



Have your say

Sport and Physical Activity Strategy Public Consultation Report



Consultation: 7 June to 19 July 2021

Report: 4 August 2021

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1.0 Executive Summary

Wirral Council aims to work with residents and partners to create opportunities that help to make physical activity a part of everyone's everyday lives. The mission is to ensure that, by 2025, all Wirral residents have the opportunity, environment and support they need to lead active, healthy, and happier lives. The council will work with partners to transform attitudes and behaviours to make physical activity part of the everyday lives of our residents.

The sport and physical activity engagement consultation was carried out to obtain the views and ideas of residents and partners, to inform a new Sport & Physical Activity Strategy for Wirral.

Residents and partners were invited to share their views and ideas on being active to ensure that the right opportunities and environments are created. This included asking respondents about barriers they may encounter in being active, with a view to helping to overcome them. As well as understanding what matters most to them in relation to being active.

Residents' and partners were consulted separately; the outcome of both of these consultations are reported in this document.

A summary of key findings is set out below:

1.1 Key Findings

1.1.1 Surveys

Residents

There was a total of 372 online responses to the 'People' survey, 0 paper copies and 3 Easy Read copies. The Easy Read responses are summarised separately in section 1.1.2.

Demographics:

- Most respondents (96.5%) were from the Wirral.
- The most represented Wirral wards were New Brighton (19.0%) and West Kirby (10.6%)
- 13.9% of respondents provided a postcode in the first decile (most deprived decile) of the Index of Multiple Deprivation (IMD). The most represented ward in this decile was Bidston & Cloughton (21.6%).

Young People

There were 9 online responses to the survey and 362 young people from 9 Wirral schools or organisations completed paper copies of the survey, providing a total of 371 survey responses from young people.

Demographics:

- All (100%) of the young people, responding across both the online and paper surveys, were from Wirral, or from a Wirral school or organisation.
- Overall, 85.2% of young people either lived in or attended a school or organisation that fell in the first two deciles (most deprived deciles) of the Index of Multiple Deprivation (IMD). 69.3% fell in to the first decile, 15.9% in to the second decile.
- Clughton (4.3.7%) was the most represented ward, followed by Liscard (15.4%), Birkenhead & Tranmere (14.6%) and Bidston & St James (11.1%).

Partners

There were 20 online responses to the survey, 1 paper copy and 1 Easy Read response.

Demographics:

- Most respondents (90.0%) were from the Wirral.
- The most represented wards were New Brighton (15.0%) and Pensby (15.0%).
- 15.0% of respondents provided a postcode in the first decile (most deprived decile) of the Index of Multiple Deprivation (IMD).

Resident's consultation, including young people.

- The most prevalent options selected when asked 'what does being active mean to you?' were:

For residents:

- 86.6% - Going for a walk, jog or run.
- 63.4% - Swimming at the local pool.

For young people:

- 61.5% - Playing sport.
- 58.0% - Going for a walk, jog or run.

- 100% of Residents and 94.6% of Young People say that it is important to have a healthy lifestyle.

Only 5.4% of Young People said it was not important to have a healthy lifestyle.

- 95.9% of residents and 85.9% of young people enjoy taking part in physical activity.

Only 4.1% of residents and 14.1% of young people do not enjoy taking part in physical activity.

- 82.7% of residents and 79.2% of young people would describe themselves as an active person. Only 17.3% of residents and 20.8% of young people would not describe themselves as an active person.

- 81.7% of residents and 63.5% of young people say they take part in any sport or physical activity.

18.3% of residents and 36.5% of young people say they do not take part in any sport or activity.

- The most and least prevalent options selected when asked 'How much time do you like to spend being active?' were:

For residents:

- Most prevalent - 44.1% - 1-3 hours
- Least prevalent – 1.3% - less than 30 mins

For young people:

- Most prevalent - 32.7% - 30min -1 hour

- Least prevalent – 5% - 5 hours or more
- The most and least prevalent options selected when asked ‘How often are you active in an average month?’ were:

For residents:

- Most prevalent - 38.3% - 4-6 days a week
- Least prevalent – 0% once a month

For young people:

- Most prevalent - 28% - daily
- Least prevalent – 0% once a month

- The most and least prevalent options selected when asked ‘When it comes to being active, what matters most to you?’ were:

For residents:

- Most prevalent - 73.1% - to improve personal fitness and health
- Least prevalent – 5.6% opportunity to volunteer/be a mentor

For young people:

- Most prevalent - 54% - socialising with friends
- Least prevalent – 2.8% - opportunity to volunteer/be a mentor

- The most and least prevalent options selected when asked ‘Where are you when you are active?’ were:

For residents:

- Most prevalent – 76.1% - council leisure centres
- Least prevalent – 1.1% Multi-Use Games Areas (MUGAs)

For young people:

- Most prevalent – 72.2% - local parks or open spaces
- Least prevalent – 0.3% - Outdoor gyms

- The top sports and/or physical activities that respondents take part in are:

For Residents:

- 50.5% Walking
- 35.8% Swimming

- 33.9% Cycling

For Young People:

- 60.5% Playing outside
- 44.1% Football
- 24.4% Walking

- The top barriers that make it harder to be active are:

For residents:

- 39.5% - Life Commitments
- 35.2% - Timing of activities
- 33.1% - Cost

For young people:

- 73.4% - Not knowing what activities are available
- 50.4% - Cost
- 43.2% - Scared or worried about trying activities
- 33.1% - not knowing anybody
- 31.7% - Transport

- 23.9% of residents currently have an Invigor8 membership, 43.0% have used one in the past, and 33.1% have never had one.

29.1% of young people currently have an Invigor8 membership, 25.6% have used one in the past and 45.3% have never had an Invigor8 membership.

- Of those who had never had an Invigor8 membership, the most prevalent reasons were:

For Residents:

- 39.8% - I don't think I would use it enough
- 23.6% - Cost

For Young People:

- 14.3% - Cost
- 9.7% - I don't think I would use it enough

- Of those who have had an Invigor8 membership in the past, the most prevalent reasons were:

For Residents:

- 11.6% - the lack of availability of sessions (11.6%)
- COVID-19 (11.3%)

For Young People:

- 14.8% - Cost
- 6.1% - Membership does not offer what they want
- 39.3% of responding residents are neutral about how easy they find it to know what sports and activities are happening locally. 33.0% of young people find it easy to know what sports and activities are happening locally.
- The ways in which we could help you to be more active are:

For Residents:

- 73.4% - more activities in my local area
- 30.4% - activities outside of leisure centres.

For Young People:

- 41.5% - more activities in my local area
- 23.7% - for a friend or relative to join them
- 20.2% - beginner sessions or classes
- The sports and activities that are most important are:

For Residents:

- 40.9% - different/ additional exercise classes
- 34.9% - family activities
- 33.9% - sport specific coaching

For Young People:

- 44.2% - sport specific coaching
- 16.7% - holiday sports programmes
- 16.7% - competitions
- The times of day that respondents would prefer to be active are:

For Residents:

- 45.2% - evening

- 34.7% - morning

Young People:

- 39.4% - twilight
- 25.6% - anytime

- The time periods that respondents would prefer new sessions to be:

Residents:

- 60.2% - one hour long
- 43.3% - 45 minutes long

Young People:

- 47.4% - one hour long
- 20.5% - 30 minutes long

- 93.1% of adults and 82.6% of young people said they had not had COVID-19.

Only 17.4% of residents and 6.9% of young people said they had had COVID-19.

- The impacts of the last 12 months were:

Residents:

- 58.1% - weight gain
- 52.2% - reduced activity levels

Young People:

- 27.0% - socially isolated
- 15.1% - mental health issues

- 56.8% of residents and 46.9% of young people said they do less physical activity because of the COVID-19 pandemic. Only 20.1% of residents and 18.0% of young people said they do more sport or physical activity.

- 87.4% of residents and 94.2% of young people said they did not have a disability. 11.3% of residents and 1.2% of young people said they did have a disability.

- 72.8% of residents and 95.4% of young people said they do not have a long-term health condition. 12.3% of residents and 2.9% of young people said they do have a long-term health condition.

- 99.5% of young people said they attend school or college only 0.5% said they do not attend school or college.

- 98.6% of young people said they were not in employment. Only 1.4% of young people said they were currently in employment.
- 99.4% said they were not currently in school, college, or in employment (NEET). Only 0.6% said they were NEET.
- Respondents' comments about being active in Wirral fell into six main categories, which are summarised below:

Residents:

- Facilities (48.8%)
 - Lack of availability of facilities 22.5% (x27).
 - Facilities are unclean/run down/badly maintained and not fit for purpose 20% (x24).
 - Requests for facilities to re-open following closures related to COVID-19, or not to close down in the future 15.8% (x19).
 - Opening times/session times are unsuitable 11.7% (x14).
- Classes and sessions (37%)
 - Not enough variety of types of classes/sessions offered 50.5% (x46).
 - Lack of availability of sessions 28.6% (x26).
 - Outdoor classes and sessions 17.6% (x16). There is an appetite for more outdoor classes and sessions.
- Swimming (34.6%)
 - Swimming – General
 - Facilities 49.2% (x31) including calls for a Lido in Wirral (x22) and not enough swimming pools are open (x9)
 - Lack of availability of sessions 42.9% (x27).
- Open-Water Swimming
 - Facilities 72.7% (x16)
 - More open water swimming locations should be made available (x13).
 - Accessibility (x2) – open water swimming locations should be made more accessible.
- Informal outdoor exercise (32.9%)

- Outdoor Exercise (x43) – including parking charges are a barrier to outdoor exercise (x9) and more public exercise facilities needed (x7)
 - Cycling 44.4% (x36) – including making cycle lanes safer (x19)
- General barriers to being active 20.7%
 - Cost (x14)
 - Accessibility and inclusiveness (x9)
 - Lack of information (x8). The Council website does not contain the required information and is difficult to navigate.

Young People:

- Cycling (33.3%) – mainly talking about how cycling safety needed to be improved
- Trial activities at schools (13.3%)
- Barrier – distance of swimming facilities is a barrier for some (13.3%)
- Comment – the Wirral is good for outdoor spaces (13.3%)

Partners' consultation

Where questions allowed multiple selections, percentages relate to the prevalence of the selected option, rather than as a percentage of respondents

- The most prevalent services provided amongst the partnership organisations were:
 - Sport & Activity – 15 of the 21 partners (74.1%)
 - Community – 8 of the 21 (38.1%)
- 11 of 21 partner respondents (52.4%) brackets said the services for children and young people aged zero to 18 years.
- The most prevalent areas that partners deliver services are, jointly:
 - All areas - 8 of 21 partners (38.1%)
 - Birkenhead & Tranmere – 8 of 21 partners (38.1%)
- 100% of partners would be interested in working with Wirral Council leisure services to improve health inequalities.
- 71.4% of partners have not worked with Wirral Council Leisure Services in the past. 28.6% of partners have worked with Wirral Council leisure services in the past.
- 83.3% of the partners who worked with Wirral Council Leisure Services did so in the last year and 16.7% did so in the last 10 years.
- 5 out of the 21 partners (23.8%) carried out work related to sports and activities.
- 33.3% of partners were neutral about the experience of working in partnership with Wirral Council Leisure Services and 33.3% were very satisfied. 16.7% were unsatisfied and 16.7% were satisfied.
- The top things that respondents felt worked well in partnership with the Council were:
 - Achieved outcomes – 3 of 21 partners (14.3%)
 - Delivered a good quality offer - 3 of 21 partners (14.3%)
- The top thing that respondents felt didn't work well in the partnership with the council was a lack of communication - 3 of 21 partners (14.3%)
- The most prevalent type of role that partners saw Council Leisure Services playing in partnership with their organisations were:
 - Provider of facilities – 7 out of 21 partners (33.3%)

- Delivery Partner - 6 out of 21 partners (28.6%)
- Funding provider - 6 out of 21 partners (28.6%)
- The top ways the partners commented (free text) that we could together to improve activity levels across the borough were:
 - Encourage Outdoor Activities (23.5%)
 - Barrier – lack of venues for hire (11.8%)
 - Barrier – difficult to find information (11.8%)
 - Barrier – too expensive (11.8%)
 - Barrier – accessibility (11.8%)

Ideas Board

64 contributors submitted or commented on 50 ideas to the ideas board tool other visitors to the board were able to 'vote' for ideas that they liked.

The 2 most popular ideas, that received the most 'votes' were:

"Lido at New Brighton. Bring back outdoor swimming activities. A lido to be enjoyed by all, near or far" 9 votes

And

"West Kirby lake needs opening up to swimming. It is an approved safe open water training facility. We want to swim every day, but not at dawn!" 7 votes

Common themes amongst all the ideas were:

- Being active outdoors (excluding cycling and swimming) – 20 ideas / 32 likes
 - More public conveniences would encourage people to be active outdoors (5 ideas / 15 likes)
 - A reduction or removal of parking charges would encourage people to be active outdoors (3 ideas / 7 likes)

- Formal outdoor classes/activity sessions should be provided in coastal locations (1 idea / 6 likes)
- Cycling – 14 ideas / 23 likes
 - Cycle lanes should be improved to be made safer by being made wider, better maintained and more separate from other traffic (6 ideas / 10 likes)
 - The cycle network should be better connected and allow joined up travel around the whole peninsula (3 ideas / 6 likes)
- Open water/outdoor swimming – 8 ideas / 23 likes
 - Allow swimming in West Kirby Marine Lake, section off part of the lake exclusively for swimmers, do not restrict access times (4 ideas / 14 likes)
 - Provision of a lido in New Brighton (2 ideas / 9 likes)
- Swimming – indoor pools – 4 ideas / 9 likes
 - There should be more availability of swimming sessions, and later swimming sessions (3 ideas / 9 likes)
 - There should be no swimming pool closures (1 idea).
- Rake Hoylake Beach – 3 ideas / 5 likes so that it can be used for being active

1.1.2 Easy Read responses

Alongside the online and paper versions of the survey, a simplified 'easy read' version of the survey was produced to ensure that everyone who wished to complete the survey was able to, regardless of ability. An extra 2 weeks was allowed following the close of the online survey to return 'easy read' surveys to maximise the opportunity to respond.

The responses from these surveys are summarised below, and made available to the project team to be considered fully alongside the full survey responses.

3 easy read survey responses were received, all for the people survey.

The responses were examined in conjunction with the full survey, and common themes are summarised below.

- Walking/jogging/running were considered by all easy read respondents as being the biggest part of being active. This is in common with the full survey where 86.6% or respondents agreed.

- All of the easy read respondents felt that it was important to have an active lifestyle, that they enjoyed being active, and were active themselves. This reflects the results of the full survey where the majority of respondents agreed.
- There was no common length of time that easy read respondents were active for weekly, - answers ranged from 30mins to an hour, 1-3hours and 3-5hours. 1-3hours was the most popular response in the full survey.
- 2 of the 3 easy read respondents stated they are active 2-3 days a week, the third respondent is active every day. 4-6 days a week was the most popular response in the full survey.
- The things that were most important to easy read respondents when being active were, equally:
 - Improving fitness & health
 - Improving mental health & wellbeing
 - Enjoyment
 - Getting better at a sport or activity

These are similar things to the full survey, where the top responses were:

- Improving fitness & health
- Improving mental health & wellbeing
- Enjoyment
- Stress or anxiety relief
- Parks and open spaces were the most common location for easy read respondents to be active, this is in common with the full survey, where 54.0% of respondents agreed.
- Walking was the most common type of sport & physical activity carried out by easy read respondents. This is in common with the main survey where 50.5% of respondents agreed.
- Issues with facilities was the main barrier to being active for easy read respondents, specifically the flooding of municipal golf courses and lack of availability of indoor tennis sessions. In contrast, life commitments was the most prevalent barrier among the respondents of the full survey (39.5%).
- 2 of the 3 easy respondents had in the past had an invigor8 membership, as was the case with the majority of full survey respondents (43.0%). The reasons given for not renewing membership amongst the easy read respondents were a lack of availability of

sessions, they didn't think they'd use it enough and that they didn't need membership for their sport. The lack of availability of sessions was the most prevalent reason amongst the full survey respondents.

- 2 of the 3 easy read respondents found it 'Quite Easy' to find out information about sport and physical activity. The majority of full survey respondents felt neutral about this.
- Most easy read respondents felt that more activities in their area would help them to be more active. This is in common with the main survey where 73.4% of respondents agreed.
- The types of activity that easy read respondents felt were most important to them were, equally:
 - Competitions and tournaments, specifically golf.
 - Sports lessons/taster classes/camps
 - Mental health & wellbeing classes

These are similar things to the full survey, where the top responses were:

- Different/additional exercise classes (40.9%)
- Family Activities (34.9%)
- Sports specific coaching/taster sessions (33.9%)
- The morning (9am-12pm) was the time that 2 of the 3 easy read respondents preferred to be active. For respondents of the full survey evening (6pm-10pm) was the most popular time (45.2%), followed by the morning (30.9%).
- There was no common length of time that easy read respondents would like future sessions to be - answers ranged from 45 mins, 1 hour or 2 hours. 1 hour was the most popular duration in the full survey.
- None of the easy read respondents had had COVID-19. The majority of full survey respondents (82.6%) had not had the virus.
- The impact of the pandemic over the last year on easy read respondents was, equally:
 - Putting on weight.
 - Becoming less active
 - Becoming more active
 - Feeling less strong

- Not seeing many people.

These are similar things to the full survey, where the top responses were:

- Putting on weight (58.1%)
 - Becoming less active (52.2%)
 - Mental Health issues (43.5%)
 - Feeling less strong (35.5%)
- There was no common answer among the easy read respondents as to how COVID-19 restrictions had affected their levels of physical activity - answers ranged becoming more active, becoming less active and doing the same amount of activity. Most full survey respondents became less active (56.8%)
 - None of the easy read respondents had a disability or long term health condition, this is in common with most of the respondents of the full survey.
 - The only free text final comment on the easy read surveys was a request to rake Hoylake beach, in order to play volleyball. Although not a top theme in the full survey, requests to rake Hoylake beach appeared on the idea board 3 times.

2.0 Methodology

A range of methods were developed to collect feedback through different routes to optimise the engagement approach and the range of feedback.

2.1 Surveys

To help shape the Sport & Physical Activity Strategy, a public consultation was carried out using Wirral Council's 'Have Your Say' consultation portal at www.haveyoursay.wirral.gov.uk. A Sport and Physical Activity Engagement hub was created on the front page of the website, that provided a portal to access the three consultation surveys, People, Young People and Partnerships.

Key documents related to the strategy were published on the page for each of the three consultations and were available for download. These included a strategy summary document, a FAQ sheet and a full copy of the strategy and an easy read version.

In addition to the surveys, an ideas board was available on the People and Young People pages, where participants could both submit their own ideas, and interact with other people's ideas by 'liking' and commenting on them.

To ensure accessibility respondents were able to request paper copies of the survey, an easy read version, contact the team directly and submit additional comments via a dedicated email address, which was published on the Have Your Say site alongside the online survey.

2.1.1 Questionnaire

The consultation questionnaire was developed to enable participants to share their views about sport and physical activity. The consultation sought to identify barriers that participants experience in relation to carrying out sport and physical activity. The questions included opportunities for respondents to provide free text comments to expand on their answers.

Both paper copies and Easy Read surveys were created to enable the survey to be accessible.

Paper copies of these surveys were available at Wirral's leisure centres, municipal golf courses, the Floral Pavilion, Birkenhead Library and the Hive Youth Zone and could be provided on request as required. Young people in particular were targeted with paper copies via schools and youth groups, as it was possible that they were less able to engage online due to the requirement to provide an email address.

No paper copies were received for the people survey, 162 for the Young People survey and 1 for the Partnership survey. These responses were aggregated into the online survey results to ensure the views were represented in the final analysis.

3 completed easy-read forms were received for the people survey. An additional 2 weeks after the online survey close was allowed for the return of the easy read, to ensure the targeted demographic were able to return their views. Responses were examined and a summary of these is provided in section 1.1.2.

1 completed easy read form was received for the partnership survey, the result of which has been incorporated into the full survey partnership responses in section 3.1b

In terms of the results of the questionnaire it is important to note that:

- The public consultation is not representative of the overall population of Wirral but provides information on the opinion of those residents who engaged.
- Where percentages do not add up to 100, this may be due to rounding, or the question is multi-coded. All free questions that invited respondents to write in comments are multi-coded and therefore add up to more than 100 percent.
- In order that they can be summarised, all free text responses to the public consultation have been categorised using a 'tagging' system based on the main themes arising from the comment. Comments may cover multiple themes, therefore there are more comment categories than comments.
- Questions 13 and 14 are designed to be answered only if respondents answered a certain way to question 12. In the young people survey, this question was answered in a group environment, and the skip logic was not strictly followed. Therefore, more young people answered these questions than answered 'no' or 'yes in the past to Q12, making it difficult to produce accurate percentages. To produce accurate and comparable data questions 13 and 14 the full number of respondents for each survey as a whole has been used as the denominator for both young people and residents.

2.1.2 Ideas Board

The Ideas Board was set up to allow respondents to submit their own ideas about sport and physical activity, these could be approved and commented on by other members of the public.

The information provided was reviewed and coded based on content and a set of themes were identified to allow reporting.

2.2 Interpretation of Results

In terms of the results, it is important to note that:

- The public consultation is not representative of the overall population but provides information on the opinion of those residents who engaged.
- For questions where multiple answers can be selected and free text responses where comments contain multiple themes percentages do not add up to 100.

2.3 Communications

The consultation was promoted in a number of ways both generally and by signposting specific groups to the part of the consultation most relevant to them. The COVID-19 virus continues to place limitations on our efforts to engage with our local communities however, to raise awareness amongst as many residents, stakeholders and business as possible, a full communications campaign, utilising a variety of communications channels, was delivered. This included:

- Organic social media (mix of platforms for corporate and Wirral Leisure)
- Resident Email (inclusion in 5 editions)
- Wirral leisure emails to Invigor8 members
- Partner/ Stakeholder E-newsletter
- Press/ Content media release
- Updates on Wirral View
- Outreach through established COVID-19 response cells and Champions Network
- FAQ document
- Artwork (screens at Floral Pavilion, screens at leisure centres, posters at Leisure sites, postcards at leisure centres)
- Post on Staff Facebook Page
- Exec View (Staff Newsletter)
- Staff Intranet

In addition to this, paper copies of the consultation were placed into leisure centres and partners spoke to schools to help increase engagement with the youth survey.



3.0 Findings

3.1 Questionnaire findings

3.1a Resident's responses: People and Young People surveys.

Where questions allowed multiple selections, percentages relate to the prevalence of the selected option, rather than as a percentage of respondents. As a result percentage totals will add up to more than 100% and to avoid confusion, total percentage figures are omitted from tables.

Q1. What does being active mean to you?

Note: Respondents could select more than one option, and therefore the results add up to more than 100 percent.

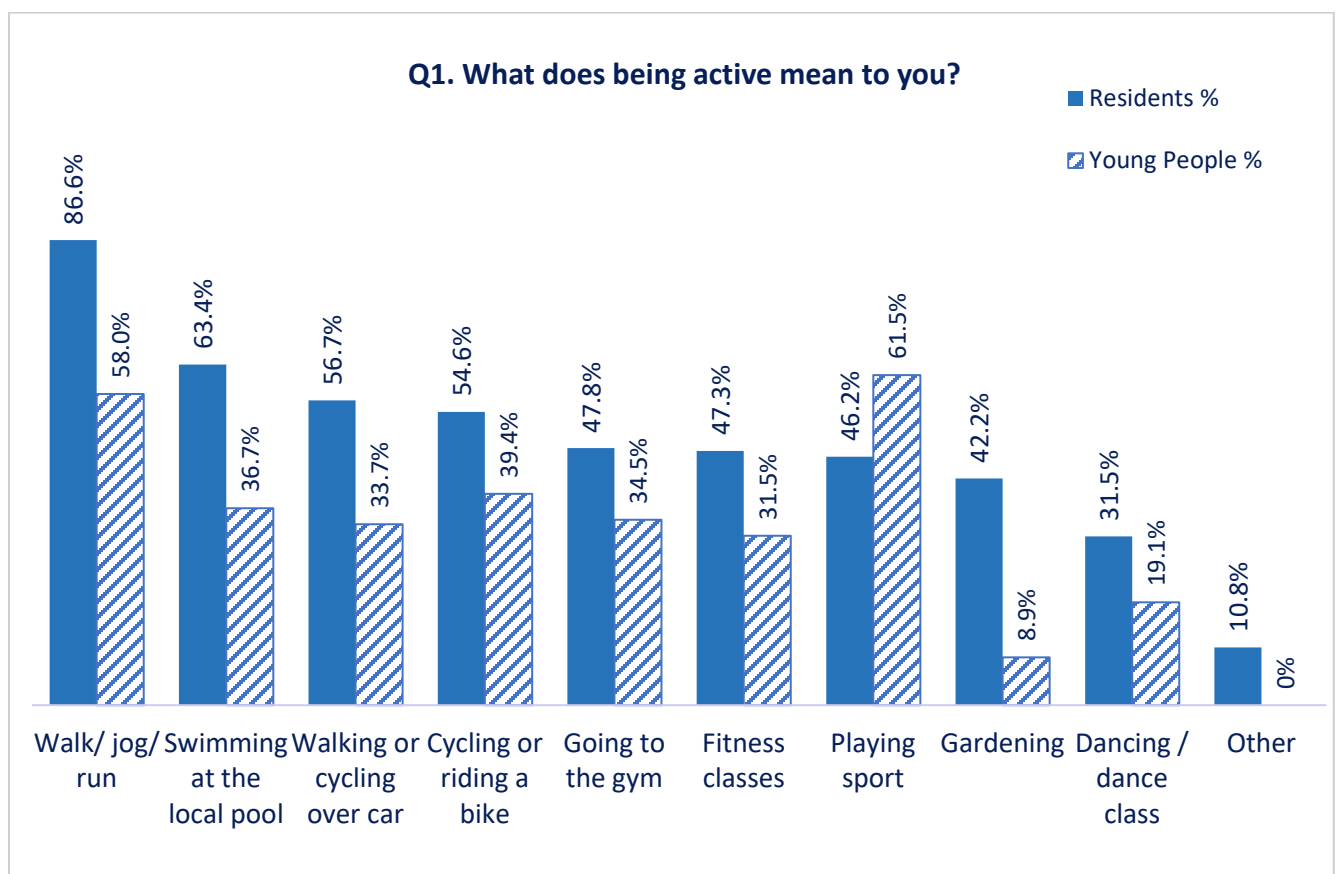


Figure 1: Chart showing what respondents say being active means to them

The most popular categories for Residents were walk/ jog/ run (86.6%), swimming at the local pool (63.4%) and walking or cycling instead of using the car (56.7%).

For Young People, the most popular categories were playing sport (61.5%), walk/ jog/ run (58.0%) and cycling or riding a bike (39.4%).

There were 26 'Other' answers for Residents, which included 16 respondents saying open water swimming, 3 saying paddle boarding, and 3 saying yoga.

What does 'being active' mean to you?	Residents (online)	Residents %	Young People (online)	Young people (Paper copies)	Young People Total %
Walk/ jog/ run	322	86.6%	8	207	58.0%
Swimming at the local pool	236	63.4%	7	129	36.7%
Dancing / dance class	117	31.5%	4	67	19.1%
Cycling or riding a bike	203	54.6%	6	140	39.4%
Playing sport	172	46.2%	7	221	61.5%
Gardening	157	42.2%	0	33	8.9%
Fitness classes	176	47.3%	3	114	31.5%
Going to the gym	178	47.8%	4	124	34.5%
Walking or cycling over car	211	56.7%	4	121	33.7%
Other	40	10.8%	0	0	0.0%
Total	1812	-	43	1156	-

Table 1: Table showing the Respondent's answers to 'What does being active mean to you?'

Q2. Is it important to have an active lifestyle?

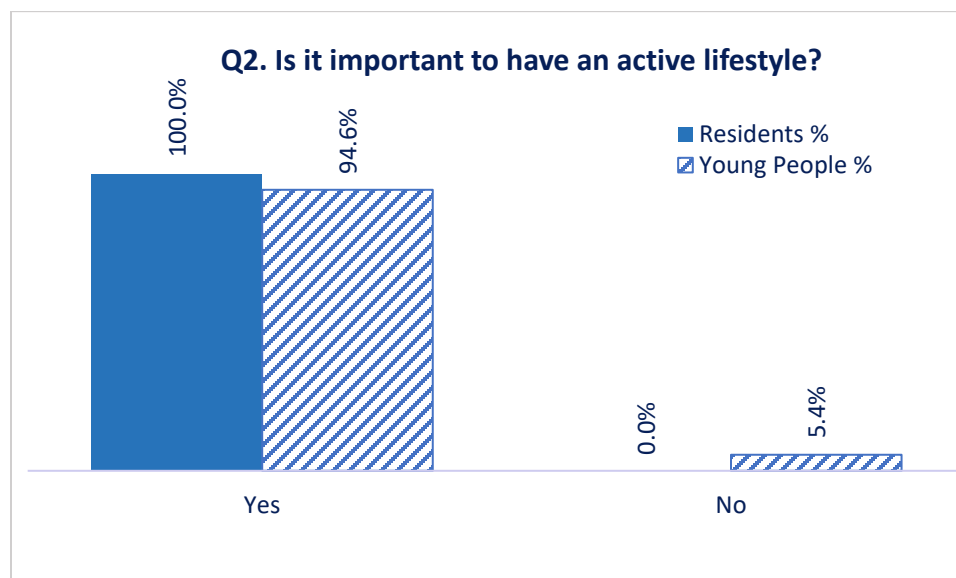


Figure 2: Chart showing whether respondents think it is important to have a healthy lifestyle

100% of Residents and 94.6% of Young People say that it is important to have a healthy lifestyle. Only 5.4% of Young People said it was not important to have a healthy lifestyle.

Do you think it is important to have an active lifestyle?	Residents (online)	Residents %	Young People (online)	Young people (Paper copies)	Young People %
Yes	371	100.0%	9	322	94.6%
No	0	0.0%	0	19	5.4%
Total	371	100.0%	9	341	100.0%

Table 2: Table showing whether respondents think it is important to have a healthy lifestyle.

Q3. Do you enjoy taking part in physical activity?

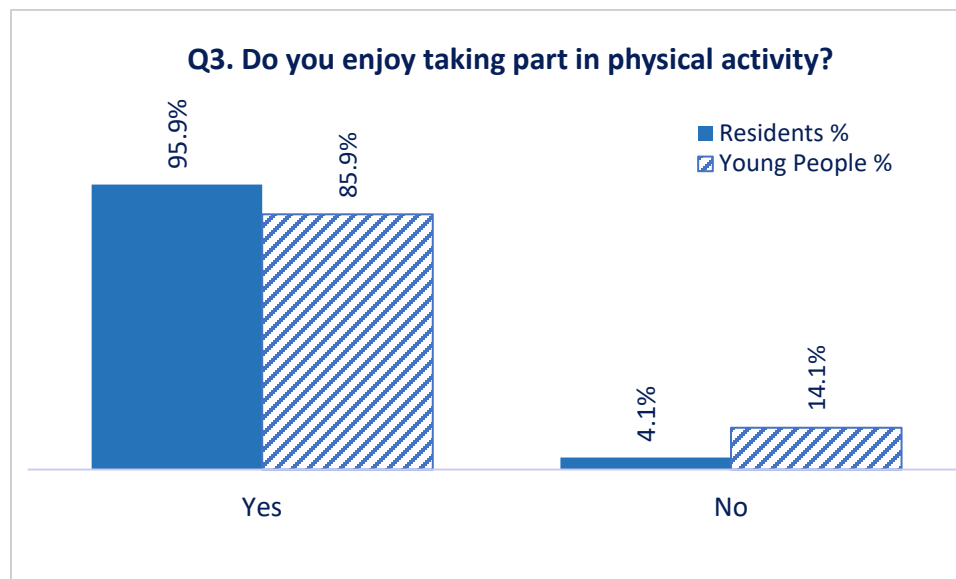


Figure 3: Chart showing whether respondents enjoy taking part in physical activity

95.9% of residents and 85.9% of young people enjoy taking part in physical activity. Only 4.1% of residents and 14.1% of young people do not enjoy taking part in physical activity.

Do you enjoy taking part in physical activity?	Residents (online)	Residents %	Young People (online)	Young people (Paper copies)	Young People %
Yes	353	95.9%	8	309	85.9%
No	15	4.1%	1	51	14.1%
Total	368	100.0%	9	360	100.0%

Table 3: Table showing whether respondents enjoy taking part in physical activity.

Q4. Would you describe yourself as an active person?

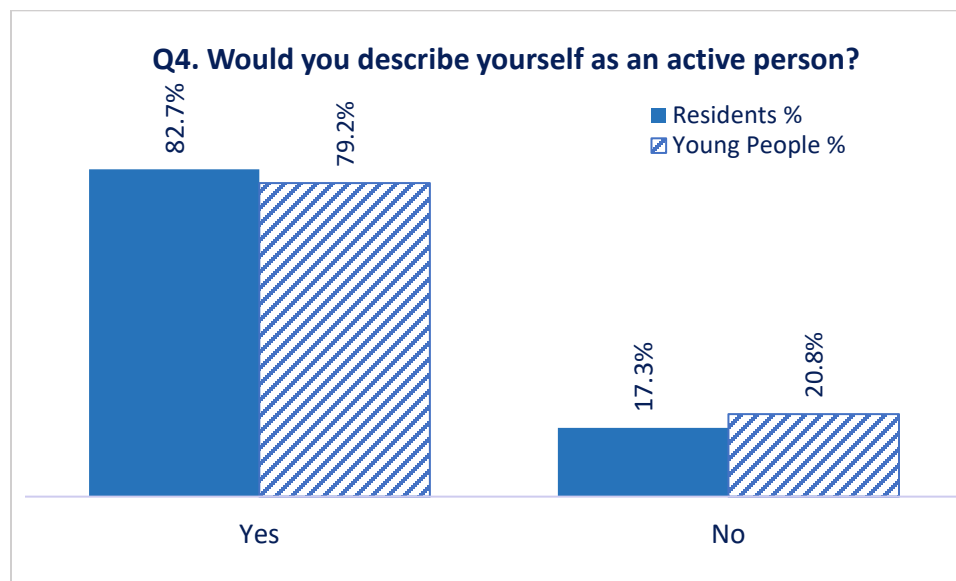


Figure 4: Chart showing whether respondents would describe themselves as an active person.

82.7% of residents and 79.2% of young people would describe themselves as an active person. Only 17.3% of residents and 20.8% of young people would not describe themselves as an active person.

Would you describe yourself as an active person?	Residents (online)	Residents %	Young People (online)	Young people (Paper copies)	Young People %
Yes	305	82.7%	7	316	79.2%
No	64	17.3%	1	84	20.8%
Total	369	100.0%	8	400	100.0%

Table 4: Table showing whether respondents would describe themselves as an active person.

Q5. Do you take part in any sport or physical activity (outside of school or college)?

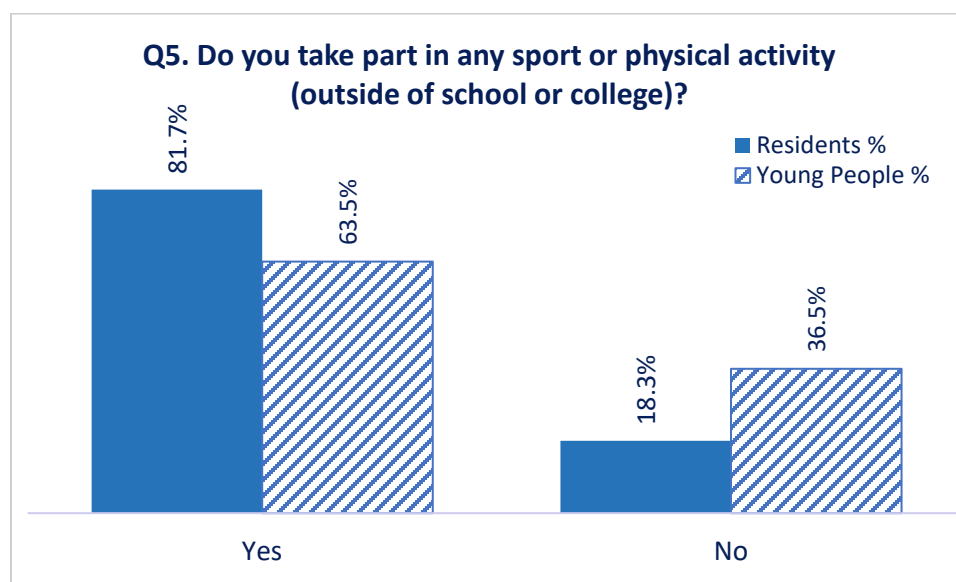


Figure 5: Chart showing whether respondents take part in any sport or physical activity.

81.7% of residents and 63.5% of young people say they take part in any sport or physical activity. 18.3% of residents and 36.5% of young people say they do not take part in any sport or activity.

Do you take part in any sport or physical activity (outside of school or college)?	Residents (online)	Residents %	Young People (online)	Young people (Paper copies)	Young People %
Yes	299	81.7%	8	234	63.5%
No	67	18.3%	1	138	36.5%
Total	366	100.0%	9	372	100.0%

Table 5: Table showing whether respondents take part in any sport or physical activity.

Q6. How much time do you like to spend being active?

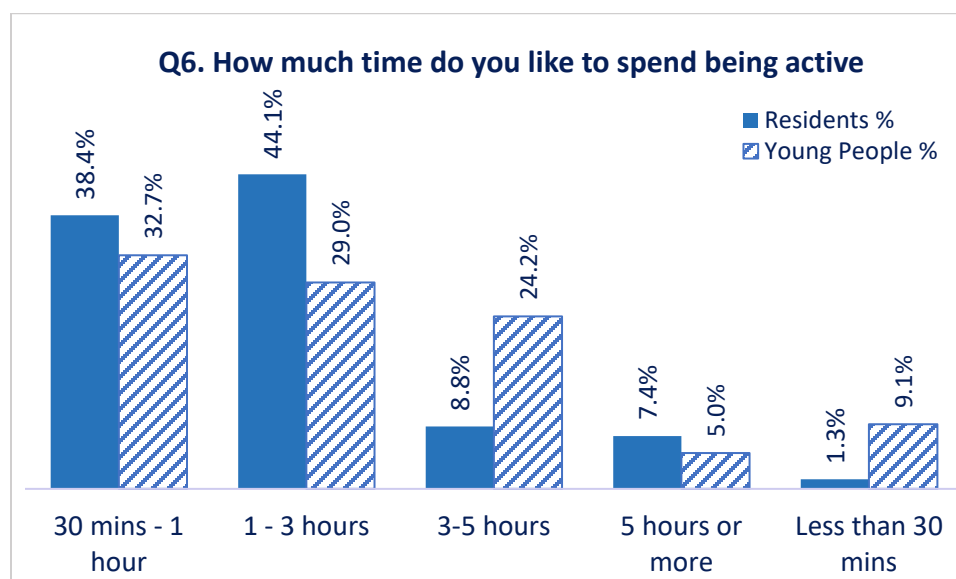


Figure 6: Chart showing how much time respondents like to spend being active.

Of those who answered, 'yes' to question 5 'do you take part in any sport or physical activity?', the most prevalent period that residents like to spend being active was one to three hours (44.1%). For young people the most prevalent period was between 30 minutes and one hour (32.7%). The least prevalent category for residents was less than 30 minutes (1.3%) and the least prevalent category for young people was five hours or more (5.0%).

If you are being active, how much time do you like to spend doing that activity, outside of school or college?	Residents (online)	Residents %	Young People (online)	Young people (Paper copies)	Young People %
30 mins - 1 hour	114	38.4%	1	129	32.7%
1 - 3 hours	131	44.1%	4	111	29.0%
3-5 hours	26	8.8%	0	96	24.2%
5 hours or more	22	7.4%	3	17	5.0%
Less than 30 mins	4	1.3%	0	36	9.1%
Total	297	100.0%	8	389	100.0%

Table 6: Table showing how much time respondents like to spend being active.

Q7. How often are you active in an average month?

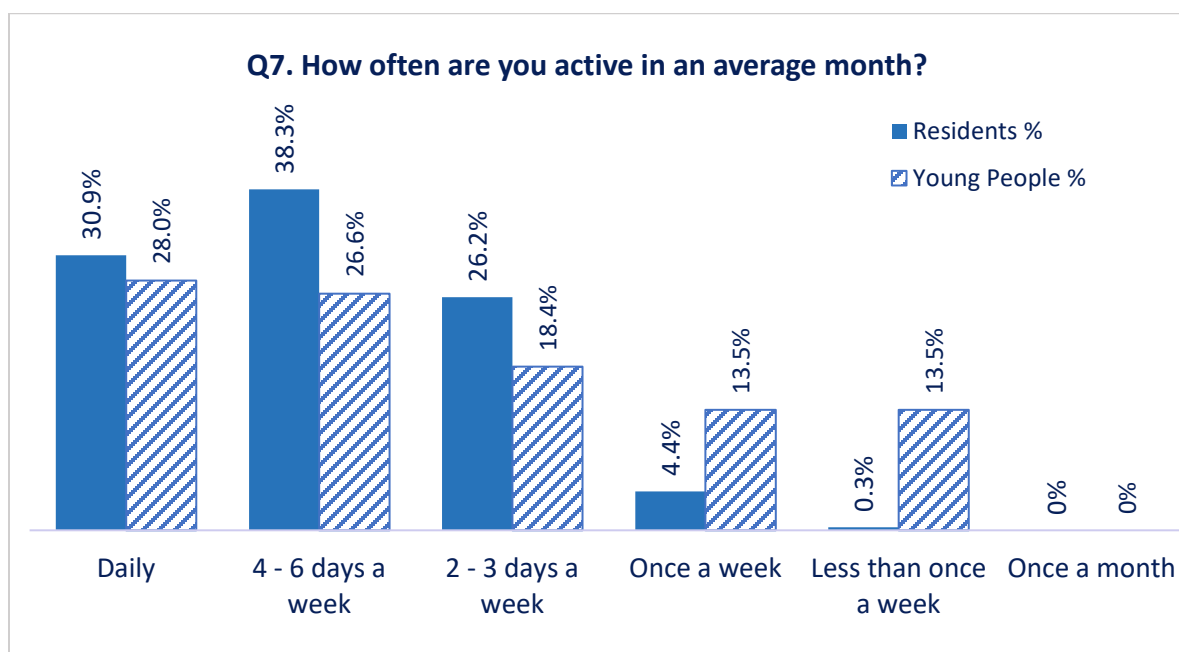


Figure 7: Chart showing how often respondents are active in an average month.

Of those who answered, 'yes' to question 5 'do you take part in any sport or physical activity?' the most prevalent response for residents (38.3%) was that they were active 4 - 6 days a week in an average month. The most prevalent response for young people (20%) was every day. The least prevalent response for both residents and young people was once a month (0% for both residents and young people).

In an average month, how often are you active?	Residents (online)	Residents %	Young People (online)	Young people (Paper copies)	Young People %
Daily	92	30.9%	3	113	28.0%
4 - 6 days a week	114	38.3%	3	107	26.6%
2 - 3 days a week	78	26.2%	1	75	18.4%
Once a week	13	4.4%	1	55	13.5%
Less than once a week	1	0.3%	28	28	13.5%
Once a month	0	0.0%	0	0	0.0%
Total	298	100.0%	36	378	100.0%

Table 7: Table showing how often respondents are active in an average month.

Q8. When it comes to being active, what matters most to you?

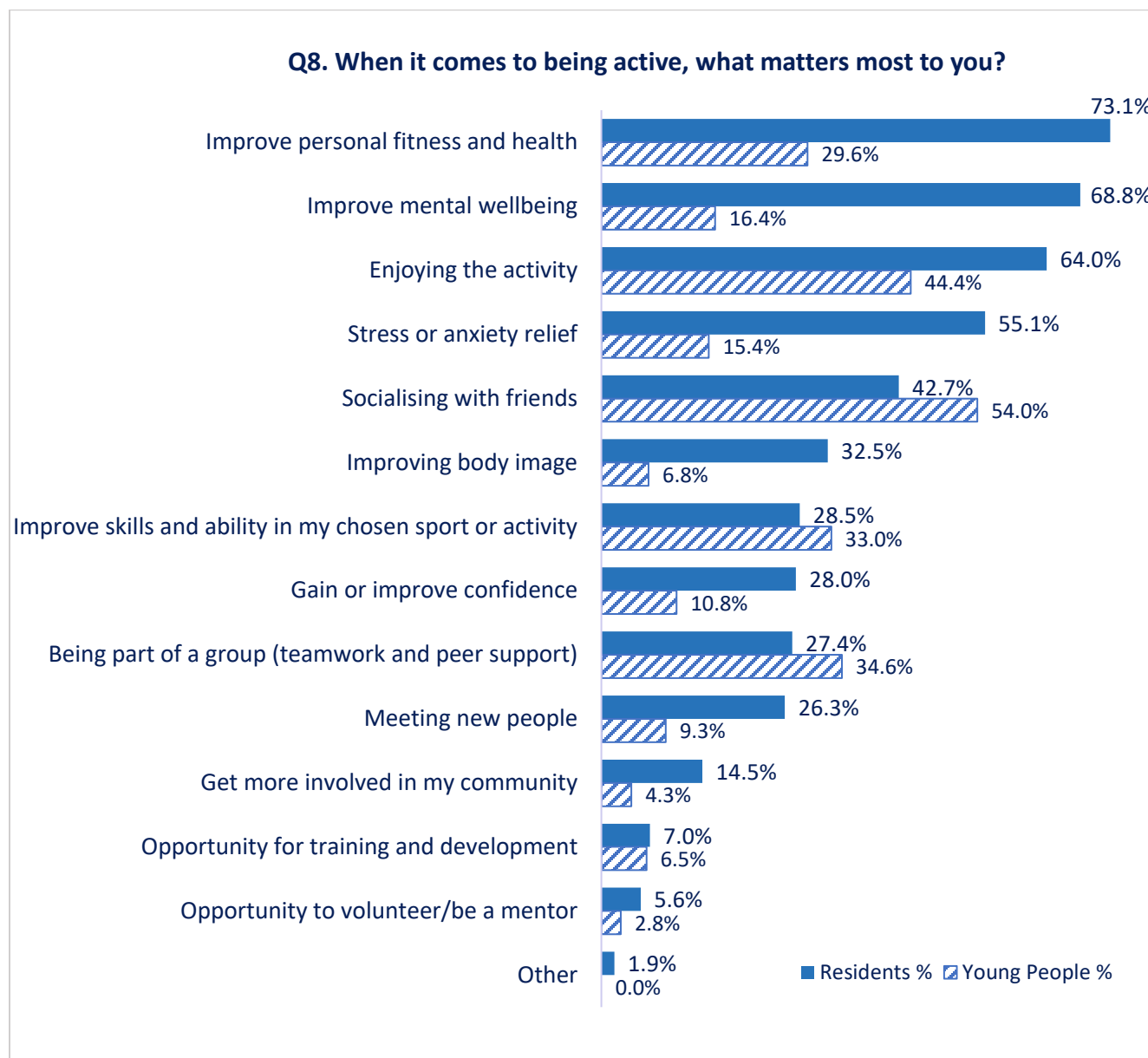


Figure 8: Chart showing what matters most to respondents when it comes to being active.

Of those who answered, 'yes' to question 5 'do you take part in any sport or physical activity?', what matters most to residents was to improve personal fitness and health (73.1%). What matters most to young people was socialising with friends (54.0%). What matters least to both residents (5.6%) and young people (2.8%) was the opportunity to volunteer/be a mentor.

There were 7 'Other' responses from Residents, in which there were only a couple of common themes: exercising in nature and being able to fit exercise into routine when working.

When it comes to being active, what matters most to you? (Choose all that apply)	Residents (online)	Residents %	Young People (online)	Young people (Paper copies)	Young People %
Improve personal fitness and health	272	73.1%	3	93	29.6%
Improve mental wellbeing	256	68.8%	6	47	16.4%
Enjoying the activity	238	64.0%	6	138	44.4%
Stress or anxiety relief	205	55.1%	5	45	15.4%
Socialising with friends	159	42.7%	5	170	54.0%
Improving body image	121	32.5%	4	18	6.8%
Improve skills and ability in my chosen sport or activity	106	28.5%	4	103	33.0%
Gain or improve confidence	104	28.0%	5	30	10.8%
Being part of a group (teamwork and peer support)	102	27.4%	4	108	34.6%
Meeting new people	98	26.3%	2	28	9.3%
Get more involved in my community	54	14.5%	1	13	4.3%
Opportunity for training and development	26	7.0%	1	20	6.5%
Opportunity to volunteer/be a mentor	21	5.6%	0	9	2.8%
Other	7	1.9%	0	0	0.0%
Total	1769	-	46	822	-

Table 8: Table showing what matters most to respondents when it comes to being active.

Q9. Where are you when you are active?

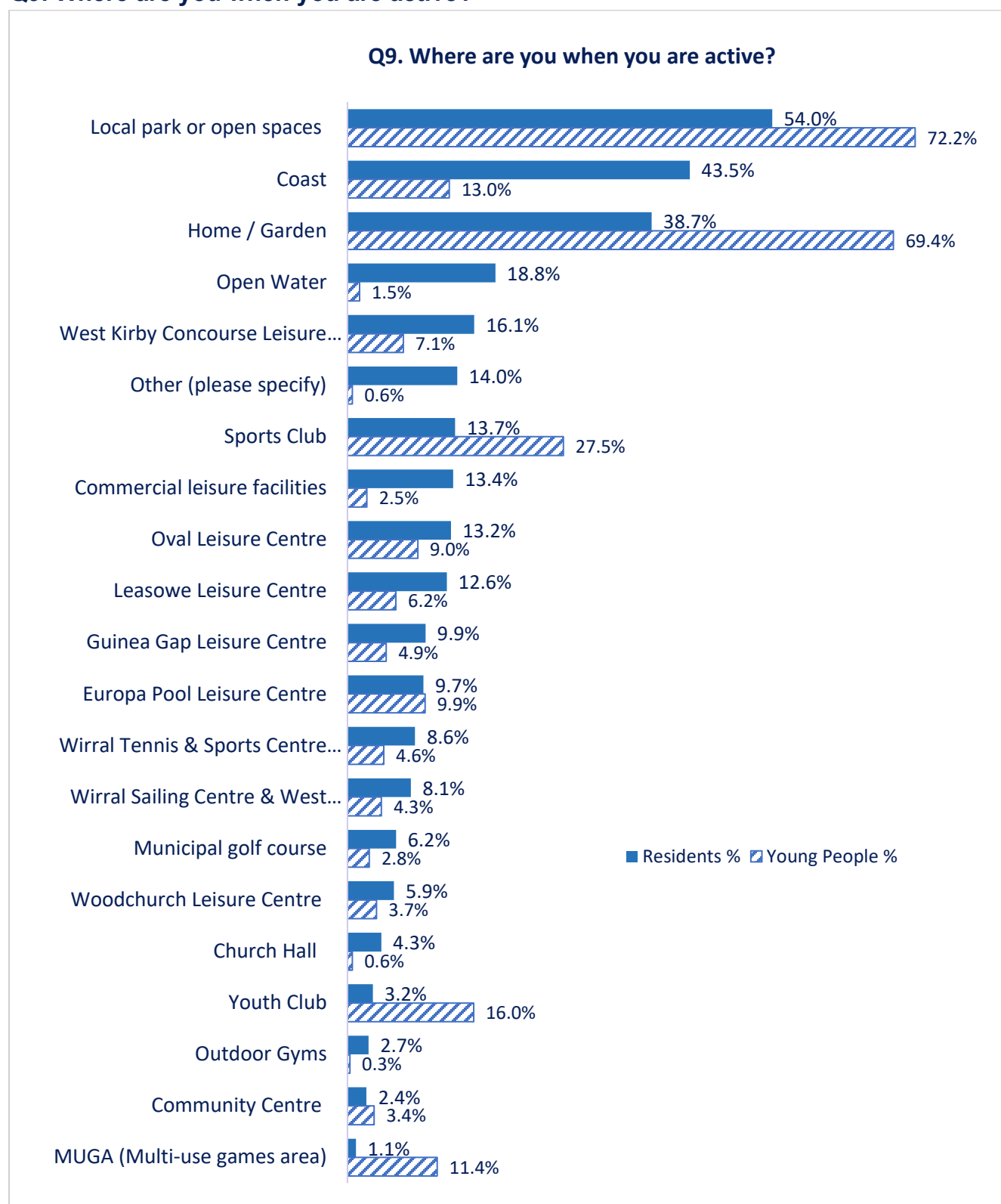


Figure 9: Chart showing where respondents are when they are active.

Of those who answered, 'yes' to question 5 'do you take part in any sport or physical activity?', the most popular place for residents to be active was at a council leisure centre (76.1%), followed by at a local parks or open spaces (54.0%). The least popular place for residents to be active at was multi-use games areas (1.1%).

Young People were more likely to be active at a local park or open space (72.2%) or at their home or garden (69.4%). Council leisure centres were the third most prevalent option (45.4%) for young people. The least popular place for young people to be active was outdoor gyms (0.3%).

For residents that answered 'Other', the most popular responses were roads (3.8% of the total number of respondents for this question), outside (2.4%) and the Wirral Way (1.6%).

For young people that answered 'Other', the responses were that they were at Calday Grange pool (0.3%) and Cubs/Scouts (0.3%).

Where are you when you are active?	Residents (online)	Residents %	Young People (online)	Young people (Paper copies)	Young People %
Local park or open spaces	201	54.0%	6	228	72.2%
Coast	162	43.5%	3	39	13.0%
Home / Garden	144	38.7%	4	221	69.4%
Open Water	70	18.8%	0	5	1.5%
West Kirby Concourse Leisure Centre	60	16.1%	3	20	7.1%
Other (please specify)	52	14.0%	2	0	0.6%
Sports Club	51	13.7%	4	85	27.5%
Commercial leisure facilities	50	13.4%	3	5	2.5%
Oval Leisure Centre	49	13.2%	1	28	9.0%
Leasowe Leisure Centre	47	12.6%	1	19	6.2%
Guinea Gap Leisure Centre	37	9.9%	0	16	4.9%
Europa Pool Leisure Centre	36	9.7%	1	31	9.9%
Wirral Tennis & Sports Centre (Bidston)	32	8.6%	0	15	4.6%
Wirral Sailing Centre & West Kirby Marine Lake	30	8.1%	0	14	4.3%
Municipal golf course	23	6.2%	0	9	2.8%
Woodchurch Leisure Centre	22	5.9%	1	11	3.7%
Church Hall	16	4.3%	2	0	0.6%
Youth Club	12	3.2%	1	51	16.0%
Outdoor Gyms	10	2.7%	0	1	0.3%
Community Centre	9	2.4%	1	10	3.4%
MUGA (Multi-use games area)	4	1.1%	0	37	11.4%
Total	1117	-	33	845	-

Table 9: Table showing my respondents are when they are active.

Q10. What sport and/ or physical activities do you currently take part in?

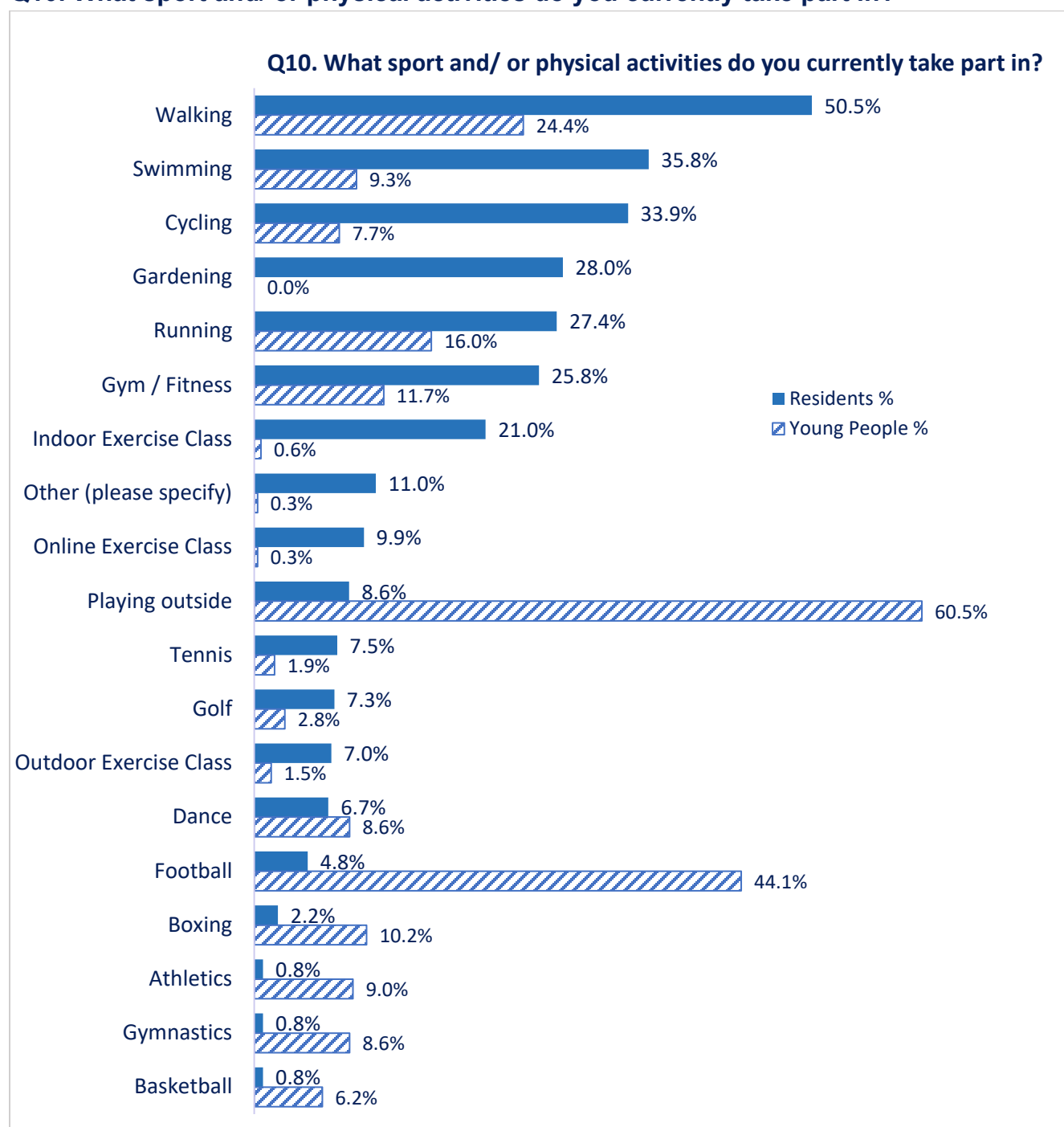


Figure 10: Chart showing what sport or physical activities respondents take part in.

Due to the number of options, the above chart has been limited to those sports and physical activities where more than 5% of either resident's or young people participate. Full figures are available in figure 10.

Of those who answered, 'yes' to question 5 'do you take part in any sport or physical activity?', the most popular physical activities for residents were walking (50.5%), swimming (35.8%) and cycling (33.9%).

The most popular physical activities for young people were playing outside (60.5%), playing football (44.1%) and walking (24.4%).

For residents that answered 'Other', the most popular responses were yoga (2.4% of the total number of respondents for this question), paddle boarding (1.3%) and crown green bowling (1.3%).

Only 1 young person answered 'Other', which was going to a skatepark (0.3%).



What sport and/ or physical activities do you currently take part in outside of school or college? (Choose all that apply).	Residents (online)	Residents %	Young People (online)	Young people (Paper copies)	Young People %
Walking	188	50.5%	4	75	24.4%
Swimming	133	35.8%	5	25	9.3%
Cycling	126	33.9%	3	22	7.7%
Gardening	104	28.0%	0	0	0.0%
Running	102	27.4%	1	51	16.0%
Gym / Fitness	96	25.8%	3	35	11.7%
Indoor Exercise Class	78	21.0%	0	2	0.6%
Other (please specify)	41	11.0%	0	1	0.3%
Online Exercise Class	37	9.9%	1	0	0.3%
Playing outside	32	8.6%	1	195	60.5%
Tennis	28	7.5%	3	3	1.9%
Golf	27	7.3%	0	9	2.8%
Outdoor Exercise Class	26	7.0%	1	4	1.5%
Dance	25	6.7%	2	26	8.6%
Football	18	4.8%	2	141	44.1%
Cricket	14	3.8%	1	17	5.6%
Badminton	13	3.5%	0	2	0.6%
Triathlon	13	3.5%	0	0	0.0%
Boxing	8	2.2%	0	33	10.2%
Sailing	8	2.2%	0	1	0.3%
Martial Arts	7	1.9%	1	9	3.1%
Multi-Sport	6	1.6%	0	1	0.3%
Netball	5	1.3%	1	4	1.5%
Rugby	4	1.1%	1	13	4.3%
Fishing	4	1.1%	0	1	0.3%
Athletics	3	0.8%	0	29	9.0%
Basketball	3	0.8%	0	20	8.6%
Gymnastics	3	0.8%	4	24	6.2%
Hockey	2	0.5%	0	4	1.2%
Table Tennis	2	0.5%	0	1	0.3%
Volleyball	2	0.5%	0	0	0.0%
Cheerleading	1	0.3%	0	1	0.3%
Wheelchair Sports	1	0.3%	0	0	0.0%
Total	1160	-	34	749	-

Table 10: Table showing what sports and physical activities respondents take part in.

Q11. Are there any barriers that make it harder for you to be active?

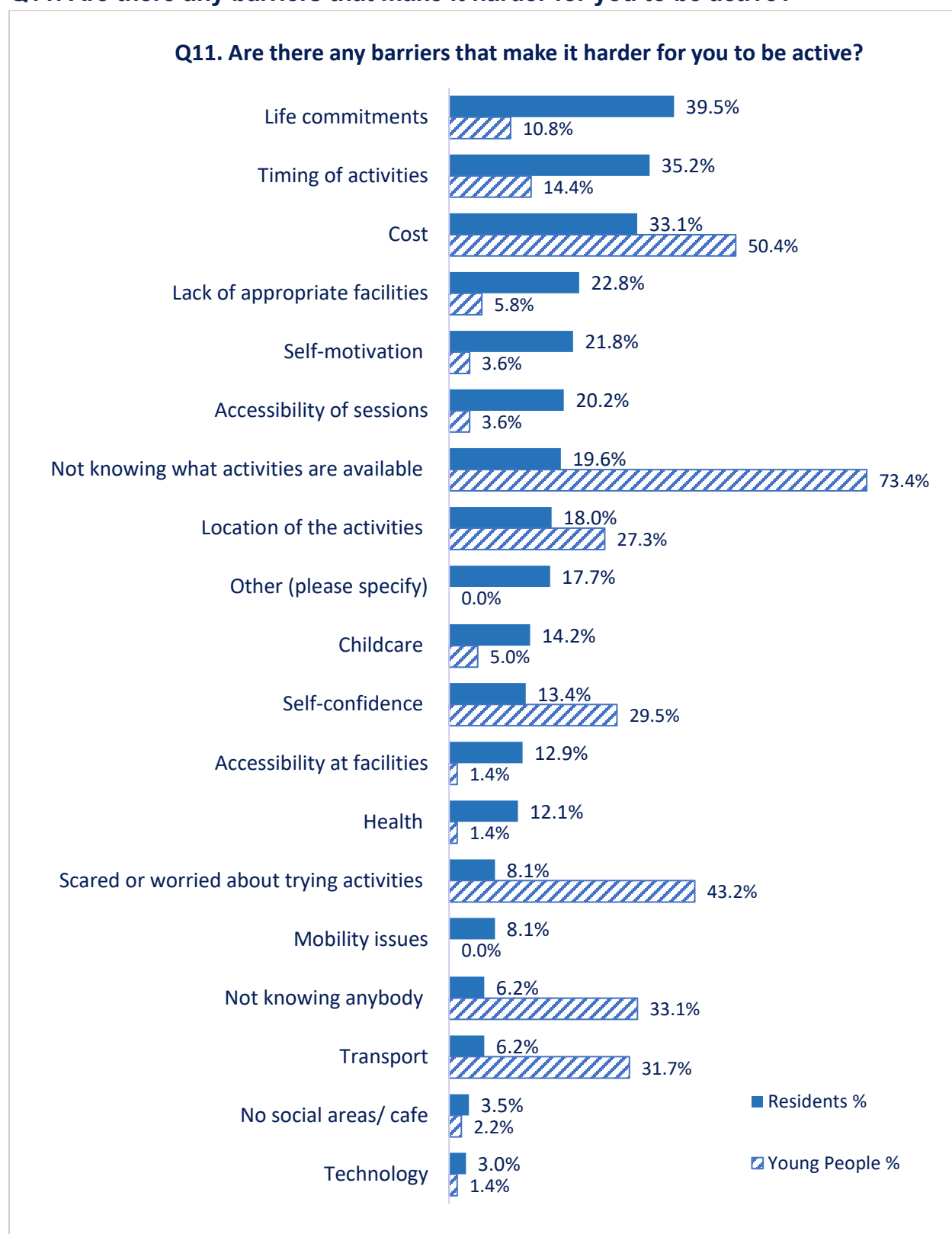


Figure 11: Chart showing the barriers. That make it harder for respondents to be active.

Of those who answered 'no' to question 5 'do you take part in any sport or physical activity?' the biggest barriers for residents were life commitments (39.5%), timing of activities (35.2%) and Cost (33.1%). The biggest barriers for young people were not knowing what activities are available (73.4%), cost (50.4%), being scared or worried about trying new activities (43.2%), not knowing anybody (33.1%) and transport (31.7%)

For residents that answered 'Other', the most popular responses were road safety / lack of cycle lanes (3.0% of the total number of respondents for this question), facilities closed because of Covid-19 (1.9 %) and lack of swimming sessions (1.3%).

Are there any barriers that make it harder for you to be active?	Residents (online)	Residents %	Young People (online)	Young people (Paper copies)	Young People %
Life commitments	147	39.5%	3	12	10.8%
Timing of activities	131	35.2%	3	17	14.4%
Cost	123	33.1%	3	67	50.4%
Lack of appropriate facilities	85	22.8%	3	5	5.8%
Self-motivation	81	21.8%	3	2	3.6%
Accessibility of sessions	75	20.2%	1	4	3.6%
Not knowing what activities are available	73	19.6%	3	99	73.4%
Location of the activities	67	18.0%	3	35	27.3%
Other (please specify)	66	17.7%	0	0	0.0%
Childcare	53	14.2%	1	6	5.0%
Self-confidence	50	13.4%	3	38	29.5%
Accessibility at facilities	48	12.9%	0	2	1.4%
Health	45	12.1%	0	2	1.4%
Scared or worried about trying activities	30	8.1%	2	58	43.2%
Mobility issues	30	8.1%	0	0	0.0%
Transport	23	6.2%	1	43	33.1%
Not knowing anybody	23	6.2%	3	43	31.7%
No social areas/ cafe	13	3.5%	0	3	2.2%
Technology	11	3.0%	1	1	1.4%
Total	1174	-	33	437	-

Table 11: Table showing the barriers that make it harder for respondents to be active.

Q12. Do you currently, or have you in the past, used a Invigor8 membership?

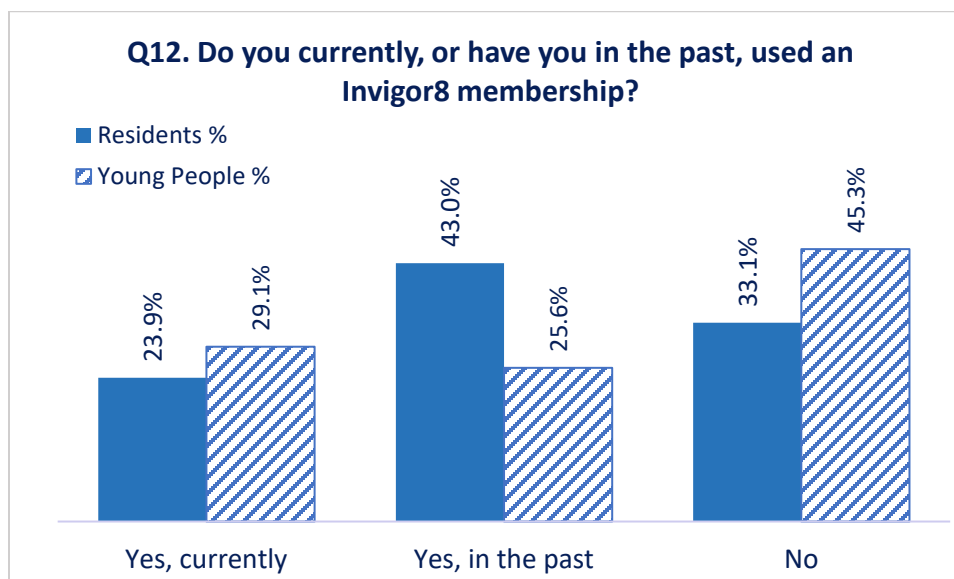


Figure 12: Chart showing whether respondents. Currently have or have in the past had an invigorate membership.

23.9% of residents currently have an Invigor8 membership, 43.0% have used one in the past, and 33.1% have never had one. 29.1% of young people currently have an Invigor8 membership, 25.6% have used one in the past and 45.3% have never had an Invigor8 membership.

Do you currently, or have you in the past, used an Invigor8 membership?	Residents (online)	Residents %	Young People (online)	Young people (Paper copies)	Young People %
Yes, currently	89	23.9%	2	23	29.1%
Yes, in the past	160	43.0%	3	19	25.6%
No	123	33.1%	4	35	45.3%
Total	372	100.0%	9	77	100.0%

Table 12: Table showing whether respondents currently have or have in the past had an invigorate membership.

Q13. Why have you not taken out an Invigor8 membership?

In the young people survey, this question was answered in a group environment. More young people answered this question than answered 'no' to Q12, as a result it was not possible to produce accurate percentages. To produce accurate and comparable data for this question, and question 14 the full number of respondents for each survey as a whole has been used as the denominator.

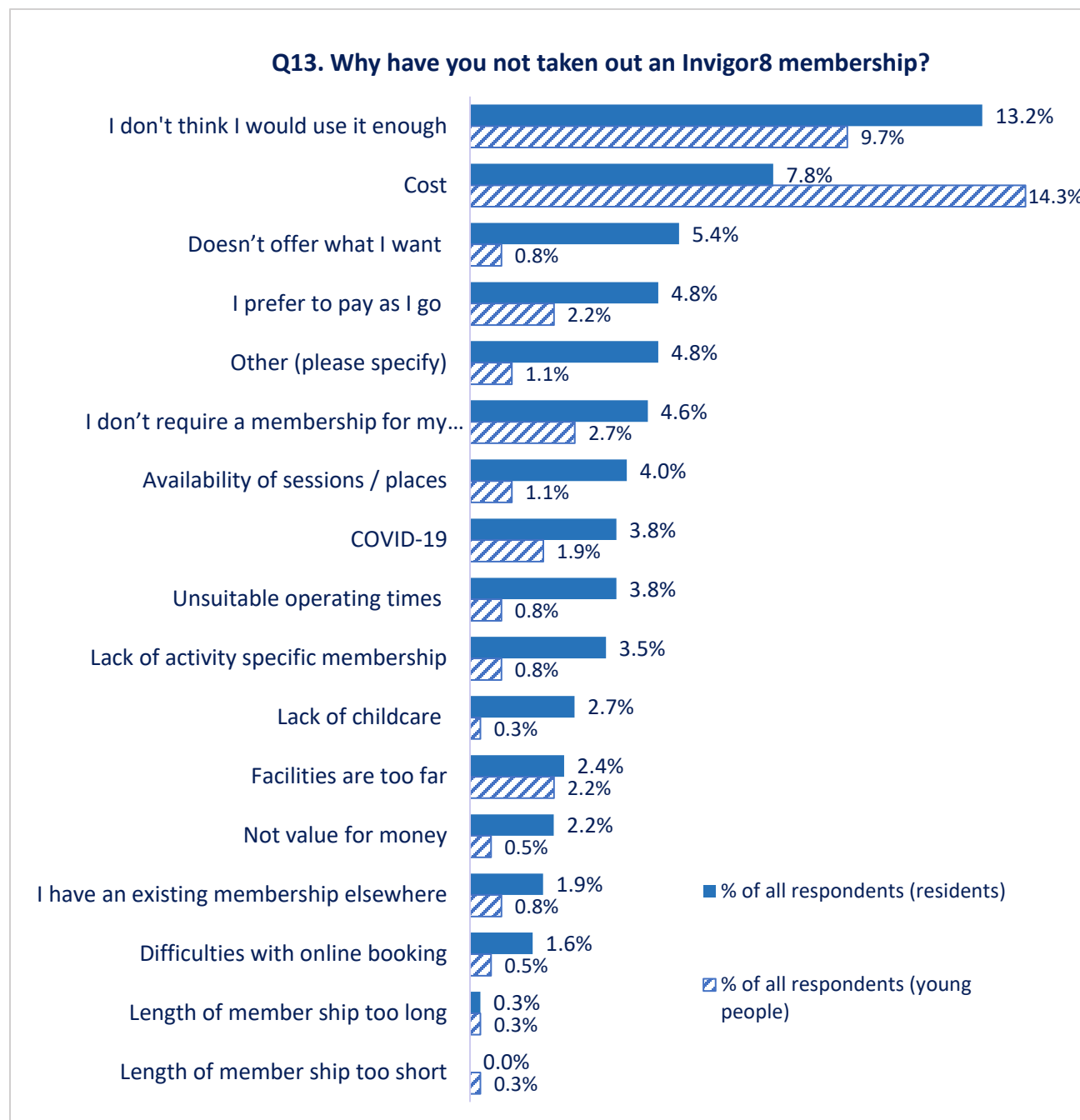


Figure 13: Chart showing why respondents have not taken out an Invigor8 membership.

The most prevalent reason that residents have not taken out an Invigor8 membership are that they don't think they would use it enough (13.2%) and the cost (7.8%). The same top 2 reasons were provided by young people, although in this case the top reason for not taking out a membership was cost (14.3%) followed by that they didn't think they would use it enough (9.7%).

For residents that answered 'Other', the most popular responses were that they had never heard of Invigor8 (2.7% of the total number of respondents for this question).

For young people that answered 'Other' the responses were that they didn't know what Invigor8 was (2 people, 0.5%) and that they were too young to have a membership (2 people, 0.5%).

Why have you not taken out an Invigor8 membership?	Residents (online)	% of all respondents (residents)	Young People (online)	Young people (Paper copies)	% of all respondents (young people)
I don't think I would use it enough	49	13.2%	0	36	9.7%
Cost	29	7.8%	1	52	14.3%
Doesn't offer what I want	20	5.4%	0	3	0.8%
I prefer to pay as I go	18	4.8%	0	8	2.2%
Other (please specify)	18	4.8%	0	4	1.1%
I don't require a membership for my activity	17	4.6%	2	8	2.7%
Availability of sessions / places	15	4.0%	0	4	1.1%
COVID-19	14	3.8%	0	7	1.9%
Unsuitable operating times	14	3.8%	0	3	0.8%
Lack of activity specific membership	13	3.5%	1	2	0.8%
Lack of childcare	10	2.7%	0	1	0.3%
Facilities are too far	9	2.4%	1	7	2.2%
Not value for money	8	2.2%	0	2	0.5%
I have an existing membership elsewhere	7	1.9%	0	3	0.8%
Difficulties with online booking	6	1.6%	0	2	0.5%
Length of membership too long	1	0.3%	0	1	0.3%
Length of membership too short	0	0.0%	0	1	0.3%
Total (as a proportion of all respondents)	248	66.7%	5	144	40.2%

Table 13: table showing why respondents have not taken out an Invigor8 membership.

Q14. Why have you not taken out a new Invigor8 membership?

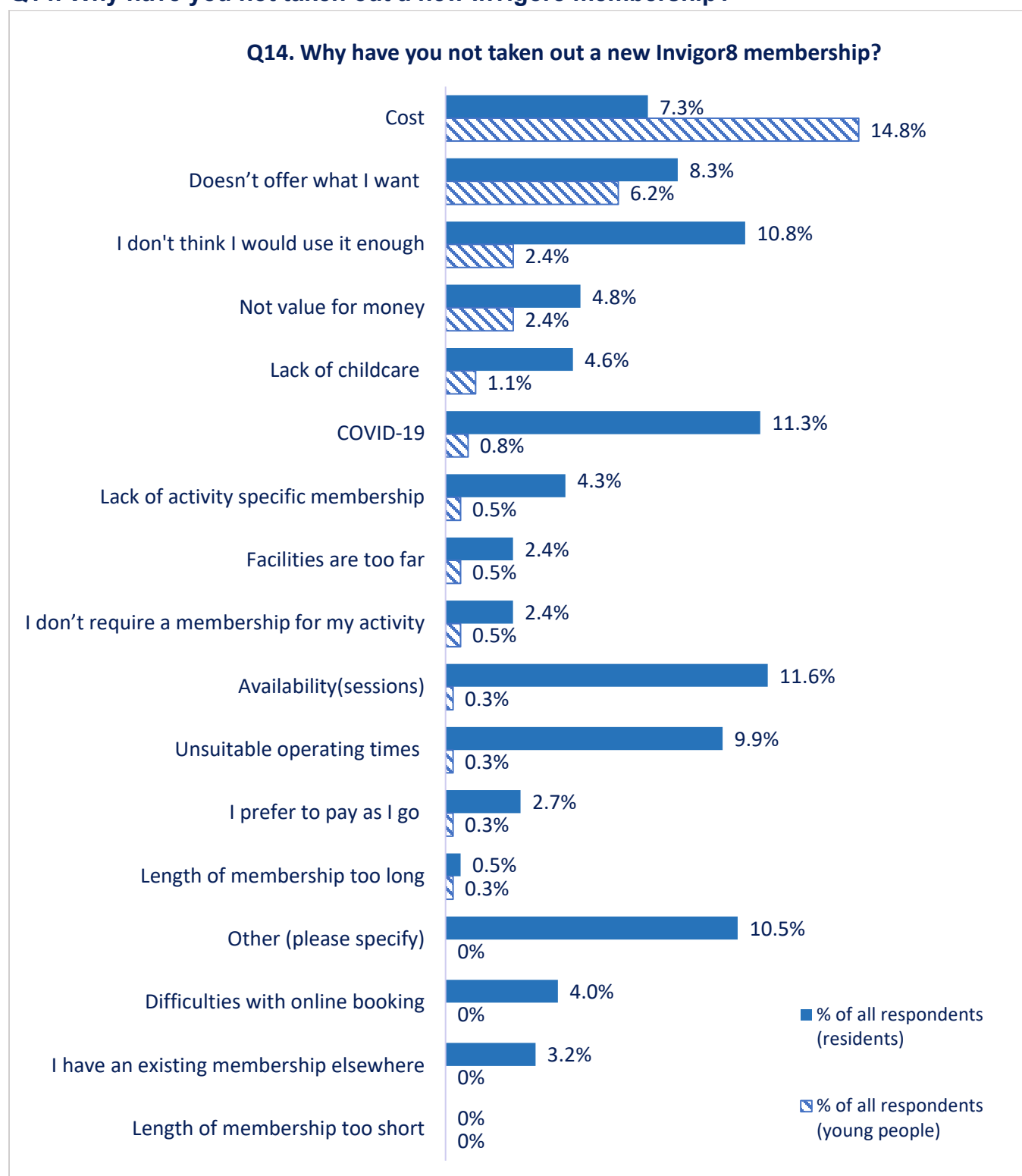


Figure 14: Chart showing why respondents have not taken out a new Invigor8 membership.

The most prevalent reason that residents have not taken out a new Invigor8 membership are the availability of sessions (11.6%) and COVID-19 (11.3%). The top reasons provided by young people differed. The cost was the most prevalent reason (14.8%) followed by the fact that the membership does not offer what they want (6.2%).

For residents that answered 'Other', the most popular responses were that facilities were closed because of Covid-19 (3.2% of the total number of respondents for this question), the lack of availability of swimming sessions (1.6%) and that sessions are difficult to book onto (0.8%).

Why have you not taken out a new Invigor8 membership?	Residents (online)	% of all respondents (residents)	Young People (online)	Young people (Paper copies)	% of all respondents (young people)
Availability(sessions)	43	11.6%	1	0	0.3%
COVID-19	42	11.3%	1	2	0.8%
I don't think I would use it enough	40	10.8%	2	7	2.4%
Other (please specify)	39	10.5%	0	0	0.0%
Unsuitable operating times	37	9.9%	1	0	0.3%
Doesn't offer what I want	31	8.3%	1	22	6.2%
Cost	27	7.3%	1	54	14.8%
Not value for money	18	4.8%	0	9	2.4%
Lack of childcare	17	4.6%	1	3	1.1%
Lack of activity specific membership	16	4.3%	0	2	0.5%
Difficulties with online booking	15	4.0%	0	0	0.0%
I have an existing membership elsewhere	12	3.2%	0	0	0.0%
I prefer to pay as I go	10	2.7%	1	0	0.3%
Facilities are too far	9	2.4%	1	1	0.5%
I don't require a membership for my activity	9	2.4%	0	2	0.5%
Length of membership too long	2	0.5%	0	1	0.3%
Length of membership too short	0	0.0%	0	0	0.0%
Total (as a proportion of all respondents)	367	98.7%	10	103	30.5%

Table 14: Table showing why respondents have not taken out a new Invigor8 membership.

Q15. How easy do you find it to know what sports and activities are happening locally?

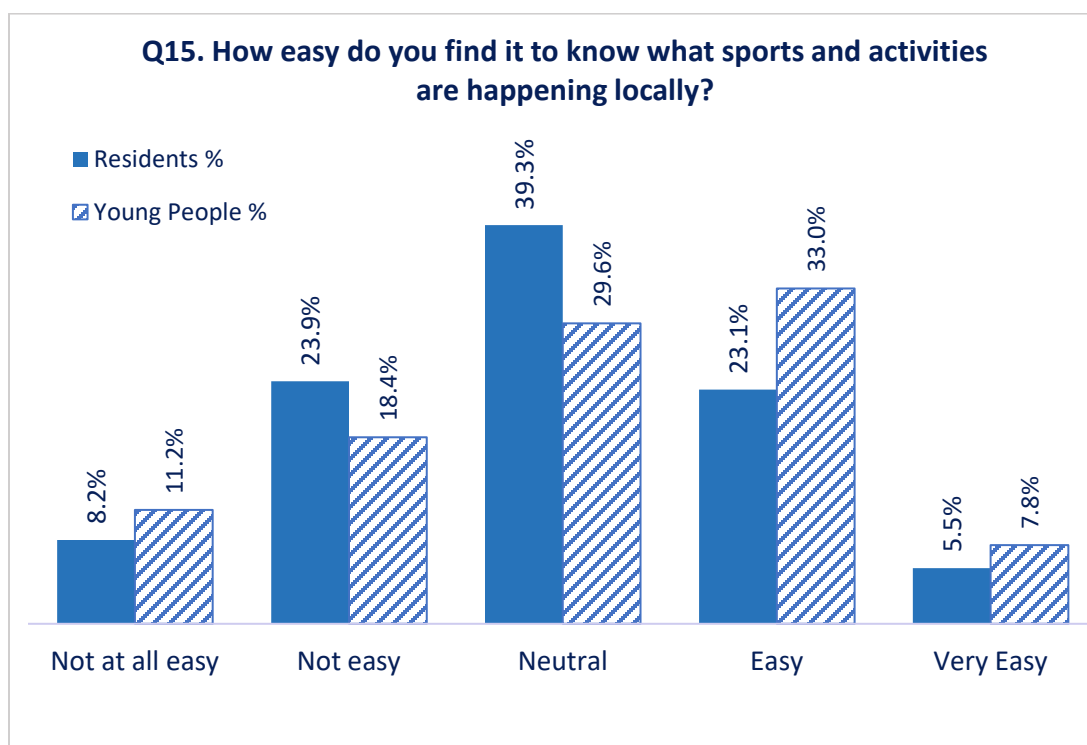


Figure 15: Chart showing how easy respondents find it to know what sports and activities are happening locally.

39.3% of residents are neutral about how easy they find it to know what sports and activities are happening locally. 33.0% of young people find it easy to know what sports and activities are happening locally. The lowest category for both residents and young people was very easy.

How easy do you find it to know what sports and activities are happening locally?	Residents (online)	Residents %	Young People (online)	Young people (Paper copies)	Young People %
Not at all easy	30	8.2%	2	37	11.2%
Not easy	87	23.9%	2	62	18.4%
Neutral	143	39.3%	4	99	29.6%
Easy	84	23.1%	1	114	33.0%
Very Easy	20	5.5%	0	27	7.8%
Total	364	100.0%	9	339	100.0%

Table 15: Table showing how easy respondents find it to know what sports and activities are happening locally.

Q16. How could we help you to be more active?

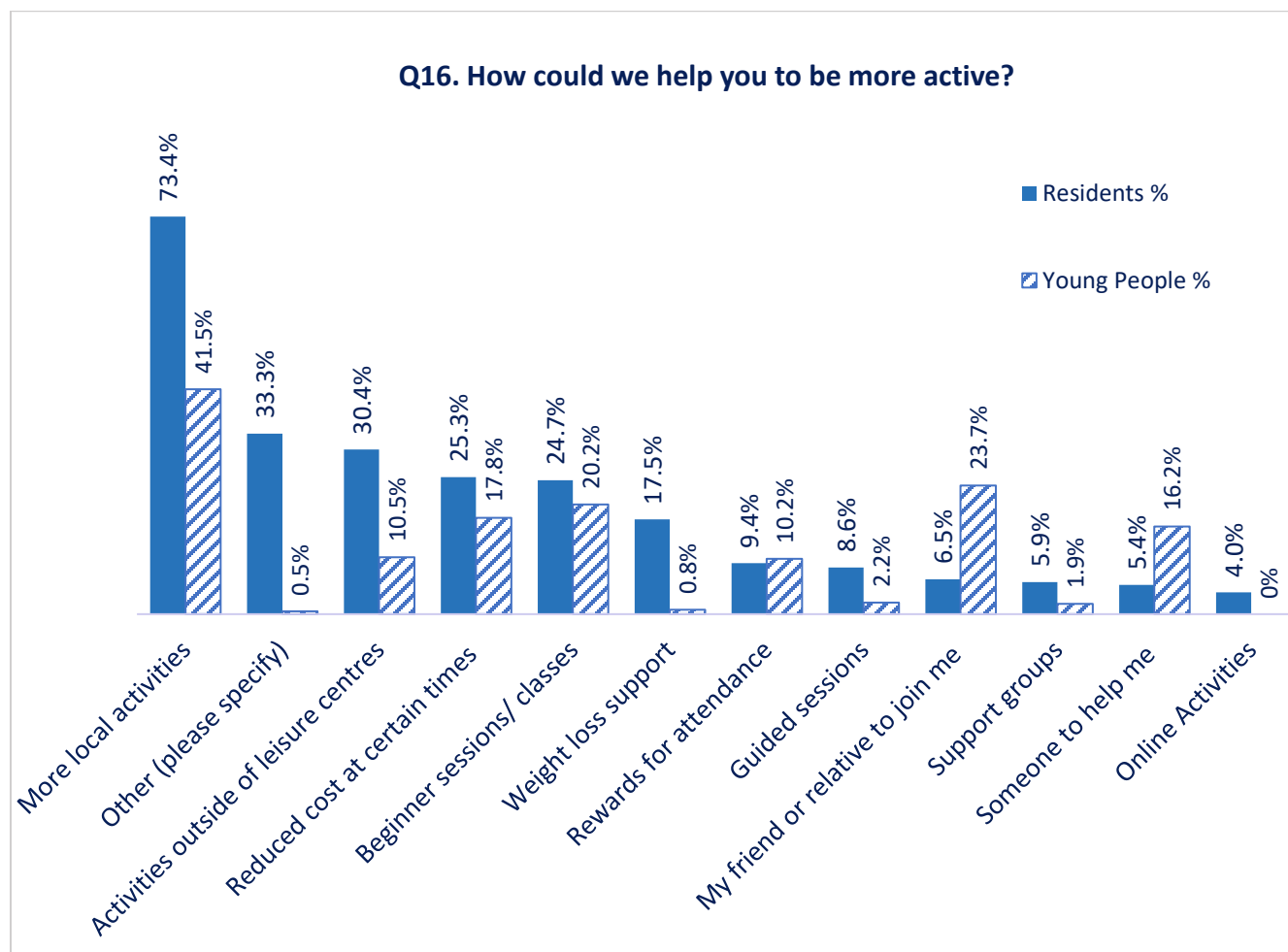


Figure 16: Chart showing responses to 'How could we help you to be more active?'

In answer to 'How could we help you to be more active?', 73.4% of residents said more activities in my local area and 33.3% said other.

For residents that answered 'Other', the most popular responses were that the council should reopen facilities after Covid-19 (5.9% of the total number of respondents for this question), enable open water swimming in the West Kirby Marine Lake (2.7%), that a Lido should be built (2.2%), that there should be exercise classes for the whole family including children (2.2%) and better childcare (2.2%).

For young people, 41.5% said more activities in my local area, 23.7% said for their friend or relative to join them and 20.2% said some beginner sessions or classes would help them.

For young people that answered 'Other', the responses were that there should be communication direct to schools regarding what is on offer for children and families (0.3%) and that the webpage is confusing and not easily laid out (0.3%).

How could we help you to be more active?	Residents (online)	Residents %	Young People (online)	Young people (Paper copies)	Young People %
More activities in my local area	273	73.4%	13	141	41.5%
Other (please specify)	124	33.3%	1	1	0.5%
Activities outside of leisure centres	113	30.4%	2	37	10.5%
Reduced cost at certain times	94	25.3%	5	61	17.8%
Beginner sessions/ classes	92	24.7%	3	72	20.2%
Weight loss support	65	17.5%		3	0.8%
Rewards for attendance	35	9.4%	1	37	10.2%
Guided sessions	32	8.6%	4	4	2.2%
My friend or relative to join me	24	6.5%	1	87	23.7%
Support groups	22	5.9%	2	5	1.9%
Someone to help me	20	5.4%	1	59	16.2%
Online Activities	15	4.0%	0	0	0.0%
Total	909	-	33	507	-

Table 16: Table showing responses to 'How could we help you to be more active?'.

Q17. Which sports and activities are most important to you?

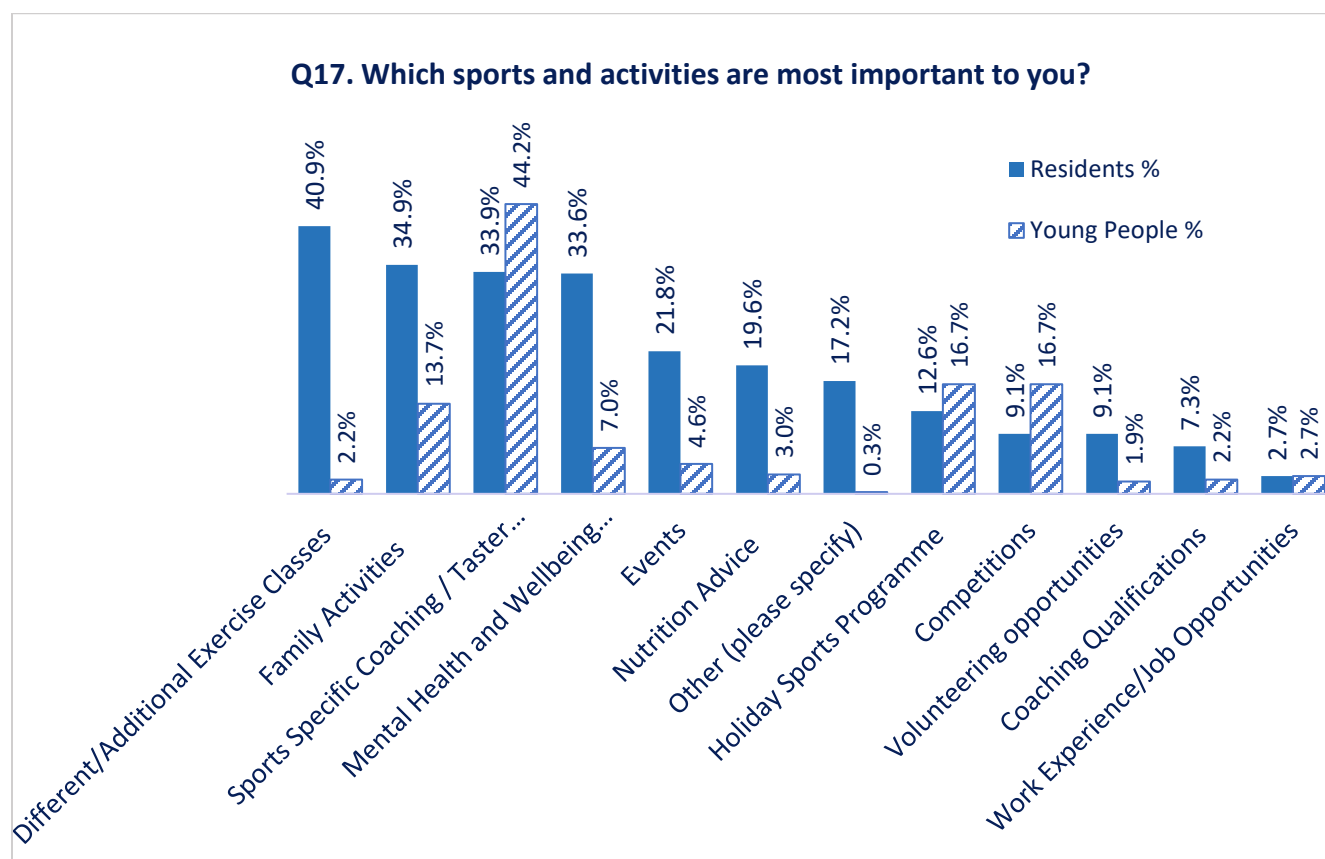


Figure 17: Chart showing which sports and activities are most important to respondents.

40.9% of residents said that different/additional exercise classes would be important to them, 34.9% said family activities and 33.9% said sports specific coaching. For young people, 44.2% said sport specific training, 16.7% said holiday sports programmes and 16.7% said competitions are most important to them.

For residents that answered 'Other', the most popular responses were swimming/access to swimming pools (3.5% of the total number of respondents for this question), open water swimming (1.9%), and cycling (1.6%).

For the young person that answered 'Other', the response was sports clubs (0.3%).

Which sports and activities are most important to you?	Residents (online)	Residents %	Young People (online)	Young people (Paper copies)	Young People %
Different/Additional Exercise Classes	152	40.9%	1	7	2.2%
Family Activities	130	34.9%	5	46	13.7%
Sports Specific Coaching / Taster Sessions /Camps	126	33.9%	6	158	44.2%
Mental Health and Wellbeing Sessions	125	33.6%	2	24	7.0%
Events	81	21.8%	3	14	4.6%
Nutrition Advice	73	19.6%	1	10	3.0%
Other (please specify)	64	17.2%	1	0	0.3%
Holiday Sports Programme	47	12.6%	4	58	16.7%
Competitions	34	9.1%	2	60	16.7%
Volunteering opportunities	34	9.1%	0	7	1.9%
Coaching Qualifications	27	7.3%	3	5	2.2%
Work Experience/Job Opportunities	10	2.7%	0	10	2.7%
Total	903	-	28	399	-

Table 17: Table showing what sports and activities are most important to respondents.

Q18. At what time of day would you prefer to be active?

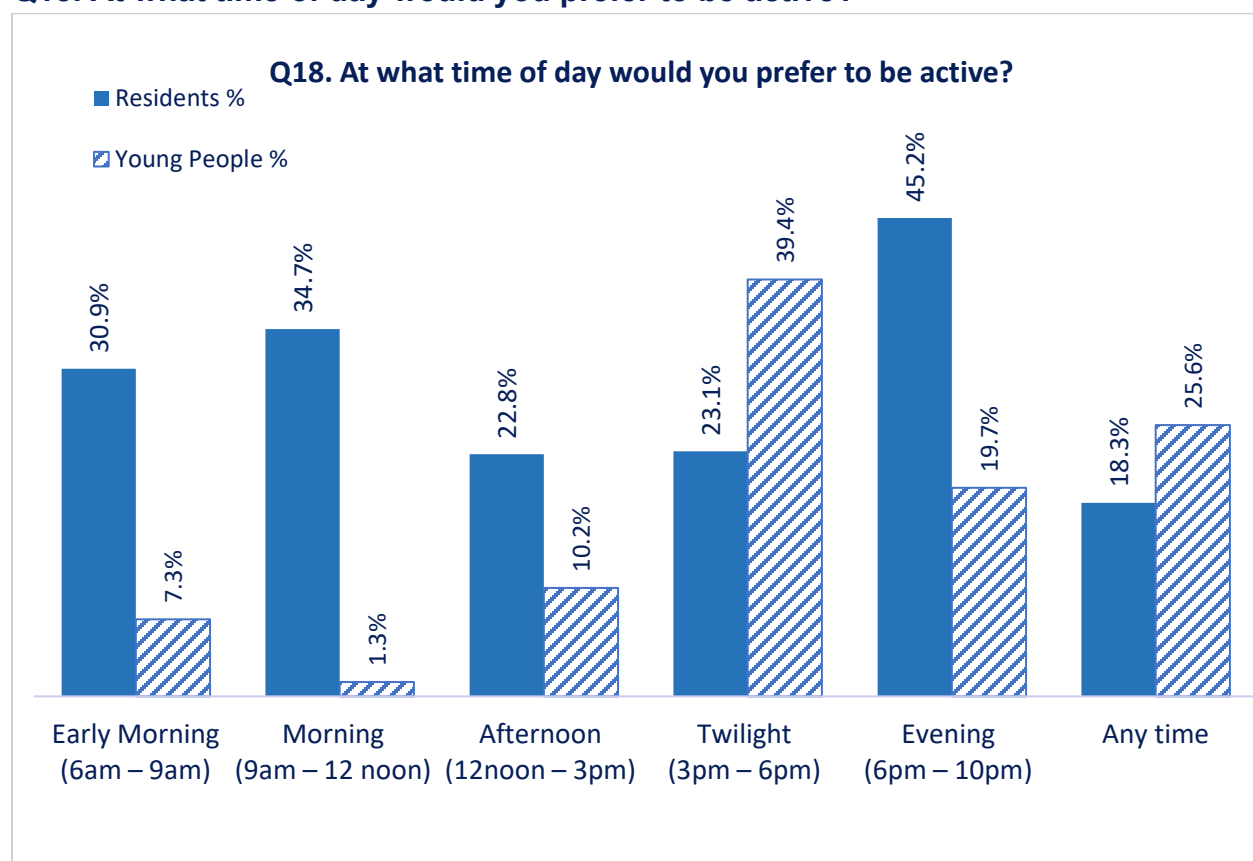


Figure 18: Chart showing what time of day respondents would prefer to be active.

45.2% of adults said they would prefer to be active in the evening, and 34.7% said they would prefer to be active in the morning. 39.4% of young people said they would prefer to be active at twilight and 25.6% said they would prefer to be active anytime.

At what time of day would you prefer to be active? (Choose all that apply).	Residents (online)	Residents %	Young People (online)	Young people (Paper copies)	Young People %
Early Morning (6am – 9am)	115	30.9%	2	25	7.3%
Morning (9am – 12 noon)	129	34.7%	1	4	1.3%
Afternoon (12noon – 3pm)	85	22.8%	0	38	10.2%
Twilight (3pm – 6pm)	86	23.1%	4	142	39.4%
Evening (6pm – 10pm)	168	45.2%	8	65	19.7%
Any time	68	18.3%	0	95	25.6%
Total	651	-	15	369	-

Table 18: Table showing what time of day respondents would prefer to be active.

Q19. To help us design new sessions, how long would you like them to be?

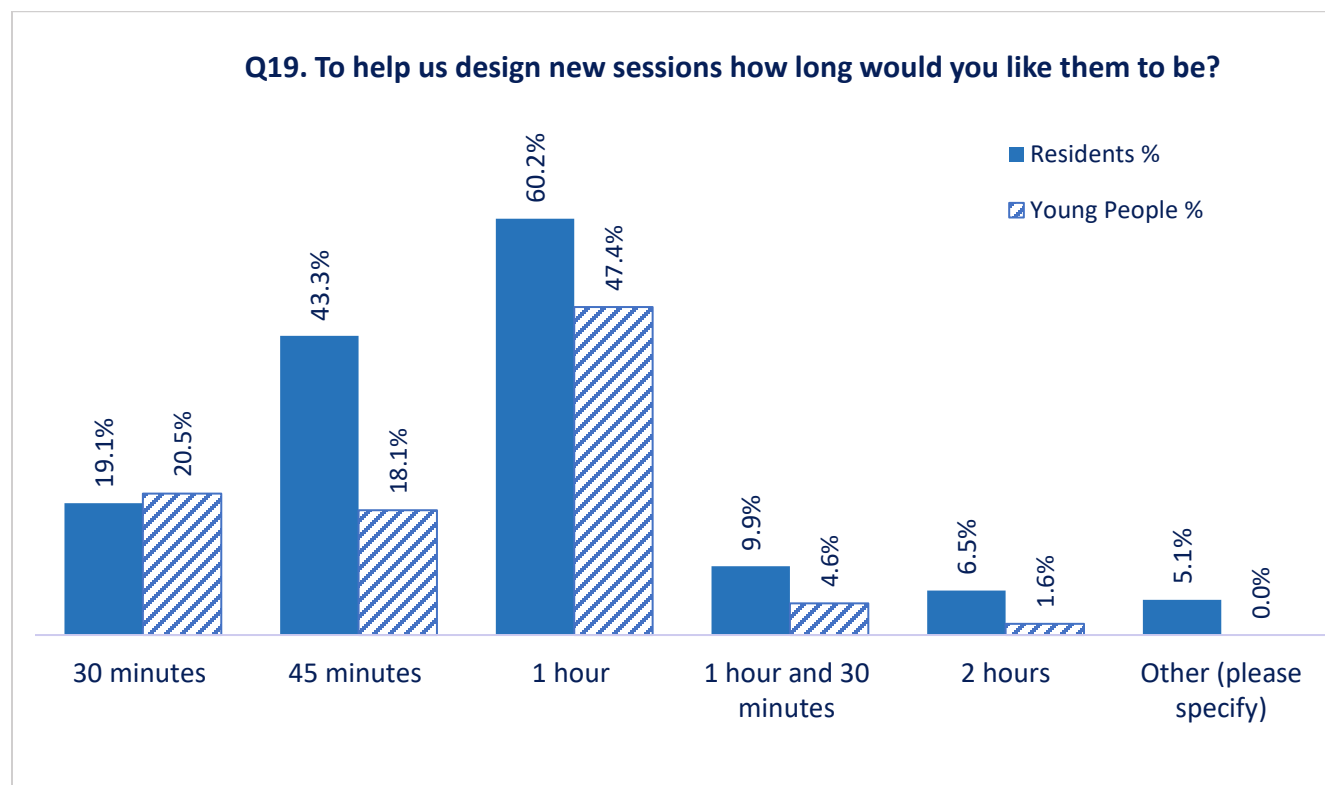


Figure 19: Chart showing how long respondents would like sessions to be.

60.2% of residents said they would like sessions to be one hour long and 43.3% of residents said they would like them to be 45 minutes long. 47.4% of young people said they would like the sessions to be one hour and 20.5% said they would like the sessions to be 30 minutes long.

For residents that answered 'Other', the most popular response was that it depends on the activity (1.6% of the total number of respondents for this question).

To help us design new sessions how long would you like them to be?	Residents (online)	Residents %	Young People (online)	Young people (Paper copies)	Young People %
30 minutes	71	19.1%	1	75	20.5%
45 minutes	161	43.3%	4	63	18.1%
1 hour	224	60.2%	7	169	47.4%
1 hour and 30 minutes	37	9.9%	2	15	4.6%
2 hours	24	6.5%	0	6	1.6%
Other (please specify)	19	5.1%	0	0	0.0%
Total	536	-	14	328	-

Table 19: Table showing how long respondents would like sessions to be.

Q20. Have you had COVID-19?

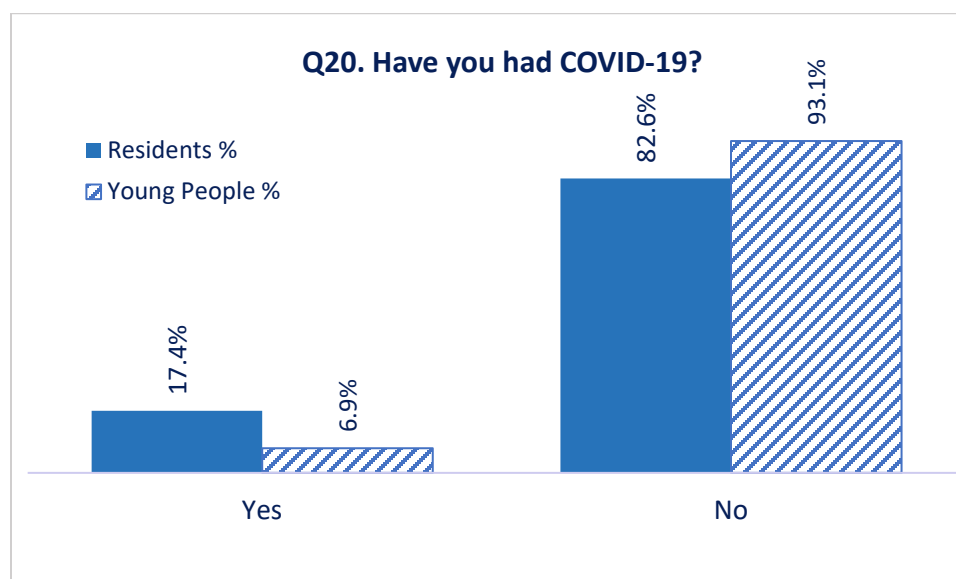


Figure 20: Chart showing whether respondents had COVID-19.

93.1% of adults and 82.6% of young people said they had not had COVID-19. 17.4% of residents and 6.9% of young people said they had had COVID-19.

Have you had COVID-19?	Residents (online)	Residents %	Young People (online)	Young people (Paper copies)	Young People %
Yes	64	17.4%	0	12	6.9%
No	304	82.6%	9	152	93.1%
Total	368	100.0%	9	164	100.0%

Table 20: Table showing whether respondents have had COVID-19.

Q21. What impact has the last 12 months had on you?

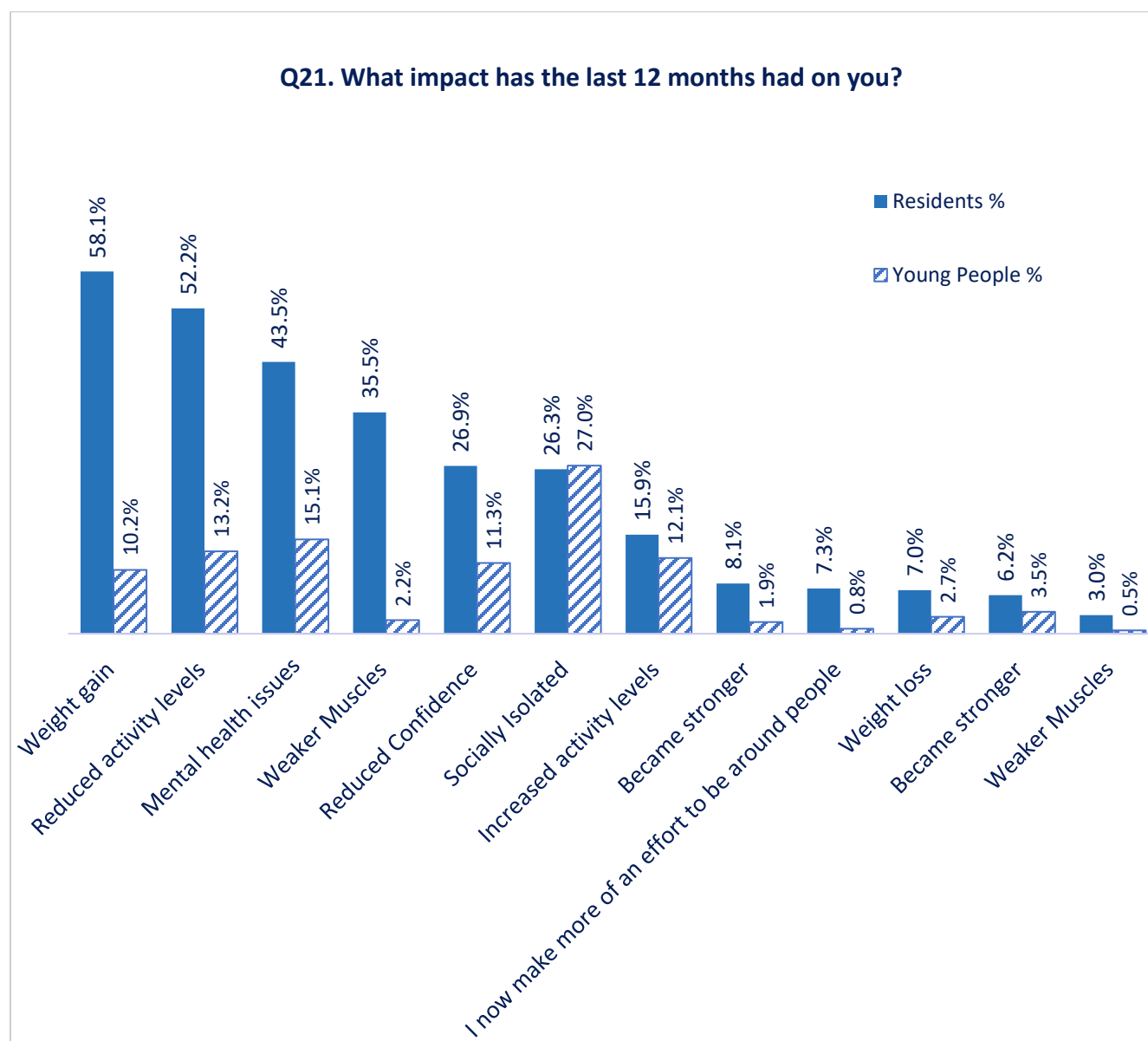


Figure 21: Chart showing what impact the last 12 months has had on respondents.

58.1% of residents said they had had gained weight over the last 12 months and 52.2% said they had reduced activity levels. 27.0% of young people said they had been socially isolated over the last 12 months and 15.1% said they had had mental health issues.

What impact has the last 12 months had on you?	Residents (online)	Residents %	Young People (online)	Young people (Paper copies)	Young People %
Weight gain	216	58.1%	1	37	10.2%
Reduced activity levels	194	52.2%	6	43	13.2%
Mental health issues	162	43.5%	4	52	15.1%
Weaker Muscles	132	35.5%	0	8	2.2%
Reduced Confidence	100	26.9%	3	39	11.3%
Socially Isolated	98	26.3%	3	97	27.0%
Increased activity levels	59	15.9%	1	44	12.1%
Became stronger	30	8.1%	1	6	1.9%
I now make more of an effort to be around people	27	7.3%	1	2	0.8%
Weight loss	26	7.0%	2	8	2.7%
Became stronger	23	6.2%	0	13	3.5%
Weaker Muscles	11	3.0%	1	1	0.5%
Total	1078	-	23	350	-

Table 21: Table showing what impact the last 12 months have had on respondents.

Q22. How have the changes and restrictions brought about by the COVID-19 pandemic affected your levels of physical activity?

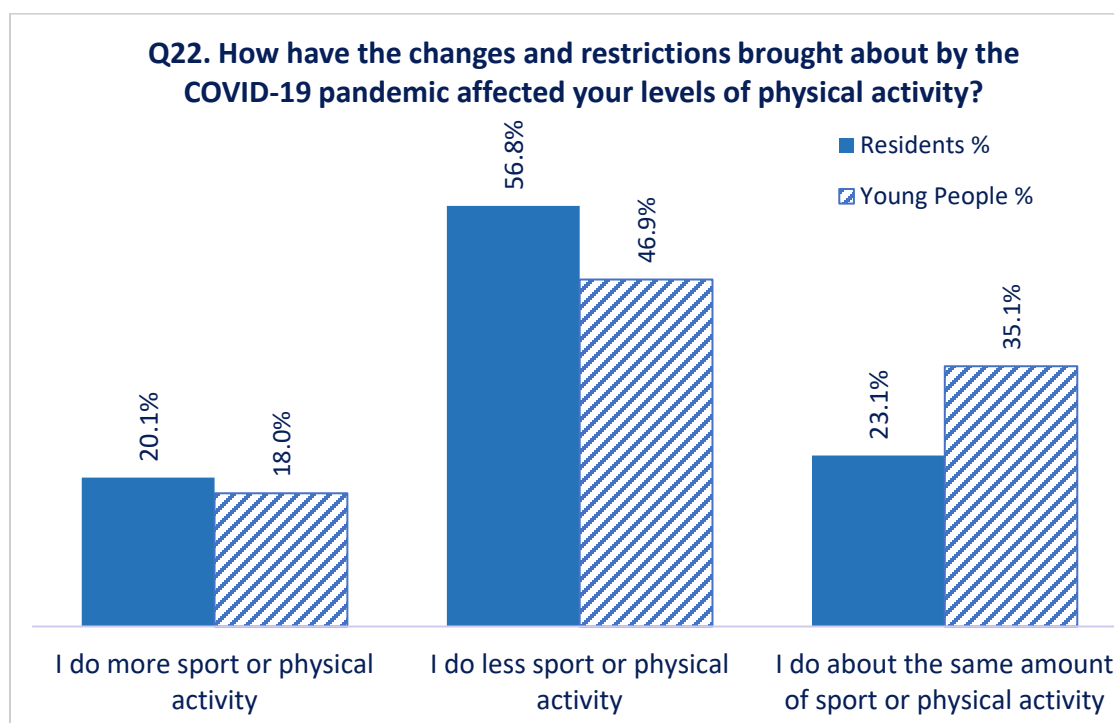


Figure 22: Chart showing how the changes and restrictions brought about by the COVID-19 pandemic have affected respondents' levels of physical activity.

56.8% of residents and 46.9% of young people said they do less physical activity because of the COVID-19 pandemic. Only 20.1% of residents and 18.0% of young people said they do more sport or physical activity.

How have the changes and restrictions brought about by the COVID-19 pandemic affected your levels of physical activity?	Residents (online)	Residents %	Young People (online)	Young people (Paper copies)	Young People %
I do more sport or physical activity	74	20.1%	3	60	18.0%
I do less sport or physical activity	209	56.8%	5	159	46.9%
I do about the same amount of sport or physical activity	85	23.1%	1	122	35.1%
Total	368	100.0%	9	341	100.0%

Table 22: Table showing how the changes and restrictions brought about by the COVID-19 pandemic have affected respondents' levels of physical activity.

Q23. Do you have a disability?

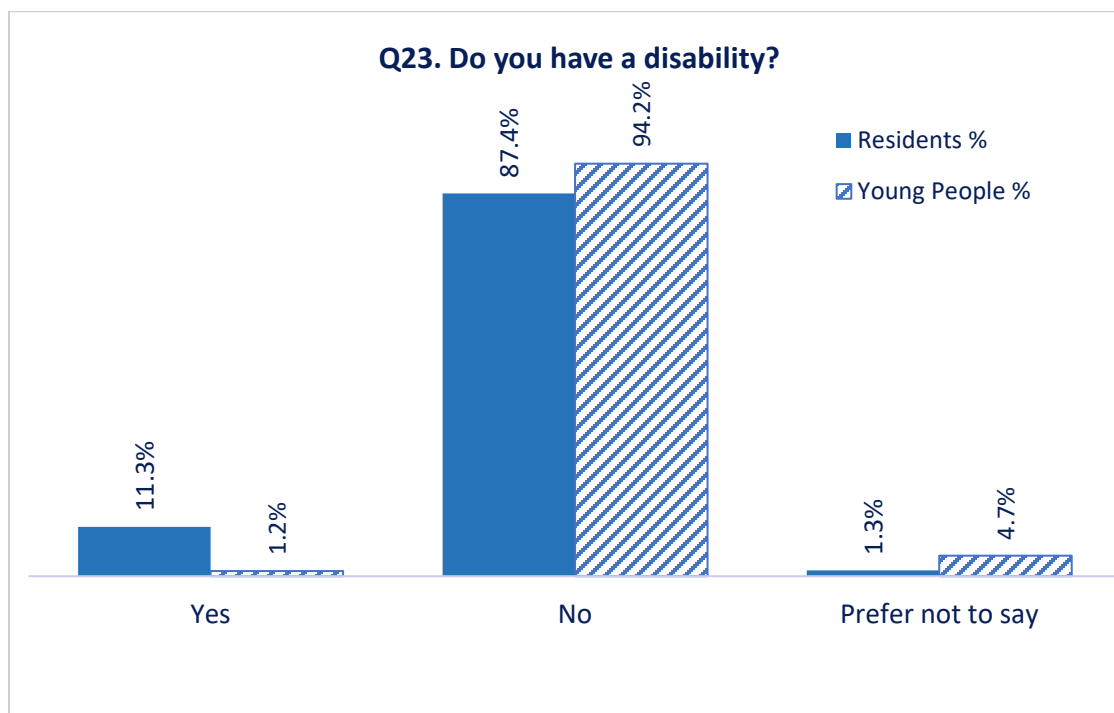


Figure 23: Chart showing whether respondents have a disability.

87.4% of residents and 94.2% of young people said they did not have a disability. 11.3% of residents and 1.2% of young people said they did have a disability.

Do you have a disability?	Residents (online)	Residents %	Young People (online)	Young people (Paper copies)	Young People %
Yes	42	11.3%		2	1.2%
No	325	87.4%	9	152	94.2%
Prefer not to say	5	1.3%		8	4.7%
Total	372	100.0%	9	162	100.0%

Table 23: Table showing whether respondents have a disability.

Q24. Do you have a long-term health condition?

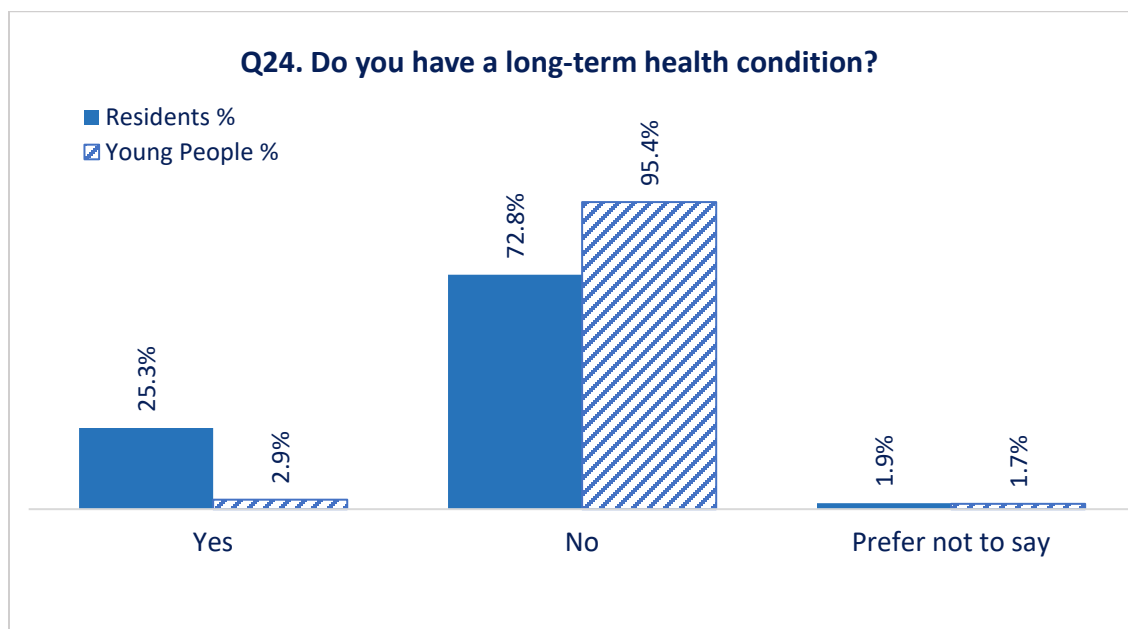


Figure 24: Chart showing whether respondents have a long-term health condition.

72.8% of residents and 95.4% of young people said they do not have a long-term health condition. 12.3% of residents and 2.9% of young people said they do have a long-term health condition.

Do you have a long-term health condition?	Residents (online)	Residents %	Young People (online)	Young people (Paper copies)	Young People %
Yes	94	25.3%	1	6	2.9%
No	271	72.8%	8	222	95.4%
Prefer not to say	7	1.9%	0	4	1.7%
Total	372	100.0%	9	232	100.0%

Table 24: Table showing whether respondents have a long-term health condition.

Q25. Do you attend school or college?

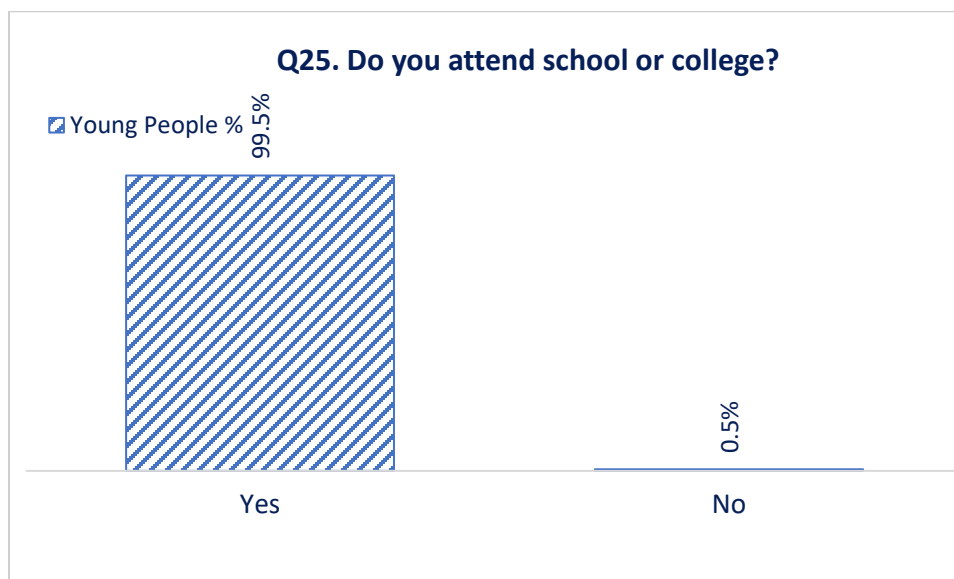


Figure 25: Chart showing whether respondents attend school or college.

This question was only asked to young people. 99.5% of young people said they attend school or college only 0.5% said they do not attend school or college.

Do you attend school or college?	Young People (online)	Young people (Paper copies)	Young People %
Yes	7	372	99.5%
No	2	0	0.5%
Total	9	372	100.0%

Table 25: Table showing whether respondents attend school or college.

Q25. Are you currently in employment?



Figure 26: Chart showing whether the respondents are currently in employment.

This question was only asked to young people. 98.6% of young people said they were not in employment. Only 1.4% of young people said they were currently in employment.

Are you in employment?	Young People (online)	Young people (Paper copies)	Young People %
Yes	2	1	1.4%
No	0	205	98.6%
Total	2	206	100.0%

Table 26: Table showing whether the respondents are currently in employment.

Q27. Are you currently not in school, college or employment (NEET)?

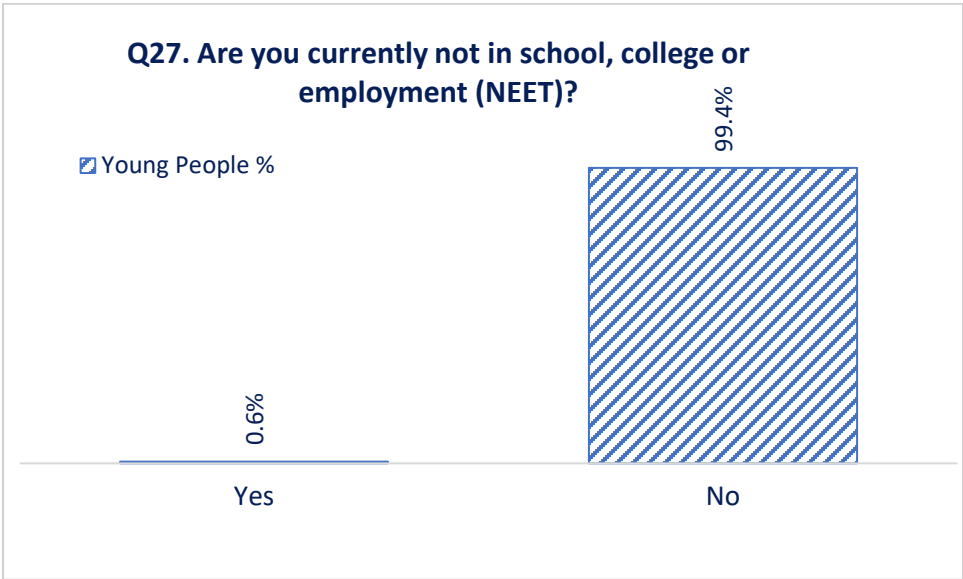


Figure 27: Chart showing whether respondents are currently not in school, college or employment.

This question was only asked to young people. 99.4% said they were not currently in school, college, or in employment (NEET). Only 0.6% said they were NEET.

Are you currently not in school, college or employment (NEET)?	Young People (online)	Young people (Paper copies)	Young People %
Yes	0	1	0.6%
No	7	162	99.4%
Total	7	163	100.0%

Table 27: Table showing whether respondents are currently not in school, college or employment.

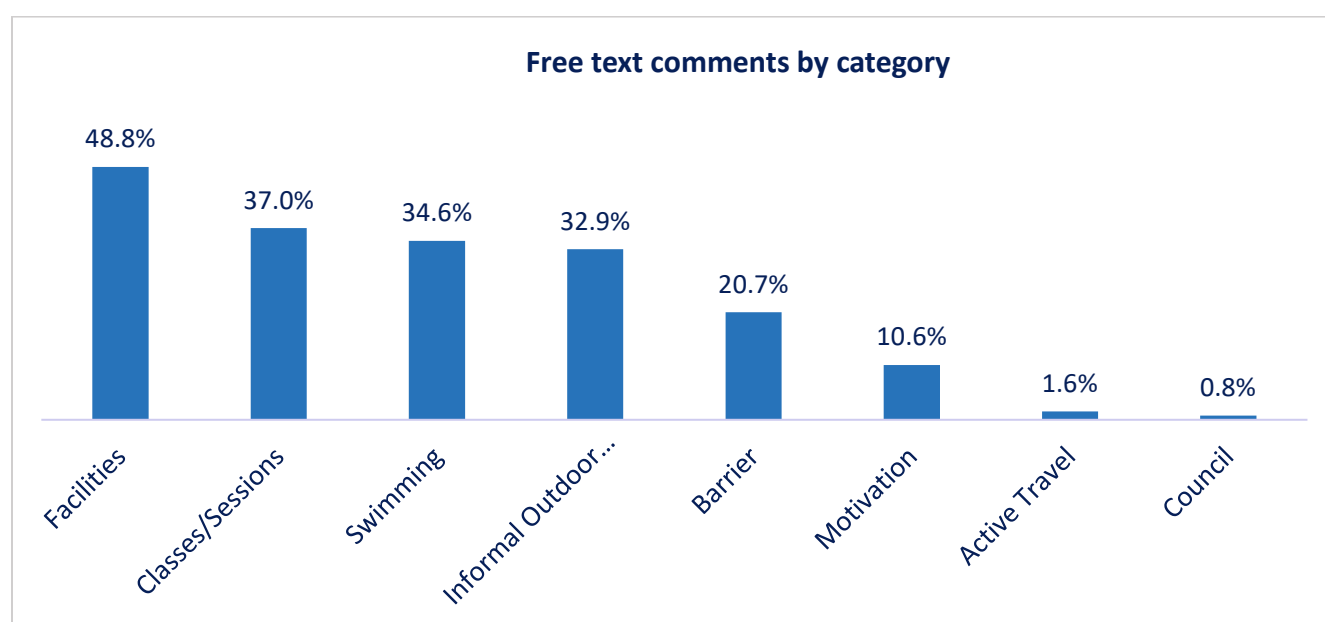
Q28. Is there anything else you would like to tell us about being active in Wirral?

Residents

Residents were invited to tell us anything else about being active in Wirral.

There were 246 comments, which were categorised into themes; many comments contained multiple themes so the figures will not add up to 100%, nor will they match the figures in the previous questions.

The top themes, which are each discussed in more details below were comments about facilities (48.8%), classes and sessions on offer (37%), Swimming (34.6%), informal outdoor exercise (32.9%) and general barriers to being active (20.7%).



Facilities (48.8%)

120 of the comments mentioned sports and leisure facilities in Wirral. The top themes amongst these comments were:

- Lack of availability of facilities 22.5% (x27).
- Facilities are unclean/run down/badly maintained and not fit for purpose 20% (x24).
Specifically mentioned were:
 - Guinea Gap Leisure Centre (x3)
 - Stanley Road tennis courts (x2)
 - Bidston Tennis Centre (x1)
 - Woodchurch Leisure Centre (x1)
 - crown green bowling greens (x1)

- the gyms (x1).
- Requests for facilities to re-open following closures related to COVID-19, or not to close down in the future 15.8% (x19).

These related to:

- The Oval Leisure Centre (x11)
- Europa Pools (x5)
- Woodchurch Leisure Centre (x3).
- Opening times/session times are unsuitable 11.7% (x14).

People stated a variety of preferences, including:

- More classes/sessions outside of standard office hours (x6) both earlier and later
- More classes/sessions during the daytime (x3)
- Restrictions removed for open water swimming (x2)
- Classes/sessions to run at a variety of times to suit shift workers (x1)
- Classes/sessions not to clash with school run times (x1).

Classes and sessions (37%)

91 of the comments mentioned classes and/or sessions offered by the Council. This excludes comments made about swimming sessions, which are discussed separately, below. The top themes amongst these comments were:

- Not enough variety of types of classes/sessions offered 50.5% (x46). The top types of desired activities specifically mentioned were:
 - Conditioning classes such as Zumba, bodypump, clubbercise and bootcamps (x15)
 - Age specific classes/sessions, such as seniors (x7), children's (x5) and adult only (x2).
 - Ability specific classes from beginner to advanced (x6). Inclusive, accessible classes such as seated fitness classes.
 - Women only sessions (x4)
 - Crown Green Bowling (x3)
- Lack of availability of sessions 28.6% (x26). General difficulty in finding available sessions/classes (x21). Specific activities mentioned were the Gym (x2) and badminton (x1). 2 people stated that there were no sessions for their preferred activity but did not state the activities. This excludes swimming sessions, comments relating to this are discussed as a separate section below.

- Outdoor classes and sessions 17.6% (x16). There is an appetite for more outdoor classes and sessions

Swimming (34.6%)

85 of the comments mentioned swimming. Of these 63 (74.1%) spoke about swimming in general, and 22 (25.9%) open water swimming.

Swimming – General (74.1%)

- Facilities 49.2% (x31).
 - Calls for a Lido in Wirral (x22)
 - Not enough swimming pools are open (x9) these included requests not to close any swimming pools (x4).
- Lack of availability of sessions 42.9% (x27). Most comments concerned general difficulty in finding available sessions/classes, both in general (x13) and children's/family swimming sessions (x13)
- Accessible and autism friendly swimming sessions 6.3% (x4).
 - Low-noise/music sessions,
 - low intensity classes,
 - improved accessibility so that people can move safely in wet areas, e.g. between the pool and changing room.
 - Website should include full accessibility information, such as distance from the car park, types of surfaces, dimensions of facilities and availability of lifts, alongside plans of the buildings.

Open-Water Swimming 25.9%)

- Facilities 72.7% (x16)
 - More open water swimming locations should be made available (x13). Particularly mentioned were West Kirby Marine Lake, where it was felt part of the lake should be opened for swimmers, with unrestricted times (x7). The charges to use New Brighton Marine Lake, now run by a private company, make this activity unaffordable (x3).
 - Accessibility (x2) – open water swimming locations should be made more accessible.

Informal outdoor exercise (32.9%)

81 of the comments spoke about informal exercise in the great outdoors, such as cycling, walking and running.

- Outdoor Exercise, excluding cycling 53.1% (x43)
 - Parking charges are a barrier to outdoor exercise (x9)
 - More public exercise facilities, such as running tracks, outdoor gym equipment, skate/bike parks and outdoor table tennis tables would be welcome (x7)
 - Accessibility is a barrier to outdoor exercise, including long unmaintained grass and stiles/kissing gates (x6)
 - Lack of maintenance is a barrier to outdoor exercise, including broken glass, dog waste, broken outdoor gym equipment and badly maintained public tennis courts (x6)
 - Safety concerns are a barrier to outdoor exercise, including crime and anti-social behaviour (ASB) concerns and inconsiderate cyclists (x4).
- Cycling 44.4% (x36)
 - Cycle lanes should be improved to be made wider, safer and more separate from other traffic (x19)
 - The number of cycle lanes should be increased (x9) and the cycle network should be better connected and allow joined up travel around the whole peninsula (x4)
 - Facilities such as ablutions blocks, and cycle storage/lockers should be available (x3)

General barriers to being active (20.7%)

51 of the comments spoke about the general barriers that they encounter when being active. The top barriers mentioned were:

- Cost (x14)
- Accessibility and inclusiveness (x9)
- Lack of information (x8). In particular, the Council website does not contain the required information and is difficult to navigate.
- Confidence (x6) including being in crowds post-covid restrictions.
- Childcare (x5)

Young People

Young People were invited to tell us anything else about being active in Wirral. There were 15 comments, which were categorised into themes; many comments contained multiple themes so the figures will not add up to 100%, nor will they match the figures in the previous questions.

Cycling (33.3%)

Five of the comments mentioned cycling, with young people saying how much they enjoyed it, but that safety was an issue. One person said they wanted more cycle safety lessons, and one said they were not allowed to ride their bike because of safety concerns. One said they wanted better cycle lane connectivity.

Trial activities at schools (13.3%)

Two of the comments mentioned that they would like to do more activities at or after school, including some trial activities to see whether they liked them.

Barrier – distance of swimming facilities (13.3%)

Two of the comments mentioned that because of Covid closures, they now had to travel further to access swimming facilities.

Comment – good for outdoor spaces (13.3%)

Two of the young people commented that they liked living here because there is good access to outdoor spaces and parks.



3.1b Partners Responses

Responses were received from 21 partners and partner organisations. Where questions allowed multiple selections, percentages relate to the prevalence of the selected option, rather than as a percentage of respondents. To avoid confusion, total percentage figures are omitted from tables.

Q1. Please tell us what type of services your organisation provides

The most prevalent services provided amongst the partnership organisations were:

- Sport & Activity – 15 of the 21 partners (74.1%)
- Community – 8 of the 21 (38.1%)

Q1. Please tell us what type of services your organisation provides.	Number	Percentage
Sport and activity	15	71.4%
Community	8	38.1%
Other (please specify)	6	28.6%
Arts	3	14.3%
Support	3	14.3%

Table 28: Table showing what type of services partners offer

One easy read response was returned, from an organisation that offered sport and leisure activities.

For the partners that answered 'Other', their organisations provide a variety of services including:

- Health and wellbeing
- Place of worship
- Support vulnerable people who are lonely and inactive
- Nature wellbeing activities
- Programme design, research, and evaluation
- NHS
- Sport and activity (providing extra detail)

Q2. Who is your service for?

11 of 21 partner respondents (52.4%) said that their service is for children and young people aged 0 to 18 years and 47.6% said that their service is for all, and 42.9% said for adults over 18years.

Q2. Who is your service for?	Number	Percentage
Children and young people (aged 0-18 years)	11	52.4%
All	10	47.6%
Adults (18 years+)	9	42.9%
Disadvantaged groups	7	33.3%
Adults (65 years +)	6	28.6%
Families	6	28.6%
People with long-term health conditions	5	23.8%
Black, Asian and Minority Ethnic Groups	5	23.8%
Children with disabilities and additional needs	4	19.0%
Other (please specify)	1	4.8%

Table 29: Table showing which group Partners provide services for

The easy read respondent offered their service to all of the above categories.

The partner that answered 'Other' (4.8%), provides services for adults over 18 with a learning disability.

Q3. Please tell us where your services are delivered

The most prevalent areas that partners deliver services are, jointly:

- All areas - 8 of 21 partners (38.1%)
- Birkenhead & Tranmere – 8 of 21 partners (38.1%)

Q3. Please tell us where your services are delivered	Number	Percentage
Birkenhead and Tranmere	8	38.1%
All areas	8	38.1%
Seacombe	4	19.0%
Upton	4	19.0%
Moreton West and Saughall Massie	3	14.3%
Liscard	3	14.3%
Bidston and St James	3	14.3%
Rock Ferry	3	14.3%
Bebington	3	14.3%
Pensby and Thingwall	3	14.3%
Leasowe and Moreton East	2	9.5%
Wallasey	2	9.5%
New Brighton	2	9.5%
Prenton	2	9.5%
Bromborough	2	9.5%
Eastham	2	9.5%
Heswall	2	9.5%
West Kirby and Thurstaston	2	9.5%
Hoylake and Meols	1	4.8%
Claughton	1	4.8%
Oxton	1	4.8%
Clatterbridge	1	4.8%
Greasby, Franky and Irby	1	4.8%

Table 30: table showing where partner services are delivered.

The easy read respondent organisation covered all areas.

Q4. Would you be interested in working with Wirral Council Leisure Services to improve health inequalities?

100% of partners, including the easy read respondent, would be interested in working with Wirral Council leisure services to improve health inequalities.

Q4. Would you be interested in working with Wirral Council Leisure Services to improve health inequalities?	Number	Percentage
Yes	21	100.0%
No	0	0.0%
Total	21	100.0%

Table 31: Table showing whether partners would be interested in working with Wirral Council Leisure Services to improve health inequalities.

Q5. Have you worked in partnership with Wirral Council Leisure Services in the past?

71.4% of partners have not worked with Wirral Council Leisure Services in the past.

28.6% of partners have worked with Wirral Council leisure services in the past.

Q5. Have you worked in partnership with Wirral Council Leisure Services in the past?	Number	Percentage
Yes	6	28.6%
No	15	71.4%
Total	21	100.0%

Table 32: Table showing whether partners have worked in partnership with Wirral Council Leisure Services in the past.

The easy read respondent had not worked with Wirral Council Leisure Services before.

Q6. If you have worked in partnership with Wirral Council Leisure Services in the past, please provide the timing of this?

83.3% of the partners who worked with Wirral Council Leisure Services did so in the last year and 16.7% did so in the last 10 years.

Q6. If you have worked in partnership with Wirral Council Leisure Services in the past, please provide the timing of this.	Number	Percentage
In the last 1 year	5	83.3%
In the last 10 years	1	16.7%
Total	6	100%

Table 33: Table showing when partners have previously worked with Wirral Council Leisure Services.

Q7. What type of work was carried out in this partnership??

5 out of the 21 partners (23.8%) carried out work related to sports and activities.

Q7. What type of work was carried out in this partnership?	Number	Percentage
Sport and activity delivery	5	23.8%
Training provider	1	4.8%
Other (please specify)	2	9.5%

Table 34: Table showing what type of work was carried out in this partnership.

The 2 partners that answered 'Other' provided facilities and services planning (16.7%) and adventure therapy (16.7%).

Q8. How satisfied were you with your experience of working in partnership with Wirral Council Leisure Services?

33.3% of partners were neutral about the experience of working in partnership with Wirral Council Leisure Services and 33.3% were very satisfied. 16.7% were unsatisfied and 16.7% were satisfied.

Q8. How satisfied were you with your experience of working in partnership with Wirral Council Leisure Services?	Number	Percentage
Neutral	2	33.3%
Very satisfied	2	33.3%
Unsatisfied	1	16.7%
Satisfied	1	16.7%
Total	6	100.0%

Table 35: Table showing how satisfied partners were with their experience of working in partnership with Wirral Council Leisure Services.

Q9. From your experience, what worked well in this partnership?

The top things that respondents felt worked well in partnership with the Council were:

- Achieved outcomes – 3 of 21 partners (14.3%)
- Delivered a good quality offer - 3 of 21 partners (14.3%)

Q9. From your experience, what worked well in this partnership?	Number	Percentage
Achieved outcomes	3	14.3%
Delivered a good quality offer	3	14.3%
Good communication between teams	2	9.5%
Other (please specify)	2	9.5%
Created new projects	1	4.8%
Good allocation of time and resources	1	4.8%

Table 36: Table showing what worked well in the partnerships.

The 2 partners that answered 'Other' said that funding for project development and bespoke sessions suited to the client's needs worked well in the partnership.

Q10. From your experience what didn't work well in this partnership?

The top thing that respondents felt didn't work well in partnership with the Council was a lack of communication – 3 of 21 partners (14.3%)

Q10. From your experience what didn't work well in this partnership?	Number	Percentage
Lack of communication	3	14.3%
Did not achieve outcomes	2	9.5%
Project did not happen	2	9.5%
Lack of financial investment	2	9.5%
Other (please specify)	2	9.5%
Lack of time and resource	1	4.8%

Table 37: Table showing what didn't work well in the partnerships.

The 2 partners that answered 'Other' said that there was no ongoing commitment from the council and they were not too sure what didn't work well in the partnership.

Q11. What role do you see Wirral Council Leisure Services playing in partnership with your organisation?

The most prevalent type of role that partners saw Council Leisure Services playing in partnership with their organisations were:

- Provider of facilities – 7 out of 21 partners (33.3%)
- Delivery Partner - 6 out of 21 partners (28.6%)
- Funding provider - 6 out of 21 partners (28.6%)

Q11. What role do you see Wirral Council Leisure Services playing in partnership with your organisation?	Number	Percentage
Provider of facilities	7	33.3%
Delivery partner	6	28.6%
Funding provider	5	23.8%
Strategic lead	4	19.0%
Other (please specify)	2	9.5%

Table 38: Table showing what role partners see Wirral Council leisure services. Playing in partnership with their organisations.

The easy read respondent wishes to be a delivery partner.

The partners that answered 'Other' said:

- Feedback and input to policies to reduce inequalities for older people and improve health and wellbeing (4.8%).
- I am not 100% certain at the moment, I would like to speak with someone from the Council Leisure services and see what we could come up with to help, support and promote running / exercise in all our local communities (4.8%).

Q12. Is there anything else you would like to tell us about how we could work together to improve activity levels across the borough?

Partners were invited to tell us about how we could work together to improve activity levels across the borough. There were 17 comments, which were categorised into themes; many comments contained multiple themes so the figures will not add up to 100%, nor will they match the figures in the previous questions.

Encourage Outdoor Activities (23.5%)

Some partners commented that we should be encouraging outdoor activities. The local parks could be utilised to provide engaging adventure and nature-based activities to enable residents to exercise locally and sustainably. Others commented that improving the running track at Woodchurch and building more all-weather football pitches would encourage people to exercise outside.

Barrier – lack of venues for hire (11.8%)

Two partners (11.8%) commented that there is a lack of venues for hire, and this is becoming a barrier to people doing exercise, because they have the demand to provide more classes, but they are not able to do so because the space is too small or not available to hire at the required time.

Barrier – difficult to find information (11.8%)

Two partners (11.8%) commented that it is difficult to find information. They think or have had feedback that the public find it difficult to access information about the leisure services that are available.

Barrier – too expensive (11.8%)

Two partners (11.8%) commented that the expense of starting a new activity can be a barrier for some people, and that there should be some funding set up for disadvantaged people.

Barrier – accessibility (11.8%)

Two partners (11.8%) commented that access to leisure facilities for people with disabilities needs to be improved, as this is a barrier for some.

The easy read partner response highlighted their organisations experience in their specific sport, and keenness to work with the council to create pathways in to the sport and encourage people to become more active.



3.2 Ideas Board Responses

Residents' Ideas Board

64 contributors submitted or commented on 50 ideas to the ideas board tool other visitors to the board were able to 'vote' for ideas that they liked.

The 2 most popular ideas, that received the most 'votes' were:

"Lido at New Brighton. Bring back outdoor swimming activities. A lido to be enjoyed by all, near or far" 9 votes

And

"West Kirby lake needs opening up to swimming. It is an approved safe open water training facility. We want to swim every day, but not at dawn!" 7 votes

Common themes amongst the ideas were identified and categorised. The combined number of 'likes' that ideas in each category were calculated to identify the most popular categories of idea. Submissions sometimes contained ideas relating to more than one category, hence there may be more 'ideas' identified below than submissions.

Being active outdoors (excluding cycling & swimming) – 20 ideas / 32 likes

- More public conveniences would encourage people to be active outdoors (5 ideas / 15 likes)
- A reduction or removal of parking charges would encourage people to be active outdoors (3 ideas / 7 likes)
- Formal outdoor classes/activity sessions should be provided in coastal locations (1 idea / 6 likes)
- Provision of circular walking and cycle trails (1 idea / 4 likes)
- Ideas for different types of outdoor provisions and activities were:
 - Outdoor Gyms (2 ideas)
 - Line dancing classes (2 ideas)

- Fitness classes (2 ideas)
- Parkrun (1 idea)
- Walking Groups (1 idea)
- Outdoor running tracks (1 idea)

Cycling – 14 ideas / 23 likes

- Cycle lanes should be improved to be made safer by being made wider, better maintained and more separate from other traffic (6 ideas / 10 likes)
- The cycle network should be better connected and allow joined up travel around the whole peninsula (3 ideas / 6 likes)
- Cycle hire provision would encourage activity (2 ideas / 3 likes)
- Peak time only cycle lanes (1 idea / 2 likes)
- Pump Tracks/BMX/Off road trails (1 idea / 2 likes)

Open water/outdoor swimming – 8 ideas / 23 likes

- Allow swimming in West Kirby Marine Lake, section off part of the lake exclusively for swimmers, do not restrict access times (4 ideas / 14 likes)
- Provision of a lido in New Brighton (2 ideas / 9 likes)
- Provision of formal open water swimming sessions (1 idea) and more facilities for open water swimming (1 idea).

Swimming – indoor pools – 4 ideas / 9 likes

- There should be more availability of swimming sessions, and later swimming sessions (3 ideas / 9 likes)
- There should be no swimming pool closures (1 idea).

Rake Hoylake Beach – 3 ideas / 5 likes so that it can be used for being active

Young People’s Ideas Board

There were only 5 ideas pinned to the Ideas Board, there were no common themes, but the ideas included:

- Creating a pump track and more skate parks
- An outside water park – to prevent people jumping in the boating lake in New Brighton
- Climbing walls
- Taster days for less popular sports such as kayaking and archery

- Bike safety classes: more classes and for younger children

None of these ideas received any further likes or comments.



4.0 Demographics and Site Traffic

4.1 Demographics

Residents

Information regarding demographics was required to complete the survey, however not all questions in the registration form were compulsory. Only the question requesting the participant's postcode was mandatory, the remaining questions users could choose to select 'prefer not to say' or skip the question altogether.

Most respondents described themselves as a local resident (91.7%). 6.2% are employees of Wirral Council and 4.0% are members of a voluntary or community organisation.

97.6% (x363) of respondents completed this question. They were able to select multiple options.

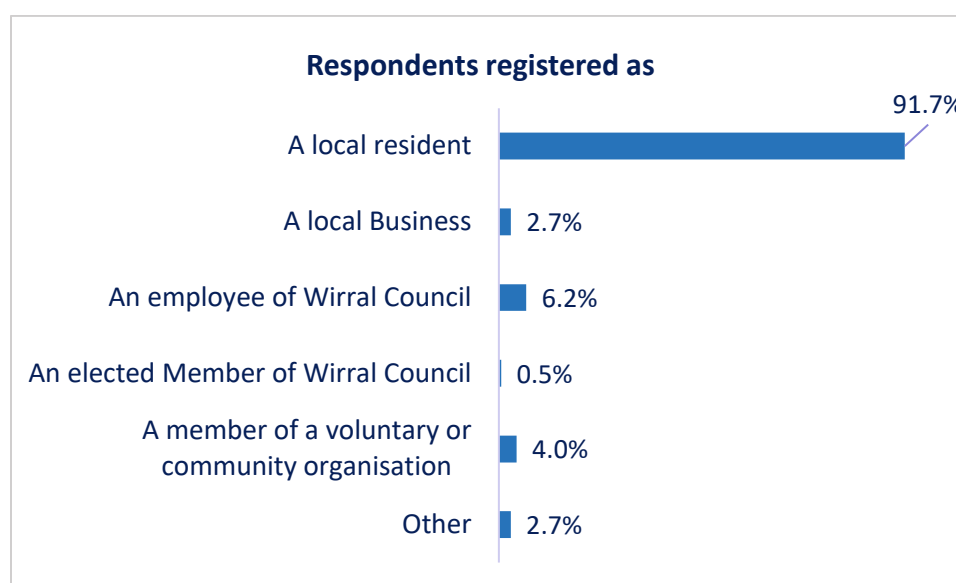


Figure 28: Chart showing respondents' connection with Wirral

Most respondents (96.5%) were from the Wirral. The most represented ward was New Brighton (19.0%) followed by West Kirby (10.6%).

13.9% of respondents provided a postcode in the first decile (most deprived decile) of the Index of Multiple Deprivation (IMD). The most represented wards in this decile were:

- Birkenhead – Bidston/Claughton x11
- Wallasey x 9

- Prenton and Birkenhead x9
- Birkenhead – Rock Ferry x8

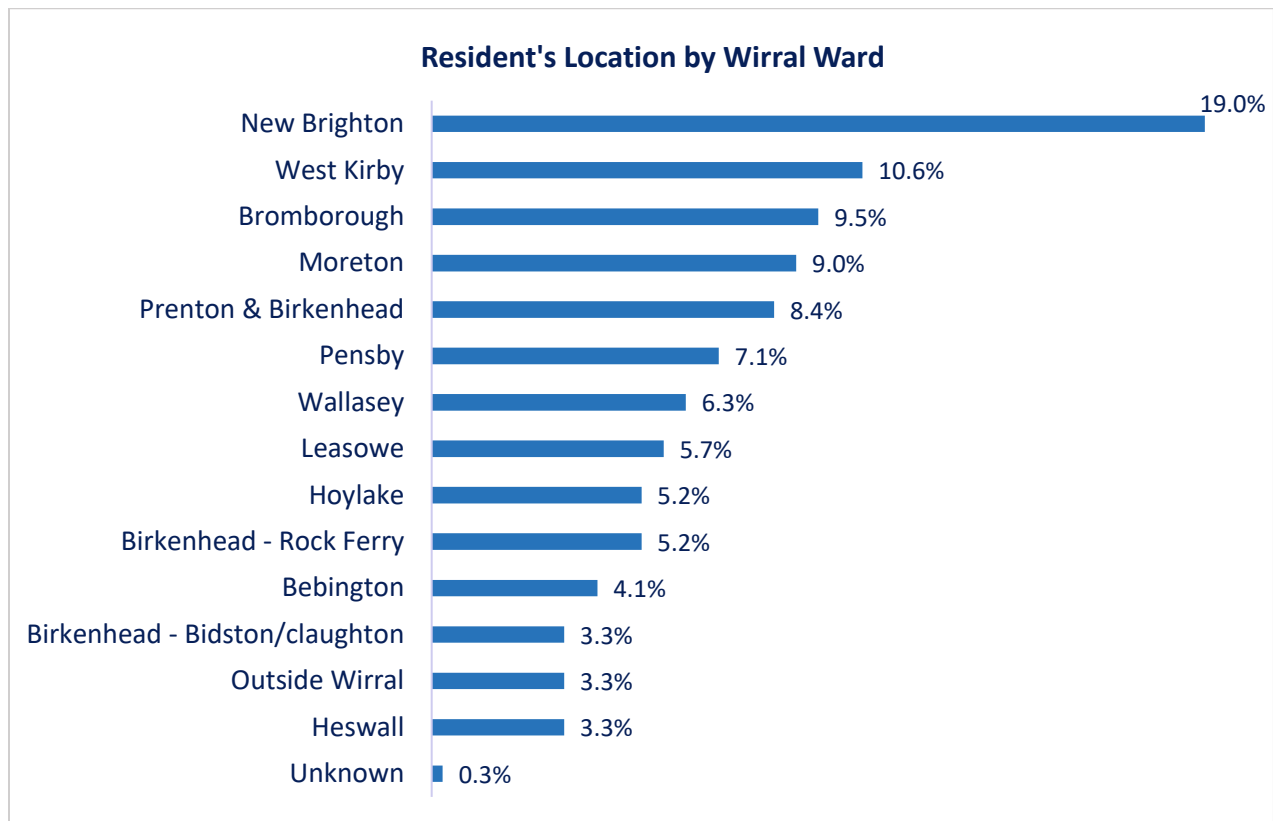


Figure 29: Chart showing the respondent's location by Wirral ward

Most of the residents (69.0%) were female. 28.8% were male, and 2.2% chose not to say.

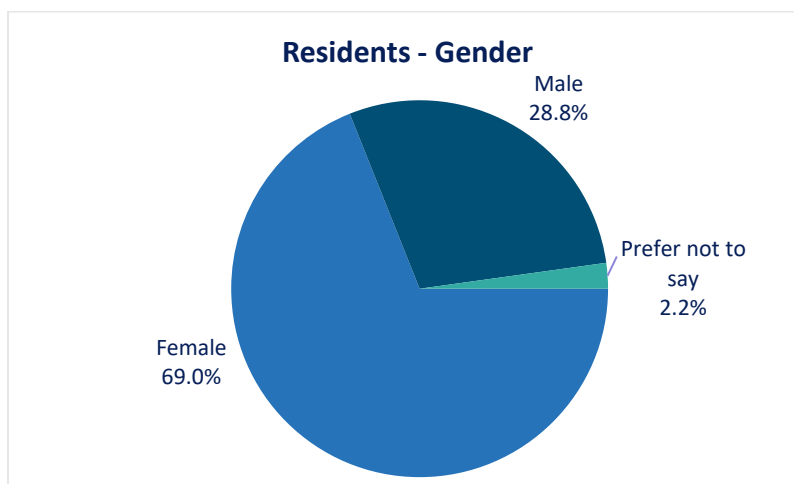


Figure 30: Chart showing residents' gender

97.8% of respondents completed this question.

The most common age groups were 45-54 years (31.5%) and 35-44 years (23.8%). Only 1.4% were aged 16-24 years and only 1.9% were over 75 years.

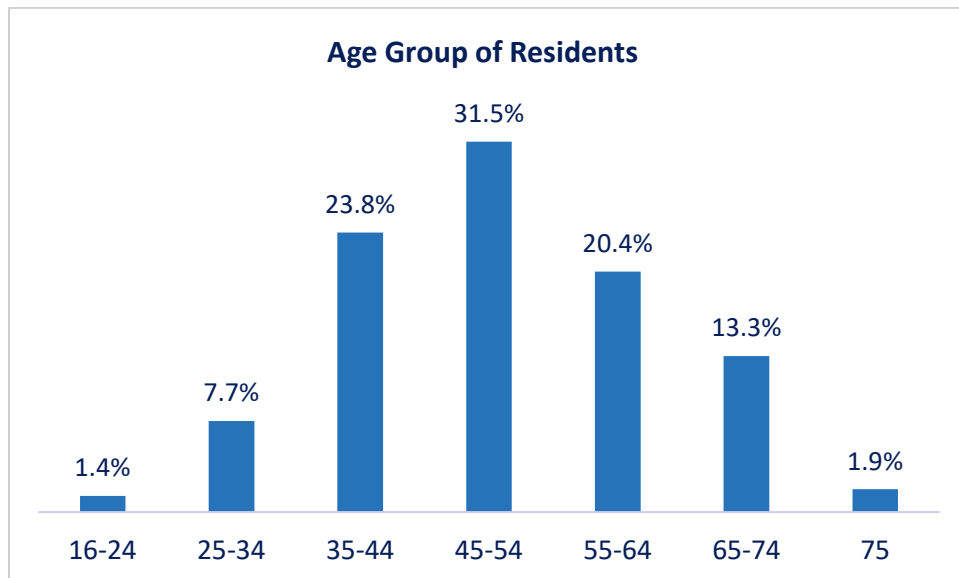


Figure 31: Chart showing the age group of residents

97.3% of respondents completed this question.

92.2% of respondents were white British and a further 2.8% of other white background. Only 18 (5%) respondents were of a non-white or other ethnicity. 96.8% of respondents completed this question.

83.1% were heterosexual, with 5.1% being gay, lesbian or bisexual. 11.8% preferred not to say. 95.7% of respondents completed this question.

Young People

Information regarding demographics was required to complete the online survey, however not all questions in the registration form were compulsory. Only the question requesting the participant's postcode was mandatory, the remaining questions users could choose to select 'prefer not to say' or skip the question altogether. There is only information for the online survey, not the paper copies.

Demographics information for young people is based on the details provided by the 9 participants of the online survey, combined with the group demographics of the 362 young people surveyed at a school or other youth organisation. For example, those completing paper surveys at a school or club are counted as being representative of the area that the school or club is in.

Demographics:

- All (100%) of the young people, responding across both the online and paper surveys, were from Wirral, or from a Wirral school or organisation.
- Overall, 85.2% of young people either lived in or attended a school or organisation that fell in the first two deciles (most deprived deciles) of the Index of Multiple Deprivation (IMD). 69.3% fell in to the first decile, 15.9% in to the second decile.
- Claughton (4.3.7%) was the most represented ward, followed by Liscard (15.4%), Birkenhead & Tranmere (14.6%) and Bidston & St James (11.1%).

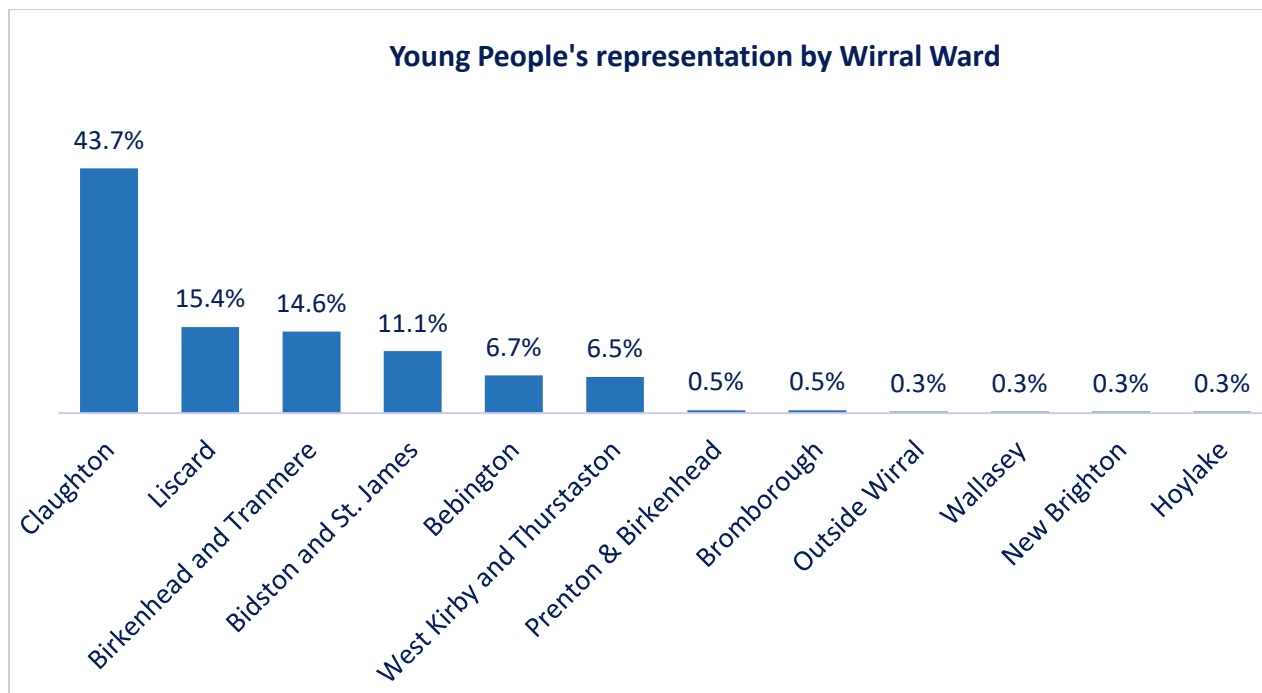


Figure 32: Chart showing young people's representation by ward

Of the respondents who answered this question, most (46%) were female. 42% were male and 12% preferred to use their own term.

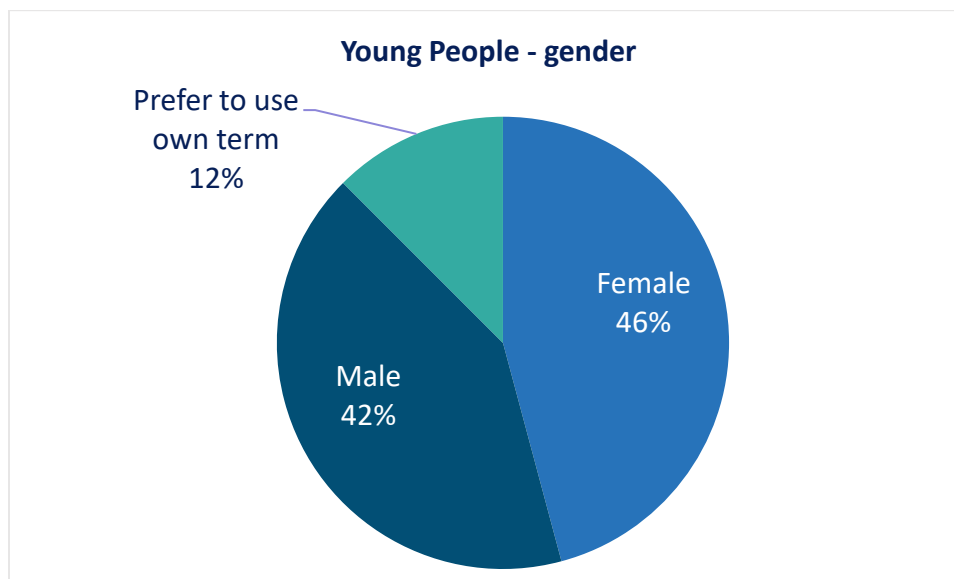


Figure 33: Chart showing young people's gender

As expected, the most common age group was under 16-year-olds (97.8%). Where older age groups are represented, these are from the online survey, where it is assumed an adult has completed the survey on behalf of the young person using their registered details.

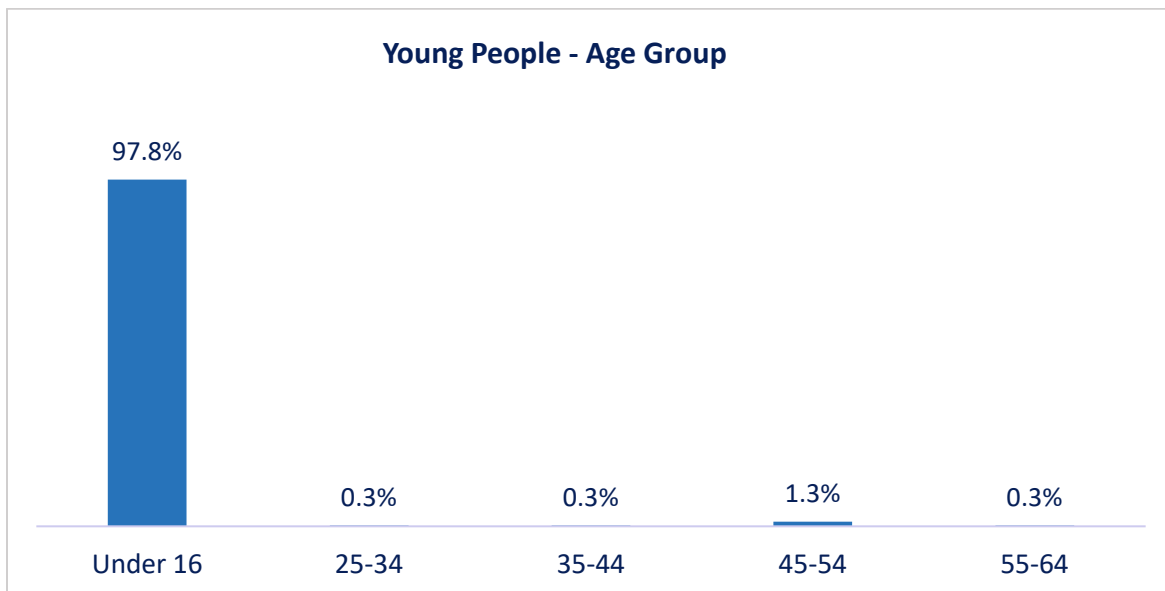


Figure 34: Chart showing the age range of young people

95.3% of respondents were white British. Only 6 (4.7%) respondents were of a non-white or other ethnicity.

34.1% of those respondents who chose to answer the question were heterosexual. 54.5% preferred not to say. 11.4% were not heterosexual.

Partner's demographics

Information regarding demographics was required to complete the survey, however not all questions in the registration form were compulsory. Only the question requesting the participant's postcode was mandatory, the remaining questions users could choose to select 'prefer not to say' or skip the question altogether.

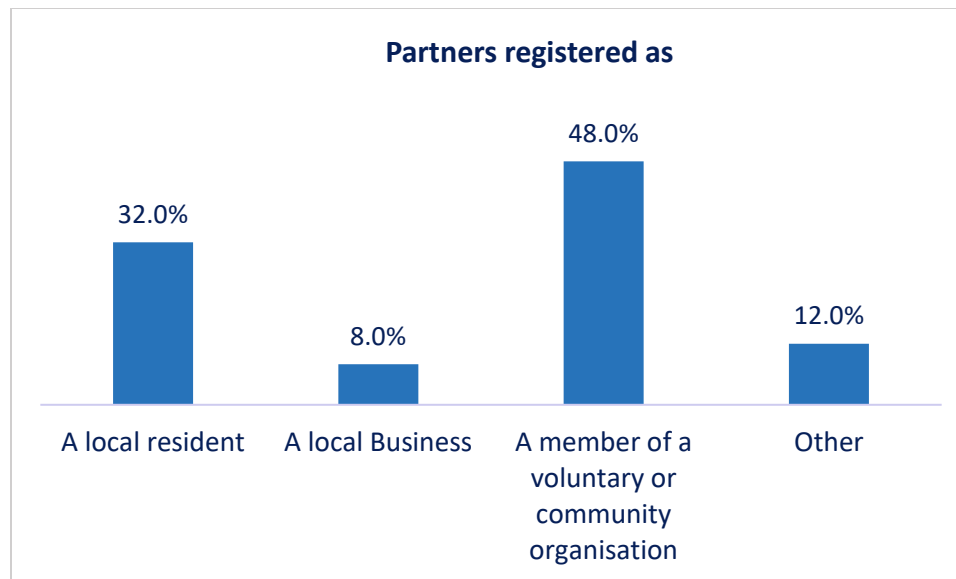


Figure 35: Chart showing partners' connection to Wirral

The majority of respondents (90.0%) were from the Wirral. The most represented wards were New Brighton (15.0%) and Pensby (15.0%).

15.0% of respondents provided a postcode in the first decile (most deprived decile) of the Index of Multiple Deprivation (IMD).

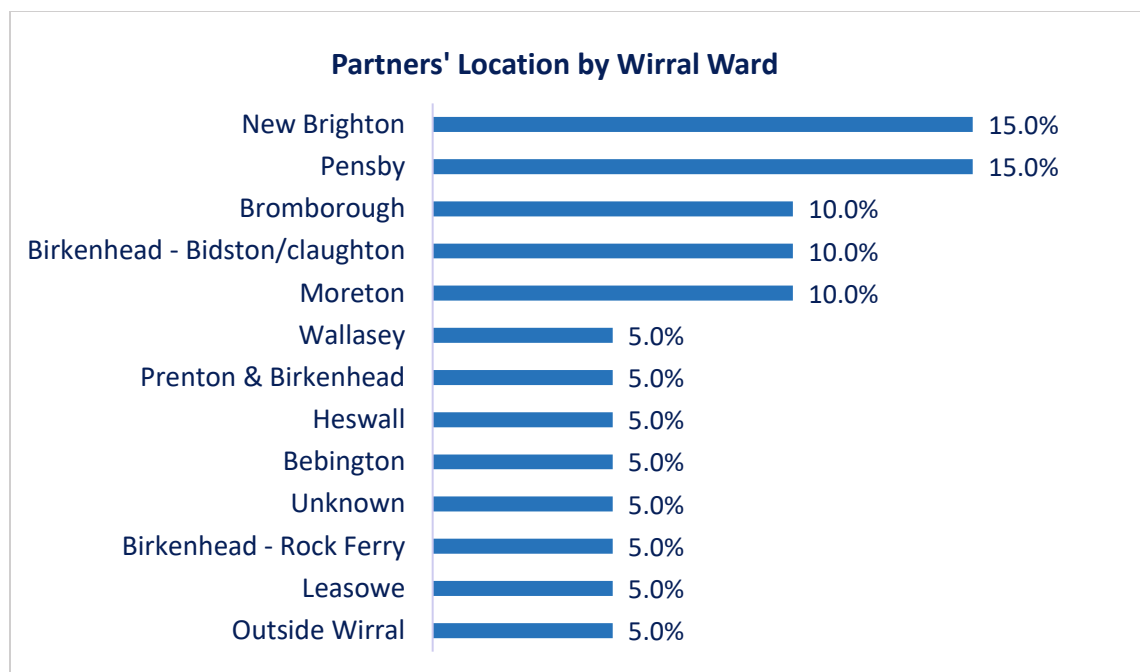


Figure 36: Chart showing Partners' location by Wirral ward

Most of those responding on behalf of a partnership organisation (60.0%) were female and 40.0% were male.

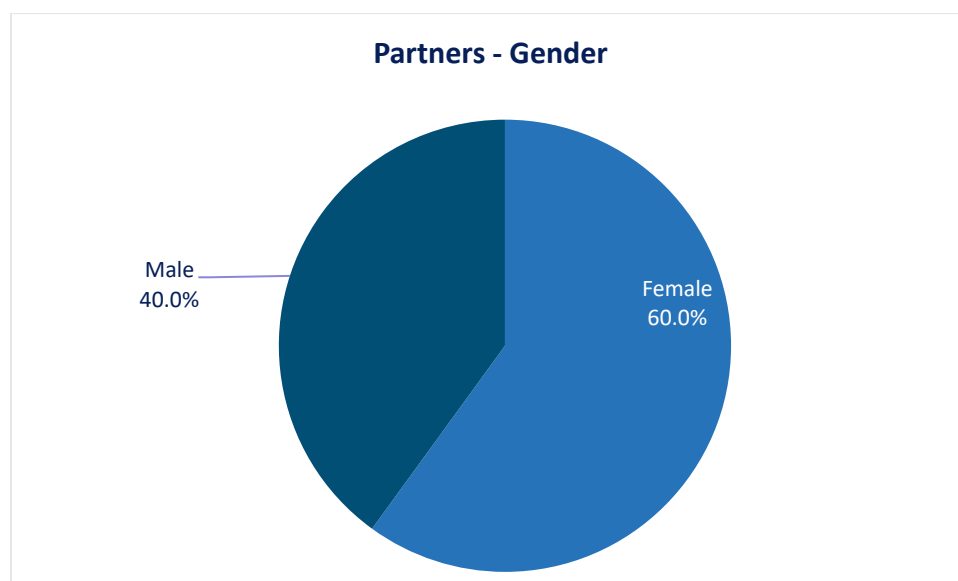


Figure 37: chart showing Partners' genders

The most common age group was 55-64 years (38.9%). Two other age groups were equally represented with 22.2%: 45-54 years (31.5%) and 35-44 years (23.8%). There were no representatives from under 35s or over 75s.

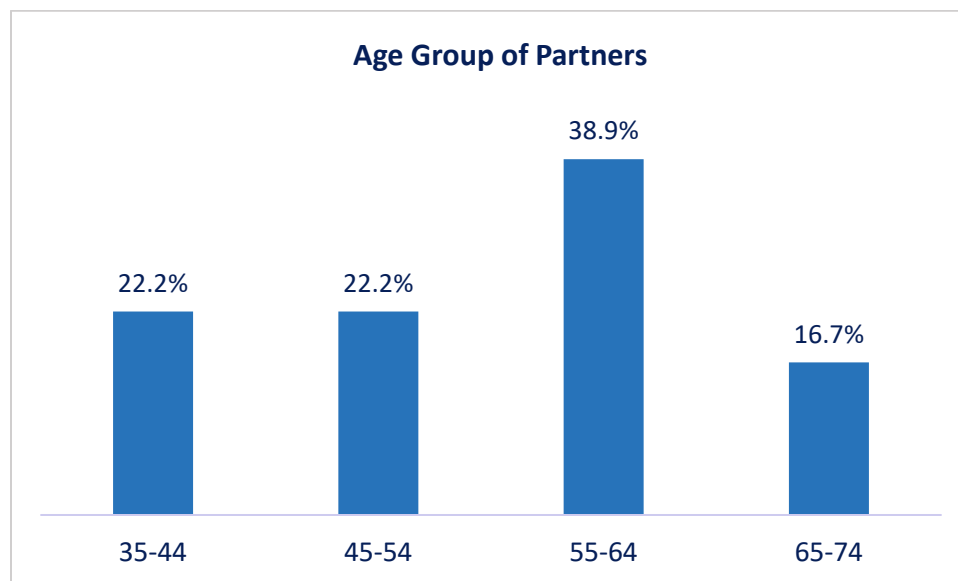


Figure 38: Chart showing age group of partners

88.9% of partners were white British. Only 2 (11.1%) partners were of a non-white or other ethnicity.

73.7% were heterosexual, with 26.3% preferring not to say.

4.2 Site Traffic

Residents

There was a total of 2,489 visits to the Sport and Physical Activity – People consultation page during the consultation, out of these 384 people engaged with the survey tools.

372 people participated in the survey and 49 people posted 65 ideas on the ideas board; there were 15 comments and 111 up votes. Some people contributed to both the survey and the ideas board, hence more contributions than contributors.

Most visits to the site were direct visits, with a rate of engagement (visits that resulted in survey, places tool or ideas board completion) of 21.5%.

Social media engagement rate of 10.8% with Facebook driving most (98.0%) social media traffic to the Have Your Say site.

Referrals, which is people who are directed to the site from other websites, had an engagement rate of 10.3% with wirralleisure.co.uk driving most (96.6%) referrals traffic to the Have Your Say site.

TRAFFIC CHANNEL	Page Views	Clicked within page	Used a tool
DIRECT	2256	1722 (76.3%)	485 (21.5%)
SOCIAL	102	49 (48.0%)	11 (10.8%)
EMAIL	19	13 (68.4%)	4 (21.1%)
SEARCH ENGINE	52	23 (44.2%)	8 (15.4%)
.GOV SITES	2	2 (100.0%)	0 (0.0%)
REFERRALS	58	22 (37.9%)	6 (10.3%)

Young People

There was a total of 238 visits to the Sport and Physical Activity – Young People consultation page during the consultation, out of these 11 people engaged with the survey tools.

9 people participated in the survey and 2 people posted on the ideas board.

Most visits to the site were direct visits, with a rate of engagement (visits that resulted in survey, places tool or ideas board completion) of 4.6%.



TRAFFIC CHANNEL	Page Views	Clicked within page	Used a tool
DIRECT	216	129 (59.7%)	10 (4.6%)
SOCIAL	7	3 (42.9%)	0 (0.0%)
EMAIL	1	1 (100.0%)	0 (0.0%)
SEARCH ENGINE	13	9 (69.2%)	1 (7.7%)
.GOV SITES	1	0 (0.0%)	0 (0.0%)
REFERRALS	0	0 (0.0%)	0 (0.0%)

Partners

There was a total of 236 visits to the Sport and Physical Activity – Partnerships consultation page during the consultation, out of these 20 people engaged with the survey tools.

20 people participated in the survey.

Most visits to the site were direct visits, with a rate of engagement (visits that resulted in survey completion) of 8.3%.

TRAFFIC CHANNEL	Page Views	Clicked within page	Used a tool
DIRECT	217	125 (57.6%)	18 (8.3%)
SOCIAL	1	1 (100.0%)	0 (0.0%)
EMAIL	1	1 (100.0%)	0 (0.0%)
SEARCH ENGINE	15	12 (80.0%)	1 (6.7%)
.GOV SITES	1	0 (0.0%)	0 (0.0%)
REFERRALS	1	1 (100.0%)	1 (100.0%)