



Golden Games

Case Study – Golden Games 2018

Aberdeen's FREE sports and activities festival for older adults took place between 6th – 15th June 2018 at venues across Aberdeen City. This was the eighth annual Golden Games Festival during which Sport Aberdeen hosted 38 activities for over 350 participants aged from 57 – 99 years old.



The Partnerships

The Golden Games is delivered by the Active Aberdeen Partnership with Aberdeen Sports Village taking on the lead role for the co-ordination of the event. Staffing, facilities and activities are offered in kind by the AAP partners and the Golden Games offers an excellent opportunity for older adults to begin or return to physical activity in a fun and sociable way.

Sport Aberdeen worked in partnership with eight different clubs and organisations who delivered and/or hosted activities in the programme. These included well established partners such as Cults Bowling Club, Albury Outdoor Centre and Aberdeen Women's Alliance. New club links were formed this year, in particular, Sport Aberdeen worked with Bon Accord Small Bore Rifle Club who offered activities after initially engaging through receipt of a Sports Grant.

What was new for 2018?

Aberdeen Health & Social Care Partnership have provided funding to support the 2018 and 2019 Golden Games and in response to their feedback and the priority areas of some AAP partners, it was decided to remove the age limit previously placed on the event. This allowed participants under the age of 65 with long term health conditions, or who faced barriers to participation to get involved in the Golden Games as a first step into physical activity.

The planning group also placed a focus on increasing participation from people living within the targeted regeneration area areas of Northfield, Mastrick, Woodside, Tillydrone and Torry. Additional promotion, and visits to local community groups, social clubs and events by the Wellbeing Team and Golden Games Ambassadors targeted these areas. Sport Aberdeen and the Golden Games Ambassadors were also guests on Middlefield Matters and Tilly Talks shows on SHMU radio station.

New additions to the programme for 2018 included Rifle Shooting at Denwood Shooting Range and a Flashmob with rehearsals and city centre performances organised by City Moves Dance Agency.

In previous years, the Golden Games has launched with a large multi activity event on the first day, however this year it was held on the Saturday. This was in response to feedback about barriers to participation including transport to activities and those with a caring role being able to leave a loved one to attend. By offering a weekend activity it was



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hoped younger family members and neighbours might be able to support with the above, however in practice numbers reduced from 120 participants in 2017 to 30 participants in 2018.

What Participants Said....

Feedback was gathered from everyone at the Social Event and the comments reflected people's enjoyment of the activities and the opportunity to try something new in a fun and sociable environment. Some people commented on the late arrival of the brochure and booking process, something which the planning group had already highlighted as an area to address when planning for 2019 Golden Games.

"Thoroughly enjoyed the Golden Games trying things I hadn't done before. Great encouragement is always given and you are never too old to try."

"A super two weeks of doing something different. I've got the bug and will try to keep going to some of the activities."

"It is a wonderful opportunity to try activities that you have not had the opportunity to try before. It is also very welcoming and friendly."

Good Fun

Rejuvenating

Enjoyable

All inclusive

Terrific folk

"The Golden Games are excellent but not advertised widely enough. Spoke to people who have never heard about it and they are missing out."

"Programmes should be out earlier (but I have enjoyed activity!)"

So, what next for the Golden Games?

The Golden Games planning group held a de-brief meeting looking at successes, challenges and areas for development. Feedback from participants was used to shape this discussion and a further follow up meeting with Golden Games Ambassadors is scheduled for August 2018.

Sport Aberdeen's representatives on the group are keen to ensure that the vision of the Golden Games is still at the forefront of planning and that the planning group consider sustainable models of delivery in the future.

A Sport Aberdeen review:

The 2018 Golden Games programme offered 79 activities of which 38 of which were co-ordinated and/or hosted by Sport Aberdeen. Instructors, coaches and volunteers incorporated additional classes into their schedules and delivered fun and engaging sessions to new audiences, whilst highlighting the many benefits and opportunities for regular physical activity. Activities ranged from very low impact like Stable & Able and Seated Yoga to much higher impact such as Immersive Spin and Ice Skating. Activities took place at 9 Sport Aberdeen venues and 7 other community centres.

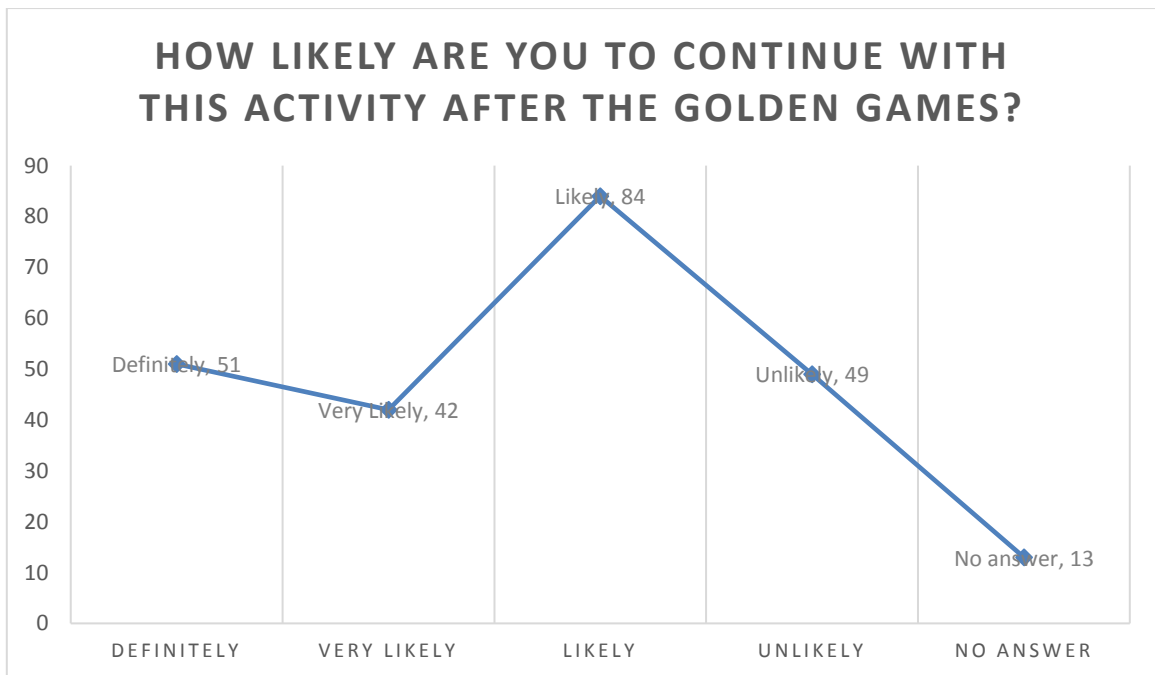
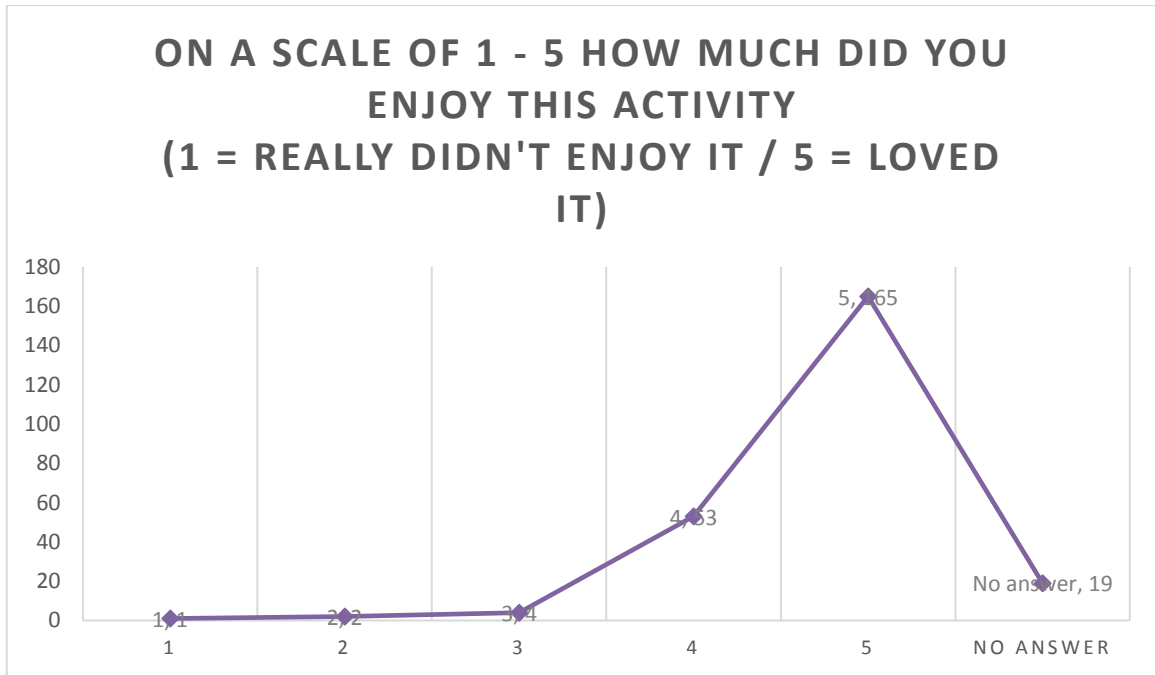
The Sport Aberdeen co-ordinated activities led to over 350 individual participants and after each activity participants were asked to complete a simple evaluation card giving feedback in four key areas (see headline feedback below). Overall activities were extremely well enjoyed by participants and most responders would consider taking part on a regular basis, this highlights the importance of Sport Aberdeen's approach of offering existing activities as taster



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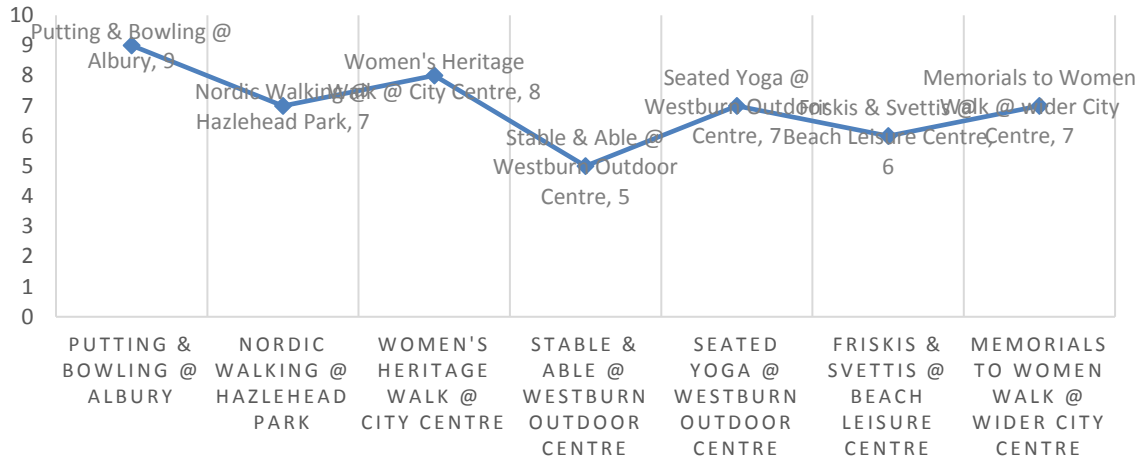
sessions during the Golden Games. However, the result, backed up by discussions with participants also show that the people attending the Golden Games are already physically active and engaged in regular sessions, with a large number meeting the recommended physical activity guidelines. This evidences the need to continue promoting the Golden Games to new audiences to encourage those not currently engaging to come and try.

The evaluation cards also provided an opportunity for participants to provide their contact details in a GDPR compliant way to remain in touch with the Active Lifestyles Team about future opportunities and events. Participants will receive the first Active Lifestyles e-newsletter in August 2018.

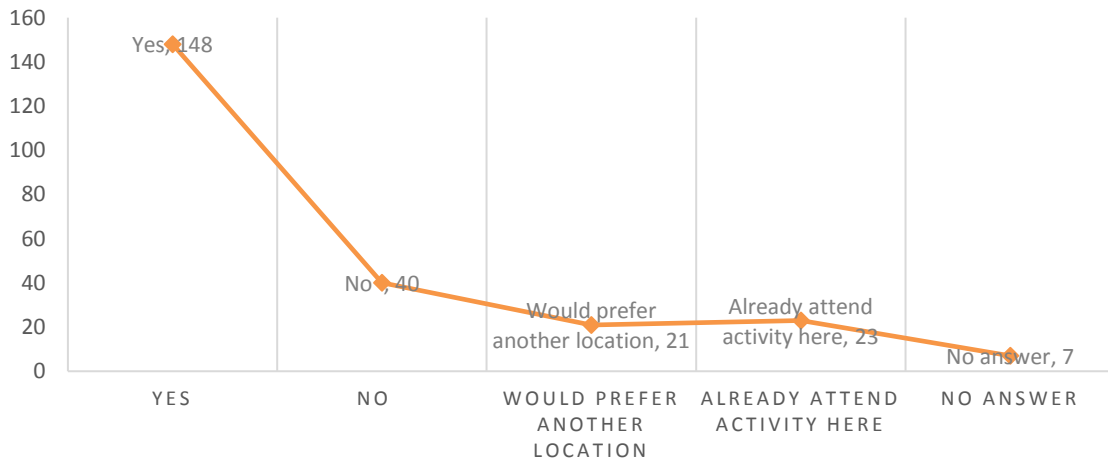




ACTIVITIES PEOPLE WERE DEFINITELY OR VERY LIKE TO PARTICIPATE IN AGAIN WITH 5 OR MORE RESPONSES



WOULD YOU RETURN TO THIS VENUE TO CONTINUE ACTIVITY AFTER THE GOLDEN GAMES?





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sustainability – offering activities which are part of the ongoing Active Lifestyles programme
 Opportunity for new activity – Care Home pentathlon model (capture enthusiasm with multi activity leader training and project with NESCOL)
 Contribute to sustainable model of delivery

Strategic Links:

Document	Aim/ Outcome	Impact
Sport Aberdeen Business Plan	1.14 To assist people in groups least likely to participate in physical activity to be more active by provision of supported integrated programmes within community settings.	
AAP Strategy	<ul style="list-style-type: none"> ➤ Increase ➤ Be Inclusive 	<ol style="list-style-type: none"> 1. Reduction in the number of inactive people (specialist population programmes developed for Older Adults; Long-term Conditions; Disability) 2. Sustained lifelong engagement in physical activity and sport. Strong partnerships across partners and other organisations / agencies. 2. Opportunities provided that meet the needs of the entire community. 3. Increased participation from across the community. 4. Reduction of health inequalities for specific targeted groups (people with disabilities, older adults, people with long term conditions) 6. Barriers reduced and removed to enable people to be physically active.
Active Scotland	Outcome 1. We encourage and enable the active to be more active. Outcome 2. We encourage and enable the active to stay active throughout life. Outcome 5. We support wellbeing and resilience in communities through physical activity and sport.	