



## Over the hill?

Over the hill? aims to raise awareness and encourage development of community-led solutions that address the needs of older people living in rural areas. The three year partnership project that launched in 2010 is led by the Rural Media Company with rural and older people expertise from ACRE and RCAN and Age UK respectively. It has the dual focus of housing and financial inclusion.



## Latest News

### Cambridgeshire ACRE uses Over the hill housing film at community workshop

Because of threats to services for older people in Somersham, Cambridgeshire ACRE held 'Service Challenge Workshop' in partnership with the Parish and County Council to look at the challenges facing an ageing population and consider new ways of approaching these.

Part of the work involved showing the Esk Moors film featured by Over the hill? It proved a very good tool for giving an example of how co-production can work and the power of local communities to solve their own issues. [All the films](#) including Esk Moors gave very positive messages about a subject which is often seen as an intractable problem [Read ACRE's Case Study](#).

### New resource on ageing for communities

ACRE has published a [new resource](#) aimed at rural communities wanting to support the needs of older people living in their areas. Working with expertise from AgeUK and the Rural Media Company, this resource is one of a series of [Topic Sheets](#) aimed at communities involved in [Community Led Planning](#)

### New film released

Available after 29th February 2012, a new short film, entitled 'Over the hill?', aims to raise awareness about the reality of growing old in the countryside.

Starring Doreen Mantle (One Foot in the Grave) and Joan Blackham (Bridget Jones' Diary), the film (approx 15 minutes in length) tells the story of a middle-aged couple from Birmingham who come to view their dream home in rural England. However, the couple soon realise that rural retirement brings with it many difficulties. The film can be viewed at: [www.overthehillcampaign.org.uk](http://www.overthehillcampaign.org.uk)

### What is Over the hill?

In January 2010 ACRE began work on a three year project [Over the hill?](#) to raise awareness and community-led solutions that address the needs of rural older people (focused on housing and financial exclusion).

The Project is led by [Rural Media Company](#) with other partners [ACRE](#) and [AgeUK](#).

### ACRE's role within Over the hill?

- input of policy expertise
- supply of best practice case studies from RCAN
- harnessing existing national connections on strategic influencing to promote the project outputs
- dissemination of project outputs via RCAN staff/networks

### Over the hill? highlights best practice solutions to rural ageing

As a key part of the work, we have produced a free DVD and resource pack which features eight different innovative rural projects for older people. On the DVD there is also included an in-depth report of our findings.

We are 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

[Copy of the report](#) accompanying the DVD

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. The films may be viewed at <http://vimeo.com/channels/overthehill>.

Outputs from Over the hill?

- a DVD and accompanying booklet to raise awareness with local communities and policy makers on key issues and good practice (2011);
- briefings and materials to support relevant networks to address the needs of the rural elderly and
- a TV drama with a script that reflects the issues and highlights potential solutions (2012)

Related Links

- [Rural Media Company](#)
- [Age UK](#)

For more information, please contact [Martin Hawkins, Rural Services Officer](#).

Related Links

- ['Over the hill' film - new short drama highlighting issues for older couple considering moving to the country](#)
- [Over the hill? Good Practice DVD \(Vimeo Website\)](#)

Latest News

First [RCAN Over the hill case study](#) - Cambridgeshire ACRE

ACRE's new [Topic Sheet on Older People](#)

Over the hill? has a [new website](#). It comprises all the campaign's information and resources in one easy to explore place.

New short drama film: antidote to 'Welly telly' - [Press release \(February 2012\)](#)

Archive

Good Practice DVD Resource Pack released - [Press release \(April 2011\)](#)

Good practice projects selected for upcoming DVD - [News update for November 2010](#)

[Report accompanying the good practice DVD](#)



©2012 ACRE  
Built on [Cubik](#)