

**FOREVER ACTIVE FORUM**  
**FRIDAY 4<sup>TH</sup> MAY**  
**1.00PM – 3.00PM**  
**CHESTERTON SPORTS CENTRE**



**MINUTES**

**1.) Welcome and Introductions**

**PRESENT:**

Bob Barnes, *Cambridge Lakes Golf Course*  
Patricia McBride, *Kelsey Kerridge ETM Class*  
Roy Abraham, *Trumpington Class*  
Jean Abraham, *Trumpington Class*  
Mary Wright, *Chesterton and St Luke's ETM Class*  
Sandy Mitchell, *Abbey Pool ETM Class (Friday)*  
Jay Foster, *Abbey Pool ETM Class (Friday)*  
Pat Beaumont, *Abbey Pool ETM Class (Tuesday and Friday)*  
Cathy Culshaw, *Assistant Manager, Chesterton Sports Centre*  
Evelyn Norman, *Chesterton Aqua Class*  
Diane Johnston, *Chesterton ETM class*  
Doreen Furness, *Chesterton Aqua, ETM, Pilates class and badminton*  
Kanchan Poulcharia, *Chesterton Aqua and Pilates, Yoga at Buchan Street and chair based exercises with ICCA group.*  
Sandra Stafford, *Chesterton Pilates Class*  
Miranda East, *Trumpington Class*  
Robert Bookman, *Cambridge Older Person's Enterprise (COPE)*  
Rhona Bookman, *Cambridge Older Person's Enterprise (COPE)*  
Shirley Echlin, *Abbey Pool ETM Class (Friday)*  
Carole Bishop, *Chesterton Aqua Class, Tenpin bowling*  
Sally Stanhope, *Manager, Sports Development Service, Cambs City Council (CCC)*  
Carrie Holbrook, *Exercise Referral Coordinator, CCC*  
Jenny Hays, *Administrator, Sports Development, CCC*  
Helen Johnston, *Forever Active Coordinator, CCC*

## **2.) Overview of the Forever Active scheme to date and future plans**

HJ gave a presentation on the Forever Active scheme. Copy of the presentation attached.

## **3.) Members updates / issues and good news stories**

### **3A) Feedback from sessions & about the scheme:**

- RA put forward suggestions from the Trumpington group that they would like a second exercise class in Trumpington earlier on in the week.

**ACTION:** HJ to investigate the possibility of a second class – funding depending.

- The suggestion was put forward by members attending some of the ETM classes that there is the preference for the ETM classes to include an element of routines in the aerobic section. It was felt that this is beneficial in terms of helping with coordination as well as making the session more interesting.

**ACTION:** HJ to organise a choreography-training course for all instructors working on the programme as well as arranging regular instructor meetings to feed back suggestions to staff.

It was also suggested that there is the need for more standardisation across the classes. This is especially important when classes are covered so that the cover instructor knows what to do with the class.

**ACTION:** HJ to ask instructors to provide a summary lesson plan for their class, which can be used as reference when the class is covered.

**ACTION:** HJ to design a suggestions card for members for comments and feedback to be put forward.

A suggestion was made to have closer links with mainstream classes as an exit route, when members have progressed within their Forever Active class. This would also free up space within

busy sessions, such as the Chesterton Pilates, for new members wanting to join. It was suggested that reduced rates could be negotiated for Forever Active members within the main steam sessions.

**ACTION:** HJ to investigate.

- The group spoke about the need for more advertising. Comments and suggestions detailed below.

**ACTION:** HJ to follow up.

- HJ questioned whether there is the demand for classes to continue through the month of August due to people being away. It was decided that members would like the classes to continue throughout the year as so often classes stop over the summer months.

- Members spoke about how beneficial they find the classes in terms of the health and social benefits and how important it is to ensure they continue.

- BB spoke of the success of the session at Cambridge Lakes Golf Course. Numbers have been excellent and the members have organised social events including a Christmas dinner and a summer barbecue next month. The session takes place on a Wednesday from 10.00am. New people are always welcome.

### **3B) Suggestions for the development / improvement of the scheme:**

The group were split into three groups and asked the following 6 questions. The results are as follows:

#### 1. How to improve current Forever Active sessions; -

- Better communication links are needed between Instructors and members, and Instructors and Instructors.
- More variation from Instructors for the sessions.
- More daytime sessions and some evening sessions.
- Evaluation and/or suggestion cards to be given out after classes on a monthly basis.
- Spilt Pilate classes into beginners, intermediate and advanced.
- More classes for over subscribed classes.
- Advanced Pilates and Yoga on the same day.

## 2. How to improve the scheme as a whole; -

- Larger poster for classes – better publicity.
- Instructor briefings to cover session plans, hand over, expectations, and delivery of sessions.
- Healthy Walks information is not easily found. Better publicity needed.
- More publicity for all the classes.
- Multi-pay cards.
- Links with Local Secrets.
- Achievements awards.
- Advertising not to be done as a club – individual posters for each class needed.
- Links with other classes and organisations of similar level which are not Forever Active, giving members more exercise options.

## 3. Ideas for new sessions; -

- Dancing classes (Salsacise, Line and circle).
- Relaxation classes.
- Country and out of the city Healthy Walks.
- Laughter club.
- Links with Slimming organisations.

## 4. Promotional Ideas; -

- Advertise in local church magazines.
- Monthly articles in the Cambridge Evening News.
- Cambridge University retirement scheme.
- BBC Radio Cambridgeshire.
- G.P Surgeries.
- Sport equipment companies.
- Charity Shops.
- Local Agenda and Style magazine.
- Coffee shops.
- Supermarket Boards.
- Look East and Anglia Television.
- Bus and train stations.
- SAGA.
- Coffee mornings.
- Annual local events.
- Women's Institute.

## 5. Fundraising Ideas; -

- Sponsored/ social events e.g. 'cheese and wine'.
- Race for Life.
- Sponsorship.
- National press.
- BBQ.
- Raffles.
- Links with large companies such as Waitrose, B&Q, Marshall's, Post office, Ridgeons, Focus etc.

**ACTION:** HJ to act upon the above suggestions over the next few months as part of a Forever Active action plan.

### **4.) Forever Active class prices – July onwards**

It was agreed by all present that a 50p increase in class prices was reasonable to help towards the sustainability of sessions. This will start when the new Forever Active brochure comes out in July.

Chair Based Classes - £2.00 from July

Other Exercise Classes - £2.50 from July

Organisations, which organise sessions on behalf of Forever Active, will decide independently if they will need to put their prices up for the July programme. Any new prices for these sessions will be published in the new programme.

### **5.) July programme & publicity**

The next programme will be out the beginning of July.

**ACTION:** HJ to follow up the advertising suggestions made above. If anyone is able to help distribute the publicity in the local area this would be much appreciated. Please call HJ and we can arrange for leaflets to be delivered to you.

### **6.) Sustainability of Forever Active**

HJ updated the group on the current financial situation of Forever Active: The scheme has previously received funding from the

Primary Care Trust, this funding has been withdrawn for 07/08 due to the financial difficulties of the PCT. CCC will continue to fund the part time position of HJ to coordinate the scheme but there will be the need to attract external revenue funding.

In order to apply for external funding / grants, the Forever Active forum will need to become a constituted group with a bank account – a voluntary forum, which is supported by but independent to Cambridge City Council.

In order to do this the group needs a chair, secretary and treasurer. HJ explained to the group that HJ, CH and JH will take on these positions initially on a temporary basis to speed up the process of being able to open a bank account and apply for grants.

These positions will be open for any Forever Active members to nominate themselves for should they wish to do so. The official nomination of these positions will take place at the next meeting. Please contact HJ if you would like to discuss the roles in more detail.

Even if members do not wish to take on any official roles, attendance at the meetings is much appreciated in terms of giving feedback and suggestions to ensure the continuation and development of the scheme.

## **8.) Date and Venue of next meeting**

The group agreed it would be beneficial to have forum meetings approximately every 3 months.

The details of the next meeting are as follows:

**Friday 14<sup>th</sup> September**  
**1.00pm – 2.30pm**  
**Chesterton Sports Centre**

A light lunch and refreshments will be provided