

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

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

**Report title:** Leisure and Physical Activity Performance Progress Quarter 1 & 2 2022-23

**Report from:** Neeraj Malhotra, Deputy Director of Public Health

**Report author/lead contact officer:** Sadie Walker, Senior Public Health Manager – Leisure and Physical Activity, [sadiewalker@solihull.gov.uk](mailto:sadiewalker@solihull.gov.uk)

---

**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
- 

**Public/private report:** Public

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

**1. Executive Summary**

- 1.1 Leisure and Physical Activity performance is measured quarterly through the Public Health Directorate Scorecard, and nationally on an annual basis in line with the Public Health Outcomes Framework (PHOF) and Sports England's Active Lives Survey. Refer to Appendix 1 for a summary of the Leisure, Sport and Physical Activity team.
- 1.2 This report outlines performance for Quarter 1 & 2 2022-23 reported through the Public Health Directorate Scorecard. Red / amber / green ratings are displayed to summarise performance against targets for these measures. The report also includes a progress summary, which includes key progress updates and an update on any mitigation undertaken by the team.
- 1.3 Leisure and Physical Activity performance is seeing some steady improvements. In some areas targets have been met and exceeded, and in others, while the target may not have been met, activity levels are going in the right direction.

**2. Decision(s) Recommended**

2.1 To endorse the contents of the report and actions being taken forward.

**Report Title:** Leisure and Physical Activity Performance Progress Quarter 1 & 2 2022-23

### **3. Matters for Consideration**

#### Quarter 1 & 2 Performance Summary

- 3.1 Nationally activity levels are starting to recover following large drops caused by Covid-19 pandemic restrictions, according to the annual Active Lives Adult Survey report published in April 2022.
- 3.2 However, while this initial recovery is good news, the data shows that this is not universal. There are still stark inequalities with women, those from ethnically diverse communities, those living in more deprived areas, disabled people and people with long-term health conditions still less likely to be active than others, and the pandemic has exacerbated the inequalities for the least affluent, Asian people, disabled people and people with long-term health conditions in particular. This is having an impact on our Solihull Active targeted programmes, and targeted groups accessing more universal opportunities in Solihull.
- 3.3 Available evidence suggests that the recovery of long-term health condition specific programmes is likely to be prolonged whilst people with health conditions/risk factors for disease regain confidence in engaging with community sessions. People with long-term health conditions are at risk of more serious implications from Covid, which is predicted to cause a more cautious return to usual activities. Also, with less face-to-face appointments available at GP surgeries there is likely to be fewer referrals than pre-covid, caused by an anticipated lower than normal amount of physical activity conversations taking place. The team continue to support the recovery of these targeted leisure centre services through increased public facing communications and promotions, and targeted health professional communications.
- 3.4 There is a shortage of specialist exercise instructors both locally and nationally. In the recent State of the Market Survey, Local Authority Sports and Leisure Services December 2022 from the Association for Public Service Excellence (APSE), 82.35% of respondents have had difficulties with recruiting instructors in the past 12 months and 47.06% have had problems with the retention of staff. The team are working with our Leisure Provider, Everyone Active to implement mitigation plans to ensure a specialist programme can still be offered.
- 3.5 “So Go” launched on 26th September. Working with marketing agency Big Cat, a borough wide campaign has been developed to encourage residents to increase their activity levels and ‘get moving’. The campaign also aims 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.
- 3.6 The programme manager for Solihull Active Minds (SAM) was appointed during Quarter 1 and work has focused on the marketing, branding and governance structures. Initial work included the delivery of consultations across five focus groups where the findings are evidenced in the form of an academic report. Work has been

undertaken with creative agency Northern Bear to create a brand and identity for the programme. This has included workshops to listen to the voice and experiences of the delivery group, external organisations with a focus on physical activity or mental health and local residents. A campaign toolkit for partners was developed which combines the national B2022 mental health campaign with localised offers in Solihull to become more active and improve your mental health. Moving forward the programme will be launching a systems solutions process which will help to achieve new local partnerships and reduce physical inactivity of people experiencing deprivation.

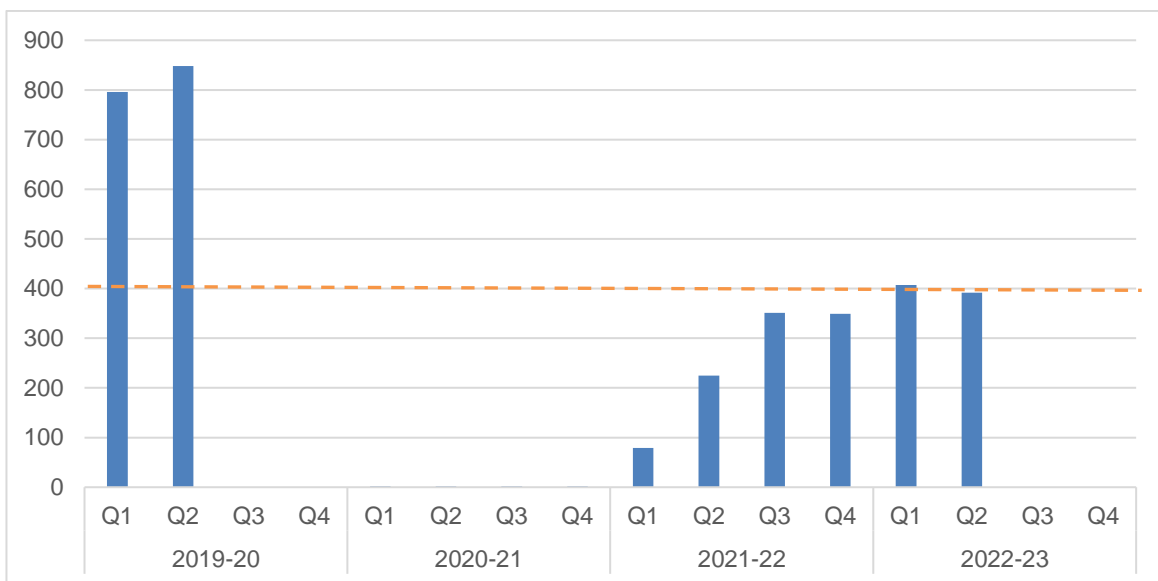
### 3.7 Quarter 1&2 Headlines

**(a) No of participants accessing Solihull Active targeted services/programmes (excludes leisure centre figures).**

**Description:** Attendances across Solihull Active targeted programming, made up of Active Wellbeing Hub, DocSpot, Eat Well Move More and Step into Solihull (over 65's only). Refer to Appendix 2 for a summary of these programmes.

**Quarter 1&2 Actual:** 799

**Quarter 1&2 Target:** 800



Activity levels remain lower than pre-pandemic figures. The referral numbers into these services and the participation by local patients continues to recover slowly, having been severely affected by Covid-19.

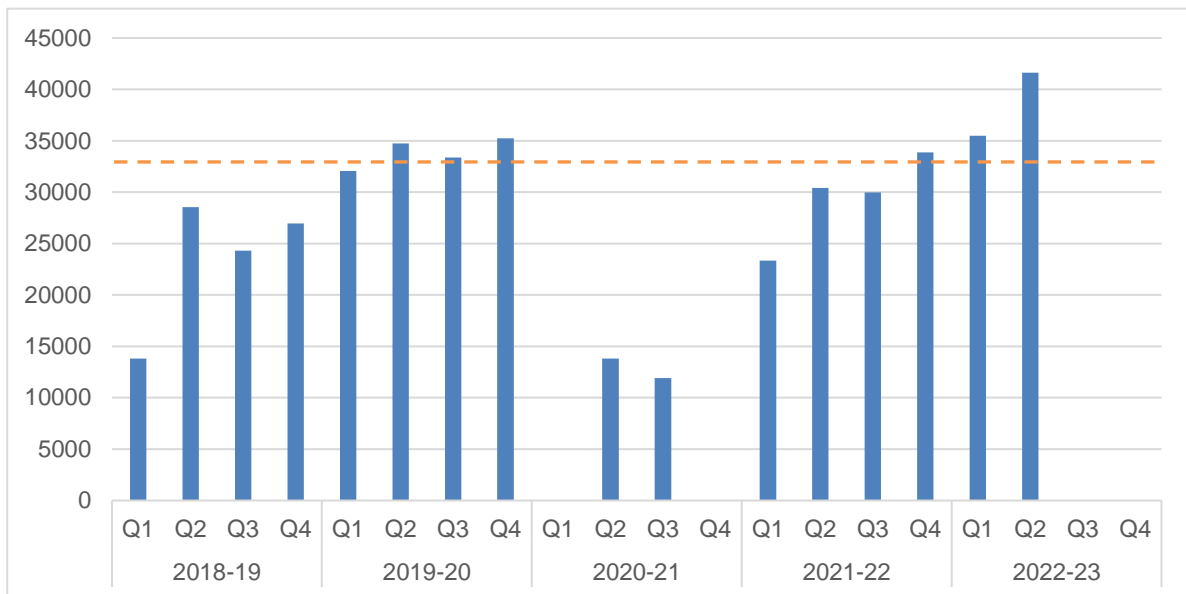
The figures include 163 participants accessing the Active Wellbeing Hub, 242 accessing DocSpot, 43 families accessing Eat Well Move More, and 351 over 65 years accessing Step into Solihull.

**(b) No of leisure centre participants from targeted groups.**

**Description:** Participants from targeted groups accessing the leisure centres includes: females, 0-15 years, 65 years plus, ethnically diverse communities, and people with disabilities.

**Quarter 1&2 Actual: 77,089**

**Quarter 1&2 Target: 65,000**



The figures show that participants from targeted groups accessing the centres are increasing. However, when this is broken down into targeted groups, there are noticeable differences in recovery post-pandemic, for example an average of 1392 people with a disability per quarter accessed the centres in 2019-20, in 2022-23 this is 410, a 70.5% decrease. This is similar for the over 65 years; on average 4141 accessed the centres per quarter in 2019-20, in 2022-23 this is 3200, a 22.7% decrease.

This activity is monitored through the Leisure Centre Management Contract, Everyone Active produce quarterly contract reports in line with the Service Specification which feed into an annual Outcomes Scorecard. Participation for females, ethnically diverse communities and 0-15 years is higher at both sites than pre-pandemic levels.

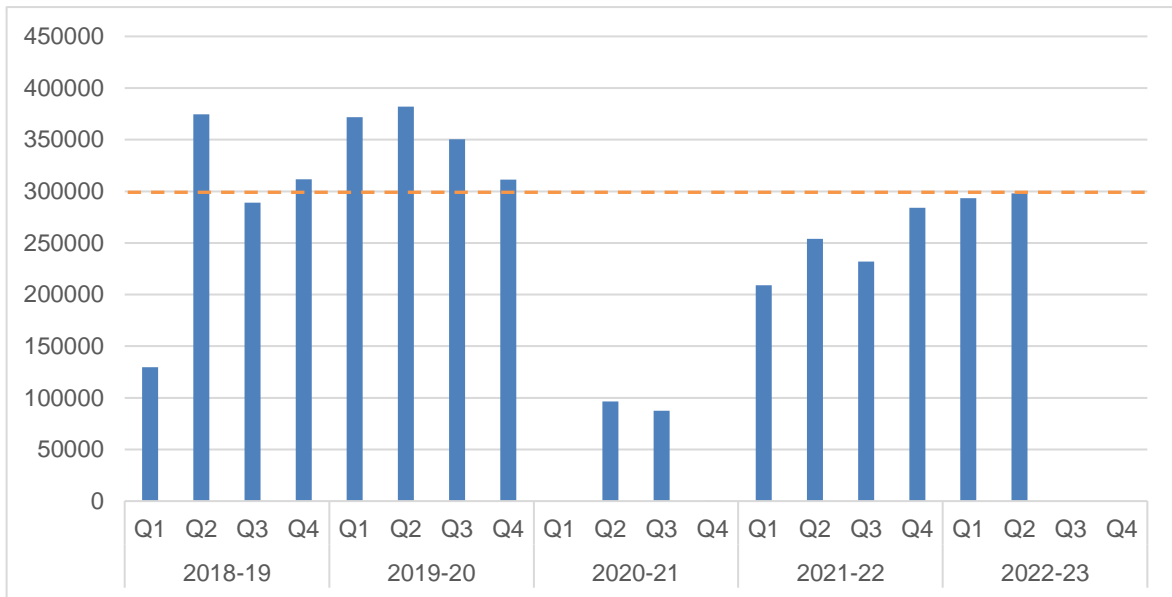
**(c) Total number of leisure centre visits.**

**Description:** Number of unique visits to both centres.

**Quarter 1&2 Actual: 591,258**

**Quarter 1&2 Target: 600,000**





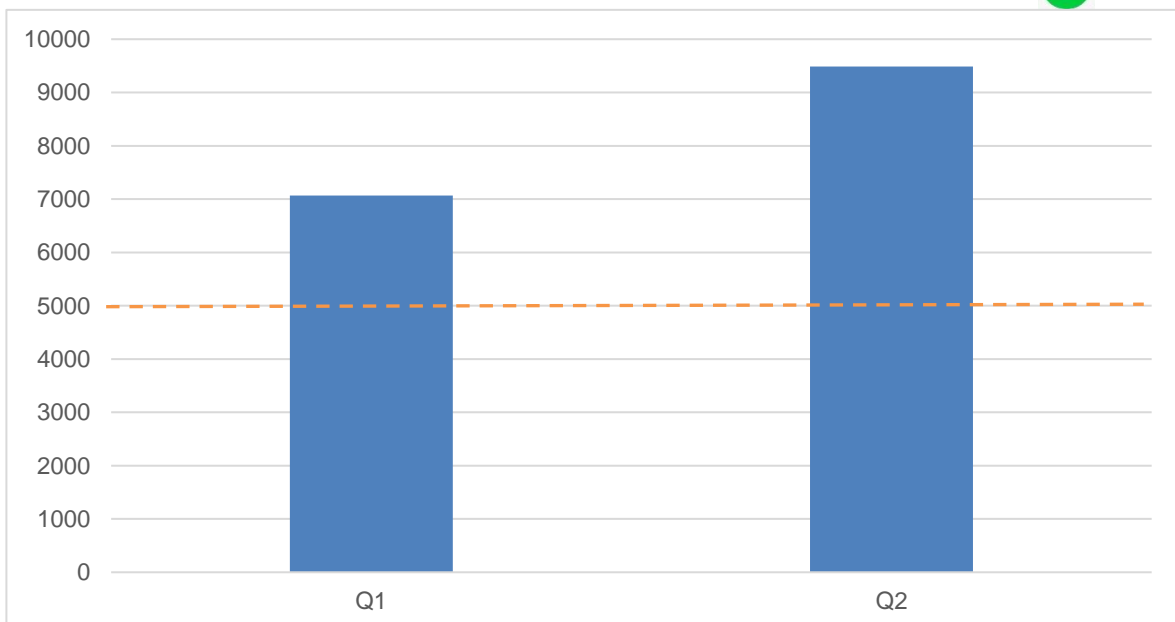
Visits are steadily increasing post-pandemic; with the gym refurbishments that took place in July and August these figures should steadily increase over the remaining quarters. 359,125 visits were at Tudor Grange Leisure Centre, with 232,133 visits at North Solihull Sports Centre. This is monitored through the Leisure Centre Management Contract, Everyone Active produce quarterly contract reports in line with the Service Specification which feed into an annual Outcomes Scorecard.

**(d) Solihull on the Move total number of attendances to include programmes and events**

**Description:** Attendances across Solihull on the Move programming made up of Run Solihull, Bike It Solihull, Walk Solihull, Ping! Solihull and Swim Solihull. Refer to Appendix 3 for a summary of these programmes.

**Quarter 1&2 Actual:** 16,556

**Quarter 1&2 Target:** 10,000



The target takes into account that most of the activity takes place outdoors, therefore attendance in the Spring/Summer months (Quarter 1&2) will be higher with Autumn/Winter being lower. Run Solihull contributes 16,063 attendances with all three of the Borough's parkruns (Brueton, Babbs Mill and Malvern Junior), and over 1800 of these were attendances for the 2<sup>nd</sup> Solihull Half Marathon taking place in August 2022.

In addition, 224 supported our Bike It Solihull programme, and 5 new Sensory Walks are in place on the back of partnership with Sense and Great Britain's national mapping agency. Our Ping! Solihull roadshow had 234 participants take part, with 468 bats and 702 balls being given out, and 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.

3.8 Leisure and Physical Activity performance is seeing some steady improvements. In some areas targets have been met and exceeded, and in others, while the target may not have been met, activity levels are going in the right direction. At present the impact of inflation and cost of living on consumer spending is unknown. Salary increases for most are not keeping in line with inflation rises and this could have an impact on consumer choice around spending needs de-prioritising physical activity. Solihull Active targeted services are either free of charge or offered at a reduced concession, along with a large proportion of the Solihull on the Move programme which is free of charge. Leisure Centre fees and charges were recently increase in line with inflation, performance and activity will continue to be monitored closely on a quarterly basis through the Leisure Centre Management Contract.

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

4.1 Not applicable.

**5. Reasons for recommending preferred option**

5.1 Not applicable.

**6. Implications and Considerations**

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

Priority:	Contribution:
People and Communities: 1. Improving outcomes for children and young people in Solihull. 2. Good quality, responsive, and dignified care and support for Adults in Solihull when they need it.	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 our service.

Priority:	Contribution:
3. Take action to improve life chances and health outcomes in our most disadvantaged communities. 4. Enable communities to thrive.	
<b>Economy:</b> 5. Develop and promote the borough's economy, with a focus on revitalising our town and local centres. 6. Maximising the opportunities of UK Central and HS2. 7. Increase the supply of affordable and social housing that is environmentally sustainable.	Not applicable.
<b>Environment:</b> 8. Enhance our natural environment, improve air quality and reduce net carbon emissions.	Not applicable.
9. Promote employee wellbeing	Not applicable.

## 6.2 Consultation and Scrutiny:

6.2.1. None.

## 6.3 Financial implications:

6.4 None arising from this information report.

## 6.5 Legal implications:

6.5.1. None arising from this information report

## 6.6 Risk implications, including Risk Appetite:

6.6.1. None arising from this information report

## 6.7 Equality implications:

6.8 None arising from this information report

## 6.9 Linkages to our work with the West Midlands Combined Authority (WMCA), Local Enterprise Partnership or the Birmingham & Solihull Integrated Care System (ICS):

6.9.1. Not applicable.

**7. List of appendices referred to**

7.1 Appendix 1 – Solihull Active and Solihull on the Move purpose

7.2 Appendix 2 – Brief summary of Solihull Active programmes

7.3 Appendix 3 – Brief summary of Solihull on the Move programmes

**8. Background papers used to compile this report**

8.1 None.

**9. List of Other Relevant Documents**

9.1 None.