



Better You Project Proposal 2016 Engaging Barnet's Aging Population

1. Project Overview

A comprehensive leisure offer has the ability to provide the local community with a varied programme of opportunities, to improve mental health and wellbeing in addition to preventing health related issues later in life. Providing a robust Leisure offer enables greater efficiencies and opportunity for collaboration.

The project plan below outlines a variety of engagement opportunities to support older adults (focusing on 65+) to become more active in the Chipping Barnet constituency. This project focuses on meeting key targets identified in the “Health and Wellbeing Strategy 2015-2020” for the London Borough of Barnet. This includes combatting social isolation, particularly focusing on elderly women. The project will concentrate on older adults after retirement as this is when people are more likely to be at risk of social isolation on loneliness.

The identified constituency for this intervention consists of 7 wards however there is only one leisure centre in the area. Church Farm Leisure Centre is in the East of the borough and facilities include a one court sports hall and 18m swimming pool. To support older adults to become more active we have devised a project that will reach local communities and will breakdown current barriers to participation, namely transport to local facilities and lack of awareness of opportunities available to people.

The project will target residents within the following ward locations;

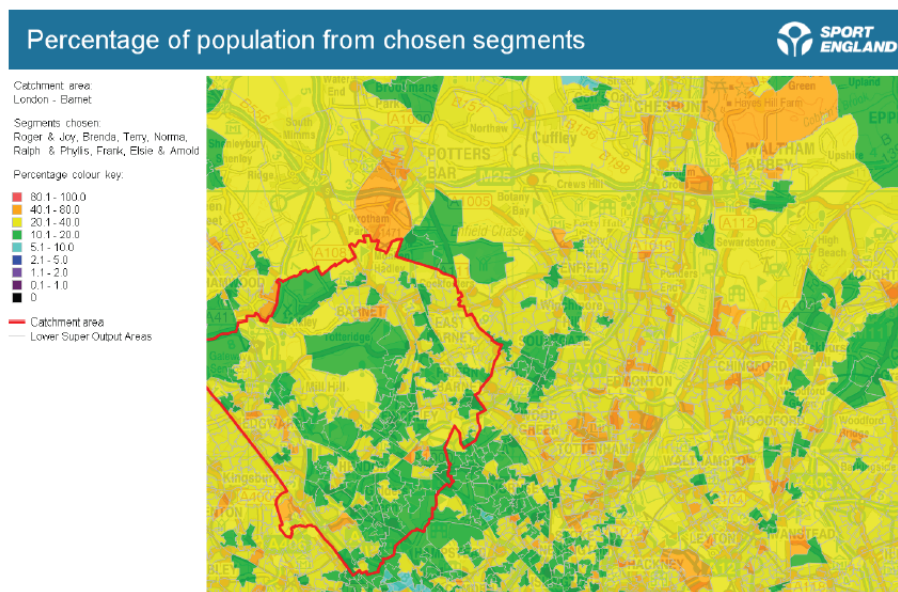
- Brunswick Park
- Oakleigh
- East Barnet
- High Barnet
- Totteridge
- Underhill
- Coppetts

2. Insight

The Barnet Sport & Physical Activity Statement has focus outcome of increasing participation and opportunities for older people. Currently only 9.2% of people age 55 and over participate in regular moderate intensity physical activity. The reduction in physical activity with age locally is consistent with trends in physical activity with age at the National level. However, older people in Barnet are less active than equivalent age groups at the national level.

The Sport England market segmentation for older people in Barnet is outlined below. There is a high percentage of older people living in the borough.

A large percentage of older adults live alone and are often socially isolated. This project will focus on creating more social opportunities for older people through physical activity.



3. Delivery Plan

Better Leisure Centres in Barnet currently offer a number of activities aimed at older adults. These sessions are all part of a “Club Membership” (see timetable). This is a concessionary membership for resident 55 years +. Participants have an option to “pay and play” or join the facilities as a paying monthly member.

The suggested project model will allow participants to become part of the Barnet “Club” programme for older adults through widening the membership to include activities outside of the leisure centres. Participants will be able to join in at their local community centre, church hall or park. Effectively the sessions will be an extension of the Club Membership and participants will be able to take part in sessions in the leisure centres as well as community venues.

All of the community “satellite” sessions will be low cost and in some cases free. The activities chosen will be based on consultation with local residents by engaging local community groups, sheltered housing and housing associations. These could include bowls, golf, swimming, exercise classes, dance, pilates and yoga. The engagement will involve setting up focus groups with local community groups and working with partners such as the “Barnet Provider Group”. This will also avoid duplication of sessions in the community.

The activities will predominately be based within local community centres, local sports clubs and parks and open spaces. The community spaces have been chosen as it has been identified in the Barnet council “Health & Wellbeing Strategy” that more sport and physical activity will be delivered “outside of the leisure centre”.

To increase motivation, change perceptions and increase awareness to older people that by increasing physical activity levels a person can improve their overall health the project will deliver motivational talks and provide Fitness MOT’s to allow participant to understand their current fitness levels and how they can improve this over the course of the project. The impact of the project will be monitored and evaluated (see section 7).

We will also link in with local partners to deliver informative talks around healthy eating, heating your home efficiently, saving money whilst collecting a pension and other topics older adults may find interesting. This is a retention tool but will also encourage participants to stay behind after exercising to socialise with like-minded people. The social aspect is an important element of this project.

Some of the delivery will also include taster sessions and engagement with older adults living in sheltered accommodation and care homes. In the initial stages this delivery will be free. A cost will be built into the sustainability plan. (discussed in section 9)

Example Weekly Delivery Plan

VENUE	ACTIVITY	DAY/TIME	COST	DELIVERER
SHELTERED HOUSING	SLIPPER SOCCER	MONDAY 11AM	FREE	COMMUNITY ACTIVATOR
CHURCH HALL	TAI CHI	TUESDAY 10:30AM	£2.50	FITNESS CLASS INSTRUCTOR
BRUNSWICK PARK	WALKING GROUP	WEDNESDAY 11AM	FREE	COMMUNITY ACTIVATOR/WALK LEADER
CHURCH FARM	SHORT TENNIS	WEDNESDAY 5PM	£2.50	COMMUNITY ACTIVATOR
CHURCH FARM	SWIMMING LESSONS AND WATER WORKOUT	THURSDAY 10AM	£2.50	SWIM TEACHER FITNESS CLASS INSTRUCTOR
LOCAL ALLOTMENT	GREEN GYM	THURSDAY 3PM	FREE	COMMUNITY ACTIVATOR
COMMUNITY CENTRE	AEROBICS	FRIDAY 9:30AM	£2.50	FITNESS CLASS INSTRUCTOR
COMMUNITY CENTRE	LINE DANCING	1:00PM	£2.50	FITNESS CLASS INSTRUCTOR

4. Project Budget

The aim of the project is to develop a sustainable programme offering a variety of affordable opportunities for all. Any income taken from the sessions will be reinvested into the continuation of the community satellite sessions.

The project budget below is based on 6 months of delivery (based on 8 sessions per week)

	COST	FIXED/PROVISIONAL*
Instructor Costs (based on 8 sessions per week)	£4800	fixed
Community Hall venue hire (£30 x 3 sessions per week)	£1440	provisional
Marketing (leaflets, local advertising, social media promotion)	£800	provisional
Community Activator Outreach (5 hrs per week)	£960	fixed
Equipment (for community sessions) <ul style="list-style-type: none"> - Music system - Resistance bands and light handweights - Exercise mats 	£400	fixed
Training (Upskilling Volunteers) x 3 courses Including safeguarding, walk leader training, fitness class qualifications	£900	provisional
Refreshments Tea, coffee and healthy snacks for each session	£100	provisional
Events Monthly themed events to aid retention and add a social element <ul style="list-style-type: none"> - Cost to cover refreshments, venue hire, travel to community venues, staff costs 	£600	provisional
TOTAL BUDGET	£10,000	

*provisional = to be confirmed, but not exceeding

Alternative Budget for 12 months based on 4 sessions per week

	COST	FIXED/PROVISIONAL*
Instructor Costs (based on 4 sessions per week for 12 months)	£4800	fixed
Community Hall venue hire (£30 x 1 sessions per week for 52 weeks)	£1560	provisional
Marketing (leaflets, local advertising, social media promotion)	£800	provisional
Community Activator Outreach (2.5 hrs per week for 12 months)	£960	fixed
Equipment (for community sessions) <ul style="list-style-type: none"> - Music system - Resistance bands and light handweights - Exercise mats 	£400	fixed
Training (Upskilling Volunteers) x 3 courses Including safeguarding, walk leader training,	£900	provisional

fitness class qualifications		
Refreshments Tea, coffee and healthy snacks for each session	£100	provisional
Events Bi-Monthly themed events to aid retention and add a social element - Cost to cover refreshments, venue hire, travel to community venues, staff costs	£600	provisional
TOTAL BUDGET	£10,000	

*provisional = to be confirmed, but not exceeding

5. Workforce & Volunteering

There is currently a Club Lead who works 10 hours a week across the leisure centres in the borough. The Club Lead will have additional hours added to their contract which will allow them to promote the programme and lead on pulling the new sessions together. They will be supported by the borough's Community Sport Manager and Healthwise Manager (Exercise referral manager). The programme will use existing fitness instructors and sports coaches.

We will also recruit, train, and retain local volunteers onto the project, particularly focusing on developing the walking programme. "Healthy Walks" have partnered with Better in Barnet to train up walk leaders across the leisure centres. As the numbers increase we will upskill and empower participants to become volunteers and expand the number of walks on the programme. Volunteers will also be recruited to buddy up with less confident participants to aid retention and combat issues surround loneliness and isolation. We will also work with local partners including Boost to source volunteers which could potentially lead to routes into employment. The project would look to upskill 30 staff and volunteers.

6. Outreach. Marketing & Key Partners

The project will be marketed through word of mouth, posters, newsletters, advertising in parish newsletters, in GP surgeries and through other partnership agencies promoting the project, including Age UK, Contact the Elderly and community groups who deliver the Silver Sunday events in the borough.

It is worth highlighting the project will be committed to working with partners from across a range of organisations and sectors to achieve maximum engagement. The identified list below is examples of initial identified agencies, although the project will endeavour to ensure connections are established across Chipping Barnet.

- Age UK
- Contact the Elderly
- Boost
- Barnet Pensioners Association
- Barnet Old People's Welfare
- Local libraries
- Church hall
- Community Centres

Activities will also be promoted through the use of social media to capture wider audiences through secondary messaging (eg family or professional employee / worker).

Promotion can also be focused on building awareness of the opportunity 'Healthwise'. Healthwise is a 12 week physical activity referral scheme that enables health professionals to refer patients with a range of different conditions providing they meet the inclusion criteria. It introduces participants to the benefits of physical activity in order to help prevent and manage existing conditions. The 12 week scheme is tailored to individual needs where they will have the opportunity to experience and be signposted to a number of activities the Healthwise scheme has on offer.

Healthwise aims to improve the health and well being of the local community, to breakdown barriers to participation and tackle health inequalities in the borough. Most importantly provide culturally sensitive, affordable and accessible services to those who have not previously accessed mainstream leisure facilities.

Once referred, the patient will qualify for the reduced rate membership for 12 months from the date of their first Healthwise appointment. The initial cost of the Scheme is £13.20 per month, payable by direct debit. There is also a 'pay and play' option and annual memberships available. At the anniversary of a Healthwise appointment the membership price will incrementally increase for a further 2 years.

The project team will provide Healthwise marketing literature and details to partners through the scope of the project, in order to raise awareness of the service amongst the target audience.

7. Training

To ensure that the project meets the needs of all residents in Chipping Barnet we will build training into the project plan to upskill staff and volunteer. This will include Dementia awareness training and disability awareness specifically relating to visual and hearing impairments. Almost 70% of all disabled people are over 50.

The Better leisure centres will become part of the Amateur Swimming Association's (ASA) Dementia Friendly Swimming Project at the end of 2016. This includes access to Alzheimer's Society training and accreditation for leisure centres to become "dementia friendly". This will increase accessibility to the centres for older people and ensure the centre staff are aware of slight adjustments they may need to make to improve the customer journey for people living with dementia. This will provide further opportunities for older adults living in Barnet.

8. Participation Targets & KPI's

The over 65 population of Chipping Barnet is 17,963. The below targets are based on engaging 2% of the Chipping Barnet over 65 population in 6 months.

New Participants	359 (70% retained participants)
Throughput/Usage	2500 (av 10 people attending each session + events and tasters)

The project will be managed by GLL. The development of the project and reporting will be undertaken by the Partnership Manager and Community Sports Manager. KPI's will be reported monthly to the council and reviewed in the Quarterly Client Meetings.

9. Monitoring & Evaluation

To ensure we retain 70% of the participants and to ensure the project is sustainable the project will be closely monitored and evaluated. Throughput and participant numbers will be measured alongside their activity levels at the beginning of the project and after 6 months.

We will also use Sport England's MOVES Tool to evaluate the impact of the project we have run the following scenario to forecasts the impact.

Our assumptions are:

- 365 new participants who are previously inactive
- 156 completers (70% retention)
- Attend 3 times per week; this habit will last for a year, regardless of project lifespan.
- Impact measurement horizon: 1 year
- Cost of service: £10,000 per year

Demographics			Results - Cost-Utility Analysis		
Sex		Mixed			
Age Group		60+			
Starting Activity Level		Inactive			
			Time Horizon (years)		1
Activity	Type	ym, Fitness and Conditioning	Costs		QALY
	Intensity	General	No sports Intervention		£444
	Duration	1	Sports Intervention		£10,063
	Frequency	3	Difference		£9,619
	Length of Programme	365	Incremental Cost Effectiveness Ratio		£109,785
	Total number of Sessions	156			
			Results - Return on Investment		
Scale	Time Horizon	1	Cumulative costs of Programme		£10,000
	Begins with	356	Cumulative Benefits of Programme (reduction in health expenditure)		£381
	Ends with	249	Difference between programme costs and benefits		-£9,619
	Drop-outs rate	2.052054795	Total value of QALYs gained (WTP * QALYs)		£2,645
Costs	Total Cost	£10,000	Return on Investment (NHS Expenditure avoidance)		-£0.96
	Average Cost	£28	Return on Investment (QALY)		£0.26

The MOVES tool forecasts the following results:

- Average Cost of project per participant: £28
- Total value of QALYs (Quality Adjusted Life Years) gained :£2,6145
- Return on investment (QALYs) ratio: £1 to £1.26 gained

The monitoring links to the Health and Wellbeing Strategy key outcomes. We will work to improve the wellbeing in the community and encourage opportunities for improving healthier lifestyles.

10. Sustainability

The project aims to become sustainable through charging for the sessions to cover the cost of the instructor and venue hire of community facilities. By charging for some activities it will allow taster sessions to be delivered to engage new participants and for sessions to be delivered in care homes and sheltered accommodation for a small charge or for free.

Participants will be offered the opportunity to become a “Club” member. Concessionary membership access to this scheme will be reviewed in partnership with LB Barnet subject to confirmed delivery. Memberships permit data monitoring and tracking to present impact information detail.

Monday	09:15-10:15	Water Work Out
	09:30-10:30	Body Conditioning
Wednesday	11:00-12:00	Aerobics
Thursday	10:00-11:00	Body Conditioning
	11:00-12:00	Aerobics 55+
Friday	14:00-15:00	Cardio Circuits

Burnt Oak Leisure Centre

Volunteers will also be a large part of the programme not only to support recruitment of their peers but also to aid recruitment and to allow for a more sustainable and cost effective delivery plan.

Current Club Sessions – Barnet

Barnet Copthall Leisure Centre

Thursday	13:00 – 15:00	Badminton & Table Tennis
----------	---------------	--------------------------

Church Farm

Monday

17:00 – 18:00

Short Tennis

Saturday

16:00 – 17:30

Short Tennis