



OVER
22
PARTNERS
INVOLVED

THAT'S AN INCREASE
OF OVER 1000
PEOPLE FROM LAST
SUMMER



STRENGTHENING THE ACTIVE
SEASONS PARTNERSHIP
4 NEW & **18** RETURNING

PARTNER TESTIMONIALS:



DEAF VILLAGE

Partnering with Active Seasons has been a truly equitable collaboration, the co - production is a real strength. From help with bookings, communications, and on-the-day logistics, we've always felt reassured. For us, it's vital that events are advertised as Deaf Accessible so the Deaf community feels included. We have loved being part of this collective purpose - providing families with quality physical activity experiences, while raising Deaf Awareness in BWD. Even a little rain won't dampen our efforts.



SKATEBOARD MOVEMENT

Being part of Active Seasons has been a transformative experience for the Skateboard Movement, which has helped us grow our CIC within BWD and strengthened our relationships with various organisations and groups . We have also gained support with applying for funding, enabling us to deliver Skateboarding sessions that promote positive physical health and wellbeing



DIGITAL ENGAGEMENT



70,631

PEOPLE REACHED VIA
SOCIAL MEDIA CAMPAIGN

570+

INTERACTIONS
ON FACEBOOK

4,394+

WEBPAGE VIEWS



LAUNCHED IN SUMMER 2025, THE ACTIVE PASSPORT WAS DESIGNED TO ENCOURAGE AND MOTIVATE FAMILIES TO STAY ACTIVE THROUGHOUT THE HOLIDAYS, PARTICULARLY IN AREAS OF HIGH DEPRIVATION AND WITH LIMITED ACCESS TO HOLIDAY PROVISION. THE PASSPORT WAS PACKED WITH FUN AND PRACTICAL IDEAS — FROM NATURE-BASED ACTIVITIES AND TRADITIONAL GAMES TO HEALTHY RECIPES THAT FAMILIES COULD TRY TOGETHER. CHILDREN WERE ALSO ABLE TO COLLECT STICKERS BY TAKING PART IN OUR ACTIVE SEASONS EVENTS OR BY JOINING IN WITH PARTNER ORGANISATION ACTIVITIES ACROSS BLACKBURN WITH DARWEN, MAKING IT BOTH REWARDING AND EXCITING TO STAY ACTIVE ALL SUMMER LONG.

“ WE’VE REALLY ENJOYED COMPLETING THE PASSPORT AND IT WILL BE A LOVELY KEPSAKE FOR US. IT WAS A GREAT IDEA BY RE:FRESH. ”

59% OF ACTIVE PASSPORTS WERE ISSUED TO FAMILIES LIVING IN THE 20% MOST DEPRIVED AREAS NATIONALLY.

395

PASSPORTS DISTRIBUTED

3 OUT OF 4

ACTIVE PASSPORTS SUPPORTED FAMILIES LIVING IN THE BOTTOM 40% DEPRIVED AREAS NATIONALLY, HIGHLIGHTING STRONG REACH INTO AREAS FACING THE GREATEST DISADVANTAGE.



BLACKBURN TOWN



BLACKSNAPE



CORPORATION PARK



WITTON PARK



MILL HILL



LIVESEY FAMILY HUB



QUEENS PARK



DARWEN

PARENT/CARER QUOTES:

“

- ACTIVE SUMMER HAS BEEN THE BEST THING EVER, THANK YOU TO ALL INVOLVED. YOU HAVE INSPIRED US ALL AND MADE US BELIEVE ANYTHING IS POSSIBLE. THANK YOU FOR ALL YOUR SUPPORT AND MOTIVATION.
- WE WANT IT RUNNING EVERY SUMMER AND ANY OTHER SCHOOL HOLIDAYS.
- THANKYOU SO MUCH. BRILLIANT TIME AND ENJOYED BY ALL 😊
- VISITING A NEW VENUE AND SPOKE TO NEW PEOPLE, LOVE HOW IT WAS DONE THIS TIME PLENTY FOR THE KIDS TO DO.
- I ATTENDED IN MILL HILL - THAT’S NEW TO ME AND A FANTASTIC LOCATION
- I’VE NEVER JOINED IN WITH ACTIVE SEASONS BEFORE - THE SESSIONS WE WENT TO WERE FANTASTIC. I THINK THERE SHOULD BE LOTS MORE ACTIVITIES LIKE THE ‘PICK AND COOK’, SO PARENTS LIKE ME CAN TAKE PART TOO.

Blackburn with Darwen
HEALTH & WELLBEING

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