

Older People and Physical Activity Grants 2017-18

Objectives



Contributing to wider health and social outcomes by creating opportunities for older people aged 55+ to become more physically active.



Contributing to Kent County Council outcomes - supporting older and vulnerable residents to live independently.



Encouraging new partnerships between voluntary & community sector organisations and leisure & sports organisations.

Key Stats

969

total participants

100%

of respondents would like to continue with the activity.

99%

of respondents said they enjoyed the activity sessions.

98%

of respondents said the activity encouraged them to be more active.

Sustainability - all 6 projects have sustained activities and/or signposted participants to other activities.

6 Projects

Active 50 - Shepway Sports Trust

Peer led programme training volunteers to become Activators and deliver activities.

Fit for Life - Optivo (Swale)

Targeting those living in sheltered housing schemes and surrounding communities.

Platinum Fitness - Sevenoaks Ladies Joggers

Working with local GP practices and physios to encourage and support inactive into activity.

Gentle Gym - Wellness Renaissance (Canterbury)

Promoting physical activity to Black & Minority Ethnic communities and utilising motorised gym equipment.

Fit and Fun - Good Neighbours Project (Tunbridge Wells)

Exercise programme providing progression from postural stability programmes.

Naturally Active - Kentish Stour Countryside Partnership

Nature based health promotion/intervention activities.

Quotes

I now do badminton and table tennis twice a week outside of Active 50 and I'm walking regularly with friends I've made. It's always been a dream of mine to get out on my bike again, so my children fixed my bike as a birthday present and **I cycled from Canterbury to Sellindge - something I would never have been able to do before.**

The over 50s gym was a blessing in disguise to get me back into fitness after a year of not doing anything physical. It also gave me the confidence to get back into society and start to keep healthy after a year of family tragedy with the loss of my dear wife. **The gym was literally a life saver for me.**

Easy

reduce the hassle factor, people like to take the easiest route, consider the barriers (real & perceived)



Data Collection is really important but also the most challenging – think of easy ways to collect it both for participants and practitioners.

Taster sessions or free trials can help people experience activities without the need to commit.



Consider flexible options for payment – pay as you go, ticketing system to fit in with their lives.

Show how volunteering can be easy, you don't need to lead the activity but you can be a buddy or a greeter at the session.



Make sure there is a point of contact who can provide information simply and efficiently.

Attractive

make it something people want to do, marketing the right way, tap into emotions



Consider intergenerational activity – there is a powerful emotional connection to being active with family.

The deliverer is key - their knowledge, professionalism and enthusiasm will motivate and engage participants.



Carefully consider promotion (eg leaflets & posters) - provide templates with wording/font/colours/real images.

What is your message? – Clearly state the benefits of being physically active. Can you use/promote wider messages that resonate with the audience?



Strike a balance between what is affordable and what is sustainable.

Consider activities focussed on learning a new skill. Build confidence before introducing other activities.

Social

make it the norm so you don't feel alone, provide opportunities to engage with others, make the most of networks



Use participants to help champion and promote activities to friends/families/neighbours.

Word of mouth and local neighbourhood groups are great ways to promote activities.



Work with existing older people's groups and organisations to engage the audience.

The social element provides valuable opportunities to learn about your participants, helping with engagement and retention.

Timely

it's not only when you deliver the sessions but when/how you get people engaged



GP promotion and referrals proved a key moment to engage with participants.

Consider the timing of activities in relation to older people's lives.



Older people will be loyal and prefer routine, ensure you are clear about the length of any programme.

Longer term programmes will be more successful in creating and sustaining participation.

If you require this publication in another format or for further information please contact us:



@kentsport1



kentsport@kent.gov.uk



cspkentsport



03000 414 001