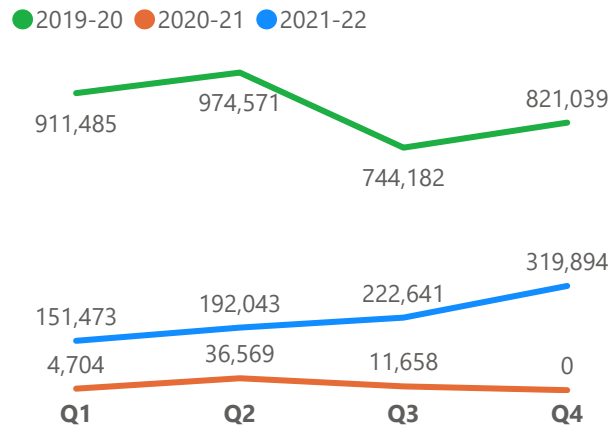
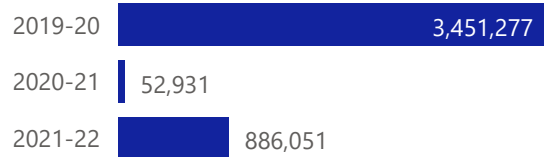


Leisure, Tourism and Culture Committee report
Quarter 4, 2021-2022

Footfall through leisure sites

43.7%

% Change from Q3

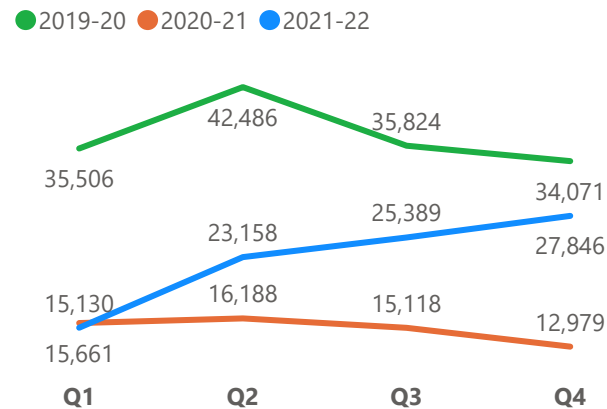
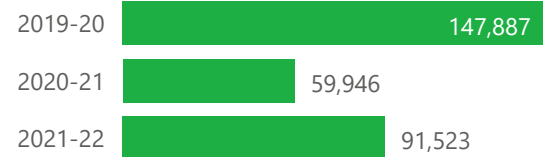


Footfall through sites includes footfall through council leisure centres, golf courses and Wirral Watersports Centre. It is derived from data extracted from the XN system.

Libraries - active borrowers

9.7%

% Change from Q3

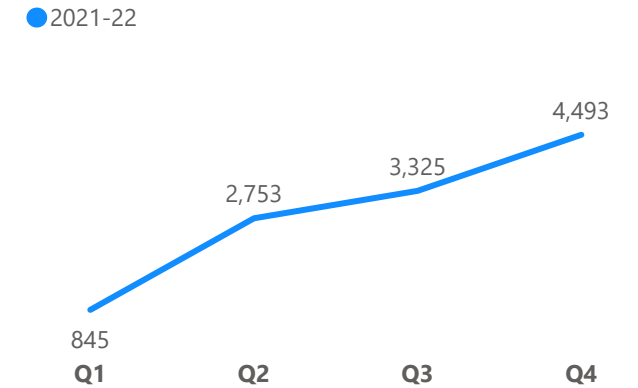


Borrowers with at least one physical book/item transaction during the month. During lockdowns/library closures automatic renewals were/are in place which will account for active users. Extracted from Talis system.

Williamson Art Gallery - number of visits

35.1%

% Change from Q3



Visitor numbers obtained from a permanently manned clicker located at the Gallery front desk. This is the only entrance to the gallery.

Leisure Centres - Customer Experience Survey Sept 2021

% of customers rating their likelihood to recommend the centre(s) as 9 or 10

44.5%

% Satisfied Customers

86.8%

Customers who intend to exercise more often in-centre

90.0%

Customers who prefer in-centre activity

90.6%

Survey carried out and reported via Moving Communities platform.

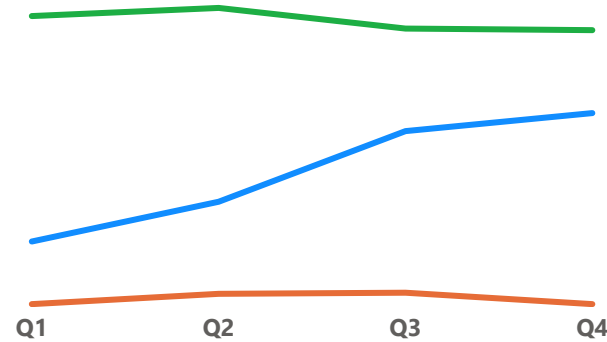
New Invigor8 Memberships

10.4%

% Change from Q3



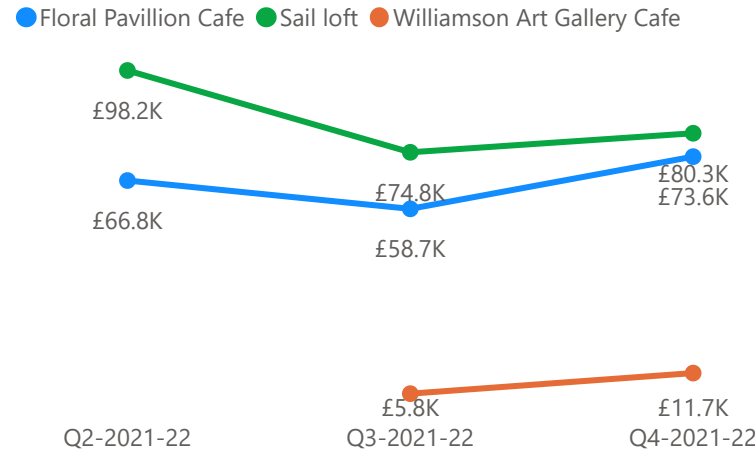
● 2019-20 ● 2020-21 ● 2021-22



Commercially sensitive data - figures redacted

Catering Revenue since Q2 2021

Venue	Total Revenue
Sail loft	£253,345.27
Floral Pavillion Cafe	£235,491.30
Williamson Art Gallery Cafe	£17,572.43
Total	£506,409.00



Data available only post Q2 2021-22

12 months up to:
May 2022

Social Value generated (last 12 months)

Total Social Value of leisure centres
£6,113,197.00

Average social value per person
£107.18

Social and community development
£1,505,362.00

Physical & mental health
£1,282,509.00

Individual development
£29,221.00

Subjective wellbeing
£3,296,105.00

The Social Value tool was developed by 4Global in partnership with Sheffield Hallam University and Experian. The tool monetises the social value created by participation in sport at sport and leisure facilities. This creates a way of measuring and demonstrating value created from investing in sport and physical activity.

Definitions:

Social and community development: Costs saved in criminal justice costs.

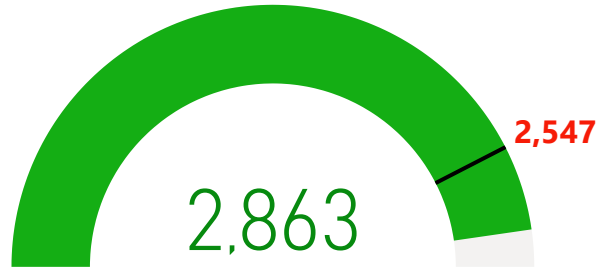
Physical and mental health: Health and social care savings.

Individual development: Additional earnings generated through the correlation between participation in sport, and educational attainment.

Subjective wellbeing: The estimated cost saved of achieving the same level of wellbeing outside of sport.



Number of players vs Target



Headline Findings



2863
Total players



38,794
Miles were travelled



58%
Of inactive adults became active



38%
Of less active children became active

What is Beat the Street?

Beat the Street creates a game out of being active in your neighbourhood.

Registered participants receive a card that they tap on 'beatboxes' located in the neighbourhood to record distance travelled and earn points and prizes. Participants can play as part of a team (such as a school or family group), or individually, and view their progress on an online leader-board.

Games were carried out in Moreton East, Leasowe and Seacombe and lasted for 31 days.

Target Demographic

90%

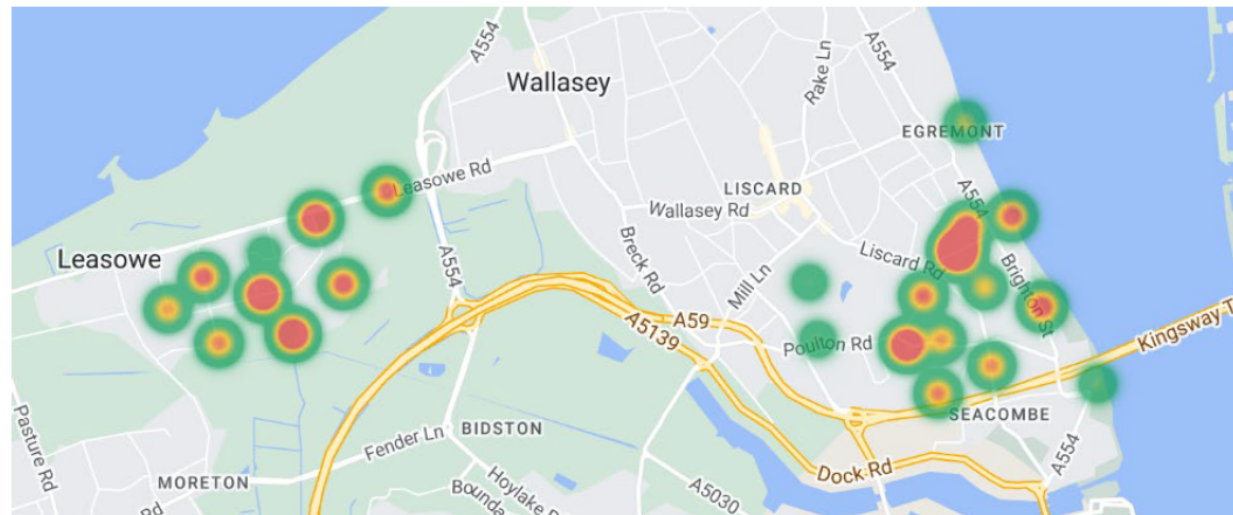
From top 20% most deprived areas

Target Demographic

74%

Female players

Engagement hotspots



“We went longer way to school and for more walks than we used to so we could play the game” – Girl, under 12

“I would of been lazy and jumped in my car to take the kids out but beat the street gave us some fun to do on the way to where ever we was going so we walked everywhere.” – Female, aged 30-39