

Invitation for Expression of Interest (EOI) A Scoping Exercise to Explore Changing the Physical Activity Levels in Older Adults (55+ years)



Background

Active Lincolnshire, on behalf of Lincolnshire County Council’s Adult Social Care and Community Well Being Directorate, are seeking expressions of interest (EOI) for a scoping piece, exploring changing the physical activity levels in older adults (55+) across Lincolnshire.

This document sets out the background, aims, outcomes, budget, timeline and next steps.

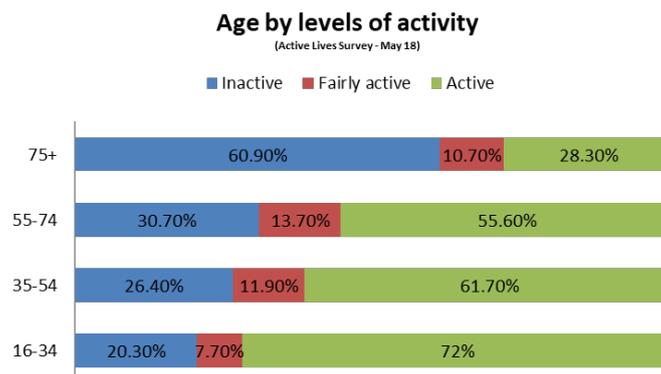
The Lincolnshire Profile

Lincolnshire has an ageing population. The ONS estimates a substantial increase in the 75+ year's population in coming years:

	0-15	16-64	65-74	75+
2016	119,100	454,600	96,300	74,800
2041	120,300	453,400	110,000	140,600
Change	+1%	-1%	+14%	+87%

Source: [ONS Population Projections](#) May 2018. Our [Population Projection toolkit](#) provides easy access to the Projections data for Lincolnshire.

The Active Lives Survey reports a substantial decline in physical activity in the county's older adult populations:



As we age, we begin to lose muscle and bone strength which can lead to a decline in daily activity: washing and dressing; household chores, gardening, going out and socialising. Such a decline in muscle strength and balance are modifiable risk factors for falls and skeletal injuries. The Health Survey for England (2016) found that in adults aged 65 years and over, as little as 13% of men and 10% of women undertake exercise sufficient for bone and muscle health.

An ageing population and an inactive population have the potential to generate an apocalyptic demography for the county, contributing to substantial demand for care.

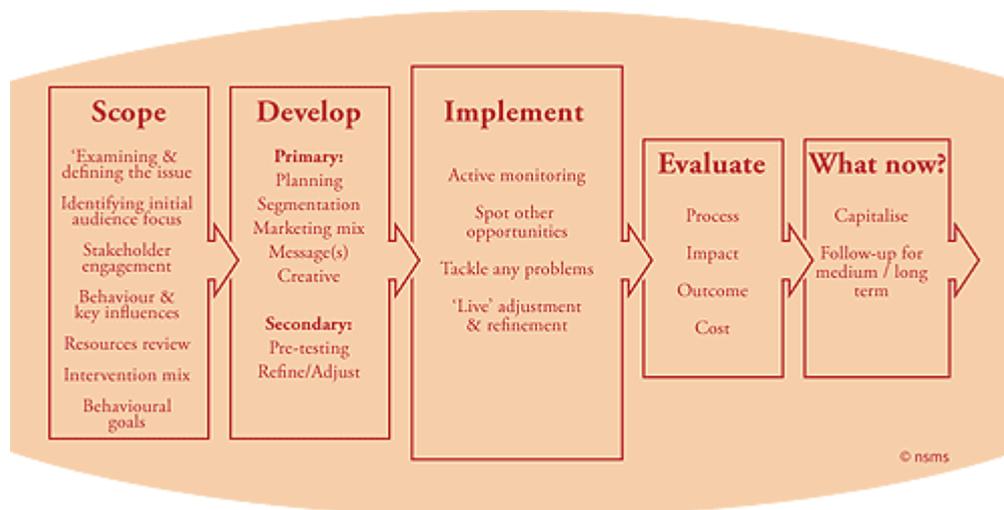
The Lincolnshire Joint Health and Well Being strategy provides a detailed oversight of the Lincolnshire picture as well as comprehensive chapter on physical activity. [Joint Health and Wellbeing Strategy | Lincolnshire County Council](#)

Project Scope

We are looking for a partner(s) to work collaboratively with us to develop the first stage scoping document. The learning will then provide the evidence and structure for further commissioning in this field.

The developing strategy for physical activity in Lincolnshire, the [Blueprint for a more active Lincolnshire](#), is seeking a life-course approach. Within this, there is a focus demographic of the 55+ age group. We are seeking a greater understanding of this audience and their physical activity behaviours, within communities and care settings, in order to develop a multi-faceted approach to promoting and supporting regular daily activity.

A social marketing approach is being engendered amongst partners committed to the strategy. The first element of this approach is to understand the scope of the project:



This scoping exercise will adopt the above approach, supporting each element in a systematic way.

The methodology would be a combination of desk-research, engagement events with partners & stakeholders, alongside community engagement with active and inactive adults across the age range under study.

Collaborating with a range of partners in a working group involving, but not exclusively:

- Integrated Neighbourhood teams (13 sites)
- Integrated Care Community board and associated groups(ICC)
- Adult Social Care- Lincolnshire County Council (LCC)

- Lincolnshire Community Health Service (LCHS)
- Lincolnshire Partnership Foundation Trust (LPFT)
- Lincolnshire Healthwatch
- Key community infrastructure organisations
- Lincolnshire Care Association (LinCA)
- Other regional providers of good practice
- Leisure providers
- Local authorities
- Independent care/ support providers

The Reporting Structure

The lead agency is Active Lincolnshire.

At this stage, we are seeking expressions of interest, which we will use together with telephone or face-to-face consultations to determine a successful partner.

Deliverables

- An understanding of the audience 55+ years and their physical activity behaviours
- A greater awareness of the co-benefits of physical activity for an older population
- A greater understanding of the strength and balance evidence base with partners
- The type of interventions available and possible locally, including tactically embedding strength and balance messages into current community programmes
- An outline suggestion for future strategic commissioning programmes

A report, presentation(s) and an event would be the product to be agreed with Active Lincolnshire and shared amongst the Lincolnshire Physical Activity Taskforce and related delivery partners.

Tender value

A maximum of £15,000 inclusive of all costs

Timeframes

This scoping project is to be completed by November 2019.

Expressions of interest by Thursday 20 June.

For further information, please contact Louise O'Reilly, Active Lincolnshire on 01522 730325 or email on louise.oreilly@activelincolnshire.com