

Welcome to Telford & Wrekin

- A borough of contrasts
- Significant health inequalities
- How we do things is as important as what we do
- Partnership working (internal & external) to deliver outcomes
- Balancing community and commercial imperatives
- Residents at the heart of what we do
- <https://youtu.be/dpwRFtAZ9B0>



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Co-operative Council

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Telford & Wrekin Council: Inclusive Leisure

- Creating an inclusive leisure experience that welcomes individuals of all abilities, backgrounds and ages.
- Removing barriers and championing diversity
- Fostering a leisure environment where everyone can participate, thrive and enjoy positive meaningful physical activity experiences.

Speaker: Matthew Newens, Group Operations Manager Leisure & Southwater, Telford & Wrekin Council



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**Here what our
customers think**

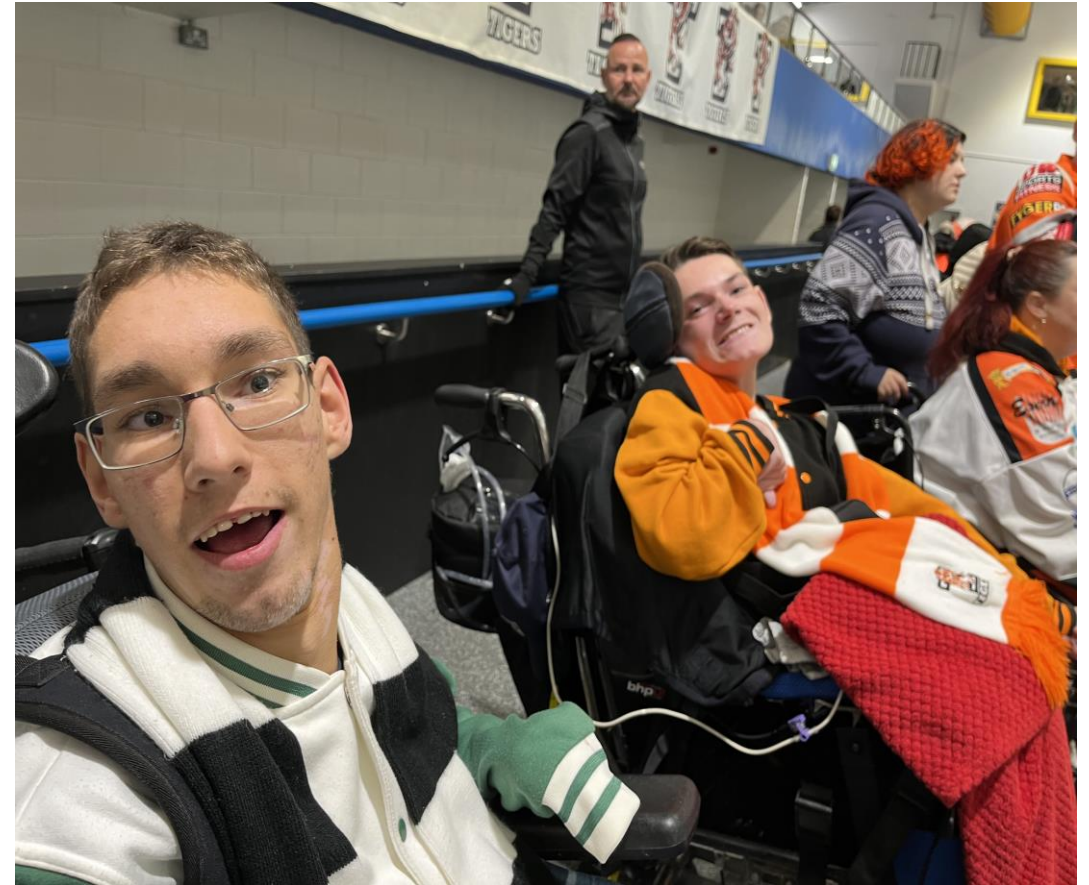
LORNA WELLINGTON

Aim

‘A Partnership of people from Leisure Services, Social Care, Inclusion and Parent Carer forums supporting and improving the delivery, inclusivity and accessibility of a leisure offer to local people with learning, physical, mental disabilities and Autism’

Objectives

- ▶ Adopting recommendations from Inclusion Service reports
- ▶ Supporting the empowerment of disabled people.
- ▶ Improving access to activities and facilities.
- ▶ Promoting SEND and Inclusion activities.
- ▶ Raising awareness & understanding.
- ▶ Upskill & training existing leisure employees.
- ▶ Expanding knowledge and awareness.
- ▶ Welcoming, Safe & Clear Environments.





Delivery

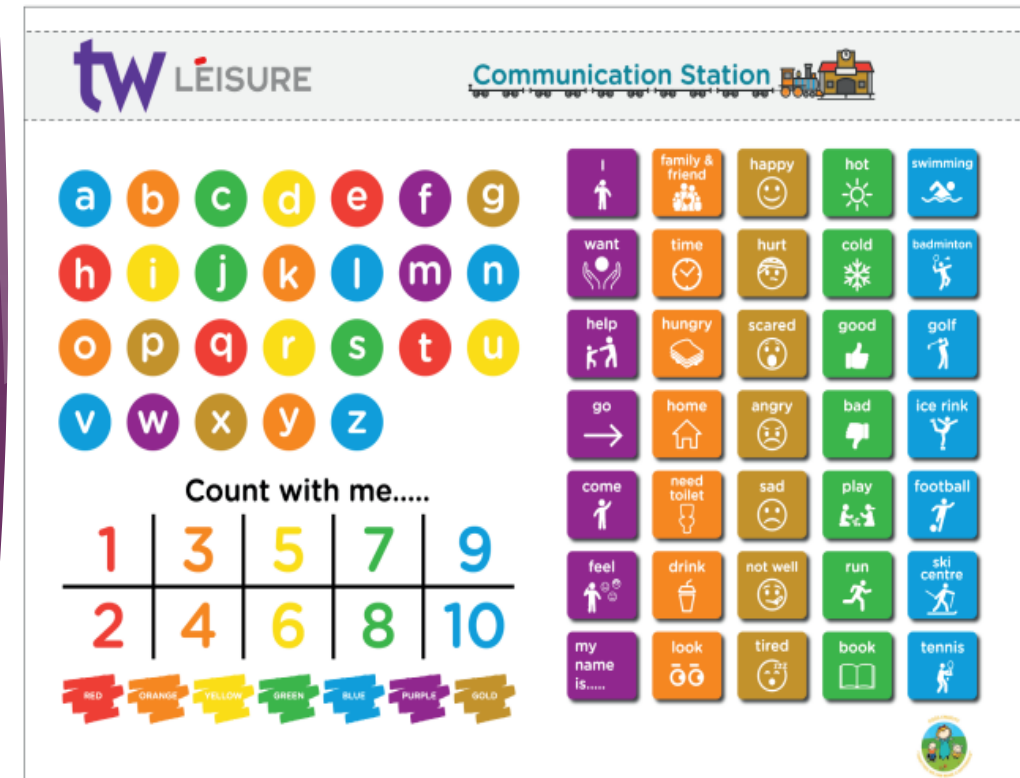
- ▶ Inclusive Leisure Partnership Action Plan.
- ▶ Disability awareness training – 172 Leisure Staff.
- ▶ Inclusive working group representation - Leisure Facilities Strategy 2022.
- ▶ Leisure marketing - Images, pictorials, reference disability, ethnicity – e.g. Swim4life.
- ▶ Inclusive leisure brand – Inclusive leaflet – timetable of activities.
- ▶ Inclusive Leisure web page – ‘One stop shop’.
- ▶ Investment into health & fitness facilities including dedicated accessible equipment.
- ▶ Developed a programme of family inclusive disability swimming sessions across the borough.
- ▶ Telford Ice Rink – Inclusive skating sessions & Soft play sessions.

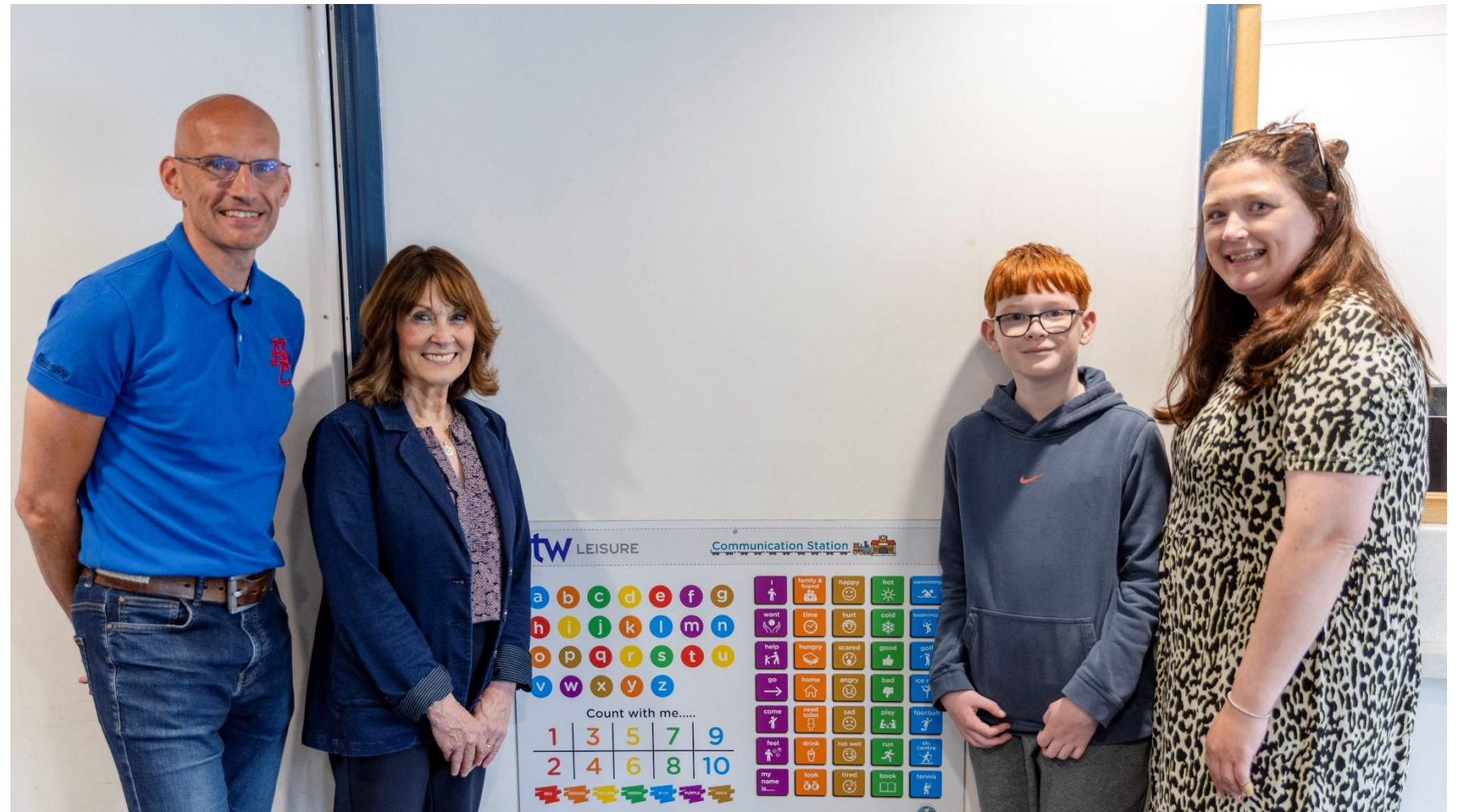
Ice Rink Video



Delivery.

- ▶ Increased attendances to our SEND & inclusive swimming lessons.
- ▶ Secured funding to upskill Ski-Instructors to provide disability / access support to Skiing and Tobogganing sessions.
- ▶ Developed a bespoke accessible Health & Fitness Facility.
- ▶ Sign Audits completed.
- ▶ Installed facility wide Communication Boards.
- ▶ Investing in a fleet of adapted bicycles
- ▶ Additional Swimming & Skating sessions.





Open Spaces

- ▶ Adventure golf – wheelchair accessible pathways
- ▶ Ability play area designed in conjunction with the partner includes, accessible play panels, roundabout, swings.
- ▶ Nature and heritage trails – signposted with the most appropriate wheelchair routes.
- ▶ Visitor Centre – hearing loop and communication panel
- ▶ Bench to bench walk – encouraging access and activity.
- ▶ Adaptive Bikes



Adaptive Bikes



Extending our reach



Continue to provide residents under 25 free swimming



Free-swimming lesson provision extended to children aged between 5-10 years unable to swim 25m as part of the Council's '10 by 10' offer



Introduced 'Good Boost' sessions to help support those with musculoskeletal problems



Private sector sponsorship - extensive kids' activity programme during all school holidays with activities including skiing, golf, archery and many more.



Providing weekly inclusive Skiing, Tobogganing, Skating and Swimming sessions across the borough



What's next.

- ▶ Further Inclusive related leisure activities (Tennis)
- ▶ Target hard to reach groups and vulnerable families as part of a preventative agenda
- ▶ Improve the number of children and adults with disabilities attending our Swimming and Ice-Skating Lessons programme.
- ▶ Provide further Good Boost water-based sessions at our other pool sites across the borough
- ▶ Launch Escape Pain sessions to support people with chronic joint pain
- ▶ Develop a community-based Cancer pre-hab pilot programme hosted in our facilities
- ▶ Develop a pathway of referrals and support for those who have completed the iCan Cancer Rehabilitation Programme into our leisure facilities
- ▶ Swim England Water Well-Being accreditation – inclusion.
- ▶ Inclusive key workers – leisure staff.

**OUR FACILITIES ARE
MAKING A LIFESAVING
DIFFERENCE**

Kyle takes us through the inclusive kit at
Stirchley - v3 – YouTube

Inclusive Leisure - our journey continues.....



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