

Officer Non Key Executive Decision

Relevant Chief Officer (Decision Maker): John Blackledge	John Blackledge, Director for Community and Environmental Services
Relevant Cabinet Member (for consultation purposes):	Councillor Jo Farrell, Cabinet Member for Levelling Up: People
Report Author (Officer name and title):	Laura Ivinson, Active Communities Service Manager
Implementation Date of Decision:	17 April 2024

FEEL GOOD FACTORY EQUIPMENT

1.0 Purpose of the report:

1.1 Leisure Services require approval to award a contract for the purchase of wellness equipment to be installed at Palatine Leisure Centre. This is an upgrade from the existing outdated equipment.

2.0 Recommendation(s):

2.1 To approve the appointment of Innerva (the trading name of Shapemaster Global Limited) for the purchase of new equipment to replace and upgrade the existing machines.

3.0 Reasons for recommendation(s):

3.1 Approval is needed in order to purchase the new equipment before the end of the financial year. Innerva are the only suitable supplier of this equipment. Without the purchase and installation of the new and up to date equipment we would lose members, which would have a financial impact on the service.

3.2a Is the recommendation contrary to a plan or strategy adopted or approved by the Council? NO

3.2b Is the recommendation in accordance with the Council's approved budget? Yes

3.3 Other alternative options to be considered:

4.0 Council Priority:

4.1 The relevant Council Priority is

- “The economy: Maximising growth and opportunity across Blackpool”
- “Communities: Creating stronger communities and increasing resilience”

5.0 Background Information

5.1 The Feel Good Factory has been operating successfully within Palatine Leisure Centre for over 10 years. There are currently over 440 active members who attend on a regular basis. The new and improved equipment will make the customer journey more efficient and easier for them to monitor their progress.

The Feel Good Factory is a suite of power assisted equipment which attracts members who would not attend a traditional Gym, but feel comfortable in this less ‘intimidating’ environment. Pre-pandemic the facility was regularly hosting over 35,000 visits per year, for both leisure centre members and exercise referral members.

The equipment is a range of power assisted machines which provides an option for low impact exercise in a sociable setting for those who are looking to improve their mobility, strength and balance, lose weight and manage their underlying health conditions. Creating an opportunity for social interactions which reduces social isolation and loneliness.

We have had Shapemaster equipment installed at Palatine for over 10 years, it is very popular and well used facility. Active Blackpool have Shapemaster equipment installed at Moor Park Health & Leisure Centre. Active Blackpool have a positive relationship with colleagues at Shapemaster. Shapemaster recently visited Blackpool to talk us through some new innovative technology they are looking to introduce to improve the member journey, they are willing to work alongside Blackpool Council to provide a service that works best for our audience. There is no other provider in the market which could offer a similar product for this target audience.

The value of the project is £114,000.

Does the information submitted include any exempt information?

No

List of Appendices:

None

6.0 Legal considerations:

6.1 None

7.0 Human Resources considerations:

7.1 None

8.0 Equalities considerations:

8.1 The equipment is accessible for all, and will have adaptations to ensure it is inclusive.

9.0 Financial considerations:

9.1 £114,000 has been allocated for the purchase of this equipment.

10.0 Risk management considerations:

10.1 Should the contract not be awarded, this could negatively impact the service provided and subsequently membership numbers and income.

11.0 Ethical considerations:

11.1 None

12.0 Internal/ External Consultation undertaken:

12.1 Cabinet Member aware of the upgrade and purchase of the new equipment at Palatine Leisure Centre.

13.0 Decision of Chief Officer

13.1 To approve the appointment of Innerva for provision of the new equipment.

14.0 Reasons for the Decision of the Chief Officer

14.1 To ensure Leisure Services are able to maintain the service offering provided.