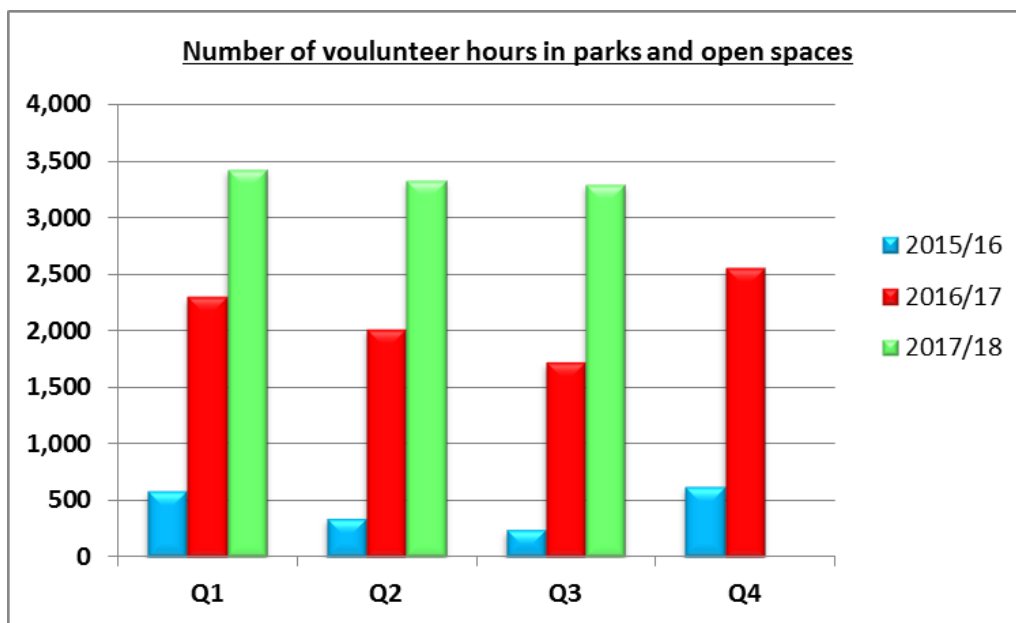


COMMUNITY

Indicator Description	Better to be?
Number of volunteer hours in parks and open spaces	High

2015/16	2016/17	2017/18				
		Q1	Q2	Q3	Q4	Target
1,783.50	8,586.40	3,422.75	3,325.15	3,292.55		10,000

The number of volunteer hours in parks and open spaces has continued to increase over the last year. The total number of volunteer hours in parks and open spaces between 1st April and 31st December 2017 was 10,040.45. This has exceeded the annual target of 10,000.



Service Response:

The Parks Service engages with volunteers of all ages and abilities to co-ordinate and organise a wide variety of activities and events. Whilst the events and activities can be organised regularly and annually, the service also has a regular weekly programme of volunteering opportunities which are attended by a consistent number of volunteers. The opportunities provided can range from outdoor highly physical activities to indoor small group sessions preparing and organising events. All volunteers are given the opportunity to become involved in whichever activity they have the ability to undertake and the interest to become involved in; a variety of tasks is always offered.

At Marton Mere there is a strong group of volunteers who carry out heavy physical management of the ecological areas, which involves wearing waders and working in the water area clearing the reed beds to encourage habitats, and also volunteers who are equally as happy running the visitor centre and informing visitors of the current wildlife sightings (again details of which are provided by the volunteers).

Some of our other volunteer groups work to raise funds through arranging events for the local community from small jumble sales to large Christmas fairs. For these events volunteers not only spend their time preparing activities for the event but also work at the events to ensure that they are successful.

Appendix 7(a) – Community Exception Reports

The nature work all the volunteers undertake in many cases does allow for a visible difference to be seen of what has been done at the end of the day – the hard work put in can clearly be seen when a new 'dead hedge' has been built and the volunteers do appreciate this.

Social media is used to communicate what events are on offer and what has been completed – this is successful in sharing details of the activities and promoting the opportunity to become involved. Junior volunteering is also encouraged in many aspects of our groups.

Officers from the team work hard to maintain contact and communication with the volunteers – support, encouragement, empowerment and training is always provided, and the ability to learn new skills is appreciated by the volunteers. A friendly and welcoming environment is offered to the volunteers with a brew and a biscuit always available. This allows the volunteers to bond as a group and share experiences. A thank you message is given to the volunteers for all activities by the Officers as it is recognised that the work our volunteers do is invaluable and it is appreciated. In many cases this is now developing into the volunteers meeting socially 'outside the volunteering' environment – building a community around our volunteering.

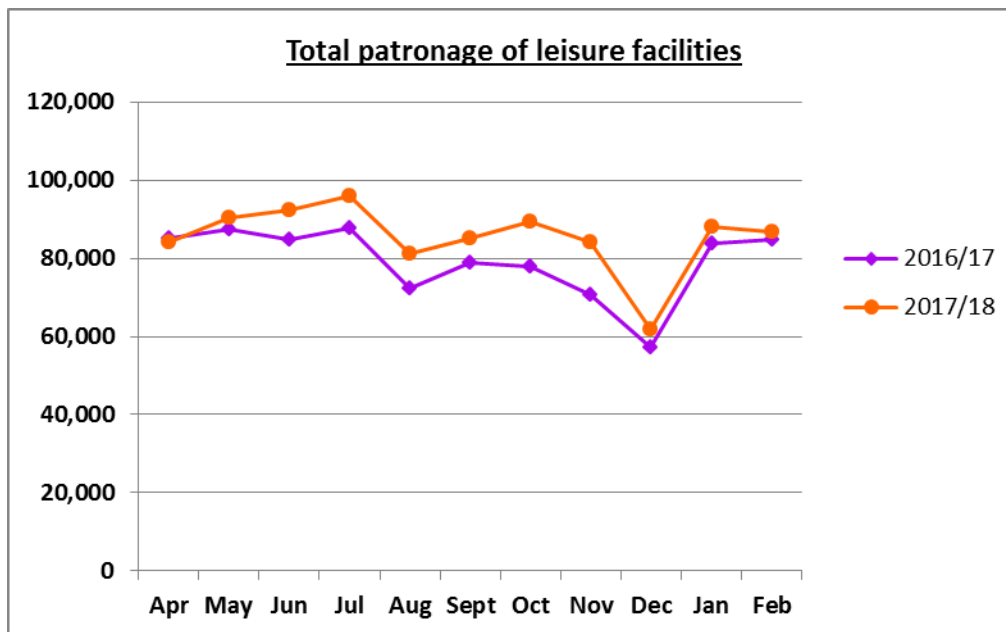
Our volunteers often note the benefit to their wellbeing – and find that the activities offered are good for both their mind and body!

Appendix 7(a) – Community Exception Reports

Indicator Description	Better to be?
Total patronage of leisure facilities	High

2015/16	2016/17	2017/18				Target
		Q1	Q2	Q3	Q4	
946,650	941,994	266,997	262,420	235,591		No Target Set

Performance for this indicator has continued to improve. The graph below shows the total patronage of leisure facilities up to the end of February 2018. Total patronage over this period was 940,004; an increase of 69,348 when compared to the same period in 2016/17.



Sites	2016/17*	2017/18*
Blackpool Sports Centre	235,781	258,716
Palatine	311,646	328,353
Moor Park	323,229	352,935

* Data as at 28th February 2018

Service Response:

Performance in 2017/18 has improved across all sites for a number of key areas.

- The learn to swim programmes across Moor Park and Palatine Leisure Centres have improved significantly compared to the previous year. Part of this is due to a new system introduced 18 months ago which has altered the way in which patronage is counted, making it more accurate. However, the biggest reason for this increase is changes to the programme which increased the number of weeks it operates to 50 weeks of the year (previously it only operated for 42 weeks) and providing a direct debit payment option for customers, which has made it more affordable and accessible for a number of parents and has increased our retention rates across the scheme.

Appendix 7(a) – Community Exception Reports

- The Feel Good Factories at both Moor Park and Palatine Leisure Centres have continued to grow. This facility is aimed at both males and females who are inactive and would like to improve their fitness in a relaxed and supported environment. The facilities target predominantly women aged 50+, although following a review and changes in 2017, the facilities are open to both males and females. The retention rates within the Feel Good Factories are high, with a social atmosphere and relaxed environment being the key to success.
- Climbing at Blackpool Sports Centre has seen an increase in the previous 12 months, with a key focus being placed on growing the junior and adult coaching programmes. The growth has been achieved through a mixture of social media advertising and word of mouth as well as introducing a direct debit payment option and increasing the programme to run over 50 weeks per year which has improved retention and transition through the programme.
- Active Blackpool which provides a hand held approach to supporting individuals who would benefit from leading a healthier lifestyle into exercise and has traditionally attracted an older client group. Over the last twelve months a focus has been placed on growing the programme through developing relationships with a range of partners, such as the Stroke Association, Cancer service and Musculoskeletal service to encourage referrals from a broader range of pathways and raise awareness of the programme. This has resulted in the continued growth in the programme including referrals for working aged individuals who would benefit from leading a healthier lifestyle. The service has grown the range of activities available to ensure it continues to meet the demand and provide opportunities for a wider age range.
- The service as a whole has focused on developing digital opportunities to improve and enhance the customer experience, which has overall contributed to the increase in patronage. From introducing an online portal as part of the learn to swim direct debit option, launching the Sport Blackpool App which has enabled customers to book activities online and find out information easily and conveniently and introducing online referrals and bookings for the Active Blackpool programme, enabling the customer to enrol on the programme at their convenience.