



Distilled

Objective: To encourage those aged over 55 to lead their fullest lives and to help others.

Ideology: That a full life includes pleasure from learning new things, physical activity and making a social contribution

Coherence to the ideology is given by a challenge - The All in One Challenge - which is personal to each participant but which incorporates achievement in all three elements.

A second challenge - The Charities Challenge - is run under the Reach Out and Social Prescription programmes (see below)

Primary motivators for the initiative are:

1. The challenges faced by people when they leave the workplace. These are well researched - see for example Centre for Ageing Better reports - and they lead to multiple social issues around loss of self-esteem, isolation and a sense of irrelevance;
2. The constant references to the problems created by an ageing population to which no solution is offered other than a call for more funding. We believe that the ageing population should be encouraged to form part of the solution to that ageing population by seeking to remain healthy while using their skills and resourcefulness to help others;
3. The potential benefit to service users of all charities of the learning / physical activity / social contribution philosophy.

To this end specific programmes operated by The Challenge Hub include:

“Bridge to Retirement” by which we will encourage HR departments to register retirees with us so that we can provide support, ideas and motivation during a period of significant life transition.

“Generations Together” by which we will work with organisers of physical events at which older people are poorly represented to encourage participation by those aged over 55.

“Reach Out” by which we will work with individual charities to develop separate challenges operated through The Challenge Hub and tailored for those they help, by which means we extend our social impact to those of all ages who would benefit.

Social Prescribing support: Social prescription is an initiative whereby patients are referred to Link Workers in preference to a medical prescription. Those Link Workers are trained to place the patient into situations which address the underlying causes of their condition. The Challenge Hub can assist (a) in the recruitment of Link Workers (b) as a resource for those Link Workers and (c) as a support and motivator for the patients themselves.

<https://www.thechallengehub.org/>