



## North Staffordshire

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To Whom It May Concern,

### **Re. Soccer Lions North Staffordshire Reference**

From 1<sup>st</sup> July 2011, NHS North Staffordshire commissioned Carl Robinson on behalf of Soccer Lions North Staffordshire to manage and coordinate the delivery of community Soccer Lions across the North Staffordshire area. This programme contributes to wider ongoing work to reduce the prevalence of childhood obesity in line with NHS North Staffordshire's objectives.

Carl has demonstrated a vast understanding of not only the programme that he delivers but also the wider determinants of public health that are integral to physical activity programmes such as that which have been commissioned. As commissioners this gives us confidence that delivery of this programme goes some way to achieving more than just the programme objectives and that participants are benefiting from a more holistic delivery of overall health and wellbeing through the medium of a soccer based programme.

Dedication and hard work are evident in the delivery of the programme and this is reflected in the achievement of key targets set to ensure that the programme is meeting its objectives. Outcomes confirm that Soccer Lions North Staffordshire undertake the full planning and marketing of the programme in appropriate venues to ensure capacity and recruitment of the target population.

Excellent communication skills from Carl gives confidence that the programme can be successfully delivered demonstrating the need of very little day to day commissioner management however requesting input where appropriate. Accurate, detailed and clear performance and progress reports are provided each quarter, often going above and beyond with additional information that supports the evidence of successful delivery.

Providing open and honest input after the initial contract period was invaluable when making amendments to the contract upon renewal. The initial contract expired in March 2012 and NHS North Staffordshire Public Health was without hesitation confident in renewing it, eager to capitalise on the benefits and outcomes that have already been achieved.

Should you require any further information please do not hesitate to contact me.

Yours Sincerely

**Laura Shard**  
**Senior Health Improvement and Partnerships Manager**  
**Children, Young People and Families**  
**Staffordshire Public Health Team**