

**Meeting date:** Communities and Leisure Cabinet Decision Session 26<sup>th</sup> January 2023

**Report to:** Cabinet Member for Communities and Leisure

**Report title:** Solihull on the Move programme and the Commonwealth Games

**Report from:** Ruth Tennant, Director of Public Health

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**Wards affected:**

- All Wards |  Bickenhill |  Blythe |  Castle Bromwich |  Chelmsley Wood |  Dorridge/Hockley Heath |  Elmdon |  Kingshurst/Fordbridge |  Knowle |  Lyndon |  Meriden |  Olton |  Shirley East |  Shirley South |  Shirley West |  Silhill |  Smith's Wood |  St Alphege
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**Public/private report:** Public

**Exempt by virtue of paragraph:** Not applicable

**1. Executive Summary**

- 1.1 In November 2021, approval was obtained to resource the sub-phase of the proposed Solihull on the Move programme and its alignment with the Commonwealth Games from existing core budget. £250k from existing leisure core budget over financial years 2021/22 and 2022/23 had been identified to support this.
- 1.2 This report will provide an update on the initial sub-phase of the Solihull on the Move programme and the Commonwealth Games, and subject to the approval of the Cabinet Member (and Cabinet Member for Resources), approve the 2022/23 underspend (currently forecast at £75k) from the £250k allocation be contributed to reserves to support Solihull on the Move programmes in 2023/24.

**2. Decision(s) Recommended**

- 2.1 The Cabinet Member is asked to approve, subject to approval of the Cabinet Member for Resources, a contribution to the existing leisure reserve of the year end 2022/23 Solihull on the Move (Commonwealth Games) surplus (currently forecast at £75k), to fund planned Solihull on the Move activities in 2023/24.

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**3. Matters for Consideration**

- 3.1 Solihull on the Move is a framework set out to support a Borough wide commitment, inspiring healthier, happier and more sustainable communities through moving more, more often. Initial sign off for Solihull on the Move was January 2020, with the pandemic unfolding in Spring 2020 a scaled back sub-phase was signed off in July 2020 proposing a focus on walking, recreational cycling, running, table tennis, a pledge to the West Midlands 'Include Me' programme with a focus on people with disabilities, and the refurbishment of the Tudor Grange Leisure Centre all weather pitch (separate Cabinet Decision Report in March 2021 as financed from additional leisure core budget).
- 3.2 As the pandemic unfolded, multiple lockdowns took place and physical activity opportunities for Solihull residents were greatly reduced. The ramifications for delivery of the Solihull on the Move initial sub-phase were significant and widespread with both SMBC capacity and community capacity restricted. Staff were required to assist in the COVID response taking them away from being able to fully implement the agreed programme.
- 3.3 With the pandemic being managed through the mass vaccination programme and society opening up there was an opportunity to reset and launch Solihull on the Move using the catalyst of the Commonwealth Games to make a greater impact. Officers considered this opportunity and developed a programme to extend the Solihull on the Move offer and maximise the opportunity of the Commonwealth Games in 2022. In November 2021, approval was obtained to resource the sub-phase of the proposed Solihull on the Move programme and its alignment with the Commonwealth Games from existing core budget. £250k from existing leisure core budget over financial years 2021/22 and 2022/23 had been identified to support this.
- 3.4 The programme seeks to develop the work already carried out, extend the Council's existing offer and connect the Games into our communities with a grant offer. This programme has the following core elements: launch of Solihull on the Move 'a yearlong campaign of being on the move', Bike It Solihull, Walk Solihull, Run Solihull, Ping! Solihull, Community sports and physical activity grant programme, and Swim Solihull. An update on each of these elements for 2022/23 can be found below, for an example of resources, photos and feedback from participants refer to Appendix 1:

<b>Programme</b>	<b>Update</b>
Launch of Solihull on the Move	<p>Communications Officer in post from April 2022 for a 12-month fixed term.</p> <p>The launch of Solihull on the Move through a yearlong campaign known as So Go. After the procurement of Big Cat Marketing Agency, and a new website developed, So Go 'soft launched' on 26th September, a borough wide campaign has been developed to encourage borough residents to increase their activity levels and 'get moving'. The campaign also aims</p>

	<p>to target the least active residents through impactful messaging, to have a positive effect on disadvantaged groups and those whose physical activity levels have been impacted the most by Covid. Phase 2 is due to launch in January 2023, a wide breadth of 'out of home' marketing activity will be visible across the Borough including bus rears, banners, billboard adverts and paid social media activity.</p>
Bike it Solihull	<p>£22,724 investment in to 4 fully equipped cycling hubs, 50% of this investment met by British Cycling Places to Ride Fund. Following the spring launch of the four Solihull Community Cycling Hubs in our parks, and the appointment of a 2 year fixed term Cycling Community Developer, the summer's recreational cycling programme included a wide range of cycling activities, including children, family and adult cycle training, bike maintenance workshops, Dr Bike, cycle confidence sessions, group led rides and much more.</p> <p>Three multi-activity events were also successfully delivered to highlight the range of community cycling activities on offer through the Bike It Solihull project and attract more interest and inspire more residents to take part in cycling. 224 participants have accessed this programme to date which we hope to grow and improve in 2023/24.</p> <p>The team are reviewing the first-year programming and lessons learnt to continuously improve the local community cycling offer and tailor it to the needs and wants of local communities in 2023.</p>
Walk Solihull	<p>The development of 5 local sensory walking routes, working in partnership with Sense and Great Britain's national mapping agency. These create free opportunities for people with complex disabilities to get active and have fun whilst exploring their local open spaces. Although aimed at complex disabilities these routes can be enjoyed by all and are available to access via downloadable website resources. Working with Sense and local community groups the routes highlight key sensory points along the way. In August and September each walking route had been officially launched with an organised led walk to raise the profile and awareness of Solihull's new sensory walking routes.</p> <p>In partnership with the local orienteering club 'Octavian Droobers,' two permanent orienteering routes have been designed. These will be installed Spring 2023 in Elmdon Park and Babbs Mill park.</p>
Run Solihull	<p>The 2<sup>nd</sup> Solihull Half Marathon and 10k took place on Sunday 14<sup>th</sup> August 2022. 1600 runners participating in the Solihull Half Marathon raising over £85,000 for charities. 37% of</p>

	<p>runners from Solihull, 31% from Birmingham and 32% from wider, including London, Manchester, Liverpool, Edinburgh, Belfast, and Dublin. Next year's date has been confirmed as Sunday 13<sup>th</sup> August 2023.</p>
Ping! Solihull	<p>Working in partnership with Table Tennis England, 18 table tennis tables (14 outdoor and 6 indoor), have been located in parks and open spaces and other local indoor facilities across Solihull including a Ping Pong Parlour in Mell Square, with a further 4 outdoor tables purchased. 468 table tennis bats and 702 table tennis balls have been given out to residents to utilise these tables in their community.</p> <p>Park View Day Centre have been using the table installed as a way to get men talking about mental health. It has been very successful and allowed a peer group to develop where the men support each other with their mental health. On average 14 men attend each session which runs 2 – 3 times a week.</p> <p>A Ping Youth league has been set up in conjunction with Sported, Fitcap, Urban Heard and Inclusive Sports, which sees young people take part in table tennis each week across North Solihull, with Auckland Hall being the hub venue. On average there are 4 sessions per week with approximately 12 - 20 young people taking part.</p>
Community sports and physical activity grant programme.	<p>£24,720 investment via small grants to help community clubs and organisations in Solihull to capitalise on the momentum of the Games and support more people to engage with sport and physical activity. Administered through the Solihull Celebrating Communities Fund via Heart of England Community Foundation.</p>
Swim Solihull	<p>Tudor Grange Leisure Centre – the purchasing of an additional lifeguard chair to increase the capacity of bathers by 270 at family fun sessions, introduced a new disability swimming session on a Friday morning open to all age groups with adapted equipment, and new graphics on the windows by the pool to enhance the overall feel of the area making it more family friendly and a fun experience.</p> <p>North Solihull Sports Centre - the small pool surrounds and associated equipment (mushroom and slide) to be given a makeover to enhance the look of the area. This combined again with new graphics on windows will make the area more inviting. Introduced additional mother and baby sessions, invested in new equipment for these sessions and the family fun sessions.</p>

3.5 In addition to these activities, in July 2022, Everyone Active delivered the Include Me Games (people with disabilities) with 90 participants attending and the Get Active Games (older people) with 151 participants attending, taking place across both sites. The first year these events have been organised over a week, allowing participants more options to take part, previously they have been daylong events, great building blocks to build on for 2023/24.

#### **4. What options have been considered and what is the evidence telling us about them?**

4.1 With the £250k resourcing from leisure core budget being approved in November 2021, time became limited for officers to implement the agreed sub-phase of the Solihull on the Move programme as reflected in the expenditure for 2021/22 – see point 5.3.1 – resulting in a forecast underspend of £75k at the end of the financial year 2022/23.

4.2 The majority of the Solihull on the Move programme landed in 2022/23 using the catalyst of the Commonwealth Games to make a greater impact. The launch of So Go took place in September 2022, meaning this year long campaign will run until September 2023 requiring support in terms of marketing and promotion including social media during 2023/24.

4.3 Bike it Solihull requires further financial support in 2023/24, for the remaining 12 month term of the Cycling Community Developer post, training package for volunteer ride leaders, and support with maintenance of the cycling hubs.

4.4 Walk Solihull will look to pilot a 'Walking Fitness for All' project paying instructors to deliver activity at outdoor gym locations over a 3 month period to facilitate activity, and a 'Walking Sports' package for football, hockey, netball and tennis to include equipment, training and instructors over the Spring/Summer 2023.

4.5 Ping! Solihull requires a small amount of financial support in 2023/24 for further bats and balls for residents and community organisations, training of table tennis activators, for maintenance of the tables, and to facilitate a 'table tennis roadshow' during the Summer 2023 whereby trained activators will organise table tennis activity across our assets in Solihull for residents to access.

#### **5. Reasons for recommending preferred option**

5.1 Support in 2023/24 will align with Solihull Active Minds (SAM) timescales. Sport England awarded funding of £436,372 over a two-year period to deliver a community wellness programme (SAM) that is seeking to use the inspiration of the Commonwealth Games to help people with poorer mental health to be more active through an integrated mental health and physical activity pathway.

5.2 The hosting of the Commonwealth Games provided a once in a lifetime opportunity to use an international multi-games event being hosted in the Region and Borough to inspire a connection with physical activity and sport. The proposed programme ensures the Solihull on the Move programme continues its momentum into 2023/24. The activity will seek to contribute to addressing inactivity and engage those audiences most likely to benefit from participation in a sustainable way.

## 6. Implications and Considerations

6.1 State how the proposals in this report contribute to the priorities in the [Council Plan](#):

Priority:	Contribution:
<p>People and Communities:</p> <ol style="list-style-type: none"> <li>1. Improving outcomes for children and young people in Solihull.</li> <li>2. Good quality, responsive, and dignified care and support for Adults in Solihull when they need it.</li> <li>3. Take action to improve life chances and health outcomes in our most disadvantaged communities.</li> <li>4. Enable communities to thrive.</li> </ol>	<p>Physical inactivity is one of the top ten leading risk factors contributing to death in developed countries and the population's health is at significant risk from inactivity as it increases the risk of developing over 6 major diseases. Addressing physical inactivity is a key aspect of this programme. Volunteering and activation are key aspects of the this programme. Recruiting, training and supporting new and existing volunteers is a key mode of how we will work and how we seek to build the sustainability of activity as we go. We understand that different people and communities will need different levels of support along this journey and this will be factored into the way we work.</p>
<p>Economy:</p> <ol style="list-style-type: none"> <li>5. Develop and promote the borough's economy, with a focus on revitalising our town and local centres.</li> <li>6. Maximising the opportunities of UK Central and HS2.</li> <li>7. Increase the supply of affordable and social housing that is environmentally sustainable.</li> </ol>	<p>No direct implications.</p>
<p>Environment:</p> <ol style="list-style-type: none"> <li>8. Enhance our natural environment, improve air quality and reduce net carbon emissions.</li> </ol>	<p>No direct implications.</p>
<ol style="list-style-type: none"> <li>9. Promote employee wellbeing</li> </ol>	<p>No direct implications.</p>

6.2 Consultation and Scrutiny:

6.2.1. No direct consultation. Solihull on the Move is due to go to Stronger Communities and Neighbourhood Services Scrutiny Board on 14<sup>th</sup> March 2023.

6.3 Financial implications:

6.3.1. A total of £250k of existing Leisure core budget was available across 2021/22 and 2022/23 to fund proposals to increase physical activity aligned to the

Commonwealth Games in 2022. Original proposals totalled £165k, leaving £80k unallocated. Actual expenditure for 2021/22 and forecast expenditure for 2022/23 and 2023/24 (if approved) are shown below:

<b>Programme</b>	<b>Original Budget (£,000)</b>	<b>Actual Expenditure 2021/22 (£,000)</b>	<b>Forecast Expenditure 2022/23 (£,000)</b>	<b>Forecast Expenditure 2023/24 (£,000)</b>
Launch of Solihull on the Move	40	0	90	11
Walk Solihull	5	0	2	7
Bike It Solihull	70	0	37	43
Ping! Solihull	10	0	7	4
Community sports and physical activity grant programme.	30	32	0	0
Swim Solihull	10	0	7	3
Unallocated	85	0	0	7
<b>Total</b>	<b>250</b>	<b>32</b>	<b>143</b>	<b>75</b>

6.3.2. The launch of the So Go campaign required more budget than originally planned with the procurement of a marketing agency to design, develop and implement (paid social media ads, bus rears and billboard advertising) the campaign, and its associated resources.

6.3.3. The running programme is funded from the existing core budget with partnership working with the Run Through the Half Marathon event provider.

6.3.4. The report seeks approval for the contribution of the year end surplus for 2022/23, currently forecast at £75,000, (from the original sum set aside of £250,000), be contributed to the existing leisure reserve and made available to fund planned Solihull on the Move activities in 2023/24. The request will also be subject to approval of the Cabinet Member for Resources.

6.4 Legal implications:

5.4.1 No direct legal implications have been identified.

6.5 Risk implications, including Risk Appetite:

6.5.1. There are no net red risks associated with this report.

- 6.6 Equality implications:
- 6.7 A Fair Treatment Assessment (FTA) was carried out on the service at conception, with an updated FTA being drafted for March 2023, and the participation of underrepresented groups is considered i.e. females, children and young people, older people, ethnically diverse communities, deprived communities, older people. A large proportion of the Solihull on the Move programme is free of charge, and where able a geographical spread is offered.
- 6.8 Linkages to our work with the West Midlands Combined Authority (WMCA), Local Enterprise Partnership or the Birmingham & Solihull Integrated Care System (ICS):
  - 6.8.1. Linked in with the WMCA around collaboration stewardship for Physical Activity legacy post Commonwealth Games.
- 7. List of appendices referred to**
  - 7.1 Appendix 1 – Examples of So Go resources, photos, and feedback from participants
- 8. Background papers used to compile this report**
  - 8.1 None.
- 9. List of Other Relevant Documents**
  - 9.1 None.