



**Report by Frances Taylor**

**Play and Physical Activity Officer**

**Boston Borough Council**

**December 2020**

**BOSFIT**

**Theme 1- Improving Health and Wellbeing**

**Priority 3- Provide H & W Fun / Physical Activity**

**Activity 2- Virtual Keep Fit sessions**



# **BOSFIT**

BOSFIT has been the lifeline for the community to enable them to continue with Physical Activity throughout this very difficult time for us all.

With the Leisure Centre having to close anyone wishing to keep active simply join BOSFIT and are offered a wide variety of classes on line FREE of charge.

Young Children through to the elderly can access these classes through Face Book and attend as many sessions as they wish to.

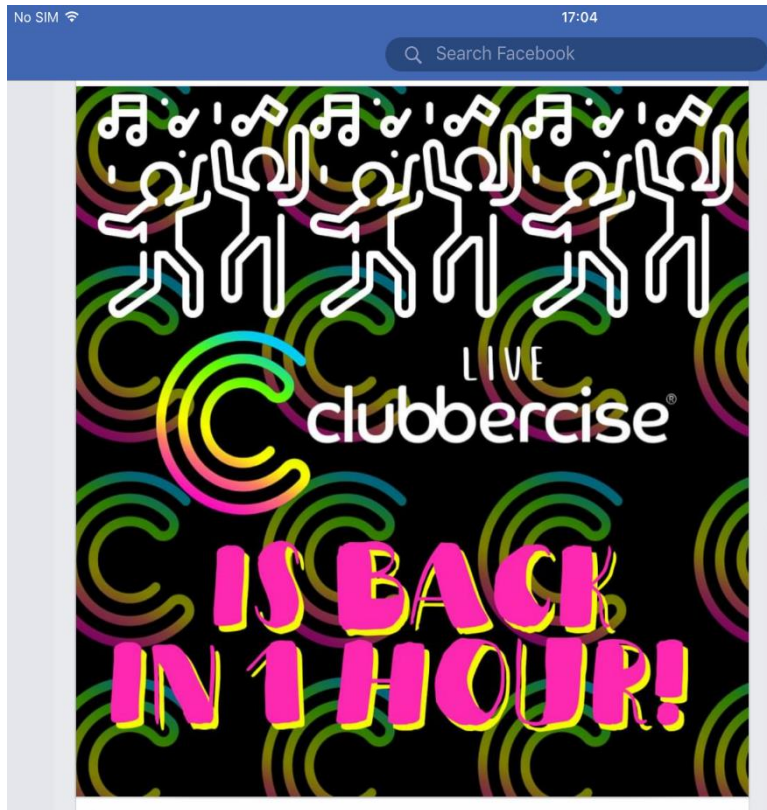
The new activity room has been really beneficial to the instructors to add even more sessions to the programme.

Staff wish to thank Boston Big Local for their support with this project and are extremely pleased with the results.

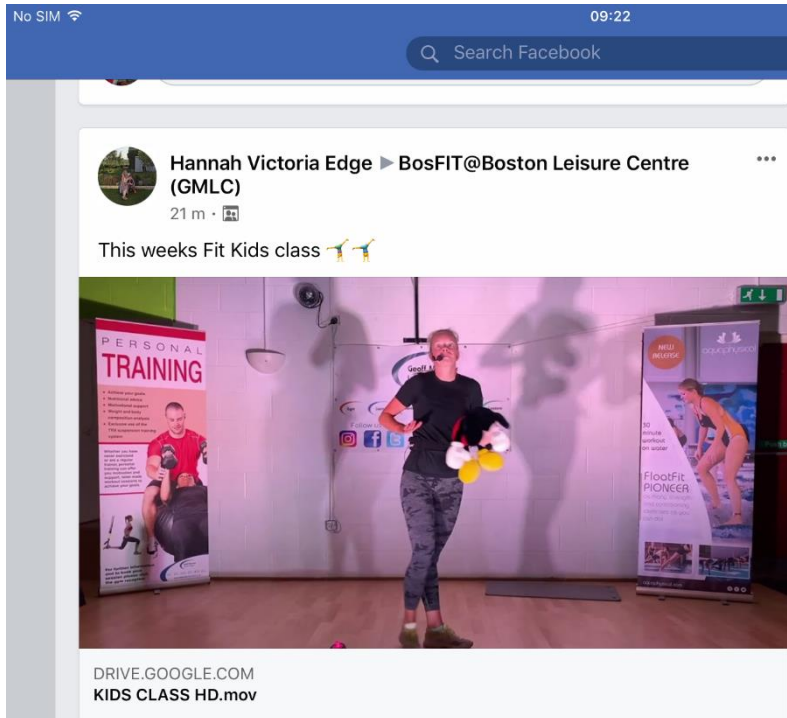
Over 550 members now follow on line classes and take part in physical activity in their own home, encouraging those who may not normally have the confidence to attend a public gym or may not have transport available to them or simply would not be able to afford to pay.

This has been really successful and the staff who have gone over and above to offer sessions to everyone in the community now provide this vital service on a permanent basis.

It is their hope that it may expand further and staff are considering how this programme can expand further.



Face Book message to say class will start soon. Every Class is advertised in this way.



Fit Kids Classes are available for our younger children



Classes were offered throughout the Christmas Festivities

BOSFIT staff constantly ask for comments and ideas of what members would like to see offered and what time they prefer the sessions to run to ensure as many people attend as possible.



Consultation with the community with regards to timings of sessions.

No SIM 16:24

< Search in BosFIT@Boston Leisure.

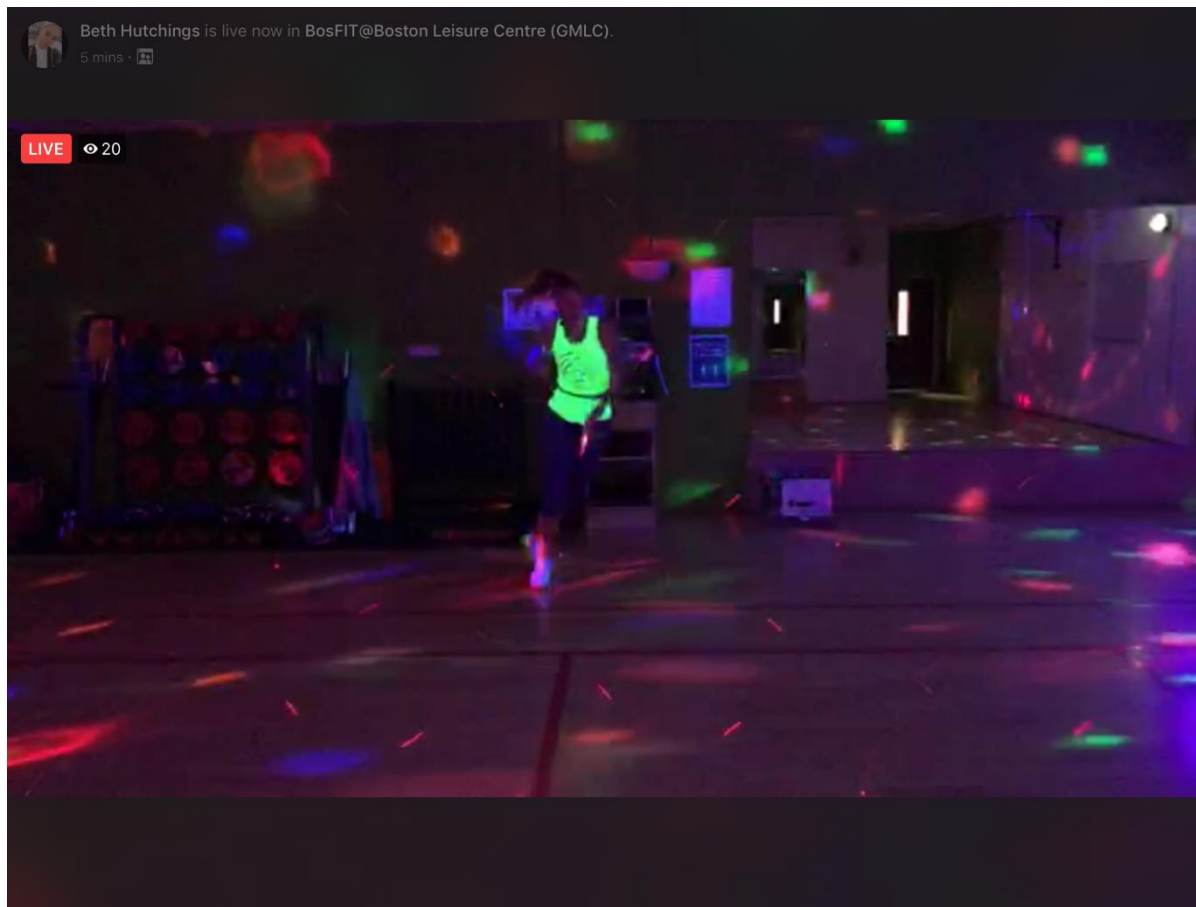
# Timetable

Monday	18:00	LIVE	clubbercise
Tuesday	10:30		Total Tone
Wednesday	10:30		Legs Bums Tums
	18:00	LIVE	Aerobics
Thursday	10:30		Wildcard
Friday	18:00	LIVE	clubbercise

All classes will be available for 3 days, excluding Clubbercise

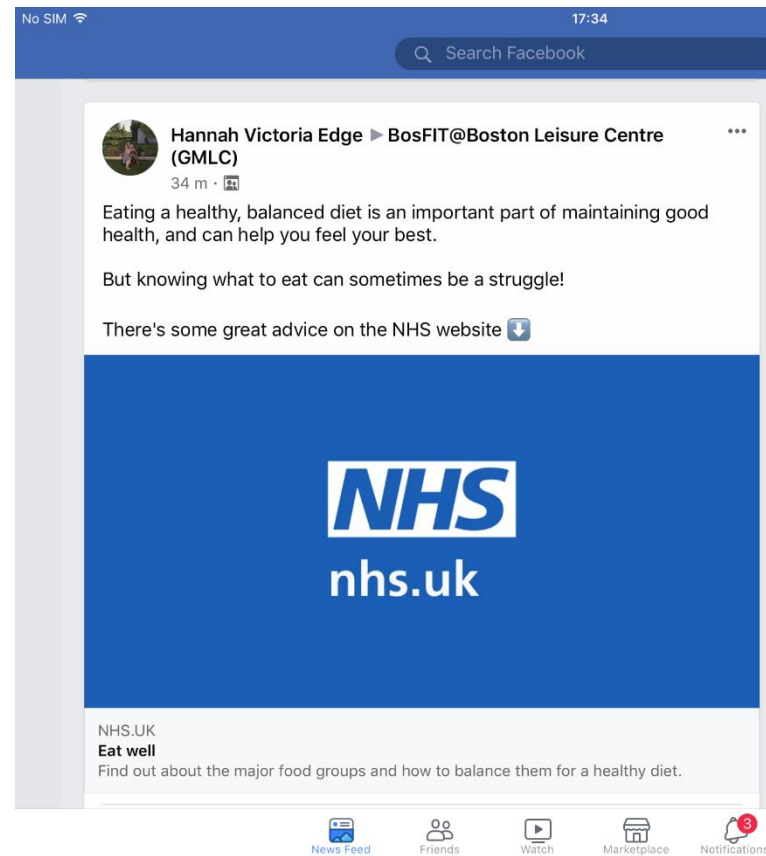
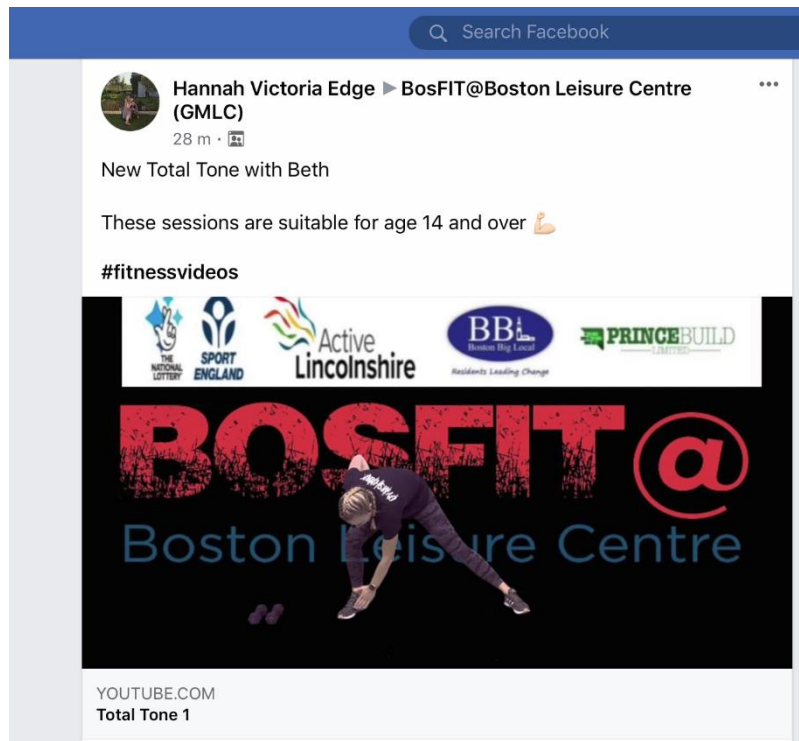
Sponsored by

The timetable is constantly advertised on Face Book



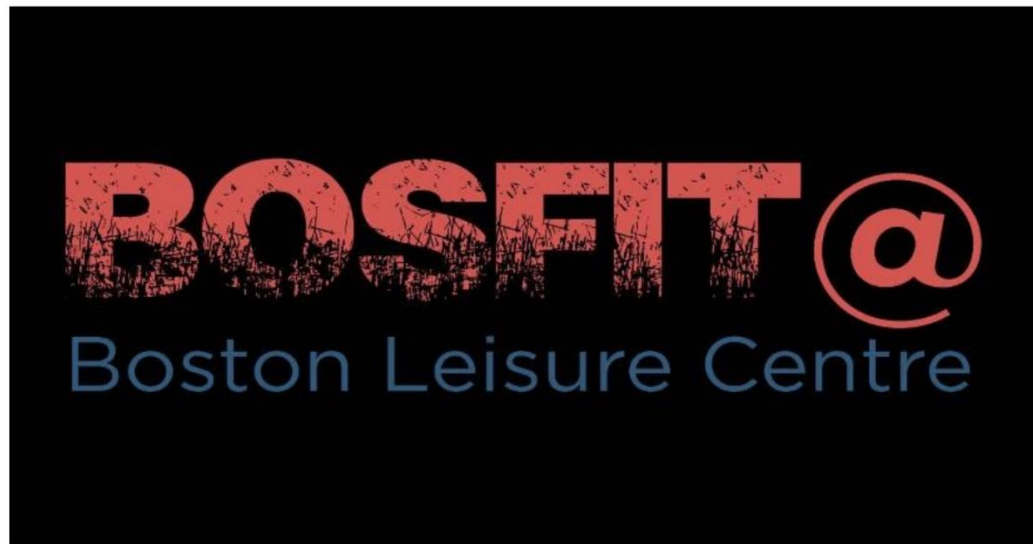
Beth delivering a Clubbercise session complete with glow sticks.





As well as delivering sessions for 14+ Staff often add information onto Face Book with regards to Eat Well information and where to find it.





**ANALYSTICS AND FEEDBACK FOR OCTOBER - DECEMBER 2020**

Tom Cooke BOSFIT November Statistics 2020



# SOME OF THE BOSFIT COMMENTS AND FEEDBACK

**Susan Seal**  
Good evening both of you and merry christmas. All xxx

**Zoe Dean**  
Hi Beth 🥰🎄🎁🎅 x 1

**Claire Crunkhorn**  
hiya everybody, hiya beth, hope you're all well, here's to an extra special xmas monday night party xx 🥰🥰

**Beth's post**

**Karen Reader**  
Brilliant session, thanks Beth  
2 d Like Reply 1

**Christine Drake**  
Thanks Beth  
2 d Like Reply 1

**Jacqui Chapman**  
Great Thanks Beth. Bit sweaty and ready for a shower. I'm sure I'll feel it tomorrow  
2 d Like Reply 1

**Charlottee Lenton**  
That was brilliant! Thanks Beth!  
2 d Like Reply

**Beth Hutchings** Author  
Charlottee Lenton I'm glad you enjoyed it  
2 d Like Reply

**Claire Crunkhorn**  
Hiya thanks for another fab class Beth, with all the squats, we'll all b cracking walnuts in our thighs b4 we know it, lol!!! 🥰🥰🥰 xx  
2 d Like Reply 1

**Beth's post**

**Susan Seal**  
Great class thank you so much Beth xx  
9 m Like Reply

**Hannah's post**

**Paula Caunt**  
Are you ready with the Christmas songs Beth???? 🎄🎅🎁  
3 w Like Reply

**Beth Hutchings**  
Paula Caunt YES 🥰 I've got them ready and a Christmas warm up too 🎄🎅🎁  
3 w Like Reply 3

**Paula Caunt**  
whoop whoop 🥰  
3 w Like Reply

**Claire Crunkhorn**  
Hiya, I'll b there , glow sticks at the ready, looking forward to it, missed our Monday night party last week xx 🥰  
3 w Like Reply 1

**Hannah's post**

**Susan Seal**  
Bet the Christmas calorie burner will be a tough one 🥰  
Like Reply 29 m 1

**Paula Caunt and 8 others**

**Charlottee Lenton**  
Thanks Hannah, Beth & Team! You are all doing an amazing job! I really appreciate these classes being available online every week! 🥰🥰🥰 xxx  
1 d Like Reply 2

**Claire Crunkhorn**  
Ditto! Thank u to everyone at GMLC for all you're doing keeping us enjoying what we enjoy thru this time of topsy turviness! Much appreciated 🥰 Merry Christmas n v.best wishes for the New Year to u all,here's hoping it's a more normal one x🥰  
12 h Like Reply

**Paula Caunt**  
brilliant 🥰 see you  
3 w Like Reply

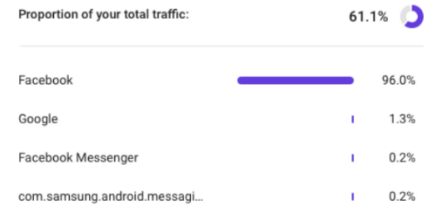
# YOUTUBE STATISTICS

Your channel got 1,158 views in the last 90 days



Traffic source: External

Views - 29 Sept - 20 Dec 2020



Analytics

OVERVIEW **DISCOVERY** AUDIENCE INTERACTIVE

**Impressions**  
Last 28 days  
372 ↑

**Impression click-through rate**  
Last 28 days  
10.0%

**Traffic source types**  
Last 28 days - Watch time (minutes)

- External: 59.4%
- Channel pages: 11.9%
- Playlists: 11.2%
- Browse features: 9.3%
- Other: 8.2%

**Top external sources**  
Last 28 days - Watch time (minutes)

- Facebook: 96.8%
- Google: 2.0%

Analytics

OVERVIEW DISCOVERY **AUDIENCE** INTERACTIVE

**Realtime views**  
48 hours - Estimated views  
66

**Realtime views: Last published videos**  
48 hours - Estimated views

- HIIT 1: 1
- HIIT 2: 25
- Aerobics: 22
- Legs, Bums and Tums 3: 10
- Total Tone: 2

**Watch time (minutes)**  
Last 28 days  
3,740 ↑

**Views**  
Last 28 days  
534 ↑

Analytics

OVERVIEW **DISCOVERY** AUDIENCE INTERACTIVE

**Top videos**  
Last 28 days - Watch time (minutes)

- Total Tone: 685
- Aerobics: 519
- HIIT 2: 348
- Legs, Bums and Tums 1: 312
- Aerobics: 280

Analytics

OVERVIEW **DISCOVERY** AUDIENCE INTERACTIVE

**Top videos suggesting your content**  
Last 28 days - Watch time (minutes)

- Total Tone: 92.3%
- Legs, Bums and Tums 1: 5.8%
- Pure Strength: 1.2%
- Legs, Bums and Tums 4: 0.6%

**Top playlists playing your content**  
Last 28 days - Watch time (minutes)

- TOTAL TONE: 49.3%
- AEROBICS: 16.9%
- PURE STRENGTH: 8.9%
- YOGALATES: 7.7%
- LEGS, BUMS AND TUMS: 7.4%

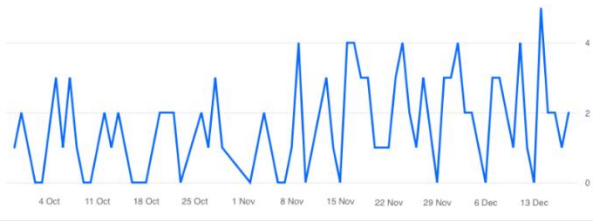


# FACEBOOK GROUP STATISTICS

30 Sep 2020 - 20 Dec 2020 Download Details

119 posts 23% vs 10 Jul 2020 - 28 Sep 2020  
29 Sep 2020 - 18 Dec 2020

Posts Comments Reactions All



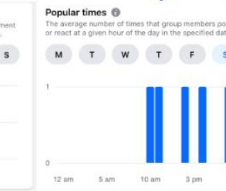
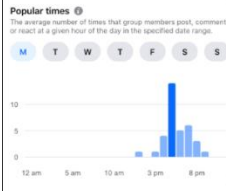
OUR MEMBERS LIVING LOCATION AS SHOWN IN THE IMAGES ON THE RIGHT.



Top cities

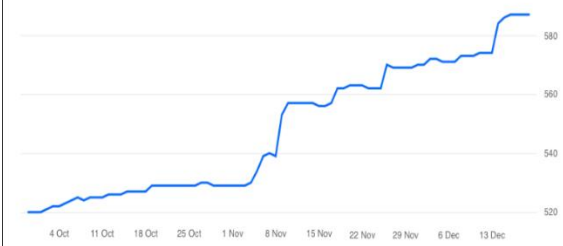
Boston	55
Spalding	15
Skegness	5
Lincoln	4
Stamford	4
Coringsby	3
Derby	2
Spilsby	2
Wisbech	2
Horncastle	2
Catterick Camp	1
Washington	1
Nottingham	1

Huddersfield	1
Mablethorpe	1
Louth	1
Saint Austell	1
Tiverton	1
Tattershall	1
Gainsborough	1



30 Sep 2020 - 20 Dec 2020 Download Details

587 total members 12.88% vs 28 Sep 2020  
19 Dec 2020



## Popular days

The average number of times that group members post, comment or react on a given day in the specified date range.

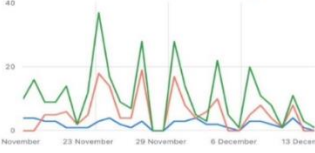


## Engagement

Last 28 days

All 17 Nov 2020-15 Dec 2020

Posts Comments Reactions All



59 Posts +97%  
153 Comments +33%  
303 Reactions +30%





# POST CODES

POST CODE
PE21 7SP
PE21 7PJ
PE21 8DR
NOT PROVIDED
NOT PROVIDED
NOT PROVIDED
PE21 0AE
PE21 8DA
PE21 7QR
NOT PROVIDED
PE22 8AW
PE22 9JA
PE21 7TH
PE21 0HG
PE20 2LU
PE22 0QN
PE20 3PX

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PE21 8NH
LN4 4JD
HU9 4BS
PE21 7TH



# CONCLUSION

- Since the end of September the group has continued to grow successfully. We have continued to offer out a mix of pre recorded classes as well as Live classes to support the well-being both physically and mentally of the people of Boston Borough.
- As demonstrated in the feedback area where I have included some of the members comments we have successfully boosted engagement with members through carefully releasing videos which appeal to our members. We have also began to share advice on nutrition and fitness as well as share external support channels for 'Stop smoking' etc.
- We have seen an increase in members joining the group by 12.88% and we currently stand at 588 members. Within the past couple of months we have had an increase in total views of **THE PRE RECORDED CLASSES** equating to 129 hours of viewing time with an average of 45 class views every 48hours.
- When it comes to **Live Classes** we have had in the past couple of months 3426 participants and around 3426 hours worth of viewing time, this is at the highest yet.
- From the statistics our most popular time is Monday, Tuesday and Friday. This is in line with when we put out our Live classes. The Live classes were chosen by our members as we used an engagement post to find out what they would like to see. We also use pre recorded classes to cover all ages and abilities in case the Lives do not appeal to all members. We actually have members who ensure they are free at the time of the Live classes as it's the highlight of their day.
- Our posts are up by 97% standing at 59 posts this month , our comments up by 33% and standing at 153 and our reactions up by 30% standing at 303.
- Our age range is between 18 and 70 years of age. However we have had around 55 teenagers (boys and girls) participating in classes which we have put out over the last couple of months.
- Our group has continued to grow and we have seen an increase in community engagement and more people have associated the group as a part of their day to day life.
- We also aim to put out seasonal based workouts for events such as Halloween, Easter and summer etc. To target our workouts to different times of the year. A recent example would be the Christmas Calorie Workout, aimed at burning additional calories put on during the Christmas period.

Tom Cooke BOSFIT November Statistics 2020





# Green Screen Examples Before





# Green Screen Video Examples Once Done

**BEFORE**

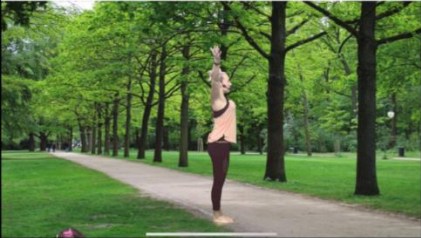


**AFTER**



**ALPHABET FITNESS KEY**

A - All Lumpy Jacks	N - 20 Repeat Push
B - 20 Crunches	O - 40 Lunging Jacks
C - 20 Squats	P - 10 Arm Circles
D - 10 Planks	Q - 20 Crunches
E - 20 Mountain Climbers	R - 10 Planks
F - 10 Squats	S - 10 Mountain Climbers
G - 15 Arm Circles	T - 20 Repeat Wall Sit
H - 20 Squats	U - 10 Squats
I - 20 Lunging Jacks	V - 10 Squats
J - 20 High Knees	W - 20 Lunging Jacks
K - 10 Planks	X - 10 Crunches
L - 20 Squats	Y - 10 Planks
M - 20 Squats	Z - 1 Whole Wall Sit





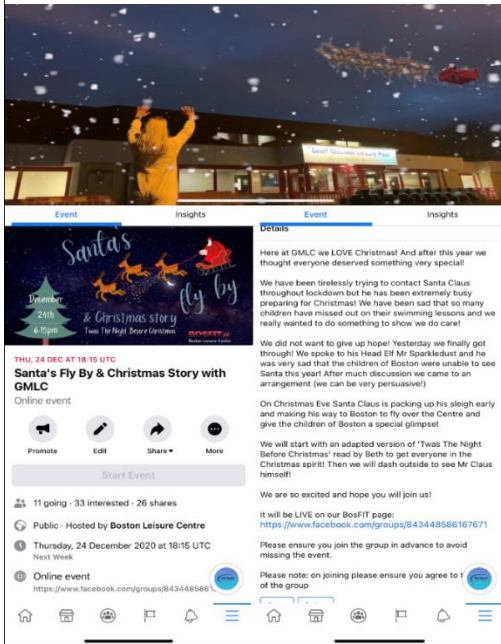


# GMLC CHRISTMAS STORY PROJECT

We have also been busy creating a Christmas Story to offer out to the community as a way of raising Christmas spirit amongst the younger ages in the borough. We have put together a plan and this includes a story 'It was the night before Christmas' being read followed by a run to the front of the complex then followed by Santa flying over the complex and ending with a Christmas dance. This is all being organised through the BOSFIT group and is currently being promoted on social media channels and listed as an event on Facebook. Some images from the video are below. This also includes the before and after. This event has increased our members in the BOSFIT group and helped us reach all ages.

**CLICK BELOW FOR A VIDEO PREVIEW OR COPY THE LINK INTO YOUR INTERNET BROWSER**

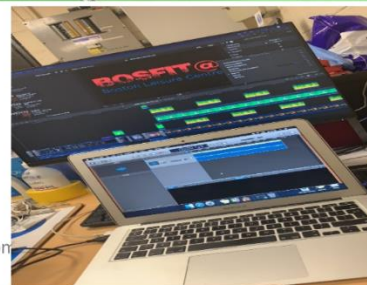
[https://youtu.be/\\_6Q7z2uGWfl](https://youtu.be/_6Q7z2uGWfl)



**BEFORE**



**AFTER**





# PROCESS OF BOSFIT CHRISTMAS STORY BELOW

## GMLC Christmas Story Video Process

### Preparation:

Once a decision had been made as to what we wanted to do we had to plan a few steps to make sure it could be done such as:

- Deciding and finding what story we wanted to use to appeal to the age range.
- Deciding when filming will be carried out (considering time of day due to nature of event needing darkness, making sure centre is free from public to prevent issues with people being filmed or disrupting the recording. Needed to be done out of hours)
- Considering the use of green screening the subject in front of the leisure centre should the subject be too dark on camera in the evening.
- Props to make it more realistic such as wearing PJ's, using toys, Book cover for story)
- Finding suitable backgrounds to fit with the video (inside of grotto, making video look more Christmassy.
- Finding and editing suitable animations.
- Finding and editing down music to fit with sound levels of video and limit imbalances and get the right duration/ part of song.
- Finding a member of staff willing to read the story and be involved.
- Planning days to do the recording at which staff are free, ensuring continuity by wearing the same clothing as well as making sure recording times are out of hours and equipment is ready.
- Promoting the event via social media, ensuring correct equipment is in place ready.

### Intro:

Deciding on how introduction needs to look, Christmas colours and any animations. Adding the right effects to fit smoothly with the following scene. Putting together and deciding on what looks best and exporting as a clip. 3 hours. Producing a few versions to choose from.

### Scene 1:

Once suitable background image is chosen, film subject in front of green screen, apply Chroma-key video affects and use stabilisation to remove any unwanted colours which were not removed. Transform subject into the correct size and overlay in front of the background image, and Christmas based transition into scene 2. Balance sound levels between them, deciding on if to overlay music and ensure it complies with copyright laws. Ensure clothing is documented for continuity of scenes recorded at later date.

### Scene 2:

This is the filming of the subject reading the story, once the same clothing is on for continuity we then recorded in front of the green screen, making sure it would flow nicely with the previous scene. This time the use of a condenser microphone was in place to pick up the sound at a better quality than camera audio, also giving me flexibility in adjusting the volume to balance with previous scenes to give the impression it was all one take. Once a few takes had been done and we were happy I began exporting the audio as a file and syncing this with the video imported from the camera making a compound clip ready to use. Then using the new background image, I started adjusting the size of the object and moving her to a suitable place in the room to make it more realistic. Then overlaying fire animation to make the room more realistic and cosy. Not forgetting to remove the green using video affects/ Chroma-Key and then removing unwanted colour in the background and playing with colour levels until green was fully removed, also removing the microphone from view on screen. Also periodically exporting as movies to see how it would look and flow. 3-5 hours including waiting on exports.

### Scene 3:

This scene will consist of a selection of tracking shots, such as running behind subject, driving alongside subject, running towards camera, running away, running past and low shots. Once all angles and durations of clips have been complete, I will chop transition clips together until I am happy with the clip of the subject running from scene 2 to scene 4 which is outside the building. This process will take time, mainly deciding if shots flow, how we want it to look (suspenseful) or more realistic with the use of long shots following behind the subject with a slightly shaky camera which will also make it feel more live.

Multiple options will be saved and a decision on which looks best will be made. Music will be over-laid which will be cut to the duration of this scene and faded out ready for scene 4.

This is where we will also have to get timing right to make sure public are not in shot but also that it is not too dark that the subject being recorded is not properly visible.

Considerations took place at the lack of equipment available to record audio at this point which is why music will be in its place.

### Scene 4:

Once the desired previous scenes are in place and flowing and also backed up this scene will be took from both sides of the building (L) and (R). We will need to get the centre and sky in shot and a Santa flying will be animated above the pool in time with the subject looking up and pointing. This animation will be trimmed and resized along with its speed changed to meet what we want. This is where we will also learn if it is too dark for the subject and if instead we need to take a short recording or photo of the pool and sky in shot and then use this with the subject performing the scene on a green screen and then being layered on top of the image or video, allowing the subject to be visible and heard.

A limitation to this scene is if it is shot outside with the subject, sound equipment won't be accessible so the subject will have to either record her voice over the video or not speak or hope the camera can pick up the sound at a good level. As the sleigh comes over, a sound effect of 'HO HO HO, MERRY CHRISTMAS' will be added over the top act as communication to the subject.

Once all this is done, the scenes will be merged, exported as a movie and watched to check it's what we were after and there are no obvious issues with sound or video quality or video flowing smoothly.

### Exit Screen:

Once happy, the end video will be designed which will be similar to the one on the introduction which will state merry Christmas and the BOSFIT logo and potentially a couple of Christmas images with some quiet licence free music to ensure it does not get removed from social media due to copyright protection.

Despite the clip being a short clip, there is a series of processes and work involved to get it right especially with technical limitation such as the computer slowing down due to the demands on it from the video. (Animations, transitions, video affects, edits etc.)

**I will provide the statistics via a PowerPoint presentation  
showing the progress and direction of the group as and  
when you need one doing.**

**Thank you**



Tom Cooke BOSFIT November Statistics  
2020

Report written by Frances Taylor and Tom Cooke

Boston Borough Council

December 2020