

A photograph of three people cycling on a paved path in front of a modern building with large glass windows. The cyclist on the left is a man wearing a dark blue cycling jersey, black shorts, and a silver helmet. The cyclist in the middle is a woman wearing a bright yellow-green cycling jersey and black shorts. The cyclist on the right is a man wearing a bright yellow jacket and sunglasses. The building behind them has a curved roof and large glass panels. The sky is blue with some clouds.

Tipping the Balance - Towards Active Ageing
British Heart Foundation National Centre
Physical Activity+Health
Loughborough September 2006

People entering old age – making active choices

Nick Rowe, Head of Research, Sport England

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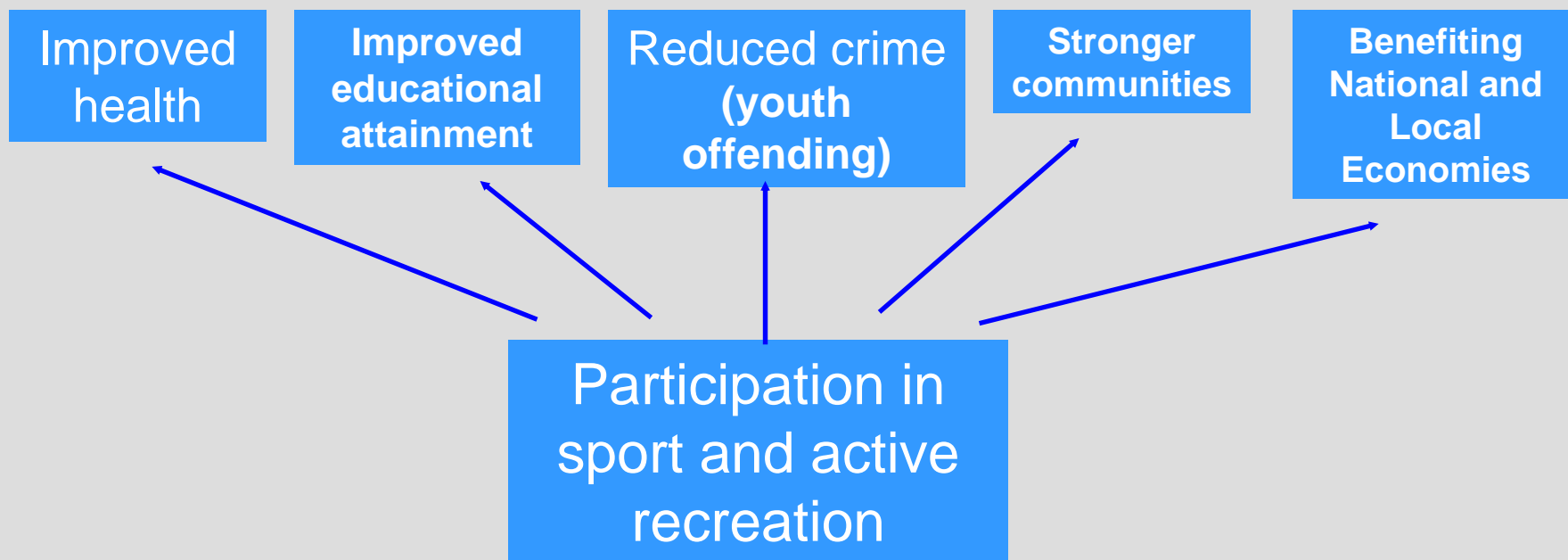
- ❑ Strategic priorities for community sport in England
- ❑ An ageing population – a key strategic driver for sport in England
- ❑ Trends in participation in sport in England – how many older people participate?
- ❑ Behaviour change – how can we get more older people to participate regularly in sport and active recreation?
- ❑ Conclusions – the future for sport is grey?

Strategic priorities for community sport in England

- Sport England is a Non Departmental Government Body accountable to Government
- It receives funding from Government and the National Lottery and invests in the order of £250million a year into sport
- Its focus is on community sport and active recreation
- Its mission is: to work with others to create opportunities for people to get involved in sport, to stay in sport, and to excel and succeed in sport at every level

Sport as an instrument of social policy

The justification for public investment in community sport is purely on instrumental grounds – sport as a means for delivering other social benefits rather than ‘sport for sport sake’



An active older population - benefits to physical health

Andrews (2001)

provided a typical summary of physiological benefits:

“Increased physical activity is associated with a reduced incidence of coronary heart disease, hypertension, non-insulin dependent diabetes mellitus, colon cancer... In addition, increased physical activity increases bone mineral content, reduces the risk of osteoporotic fractures, helps to maintain appropriate body weight, and increases longevity. Substantial evidence exists that lost fitness can be regained with regular physical activity, even in extreme old age”

Andrews GR. Promoting health and function in an ageing population. *British Medical Journal*, 2001; 322:728-9

An active older population - benefits to mental health and well-being

On balance, the bulk of the research reviewed revealed a moderate degree of beneficial association of physical activity with mental health, independent of age, gender, nationality, research design or length of physical activity intervention. In contrast with the findings on physiological benefits fits there is evidence that both one-off, short bursts of physical activity **and** long-term participation have been associated with improved mood states

Older People, Sport and Physical Activity: A Review of Key Issues Research Report no. 96
A research review for **sportscotland**, Nov 2004

Does being active in older age make economic sense?

Research by Nicholl et al in 1994 demonstrated that in older adults (aged 45 years and above) the estimated costs avoided by disease prevention (greater than £30 per person) greatly outweigh the costs that would be incurred as a result of full participation in sport and exercise ie through treatment of injuries and days lost from work (less than £10).

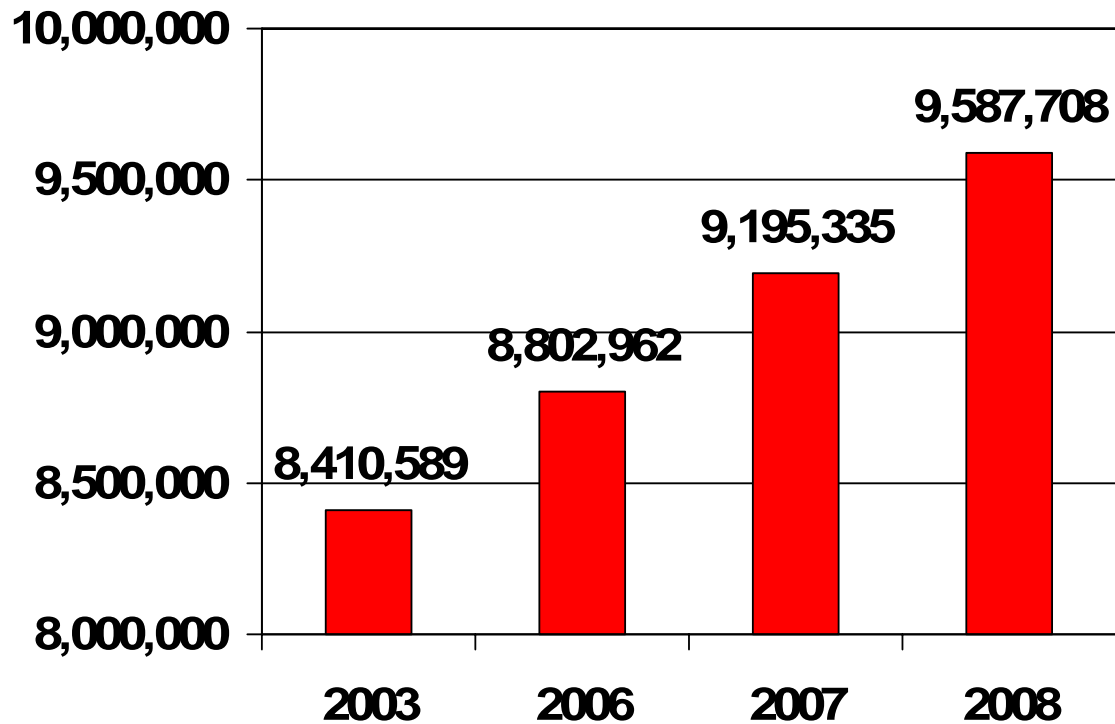
The researchers concluded that on this basis there are strong economic arguments in favour of exercise in adults aged 45 years and older.

Nicholl JP, Coleman P and Brazier JE. Health and healthcare costs and benefits of exercise.

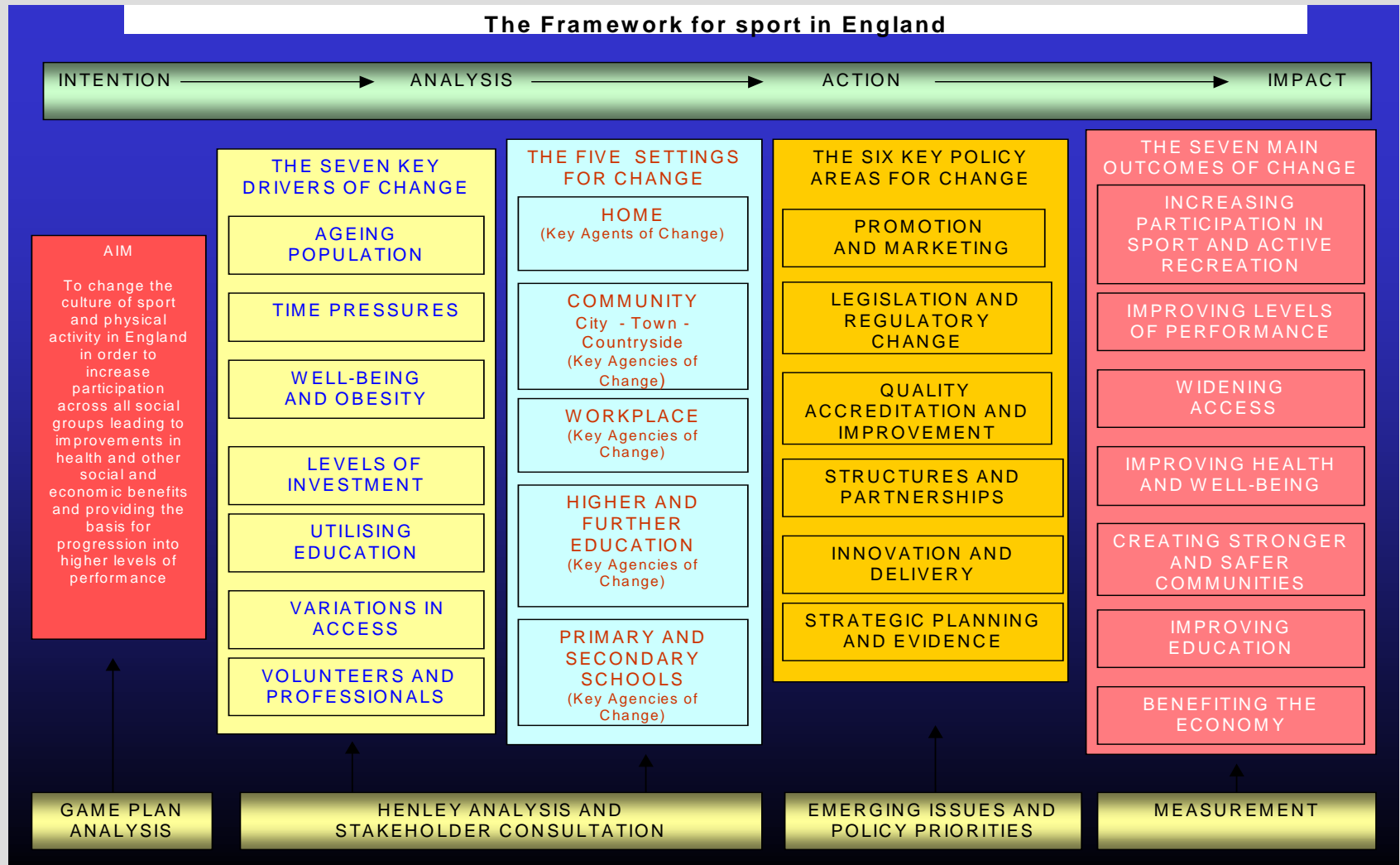
Pharmacoeconomics, 1994; 5(2):109-22

Sport in England has a challenging target

The target has been set to grow on average: 1% a year until 2008. (This equates to 392,373 new participants per year)



The strategic plan for sport in England



An ageing population – a key strategic driver for sport in England

Changing life expectancy – changing society

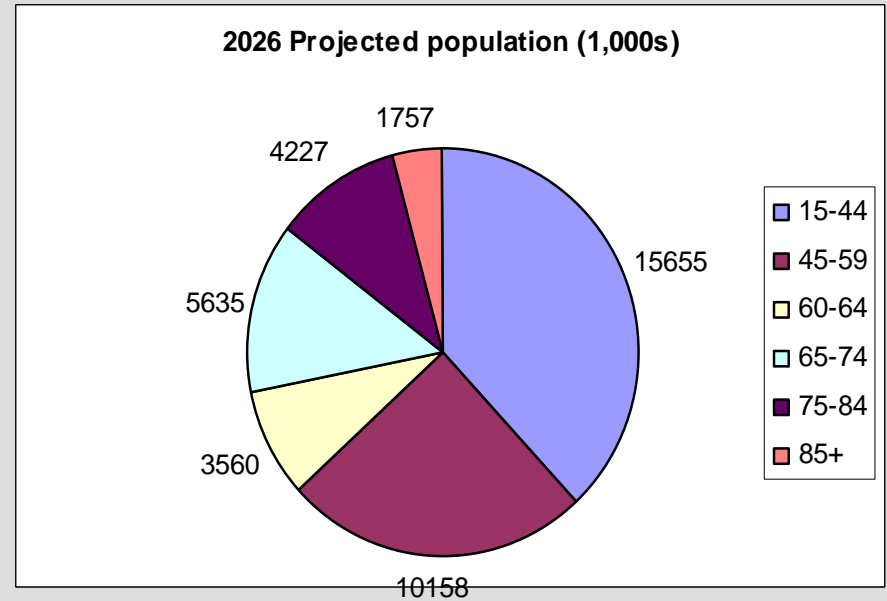
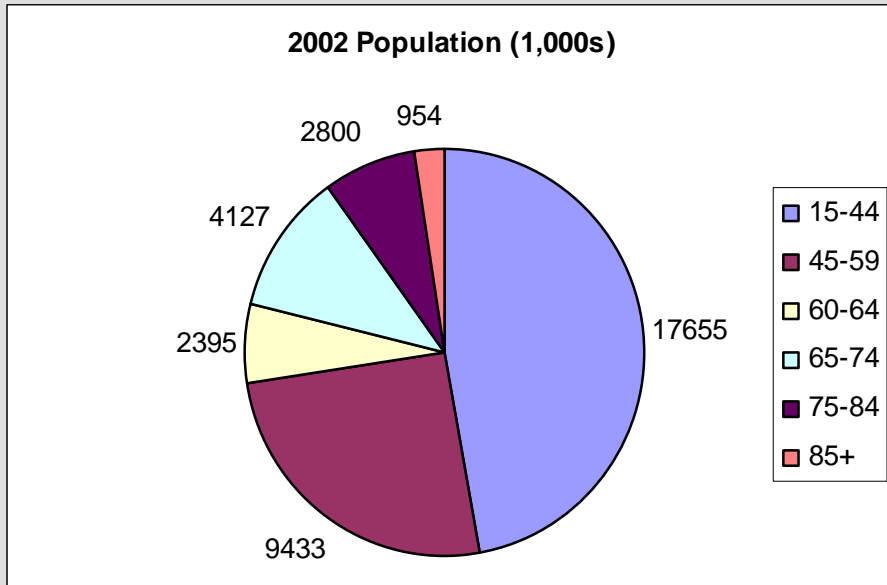
“One of the greatest achievements of the past 150 years has been the increase in average length of life.

In the middle of the nineteenth century, average life expectancy at birth in England was just 42 years, by 1911 it was just over 50 years, and today it is over 75 years for men and 80 years for women.

Not only do we live much longer lives than our forebears, but we also live healthier lives, and today the majority of people aged over 65 are healthy, fit and active”.

Aspects of the Economics of an Ageing Population’ House of Lords Select Committee on Economic Affairs, Session 2002/3 4th Report

The population of the United Kingdom is ageing



In 2001, for the first time in the United Kingdom, there were more people aged over 60 than under 16.

By 2051, an estimated one in four people will be aged over 65.

An increasingly diverse older population

“It is easy to generalise about the elderly population. However, as it approaches a third of the total population, this group will become increasingly diverse, in its characteristics, aspirations and attitudes; and it will be necessary to cater for these variations. One specific example will be the increasing numbers of older people from ethnic minorities”.

Source: *Planning for an ageing population, RTPPI report 2002*

Our society has adjusted readily and enthusiastically to the new opportunities and challenges offered by longer and healthier lives, and it seems reasonable to believe that we will continue to adjust successfully to future increases in life expectancy which will occur in the 21st century.

Source: *Aspects of the Economics of an Ageing Population' House of Lords Select Committee on Economic Affairs, Session 2002/3 4th Report*

Average age of withdrawal from the labour force in selected OECD countries in 1999

Country	Men	Women
Italy	58.8	57.9
Germany	60.3	60.1
Netherlands	60.4	59.8
Canada	62.4	60.8
United Kingdom	62.6	60.4
USA	64.6	63.4
Japan	68.5	64.7

Source: DWP, volume II, p 2

Increasing economic pressures to stay in work longer

The CBI.....has.... suggested that raising the participation rate for the 50-65 age group (in the labour market) from its current level to the United Kingdom average for all people of working age of 79 per cent is a realistic objective, given the fact that the employment rate for men aged 50-65 was 84 per cent as recently as 1979, whereas today it stands at 70 per cent

Older people – maintaining their contribution to society through unpaid work

It is also clear that many individuals who have left the labour market continue to perform socially and economically valuable roles.

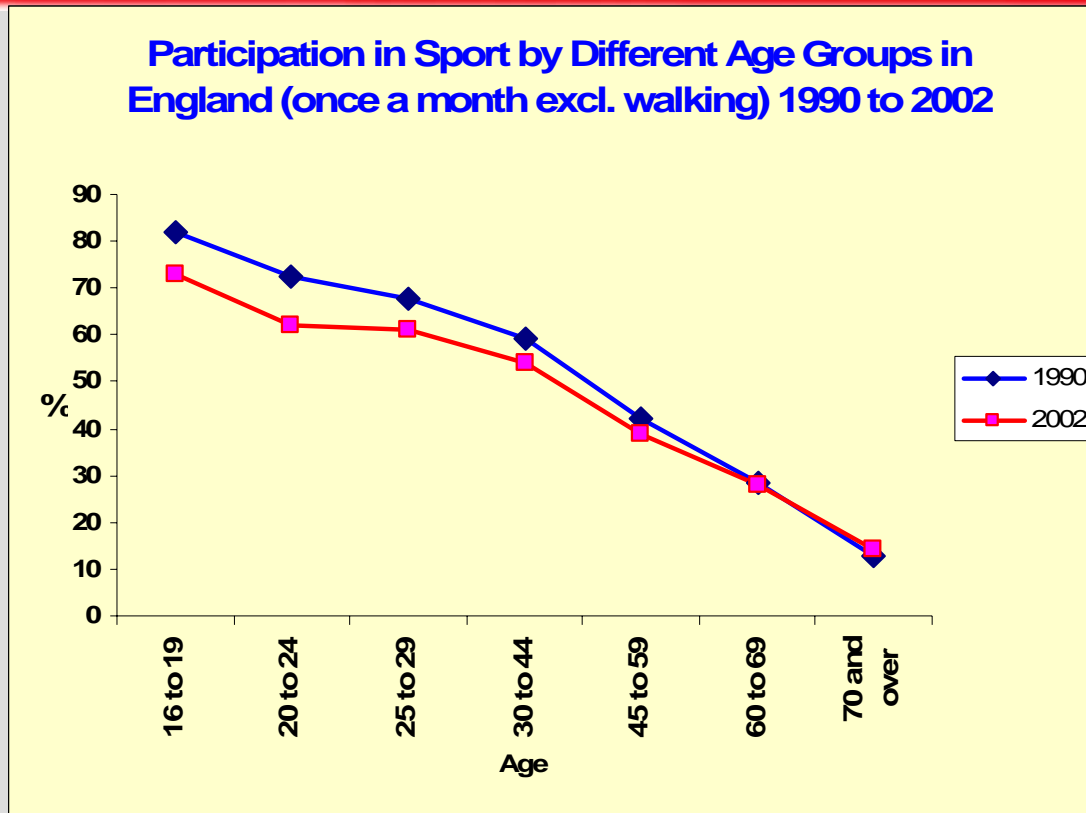
They may provide unpaid child care or elder care for family members (thereby enabling others to be economically active) or participate in the voluntary sector.

In 1997 40 per cent of people aged 55-64, 45 per cent of those aged 65-74, and 35 per cent of those aged 75+ participated in formal voluntary activity.

Institute for Volunteering Research, volume II, p 447

Trends in participation in sport in England – how many older people participate?

Participation in Sport by Different Age Groups in England (once a month excl. walking) 1990 to 2002

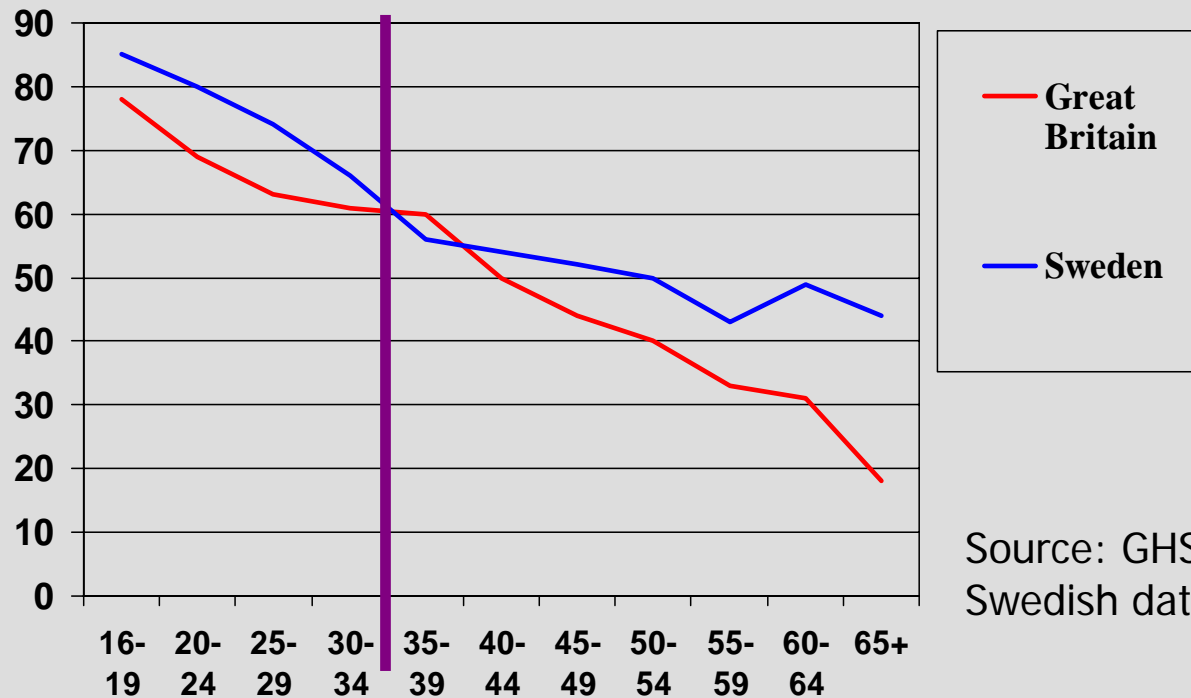


- Sports participation in England declines rapidly with age so that by the age of 60 less than 3 in 10 people take part in at least one activity a month compared with over 70% of 16 to 19 year olds and 60% of 20 to 29 year olds
- Between 1990 and 2002 the only age group that has seen a slight increase in participation has been the 60 pluses (we have seen a decline in participation amongst all the younger age groups over the same period)

Source: GHS (ONS)

Levels of Participation in Sport GB compared with Sweden

(includes anyone who participated at least 12 times in last year)

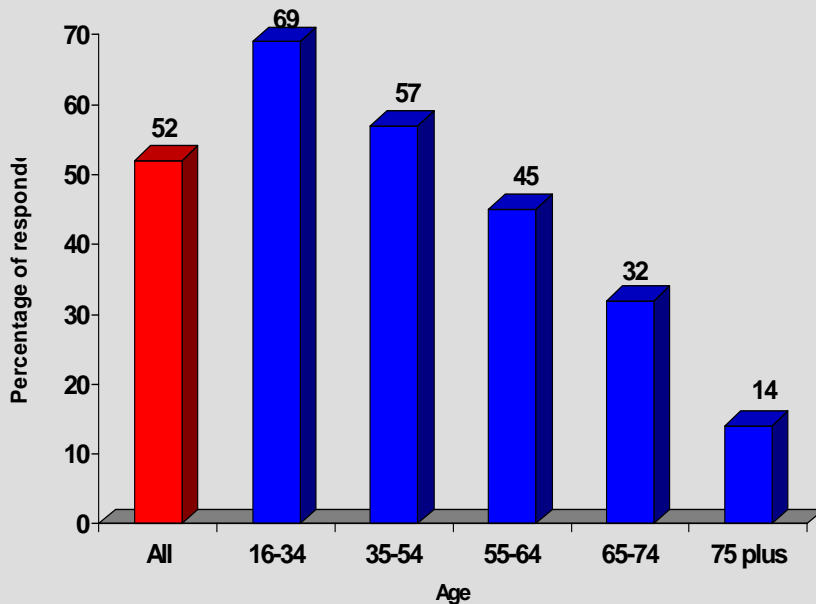


Source: GHS 1996;
Swedish data 1997

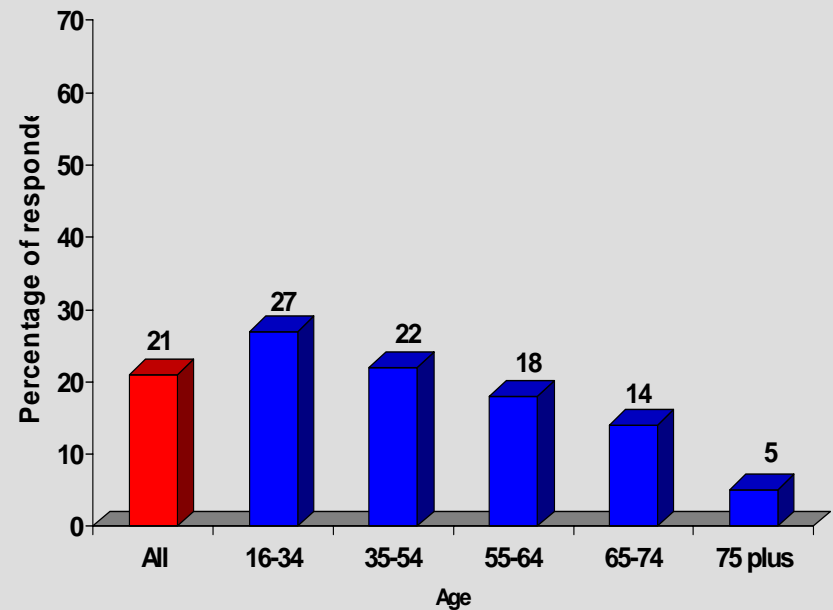
These declines in participation with age are not inevitable – in Sweden for example the participation rates in the older age groups hold up at approximately 45% (in 1997) (these are the rates of participation we would achieve by 2026 should we increase participation 1% per year across all age groups over the intervening period)

Participation rates in sport in England 2005/6

Participation in at least one sport in the last four weeks

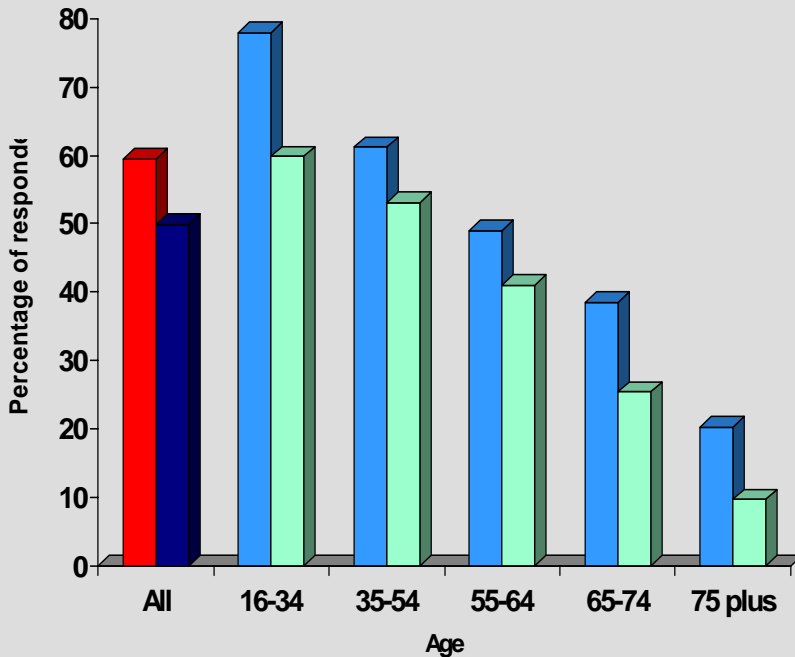


Participation in moderate intensity level sport for at least 30 minutes on at least three separate days

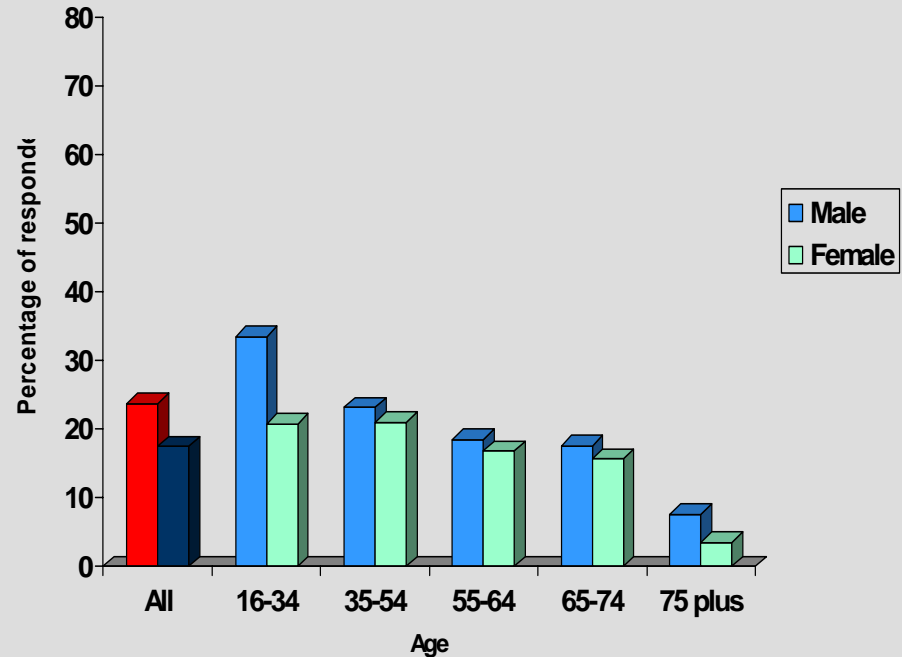


Participation rates in sport in England 2005/6 – by gender

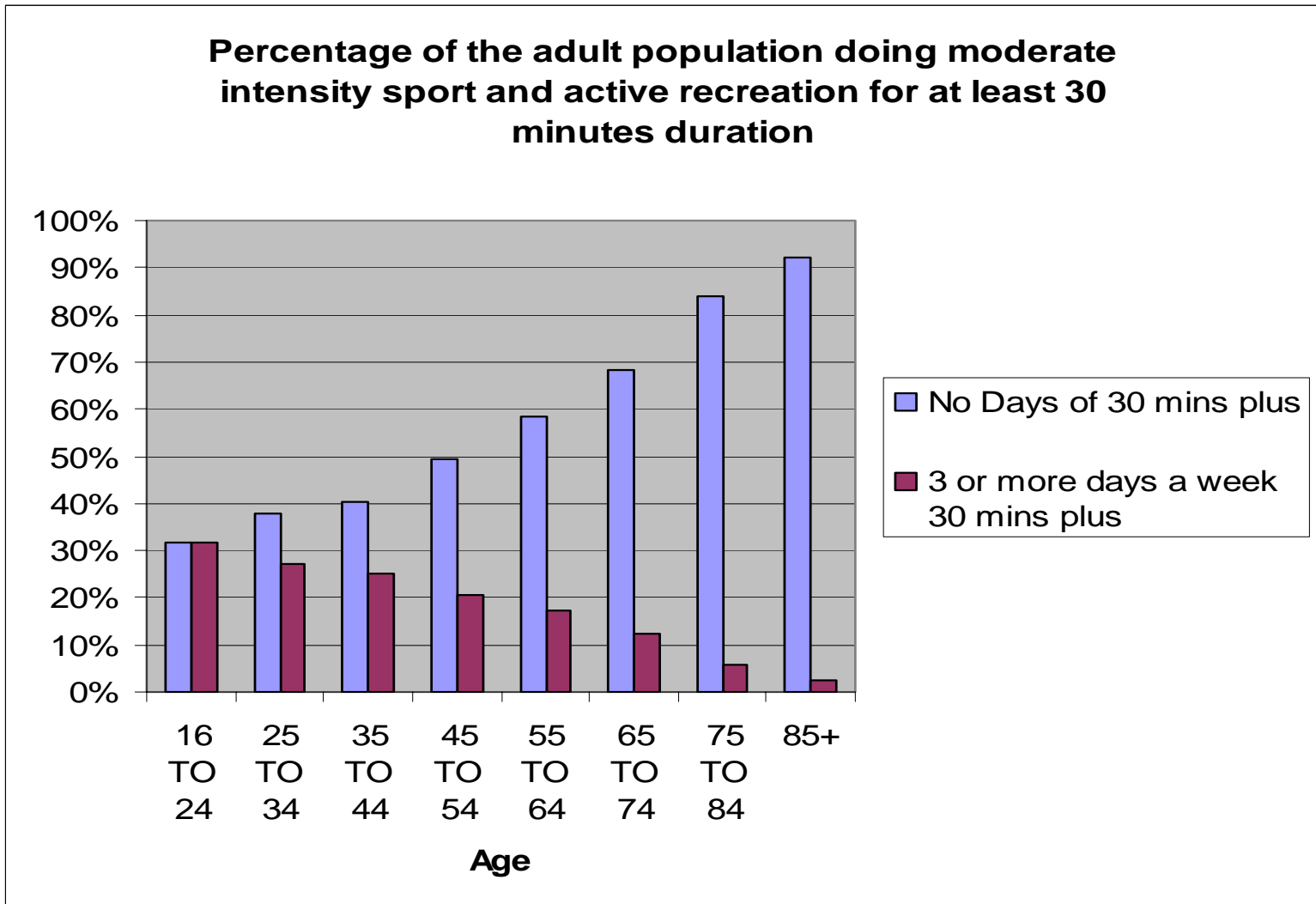
Participation in at least one sport in the last four weeks



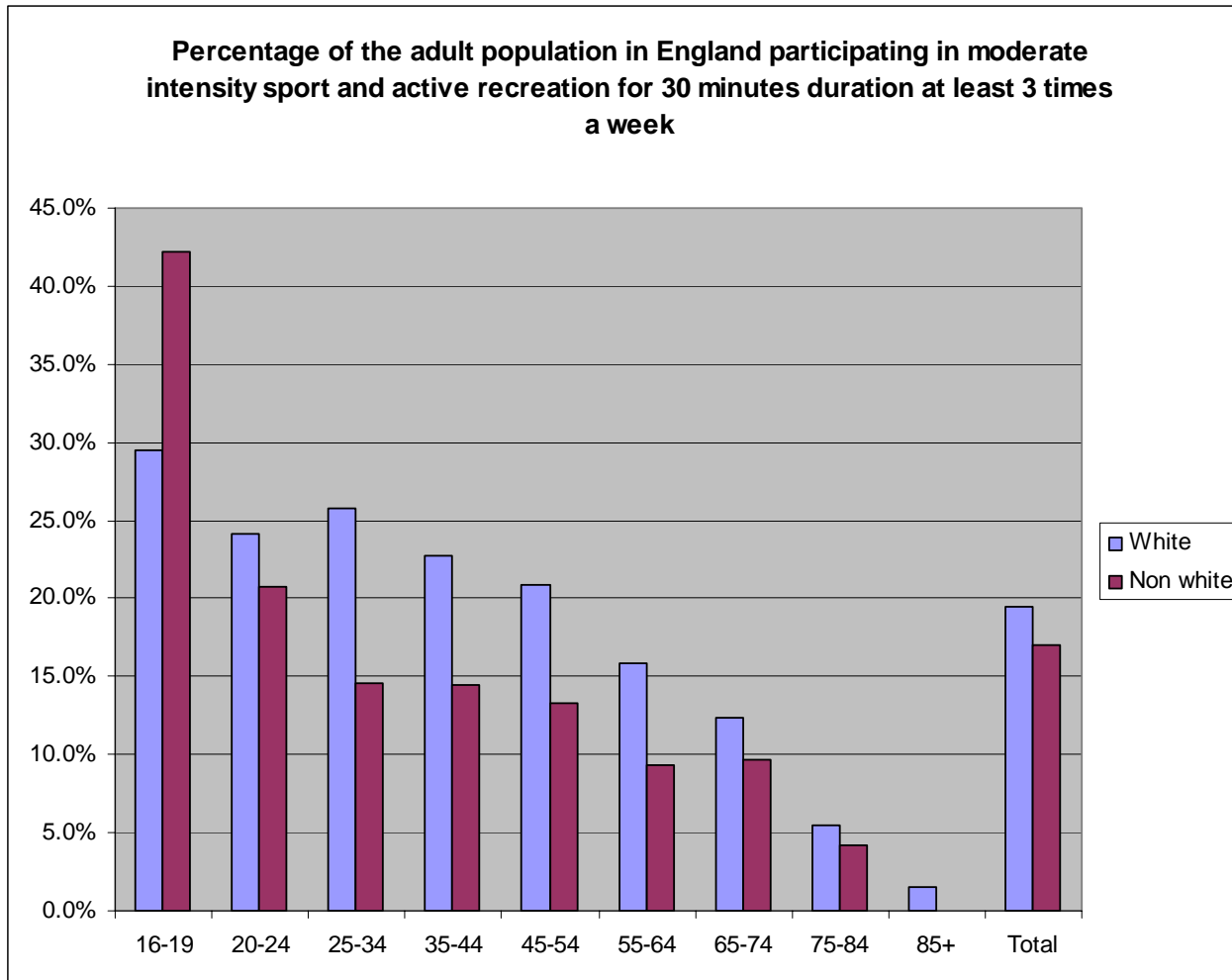
Participation in moderate intensity level sport for at least 30 minutes on at least three separate days



Levels of sedentary behaviours increase significantly with age

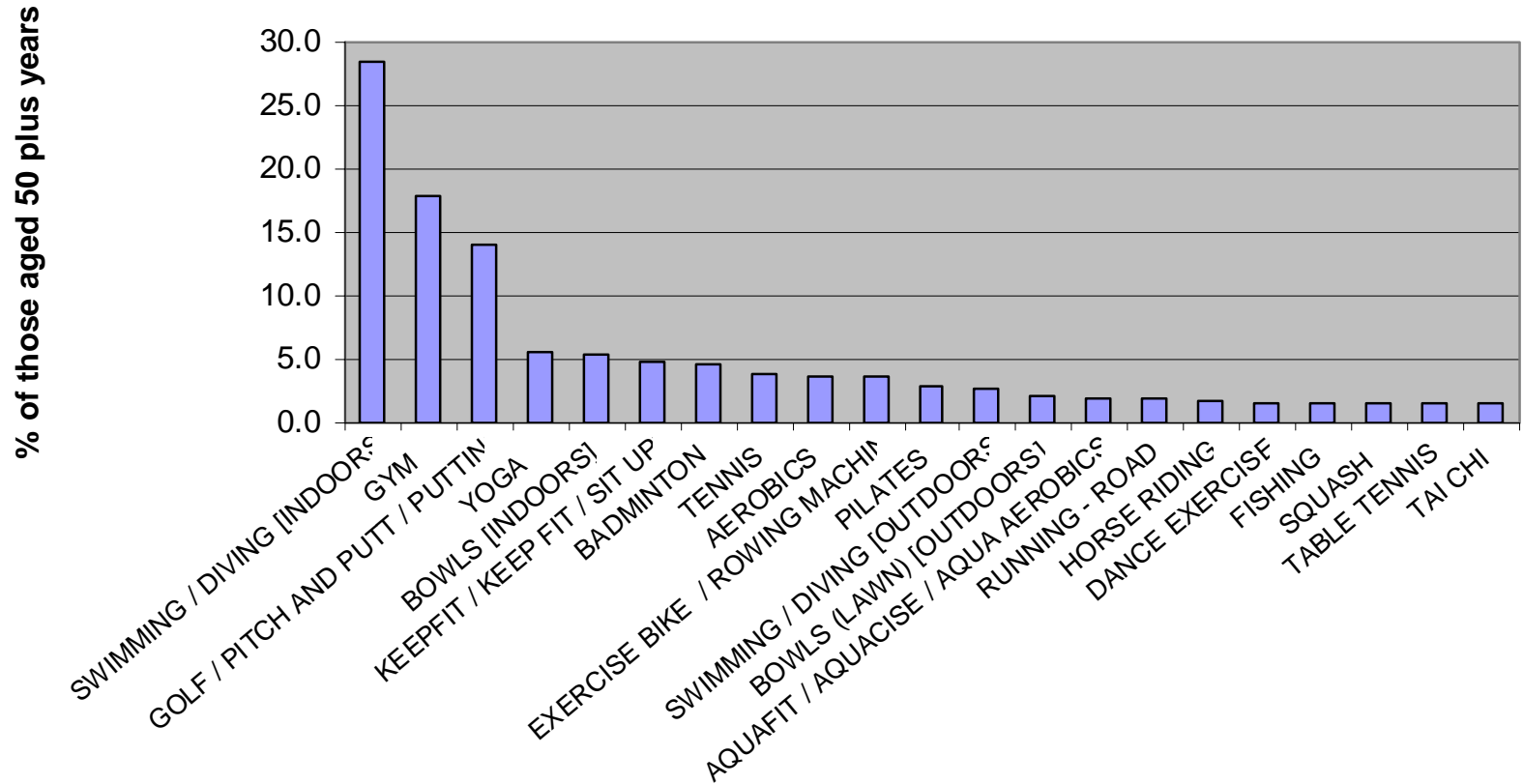


Levels of participation in sport and active recreation are lower amongst Black and minority ethnic populations



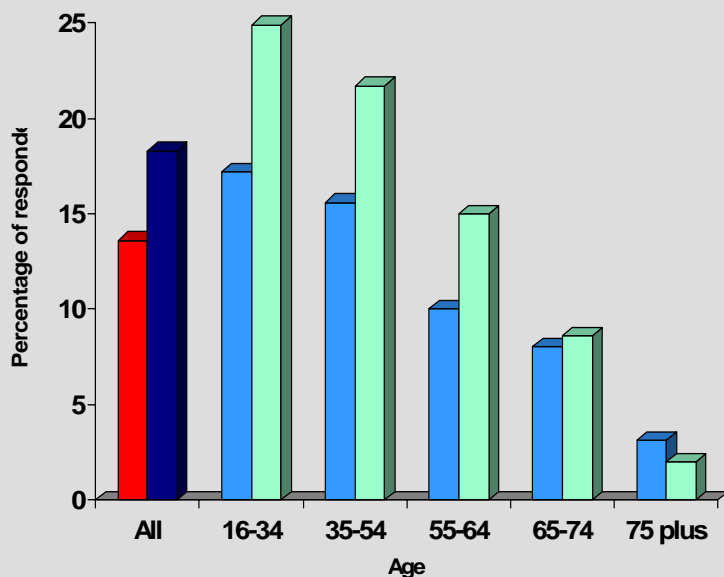
Older People take part in a wide range of sport and recreational activities

The percentage of all those age 50 and over doing certain types of sport and active recreational activities (England)

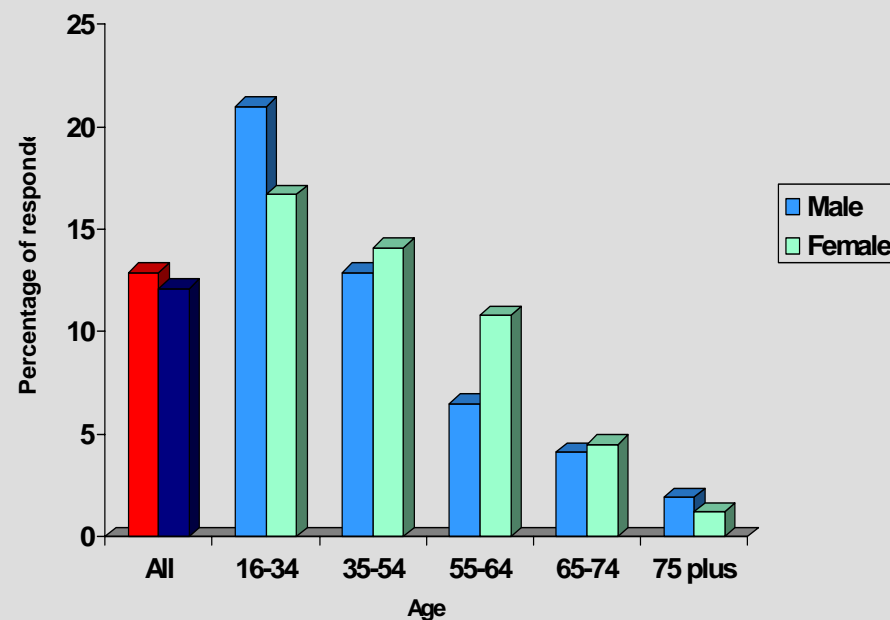


Participation rates in sport in England 2005/6 – swimming and health and fitness /gym activities

Participation in indoor swimming at least once in the last four weeks

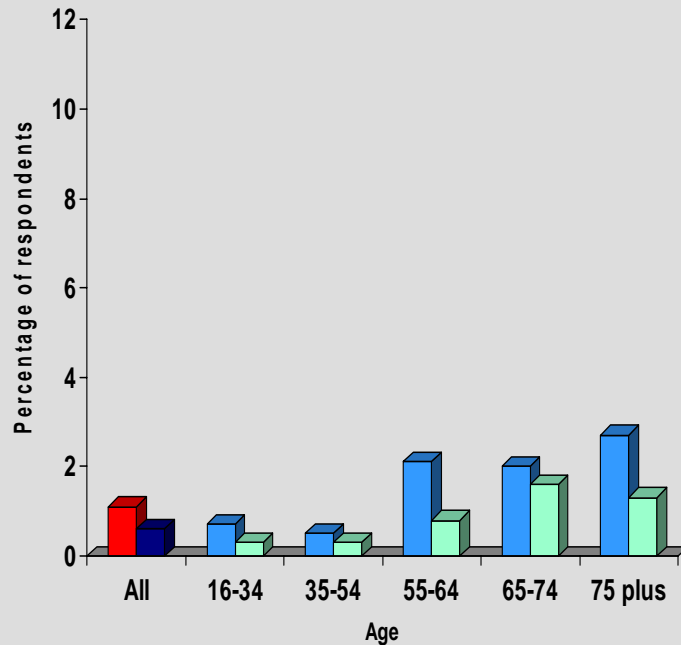


Participation in health, fitness, gym or conditioning activities at least once in the last four weeks

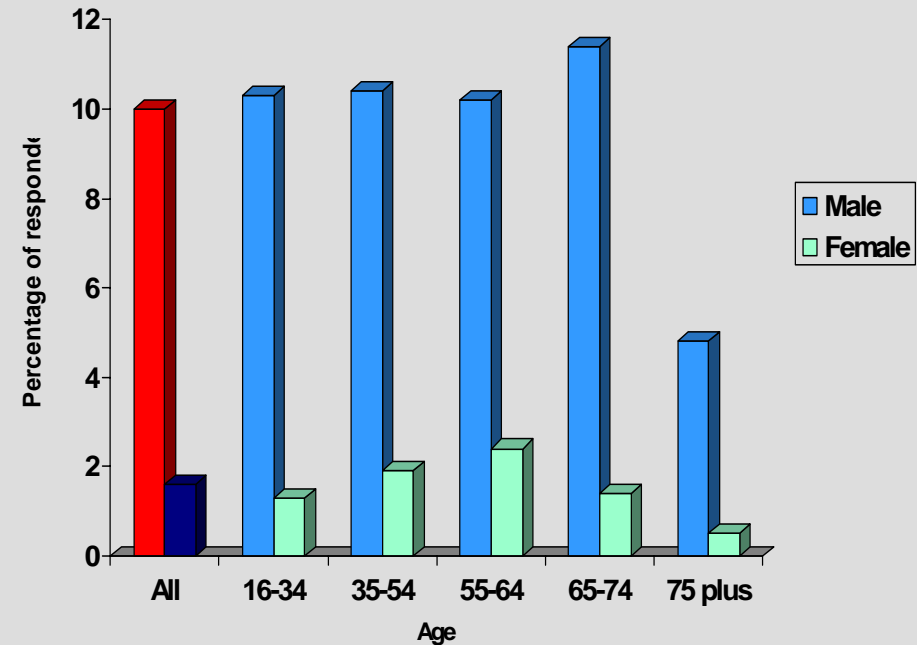


Participation rates in sport in England 2005/6 – outdoor bowls and golf

Participation in outdoor bowls at least once in the last four weeks



Participation in golf at least once in the last four weeks

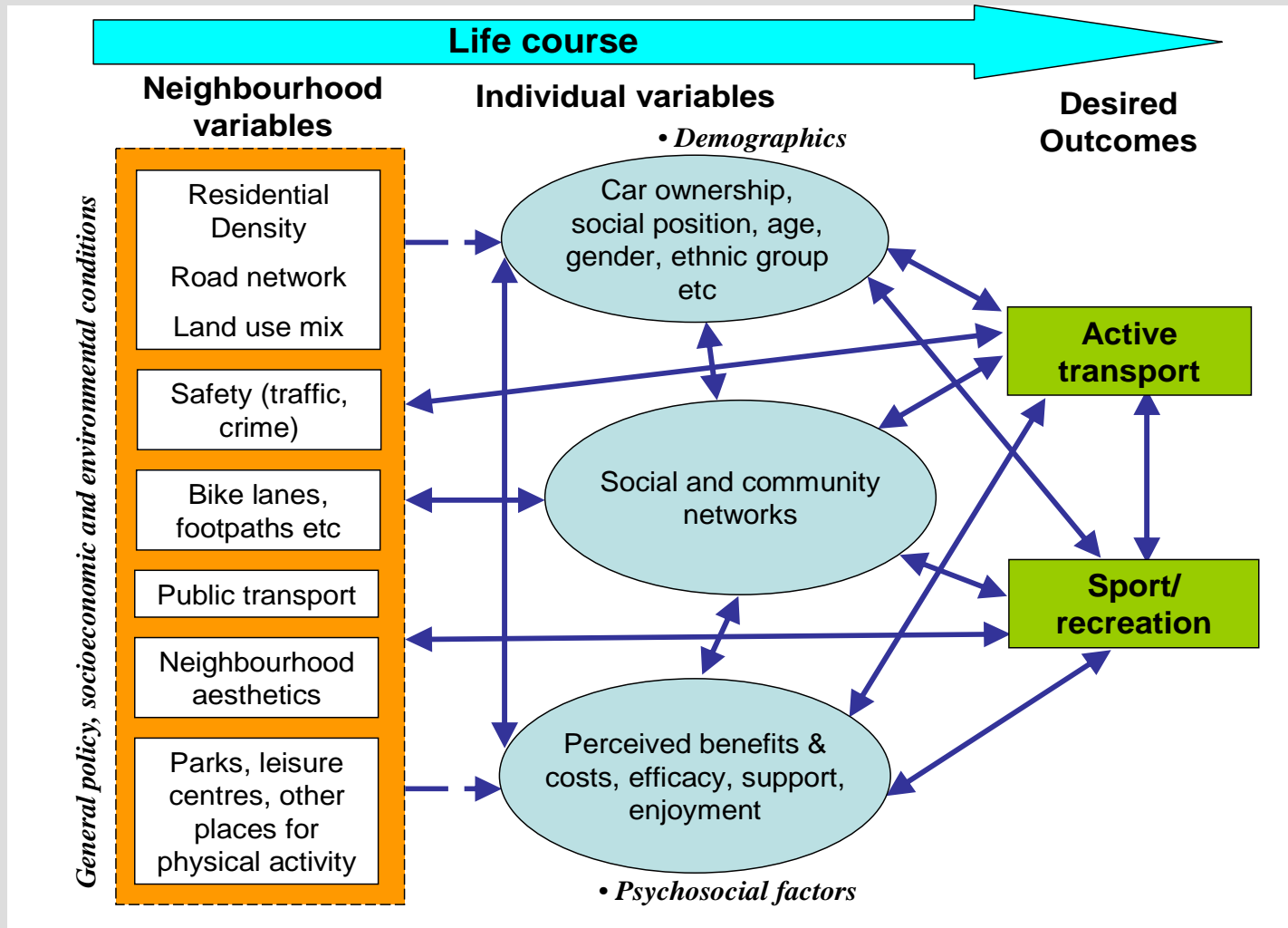


Behaviour change – how can we get more older people to participate regularly in sport and active recreation?

People entering old age – making active choices

Participation in sport is a **behavioural phenomenon**. As such it is accompanied by all the complexities associated with any form of human behaviour – the prevailing culture, the nature of the physical environment people live in, their access to resources, the values and beliefs they hold, their personal identities and social circumstances.

The 'Oxford Model' – a framework for understanding the determinants of participation in sport



Understanding the determinants of participation – the recently retired

□ Part of Sport England's programme of qualitative research:

- to examine what sport and physical activity means for wide range of people
- To supplement quantitative evidence
- to inform the Oxford Model

□ Information and understanding will be used to inform development of interventions to increase participation in sport

□ One element of this programme is research amongst recently retired carried out in June 2005

Understanding the determinants of participation – the recently retired – method and sample

- **21 groups: 17 ‘mainstream’ + 4 ethnic (Indian, Pakistani)**
- **Retired between 6 months – 2 years ago**
- **Aged 55-70**
- **11 groups with men, 10 with women**
- **13 groups with ‘Inactives’, 8 with ‘Actives’**
- **11 groups with ‘positives’, 10 with ‘negatives’ (based on a combination of neighbourhood and individual variables)**
- **Groups conducted in North East, North West, South East, South West, Midlands/ Mix of urban/suburban and rural**
- **Locations split between ‘opportunity rich’ and ‘opportunity poor’**

Internal motivators for participation

List of internal motivators similar for males and females, including;

- **Physical benefits:**
 - Getting/ keeping fit
 - Getting healthier/ maintaining health
 - Staying supple
 - Controlling weight
 - Prolonging (healthy) life/ staving off old age – older
- **Social benefits**
 - Meeting/ mixing with other people
- **Mental/ emotional benefits:**
 - Enjoyment of activity
 - Having 'own space' (from partner) ... or more time together for some
 - For self esteem
 - Pursuing an interest (talking about 'other people') – Inactives
 - Not feeling/ appearing lazy – some Actives
 - Lessen feeling of guilt (some Males)
- **Retaining independence**

External motivators for participation

List of external motivators similar for males and females, including;

- Media tells you to
- Doctor tells you to
- Partner tells you to (Males)

Inactives

- Friend encourages you
- Family encourages you
- Companion to do activity with (friend/ relative)
- Having very local opportunity

Barriers to participation: Inactives

List of barriers similar for **inactive** men and women, including ...

- Lack of time:
 - spontaneous, top of mind
 - Consider + likely to concede matter of choice (apart from p/t workers, carers)
- Cost – especially gyms
- Health/ physical limitations
- Fear of injury – mainly older
- Self-consciousness – mainly older
- Feel unsafe out alone, after dark
- Lack of (very) local opportunities
- Lack of companion
- Poor weather
- Getting started
- Lack of interest
- Don't enjoy
- Never acquired habit
- Prefer to do other things
- Laziness
- Don't look the part
- Can't compete at desired level
- Don't need to – because active, busy

Interventions: what triggers interest?

MALES

- Activities specifically for 55+s
- 'Taster' sessions
- Local activities
- Can go alone – and join others
- (Activities can do with grandchildren)
- GP advising appeals to some older + ethnic

Inactives

- Letting them know what's available
- Activities being organised for them
- Social element

Actives

- Outdoor activities

FEMALES

- Taster sessions seen as a very positive idea
- Having opportunities aimed specifically for their age group
- Some liked the idea of involving the whole family in activities – family centric
- Expert advice and instructions
- One to one service

Inactives

- Taster session – not making you commit straight away
- Having a professional in charge was seen as an advantage – prevent injury

Actives

- More aware of similar schemes already available
- Keen to be shown by professionals the best way to carry out certain exercises
- ...however the instructor would need to understand their age group and their limitations

Understanding the determinants of participation – the recently retired - recommendations

Communicate a need:

- Convey that recreational exercise is different, better than being generally active, busy
- And reinforce level of strenuous requirements of any exercise (getting out of breath?)
- At the same time reinforce safety to overcome fear of injury / recovery from exercise

Provide an opportunity:

- ‘taster’ sessions – of activities that are likely to appeal:
 - keep fit exercises/ bend and stretch sessions/ dance exercise
 - yoga, bowling, swimming, walking

Present relevant hooks:

- fun/ enjoyment
- social aspect (missing social aspect of work)
- General well being

[they know about health and fitness benefits and these alone aren't getting them exercising]

Understanding the determinants of participation – the recently retired - recommendations

Address barriers:

- There are exercises that are suitable for their age group and for people who haven't exercised for some time
- Can go along alone – will be others like them there
- Inexpensive/ good value (including no equipment, special clothes to buy)
- Avoid using the word 'sport'
- Promote competition against themselves as opposed to others

Make it easy:

- As local as possible (women cast very narrow net re: opportunities)
- Organised for them

Understanding the determinants of participation – the recently retired - recommendations

Make it comfortable:

- Their age group
- Single sex (unless dancing)

Make it comfortable, a possibility for ethnic minority (traditional Asian) women:

- Held in their community hall/ centre
- Single sex – with assurance that private/ not in sight of men
- For members of their community
- Instructor to speak their language
- Exercises that can be done in usual (modest) clothes

Understanding the determinants of participation – the recently retired - recommendations

Reach them:

- Promote the fact that opportunities are available to this age group
- Promote through local free press, local press, libraries, GP surgeries, temples/community centres (ethnic)

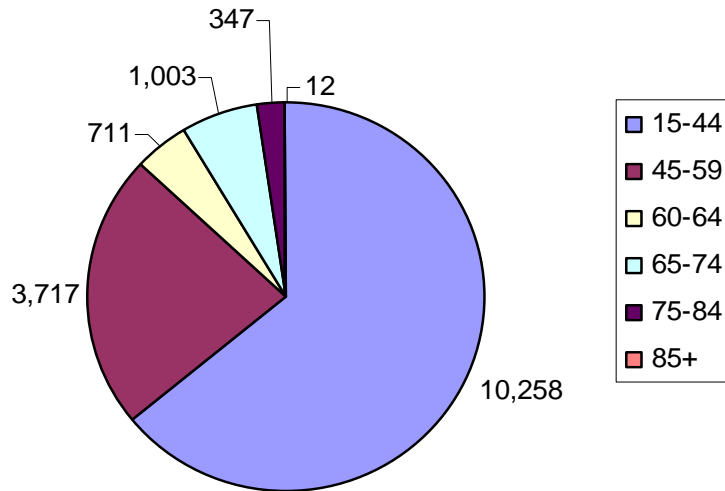
Use appropriate person/ celebrity:

- Older, 'looking good for their age' individual/ duo

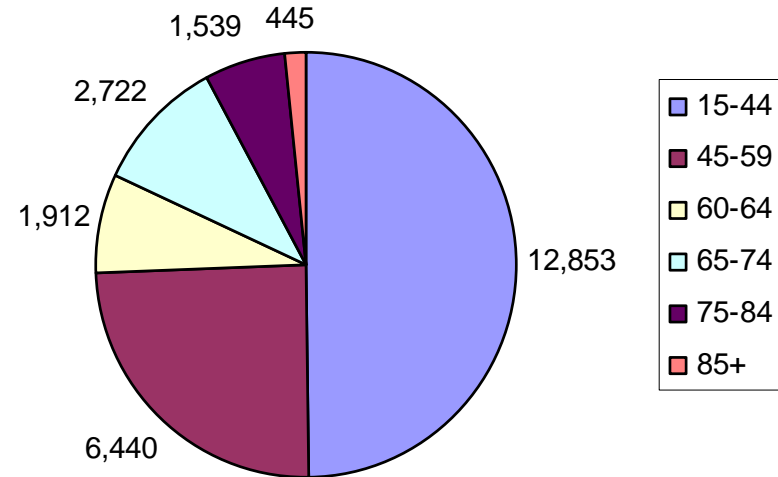
Conclusions – the future for sport is grey?

What might the future of sport in England look like?

Population participating in one activity 2002
(1,000s - Total participating 16,048)



Population participating in one activity 2026 - 1%
increase p/a (1,000s - Total participating 25,910)



Should we achieve our targets of increasing participation by an average of 1% per year the total number of adult participants would increase from 16 million in 2002 to nearly 26 million in 2026 and the older age groups would make up about 50% of the total participants as compared with the 43% if participation rates were static and the 36% that we currently see

Conclusions

- ❑ Older people are going to become serious players in the sport and active recreation market place (between 43% and 50% of all adult participants in England)
- ❑ Providers of sporting opportunities need to open their eyes to this opportunity and changing landscape and modify their services accordingly
- ❑ Public policy needs to give greater priority to promoting sport and active recreation and its benefits to the older population
- ❑ We must avoid a growing polarisation between 'the very active independent' and 'the sedentary dependent'
- ❑ The future of sport is bright and it does look grey!

A photograph of three people riding bicycles on a paved path in front of a modern building with large glass windows. The person on the left is a man wearing a dark blue cycling jersey, black shorts, and a silver helmet. The person in the middle is a woman wearing a bright yellow-green cycling jersey and black shorts. The person on the right is a man wearing a bright yellow jacket and sunglasses. The building behind them has a curved roof and large glass panels. The sky is blue with some clouds.

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<http://www.wales.gov.uk/freeswimming>



**When I'm 64...and More
...will I still be swimming?**

The Wales Free Swimming Initiative



Llywodraeth Cynulliad Cymru
Welsh Assembly Government

**Sara Butlin – Head of Sports Policy, Welsh Assembly
Government**

Context – People in Wales



- Highest concentration of older people in UK
- 22% over 60
- Increasing to over third in next 20 years
- **Ignore living longer demographics at our peril** – future provision needs to reflect needs of ageing society



Context – Strategies and Actions



- Strategy for Older People (Jan 03)
- Link-Age in Wales – Joining Up Services for Older People in Wales (July 05)
- When I'm 64 ...and more – Advisory group Report (May 02)
- Deputy Minister for Older People
- Cabinet Sub Committee on Older people
- National Partnership Forum for Older People
- Commissioner for Older People (200&)
- Local Coordinators and Champions
- Voluntary Sector Projects



WHAT DO WE KNOW: ASA/ILAM POWER OF SWIMMING

(January 2006)



- Swimming is the most popular participation sport
- 35% of population are interested in swimming (Mori)
- 13% (largest group) of those that do nothing would consider swimming (Mintel)
- Swimming participation is declining
- Public pools don't meet customer expectations
- Drop off in participation is greatest in early to mid teens and after 45
- Good Practice in provision of swimming exists where there is a proactive customer care and "development" approach but this needs to be built upon, extended and new partnerships developed

The Aims & Objectives of the Free Swim Initiative



- Cross-cutting theme
- Improve participation rates
- Remove barrier(s) to participation
- Increased health benefits
- Improve standards of swimming
- Develop interest in other sports
- Multi-agency working



Free Swimming 60+



- Key Operating Criteria
 - Free for 60+ during all public swims outside school holidays - working towards all sessions throughout year 2/3 have made it all year
 - 1 hour per day
 - 1 hour per week free structured swims – targeted locally “Fitswim” and “Aquafit”
 - Encourage carers
 - Free Swim Coordinators/Swim DOs



60 + Survey Summary Results



- Increase to 10,000 swims a week – one pool reporting 200% increase (likely to be mainly increased frequency)
 - 20% new swimmers but 53% regular swimmers for last 7 years
 - 4.8% of over 60s (32,385 people) go swimming. 7% (47,229) would like to go swimming or swim more often
 - 76% of swimmers participate at least twice a week
 - Two thirds of the swimmers travel less than 10 minutes to a pool (majority by car)
 - 50% said they went swimming to get fit, with 28% indicating health reasons and 20% for enjoyment
- Majority were professional/skilled when working



KEY ISSUE - 1:



Be Realistic - Accept swimming may be less successful as a means of reaching non participants.

Significant barriers (not just price) in attracting new swimmers.

- Lack of confidence - many non or weak swimmers
- Unattractive facilities : deteriorating quality and public pools not accessible to all communities - limits to how far people will travel will never be the easy to access doorstep physical activity – requires a bigger commitment and “want to” factor from the participant;
- Already Reaching the “would if they could” market - it is already the most popular activity and the types of visitor attracted to a leisure centre may be more likely to be existing participants.



KEY ISSUE - 2:



New People

- Attracting new clientele. Be realistic and don't try to take on too much.
- Strict prioritisation/focus in order & targeting drop off before it is too late:
 - Over 50 is 60 too late to overcome the barriers?
 - (Not the very hard to reach groups – most sedentary at risk - is swimming the right activity?)
- New, innovative, bespoke approaches and new partnerships that better reach new groups e.g. Voluntary Sector; Age Concern

KEY ISSUE - 3:



More People More Often:

- Retention
 - Increasing frequency, particularly for those with time
 - Sustaining the level of interest in swimming and increasing frequency of visits
- quality experience – “the loyalty card”; making swimming cool



KEY ISSUE - 4:



Better Facilities

- Public pools don't meet customer expectations
- They are not sufficiently attractive and continue to deteriorate
- A continuing concern for senior LA managers



THE CHALLENGE

WHAT NEEDS TO BE DONE



- Make swimming cool! - something people want to do and do again and more often
- Culture change top down and bottom up
 - Customer focus - the customer at the heart of provision
 - New levels of customer care and new customer relations
 - Business driven approach – more custom more revenue



FUTURE CREATING THE QUALITY CUSTOMER EXPERIENCE



- Quality Training to Create the Right Customer Culture :
 - New customers
 - lessons for vol societies; employers; schools; youth groups; BME and disability groups
 - Existing customers
 - Learning new skills; different activities; fitness challenges
 - Facility managers and staff
 - developing staff skills and attitudes to:
 - new customer focus and relations;
 - Create a swimming loyalty – clubs; socials; other activities; using the “Free” sessions as a catalyst – a marketing tool to engage customers and entice/ inspire repeat visits
- Quality Facilities
 - Overcoming negative impact of deteriorating stock

Conclusion



- FSI successfully introduced- Manifesto delivered
- Challenge is to build and move on
- Key to attracting and retaining is creating a quality experience:
 - Quality training for participants
 - Quality training for leisure manageme
 - Quality buildings

