



Empowering Fife Communities Through Active for Leisure Families

Introduction

Economic challenges can create barriers to participation in sports and physical activities, impacting the overall wellbeing of communities. Research from Sport Scotland highlights that people living in the most deprived areas are generally less active and more vulnerable to challenges like the cost-of-living crisis.

Coupled with the significant health disparities faced by these communities, it's evident that investing in support and accessible opportunities can lead to meaningful, positive change. In Fife, change is already happening, ensuring that those who need support the most can access it. This leads to empowering communities to thrive and build healthier, more active futures.

Fife Sports and Leisure Trust, in partnership with Fife Council, is committed to breaking down financial and health barriers that prevent individuals and families from engaging in physical activity.

Through the **Active for Leisure Families** initiative, we have been able to make a tangible difference in the lives of many individuals within Fife's communities, enabling access to vital health, fitness, and wellbeing services.



Our vision extends beyond fitness; it's about inspiring lasting change and enabling every individual to embrace health and wellbeing to enhance their quality of life. The collaboration between Fife Sports and Leisure Trust and Fife Council has been instrumental in delivering support to those who need it most.

The initiative – ‘Active for Families’

Launched in October 2023, Active for Leisure Families provides financial assistance to families and individuals who meet our concession criteria but may otherwise struggle to access our services. Funded by Fife Council, this initiative has already supported 242 individuals, removing financial barriers to participation in health and fitness activities.

Families are referred through professional partners, including social work services, healthcare professionals, and Kinship Care. Eligible participants receive up to £500 worth of funded activities, which can be redeemed at any of our Fife Sports and Leisure Trust’s 14 venues.

Through Active for Leisure Families participants can access:

Fitness Memberships
for ongoing health benefits.



Learn to Swim Programme
ensuring children develop a crucial life skill.



Junior Activities
promoting active lifestyles from an early age.

School Holiday Camps
providing structured, engaging activities during breaks.



By removing cost barriers, Active for Leisure Families ensures that more individuals, regardless of background, can build active, healthier futures.

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Impact and reach

Since launching Active for Leisure Families, we have provided nearly £80,000 worth of health, fitness, and wellbeing services to individuals across Fife, ensuring access to vital physical activity opportunities.

Key achievements so far:

- 500 family swim passes distributed through Kinship Care, supporting caregivers to engage in active, meaningful experiences with children.
- These passes alone have created an estimated £100,000 in social value, measured through:
 - Physical and mental health benefits (reduced stress, improved fitness).
 - Increased community engagement (stronger family and social bonds).
 - Personal growth (boosted confidence and life skills).
- Three £100 sports clothing vouchers provided to young people, enabling participation in social justice physical activity programmes.

Beyond Active for Leisure Families, our affordability commitment extends to initiatives like Quid-a-Kid, funded by Fife Council. This programme, which requires no qualifying criteria, allows children to swim for just £1 per session during school holidays. In 2023/24:

- 20,670 children participated, saving families a total of £57,876.
- The initiative generated an estimated £1.9 million in social value, reinforcing the widespread community impact of accessible sports programming.

500

family swim passes

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in social value



20,670



children participating in Quid-a-Kid

Additionally, we secured funding to offer free swimming lessons to 100 young people in 2023/24. In partnership with Fife Council and Active Schools, this programme identified children most in need and provided them with essential water safety and swimming skills, helping to ensure equal opportunities regardless of socio-economic background.

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Transformative Impact: Real Stories from Our Community

While the impact of Active for Leisure Families is evident in the numbers, the real stories come from the individuals and families who have gained from the initiative. These personal experiences highlight the tangible benefits of accessible fitness opportunities in building healthier, more connected communities. Through Active for Leisure Families, people across Fife have achieved not only physical benefits but also a renewed sense of confidence, wellbeing, and financial relief.

Below are some of the voices from those whose lives have been touched by the initiative:

Getting the free memberships has been amazing for me and my son. We love going swimming together, and it helps us stay active while also easing financial stress.

Meghan, Lochgelly

Our children's confidence has skyrocketed, and they've even progressed to a higher swimming class. We wouldn't have been able to afford this otherwise.

The Docherty Family, Glenrothes

With the cost covered for my daughter's activities, I can focus on other essentials for my family without financial strain.

Alex, Dunfermline

The swimming lessons have been a great bonding experience, and the financial support has made a real difference for us.

The Currie Family, Kirkcaldy

My children have gained a vital life skill through their swimming lessons. They can now swim unaided, which is incredible.

Yasmin, Leven

By sharing these real-life experiences, we hope to inspire continued support for Active for Leisure Families, ensuring that health and fitness remain accessible in Fife.

For more information, visit our website below or follow us on social media to hear more inspiring stories.

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