

## 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 close to £1million in income to the service income targets.

### **GP Health Referral**

The GP health referral programme is 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.

### **School Swimming Service**

The school swimming service operates at both Moor Park Health & Leisure Centre and Palatine Leisure Centre, with the majority of Blackpool primary schools buying into the service. Schools swim for a total of 35 weeks/ year and aim to achieve the KS2 criteria which includes swimming 25m unaided and treading water.

### **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.

### **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.

### **Family Weight Management Programme**

The Family Weight Management programme is funded by Public Health and delivered by Active Blackpool. The programme targets Primary School age (4-11 years) who are above a healthy weight. It is mandatory that a parent/carer of each child should attend each session of the programme. The aim of the service is to improve knowledge and skills around healthy eating and physical activity, to enable them to use these skills to make and sustain healthy lifestyle choices. A full breakdown of the performance is shown in appendix one. Public Health have extended the funding from April 2020 until 31<sup>st</sup> March 2021.

### **Outdoor Activities**

The outdoor activity service renewed its AALA license in March 2019, enabling them to provide a range of water sports 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.

### **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.

In 2018/19, 733 children engaged in Level 1 and Level 2 and 27 on the Level 3. In 2019/20, 688 children took part in the level 1 and level 2, and 38 on the Level 3. The programme 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 is reviewed regularly to ensure the information is up to date and the challenges are suitable for the children.

In 2018/19 there were 445 children from 13 schools engaged on the programme, in 2019/20 there were 223 from 6 schools. Unfortunately, 5 schools missed out due to Covid, this would have been approx. 240 pupils.

Due to an increase in the number of schools signing up with Blackpool Catering Services from September 2020, it is anticipated that Sport 4 Champions will be delivered to 21 Blackpool Schools in 2020/21. This is great news for the service and we hope this partnership with Catering Services continues.

### **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 the 2019/20 academic year, the initiative engaged 31 primary, 8 secondary and 3 special schools, educational diversity and 2 colleges. In 2018/2019 there were 28,465 attendances and in 2019/2020 there were 14,913, p to March 2020.

The programme provides an opportunity for students to experience 41 different sports, to highlight and promote the range of physical activity opportunities available to them outside of the mainstream sports traditionally provided by schools. This included the introduction of Boxing and Gym/fitness to the 2019/20 offer.

In June 2019 Blackpool Youth Games saw 25 events and 2'828 engagement connections. All Blackpool schools are currently engaged on the School Games programme.

The Level 3 Spar Lancashire School Games competition once again returned to Blackpool in July 2019, a great event to host in Stanley Park, Blackpool. Schools from across Blackpool represented #Team Blackpool in a series of county finals.



Cllr Kirkland and Cllr Hutton with Brian Rose and #Team Blackpool School Children representing #TeamBlackpool at the Lancashire School Games in July 2019.

### **Community Outreach Programme**

Over recent years Active Blackpool have developed partnerships with organisations in the local community to deliver sport and physical activity programmes. Working alongside 'friends' groups and local councillors a number of programmes have been delivered, and in the last 12 months the offer has increased.

### **Get Out Get Active**

Get Out Get Active (GOGA) is a three-year programme delivered across the UK which supports the least-active disabled and non-disabled people to enjoy being active together.

The programme is being delivered in partnership Blackpool Coastal Housing. It aims to highlight the benefits of physical activity and increase the number of people who are able to access and enjoy local opportunities.

GOGA is funded by its founder, Spirit of 2012, and has received additional investment from Sport England and the London Marathon Charitable Trust. Active Blackpool's GOGA programme will cater for people of all abilities and will promote the benefits that exercise can have on our self-esteem, physical health and mental wellbeing.

As well as being open to participants, a number of volunteer opportunities are also available, including the chance to become a community peer mentor.

### **Man V Fat**

Man V Fat has been delivered since September 2018 in partnership with Man V Fat. The target audience is to engage with men who are overweight to increase their physical activity levels. The 16 week initiative brings together a 5a-side league combined with weigh-in sessions in an all-male environment to encourage men to discuss the challenges they face and work as a team to score goals and loose weight to win the league.

### **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 looks to recruit from the local area and have had a number of apprentices complete the programme and progress into permanent employment with the service.

### **Leadership & Volunteering**

Blackpool Sixth continued to provide a substantial workforce through the Blackpool Leadership Academy and saw the majority of students completing their required leadership hours as part of their studies. At the end of this period, we had engaged with 92 young leaders from Blackpool Sixth across the whole of the 2018/19 academic year.



Leisure Services  
Lisa Arnold, Leisure Services Manager  
June 2019

### **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.

### **Over 50's free inductions**

Anyone over the age of 50 years is entitled to a free induction within one of our three leisure facilities, to encourage more over 50's to become or remain physically active as they get older.

### **Active Lives Strategy**

Active Blackpool are currently working on an 'Active Lives' strategy. Active lives can be defined as a whole town approach, in line with Sports England, to encourage the residents of Blackpool to be more active in their lives, whether that be through sports, physical activity and active transport.

The strategy will be used to set the strategic direction for physical activity, sport and active lifestyles over the next 5 years. The strategy will interact with a number of other strategies particularly the council's Blue & Green Infrastructure Strategy and the Health and Wellbeing Strategy.

The ambition for this strategy is that it:

1. Is intelligence-led and supports locally identified priorities and reflects the renewed ambition and positioning of the area
2. Sets out a vision for physical activity, sport and active lives in Blackpool, which is centred around the needs of the community and in particular reaches parts of the community who are inactive.
3. Interfaces and has clear synergy with current national and local stakeholder strategies/priorities.
4. Is underpinned by a partnership approach between the council, the community and other partners delivering sport, physical activities and wider wellbeing activities. We envisage that the

ambition set out in the strategy will be fulfilled by working with the community, and in partnership with providers and organisations that can each play a key role in our aims.

5. Creates a high-level strategic approach to improving the borough's provision in order to fulfil the ambition for active lives across Blackpool, as set out in the strategy, whilst delivering value for money for the council.

6. The strategy will cover indoor and outdoor sports, physical activity, recreational activities and active travel.

7. The strategy will be developed iteratively, and in conjunction with local members who will sit within a steering group.

8. A comprehensive consultation programme will need to be devised to engage stakeholders in the development of the strategy. This will include engaging with clubs and NGBs, as appropriate. The details of this will need to be worked up with input from the consultant.