

AGENDA ITEM NO. 6

OVERVIEW AND SCRUTINY

Date	02 APRIL 2012
Title	OLDER PEOPLE

1. PURPOSE/SUMMARY

This report sets out the Council’s progress in delivering services and projects designed to address the needs of older people in Fenland, any future population developments and the implications of these for Fenland.

2. KEY ISSUES

- **Particular demographic issues are:**
 - Almost 20% of the Fenland population is aged 65+ and by 2031 this is forecast to increase to 28%.
 - One in seven households in Fenland is a lone pensioner household.
 - In Fenland men can expect to live 2.6 years less than the Cambridgeshire average and women 1.5 years less on average.
 - Seven of the ten wards where older people are most deprived in Cambridgeshire are located in Fenland.
 - Between 6,000 and 15,000 households are estimated to be in fuel poverty across Cambridgeshire.
 - Older people have increased health care needs, and as the population increases this will put pressure on health services.

- **Particular successes are:**
 - The award winning Handyman scheme carried out 214 minor repair jobs last year and 98.4% of customers were satisfied with their service.
 - 203 home visits were made as part of the Healthy Homes project and 95% of clients said that their lives were “better” or “much better” as a result.
 - Golden Age events last year were attended by around 300 people and we identified £10,000 of benefits that were not being claimed.
 - Over 5,000 residents were given free information packs on how to keep warm and keep well this winter in flu clinics.
 - The British Heart Foundation funded Lifestyle Coach carried out over 2,000 lifestyle checks last year, including taking blood pressure readings.
 - Around 75,000 visits were made by over 60’s to Fenland’s leisure centres last year.

3. RECOMMENDATION(S)

It is recommended that the Panel consider the progress made by the Council in delivering services and projects for older people.

Wards Affected	All
Forward Plan Reference No. (if applicable)	N/A
Portfolio Holder(s)	Cllr Ralph Butcher - Portfolio Holder for Rural Affairs and Wellbeing Cllr Malcolm Cotterell - Portfolio Holder for Special Projects
Report Originator	Phil Hughes – Head of Parks and Leisure Mark Mathews – Head of Environmental Services Annabel Tighe – Environmental Health Manager Dan Horn – Head of Housing and Community Support
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Background Paper(s)	N/A

Overview and Scrutiny

2 April 2012

Older People Report

2011-2012



Demographics

An estimated 94,200 people live in Fenland and Fenland residents account for almost 16% of the Cambridgeshire population as a whole. The population profile of Fenland is currently skewed toward older people when compared with regional and national profiles and the issues associated with an ageing population will increase in line with the proportion of elderly residents.

Within the county, Fenland has the lowest proportion of 25-44 year olds and the highest proportion of people aged 65 plus. According to mid-2010 population estimates, around 18,500 current Fenland residents are pensioners; this is almost 20% of the total population. This is a higher percentage of residents aged 65+ than is present in the other districts within Cambridgeshire and the proportion of residents aged 0-44 is lower in Fenland than in any other district in Cambridgeshire.

In 2001 around 49% of the Fenland population was younger than 40, by 2031 that proportion is expected to drop to 43% while the population aged 65+ is forecast to account for around 28% of the total in Fenland. Analysis of the forecast age structure indicates that by 2031 young adults may begin to move from Fenland and be replaced by people aged 65+.

The largely rural nature of the district can also contribute to older people struggling to access services and feeling isolated within their communities, especially as an estimated one in seven Fenland households contains a lone pensioner. While 72% of the population live within the market towns in Fenland the rest are scattered across various villages and hamlets. 19% of Fenland households do not have access to a car or van, this is despite the fact that car dependence in Fenland is high due to the rural nature of the district and issues with access to public transport.

The health of people in Fenland is mixed compared to the national average. Over the last 10 years all cause mortality rates have fallen. Early death rates from cancer, heart disease and stroke have fallen and are similar to the England average.

Despite this, life expectancy in Fenland is 77.2 years for men and 82.0 years for women, for men this is 2.6 years less than the Cambridgeshire average and 1.1 years lower than the national average. For women the average life expectancy is 1.5 years less than the Cambridgeshire average and 0.3 years lower than the national average. Health care services suggest that older people's health care requirements are typically higher than that of a younger population which means that as the population ages healthcare providers will face increased demand on their services.

The five wards in Fenland with the highest proportion of residents aged 65+ are:

- March West – 25.73%
- Roman Bank – 24.49%
- March East – 23.80%
- Wimblington – 23.11%
- St Marys – 22.14%

Income Deprivation Affecting Older People Index

As part of the Indices of Multiple Deprivation (IMD) the Income Deprivation Affecting Older People Index (IDAOPI) index exists to measure deprivation affecting older people. There are 123 wards in Cambridgeshire and by taking the average IDAOPI score for each of these wards we can compare deprivation across the county and rank them from 1 to 123. Of the 27 wards in Fenland, only Bassenhally (ranked 65 of 123) is among the least deprived 50% of wards in Cambridgeshire.

Seven of the ten most deprived wards for older people in Cambridgeshire are in Fenland. These are highlighted in bold below:

- | | |
|---------------------|--------------------|
| 1. Clarkson | 6. King's Hedges |
| 2. Staithe | 7. Littleport West |
| 3. Waterlees | 8. Birch |
| 4. Medworth | 9. St Marys |
| 5. Huntingdon North | 10. Hill |

Cambridgeshire Joint Strategic Needs Assessment (JSNA) for Older People

A Joint Strategic Needs Assessment (JSNA) is the means by which Primary Care Trusts and local authorities describe the future health, care and wellbeing needs of the local populations and identify the strategic direction of service delivery to meet those needs. The Older People JSNA for Cambridgeshire highlights the following issues affecting older people:

- Older people tend to comprise a higher proportion of the population in rural areas than in urban and this proportion is forecast to increase.
- The relationship between income and health is strong. Poverty is related to being single, low pension levels and being out of the labour force.
- In Cambridgeshire around a third of older people live alone.
- Between 6,000 and 15,000 older people's houses are in fuel poverty in Cambridgeshire (i.e. spend over 10% of household income on heating.)
- Cigarette smoking is the largest cause of preventable death, and an estimated 40,000 smokers in Cambridgeshire are over 50. In Fenland there

- are 226.0 smoking related deaths per 100,000 of the population, higher than the national (216.0) and Cambridgeshire averages (176.8).
- Around 30% of older people consider themselves to be physically active. But less than half of all older people in Cambridgeshire are thought to consume a healthy diet and around 20% of older people are obese.
 - 10% of older people consider themselves to be in poor health in the county, and people in Fenland are more likely to report poor health.
 - Within Cambridgeshire 88% of older people are satisfied with both their home and neighbourhood, however, they are much more likely to be satisfied in South Cambridgeshire (92%) than in Fenland (82%).
 - Fenland has a higher proportion of households that include at least one pensioner resident (36%) than the national average (32%) and more “all pensioner” households (13%) than the national average (9%).
 - Across Cambridgeshire, non-participation in sport by people aged over 55 is highest in Fenland for both males and females.
 - Falls represent the most frequent and serious type of accident for over 65s. In Cambridgeshire there are around 20 falls related deaths each year.

The Older People JSNA suggests that health care services will struggle to maintain service levels in future as the population ages, stating:

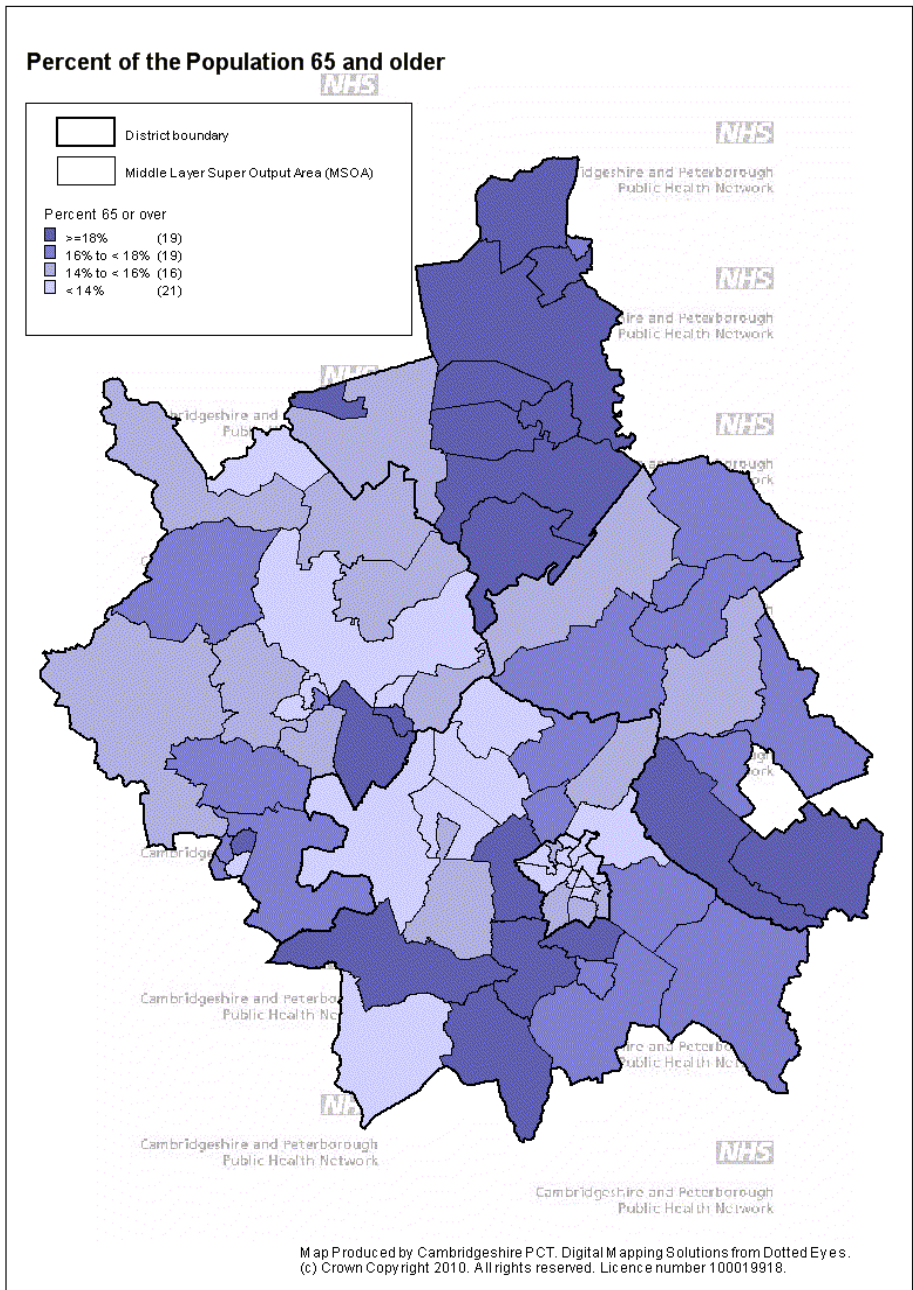
“If current patterns of need and care are applied to the projected numbers of older people, current provision of services is unsustainable. This drives two main themes:

1. Prevention of ill health and promotion of good health
2. Reconfiguration of services to support people to live in a community setting as long as possible, avoid admission to hospital, and return to a community setting after discharge from hospital”

The map presented below which is from the Older People JSNA demonstrates the proportion of older residents located around Cambridgeshire. The areas shaded darker purple represent higher percentages of residents aged over 65 living there.

Fenland clearly has an older population demographic than the wider county as most of the Middle Layer Super Output Areas within Fenland are shaded darker which shows that more than 18% of the population of that area are aged 65+. In Fenland only two of the eleven MSOAs are shaded lighter, however these two areas still have a significant percentage of the population aged 65+.

Some areas within the county can be expected to have lower proportions of older residents than in Fenland, most noticeably Cambridge, which has a large student population. However, Fenland also has an older age demographic when compared with more similar rural areas within the other districts of Cambridgeshire. Of the 19 MSOAs with over 18% of the population aged 65+ in Cambridgeshire almost 50% (9 of 19 MSOAs) are located in Fenland.



Summary

It is clear that the Fenland population currently consists of a higher proportion of older people than the national average; and that the population is continuing to age as a result of improved health and life expectancy, younger people leaving the district and more inward migration of elderly couples wishing to retire to the area. This could have implications for the district including transport and access issues, rural isolation, fuel poverty, and increased demand on health care services.

Outline of Current FDC Services Targeting Older People

Handyman Service

The Fenland Handyman service is currently delivered by our partner, Care and Repair agency, who are a not for profit home improvement agency and part of the Borough Council of Kings Lynn & West Norfolk. Care and Repair recently received national recognition by way of a commendation in the National Home Improvement Agency of the Year Awards 2011. The award was presented by the RT Hon Hazel Blears MP at a ceremony held at the House of Lords on 23 June 2011.

The scope of the works includes home safety and security works, minor electrical and plumbing works, home energy efficiency measures, general minor repairs and odd jobs which all help people live independently in their own homes in an environment which is healthy, safe and secure.

To date, this year, the service has responded to **390** enquiries, carried out a total of **214** jobs, also made **30** referrals to other services and made **87** visits where substantial advice given. The introduction of charges for the service had initially resulted in a number of service rejections though was subsequently regained following further marketing and publicity via the Fenland article in the Cambridgeshire Times.

The service continues to be highly rated by users with **98.4%** of those responding to customer surveys to date rating the service as excellent.

New Private sector renewal policy – improved conditions for vulnerable residents living in private sector accommodation

The Council approved and published its revised Private Sector Renewal (PSR) policy in the 2011-12 financial year.

The new policy includes retention of a minor works grant to assist vulnerable households where urgent works are required to resolve health and safety hazards. **15** homeowners have been assisted under this scheme in the year to date.

In cases requiring major works, there is now an option under the policy for residents to be assisted via the Houseproud scheme. The scheme is operated by the Home Improvement Trust (HIT), a Government-approved organisation facilitating various types of assistance from Financial Services Authority (FSA) compliant lenders, including equity release with a guarantee of no repossession in the lifetime of the client. Enquirers expressing interest in this option are to be referred to the Home Improvement Agency for further advice and to ensure the client is in a position to make an informed decision before proceeding.

Improving housing conditions for vulnerable residents living in private sector accommodation

- A total of **163** homes have now been improved through the **£1.1 million** inward investment scheme secured in 2009/10. "The merged works scheme" has enabled vulnerable private sector residents living on Roddons estates the benefit of the Roddons property improvements secured through stock transfer to bring their homes up to the Government minimum housing standard. The scheme is now completed and only actions outstanding are the reporting and evaluation of the project.
- Work continues to install external wall insulation on solid wall properties occupied by low income and vulnerable residents. Fenland District Council has acted as the lead agency in this project and, in partnership with the Borough Council of Kings Lynn & West Norfolk (BCKL&WN), has secured **£1.12 million** investment across both district areas in 2009/10. The scheme is now progressing to completion. **24** Fenland households have benefited or are about to benefit from the scheme, making their homes warmer and more energy efficient.
- In conjunction with this scheme, **6** households will receive assistance from Fenland District Council with other works necessary to meet the decent homes standard. Two lessons learnt reports have been produced, and the rural services network has recently contacted the council with a view to writing a case study that will raise the profile of Fenland District Council and BCKL&WN in developing an innovative approach to make "difficult to treat" properties, such as those with solid walls, more energy efficient.

Healthy Homes Project

The Healthy Homes project is delivered by Age UK Cambridgeshire and partner funded by Fenland District Council, Cambridgeshire Adult Social Care and NHS Cambridgeshire.

The project provides a comprehensive service for older people at risk of falls, covering medication checks, minor repairs, aids and adaptations and home security measures. Also referrals are made to other agencies as needed to enable clients to live safely and independently in their own homes for as long as possible.

A total of **203** home visits and assessments were made during the year to date. **96** residents have been assisted with minor works including repairs to pathways, gutters, door locks, and minor electrical and plumbing tasks.

All clients using the service receive an information pack which is regularly updated. Client satisfaction with the service is high, with **95%** of clients rating improvement to their daily lives as 'better' or 'much better' as a result of the assistance given.

Home adaptations for vulnerable residents (Disabled Facilities Grants)

A total of **110** homes will have received adaptations within the current financial year, enabling residents with disabilities to continue to live independently in their own homes. Works typically involve provision of level access showers, access improvements and stair lift installations making a positive impact on increasing the quality of life for vulnerable people in Fenland.

Warmer Homes Project – Department of Health Public Health Funding 2011/12

In November 2011 Fenland was awarded **£24,000** from the Department of Health to tackle public health related issues among the more vulnerable members of our community. The funding application was submitted jointly by the County Council, Primary Care Trust, NHS, Charitable organisations and local Councils across Cambridgeshire.

Due to the close working relationship between many of these organisations Fenland was able to develop a project very quickly and engage with others to receive appropriate support. As such the funding Fenland received was much higher than many other Councils.

The project, which finishes at the end of March 2012, aims to provide heating for vulnerable and unwell residents whose health is being compromised by the lack of heating in their homes. For many in our communities a lack of heating can be life threatening and costly to the NHS.

The project aims to support at least **20** vulnerable households throughout the 4 months it will be running. So far the Council have sent out 20 application forms, 6 applications have been approved, 1 has been completed.

The project will be followed up with a customer evaluation of how easy the process was and whether customers feel this has made a difference to their health and wellbeing.

Ageing Well

Fenland delivered an Ageing Well workshop on 22 February, supported by the County Council and Local Government Association. The workshop was part of a series of events taking place across Cambridgeshire to inform the Health and Wellbeing board's County wide strategy.

The event was very well attended enabling a wide variety of views to be captured. Delegates included; Voluntary Sector representatives, older people from the Fenland community, Chairs and representatives from GP patient groups, Health and Council services.

The event – which was very successful - focussed around a series of workshops enabling open conversations about health and wellbeing to take place. Points being raised included the community saying their local Councillors are very important to them as a community point of contact, services could sometimes be better advertised and access due to transport is a concern.

Golden Age Website

The Council is currently receiving between **450-500** hits a month on the Golden Age website. This valuable resource offers advice and assistance to older people by signposting key contacts to over **46** partner organisations. Support includes enabling older people to remain independent and identify any unclaimed benefits to help increase their quality of life.

Golden Age Events

Golden Age events have continued to be popular this year, with over **300** older people attending and receiving around **£10k** in benefits that the residents themselves did not realize they were entitled to. Elderly residents can also take advantage of other services including free blood pressure checks, and information which is on offer and the feedback they give continues to be very positive.

Golden Age Emergency Planning

This is joint project between the Council's Emergency Planning Team and the Golden Age Team. It aims to increase the ability of small local community Parish or village to prepare for and manage an emergency, either alongside the emergency services, or on their own.

Emergencies have a variety of causes and effects, including adverse weather, fire, flooding and loss of utilities. Assistance may not be immediately available and in the event that the incident is widespread, or the community is temporarily isolated, they may have to cope initially on their own. More frequent but less significant events can still have a considerable impact on people's lives, such as loss of electricity or water supply, especially if the people affected are old or vulnerable.

We are undertaking a programme of presentations to the Parish and Town Councils on how they can become more resilient by developing their own emergency plans and contacts. As part of this programme we are supplying them with blank template plans and each Parish or Town

Council is appointing an Emergency Co-ordinator and Deputy. This will then form a network of contacts across the district to help co-ordinate a response in the event of an emergency.

To date, we have met with Tydd St Giles, Christchurch and Benwick Parish Councils and Whittlesey Town Council. Parson Drove Parish Council is arranged for 13 April 2012. We hope to complete this programme across all Parish and Town Councils by the end of 2012.

Community Alarms

The Council has been successful in securing funding as part of a county wide bid to purchase community alarms. The alarms are being offered to individuals leaving hospital and to those needing assistive technology to prevent issues such as falls. We hope that this will enhance independent living and assist with independence through rehabilitation. We have **60** alarms for the Fenland area for distribution over half of which have already been distributed.

Keeping people warm and well this winter

In October 2011, **over 5,000** free information packs were given out to residents attending flu clinics at their doctor's surgery. The packs included tips on how to save money on energy bills and gave advice about grants and services that are available to make homes warmer and feel safer.

In Cambridgeshire each year there are, on average, more than **250** winter deaths linked with the cold weather. Simple advice and help with reducing energy bills can make a big difference to ensure affordable warmth for vulnerable communities.

The project was delivered in partnership with NHS Cambridgeshire who funded the information packs, and Probation services who put the packs together.

Maintaining Physical Activity levels in older people

- **Tea Dances** - Working together with the County Sports Partnership and Age UK, the Council has been hosting Tea Dances on a fortnightly basis. These sessions prove popular with older residents, keep people active and are a social event.
- **Breathe Easy sessions** - Following comprehensive training, the Council has been running breathe easy sessions for people who have suffered from heart or stroke problems in the past. These classes ensure that exercise levels are appropriate and there is a high level of care. Attending classes ensures that participants are able to maintain their lifestyle and their physical wellbeing.
- **Long Term Conditions sessions** - The leisure service runs classes specifically for older people with long term conditions. These sessions

are suitable for people who can undertake chair based exercise and instructors have been trained by NHS staff.

- **Leisure Centre sessions** - The leisure centres have seen more than **75,000** attendances by people aged over 60 years in the past year. Activities range from swimming to spinning, short mat bowls to badminton. All physical exercise is aiding elderly people maintain their health as well as create and maintain social connections.

Hearty Lives

The Hearty Lives Co-ordinator has seen over **117** people during January 2012 alone and offered them brief intervention and advice and guidance on healthy lifestyles, signposting them to leisure centres and other local providers. In the past year the Lifestyle Coach conducted over **2,000** lifestyle checks, including taking blood pressure. In the previous year NICE has highlighted that brief interventions are effective ways of supporting people to accept responsibility for their own health.

This British Heart Foundation funded project ensures that older people who are less likely to access leisure activities are given help and support to maintain their health. It is expected that over the life of the project more than **2,000** people will receive brief interventions.

The project consists of the following elements:

- **British Heart Foundation Lifestyle Coach** – the coach is British Heart Foundation funded and delivers lifestyle checks, dietary and smoking cessation advice within hard to reach communities in Fenland. She refers those highlighted as higher risk to health and physical activity professionals. As the project developed, it became clear that certain sections of the community have a higher need for interventions and suffer from reduced access to healthy lifestyle choices. The project thus changed direction to focus efforts on the older population groups within the District and over the next 18 months the project will deliver activities in the community to improve health outcomes in older people.
- **Healthy Heart Fitness Classes** – The community in Fenland has significantly worse levels of heart disease and stroke than the wider region. In order to improve the local situation, the Council runs Healthy Hearts Classes in each of the three Fenland leisure centres using initial funding from the British Heart Foundation. These classes are targeted at customers referred from health care professionals following recovery from a cardiac event, including heart attacks and angina. They aim to aid recovery, improve general wellbeing, help attendees lose weight, lower cholesterol and reduce high blood pressure in order to reduce the risks of a recurrence in future. The classes have a regular following and the Council is working with local

health professionals to increase the number of people taking advantage of the expert tuition that the Council provides.

Exercise Referrals

To improve the wellbeing of the local community, the leisure service offers exercise referrals to clients from local GP surgeries. Referrals are heavily discounted, offering free swimming for three months, discounted gym sessions and a high degree of care and support.

The scheme helps local people improve their health when they don't feel comfortable initially accessing leisure services, or where they have a health condition requiring specialist care. Staff carrying out exercise referrals are specially trained to deal with a variety of conditions, including clients who have heart conditions.

More than **190** clients have been referred this year, realising **£10k** income. An additional **30** referrals have been made in partnership with the NHS Smoking Cessation team. The majority of clients who have completed the scheme state that their health has improved as a result of the taking part in the programme.

Fenland Transport Directory

The free Fenland Transport Directory brings together information about bus and train services, taxi companies, community car schemes, dial-a-ride and NHS Patient transport and includes contact details for providers. The guide was compiled by the Fenland Transport and Access Group (TAG) which includes representatives from Fenland District Council, Cambridgeshire County Council, FACT, NHS Cambridgeshire, Care Network and the Fenland Strategic Partnership.

The guide aims to offer a single information point for customers to access to help them find out about the transport options open to them if they are without a car and have difficulties attending medical appointments, going shopping and making social journeys.

Community Transport Schemes

Between **1,600** and **2,000** passengers a month travel on the four Dial-A-Ride services provided by the Fenland Association for Community Transport (FACT) across Fenland, and most of these journeys are made by older people. After payment of an annual fee, older residents can use their bus passes and travel for free on Dial-A-Ride services. There are several Community Car schemes in place across Fenland with journeys provided by voluntary drivers, during 2010/11 these car schemes covered **157,467** miles on **11,425** journeys.

Assisted Bin Collections

Assisted bin collections are offered to help disabled, ill or infirm residents who cannot move their bins themselves to present them for collection.

Since April 2011 **101** more residents signed up to the assisted collections service, bringing the total number we are assisting with bins to **725** people, many of whom are older residents. Customers receiving assisted collections over the past year have contacted us to say:

"Thank you for prompt service in getting bins taken on assisted collection. Very pleased with the service."

"Would like to thank everyone concerned with prompt and efficient service for commencing assisted collections for refuse and recycling as from 20 February 2012, couldn't ask for a better service."

CrimeBUSTER

The CrimeBUSTER continues to travel across the district and visit our more rural areas to help overcome issues of access to services and allow people to receive advice and report information around community safety. Since April 2011 the CrimeBUSTER had engaged with over **2,300** people, and as a result in community surveys **77%** of residents say they feel safer after attending an event, this is well over our target of 65%. This gives vulnerable residents including the elderly and more rurally isolated residents an opportunity to access FDC and partner services, advice and support to help keep them safe in their homes.

Future Work to Address the Needs of Older People

New Extra Care Scheme (incorporating an Intermediate Care Wing) on the Doddington Hospital Site

The Council has set up a project group to coordinate the many different organisations (and teams within organisations) who are working towards setting up the care, housing support and housing management structures needed for the operation of the Doddington extra care scheme. The project group is working to ensure the integration and coordination of the innovative, health led, intermediate care wing within the extra care building. Confirmation of the commissioning of the intermediate care wing was endorsed by the new GP cluster.

The intermediate wing will be the first purpose built project of its type in the county, providing homely accommodation for older people, with the benefit of multi skilled health care professionals. The home from home environment will enable sensitive assessment and re-ablement care interventions, designed to meet the individual needs of older people. In some cases, the service provided will be for end of life care. Treatment and physiotherapy facilities will also be accommodated in the intermediate wing. In addition, there will be access to the gym, hairdressers and a public restaurant sited in the communal areas of the extra care scheme.

The building of the extra care and intermediate wing is scheduled to complete later this year, with the official opening planned for April 2013.

Doddington Hospital Dial a Ride Pilot Bus Service

Fenland Strategic Partnership Transport and Access Group is now working towards the full implementation of the Doddington Hospital Dial a Ride Pilot bus service, which will launch in early 2012. A recent meeting between Fenland District Council, Cambridgeshire County Council, NHS Cambridgeshire, FACT and East of England Ambulance Service has confirmed the commitment by all partners to deliver an hourly pilot bus dial a ride service between March, Wimblington and Doddington to Doddington Hospital.

Timebanking

Fenland District Council has been awarded £9,000 from Improvement East for funding towards a Timebank project in March East. The year long project (starting in March) will work on an intergenerational aspect, bringing older and younger people together to give their skills on a voluntary basis. It is aimed to enlist the help of 40 volunteers within the ward and a Service Level Agreement is currently being developed with the Volunteer Centre to help coordinate the project.

Ageing Well Events – Feeding into the Statutory Health and Wellbeing Partnership

Fenland District Council is committed to contributing to county-wide work toward developing a focussed and active Statutory Health and Wellbeing Board and an appropriate Strategy for Cambridgeshire. The Local Government Association offered support for two Cambridgeshire District Councils (Fenland and East Cambridgeshire) to hold local events to help inform this strategy in relation to the needs of older people.

Fenland was cited as a good practice authority in ensuring access to services for older people by the delivery of the Golden Age Programme. The programme of local events represents an opportunity to share this good practice and also to listen to the views of older people and other service providers.

The project proposals that were suggested involved supporting communities to be more self-sustaining, to be easily able to access services and to offer opportunities for everyone to get more involved in volunteering and community giving. These proposals will link to our local health partnership action plan.

Feedback from these events has been drawn together at a County wide workshop held on 16 March 2012 and the findings are being used to draw up an action plan of emerging projects to inform the County strategy for Health and Wellbeing.

Hearty Lives

The British Heart Foundation funded, Hearty Lives Project will alter its focus to concentrate more on encouraging people over the age of 60 to increase their levels of physical activity for the last 18 months of the project.

More than 10,000 older people in Fenland live within 5 miles of the leisure centres and form a significant proportion of the population. However, because many others live in rural areas and struggle to access fitness facilities due to transport issues, the project will be aiming to offer increased opportunities to exercise in various villages across Fenland.

Through working jointly with partners and local residents it is hoped that some over 60's will be encouraged to train to lead exercise classes in village locations to ensure that this project offers fitness activities that local people want to participate in and can be sustained in future.