



Part of **places**  
for **people** 

STILL  
ON  
THE  
GO

Nicky Galwey-Woolston and Spencer Ward

Projects and Supported Housing Manager and Project Co-ordinator



**LOTTERY FUNDED**

# What is Still on the Go?

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- 3 year Sport England Funded programme (Active Ageing)
- Aim to engage inactive people aged 55+ with exercise
- Year 1 in Norwich
- Year 2 North Norfolk
- Year 3 Suffolk – from April 2020

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# Cotman Partnership Delivery

Steering Group – Active Norfolk, Norwich City Council Sports Development, Norfolk County Council Development Workers, Sport England, Places for People Leisure (Riverside Leisure Centre), Cotman Housing, Age UK Norwich, Norwich Dementia Action Alliance

Active Norfolk (CSP) Evaluation partners



# Rationale For Areas Of Delivery

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- Year 1 – strong partnership already with Places Leisure Leisure Centre at Riverside
- Three Cotman sheltered schemes and strong links with other landlords
- Year 2 – Leisure Centres in North Walsham Fakenham and Sheringham with Places Leisure
- No Cotman sheltered housing but do have retirement housing – Seaside and Country Homes scheme – and general needs with older tenants
- Year 3 – Need to develop new partnerships including with leisure centre providers
- Cotman has general needs housing for older people in Lowestoft

# Personal Approach

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- Project Co-ordinator Spencer Ward meets all participants 121 for initial assessment and action plan
  - “Roadshows” at sheltered schemes
  - Peer Ambassadors encourage others
  - Follow ups at 3, 6 and 12 months through the Co-ordinator or named Administrator
  - Referrals go through local phone line – promote to health and social care professionals and a lot of word of mouth recommendations

# Action Planning

**HOW WE CAN HELP**

This section is to be completed during a conversation with the Still On The Go Coordinator to help them identify suitable opportunities and support to enable you to do more activity.

1. Why would you like to become more active?  
\_\_\_\_\_
2. Was there anything in particular that prompted you to think about becoming more active?  
\_\_\_\_\_
3. Have you previously participated in activities delivered at the sheltered housing site such as Mobile Me?  
 Yes  No
4. Is there any exercise or activity you used to do and enjoyed that you don't do at the moment?  
\_\_\_\_\_
5. What caused you to reduce or stop doing that/these?  
\_\_\_\_\_
6. What activity (s) would you like to do and why?  
\_\_\_\_\_
7. Do you have any worries you about doing or trying it?  
\_\_\_\_\_
8. Is there anything that would help encourage you? i.e nearby venue, someone to call to remind you  
\_\_\_\_\_
9. How far are you able to go to a venue and how will you get there?  
\_\_\_\_\_

Baseline Questionnaire

# Reducing Isolation And Loneliness

Groups have taken on a life of their own – organising their own social events

- Talented instructors who prefer working with this target audience are vital
- Volunteer ambassadors have a low key but essential role
- Engaged sheltered housing residents who don't take part in other scheme activities





## Current Delivery

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- Sessions at Cotman and other landlords' sheltered housing schemes
- Sessions at Riverside Leisure Centre
- Promoted to customers at 2 independent charity sheltered schemes
- Range of different activities – circuits, aqua jog, gym, Zumba gold, swimming
- Free for initial year in each new area and working on sustainability

# Breaking Down Barriers

- Project Co-ordinator key role in breaking down barriers and building trust
- Give opportunities to observe classes, meet participants and tour leisure centre before taking part
- Use “nudges” to encourage
- Set back planning
- Emphasis on social aspect and enjoyment



# Achievements

- 202 participants signed up to date – inactive at start of programme
- Average age 72
- 55% rent from a Housing Association
- 20% rent from Local Authority or private
- Estimate  $\frac{3}{4}$  of people signed up are actively taking part
- **77% report now doing 30 minutes Moderate Intensity Activity**
- 29% report speaking to neighbours more often
  - 13% report reduction in feelings of loneliness
  - 57% report improvement in life satisfaction
- 45% report improvement in happiness
- 26% report improvement in general health

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## Participant Feedback

“I feel energised and more alive”

“I don’t need a walking stick any more”

“I was nervous and didn’t know anyone but they keep an eye on us”

“Look forward to it every week”



# Also Coming to Suffolk soon



- Aiming to reduce drop out from sport and physical activity when people move home
- Focus on social housing tenants
- Aiming to show social value, building communities and reducing isolation
- Ambassadors who already live in the area to welcome those who are new
- Recognise and address pressures that have lead up to the move

# Questions For Discussion

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- How can Cotman Housing work best in Suffolk?
- Which partners should we engage with?
- How could organisations in the room get involved?
- For the April 2020 delivery start, what lead in would you suggest for Suffolk?
- Case study handout – how could we help “Jane”?

THANK YOU