



Active HW Age  
UK HW

Our Collaboration

“We are really excited to be working with Active Herefordshire & Worcestershire; the opportunity has enabled both our organisations to reach more people across the two counties to encourage people to get out, meet new people and increase the wellbeing of our communities” - **Caroline Savage**, Social Inclusion & Well Being Manager



## ACTIVE PARTNERSHIPS – WHAT WE DO

- The core purpose of Active Partnerships (APs) is to create the conditions for an active nation.
- There are 43 APs across England who work collaboratively with local partners to create the conditions for an active nation using the power of sport and physical activity to transform lives.
- APs seek to make active lifestyles the social norm for everyone and address the worrying levels of inactivity in society.
- APs focus their efforts on inactive people and underrepresented groups who will benefit the most from an active lifestyle



# Supporting Local Age UK's – How we can help

- Understanding the local need
- Brokering relationships
- Supporting welcoming and inclusive workforce
- Engaging communities
- Sharing learning
- Funding opportunities
- Co-design and co-deliver in our communities with innovative approaches



# Our Collaboration

Focus on wellbeing and physical activities for older adults



## Walking Befriending

Embedding physical activity into an established service



## Walking Football

Supporting us to get the sessions up and running, giving advice about advertisement, venues, pricing...



## Active Ageing Conference

Partnering to promote the collaborative work and other services for key stakeholders and target population



## Living Well in Later Life Worcestershire Home Exercise Pilot

Connecting with ongoing projects



## Online Senior Activity Morning

Adapting to new/non-traditional ways of delivery and engagement





Development – Advertising - Support  
**Walking Football**  
Joint Approach





# Looking beyond the session

Holistic Health

Exercise beyond that of the session

Future proof / future fit



# Why Partner?

- Physical Activity has been described as the “best buy” in helping people live a healthy life.
- We are the strategic lead for sport and physical activity across our geographical patch.
- Common interest in improving people’s life through active lifestyle, positive outlook for the future and social connectness.
- Access to funding through regional and national opportunities.

