

South Derbyshire Age 50+ Needs Survey

results summary



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.

The survey was conducted in partnership with South Derbyshire District Council Sports Development team, the Safer South Derbyshire Partnership, the South Derbyshire Council for Voluntary Services, the Swadlincote and District 50+ Forum, the Derbyshire County Primary Care Trust and 'Get Active in The Forest'. Funding for the survey was provided by Derbyshire County Primary Care Trust, the South Derbyshire Local Strategic Partnership and the Safer South Derbyshire Partnership.

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.

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.

Physical activity key findings

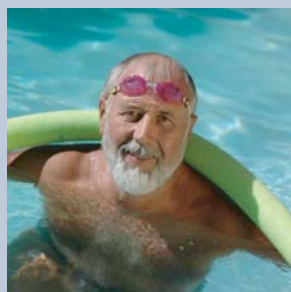


Responses from the survey indicated that the most popular physical activities were walking, gardening/allotments and dancing with respondents also listing gym/keep fit and indoor/outdoor bowls as other activities they took part in.

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 and a move towards less physically active pastimes.

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%).

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.



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, Rosliston Forestry Centre and parks and open spaces reflects the enjoyment of walking as one of the most popular activities of the 50+ age group.

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.



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.

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.



It was evident that the 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.

key recommendations

- Share the results of the survey with:
 - facility providers; leisure centres, community venues, other activity centres, village halls; local sports clubs (e.g. swimming, bowls);
 - local activity groups (dance, keep fit) to encourage them to market their activities to the 50+ age group
- Use the results of the survey to enhance provision of existing activities for the 50+ age group by working in partnership with South Derbyshire Sport members
- 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

further information

'New to Exercise' Scheme is for adults who are not currently physically active and have a medical condition. Example medical conditions include high blood pressure, diabetes, coronary heart disease and many more. If you are motivated to get active you need to see your GP, Practice Nurse, Physiotherapist, Dietician, Community Mental Health Team, Be Size Wise or Stop Smoking Advisors and just ask them to refer you to the programme. Sessions are held at Greenbank Leisure Centre and community venues across the district.

For Greenbank Leisure Centre sessions contact Stuart Hunt on 01283 216269.

For other community sessions (Hilton and Netherseal) contact Lewis Adams on 01283 595772 or email lewis.adams@south-derbys.gov.uk

'Get Active in The Forest' offers a range of physical activities including short health walks, Tai Chi, Yoga, cycling sessions, and Nordic walking. The sessions are a great way to get active and meet other people.

For more information contact Debbie Chesterman or the 'Get Active in The Forest' team on 01283 563483

Chair based exercise sessions are part of an expanding programme, held at numerous venues, across the district, and;

'Jog Derbyshire' is a new and exciting way to progress from walking to jogging. Sessions are tailored to the group's ability and aim to increase health and fitness by alternating between walking and short jogs. Over time you will soon find that you are able to jog that little bit longer. A 'Jog Derbyshire' instructor is always on hand to help monitor your progress and give you any support needed.

For more information contact Lewis Adams on 01283 595772 or email lewis.adams@south-derbys.gov.uk

www.healthiersouthderbyshire.org - a new website and a one-stop information source about how to be healthier in South Derbyshire. Advice and information is available on physical activity, healthy eating, stopping smoking and how to be healthier at work. If you are looking for a new physical activity or sport, weight loss group, allotment plot, or stop smoking group then make use of the searchable database on a variety of healthy lifestyle activities across South Derbyshire.

We need your help to keep the website up to date so if you lead on any sport, exercise or health related activity within South Derbyshire then let us know who you are and where and when your sessions are.

This is your local healthy lifestyle website so get involved; you can even submit your own success story on how you got fitter, lost weight or stopped smoking!

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.

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.

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.

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

further information

Contact the Safer South Derbyshire Partnership for further information on fear of crime issues. You can either phone 01283 595787 or visit their website: www.south-derbys.gov.uk/SSDP

The next steps

The recommendations highlight the need for a structured partnership approach for the delivery of new and/or improved publicity of 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.

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

Obtaining alternative versions of this document

If you would like this document in another language, or if you require the services of an interpreter, please contact us. This information is also available in large print, Braille or audio format upon request.

Phone: 01283 595795, email: customer.services@south-derbys.gov.uk