

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

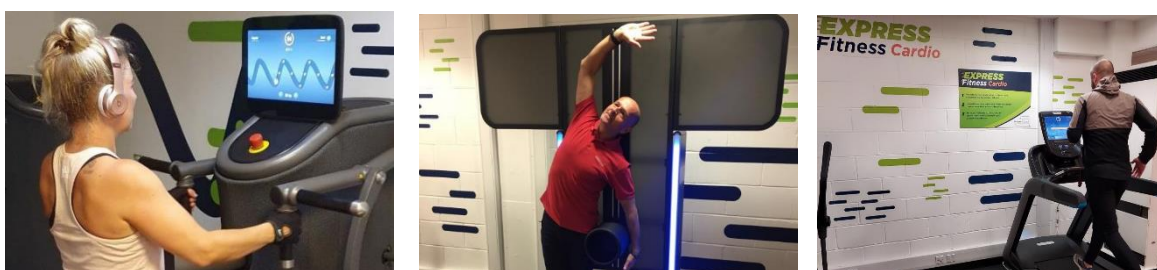
Leisure Services operate the three main leisure facilities strategically located in the north, central and south areas of Blackpool, to make the facilities as accessible as possible to local people;

- 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.

Steps to Health

Following the pandemic Blackpool's Steps to Health walking programme re-launched as Wellbeing Walks- Blackpool, working in partnership with the Ramblers Association. The Ramblers wellbeing walks is an initiative to help people across the country to lead a more active lifestyle. The Ramblers Wellbeing walks goal is for everyone to have access to a friendly short group walk, within easy reach of where they live to help them become and stay active. The wellbeing walks are aimed at the 11.2 million adults who are inactive, the 5 million adults with long term health conditions as well the 1 in 4 adult experiences mental health conditions.

Adult Social Care - 'Move a bit, Move a bit more'

As part of the Active Lives Strategy Disability, Inclusion and Long Term Health Conditions strands the service has been working collaboratively with Adult Social Care to weave in the ethos of 'move a bit, move a bit more' into their systems, processes and contact with residents, by educating and upskilling staff and building physical activity questions and opportunities into their overall approach.

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.

Active Travel

The Active Travel group was established in May 2021 with the Active Travel officer in post from September 2021. Active travel is a key tool to promote sustainable choices for Blackpool with significant economic, social, health and environmental benefits.

Active Blackpool are committed to working with colleagues in Highways and Transport Services to develop the infrastructure in Blackpool that promotes active travel to residents and visitors. During the Covid-19 pandemic, there was an increase in cycling. The Department of Transport (DfT) issued Gear Change- A bold vision for cycling and walking; 2020 and funding became available through the DfT Emergency Active Travel Fund, which Blackpool used to increased pedestrian areas within the town centre.

Active Blackpool aim to promote and raise awareness of the benefits of active travel on health, and the environment. The active travel officer looks at what initiatives can be set up through schools, businesses, and the community to increase active travel, cutting down car usage, which goes hand in hand with cutting down carbon emissions linking closely to the climate emergency.

The Big Bike Revival is a behaviour change programme that aims to inspire and enable people who do not currently cycle to get back into cycling or begin for the first time. The intervention is rolled out nationally by Cycling UK, through a programme of events that are delivered locally by community led groups and organisations; in our case, they are ran by the Local Authority (Active Blackpool).

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 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 many 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 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 the 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.

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 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 several programmes have been delivered, and in the last 12 months the offer has increased.

Holiday Activities & Food Programme (HAF)

Funding has been extended for a 3-year period to allow Blackpool to continue to deliver holiday activities to those on Free School Meals and provide a meal as part of the session. The aim is to increase the reach and ensure we reach as many children as we can, this will be achieved through

partnership working with youth organisations, Blackpool Football Club Community Trust, sports clubs, community groups and schools.

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 can 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, several 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 lose weight to win the league.

SEND (Special Educational Needs and Disabilities)

Through a working partnership with the Blackpool Council Commissioning Team, Active Blackpool have been providing inclusive sports and physical activity sessions for children and young people as they strive for a more inclusive approach to a healthy lifestyle continues. A delivery programme that features school-based delivery within PE (Physical Education) Lessons and community-based delivery with weekend clubs and school holiday sports camps. The school-based programme sees support being provided to teachers in both mainstream and special schools to aid the development of their inclusive delivery and practices to enable their students to enjoy a meaningful, challenging and rewarding lesson as they would do with any other subject area.

The ability to be able to provide hands on support to the students and guidance for the teachers has been a huge success which has had an impact on the wider engagement in physical activity for children and young people with additional needs as many are now making the transition over to community based sport to not only maintain their activity levels but also to increase their level of participation. A decision was made early in the programme that the delivery team would work across both the school and community-based delivery to ensure for consistency but also for positive relationships to be established between the participants and sports coaches which not only puts the children and young people at ease but also gives the parents and carers the confidence that their children are in a safe, welcoming, and nurturing environment.

Alongside the inclusion programme Active Blackpool continue to be at the forefront of inclusive school sports events and have delivered a wide range of competitions, festivals and events that have seen lots of talented participants engage in activities in their own school through to competitive events on a North West scale. To enhance the wider inclusive programme Active Blackpool have taken the lead on the Lancashire Alternative Provision Schools Football Leagues that currently engage players at U16 and U14 level with schools from across Lancashire coming to Blackpool every term to play football against each other. Students who attend Alternative Provision Schools can often go unnoticed but there is a wealth of talent and ability within the students and is a specific area of work that Active Blackpool are committed to moving forwards to not only maintain the football but also to identify and introduce new activities to allow for greater engagement from the students.

To ensure that the inclusive offer and delivery meets the needs of the participants Active Blackpool work closely with national partners including Youth Sport Trust, England Football and Special Olympics to create opportunities for staff development and engagement opportunities for children and young people. These working partnerships not only allow Active Blackpool to gain valuable information and insight into inclusive delivery and practice but also allows us to shout about the amazing work we do in Blackpool at local, regional and national levels.

The Claremont Project

The Claremont Project aims to bring together a range of partners and provide an opportunity to share best practice on how to earlier identify need, ensuring all services are offering the right support at the right time and aligning with the Early Help Strategy.

Active Blackpool has led in the co-ordination of activities across organisations creating a 'Claremont Offer.' When speaking to parents of the reception cohort there were many perceived barriers and apprehension when looking at accessing activity provisions. There was an opportunity to take one cohort engaging in Early Help Assessments to Moor Park Leisure Centre during school time to complete a block of swimming lessons whilst encouraging the parents to engage and interact with others during the lesson. Free Family Swim passes have been given out to families to use during the summer holidays.

An Operational group has been developed to bring together organisations delivering in the Claremont Ward; challenges and successes are shared with the overall aim of improving, enhancing, and developing the opportunities that families in Claremont can access. Alternative activities have also been delivered, with the support of Westminster Primary Academy coffee mornings and family fun sessions inside of the school term time and during the holidays have encouraged parents to socialise with each other and supported the families to be active together.

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 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 our three leisure facilities, to encourage more over 50's to become or remain physically active as they get older.