

Report of Head of Sport & Active Lifestyles

Report to Scrutiny Board – City Development

Date: 14 October 2015

Subject: Leeds let's get active and the role of Local Authority in providing accessible Leisure Centres

Are specific electoral Wards affected? If relevant, name(s) of Ward(s):	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Are there implications for equality and diversity and cohesion and integration?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
Is the decision eligible for Call-In?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Does the report contain confidential or exempt information? If relevant, Access to Information Procedure Rule number: Appendix number:	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

Summary of main issues

1. Sport and Active Lifestyles service was successful in securing funding from Sport England and Public Health for the Leeds Let's Get Active (LLGA) project. The project has now entered its 3rd year having secured additional funding from Public health to extend the project beyond its initial 2 year funded period, however:
2. There remains a significant challenge within the leisure centre portfolio and these issues are discussed within the report.
3. This high-level briefing outlines some of the major issues currently facing the SAL team in delivering a sustainable service whilst encouraging the highest levels of access and participation. We very much welcome the contribution scrutiny can make to informing and steering the work and can provide more detailed analysis on any particular area or issue at future meetings should this be required.

Recommendations

4. Scrutiny Board members are invited to:
 - 4.1. Comment on the outcomes from the LLGA programme
 - 4.2. Comment on the challenge of funding the LLGA programme in the future
 - 4.3. Note the work ongoing on the vision for leisure centres

4.4. Provide views and feedback on the future role of Council leisure centres in supporting wider council outcomes.

1 Purpose of this report

- 1.1 The purpose of this report is to update Scrutiny Board members of the successes of the LLGA project and ongoing challenges in developing the Vision for Leisure Centres. This update was requested by the Scrutiny Board (Sustainable Economy and Culture) at its meeting on the 16 December 2014

2 Background information

- 2.1 Being active in sport and physical activity contributes heavily towards

- Educational attainment
- Health and wellbeing
- The economy

- 2.2 The relevance of being physically active is increasingly being recognised as being vital to the health of the nation, whereby inactivity is estimated to cost the UK an estimated £7.4bn a year.

- 2.3 Over one in four women and one in five men do less than 30 minutes of physical activity a week, so are classified as 'inactive'; physical inactivity is the fourth largest cause of disease and disability in the UK.

- 2.4 Research from Sport England & DCMS has shown that nationally:

- The annual value of health benefits from people taking part in sport is estimated at £11.2 billion.
- Sports participants were 14.1% more likely to report good health than non-participants.
- Sport participation was found to be associated with higher wellbeing. This increase is valued at £1,127 per person per year, or £94 per person per month.
- Unemployed people who participate in sports are 11% more likely than non-participants to have looked for a job in the last four weeks
- People who participate in sport are 3% more likely to volunteer frequently.
- People who participate in sport gave £25 more per person in charitable donations over the last year.
- In 2010, sport and sport-related activity contributed £20.3 billion to the English economy – 1.9% of the England total
- The contribution to employment is even greater – sport and sport-related activity is estimated to support over 400,000 full-time equivalent jobs, 2.3% of all jobs in England

- The estimated economic value of sport-related volunteering is £2.7 billion

2.5 Members will be aware from previous scrutiny sessions the Sport and Active Lifestyles service was successful in securing funding from Sport England and Public Health for the Leeds Let's get Active (LLGA) project.

2.6 The project has now entered its 3rd year having secured additional funding from Public health to extend the project beyond its initial 2 year funded period. This extension has been agreed and funded by public health on the basis of undertaking additional qualitative research (by Leeds Beckett University - LBU) focussing more on understanding the behaviours that underpin someone's decision to be active, but also to look at how being active can be a pathway to also directly address other long term health conditions.

2.7 The attached report (Appendix 1) was presented to the Health and Wellbeing Board for their consideration on 30th September 2015. The key points to note were:

2.8 Outcomes:

- Over 64000 people registered with over 30,000 going on to attend at least one LLGA session
- 48% classed as inactive at baseline
- 22% from the 20% most deprived areas of Leeds
- 254301 visits to the leisure centre and community based activities
- Over 135,000 visit made by participants classed as inactive at baseline
- LLGA is now engaging with over 500 previously inactive participants (at baseline) each week
- 80% of inactive participants were classed as active at follow up

2.9 In conclusion LBU stated that LLGA was effective at increasing physical activity levels and reducing sedentary behaviour among a sample of chronically inactive individuals

2.10 The essence of the LLGA scheme was to underline the proactive, inclusive role that Local Authority leisure centres can play in supporting access to wellbeing services and which should be at the heart of future provision.

2.11 Members will also be aware that the Vision for Leisure Centres, as approved at Executive Board in 2009 is being reviewed in light of the significant budgetary challenges the Council faces today.

3 Main issues

3.1 The majority of costs within Council Leisure Centres are attributed to the provision of swimming pools. The Council has a unique role in the provision of aquatics

activity that the commercial sector does not provide. Furthermore the commercial sector focuses on high yielding fitness memberships over a narrow offer compared to the greater breadth of fitness and sports offers by Local Authorities. Typically private leisure operators will provide pools as loss-leaders and a very limited aquatic offer. Most Local Authority leisure centre operations run at a subsidy (though decreasing and some are running at a small surplus when looking at direct controllable costs) and are heavily supported financially by fitness based activity e.g. Bodyline. The leisure market is highly competitive, much more so than it was when many Leisure centres were first built in the 1970s and 1980s.

- 3.2 There is no statutory duty for the council to provide leisure centres.
- 3.3 Austerity has led to far greater commercialisation of Local Authority leisure centres with the inherent danger that there is an over focus on income and high yielding activities at the expense of more targeted work with minority or priority groups. The sports service has made significant budgetary savings since 2010 through cost savings and income generation whilst at the same time managing to maintain visits at a high level and protect access to vulnerable groups (LeedsCard Extra provides heavier discounts for those most in need and the service has kept prices fixed through austerity). Currently there are 11,690 LeedsCard 60 Extra members using the leisure centres and 7,337 LeedsCard Extra members.
- 3.4 The sport service continues to explore innovative ways of driving up income which includes work previously reported to the Board relating to marketing partnerships with a private sector partner.
- 3.5 The service has led innovative service integration initiatives, particularly with adult social care, with day care services now featuring prominently in many of our sites. The Department of Health funded Holt Park Active is a fabulous example of such a development.
- 3.6 We deliver a vast range of sports and health programmes;
 - Leeds has 21 leisure facilities including the sailing centre at Yeadon. Of these, 14 have pools. There were over 3.5m visits to the leisure centres in 2014/15, despite the closure of East and South Leeds Leisure Centres and asset transfer of Bramley Baths in recent years;
 - School swimming lessons are delivered to 234 primary schools, offering lessons to over 13,000 primary children per week;
 - 9,000 children are registered on LCC swimming lesson programmes;
 - Over 18,000 Bodyline members;
 - 7,416 Friday Night Project visits in 2014/15;
 - Over 52,000 fitness sessions in 2014/15;
 - 2,370 NHS referrals, making 21,730 visits in 2014/15.

- 3.7 The service offers value for money, however austerity is placing even greater demands on the service's budget bringing sharply into focus those older sites that are more costly to run and need upgrading. In 2014/15 the cost per visit, excluding the Sailing & Activity Centre ranged from -£0.95 to £2.95 per person with an average of £0.64. This has improved greatly from 2010/11 when the range was -£0.76 to £9.17 with an average of £0.81. The net cost of the Sport and Active Lifestyles Service has reduced by approximately £2m over this period (excluding NNDR) and over £3m since 2008/09. The efficiencies have been generated through a combination of significant service changes including for example staff restructures, facility closures, the opening of new facilities, price increases, reduction in hours in some sites, Community Asset Transfer and income generating initiatives. Achieving further savings given the efficiencies already delivered remains a huge challenge.
- 3.8 The Council has a city region lead role. This has resulted in investment in the facilities at John Charles Centre for Sport and defines the Council from other Local Authorities (e.g. Aquatics centre).
- 3.9 A review of the 2009 vision for leisure centres is currently being undertaken. Estimates indicate that having achieved investment of about £60m in the last 10 years, the service will require in the region of a further £50m in the next 10 years to fund improvements in those leisure centres that are tired and do not meet modern day customer expectations. Further integration/co production of services across the council and stakeholders is considered an essential element for this. The essence of the Local Authority leisure centre helping to drive up active participation (getting the inactive active), keeping people active, being accessible to all, providing a social and community hub and helping to support those most in need should be at the heart of future plans.

4 Corporate Considerations

4.1 Consultation and Engagement

- 4.1.1 A consultation strategy will be developed as the Vision for Leisure Centres is developed.

4.2 Equality and Diversity / Cohesion and Integration

- 4.2.1 There are no specific EDCI implications arising from this report, as it provides a briefing and update to the Board.
- 4.2.2 However, the Vision for Leisure Centre EDCI report in 2009 still remains relevant in that it identified the need to consult widely on changes and ensure any changes to facilities took access issues into consideration.

4.3 Council policies and Best Council Plan

- 4.3.1 The provision of good quality leisure facilities and physical activity programmes will especially support the Best Council Plan through the objectives of;

- Tackling health inequalities (which also relates to the joint health and wellbeing strategy 2013-18)
- Building a child-friendly city

4.3.2 The work also supports the Breakthrough project of: reducing health inequalities through healthier lifestyles.

4.3.3 The work also supports the Sport Leeds Strategy: A Strategy for Sport and Active Lifestyles in Leeds 2013 – 2018 and the Strategy for Sporting Facilities in Leeds 2015.

4.4 Resources and value for money

4.4.1 The LLGA project was funded externally and therefore used little Council resource.

4.4.2 The updated Vision for Leisure Centres will require an investment in the region of £50m over the next 10 years and officers will be bringing a report to Executive Board later in the municipal year to discuss the options for funding this investment.

4.5 Legal Implications, Access to Information and Call In

4.5.1 There are no specific legal implications related to this report, which presents information for discussion by the Scrutiny Board.

4.6 Risk Management

4.6.1 There are no specific risks related to this report, which presents information for discussion by the Scrutiny Board.

4.6.2 Any developments within the Vision for Leisure Centres will be accompanied by a risk register.

5 Conclusions

5.1 The funding of leisure centre investment remains a significant challenge against the backdrop of severe budget reduction. Savings from future efficiencies (increased income, reduced costs, and possibly some further re-provision) would arguably need to be put aside to help fund the investment challenge rather than contribute to overall council savings. Alternatively, savings could be made on the revenue budget through investment in the leisure centre stock if the Council was minded to pay for the majority of the capital expenditure from its capital programme without expectation of payback. It is a complex situation with no easy answer in today's financial climate.

6 Recommendations

6.1 Scrutiny Board members are invited to:

6.1.3 Comment on the outcomes from the LLGA programme

- 6.1.4 Comment on the challenge of funding the LLGA programme in the future
- 6.1.5 Note the work ongoing on the vision for leisure centres
- 6.1.6 Provide views and feedback on the future role of Council leisure centres in supporting wider council outcomes.

7 Background documents¹

- 7.1 Health and Wellbeing Board report 30 September 2015

¹ The background documents listed in this section are available to download from the Council's website, unless they contain confidential or exempt information. The list of background documents does not include published works.