

Special Announcement

Following discussions with the 2014 Commonwealth Games Legacy Planning Team, the Go For Gold Challenge will be included within the 2014 legacy planning. This is really exciting news for everyone involved in the Go For Gold Challenge and will enhance and support local programmes and events.

Increasing the reach and growing towards a Scotland wide programme

The number of partners in the Go for Gold Challenge stakeholder network group is growing and this is promoting the sharing of good practice ideas from their learning. The hope is this will continue to increase as connections are made and further support is available nationally and locally. We are looking at ways of easily connecting and sharing ideas and examples of local success and challenges virtually.

Demonstrating the impact

At present we are building our database of examples of good practice from around Scotland. We know of many events that took place in 2012 but we also know that we do not have information about them all. We are encouraging local partners to get in touch and tell us about what they have done.

If you want to know more about this work and get connected into the Go for Gold Challenge Network please do make contact with Edith or Bob.

For more information go to

Generations Working Together
generationsworkingtogether.org/

Commonwealth Games – Glasgow 2014
www.glasgow2014.com

Details of the Go for Gold Challenge and resources will be found at
www.active-ageing-events.org.uk

In partnership with:



Contact us

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GoFORGoldChallenge

Issue 1

SPRING / SUMMER EDITION



A warm welcome from Bob and Edith

Welcome to the first Go for Gold Challenge newsletter. This newsletter will provide information on what Go for Gold is all about and highlight examples of the challenges that took place in 2012, which were so exciting and inspiring.

In this newsletter you will hear about plans for 2013 and beyond and get the opportunity to sign up to be part of the stakeholder network group that supports this very important work. We do hope you find this interesting and thought provoking. The partnership approach to promoting and celebrating participation in physical activity in the care sector has inspired many older

people to compete in a range of physical activity challenges, providing fun and a sense of achievement as well as aspects of health improvement, socialisation and engagement with their local communities. If you have not done so already there may be

something that after reading this you are inspired and motivated to organise across the care sector in your local area. It doesn't have to be on a grand scale, whatever works best for you and local residents! We look forward to working with you to promote physical activity with the care sector in Scotland.

"What a wonderful thought it is that some of the best days of our lives haven't happened yet." Anonymus

What's the Go for Gold Challenge - Scotland all about

The Go for Gold Challenge was established in 2012 to involve professionals and residents in the care sector in the legacy celebrations offered by the London Olympic Games and the World Congress on Active Ageing in Glasgow, both staged in the summer of 2012 and the 2014 Commonwealth Games also in Glasgow. The Go for Gold Challenge is part of the British Heart Foundation National Centre for Physical Activity and Health at Loughborough University (BHFNC) programme of Active Ageing Events.

The aims of the Go for Gold Challenge are to:

- Promote and celebrate participation in physical activity amongst older people supported by the care sector.
- Build capacity in the workforce in the care sector to promote physical activity with older people on a day to day basis.
- Develop links between the care sector in Scotland and physical activity organisations.
- Contribute towards the 2014 Glasgow Commonwealth Games Legacy.

Go for Gold in Scotland is supported by a stakeholder network group made up of interested and motivated people from different backgrounds and a strategic reference group which includes national organisations across Scotland.



What happened in 2012?

In 2012, the Go for Gold Challenge invited a range of organisations to take part in one of the following

- Games Challenge events
- Walk With Me Challenge events
- Dance With Me Challenge events
- Tri-athlon Challenge events
- Create Your Own Activity challenges

Many areas in Scotland grasped the challenge and organised a range of events both small and large with their local care sector.

Some of the many examples are:

- Aberdeen Golden Games.
- Perth and Kinross Go For Gold Games.
- South Lanarkshire Dance With Me Challenge event.
- Midlothian Senior Olympics.
- West Lothian Games.
- Single care home events also took place such as in Abbeyfield care home in Ballachulish.

Plans for 2013/14

The Go for Gold Challenge is continuing to work with the care sector and partners through a programme of further activities and challenge events in 2013, building towards increased participation to support the 2014 Glasgow Commonwealth Games Legacy Plan. Work to support national and local organisations has already begun and includes.

- Promotion to increase the reach of Go for Gold Challenge opportunities across Scotland.
- Examine ways to move beyond events to increase regular opportunities for increased physical activities – taking part in day to day life. (this links with the care Inspectorate initiative Make every Moment Count which can be found at www.careinspectorate.com)
- Learning events for professionals with a particular focus on intergenerational practice and community engagement for 2013/14.
- A bespoke Go for Gold Challenge Resource to support local care sector organisations across Scotland.
- Go for Gold Challenge events in July 2013 and 2014.
- Strengthening the links between the Go for Gold Challenge and mainstream strategic planning in Scotland – happening now!

Go for Gold logo

The Go for Gold Logo was designed by Lindsey Duffus, Graphic Designer, Care Inspectorate, 'I came up with the theme, no matter what the challenge, you should always reach for the stars!'



Go for Gold Challenge Week 2013 – don't miss the opportunity to be involved!

In 2013 the plan is to continue implementing the 5 physical activity challenges with partners across the care sector in Scotland, (the Games Challenge, the Dance With Me Challenge, the Walk With Me Challenge, the Tri-athlon Challenge and Creating Your Own Challenge) and we will also look to enhance the Go for Gold 2013 programme through developing the themes of intergenerational activity and community engagement.

To provide some consistency with 2012, and help with planning, we have agreed that July should continue to be the focussed week for the Go for Gold Challenge 2013. So, the week beginning Monday 1st July is this

year's Go for Gold Challenge Week 2013. However, as with last year people may choose other dates to suit their own timescales and local partnerships, and we are aware that some of you are already ahead with your plans for 2013 which is fantastic.

"Man does not cease to play because he grown old; he grows old because he ceases to play."

George Bernard Shaw

Working towards 2014

The Go for Gold Challenge was commissioned by the Scottish Government as part of a commitment to a Games Legacy for Scotland (2009)

"... work with the organisers of the 8th World Congress on Active Ageing to drive forward initiatives which make it easier for older people across Scotland to be more active. This includes "Senior Games Festivals" to give older people an opportunity to participate in a wide range of sports."

A Games Legacy for Scotland (2009) Scottish Government.

