



good boost

[#MakingPoolsDoMore](#)

CASE STUDY: JUBILEE 2 POOL

- ▶ A leisure centre based in Newcastle-under-Lyme
- ▶ Started delivering Good Boost in June 2021
- ▶ Have embedded Good Boost into their health & wellbeing program
- ▶ Have had a great success of the number of participants and sessions delivered, delivering over 10 sessions per week, and delivering more than one class on most days.



CASE STUDY: JUBILEE 2 POOL - STATS

Data between June-September 2021

88

Total Number of registered users

843

Total Number of sessions delivered

30-40

Youngest age range

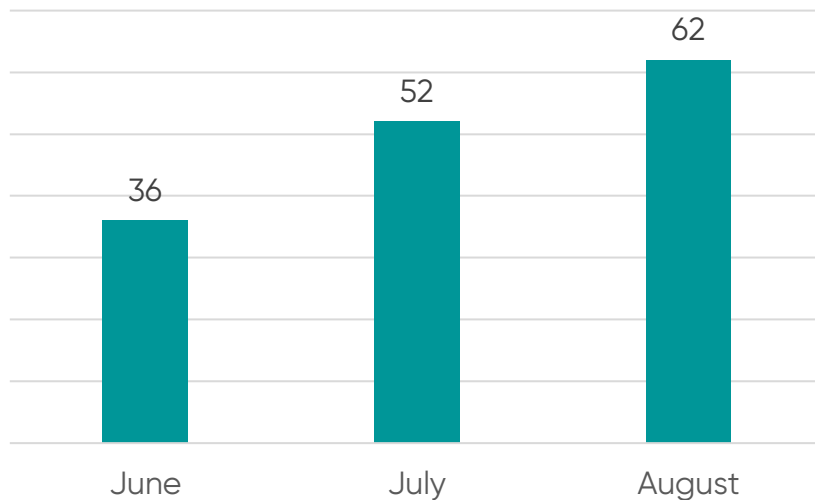
80-90

Oldest age range

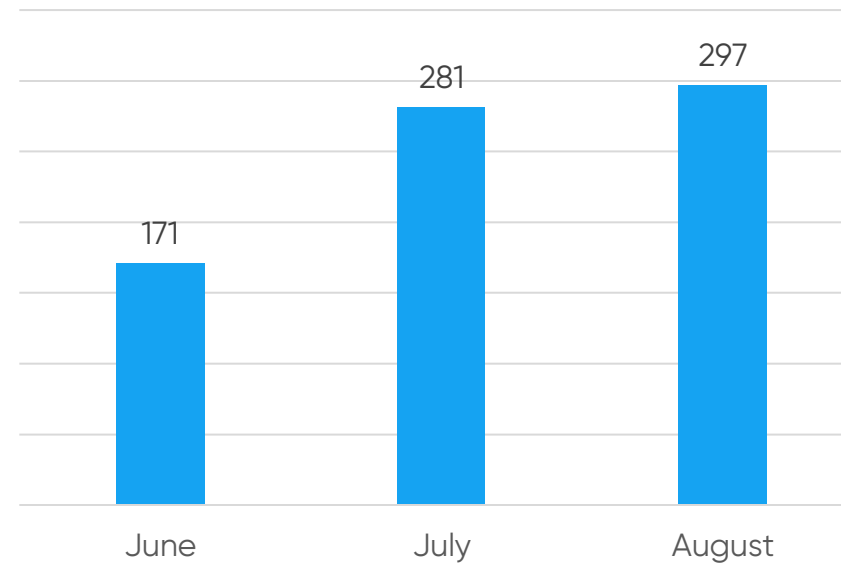
64

Average age

Number of Registrations



Number of Sessions



14

Average participants per session

CASE STUDY: KEY LEARNINGS

Promotion and Participant engagement

- ▶ Encourage members in other health, wellbeing and older adults classes to try Good Boost (such as arthritis exercise class, older adult classes Osteoporosis class, Health & Wellbeing referral classes)
- ▶ Spoke about Good boost with other local groups, including brain injury and neurological groups
- ▶ Engaged with a local hospital and local Physiotherapists who are referring participants in
- ▶ They created a Good Boost page on their [website](#) to provide people with a good understanding before a class
- ▶ Promote through social media, posters in the venue and having conversations with members at reception and new member sign-up
- ▶ Staff have a practice conversation about Good Boost to have with members / potential clients

CASE STUDY: KEY LEARNINGS

Operations and Delivery

- ▶ They offer a free induction class for new participants
- ▶ For new participants, they have a 1-to-1 session or small group (1-to-3) to support registration and sign-up and complete a 'walk through' so participants fully understand how Good Boost works
- ▶ These registrations and walk through sessions are completed before participants' first Good Boost session in the pool
- ▶ Their facilitator is always pool side from start to finish
- ▶ The facilitator puts a focus on being warm, welcoming and friendly, small things like saying "*hi, how are you today?*" or "*great to see you again!*" – as it makes a big difference
- ▶ Don't leave participants alone in the pool, keep participants encouraged, and every now and then ask them how they're doing (emotional reinforcement by having conversations)
- ▶ Understand people are different, there are some who want to have a conversation and some who are keen to just crack on with their Good Boost exercises

CASE STUDY: KEY LEARNINGS

Why has Good Boost been such a success at Jubilee

- ▶ Participants see Good Boost as part of their health and wellbeing maintenance, and as they have experienced such improvements in pain, function and wellbeing, they keep coming back to maintain their levels of health and wellbeing
- ▶ The social element – participants often meet in the café before and after the class to have a coffee and a chat
- ▶ Participants have got to know each other in the classes and formed new friends, who tend to book in to sessions together
- ▶ Participants love the personalised aspect of the Good Boost exercises (and this was a big feedback from participants who join from other groups classes, like the Osteo and arthritis exercise classes, as this wasn't personalised, it was generic, where everyone completed the same exercise)
- ▶ Participants are experiencing increased confidence (they are completing exercises they never thought they would be able to do, and feeling the benefit translated onto land)

CASE STUDY: TESTIMONIALS & FEEDBACK

“Increased usage of all over body and successfully completed activities that I did not know I would be able to complete successfully”

Eleanor, Jubilee 2 in Newcastle under Lyme

“I have increased my mobility and quality of life, and reduced my pain via participating in the Good Boost sessions”

Janet, Jubilee 2 in Newcastle under Lyme

“Good Boost as improved my mobility of my back, my hip pain as decreased and overall more manageable. I have also increased my sense of wellbeing”

Caitlin, Jubilee 2 in Newcastle under Lyme

“I attended my first Good Boost session at my local pool yesterday and loved it! I am recovering from Gillian-Barre syndrome so water-based exercise is perfect for me. The exercise on my personalised program were perfect for my ability and the instructions were very clear and easy to follow. I could feel the benefit to my muscle and joints straight away. It was great fun and I can't wait to go back again!”

Emma, Jubilee 2 in Newcastle under Lyme

“I have more energy and less pain, and it is easier to move on land”

Ruby, Jubilee 2 in Newcastle under Lyme

“Good Boost has boosted the feeling of wellbeing and increased my confidence”

Dorothy, Jubilee 2 in Newcastle under Lyme

WE LOVE TO TALK.



Contact us on:



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