

Percentage of Physically Active Adults

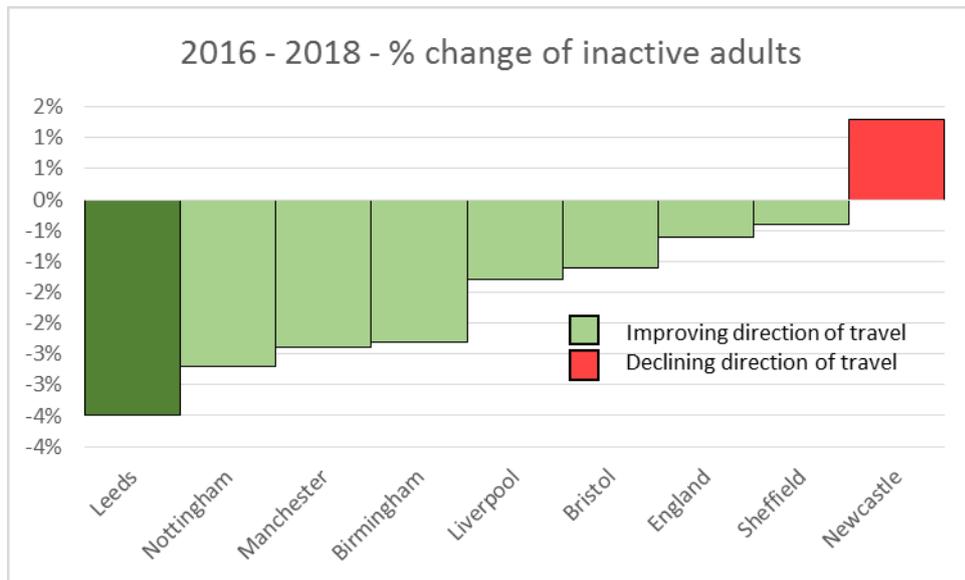
The Active Lives Survey (ALS), carried out by Sport England was first reported 2015/16 (replacing the previous Active People Survey) and is used to provide the data for this indicator. The survey is reported six monthly with interim results available in October and the annual result available in March. The survey produces in depth information about participants' activity and lifestyle and summarises with three top level performance indicators. The BCP 2018-21 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 first 2015/16 ALS result of people in Leeds classed as 'inactive' was 27.2%, which represented 170,700 people. In October 2016/17 the level dropped to 24.5% which represented 155,100, a reduction of 2.7% with 15,600 fewer people deemed 'inactive'.

The Leeds 2017/18 ALS result was 23.7% representing 150,600 people who were deemed 'inactive, a reduction of 0.8% against the previous year and 3.5% against 2015/16 result, i.e. 20,100 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			
	2016/17	2017/18	October 2018	2016-2018 % Change
Leeds	27.2%	24.5%	23.7%	-3.5%
Nottingham	28.2%	25.8%	25.5%	-2.7%
Manchester	26.3%	27.7%	23.9%	-2.4%
Birmingham	29.8%	29.1%	27.5%	-2.3%
Liverpool	27.4%	27.1%	26.0%	-1.3%
Bristol	18.7%	19.8%	17.6%	-1.1%
England	25.6%	25.7%	25.2%	-0.6%
Sheffield	26.0%	26.8%	25.6%	-0.4%
Newcastle	23.2%	24.8%	24.5%	+1.3%

The graph below clearly shows that Leeds has had the greatest drop in the number of inactive adults of all the core cities between 2016 and 2018.



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 through the council's Vision for Leisure Centre Refurbishment Programme including: increasing the provision of private swimming and gymnastics sessions; maximising Health & Fitness membership; the growing Leeds Let's Get Active Community Scheme; improving Go Tri sessions take up; the Leeds Girl Can programme; promoting cycling and walking and health programmes; and the Bike Park in Middleton. A number of these programmes focus primarily on reducing inactivity by expanding opportunities for people to participate, in particular among underrepresented groups such as women and girls, disabled people and those from deprived communities. However, the indicator result is also a reflection of activities outside of the council's remit and the growth of private sector provision, such as the increase in budget gyms in Leeds.

The number of visits to the Council's Leisure Centres have started to recover following a dip earlier in the year which was caused by the particularly good weather at the start of the first quarter. To the end of October, annual visitor numbers were only 4% lower than the previous year and continue to show signs of recovery.

The work associated with the Vision for Leisure Centres is progressing on East Leeds Leisure and Wellbeing Centre, Middleton, Aireborough, and Rothwell Leisure Centres.

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 build momentum in advance of the Cricket World Cup in 2019. The city 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 to support the council's BCP priority to "Enhance the image of Leeds through major events and attractions". Currently the city is awaiting a decision on the bid to host the men's, women's and wheelchair games for the Rugby League World Cup (RLWC) being held in England in 2021; bids have also been made to host training camps and team bases. The decision on the final choices for RLWC2021 Hosts will be announced in January 2019.

The council continues to maintain and promote an active lifestyle through the expansion and promotion of the use of the City Connect Cycle Superhighway (CCCSH). Phase 1, which includes the Eastern and Western sections, has recorded over 700,000 trips since it first opened in 2016, with the number of cyclists entering the city centre at peak times rising by 178% since 2004. Construction of CCCSH Phase 2 which includes links across the city centre is currently underway with contractors on site and completion estimated by Summer 2019

A report was presented to the Scrutiny Board (Inclusive Growth, Culture and Sport) which provided an overview of the introduction of a "Systems approach to physical activity in Leeds", i.e. a proposal to work across all areas that are effective in tackling inactivity including policy, the 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. Work continues with partners to develop this approach.

A new Active Leeds App was launched in late 2017 which allows people to book activities, log workouts, update their details, undertake activity challenges and access news, push notifications, and obtain leisure centre information and community information. This first phase of the app has gone well, and in January 2019 the service will be launching the next phase, this will enable the logging of workouts with body composition scans to enable the service to track and monitor progress in terms of people's health focusing on muscle mass, metabolic rate, body fat and water retention rather than just using weight as a measurement. There have been 5,864 downloads of the app to date and the service is working with Public Health in promoting the app for GP's to signpost their patients to activities.

Digital marketing has grown substantially and there is now a significant online following across the service of over 59,000 followers, an increase of 5,000 over the last 6 months, enabling contact with an increasing number of Leeds' residents to engage with the social content that is being posted. The service has also moved to Instagram to attract different audiences and develop the social presence further.

Work is ongoing to look at how future digital development can be used to track all activity levels, not just council facilities and programmes, but all activity in Leeds rather than just relying on the Active Lives Survey. This will be supported with improved data management and a reporting platform to help inform future provision. The data management tools will be implemented in January 2019. Work is currently underway with Public Health, and other providers, to build a web portal on the Active Leeds website and to add approved activity sessions to the Active Leeds app so it can be used as a 'one stop shop' for physical activities available for the public.