

MAYOR OF LONDON

GET MOVING: PILOT SCHEME REVIEW

DECEMBER 2016



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Greater London Authority
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CONTENTS

Introduction	6
About Get Moving	8
Moving towards social connections	10
Moving towards wellbeing	14
Moving towards recovery	18
Moving towards fitness	22
Moving towards quality of life	26
Moving towards the future	30
Get Moving's reach	32
Get Moving's impact	33
Next steps	34
Get Moving pilot projects	36



'FIRST TIME DOING TAI CHI'

Stretch

Circling hands

Energy increase

With openness

Test the muscles

A spiritual thing

I wasn't a hippy

but I admired the hippies

should've done it sooner

June (Get Moving participant)

INTRODUCTION

Get Moving aims to improve the health and wellbeing of older Londoners through local activity groups. The programme is organised and funded by the Mayor of London with support from Voltarol, a pain relief brand of GlaxoSmithKline. Activities were aimed at those who often miss out, including frailer groups, disabled people and BAME communities.

Get Moving pilot activities ran from March to July 2016. Out of 120 applications, 16 organisations were chosen to deliver physical, social and creative activities for Londoners over the age of 65. The GLA granted funds of £100,000 in total. Delivery partners contributed matched funding of no less than 10%. Projects were selected because they demonstrated fresh and engaging approaches to providing regular physical activity as recommended by the Chief Medical Officer. Every project was required to offer at least 30 hours of activity for participants.

This report looks at the impact and learning from the pilot.

In spring and summer 2016, Get Moving groups were held in 22 London boroughs. Activities took place in private homes, care homes, day centres, community centres, parks, leisure centres and arts spaces. Partners used their expertise to design activities to meet the needs of local groups. Activities on offer included chair-based exercise, dance, tai chi, yoga, walking, gardening and circuit training. There were also outings to social and cultural events. Most activities were for groups. However, one project offered one to one physiotherapy-based exercise sessions in people's homes.

The Get Moving pilot scheme has been about partnerships, trying new approaches and learning valuable lessons. The Centre for Research into Care Labour and Equalities (CIRCLE) at University of Sheffield assessed the pilot. Their evaluation means we're fully aware of both the programme's impact and its potential for the future.

WHAT DID PARTICIPANTS THINK OF THE ACTIVITIES?

People who'd taken part told us that doing regular physical activity had helped them to move more and feel better. It was also a great way to relieve pain. By far, the chance to get together with others was the greatest benefit. Care staff observed improvements in mood in individuals living with dementia and other long term conditions.

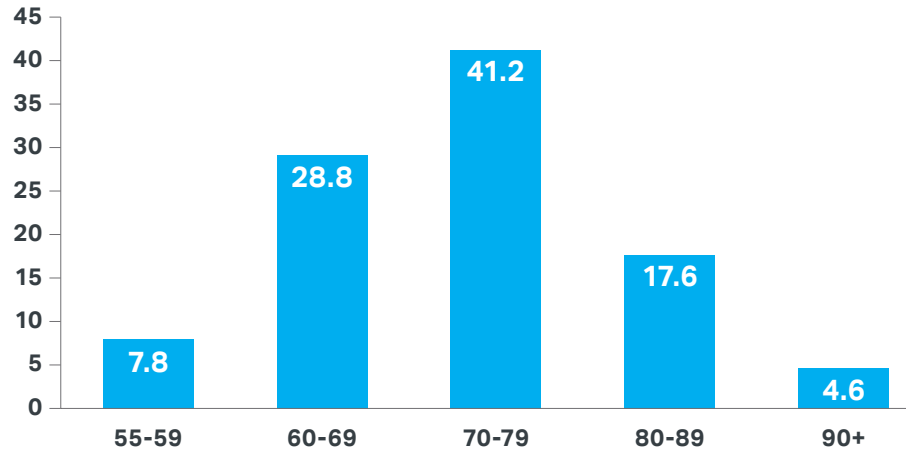
WHAT NEXT?

The Get Moving programme found five related themes that are relevant to Londoners aged 65-plus. In future, policy and programmes should focus on the following to improve the lives of older Londoners:

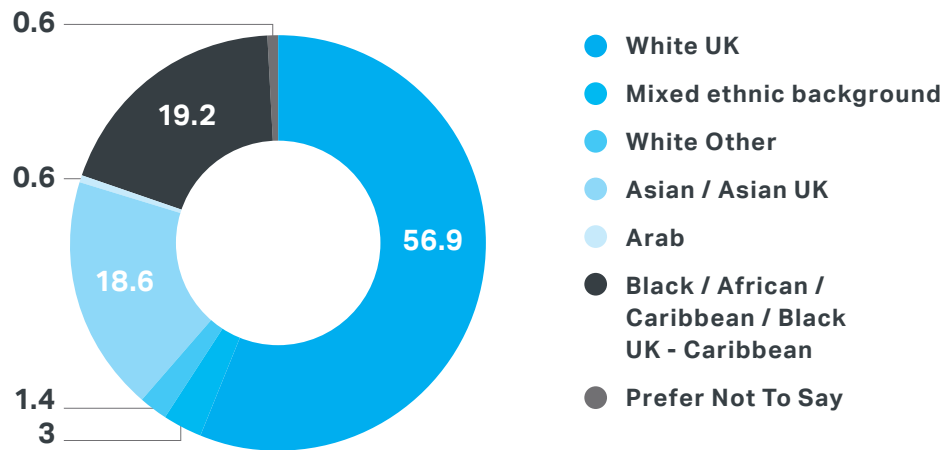
- social connections
- wellbeing
- recovery
- fitness
- quality of life

ABOUT GET MOVING¹

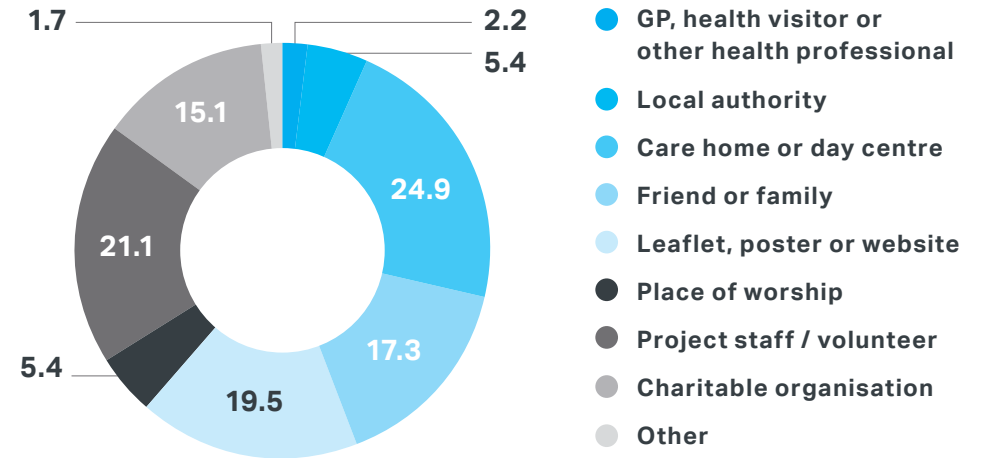
AGE DISTRIBUTION OF GET MOVING PARTICIPANTS



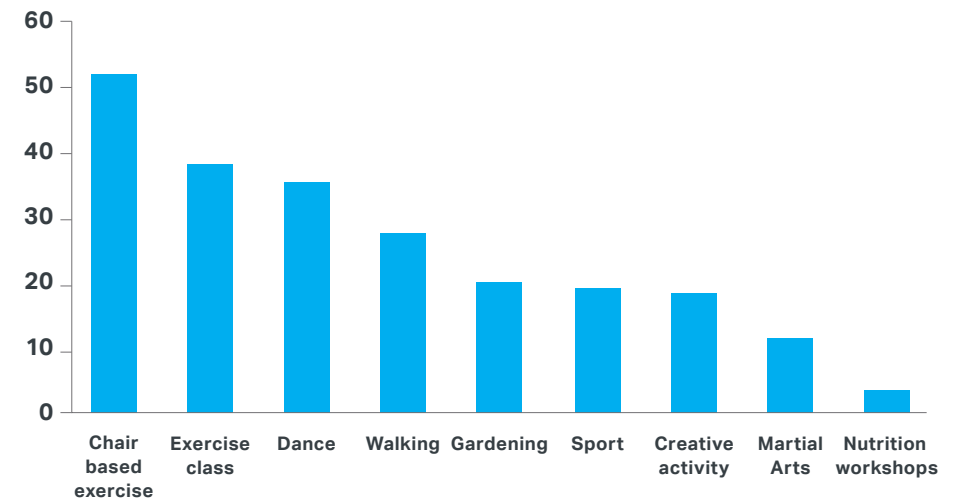
ETHNIC BACKGROUND OF GET MOVING PARTICIPANTS (%)



REFERRAL ROUTES (%)



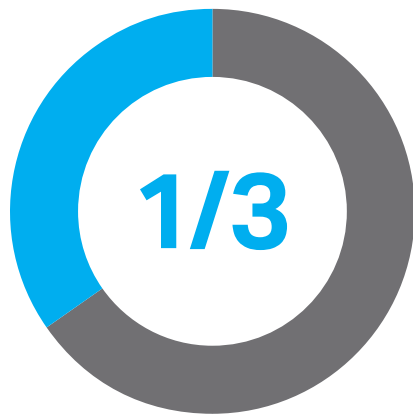
TYPES OF ACTIVITY



¹ Excerpted from University of Sheffield's independent evaluation of Get Moving

MOVING TOWARDS SOCIAL CONNECTIONS

Get Moving was a chance for people to meet others by taking part in group activities. In care settings, these helped residents build stronger connections with each other. In community settings, it helped new friendships blossom. There were also opportunities for older and younger people to spend time together and learn from each other.



**MORE THAN A THIRD
OF OLDER LONDONERS
LIVE ALONE**

**Londoners experience²
more social isolation than
those in other parts of
the UK.³**

² NHS Personal Social Services Adult Social Care Survey, England - 2013-14

³ ONS Census 2014

ACTIVE4SIGHT

East London Vision's project encouraged blind and partially sighted older people to become more mobile and get fitter. Tailored activities offered in Havering and Barking & Dagenham included walking and social dancing. Participants said the chance to have tea and a chat was the best part of the experience.

KEY ACHIEVEMENTS

- Inactive blind and partially sighted older people became more active
- Participants formed social connections that outlived the formal activity groups
- East London Vision tested and learned from new approaches to engaging new clients

CUT A RUG

Green Candle Dance Company ran dance and live music workshops in two care homes and two local primary schools in Merton. At the end, school students gave a performance to the care home residents. There was also an inter-generational dance workshop with both the residents and children led by professional dancers.

KEY ACHIEVEMENTS

- Partnerships established between local primary schools and care homes
- Improved well-being of residents in care
- School children learned from the experiences of older participants



Photo credit: Rachel Cherry

MOVING TOWARDS WELLBEING

Get Moving activities had a big 'feel good factor'. This may seem trivial but the sense of wellbeing and energy it gave participants meant they were more willing to go regularly. Across the projects there was a low drop-out rate, thanks to activities being creative and engaging. This experience was enhanced by highly skilled tutors and facilitators.



This is the case across the UK. However, after the age of 75, feelings of wellbeing decline.⁴

ON AVERAGE, OLDER PEOPLE SAY THEY ARE HAPPIER THAN OTHER AGE GROUPS

⁴ ONS Article: Measuring National Well-being: At what age is Personal Well-being the highest? (2016)

GET GOING TOGETHER

Armchair Olympics was just one of a selection of activities offered by Leyton Orient Trust as part of 'Get Going Together'. Older people in Tower Hamlets and Hackney also had the chance to share sporting memories together. People who took part spoke of a great sense of 'camaraderie'.

KEY ACHIEVEMENTS

- Older people from diverse backgrounds increased their levels of weekly physical activities
- Increased opportunities for social interaction in day centres in Tower Hamlets and Hackney
- Strengthened local partnerships between Leyton Orient Trust and social care and housing providers



Photo credit: Phil Polglaze

COMMUNITY GREEN (Click to see film)

A group of older people from a local care home and housing estates worked together to create a community garden. With expert support, the group learned food growing skills. The activities focused on improving physical and mental health. They were also weekly opportunities for social contact. Art in the Park used the project to build new partnerships. This has led to further community gardening activities there.

KEY ACHIEVEMENTS

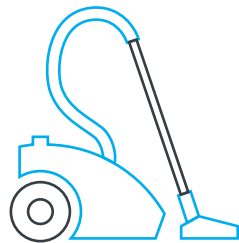
- Older participants were able to make the most of local green space to improve their well-being
- Use of a new community garden, offering future opportunities for food-growing, social interaction and physical activity
- Stronger partnerships between local authority Parks team, voluntary arts organisation and care home provider

MOVING TOWARDS RECOVERY

Get Moving helped older people who'd recently left hospital to recover after illness. It encouraged them to be more active in their daily lives, however frail they were. Those taking part boosted their chance of long-term recovery. Several participants also reported pain relief as a benefit of exercise. They said it's enabled them to better cope with chronic conditions.

GET MOVING PARTICIPANTS DEMONSTRATED A 7 PERCENTAGE POINT INCREASE IN ABILITY TO DO EVERYDAY TASKS LIKE LIGHT HOUSEWORK.⁵

7%
increase



⁵ Based on analysis of Get Moving participants in University of Sheffield's independent evaluation

KEEP ACTIVE

Bishop Creighton House created a pilot project that helped older people to regain their mobility after illness or injury. Every week, trained volunteers visited people's homes to run special activities. This helped them to stick to physio exercises and to recover more quickly. It also gave companionship and support to older people who were often housebound. Patients were referred to 'Keep Active' by local NHS services.

KEY ACHIEVEMENTS

- Older people who had experienced a fall were able to become active again
- Participants became more confident and connected with other local support services
- Bishop Creighton House introduced their person-centred approach to rehabilitation in a new area of London

GOING PLACES (Click to see film)

All Change set up dance projects in day centres for older people with a range of mobility issues. Sessions were led by Candoco Dance Company who offer expertise in what the body 'can do' when creating dance and choreography. Dance leaders worked with a photographer to record the participants' experiences. Over time, people's confidence improved and they increased their range of movement.

KEY ACHIEVEMENTS

- The project gave participants the opportunity to meet and develop relationships with people that they hadn't met before, despite being neighbours.
- By the end of the project, many participants were more confident moving their bodies
- Participants worked with professional artists from All Change and Candoco and had the chance to share their work in a professional arts space.



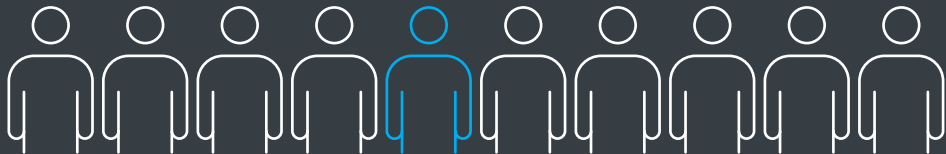
Photo credit: Leticia Valverdes

MOVING TOWARDS FITNESS

Get Moving worked with fitness and leisure providers to run classes in local community centres. These are spaces where older people feel at ease. Later, they were offered special activities and membership deals at the local leisure centre. This helped them to carry on. Local community groups and leisure facilities also worked together to reach specific groups such as older BAME women.

By the age of 75, only one in ten men and one in 20 women are as active as they should be.⁶

Older Londoners play less sport⁷ than any other age group.



STAYING ACTIVE

Leisure provider, Everyone Active got over-50s in Ealing to reconsider their attitudes to leisure centres. Many thought these places are 'not for me' because of their age. Free exercise classes were run in community settings. Free activity vouchers for local leisure centres were given to everyone who took part. Since then more over-50s have been using these centres.

KEY ACHIEVEMENTS

- New age-friendly activities have been introduced at local leisure centres
- There has been an increase in new members over the age of 65
- New local partnerships between leisure providers and voluntary groups to serve older BAME residents

⁶ Everybody Active Everyday (Public Health England, 2014);

⁷ Sport England's Active People Survey 2014-15

ACTIVE UNTIL WE CAN

Henna Asian Women's Group offered Tai Chi, water workouts and social outings for Asian women aged 75-plus in Camden. Many of the women who took part hadn't left their homes for a long time. The activities were also open to older carers. This gave them a chance to come away from their caring responsibilities and develop their own identity. Sessions gave a gentle introduction to exercise, as many of the participants were inactive.

KEY ACHIEVEMENTS

- Participants reported feeling better in their bodies, including reduced day to day pain
- Increased sense of belonging and confidence to access local wellbeing services
- Otherwise isolated individuals were able to start new friendships and become part of a social circle



MOVING TOWARDS QUALITY OF LIFE

Get Moving is based on the simple idea that more social, physical and creative activity is good for older people's quality of life. Feedback from delivery partners, especially those working in residential care settings, supports this view. It shows that people who took part in the programme gained confidence, physical skills and a greater sense of well-being.

There is still much more to be learned in terms of how we measure quality of life. This is particularly so for older people in care living with conditions like dementia and Parkinson's disease. One of our future aims is to find new ways to understand and measure our impact.

The Centre for Ageing Better reports⁸ the top three concerns of older people are family and friends, health and money.

1



2



3



Building strong social links can support older people overcome other problems.

⁸ 'Later Life in 2015', report published by Centre for Ageing Better'



Photo credit: Zoe Gilmore

MEET ME MOVING

Entelechy Arts offered a series of creative movement classes for older people in a range of settings. This included a residential care home, sheltered housing, a day centre for people with dementia and an arts centre. A mixed age team of dancers and teachers led group activities. The programme offered many ways for people to be creative including writing poems about their experiences with the help of a professional writer.

KEY ACHIEVEMENTS

- Tested new ways the health and arts sectors can work together to support 'at risk' older people to include movement in their lives.
- Staff in care settings noticed the benefits of a creative approach to improving wellbeing of residents living with dementia
- Embedded more physical activity into on-going work with older people

KEEP WELL TOGETHER

Leonard Cheshire Disability worked with a physiotherapist to run activities for older people living with dementia. This included singing, playing percussion instruments, seated football and skittle play. Participants were taken to a day centre to take part in the group. Week by week it evolved in response to their feedback. The project also involved two tea dances for participants to provide a social element.

KEY ACHIEVEMENTS

- Improved physical and emotional well-being of individuals living with dementia who would not otherwise have had access to exercise classes or the opportunity to socialise.
 - Staff, volunteers and carers overcame attitudinal barriers and misconceptions about caring for people with dementia.
 - A better offer of care for local residents, joining up services between residential homes and day centres.
-

MOVING TOWARDS THE FUTURE

The Get Moving pilot scheme explored five main themes. Of these, social connections and wellbeing were the top two factors in both CIRCLE's evaluation and feedback from our partners. It also became clear that having local activities helped make people more willing to take part. Partnerships were also identified as an important part of the projects. The top two challenges were how to be more person-centred in our evaluation and how to sustain the programme. Funding was a big issue. Partnerships across sectors proved to be a good way to attract funding and other resources.

**BETTER SOCIAL
CONNECTIONS AND
IMPROVED WELLBEING
WERE THE TOP TWO
FACTORS MENTIONED
IN THE EVALUATION.**

Future programmes should focus on:

- More local provision with chances for different generations to connect, chances to scale up and long-term impact on older Londoners.
- New methods to reach under-served groups – there is still significant inequality in terms of who has access to high quality experiences in later life – our future efforts should continue to find ways to include people from all backgrounds and walks of life.
- A campaign across London and a roadshow to inspire, inform, and guide. Plus 'taster' activities to help older Londoners make new friends and be happier.
- More detailed evaluation tools, to capture the experiences of a broader range of older people, including those with dementia.
- Stronger partnerships with funders and those providing services, working closely with the health and social care sector.
- Older people as leaders, volunteers and co-designers of activities.



Photo credit: Rachel Cherry

GET MOVING'S REACH

22 London boroughs



37%
ethnic minority
participants



16
Delivery
Partners



Average age of participants –

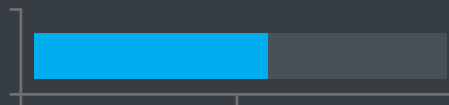
72 years
old



1400
volunteer
hours



Over **50%** disabled



45% living alone



PHYSICAL HEALTH

Improved levels of
physical activity

Engagement with
outdoor activities

Improved exercise
stamina



SOCIAL INTERACTION

Creative intergenerational
engagement

Reduced social isolation

Creation of new friendships

GET MOVING'S IMPACT



ORGANISATION LED

Breaking stigma around
older people getting active

Improved knowledge and
information

Engaged new target
beneficiaries

Building lasting relationships
with a range of organisations
between the public, health
and cultural sectors

Strengthened understanding
of adopting a community
led approach

Engaging with a more diverse
range of older people



WELL-BEING

Development of new and
existing skills

Improved mental well-being

Improved confidence/
self-worth

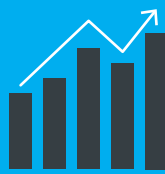
Empowered older people
by becoming volunteers

NEXT STEPS

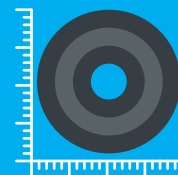
STAY LOCAL



BUILD ON WHAT WORKS



NEW TOOLS TO MEASURE IMPACT



**NEW METHODS TO REACH
UNDERSERVED GROUPS**



**STRONGER PARTNERSHIPS ACROSS HEALTH,
SOCIAL CARE, CULTURE, LOCAL GOVERNMENT
AND THE VOLUNTARY SECTOR**



GET MOVING PILOT PROJECTS

ORGANISATION	NAME OF ACTIVITY	GRANT AMOUNT	MAIN TARGET	BOROUGH
ActiveNewham	Health Active Programme	£5,000	Disability or long term condition/BAME	Newham
Age UK Merton	Fresh Start	£7,000	Disability or long-term condition/inactive	Merton
All Change	Going Places	£8,000	Residential care/physical and mental disability/ dementia	Islington
Art in The Park	Community Green	£4,000	Residential care	Southwark
Arts Depot	The Independents	£5,000	Socially isolated, care home residents	Barnet
Bishop Creighton House	'Keep Active' - for older isolated people	£7,000	Inactive/risk of falling	Hammersmith & Fulham, Kensington & Chelsea, Westminster
East London Vision	Active4Sight	£8,000	Blind or partially sighted/inactive	Barking & Dagenham, Havering
Entelechy Arts	Meet Me Moving	£8,000	Age related disability/ dementia/risk of falls/ residential care/carers	Lewisham, Southwark
Green Candle Dance Company	Cut a Rug with Green Candle	£8,000	Residential care/frail older people/ dementia	Merton
Henna Asian Women's Group	Active Until we Can	£4,000	Older Asian women/socially isolated/ housebound/carers	Camden
Leonard Cheshire Disability	Keep Well Together	£5,000	Socially isolated disabled older people in poor health/BAME	Wandsworth
Leyton Orient Trust	Get Going Together	£8,000	Social housing residents	Hackney, Tower Hamlets
Peabody	Age is just a number	£5,000	Over 65	Hackney, Hammersmith & Fulham, Islington, Lambeth, Lewisham, Southwark, Tower Hamlets, Wandsworth, Westminster
Rambert	Mim's Movers	£6,000	Day centre/frail older people/inactive/ disability	Camden, Hounslow, Islington
Southall Community Alliance (SCA)	Golden Oldies	£5,000	BAME/refugee/disability or long-term condition	Ealing
Sports and Leisure Management Charitable Trust	Staying Active	£7,000	Inactive	Ealing

'THE BENEFITS'

Bundle of nerves

Look up

Look down

Roll shoulders

Choose parts to use

Legs and arms

Use them or lose them

Stay mobile

Feel better.

Jacqui (Get Moving Participant)

ABOUT VOLTAROL – CO-FUNDER OF THE GET MOVING PILOT

The Get Moving pilot is supported by Voltarol. Voltarol's wellbeing campaigns in the UK include You are only as old as you move and #backontrack encouraging people to be active everyday. The Global Pain Index is a global study by GSK Consumer Healthcare, investigating the physical and mental impact of living with body pain, especially the impact on physical activity levels. Voltarol offers a range of products for the relief of pain and inflammation.



Photo credit: Rachel Cherry

