



# Go Active Gold



Engaging people aged 60+ in rural areas to live more active lifestyles



Listening Learning Leading



# Why GO Active Gold?

**Faster than average ageing population, rural deprivation, social isolation both South and Vale**

**Strong partnerships and experience**

**Strategic need**



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# Go Active Gold

## Initial Steps

- **Surveys**
  - Specific 60+ survey
    - 115 people
  - Residents surveys
    - South 400 Vale 500
- **Market segmentation**
- **Medium villages**



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# Barriers for 60+ Participation

- Cost
- Time
- Motivation
- My choice of activity isn't on offer
- Poor Health
- No-one to go with
- Other – transport



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# Motivations

What do 60 + want?

- 'wider variety of activities in my area'
- 'doing it with a group of people'
- 'try new activities'



Sports and activities including Dance, Tai Chi, Golf, Bowls, Table Tennis, Exercise and Fitness (inc Pilates and Yoga).



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# Aims of the project

To improve the physical and mental wellbeing of older adults;

To encourage stronger community spirit by reducing loneliness and social isolation through participation in our activities;

To develop a sustainable physical activity programme through training and supporting more coaches and volunteers.





# GOAG

- Application submitted to Sport England
  - Collated delivery plans, finance, needs and evidence
- Partnership funding from 'Active Oxfordshire' and Leisure Provider 'GLL'.
- Success!! £227,000 across 3 years
- Started Jan 2016 – Dec 2018
- 2 full time Activators 2 part time, and existing co-ordinators who managed and support them





# GOAG Project

- Identified 73 target villages for the project, 88 reached
- Reconsulted Tasters/Events/sessions/Vintage Village Games
- Booked venues and qualified coaches and volunteers
- Steering groups
- Marketing
  - Local newsletters
  - Flyers
  - Word of mouth
  - Social Media



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**Kingston Bagpuize Bowls**



**Pickleball, Abingdon**





# Delivery and impact continued

Bowls, Senior circuits, Nordic walking, Pilates, Table tennis, Walking Netball, Seated exercise, Tai chi, Tennis, Yoga, Zumba Gold, Walking football, Pickleball, Keep Fit, Orienteering

**3,455** participants engaged

**15,677** throughput

## Project aims

1. Range of activities took place
2. Activity levels increased
3. Mental health improved
4. Less GP visits
5. Sustained participation



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# Key learning from activities

- **Volunteers and community members- the key to delivery**
  - Work with communities not for them
- **A few villages it just didn't work, more affluent and just moved villages**
- **Utilise what the village has, not what is hasn't got**
- **Evaluate, assess, learn, improve**
- **Partnership working –successful 50+ brochure**





# COVID response

- Monthly Newsletters to residents
- Links to online activities and partners information eg SE, NHS, Generation Games
- Advent activity calendar
- Mental wellbeing and arts wellbeing calendar
- Activity flashcards
- Re starting sessions within COVID limits
- Thinking outside the box eg working to get outdoors table tennis tables to support groups
- Online Health Walk Leader training undertaken NEW
- Future working – new online era



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## What participants enjoyed most about taking part in a GO Active Gold activity:

- “Great fun. Tutor well qualified and entertaining. Class perfectly matched to those involved . Best thing to hit Chalgrove!”
- “Everything. I have noticed a change in my health and not getting pains in my joints.”
- “It introduced villagers”
- “I like the class as a whole and the support Conor has given to the village”
- “Exploring the village and companionship”
- “Everyone was treated as an individual and slow walkers not made to feel awkward”



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**Thank you for your time**

Any questions?

For more information please contact:

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Please watch out GOAG video :

<https://www.youtube.com/watch?v=t4xGufIR0D4&feature=youtu.be>



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