

LOOK EAST - DEMENTIA UK



TEAM GO TOUGH!

>>> MOORWAYS SPORTS VILLAGE AND WATER PARK

Training is taking shape for the Moorways Sports Village and Water Park's Tough Mudder team.

The colleague team will be tackling a 10-mile Tough Mudder on Saturday 6 July to raise funds for Dementia UK.

Preparation to date has involved individual and smaller group training, taking part in the centre's classes, sessions on the athletics track, and in the pool.

"Now we've hit the new year, one of our group exercise instructors is hosting a wide range of team sessions, such as group cycling, bootcamp, circuits..." Team Leader, Myles Hickman said. The team will gradually start to work on the specificity of their training, in preparation for the challenging obstacles ahead.

"We hope to get a new picture on our socials each month as we build closer to the event," Myles added.

You can support the team at:
<https://www.justgiving.com/fundraising/moorwayssv>

Looking tough on the indoor cycles at Moorways.

TOY NAMING COMPETITION

>>> SANDY SPORTS CENTRE

A baby Active Bee is in need of a name at Sandy Sports Centre. Tina Jeeves reports the team is currently running a fundraising competition to guess the name of the toy Everyone Active mascot. What name would you give the bee?



WELCOME...

Wow! What a month of fundraising January turned out to be! From cake bakes, to inflatable sessions, personal challenges and events... everyone seems to have been involved in some amazing fundraising activities. Well done to all involved.

Please take a moment to read this newsletter, there's plenty of fundraising ideas and ways to support those with dementia and their carers in the community.

MID SUFFOLK DEMENTIA DAY



The team at Mid Suffolk Leisure Centre hosted a fundraising day on 31 January. During the event, all payments for 'pay as you go' activities were donated to Dementia UK, raising a fabulous £511.13 for the charity.

SPINNING FOR SUCCESS



Whitwick and Coalville Leisure Centre got their 2024 Dementia UK fundraising off to a brilliant start with a Charity Spin class. The event, hosted by instructor Lori Power, raised a fabulous £85.

VICTORY ROUND-UP

The team at Victory Swim and Fitness Centre has headed into the new year raising £30, offering help-yourself hot drinks to facility users in exchange for a charity donation. February will see a children's colouring competition and a 'pick a square' Valentine's hamper fundraisers.



Some of the Central Beds team, after a kettlebell and HIIT session.

CENTRAL BEDS TRIATHLON CHALLENGE

»»» CENTRAL BEDS

Nine of Everyone Active's Central Beds General Managers and Contract Managers will be joining forces on 20 March to take on a fundraising triathlon challenge.

The endurance test is the brainwave of Gary Foley, Contract Manager, who said: "We wanted to do an activity that involves as many of the centres in Central Bedfordshire as possible, and thought what better way than a team triathlon." The team hopes to raise in excess of £300 through sponsorship and donations on the day.

During the event, the team will take on a 450-lap swim, 225km cycle, and 90km run, as they move across five sites in the region.

Kicking off at Saxon Pool and Leisure Centre, each team member will tackle a 5km cycle, 2km run, followed by a 10-lap swim. They will then move on to Flitwick, Houghton Regis, Dunstable and finally Tiddenfoot, with a repeat performance at each site.

Jacqui Ryan, appointed event team leader, explained how the logistics will play out. "We'll be cycling on Technogym bikes in the foyer of each site - so that everyone can give us a cheer - running on the treadmills, and then finishing off with the swim in the pool," she said. "Except I'll be rowing 1km at each site," she added, "I'm not a swimmer!"

Jacqui has also arranged for colleagues to post regular updates on the site's socials to ensure everyone can follow the journey. The team has calculated they will be at each site for at least an hour, before travelling to the next, making for a long day out.

MEADOWSIDE LEISURE CENTRE

As announced in the last issue, Nick Fearnett, General Manager, Meadowside Leisure Centre, will be taking on another Dementia UK fundraising challenge on 26 April.

We catch up with him to discuss his motivations, the idea behind his latest endurance feat, and the training he's currently undertaking.

"As soon as we finished the East Staffs Ultra Marathon, I was thinking 'what's next?'. I have always been intrigued by the Backyard Ultra concept – whereby runners complete four miles every hour on the hour to run 100 miles within 24 hours, and then possibly more," Nick explained.

THE CHALLENGE

"For me, right now, I think this is outside of my reach. I've settled on a 24-hour Double Ultra Challenge. This involves 4km every hour.

"Whereas the 50km ultra was a physical challenge, this will be much more about mental capacity. I think the connection with the mind is an interesting link to our Dementia UK fundraising.

"I also wanted to do another fundraising event for Everyone Active's partner charity. I have a grandmother who has been diagnosed with dementia – she's okay at the moment - we chat on the phone regularly about the family.

"The 4km loop starts and finishes at my house, this means my little girls, aged four and six, can get involved. They are already getting excited and are planning how they will decorate the house in support of Dementia UK."

Nick will be joined by friends, Tom Greatrix and Emily Merrison for the whole challenge. They expect to complete each loop in around 25 minutes, to allow the remaining 35 minutes to eat, recover and be ready to start again... but the team will be running on the same 4km loop for the duration. The mental challenge should not be underestimated. It won't be easy leaving behind a warm house and tasty snacks each hour.



5 LOOPS X 4KM TRAINING RUN

TRAINING THE MIND

In preparation, Nick has started building his mental resilience. "I decided to run a half marathon on the treadmill. Trust me, it's not very exciting looking at the same space on the wall for that length of time.

"Perhaps my worst decision was to resolve to stay on the watt bike until I burned 1,000 kCal. That hurt!" he said.

He has also got some six-hour preparatory runs planned, and plenty of nutrition testing.

"A colleague has already offered to bring his Saturday run forwards and come out for a few loops from 4am, when we expect to be fatiguing most," Nick said. "We're also expecting some cycle supporters, but everyone is welcome to join for one, two or as many loops as they wish."

Please contact Nick if you are interested in joining the team.

CHANNEL SWIM FOR CHARITY

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>>> PARKLANDS LEISURE CENTRE



This year's fundraising got off to a flying start at Parklands Leisure Centre with a charity swimathon on 2 January. Oliver Bishop, Evin Geraghty, Ethan Robinson, Andrea Gibson, Harry Stanyon, and Umer Hashim (photographed above) swam the width of the English Channel, in a speedy 5 hours 20 minutes combined time, raising £700 for Dementia UK.

EVERYONE IS FRIENDLY

>>> REDCAR LEISURE CENTRE

David Arundell, General Manager, at Redcar Leisure Centre, shares information about an innovative activity session for those living with dementia, which also helps raise funds for Dementia UK at the centre.

Everyone is Friendly was initially created by John Rennison, Duty Manager, and Ian Hall, GP Referral Coordinator, to support those managing the condition and their carers in the local community.

The group sessions, which have been running since the beginning of October last year, attract 22 participants each week and are free, with the option to add a donation to the centre's Dementia UK fundraising tin.

David said: "John and Ian have created a variety of activities especially designed to support those in our community with dementia. Activities include historic picture quizzes and games with different coloured skittles and bean bags, to help those who are visually challenged.

Each session starts with a 15-minute chat and catch-up prior to commencing the activities. This has helped individuals form new friendships within the group. The activities end with a chair-based exercise class."

The sessions are supported by volunteers from the local Dementia Friends group each week, who chat and engage with the participants.





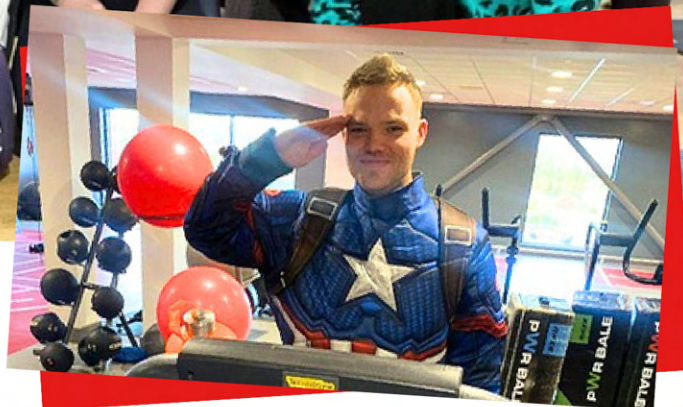
EVERYONE HEROES

>>> ENDERBY LEISURE & GOLF

January was a month of fundraising soft play, wellness and super heroes at Enderby Leisure and Golf Centre.

The team celebrated the official launch of the facility's Soft Play with a sell-out fundraiser, across the weekend of 13-14 January, raising a massive £800.

This was followed by Mind Body Sunday on 21 January. Participants spent a few hours finding some calm with a



morning of Body Balance, Pilates, Yoga, Rejuvenate and Relaxation, whilst raising £550 for Dementia UK.

Meanwhile, colleague Alan (inset photo) hit the treadmill walking 10 miles every day for the whole of January... dressed in Marvel's Avengers costumes! Wearing a variety of super hero outfits, he clocked up over 300 miles and raised in excess of £700 for charity.

CAKE SPECTACULAR!

>>> WATERFIELD LEISURE CENTRE

The team at Waterfield Leisure Centre got their 2024 Dementia UK fundraising off to a brilliant start with a series of inflatable sessions on 27 January, which ran alongside a cake stall. The combined event, buoyed by some delicious cakes, raised a massive £600.



How tasty do the cakes look?!

BEST FOOT FORWARDS!

»»» TEESSIDE CONTRACT

As part of the celebrations marking the refurbishment of gyms across the Teesside area, some of the open days held on the weekend of 27 and 28 January included Dementia UK fundraisers.

The team at Middlesbrough Sports Village raised £183 on 27 January, with legendary footballer Alan Peacock cutting the event's ribbon. A former Middlesbrough and England international, Alan was diagnosed with dementia in 2018 and is an advocate for Dementia Action Teesside. Alongside Latino's Teesside, Dementia Action Teesside went on to host an afternoon tea dance as part of the celebrations.

Youngsters from the Mark Proctor Football Academy, which is held at the centre, took up the challenge to Beat The Professional, against none other than Mark Proctor himself. In exchange for a donation to charity, the budding soccer stars got to take three attempts at goal to hopefully score a penalty past the ex-professional footballer.

Tracy Jackson explained how grateful the team were to Alan and his family for coming along to the ceremony, and also to Mark Proctor in taking on the challenge and also speaking with the youngsters about dementia, raising awareness and how a family member may be affected.

As a centre the team is now working with Dementia Action Teesside to put together a course for colleagues to help them further assist people living with dementia when visiting the centre. This will enable the site to be added to the register of dementia friendly businesses in Teesside.

As part of their refurbishment fundraisers, Eston Leisure Centre hosted a family fundraising weekend. Rainbow Leisure Centre held a 'try out' open day, with visitors invited to have a go at different activities for a £2 donation to charity, while Neptune Centre hosted a fundraising cake stall as part of their events.



Alan Peacock was guest of honour.



Cutting the ribbon at the event.

FUNDRAISING ROUND-UP

>>> DAVENTRY LEISURE CENTRE

The team at Daventry Leisure Centre has shared a round-up of their fundraising activities. A Spinathon & Bake-off on 6 November raised a £342.64, while the team's Dementia UK raffle, held during the centre's wider charity Christmas Fete on 20 December, raised a further £40.


The organising team of Lucy Suffolk, Indianna Rymell and Araina Thompson also hosted two action-packed, charity inflatable sessions on 2 December and 27 January.




Enjoying an inflatable session.

EVERYONE CAN MAKE A DIFFERENCE

Share your Dementia UK stories with Sarah

 pr@spud-media.com

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Add your Dementia UK story to the next newsletter... email: pr@spud-media.com