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<b>REPORT TO:</b>	<b>HOUSING &amp; COMMUNITY SERVICES COMMITTEE</b>	<b>AGENDA ITEM: 7</b>
<b>DATE OF MEETING:</b>	<b>27<sup>th</sup> NOVEMBER 2008</b>	<b>CATEGORY: DELEGATED</b>
<b>REPORT FROM:</b>	<b>DIRECTOR OF COMMUNITY SERVICES</b>	<b>OPEN</b>
<b>MEMBERS' CONTACT POINT:</b>	<b>AMANDA DRAKELEY (Ext. 5776)</b>	<b>DOC:</b> s:\leisure\committee reports\Health\Age50plusneedssurvey-nov08.doc
<b>SUBJECT: WARD(S) AFFECTED:</b>	<b>AGE 50+ NEEDS SURVEY ALL</b>	<b>REF: AD TERMS OF REFERENCE: HCS07</b>

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## **1.0 Recommendations**

- 1.1 To note the findings of the Age 50+ Needs Survey and for members to support the implementation of the recommendations and action plan.

## **2.0 Purpose of Report**

- 2.1 To inform Members of the results of the recent Age 50+ Needs Survey and gain their approval for the implementation of the recommendations and action plan.

## **3.0 Detail**

- 3.1 South Derbyshire has the seventh highest population growth of local authorities in England; within the district, the 50+ population is the fastest growing age group. In order to address the needs of this growing age group, a survey was undertaken from January to March 2008 to find out information on the physical activity needs and fear of crime issues relating to the 50+ population of South Derbyshire.
- 3.2 The survey was conducted in partnership with South Derbyshire District Council Partnership and Development team, the Safer South Derbyshire Partnership, the South Derbyshire Council for Voluntary Services, the Swadlincote and District 50+ Forum and the Derbyshire County Primary Care Trust. Funding for the survey was provided by Derbyshire County PCT, the South Derbyshire Local Strategic Partnership and the Safer South Derbyshire Partnership.
- 3.3 Questionnaires were distributed across the district during market days at Swadlincote, through GP Surgeries, at local leisure centres, via a mail shot to various activity groups and at some local supermarkets. Several volunteers from the 50+ forum assisted with the distribution of questionnaires at various events across the district. All those who took part in the survey were given the opportunity to be entered into a prize draw with the chance to win one of ten £50 supermarket

vouchers; prizes were awarded at the Swadlincote and District 50+ Forum in June 2008.

- 3.4 In total 800 surveys were returned which provided a rich source of quantitative and qualitative data. Three focus groups were also held with a walking group, a sheltered housing group and a residential care home group to gain a further insight into their physical activity needs and fear of crime issues.
- 3.5 **Physical Activity - Key Findings**

Responses from the survey indicated that the most popular physical activities were walking, gardening/allotments and dancing, with respondents also listing gym/keep fit and indoor/outdoor bowls as other activities they took part in. A number of non-physical activities were listed, such as reading, shopping and watching television, which indicates a move away from traditional sport-specific activities of the older age group and a move towards less physically active past times.
- 3.6 The number of respondents who indicated that they were taking part in physically active sport/leisure activities three or more times a week for 30 minutes in duration (23.9%) was significantly higher than the Sport England Active People Survey result from 2005 (11.7%).
- 3.7 On the whole, participants were satisfied with access to activities on offer locally (77%). Of those that were not happy, requests were made for activities such as dancing, keep fit/exercise classes, swimming and bowls.
- 3.8 The usage of the most popular sports/leisure facilities reflected higher rates of participation in specific activities. For example, the results relating to the use of Calke Abbey, Roslton Forestry Centre and parks and open spaces reflects the enjoyment of walking as one of the most popular activities of the 50+ age group.
- 3.9 Sports club membership was low for this age group (11.7%) which reflects the move away from sport-specific activities into more leisure based activities. Of those that were sports club members, again, the sports of walking, swimming and dance were prevalent.
- 3.10 Just under one third of respondents (31%) thought that there were enough activities for older people in South Derbyshire and nearly half of respondents (46.3%) were not sure what was available. This indicates that communication could be improved. The most popular methods of finding out what is available included newspapers, libraries, listening to the radio and public notice boards. The local press and local facilities were reaffirmed in focus groups as popular methods of communication.
- 3.11 Age and health issues were the two main barriers to participation in physical activity. These factors need to be taken into account when planning new sport/leisure programmes for this age group and further supports the notion of moving away from traditional sport-specific activities to less physically intensive activities.
- 3.12 It was evident that physical activity needs of those in residential care homes and sheltered housing were very different to the responses from the survey and from the focus group of walkers. On site facilities, trained staff and access to transport were all limiting factors in physical activity provision for this group. Chair based exercises

were very popular and there was the demand for a more structured programme. An increasing number of local volunteers are being trained to deliver chair based exercises within the district which will have a positive impact upon provision.

### 3.13 Key recommendations

- Share the results of this survey with facility providers; leisure centres, community venues, other activity centres, village halls
- Share the results with local sports clubs (e.g. swimming, bowls) and local activity groups (dance, keep fit) to encourage them to market their activities to the 50+ age group
- Use this report to enhance activities that are already on offer by working in partnership with South Derbyshire Sport members for a coordinated approach to enhancing provision for the 50+ age group
- Establish a network of local physical activity hubs with a programme of activities tailored to the needs of the 50+ age group
- Ensure that future promotional campaigns for 50+ activities target communication channels that they are already using as defined in the results
- Ensure that promotional campaigns also include service agencies that work directly with 50+ age groups e.g. social clubs, health trainers, GP's, care homes
- Further examine the needs of care home residents with regards to establishing an in-house district wide chair based exercise programme; investigate the potential for funding such a project

### 3.14 Fear of Crime - Key Findings

Respondents to the survey, on the whole reported feeling "fairly safe" in their own neighbourhoods and in their own homes. Being outside at night was a concern of approximately one third of respondents feeling unsafe. Just under half of respondents indicated a sense of worry about crime in their local area; in terms of this having an impact up on their life, less than 10% said it affected them a lot.

3.15 Approximately half of respondents felt that they were either not very well informed or not informed at all about things being done to tackle anti-social behaviour in their area. Newspapers were the most popular way of the 50+ age group finding out ways to reduce their fear of crime as well as attending Neighbourhood Watch Meetings and from Parish Councils.

3.16 Results regarding fear of crime from the focus groups were mixed which reflected the independent or cared for status of each group. For example, residents in the care home were less concerned about fear of crime than the walking group as they felt secure in their environment.

### 3.17 Key recommendations

- Share the results of this survey with groups affiliated to the Safer South Derbyshire Partnership e.g. Neighbourhood Watch groups
- Ensure that future promotional campaigns regarding fear of crime target communication channels that the 50+ age group is already using as defined in the results
- Use the contact details of respondents who expressed an interest in Liberation Day to invite them to the next event

### **3.18 The next steps**

The recommendations highlight the need for a structured partnership approach for the delivery of new and/or publicising existing physical activities and the reduction in fear of crime across the district. This information from the surveys and focus groups will now be used to establish local needs and to take proactive steps in providing activities and/or services suggested by respondents.

3.19 A full copy of the report and the literal comments can be found on the South Derbyshire District Council website: [www.south-derbys.gov.uk/50plus](http://www.south-derbys.gov.uk/50plus)

## **4.0 Financial Implications**

4.1 The survey was funded by Derbyshire County PCT (£10K), South Derbyshire Local Strategic Partnership (£3K) and the Safer South Derbyshire Partnership (£3K). The delivery of the action plan will be subject to funding bids to partners in the coming months.

## **5.0 Corporate Implications**

5.1 The survey contributes towards the corporate aims and a number of specific actions for a Safe and Healthier Community contained in the Corporate Plan. The survey provides valuable information to support the development of new physical activity opportunities and new methods of communication about fear of crime issues across the district.

## **6.0 Community Implications**

6.1 This survey has provided excellent data to enhance and expand services for local people to engage in physical activities and get involved in safer neighbourhood activities in community locations. Completing the survey enables a number of actions in the Community Plan to be delivered.

## **7.0 Conclusions**

7.1 The Age 50+ Needs Survey is another project developed in partnership which will provide innovative and cost effective services for the local community.

**AGE 50+ NEEDS SURVEY - ACTION PLAN (OCTOBER 2008 onwards)**

<b>Objective</b>	<b>Actions</b>	<b>Timescale</b>	<b>Responsibility</b>	<b>Further Resources required</b>	<b>Achieved</b>
<b>Ensure that the results of the 50+ Needs Survey are well publicised.</b>	Produce a summary document outlining key findings of the report (5000 copies).	November 2008	Project Officer	N/a	Info sent to designer.
	Distribute the summary document across the district; libraries, care homes, sheltered housing, Rosliston, leisure centres, village halls, parish councils etc.	November 2008 onwards	Project Management Group	N/a	
	Put the final report, literal comments and supporting text on the following websites; SDDC, 50+, CVS, Healthier South Derbyshire.	October 2008	Project Officer	N/a	Info sent to web editor.
	Produce a presentation on key findings for partners to use at meetings; LSP Healthier Communities group, Safer Communities meetings, Parish Council meetings.	October 2008	Project Officer	N/a	Awaiting images.
	Ensure press releases / radio interviews publicise key findings.	October 2008	Project Officer	N/a	Sent to public relations.
<b>Organise a 50+ Networking event.</b>	Establish a planning group responsible for arranging the event to share ideas, best practise and to bring groups together to discuss overlaps in provision of activities.	December 2008	SDDC, PCT	N/a	
	Host the event.	February 2009	SDDC, PCT	N/a	
<b>Continue and develop the Get Active in the Forest</b>	Secure mainstream funding for the project.	April 2009	Get Active in the Forest partners	£20,000 pa	

<b>project.</b>	Expand and increase provision of 50+ activities including walking, tai chi, yoga, over 50's cycling groups.	April 2009 - ongoing	Get Active in the Forest partners	£10,000 pa	
<b>Promote the free swimming offer for 60+.</b>	Advertise and promote the free 60+ swimming offer at Greenbank Leisure Centre and Etwall Leisure Centre across the district.	April 2009	SDDC, SLM, ELC	£4,000	
	Collect contact information via Everyone Active card and Etwall membership card to monitor user figures.	April 2009 - ongoing	SLM, ELC	N/a	
<b>Establish an older peoples physical activity working group and promote an annual older peoples campaign.</b>	Contact key partners with a remit for 50+ physical activity and establish working group.	January 2009	Healthier Communities LSP	N/a	
	Linked to the national publicity gained through the free swimming offer, organise and publicise a 50+ physical activity week.	April 2009	Healthier Communities LSP	£5,000	
	Promote local physically active older people as inspirational role models.	April 2009	Healthier Communities LSP	N/a	
<b>Develop a chair based exercise programme across the District.</b>	Establish the need for chair based exercise provision in sheltered housing and care homes across the District.	Dec 2008	Healthier Communities LSP	N/a	
	Recruit new volunteers through CVS for those who are interested in getting trained for Chair based exercise.	Jan 2009	Healthier Communities LSP	£1000	
	Provide equipment and resource bags for chair based exercise volunteers.	March 2009	LA	N/a	
<b>Develop programme of performing arts based activity (dance).</b>	Recruit an Older Peoples Participation Officer.	March 2009	Healthier Communities LSP	N/a	
	Establish a programme of tea dance and other dance sessions across the District.	April 2009 onwards	Healthier Communities LSP	£5,000	
<b>Continue and develop Liberation Day.</b>	Deliver Liberation Day to reduce fear of crime issues and promote physical activity.	May 2009	Safer South Derbyshire Partnership	N/a	

<b>Develop a pilot Dawn Patrol project.</b>	Project group established.	October 2008	Safer South Derbyshire Partnership,	N/a	
	Secure funding for set up costs / pilot	March 2009	Safer South Derbyshire Partnership	£26,000	
	Evaluate pilot project and dependant on outcomes review whether to extend to other area of the District.	March 2010	Safer South Derbyshire Partnership	N/a	
<b>Perform a repeat 50+ Needs Survey in 2011.</b>	Liaise with Derbyshire County PCT, South Derbyshire Local Strategic Partnership and the Safer South Derbyshire Partnership for repeat funding in 2011.	October 2010	Project Management Group	£10,000	