



## **Forever Active annual report 2017-18**

The basic facts: by the end of the year 726 people had become members of Forever Active compared to 702 the previous year with some 21 thousand attendees across our classes which was an increase of some 10% compared to the 19 thousand attendances in the previous 12 months. But while encouraging, these statistics are the tip of an iceberg of hard work, effort, and above all loyalty on the part of our members, instructors, partner organisations, the Board of Director/Trustees and others on the Forever Active team.

This was the second year of Forever Active's expansion into wider Cambridgeshire. There are now a number of well-established classes -- mostly strength and balance - -in South Cambs and East Cambs, and several classes have also been launched in the more remote Fenland area. Nearly 20 classes were started in the county during the year and at present some 15 of these classes are still running. Our Development Officer funded by the County Council, Jane Jones, has brought tireless enthusiasm to the task of enabling more people to benefit from what Forever Active has to offer. The development of the "Stronger for Longer" campaign by Cambridgeshire County Council is driving class growth in the county and Forever Active are proud to have been selected as a very active partner in the campaign.

In Cambridge city, class attendance has been growing: some classes which reached the maximum number of participants (the limit tends to be size of venue) have been cloned so now two are offered back to back. At the other end of the scale, we agreed to work with the City Council on a new scheme to encourage more people living in target wards to come to our classes. Cambridge Co-ordinator Davina Mee, who also looks after the interests of instructors, has been active in trouble-shooting and nurturing where appropriate. There is no substitute for personal involvement at the grass roots to help things to run smoothly.

The Board of Forever Active had seven members at the end of the year, having had to accept, reluctantly, the resignation of Helen Robbins who set up Forever Active as an arm of the City Council a decade and a half ago. We were delighted when she agreed to sign up as a cover instructor, so some city classes may see her in action again. Other Board members have continued in their various roles. Without them the organisation simply could not exist. It may seem invidious to single anyone out, but Anne Johnson deserves special thanks for dealing with membership applications and renewals so efficiently, supported by Jenny Hayes who looks after the all-important database and website.

The annual accounts, included in this document, show a financial picture which may well look gloomy from the perspective of the bottom line. However, the size of the deficit is almost entirely the result of the irregular timing of the grant income that supports the development activity included in the accounts within the term 'administration'. As regards current activities, Forever Active is much closer to balancing its books. Class fees broadly cover hall hire and instructors' fees, while the membership fee, which is kept deliberately as low as possible, meets most of our (very modest) management costs.



Inevitably there have been failures: classes not achieving a viable number of participants; instructors leaving and replacements not being available; problems in communication resulting in frustration all round. We were sorry when a long-standing partnership enabling us to offer golf sessions came to an end. Thanks are due to Bob Barnes for facilitating those sessions and generally supporting Forever Active over many years.

And finally: all of us who are involved in Forever Active are proof of the many research projects that show how important it is to exercise regularly with other like-minded people. This is why we encourage everyone to keep up the good work and to bring their friends.

### **Looking ahead**

Forever Active is always anxious to expand the range of classes it offers, and to make access to them as easy as possible. This policy drives the development of Forever Active in new localities and one of the new initiatives is to work with residential homes in organising classes for their residents.

We are delighted with the Stronger for Longer initiative being undertaken this year by Cambridgeshire County Council and the close cooperation that has developed as a result. Members may have seen that Forever Active was able to get television coverage as a result of this activity and we thank Davina Mee for representing our interests in those broadcasts.

The Forever Active Board recognises the need to secure continued funding for the successful work in county areas outside Cambridge city, now in its third year, and also to increase our general income. There are local and national bodies that make grants to charities such as Forever Active, and the Board is seeking to tap these sources. We encourage members to let us know of any funding opportunities they know about or to which they may have access. Some of our members may be able to make an individual donation to Forever Active or to give a legacy towards its continued work.

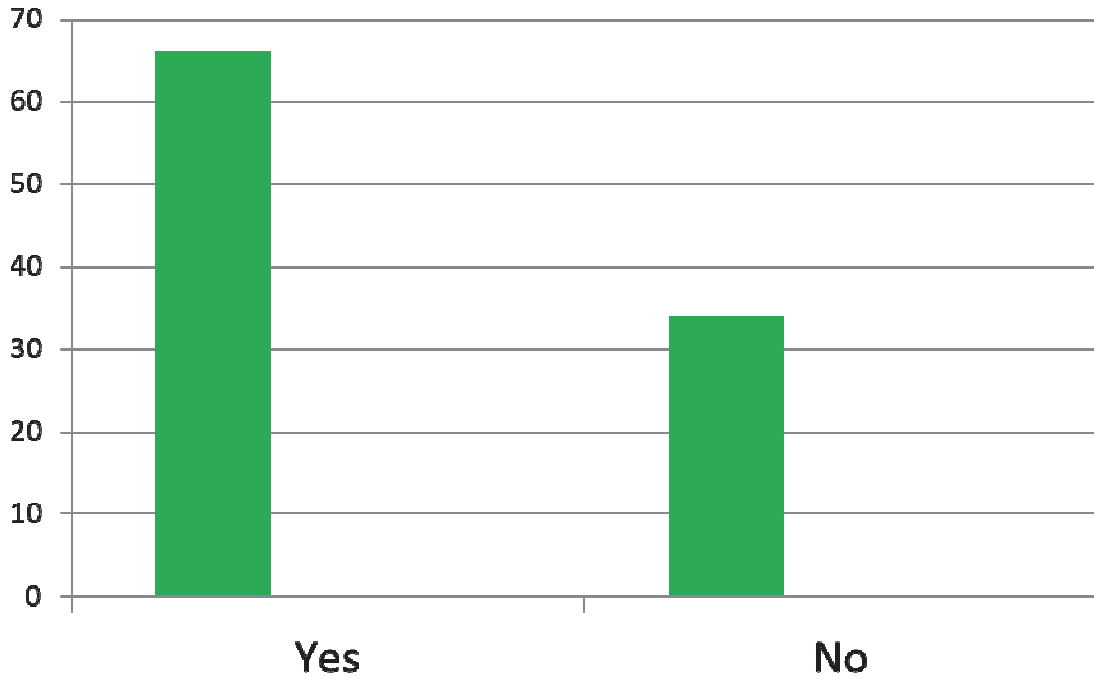
We have been reviewing our financial processes and are currently setting up a new system which should make this vital “back room” activity easier for the small group of volunteers who sustain it and also improve our service to members and instructors.

# Survey of Members 2017/18

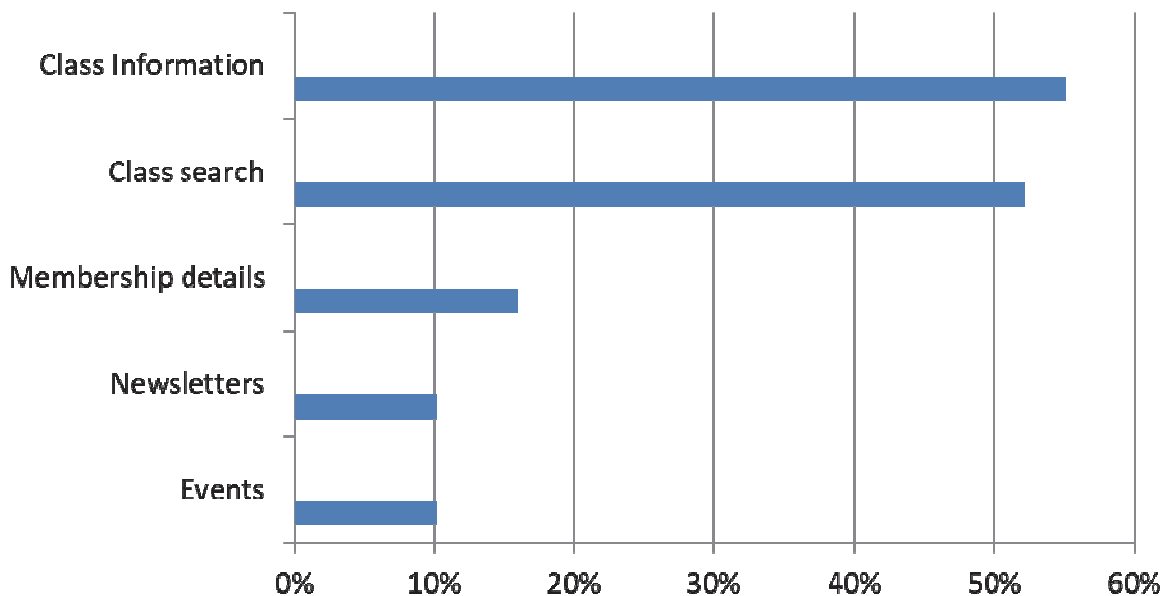
Based on 100 responses



**Q1. Have you visited the Forever Active website in the last 12 months?**

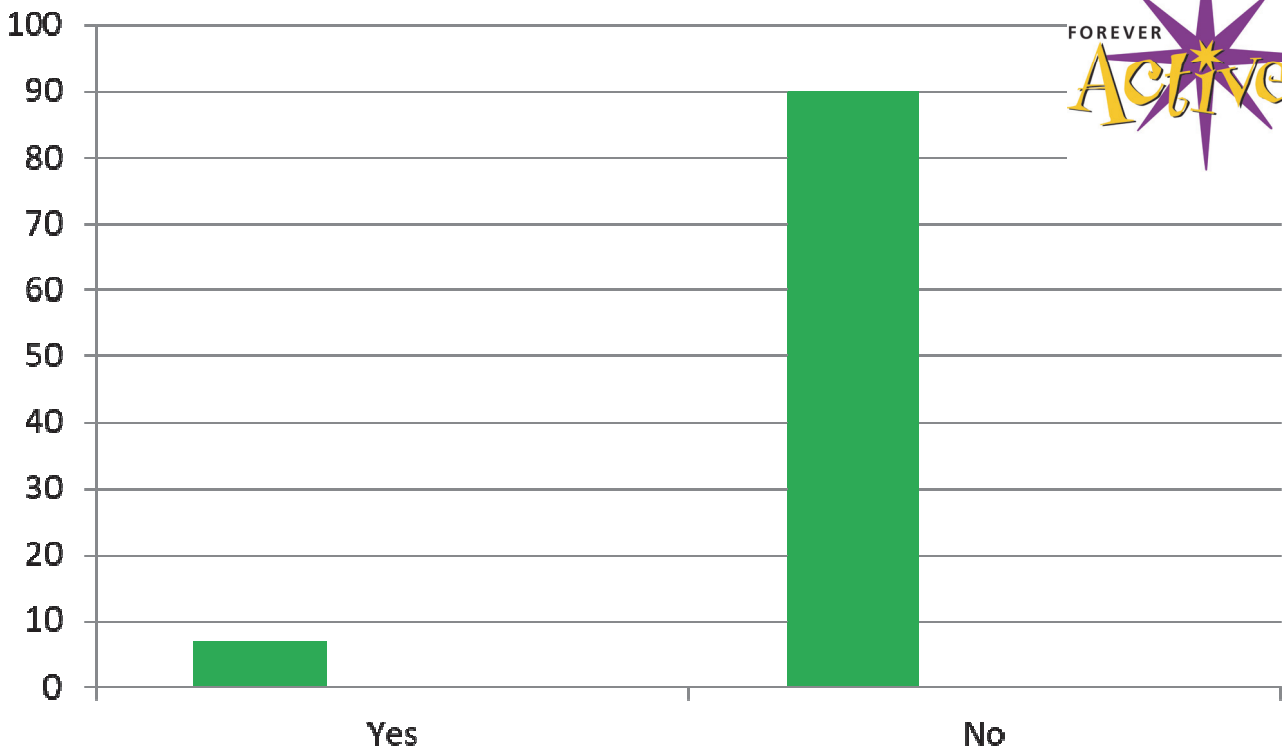


**Q2. If you have visited the Forever Active website, what information were you looking for?**



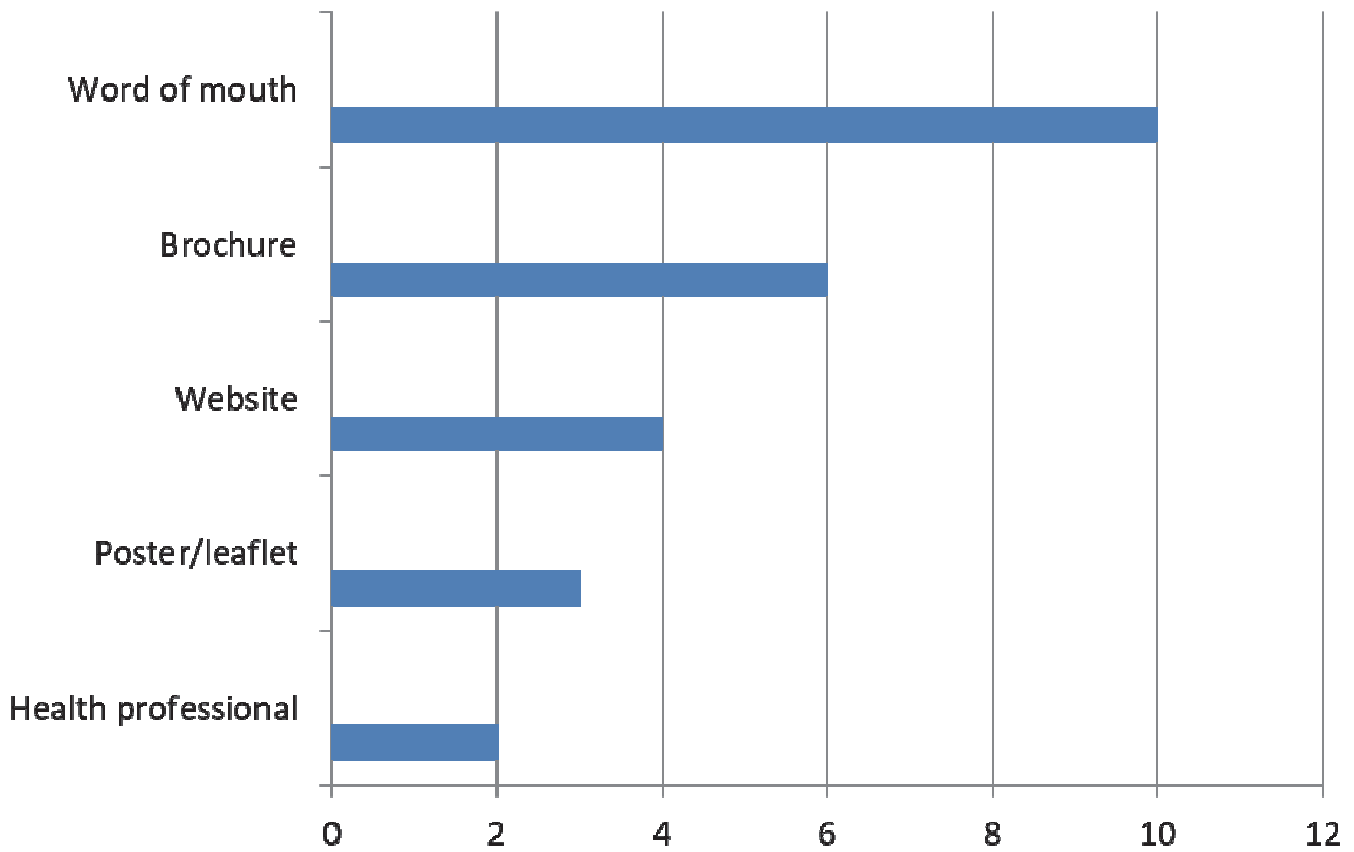
*It is great that the internet is being used by so many of our members to find the information they need on our classes*

**Q3. Do you follow Forever Active on Facebook?**



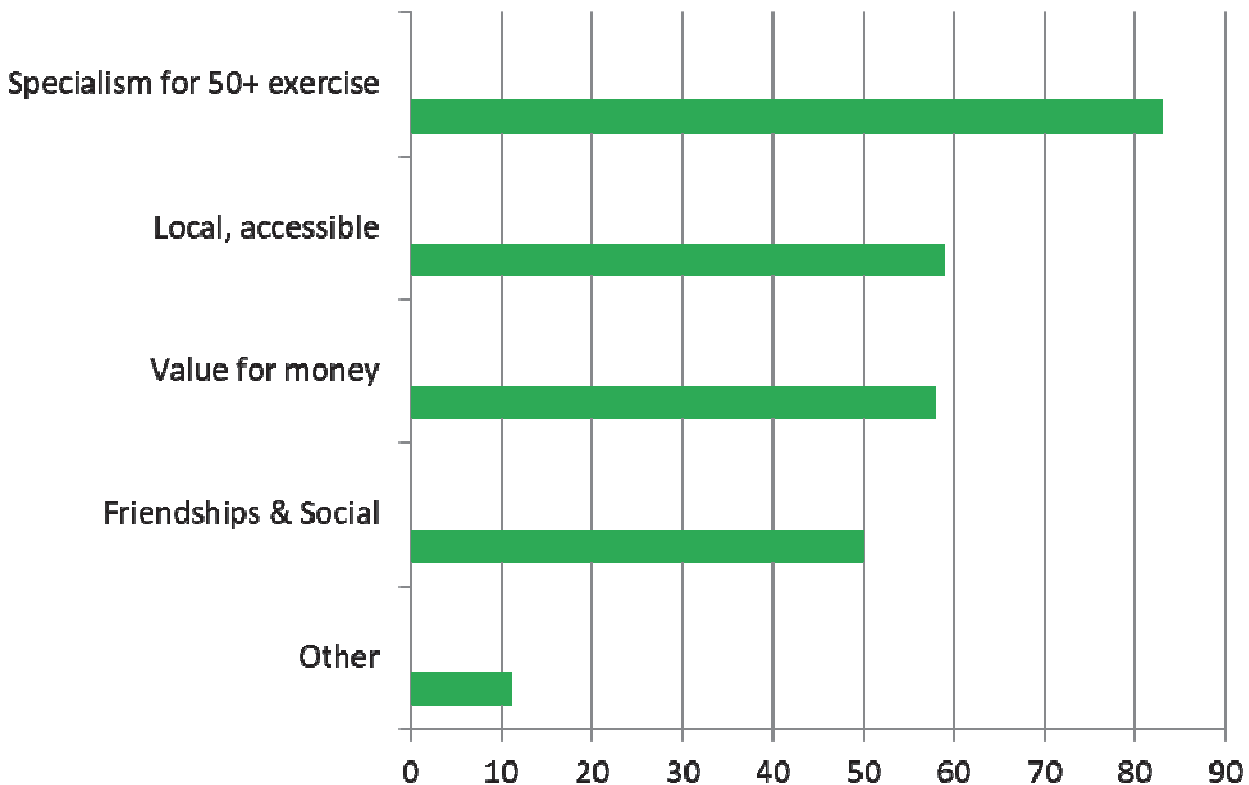
*However, unsurprisingly our membership do not appear to value social media as a means of communication*

**Q4. If you joined Forever Active as a new member this year, how did you hear about us?**



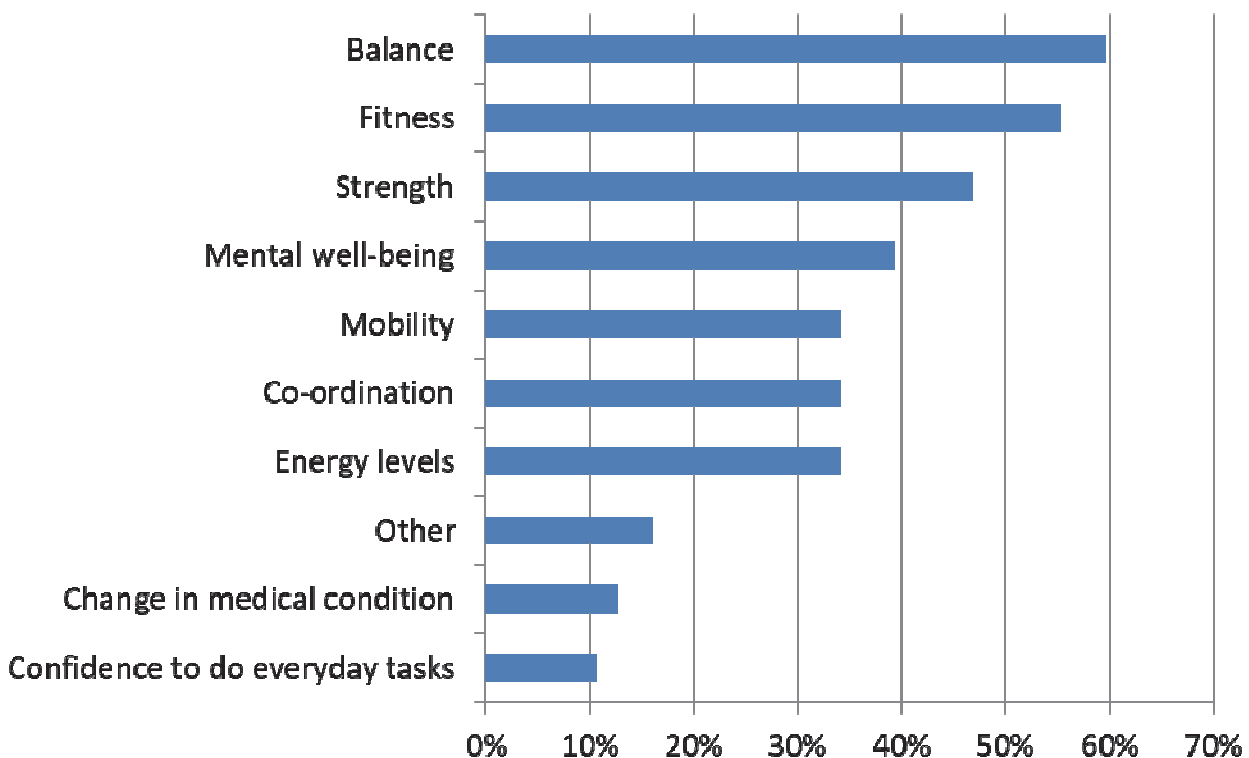
*Indeed, these responses highlight what the best communication routes work best for our members*

**Q5. Why do you choose Forever Active classes over other fitness and sport providers?**



*A key factor in what we do is the concentration on exercise for the 50+. This remains our focus*

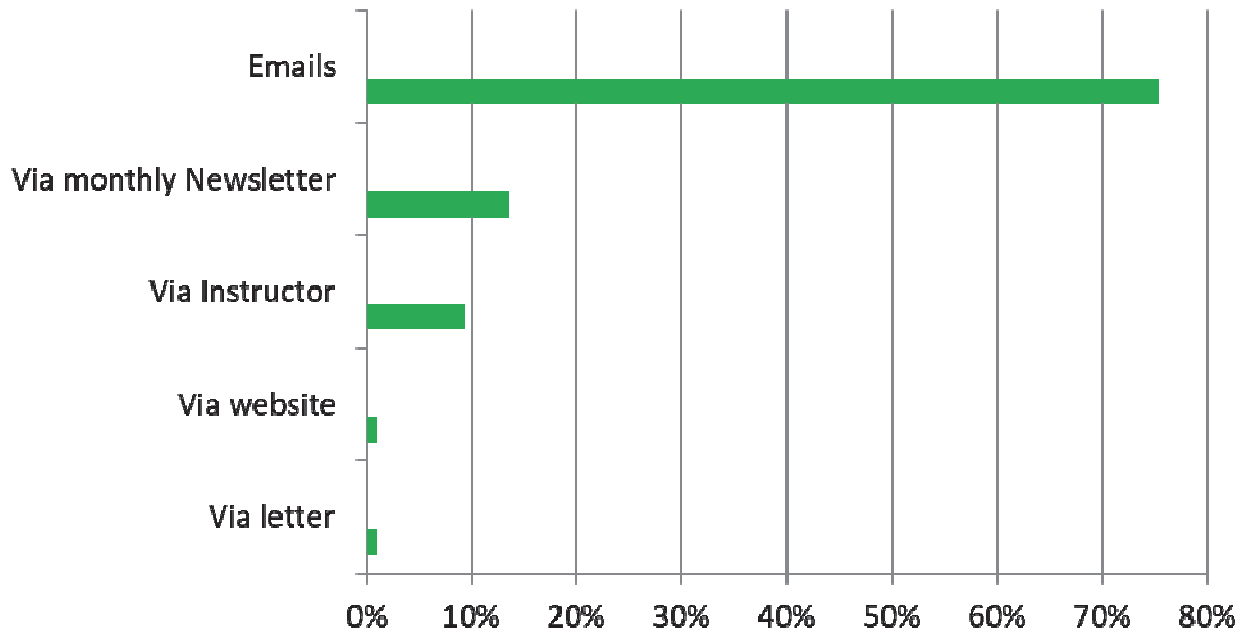
**Q6. Have you noticed any difference in your health and well-being since taking part in Forever Active classes?**



*It is exciting that this self-reporting identifies Balance as being so important*

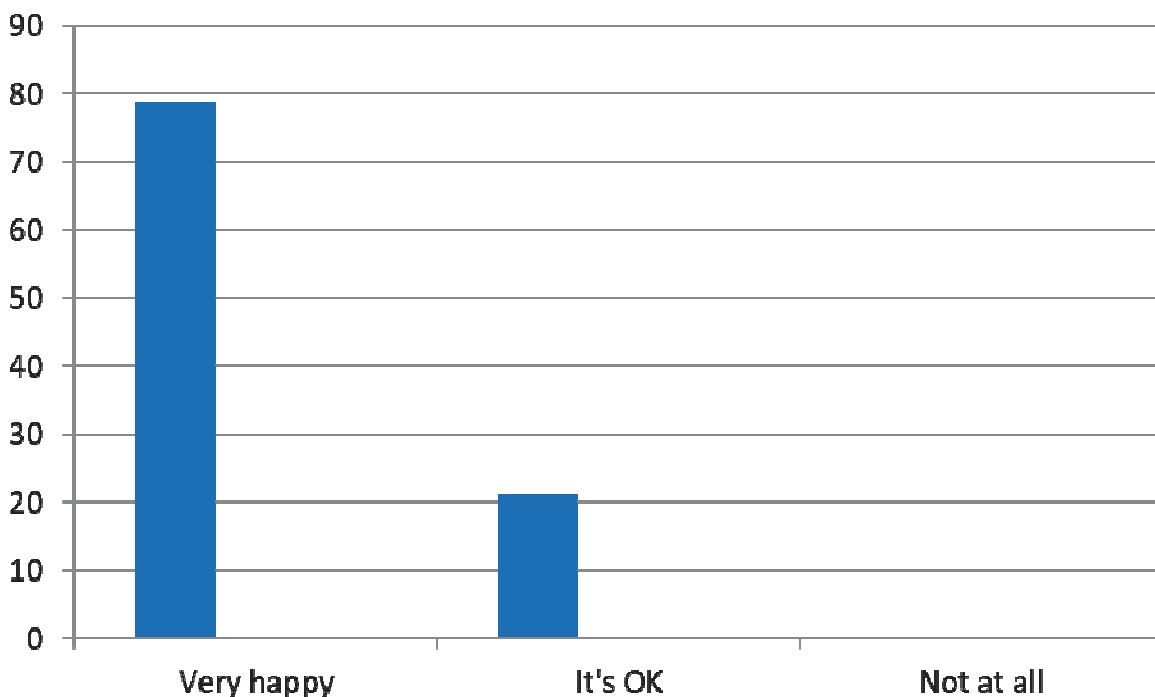


**Q7. What is the best way for us to keep you informed with Forever Active updates on classes, events and general information?**



*Clearly a growing proportion of our members are happy with emails as our major communications tool*

**Q8. How happy are you with the way Forever Active operates?**



*We will be concentrating on the responses from the "It's OK" group sampled in the next two slides*

**Q9. If you answered 'Its ok' or 'Not at all' to the last question, can you tell us why please?**

*We asked specifically for comment from those who were less than happy so were delighted to receive plaudits. Below is a selection of comments which should help us improve.*

Sometimes I cannot contact main office and wait over 48hrs for a reply on class information

As a result of your success some classes are over crowded

More classes required in South Cambs

I would prefer to pay in advance for eg."36" sessions and then for my "countdown card" to be swiped at each session - to save the inconvenience of having the right cash each time.

Sometimes not notified of class cancellations. Particularly long break over the summer when compared with years ago

I have tried several classes, finding that the standard of the instruction varies rather. I'm happily settled now but I do wonder how well tutors are monitored and supported

Contact people via telephone

**Q10. We hold forums twice a year for members. This is an opportunity for you to have a say in how Forever Active is run. What topics would you like to see discussed at a future forum?**

*We got a mixed bag of responses – some in answer to the question and others suggesting further changes. Below is a selection of comments.*

Diet and cooking for single elderly people

From a physical point of view, feet, would be a great topic as we take them for granted

***Additional suggestions for changes***

More classes required in South Cambs

Online payment e.g. Direct Debit or Standing Order for Yearly Payment update.

Focus on how new participants are effectively supported and integrated into groups

More advanced pilates classes for 50+ so there is more choice for those, whose fitness had improved thanks to FA

Perhaps you could advise when classes are cancelled and confirm receipt of monies quicker

Transport to venues

Tennis more than once a week. If necessary at an alternative venue

**FOREVER ACTIVE FORUM LTD**

**Accounts for the year ended 31 August 2018**

**Income and Expenditure**

	Unrestricted Funds £	Restricted Funds £	Total 2017/18 £	Total 2016/17 £	Total 2015/16 £	Total 2014/15 £
<b>Receipts</b>						
Fundraising & Class income	70,257		70,257	58,202	45,486	39,639
Membership income	10,755		10,755	10,350	8,025	8,865
Grant Income		2,500	2,500		37,250	5,450
Equipment/books	244		244	455		244
Donations						11
Sub total	81,256	2,500	83,756	69,007	90,761	54,189
<u>Asset &amp; investment sales</u>						
<b>Total Income</b>	<b>81,256</b>	<b>2,500</b>	<b>83,756</b>	<b>69,007</b>	<b>90,761</b>	<b>54,189</b>

**Payments**

Instructors fees	43,198	5,941	49,139	41,241	32,068	32,989
Hall hire	18,075	4,545	22,620	19,338	13,852	14,364
Marketing	3,099		3,099	3,741	2,138	3,127
Administration	26,309		26,309	23,516	5,721	5,440
Print, postage & stationery	1,970		1,970	2,416	2,799	2,834
Training	300		300	150		540
Telephone	276		276	275	263	195
Computer	28		28	119	39	143
Insurance	600		600	550	540	530
Meetings				29	37	
Equipment	180		180	200	155	245
Accountancy	1,800		1,800	1,400	150	1,351
Miscellaneous expenses	85		85	240	138	808
Sub total	95,919	10,486	106,405	93,216	57,900	62,565
<u>Asset &amp; investment purchases</u>						
<b>Total Expenditure</b>	<b>95,919</b>	<b>10,486</b>	<b>106,405</b>	<b>93,216</b>	<b>57,900</b>	<b>62,565</b>

Net surplus/(loss)	-14,663	-7,986	-22,649	-24,209	32,861	-8,376
Transfers between funds						
Cash funds last year end	33,107	7,986	41,093	65,303	32,442	40,818
<b>Cash funds this year end</b>	<b>18,444</b>		<b>18,444</b>	<b>41,094</b>	<b>65,303</b>	<b>32,442</b>

Statement of assets & liabilities

	Unrestricted Funds £	Restricted Funds £	Total 2017/18 £	Total 2016/17 £	Total 2015/16 £	Total 2014/15 £
Cash funds						
Natwest Bank	18,444		18,444	41,094	65,303	32,442