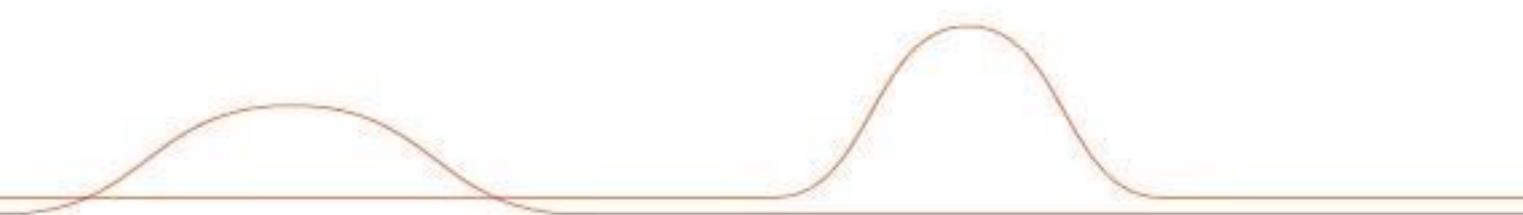




Enhancing Lifestyles Through Sport

Active 50 Overview

- What is Active 50?
- What does it look like?



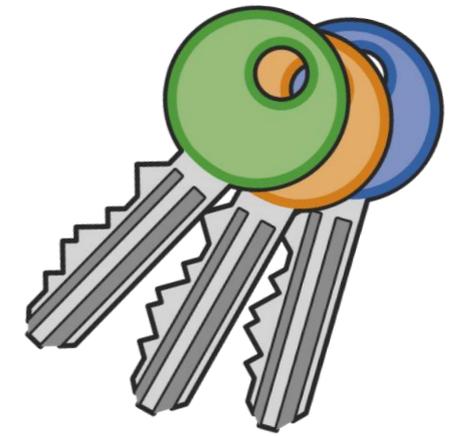


Active 50 Overview

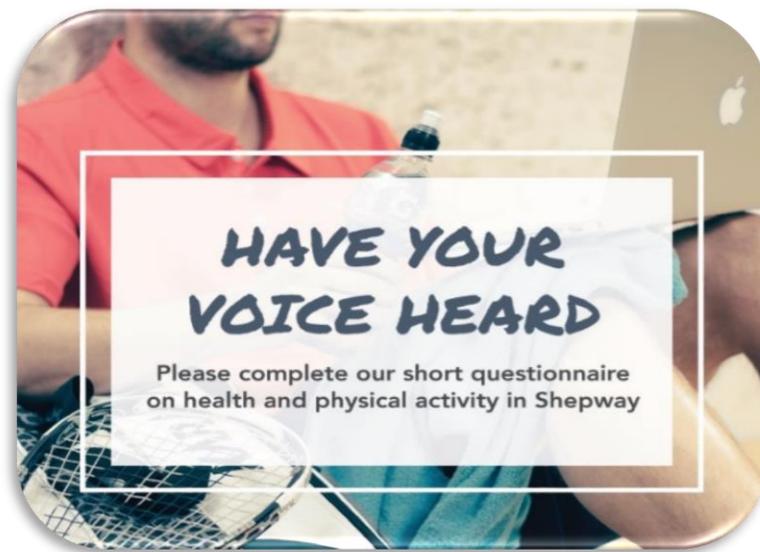
<https://www.youtube.com/watch?v=S5BwHfOaRco>



Keys to success



- **Talk, Listen, Action** - Actions speak louder than words
- **Effective marketing** - Online & offline
- **Developing a sustainable workforce** - Volunteers



Active 50	
WALKING FOR HEALTH Every Monday 11am - 12:15pm Our gentle walking group sets off from These Hills Sports Park. Our friendly volunteers will take you at your own pace. Free	WALKING FOOTBALL Every Friday 11am - 12pm This low-impact version of football at These Hills Sports Park is really popular. It's suitable for beginners to the sport too! £3 per session. Your first session is free!
1 LENGTH TO 1k SWIMMING Every Monday 12pm - 1pm Every Wednesday 6:30am - 8:30am Improve your fitness at Folkestone Sports Centre with an instructor and a dedicated lane. £10 to register + £28 for 10 swims	LOW IMPACT CIRCUITS Every Thursday 11am-12pm Try a range of low impact exercises in our circuit class for over 50s only. You'll be supported by the fantastic Paul and Denise. £3 per session. Your first session is free!

For more information, contact Jordan Mann on j.mann@shepwaysportstrust.org or call 01303 764261



Talk - Listen - Action

- **Surveys conducted with Shepway residents** about sport and physical activity with 100+ responses from people over 50 years old and with 400+ responses in total.
- **Key Questions Included:** Barriers to participation, health concerns, which sports/activities they would be keen to try, time preference, how much they would be prepared to pay, what a good session would look like to them.
- **Open focus groups** with members of the public.
- **Focus groups with local partners** (e.g. East Kent Physio Team) gave good insight to those who were inactive and what barriers they typically faced.



SST SESSIONS

Shepway Sports Trust would like to invite you to our **Friday coffee mornings** for an informal chat about anything sport-related in Shepway.
The drinks are on us!

We'd also love you to join us for our free **Friday lunchtime sports session** at 12:30, where we will be trialling a range of exciting, innovative sports. We look forward to seeing you there!

Every Friday - starting 16th Sept 2016

10:30am - 13:30pm

Three Hills Sports Park

 Shepway Sports Trust | 01303 764261 | www.shepwaysportstrust.org |  @ShepwayST



Effective Marketing

Marketing Methods:

- **Online:** Social media, Streetlife, SST website and mailing lists
- **Offline:** Speaking at events, charity fundraisers and leaflet drops (GPs, churches, supermarkets, community centres, pubs, high street windows, residential areas with high-population of over 50s)

HELP US TO CREATE HEALTHY ACTIVITIES IN SHEPWAY FOR YOU

We would like to invite you to a focus group to obtain your valued feedback about healthy activities in Shepway. Your contribution will directly affect the opportunities we develop for those aged 50 and over to get healthy and active. Tea and coffee will be provided.

Three Hills Sports Park - Tuesday 11th October
2pm start *or* 6pm start

For more information, contact Jordon Mann on j.mann@shepwaysportstrust.org



Launch Day

- **Active 50 Launched in January 2017** with over 200 adults in attendance at Three Hills to try a variety of sporting activities.
- **The morning session was launched** with Shepway Sports Trust's first walking group, where 50 individuals joined volunteer walk leaders for a walk around Folkestone.
- **Give it a go sessions throughout the morning** including walking netball, curling, Pickleball and low-impact circuits.
- **For those less able or confident** there was an option to spectate over tea and coffee in the hall or socialise in the café at Three Hills Sports Park.



Launch day

- **Over a free buffet lunch**, the crowd heard from Trevor Minter OBE DL, Chair of Shepway Sports Trust, Laurence Hickmott, Chief Executive of Shepway Sports Trust and Damian Collins MP.
- **Topics included** the importance of staying active, not just for physical but also mental health and wellbeing.
- **An inspirational Q&A** between Damian Collins and David Staveley, Shepway Sports Trust ambassador and Masters Swimmer.
- **Walking football and ballroom dancing** were available to try after the speeches.



Launched & Sustained

- **Timetable of activities launched** with four different sessions available throughout the week.
- **A further two sessions added** to make six weekly activities available.
- **All sessions are thriving** with some hosting over 40 participants per session.



Dave case study

Since February 2017:

Exercise Benefits

- Increased activity: 1 session per week to 5 sessions per week
- Decrease in blood pressure
- Weight loss of over 2 stone
- More energy and enjoyment of new activities

Community Benefits

- Meeting lots of new people and made good friends
- New purpose as an open and honest advocate for Active 50
- Recipient of the SST Active 50 Participation Award

Why it works for Dave

- Differentiation in session intensity (go at your own pace)
- Range of activities
- Welcoming atmosphere
- Good value and payment options (pay as you go)
- Free to try and invite friends
- Timing of sessions - morning activities



Developing a sustainable workforce

Our volunteers play a key role in a number of different areas, they help us to:

Help participants feel welcome and supported as they are surrounded by like minded people and their peers.

Provide open and honest feedback to make sure the sessions work and the participants are happy.

Spread the word of Active 50 to make sure people are aware of what is on offer.

Keep the session cost low which means they are affordable and sustainable.



How our volunteers support us?

Supporting a physical activity session

Being front of house, completing admin, officiating, setting up and clearing away.

Leading a physical activity session

For example becoming a 'Walk Leader' or supporting an existing coach.

Mentoring and supporting people

Supporting those who are attending a session for the first time or who want to access a session but may not have the resources or feel confident to do so.

Organising social events

For both volunteers and participants to meet new people and grow relationships.

Signposting people to local health services

Groups and services that reduce unhealthy behaviours e.g. smoking cessation or drug & alcohol prevention and beyond.

Being a voice for participants

Attending meetings where we discuss what's going well with the community initiatives that we offer and what we can do to improve or adapt the sessions.

Help raise awareness of current activities

Leafleting and attending promotional events.

Supporting one-off events

Helping the smooth running of launch days, events and awards evening.



What motivates our volunteers?

We have a number of different volunteers with a variety of motivations which includes but is not limited to the following:

Learning new skills: Volunteers receive free training, advice and ongoing support to help them to develop their skills and inspire others.

Improving personal wellbeing: Whilst they support isolated and hard to reach residents to access sport and physical activity they also improve their mental and physical wellbeing.

Improving confidence: They learn and do things that they might not normally get the chance to do.

Meeting new people: They meet people with a range of abilities from different backgrounds and cultures who are passionate about sport and physical activity. It's a great way to meet people.

Supporting their community: They want to give back to local people and local sport.



Volunteer stories

Sue



Julie



Opportunities our Volunteers Receive

Access to ongoing workshops and courses including first aid and safeguarding training, sports courses e.g. Level 2 Community Activator.

Free attendance at any Active Communities session when attending as a volunteer: volunteering offers the opportunity to get active without the cost.

A ticket to the annual SST awards evening with the opportunity to be nominated and shortlisted for an award in the volunteering category.

Free gym membership at Three Hills Sports Park.

Monthly volunteer updates with volunteer recognition.

Quarterly social events for volunteers.

Shepway Sports Trust kit and clothing.



Active 50 Summary & Impact

Since the launch of Active 50 in January 2017:

- There has been **2134** attendances at sessions
- **318** different people have attended Active 50
- **35** Active 50 attendees have become volunteers



We are now back to the 'First Key' and we have recently conducted some more questionnaires. We are seeking feedback from participants to see how we can improve sessions and to measure the impact Active 50 has had so far.

Wider Impact

How has Active 50 changed your physical, mental or social wellbeing?

“Active 50 has given me purpose in the week”

“Have more energy and made lots of friends”

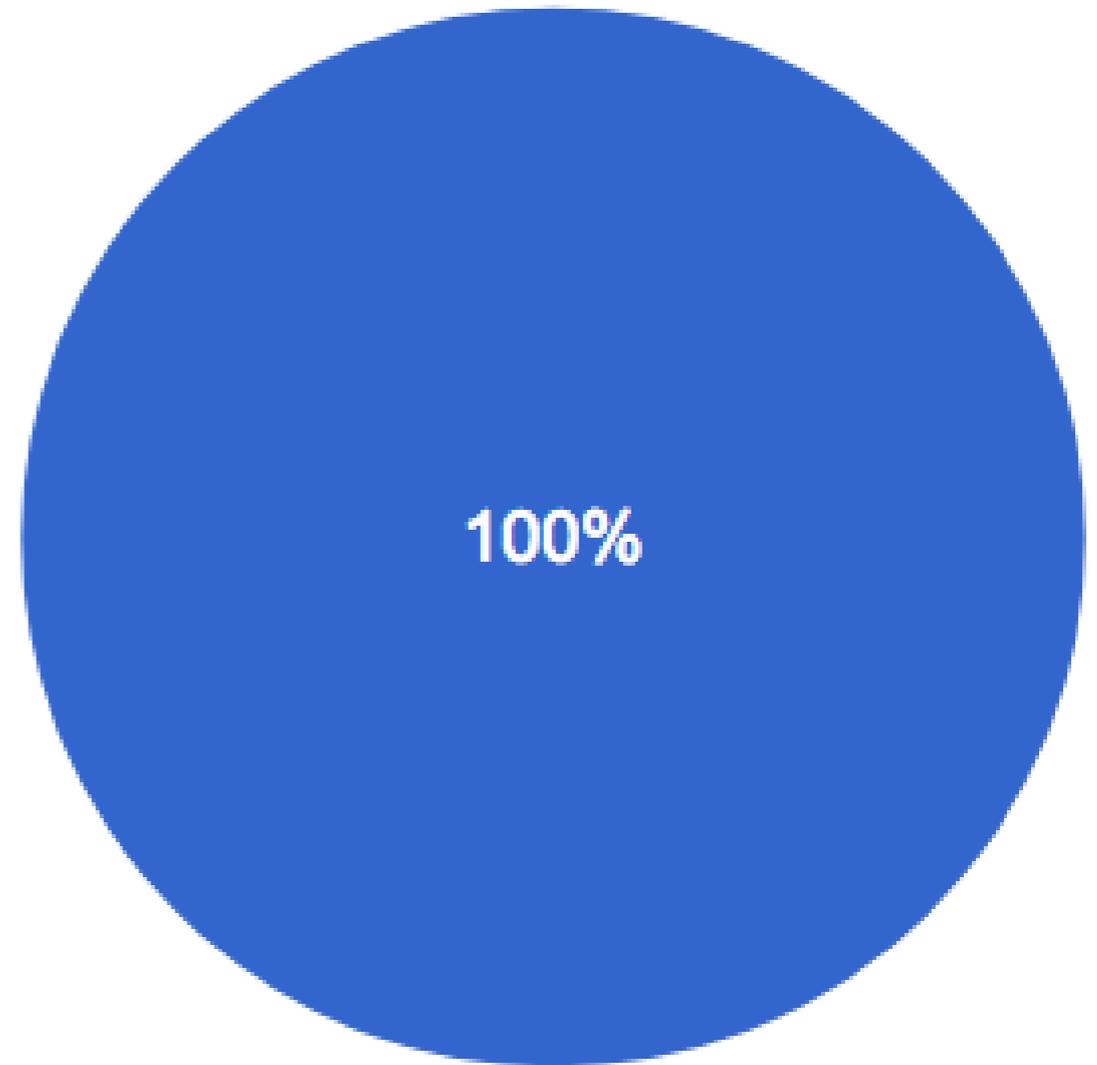
“I do feel a mental lift having found Active 50”

“My husbands last wish was for me to return to Active 50 as I had stopped attending. I have managed to do this, its hard but everyone is great and supportive, without Active 50 I probably would be in a very low place now”

Wider Impact

Have you made friends because of Active 50?

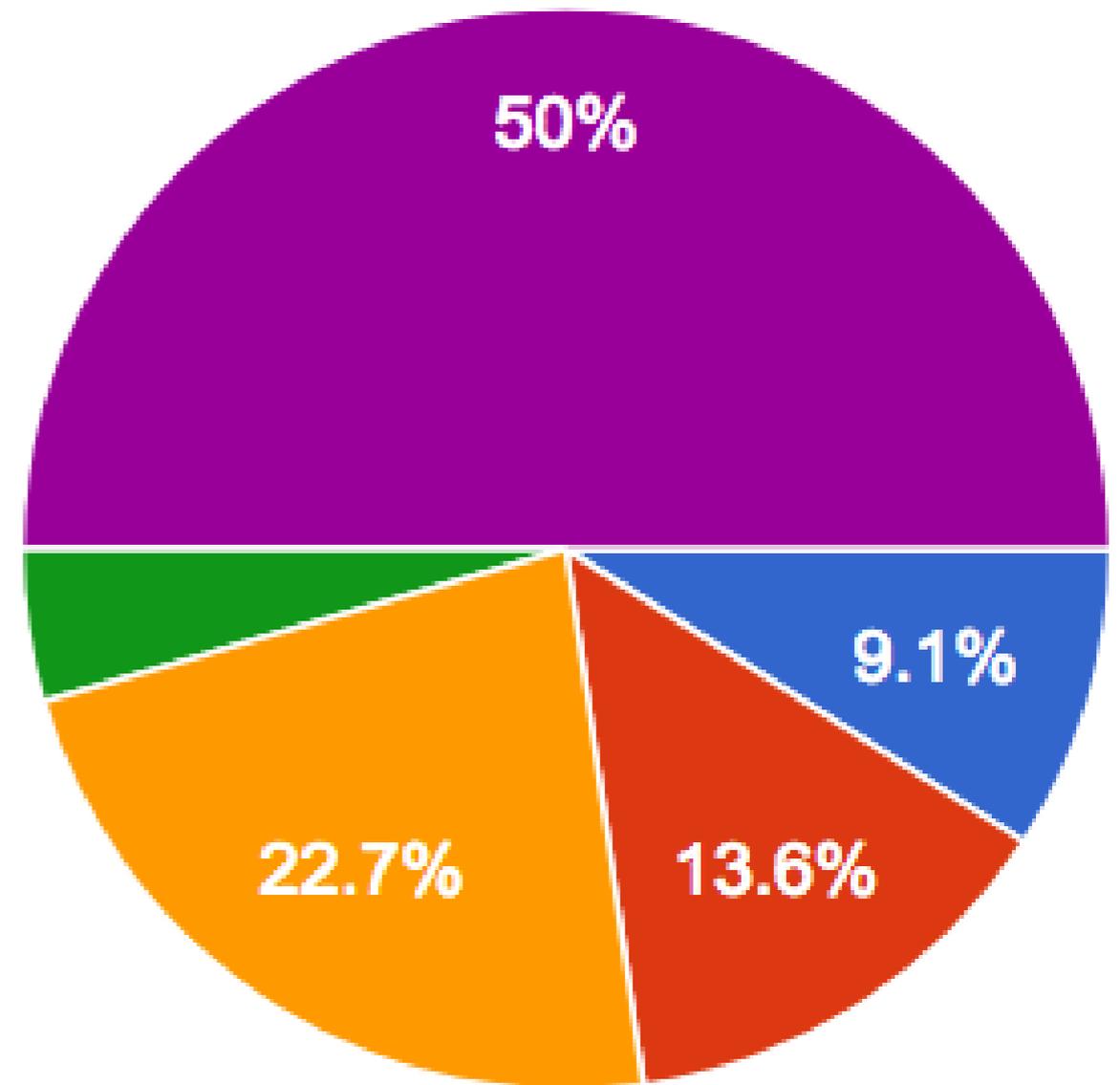
- Yes
- No



Wider Impact

How often do you contact/meet your friends from Active 50 outside of Active 50 sessions?

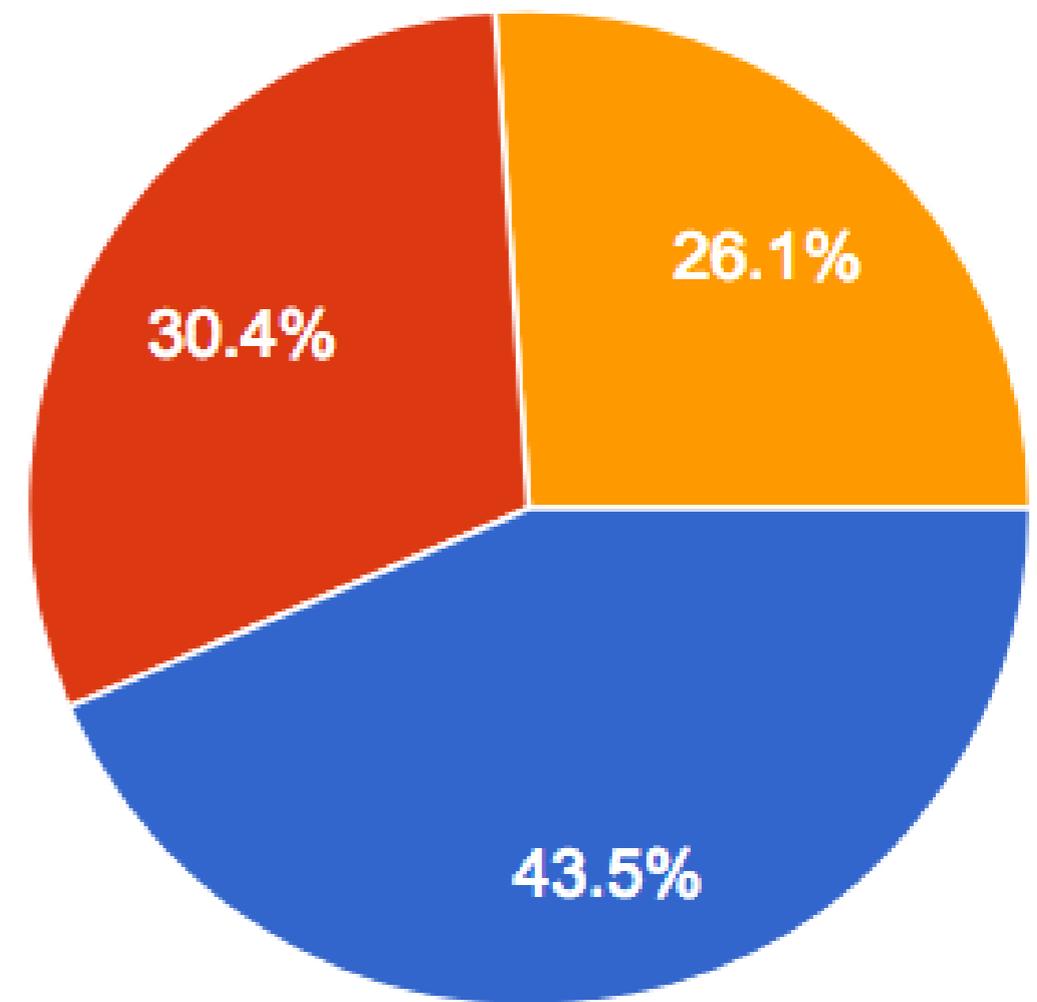
- Every day
- More than once a week
- Once a week
- Once a month
- I do not meet my friends outside of Active 50 classes



Wider Impact

Since starting Active 50, have you noticed a difference to your mental wellbeing?

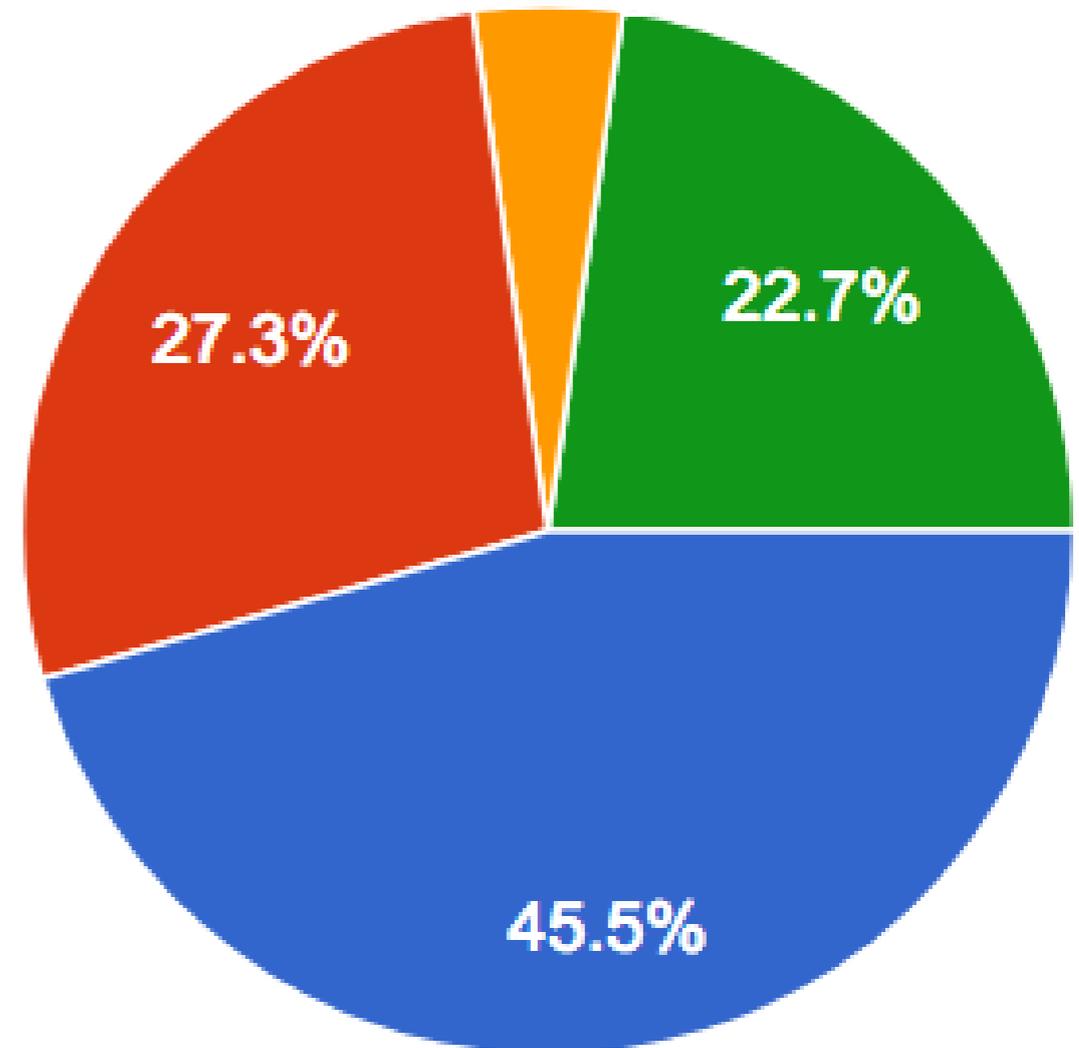
- I have noticed a significant improvement in my mental wellbeing
- I have noticed a small improvement in my mental wellbeing
- There has been no change to my mental wellbeing
- My mental wellbeing has worsened since starting Active 50



Wider Impact

Do you think that the difference in your mental wellbeing is a result of attending Active 50?

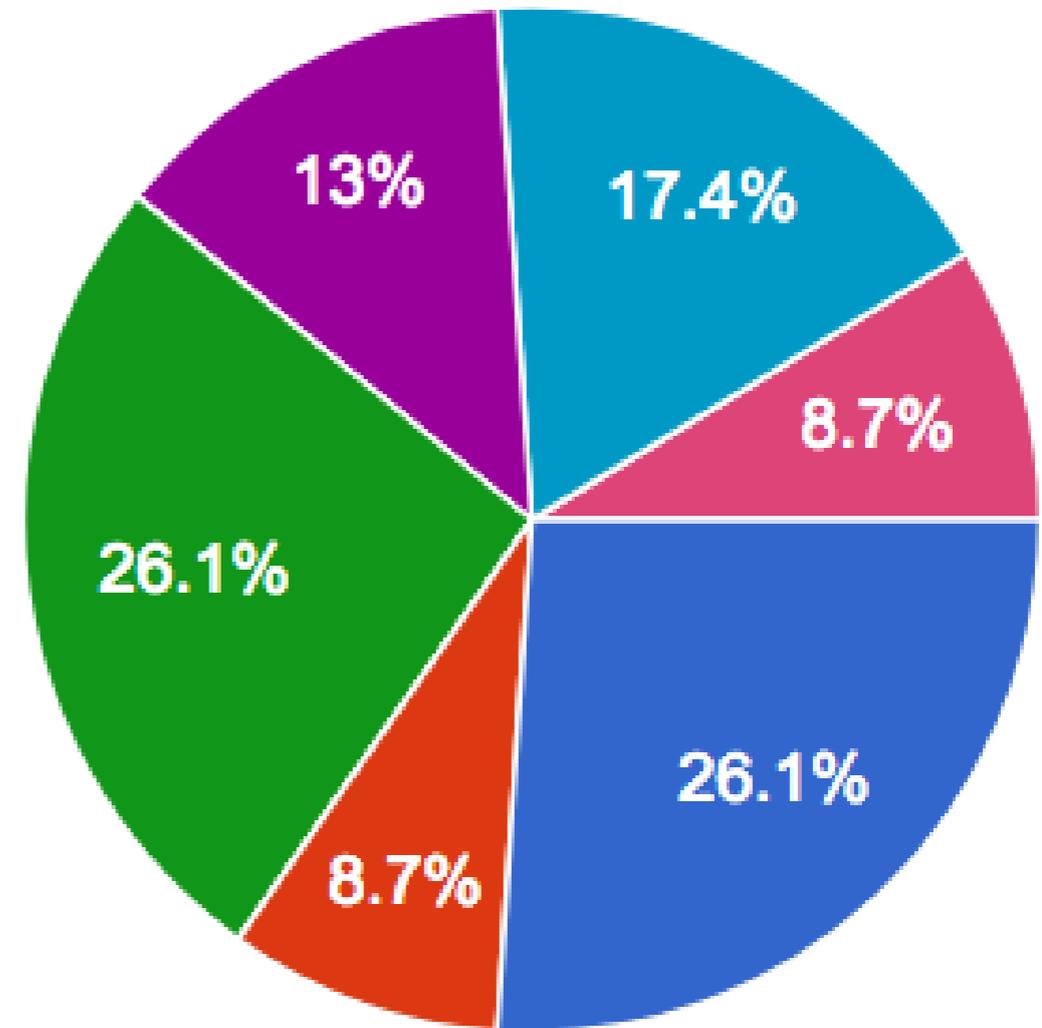
- Yes
- Somewhat
- No
- There has been no change to my mental wellbeing



Wider Impact

How often did you participate in physical activity before starting Active 50?

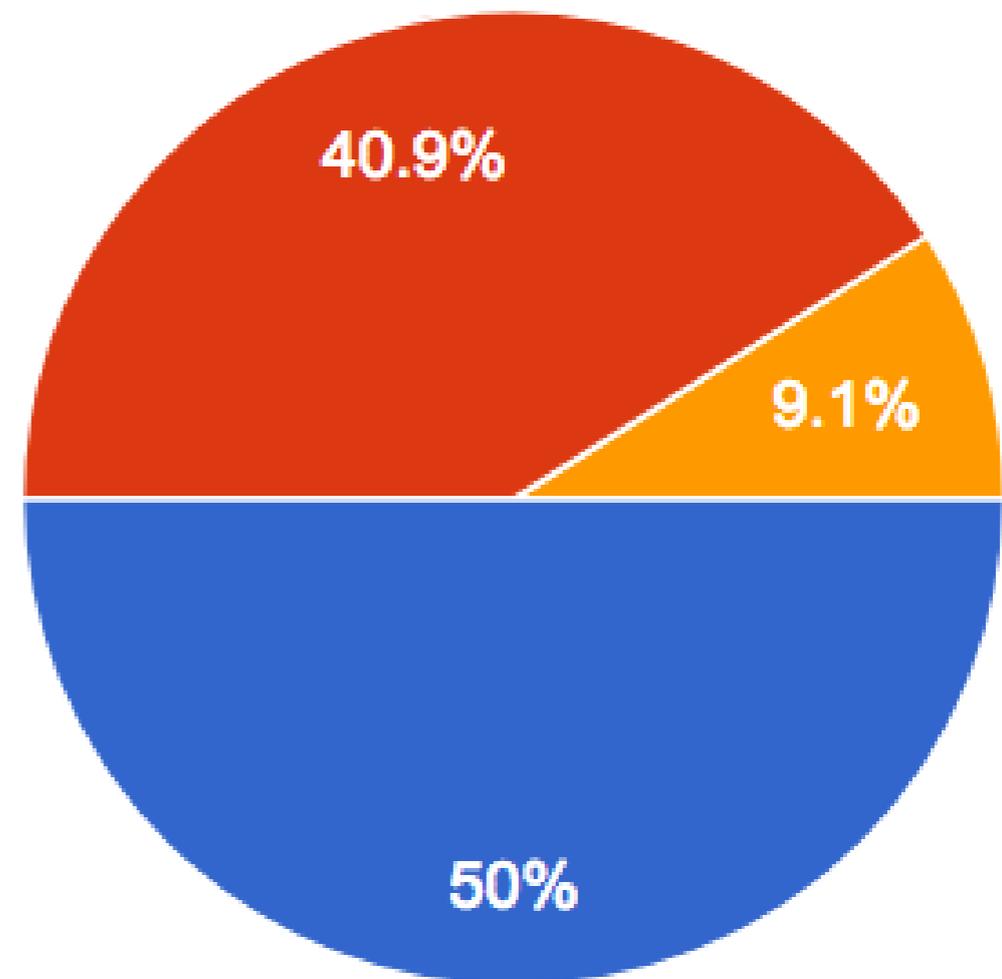
- I was not physically active before Active 50
- Once a month
- Once a fortnight
- Once a week
- Twice a week
- Three times a week
- More than three times a week



Wider Impact

Since starting Active 50, have you noticed a difference to your physical fitness?

- I have noticed a significant improvement in my physical fitness
- I have noticed a small improvement in my physical fitness
- There has been no change to my physical fitness
- My physical fitness has decreased since starting Active 50



WALKING FOR HEALTH

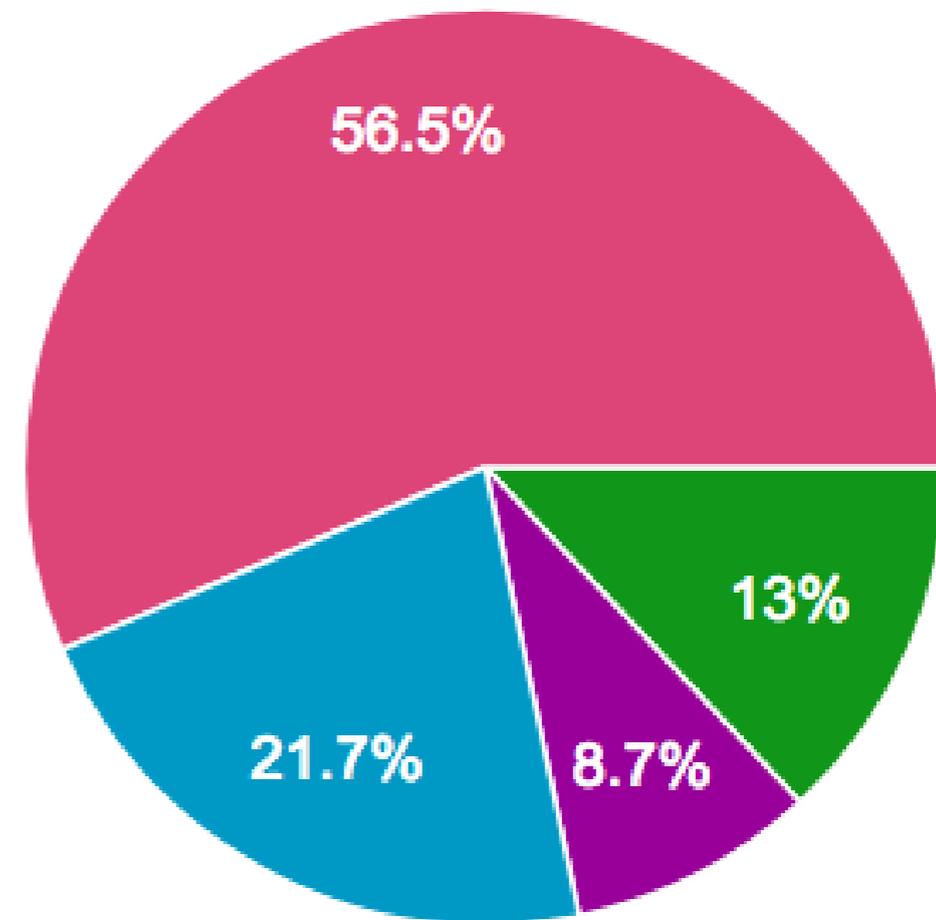
Every Monday
11am - 12pm

KM 4.35
CALORIES 564
STEPS 6486
WALKERS 21

Wider Impact

How often are you currently physically active?

- I am not currently physically active
- Once a month
- Once a fortnight
- Once a week
- Twice a week
- Three times a week
- More than three times a week



Looking forward

- How do we keep the community feel?
- How do we attract new participants?
- How do we keep existing participants and volunteers happy and feeling valued?




<p>WALKING FOR HEALTH Every Monday 11am - 12:15pm</p> <p>Setting off from Three Hills Sports Park, our friendly volunteers will take you at your own pace. We'll stay for coffee after too!</p> <p>Free</p>	<p>WALKING FOOTBALL Every Friday 11am - 12pm</p> <p>This low-impact version of football at Three Hills Sports Park is really popular. It's suitable for beginners to the sport too!</p> <p>£3 per session. Your first session is free!</p>
<p>1 LENGTH TO 1K SWIMMING Every Monday 12pm - 1pm Every Wednesday 6:30am - 8:30am</p> <p>Improve your fitness at Folkestone Sports Centre with an instructor and a dedicated lane.</p> <p>£10 to register + £28 for 10 swims</p>	<p>LOW IMPACT CIRCUITS Every Thursday 11am-12pm</p> <p>Try a range of low-impact exercises in our circuit class for over 50s only. You'll be supported by the fantastic Paul and Denise.</p> <p>£3 per session. Your first session is free!</p>

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Questions...

