

Leisure Services – Service Scope

As the strategic lead for sport and physical activity across Blackpool, Leisure Services has a broad scope in the range of programmes delivered, facilities operated and range of projects the service is involved in, working closely with partners locally, regionally and nationally to drive the physical activity agenda across the local area. This paper provides an overview of the service scope.

Leisure facilities

Leisure Services operate the three main leisure facilities strategically located in the north, central and south areas of Blackpool, to make the facilities as accessible as possible to local people;

- Blackpool Sports Centre
- Moor Park Health & Leisure Centre
- Palatine Leisure Centre

Furthermore, the service have recently entered into a partnership with South Shore Academy to operate their sports facilities outside of school hours, making the sports hall, 3G pitch and dance studio open for community use.

The service also manages the Blackpool Outdoor Activity Service, which included the high ropes, and underground caving facilities on Stanley Park as well as the coach led water sport activities on Stanley Park lake.

Leisure Services operates health and fitness facilities at all three of its leisure centres. The facilities include dedicated fitness studios, spinning studios and exercise class studios at each site. This is a key business area for the service, contributing over £1million in income to the service income targets.

Active Blackpool

The Active Blackpool programme is a health referral programme aimed at individuals who would benefit from additional support to lead a more active lifestyle. Traditionally the programme has accepted referrals from health practitioners, with a particular focus on GP surgeries. However, over the last 2 years there has been a focus on increasing the referral partners to other health practitioners and partners including the Musculoskeletal service located at Whitegate Drive Health Centre, the Stroke Service and cardiac respiratory service located at Blackpool Victoria Teaching hospital as well as specialist cancer, diabetic and pre-diabetic services.

Learn to Swim

The learn to swim scheme which runs at both Palatine Leisure Centre and Moor Park Health & Leisure Centre provides an opportunity for children to learn to swim, develop their aquatic skills and ultimately progress into the local swimming club, Blackpool Aquatics. Leisure Services work in partnership with Blackpool Aquatics to provide a seamless progression pathway and competitive swimming opportunities for local people.

Feel Good Factory

Leisure Services have two Feel Good Factory facilities – one at Palatine Leisure Centre and the other at Moor Park Health & Leisure Centre. The facilities are aimed at the older generation and adults who are inactive. The facilities offer a range of toning equipment that are easy to use and low impact in a friendly and social setting, providing a workout environment that is relaxing and informal.

Outdoor Activities

The outdoor activity service obtained it's AALA license in March 2017, enabling them to provide a range of watersports activities including kayaking, canoeing and raft building on Stanley Park Lake to children and young people across Blackpool. In addition, the service offers a range of outdoor activity packages, including high ropes activities, team building, den building and ecological activities, rock climbing and bouldering.

The service provides activity packages for a range of groups and organisations including a partnership with the Pupil Referral Unit (PRU) who include 20 hours/ week of outdoor activities as part of their curriculum offering to all of their pupils. Furthermore, a number of primary and secondary schools have purchased education packages to enable local children to develop their skills and experiences through outdoor activities.

Passport to Leisure

The Passport to Leisure scheme provides free and reduced access to leisure provision for all of our looked after children and young people up to the age of 21 years. Young adults, up to the age of 25 years are also included if in full-time training, education or in an apprenticeship and where they are involved with the Leaving Care Service. The scheme allows access to a broad range of activities and facilities including free access to swimming, gyms, badminton, table tennis, rock climbing and bouldering. It also provides half price access to swimming lessons, gymnastics programmes, holiday activities and exercise classes. Every looked after child is automatically enrolled on the scheme with a leisure card and accompanying information being sent to their residing address.

Free Swimming

Leisure Services provides free swimming for every child and young person during the school holidays at both of the council operated swimming pools. In 2018/19 there were 17,931 free attendances by children and young people.

Bikeability

Leisure Services deliver the Bikeability programme, teaching primary school children to ride their bikes safely, giving them the confidence and skills to use their bikes for active travel. Between April and December 2018, 605 children took part in the level 1 and level 2 Bikeability programme, which is delivered through interested primary schools across Blackpool.

Sport4Champions

The Sport4Champions programme is a 6 week programme delivered to year 6 children in partnership with Blackpool Catering Services, promoting and encouraging both healthy eating and physical activity, supporting participants to identify their strengths and opportunities to join local activities outside of school to help develop lifelong physical activity habits. The programme was delivered in 15 primary schools in 2018 with 489 pupils engaged in the programme.

School Games

The School Games Programme is a national initiative aimed at improving physical activity levels and providing competitive sporting opportunities in educational settings. During 2017/18 academic year, the initiative engaged 31 primary, 8 secondary and 3 special school, educational diversity and 2 colleges, with over 20,700 attendances across the same period. The programme provides an opportunity for students to experience 26 different sports, to highlight and promote the range of physical activity opportunities available to them outside of the mainstream sports traditionally provided by schools.

Work placements and Apprenticeship Opportunities

Leisure Services have worked hard in recent years to establish a strong apprenticeship programme across the service, providing apprenticeships in four different service areas. These apprenticeships are promoted in partnership with children's services to ensure the opportunities reach vulnerable young people looking for employment. The service always look to recruit from the local area and have had a number of apprentices complete the programme and progress into permanent employment with the service.

Concessionary Pricing Scheme

Leisure Services operate a concessionary pricing scheme providing reduced price access to leisure facilities and activities to local residents who are either; over 60 years old; under 16 years; on low/no income; disabled.

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.

Under 5's swim free

Throughout the year, parents can bring a child under the age of five swimming for free.

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.

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.

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.