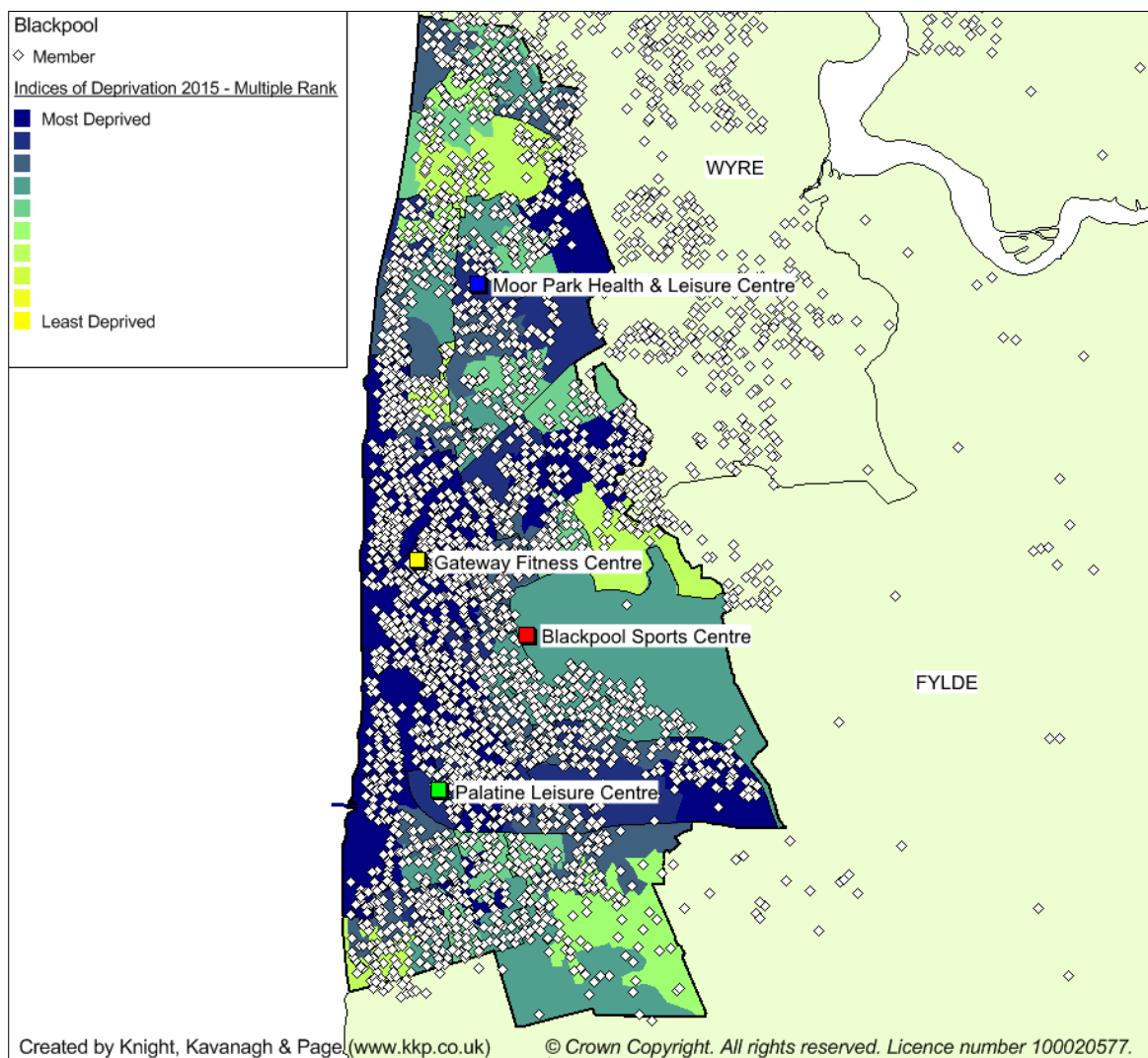


Leisure Services; Concessionary programmes

Leisure Services offer a concessionary scheme that allows local residents to access their local leisure facilities at a subsidised rate. 2016/2017 the service received over 300,000 visits from individuals on one of our concessionary pricing scheme as highlighted below:

| Category | Patronage | People | % |
|---------------|-----------|--------|------|
| Disabled | 19,168 | 520 | 6 |
| Student | 24,388 | 1,187 | 7.5 |
| Junior | 117,747 | 7,532 | 36 |
| No/Low income | 36,319 | 1,682 | 11 |
| Over 60 | 130,709 | 2,591 | 39.5 |
| Totals | 328,331 | 13,512 | 100% |

The below map demonstrates the geographical draw that the leisure facilities and activities attract, which shows that 45% of attendees are from the 20% most deprived areas of Blackpool.



We also run a number of other concessionary programmes to attract hard to reach groups and individuals from across Blackpool, an overview of these are outlined below:

- a) Passport to Leisure – the Passport to Leisure scheme is provided for Looked After Children under the care of Blackpool Council. The programme provides all children with a Leisure card and free access to a range of activities including swimming, badminton, table tennis and the fitness rooms along with half price access to coaching programmes including gymnastics, rock climbing, exercise classes and swimming lessons.
- b) Free Swimming During School Holidays – this allows all children and young people aged 16 years and under to go swimming as many times as they wish during the school holidays for free. In 2016/17 there were over 21,042 attendances during the 13 weeks of school holidays.
- c) Free Access for Carers – We allow carers who accompany a disabled user to access a range of activities for free across our three leisure sites, including swimming and the fitness rooms.
- d) Under 5's swim free – throughout the year, parents can bring a child under the age of five swimming for free.
- e) Blackpool Polar Bears Disability Swimming Club - Blackpool Council, Leisure Services financially support Blackpool Polar Bears to provide free swimming lessons to adults and children with a disability from across Lancashire. The club are provided with free use at Moor Park Health & Leisure Centre every Sunday morning and coaches to support the session are provided by leisure services free of charge.
- f) Blackpool Bears Multi Sport Disability Club – Blackpool Bears are Grant funded by Leisure Services to provide a multi sport club for children, young people and adults with a disability. The club operates from Blackpool Sports Centre on a Saturday morning and attracts over 100 people each week to take part in a range of sports.
- g) Over 50's free inductions – Anyone over the age of 50 years is entitled to a free induction within one our three leisure facilities, to encourage more over 50's to become or remain physically active as they get older.