



# ACTIVE FAMILIES NE

**RISE.**



This case study looks into Active Families North East a charity based in Washington, who received funding from the Sport England Together Fund.



Active Families NE is a charity, established in 2017, that is committed to inspiring, enthusing and invigorating communities in the North East to become more active, to improve their physical and mental well-being, to eradicate social isolation and improve community cohesion.

We awarded Active Families £5,651 from the Together Fund (a £20m continuation of the Tackling Inequalities Fund that was set up in April 2020 as part of the Sport England support package to help the sport and physical activity sector through the coronavirus pandemic) to support the running of their sessions between July 2022 and March 2023.





The Coronavirus pandemic had a huge impact on Active Families and the older adults who attended their sessions. As lockdown restrictions lifted, the Ageing Well population were still worried about attending group sessions.

After consultation with older adults within the community, Active Families chose to use the funding to set up line dancing classes that are affordable and easily accessible to local residents. Kelly Brougham, Director at Active Families said: “We couldn’t have started the line dancing sessions without the Together Fund. The class is now sustainable due to the amount of people attending. We don’t make profit from the class, but it runs itself in terms of covering the room hire and the instructor fee.”

The Together Fund enabled Active Families to purchase appropriate equipment, train individuals to deliver activities and provide structured weekly physical activity sessions to vulnerable, socially isolated older adults that reside in the Concord and Sulgrave area of Washington, which is within the top 10% most deprived places to live in the United Kingdom.

Active Families had 52 unique participants attend the activities that were provided due to the Together Fund funding, with an average of 15 people attending each activity every week.





The feedback from participants has been overwhelmingly positive with one participant saying: "I really enjoy the movement and enjoying everyone else's company, we've made loads of new friends since we came." Another participant added: "The friendliness of everybody is great, it's not just a dance class, it's a little coffee afterwards and something else to do and it's getting you out the house as well and just meeting new people." Overall, the line dancing sessions have been a huge success to the older population in Washington.

The variety of benefits the activities have had on participants is clear to see, including health benefits, improved mental wellbeing and reduced social isolation. By consulting the target audience, Active Families were able to offer an alternative activity to meet the needs of their audience.

