

WOMEN'S FIT OVER 50 PROGRAMME—JAN 2023 (WEXFORD & NEW ROSS)

Overview

We wanted to provide 6 week fitness programmes aimed at older women, to encourage them back to fitness and give them the opportunity to try out new types of physical activity. We wanted to explore different approaches, so we decided to have one gym based (Wexford town) and one based in an public park (New Ross) .

Aims

- To encourage women over 50 to get back into fitness
- To provide a social opportunity for women to do so
- To provide an opportunity for women to try new types of physical activity
- To encourage use of the free and accessible outdoor equipment in New Ross

Implementation

It was decided to hold the programmes in Kinetic Fitness Wexford and New Ross Town Park. Advertising was done through social media and the local paper. Cost was €20.00 for the six weeks. Numbers were limited to 12 in each group. 2 programmes were held in Wexford due to demand and participants signed up through our online booking system.

Programmes commenced on the 9th January and were held weekly for 6 weeks. Sports Active Wexford's tutors Theresa Roche and Jasmine Martin delivered the programmes.



36 participants registered for the programmes



Outcomes

The participants really enjoyed the programmes, and some reported that taking the stairs etc. was easier. One reported more range of motion since commencing the programme. 16 of the 24 women in Wexford have signed up for another exercise programme and one has joined a local athletics club. This programme will be delivered again in the New Year and will be extended to other towns in Wexford, being partially subsidised by Sports Active Wexford. All aims were achieved.