

Get active 50+ Impact Report 2018

Get
active
50⁺

for longer,
healthier,
happier lives



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Active Surrey
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 SPORT
ENGLAND

Get active 50+ Impact Report 2018

Statistics

Get active 50+ was a phenomenal success with 4,793 people over 50 taking part in sport and physical activities since the beginning of 2016. There were more than 26,000 sessions run across the county varying from jogging to swimming and dance to bowls.

The Get active 50+ project was delivered over two years between January 2016 and December 2017. Active Surrey led on the project working in partnership with multiple stakeholders.

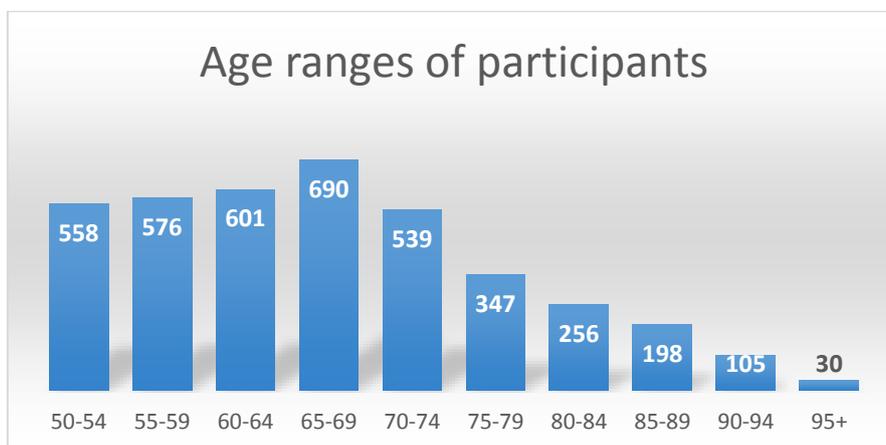
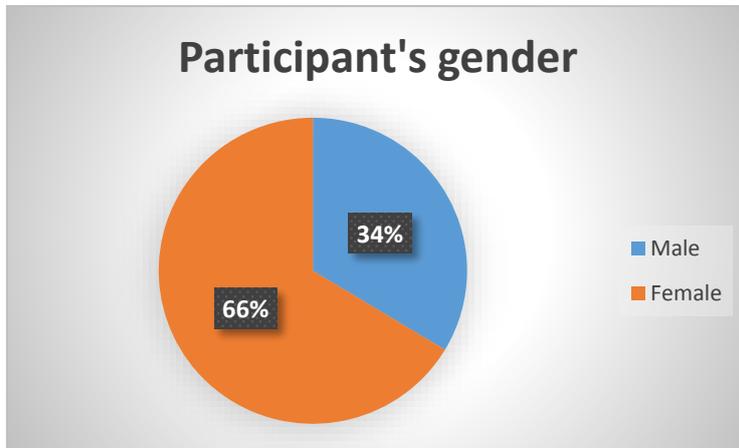
Get active 50+ was a project created to enable people over 50 years of age to take part in more sport and physical activity. It aimed to encourage inactive people to lead healthier and happier lives through physical activity. The objective of which was to address health inequalities in Surrey's ageing and inactive population, increase awareness of and access to suitable activities for this age group.

How many participants took part in physical activities?

GET ACTIVE 50+ IN NUMBERS



Who were the participants that took part?



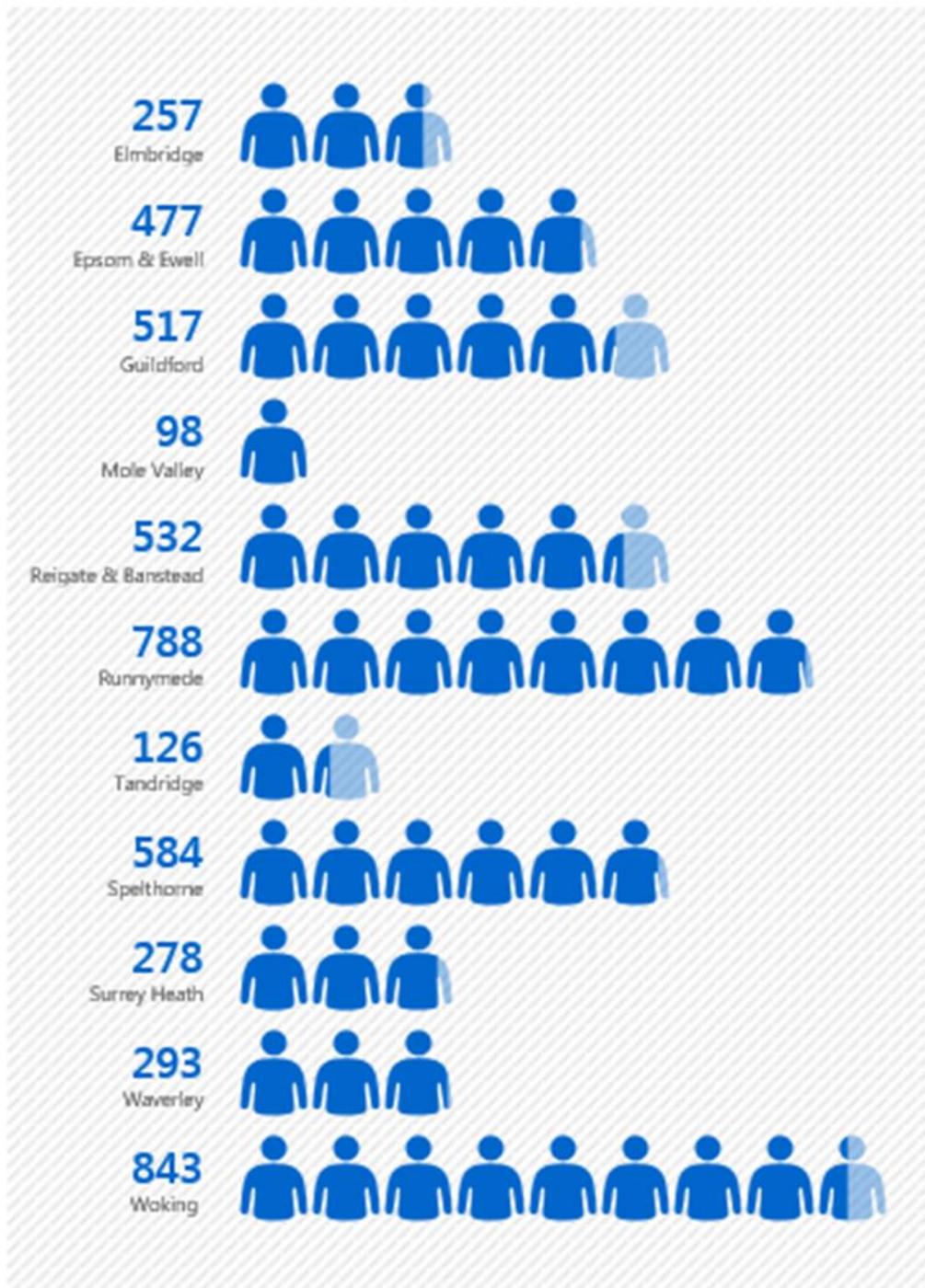
N.B. Not all participants provided their age.

How physically active were participants prior to joining Get active 50+?

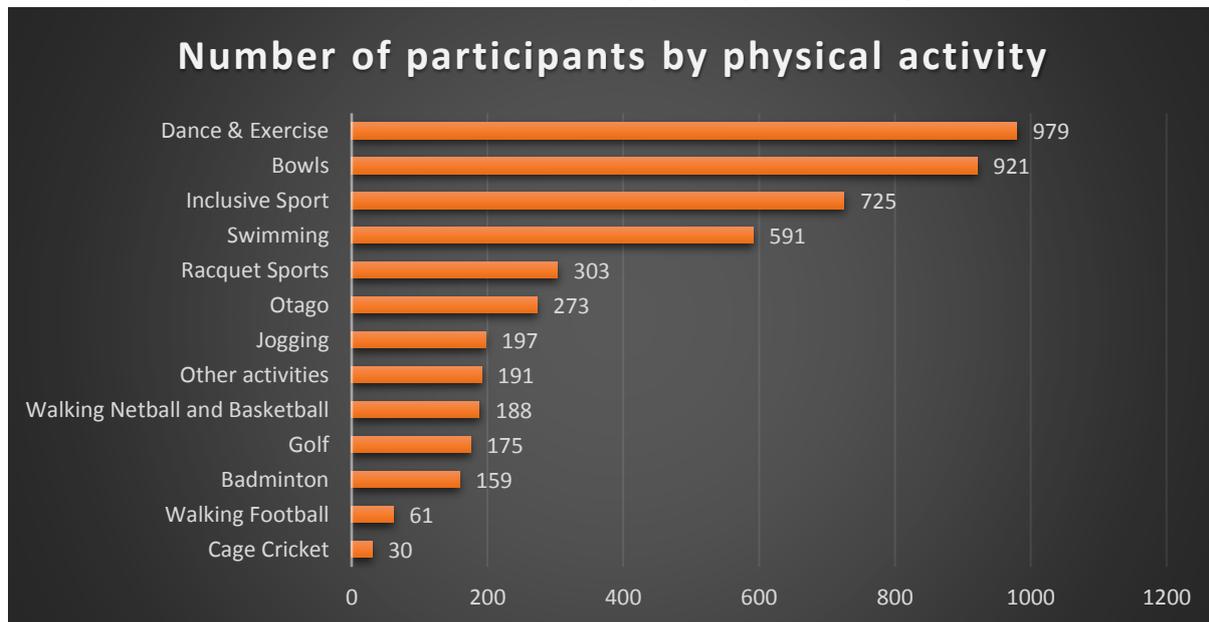


Where did participants come from?

Participants by Local Authority

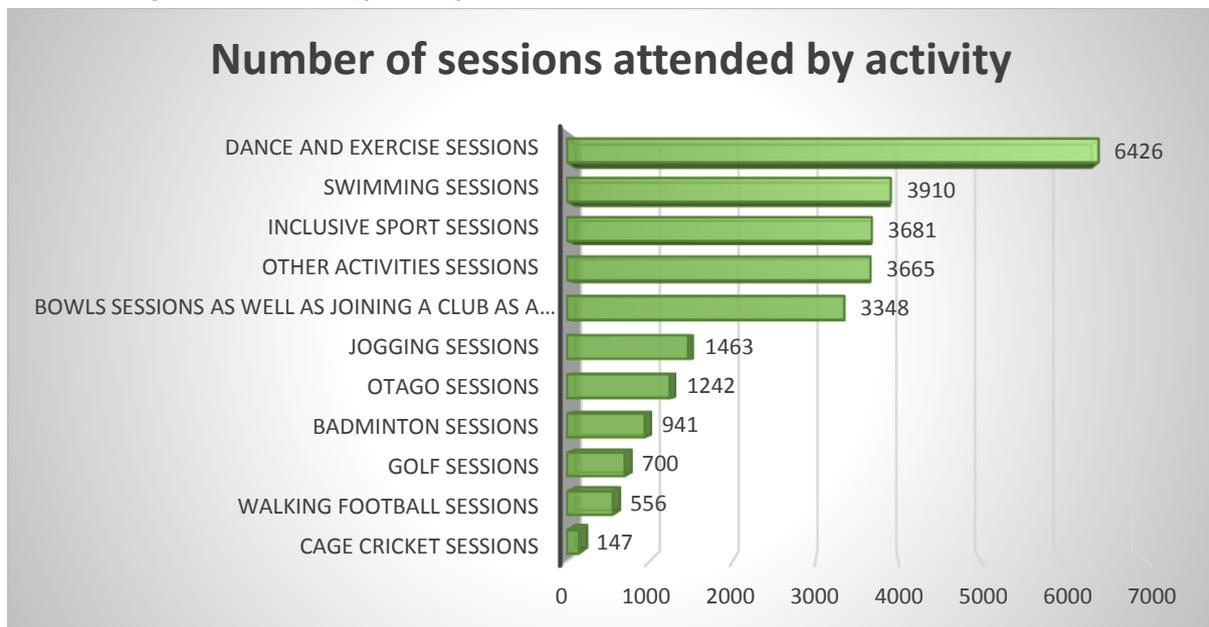


What activities were offered and how many participants took part?



Inclusive Sport was YMCA Boccia, Community Golf, Surrey Arts seated dance
 Racquet sports were Tennis, Table Tennis, Squash, Pickleball & Racketball

How many sessions did participants attend?



Sustainability and the workforce

Activities were set up and funded with the long term aim for them to be sustainable after funding finished. There is a lasting legacy that over 80% of the activities that were set up are now continuing. The activities are still at a beginner's level so that people are comfortable trying an activity that is right for them.

There is strong demand for dance and exercise classes, swimming and inclusive sport in the county. When funding finished the dance and exercise providers continued to deliver their classes, having grown them through increased marketing and positive recommendation from existing customers.

The leisure centres continue to deliver over 50's specific water confidence courses. There was clear demand for these in most areas of the county and during the project the courses were discounted to attract people to take part. Following the end of the project, centres have maintained these courses, albeit at a slightly higher cost to the participant.

The inclusive sports were delivered by the YMCA, Community Golf and Surrey Arts. Each of them delivered at community settings free of charge to participants. This was not sustainable and as such a different approach was required to continue sessions. The YMCA trained boccia leaders to be able to deliver sessions at venues ensuring that there were qualified coaches at many venues who delivered sessions as part of their usual work. Community Golf changed their model for delivery and reduced costs, whilst seeking match funding from venues who wanted delivery. Surrey Arts delivered at care homes and sought fees from participants or their families as well as match funding from the homes to continue delivery. All three approaches have proved to be successful.

The Get active 50+ project highlighted the need to upskill the workforce that currently works or would like to work with older adults. Along with the countywide demand for activities, Active Surrey provided funding for coaching qualifications and delivered a CPD training programme.

- 27 people became qualified Leadership in Running Fitness coaches.
- 15 people were trained to be Otago strength and balance exercise instructors.
- 15 people became qualified boccia leaders.
- 10 people attended the first Safeguarding and Protecting Adults training delivered by the Ann Craft Trust.
- 8 people attended a course on motivating older adults called Motivate Me.

These newly qualified coaches and instructors meant that activities could be delivered much more locally, which made it easier than ever for people to take up new exercises.

Why was the Get active 50+ project required?

The project focused on the 50+ age group across Surrey due to the shared objectives of a variety of partners to improve the health and wellbeing of this segment of the population. Nearly one in five (18%) Surrey residents are over the age of 65 and this figure is set to rise to an estimated one in four people aged over 65 by 2037. The distribution of older age groups was similar across the whole of Surrey, and was not concentrated in any particular Borough or District.

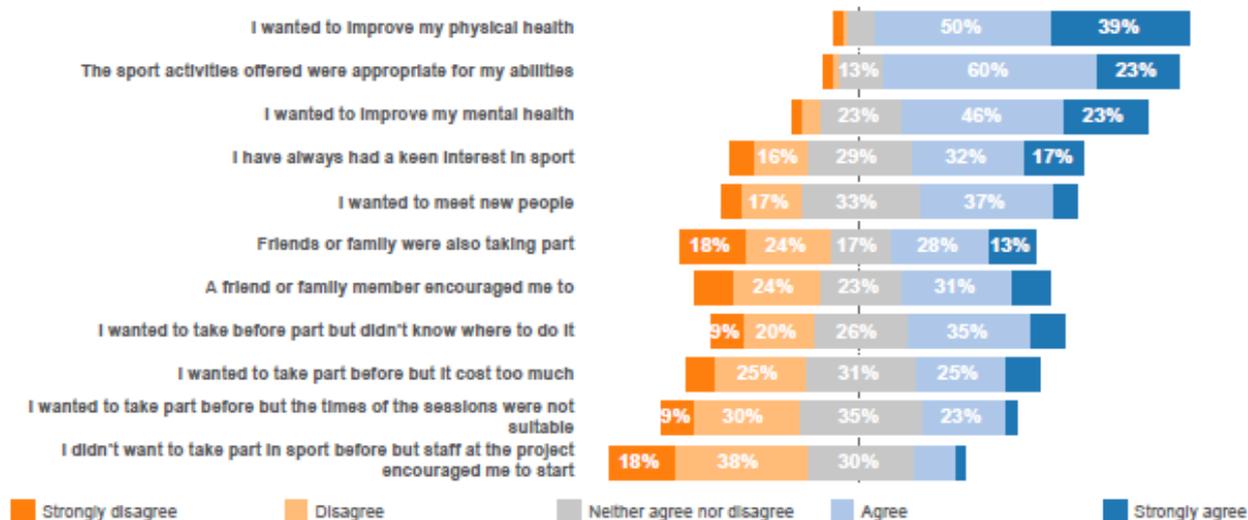
Our intelligence and insight told us that the needs for and barriers to sport/physical activity are shared across all Boroughs and Districts. According to the national Active Lives Active People Survey data almost a quarter of adults in Surrey were physically inactive (those who completed less than one 30 minute session of exercise/activity per week). 41% of adults in the South East of England meet the Chief Medical Officer (CMO) recommended guidelines of 150 minutes per week moderate intensity physical activity. This figure declines with age particularly after life transitions e.g. retirement. Active Surrey and partners wanted to get people moving more to demonstrate that physical activity could have a meaningful impact on other health and social outcomes. Through self-reporting, the project proved that people's general health improved, there was a reduction in the incidence of falls, people gained confidence to take part in physical activities, reducing the amount of time they spent being physically inactive and they made new social networks.

Activities were set up for beginners so that people were comfortable trying an activity that was right for them. Participants could choose from a range of discounted activities that they were interested in trying such as swimming, dance and exercise classes, walking sports, racquet sports, jogging and bowls. Over 40% of participants were inactive before they joined a course or class, this dropped to 20% by the end of the project.

Participants wanted to improve their physical wellbeing and many wanted to improve their mental wellbeing as well. Activity providers encouraged participants to socialise, helping them make new friends and create a supportive environment for being active. As a result, participants joined to improve their physical health, but continued with their new physical activity because of their improvement in mental health and better social side of being involved.

Results from surveying participants showed that 89% joined to improve their physical health. 69% wanted to improve their mental health and 78% wanted to improve their social life with friends and family.

Motivations for participation in your project



What did the project do?

The project was funded by Sport England, Surrey's Borough and District councils, Surrey County Council Public Health and Active Surrey and aimed to encourage inactive people over 50 to try a new physical activity and increase their activity levels.

Active Surrey created and developed a network of over 75 partners to deliver the project, including Leisure Trusts, Local Authorities, Public Health, Adult Social Care, CCG's and organisations from the voluntary, charitable and private sectors.

The project was delivered by Active Surrey working with partners who had strategic and operational roles. Active Surrey worked closely with Borough and District Sports Development Officers to ensure activities were delivered effectively and where there was demand. The project had governance by a board of stakeholders that including representation from Public Health, leisure trusts, local authorities and activity providers.

Key to the delivery was the working relationships between all partners. Developing these relationships created buy in and led to in a network of meaningful and tangible partnerships. As a result Active Surrey had a far greater granular understanding of demand for older people's activities in the county.

43% of surveyed participants increased the number of days each week that they played sport. 45% of participants did no sport at all in a week, this increased by 18% after participants started taking part in Get active 50+.

Case Studies

There were many stories of how taking part in the activities affected people's lives. Here are some of them:

Carol from Spelthorne, her swimming story.

"Due to me nearly drowning and having to be pulled out of the pool while doing my 25 yards certificate while at primary school, I was unable to put my face in the water when swimming. I could get by and do lengths, but if my face got wet I just panicked, so swam with my head out of the water, and because of this, my strokes were all wrong.

I saw a post on the Spelthorne Borough Council Twitter feed about keeping fit at 50+ and swimming with confidence, and thought that it was about time that I tried to conquer my fear of water and learn to swim properly. The course was for 8 weeks, and was affordable at £3 a week on a day and time that was convenient to me at a local venue.



The swim manager Jo, was very friendly and non-judgemental, she got into the water and held my hands to try to get me to put my face in the pool, but I just couldn't do it. She suggested that I get some goggles and a nose clip. This really helped and on week 3 of the course I was able to get my face in the water, and by week 8 I was swimming under water, jumping in, retrieving items for the bottom of the pool, and swimming using the correct strokes.

I then found out that I was able to attend the disabled swim session due to a disability, and started to go swimming regularly, I started to feel fitter and my clothes started to fit better. My goal is to take up rowing or sailing in the future, things that I wouldn't have been able to do without confidence of getting my face in the water. I would thoroughly recommend the initiative to anyone over 50 wanting to get back into swimming and improve their confidence."



Audrey from Waverley, her golf story.

In November 2016, she started to play weekly golf with Community Golf at the Clockhouse social day centre in Milford, Surrey and completed a 10 week programme. She returned in February 2017 for a further 10 weeks. This introduced Audrey and her friends to a range of putting and chipping challenges through a range of fun golf activities. Each week the programme featured a league game where points scored were added to a weekly running total. League participants not only competed against players at their centre, but also against other

centres, community groups (including adults with learning difficulties), schools (including SEN), colleges and universities.

Audrey really took to golf and accumulated a magnificent total of 445 points at the conclusion of the Spring 2017 programme. Not only did she beat everyone at the Clockhouse Centre, but her overall total was sizeable enough to win the league outright.

Audrey is determined to prove that age isn't a barrier to staying active and learning new skills. She said, "At 92 I have never played golf, my daughter plays a lot at Milford Golf Course and thinks it is very funny that I have done so well. I enjoyed the games very much and my favourite game was hitting the ball into the blue bucket."

Kym from Runnymede, her running story.

"Monday to Friday I work in an office and spend a lot of time sitting at my desk with little fresh air. Approaching my big 50, I decided that I wanted to do something for me - my drive was to get fit and be able to run at least 30 minutes without feeling I was about to have a heart attack and to build a bigger network of local friends. Joining Runnymede Runners ticked all these boxes. It had a friendly Facebook page and in early January the club were advertising a 'couch to 5k' programme (C25K), which promised to get people running 5km within 8 weeks, and all for a token yearly cost of £15.



I will always remember the first session - I woke up to snow, and thought it will be cancelled but no, we did our warm up and then started. I could not have done this without the support of the running club and the coaches who gave up their time 3 days a week - their commitment and passion for running gave us the drive to complete that 5k. I loved the banter between my fellow runners and the coaches. As a woman of a certain age I found some of the sessions hard, however with the support of the coaches I built up my stamina. I was never the fastest, but in a strange way looked forward to Tuesday, Thursday and Sunday mornings.

On the day of the 5K graduation at Bedfont Lakes parkrun, a long distance runner from Runnymede Runners offered to support and run with me on the day. I found it pretty tough, twice round the track and with two hills, but wow it felt so good and to think I had run it with a London Marathon finisher was a real bonus for me. I was so proud of our team effort and that all the hard work had paid off. Since joining the club I have completed many 5k runs, still slow and steady whether on a Saturday morning at the Bedfont Lakes parkrun, or during the regular club meets on Tuesday and Thursday evenings and Sunday mornings.

During my journey I have lost 10lbs, my body shape has changed, and I am fitter than I have ever been. But the bonus for me is about being mentally stronger - if I have a tough day at work, putting on my trainers and getting some fresh air in my lungs, after 30 minutes of running I feel so much better as my head is clearer and I am more relaxed than when I started. Little steps got me to where I am today. When I put my trainers on for my run – whether its training with my new group of friends or my 10k medal run – I feel alive, and so grateful for all that running have given me. So my thinking is Running will keep me sharper, healthier even as I age.”

In conclusion

Get active 50+ was an undeniable success in Surrey.

The project gained momentum throughout its two year implementation and grew in popularity. Its legacy will be that it produced tangible outcomes for people and clearly demonstrated demand in the county for activities for older people.

The success of the project has opened up new avenues for development with partners. Active Surrey is now working more with Public Health in more strategic ways ensuring that the health and physical activity agendas are closely aligned. This is achieving, at a local level, Sport England and Public Health England's joint strategic priorities.

The project demonstrated to activity providers, the value in targeting activities at the over 50's. This was especially true with Surrey Adult Learning, with whom Active Surrey have continued to work with on participant health checks to identify people at risk of health issues such as high blood pressure.

The Otago strength and balance classes have shown how successful partnerships can have a sustainable and meaningful impact. The classes are sustaining themselves, ensuring that participants have access to a falls service locally, instructors can grow their business and facilities can attract new members. Classes have grown where there is demand and participants are reporting long term benefits of reduction in falls.

The long term future looks bright as providers, funders and commissioners can now see the benefits of targeting activities at the age group.

The final word should go to one of the participants:

“The classes were very enjoyable and I’m so glad that I found out about this 50+ course as otherwise I would never have thought of taking lessons at my age. Evidently it’s never too late to learn!”

The Get active 50+ project was proudly funded by the following partners

