

## Celtic Leisure

### New Welsh Government Free Swim Initiative

#### Background

Sport Wales commissioned an independent review into the Welsh Government Free Swim Initiative. Recommendations from this review have resulted in WG changing the offer with priority set for under 16 on a 60% to 40% split, and a significant reduction in the funding available (50% cut)

Therefore, Celtic will only have approx. £25k to fund 60+ swimming whereby we currently provide over £135k worth of free swimming.

#### New free swimming initiative Criteria requirement:

- Under 16 -     1 Splash session every weekend at every pool  
                  2 extra splash sessions per pool per week in the school holidays  
                  No reference to set structured sessions
- 60+ -           No criteria set for 60+ actual description from WG - ‘**should be “splash” provision for over 60’s**’

#### Celtic New free swimming initiative Proposal

##### Under 16

Each site will offer 1 splash session each weekend

Each site will continue to run 2 extra splash sessions per week during the school holiday periods.

**Learn To Swim** = Celtic will work with NPTCC social services to offer Looked After Children FREE spaces on our LTS programme. Each site will provide a number of spaces for LAC to access this key life skill Free of Charge as part of the new FSI.

This proposal meets all 3 of the new priorities by providing the opportunities for those who wish to take part in swimming but face barriers to participation, promotes swimming as the key life skill for this group and provide an Active Lifestyle for these individuals with impact measured via Datahub.

- **Positive Action** – Priority to be given to those who wish to take part in swimming but face barriers to being active on a regular basis

- **Life Skill** – Promote swimming as a life skill through targeted support for young people 16 years and under
- **Active Lifestyles** – Improve mental and physical health and wellbeing by enabling young people (16 years and under) and older adults (over 60's) to lead active lifestyles through swimming

**Evidence to show impact:**

Datahub **Social Value** Calculator will be used to show the impact swimming within NPTCC has on the wider community within this age group. Through the following factors:

**Health:** CHD stroke; Breast Cancer; Colon Cancer; Diabetes; Dementia; Depression; Reduced GP visits

**wellbeing**

Educational attainment

**Reduced crime.**

Benchmark – starting point will be impact currently recorded via Datahub.

**No. of visits**

**% of available LTS spaces taken up by LAC**

**Case Studies** – staying within GDPR requirements case studies will be collated from Social Services for children taking part in the Free LTS sessions. Has the LTS programme supported the child.

**60+ Provision:**

With the significant reduction in funding for 60+ free swimming, Celtic are proposing to focus on supporting individuals with the greatest need. Therefore, free swimming will still be offered to all 60+ residents living within the most deprived wards in NPTCC.

The definition of the ‘most deprived’ has been taken from the Welsh Index of Multiple Deprivation (WIMD) which is designed to identify the small areas in Wales that are the most deprived. To be classed as within the ‘most deprived’ area. The LSOA has to be in the top 10% of the most deprived areas in Wales

There are 12 wards across NPTCC that fall within the top 10%.

LSOA Name (English)	WIMD LSOA Rank
Cymmer	22

Sandfields West 2	72
Aberavon 4	79
Sandfields East 2	89
Neath North 2	112
Neath East 1	122
Briton Ferry West 1	123
Sandfields West 3	133
Aberavon 3	145
Neath East 2	148
Aberavon 2	166
Gwynfi	177

60+ residents living within these 12 wards will be offered Free Swimming during all public sessions across the Celtic pools. Residents will have to provide 'proof of addresses along with proof of ID to receive this entitlement.

To sit alongside this Celtic also proposes to offer Free Swimming for all NPTCC residents in receipt of Pension Credit. Therefore, those with the greatest need for support to help live healthy, active lifestyles receive it.

This proposal meets the 2 required new priorities by providing the opportunities for those who wish to take part in swimming but face barriers to participation and provides an Active Lifestyle for these individuals with impact measured via Datahub.

- **Positive Action** – Priority to be given to those who wish to take part in swimming but face barriers to being active on a regular basis
- **Active Lifestyles** – Improve mental and physical health and wellbeing by enabling young people (16 years and under) and older adults (over 60's) to lead active lifestyles through swimming

Sites will still offer 1 free swimming session per week per pool during 'off peak' times as per the recommended approach from WG and provide an opportunity across NPT for all 60+ residents to access free swimming.

Due to the significant cut in funding Celtic can only offer limited subsidised swimming opportunities for 60+ residents not in the WIMD 10% or on pension credit.

Normal adult swim is £4.30, Celtic proposal is to offer a subsidised free swim of £2 a session. This will be purchased in a block of 10 swims, via a 60+ Free swim card, which will be £20. (these are valid for 1 year from date of purchase)

For those participating more frequently in swimming a monthly Direct Debit option will be offered also at £20 per month. This will only be available for 60+ as it is significantly subsidised to support 60+ access to Swimming and only valid for free public swimming.

An upfront 6-month and 12-month pass will also be offered

6 months = £120

12 months = £220 (12 months for price of 11)

#### **60+ structured sessions:**

There is no stipulation to offer 60+ structured sessions from 1<sup>st</sup> October 2019 as WG focus is on under 16 Free Swimming but Celtic have a number of 60+ structured sessions running each week which we would like to try and continue to support via the new subsidised offer.

The proposal is to charge a nominal fee of £1 per person for the structured activities currently offered to ensure Celtic can afford to continue to provide these vital activities for the community.

#### **Evidence to show impact**

Datahub Social Value Calculator will be used to show the impact of swimming within NPT has on the wider community within this age group. Through the following factors:

**Health:** CHD stroke; Breast Cancer; Colon Cancer; Diabetes; Dementia; Depression; Reduced GP visits,

#### **wellbeing**

Benchmark – starting point will be impact currently recorded via Datahub.

#### **No. of visits**

% uptake for residents within WIMD top 10% or **receiving pension credit**. Celtic has a current benchmark for WIMD top 10% accessing 60+ free swim

**Case Studies** – staying within GDPR requirements case studies will be collated from 60+ users accessing free swimming. Target 1 user per site, twice per year.