



### What is GO Active Gold?

South Oxfordshire and Vale of White Horse District Councils have been awarded £227,269 by Sport England for a three year project GO Active GOLD. GO Active GOLD will offer support for people in rural areas, age 60 and over, to live more active lifestyles, by setting up more local physical activities that cater for all abilities.

The project will be delivered in 68 parishes across both districts.

- We chose parishes according to population size (approximately 500-3000 residents)
- Each Parish has at least 100 residents aged 60 and over
- Many of the chosen parishes offered little or no appropriate physical activities for older people.

The project launch event took place on Tuesday 1 December 2015 and will start delivery from January 2016 – December 2018.

### Our reason for choosing people age 60 and over

#### **1. We want to reduce the risk of social isolation and loneliness**

South Oxfordshire and the Vale of White Horse are more rural with a faster than average growing older population. Research shows that older people in rural areas are more at risk of social isolation and loneliness. With an increasing number of older people in our rural areas, GO Active GOLD can help decrease the risk of isolation and loneliness for many.

#### **2. We want to improve the mental and physical health of older people**

Older people currently participate less than younger people in sport and physical activity and research show that being more active can improve our mental and physical health.

#### **3. We want to increase sports and activities for older people**

Many older residents have told us that they wish to see more physical activities, especially in rural areas. GO Active GOLD will aim to break down their barriers to participating in more sports and physical activities such as cost, travel, transport, lack of motivation and no one to go with.

### What will happen with the funding?

The funding will enable us to:

- employ 2 full-time and 2 part-time Rural Activity Coordinators
- pay for coach and instructor costs
- train new coaches and volunteers
- pay for venue hire and purchase of new equipment

### Our project delivery approach

The Rural Activity Coordinators will organise taster events and 8 - 10 week courses in a variety of sports and physical activities in each of the chosen parishes.

We will aim to offer at least one of the following activities in each of the chosen parishes: Tai Chi, Nordic Walking, Keep Fit, Pilates, Yoga, Dance, Table tennis, Bowls and Golf.

Please note: None of our activities will be subsidised, as we aim to set up sustainable activities that continue even after the funding runs out.

Through "Active Thinking Groups" we will make sure the local community members are involved from the start in helping us plan and set up sports and physical activities according to popular demand and need. The "Active Thinking Groups" will consist of community group members, Parish Council members, sports clubs, charities, local leisure providers and local instructors or coaches.

**Get involved with GO Active GOLD if you are:**

- A local coach / activity instructor and interested in delivering activities to older people
- A community champion who would be able to meet up quarterly with the GO Active team to help steer the project in your area
- An enthusiastic individual who enjoys motivating others to be more active and possibly interested in receiving a physical activity qualification

**2016 Launch Events:**

We will offer small launch events during January and February 2016. These launch events will be a chance to invite the local community to find out more about GO Active GOLD.

There will be activity tasters such as Tai Chi, Table Tennis, Dance or Nordic Walking and a chance to book in for a Functional Fitness MOT.

Vale of White Horse events:

- 26 January 2016 – Steventon, 9.30 am – 12.30 pm
- 2 February 2016 – Kingston Bagpuize with Southmoor, 9.30 am – 12.30 pm
- 4 February 2016 – Shrivenham, 9.30 am – 12.30 pm
- 7 February 2016 – Sutton Courtenay, 9.30 am – 12.30 pm

South Oxfordshire events:

- 25 January 2016 – Watlington, 9.30 am – 12.30 pm
- 28 January 2016 – Shiplake, 12.00 pm – 3.00 pm
- 1 February 2016 – Chalgrove, 9.30 am – 12.30 pm
- 5 February 2016 – Woodcote, 9.30 am – 12.30 pm

To book your place for the activity tasters and Functional Fitness MOT please contact the GO Active GOLD team

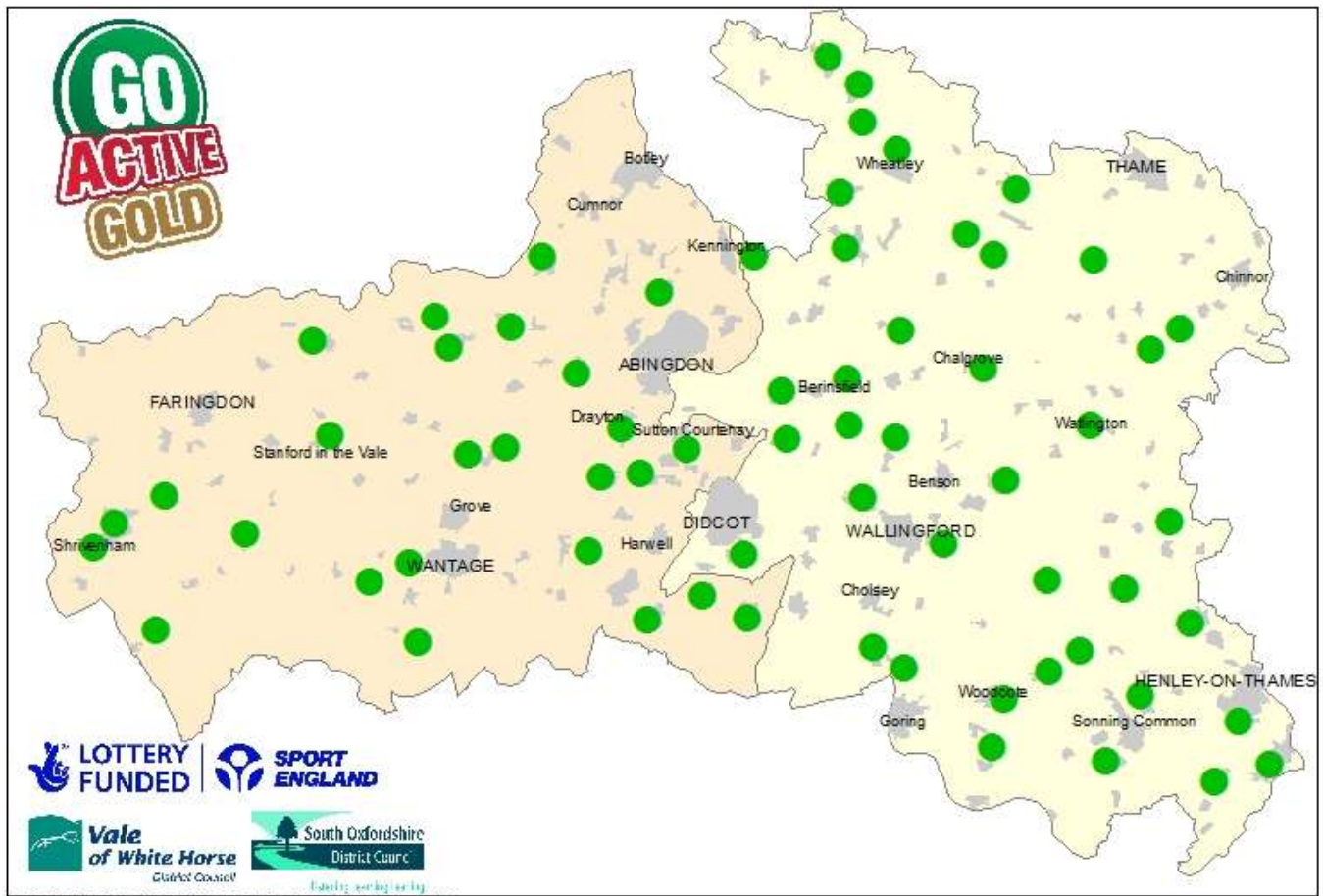
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## GO Active GOLD Chosen parishes:



### South Oxfordshire:

Aston Rowant, Beckley and Stowood, Berinsfield, Binfield Heath, Bix and Assendon, Brightwell-cum-Sotwell, Chalgrove, Checkendon, Clifton Hampden, Crowmarsh, Dorchester, East Hagbourne, Ewelme, Forest Hill with Shotover, Garsington, Goring Heath, Great Haseley, Great Milton, Harpsden, Holton, Horspath, Kidmore End, Lewknor, Long Wittenham, Moulsoford, Nettlebed, Nuffield, Pishill with Stonor, Rotherfield Peppard, Sandford-on-Thames, Shiplake, South Stoke, Stadhampton, Stanton St. John, Stoke Row, Tetsworth, Tiddington-with-Albury, Warborough, Watlington, Whitchurch-on-Thames, Woodcote

### Vale of White Horse:

Appleton-with-Eaton, Ashbury, Blewbury, Buckland, Childrey, Chilton, Drayton, East Challow, East Hanney, East Endred, Fyfield and Tubney, Kingston Bagpuize with Southmoor, Letcombe Regis, Longcot, Longworth, Marcham, Milton, Shrivenham, Stanford in the Vale, Steventon, Sunningwell, Sutton Courtenay, Uffington, Upton, Watchfield, West Hanney