

Arun Healthy Communities

Oct 2023 - Sept 2024

“ improving lives
through leisure ”

www.freedom-leisure.co.uk



What is Healthy Communities and what do we do?

We work with a large majority of people of all ages and from all walks of life, to engage them with our leisure service. This is both within our centres but also out in the Arun community.



A majority of the people we work with won't be your average gym and swim users, many of these people have barriers in the way to participating in leisure activities. Barriers include, low income, social isolation, lack of confidence, health conditions ... the list goes on.



The job of the Healthy Communities team is to break down these barriers for people to make activities **ACCESSIBLE, FUN** and **WELCOMING** to help empower people to live healthier lives. This is done through sourcing funding, working with a variety of partners, regularly adapting programmes to meet peoples needs and above all, building an **AMAZING** team of staff, all of whom are passionate about making a positive difference and can deliver on our objectives!



In addition to our Healthy Communities targeted work, we also work on developing and building the Junior Activities provision at both leisure centres. We recognise that a healthy lifestyle needs to start early for everybody and we want to help young children and families create healthy habits that become a lifestyle choice.



For Families and Young People

Active Play 'Out & About' sessions - We recorded a record **2,236** attendances this year on our community Active Play 'Out & About' sessions. The team delivered free play provision across 8 green spaces in Arun, all supported by parish and town councils. Tackling social isolation and offering subsidised activity for those from low socio-economic backgrounds due to the ever-rising cost of living, are two of the main priorities for the Healthy Communities Team. Our incredible team worked tirelessly through the hot summer days and rainy ones too, to make sure everyone who attended, got the most out of each session. In addition to offering free play sessions to the community, thanks to a new partnership with Littlehampton Community Fridge, we were also able to support children and families attending with free food provision too!

Leapfrogs – Due to demand, 5 sessions are now running across the contract per week. Leapfrogs aims to support parents and families of young children with an affordable play session. We saw **8,984** children attending these sessions throughout 2024 which is a growth of 83% in comparison to 2022 which saw 4,889.

Gymnastics - We now have over 200 gymnasts coming through our programme at Wave each week. As well as our courses, we also offer drop in Gym Tots sessions for under 5's. Supported by an exceptionally dedicated and supportive team of coaches. We will shortly be signing a national agreement with British Gymnastics to deliver their RISE programme.

Friday Night Project – We were delighted to re-launch Friday Night Project at Littlehampton Wave in November in partnership with Arun Youth Projects and Arun District Council. The provision is now running at both Wave and Arun.

Women & Girls and Ageing Well

Ladies that Lift - New ladies only classes have been introduced to empower women and arm them with the confidence to lift weights and learn how to strength train effectively.

Forever Active - Forever Active sessions each week at Wave geared towards older adults. These sessions aim to tackle social isolation and bridge the gap between health referral and centre exercise classes. Incredible testimonials coming from these classes of how they are helping customers. 8 customers have already joined our phase 4 cardiac rehab classes as a result of coming to Forever Active. This is exactly what we set out to achieve.

Walking for Health in Arun - One Big Walk saw 78 walkers and 18 walk leaders celebrate over 20 years of Healthy Walks in Arun with a 3 mile walk along Littlehampton seafront. A fantastic morning was had by all and we have decided to make it an annual event! We currently have 32 walk leaders who volunteer with us. We run 7 weekly and 3 monthly walks. The walks run all throughout the year and not only provide an opportunity for people to exercise but also to connect socially with others. The main aim of the walking programme is to help break down barriers for people which may have previously been preventing them. During 2024 we had an incredible 6,714 attendances on the walks!

Dementia Friendly Swimming - A dedicated, quiet pool space just for individuals living with age related memory loss.

Health Referral Scheme- Our Health Referral programmes offer tailored support and expertise to those individuals or groups of people that require specialist exercise prescription to manage existing health conditions or prevent ill health.



Affordability and Accessibility

HAF

Over 1,000 attendances at our Day Camps through the WSCC HAF scheme during 2024, providing healthy meals, enriching activities, and free childcare places to children from low-income families, benefiting their health, wellbeing and learning.

Ukrainian Refugees LTS

In partnership with ADC, we are now offering 12 months worth of swimming lessons to Ukrainian refugees at Arun Leisure Centre and Wave for an additional 12 months. We currently have 14 children enrolled. In addition, ADC are also supporting supplying each child with swimwear, goggles, a bag and a towel.

SEND

Our SEND swimming sessions have seen over 1,100 customers make use of the provision since we launched our sessions in March at both centres. We have had wonderful feedback and were shortlisted for an Active Sussex Inclusion and Diversity award this November. Our ALC site now offers SEND swimming lessons too and we hope to roll them out at Wave shortly.

Born 2 Move SEND

In partnership with Active Sussex, we have supported one of our junior activity leads to undertake her Born 2 Move Les Mills training and she is now delivering 26 weeks of classes in a local Littlehampton SEND school, Cornfield. To further extend our partnership work with the school to support their students and their physical activity levels and use our facilities, the Headteacher is now funding 10x students to have a junior membership so they can access junior gym, this is funded through their school pupil premium.

Community Parties

Halloween parties in partnership with Arun District Council a real success, saw 240 children attend. Our staff ran a disco, party games, arts and crafts and a Halloween tattoo station. Two parties per centre for different age groups.

Community Memberships

Free yearly community memberships for community groups and service users to access our facilities. Over 80 live memberships. Groups include Mind, Social Prescribers and Carers Support.

Free swimming to over 75's

Over 16,000 swims were swam throughout 2024!



Healthy Communities



BORN TO MOVE LES MILLS
Coming to Littlehampton Wave for 2025!

We are delighted to be working in partnership with Les Mills & Active Sussex to offer children their very own exercise classes! Run by our wonderful instructor Abi, come down and join in the fun! Booking is highly recommended!



Pre School Classes

For 2 - 4yrs: Created exclusively for young children, BORN TO MOVE Early Years is focused on supporting imaginative, exploratory movement that's fun and full of energy!

Tuesdays (term time only)
 9.30 - 10.15am & 10.30 - 11.15am

After School Classes

For 5 - 8yrs: Designed for children BORN TO MOVE School Years is all about empowerment and inclusion. Children learn foundation movement skills, improve fitness and build their confidence and self-expression!

£4.25
 per class

Wednesdays 4 - 4.45pm
SEND Thursdays 4 - 4.45pm
 (term time only)

For further information and to book, please call **01903 725451** or email hcarun@freedom-leisure.co.uk



New 2025 Projects!



Warm Spaces

We know that many people are feeling the pressure of increased heating costs and the cost of living. Our warm spaces are somewhere you can go to keep warm and enjoy some company.

Mondays, 9am - 1pm

Arun Leisure Centre in the café / training room **FREE to attend**

For more information contact: arunlc@freedom-leisure.co.uk



Warm Spaces

We know that many people are feeling the pressure of increased heating costs and the cost of living. Our warm spaces are somewhere you can go to keep warm and enjoy some company.

Thursdays, 9am - 1pm

Littlehampton Wave in the café / training room **FREE to attend**

For more information contact: littlehampton@freedom-leisure.co.uk



Healthy Communities 2024 in pictures!



It's a Team Effort!

Together
Everyone
Achieves
More!



Testimonials - It's a Team Effort!



The job of the Healthy Communities team is to break down barriers to make activities ACCESSIBLE, FUN and WELCOMING to help empower people to live healthier lives. To achieve this we need to build an AMAZING team of staff, all of whom are passionate about making a positive difference and can deliver on our objectives! Without our fantastic staff team to drive these programmes forward, we would not be able to make the impact that we do! They are a credit to Freedom Leisure and the Arun District!

Our Little Leapfrogs Team

“One of the MAIN reasons we come back each week is purely to see and play with the incredible staff. They are CONSISTENTLY amazing, dedicated, fun, kind, professional and generally amazing people. Tahlya is a beautiful soul who is kind and loving and fun and one of the most hard-working people I've ever met and my boys adore her. Abi is amazing and hardworking and is always building and chasing and hiding and playing, she is BRILLIANT with children, my children adore her too. With the skills, work ethic, dedication, professionalism and kindness they ooze from every pore, any employer would be incredibly lucky to have them work for them. We have attended Leap Frogs every Wednesday for around three years. We love Leap Frogs. Thank you for running it. Truly. Long may it continue” **Laura Patterson – Thursday Leapfrogs customer**

Our Out & About Team

“Absolutely fabulous! Activities for all ages to enjoy, lovely enthusiastic staff and great locations across Arun” – **Gemma Seager (Rustington)**

“Amazing day as always, we come every Friday and the kids love it, we have 7 between us! The variety of activities is lovely and the kids love the bouncy castle” – **Ronni Shepperson (Bersted)**

“Fabulous session for my autistic son, you have been brilliant with him, thank you!” - **Sophie Billingham (Bersted)**

Our Gymnastics Team

Claire is so professional, supportive and kind. She made me feel so welcome when I attended my first session with my grandson which I was nervous about doing. Claire put me at ease immediately and she is the reason I felt confident enough to come back again. We are now regulars and my grandson loves the sessions! Thank you Claire and thank you Littlehampton Wave” – **Monday Gym Tots customer**

Our Day Camp Team

I just wanted to send an email with appreciation to your truly wonderful day camp staff! My son's never been to a holiday club before and was really nervous about coming, but he had the best time and has asked to go back every day! The team were so friendly and made such a big impact on his day, he's told me how funny they all were, and silly and that they were really kind and helpful. He spoke non-stop about the amazing staff. So, we just wanted to say a massive thank you to you all for putting on a fantastic half term holiday camp, and to your fantastic team, we will definitely be back! **Bianca Slade – Day Camp Parent**

Our Party Team

I just wanted to write an email to thank the INCREDIBLE staff at the weekend. My son had his soft play party on Saturday at 14:30. When we got there we were greeted by two lovely ladies on reception who shared my son's excitement over his dinosaur themed party. Then the party staff were just so lovely and so helpful. The party went so smoothly and everything was just easy. Fred has Autism so you never know how he will cope but honestly your staff were so patient and lovely to him it really made the day. I don't know the two ladies names but if I had carried any cash I would of tipped them! - **Jasmine Keys – Party Customer**

Case Studies



Contract area:
Arun
Date completed:
03/2024

Case study: Little Leapfrogs

Overview:

As part of the opening of Littlehampton Wave, the Active Communities team were asked to support the centre to introduce a new, diverse and attractive dry side programme. Little Leapfrogs was introduced as a stay and play soft play session from our sports hall, designed for children aged 0-5 years and to help new parents feeling isolated to re-connect with their community. There were some crucial elements that I wanted to ensure were in place to make the session unique to the area and then in turn, become successful and sustainable.

- A large range of equipment for 0-5's in one hall. Not only did this include the usual bouncy castles and soft play equipment for the children walking but also equipment for pre-walkers/babies and a quiet area with books.
- A relaxed environment where customers could feed their babies and bring in their child's own snacks and provisions without having to leave the session. A crucial part to making this work was having tables, chairs and highchairs set up around the outside of the hall for customers to pitch up at for the duration.
- A flexible, drop in session which customers could come along to at any point during the 3-hour period. Appreciating that every day with a young child is different and pre-booking and paying beforehand can become a nuisance when you don't know what each week will bring.
- Creating a social media buzz around the sessions and responding to comments/suggestions in a timely manner.



Outputs – Numbers

Over 8,984 child attendances during 2024
Diversified programme for parents/grandparents and toddlers
Secondary spend in the café

Outcomes:

Since running our Little Leapfrogs sessions, we have seen a significant rise in the throughput of under 5's and their using the facilities during the week. We have created a warm, safe and friendly environment for children and families to spend their weekday mornings. Consequently these customers have booked Little Leapfrogs parties, joined our LTS programme and taken out memberships.

Feedback:

"We love the fact that we can pop in at a time that suits us without having to pre-book, thank you Littlehampton Wave for understanding that activities need to be flexible!"

"This is the only session locally where we can enjoy free play with our toddler and baby included"

"We know that our little boy loves it, but it's more than that. It is such a great place to meet other mums and dads and share the joys and stresses that is parenthood!"

Email: hcarun@freedom-leisure.co.uk

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Contract area:
Arun
Date completed:
Mar 2024

Case study: SEND Swimming

Overview:

In January 2024 the Healthy Communities team applied for some funding through our Active Partnership, Active Sussex and their Children and Young People fund. We focused our application on launching a new provision for children with SEND.

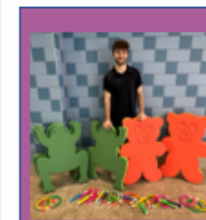
Our goal was to provide a public swimming time on our timetables at both Littlehampton Wave and Arun Leisure Centre specifically for children with SEND and their families. There was a real gap for this provision in the area and through consultation with SEND families that attend our well established multi sports session, swimming was the activity that was in high demand.

We were successful with our funding application and were awarded £2000 by Active Sussex to support starting the sessions. We also used the funding to purchase swimming equipment specifically for use within these sessions.

We were delighted to launch at the end of February 2024 with 2x SEND pre-school public sessions during the week and 2x SEND children and family sessions at weekends. It was really important to us that the sessions were run at an attractive time for families but also during a time when children with SEND would feel as comfortable as they possibly could. For example, for both weekend sessions, they run at the beginning (at ALC) and at the end (at Wave) of the public timetable.

As with any Healthy Community Initiative, the buy in from all members of staff across the centre as to the purpose and reasoning to running a particular session is crucial to its success. From our front of house team, to the lifeguards, going above and beyond can make all the difference to the success or failure of a new initiative. The staff teams have been fantastic and in particular, a handful of our lifeguarding team, who have taken it upon themselves to be extremely proactive and ensure the sessions are as they should be. Photo below is of Littlehampton Wave lifeguard Anthony showcasing our SEND swimming equipment.

To date we have had 214 attendances at the sessions with some fantastic feedback from our customers. We are absolutely thrilled to now be offering this provision across our Freedom Leisure sites in Arun and that they have now become a permanent fixture on our timetable for SEND children and their families.



Outputs – Numbers

- Over 1,100 attendances during 2024
- Inclusive programme on our timetable
- Grow our LTS offering with SEND lessons

Outcomes:

- £2k awarded by Active Partnership
- Time tabled SEND public swimming sessions at both Arun Leisure Centre and Littlehampton Wave
- SEND children and their families having access to equal opportunities
- New equipment purchased and kept for SEND sessions
- Opportunity for our Learn to Swim programme to expand and offer SEND lessons. This is already happening at Arun Leisure Centre.

Feedback:

"I just want to say what a pleasure this session was on Saturday. So easy and relaxed for my son. Thank you!" *Jasmine Keys – customer*

"It's been wonderful to be able to bring my daughter down and enjoy a much quieter session with more space. Thank you again for putting this on, it's invaluable especially for our daughter to practice her mobility in the water" *Carle & John Oakley – customer*

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