

**Meeting date:** 14<sup>th</sup> March 2023

**Report to:** Stronger Communities and Neighbourhood Services Scrutiny Board

**Report title:** Solihull on the Move programme update

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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 For Stronger Communities and Neighbourhood Services Scrutiny Board to note current position of the Solihull on the Move programme.
- 1.2 This report will provide an update on the initial phase of the Solihull on the Move programme.

**2. Decision(s) Recommended**

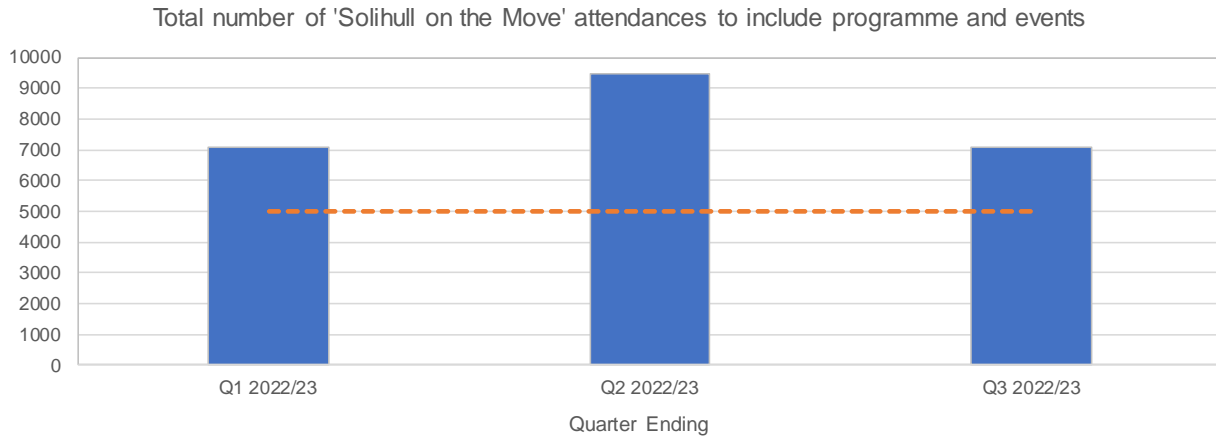
- 2.1 Members of the Board are invited to consider and comment on the information in this report.

## **Report Title:** Solihull on the Move programme update

### **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.
- 3.5 **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.



The target (5,000 attendances per quarter) takes into account that most of the activity takes place outdoors, therefore attendance in the Spring/Summer months (Quarter 1&2) will naturally be higher than Autumn/Winter months (Quarter 3&4).

3.6 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:

Programme	Update
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 'Solihull on the Move' website developed, So Go 'soft launched' on 26th September 2022. This is a borough wide campaign that 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 'spike' launched in January 2023; this includes a wide breadth of 'out of home' marketing activity being visible across the Borough including bus rears, banners, billboard adverts and paid social media activity.</p> <p>The So Go campaign will run until September 2023 requiring support in terms of marketing and promotion including social media during 2023/24, with Phase 3 'spike' launching in July 2023.</p> <p>Key stats from the So Go campaign spike in <b>January 2023</b> – refer to Appendix 2 for further detail:</p> <ul style="list-style-type: none"> <li>• <b>770</b> unique clicks to our So Go Campaign website, a 466% increase in unique clicks (Sept 22-Dec 22)</li> </ul>

	<ul style="list-style-type: none"> <li>• <b>574%</b> increase in Facebook reach from Aug 22 baseline</li> <li>• <b>650%</b> increase in Facebook visits from Aug 22 baseline</li> <li>• Launch of Instagram platform (Dec 22 reach 326, Jan 23 reach 36,655)</li> <li>• Out of home reach <b>960,000</b></li> <li>• Paid social reach <b>779,120</b></li> <li>• Paid social impressions <b>378,921</b></li> <li>• <b>2,884</b> click throughs</li> <li>• <b>£0.35</b> cost per click</li> </ul> <p><b>Reach</b> is the total number of people who see your content.  <b>Impressions</b> are the number of times content is displayed, no matter if it was clicked or not.  <b>Unique clicks</b> are the total number of people that have clicked on any link in your campaign. It does not count how many times each person has clicked on a link.  <b>Click through:</b> to click on link, paid social, that opens a new page or site.  <b>Visits</b> are counted when a person loads your website URL.</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. As of December 2022, the Cycling Community Developer resigned, recruitment has commenced via British Cycling with interviews taking place February 2023. This will have an impact on the upcoming Spring and Summer programme, including how much gets delivered.</p> <p>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,</p>

	<p>and support with maintenance of the cycling hubs. Refer to 6.3.1.</p>
<p>Walk Solihull</p>	<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. Overall 34 participants attended across the 5 led walks, with the highest participation at Babbs Mill Nature reserve walk.</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> <p>In 2023/24 Walk Solihull will look to pilot a ‘Walking Fitness for All’ project sourcing 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.</p>
<p>Run Solihull</p>	<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 runners from Solihull, 31% from Birmingham and 32% from wider, including London, Manchester, Liverpool, Edinburgh, Belfast, and Dublin. This year's date has been confirmed as Sunday 13<sup>th</sup> August 2023.</p> <p>Establishment of Marathon Kids UK, a free programme that runs at North Solihull Sports Centre and at Olton Jubilee Park allowing children to maintain regular exercise via running.</p> <p>Plans for 2023/24 are to re-establish the Run Solihull Network with regular meetings moving forward. The group will be consulted on what their current needs are to encourage and support the increase of running in Solihull. From this a plan will be developed. There will also be a ‘So Go’ spike of activity in July and August to coincide with the Solihull Half Marathon encouraging more people to get involved in not just running but volunteering as well.</p>

<p>Ping! Solihull</p>	<p>Working in partnership with Table Tennis England, 18 table tennis tables (12 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>Table Tennis England commissioned Visitor Insights to provide real-time, bespoke insights on how people interact with physical space i.e. our table tennis tables. The data was captured between 1<sup>st</sup> July – 30<sup>th</sup> September 2022 via a geo-fence around each table i.e. data taken from a users device which indicates the geographical location of that device. In the 3 months, 42,871 participants accessed the tables, for an average dwell time of 39 minutes. The table with the most visits and participants was Elmdon Park, followed by Tudor Grange Park and then Jacey Park. Refer to Appendix 3 for more detail.</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> <p>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. Refer to 6.3.1.</p>
<p>Community sports and physical activity grant programme.</p>	<p>£28,834 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 applications included:</p> <ul style="list-style-type: none"> <li>• Everyone 4 Sport - tournaments for adults with Learning Disabilities between 16 and 60 years old in Solihull.</li> </ul>

	<p>This 5-month long project was specifically designed to support individuals who attend Newlands Bishop Farm (part of Family Care Trust). <i>With 60 beneficiaries.</i></p> <ul style="list-style-type: none"> <li>• Warwickshire Wheelchair Basketball Academy - beginner sessions to introduce the community of Solihull to Wheelchair Basketball. <i>With 65 beneficiaries.</i></li> <li>• Inclusive Sport Academy CIC - weekly PA sessions for young people with learning disabilities at Three Trees Community Centre. <i>With 25 beneficiaries.</i></li> <li>• Solihull Moors Foundation - weekly sessions for 2 months ending in a football community tournament (celebration event) at Solihull Moors. <i>With 100 beneficiaries.</i></li> <li>• Paul Devlin Fitness and Wellbeing CIC – Road to Recovery Cycling Project based in North Solihull working with addiction service users</li> <li>• Winnr Sports CIC – Weekly female football sessions for 30 weeks to enhance mental health, and improve self esteem</li> </ul> <p>Dan Adams, Director at Family Care Trust, involved in the Everyone 4 Sport project: <i>"The commonwealth games project has been well received by our project workers, the Commonwealth Games Jubilee Sports Day was the pinnacle of this and saw every project worker take part. Considering some of our users our severely limited in what they can do, the staff came up with lots of inclusive ideas to keep everyone involved including some of the less keen helping to set up and referee, we plan to now make this an annual event."</i></p> <p>Beneficiary linked to the Warwickshire Wheelchair Basketball Academy project: <i>"Since finding the Bears it has literally changed my life. I now have a new goal and something to look forward to each week. My fitness and mental health has also been massively improved and I don't feel so isolated. I have also made some new fantastic friends who are there to support me also. I only wish I had found the Bears earlier."</i></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</p>

	<p>inviting. Introduced additional mother and baby sessions, invested in new equipment for these sessions and the family fun sessions.</p> <p>The remaining budget for Swim Solihull will be allocated to the Local Aquatic Network which brings together all parts of the swimming system in Solihull i.e. facilities, clubs, swim schools to best decide on suitable programmes to increase swimming participation.</p>
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- 3.7 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.
- 3.8 The new all-weather pitch is open and ready to use at Tudor Grange Leisure Centre. The pitch which opened on Sunday 28th August 2022, a few weeks later than projected, includes the new alternative infill product of cork - a safer and more environmentally sustainable infill system with good performance properties. Further improvements include a slightly reconfigured pitch to continue to meet Football Association guidance, new security fencing and gates, goals and equipment. In addition, through a separate work programme, the all-weather pitch also benefits from new LED lighting.
- 3.9 The programme manager for Solihull Active Minds (SAM) was appointed in April 2022, as part of the grant awarded from Sport England to the amount of £436,732 to deliver a 'community wellness programme 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.' Work has focused on the marketing, branding and governance structures, including 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.
- 3.10 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.



**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:
<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. This contributes to disadvantaged communities to reduce health inequalities and to enable communities to thrive through reducing physical inactivity. Volunteering and activation are key aspects of the 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>Mass participation events such as the Solihull Half Marathon add a vibrancy, sense of place and good feel about Solihull and can be a driver that could assist the economy recovery.</p>
<p>Environment:</p>	<p>The walking and cycling activity is to be linked into the walking and cycling associated with the new Solihull Walking &amp;</p>

Priority:	Contribution:
8. Enhance our natural environment, improve air quality and reduce net carbon emissions.	Cycling Strategy and the work of the Safe and Active Travel Team.
9. Promote employee wellbeing	No direct implications.

## 6.2 Consultation and Scrutiny:

6.2.1 Update on Solihull on the Move at Stronger Communities and Neighbourhood Services Scrutiny Board March 2022.

## 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. The Cabinet Portfolio Holder for Communities and Leisure approved at the decision of 26<sup>th</sup> January 2023 that the year end underspend for 2022/23 (currently forecast at £75k) be contributed to reserves at the year end to support Solihull on the Move programmes in 2023/24.

## 6.4 Legal implications:

6.4.1 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:

6.6.1 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.

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

6.7.1. 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

7.2 Appendix 2 – So Go Campaign stats

7.3 Appendix 3 – Table Tennis Table data

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

8.1 Cabinet Decision Report – Leisure Tourism and Sport, Solihull on the Move programme, July 2020

8.2 Cabinet Decision Report – Leisure Tourism and Sport, Solihull on the move programme and the Commonwealth Games, November 2021

8.3 Cabinet Decision Report - Communities and Leisure, Solihull on the Move programme and the Commonwealth Games, January 2023

8.4 Cabinet Decision Report - Communities and Leisure, Leisure and Physical Activity Performance Progress Quarter 1 & 2 2022-23

**9. List of Other Relevant Documents**

9.1 None.