

Aqua Physical / FloatFit

Quarter 4 Report- March 18

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 Float Fit sessions continue to run on 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 and complimentary use of the spa area.

Disappointingly the daytime sessions have not been well attended and are no longer feasible to run. Instead, The Geoff Moulder Leisure Centre are in discussion with Aqua Physical about the feasibility of running family sessions during the school holidays to recuperate the loss of income but also to provide families with a fun activity to help them stay fit and healthy. This will be dependent on insurance.

Following a drop in numbers over the Christmas period, social media channels were utilised to boost attendance. The posts can be seen overleaf. These were successful and resulted in a boost in attendance.

Posters were also distributed to key facilities, such as the library, GP practices etc within the town centre to try and encourage more interest from BBL residents.



Outcomes

- 26 FloatFit sessions have been held between January and March 2018
- There have been 185 attendances at the sessions
- 56 attendances (30.3%) were non-members and 129 attendances (69.7%) were existing members
- 88% of attendances were female
- 22 attendances were people who reside in the BBL area and a further 12 did not wish to disclose their postcode. This is an improvement on the 15 attendances from BBL residents in the previous quarter. The sessions have also attracted people from as far away as Chapel Hill, Norwich and Huntingdon
- £601.70 of income generated between Jan and March 18 to be reinvested

Below are some quotes from some of the new FloatFit participants:

"Great fun watching everyone falling in the water"

"Great workout, great challenge & great fun all round"

"Really fun to challenge ourselves but in a different type of environment"

"So much fun, time just flies by!"

"Really good fun, takes us back to being kids again"

"Brings out the competitive edge in us trying to stay on the board for the longest"

"Nice and refreshing when we keep falling in the pool"

Float Fit is still 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 really enjoyed the sessions. A group of female participants have since gained enough confidence to attend the land based Legs, Bums & Tums classes as well meaning that they are now meeting the recommended levels of physical activity (150 mins per week).

We have tried to gain more photos and video clips of the sessions to show that the sessions are appropriate for all ages, abilities and genders. Sadly this generated complaints from the general public also using the facilities, despite them being made aware beforehand, so we have been unable to use them.