

Increasing Physical Activity In Adults Aged 60+



ACTIVE
EASTBOURNE & LEWES

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Falls are a leading cause of injury-related death among people over 65 in England, with strength and balance training proven to significantly reduce the risk of falls and improve independence (Public Health, 2018).

Falls often result in long hospital stays (14+ days for fractured hips), reduced independence, and an increase in death (up to 30%) within a year of hip fractures. And 50% never regain their level of independence or mobility. Within Eastbourne and Lewes Districts we will be seeing an aging population over the next 10 years. East Sussex JSNA reports increase of 7% (1,740) in years 65-84 in Lewes District and 8% (1,853) in Eastbourne for years aged 65-84. Those aged 85+ will see an increase of 9% (388) in Lewes District and 5% (214) in Eastbourne, it is important that we take measures to reduce falls and reduce the impact on the NHS.

By offering strength and balance sessions tailored for older adults, we can directly support this demographic to maintain confidence, reduce isolation and age well. The Active Lives Survey (Sport England, 2023) shows that activity levels decline after the age of 65, and only 58% of adults aged 75+ are active for at least 30 minutes per week. Targeted local provision is essential to closing this gap.

Increasing Physical Activity in Adults Aged 60+

Project Overview

Active Eastbourne and Lewes are inviting expression of interest from organisations, coaches, community groups to deliver physical activity sessions designed for adults aged over 60.

The sessions should focus on supporting older adults to move more, feel better, and enjoy social and physical benefits of being active. We welcome creative ideas – whether it's traditional activities like walking or bowls, or a blended approach like strength and balance combined with a social sport or a walk/gardening session.

This is fully funded opportunity to help older adults stay healthy, active, and connected.

Aims and Objectives

The project aims to increase physical activity among people aged 60+, particularly those who may be inactive, isolated or looking to rebuild confidence.

Objective

- Provide regular, age-appropriate activity in a safe and welcoming setting
- Focus on enjoyment, social connection, and confidence-building
- Support strength, balance, flexibility, and functional movement
- Encourage long-term participation and habit-forming

Scope and Expectations

We are looking for partners who can:

- Deliver a block of weekly session e.g. 8-12 weeks
- Choose an activity that suits your community e.g. seated exercises, walking, Tai Chi, dance, bowls, strength and balance, or combinations
- Promote the session locally and help participants feel welcome
- Adapt activities for varying levels of ability and mobility
- Provide post session and feedback reports

Note: Collaborative delivery models are encouraged (fitness instructor and local bowls club working together or fitness instructors and care homes).

Funding

Up to £1,000 per project is available to cover:

- Instructor/Coach costs
- Venue hire
- Equipment and materials
- Outreach and promotional support

Note: We are flexible and can adapt the funding model based on delivery approach and participation needs.

Who should apply

Expression of interest are welcome from:

- Sports or Leisure organisations
- Local sports clubs and societies
- Health and wellbeing practitioners
- Care homes and Home Care providers who can find instructors to run sessions

Expectations Active Eastbourne and Lewes

With the funding there does come some expectations from us.

- **Sustainability.** After the funding has come to an end, how will the project continue to run and be affordable to participants.
- **Evaluation.** Pre and Post project forms will need to be completed by participants in the project and evaluation form by you.
- **Reporting.** Once the project is completed, we would like you to present at one of the Active Eastbourne and Lewes partner meetings.

How to express interest

Please complete the following short [proposal form](#).



Next Steps

Expression Of Interests will be reviewed based on suitability of the space, potential reach, and ability to deliver in a safe and inclusive way. We may contact shortlisted applicants for a brief conversation before confirming support.