FOOTBALL FANS IN TRAINING
Our Purpose is:
To use football’s unique presence to assist Scotland’s people to achieve their goals and improve their life chances

Professional football clubs work directly with local communities – we work in partnership with external agencies to promote, support, fund and administer activities which inspire SPFL clubs to help meet the identified social needs of the people of Scotland.

Our Vision is:
To work with SPFL clubs to use the unique power of football to engage with communities
STRATEGY

We recognise that Scottish football is uniquely placed to assist in the delivery of **National Strategic Outcomes**.

In particular, we see huge potential to deliver within these objectives and see particular strength in the following areas:

- Healthier
- Smarter
- Safer & Stronger
- Wealthier & Fairer Scotland
Background
Where are we now....

33 Clubs delivering FFIT this coming season

Over three thousand men have now taken part in FFIT since 2010

Impressive weight loses and waist measurement reduction continue

29 Clubs delivering Women’s FFIT this coming season

Scotland paving the way – Germany, Northern Ireland, Canada....

6 Clubs in England delivering FFIT, with more to come....
SPFL Trust & University of Glasgow

A Unique Partnership
Gold Standard – Internationally Renowned

- World leading research conducted on FFIT
- 3 Year randomised control trial of 747 men
- Peer reviewed and published in The Lancet Medical Journal
- Men lose an average of 5.66kg over 12 weeks
- New research to show that weight losses were sustained 3 years later
- Cost effective for funders and presents a significant saving to NHS

University of Glasgow
Why is FFIT so successful....

Unique, Inspiring and Exclusive locations
Why is FFIT so successful....

Small, manageable and sustainable changes
Why is FFIT so successful....

“People who look like me.....”
Why is FFIT so successful....

Motivating, enthusiastic and encouraging coaches
I'll tell you!!
THE JOURNEY

• **May 2014** - First heard of FFIT in Scotland

• **June 2014** – Met with SBC & Public Health Swindon

• **July 2015** – Public Health put a business case together and secured funding for us to deliver 2 courses

• **Nov 2015** – Alan Gray from SPFLT delivered a 2 day training course

• **Nov 2015** – Started recruiting and 30 guys signed up within 3 weeks

• **Jan 2015** – First FFIT course started
"Who ate all the PIES?..."

Get fit, lose your belly and get behind the scenes at Swindon Town Football Club for FREE!
THE DELIVERY

• Week 1 – Intro, info & measurement session

• 12 Week FFIT Course

• Session balance of Theory & Activity

• 6.30 – 8pm Thursday at County Ground

• 2 Community Trust Staff & Fitness Instructor
Results

• Feeling Better in themselves
• More Confident
• Higher Self Esteem
• Helped ease depression
• Met new friends
• Regular activity
• Eating healthier

WEIGHT LOSS

WAIST REDUCTION
Questions.....