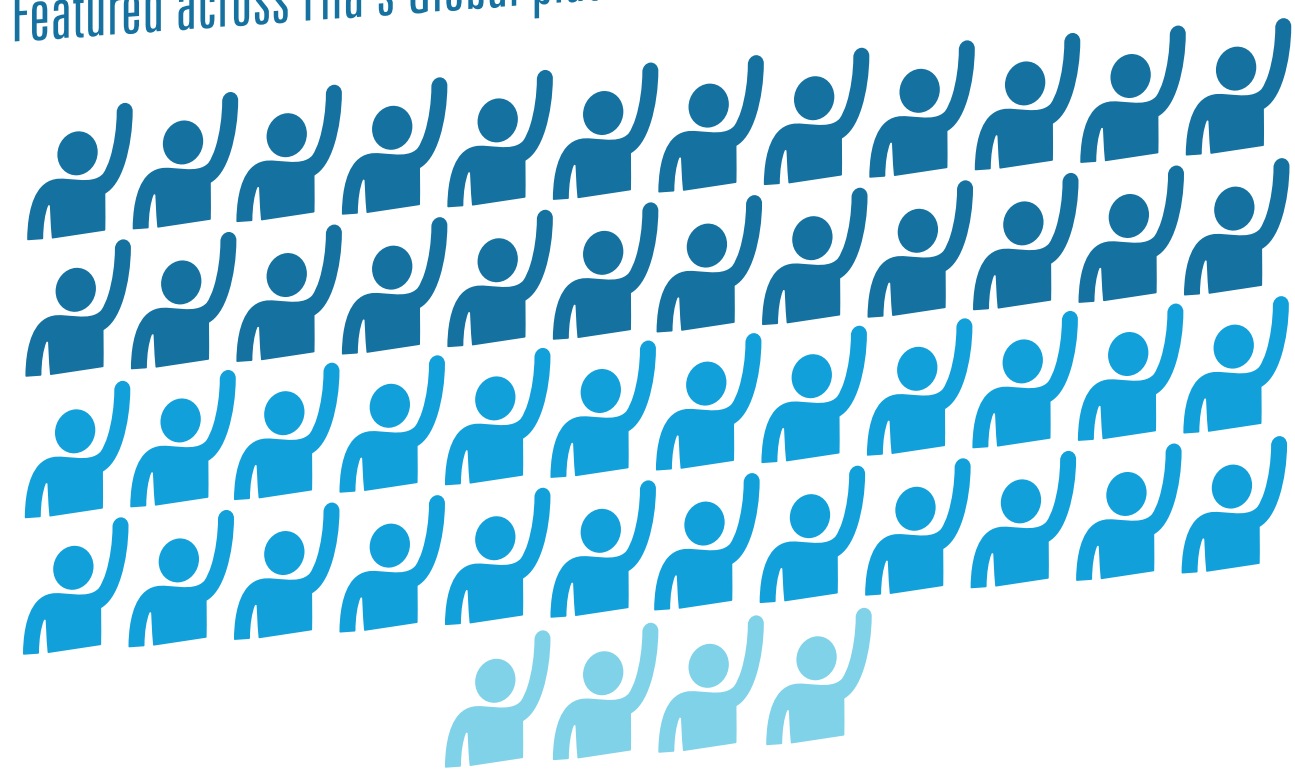


BBC RADIO



55 million people

Featured across Fifa's Global platforms



What our volunteers told us

"The thing I enjoy most about volunteering is the kindness and friendship shown by the participants in the most humbling way, as well of course in listening to and sharing in their reminiscences."

Academic Partnerships

Including Leeds Beckett University and an Annual Lecture to FIFA Masters programme at International Centre for Sports History & Culture

