

DESCRIPTION OF THE PRACTICE

1. Title of the practice

- 'SEFTON'S 50+ OLYMPICS' -

2. Organisation responsible for the practice

Sefton Metropolitan Borough Council, England
Delivered by Recreation and Culture, Health, and Wellbeing

3. Contact person(s)

E-mail	policy@esn-eu.org
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4. Summary of the practice

The initiative takes place in Southport, Merseyside, England. It is a one-off yearly event for residents of Sefton aged 50 and above. Sefton's 50+ Olympics have taken place every year since 2011 and had over 90 participants in 2014.

The organisations involved are the local council, Age Concern, British Lung Foundation, Alzheimer's Society, Sefton's Pensioner's Advocacy Centre, Sefton's Partnership for Older Citizens, Sefton's Older Peoples Forums, Sefton OPERA, Community Intermediate Team, Home Instead, Sefton Carers, Food & Health Workers, Healthwatch and local University of the Third Age (U3A) groups. The main purpose of this initiative is to support National Older People's Day and provide fun and safe activities that help with the improvement of physical, mental, and social well-being.

The activities in which the participants can compete on the day include darts, table tennis, a river crossing riddle, a penalty shoot-out, boules, and many others. There is also a quiz involving teams from the participating organisations at the end.

The initiative is therefore aimed at residents aged 50 and above from all walks of life to participate in these activities together in an inclusive setting.

5. National/regional/local context of the practice

There is a number of policies by various government departments (e.g., Department of Health) and other organisations (e.g. British Heart Foundation) developed to promote active ageing. Some of these are more general, and some focused on specific groups (e.g. people suffering from dementia).

It is worth noting that Sefton has the highest proportion of residents aged 65 and above nationally, which is projected to increase further in future years (as outlined in [Sefton's Joint Strategic Needs Assessment](#)). With this being a local initiative, the following outlines some of the local documentation related to this initiative:

- Corporate Plan
- Health & Wellbeing Strategy
- Sefton Strategic Needs Assessment
- Joint Health & Social Care Assessment Framework
- Carers Strategy
- Dementia Strategy
- Strategy for Older People
- Transitions Strategy
- Adult Social Care Strategy
- Merseyside Strategy for Sport and Physical Activity

Government policy and guidance documents include:

[Everybody Active, Every Day](#)

[Start Active, Stay Active](#)

[Making the case for Physical Activity](#)

[Improving Health through participation in sport](#)

[Healthy Lives healthy people](#)

[Sport, Leisure and Social Care \(Skills active/Skills for care\)](#)

[Making it Real](#)

[The role of culture and sport in supporting adult social care to deliver better outcomes](#)

6. Staff involved

The organisations involved are the local council, Age Concern, British Lung Foundation, Alzheimer's Society, Seftons Pensioner's Advocacy Centre, Seftons Partnership for Older Citizens, Seftons Older Peoples Forums, Sefton OPERA, Community Intermediate Team, Home Instead, Sefton Carers, Food & Health Workers, Healthwatch and Local University of the Third Age groups.

7. Target group

People aged 50 years and above living in Merseyside

8. Aims of the practice

The aim of the initiative is to be a social event for the over 50s to take part in fun games, with activities to improve their physical, mental, and social wellbeing. The hope is that by getting participants to take part in activities, they will see the value of being physically active and therefore join other programmes (such as [Active Lifestyles](#)) or carry on doing physical activity in leisure centres or in their community. Based on this increase in physical activity, improvements in physical, mental, and social wellbeing are anticipated.

The initiative was implemented as a celebration event to support the annual National Older People's Day (end of September) and secondary to this to engage residents over 50 in activities that will improve the physical, mental and social health of the individual.

9. Issues for social services

Service Integration/ Cooperation across services	X	Service Planning		Contracting	
Technology		Skills development (of the workforce)		Quality of services	
Others: Participation of users, prevention and rehabilitation	X				

ANALYSIS OF THE PRACTICE

10. Status

Pilot project (ongoing)		Project (ongoing)	X	Implemented practice (restricted areas)	
Pilot project (terminated)		Project (terminated)		Widely spread practice/rolled out	

11. Scope of the practice

Describe the setting of the practice, considering the following criteria:

- Micro level practice:* practice that involves individuals at local level

- *Meso level practice:* practice that involves organisations or communities
- *Macro level practice:* practice that involves large population groups

Meso level initiative, involving organisations and communities.

12. Leadership and management of the practice

Description of the leadership of the practice, considering the following criteria:

- *Collaborative management:* shared between large partnerships, often of central, regional, and local representation
- *Organisational management:* by one organisation
- *Professional management:* managed by a single person
- *Shared management:* shared with no defined leadership

Organisational management: Sefton Council organised and managed the event on the day and the preparation and coordination beforehand.

13. Engaging stakeholders in the practice

Description of the engagement of stakeholders, considering the following criteria:

- *Individual practice:* individuals have sought practice change
- *Network approach:* one or more organisations develop a network
- *Collaborative approach:* large collaboration with relevant stakeholders

Collaborative approach: The stakeholders were fully engaged from the planning stage of the event and attended during the afternoon to form a 'marketplace' of information for attendees of the event who were interested in their activities.

14. Involvement of service users and their families

Description of the involvement of service users, considering the following criteria:

- *Team involvement:* service users and carers were part of the practice team
- *Consultative:* a consultative body of users was set up for an on-going dialogue and feedback
- *Involvement in care:* person-centred approaches to care/support

Consultative: The Active Lifestyles Team ascertained that there was interest in such an event by consulting with service users of the appropriate age. Team members also consulted with all local organisations and support groups that cater for this age group to raise awareness and gather interest. Since its first year the event has always been full to capacity and has gathered a reserve list.

15. Costs and resources needed for implementation

Description of how the practice is financed, considering the following criteria:

- *Within existing resources:* staff time and other resources are provided 'in-house'
- *Staffing costs:* costs for staff investment
- *Joint/Pooled budgets:* two or more agencies pool budgets to fund services
- *Funded project:* external investment

The initial set up of the event cost approximately GBP 2,500. Ongoing costs annually are approximately GBP 1,500. Other costs arise for equipment for each of the activities, games, and staff time on the day, the preparation, and the subsequent evaluation.

16. Evaluation approaches

Description of the evaluation method of the practice, considering the following criteria:

- Multi-method:* use of both a qualitative and a quantitative approach

- *Single method:* qualitative or quantitative approach
- *Audit:* looks at data sources such as existing medical records, and/or other routinely collected service data.
- *Informal:* refers to in-house service evaluation using locally designed tools and/or collecting opportunistic feedback
- *No evaluation*
- *An evaluation is planned*

Single method/informal:

An evaluation survey was carried out at the end of the event, with participants providing feedback on various aspects and activities of the day. This has been used to make improvements in the following year. Informal feedback is also obtained from the staff working on the project, looking at what worked for them and how improvements could be made.

Data collection: The results of the survey are compiled on an excel sheet and then analysed quantitatively.

Data analysis: A report evaluating the results from the survey and the feedback is produce after each year's event.

17. Measurable effects of the practice and what it has achieved for...

Service users	<p>Measurable:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Service users get the benefits of being more physically active, including mental and social wellbeing, alongside making new friends and speaking with people who have similar issues / concerns.
Formal care givers	n. a.
Informal carers	n. a.
Organisations	<p>Perceptual:</p> <ul style="list-style-type: none"> <input type="checkbox"/> The organisations get direct contact with the services users that they support and it (i) allows them to raise awareness of their services and (ii) provides a fun activity day for their existing service users to access free of charge.
Other	<ul style="list-style-type: none"> <input type="checkbox"/> The whole event worked well, and this was due to the event being very organised, and designed around what service users requested.

18. Anticipated or 'aspirational' effects of the practice and what it has achieved for...

This category can include outcomes which are not documented, quantified, or properly evaluated. They can include such elements as improved knowledge, quality, workforce, etc.

Service users	n. a.
Formal care givers	n. a.
Informal carers	n. a.
Organisations	n. a.
Other	n. a.

19. How the practice has changed the way the service is provided (lessons learned)

20. Sustainability of the practice

Description of whether the practice is sustainable, considering the following criteria:

- *Potential for sustainability:* practice was newly started or is on-going/not yet mainstreamed. How could the practice be sustained (in terms of resources)?
- *Organic sustainability:* service users have been empowered to take the practice forward
- *Established:* the project has been operational for several years

Established: The event is now a mainstream yearly event in Sefton.

21. Transferability of the practice

Description of whether the practice has been transferred, considering the following criteria:

- *Transferred:* transfer to other regions, countries, service user groups, etc.
- *Potential for transferability:* there is interest from the outside; elements of the practice have been taken up and used elsewhere; material for transferability (for ex. training material) has been developed

Potential for transferability: Only if resources are covered.

22. Further information

<http://www.activelifestyles-sefton.co.uk/seftons-50-plus-olympics>