

# freedom*leisure*

## Arun active communities development plan 2022-2024

‘improving lives through leisure’, by providing a transformational impact on the health and wellbeing of the Arun community

“improving lives through leisure”



[www.freedom-leisure.co.uk](http://www.freedom-leisure.co.uk)



Our approach is to provide partners and customers with a bespoke service that will inspire and excite communities to increase participation. Understanding local communities are at the heart of what we do and, working in partnership with Arun District Council, we would ensure the community is fully understood and engaged to deliver a passionate, bespoke and local service. Through our proven record of success and our commitment to understand the specific needs of Arun residents, we have already begun to generate a deep understanding of the local communities.

## area insight

**43.3%**

of adults are not reaching recommended levels of activity



**1/5**

people have a long life limiting illness or disability



**159,827**

residents living in Arun



**61.3%**

of adults are overweight or obese



**11 years**

difference in male life expectancy at birth between the most and least deprived areas



**£298m**

of economic value is brought to the district each year through tourism



**13.2%**

of children live in low income families



**3,500**

of the district's population is living with Dementia



**6**

wards within 20% most deprived within the country, (IMD2019)



Total Attendances = A  
Individuals Enrolled = E

## sport

Area outcome	links to local and national outcomes	project background	2022-24 action	Quarter 1	Quarter 2	Quarter 3	Quarter 4	total
<ul style="list-style-type: none"> <li>Engage better with local people, including hard to reach groups, to promote healthy lifestyles and encourage participation in a wide range of wellbeing activities</li> <li>Work with people in difficult housing situations to ensure their health outcomes are improved</li> <li>Provide wider infrastructure that supports wellbeing</li> <li>Improving the wellbeing of Arun</li> <li>Focus on Arun's areas of greatest deprivation and inequality</li> <li>Deliver leisure services for all members of the community, regardless of age and ability</li> <li>Provide joined up support and advice on a wide range of wellbeing issues</li> </ul>	<p><b>Sport England - Uniting the Movement:</b></p> <ul style="list-style-type: none"> <li>Advocating for movement, sport and physical activity.</li> <li>Focusing on sport and physical activity's ability to make better places to live and bring people together.</li> <li>Strengthening the connections between sport, physical activity, health and wellbeing, so more people can feel the benefits of, and advocate for, an active life.</li> </ul> <p><b>Active Sussex Strategy, 2018-23</b></p> <p><b>Driving physical activity transformation in Sussex, which sees more people active and healthier communities</b></p>	<p><b>Return 2 Netball:</b> Deliver R2N courses with a qualified coach and open pathways to local leagues</p>	Plan, promote and deliver a minimum of 3 courses each year	21 (E)	21 (E)	0	21 (E)	63 (E each course)
		<p><b>Badminton England:</b> Work with the NGB to establish No Strings sessions at all sites and look to deliver community sessions in target areas</p>	Deliver No Strings at each site and at least 2 outreach opportunities each year	180 (A)	180 (A)	200 (A)	200 (A)	760
		<p><b>Freedom Gymnastics</b></p>	Deliver a gymnastics programme across Arun sites	195 (E)	195 (E)	220 (E)	220 (E)	220 (E)
		<p><b>Families Run Free:</b> Deliver monthly 'family run free' events across the District.</p>	Deliver run events once a month and work with partners to encourage take up and sign-posting to other activities	0	10 (A)	10 (A)	20 (A)	40
		<p><b>FL Talented Athlete Scheme:</b> Provide free access to those aged 14-21 competing at Regional Level or above to support with their training programme</p>	Provide places for 30 athletes each year and actively promote the scheme. Work with athletes to provide positive comms on their sporting achievements	20 (E)	25 (E)	30 (E)	40 (E)	115
		<p><b>Aquatics Development:</b> Work with Swim England diversify the swim programme</p>	Introduce a dementia friendly swimming session and an inclusive swim session	20 (A)	20 (A)	30 (A)	40 (A)	110
		<p><b>Inclusive Sessions:</b> Working with partners, introduce a range of inclusive sessions across sites to engage those living with disabilities</p>	Introduce inclusive sessions at Wave and ALC, once a month	0	0	45 (A)	45 (A)	90
		<p><b>Workplace Health:</b> Work with local workplaces to engage their employees in leading a healthier lifestyle.</p>	Quarterly Workplace Tournaments and promotion of Corporate Memberships.	0	100 (A)	20 (A)	40 (A)	3
		<p><b>Coach recruitment:</b> Recruit Level 2 and 1 coaches.</p>	Recruit and retain quality coaches needed for delivering programmes.	1	1	1	1	4
		<p><b>Staff Training and CPD</b></p>	We will ensure we provide relevant training for staff, including : Dementia Friends Training, iHasco training and First Aid. Volunteers also included.	N/A				
<p><b>Workforce Development</b></p>	Support volunteers through the Wellbeing Walks programme and support apprentices through the Freedom training programme.	N/A						

Total Attendances = A  
Individuals Enrolled = E

## young people

Area outcome	links to local and national outcomes	project background	2022-24 action	Quarter 1	Quarter 2	Quarter 3	Quarter 4	total
<ul style="list-style-type: none"> <li>Engage better with local people, including hard to reach groups, to promote healthy lifestyles and encourage participation in a wide range of wellbeing activities</li> <li>Work with people in difficult housing situations to ensure their health outcomes are improved</li> <li>Provide wider infrastructure that supports wellbeing</li> <li>Improving the wellbeing of Arun</li> <li>Focus on Arun's areas of greatest deprivation and inequality</li> <li>Deliver leisure services for all members of the community, regardless of age and ability</li> <li>Provide joined up support and advice on a wide range of wellbeing issues</li> </ul>	<p><b>Sport England - Uniting the Movement:</b></p> <ul style="list-style-type: none"> <li>Advocating for movement, sport and physical activity.</li> <li>Focusing on sport and physical activity's ability to make better places to live and bring people together.</li> <li>Strengthening the connections between sport, physical activity, health and wellbeing, so more people can feel the benefits of, and advocate for, an active life.</li> </ul> <p><b>Active Sussex Strategy, 2018-23</b></p> <p><b>Driving physical activity transformation in Sussex, which sees more people active and healthier communities</b></p>	<p><b>Holiday Activities:</b> we will provide affordable activities for children during all school holidays</p>	Active Communities Coordinators to support the operational team in delivering a highly engaging, safe and fun programme of holidays activities, including staying active and healthy eating	300 (A)	1000 (A)	250 (A)	250 (A)	1800
		<p><b>Looked After Children:</b> Provide free access to swimming and the gyms across Arun sites for all children within Arun who live in care</p>	Work with West Sussex County Council to ensure the membership is well advertised and support access	50 (E)	60 (E)	60 (E)	80 (E)	80 (E)
		<p><b>Saturdays:</b> Run male and child friendly sessions at the weekends</p>	Sessions to be delivered at sites and potentially community settings.	150 (A)	50 (A)	200 (A)	200 (A)	600
		<p><b>Family Xplorer Events:</b> Deliver free Xplorer events across local parks to engage families</p>	Deliver a minimum of 4 sessions a year	0	300 (A)	50 (A)	50 (A)	400
		<p><b>Little Leapfrogs:</b> Deliver parent and baby/toddler sessions at Wave</p>	Deliver weekly sessions at Wave and encourage attendees to attend further sessions	1600 (A)	1000 (A)	1600(A)	1600 (A)	6500
		<p><b>Children and Young People Ambassadors:</b> Work with partners to create a young person focus group to engage and discuss junior and young persons activity development</p>	Work with partners to attract young people to be part of a focus group and work as ambassadors and critical friends of Freedom Leisure, to include members of the Youth Council	N/A				
		<p><b>Friday Night Project:</b> Raise aspirations and engage children and young people; helping to reduce levels of youth Anti-Social Behaviour through the Friday Night Project</p>	Work with key local partners to deliver sessions in Friday evenings at Wave and introduce new sessions at Arun Leisure Centre	625 (A)	400 (A)	825 (A)	825 (A)	2675
		<p><b>Children and Young People's Fund:</b> Work with Active Sussex to apply for funding to deliver free activities across the district with target groups of young people</p>	Using local demographics and research, work with partners to apply for funding to deliver free activity both within sites and in the community to encourage young people to be active	N/A				
		<p><b>Student Membership:</b> Actively work with Higher and Further Education establishments to encourage the use of a discounted membership across sites</p>	Engage with further and higher education establishments to actively promote the student offer	50 (E)	50 (E)	75 (E)	100 (E)	100 (E)

Total Attendances = A  
Individuals Enrolled = E

## older people

Area outcome	links to local and national outcomes	project background	2022-24 action	Quarter 1	Quarter 2	Quarter 3	Quarter 4	total
<ul style="list-style-type: none"> <li>Engage better with local people, including hard to reach groups, to promote healthy lifestyles and encourage participation in a wide range of wellbeing activities</li> <li>Work with people in difficult housing situations to ensure their health outcomes are improved</li> <li>Provide wider infrastructure that supports wellbeing</li> <li>Improving the wellbeing of Arun</li> <li>Focus on Arun's areas of greatest deprivation and inequality</li> <li>Deliver leisure services for all members of the community, regardless of age and ability</li> <li>Provide joined up support and advice on a wide range of wellbeing issues</li> </ul>	<p><b>Sport England - Uniting the Movement:</b></p> <ul style="list-style-type: none"> <li>Advocating for movement, sport and physical activity.</li> <li>Focusing on sport and physical activity's ability to make better places to live and bring people together.</li> <li>Strengthening the connections between sport, physical activity, health and wellbeing, so more people can feel the benefits of, and advocate for, an active life.</li> </ul> <p><b>Active Sussex Strategy, 2018-23</b></p> <p><b>Driving physical activity transformation in Sussex, which sees more people active and healthier communities</b></p>	<p><b>Over 75's Unlimited Swimming:</b> Provided at both centres for over 75's to swim as often as they want with only a £10 annual sign up cost.</p>	Work with partners to encourage take up of the Unlimited Swimming offer, aiming for 500 members across both sites.	600 (A)	900 (A)	900 (A)	1000 (A)	3400
		<p><b>Active Ageing Sessions:</b> Develop and deliver active ageing sessions at Freedom and community setting, offering a range of activities.</p>	Develop the programme with partners and work with sites and staff to encourage participation in the sessions.	50 (A)	50 (A)	120 (A)	120 (A)	340
		<p><b>Walking Sports:</b> To identify opportunities in sports to develop walking sports programme to support active ageing.</p>	Work with NGB's and other partners to develop a range of walking sports activities across sites	90 (A)	90 (A)	100 (A)	125 (A)	405
		<p><b>Walking for Health:</b> Promote, deliver and manage the Health Walks Programme.</p>	Manage the weekly walks programme and volunteers to deliver a health walks programme across the Arun community	1800 (A)	2000 (A)	2000 (A)	1900 (A)	7700
		<p><b>Dementia Friendly Services:</b> Ensure that all staff are trained as Dementia Friends and deliver a range of dementia friendly activities across sites and within the community</p>	Engage with Age UK, the Dementia Alliance and other partners to ensure that Freedom Leisure in Arun is dementia friendly and deliver activities across the community	50 (A)	20 (A)	60 (A)	60 (A)	190
		<p><b>Falls Prevention:</b> Deliver a falls prevention programme, working with partners</p>	As part of the exercise referral programme, deliver falls prevention sessions and ensure that staff are trained and supported					
		<p><b>Health Conditions:</b> Deliver an exercise referral programme and a range of activities that support older people living with long term health conditions</p>	Ensure that staff are trained to support older people living with long term health conditions. Provide affordable options for people to take part in activity and ensure that we are partnered with relevant organisations	250 (E)	300 (E)	350 (E)	400 (E)	400 (E)
		<p><b>Active Ageing Swim:</b> Work with Swim England and our Aquatics Team to develop confidence building sessions and lessons for older people</p>	Introduce confidence sessions at both pools and work with the aquatics team to introduce Active Ageing swim lessons	0	0	30	30	60
	<p><b>Active Ageing Ambassadors:</b> Develop a critical friends group of older people across the District to engage with and develop new active ageing programmes</p>	Work with partners to advertise the consultation group, recruit volunteers and hold quarterly focus groups	N/A					



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## Health referral

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		<p><b>Dementia Friendly Sites:</b> To ensure facilities are dementia friendly with sites and staff suitable to support those with dementia.</p>	Engage with Age UK, the Dementia Alliance and other partners to ensure that Freedom Leisure in Arun is dementia friendly and deliver activities across the community	N/A					
		<p><b>Community Health Membership:</b> Work with relevant partners to deliver a referral programme based on positive mental health.</p>	Work in partnership to train staff and develop a programme. Continue our established relationships with partners, Mind, Social Prescribers & Carers Support to support their service users accessing our facilities, to include swim, gym and classes.	30 (30)	50 (E)	60 (E)	80 (E)	80 (E)	
		<p><b>COVID-19 and LONG-COVID Recovery Classes</b></p>	Delivery of a COVID-19 Recovery programme through staff training delivery exercise programme that supports Long COVID recovery	20 (E)	40 (E)	40 (E)	40 (E)	140 (E each course)	
		<p><b>Arun Wellbeing &amp; Social Prescribing:</b> Work closely with the Wellbeing Team to ensure that programmes and services offer a full range of programmes to those living with health conditions</p>	Coordinate the programme, train staff and ensure open communication. Easy route for people on referral.	N/A					
		<p><b>Health Checks:</b> To explore supporting health checks team with onward referral information for physical activity options</p>	Develop close links with health checks team and develop opportunities to promote a clear pathway to physical activity opportunities. Advisor to encourage use of facilities with complementary passes.	N/A					
		<p><b>Health and Wellbeing Partnership:</b> Actively engage with the local partnership and ensure that programming and services complement outcomes</p>	AC Manager to attend meeting	N/A					
		<p><b>Corporate Memberships Offer:</b> Local corporate businesses with reduced priced membership.</p>	Engage Businesses in Reduced Corporate memberships and explore a better way to engage with the workforce of Arun Business Partnership						

Total Attendances = A  
Individuals Enrolled = E

# Low socio-economic families

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<ul style="list-style-type: none"> <li>Engage better with local people, including hard to reach groups, to promote healthy lifestyles and encourage participation in a wide range of wellbeing activities</li> <li>Work with people in difficult housing situations to ensure their health outcomes are improved</li> <li>Provide wider infrastructure that supports wellbeing</li> <li>Improving the wellbeing of Arun</li> <li>Focus on Arun's areas of greatest deprivation and inequality</li> <li>Deliver leisure services for all members of the community, regardless of age and ability</li> <li>Provide joined up support and advice on a wide range of wellbeing issues</li> </ul>	<p><b>Sport England - Uniting the Movement:</b></p> <ul style="list-style-type: none"> <li>Advocating for movement, sport and physical activity.</li> <li>Focusing on sport and physical activity's ability to make better places to live and bring people together.</li> <li>Strengthening the connections between sport, physical activity, health and wellbeing, so more people can feel the benefits of, and advocate for, an active life.</li> </ul> <p><b>Active Sussex Strategy, 2018-23</b></p> <p>Driving physical activity transformation in Sussex, which sees more people active and healthier communities</p>	<p><b>Junior Passport to Leisure:</b> Offer an affordable concession card membership with 40% off all junior activities, including swimming lessons (capped at 10% of max capacity)</p>	Work with local partners to introduce the new 'passport to leisure' for young people, offering 40% off all activities to those living in low income families					
		<p><b>HAF Fund:</b> Work with West Sussex County Council to deliver free spaces on our holiday activity programmes for those children in receipt of free school meals</p>	Apply for funded spaces at both ALC and Wave Day Camp programmes.	24 (E)	32 (E)	24 (E)	24 (E)	104
		<p><b>Housing Associations and Community Groups:</b> Work with the local housing association, and community groups who work across communities, engaging residents in activities with concessionary prices if required.</p>	Engage with housing associations and develop and deliver activities and schemes that support those living within these communities. Work closely with Resident Engagement Officer and Community Engagement Officer	N/A				
		<p><b>Community Engagement Coordinator:</b> Recruit a CEC and develop a range of activities and schemes delivered within target areas across the District</p>	Work with key partners to recruit a CEC and devise a work programme that created opportunity for participation directly within target areas of the community	N/A				
		<p><b>Passport to Leisure:</b> Provide a membership scheme that provides 40% off all activities provided by Freedom Leisure for those who meet eligibility criteria</p>	Work with partners to promote the Passport to Leisure Scheme and ensure that staff are well informed and understand contributing factors for those eligible. Focus priority for the CEC role					
		<p><b>Active Play Sessions:</b> Provide free active play sessions across the District, based on demographic data</p>	Engage with partners to deliver fun and interactive family play sessions across the school holidays. Attract funding to support the delivery of these sessions	200 (A)	1200 (A)	0	0	1400

Total Attendances = A  
Individuals Enrolled = E

## Ethnically Diverse Communities

Area outcome	links to local and national outcomes	project background	2022-24 action	Quarter 1	Quarter 2	Quarter 3	Quarter 4	total
<ul style="list-style-type: none"> <li>Engage better with local people, including hard to reach groups, to promote healthy lifestyles and encourage participation in a wide range of wellbeing activities</li> <li>Work with people in difficult housing situations to ensure their health outcomes are improved</li> <li>Provide wider infrastructure that supports wellbeing</li> <li>Improving the wellbeing of Arun</li> <li>Focus on Arun's areas of greatest deprivation and inequality</li> <li>Deliver leisure services for all members of the community, regardless of age and ability</li> <li>Provide joined up support and advice on a wide range of wellbeing issues</li> </ul>	<p><b>Sport England - Uniting the Movement:</b></p> <ul style="list-style-type: none"> <li>Advocating for movement, sport and physical activity.</li> <li>Focusing on sport and physical activity's ability to make better places to live and bring people together.</li> <li>Strengthening the connections between sport, physical activity, health and wellbeing, so more people can feel the benefits of, and advocate for, an active life.</li> </ul> <p><b>Active Sussex Strategy, 2018-23</b></p> <p>Driving physical activity transformation in Sussex, which sees more people active and healthier communities</p>	<p><b>Website Accessibility:</b> Provide site visibility through our website and promote our facilities with EDI groups</p>	Work with partners to provide translated website information	N/A				
		<p><b>Ethnic Diversity Partnerships (EDI):</b> Work with partners within the EDI landscape to highlight programming and opportunities within sites, in particular our pool facilities</p>	Partner with the Vountary Action Arun and Chichester , Migrant Help UK and Swim England's EDI network to understand physical activity needs of ethnically diverse communities and provide activity opportunities accordingly.	N/A				
		<p><b>Workforce Development:</b> Ensure our workforce is representative of the ED communities and provides positive role models</p>	Provide training courses for volunteers or students from ethnic backgrounds and from within the ethnic diverse community	N/A				
		<p><b>Equality, Diversity and Inclusion Training:</b> All members of staff to complete training</p>	Prioritise training as part of induction process and annual refresher training	N/A				
		<p><b>Support to Refugees and Migrant Communities:</b> Support communities to access affordable and appropriate leisure activities</p>	Establish partnerships with organisations to support affordable and accessible physical activity opportunities. Provide 3 months of free access to any refugee	N/A				

# Those living with SEND and disabilities

Total Attendances = A  
Individuals Enrolled = E

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		<p><b>Carers Support:</b> Offer a concessionary membership for those who are carers within the Arun community, offering a flexible membership, at an affordable rate</p>	Work with carer support agencies to ensure that carers are aware of the offer and ensure that the pricing is sensitive to requirements.	15	30	45	60	60
		<p><b>Inclusive Multi Skills Sessions:</b> introduce multi skills sessions at ALC and Wave</p>	Provide weekly multi skills sessions for those with additional needs	240 (A)	240 (A)	240 (A)	240 (A)	960
		<p><b>Sussex Disability Sports Forum:</b> Actively engage with the Sports Forum to activate activity within Arun</p>	Attend meetings and seek partners to encourage more opportunity across Arun	N/A				
		<p><b>Workforce Development:</b> Provide Disability Awareness Training to all delivery staff</p>	Seek partner to deliver and arrange training session for all Arun staff	N/A				



**activecommunities**  
where you matter



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