

# Interreg EUROPEAN UNION

## 2 Seas Mers Zeeën

# SAIL

European Regional Development Fund

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## SAIL Newsletter N°1 | January 2019

We present to you the first newsletter of the Interreg 2 Seas SAIL project. Here you can read more about the main goal of the project, interviews with four of the partners and the future of this project.

Want to learn more? Please contact us via [sail@hz.nl](mailto:sail@hz.nl)

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## Introduction to the SAIL project

### SAIL: Stay Active and Independent for Longer



SAIL is a project funded by the European Union to develop and identify new and sustainable partnership opportunities between areas such as leisure, tourism and health in order to help older people be more active and remain independent for longer. This means that activities are being tested for the target group with the goal to improve their health and social wellbeing. The project started in early 2017 and will run until June 2020.

This project is made possible by Interreg 2 Seas. Interreg 2 Seas' goal is to create a cross-border cooperation between England, France, the Netherlands and Belgium, the so-called coastal regions.

These coastal regions face specific challenges in the field of ageing. The distinction between local seniors and second-home residents is fading. As these groups exert pressure on health and social care facilities, it is essential to keep them active and independent as long as possible. The project partners within SAIL want to achieve this by setting up new forms of cooperation between various sectors, eg. healthcare and tourism in order to develop sustainable models that stimulate active ageing. To achieve this, ten pilots have been created.

What makes this project so unique is that the target group is a mix of elderly local residents, tourists and second-home residents. The three groups are usually addressed separately and SAIL aims to make use of underused potential by combining them. The tourism industry can offer something to residents, second-home residents can benefit from facilities and offers that are usually only open for full residents, and tourists can benefit from facilities only available (or known) to local residents.



Through the pilot activities the older people will become more active, healthy and independent. Each pilot will go through four phases: the 'Explore' phase, the 'Design & Development' phase, the 'Test' phase and the 'Evaluation' phase. All pilots are covered by the theme 'Welfare and Nutrition' or by the theme 'Sport and Exercise', depending on local needs and opportunities. The project is currently in the 'Test' phase, which started in October 2018. The 'Test' phase means that the background work is done and the activities are tested.

Some examples:

- A cat café in Lille, where elderly people who have not been allowed to bring their pet to the nursing home can still cuddle with a cat and thus improve their quality of life;
- A dementia-friendly walking path in Norfolk where people with dementia can stay active;
- A food club in Cadzand, so elderly people not only eat healthier, they are also less lonely.

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## Interviews with project managers

Four project managers from four different countries have been interviewed. Why did they join the project? What sort of activities do they undertake? Read on to get to know our partners!

### **Interview 1: Estherella van Klinken - GGD Zeeland (NL)**

### **What was your motivation to take part in this project?**

The GGD stands for quality of life. Because of the SAIL project, we're working together with tourist entrepreneurs in Domburg and Cadzand to try and find ways to improve the quality of life and health. This project is what the GGD is about!

### **How did SAIL reach out to you?**

We have been asked by the HZ because we work on public health. An application was submitted and when it was approved I was asked to participate on behalf of the GGD.

### **What projects are you working on?**

Last November we have organized a cooking workshop in Domburg. Elderly felt the need to meet and eat together. We used this moment to share information about healthy ways to eat as you age. We are also working with Cadzand to see if we can organize the same kind of cooking workshops there.



## **Interview 2: Nicolas Maes - Ostend (BE)**

### **What was your motivation to take part in this project?**

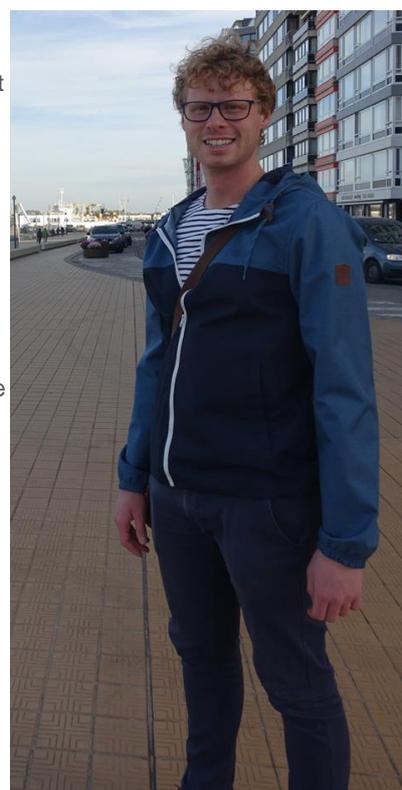
We have done research among seniors in Ostend and reached several conclusions: they have difficulty with movement and suffer from social isolation in the centre of the city compared to other parts of Ostend. Almost 30% is senior, an increase of 13% compared to 12 years ago, so this becomes quite a problem.

### **How did SAIL reach out to you?**

Ostend often takes part in projects and we're familiar with Interreg. The SAIL project was a great opportunity to try to work on the aforementioned problems. Also, we're a bit ahead of our partners because we've done previous research so we hope to teach our partners about our project while also learning from their methods.

### **What projects are you working on?**

We have weekly exercises for seniors who are less mobile. The social aspect is also very important. People didn't know each other in the beginning and now they are a close group. Besides that we have so-called 'Silver Routes'. These routes go along outdoor benches with several facilities (toilets, parking and so on) close by and are very popular. We even reached the news papers with this!



## **Interview 3: Aurélien Dierckens - Afeji (FR)**

### **What was your motivation to take part in this project?**

To change the way our partners and people see our retirement homes and

social activities. Through this cooperation with tourist and leisure industries we can promote our activities.

**How did SAIL reach out to you?**

We were working on another project with Norfolk County Council and they recommended the HZ. The HZ was working with Norfolk County Council on a project about tourism. We also wanted to make this combination between tourism and health care.

**What projects are you working on?**

Afeji has implemented many activities inside retirement homes. We also have a Waf Café for dogs and leisure farms with rabbits. Almost all of our projects are indoors. Through partnerships we already developed some outdoor activities, like going for walks, and can develop even more activities.



**Interview 4: Charlotte Watts - Norfolk County Council (UK)**

**What was your motivation to take part in this project?**

There are vast amounts of evidence from various published and literary sources that suggest contact with the natural environment can provide multiple benefits to a person's health and well-being including physical health improvements as well as social well-being.

Norfolk County Council has identified there are 10,000 people in Norfolk in care homes, 2,200 of which are in nursing care and the rest in non-nursing care homes. Exercising outdoors is associated with greater feelings of revitalisation and a greater intention to repeat the activity.



**How did SAIL reach out to you?**

Our team was in a previous Interreg 2 Seas project with the University of HZ called 'Proximity'. Following this we took part in an exercise to look at possible follow-on projects from the project and involving the older demographic in the 2 Seas Interreg area. SAIL was a result of this exercise and we were very happy to take part given the high levels of over 65's living in Norfolk.

**What projects are you working on?**

We have two pilot projects taking place. The first one is around the theme of Movement and Sport and is called 'Mobile Me Out and About'. This pilot aims to get physical activity written into the policies of unconventional partners such as care homes and libraries. The second pilot is called 'Dementia Friendly Walking'. Through this pilot we are trying to find a number of different routes that can be offered to people with dementia. People living with dementia may have increased needs for certain facilities such as toilets, car parking and seating at regular intervals so any routes will need to have these features, amongst others.

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# What comes next?

The idea behind the SAIL project is to find sustainable methods for providing innovative ways of encouraging the elderly population to become more active. The project is currently in the 'Test' phase so it's too early to tell how well the pilots are all going to work, which pilots will be really successful and which pilots have to be adjusted.

While each partner has its own population, its own needs and its own facilities, the target group remains the same. This ensures that the results from the pilots can be compared to each other, while partners can learn from each other, exchange ideas and offer other interested organizations a basis to start a similar project.

After the 'Test' phase is over, the 'Evaluation' phase immediately follows where all the tested pilot activities are evaluated. Even after the SAIL project is over, the developed activities will be implemented in the schedule of the organizations. Successful projects will continue to have a beneficial effect on the peoples quality of life. In the end, we hope to ensure older people will be more active in a way that they weren't previously.

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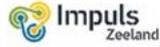
## Project partners



Lead partner



Partners



## Interreg 2 Seas

The SAIL project is approved by the Interreg 2 Seas Programme. Interreg is a series of programmes to stimulate cooperation between regions in the 2 Seas area (Belgium, France, the United Kingdom and The Netherlands).

The project is enriched by the presence of the following observer partners:

- Vayamundo (BE)
- Province of West-Flanders (BE)
- Council of Elders (FR)
- Village Council of Oostkapelle (NL)
- Knokke Heist Centre for Social Care (NL)
- Centra-Care and Support (UK)
- Age UK Norwich (UK)
- NorseCare Ltd (UK)
- MESHs (FR)
- Vives South (BE)
- Age UK Norfolk (UK)

**Interreg |**  
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