

Active Leeds and Physical Activity Ambition Update

Date: 8th February 2022

Report of: Head of Active Leeds

Report to: Adults, Health and Active Lifestyles Scrutiny Board

Will the decision be open for call in? Yes No

Does the report contain confidential or exempt information? Yes No

What is this report about?

Including how it contributes to the city's and council's ambitions

- This report provides an update on the development of the Physical Activity (PA) Ambition for Leeds which is being led by Active Leeds and Public Health together with partners across the city:
 - Progress and priorities agreed at the Health and Wellbeing board and next steps
 - Covid-19 Response
 - Physical Activity Governance arrangements
 - Exploring the role of system leaders around physical activity
- The report also gives a general update on the work of Active Leeds programmes and activities since the last update to the scrutiny board in late 2020.
- Embedding physical activity into everyday life provides a unique opportunity to contribute to the three city strategic pillars of Inclusive Growth, Health and Wellbeing and Climate Change. This aligns with other key strategies such as Mental Health Strategy, Transport Strategy and developing the Local Plan. There is good evidence that the benefits of increasing physical activity are wide ranging including impact on employment and employability, promoting engagement and civic trust and reducing isolation. Realising the ambition to increase levels of physical activity has the potential to contribute to a healthier place, a greener city and a stronger local economy.

Recommendations

- a) Note and comment on the content of the report.
- b) To note the progress on the Physical Activity ambition presented and support the proposed next stage priorities of Active Environments and Active People - Reconditioning.
- c) Support the establishment of the Physical Activity Partnership Board as part of governance arrangements.
- d) Agree to receive a further update on the review of the Active Leeds Active Life Programme
- e) Agree to receive further information around the formation, role and governance of the proposed Physical Activity Ambition Board

Why is the proposal being put forward?

1. There is clear evidence that being active is essential for good physical and mental health and wellbeing. As well as being physically active, it is important that all adults and children minimise the time spent being sedentary for extended periods. Increasing physical activity levels has the potential to improve the physical and mental health and wellbeing of individuals, families and communities and reduce inequalities.
2. The ambition is for Leeds to be the most active city in England. This is outlined in the Leeds Health and Wellbeing Strategy 'Get More People, More Physically Active, More Often' and is a key component of reaching our vision to be a healthy and caring city where people who are the poorest improve their health the fastest.
3. Physical activity levels have flattened off in recent years and have significantly reduced due to the impact of Covid-19. Some groups in the population have been disproportionately affected including women, young people, disabled people, those with a long term health condition and those from a Black or Asian background. The most recent Active Lives surveys show the percentage of inactive adults in Leeds is 25.5%, 164,100 people aged 16+ are inactive (May 2020 – May 2021) and only 50% of children in Leeds achieve the recommended one hour of physical activity a day. Inequalities have widened and lifestyle habits have changed – leading to less active and more sedentary hours. The "Build Back Fairer Covid-19 Marmot Review" highlighted that there are pre-existing inequalities in levels of physical activity related to socioeconomic position and that more advantaged groups tend to have higher levels of physical activity. Adults in higher occupational groups increased their levels of physical activity more than adults in lower occupational grades.
4. Many older adults were negatively impacted due to the lockdown with many aged 70 years+ shielding. The "Build Back Fairer Covid-19 Marmot Review" also found that lockdowns and social isolation were much more harmful to people without access to gardens and this will have impacted on levels of physical activity and wellbeing. It also pointed out that being active outside can have a more positive mental health impact than other kinds of exercise. It is evident that there are a range of inequalities in physical activity levels and action is needed to address these.
5. We have been able to operate most activities and classes for the majority of this financial year following the 3rd lockdown when we reassumed activities on the 12th of April 2021 for gym, swim, junior activities (gymnastics, swimming lessons etc) along with outdoor classes and activities. All facilities were opened on the 12th April using our [Leeds Make a Comeback Campaign](#) apart from Chippendale Pool and Fearnville Leisure Centre, due to resourcing and logistical issues (Fearnville remained a COVID testing facility). Like a lot of services we experienced staff shortages with some staff still being redeployed into other services to support them during the lockdown, and recruitment being restricted whilst we were closed. Indoor fitness classes and activities for adults resumed shortly after May 17th 2021, although there was still guidance in place to restrict numbers, pre booking, restricting access to equipment and other practices. These remained in place until the 19th July where the Government announced the move to the next step where all restrictions could be lifted and the service moved steadily to normal practices although keeping some procedures including customers cleaning down equipment, enhanced cleaning regime, some social distancing especially in facilities with logistical constraints and some on-line booking. Customers generally reacted well to these measures and through surveys customers expressed satisfaction with the balanced approach which was being taken.
6. Fearnville Leisure Centre reopened on a restricted programme on the 28th June and Chippendale pool for the summer holidays on the 2nd August again with a restricted programme.

7. It was key for Active Leeds to get all facilities operational again as we saw during the lockdown access to facilities was key for activity levels to resume, especially in terms of team activities, and swimming which are hard to replicate online or at home exercising etc. This also had a big impact on reducing the activity rates for men and in particular men from Black and Asian communities as already highlighted above.

What impact will this proposal have?

Wards affected:

Have ward members been consulted? Yes No

Physical Activity Ambition – Further progress and agreeing the priorities

8. Working together, Public Health and Active Leeds and Parks and Countryside continue to drive forward the work for the Physical Activity Ambition for Leeds. As previously described to the Scrutiny Board in November 2020, the development of the new PA Ambition began with a city-wide conversation called “Get Set Leeds”. Get Set Leeds was a proactive engagement campaign which was the largest-ever study completed in Leeds around the importance of physical activity on the lives of over 4,000 residents. It gave people a chance to their share ideas on what getting active meant to them and what might support them to move more. It focused on identifying assets, barriers, and co-producing solutions.
9. Four key messages emerged from the study analysis by Leeds Beckett University and are shaping the development of the Physical Activity Ambition:
- Most people want to be physically active but find it hard to be – motivation isn’t enough.
 - People do not feel their environment makes it easy to be active, this includes having space to move and be active in, feeling safe, access to transport, child-care, good air quality and local information.
 - Inactive people want to be active, but feel they aren’t able to be or don’t know where to start. People worry about their basic needs before they can think about being active (e.g. access to housing, employment, food, education, technology, and good health).
 - Small changes to how capable people feel can lead to big changes in physical activity levels - for everyone in Leeds to be more active, it is important they feel they can be.

Covid-19 response

10. The significant impact of the Covid-19 pandemic on physical activity and in highlighting and widening existing inequalities in activity levels has also been reflected in the development of the Physical Activity Ambition and the response from the wider Active Leeds team.
11. The pandemic emphasised how important physical activity is for physical and mental wellbeing particularly in terms of:
- Deconditioning due to inactivity e.g. increasing the risk of falls, the impact on frailty and long term conditions.
 - Inactivity in children and impact on academic achievement, behaviour and mental health.
 - The importance of access to spaces and places to be active and the inequalities that exist.
12. A Covid-19 Rapid Literature Review was undertaken with Leeds Beckett University between January 2021 – April 2021 to understand the impact of Covid-19 on physical activity. This

research demonstrated the potential role of physical activity in contributing to recovery; physical and mental reconditioning, and rebuilding from Covid-19. Further information is provided in the Appendix 1 in the form of a short report summarising the research findings.

13. An additional Covid-19 Rapid Literature review is currently being undertaken to ensure the Physical Activity Ambition continues to understand the impact of Covid-19 on Physical Activity and can ensure that up-to-date and relevant research and evaluation is being considered in the development of the Physical Activity Ambition priorities.
14. Various pieces of work have been developed through the Physical Activity Ambition in response to the pandemic and to help Leeds to recover from its impacts. A few examples are highlighted below:
 - The “Get Set Leeds Local Project” is developing co-production networks and an ABCD asset based approach in priority localities. Through this way of working a number of community based ideas and projects have been delivered, for example; the development and distribution of play boxes through trusted partners in Seacroft, New Wortley and Beeston and Holbeck. This project was extended to people who have been shielding and/or have long term conditions via Sport England £50k funding.
 - Production and distribution of the Healthy at Home Booklet and the development of the Healthy at Home Website for people with Long Term Conditions and those previously asked to shield. This promoted moving more in and around the home alongside Covid-19 messages and healthy living advice.
 - Contributing, influencing and connecting colleagues across transport, highways and active travel to develop Active Travel Neighbourhoods. This includes submitting a bid for the Department for Transport’s Walking, Cycling and Social Prescribing Fund and successfully obtaining feasibility funding to develop our proposal further.
 - Development of a series of Physical Activity Webinars for the wider workforce and Third Sector.
 - Love Exploring app launched to encourage more families to get out walking through augmented reality. It is a fun way to encourage families to be active together and inspire people of all ages to explore their local parks and discover some of the city’s cultural treasures. [Love Exploring App - Halloween Walks](#)
 - Continued communication through blogs and social media posts through the Get Set Leeds website and Leeds City Council social media channels promoting the benefits to physical and mental health of being active as well as key Covid-19 messages.
15. To coincide with this there has also been lots of wider work by the Active Leeds team since resuming activities and programmes including focusing on readdressing some of the impact of covid on physical activity levels:
 - In November there was a This Girl Can Festival at John Charles Centre for Sport where over 100 young people from multiple schools across the city, came together to try a range of activities including: Team building, Yoga, Cricket & Pop Pilates. This coincides with the development of a specific teens magazine for girls [LeedsGirlsCan Teen Magazine - Issue 3 - The World Sports Issue by LeedsGirlsCanTeens - Issuu](#)
 - Work with Action for Sport and the BBC Kit out the Nation campaign where the leisure centres encourage people to donate usable sportswear – with 25 black bin bags full of clothing and footwear were donated to schools and community groups to distribute to children and families who need it. Equipment was also donated with over 300 brand new footballs from a local company that also went to under privileged children across Leeds.

- Supporting Black History month with a celebration of influential personalities in the world of sport and in the community, championing physical activity and sport. There were also free and discounted activities on offer across the leisure centres Monday 18th October – Sunday 24th October. [BHM Sporting Hero Videos](#)
 - The biggest Healthy Holiday programme ran during the summer holidays across 25 venues and for the first time included free swimming lessons at the council's leisure centres for children that have missed out in school swimming lessons over the pandemic. This initiative also including free swimming costumes and goggles, along with swimming passes to encourage children to attend sessions outside their lessons. This was also repeated during October Half Term. There was a notable increase in behavioural issues identified during the sessions with it being identified that children highlighted the impact of the pandemic on their mental health. However, by the end of the sessions children/teachers/guardians/parents highlighted just how much they valued these sessions in terms of social interaction and confidence building.
 - Local engagement and working with the council communities team and residents and community chest funding has seen the establishment of South Leeds Valkyries a new all-female basketball team in Beeston and Holbeck [South Leeds Valkyries - YouTube](#) . The development of a successful cycling hub at Cross Flatts, with the cycling hub model now being scaled in the Inner East of the City. [Cross Flatts - Saturday Park Roll - YouTube](#) .The team supported the opening a community gym at Dennis Healy Centre that will be used by young people in Seacroft [Community Gym - YouTube](#). Holbeck Moor Sport and Active Lifestyle Fair [GSSL Holbeck Moor Event - YouTube](#)
 - The Active Leeds Positive Futures team have been working with local schools as part of their Inspiration programme aimed at primary school children in years 4-6, targeting the children who maybe low on confidence and have a low self-esteem after the pandemic. This project aims to encourage young people to engage positively through educational and recreational activities including wall climbing, mountain biking and archery, resulting in increased confidence, communication skills and resilience. Alongside the activities the positive futures team facilitate discussions around ASB, social media safety, bullying and mental health. [Mount St Mary's on the inspiration programme!](#)
 - Supporting Asylum seekers and refugees to take part in activities including giving them sports clothing to enable them to take part. With free access given to leisure centre activities and developing online classes for groups to take part in.
 - Supporting sport clubs and organisation to keep going during the pandemic, but also enabling them to restart activities again by supporting the administration of over £1.3m of grants to community clubs.
16. These are only some of the examples of the work taken place over the last year working with the communities hardest hit by the pandemic, where the team is really making a difference but there are lots more examples which the team will continue to establish links and co-produce with local communities.
17. Whilst considerable activity has been delivered across the City, the current funding arrangements require Active Leeds to target activity (and outcomes) in accordance with the funding regimes in place. The Service will be seeking to consider how best it can widen its reach across the city but with a focus on the areas with most disadvantage and most health and physical activity inequality. It should however be noted that availability of resource is a significant limiting factor.

PA Ambition Priorities and Next Steps

18. The Get Set Leeds conversations and Covid-19 review have shaped the shared ambition which is for Leeds to “**Get More People, More Physically Active, More Often**” and drive a radical cultural shift to increase physical activity requiring commitment over the long term. This shared ambition and its work programmes will be co-produced at all levels.
19. In order to deliver the ambition to “**Get More People, More Physically Active, More Often**” action will be focused around four themes based upon the core ideas in the WHO Global Action Plan on Physical Activity 2018-2030 with reducing inequalities as a cross cutting aim:
- ACTIVE SOCIETY** – In Leeds we will create a physical activity as part of everyday life where it is the easiest choice to be physically active every day.
- ACTIVE ENVIRONMENT** - We will work with people to understand the external drivers affecting their physical activity levels.
- ACTIVE PEOPLE** - We will work with identified target groups to create small changes to how capable they feel to be physically active every day and test new ways of working.
- ACTIVE SYSTEMS** - We will work in partnership to create a healthier place, a greener city and a stronger local economy.
20. In order to enable a more in-depth, co-produced and effective response, whilst recognising funding constraints, to the post pandemic challenges Active Environments and Active People – ‘Reconditioning’ have been selected as initial priorities for the Physical Activity Ambition. Inequalities will be a central theme for both with a particular focus on BAME communities. The Physical Activity Steering Group and the Health and Wellbeing Board have approved these priorities and the Physical Activity Ambition co-production approach.

Proposed Priorities

Active Environments	Active People - Reconditioning
Active Travel	Young People – mental & physical health
Get Set Leeds Local – priority neighbourhoods	Learning Disabilities
Walking and cycling	Older People - Shielders / At risk of falls
Influencing strategy and policy	Long Term Conditions/Long Covid
Green Spaces	

21. These priorities have been selected because they are:
- Able to significantly impact on inequalities across the city.
 - Present genuine opportunities for cross-sector / cross-cutting co-production with communities and key stakeholders.
 - Emerging as key priorities from the Get Set Leeds Conversation and Covid-19 rapid review.
 - Aligned to city priorities - Inclusive Growth, Health and Wellbeing and Climate Change.
 - Areas where there is already momentum building and willingness to engage and a need to focus resource

22. The next phase of the Physical Activity Ambition is the co-production of the two priorities with the people who live and work in Leeds. Scoping sessions have begun with the purpose of identifying more specific areas of focus within each of the two priority areas. A Leeds Physical Activity Ambition Co-Production Toolkit has been developed. This is a guidance document for everyone who is helping to make Leeds more active. It compliments and supports other key approaches in the city such as ABCD, Restorative Practice and Better Conversations.
23. A co-design process with residents and stakeholders for both the Active Environments and Active People - Reconditioning priorities will enable an understanding of the assets, strengths and the improvements needed in each of these priorities. Identifying specific monitoring and evaluation measures for the priorities will also be a key part of this co-production process.

Physical Activity Governance

24. Progress is also being made around creating the Physical Activity Governance structure which involves the establishment of a Physical Activity Partnership Board. The Board will need to have a relationship and connection to various groups including the Health and Wellbeing Board, Inclusive Growth, Sport Leeds and Place Based Boards, Adults, Health and Active Lifestyles Scrutiny Board and existing partnerships within the City. The Partnership Board will provide strong systems leadership and accountability for the Physical Activity Ambition and action plans. The aims of the Partnership Board are to:
 - Articulate the power of being physically active in delivering city outcomes particularly in reducing inequalities.
 - Lead and activate change.
 - Focus on creating the right physical environment.
 - Take an all age/population approach.
 - Help to harness the power of people in communities to increase activity levels.
 - Create connections and links to embed physical activity across the system.
25. Planning for recruitment to the Board is underway as this is a key step in developing the Physical Activity Ambition and is aimed at finding leaders who can provide strategic influence; those that will spearhead and champion different ways of working; and those who have influence within the two priority areas (Active People - Reconditioning and Active Environments). The Board will also include experts both in terms of a resident's voice and academic / physical activity specialists.
26. In addition to the proposed Ambition Board the following structures and delivery mechanisms are already in place:

Design Group – operational, cross service including Active Leeds, Public Health, Health Partnerships, Leeds Beckett University and Comms & Marketing providing the support role to the PA Ambition.

Physical Activity Ambition Steering Group – partnership including Public Health, Active Leeds, Economic Development, Health Partnerships, Human Resources and cross-sector representation including citizens voice Healthwatch, Sport England, Leeds Beckett University and Yorkshire Sport. The Steering Group is currently providing overall strategic direction for the PA Ambition until the Partnership Board is in place.

Sub-Groups - for example Comms & Marketing, Co-production, Get Set Leeds – Local.

Physical Activity Champions – Movers & Shakers, Leeds Girls Can, Walk and Ride Leaders. Further development is still needed to develop and formalise the role of Champions.

What consultation and engagement has taken place?

27. Get Set Leeds engaged over 4,000 people through a citywide survey and focus groups. We are continuing to talk to those we have started conversations within priority neighbourhoods and with priority groups through focus groups and Leeds Girls Can. Attending community committee sessions. Working with communities and co-producing is at the heart of everything the service does as well as building partnerships as highlighted earlier in the report.
28. The service has also conducted several surveys with customers using our services. They highlight good level of customer satisfaction levels with our recent Net Promoter Score (NPS) being 7.78 out of 10, which is an increase of 0.53 since the NPS survey Pre-COVID. 81% rated our cleanliness as brilliant or good and 82% of customers felt very safe at the leisure centres. 2 key areas to giving customers the confidence to come back during the pandemic.



Easing of restrictions survey results

What did 1,907 respondents have to say?

82% of respondents felt safe or very safe.

54% respondents prefer to not have to book their sessions in advance

81% rated our cleanliness brilliant or good

How likely would you be to recommend Active Leeds to a friend or colleague now restrictions have been lifted? (1= not very likely, 10= very likely)

43% scored us a ten

86% scoring us a 7 or higher.

What activities have you been taking part in?


GYM SESSIONS
50%


GROUP EXERCISE
33%


SWIMMING
50%


SPORTS/ RACKET SPORTS
2%


JUNIOR PROGRAMMS
3%

Customer Comments:



Thank you for offering such excellent facilities with friendly and helpful staff.



Armley has been amazing throughout this last year - staff are so friendly and lovely, it's felt clean & safe - has kept me sane

29. The service has also conducted surveys with customers in terms of their physical activity habits and commissioned Leeds Beckett to do a COVID literature review which is captured in a short report in appendix 1.
30. The service has also conducted a review of the Service's Active Life programme which are a programme of activities aimed at older people. There has been lots of interest in the review of the programme and we have had over 600 people respond to the review which consisted of paper/online surveys, focus groups and meetings with current and past users. The review of this activity is currently being analysed and will be shared with the Scrutiny Bboard when complete to get input into the review and positive steps to improve the offer for older people across the leisure centre programmes.

What are the resource implications?

Performance

31. The social return on investment from increasing the numbers of people being more physically active is significant for the city including social, economic, physical and mental health benefits. Every £1 spent on community sport and physical activity generates nearly £4 for the economy and society based upon the findings of a recent study by Sheffield Hallam University.
32. While total social value has fallen post pandemic (currently just under £500k per leisure centre site vs just over £700k per site in 2019) due to the total number people using the facilities and activities being less than pre-COVID, the average per person social value has increased to over £68 per person. This is influenced by returning participants spending more time being active and visiting leisure centres more often than pre-COVID which is encouraging to ensure people keep their exercising habits.
33. The Service has received multiple award over the last 12/18 months including:
 - In September Active Leeds won the Association For Public Service Excellence (APSE) Best Service Sport, Leisure and Cultural Team Award. This highlighted the team's hard work, resilience, creativity, and innovation in response over the pandemic and has given the service the recognition on a national level. [Leeds City Council APSE Award](#)
 - The service were also collective winners for a City Development Directorate team award and finalists in the whole council staff awards again for the response by the team over the pandemic.
 - The Council's Leeds Community Tennis Programme was also crowned a national winner for the Communities and Parks Award at the prestigious Lawn Tennis Awards for the Service growing the sport in the region. Being recognised for its inspirational work adapting to Covid-19 restrictions and booming back to life after lockdown. [Leeds Community Tennis Programme wins at 2021 LTA Tennis Awards](#) .
 - Finally, the service were finalist in the Marketing Campaign of the Year category in the UKActive awards 2021 for our Love Yourself campaign [Active Leeds Love Yourself Campaign](#) .
 - In addition the swim, diving and synchronised swimming teams have received a number of medals across championships for all the disciplines [Special win for Leeds \(swimming.org\)](#)
34. The financial position of the Service remains challenging. The Service is forecasted to overspend in 21/22 , due to the impact of income loss due to COVID capacity restrictions to £4.3m, primarily in respect of swimming and membership income loss. Of this projected income loss, £1.7m relates to the first quarter and an element of this is recoverable through the Government's income compensation scheme. The income loss is also partially offset by staffing and running cost savings, resulting in an overall projected overspend for the service of £3.7m. It is hoped that the position for 22/23 will be more positive, currently the Service's memberships and activities are showing a positive return to pre-Covid levels with Over 20,000 health and fitness members.
 - Just under 9,000 on swimming lessons programme.
 - 90% of all school swimming happening in the council pools (Up by 4% pre-Covid)
 - Swimming 85% of pre-Covid attendances (Swimming numbers have increased faster)
 - Gym 75% of pre-Covid attendances.
 - Fitness Classes 80% of pre-Covid attendances.
 - Junior programmes growing back to pre-covid levels – Gymnastics and Tennis.

- Training schemes (Swimming, Diving and Synchronised swimming teams) number are near pre-COVID levels.
35. But there remains some work in fully returning income levels to their budgeted position In addition there is more work to do to encourage more casual sports bookings (badminton, squash, table tennis etc) as these were the last activities to resume and will take more time to grow these numbers. It is encouraging to see our health programmes resuming back and numbers have been positive since October last year and they are continuing to grow. However again as this is a group that has been hit hard by shielding there is more work required to encourage everyone back and adapting the services is instrumental to this.
36. Health and fitness monthly new joiners figures have been up month on month by 10-15% compared to 2019 figures since September last year and currently January figures is on target to be the most new joiners in one month that the service have ever recorded and being 20% above January 2019 figures. There were also positive figures recorded for our promotions for Black Friday weekend and over the Christmas period.
37. There has been encouraging signs that we are also seeing new people to the service, with our junior health and fitness members increasing. More people coming from deprived wards than previously although still lower overall in participation figures compared to other Indices of Multiple Deprivation (IMD) groups. Females account for more than 48% of our membership base which is more than males at just over 43% (the remaining prefer not to say) but males have returned to activities quicker. There are more people over the age of 60 using the services again, but again the numbers remain lower overall. The average age of our membership base now sits at over 43 years of age.
38. The service have worked hard over the last 9 months to deliver improvements to the leisure centres which include:
- Pudsey Leisure Centre: reception upgrade and redecoration and flooring through all circulation areas, a new virtual spin room and refurbishment to the gym (hopefully complete by 23rd Dec) alongside new branding. Also includes over £150k worth of new gym equipment.
 - Garforth Leisure Centre: new studio created, new virtual spin room, refurbed gym and redecoration and branding through circulation areas. This also includes over £160k worth of new gym equipment
 - Rothwell Leisure Centre: redecoration and flooring through circulation spaces, redecoration of pool hall and branding along with redecoration and virtual added to the spin room.
 - Kippax Leisure Centre: refurbishment of the wetside changing rooms and redecoration and flooring throughout the building including spectator seating area over the pool and pool hall.
 - John Charles CS tennis centre: Resurfacing of all tennis courts inside and out (although still to finish some outdoor courts when the weather improves)
 - John Charles CS: refurbishment to site office areas and creation of livestreaming studio. (Due gym refurbishment in the March 2022)
39. On top of this several sites are part of the £10m investment into the Council's Public Sector Decarbonisation Programme to help the service reduce the carbon footprint, which is vital as we see increases in energy costs whilst reducing our impact on the environment as leisure facilities are major consumers of energy.
40. The service has invested in improving the digital journey for customers working with colleagues in the Informational Digital Service to install a new leisure management system in November. This has also seen developments to the APP which continues to grow in use and popularity with over 60,000 downloads being reached. The Service's course programme

system (Learn 2) , marketing and communications, feedback mechanisms and the bringing of the direct debits back in house have also be part of the move over to the new system. There is still lots to do, but we will continue to improve the access of our services to reach more people. There have also been enhancements to our livestreaming services, installed virtual group exercise class system at Middleton Leisure Centre and more virtual cycling and development of the mywellness system (Personal Fitness Plans for people to track their health and physical activities improvements) are coming in February. There will be further developments in the Services customer service centre with more site's telephone systems being moved over in February freeing up vital time for the teams to deal with customers in person.

41. Staffing and recruitment have been a challenge since the service resumed. However there has been lots of work on the employee journey over the last 6 months which has resulted in new ways of recruiting and removing barriers to access the service such as formal qualifications. We are more focused on the people that join the service reflecting our values and ensuring they are the right fit for the service and to help people to get active. We have moved to a position of recruiting for aptitude and training for skill. The team have been working with schools, universities and other organisations to ensure the service is more representative of the communities we serve and the team are doing some research about how we can encourage more applications from BAME communities for example. Further work will take place over the next year to ensure we are supporting career journeys and investing in the right development paths for the staff. Active Leeds like other services have had staff that have taken on extra responsibilities during this time and the Service is very grateful for the staff groups flexibility, adaptability and resilience throughout the most challenging of circumstances.
42. The service has invested in staff training with most of the fitness team now qualified to level 3 fitness qualification enabling them to deal with more people with health conditions. To coincide with the increase in more juniors using our services the team have also gained specific qualifications aimed at supporting adolescents to ensure juniors are getting a great experience and the right support for their individual needs. The Service's training team have been busy delivering nearly 130 first aid and lifesaving courses as well as retaining our excellent rating for Approved Training Centre for the Royal Life Saving Society accreditation on top of all the standard training the team have delivered with lots going online which enables us to make it easier for staff to access.
43. There has been work to implement new customer journeys which will be the cornerstone of ensuring we give everyone who touches our service a fantastic experience to keep them going on their physical activity journeys but also they encourage others too. Building on these standards Morley Leisure Centre are the first site to record an excellent result in their recent Leisure Standard QUEST assessment which highlights all the good things we already have in place. All the leisure centres also go through periodic mystery shops to monitoring customer service levels and these are used to ensure standards are at there highest levels.
44. Attracting funding into the service is key to enable us to deliver all the activities and programmes but there is a limit to this funding and the Physical Activity Ambition work is funded through time limited grants and this project is working to achieve long term behavioural change, consideration needs to be given to the sustainability of the resources to fully realise the benefits.
45. Public Health, Active Leeds, Health Partnerships, Parks and Countryside, Planning and Transport colleagues all collaborate and lead the project along with contributions from partners in the Place Based Partnership, Sport Leeds Board, Leeds Becket University, and the Third Sector. The Council is keen to ensure all agencies across the City focus on working together as a City to make sustained and noticeable improvements to physical activity levels in the City.

What are the legal implications?

46. There are no legal implications arising from this report

What are the key risks and how are they being managed?

47. There is still some uncertainty about how the income levels will resume over the next year, however the Service have developed new service developments and opportunities to continue to improve the financial performance of the service.

48. Staffing levels are not returning to pre-Covid levels is also a risk to ensure we can continue to deliver the level of service required especially with current covid sickness rates. However, work being undertaken as described in the report to recruit more people will start to pay off to increase staffing numbers.

49. In the future it is envisaged that Physical Activity Ambition work will be governed through the new Physical Activity Ambition Board governance structures, currently in development. In the meantime, there is a Physical Activity Ambition Steering Group in place to take overall responsibility for this work.

Does this proposal support the council's three Key Pillars?

Inclusive Growth

Health and Wellbeing

Climate Emergency

Options, timescales and measuring success

What other options were considered?

50. None.

How will success be measured?

5.1 The Physical Activity Ambition has a monitoring and evaluation framework that is being created in partnership with academic and evaluation partners. It will include a range of indicators developed and baselined to measure progress at both a systems and intervention level.

52. The service will also continue to measure activity levels through the active lives survey, a long with service specific key performance indicators such as membership new joiners, membership yields, course programme utilisation, activity and participation figures, expenditure and income, staffing levels, social value indications and equality and diversity targets etc.

What is the timetable for implementation?

53. It is envisaged that the Physical Activity Ambition board will be setup by the start of next financial year and detailed plans will be shared in terms of the governance arrangements.

Appendices

54. Appendix 1: Covid-19 Rapid Literature Review Short Report – Leeds Beckett's University

55. Appendix 2: Additional case study examples highlighting Active Leeds programmes.

Background papers

56. None