



ACTIVE AGEING AWARDS

ACTIVE DORSET

Name of project: Living Well and Active in Dorset

Location: Dorset

Grant: £659,300

Summary: Living Well and Active in Dorset is a multi-agency partnership that will target people aged 55 to 65 as they reach significant moments in their lives. This age group are at a life stage when they are most likely to be receptive to changing their behaviour and becoming more active when they are in certain situations.

The project will focus on engaging with people who:

- are receiving advice from a health professional
- are working in the public sector and receiving pre-retirement support
- can become active in conjunction with their already active children or grandchildren, for example on the school run or playing volleyball or table tennis.

Active Dorset are seeking a cultural shift in activity within the county, activity must become seen as the norm. They will work with organisations such as clinical commissioning groups, large employers - especially in the public sector - to reach employees nearing retirement, and every school in the county to discuss how to engage parents to get active with their children.

Website and social media

Website: www.activedorset.org

Facebook: www.facebook.com/activedorset

Twitter: @Active_Dorset

AGE UK MILTON KEYNES

Name of project: Walking Befriending

Location: Milton Keynes

Grant: £71,964

Summary: Walking Befriending will support older people who have experienced a significant life event, such as bereavement or separation, which has put them at risk of isolation and/or loneliness. Volunteers will be trained as befrienders to accompany an older person and introduce them to short walks in their local area.

The role of the walking befriender will be to encourage someone to overcome barriers which could prevent them from being active in later life. This includes poor mobility and a lack of confidence. Walking has been proved to be the safest activity for older people to improve their health. The project will be suitable for most older people, including those with long-term health conditions and disabilities and will have the added benefit of attracting the more able-bodied older people to volunteer as walking befrienders.

Website and social media



Website: www.ageukmiltonkeynes.org.uk

Facebook: @ageukmiltonkeynes

Twitter: @AgeUKMKchatter

Instagram: @ageukmiltonkeynes_charity

AQUARIUS

Name of project: Aquarius Active Ageing Project

Location: Birmingham, Derby, Solihull and Telford and Wrekin

Grant: £181,056

Summary: The Active Ageing Project will work with people aged 55 and over who have, or have had, problematic drug, alcohol and gambling use.

Loneliness, social anxiety, isolation, major life changes and declining physical or mental health and family breakdown are all factors in problematic addictive behaviours.

People over the age of 55 have said that they want more age appropriate services; they are keen to meet people and do activities that are suitable such as walking, fishing, walking football and sitting tai-chi and increase the amount of activity they do with people who have similar experiences in order to improve their confidence and give them a stronger sense of belonging.

The project will encourage people to attend at least one activity per week over 40 weeks. They hope to create positive behaviour change, enabling people to recognise that they can take control and make positive steps to be active and improve their wellbeing.

Website and social media

Website: www.aquarius.org.uk

Facebook: [aquariuspage](https://www.facebook.com/aquariuspage)

Twitter: @AquariusTweets

BRITISH GYMNASTICS FOUNDATION

Name of project: Love to Move

Location: England

Grant: £499,991

Summary: Love to Move is an age and dementia friendly chair-based gymnastics programme aimed at getting older people moving and functioning better, with a view to improving the lives of those living with dementia. It uniquely incorporates specially designed 'bilaterally asymmetrical exercises' where each participant performs different movement patterns with the left and right sides of their bodies.

Based on a very successful programme developed by the Korean and Japanese Gymnastics Federations for people living with dementia, the British Gymnastics Foundation has taken the core principles of this programme and adapted it for people in later life in the UK.



To date, Love to Move has proven to achieve positive changes to posture, movement and memory as well as the social engagement of those taking part. A training package is being developed to train deliverers of the programme all over England, so that many more people can enjoy and benefit from Love to Move.

Website and social media

Website: www.britishgymnasticsfoundation.org/lovetomove

Facebook: @britishgymnasticsfoundation

Twitter: @bgfoundation

CANAL & RIVER TRUST

Name of project: Active Ageing Cheshire Canals

Location: Cheshire

Grant: £222,305

Summary: The Canal & River Trust will explore and understand how key points in life may alter people's attitude and access to physical activity. Combined with the inimitable opportunities our canals bring, they will apply the knowledge gained to shape the physical environment and create outdoor activities linked to existing skills and interests for people aged 55+ across the Cheshire District.

In partnership with Active Cheshire, this three-year project will help understand the target audience and how they can maximise the benefits of existing blue and green infrastructures to encourage and embed regular physical activity amongst our ageing population.

They will train 12 Active Waterway Volunteers, creating support networks over six key areas along the waterways. Activities will target anyone aged 55+, with a specific focus on existing canal users such as boaters, anglers, Trust volunteers and community groups in the area.

Website and social media

Website: www.canalrivertrust.org.uk

Facebook: canalrivertrust

Twitter: @CRTManPennine @CanalRiverTrust @ActiveCheshire

COTMAN HOUSING ASSOCIATION

Name of project: Still On The Go

Location: Norfolk and Suffolk

Grant: £249,256

Summary: Still On The Go is a project run by Cotman Housing Association, part of Places for People. Working with older people across Norfolk and Suffolk, Still On The Go aims to combat social isolation to improve physical activity and wellbeing amongst older people. As a provider of social housing and older peoples' outreach services,



Cotman will use their expertise and engage with older people experiencing social isolation and whose wellbeing has been affected by recent life-changing events. Older people will be supported to address the barriers that stop them from being active, followed by access to physical activity within their local community. The project aims to:

- enable 500 inactive older people to be supported to move over the 30 Moderate Intensity Equivalent (MIE) minutes of physical activity/week.
- reduce social isolation and increase satisfaction.
- identify the positive impact a housing landlord has in improving physical activity in older people

Website and social media

Website: www.cotman-housing.org.uk

Facebook: facebook.com/CotmanHousing

Twitter: @CotmanHousing

DEMOS

Name of project: Active Radio

Location: Nationwide with local hubs

Grant: £223,100

Summary: The think-tank Demos is working with a range of expert partners to develop an innovative digital exercise regime for older people, harnessing the power of radio broadcasts, podcasts, and YouTube videos to get older people moving. Their inspiration is taken from Japanese 'Radio Taiso', a daily broadcast estimated to reach around 27 million Japanese people.

Starting with a 'little but often' approach, and fronted by charismatic older fitness enthusiasts, the broadcast will engage large numbers of inactive older people by building exercise into a normal daily routine. With a big brand, and enough flexibility to cater for a range of mobility requirements, the project also aims to tackle social isolation by bringing people together in fun communal activity.

Website and social media

Website: www.demos.co.uk

Twitter: @Demos

DEVON'S LOCAL NATURE PARTNERSHIP

Name of project: Connecting Actively to Nature (CAN)

Location: Devon

Grant: £500,000

Summary: The Connecting Actively to Nature (CAN) project will inspire and support 3,000 older people in Devon and Torbay to connect actively to nature.

The project will build on people's strong emotional connection to Devon's wonderful natural environment, and will engage them in activity that incorporates the enjoyment of



being in nature alongside the physical activity itself. 360 inspirational Volunteer Ambassadors will help people to connect to activities and will help make their first steps easy and enjoyable.

The target customers for CAN, are people aged 55+ who are experiencing changing family structures, due to children flying the nest, retirement and/or increased caring responsibilities. They are positive about activity but ongoing attempts at getting active are failing due to differing time pressures and a lack of knowledge about what is available and how and where to access opportunities.

Website and social media

Website: www.naturaldevon.org.uk and www.activedevon.org

Twitter: @Devon_LNP and @activedevon

ENGLISH FOOTBALL LEAGUE TRUST

Name of project: Extra Time

Location: 12 community clubs across England

Grant: £499,999

Summary: Starting in 2018, the Extra Time project will harness the power of football clubs in local communities to create a national movement of active older people. With a hub at each of the football clubs involved, Extra Time will bring together regular gatherings of older people to socialize and to prove that you're never too old learn to do the things you've always wanted to do.

Based within the stadium and utilising the football clubs' facilities, the programme will create a community of likeminded people to shape what is on offer at each Extra Time Hub. The activities will be peer-led. Nothing is off the menu. Members can contribute to organising and running the groups and sessions, or just come along to enjoy themselves.

The programme will create a spirit of shared learning, of mutual aid, and help more people to enjoy active fulfilling later years.

Website and social media

Website: www.efltrust.com

Facebook: EFL Trust

Twitter: @EFLTrust

HAVANT BOROUGH COUNCIL

Name of project: Havant Active Ageing

Location: Havant

Grant: £147,200

Summary: Active Ageing Havant aims to beat inactivity in grandparents and residents aged over 55, encouraging them to get active with family and friends in great outdoor locations such as Staunton Country Park and Hayling Island beachfront.



The project will pilot both informal and instructor led, non-traditional outdoor opportunities, including land and water based physical activities in locations they already regularly visit.

Social support groups, including an online community of like-minded people will be tested as a motivational tool to change behaviour. The target is to achieve 30 minutes moderate intensity activity per week, together with the people they trust the most. Havant Borough Council are working in partnership with Hampshire County Council Countryside Service, Hampshire Public Health, University of Portsmouth and local deliverers to provide sociable and fun opportunities to take the first steps into moderate intensity exercise.

Can you keep up with the grandkids?

Website and social media

Website: www.havant.gov.uk

Facebook: HavantBoroughCouncil

Twitter: @HavantBorough

GUYS AND ST THOMAS'S NHS TRUST: HEALTH INNOVATION NETWORK

Name of project: ESCAPE-pain

Location: London

Grant: £392,000

Summary: Enabling Self-management and Coping of Arthritic Pain through Exercise, ESCAPE-pain, is a rehabilitation programme for people over 45 years old with chronic knee and or hip pain, often called osteoarthritis.

Over 12 sessions (two a week for six weeks) people learn about their problem, get simple advice about what to do, what not to do and take part in a simple exercise programme that reduces pain, helps them to walk better, do more and reduces the need for painkillers and surgery. Participants enjoy working with other people, learning what they can achieve and how to help themselves. These benefits can last for up to 2½years.

ESCAPE-pain is endorsed by the NHS, Royal Society of Public Health and British Society of Rheumatology and others.

The Health Innovation Network wants to deliver ESCAPE-pain in local leisure and community centres so that many more people can benefit from the programme.

Website and social media

Website: www.escape-pain.org

Twitter: @escape_pain



HERTFORDSHIRE COUNTY COUNCIL

Name of Project: Active Ageing in Herts

Location: Herts

Grant: £399,999

Summary: There is compelling evidence that people benefit from being active at any age, even in their 90s, yet many people are missing out on the benefits. *Active Ageing in Herts* will provide a genuinely personalised exercise service for older people living independently in their homes, tailored according to ability, motivation and current health.

Hertfordshire Independent Living Service (HILS) is an award-winning social enterprise that provides a range of services. HILS has trusted relationships with large numbers of older people in the county and will bring exercise to their front door through *Active Ageing in Herts*.

Those older people who are able to go out will be supported to be more active locally in their communities. Those who are less able will be offered an enjoyable and tailored home-based physical activity programme that promotes independence, quality of life and wellbeing.

Websites and social media

- Hertfordshire County Council

Website: www.hertfordshire.gov.uk/services/Health-in-Herts/health-in-herts.aspx

Facebook: @hertscountycouncil

Twitter: @hertscc

- Hertfordshire Independent Living Service

Website: www.hertsindependentliving.org

Facebook: @HertsIndLiving

Twitter: @HertsIndLiving

INTERLINK COMMUNITY SERVICES C.I.C

Name of project: Interlink Active Ageing

Location: London, Manchester and Gateshead

Grant: £448,111

Summary: Interlink Community Services C.I.C is leading a consortium of 6 Charedi (strictly Orthodox Jewish) organisations. Culturally and historically, sport and physical activity have had poor uptake in this community. However, more recently, Interlink has led consortia for targeting young people, funded by Sport England's CSAF grant funding.

This has activated over 1,500 Charedi people to be involved in sport. Attitudes to sport in the community over the past three years have shifted with greater acceptance, interest and participation levels, particularly amongst younger people.

Using the same model of working with trusted community groups who have an understanding of the target audience with their specific religious and cultural needs



they now want to focus on older adults. The project will target Charedi older people, concentrated in four communities across the country; North East London (Hackney/Haringey), North West London (Barnet), Manchester (Salford/Bury) and Gateshead. Collectively, the consortium will engage older people in physical activity, improving their physical and emotional wellbeing and reducing social isolation.

Website: www.Interlink-Foundation.org.uk

MOTITECH AS

Name of project: Motivational exercise and cognitive training for elderly people and people with dementia, using MOTivew

Location: To be confirmed

Grant: £250,000

Summary: Motiview stimulates older people to increase their physical activity by using videos, music and sound. The user takes a virtual bicycle trip through familiar surroundings and memories. They ride a mobile user-adapted cycle-trainer that encourages physical activity as they pedal the trip.

By making physical activity more engaging, participation and the experience of the physical activity is enhanced. The goal is to increase the number of elderly and people with dementia who are physically active for more than 30 minutes a week.

Currently, Motiview is being used at more than 200 locations in the Nordic countries, Germany and Canada, and will be rolled out to about 20 locations in England.

Website and social media

Website: www.motitech.no

Facebook: [Motitech.as](https://www.facebook.com/Motitech.as)

NORTHUMBRIA SPORT FOUNDATION

Name of project: Active Ageing: Northumbria

Location: Newcastle upon Tyne

Grant: £114,631

Summary: Active Ageing: Northumbria University is a workplace activity programme, aimed at supporting inactive Northumbria University employees aged 55 and over to take part regularly in physical activity.

The project will investigate how a large employer can change attitudes and behaviour around physical activity in this age group, the impacts this has on the organisation, and how physical activity can be used to support employees pre and post retirement.

Website and social media

Website: www.northumbriasport.com

Facebook: NorthumbriaSportFoundation and NorthumbriaUniversitySport

Twitter: @NorthumbriaSF and @NorthUniSport



ONE DANCE UK

Name of project: Dance Activator Programme

Location: of Leeds, Bradford and Doncaster

Grant: £328,500

Summary: Dance Activators will engage inactive people from deprived communities in fun, accessible and social dance programmes. This may include regular social dance sessions such as Jive, Latin or Ballroom dance plus creative/contemporary dance approaches which can be inclusive of people with disabilities or health conditions.

The aim is to engage older people in physical activity “disguised” in fun, social dance activity. It therefore has the potential to engage inactive people who are not motivated by health or fitness. Data shows that dance is particularly effective at engaging women who, according to national surveys, are less active than men.

The main target groups are Inactive women, aged 60-85, from socio economically disadvantaged areas; living with long-term health conditions and/or disabilities; or from black and minority ethnic groups.

Website and social media

Website: www.OneDanceUK.org

Twitter: @OneDanceUK

OOMP! WELLNESS TRAINING

Name of project: Oomph! in the Community

Location: England

Grant: £913,668

Summary: Oomph! will bring physical activity to older people living in their own homes. Oomph! aims to get 27,000 older adults moving more - from chair-based movement right through to outdoor competitive sport. Their vision is to change the cultural norm by enabling older adults to have active fun in venues such as housing associations, retirement villages and community venues.

Oomph! will train and support staff, volunteers and active residents in these settings, to put on a regular programme of physical games and activities adapted to their groups' needs. They are drawing upon their experience training 1,500 care home staff around the country to deliver regular exercise and leisure activities. It is being delivered with the support of the national sports governing bodies for volleyball, weightlifting, boccia and orienteering and the County Sports Partnership Network which facilitates sports in every English county.

Website and social media

Website: www.community.oomph-wellness.org

Facebook: OomphWellness

Twitter: @OomphWellness



PARKINSON'S UK

Name of project: Parkinson's Power

Location: England

Grant: £440,597

Summary: Research shows that exercise can benefit people with Parkinson's, improving both mobility and mood. The aim of Parkinson's UK's Parkinson's Power project is to develop and test ways to motivate and inspire people with Parkinson's to do the kind of exercise that is right for them.

Collaborating with people with Parkinson's and their carers, Parkinson's UK will create a suite of three frameworks. The first will support their local networks to set up and sustain local exercise programmes, while the second will support health and social care professionals to advise people with Parkinson's to determine the best exercise for them.

Finally, the third framework will determine what influences people with Parkinson's to exercise and how they can be inspired to take up and maintain exercise. People with Parkinson's are at the heart of everything Parkinson's UK does and will be essential to the development of the Parkinson's Power toolbox.

Website and social media

Website: www.parkinsons.org.uk

Facebook: parkinsonsuk

Twitter: @ParkinsonsUK

SHP - SINGLE HOMELESS PROJECT

Name of project: Single Homeless Project

Location: London

Grant: £399,233

Summary: London is a city of wealth and opportunity - but it can be a harsh and lonely place for socially excluded people, who can feel shut out or left behind. Working with Londoners who are over 55 and homeless or at risk of homelessness, the programme will support people to tap into the transformative power of sport and physical activity, to prolong their lives, improve mental health and reduce isolation.

Working with people in hostels and the community, the programme will positively change people's behaviour and attitudes towards physical activity. The project will put control in the hands of individuals, supporting them to create their own fitness and wellbeing plans, tailored to their personal circumstances, needs and aspirations.

SHP aim to demonstrate that marginalised and excluded people can engage with and benefit from sport and physical activity, with real and lasting impact on their mental and physical wellbeing.



Website and social media

Website: www.shp.org.uk

Facebook: SingleHomelessProject

Twitter: [SHPcharity](https://twitter.com/SHPcharity)

SPORTING MEMORIES NETWORK CIC

Name of project: Sporting Memories

Location: Multiple

Grant: £482,826

Summary: Sporting Memories Network supports older people across the country living with dementia, depression and loneliness by engaging them in social activities and helping them to recall memories of watching or playing sport.

By sharing memories of sporting moments and tapping into a passion for sport they help people to connect with others and with their past, reawakening positive thoughts and feelings that otherwise remain hidden away.

The project will provide opportunities to participate or volunteer in community based, volunteer-led, multi-generational weekly sporting memories groups promote healthy ageing by keeping people connected, cognitively stimulated and physically active.

This innovative, participant-led, community driven approach can make a significant contribution to reducing loneliness and social isolation, promoting vascular health and mental health, and supporting older people, including those living with long-term conditions and those in caring roles.

Website and social media

Website Address: www.sportingmemoriesnetwork.com

Facebook: [sportingmemoriesnetwork](https://www.facebook.com/sportingmemoriesnetwork)

Twitter: [@sportsmemnet](https://twitter.com/sportsmemnet)