

Age Hub

13 July 2017

Actions and notes



Attendees

- Steve Chu, Age UK – Chair
- Adam Ibrahim, Unity Gym Project
- Annie Wainwright, Sheffield Feminist Archive
- Diana Stimely, Sheffield 50+
- Elliot Askwith, Unity Gym Project
- Elspeth Lusby, Age UK/50+
- Emma Hinchliffe, Sheffield Futures
- Fozia Sultana, Sheffield Futures, Sheffield Youth Cabinet
- James Martin
- James Robinson, Sheffield Futures
- Jennifer Okerenta, Sheffield Futures
- Jim
- Joanna Glaves (JG), Age UK Sheffield
- Joanna Hall, Sheffield Futures
- Kathy Markwick, Home Instead Senior Care Sheffield
- Lee Raven, Sheffield Futures
- Loran Timson, Sheffield Futures, Young Advisors
- Luke Hague, Sheffield Futures, Young Advisors
- Martha Armitage, Sheffield Futures, Young Advisors
- Maya Middleton-Welch, Sheffield Futures Young Advisor
- Paul Taylor (PT), Sheffield City Council (SCC), Customer Services
- Rachel Sanchez (RS), SCC, Equalities and Involvement
- Rob Womack (RW), SIV (Sheffield International Venues)
- Saeed Brasab, Unity Gym Project
- Virginia Moyo, Sheffield 50+

Apologies

- Bashir Khan, SCC, Children, Young People and Families (CYPF)
- Emma Daniella Sposato, Women's Equality Party
- Jon Berry, +me
- Kath Housley, LGBT Sheffield

Actions

- Share list of names and email addresses of attendees with attendees – RS
- Set up an ongoing process for feedback about SCC Customer Services – JG / PT
- Set up an ongoing process for feedback about SIV – JG / RW

Welcome and introductions

- Steve Chu welcomed the group.
- Steve introduced Joanna Glaves, the new Community Development Officer at Age UK Sheffield who will provide support for future Age Hub meetings.
- Steve introduced guest speaker Paul Taylor, Head of Customer Services at Sheffield City Council.

Sheffield Council customer services

- Paul Taylor asked about people's experiences of dealing with the Council's customer services teams, and how people would like to be communicated with.
- Paul views the Hub Network as a good one for getting feedback – they want to do more than just surveys.
- Paul feels it is important to challenge assumptions for example that all younger people may want to do their business online whilst no older people want to do business online.

- He stated that their research shows that 50% of people who try to contact the Council by phone had previously tried (and failed) to do what they wanted online.
- Website functionality is a key issue. There was a discussion about a 'live chat' feature, and the hours it may be available.
- A question was asked about what Council Tax is used for. Younger people may be paying Council Tax for the first time and will want to know what their money is going to.
- There was a discussion around future meetings to gather further feedback which can be taken on board.

Improving access to physical activity

- Rob Womack, Partnerships Manager at SIV (Sheffield International Venues), introduced himself.
- He gave a brief overview of SIV, which is part of [Sheffield City Trust](#), a not-for-profit charity.
- SIV wants to help people in Sheffield be more active.

Group discussions/co-production event on barriers to participation in physical activity

- Rob Womack asked the group to discuss barriers to physical activity and ways to break them down.
- The meeting split into smaller groups to discuss.

Feedback session

Group 1 feedback

- Too many activities and gym memberships involve block bookings and payment up front or sustained payment plans which people can't afford.
- There is a general lack of understanding around what SIV means and more specifically what it means for them.
- People often assume physical activity is all about gyms and exercise classes when actually it can be as simple as climbing the stairs or putting the washing out.
- People tend to feel that particular activities are not 'for them'.
- Some people's lack of body confidence can be a barrier to getting involved in group activity or attending a gym.
- People isolated within the community are less likely to partake in any form of exercise.

Group 2 feedback

- Money and long contracts are a big problem for people who maybe need a more flexible plan due to other commitments such as work and childcare.
- People don't feel gyms are a 'safe space' for them to feel comfortable and not be judged on ability.
- People don't engage in outside activity such as running and walking due to safety concerns. Park runs and group walks could assist people to feel more confident in getting involved.
- More incentives and rewards are needed, such as before and after case studies and free gifts, for example t-shirts and certificates.
- More emphasis needs to be placed on community and local activity to encourage social links.

Group 3 feedback

- Employers don't do enough to promote health and exercise in the workplace, for example cycle to work schemes or lunch hour classes.
- Exercise referrals from GPs need to incorporate a range of illness and conditions including any type of mental health problems.
- There is a lack of advertising of all activity and exercise that people can partake in throughout the city. Better promotion is required.

- Gyms are being promoted as trendy and only for the super fit and fashionable. People will not attend due to feeling embarrassed and intimidated.
- More facility needs to be available for people who don't want to do exercise outside of the home – for example a trainer to attend the home and do a gentle chair based exercise session building up to walks out of the house to slowly build confidence.
- Better transport links and an increase in opening hours to allow people to exercise at a time that is right for them.

General feedback and suggestions

- There was a discussion around an adult Duke of Edinburgh scheme.
- Better facilities for LGB and trans members to feel comfortable in the gym environment.
- Offers and promotion of technology based fitness aids such as fit bit or phone apps such as NHS Couch to 5K.
- More emphasis needs to be placed on an overall health approach rather than targeting one particular condition or issue.
- People with severe anxiety may struggle to get to scheduled activity.
- Rob Womack discussed how he felt that better advertising of all the facilities and activities was needed. A lot of the items discussed were already available such as accommodation for LGB and trans communities.
- Rob welcomed the feedback and stated he very much wanted this to be an ongoing process to improve the service they offer to the public.

Information sharing

- **Sheffield Feminist Archive Project:** Annie Wainwright explained that the purpose of the project was around preserving women's history in the archives for future generations including personal stories of combatting sexism, women's rights and other experiences. Annie invited all members and the wider public of any age to share a story or get involved with the project in a volunteering capacity. Annie can be contacted on sheffieldfeministarchive@gmail.com.
- Steve Chu requested participation in in the ['future design of children's services' consultation](#).
- Steve discussed a nomination for senior and young rep of the Age Hub which is to be addressed again at the next meeting.

Date of future meeting

- The next meeting is to be held in a mosque as previously agreed and will take place in October 2017.
- Location, date and time will be confirmed in due course.