

**PROMOTING BETTER HEALTH IN OLDER PEOPLE THROUGH PHYSICAL  
ACTIVITY**

**(Report of the Overview and Scrutiny Panel (Service Delivery))**

**1. INTRODUCTION**

1.1 This report provides information that was previously requested by the Cabinet on proposals by the Overview and Scrutiny Panel (Service Delivery) to enhance services in the District for older people in order to enable them to retain their physical fitness for longer.

1.2 It needs to be read in conjunction with comments by the Heads of Administration and of Environmental and Community Health Services, which are attached at Appendix A.

**2. INFORMATION**

2.1 The Cabinet, at a previous meeting, gave initial consideration to a report, which made a range of recommendations on services for older people. The report (minus the appendices) is attached for information at Appendix B. As a result of the Cabinet's decision, the Working Group, which undertook the study work on behalf of the Overview and Scrutiny Panel, met with the Heads of Administration and of Environmental and Community Health to discuss the submission of further information.

2.2 The Working Group wish to emphasise the demographic changes that face the District to underline the importance of approving their proposals. To reiterate approximately 13% of the population of the District is aged 65 or over and Huntingdonshire has the largest number of over 65s in Cambridgeshire. Huntingdonshire also has the largest number of residents over 75 and the second largest number aged over 85. It is predicted that the population aged over 65 will increase by 50% between 2002 and 2016, which is double the national rate. With this in mind the Working Group submits the operational and financial information requested by the Cabinet.

2.3 Appendix C to this report sets out the operational and financial implications of participation by the Council in the Out and About project from the perspective of the leisure centres. It can be seen that the cost of the proposals is estimated at £5,400 and a breakdown of the required attendances and the resulting income to meet this, also is indicated. It is stressed that losses on classes incurred during the pilot will be underwritten by the Out and About Steering Group.

2.4 Appendix D contains details of the Active at 50 project, which is the other avenue through which the aims of the report by the Overview and Scrutiny Panel can be delivered. The Cabinet is requested to note the current position with regard to the Big Lottery Fund's Well Being programme.

2.5 The Working Group has taken the opportunity to discuss the progress of the Out and About project with representatives of Luminus Group. To date a cautious, staged approach has been adopted. The project is on course to meet its target of signing up 700 residents within the first three years and

positive feedback has been received from satisfaction surveys. However, the Working Group is concerned that the project should be rolled out across the District and particularly in larger villages. To this end discussion has taken place on promoting it through the Districtwide publication.

- 2.6 The Working Group also has reviewed the position of its other recommendations and, as a result, two points can be made. Firstly, since the original report was compiled the Council has been represented on the Out and About Steering Group by Simon Bell and Stuart Bell. Secondly, having obtained further advice, the Working Group is of the view that the Culture and Leisure Thematic Group would be a more appropriate forum within the Local Strategic Partnership to deal with the issues raised in this report.

### **3. CONCLUSION**

- 3.1 The Overview and Scrutiny Panel (Service Delivery) previously identified a number of initiatives that might be pursued to promote better health in older people through physical activity. Following consideration of these initiatives the Cabinet requested further information on their operational and financial implications. The Older Persons Working Group has compiled this information and it has been summarised above and in Appendices C and D. Having considered this information, the Cabinet is:

RECOMMENDED to -

- (1) note the arrangements that have been put in place for officers to support the Out and About Steering Group;
- (2) endorse the importance of promoting Out and About through the Leisure Service and Districtwide;
- (3) note Out and About's targets to establish a programme of exercise for older people at Luminus Sheltered Housing and to extend it to 'hub' villages and the progress towards them;
- (4) endorse the financial arrangements contained in Appendix B, which relate to Recommendations (5), (6) and (9) of the original report.
- (5) note the current position with regard to the Active at 50 project bid;
- (6) introduce measures to ensure continuity of existing classes provided by the voluntary sector;
- (7) compile and maintain a comprehensive and up to date database of exercise services and facilities for older people;
- (8) request the Huntingdonshire Strategic Partnership's Culture and Leisure Thematic Group to consider adopting the promotion of physical exercise amongst older people as one of its objectives; and
- (9) undertake a review of progress with the implementation of recommendations (1) to (8) for submission to the Overview and Scrutiny Panel (Service Delivery).

**Contact Officer:** Mr A Roberts (01480) 388009

**Background Documents** – Reports of meetings of the Older Persons Working Group.

## APPENDIX A

### COMMENTS BY HEADS OF SERVICE ON THE PANEL'S RECOMMENDATIONS.

The Heads of Environmental and Community Health Services and of Administration have provided the commentary below on each of the recommendations contained in the report.

1. Despite a request by the Working Group that undertook the study, a formal invitation for the Council to be represented on the Out and About Steering Group has not been received from Luminus. The Council, therefore, is not in a position to appoint a representative.

It is the case, however, that the Leisure Centres Co-ordinator and the Transportation Team Leader have been attending meetings of Out and About.

2. The Leisure Centres will, for 2008, be producing their own guide to activities for the 50+ age-group. The guide will contain references to external agencies' activities, including Out and About.

Out and About currently produce their own leaflet which briefly details available activities for the 50+ age group at the Centres and elsewhere. This is circulated to their existing 200+ members (i.e. they have 200 or more members, not those over 200 years of age!!)

3. The Council has no budget provision to undertake the work involved in this recommendation. To achieve this recommendation a bid for funding was submitted to the Big Lottery Fund. The bid for the Active at 50 project was successful and the Council has been awarded £46,830. The project is being planned for implementation in 2008/09, however it is still dependant on the success of an MTP bid for match-funding.
4. Space was created in the Centres' timetables to host 50+ activities but Out and About did not follow through with arrangements to ensure that the Centres did not lose out financially and the activities do not run as originally planned. However, the Centres are participating in "Cambridgeshire Celebrates Age" (8<sup>th</sup> October for one week) and will be providing a selection of free classes and pool sessions for the over 50's. This will enable the Centres to ascertain a level of demand for the activities on offer which will, in turn, assist in future marketing initiatives.
5. See 3 above.
6. Classes in the voluntary sector have a natural life. Either they evolve to become viable businesses or, if there is not a true gap in demand, they wane. Intervention by the Council needs to be considered on a case by case basis.
7. There currently is no budget provision to create a database of services and facilities for older people. Cambridgeshire County Council recently established a similar database of youth initiatives, towards the cost of which a grant of £45k was received. It is likely that a similar sum would be required to implement this recommendation.

8. The Thematic Group sets priorities according to health need. The Primary Care Trust is presently involved in a joint health needs assessment for Older people.

**PROMOTING BETTER HEALTH IN OLDER PEOPLE THROUGH PHYSICAL  
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**(Report of the Overview and Scrutiny Panel (Service Delivery))**

**1. INTRODUCTION**

- 1.2 This report summarises the findings of a study by the Older Persons Working Group and contains Members' recommendations arising from that study, which have been endorsed by the Overview and Scrutiny Panel (Service Delivery). The Working Group was established by the former Overview and Scrutiny Panel (Service Delivery and Resources) and comprised Councillors Mrs M Banerjee, K J Churchill and D Harty. It met on a number of occasions, the last being 16th June 2006.
- 1.3 Following analysis of the needs of older people and of the services available to them, the Working Group decided to concentrate on promoting better health in older people through physical activity. Members' overarching aim was to prolong active life for the residents of Huntingdonshire. The Council had responsibility for the governance of the community and for its health and its social well-being. The proposed programme met both of these responsibilities. It also accorded with the Council's Core Strategy objective of enabling elderly people to live independently for their lifetime and corresponded with the Government's objective of enabling older people to remain in their homes.
- 1.3 In undertaking the study the Working Group was mindful of predicted demographic changes in Huntingdonshire. Approximately 13% of the population of the District is aged 65 or over and Huntingdonshire has the largest number of over 65s in Cambridgeshire. Huntingdonshire also has the largest number of residents over 75 and the second largest number aged over 85. It is predicted that the population aged over 65 will increase by 50% between 2002 and 2016, which is double the national rate.
- 1.4 In the course of the study the Working Group held discussions with
- ◆ Councillor Mrs J Chandler, Executive Councillor with responsibility for Leisure;
  - ◆ J Barrett, Huntingdonshire District Council ;
  - ◆ S Lammin, Huntingdonshire District Council;
  - ◆ S Plant, Huntingdonshire District Council;
  - ◆ D Smith, Huntingdonshire District Council;
  - ◆ M Collins, Huntingdonshire Primary Care Trust
  - ◆ A Gardener, Huntingdonshire Primary Care Trust;
  - ◆ N Finney, Luminus;
  - ◆ A Goddard, Luminus, and
  - ◆ S Bell, Huntingdonshire District Council.

- 1.5 The Working Group recommended the Council extend its current range of services to meet the needs of older people. Details of the services currently provided by the Council for older people are attached at Appendix A and a list of services provided by the Council for those aged over 50 compared with other local authorities in Cambridgeshire appears at Appendix B. Appendix B does not contain facilities provided at St Neots Leisure Centre.

## **2. THE WORKING GROUP'S FINDINGS**

- 2.1 The following paragraphs summarise the discussions held and conclusions reached by the Working Group.

### **a) Falls Prevention**

- 2.2 The Working Group received a presentation from A Gardiner on her work on falls prevention. Mrs Gardener was employed by the PCT but was based at Hinchingsbrooke Hospital as part of a team working on falls prevention, which included specialists on physiotherapy and exercise. Approximately 8,000 falls occurred per year in Huntingdonshire. There was a greater likelihood that those aged over 65 years would experience a fall and the chances of those over 80 falling were 1:2. Falls had a significant impact on individuals' lives. There was, therefore, a need to reduce to the incidence of falls, particularly amongst the elderly and exercise was perceived to be an important factor.

- 2.3 Mrs Gardener acquainted the Working Group with exercise sessions held at the Women's Institute Centre in Warboys. The sessions were run by staff from Ramsey Leisure Centre and key features to their success were their cost, location, transportation and the opportunity they offered for social interaction. As an example of best practice in Huntingdonshire, which could be replicated throughout the District, Mrs Gardiner expressed the view that the initiative in Warboys demonstrated that the link between the Council's leisure service and locally delivered services was critical. In particular, she stressed the importance of specialist training for the staff involved and Mrs Gardiner's team would be able to provide this training. It subsequently was established that this would not meet the Council's standard of training required for teaching exercise classes for older people. See paragraph 2.19.

### **b) Sheltered Accommodation**

- 2.4 The Working Group considered opportunities to provide exercise programmes at sheltered accommodation in the district. It was felt that there was demand for such services and advice from the PCT suggested that such classes needed to be provided on a regular basis (2/3 times a week) so as to achieve the required physical benefits and build a regular clientele.

- 2.5 Mr N Finney, Group Director of Housing Services, provided the Working Group with details of the sheltered accommodation operated by Luminus. He also outlined proposals by Luminus to introduce an initiative named "Out and About" to provide activities for older people, the cost of which would be partly met by lottery funding.

- 2.6 With regard to sheltered accommodation, the Working Group noted:

- ◆ Luminus operated 13 sheltered schemes in the District;
- ◆ Luminus Sheltered schemes housed 590 older people;
- ◆ In total 1,000 older people occupied properties operated by Luminus.

2.7 It was intended that Out and About would start operating in July 2006. It would:

- ◆ Provide a 15 seater mini bus which had been fully adapted to accommodate those with impaired mobility;
- ◆ Employ a part-time driver and part-time activities co-ordinator;
- ◆ Provide an annual programme of activities for older people;
- ◆ Be open to sheltered accommodation and other older people in the community;
- ◆ Aim to attract 700 users per year;
- ◆ Make a nominal charge.

2.8 The Working Group discussed the links between Out and About, falls prevention and exercise for older people. There was an opportunity to provide exercise classes at sheltered accommodation, which would be open to non-resident older people who would be picked up by the mini bus. The classes would be provided by the managers of sheltered accommodation; however, they would need to be trained. Mr Finney assured the Working Group that all necessary training would take place.

2.9 The Working Group discussed the potential to extend the current proposals by recruiting a full time activities co-ordinator under Out and About. In this way it was hoped to provide frequent exercise classes, which would help with falls prevention, and provide sufficient other activities to cross subsidise the exercise classes. The officer also would be expected to produce a newsletter for distribution in the wider community so as to attract the level of interest aimed at for the scheme. Recruitment of a full-time officer would require a financial contribution from the Primary Care Trust (PCT). It was agreed to pursue this with the PCT.

2.10 A steering group would determine the strategy for and oversee the operation of Out and About. Age Concern already had been approached and had agreed to sit on the Steering Group. Members were of the view that the District Council should be represented on the Steering Group and, given their level of knowledge in this area, the representative should be one of the members of the Working Group. If the appointment was to be an officer then appointees would be required from both the Leisure and Community Development sections. In addition, it was agreed that the PCT should be invited to nominate a representative to sit on the Steering Group. Other Housing Associations also would be invited to participate.

2.11 The funding awarded to Luminus for Out and About was available for three years from 2006/07. In this period the main set up costs of the initiative would be incurred. While there was a condition on the funding awarded to Luminus that it remain solely responsible for Out and About, there existed opportunities for joint working between Luminus and other organisations, including the Council. These included advertising Out and About by the Council's leisure service and via Districtwide, with a reciprocal arrangement to advertise the Council's services that emerged in the long term through

the Out and About programme via Luminus' monthly publication. Out and About also could be included in the Council's database of services for older people, which is referred to at paragraph 2.20.

- 2.12 Members noted that sheltered accommodation could be used during down time for the provision of exercise classes, for example, by the District Council or by the PCT.

**c) Developing the Council's Services**

- 2.13 The Working Group received a breakdown of services provided by the Council relating to exercise for older people, which is contained in Appendix A. Additional information on exercise programmes for older people occurring in Huntingdonshire and at other authorities in Cambridgeshire together with examples of best practice further afield also were considered. In reviewing the information on services currently available in Huntingdonshire, Councillor Mrs Chandler drew particular attention to the following:

- Impressions – individually tailored exercise programmes for the Councils fitness suites;
- Doctor referrals – individual programmes;
- Keep fit for older ladies;
- Healthy walks in conjunction with the PCT;

Members thought that a comprehensive directory of activities available to older people in both the public and private sectors would be useful and a recommendation on this appears at the end of this report.

- 2.14 The Working Group were of the opinion that, owing to the potential benefits to older people and its contribution to the objectives of a number of bodies, the Council should seek to establish its own programme of exercise for older people. The Working Group noted that the Council's leisure centres were dual use, which restricted the time they had available during the day for public use. Members did not see that leisure centre availability represented a barrier to the provision of services as older people often preferred activities to be held in local village facilities.

- 2.15 The Working Group also was informed by Councillor Mrs Chandler that many of the exercise programmes at the leisure centres were provided by part-time qualified private individuals who were paid by the Council on the basis of the number of attendances at their classes. The Council acted as a co-ordinator of these classes. The Working Group were of the view that this set-up presented a relatively low risk opportunity to extend the current range to include specialist provision of classes for older people. It was suggested that a pilot exercise be undertaken via the leisure service. The Council would make available space at a Leisure Centre, which an external trainer would use to promote his/her own classes of exercise for older people. This would have little initial outlay or risk for the Council and would provide market testing for future service development by the Council.

- 2.16 The Working Group suggested that, subject to the experience of Luminus with its Out and About initiative, opportunities for exercise classes for older people in 'hub' villages, at sheltered accommodation during 'down time' and



at doctors surgeries should be explored. Any programme should be developed incrementally from the Council's existing initiative in Warboys in this area and on the basis of the pilot scheme referred to in the previous paragraph. Transport would be available via the Luminus Group minibus. The minibus would be put by Luminus into the County Council's Community Transport scheme and could be used by public.

- 2.17 To have the necessary physical effect, the PCT had advised that older people should attend exercise classes three times per week. On this basis the hire of village halls was costed at approximately £6,700 per year at current rates. Bearing in mind the Council's own budget setting process this could not commence before 2007/08. The 'hub' villages suggested by the Working Group were Kimbolton, Sawtry, Somersham, Warboys, Ramsey and Yaxley. Although more accurate costings would be required, it was suggested that, at present rates, a budget of approximately £32k would be required; however, Members were of the view that a nominal charge should be made for classes in order that there was little overall cost to the Council. A full programme also would require the use of the community transport network.
- 2.18 Budgetary provision would be required to enable the programme referred to above to take place although, overall, it was stressed that it would be at little cost to the Council. The budgetary provision would be required in advance to meet the costs of the planned services but it was intended that the majority of the budget would be recouped through fees. Indicative costs of up to £54k had been cited for a total programme. The Working Group, however, preferred not to put a figure on the required budget as the costs referred to were for a full programme. The incremental nature of the recommendations meant that it would be a number of years before a full programme could be introduced. Officers would prepare the necessary forecasts for budgetary purposes according to the level and rate of service expansion deemed appropriate.

**d) Training**

- 2.19 The level of qualification that physical training officers would require before they could provide physical activity classes for older people was a concern for the Working Group. The Council's current policy specified that those teaching classes to groups of older people should hold qualifications recognised by the National Register for Exercise Professionals (NREP) at level three. The Council's Impressions and leisure centre fitness class instructors were all qualified to level two or three. Training for an individual would cost in the order of £450 per year. The Working Group were of the view that the Council should seek to host the necessary training to ensure that sufficient staff were trained to the required level to allow the Working Group's recommendations to be implemented. In addition, they felt that, in order to reduce future costs in this respect, the Council should encourage at least one member of its leisure staff to become a qualified trainer in order that training could be provided direct by the Council for its own staff and for others. The last recommendation was, however, subsequently withdrawn. Although technically possible, it was considered that the requirements placed on the Council to achieve trainer status would be so far in excess of the potential savings to the Council as to make it unjustifiable.

#### **e) Marketing and Management**

- 2.20 In addition to those referred to above, the Working Group held discussions on other related matters. Members were aware that many services and facilities were provided in Huntingdonshire that contributed to the overarching aim of the Working Group. They were of the view that a comprehensive and up to date database of these was required in order to improve older people's access to them. This was something that could be undertaken by the Environmental and Community Health Section.
- 2.21 The Working Group discussed the marketing materials currently produced by the leisure service. The Working Group were of the view that the Council's current approach to targeting those aged 50 and over deterred those aged over 65 from using the Council's facilities. Members suggested that marketing materials should be produced that were specifically aimed at those aged over 65 years. This recommendation did not relate to new services and it was stressed that older people were not necessarily restricted to classes and facilities aimed at their age group. It was not intended that new facilities and classes would be provided under this recommendation, merely that some marketing should be undertaken designed to encourage older people to use existing facilities and classes, which were open to all ages. It was felt that this would reduce the likelihood that older people would be deterred from using existing services.
- 2.23 In discussing exercise activities provided by the voluntary/private sector, Members identified a potential problem with succession where services were provided by key individuals. It was suggested that it there was an opportunity to introduce greater continuity of provision if there was a public sector body, such as the Council, co-ordinating the service.

#### **f) Exercise Referral**

- 2.24 The Working Group discussed the current exercise referral service, which operated at the leisure centres. If leisure centre staff were provided with specialist training there was an opportunity to continue to provide services for frail people once their exercise referral programmes had finished. Having considered the extension of the existing exercise referral scheme to continue to provide classes specifically tailored to those who had completed the scheme, this was not pursued. Members were reluctant to do this as there would be considerable benefit from it and there was great demand for such a service. It was, however, of a different nature to the main body of the study in that it dealt with clients post injury rather than injury prevention.

#### **g) Huntingdonshire Strategic Partnership**

- 2.25 The Working Group was made aware that the potential benefits of physical activity hit many of the drivers of a number of bodies. Members, therefore, suggested that the Health, Housing and Social Care Thematic Group of the Huntingdonshire Strategic Partnership should be requested to consider adopting the promotion of physical exercise amongst older people as one of its objectives.

### 3. CONCLUSION

3.2 The Older Persons Working Group met on number of occasions. Members decided to concentrate on promoting better health in older people through physical activity. A range of information was considered on the services currently provided by the Council, on services provided by other sectors in Huntingdonshire and in Cambridgeshire and on national best practice. On the basis of this information and of discussions with relevant individuals Members have identified a number of initiatives that might be pursued to advance the objective of the Working Group. The outcomes of these discussions have been summarised above and the Scrutiny Panel:

#### RECOMMEND

that the Cabinet be requested to -

- (1) appoint a representative to the Out and About Steering Group;
- (2) promote Out and About through the Leisure Service and Districtwide;
- (3) subject to the progress of Out and About, establish a programme of exercise for older people at 'hub' villages and Luminus Sheltered Housing to commence in 2007/08;
- (4) make the necessary budgetary provision to enable the programme referred to above to take place although overall it will be at little cost to the Council;
- (5) subject to the programme of development referred to in Recommendation 3 and the outcome of the pilot referred to in Recommendation 8, train sufficient leisure staff to NREP level three as required to allow the programme referred to above to proceed;
- (6) provide facilities at the Leisure Centres for external trainers to provide their own classes for those aged over 65 years on a pilot basis;
- (7) introduce measures to ensure continuity of existing classes provided by the voluntary sector;
- (8) compile and maintain a comprehensive and up to date database of exercise services and facilities for older people;
- (9) produce marketing materials designed to encourage those aged over 65 years to use all of the Council's existing leisure facilities and classes as appropriate;
- (10) request the Huntingdonshire Strategic Partnerships Health, Housing and Social Care Thematic Group to consider adopting the promotion of physical exercise amongst older people as one of its objectives, and
- (11) undertake a review of progress with the implementation of recommendations (1) to (10) for submission to the Overview and Scrutiny Panel (Service Delivery).

**Contact Officer:** Mr A Roberts (01480) 388009

**Background Documents** – Reports of meetings of the Older Persons Working Group.

## APPENDIX C

### Older Persons Working Group

**Breakdown of *annual* costs incurred by Leisure Centres to support the “Out and About” pilot project.**

	<b>Quantity</b>	<b>Approx Cost</b>	<b>Notes</b>
Leaflet Production	10,000 glossy	£400 (£800 if twice)	Once or twice a year specific to 50+ activities. Based on Leisure Centres but incorporating any other agency wishing to advertise
Leaflet Distribution	5,000	£1,000 (£2,000 if twice) (5,000 x 2 <sup>nd</sup> class)	Requires data base sharing and access to addresses of those of target age. Various means to distribute but posting might be the best option. Again, once or twice a year.
Instructors	2 per week	£2,370 (£20 per hr x 50 weeks)	£20 (Level 3) plus on costs @ 18%. Based on one instructor per class at two centres per week.
Facility Hire	2 hrs per week	No charge	Leisure Centres at St Ivo and Huntingdon will offer one hour free per week whilst instructor costs are underwritten by Out and About
Equipment	2 sets	£400	Exercise bands and stability discs – Centres do not currently possess
Training	4 courses per annum	£300 £900	2 x Chair Aerobics (2 x £150) 2 x Old Peoples YMCA (2 x £450)
Training attendance	14 days (2x2 day chair course, 2x5 day YMCA course))	£800	Cost based on existing hourly Fitness instructor (gym) rates c £8 per hour (7 hr days)
<b>Total</b>		<b>£5,400</b>	

<b>Income examples</b>					
Pilot classes	Average attendance	Cost per head	Total Income	Total Expenditure	+/-
St Ivo/Huntingdon	10	£2.50	£25	£23	+£2
St Ivo/Huntingdon	4	£2.50	£10	£23	-£13 **
St Ivo/Huntingdon	9	£2.50	£15	£23	Break Even
<p>** Losses incurred on classes during the pilot scheme will be underwritten by “Out and About” Group.</p> <p>Members of the public who are not members of the “Out and About” Club will be able to attend the classes for the same price. These admissions will be included in any payment calculations.</p>					

Subsequent developments for the “Out and About” scheme in relation to the Leisure Centres will be dependent on the successes of the pilot classes. However, irrespective of the longer-term diagnosis and partnership, the Leisure Centres will be producing its own guide to activities for the 50+ age-group and will include references for external agencies within its covers.

**BIG LOTTERY FUND WELL-BEING PROGRAMME  
OUTLINE PROJECT PROPOSAL: ACTIVE AT 50**

**1. INTRODUCTION**

- 1.1 During the summer of 2006 an initial project outline entitled 'Active at 50' was submitted to the East of England's portfolio for consideration in their application to the Big Lottery Fund's 'Well Being' Programme.
- 1.2 The East of England's bid was successful at stage 1 but for a significantly less sum than that originally bid for - £3.69m instead of the £16.3m requested.
- 1.3 The East of England portfolio is now preparing and refining its portfolio ready for a stage 2 submission.
- 1.4 The 'Active at 50' project was included as part of the original portfolio for the East of England and is waiting to hear whether it will be included in the stage 2 submission.

**2. PROJECT AIM**

- 2.1 The aim of the project was to promote and increase sustainable physical activity which also improves people's mental health and well-being by people over 50.
- 2.2 It was planned to establish two activity programmes across the Huntingdonshire District. Physical Activity Activators will lead and enable physical activity opportunities for the over 50's and those returning to a more active lifestyle.
- 2.3 The first programme will be generic for anyone over 50 to attend and will be a general range of activities identified following consultation. The second will be specifically for people with mobility problems who require additional support to return to a more active lifestyle.

**3. PROJECT OUTCOMES**

The project would have 5 main outcomes:

- Increased participation in physical activity amongst people over 50
- Through community involvement develop a sustainable physical activity programme for people over 50 across Huntingdonshire
- Provide training opportunities for volunteers and physical activity activators
- Raise awareness of the health benefits of physical activity through the development of self help material
- Establish targeted schemes for individuals over 50 who need additional support to return to an active lifestyle

**3.1 PROJECT LOCATION**

Initially the schemes will target geographical areas of need: Oxmoor, Eynesbury, Ramsey and Yaxley before taking the project across the district. Recruitment to the scheme will involve working with various health professionals and will build on existing mechanisms from the exercise

referral scheme e.g. targeting cardiac rehabilitation, obesity, diabetes and mental health referrals.

### 3.2 TIMEFRAME

Initially the project would have started in April 2007 if successful. The stage 2 application if selected now has to be submitted by 8 March 2007. With the revised stage 2 submission date and no confirmed date of when stage 2 applicants will be advised if successful it is impossible to forecast a start date. From previous experience it is estimated it would take approximately 3-6 months to start any activity following being advised of any lottery award.

### 3.3 PROJECTED NUMBER OF PARTICIPANTS

Number of individual participants: 500  
Throughput (total attendances): 10,000

This would be over the 3 year duration of the project.

### 3.4 PROJECTED COSTS

	2007/08	2008/09	2009/10
Staff costs	11,984	11,984	11,984
Staff on costs	2,996	2,996	2,996
Development budget	8,000	8,000	8,000
<b>Sub-Total Direct Costs</b>	<b>22,980</b>	<b>22,980</b>	<b>22,980</b>
Indirect Costs	3,200	3,200	3,200
<b>Total Costs</b>	<b>26,180</b>	<b>26,180</b>	<b>26,180</b>
Funding from other sources	8,000	8,000	8,000
<b>Bid to Big Lottery Fund</b>	<b>18,180</b>	<b>18,180</b>	<b>18,180</b>

\*East of England requested that all bids include all costs at current prices with inflation being applied centrally to the whole portfolio. In practice the costs would be expected to increase by 3-5% annually.

### 4.0 CONCLUSION

There are still a number of obstacles in front of this project. Firstly it has to be accepted as part of the stage 2 portfolio for the East of England bid. News is expected on this imminently. The East of England portfolio though has had to be significantly reduced due to the limited success of the stage 1 bid.

If we are successful and put through to Stage 2, applications to this round are still subject to a robust scrutiny process and can still be declined at this stage.

Overall it must be noted this bid is in a precarious state.

### BACKGROUND INFORMATION

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