

PRESS RELEASE

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Hereford Charity launches Over the Hill? DVD

The Rural Media Company has produced a new DVD as part of their 'Over the Hill?' campaign. 'Over the Hill?' aims to highlight the challenges faced by those growing older in the countryside. The campaign questions 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.

The **FREE** DVD and resource pack features eight different innovative rural projects for the elderly. It also includes an in-depth report of the campaign's findings to date.

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, Rural Media's Director of Production, 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." She went on to say: "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 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.

Release ends

Note to Editors

- **Please view the films on-line** at www.ruralmedia.co.uk/over-the-hill-question or on Vimeo <http://vimeo.com/channels/overthehill>. If you would like to receive a copy of the DVD, please contact Jan Bailey on 01432 344039 or janb@ruralmedia.co.uk
- **The in-depth report** is also available at www.ruralmedia.co.uk/over-the-hill-question.
- **Photography:** We commissioned a professional photographer to take positive images of rural older people for our project. Please contact us if you would like an image to accompany this story.
- **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.
- 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

- **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