Health promotion and peer support through sport

• Promoting the well-being of people living with dementia through user-led activities and partnerships

• How a lifetime of sporting memories can increase socialisation, communication, friendship and exercise

www.sportingmemoriesnetwork.com
Heart of Our Work

Over 80 Weekly groups across the UK including area projects in:

East Lothian, West Lothian, Midlothian, Edinburgh, Glasgow, NE Lincolnshire, Leeds, York, Wigan, Sheffield, South Gloucestershire, Bristol, as well as, individual groups in NHS Wards, care homes and at sports clubs including the MCC.

New for 2015
Middlesbrough, Jersey, North & South Lanarkshire.

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Inclusion & peer support

“I don’t go to the pub, I don’t drink. This is a place I can meet with the guys, it gets me out of the house, I’ve made some good friends”

Jake Young, retired professional footballer
Promoting health & exercise

The groups are ‘user-led’ – activities are chosen by the group. The men facilitate their own session once a month.

Working with over 250 organisations:
• National Governing Bodies
• County Sports Partnerships
• Community Foundations of professional Football, Cricket, Rugby Union and Rugby League Clubs
• Local Public Health Teams
• Councils, CCG’s & Health & Wellbeing Boards
• National Football Museum
• MCC, PFA, BRDC
• Schools and colleges

Chairing the Sport & Leisure Task Group for PM’s Challenge on Dementia with Alzheimer’s Society
Today

Funding from the Premier League and Professional Footballers’ Association for projects with four clubs’ community foundations

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Today

• Three years funding from The Life Changes Trust to roll out **55 weekly sporting memories groups** across central Scotland and contribute to the creation of new **dementia friendly communities**

• Monthly meetings of the ‘Supporters Club’ will provide a forum for carers to also enjoy the activities, gain information from supporting organisations and join together with others living with dementia to help shape the groups and develop the projects further.
2015 National Projects

England Rugby intergenerational project
Working with young rugby ambassadors across local rugby clubs in England during World Cup year.
2015 National Projects

• New “Spirit of The Games - Sporting Memories Uniting Generations”
  Working with UK schools on an official new London 2012 Legacy Project

• Memories of ’66: working with National Football Museum, launched by Sir Bobby Charlton celebrating the 50th anniversary of English footballs finest moment.

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Recognition in 2014

Winners of first Dementia Friendly Awards 2014 for Best National Initiative.

Acclaimed as one of Nesta & The Observers ‘New Radicals’ for 2014

Best Football Community Scheme, Business Football Awards.

Department of Health Website

SMN Feature June 3rd 2014
Engaging the Media

BBC Radio 5 live sports extra
Test Match Special

The Telegraph
How encouraging elderly to recall favourite sporting moments can help in battle against dementia
There is a Salford fan who takes his father to watch every home game. His dad is in his 80s and has pretty severe dementia.

The Daily Record
Glasgow 2014: Commonwealth Games is winner for OAPs as Sporting Memories scheme tackles dementia and builds friendships

TalkSPORT

Sporting Memories Network
Support for quality of life for older people with dementia through the power of sport and reminiscence

FIFA World
Asian excitement

BBC World Service

Sportshour
Memories Games™ - more to come in 2015

Grand Depart - Tour de France
England v India ODI
Glasgow 2014
Lords - MCC 200th
Bristol City FC
Bristol Rugby FC
Cheltenham Festival
Everton FC
Grimsby Town
Wigan Athletic FC
Nat Football Museum

Working with:
Schools
Young Rugby Ambassadors
National Citizenship Students
Youth Sports Trust

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And finally
More info at

www.sportingmemoriesnetwork.com