

# Over the Hill? Highlights Best Practice Solutions to Rural Ageing

14 April 2011

The Rural Media Company's 'Over the Hill?' campaign aims to highlight the challenges faced by those growing older in the countryside. It will question assumptions regarding the services rural older people need by raising awareness of the many examples of good practice that have already been introduced across rural England.

As part of the campaign, the Company has produced a **FREE** DVD and resource pack which features eight different innovative rural projects for the elderly. It also includes an in-depth report of its findings.

The Rural Media Company is particularly keen for the DVD to be viewed by those who commission services on behalf of older rural people, those who influence such decisions and policy makers.

The eight case studies are drawn from across rural England. They are:

- Dorset's Partnership for Older People Programme (POPP)
- Esk Moors Caring, North Yorkshire
- Waltham House Extra Care Housing, Wirksworth, Derbyshire
- Housing Options, Derbyshire
- CallConnect Transport Service, Lincolnshire
- Gloucestershire Village Agents
- Age UK Norfolk's Money Matters
- Wessex Home Improvement Loans

Jane Jackson, Project Director, says: "England's population is ageing faster in the countryside than it is in urban areas. Yet, rural ageing gets scant attention in the media or from politicians.

"The case studies featured in our DVD fit very well with current political thinking on 'localism' and 'the Big Society' – though most were in operation long before that achieved its current profile. Far from being the 'backwater' that some urban views of the countryside might suggest, rural areas are in the vanguard of the new 'localism'. They have had to be!"

To obtain a FREE copy of the DVD and resource pack, email [janb@ruralmedia.co.uk](mailto:janb@ruralmedia.co.uk) with your address and brief details of your interest in rural older people, or phone (01432) 344039. Alternatively, the films may be viewed at <http://vimeo.com/channels/overthehill>.

Please also visit the campaign's website: [www.ruralmedia.co.uk/over-the-hill-question](http://www.ruralmedia.co.uk/over-the-hill-question).

## Release ends

### Note to Editors

- **On-line Films:** Please view the films at <http://vimeo.com/channels/overthehill>.
- **Photography:** We commissioned a professional photographer to take positive images of rural older people for our project. Sample images are attached. Please contact us if you would like an alternative.



**Caption: John Truscott, Trustee at Esk Moors Caring in the North Yorkshire Moors.**

**Esk Moors Caring is one of the case studies featured in the Over the Hill? campaign. (If used, please credit Philip Wolmuth Photography - [www.philipwolmuth.com](http://www.philipwolmuth.com)).**



**Caption: Lincolnshire's CallConnect Transport service enables rural older people to stay connected and thereby remain independent for longer.**

**Lincolnshire CallConnect is one of the case studies featured in the Over the Hill? campaign.**

**(If used, please credit Philip Wolmuth Photography - [www.philipwolmuth.com](http://www.philipwolmuth.com)).**



**Caption: Social events and luncheon clubs for rural older people are amongst the projects supported by Dorset POPP's Community Commissioning Initiatives Fund.**

**Dorset POPP is one of the case studies featured in the Over the Hill? campaign.**

**(If used, please credit Philip Wolmuth Photography - [www.philipwolmuth.com](http://www.philipwolmuth.com)).**

- **The Rural Media Company** works throughout the UK and is a charity and company limited by guarantee, supported by ScreenWM, Elmley Foundation and Herefordshire Council.
- **Jan Bailey**, Project Co-ordinator, and Jane Jackson, Project Director at The Rural Media Company are available for interview.
- **The Nationwide Foundation's Investor Programme** provided funding (£300,000 over three years) for the Over the Hill? campaign. The Programme aims to tackle financial exclusion affecting disadvantaged groups and address housing issues & homelessness among vulnerable groups, in the UK. They focus such support on survivors of domestic abuse and specific groups of disadvantaged older people. [www.nationwidefoundation.org.uk](http://www.nationwidefoundation.org.uk).
- The campaign's partners are **Action with Communities in Rural England (ACRE)** and **Age UK**.
- **ACRE** is the rural community charity and the national arm of the Rural Community Action Network (RCAN). ACRE is also the national champion of community led planning, a process that enables local people in a rural community to come together, explore local needs, issues and opportunities and develop a vision for their own future. Crucially, community led planning challenges communities to identify what part they can play in finding solutions and making it happen. [www.acre.org.uk](http://www.acre.org.uk)
- **Age Concern and Help the Aged (UK)** have joined together to form a single charity, **Age UK**, dedicated to improving the lives of older people. The

charity is driven by the needs and aspirations of people in later life. They support all people over 50 in the UK, ensuring that they get the most from life. They aim to re-shape our ageing society, so that later life is a time of security and opportunity for all. They provide vital services to help older people in the UK to live independent, active lives as well as supporting a range of different international work around the globe. They campaign on issues like age discrimination and pensions, and work to influence public opinion and government policy about older people. They also carry out and fund a wide range of research on older people and ageing.

[www.ageuk.org.uk](http://www.ageuk.org.uk)