

Health and Wellbeing Board

28th July 2022

REPORT TITLE:	Sport and Physical Activity Strategy Update
REPORT OF:	Director of Neighbourhood Services

REPORT SUMMARY

This is a follow up to the presentation of the draft Sport and Physical Activity Strategy taken to the Health and Wellbeing Board on the 20th of July 2021 and provides members of the Committee with an update on progress of the Sport and Physical Activity Strategy.

RECOMMENDATION/S

The Health and Wellbeing Board is recommended to note the update provided by the Director of Neighbourhoods.

SUPPORTING INFORMATION

1.0 REASON/S FOR RECOMMENDATION/S

- 1.1 The progress report sets out the current progress of the work of being undertaken as part of the Sport and Physical Activity Strategy.
- 1.2 One of the challenges Wirral faces is reducing the stark health inequalities that exist between different parts of the borough and improving the life chances for all. Sport and physical activity can contribute significantly towards combatting this, due to its well documented and scientifically proven potential in improving a person's physical and mental wellbeing, individual development, and social and community development.
- 1.3 The Sport and Physical Activity Strategy will guide and influence both internal teams and external partners, Planning Teams, Public Health, Constituency Team, Children's and Adult Services, national governing bodies of sport, local sports clubs, and community groups. This final strategy will be a consideration in planning decisions, the development of planning policy and the community funding panel decisions. The strategy will also be a key document that articulates the needs of Wirral residents as part of the Wirral Plan 2026. The final strategy will be integrated into the wider Children's, Adult Social Care and Health agendas, as well as linking into all aspect of the wider Wirral 2026 plan: focusing on the contribution sport and physical activity provides to each of the thematic areas, active and healthy lives, safe and pleasant communities, sustainable environment, inclusive economy and brighter futures for all.
- 1.4 It is not a statutory requirement to have a Sport and Physical Activity Strategy, but it is seen as good practice in setting out the council's priorities and plans for meeting sport and leisure needs. The council's previous Leisure Strategy aligned with the Wirral Plan 2020 and placed a significant emphasis on outdoor spaces and tourism. In seeking to support the new Wirral 2026 Plan, this strategy, whilst continuing to support and build on the benefits of outdoor space, will place a greater emphasis on inequality and the need to tackle the significant degree of health inequality across our Borough – magnified by the impacts of the Covid-19 pandemic.

2.0 OTHER OPTIONS CONSIDERED

- 2.1 No other options as this is for information, to allow the Committee to comment and note.

3.0 BACKGROUND INFORMATION

- 3.1 This is a follow up to the presentation of the strategy taken to the Health and Wellbeing Board on the 20th of July 2021 and provides members of the Committee with an update on progress of the Sport and Physical Activity Strategy.

4.0 FINANCIAL IMPLICATIONS

- 4.1 It is acknowledged that upfront investment in physical activity could lead to longer term reductions in costs of other whole system costs including front-line public sector (children's, adults etc) and health services.

5.0 LEGAL IMPLICATIONS

- 5.1 There is no legal requirement to have a Sport and Physical Activity Strategy, as the Council's Leisure Services are non- statutory. However, it is seen as good practice to outline the council's plans for the period 2021-2026, based on the evidence, public consultation and the current Covid-19 landscape.
- 5.2 There are no direct legal implications arising from this report. However, Legal advice will be sought where relevant, in relation to any proposed partnership arrangements, arising from the action plan.

6.0 RESOURCE IMPLICATIONS: STAFFING, ICT AND ASSETS

- 6.1 One of the principles of the new strategy is to make best use of available resources and community assets, and it is assumed that staffing and other costs connected with the delivery of the strategy will be contained within existing departmental revenue budgets.

7.0 RELEVANT RISKS

- 7.1 Leisure Services has a risk register.

8.0 ENGAGEMENT/CONSULTATION

- 8.1 None arising directly from this report.

9.0 EQUALITY IMPLICATIONS

- 9.1 As set out under the Equality Act 2010 and the Public Sector Equality duty (PSED), an equalities impact assessment was carried out during the development of the strategy.
- 9.2 The Equality Impact Assessment has been reviewed and this report makes no change to it. It is available at the following link, <https://www.wirral.gov.uk/communities-and-neighbourhoods/equality-impact-assessments> .

10.0 ENVIRONMENT AND CLIMATE IMPLICATIONS

- 10.1 Modernising the leisure centres will reduce the environmental impact whilst investment will result in more attractive buildings which will enhance the local townscape.
- 10.2 Keeping leisure provision within local communities and increasing our outreach offer, will all serve to minimise emissions from car usage. Our leisure centres will all have cycle storage and active travel access with associated infrastructure facilities, under the government's 'gear change' initiative, will be considered and implemented where appropriate.
- 10.3 Where possible we will invest in environmentally friendly solutions and designs when we modernise our buildings, purchase new equipment in order to reduce our carbon footprint by supporting the outcomes of the Cool 2 climate change strategy for Wirral.

- 10.4 As a result of the initiatives outlined above, the content and recommendations contained within this report are expected to reduce emissions of greenhouse gases.
- 10.5 Officers are in the process of applying for capital funds, administered by Salix, on behalf of the Department for Business, Energy and Industrial Strategy, to decarbonise our leisure facilities in line with the climate emergency plan, whilst also looking to save on utility costs through efficiencies delivered by retrofitted modern technology.

11.0 COMMUNITY WEALTH IMPLICATIONS

- 11.1 At January 1st 2022, the Moving Communities social value calculator shows Wirral's Leisure centres have generated, in monetary terms; £930,294 of Subjective Wellbeing, £11,078 of Educational Attainment, £362,994 of Physical and Mental Health value and £424,771 in reduced crime in the last 12 months. The combined Social Value of the Leisure Centres is £1,729,137 over the last 12 months, with an average social value of £131.76 per person. This was collected during the COVID period and additional data is required to reinforce our position now more services are being reopened.
- 11.2 Data from the Moving Communities platform will be regularly presented to members as part of the Leisure Service dashboard and will be used a baseline to monitor the social value added, as a result of the implementation of the Sport and Physical Activity Strategy.
- 11.3 In addition, it is envisaged that the Sport and Physical Activity Strategy will have other social value benefits for both the organisation, and the wider community, developing and building back communities post covid, creating local opportunities for local people to thrive, especially in the most deprived areas.

REPORT AUTHOR:

Sarah Robertson
Neighbourhoods
sarahrobertson@wirral.gov.uk

APPENDICES

Appendix 1 – Wirral Council External Audit Progress Report – March 2022

BACKGROUND PAPERS

Creating an Active Wirral, a Sport and Physical Activity Strategy for Wirral 2026

SUBJECT HISTORY (last 3 years)

Council Meeting	Date
Tourism, Communities, Culture and Leisure Committee	January 2022

Tourism, Communities, Culture and Leisure Committee	November 2020
Tourism, Communities, Culture and Leisure Committee	July 2021