

## More adults are active

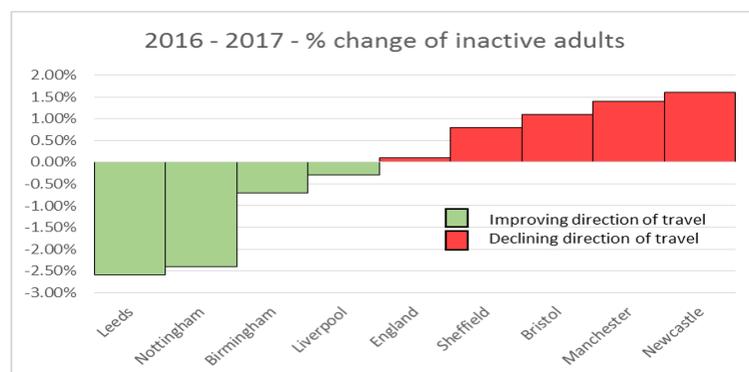
The Active Lives Survey (ALS), carried out by Sport England, has replaced the previous Active People Survey (APS), and its ALS results which will be used to provide the data for this indicator. The survey produces in depth information about participants' activity and lifestyle and summarises with three top level performance indicators. The BCP 2017/18 performance indicator uses the percentage of people who are inactive in order to determine if more 'inactive' people are becoming 'active', and a reduction in the number of adults who fall into the 'inactive' category is sought.

The latest ALS result, covering the period Nov 2016 – Nov 2017, is reported here as the 2017/18 result. The original 2016/17 result (i.e. the target for 2017/18) of people in Leeds classed as 'inactive' was amended by Sport England from 24.3% to 27.2% which represents 170,700 people (as opposed to the original 152,600). The figure was amended following a redefinition of the scope resulting from a removal of gardening from the definition.

The Leeds 2017/18 ALS result is 24.6% representing 155,500 people who were deemed 'inactive, a reduction of 2.6% against the target, i.e. 15,200 fewer people in Leeds were inactive. Leeds has the second lowest proportion of inactive people of all the core cities and was also lower than the England average. In addition, Leeds had the biggest decrease in the percentage of inactive people of all the core cities, where a fall in the percentage of people who are inactive is the objective.

Region	Percentage of Adults who are Inactive		
	2017	2016	% Change
Birmingham	29.1%	29.8%	-0.7%
Manchester	27.7%	26.3%	+1.4%
Liverpool	27.1%	27.4%	-0.3%
Sheffield	26.8%	26.0%	+0.8%
Nottingham	25.8%	28.2%	-2.4%
Newcastle	24.8%	23.2%	+1.6%
<b>Leeds</b>	<b>24.6%</b>	<b>27.2%</b>	<b>-2.6%</b>
Bristol	19.8%	18.7%	+1.1%
England	25.7%	25.6%	+0.1%

The graph below clearly shows that Leeds has had the greatest fall in the number of inactive adults of all the Core Cities between 2016 and 2017.



The Active Lives Survey is statistically significant when considering activity levels among adults at a Leeds level however the data sample is not large enough to enable conclusions to be drawn in specific localities within the City. Active Leeds (using Sport England funding) are commissioning a piece of research to generate a better understanding of physical activity participation in the Inner South, Inner East and New Wortley areas.

The indicator is supported by the Council through the Vision for Leisure Centre Refurbishment Programme; increases in the provision of private swimming lessons and gymnastic sessions; increases in Health & Fitness membership sales; the growing Leeds Let's Get Active community scheme; Go Tri sessions take up; the Leeds Girl Can programme; cycling and walking programmes; and opening of the Bike Park in Middleton. A number of these programmes focus primarily on reducing inactivity by improving opportunities for people to participate in particular among underrepresented groups such as women and girls, disabled people and deprived communities.

The work associated with the Vision for Leisure Centres is progressing, with a report going to Executive Board in September with updates on East Leeds Leisure and Wellbeing, Middleton Leisure Centre, Aireborough phase 2, Rothwell Leisure Centre and Kippax Leisure Centre.

Leeds continues to bid for and attract high profile events and once again will be holding the HSBC City Ride and the International Triathlon Union World Series Event. Leeds is also working closely with Yorkshire County Cricket Club to activate interest around the city in advance of the Cricket World Cup in 2019; Leeds is also looking forward to being one of the host locations for the cycling World Road Race Championships in 2019 and continues to explore and bid for future events which fit the ambitions of the City.

Leeds is due to launch a dockless bike hire scheme during summer 2018 with a fleet of up to 1,000 cycles by scheme provider, OFO. The scheme aims to provide a greater transport choice within the city along with the added benefit of improving the health of users and reducing journeys made by other forms of transport in turn contributing to improving air quality. OFO are also committed to providing Bikeability training to encourage new and lapsed riders to use the scheme.

A report was presented to the IGC&S Scrutiny Board in October providing an overview of the introduction of a 'Systems approach to physical activity in Leeds', i.e. working across all areas that are effective in tackling inactivity including policy, physical environment, local interventions, social marketing and community assets at an individual, environmental and societal level. The approach has required cross-service and cross-agency collaboration and is driven by the needs of the most deprived communities in Leeds, seeking to influence the behaviour of the most inactive and to evoke a cultural change in which being physically active becomes the norm.

A new Active Leeds App has recently been launched which allows people to book activities, log workouts, update their details, undertake activity challenges and access news, push notifications, centre information and community information. This is the first phase of the app and more will be coming online soon to increase access to our services as well as allowing for a lot more self-service.

Digital marketing has grown substantially over the year and there is now a significant online following across the service of over 54,000 followers, an increase from 13,000 over the last 12 months, allowing contact with an increasing number of Leeds residents.

Work is ongoing to look at how future digital aids can be used to track activity levels in Leeds, not just at Leeds' own facilities and programmes, but all activity in Leeds rather than just relying on the Active Leeds Survey. This will be supported with improved data management and reporting platform to help improve the service.