

RIBBLE VALLEY BOROUGH COUNCIL REPORT TO COMMUNITY SERVICES COMMITTEE

Agenda Item No. 12

meeting date: 8 January 2019
 title: GENERAL REPORT
 submitted by: JOHN HEAP, DIRECTOR OF COMMUNITY SERVICES
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 COLIN WINTERBOTTOM, COMMUNITY LEISURE & SPORTS DEVELOPMENT MANAGER

1 PURPOSE

To update on developments within the Community Services directorate.

2 CHRISTMAS LIGHTS GRANTS

The grants working group met in October to consider applications made for Christmas Lights grants. They approved the following:

Wilpshire Parish Council	£110
Longridge Town Council	£250
Clitheroe Town Council	£450
Slaidburn & Easington Parish Council	£90
Barrow Parish Council	£175
Chipping Parish Council	£260
Salesbury & Copster Green Parish Council	£105
TOTAL	£1440

3 RIBBLESDALE POOL

As the recent national trend in the falling popularity of swimming continues, as evidenced in the Active Lives Adult Survey figures released by Sport England this year, which reveals a reduction of 283,000 fewer people swimming regularly, maintaining and striving to increase attendances at the Pool is a real challenge.

Some of the initiatives proposed to help reverse the situation are:

- The introduction of more swimming lessons, with more lessons for children on the existing block courses, and new sessions for Parent and Child. It is intended to consult existing parents of children currently attending lessons as to their opinions of attending more frequently, so lessons run for more weeks throughout the year. The New Year will see the start of sessions for Adult Beginners, and Adult Improvers.
- Encouraging parents to swim more with their children that are enrolled on lessons through a promotional offer.
- Attracting new people to take up swimming, or any aquatic activity, through the availability of an introductory offer which serves to help make the experience as easy and enjoyable as possible. This process will include a personalised guided tour and discussion, as, for many, visiting a swimming pool environment for the first time may be unsettling.

- Attempts to attract more visitors from outlying rural areas through a targeted promotion work.
- A new High Intensity Aqua-fit class.
- Working closely with the Dolphins Swimming Club to help build up the Swimming Teaching/Coaching resource, and helping to build up club membership. The introduction of a Satellite club which seeks to engage youths aged 14-19 years in aquatic activity is being investigated to provide a session at the Pool which helps raise activity levels amongst those who are currently inactive.
- The launch of dementia-friendly swimming sessions.
- Liaising closely with primary schools to train up more teachers to help on poolside and deliver more lessons for children who require help in achieving the standard expected by key stage 2.

It is proposed to inform you of more details through information or decision report at your next committee once further details of the initiatives have been determined.

3 **CONCLUSION**

Further relevant updates within the directorate will be included in future meetings.

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