

FOREVER ACTIVE ANNUAL REPORT – DECEMBER 2007



Introduction

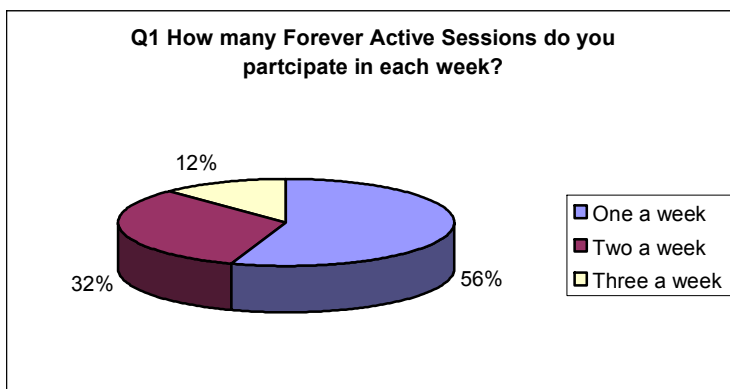
The Forever Active scheme provides exercise / activity sessions for the over 50 age group within Cambridge City. There are a variety of different sessions on offer, which cater for all different ages and abilities. Sessions range from chair based exercises, which are suitable for people with mobility problems to activities for the active 50+. Please see enclosed leaflet outlining all of the activities.

Questionnaires were distributed to all Forever Active participants in order to evaluate the scheme over the past year. The results have been collated and are presented below:

Approximately 500 Questionnaires were distributed with 72 questionnaires returned and results collated:

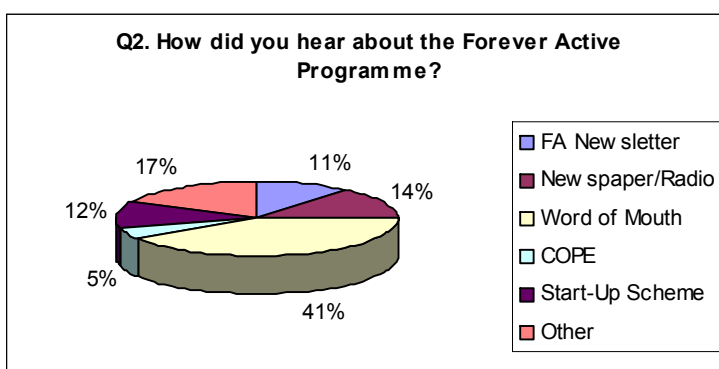
Questionnaire Results

Q1: How many Forever Active sessions the participants take part in per week?



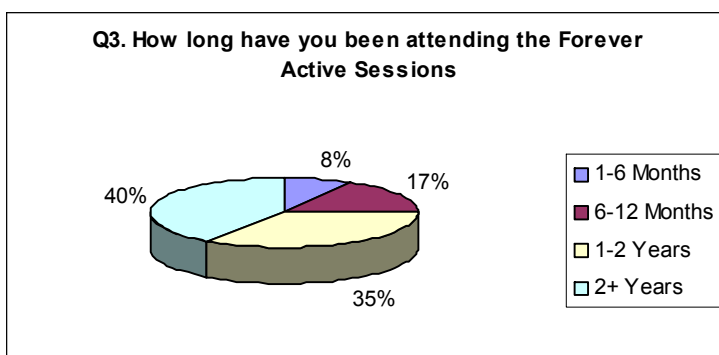
Results highlight that the majority of participants take part in one class per week. 32% take part in two classes per week and 12% take part in three classes per week.

Q2: How did you hear about the Forever Active Scheme?



41 % of the participants heard about the Forever Active scheme through word of mouth. 11% of the participants heard about the scheme through the publicity leaflet and 14% through the newspaper or radio. 12 % of participants heard about the scheme through the Start up, exercise referral scheme. The other 17% specified that they heard about the scheme through local sport and community centres.

Q3: How long have you been attending the Forever Active sessions?



40% of participants have been attending the Forever Active sessions for 2 years and 35% of the participants have been attending for 1 – 2 years.

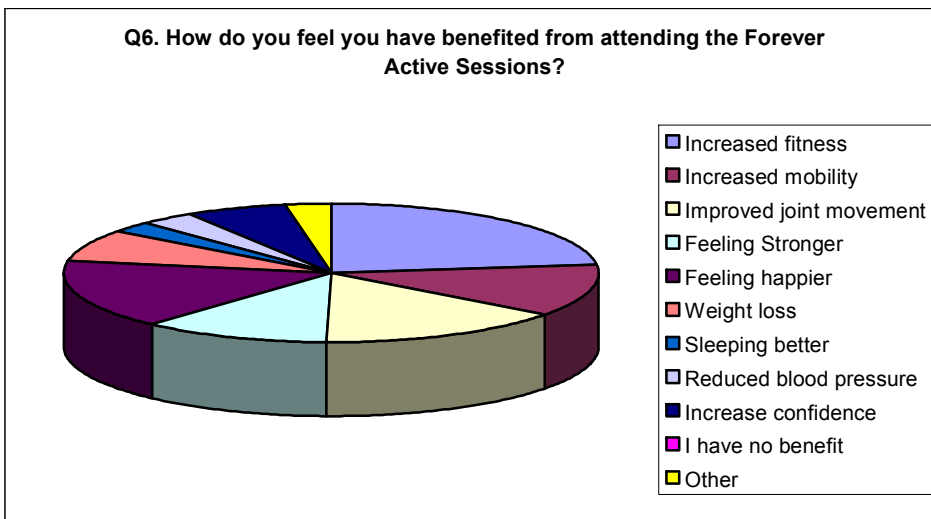
Q4: Have you been a member of the Start Up scheme? (exercise referral scheme)

Results highlight that 16% of respondents have come onto the Forever Active scheme through the Start Up exercise referral scheme.

Q5: Do you take part in any other exercise sessions apart from the Forever Active sessions?

47% of participants stated that they do take part in some other form of physical activity every week apart from the Forever Active sessions. This may include gardening and walking.

Q6: How do you feel you have benefited from taking part in the Forever Active sessions?

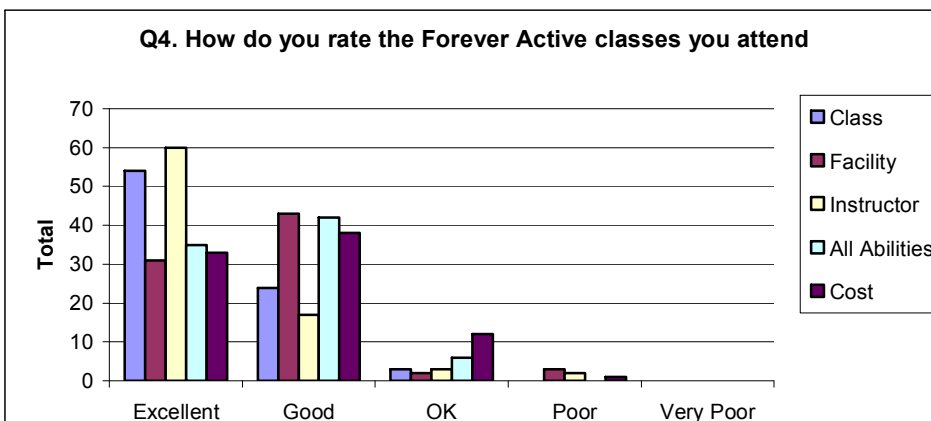


All respondents stated that they have benefited in some way from taking part in the Forever Active sessions. The highest % stated that they had seen an improvement in their fitness levels. Other benefits include increased mobility and joint movement (27%) and feeling stronger (11%) 16% stated that they felt happier since taking part in the sessions

Q7: Has there been a change in your medication since attending the sessions?

11% stated that there had been a positive change in their medication since taking part in the sessions. The question was not applicable for 35%.

Q8: How do you rate the Forever Active session you attend?



92% of the respondents rated the session/s they attend as being good / excellent. 7% thought the sessions were ok and 1% rated the quality of the sessions as being poor.

Q9: Favourite thing about the session you attend

Responses included the following:

- The Instructor
- Friendliness of the group
- Affordability
- Friendships and social interaction
- Confidence
- Fun and enjoyment
- Fitness
- Locality
- Age group being similar
- Physical benefits
- Music
- Relaxation
- Post session chats
- Venue
- Well being feeling
- Balletic movements

10: How could the session be improved?

- More dance classes
- Class to start on time
- Smaller class sizes for aqua
- Consistent instructor
- More Variety
- More aqua classes
- Evening sessions
- One hour sessions
- More choice
- Better Instructor
- Larger rooms
- Better advertisement
- More appropriate music
- Better programme on a Tuesday
- Stop moving venues.

Q11: Do you do any of the exercises in your own time?

56% stated that they practised the exercises they had learnt in the class in their own time at home.

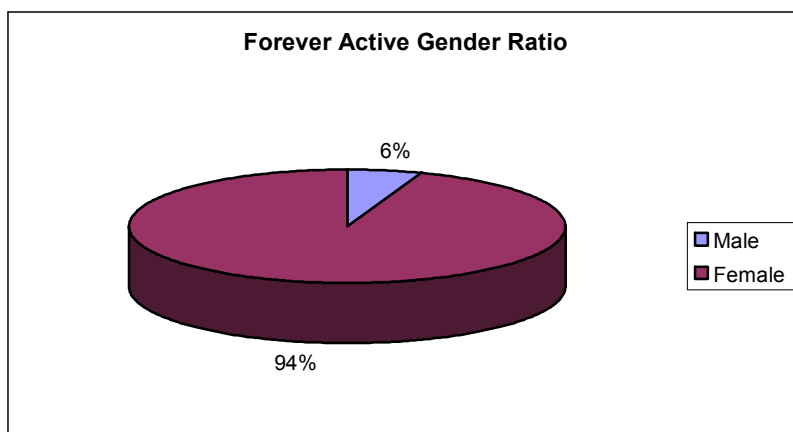
Q12: Other sessions suggested for the Forever Active Scheme

- Dance
- T'ai Chi
- Badminton
- Yoga
- Sessions in the South of the City
- Evening sessions
- Line dancing
- More aqua
- ETM classes everyday
- Canoeing
- Scrabble
- Long Walks
- Horse riding
- Ice skating
- Pilates at CHVC
- Salsa Lessons
- Meditation
- Ball room dancing

Q13: Do you consider yourself to have a disability?

11% of the respondents considered themselves to have a disability.

Q14: Gender?



The feedback highlights that the majority of participants taking part in the Forever Active Scheme are females with 94% of the respondents being female and only 6% male.

Conclusion / Recommendations:

The results of Q1 highlight that there is the need to encourage the majority of participants to attend more Forever Active sessions per week or to increase their weekly level of physical activity. The scheme needs to work towards National guidelines of encouraging participants to take part in at least 30 minutes of moderate intensity exercise at least 5 times a week in order to gain the health benefits of exercise.

Q5 does however highlight that 47% of participants do take part in some other form of physical activity a week apart from the Forever Active Scheme and 56% of the participants practice what they have learnt in class in their own time at home. The scheme is in the process of producing guidance booklets for participants wishing to exercise at home to ensure the exercises are undertaken safely and effectively.

Q3 demonstrates the need for increased distribution and publicity of the Forever Active leaflet. The majority of participants heard about the scheme through word of mouth.

The features in the Cambridge Evening News and other media outlets have been beneficial with 14% hearing about the scheme in this way. The scheme will continue to link with the local media where possible.

There has been 16% of Start Up Clients come onto the Forever Active Scheme. This reflects the effective partnership work taking place between Forever Active and the Start Up scheme. The partnership work will continue for the future with the aim of increasing the number of Start Up members onto the Forever Active Scheme. The scheme will work towards increasing the number of Instructors trained in the Exercise Referral Qualification level 3 REPS so that more classes can be promoted as being suitable for exercise referral clients.

In Q6 all of the respondents stated that their physical and / or mental health has benefited in some way from taking part in the Forever Active session. Linked to the benefits of exercise 11% of participants reported that they have had a positive change in their medication since taking part in the scheme. For 35% this question was not applicable.

In Q8 feedback with regard to the standard of the sessions has been extremely positive with 92% of the respondents rating the session/s they attended as being good or excellent. It is important to look at the feedback given for how the sessions can be improved upon (Q10) and act on these suggestions where possible to ensure that the level of service continues to improve. These suggestions will be discussed at both the Forever Active Forum meetings and the meetings for staff working on the programme.

The scheme will continue to look for sources of funding to enable the scheme to expand and achieve the suggestions made in Q12. The scheme has had successful grant bids over the past year, which has secured the future of the existing programme until August 2008. Grant applications and sponsorship proposals are currently being submitted to gain funding for the scheme for September 2008 onwards, to continue with existing sessions and to further expand.

Statistics highlight that the majority of respondents are female (94%); this is reflective of the number of females and males accessing the scheme. There is the need to increase the number of males attending the Forever Active sessions. The Forever Active Forum will consult with the members of the scheme to get feedback on how to effectively attract more men onto the scheme.

Overall the responses from the 2007 questionnaires have been extremely positive and reflect a good year for the Forever Active Scheme. It is hoped that the scheme will continue to go from strength to strength for the future year. Feedback from members helps to steer the development of the scheme in the right direction and highlights areas for improvement.

Thank you to all the Forever Active participants who returned the feedback questionnaire. If you have any further feedback you wish to add please contact Helen Johnston, Forever Active Coordinator.