



Press Release

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## **Sport England to invest £10 million to help older adults get active**

- 20 funded projects will use activity to help tackle problems including poor mental health, dementia, loneliness caused by bereavement, and addiction.
- Research shows inactivity among over 55s is responsible for as many deaths as smoking. 36% of over 55s are inactive compared to 26% of the population as a whole.<sup>i</sup> Research also shows those that do the least exercise stand to benefit the most.

Sport England is investing £10 million of National Lottery money into 20 projects across England to reduce the number of inactive older adults (over 55s) in the country.<sup>ii</sup>

The over 55s group is a diverse group. We know that a 55-year-old might not have much in common with a 75-year-old, let alone a 95-year-old. There are also big differences in perceptions, experiences, motivations and capabilities among this diverse age range and even of people of the same age. Each of the partners has therefore co-designed their project with the audience in mind and will use innovative approaches to help tackle inactivity.

Sport England has put tackling inactivity at the heart of its strategy Towards An Active Nation. There are roughly 5.8 million inactive people over 55 in England<sup>iii</sup> and the number of inactive people is growing as people are living longer.<sup>iv</sup>

Being active is one of the most important things people can do to maintain health and wellbeing as they age. Physically active older people have higher levels of mobility and a lower of risk of disease than those who are inactive. Ill health often means the loss of independence and is linked to social isolation and depression.

Mike Diaper, Executive Director at Sport England said: “People are living longer but not necessarily in the best of health. We’re excited to be supporting these 20 partners with National Lottery funding to help get older adults get active. We’ll be sharing learnings so successful approaches can be scaled-up or replicated across the country so we can help more adults lead happier and healthier lives.”

**-Ends-**

**For further information and interview opportunities please contact:**

media.team@sportengland.org

020 7273 1593 / 020 7273 1800

**Notes to Editors**

1. For more information on the Active Ageing fund please visit:  
[www.sportengland.org/funding/active-ageing-fund/](http://www.sportengland.org/funding/active-ageing-fund/)
2. Interviews are available with Mike Diaper, Sport England’s Executive Director of Community Sport.
3. Please find attached a further details on the projects and a list of projects who’re available for media interviews.

Full list of projects:

<b>Organisation name</b>	<b>Audience</b>	<b>Location</b>	<b>Award Amount (£)</b>
Active Dorset	55 – 65 year olds	Dorset	£659,300
Age UK Milton Keynes	Recently separated or bereaved	Milton Keynes	£71,964
Aquarius	Drug use, alcohol or gambling use 55+ and family members	Birmingham, Telford and Wrekin, Solihull and Derby	£181,056
British Gymnastics Foundation	Dementia or degenerative diseases	England	£499,991
Canal & River Trust	Younger older adults	Cheshire	£222,305
Cotman Housing Association	Women – with low incomes who have a negative attitude to activity	Norfolk and Suffolk	£249,256

Organisation name	Audience	Location	Award Amount (£)
Demos – Active radio – a digital exercise regime for older people	People living in care homes and sheltered accommodation	Nationwide - initial pilot in Bradford	£223,100
Devon Local Nature Partnership – Connecting Actively to Nature	55+ contemplators	Devon	£500,000
English Football League Trust	55+ with specific audiences	15 Community Clubs in England	£499,999
Havant Borough Council	Grandparents - in work	Havant	£147,200
Guys and St Thomas's NHS Trust: Health Innovation Network	Rehabilitation programme for people with Arthritic pain	London	£392,000
Hertfordshire County Council	Socially isolated 75+	Herts	£399,999
Interlink Community Services C.I.C	Orthodox Jewish older people	North East London, West London, Manchester, Gateshead	£448,111
Motitech	People in residential care	Multiple	£250,000
Northumbria Sport Foundation	Retirement transition	Newcastle upon Tyne	£114,631
One Dance UK	60 – 85 year olds	Yorkshire	£328,500
Oomph Wellness Training Ltd	55+	National	£913,668
Parkinson's UK	People with Parkinson's	England	£430,597
SHP - Single Homeless Project	55+ at risk of or homeless	London	£399,233
Sporting Memories Network CIC	Dementia	Multiple	£482,826

### About Sport England

Sport England is a public body and invests more than £300 million National Lottery and government money each year in projects and programmes that help people get active and play sport. It wants everyone in England, regardless of age, background, or level of ability, to feel able to engage in sport and physical activity. That's why a lot of its work is specifically focused on helping people who do no, or very little, physical activity and groups who are typically less active - like women, disabled people and people on lower incomes.

<sup>i</sup> Sport England's Active Lives survey November 2015 – November 2016 shows inactivity levels for age 55-64 (28% inactive), 65-74 (31% inactive) 75-84 year olds (49% inactive), 85+ (72% inactive)<sup>j</sup>

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<sup>ii</sup> The Chief Medical Officer defines an inactive person as someone who does not achieve a total of 30 minutes of moderate intensity physical activity a week.

<sup>iii</sup> Sport England's Active Lives survey November 2015 – November 2016.

<sup>iv</sup> The number of people aged 60 or over is expected to pass the 20 million mark by 2030 (Office for National Statistics, 2015).