



PRESS RELEASE

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Age UK Gloucestershire's Act Now, Age Better Campaign Encourages Mid-Lifers to Get Moving

Throughout July and August, Age UK Gloucestershire has been encouraging people in mid-life to embrace the benefits of moving more, helping them to prepare for and enjoy the best possible health and wellbeing in later life.

New Age UK research reveals early PE experiences are one of the barriers stopping millions of mid-lifers from being physically active. For many, this began decades ago with nearly half (6.7 million) of those aged 50-65 saying they used to dread school PE lessons, while around 4 million feel they were put off sports and exercise for life because of sport at school.

Despite this, many mid-lifers say they do want to move more, with one quarter (23%, equivalent to 3.3 million) saying age specific classes or groups would motivate them to get more active.

Here in Gloucestershire, there are a wide range of opportunities for people to enjoy movement, exercise and team sports in welcoming and inclusive environments. Age UK Gloucestershire has been working with local partners to help people rediscover the enjoyment of being active, this time without the dread of a school PE teacher.

Thanks to Freedom Leisure, Age UK Gloucestershire has been offering a free seven-day pass for anyone aged 50 and over to try activities at any of Freedom Leisure's nine venues across the county. The offer remains available until 30 September.

Gloucester-based fitness instructor and personal trainer Dan Fivey has also been supporting the campaign through his gentle and inclusive exercise classes. Designed to improve strength, mobility, balance, flexibility and cardiovascular health, participants can take part seated or standing and work entirely at their own pace, with no pressure to keep up. Throughout August, Dan offered free taster sessions to encourage people to give exercise another try.

For some people, team sports may seem like something to enjoy from the sidelines rather than take part, but Gloucestershire Cricket Foundation showed that this doesn't have to be the case. Members of Age UK Gloucestershire's Ageing Without Children Social Group recently enjoyed a session with Josh Graves from the Foundation's Community Team, who introduced them to surprisingly competitive and enjoyable Seated Cricket. Josh also highlighted the Foundation's Walking Cricket sessions, which take place at venues across the county and welcome players of different ages, abilities and experience levels.

The Age UK Gloucestershire team also got involved, taking part in a Dance Fitness Gold session led by Ruth from Cath's Classes. For more than a decade, Ruth has been helping people of all abilities enjoy a gentle and fun way to stay active, build confidence, improve their fitness and make new friends.

These activities are just a few examples of the many opportunities available locally for people to become more active and better prepared physically and mentally for later life. By developing healthy habits in mid-life, people are more likely to continue enjoying the benefits of regular activity as they age. Physical activity also provides valuable social connections, helping people maintain friendships, reduce loneliness and stay engaged with their communities.

Beth Baker, Physical Activity Navigator at Age UK Gloucestershire commented:

"Many people carry memories of school PE lessons that made them feel uncomfortable, embarrassed or simply not good enough. The good news is that exercise has changed enormously, and there are now countless ways for people to get active that are enjoyable, welcoming and suited to all abilities. Finding an activity you enjoy can have a huge impact on your physical health, confidence and wellbeing, both now and in later life."

For more tips and information about how to Act Now, Age Better, visit our website:

Visitors can also subscribe there to the free Age UK Gloucestershire monthly Age Better eBulletin packed with practical and inspiring content, helping people feel informed, supported and connected.

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Notes to editors:

About Age UK Gloucestershire:

Age UK Gloucestershire's vision is for everyone to age well, their way. As a local, independent charity based in Gloucestershire, our mission is to support, educate and influence – helping people to plan for later life, making all older voices are heard.

For more information, visit www.ageuk.org.uk/gloucestershire

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Images

Age UK Gloucestershire colleagues join in with a Dance Fitness Gold session led by Ruth Baldwin from Caths Classes.

Members of Age UK Gloucestershire's Ageing Without Children group enjoy a seated cricket session with Josh Graves from Gloucestershire Cricket Foundation.