Engaging with Under-Represented Populations
Kent and Medway Sports Conference 2017
26 September 2017
Enhancing Lifestyles Through Sport
Active 50 Overview

- What is Active 50?
- What does it look like?
Keys to success

- **Talk, Listen, Action** - Actions speak louder than words

- **Effective marketing** - Online & offline

- **Developing a sustainable workforce** - Volunteers
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.
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)

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**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

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SHEPWAY SPORTS TRUST
Folkestone

Hythe & Romney Marsh
Shepway District Council
Shepway District Council
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.
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?

<table>
<thead>
<tr>
<th>Supporting a physical activity session</th>
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<td>Being front of house, completing admin, officiating, setting up and clearing away.</td>
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<th>Leading a physical activity session</th>
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<td>For example becoming a ‘Walk Leader’ or supporting an existing coach.</td>
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<th>Mentoring and supporting people</th>
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<td>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.</td>
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<th>Organising social events</th>
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<td>For both volunteers and participants to meet new people and grow relationships.</td>
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<th>Signposting people to local health services</th>
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<td>Groups and services that reduce unhealthy behaviours e.g. smoking cessation or drug &amp; alcohol prevention and beyond.</td>
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<th>Being a voice for participants</th>
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<td>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.</td>
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<th>Help raise awareness of current activities</th>
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<td>Leafleting and attending promotional events.</td>
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<th>Supporting one-off events</th>
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<td>Helping the smooth running of launch days, events and awards evening.</td>
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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.
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”
Have you made friends because of Active 50?

- Yes
- No

100%
Wider Impact

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

- Every day: 50%
- More than once a week: 22.7%
- Once a week: 13.6%
- Once a month: 9.1%
- I do not meet my friends outside of Active 50 classes
Since starting Active 50, have you noticed a difference to your mental wellbeing?

- I have noticed a significant improvement in my mental wellbeing (43.5%)
- I have noticed a small improvement in my mental wellbeing (30.4%)
- There has been no change to my mental wellbeing (26.1%)
- 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: 45.5%
- Somewhat: 22.7%
- No: 27.3%
- There has been no change to my mental wellbeing: 45.5%
How often did you participate in physical activity before starting Active 50?

- I was not physically active before Active 50: 17.4%
- Once a month: 8.7%
- Once a fortnight: 8.7%
- Once a week: 26.1%
- Twice a week: 26.1%
- Three times a week: 13%
Wider Impact

How often are you currently physically active?

- I am not currently physically active: 56.5%
- Once a month: 21.7%
- Once a fortnight: 8.7%
- Once a week: 13%
Since starting Active 50, have you noticed a difference to your physical fitness?

- 40.9% I have noticed a significant improvement in my physical fitness
- 50% There has been no change to my physical fitness
- 9.1% 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
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?
Questions…
Housing Association Projects

Children and Young People from Lower Socio-Economic Backgrounds
Socio-Economic Status

Socio-economic status (SES) is often measured as a combination of education, income and occupation. It is commonly conceptualized as the social standing or class of an individual or group. When viewed through a social class lens, privilege, power, and control are emphasized.
Housing Associations and Community Development

• Housing Associations in Kent are hugely varied

• All have a community development agenda, however they do not focus on the same themes

• Sport is often not considered to be on their agendas, but sport and physical activity can play a part to wider outcomes than just health and wellbeing
Get Active
Golding Vision is the community development arm of Golding Homes

Golding Vision supports Golding Homes work in developing sustainable communities and making a real difference to the quality of life of their residents

Golding Vision invest £500,000 each year on a programme of innovative and ambitious community projects and activities, which focus on four key priorities:

Place Shaping
Safer Communities
Health and Wellbeing
Financial Inclusion
Get Active – Golding Vision

Summer 2015

Summer programme of Archery Tag in Marden

June 2015

Winter 2016

10 week pilot programme in Tovil, Park Wood, Shepway & Marden

Summer 2016

20 week programme (June – Oct) in in Tovil, Park Wood, Shepway & Marden

Winter 2017

20 week programme (June – Oct) in in Tovil, Park Wood, Shepway & Marden

Summer 2017

Reduced winter programme to continue interest
Get Active – Golding Vision
Behaviour Change Model

Sport England funding is aimed at these stages

Who is currently engaging

People can move back and forth through these stages
Engaging with Under-Represented Populations

FREE activities on your doorstep throughout the summer
Facebook.com/GetActiveGolding - For enquiries call 07872 417912

**Football**
6 June - 17 October
Boys & Girls 5 - 10 years
Tuesdays 4:30 - 5:30pm
Boys & Girls 11 - 16 years
Tuesdays 5:30 - 6:30pm
Ball Court by Heather House, Bicknor Road, ME15 9PS

**Boxing**
28 June - 20 September
Boys & Girls 5 - 11 years
Wednesdays 5:00 - 6:00pm
Heather House, Bicknor Road, ME15 9PS

**Archery Tag**
8 June - 19 October
Boys & Girls 8 - 13 years
Thursdays 4:00 - 5:00pm
Parkwood Recreation Ground, Near Heather House, Bicknor Road, ME15 9PS

**American Football**
A fun and fast paced one day camp learning the basics of the sport
Location: New House Youth Centre, 101 Chaiknwll Rd, ME10 2LP
Date: Monday 14 August 2017
Time: 10am - 3pm
Ages: 5 - 19 years

**Cricket**
Tuesday Morning
25 July - 29 August
Boys & Girls welcome
5-10yrs 10am - 11am
11-16yrs 11am - 12pm

**American Football**
Thursday Morning
27 July - 31 August
Boys & Girls welcome
5-10yrs 11am - 12pm
11-16yrs 12pm - 1pm

**Archery Tag**
Wednesday Morning
26 July - 30 August
Boys & Girls welcome
9-13yrs 9am - 10:45am
12-16yrs 10:45am - 11:30am

**Football**
Thursday Evening
27 July - 31 August
Boys & Girls welcome
5-10yrs 4:30pm - 5:30pm
11-16yrs 5:30pm - 6:30pm
Get Active – Lessons Learnt

• Consistency is key

• Sustainability

• Local deliverers
Get Active – Successes

- Engaging the target market – **584** young people aged 2.5 – 18 engaged in 2016 with over 2500 visits
- Creating and developing a community project – Facebook page
- Continued support from the same participants/families
- Daisy is an 8 year old local girl who before attending the Get Active sessions had never tried boxing before. She started at week 7 of the project and after that never missed a session.
Social Value
Children and Young People from Lower Socio-Economic Backgrounds
Social Benefit has been calculated using community investment values from the Social Value Bank, created by HACT and Daniel Fujiwara. The results reveal that £513,047 of social impact has been created from participating in frequent mild exercise.

HACT: http://www.hact.org.uk/
Thank you