

## Aqua Physical

Quarter 3 Report- Dec 17

**Theme 1-** Improving health and wellbeing

**Priority 6-** Provide innovative fitness opportunities to residents of all ages

**Activity 1-** Enable provision of Aqua Physical classes

### Overview

A series of fun and innovative fitness sessions, held within the BBL area, to encourage increased participation in physical activity. The sessions also provide an opportunity for social interaction thus promoting both physical and mental health improvements.

### Implementation

The delivery of public sessions commenced on Tuesday 26<sup>th</sup> September, and continue to run 4 times a week (Tuesday and Thursday lunchtimes and Tuesday and Friday evenings). Sessions themselves are 45 minutes long, as per the Aqua Physical guidance, and attendees are entitled to a free swim before or after the session should they wish.

To date the promotion of the sessions has predominantly been via social media and posters (see below). The social media reach has been significant with 247 likes, 476 comments and 105 shares. Encouragingly 372 comments were received within hours of the first post.



## Costings

The BBL funding was used to purchase the Platinum Club Package (<https://aquaphysical.com/shop/club-packages/>). Negotiations allowed for the purchase an additional board to act as a spare. Boston Borough Council has provided a training venue and pool time in kind.

## Outcomes

- 37 sessions have been run so far with the evening sessions proving more popular than daytime
- There have been 249 attendances at the sessions
- 129 attendances (51.8%) were non-members and 120 attendances (48.2%) were existing members
- 15 attendances have been people who reside in the BBL area
- £907.75 of income generated thus far towards the cost of the triathlon events

Please find below some photos of customers participating in the FloatFit sessions:



Below are some quotes from some of the FloatFit participants:

*"I've never done a fitness class before, as I felt it was not for me, but I have really enjoyed this class, it is great fun and also gives a good workout"*

*"I love attending FloatFit classes. They are innovative and fun exercises which have certainly helped with my core strength in other classes. I would definitely recommend it to everyone to give it a go 😊"*

*"Thoroughly enjoyed the classes, definitely felt the impact of the class the next day would definitely recommend"*

*"I really enjoyed the classes all I would say was that I wish the classes were longer"*

*"Fitness and fun while floating, no surfing required, though a little balance helps , thoroughly enjoyed didn't feel like a workout till after when I hurt"*

*"From someone who doesn't particularly enjoy exercising, what a fun and exciting way to do low impact high intensity interval training, which gives a full body workout"*

Float Fit is seemingly acting as a good entry point into physical activity. A number of participants are new to the centre and to exercise in general but have enjoyed the sessions so much that they have since attended regularly and have now progressed onto other classes such as Clubbercise.

### **Next Steps**

The classes will continue into 2018. The attendance has begun to dip slightly in the recent weeks, as with all classes at this busy time of year. New Year's resolutions may cause a natural increase in interest but in addition we will revisit the promotion of the sessions to try and reach full capacity once again.

With their permission, we could use more imagery of real customers to demonstrate that it is appropriate for all ages, abilities and genders.

Posters can be redistributed to key facilities, such as The Len Medlock Centre & library, within the town centre to try and encourage more interest from BBL residents.