



Forever Active Scheme
Annual Report
Review of 2010

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Contents

Introduction	Page 3
Classes:	Page 3
Membership	Page 3
Equipment	Page 3
Volunteer Project	Page 4
Funding	Page 5
Participants' feedback	Page 6 - 13
New priorities for 2011	Page 13
Contact Details	Page 13

Introduction:

The Forever Active scheme provides exercise and activity sessions for the 50+ age group within Cambridge City.

This report provides an overview and evaluation of the scheme in 2010.

More information about the scheme itself and activities provided can be found at www.forever-active.org.uk

Classes:

In the January to July 2010 brochure there were 12 mobility classes on offer and 35 Active 50+ sessions. In the September to December 2010 brochure there were 16 mobility classes and 36 Active 50+ classes.

There were 1052 participants registered on the database in April 2011 as attending a Forever Active class. This is an increase of 192 participants since the year before. There have been approximately 1,800 – 2000 attendances at classes each month during 2010. This is an increase of over 500 attendances a month in comparison to 2009.

Membership of the scheme

All participant details are recorded on the database. Participants have the option to become a Forever Active member for £12.50 a year.

From the period September 2009 – August 2010 there were 326 registered Forever Active members (318 female and 28 male). This is an increase of 20 members since the previous year.

In the financial year 2009/2010 the membership fees generated £5140.50 of income for the scheme.

Equipment

The Forever Active scheme has a range of different merchandise on offer. This generates income for the scheme to further develop classes and initiatives. The total revenue generated from the sale of equipment in the 2009/10 financial year was £572.

During 2010, the scheme branched out to selling Forever Active t-shirts and class passes. The scheme will be producing a DVD in 2011.

Volunteer Project

The Forum received funding from the Department of Health in April 2008 to fund a three year volunteer project – ‘Friends of Forever Active’. The funding for this project will come to an end in April 2011.

The Funding has enabled the Forum to appoint a volunteer coordinator for 15 hours a week – Juliet Moynan.

Various different roles have been established for volunteers and it is hoped that this project will help with the long-term sustainability of Forever Active.

Volunteers can help on the scheme in the following ways:

- Welcome new members to sessions and act as a supporting ‘buddy’
- Help with the publicity, promotion and fundraising
- Leading healthy walks in the local area
- Assisting at an exercise class
- Becoming an activity leader
- Giving talks in the local community

The information in the table below highlights the volunteer information for the last year: (Up until April 2011)

Total Number of Volunteers	95
Number of volunteers undertaking volunteering activity in the project during the last 12 months	82

Frequency of Involvement:

At least once a week	12
Less than once a week but more than once a month	35
Less than once a month	25
Other	10

The total number of hours volunteered in this 12-month period totalled 1500 hours.

73 of the active volunteers are female and 9 are male.

With regard to employment status, 16 volunteers are employed part time or full time, 11 are unemployed, 5 are students and 49 are retired.

The table below, highlights the age of the Volunteers:

Under 16	0
16 – 25 years	5
26 – 55 years	26

55 – 64 years	41
65+ years	9

The above statistics are reported back to the Department of Health every 6 months as part of the grant agreement.

Unfortunately the Friends of Forever Active funding will be coming to an end in 2011. The Forever Active Forum will try to sustain all volunteering initiatives which have been developed as much as possible after this time.

Funding

In 2010 the Forever Active Forum received grant aid / funding support from the following Organisations:

Grants received from:

- Cambridge City Council
- NHS Cambridgeshire
- Age Concern UK
- Pie Foundation
- Comic Relief
- Department of Health

In 2009/2010 the Forever Active Forum had a total income of £68,795 and expenditure of £51,678.

The remaining cash funds for 2009/10 were £17,087 plus the remains from 08/09 of £16,240 meant the Forever Active had a closing balance in September 2010 of £33,327.

£17,559 if this amount was restricted grant funds and £15,768 was unrestricted funds.

Please see the Forever Active accounts for September 2009 to August 2010 for a detailed financial breakdown of the income and expenditure.

Member Feedback

Results from the 2010 evaluation questionnaire

Questionnaires were sent to all of the Forever Active members and the Forever Active exercise Instructors also distributed these questionnaires to class participants. It is estimated that approximately 1000 questionnaires were distributed.

The questionnaires were sent out at the beginning of January 2011 and participants were asked to return their questionnaires by the beginning of February 2011.

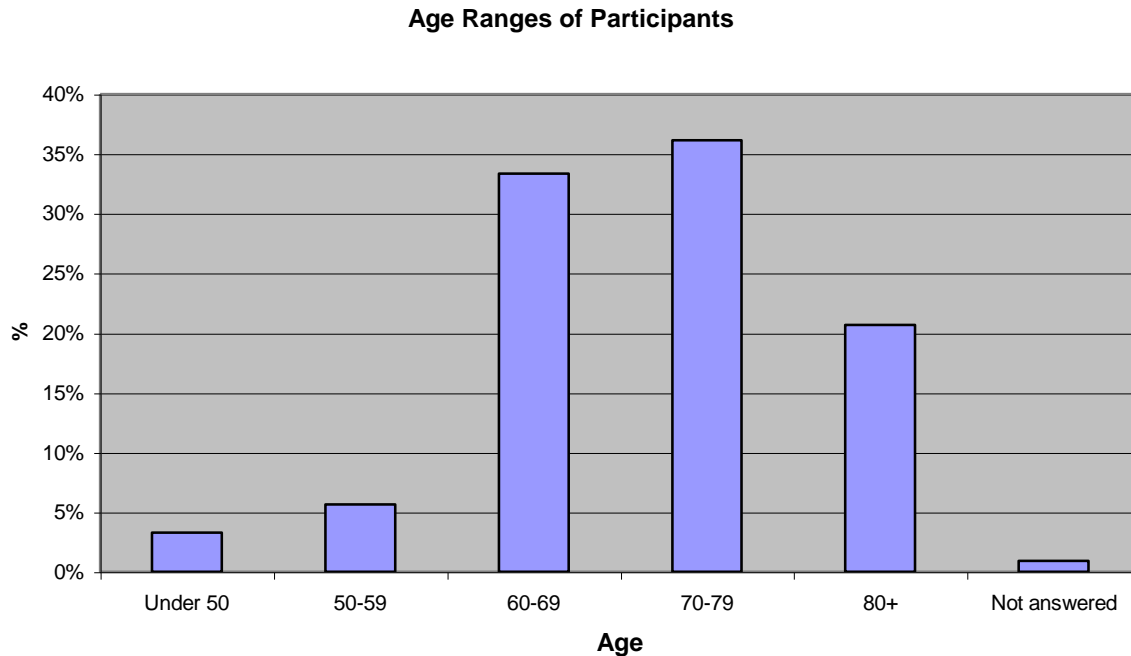
A total of 231 participants returned their evaluation form and the following results have been selected and highlighted within the report:

Questionnaire Findings in Brief:

- 80% of respondents are female
- The majority (69%) of participants are between the age of 60 – 79
- 87% of respondents are white / British
- 36% of respondents consider themselves to have a disability
- 33% of respondents heard about the scheme via word of mouth
- 48% of respondents participate in one class a week
- 72% also exercise in their own time alongside attending a class
- 50% of respondents have attended a Forever Active class for over 2 years
- 24% of participants were referred onto the Forever Active via the Exercise referral or Cardiac rehabilitation programmes.
- 37% of respondents take part in moderate intensity activity on 3 – 4 days of the week
- 42% have seen a noticeable difference in their health and well being since taking part in a Forever Active class.

Details about Forever Active participants:

The responses highlight that the majority of Forever Active participants who responded to the questionnaire are between the age of 60 – 79 (69%) The next highest category was the over 80-age group who represented 21% of respondents.

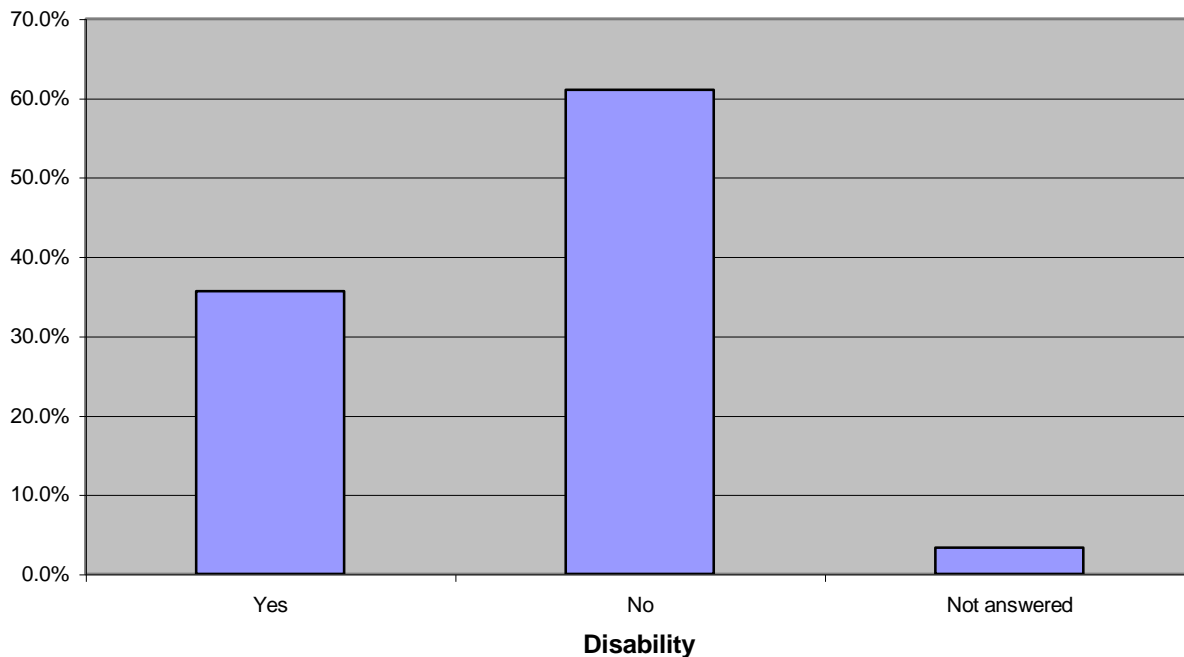


The vast majority of participants are still female. The questionnaire responses highlighted that only 20% of respondents were male with 80% being female. This highlights the need for initiatives to get more men to attend the scheme.

From the participants who responded to the questionnaire, 87% are white / British and the other 13% from ethnic minority groups.

36% of respondents reported themselves as having a disability and 64% classified themselves as being non-disabled. The mobility classes within the Forever Active programme cater for individuals with a disability as well as sessions run through the exercise referral scheme.

Participants with a disability:



Publicity of the Classes:

The following question asked participants how they first heard about their Forever Active class. The results highlight that the majority of respondents (33%) heard about their class via word of mouth. 20% heard about Forever Active through the brochure, 10% via a poster / leaflet, 15% via a Health Professional and 14% through the Exercise referral scheme. 2% read about the scheme in the Newspaper and 6% through an other source.

These statistics highlight the increased brand awareness of Forever Active and the strength of the word of mouth promotion. The scheme is always looking for new ways to promote the classes within the local community.

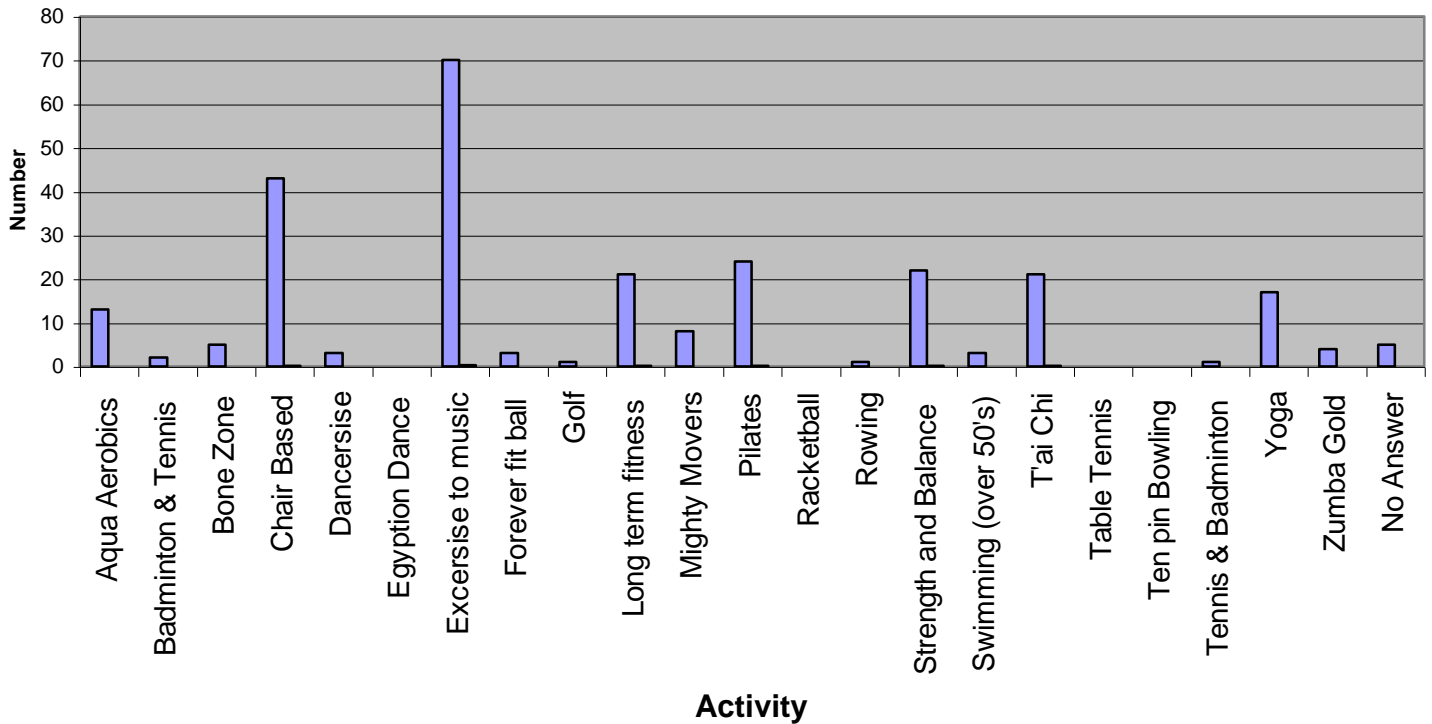
Attendance at Sessions:

The questionnaires highlighted that 48% of respondents participate in one class a week, 37% attend 2 – 3 classes a week and 9% attend 4 – 7 classes a week. (6% did not answer the question)

72% of respondents stated that they do their exercises in their own time at home, along side attending a regular class. In order to promote increased weekly attendance the Forever Active has the home-based exercise booklet and will be launching the home exercise DVD in 2011.

Over 50% of respondents have been attending a Forever Active class for over 2 years.

Activities Taken Part In



The table above highlights the Forever Active sessions / classes the respondents take part in. It is clear that the majority attend an exercise to music class and second highest attendance is at a chair-based class.

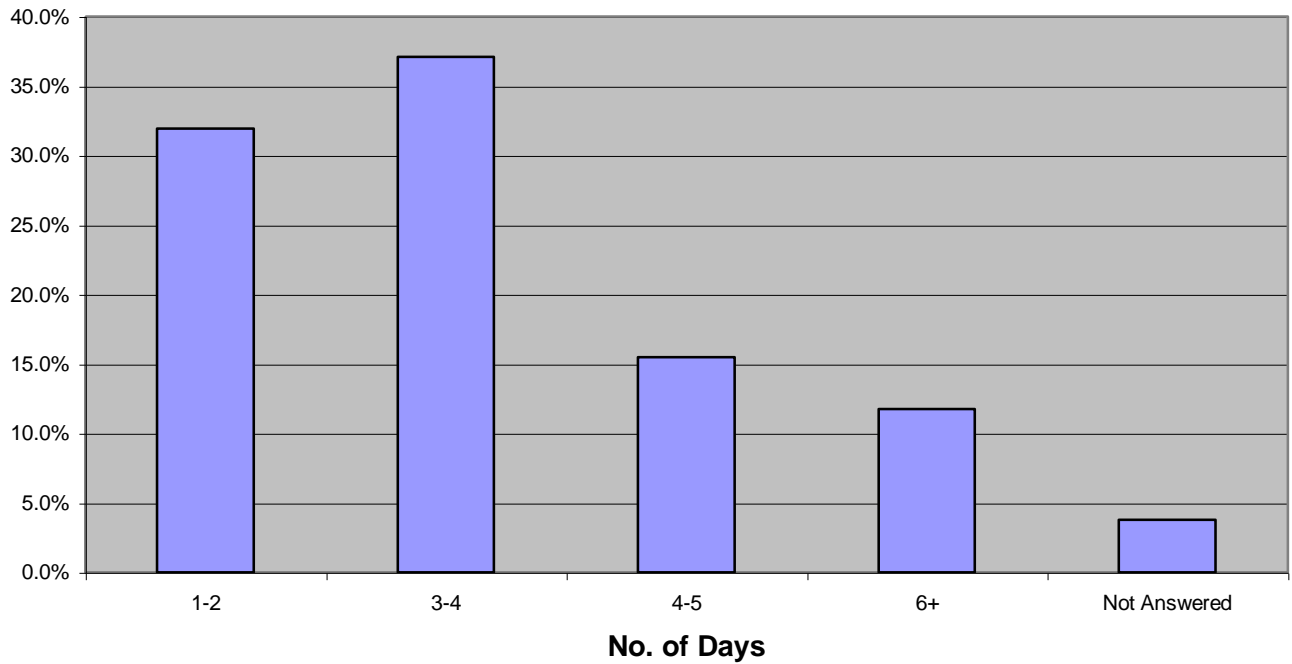
Links with the Exercise referral scheme

The statistics also highlight the good working relationship the scheme has with the local Health Professionals and Exercise Referral Scheme. The responses highlighted that 24% of participants were referred to Forever Active via the Exercise Referral Scheme or cardiac rehabilitation programme.

How many days of the week do you participate in moderate intensity activity?

National guidelines recommend that adults should participate in 30 minutes or more of moderate intensity activity on 5 or more days of the week to get the health benefits. It is also important for older adults to do activities to improve their strength, balance and coordination.

Days of Daily Activity



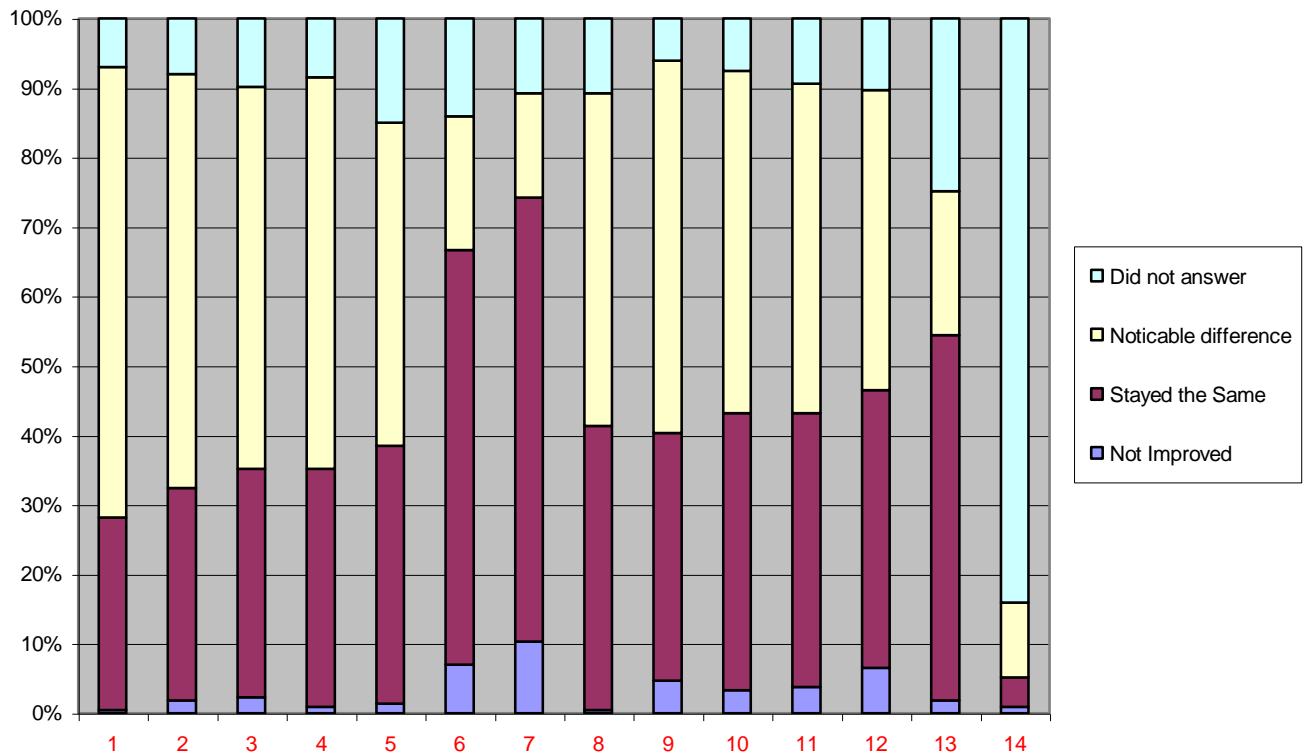
The table above highlights that 37% of respondents take part in moderate intensity activity on 3 – 4 days of the week. 32% take part in moderate intensity activity on 1 – 2 days of the week.

When asked for how many minutes are they active for, 31% stated that they would do 0 – 29 minutes, 32% stated they would do 30 – 59 minutes and 28% reported they would do 60 – 120 minutes each active day. 6% do 120 minutes plus.

Health Benefits:

The participants were asked if they had noticed any changes to different elements of their health and fitness since taking part in the Forever Active scheme.

Overall 42% stated they have seen a noticeable difference to their health and well being since taking part in a Forever Active class/es. 39% stated that their health and well-being has stayed the same and 3% said it had not improved. (16% did not answer the question)



*The numbers along the bottom of the graph correlate with the components of health and well being on the next page.

The table above highlights whether or not people have noticed an improvement in their health and well being since taking part in the Forever Active sessions with regard to specific elements of health and well being. The graph is colour coded with regard to the number of respondents who stated they had not seen an improvement (purple), stayed the same (maroon), seen a noticeable difference (yellow), and who did not answer (green)

The participants were asked the question in relation to different elements of health, well-being and fitness. The graph is coded as follows:

1 Fitness: The majority of respondents (65%) stated that they had seen a noticeable improvement in their fitness levels since attending the Forever Active classes. Under 1% said they had not seen any improvement.

2 Mobility: Over half the respondents (60%) also stated that they had seen a noticeable improvement in their mobility. 31% said their mobility had stayed the same.

3 Strength: It is particularly important to maintain and also improve one's strength to prevent falls in later life. 55% stated that they had seen a noticeable improvement in their strength and 33% felt the classes had helped to main their strength.

4 Mental well-being: 56% stated that they had seen a noticeable improvement to their mental health since taking part in the sessions. Not only does exercise release endorphins which help with good mental health but the Forever Active scheme also tries to incorporate a social element to classes.

5 Ability to do daily tasks: 37% felt that the Forever Active sessions had help them to maintain their ability to do every day tasks. For the participants who attend the active 50+ classes it is particularly important to maintain functional capacity. For participants attending the mobility classes, it might be that for many the classes need to focus on improving their ability to do every day tasks. 46% stated that they had seen a noticeable improvement in their ability to do daily tasks since attending the Forever Active classes. 15% did not answer this questions so maybe felt it was not relevant to them.

6 Weight loss / management: The majority of the respondents felt that their weight had stayed the same since attending the Forever Active sessions (60%). 19% have noted a noticeable improvement and 7% felt that they had not seen an improvement. Where appropriate the Forever Active scheme tries to recommend weight specific management programmes such as Weigh 2 Go and CHIP. 14% did not answer this question.

7 Sleep patterns: The majority, 64% felt that their sleep patterns had remained the same since participating in Forever Active. 15% had noticed an improvement in sleep patterns since attending.

8 Confidence: 48% have noticed at improvement in their confidence levels since attending a Forever Active class.

9 Balance: Balance is an important element of falls prevention. 54% of respondents stated that they have seen an improvement in their balance.

10 Coordination: Many of the Forever Active session, aim to challenge the participant's coordination during the class. 49% stated that they have seen an improvement in their coordination.

11 Posture: All the classes try to educate the participants as to the importance of good posture and certain classes on the programme such as Pilates

specifically focus on improving this. As people get older it is common to see a kyphotic (rounded shoulders) posture appearing. 47% stated that they have seen an improvement in their posture since being involved in a Forever Active class.

12 Energy Levels: 43% reported an increase in their energy levels since taking part in Forever Active. 40% reported that their energy levels had stayed the same.

13 Medical conditions: Many of the participants who attend the Forever Active sessions have age related medical conditions. 24% of respondents had been referred onto the Forever Active scheme from the Exercise referral scheme. A majority of 53% stated that their medical condition has stayed the same since participating in a Forever Active class. 21% reported a noticeable difference and only 2% said that their medical condition and neither stayed the same or improved.

14 Other: 84% did not answer this question. 11% stated that they had seen a noticeable improvement in an element of health and fitness not listed above.

Thank you to all the Forever Active participants who took the time to complete and return the evaluation form. Information from this report is valuable in terms of providing us with information about the participants who attend the scheme and the benefits of having a 50+ exercise programme within the City as well as highlighting areas for improvement. The report will be circulated to key partners as well as grant funding organisations.

New priority Areas for 2011:

- Further development of the programme of activities
- Look into the possibility of expanding Forever Active scheme into South Cambs
- Look at ways of generating more income / grant aid
- Sustain the Friends of Forever Active Volunteering Scheme.
- Produce a Forever active DVD

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