

Appendix 8(a) - Leisure Services; Service Scope

Active Lives Strategy

Following the Active Lives Strategy being adopted in January 2021 there has been an increased strategic focus over the last 12 months within Active Blackpool. The service is the guardian and strategic lead for the Active Lives Strategy and is working collaboratively with partners locally, regionally and nationally to drive the physical activity agenda across the local area. The strategy will interact with several other strategies particularly the council's Blue and Green Infrastructure Strategy and the Health and Wellbeing Strategy.

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 and Leisure Centre
- Palatine Leisure Centre

Leisure Service continue to develop the partnership established with South Shore Academy in 2019 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 including an Express Fitness EGYM suite at Blackpool Sports Centre, indoor cycling studios and exercise class studios at each site. The Express Fitness EGYM suite has equipment initially installed in September 2019 and expanded over the lockdown period to include a flexibility, strength and cardiovascular circuit with guaranteed results from just two 60 minute sessions per week.



Exercise Referral

The Exercise 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 few 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 and more recently referrals from the long-covid service.

We Are Undefeatable – Sport England Pilot

In 2019 Active Blackpool secured funding from Sport England to deliver a pilot working with Adult Social Care and the reablement team. The aim of the pilot was to test an innovative approach to engage with inactive people with long term health conditions (LTHCs) to be more active. The pilot aims to provide education, improve awareness of physical activity opportunities within the community and get people with LTHCs more physically active. The main target audience for this pilot will be those who are referred onto the reablement programme delivered by Adult Social Care.

Business Health Matters

Business Health Matters is a ground-breaking programme that will build a healthier workforce across Lancashire, and beyond. The first of its kind in the country, the Business Health Matters programme supports local businesses in improving the physical and mental health of their employees so that staff are happier, healthier and more resilient. Healthier working-aged individuals who are given opportunities to upskill, remain in employment and live longer, happier lives. Businesses benefit from this with increased productivity and sustained workforces, resulting in reduced absence costs and lower staff turnover rates.

Learn to Swim

The learn to swim scheme which runs at both Palatine Leisure Centre and Moor Park Health and 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.

Blackpool Swim Academy, developed in partnership with Swim England is designed to tackle the shortage of qualified swimming teachers locally, supporting the recruitment and professional development of existing and potential swimming teachers to ensure a high quality learn to swim programme is consistently delivered across the service.

School Swimming Service

The school swimming service operates at both Moor Park Health and 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 and 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 children (4-11 years) who are above a healthy weight. It is mandatory that a parent/carer of each child attend each session of the programme. The aim of the programme 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.

Tier II Adult Weight Management Programme

In August 2021 Active Blackpool's Weight Management Services secured Public Health funding to deliver Tier II Weight Management referral programme for a 12-month period to adults in Blackpool, a welcome return to GP's, practice nurses and dieticians in Blackpool as the service has not been recently available. The programme provides dietary and wellbeing advice to those who are overweight to support them in achieving and sustaining a healthy weight.

FA Girls Football Programme

Active Blackpool are proud to be supporting the pledge to provide more opportunities for girls to access football in Blackpool by taking on the role of Strategic Lead for Girls Football in Schools for the town. A series of teacher training courses have been taking place throughout the school year and now we are seeing lots of girls taking part in the beautiful game in the run up to another amazing summer of sport. Primary Schools and Secondary Schools have signed up to the FA Shooting Stars and FA Game Of Our Own Programmes that are designed to provide additional opportunities within the curriculum and through to extra-curricular clubs and ultimately club and community based football.

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.

Outdoor Activities

The outdoor activity service renewed its AALA license in 2021, enabling them to continue 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.

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.

Active Lives Community 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 of' 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.

Leadership and Volunteering

Blackpool Sixth continue to provide a substantial workforce through the Blackpool Leadership Academy and saw many students completing their required leadership hours as part of their studies.

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 and 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.