



## 'It's Never Too Late to be Active' campaign launches in Hertsmere



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We are supporting the 'It's Never Too Late to be Active' 12-week campaign launched by Hertfordshire County Council.

The campaign is designed to encourage those over 55 to get more active, particularly our disadvantaged communities and those who currently do little or no activity.

Launch events are taking place across the country throughout May, and to support, we held a local launch event in Borehamwood yesterday, Thursday 12 May. In attendance were representatives from Healthy Hub, InspireAll, Big Local, Borehamwood Library and Saracens Love To Dance even hosted a taster session.

Councillor Meenal Sachdev, Portfolio Holder for Community, Leisure, Health and Wellbeing, said: "A fantastic launch event was held to encourage the over-55s get more active and lead healthier and happier lives.

"The event provided an opportunity for the community to learn about local activities available to them and have some fun whilst doing so!"

The first campaign ran in 2018 with over 3600 residents taking part, a huge 79 per cent of whom increased their levels of activity to more than 90 minutes per week. Those completing the campaign also reported a significant improvement in 'satisfaction with life', and 'feeling worthwhile and happier'.

One of those who took part is Grandmother of ten, Esther Shortt, from Borehamwood who turned her life around through fitness.

She said: "Physical activity, combined with a nutritious, balanced diet can definitely help you reach a healthy weight, but there are so many other benefits to be gained - you feel better, it improves your mental health, puts you in a positive frame of mind and is a great way to meet people and feel part of a group.

"For anyone thinking of becoming active, I would say definitely go for it, but find something that's right for you – if you enjoy it, you're more likely to stick to it!"

Anyone who signs up to the campaign will receive a free 7-day activity pass for their local leisure centre, a welcome call to help them find a suitable activity, an activity planner and entry into a prize draw to win a £150 sports voucher. Although the campaign is targeted at the over-55 age group, adults of any age or fitness level can take part if they wish.

If you want to see how getting more active can have a positive impact on your life or find out more about the campaign, sign up at [It's never too late to be active | Hertfordshire County Council](#)



Pictured left to right: Claudette Rhiney, Health Improvement Coordinator for Lifestyle from Hertfordshire County Council, alongside Jyoti Bhojani, our Policy Manager for Health and Wellbeing.

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