

Press Release

Dated: 22nd January, 2018



Getting 'sporty' just got a whole lot more interesting!

Tie yourself in knots or shoot a bow and arrow with ActivIpswich.

Forget those cold and wet PE lessons at school - Sport and physical activity for those of us who are not very active, has got a whole lot more interesting with the continued development of the ActivIpswich programme.

This local sports project, which has recently reached the landmark of 30,000 attendances at community sports sessions across Ipswich, has been running for just over three years, and is all about helping to get us more active by encouraging us to take part in accessible sports that are challenging whilst being great fun to play.

Local charity, ActivLives, delivers the project, which is a partnership with Ipswich Borough Council and funded by Sport England through the National Lottery.

Activities that are coming up over the next few weeks include indoor target archery and yoga, both for complete beginners.

"We are always looking to add new activities to our programme", explained Mike McCarthy from ActivLives. "We are very excited about the introduction of regular archery and yoga to the programme, in addition to all of the other activities that we already have running weekly across Ipswich".

The ActivIpswich programme is targeted at anyone over the age of 45 who isn't currently taking part in regular sport or physical activity. Activities that are currently on offer in addition to archery and yoga include, badminton, kurling, boccia, bowls, short tennis, ping pong and walking football.

All of the activities are very inclusive and can be played by wheelchair users as well as those with limited mobility and fitness. Refreshments are included as part of most of the sessions. Prices range from £3.00- £5.00, depending upon the activity.

"All of the groups are informal and social. Whilst the physical activity is important, it really is the social element that encourages people to keep on coming back", said Mike.

So, if you are over the age of 45 (remember there is no upper age limit), and you would like to get involved or to find out more, please contact ActivLives on 01473 345350, visit the new website www.activlives.org.uk or email mike@activlives.org.uk

ENDS

Photos attached.

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Contact: Mike McCarthy, on 01473 345350 or email at mike@activlives.org.uk



Notes to Editors

ActivIpswich

ActivIpswich is a partnership between ActivLives and Ipswich Borough Council. The project is funded by the National Lottery through Sport England's Community Sport Activation Fund.

The ActivIpswich initiative is about giving people who don't consider themselves to be 'sporty', opportunities to have a go at sports that they wouldn't otherwise play, in places that they wouldn't expect to play them! The emphasis is very much upon the social as well as the physical benefits that can be gained from getting involved with regular physical activity.

The type of activities offered as part of this project vary widely and currently include: Walking Football, New Age Kurling, Boccia, Bowls, Badminton, Short Tennis and Table Tennis.

ActivLives

ActivLives is an independent charity working with individuals and communities, of all ages, but with a particular focus on people over the age of 45 who live in hard pressed areas in Ipswich and across Suffolk. It grew out of the Town and Bridge Project, which started in 2006.

www.activlives.org.uk