



Toolkit:

for providers who want to engage with older people

Street outreach and informal pop-up events for older people
October 2019



About Ageing Better in Camden

We are a partnership of older people and Camden organisations, working together to tackle social isolation and loneliness among older people. We draw on existing skills and resources in the local community to tackle social isolation and loneliness.



Ageing Better in Camden is part of Ageing Better, a programme set up by The National Lottery Community Fund, the largest funder of community activity in the UK. Ageing Better aims to develop creative ways for people aged over 50 to be actively involved in their local communities, helping to combat social isolation and loneliness. It is one of five major programmes set up by The National Lottery Community Fund to test and learn from new approaches to designing services which aim to make people's lives healthier and happier.



@abc camden



www.ageingbetterincamden.org.uk

For further information about the Age UK Camden Outreach Team, please contact Jo Stapleton, Outreach Manager, Ageing Better in Camden, joanne.stapleton@ageukcamden.org.uk or visit www.ageingbetterincamden.org.uk/outreach

Introduction

During 2018/2019, Age UK Camden Outreach team partnered with GLL/Better to run pop up events in all four of the Camden Sport and Leisure Centres, to help them engage with older people.

The pop ups were arranged in response to interest shown by local older people that the Age UK Camden Outreach Team met at local and sheltered housing and through street outreach

A number of older people wanted to become more active but they didn't have/couldn't access information about the low cost 55+ Pay and Play card, free swimming for people 60+, or about the wider sport and physical activities available for older people at their local public sport and leisure centre.

The pop ups have been hugely successful. This toolkit has been developed to support Camden providers to lead the delivery of their own regular pop ups for older people.

This toolkit includes:

1. Advice on the best ways to **prepare** for a pop up event
2. Materials to **advertise and promote** a pop up event
3. Top tips on how to **run an informal event** for older people
4. Ideas of how to **convert attendances** at a pop up to older people becoming regular visitors

Preparing for your pop-up event: street outreach

Street outreach involves both talking to people on the street as well as putting up information at bus stops or on local notice boards that invite people to come along to your pop up event.

Street outreach is:

- Proactively approaching people on the street (potentially anyone who meets your target group e.g. older people).
- People focused - engaging people in discussion on their own terms and having time for a chat
- Being responsive – picking up on what the person is telling you, answering questions and providing additional relevant information
- A simple, transparent, friendly, person to person transaction
- An opportunity to meet and engage with potential customers that you wouldn't reach through other forms of communication

Street outreach is not:

- Passive (waiting for people to come to you e.g. having an information stand/display)
- Handing out leaflets
- A hard sell or a marketing opportunity for anything other than your pop up event
- Delivering lengthy or complex information
- Not intrusive (opportunity to conduct a survey/ask personal questions)

Our experience of street outreach has shown us that older people need us to have detailed information about the activity offer – **you must know your offer**. You will lose a potential visitor if you cannot answer their questions then and there or have a way of making sure you can contact them with answers to their questions later.

Here are a range of things you need to check before you set out to street outreach for a pop-up event:

- Have you got **information about offers and opportunities** for older people?
For example:
 - the cost of your activities
 - what you have on offer at your centre
- Have you got general information about your centre? For example:
 - opening times
 - easy to read class list
 - women only session list
 - prices list
 - information on booking classes: how and where you book; how far in advance you must book
- Is there a **phone number** that an older person can ring where calls are answered quickly by a named member of staff?
- Have you got the **details about the accessibility of your centre** for different activities (wet and dry sides) and times at which staff are available to give access assistance? Who and where can an older person go to ask for assistance?
- Have you got **key health related information about activities at your centre**? For example:
 - Which classes are taught or led by people who have received **CPD and/or Falls Prevention** training and are suitable for people with underlying health conditions?
 - Which classes can be done seated or standing?
 - Have you got details about how your centre is **dementia friendly** and how you can ensure access for people with dementia?
 - Have you got information about if there are costs for **carers** supporting participants to access activities?

Creating appropriate materials to advertise your pop up event

It is important to create some useful, clear and accessible materials to advertise your pop up event. You can give them to people during street outreach, put them up at local bus stops or noticeboards, or door drop them in local housing schemes.

We recommend making a **two-sided A4 flyer** which includes:

- **When:** date and time of your pop up event
- **Where:** location of the event – full address and a clear map. A photo of the front of the centre is also a good idea so it is easy to recognise
- **Why:** offers and opportunities for older people – include what you can access for free or at low cost
- **What:** what do they need to bring with them, for example, documents needed to join
- **Who:** name and phone number of someone at your centre they can talk to if they have any questions

Make sure your flyer is **accessible** for everyone:

- Use point 14 font as a minimum
- Use plain English
- Use a legible type face, like **Arial**
- Make sure there is adequate spacing between lines and paragraphs

Find out more about how to make your documents accessible via the UK Association for Accessible Formats: www.ukaaf.org

Please see **Appendix 1** for an example of a two-sided flyer.

Running your informal pop up event: top tips

Once you have created materials and advertised them in the local community through street outreach, it is time to actually run your event. Remember:

Make sure your pop-up event invites people in to your centre for a social opportunity, like tea and cake, without having to commit to anything else

This gives people the chance to take their first steps towards becoming more active, without having to commit to doing anything physical on the day.

Some top tips for running an informal pop up event to engage older people:

- Make sure there is an adequate number of staff members available to help out on the day – 2 or 3 as a minimum
- Wear a clear name badge or uniform to stand out as staff member
- Put clear signage outside and even a member of staff outside the front of the building to welcome people in – you might even get some extra members of the public involved!
- Be open, friendly and informal in approach and happy to chat
- Remember all the information you checked for the street outreach – people will have the same sorts of questions for you and your team
- There is a sample activities timetable in **Appendix 2** which you could use to let people know about the activities they can access
- Follow up with any questions you cannot answer – go away and find out the answer or take their contact details so you can let them know at a later date
- Be clear with what you can offer and what people can sign up for there and then, for example:

Annual 55+ Pay and Play Card

To apply for this card, people will need to bring:

- Evidence of age (Oyster card, Freedom Pass, etc)
- Evidence of Camden residence (Council Tax Bill, or a recent utility bill)
- £5.50 to pay for the annual card

- Print out enough application forms and have pens/clipboards available
- Be an 'interactive noticeboard' for people with information on activities going on in your local area that might be appropriate – hard copy flyers are always a good idea. There is a list of organisations in Camden offering activities for older people in **Appendix 3**
- Tours of your centre offer an optional extra – in our experience older people really enjoyed the chance to see what was involved in using the facilities, ask questions and meet and talk with staff so that they would 'know' them if they came back

Ideas of how to convert attendances at a pop up to older people becoming regular visitors

Not everyone that comes to your pop up event will want to sign up. But for those that are interested, it could be a very big step for them towards becoming more active.

Remember to make it as easy as possible for people to sign up and leave people with all the information they need to make the most of joining your centre.

Perhaps hold more than one event, which will bring in different people as well as some people multiple times who need a few visits before they are confident about making a commitment.

Be friendly, approachable and polite. Kindness and a friendly face goes a long way when convincing people to take up something new.

Sometimes just having a conversation is valuable. Know that you and your team are contributing to the local community by hosting events and connecting people to their community.

Appendix 1: Sample outreach flyer for a Sport/Leisure Centre pop up for older people



**Do you want to get more active?
Find out about free / low cost swimming and
more!**

Tuesday 9th July 10.00am to 12.00pm

**At Pancras Square Leisure Centre,
5 Pancras Square, Kings Cross, London N1C 4AG**

Please join us for:
**a free cup of coffee, refreshments and
a tour of Pancras Square Leisure Centre**

Find out about the fantastic free, low cost and accessible
activities for people 55+

**Suitable for all activity levels, including women only
sessions.** There will also be a chance to sign up and get your
low cost annual Better Pay and Play Card (55+).

***If you would like to sign up and get your low-cost annual Better Pay and Play (55+) card, please bring:**

- Evidence of Age (Oyster card, Freedom Pass, etc.)
- Evidence of Camden residence (a recent bill with your address, Council Tax etc.)
- £5.50 for the annual Pay and Play (55+) Card

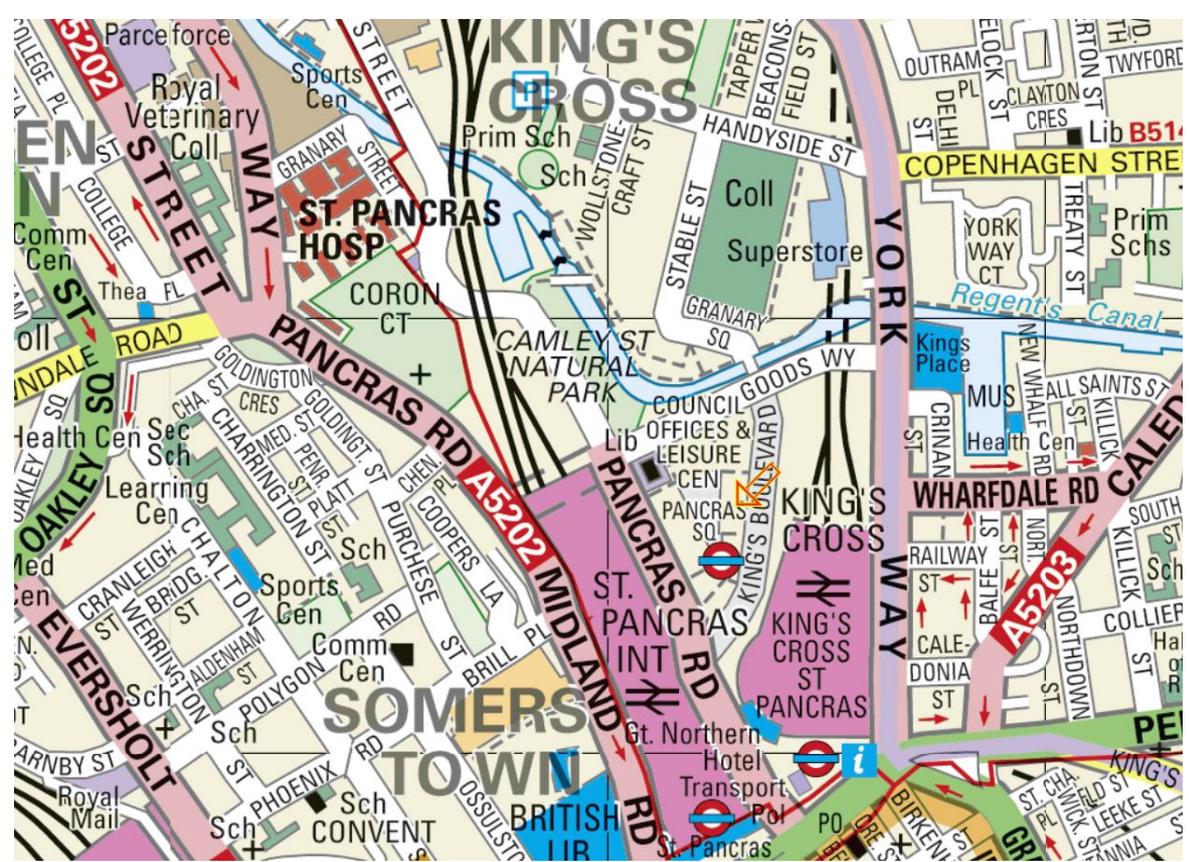
With your 55+ Pay and Play card you can enjoy:

- Free Swim (weekday mornings) 60+
- Low cost: Sauna & Steam; Yoga, Gym, Swim for Fitness
- Women only swimming and sauna sessions

For more information contact:

Jill, Jo & AnneMarie at

Age UK Camden Outreach team 020 7239 0421



Appendix 2: Sample information sheet of your Centre's offer

Club and Later Life programme

Swiss Cottage Leisure Centre Opening Hours

Monday – Friday 06.30 – 22.00 Saturday & Sunday: 0800 – 18.00

The Club and Later Life programme was designed to keep you fit and active;

we also provide a great opportunity to socialise and meet new friends.

Better Camden 55+ Club Activity Programme			
Time	Activity	Level	Leisure Centre
Monday			
07.00 – 12.00	Free Swimming 60+ Camden Residents	Gentle	Main Pool
13.00-14.30	Badminton and Table Tennis	Active	Sports Hall
Tuesday			
07.00 – 12.00	Free Swimming 60+ Camden Residents	Gentle	Main Pool
11.00-12.00	Aerobics	Active	Studio 1
12.00-12.45	Water Workout	Active	Teaching pool
13.00-15.00	Table Tennis / Short tennis	Active	Sports Hall
15.00-16.00	Yoga	Active	Studio
Wednesday			
07.00 – 12.00	Free Swimming 60+ Camden Residents	Gentle	Main Pool
09.30-10.30	Strength and Conditioning	Active	Studio
11.00-11.50	Chair Assisted Strength & Conditioning	Gentle	Studio
12.00-13.00	Circuits	Gentle	Studio
14.30-15.30	Pilates	Active	Studio
Thursday			
07.00 – 12.00	Free Swimming 60+ Camden Residents	Gentle	Main Pool
12.00-13.00	Tai Chi	Gentle	Swiss Cottage Leisure Centre
12.00-13.00	Aerobics	Active	Swiss Cottage Leisure Centre
12.00-15.00	Badminton and Table tennis	Active	Swiss Cottage Leisure Centre
15.00-16.00	Yoga	Active	Swiss Cottage Centre

Friday			
07.00 – 12.00	Free Swimming 60+ Camden Residents	Gentle	Main Pool
11.50- 12.50	Yoga	Gentle	Swiss Cottage Leisure Centre
Sunday			
11.00-12.00	Walking Football	Active	Swiss Cottage Leisure Centre

Appendix

With your 55+ Play and Play card you can enjoy:
 Free Swimming for people over 60 (weekday mornings)
 £2.30 per swim for people aged 55 and 60 (every day)
 £3.10 - £3.90 for all other classes

Women Only Activities

Centre	Session	Day	Time
Swiss Cottage	Swimming	Wednesday	19:00-22:00
Swiss Cottage	Swimming	Saturday	15:30-17:00
Swiss Cottage	Gym	Monday	09:00-11:00
Swiss Cottage	Gym	Wednesday	20:00-21:45
Swiss Cottage	Gym	Sunday	14:00-16:00

Appendix 3: Connecting to Ageing Better in Camden Community Partners and Age UK Camden Services for Older People

A local sports centre manager suggested to the Outreach Team that a key element that made the pop up in his centre successful was that – in addition to what was available at the centre - older people had printed, accessible information to take away about a range of local activities and Age UK Camden services.

This gave older people access to other activities that might interest them or which they found more suitable, as well as signposting to services that could support older people becoming more active.

Ageing Better in Camden partners would welcome visits and the opportunity to put providers on their regular mailing lists for activities. You can find a full list of partners on our website here: www.ageingbetterincamden.org.uk/meet-our-partners

Or contact us on 020 7239 0400.