

# SPORT & PHYSICAL ACTIVITY STRATEGY NEEDS ANALYSIS

**Document Author:** Tom Arthur

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## **1. Introduction and context**

- 1.1. Over recent years Wirral's Leisure Service has been subject to a number of reviews and service changes, all aimed at delivering an integrated portfolio of services that better meet local needs.
- 1.2. The Council and its partners have signed up to the delivery of 20 Pledges for 2020, recognising the need to work more collaboratively to deliver joined-up and impactful services and reduce overall public sector costs.
- 1.3. The Department for Digital, Culture, Media, and Sport (DCMS) acknowledge the important leadership role that Local Authority (LA) takes in bringing together schools, voluntary sport clubs, National Governing Bodies, health services and the private sector to forge partnerships as well as unblocking barriers to participation.
- 1.4. It states that, since the devolution of Public Health from the NHS to LA's in 2013, many councils have taken the opportunity to integrate physical activity into wider strategies, moving away from a system that seeks to treat poor health, to one that promotes health and wellbeing. As a result, many other LA strategies have identified inactivity as a key issue that needs addressing within their local areas.
- 1.5. The purpose of this needs analysis is thus to provide evidence and insight that can be used to develop a framework for the future development of Wirral's Sport and Physical Activity Strategy. The Strategy will be aimed at ensuring that the service is able to meet the future needs of customers by delivering the right services, that are not only efficient and effective, sustainable, and provide value for money, but maximise its impact in supporting the delivery of the wider 2026 Wirral Plan.

## **2. What is a sport and physical activity needs analysis?**

- 2.1. A sport and physical activity needs analysis is a process undertaken to learn about the needs of service users and non-users, in order to evaluate how well the current service supports their needs. It can be used to improve sport and physical activity facilities, services, and resources.
- 2.2. A robust and comprehensive needs analysis will consider both the current leisure service usage and the demographic needs within catchment areas, using both sets of information to identify key areas of need and service improvements, ultimately to define a strategy for the future.

2.3. This document provides a needs analysis which considers the following evidence:

- National drivers
- Demographic data
- Current service usage

### **3. National drivers**

#### **3.1. Government Framework.**

3.1.1 In December 2015, the Government published its strategic framework: 'Sporting Future: A New Strategy for an Active Nation'. It set a direction for sport policy which was widely welcomed. It looked beyond simple participation and focused more on how sport changes lives and can be a force for social good. The framework primarily focused on five key outcomes:

- Physical wellbeing,
- Mental wellbeing,
- Individual development,
- Social and community development,
- Economic development.

#### **3.2. Sport England**

3.2.1. Focusing on these five key outcomes and putting these principles into practice meant changes for Sport England. Taking a lead from the Government's strategic framework, their 2016-2021 'Towards an Active Nation' strategy responded to the new challenges and opportunities by focusing on the benefits that sport can bring to people and society and directing public funding to improving each of the above outcomes.

3.2.2. Within the strategy, Sport England accepted that the sporting landscape had changed enormously in the last decade, with shifting social patterns giving rise to new activities, and declines in the popularity of others. Their strategy tackled this head on, putting the customer first, focussing on those least active and transforming how sport is delivered across the country.

3.2.3. The vision was to engage everybody, regardless of their age, background, or ability levels, to feel that they could engage in sport and physical activity. Everybody should feel welcome, should be able to find something in sport and activity that meets their needs, and to feel valued as customers by the sector.

3.2.4. To put their strategy in motion, Sport England focussed on seven key programmes, these were:

- Tackling England's Growing inactivity
- Children and young people
- Volunteering

- Taking sport and activity into the mass market
- Supporting sports core market
- Local delivery
- Facilities

3.2.5. Sport England have since released a brand-new strategy, setting the goals and targets for the next 10 years. Titled “Uniting the Movement” 2021- 2031, the strategy builds on Sport England’s vision of sport for all, placing particular emphasis on addressing the inequalities in participation in sports and physical activity.

3.2.6. The strategy details three key pathways to doing this. Firstly, through advocating the benefits of sports and physical activity.

3.2.7. Secondly, by setting out several priority interventions including effective investment models, realising the power of people and leadership, applying innovation and digital technologies, utilising high-quality data, insight and learning, and good governance.

3.2.8. Lastly, it sets out that through collaboration, it seeks to address what it considers are the five key issues relevant to tackling inequalities in sport and physical activity, which are,

- Recover and reinvent,
- Connecting communities,
- Positive experiences for children and young people,
- Connecting with health and wellbeing,
- Active environments.

#### **4. Demographic data as indicators of need**

##### **4.1. Wirral’s Demographic Need**

4.1.1. Wirral is a Borough of extremes, with areas of significant deprivation as well as very affluent areas. In some areas, health, deprivation, and disability is among the highest in the country and economic inactivity is multi-generational, whilst in other areas residents enjoy a good quality of life, with good health and wellbeing. For example, the male life expectancy at birth between two Wirral wards on opposing sides of the borough is 19 years<sup>1</sup>. Please see Appendix 1 for more information.

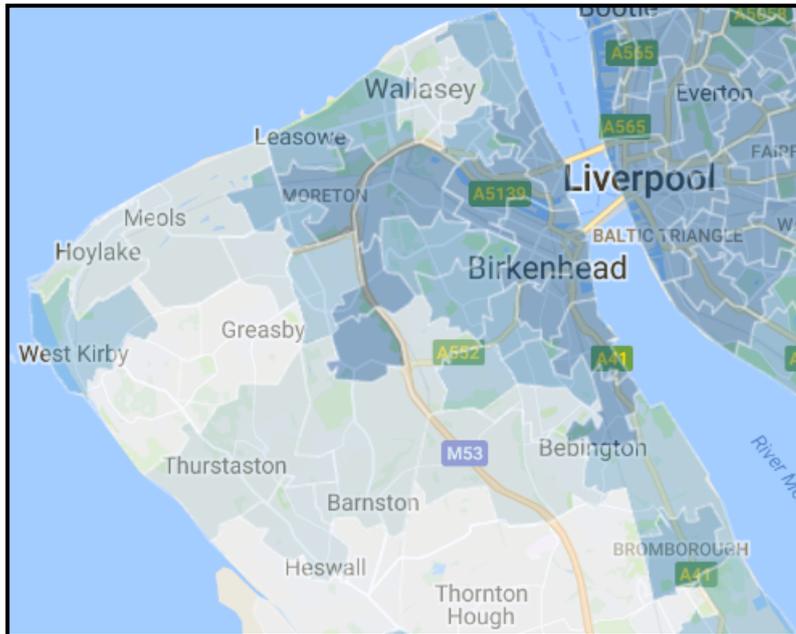
4.1.2. The map below shows the distribution of deprivation across Wirral as measured by the Index of Multiple Deprivation. This combines numerous indicators under seven different domains of deprivation: Income Deprivation; Employment

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<sup>1</sup> [https://wirral.communityinsight.org/?indicator=life\\_expect\\_at\\_birth\\_male\\_val\\_20150101#](https://wirral.communityinsight.org/?indicator=life_expect_at_birth_male_val_20150101#)

Deprivation; Education Skills and Training Deprivation; Health Deprivation and Disability; Crime; Barriers to Housing and Services and Living Environment Deprivation.

#### Index of Multiple Deprivation Across Wirral



- 4.1.3. The needs between different wards vary from one area of the Borough to the next. In some areas, such as Heswall, West Kirby, Thurstaston, Greasby and Irby, the residents are self-sufficient and resilient, with good community networks. These residents simply need to be given freedom and some tools to support their activity. In other areas such as Woodchurch, Beechwood, Bidston St James, Leasowe and Rock Ferry, the communities are more unstructured and service dependent. These residents need more support and interventions to encourage them to access and engage with services, as well as the removal of any blockages or barriers that will ultimately enable them to help themselves.
- 4.1.4. The most recent data from Local Insight, shows that on Wirral, we have approximately 325,000 residents, or 140,682 households, split across 22 wards. Of these residents, over 110,000, or just over 35% of the population are living in the top 20% deprived areas in England<sup>2</sup>, and 28% of households (nearly 40,000) have no access to a car<sup>3</sup>. Over 23% of adults<sup>4</sup> and 20% of children<sup>5</sup> are obese. Whilst nearly 62% (164,000) of Wirral's adult residents are classed as 'active' engaging in more than 150 minutes of exercise per week<sup>6</sup>. Only 14% are fairly active and 24% (63,200) engage in 30 minutes or less per week<sup>7</sup>.
- 4.1.5. The majority of the needs analysis inequality data can be split into two main areas: Health and Crime.

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<sup>2</sup> [Indices of Multiple Deprivation \(IMD\) for Wirral 2019 \(wirralintelligenceservice.org\)](https://wirralintelligenceservice.org)

<sup>3</sup> [https://wirral.communityinsight.org/?indicator=ks404ew0002\\_dr\\_20110101#](https://wirral.communityinsight.org/?indicator=ks404ew0002_dr_20110101#)

<sup>4</sup> [https://wirral.communityinsight.org/?indicator=obese\\_adults\\_n\\_dr\\_20060101#](https://wirral.communityinsight.org/?indicator=obese_adults_n_dr_20060101#)

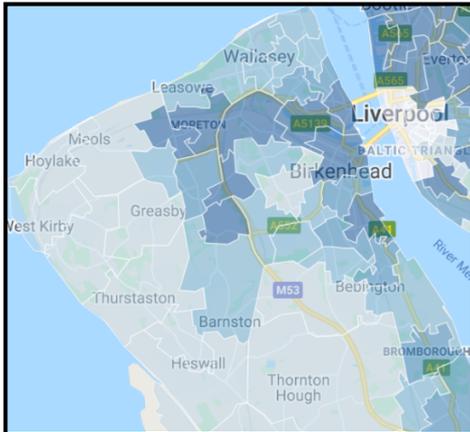
<sup>5</sup> [https://wirral.communityinsight.org/?indicator=obese\\_child\\_yr\\_6\\_n\\_dr\\_20170601#](https://wirral.communityinsight.org/?indicator=obese_child_yr_6_n_dr_20170601#)

<sup>6</sup> [https://wirral.communityinsight.org/?indicator=spact\\_active\\_r\\_20200101#](https://wirral.communityinsight.org/?indicator=spact_active_r_20200101#)

<sup>7</sup> [https://wirral.communityinsight.org/?indicator=spact\\_inactive\\_r\\_20200101#](https://wirral.communityinsight.org/?indicator=spact_inactive_r_20200101#)

## 4.2. Health

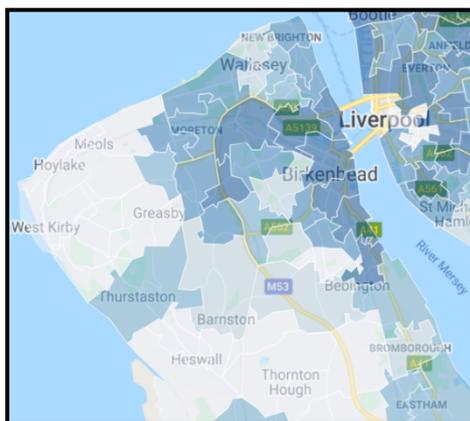
4.2.1. 'Inactivity' is considered as engaging in sport and physical activity, for less than an average of 30 minutes per week. The national average for inactivity in England is approximately 27% and collectively accounts for over 12.3 million people<sup>8</sup>, whereas adult inactivity in Wirral, accounts for approximately 24% or 63,000 residents<sup>9</sup>. Whilst this is much lower than the national average, inactivity varies across Wirral. As identified from the map below, inactivity predominately affects the east Wirral wards, which are highlighted by the darker shaded areas.



### Highest Inactivity by ward<sup>10</sup>:

- Bidston & St James
- Seacombe
- Rock Ferry
- Birkenhead & Tranmere
- Upton

4.2.2. Child and adult obesity are also issues in Wirral, with over 20% of children in Year 6<sup>11</sup> and 23% of adults<sup>12</sup> being classed as obese. Whilst these levels are more distributed across the borough, showing that obesity affects all areas of the borough, the data is still concentrated in key areas on the east of the Wirral, with the five most affected wards for levels of child obesity congregating the Borough's upper east side. Such wards have an average of 26% of Year 6 children classed as being obese, much higher than the national average of 20%, with Birkenhead and Tranmere ward averaging 28%.



### Highest Levels of Obesity by ward:

- Seacombe
- Bidston & St James
- Birkenhead & Tranmere
- Liscard
- Rock Ferry

<sup>8</sup> [Active Lives | Results \(sportengland.org\)](https://www.sportengland.org/active-lives/results)

<sup>9</sup> [Active Lives | Results \(sportengland.org\)](https://www.sportengland.org/active-lives/results)

<sup>10</sup> [https://wirral.communityinsight.org/?indicator=spect\\_inactive\\_r\\_20200101#](https://wirral.communityinsight.org/?indicator=spect_inactive_r_20200101#)

<sup>11</sup> [https://wirral.communityinsight.org/?indicator=obese\\_child\\_yr\\_6\\_n\\_dr\\_20170601#](https://wirral.communityinsight.org/?indicator=obese_child_yr_6_n_dr_20170601#)

<sup>12</sup> [https://wirral.communityinsight.org/?indicator=obese\\_adults\\_n\\_dr\\_20060101#](https://wirral.communityinsight.org/?indicator=obese_adults_n_dr_20060101#)

4.2.3. Myocardial Infarction, commonly referred to as a heart attack also has a significantly higher prevalence in certain areas of Wirral compared to the national average. The data is shown on a scale to show the areas where it is more common. On the scale, England as an average is 103.3/394<sup>13</sup>. On average Wirral is lower, at 86.4. However, in the pockets of areas where there are increased amounts of reported heart attacks are significantly higher than the average, with Wirral's top five wards averaging 114.3, and the highest ward averaging 133.3, which is shown as the darkest shade of blue on the image below. This health index contributes to the overwhelming amount of data, that shows that the areas of inequality in Wirral's most deprived areas, are the ones most in need. Please see appendix 2, for more information.



Highest Levels of Myocardial Infarction by ward:

- Seacombe
- Bidston & St James
- Birkenhead & Tranmere
- Rock Ferry
- Leasowe

4.2.4. Wirral has an ageing population, meaning that age-related conditions such as dementia are above national averages. The table below shows the levels of dementia in Wirral compared with national averages<sup>14</sup>. Unlike the rest of the data, which shows trends in key areas, dementia data is more sporadic. The data shows dementia as being more prevalent in West Wirral, which is expected due to a greater proportion of its adults being 65+. Overall, there is a 0.8% difference between the highest and lowest ranking wards.

Compared with benchmark ● Lower ● Similar ● Higher ○ Not Compared

Indicator	Period	Wirral			England			
		Recent Trend	Count	Value	Value	Lowest	Range	Highest
Dementia: QOF prevalence (all ages)	2019/20	→	3,163	0.9%	0.8%	0.3%		1.3%
Dementia: Recorded prevalence (aged 65 years and over)	2020	–	2,749	3.83%	3.97%*	3.23%		5.08%
Rate of newly diagnosed dementia registrations (Experimental)	2018/19	–	736	10.4	11.4	7.0		15.2
Dementia: Crude Recorded Prevalence (aged under 65 years) per 10,000	2020	–	116	4.35	3.05*	1.21		7.72
Dementia (aged under 65 years) as a proportion of total dementia (all ages) per 100	2020	–	116	4.0%	3.5%	2.0%		7.2%

Please see Appendix 3 for rates of dementia, by ward.

<sup>13</sup> [https://wirral.communityinsight.org/?indicator=emerg\\_hosp\\_admiss\\_myocardial\\_inf\\_static\\_rate\\_2015\\_0101#](https://wirral.communityinsight.org/?indicator=emerg_hosp_admiss_myocardial_inf_static_rate_2015_0101#)

<sup>14</sup> [Dementia Profile - PHE](#)

4.2.5. According to Wirral’s compendium of statistics, 2021<sup>15</sup>, the top five issues in GP surgeries contribute to over 50% of the GP disease register prevalence rates, these are:

- Hypertension (High blood pressure)- 16.4%
- Depression- 18.1%
- Asthma- 7.6%
- Diabetes Mellitus- 7.4%
- Chronic Kidney Disease- 5.1%

4.2.6. Sport England’s Local Sport Profile Tool, (2014)<sup>16</sup> provides the health costs of inactivity in Wirral, which totals over £7 million, as shown in the diagram below.

**Health Cost of Physical Inactivity on the Wirral**

Disease Category	Cost
Cancer Lower GI (e.g., Bowel Cancer)	£374,240
Breast Cancer	£317,570
Diabetes	£1,254,300
Coronary Heart Disease	£4,360,110
Cerebrovascular Disease (e.g., Stroke)	£1,041,720
Total Cost	£7,347,940

4.2.7. Additionally, Sport England’s survey suggests that despite significant levels of inactivity, there are also large amounts of activity across the Borough. In fact, the 62.4%<sup>17</sup> figure for those who engage in over 150 minutes of sports and physical activity is above the national average. Additionally, out of those who are inactive, 17% (13,600 residents) want to do more sport, potentially preventing over 280 deaths per year<sup>18</sup>. Please see more details around

below for

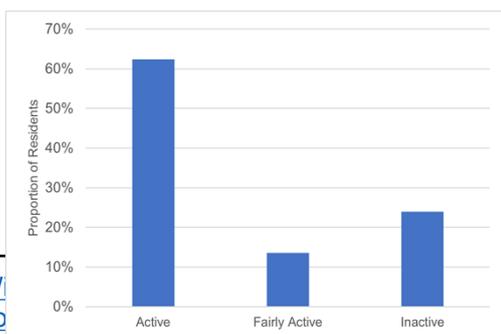
Percentage more active	Number of Deaths
25%	9
50%	100
75%	192
100%	283

and

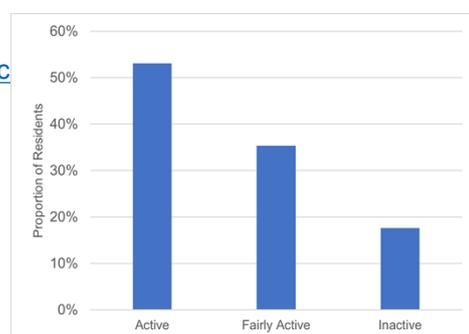
**Number of Preventable Deaths On Wirral Through Increased Active Physical Activity**

year<sup>18</sup>. Please see more details around preventable deaths physical activity.

**Levels Of Activity Amongst Wirral Adults**



**Wirral Adults Wanting To Do More Sport**

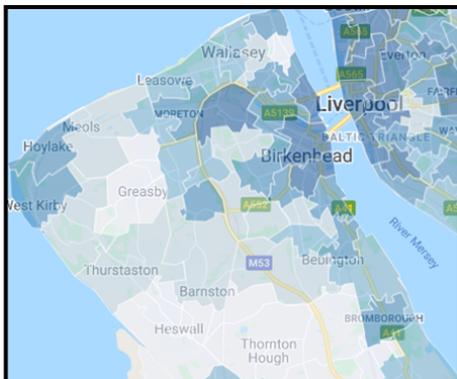


15 [Wirral Council - Wirral's Compendium of Statistics 2021](#)  
 16 [Sport England - Active Lives | Results \(sportengland.org\)](#)  
 17 [Sport England - Local Sport Profile Tool - Funding 4 Sport](#)  
 18 [Sport England - Local Sport Profile Tool - Funding 4 Sport](#)

4.2.8. In terms of the indices relating to health, the wards of Bidston and St James, Birkenhead, and Tranmere, Seacombe, Rock ferry and Liscard, all show a similar pattern of higher levels of poor health<sup>19</sup>, and lower levels of belonging<sup>20</sup>, which (broadly) matches that of the indices of Deprivation<sup>21</sup>.

### 4.3. Crime

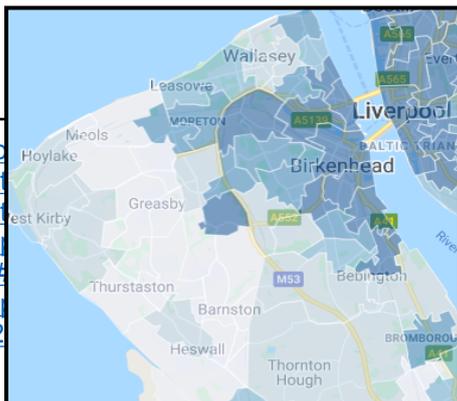
4.3.1. The Anti-social Behaviour, Crime and Policing Act 2014 defines anti-social behaviour (ASB) as “conduct which causes, or is likely to cause, harassment, alarm or distress any person”. The index for ASB represents the number of incidences per 1000 people. For Wirral, the Borough’s average of 26.7 incidents per 1000 closely matches England’s national average of 26.6 people per 1000<sup>22</sup>. However, in deprived areas the number increases, with the five most affected wards averaging 45 cases per 1000, and the most affected ward, Birkenhead & Tranmere, averaging 70.2 cases per 1000.



Highest areas of ASB by ward:

- Birkenhead & Tranmere
- Bidston & St James
- Seacombe
- Bromborough
- Hoylake and Meols

4.3.2. The rate of violent crime & sexual incidents on the Wirral is higher than the national average, at 33.5 per 1000 people compared to the England average of 30.2 per 1000 people<sup>23</sup>. Similar to the other indices, there are pockets of areas where the average is significantly higher, with Birkenhead & Tranmere averaging 104.8.



Highest areas of Violent Crime and Sexual

19 [Local](#)  
 20 [http://www.wirral.gov.uk/infocentre/infocentre.aspx?ator=comm\\_dyn\\_belong\\_tot\\_20150601#](#)  
 21 [http://www.wirral.gov.uk/infocentre/infocentre.aspx?ator=imd19\\_score\\_20190101#](#)  
 22 [http://www.wirral.gov.uk/infocentre/infocentre.aspx?ator=anti\\_social\\_behaviour\\_police\\_uk\\_12\\_month\\_dr\\_20200601#](#)  
 23 [http://www.wirral.gov.uk/infocentre/infocentre.aspx?ator=violence\\_and\\_sexual\\_offences\\_police\\_uk\\_12\\_month\\_dr\\_20200601#](#)

offences by ward:

- Birkenhead & Tranmere
- Seacombe
- Bidston & St. James
- Rock Ferry
- Liscard

4.3.3. The above indices, which are all considered to be key contributors to the overall deprivation of the borough, were weighted and added together to form an overall vulnerability analysis. After ranking the top five wards for each index, each were given a weighted score, with the most effected ward receiving five points and the fifth most effected receiving one point, as shown below.

1 <sup>st</sup>	5 Points
2 <sup>nd</sup>	4 Points
3 <sup>rd</sup>	3 Points
4 <sup>th</sup>	2 Points
5 <sup>th</sup>	1 Point

4.3.4. The weighted scored for each index was summed for each ward to generate an overall vulnerability score. Wards that scored higher can be considered as those wards more affected across the indices and therefore more deprived – conversely the lower the weighted score, the less deprived the area. The results for the eight highest scoring wards can be seen below. Please see appendix 5 for the full vulnerability index.

Ward	Total Weighted Amount for Health and Crime Indices
<b>Birkenhead and Tranmere Ward</b>	33
<b>Seacombe Ward</b>	33
<b>Bidston and St. James Ward</b>	31
<b>Rock Ferry Ward</b>	18
<b>Heswall Ward</b>	5
<b>Eastham Ward</b>	4
<b>Liscard Ward</b>	3
<b>Leasowe and Moreton East Ward</b>	3

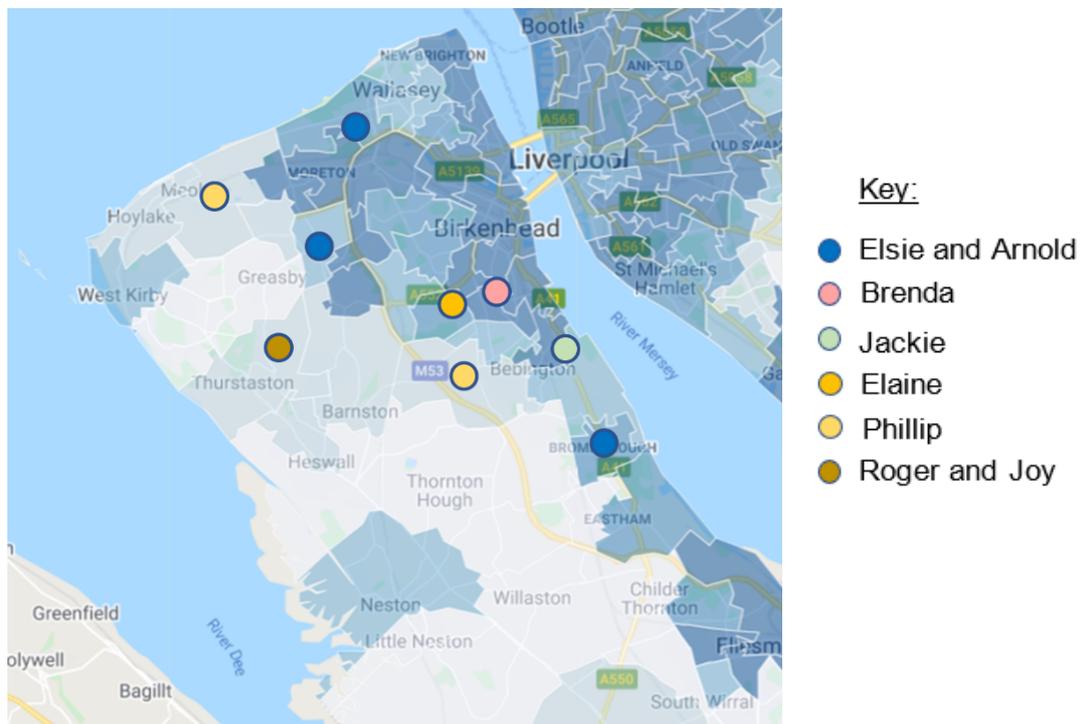
4.3.5. The table below, gives an overview for the worst ward by indices, as well as any leisure provisions that are currently available in the ward.

Ward	IMD	Crime		Child Health		Health				Places and Open Space					
		ASB	Violent Crime and Sexual Offences	Child Obesity (Reception)	Child Obesity (Year 6)	Myocardial Infarction	Adult Obesity	Anxiety Rates	Adult Inactivity	Leisure Centre	Community Centre	Library	Children's Centre	Park	Open Space
Birkenhead and Tranmere	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Seacombe	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Bidston and St. James	X	X	X		X	X	X	X	X	X	X	X	X	X	X
Rock Ferry	X		X	X	X	X	X	X	X	X	X	X	X	X	X
Heswall				X								X	X	X	X
Eastham				X							X	X	X	X	X
Liscard			X				X				X	X		X	X
Leasowe and Moreton East	X					X		X			X	X		X	X

#### 4.4. Data for Wirral- Sports Mosaics

4.4.1. Sport England Segments<sup>24</sup> splits Wirral by wards and sorts them by type of people that live there. The mosaic, or segments, are split into 19 and include those most likely to play sport or engage in physical activity in the borough. The segments include characteristics such as gender, age, socio-economic status, the type of sport they engage in, and also the proportion in the Borough.

4.4.2. The resource details for each area of the Wirral what its dominant segment type is. The main segments on Wirral are represented in the table below.

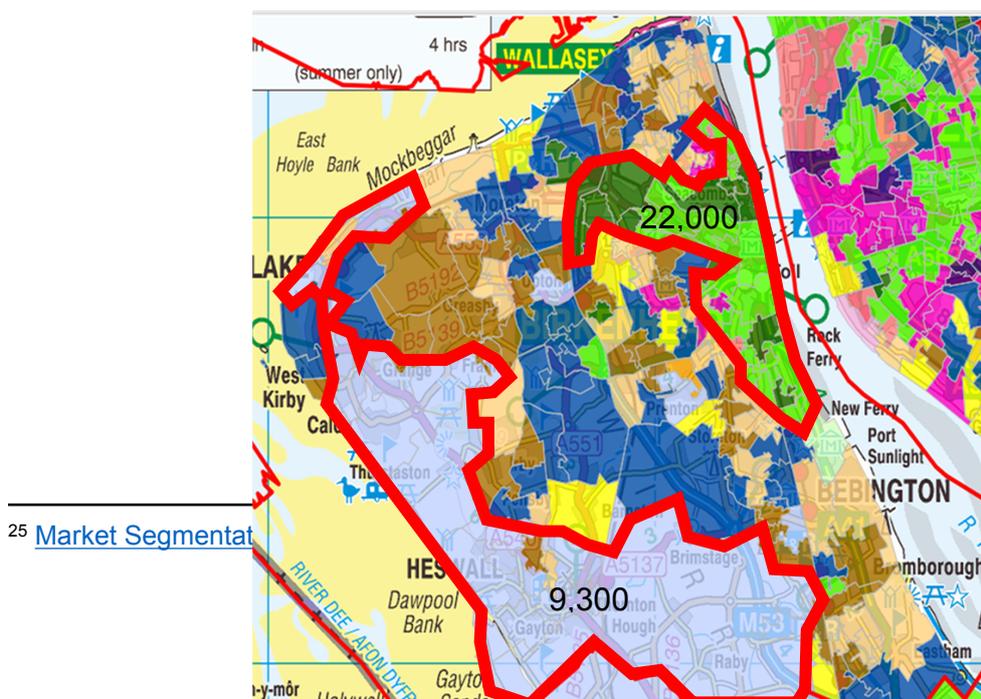


4.4.3. The table below also shows those segments that are higher in Wirral than in comparison to the national average (as seen in non-bold italics). As shown in the map above, all such market segments, excluding Roger and Joy, and Phillip, are located in areas of higher levels of deprivation.

<sup>24</sup> [Market Segmentation - Sport England](#)

<u>Segment</u>	<u>Population</u>	<u>Characteristics</u>
<i>Elsie &amp; Arnold</i>	25,268	<i>Retired singles or widowers (predominately female), living in sheltered accommodation (10.4% of Adults Wirral, 8% England)</i>
<i>Phillip</i>	22,015	<i>Mid-life professional, sporty males with older children and more time for themselves (9% of Adults Wirral, 8.6% England)</i>
<i>Roger &amp; Joy</i>	19,135	<i>Free-time couples nearing the end of their careers (7.9% of Adults Wirral, 6.8% England)</i>
<i>Elaine</i>	16,494	<i>Mid-life professionals who have more time for themselves since their children left home 6.8% of Adults Wirral, 6.1% England)</i>
<b>Tim</b>	<b>15,995</b>	<b>Sporty male professionals, buying a house and settling down with partner (6.6% of Adults Wirral, 8.8% England)</b>
<i>Brenda</i>	14,255	<i>Middle aged ladies, working to make ends meet (5.9% of Adults Wirral, 4.9% England)</i>
<b>Kev</b>	<b>13,782</b>	<b>Blokes who enjoy pub league games and watching live sport. (5.7% of Adults Wirral, 5.9% England)</b>
<i>Jackie</i>	13,009	<i>Mums juggling work, family, and finance (5.3% of Adults Wirral, 4.9% England)</i>

4.4.4. The diagram below shows the geographical locations of the segments<sup>25</sup>. Whilst there are segments that have a large geographical representation, this does not necessarily match the number of people represented by the segment. For example, in the map below, within the West Wirral area, shaded by light blue, the segment represents approximately 9,000 people. However, on the East side of Wirral, the light and dark green segments represent 22,000 people, despite having a significantly smaller geographical area.

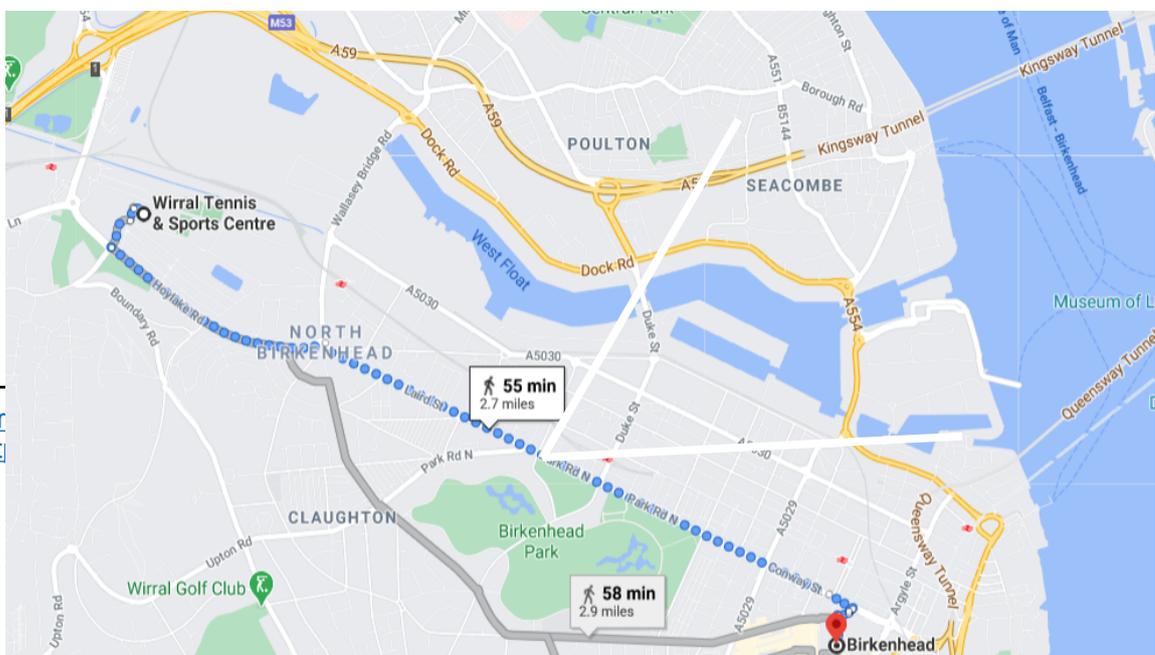


4.4.5. It is within this more highly represented East Wirral area where there are large areas of deprivation, crime, and poor health. This area is dominated by two segments: **Kev** and **Paula**. Kev (Light Green) is a 'bloke who enjoys pub league games and watching live sport'. Paula (Dark Green) is a 'single mum with financial pressures, childcare issues, and little time for pleasure'.

<u>Segment</u>	<u>Top Activities</u>	<u>Closest Centres</u>
Kev	Keeping Fit / Gym (14%), Football (12%), Cycling (11%), Swimming (10%) Athletics (6%)	Europa Pools Leisure Centre; The Oval Leisure Centre
Paula	Keeping Fit / Gym (18%), Swimming (17%), Cycling (5%), Athletics (4%), Football (3%)	Guinea Gap Leisure Centre; Wirral Tennis and Leisure Centre

4.4.6. The table above shows the top sport and physical activities for the segments within East Wirral, and their closest centres. It is important to note that not all the sporting activities available in Wirral, are available in every leisure centre. As such, there may be times when the chosen leisure centre is much further away than the closest option.

4.4.7. As a result, barriers such as travel times make undertaking physical activity significantly harder. An example of this would be those wanting to play 5-a-side football in Birkenhead as illustrated in the map below<sup>26</sup>. For those with a car, the 3-mile trip would be undertaken in over 10 minutes. However, for those segments who may struggle financially and therefore may not have access to a car, (approximately 40,000 residents<sup>27</sup>), travelling the 3 miles by foot would take just under an hour of walking through urban areas, which are often busy and congested, especially around peak times.



26 [Bir](#)  
27 [htt](#)

#### 4.5. **BWB Needs Analysis**

- 4.5.1. In December 2017, consultants Bates Wells Braithwaite (BWB) produced an impact and advisory report which considered the wider leisure and cultural needs across the Borough, and the impact that they have within Wirral Borough Council's culture and leisure offer<sup>28</sup>.
- 4.5.2. Within this report, BWB identified and sorted residents into three main groups based on their level of self-sufficiency and community relations as seen in the table below.

<b><u>Description</u></b>	<b><u>Need to consider</u></b>
<p><b><u>Group A</u></b></p> <p>Areas where residents face significant challenges, with fewer self-starting groups and generally lower levels of community cohesion.</p>	Places that residents feel comfortable in.
	Accessibility.
	Likely to need peer to peer engagement rather than more formal interventions.
	Pro-active professional support required.
	Focus on helping individuals to get more out of their community and its services.
<p><b><u>Group B</u></b></p> <p>Areas that have some local groups and self-organised activities but are unlikely to be coordinated with one another. Local groups are likely to be very local.</p>	Encouragement, facilitation, and coordination of existing groups to maximise take-up of activities and services and to foster mutual support across groups.
	Focus on linking individuals to services through groups and networks to build stronger community cohesion.

<sup>28</sup> Wirral Borough Council: Re-Imagining Libraries, Leisure, Parks and Cultural Services. *Phase 2 Report*. (BWB, October 2017)

<p style="text-align: center;"><b><u>Group C</u></b></p> <p>More self-sufficient areas where existing community groups or individuals play a leadership and coordinating role, or where there is a good spread of private provision which seems to meet the needs of the area. There is likely to be appreciation and pride in the local area.</p>	<p>May need support to ensure sustainability of groups.</p>
	<p>Local knowledge and pride should be leveraged to increase use of facilities and encourage visitor spend.</p>
	<p>Focus on enabling and removing barriers, which will release capacity to provide traditional support for Group A.</p>

4.5.3. The maps of need in sections 4.2- 4.3, generally indicate the location of the different groups identified by BWB. The areas in Group A are the most deprived with significantly higher needs than in other areas of the Borough. These are, Birkenhead and Tranmere, Bidston and St James, Rock Ferry and Seacombe Leasowe and Moreton East, and Liscard. The areas in Group B include the South Wirral constituency, including Moreton, Greasby and Irby, Pensby and Prenton. Within these areas, there are several self-led groups, but they are largely uncoordinated. The final area is those in Group C, which includes the West Wirral constituency and Hoylake, West Kirby, and New Brighton. The residents within these areas are generally self-sufficient with effective community leadership and local pride.

4.5.4. In addition to the residential community split, BWB also highlight five residential needs, split into themes that emerged from the needs analysis, that explored the ease with which different communities can achieve their needs and aspirations, and how this relates to the wider service demand, use and delivery. They are:

- The context of people’s lives influences their needs and use of services,
- The need for connections, beneficial and reciprocal relationships,
- The need for equal voice and agency,
- Hyper-local delivery versus rationalisation,
- Beauty as a public asset.

Please refer to the report for further information.

## **5. Current Leisure Usage**

### **5.1. Sites and Locations**

5.1.1. Wirral’s Leisure offer comprises of seven leisure centres, spread throughout the Borough, all of which operate under the Council’s Invigor8 brand. These are:

- West Kirby Concourse - West Kirby
- Leasowe Leisure Centre - Leasowe

- Wirral Tennis & Sports Centre - Bidston
- Guinea Gap Leisure Centre - Seacombe
- Europa Leisure Centre - Birkenhead
- Woodchurch Leisure Centre - Woodchurch
- The Oval Leisure Centre - Bebington

5.1.2. The centres offer a wide range of activities, including but not limited to gymnasiums, swimming pools, tennis courts, football pitches, sports hall facilities and a variety of exercise classes. The leisure centres opening times vary slightly depending on location, but are generally staffed between 6:00- 22:00, (16 hours) Monday-Friday, and 8:00-19:00 (11 hours) at the weekends.

5.1.3. In addition to the Leisure centres, Wirral also offers four golf courses which run all year round. These are:

- The Warren - Wallasey
- Arrowe Park - Thingwall & Pensby
- Brackenwood - Bebington
- Hoylake – Hoylake

5.1.4. A report was commissioned by Knight, Kavanagh & Page in December 2019<sup>29</sup>, for an indoor sports facilities need assessment, which undertook an asset condition survey. The report states that the majority of the council's assets have had little to no investment over recent previous years. An overview of the site and refurbishment works is below.

<b>Site Name</b>	<b>Year Built</b>	<b>Refurbishment</b>	<b>Age since opened / refurbishment</b>
Europa Pools LC (Main/General)	1995	2004	17
Europa Pools LC (Leisure Pool)	1995	2013	8
Guinea Gap LC	1908	1991	30
Leasowe LC	1976		45
The Oval LC (Main/General)	1973	2008	13
The Oval LC (Learner Pool)	1973	2008	13
Wirral Tennis and Leisure Centre	1994	2007	14
West Kirby Concourse	1977	2002	19
Woodchurch LC	1968	1996	25

5.1.5. Additionally, the report outlined what investments would be required to ensure the facilities stay open over the next ten years, which is covered in the table on the following page. Based on the asset survey, works to ensure that leisure services are fit for purposes over the next ten years will total over £14 million.

<sup>29</sup> Wirral Borough Council Indoor Sports Facilities Needs Assessment (KKP 2021 update to be published later this year).

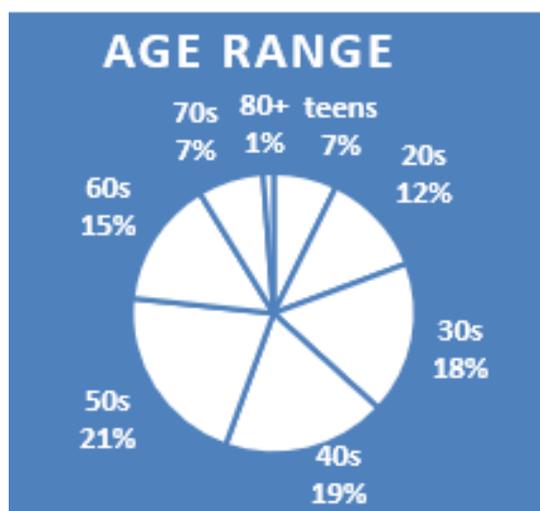
Facility	Year 1 2018/19	Years 1-3 2019/22	Years 3-5 2022/2024	Years 5-10 2024/2029	Total by facility (in report)
West Kirby Concourse	£237,800	£630,300	£635,500	£110,500	£1,614,100
Europa Pools	£324,300	£1,646,200	£284,000	£294,000	£2,548,500
Leasowe LC	£165,720	£393,000	£540,000	£889,000	£1,987,720
Woodchurch LC	£844,600	£983,000	£564,500	£61,000	£2,453,100
Beechwood	£411,300	£242,700	£144,500	£81,500	£880,000
Guinea Gap	£294,550	£409,100	£138,000	£114,100	£955,750
Tennis Centre	£303,600	£341,500	£452,200	£468,500	£1,565,800
The Oval Main Building	£482,500	£276,000	£183,000	£70,500	£1,012,000
The Oval Outside	£76,700	£560,800	259,300	£114,100	£1,010,900
<b>Total by Timescale</b>	<b>£3,141,070</b>	<b>£5,482,600</b>	<b>£3,201,000</b>	<b>£2,203,200</b>	<b>£14,027,870</b>

## 5.2. Memberships and Visits

5.2.1. Both the leisure centres and golf courses are included within Wirral Council's Invigor8 memberships. Additionally, residents can visit a leisure centre or municipal golf course and choose to pay per session. Standard adult Invigor8 memberships, which vary depending on location, activities, and time of use, range from £18.50 to £34 per month, with Teen/Junior memberships and Family memberships pricing at £15 and £60 per month respectively.

5.2.2. Within the Liverpool City Region (LCR), Wirral places itself as average in terms of its pricing structure. Whilst it is certainly not the most expensive, neither is it the cheapest option, for example with the Liverpool City Council's offer of £27.99 per month or £335.99 per year, compared to Wirral's offer of £29 per month, or £290 per year. However, out of the services in the LCR, it does offer best value, including seven choices of centres, with a mixture of gymnasiums, tennis courts, swimming pools, classes, and the inclusion of Golf.

5.2.3. Prior to Covid-19 within the 2019-20 financial year, Wirral Council's Invigor8 average monthly membership total exceeded 15,000 Memberships were predominantly taken from those who are slightly older, with the average age totalling 46. Please see the chart on the next page for a breakdown of memberships by age.



5.2.4. Below, is a summary for the number of visits to each of the leisure centres and golf courses per year between 2016-2019. Additionally, a summary of visits for swimming Activities for 2019/20 is given below. It is worthwhile noting that whilst the Council has seen a reduced rate in the number of memberships per year, actual footfall increased year on year for leisure centres up until 2019.

5.2.5. Summary of visits to Leisure Centres, 2016/17- 2019/20

<u>Wirral Leisure centres</u>	Europa Pools	Guinea Gap Baths	Leasowe Leisure Centre	Marine Lake	The Oval	West Kirby Concourse	Wirral Tennis & Sports Centre	Woodchurch Leisure Centre	Grand Total
2016	591,612	246,968	290,201	110,563	594,667	552,491	357,990	131,975	<b>2,878,483</b>
2017	592,578	292,093	335,630	95,941	585,204	574,784	440,133	141,900	<b>3,060,280</b>
2018	657,100	319,253	359,901	118,131	666,534	614,871	389,344	158,555	<b>3,285,707</b>
2019	628,048	349,891	353,599	115,002	677,936	599,117	352,544	151,688	<b>3,229,844</b>

5.2.6. Summary of visits to Golf Courses, 2016/17-2019/20

<u>Wirral Golf Courses</u>	Arrowe Park Golf Course	Brackenwood Golf Course	Hoyleake Golf Course	Kings Parade Golf Course	The Warren Golf Course	Wallasey Beach	Grand Total
2016	179,229	52,374	88,737	30,816	56,125	no data	<b>407,281</b>
2017	140,073	64,253	82,505	21,830	55,558	no data	<b>364,219</b>
2018	149,888	82,014	98,822	15,778	61,855	36,379	<b>444,736</b>
2019	71,133	46,007	57,154	6,842	96,352	14,568	<b>292,056</b>

5.2.7. Summary of visits to Swimming Activities, 2019/20

<u>Swim Activity</u>	Europa Pools	Guinea Gap Baths	Leasowe Leisure Centre	The Oval	West Kirby Concourse	Woodchurch Leisure Centre	Grand Total
Public Swim Leisure Pool	62,644	20,800					<b>62,815</b>
Public Swim Pool	39,590	41,703	51,907	58,724	62,153	43,356	<b>317,985</b>
Swim Club Hire	8,900	2,180	4,420	4,780	3,460	3,124	<b>26,864</b>
Swim Wirral	14,501	29,536	10,868	24,856	21,060	21,892	<b>122,713</b>
Grand Total	118,680	75,616	82,374	76,419	71,531	59,995	<b>503,143</b>

5.2.8. However, whilst footfall may be higher, memberships are still reduced. Wirral leisure services are subsidised by the Council, covering the deficit where there is a shortfall in revenue. Whilst Europa Pools has one of the highest number of visits per annum, it also has the second largest subsidy per visit rate, equating to over £2 per visit. Despite the Marine Lake having relatively moderate visitor rates, it boasts one of the lowest subsidy rates, totalling just £0.39p per visit. Please see the table below for more information.

<u>Subsidy per visit</u>	<u>Council subsidy</u> 2020-21	<u>Visitor Footfall</u>	<u>Subsidy per visit</u>
Woodchurch Leisure Centre	564,000	148,211	£ 3.81
Europa Pools	885,100	432,385	£ 2.05
Wirral Tennis & Sports Centre	417,600	287,024	£ 1.45
Oval Sports Centre	571,900	698,529	£ 0.82
Arrowe Country Park Golf Course	178,400	71,133	£ 1.00
Brackenwood Municipal Golf Course	108,200	46,007	£ 1.00
Hoylake Municipal Golf Course	77,100	57,154	£ 1.00
The Warren Miniature Golf Course	55,900	96,352	£ 1.00
Kings Parade Crazy Golf	21,500	6,842	£ 1.00
Wallasey Beach Mini Golf	15,800	14,568	£ 1.00
Leasowe Recreation Centre	220,900	418,175	£ 0.53
Guinea Gap Baths & Recreation Centre	189,300	365,099	£ 0.52
West Kirby Marine Lake	47,800	123,545	£ 0.39
West Kirby Concourse	231,300	681,755	£ 0.34

- 5.2.9. The peak of Invigor8 membership performance was March 2017, when memberships totalled just under 19,000, a stark 18% variance on 2019-20's membership rates. However, when the leisure centres were required to close

<u>Month</u>	<u>Invigor8 Memberships</u>	<u>Leisure Centre Footfall</u>	<u>Number of Swims</u>	<u>Rounds of Golf</u>
August 2019	15,165	319,857	63,510	10,418
August 2020	571	11,108	0	10,418
January 2021	0	0	0	475
August 2021	4,519	57,234	10,992	12,919

being streamed over February 2021.

- 5.2.11. With further relaxation and the reopening of leisure centres, on-site activities have now resumed. The most recent data shows the number of online classes streamed to have fallen to 49 as of August 2021, with in person class attendance rising to 343.
- 5.2.12. The number of Invigor8 memberships, leisure centre footfall and number of swims have also increased from August 2020, particularly in comparison to January 2021 as shown in the table below. Nevertheless, the most recent figures are dramatically below 2019/20, with Golf being the only exception, reaching a three year high of 13,174 rounds in June 2021, dropping slightly to 12,919 as of August 2021.



## 6. Appendices

### 6.1. Average Male Life Expectancy - Wirral Wards:

<u>Average Male Life Expectancy by Ward</u>	<u>Years</u>
England	80
Wirral Local Authority	78
<b>Top Five Wards</b>	
Greasby, Frankby and Irby Ward	83
Heswall Ward	83
Pensby and Thingwall Ward	82
West Kirby and Thurstaston Ward	82
Clatterbridge Ward	81
Hoylake and Meols Ward	81
Moreton West and Saughall Massie Ward	81
Bebington Ward	80
Prenton Ward	80
Wallasey Ward	80
Eastham Ward	79
Bromborough Ward	78
Clughton Ward	78
Leasowe and Moreton East Ward	78
New Brighton Ward	78
Oxton Ward	78
Liscard Ward	77
Upton Ward	77
Rock Ferry Ward	74
Bidston and St. James Ward	73
Birkenhead and Tranmere Ward	73
Seacombe Ward	73

### 6.2. Myocardial Infarction Index – Wirral Wards:

<u>Myocardial Infarction By Ward</u>	<u>Index</u>
England	103.3
Wirral Local Authority	86.4
<b>Top Five Wards</b>	
Seacombe Ward	133.3
Bidston and St. James Ward	117.7
Birkenhead and Tranmere Ward	115.6
Rock Ferry Ward	105.7
Leasowe and Moreton East Ward	99.2
Oxton Ward	95.2
Upton Ward	93
Clughton Ward	92.5
Greasby, Frankby and Irby Ward	88.5
Moreton West and Saughall Massie Ward	85.6
Bromborough Ward	82.7
Prenton Ward	82.5
Liscard Ward	79.2
Hoylake and Meols Ward	77.5
Bebington Ward	75.3
Wallasey Ward	71
West Kirby and Thurstaston Ward	69.3
Clatterbridge Ward	67.4
Pensby and Thingwall Ward	65.8
New Brighton Ward	64.7
Eastham Ward	62.2
Heswall Ward	61.9

### 6.3. Dementia Rate – Wirral Wards:

<u>Dementia Rate By Ward</u>	<u>Prevalence (%)</u>
England	0.8
Wirral Local Authority	0.9
<b>Top Five Wards</b>	
Clughton Ward	1.3
West Kirby and Thurstaston Ward	1.3
Clatterbridge Ward	1.2
Heswall Ward	1.2
Greasby, Frankby and Irby Ward	1.1
Pensby and Thingwall Ward	1.1
Upton Ward	1.1
Hoylake and Meols Ward	1
New Brighton Ward	1
Oxton Ward	1
Bebington Ward	0.9
Bidston and St. James Ward	0.9
Bromborough Ward	0.9
Eastham Ward	0.9
Moreton West and Saughall Massie Ward	0.9
Prenton Ward	0.9
Wallasey Ward	0.9
Liscard Ward	0.8
Leasowe and Moreton East Ward	0.7
Rock Ferry Ward	0.7
Seacombe Ward	0.6
Birkenhead and Tranmere Ward	0.5

#### 6.4. Cost Analysis of Leisure Centres in LCR.

<u>Merseyside Local Authorities</u>	<u>All inclusive Fitness product</u>	<u>Concessions</u>	<u>Youth/Juniors</u>
Wirral	£29 - access to all Wirral Leisure Centres - swimming/classes/fitness - no commitment	£23.50 - off peak and available to students in education	£15 - all 12 -17 year olds
Liverpool	£34.99 - Platinum Go Anytime - 3 month commitment	£26.99 - Platinum Go Anytime - 3 month commitment	£10 - Activ8 8 -17 year olds
Knowsley	£25 first month, then £33.99 thereafter - 3 month committed	£28.50 - 3 month committed	£15 - 3 month committed
Sefton	£30 - Activate - 12 month committed	£23 - qualification required - 3 month committed	£17 - Youth, £15 - Junior - 3 month committed
St. Helens	£26.95 - Go Gold	£19.95 - Off Peak, £14.95 - Concession	£12.95 - Under 16's
<b><u>Neighbouring Local Authorities</u></b>			
Cheshire West	£32 - Premier membership 12 month committed	£26 - Concession / £22.50 - Off peak - 12 month committed	£12 - under 11 / £16 - 12-17 years - 12 month committed
Cheshire East	£37.99 - 1 month Rolling/£31.99 - 12 month committed	£29.99 - flexible contract	
<b><u>Local Competitors</u></b>			
Pure Gym - Bromborough	£19.99 'Plus' - plus £15 joining fee first month - then £25.99 per month thereafter		
Pure Gym - Bidston	£22.99 'Plus' - plus £15 joining fee first month - then £29.99 per month thereafter		
Total Fitness Prenton	£48 plus £20 joining fee - 12 month commitment		
Village - Bromborough	£50 - first month half price - no joining fee	£40 per month - first month half price - no joining fee	£36.50 - 16-22 year olds - no joining fee

## 6.5. Vulnerability Index and Highest Weighted Wards

Index	Ward	Index Score	Weighted Score
<b>ASB</b>			
	Birkenhead and Tranmere Ward	70.2	5
	Bidston and St. James Ward	45.5	4
	Seacombe Ward	37.4	3
	Bromborough Ward	36.6	2
	Hoylake and Meols Ward	35.5	1
<b>Violent Crime</b>			
	Birkenhead and Tranmere Ward	104.8	5
	Seacombe Ward	65	4
	Bidston and St. James Ward	58.7	3
	Rock Ferry Ward	55.8	2
	Liscard Ward	42.1	1
<b>Inactivity</b>			
	Bidston and St. James Ward	29.4	5
	Seacombe Ward	29.4	5
	Rock Ferry Ward	28.7	3
	Birkenhead and Tranmere Ward	27.9	2
	Upton Ward	27	1
<b>Obesity Year 6</b>			
	Birkenhead and Tranmere Ward	28.4	5
	Seacombe Ward	27.1	4
	Bidston and St. James Ward	26.1	3
	Rock Ferry Ward	25.9	2
	Cloughton Ward	23.9	1
<b>Obesity Adult</b>			
	Seacombe Ward	28	5
	Bidston and St. James Ward	27.3	4
	Birkenhead and Tranmere Ward	26.5	3
	Liscard Ward	25.7	2
	Rock Ferry Ward	25.6	1
<b>Myocardial Infarction</b>			
	Seacombe Ward	133.3	5
	Bidston and St. James Ward	117.7	4
	Birkenhead and Tranmere Ward	115.6	3
	Rock Ferry Ward	105.7	2
	Leasowe and Moreton East Ward	99.2	1
<b>Obesity in Reception year</b>			
	Heswall Ward	14.4	5
	Eastham Ward	14.2	4
	Rock Ferry Ward	13.8	3
	Oxton Ward	13.5	2
	Seacombe Ward	13.2	1
<b>Anxiety</b>			
	Birkenhead and Tranmere Ward	11	5
	Bidston and St. James Ward	10.6	4
	Rock Ferry Ward	9.9	3
	Seacombe Ward	9.9	3
	Leasowe and Moreton East Ward	8.6	1
<b>Index of Multiple Deprivation</b>			
	Birkenhead and Tranmere Ward	62.34	5
	Bidston and St. James Ward	62.15	4
	Seacombe Ward	57.97	3
	Rock Ferry Ward	53.78	2
	Leasowe and Moreton East Ward	39.99	1

Highest Weighted Wards	
Birkenhead and Tranmere Ward	33
Seacombe Ward	33
Bidston and St. James Ward	31
Rock Ferry Ward	18
Heswall Ward	5
Eastham Ward	4
Liscard Ward	3
Leasowe and Moreton East Ward	3
Bromborough Ward	2
Oxton Ward	2
Cloughton Ward	1
Hoylake and Meols Ward	1
Upton Ward	1

