

Physical Activity Package- Over 50s Exercise Programme



Club	Cavan Gaels GAA
County	Cavan
Location	Lurbanboy
Rural/ Urban	Rural
Codes	Football, Ladies Football & Camogie
Membership (2016)	370

Case Study- Cavan Gaels Over 50s Exercise Programme

Plan

Supporting Documents:

- [GAA Physical Activity Guidelines \[INSERT LINK\]](#)
- [Healthy Club Statement \[INSERT LINK\]](#)

In September 2017 Cavan Sports Partnership advertised for community groups to participate in a 6 week Over 50s Exercise Programme. Cavan Gaels Healthy Club Project Team identified this as an area of need in their community and considering they had a new clubhouse with a purpose- built

room they decided to apply. Their application was successful and they have since rolled out 3 full courses of the programme.

Partners

Within the Club

- Healthy Club Project Team
- Club Executive
- Club PRO

Outside the Club

- Cavan Sports Partnership
- Local newspaper
- Local community groups & mass
- Cavan County Health & Wellbeing Committee (chair.hwc.cavan@gaa.ie)

The club were responsible for providing the venue, recruiting participants and promoting the programme. Cavan Sports provide the equipment and trainer who is fully insured and indemnified. (Contact the GAA's Risk & Insurance Manager in Croke Park) for recommendations regarding insurance and the provision of non-core GAA activities in advance for guidance).

“The fact we can provide something at a nominal cost in conjunction with Cavan Sports Partnership is great. It is a community group with a community focus, it all works together very well, it is a win-win for everyone.” – Cavan Gaels Healthy Club Officer

Activity

It is a 6 week Over 50s exercise programme delivered by Cavan Sports Partnership using the club facilities. Considering the target audience, the club decided to host the classes every Friday morning (11am- 12pm) rather than the usual evening exercise classes. The timing is very suitable for a lot of the participants who might be discouraged to go out late on the dark, cold winter nights. It is followed by a cup of tea and chat.

Healthy Club Officer in Cavan Gaels says ***“People tie it in with other things on a Friday morning like going to mass or shopping. It has brought together a lot of people who wouldn't have otherwise known each other.”***

A variety of media was used to notify potential participants including the club newsletter, club notes in the local paper, word of mouth, social media and direct contact with those they felt would be interested and benefit from the course.

Fourteen participants (a combination of club members and non- club members) initially signed up but as the classes became more established the average weekly attendance rose to 18 – 20 people.

While the course was aimed at over 50s, many of the participants were in their late 60s and 70s. The programme involves a combination of different exercises with a lot of chair based exercises.

The Club

The programme was a huge success and there was an immediate demand for a second course and third course which was facilitated again in collaboration between Cavan Gaels and Cavan Sports Partnership. The cost of each subsequent 6-week programme was €270 which was covered through the Healthy Club grant (Irish Life's CRS partnership). There is a nominal weekly charge of €2 for participants to cover the light, heat and a cup of tea.

The programme has allowed the club engage many non-club members in the local community which adds to the feel good factor. At least half of the weekly participants have had no previous connection to the club or have had children playing in the past or grandchildren. As well as providing appropriate physical activity opportunities, the programme has served an important social function. Many of the participants live alone and it has become part of their weekly routine, providing an opportunity to interact and meet others in the area. The final session was followed by a Christmas party for all the participants which was a great success. The feedback has been tremendously positive and many of the participants have expressed interest in getting involved in other Healthy Club trips and activities. Cavan Gaels also have a bowls group who use the club facilities one afternoon a week. The group have no connection with the club at all but have become social members for insurance purposes.

“It has been fantastically well received, we've had enquiries from other clubs about it. We've people from out in the country, who have asked can they come in to participate. There is also talk of social trips coming into the spring and summer, for example local museums or even a trip to Dublin to different things, depending on what they want to do. It certainly widens the remit of the GAA to a more community focus” - Cavan Gaels Healthy Club Officer

