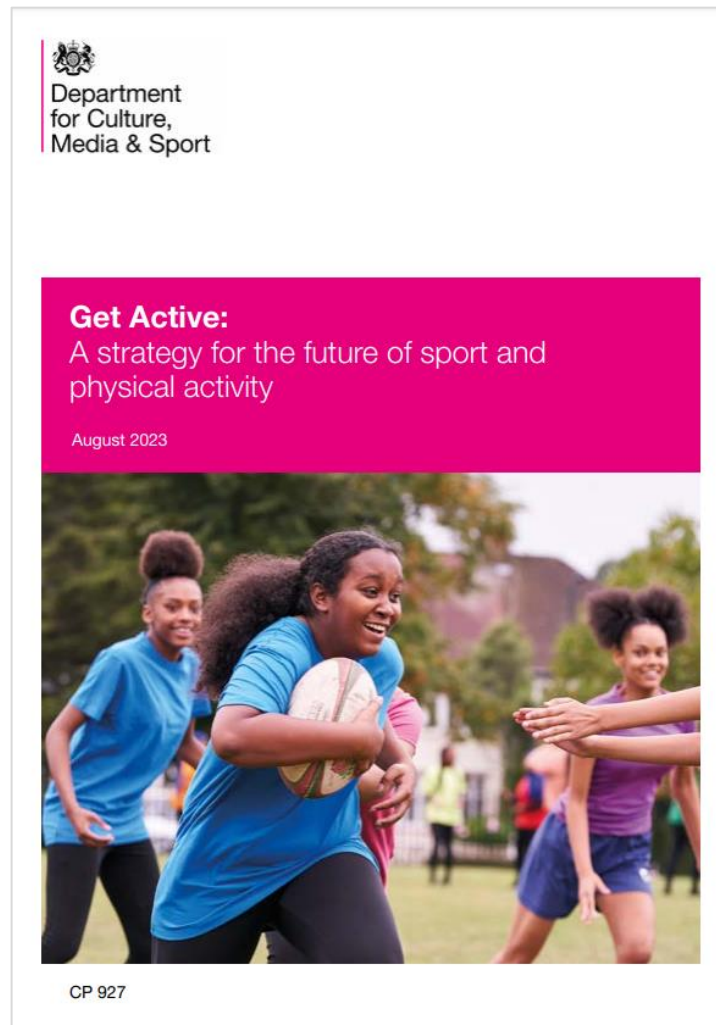


# GOOD BOOST IS RE-DEFINING NATIONAL POLICY

The UK Government's new Sport Strategy, 'Get Active' (Sporting Futures II) includes Good Boost on page 9, with our programme 'MSK Hubs' as a case study example of supporting leisure venues, gyms and pools to transition to 'Active Wellbeing' as 'Health & Wellbeing Hubs'

Good Boost is redefining national policy and strategy on sport. The government's focus over the coming years includes a prioritisation of more women being active and more people 55+ being active, which are two of Good Boost primary participant populations.



The image shows the cover of the 'Get Active' strategy document. At the top left is the Royal Coat of Arms and the text 'Department for Culture, Media & Sport'. Below this is a pink header with the title 'Get Active: A strategy for the future of sport and physical activity' and the date 'August 2023'. The main image on the cover depicts a group of young women in blue and purple athletic wear playing basketball on an outdoor court. The code 'CP 927' is printed at the bottom left of the cover.

## Musculoskeletal hubs in the community

Good Boost, UK Active, Orthopaedic Research UK, ESCAPE-pain, and Arthritis Action have joined forces to design a system-based approach to better integrate leisure facilities within the nation's healthcare infrastructure. This project turns leisure facilities into a locally accessible network of community 'musculoskeletal (MSK) hubs', supported by UK Research and Innovation funding.

The project will test the delivery of affordable personalised services for exercise, rehabilitation, wider wellbeing support and education. The aim is to reduce health disparities by providing local, supported, self-management options for people to better maintain mobility and physical function, and reduce pain, through exercise.

Where successful, the project learnings and model have the potential to be scaled up across the UK's leisure centres to roll-out standardised supported-self management options for other long-term health conditions, such as diabetes and cardiovascular disease. This could play a key role in reducing the burden on the NHS and supporting individuals to manage their own health.

By creating a blueprint for transformation, the consortium hopes to enable any leisure centre or community facility to integrate services to support older adults in maintaining and improving their health and wellbeing.



The mental health of the nation is also crucial. Being active and playing sport can lead to greater self-esteem, reduced anxiety and increased confidence. Active lifestyles are associated with 30 million fewer GP visits and 375,000 fewer people being diagnosed with depression, which helps to reduce absenteeism and thus increase productivity at work.<sup>3</sup>

Increasing levels of physical activity will also help to deliver on the important health, wellbeing and missions set out in the Levelling Up white paper, helping to bridge the gap in life expectancy across the country, as well as supporting an improvement in perceived wellbeing levels.<sup>4</sup>

<sup>3</sup> <https://www.sportengland.org/about-us/uniting-movement>

<sup>4</sup> <https://www.gov.uk/government/publications/levelling-up-the-united-kingdom>


# GOOD BOOST IS CONNECTING THE POOLS TO NHS

Good Boost show how pools can be harnessed to support the NHS.

Good Boost is being highlighted in industry articles, news stories and reports as leading the transition of community, leisure, gym & swimming pool spaces into 'health & wellbeing hub'.

There is a UK and global sector shift from exercise and fitness to health & wellbeing, and Good Boost is leading the product and service to enable this sector wide transition.

We enable leisure venues, gyms and pool to attract new customers and members, and achieve new health & wellbeing contracts.



Leisure DB

FOUNDER FOREWORD

LEISURE DB

**LIGHTBULB MOMENTS**

I have a confession to make while writing this foreword: something I haven't admitted before. In spite of my love for triathlon, I'm a hopeless swimmer. There, I said it - and I'm happy to share this news now as part of the wider sharing, openness and frankness that's taking place in this transformative report.

As is the case every year, the **State of the UK Swimming Industry Report 2023** paints a clear picture of the UK's swimming pool stock - and this year, it's a story of continued decline, albeit not as dramatic as might be expected, with pool count down -0.8% and the number of sites with pools down -1.8%.

What's new this time is our deep dive behind the statistics, as 12 partners share a fascinating and insightful narrative around a shared interest in our swimming pools. They are joined by a collection of experts who have been designing, building, maintaining, operating, managing, programming, researching and redefining the carrying capacity of the water. I have learnt so much, and I'm sure you will, reading all these contributions to the national debate on what the pool stock should look like, who should provide it, fund, programme and manage it.

I had never before thought about applying retention strategies to swimmers, for example, so thanks to Marc Jones for that lightbulb moment. Also interesting is that premiumisation exists in swimming as it does in fitness, with 'PT in the pool' from the likes of Swimming Nature and luxury operator Third Space naming pools as its top-performing digital marketing asset.

Then there's the tech that's making an impact on the swim customer experience, from AI lifejackets to learn-to-swim tracking apps to online bookings that mean we finally have rich, product-informing data on all types of swimmer.

Yet we still need to put much more thought into the customer experience, says Sophie Lawler of Total Fitness. Other contributors, including GLL and 1Life, vent their frustration over funding; public sector operators call for a financial model to protect pools by rethinking the tendering process; and new partnerships with the likes of **Good Boost** show how pools can be harnessed to support the NHS.

Finally, Helen Bull is spot on when she says there's no one single leading voice in the industry. To that I would add 'or data source'. This report - and the database sitting behind it - is the most granular facility data available and the only complete audit of all UK pools, but usage data remains limited and patchy.

More must be done, and I urge the whole sector to dive in and embrace the best practice showcased in this year's **State of the UK Swimming Industry Report**.

*I have learnt so much, and I'm sure you will, reading all these contributions to the national debate on the UK's pool stock.*

**DAVID MINTON**  
Founder, Leisure DB

<https://www.leisuredb.com/publications>

Yet we still need to put much more thought into the customer experience, says Sophie Lawler of Total Fitness. Other contributors, including GLL and 1Life, vent their frustration over funding; public sector operators call for a financial model to protect pools by rethinking the tendering process; and new partnerships with the likes of **Good Boost** show how pools can be harnessed to support the NHS.



good boost



**7.1k**  
Total Participants



**47.3k**  
Total Sessions



**158**  
Total Venues



**1.7k**  
Total Tablets



**11**  
Total Awards



**1**  
Pandemic Survived