

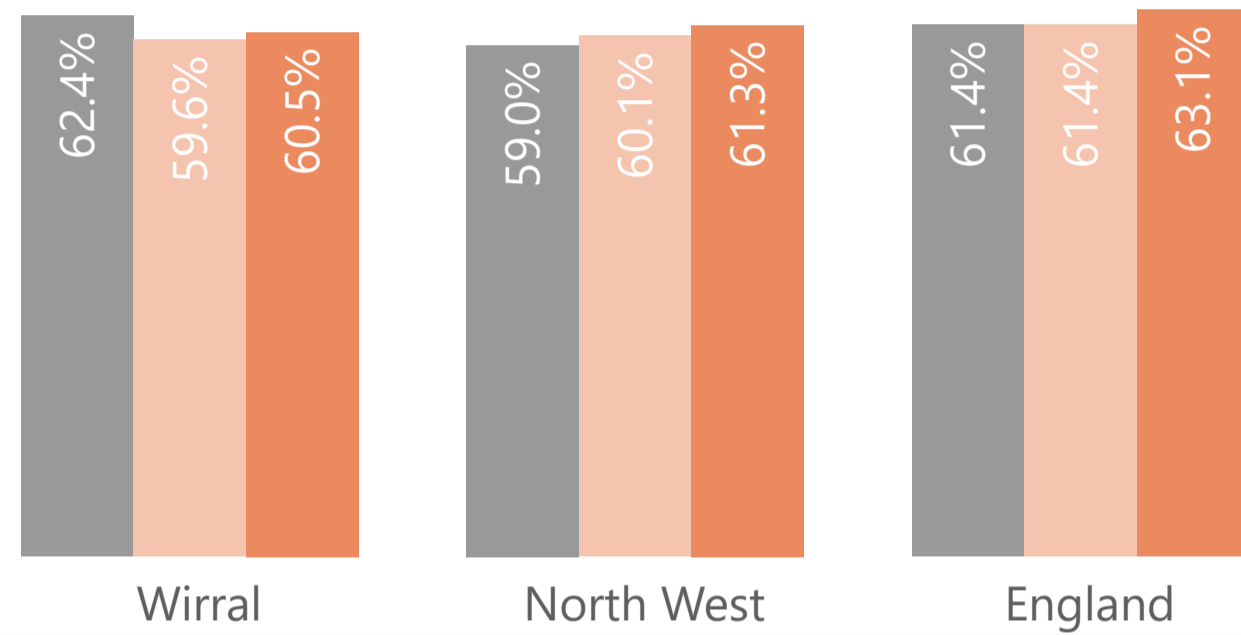
# Tourism, Communities, Culture and Leisure Committee report Quarter 4, 2023-2024

Up to and including March 2024

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### % of adults who are active

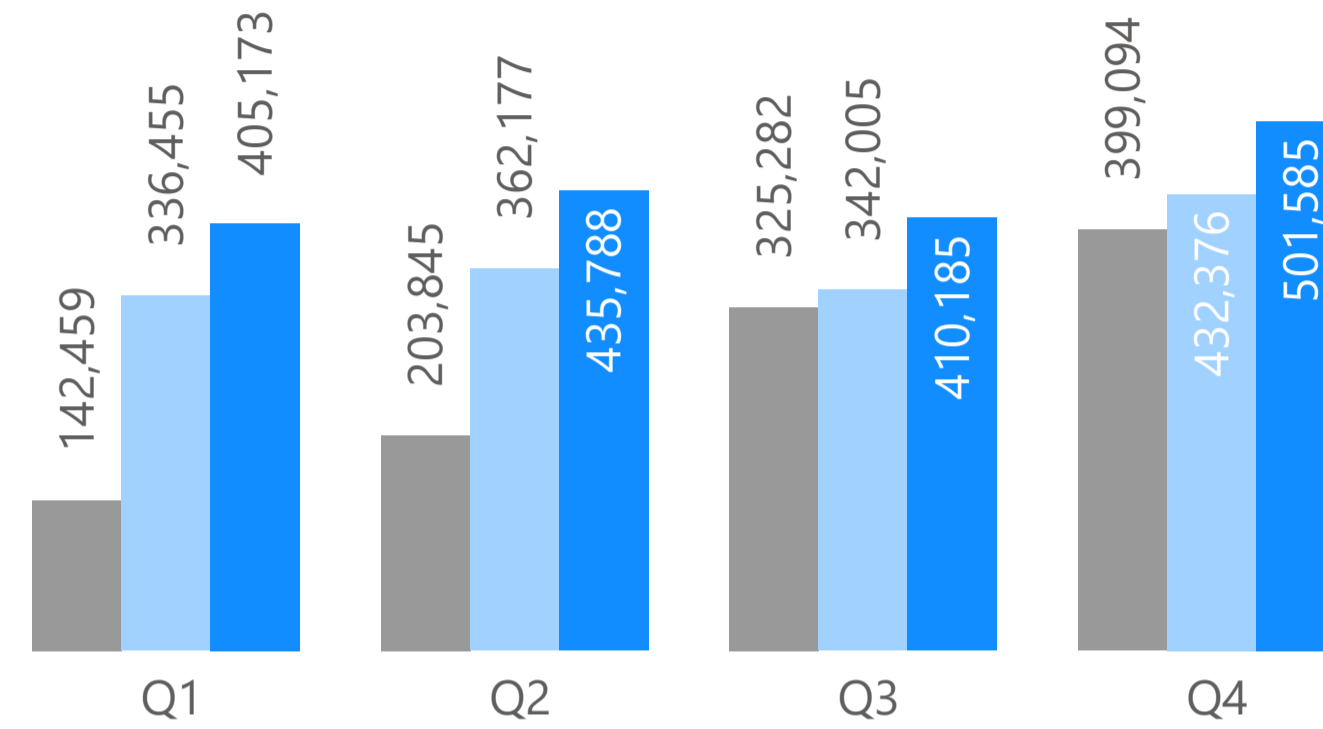
November: ● 2020 ● 2021 ● 2022



Active Lives survey: Sport England.  
Adults doing at least 150 minutes per week of moderate intensity equivalent (MIE) physical activity.

### Participation at leisure sites (heads)

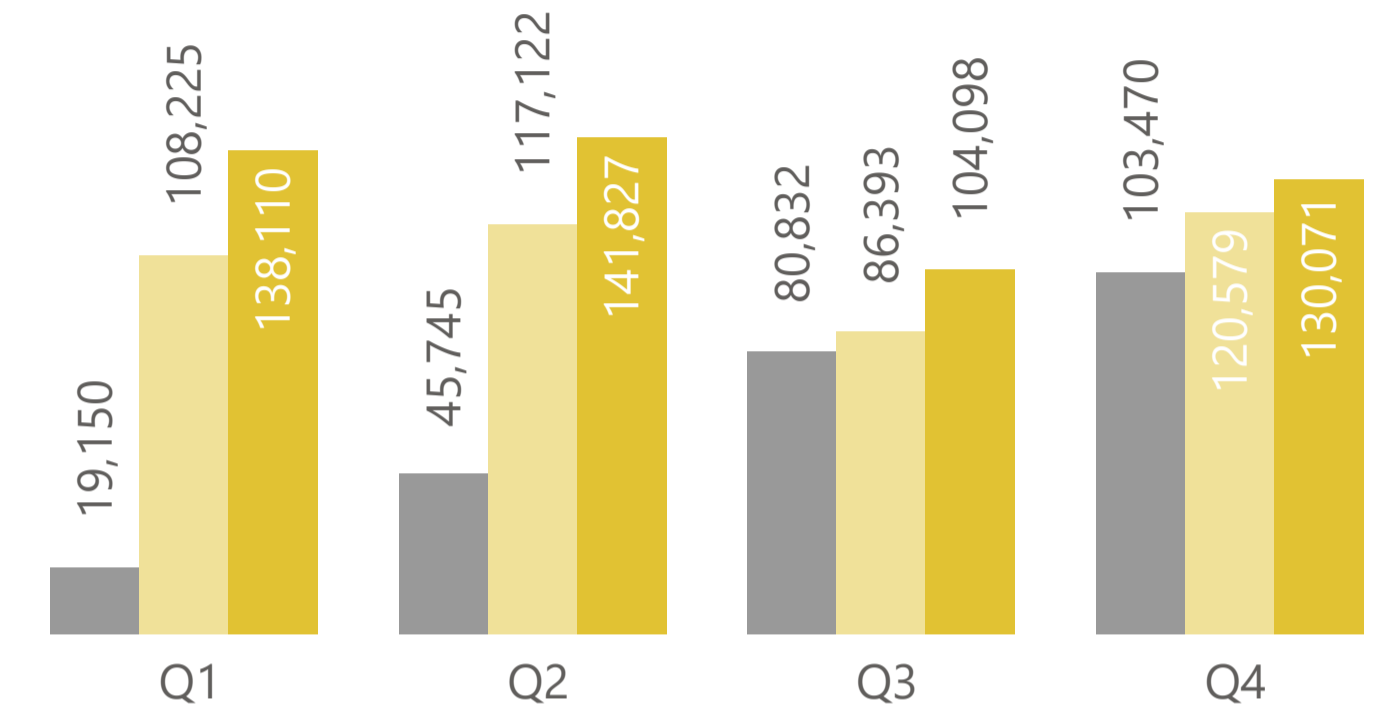
● 2021-22 ● 2022-23 ● 2023-24



All till transactions, bookings and swiped attendance for a physical activity, gym or fitness class.

### Swimming participation (heads)

● 2021-22 ● 2022-23 ● 2023-24

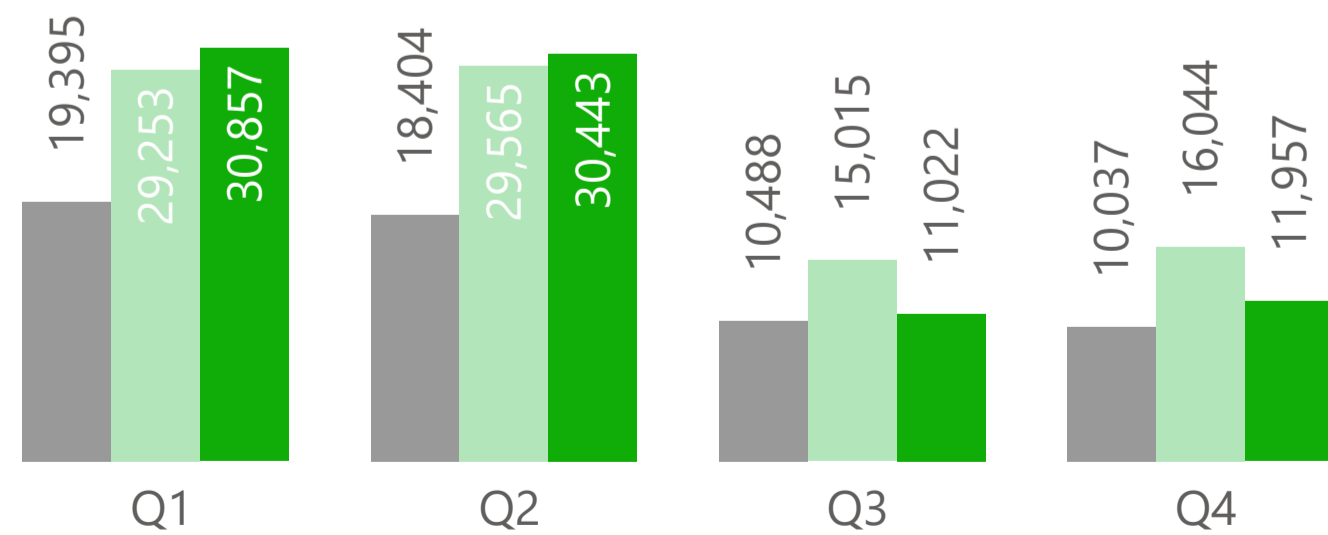


Excludes school swimming lessons. Excludes pool based exercise classes.

### Golf participation (heads)

Arrowe Park and The Warrens golf courses

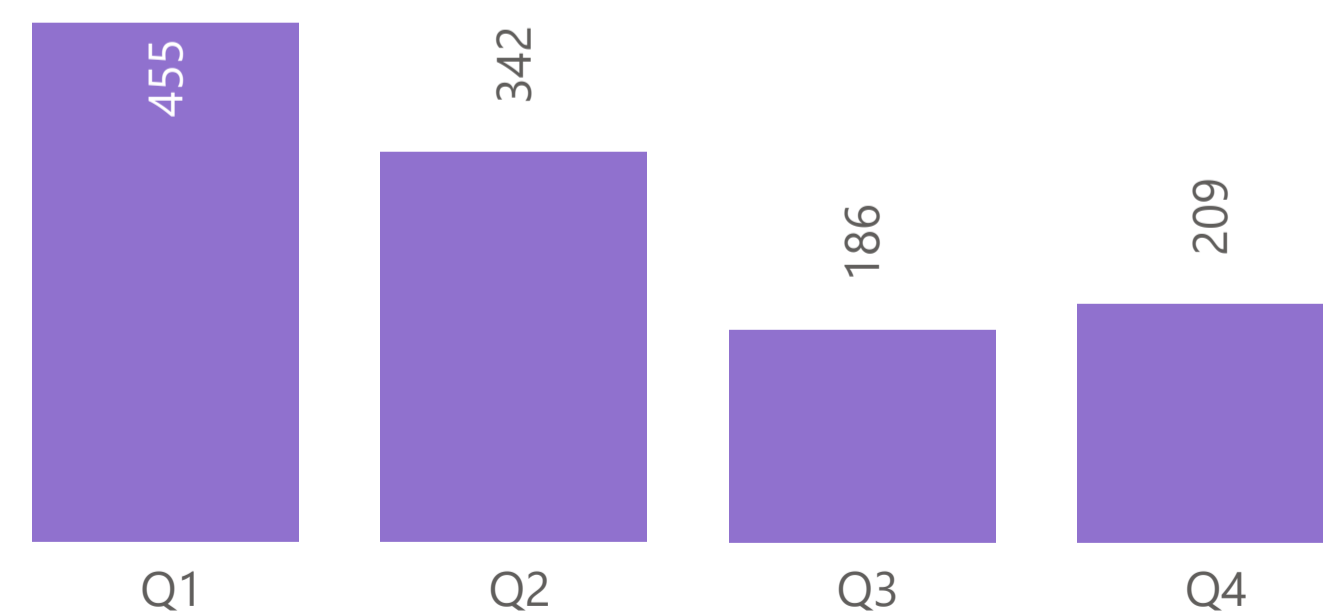
● 2021-22 ● 2022-23 ● 2023-24



Excludes foot-golf and pitch & putt

### Lake Licences (number held)

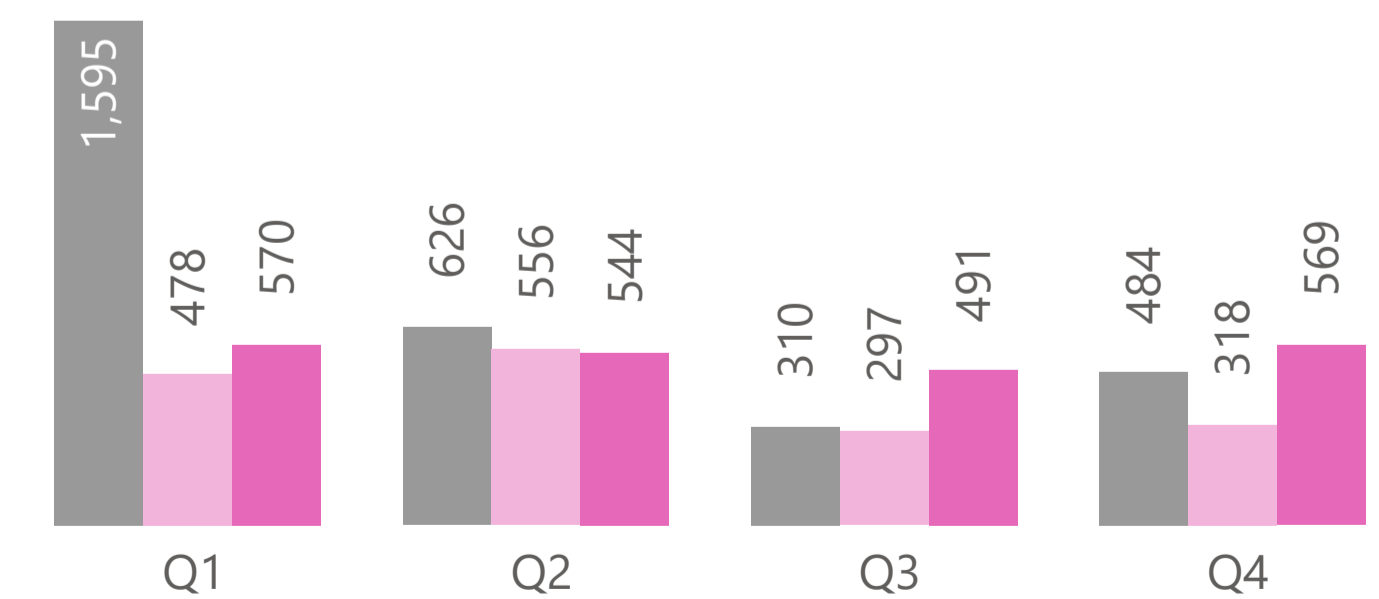
● 2023-24



Lake Licences; available post April 2023

### Outdoor fitness classes participation (heads)

● 2021-22 ● 2022-23 ● 2023-24



Outdoor classes such as buggy fit and running clubs.  
Excludes lake/golf course and outdoor courts.

# Bidston Sports and Activity Centre - April 2023 - April 2024

Tennis participation (heads) 2023-24



Tennis court bookings and coaching at Bidston Sports and Activity Centre is managed by our partner Play Point Sports, and as such Tennis participation is reported separately.

### Tournaments

Category	Value
Total number	40
Number of Senior ITF Competitions	1
Number of LTA County Cup Competitions Hosted	4
Highest attended competition (Grade 3)	365

### Inclusive programmes

Category	Value
Weekly wheelchair programme	7
School holiday programmes for children with Autism	17
Number of Inclusive Tennis Festivals	2
Inclusive Tennis Festival attendees	134

### Outreach programmes

Category	Value
Number of tennis clubs that access the courts	12
LTA Tennis Foundation Grant (meal and tennis) half term camps - number of children per week	100

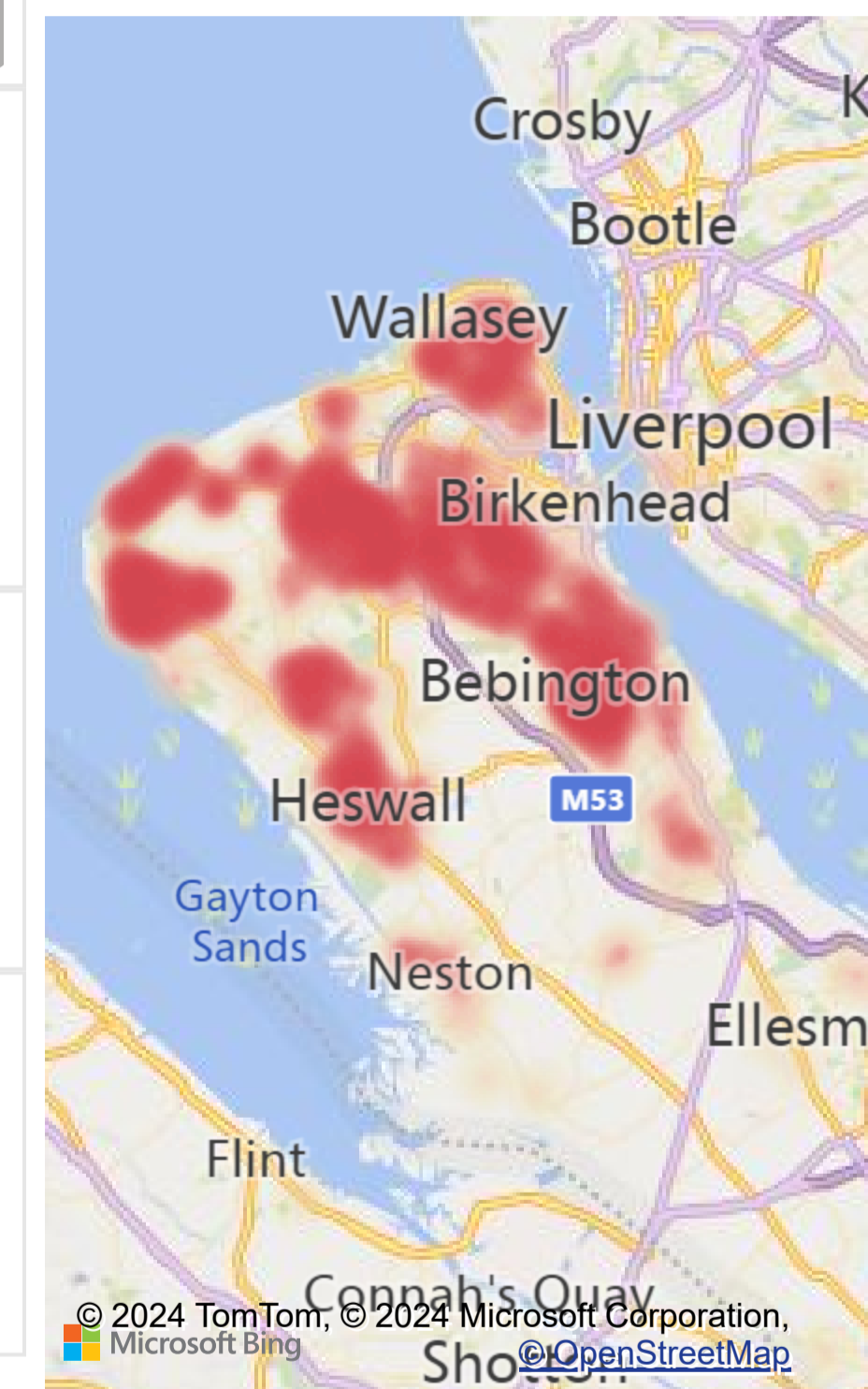
### Outreach programmes

Category	Value
Number of children attended	3562
Number schools part of the programme	38
Number of school Roadshows hosted at BSAC	4

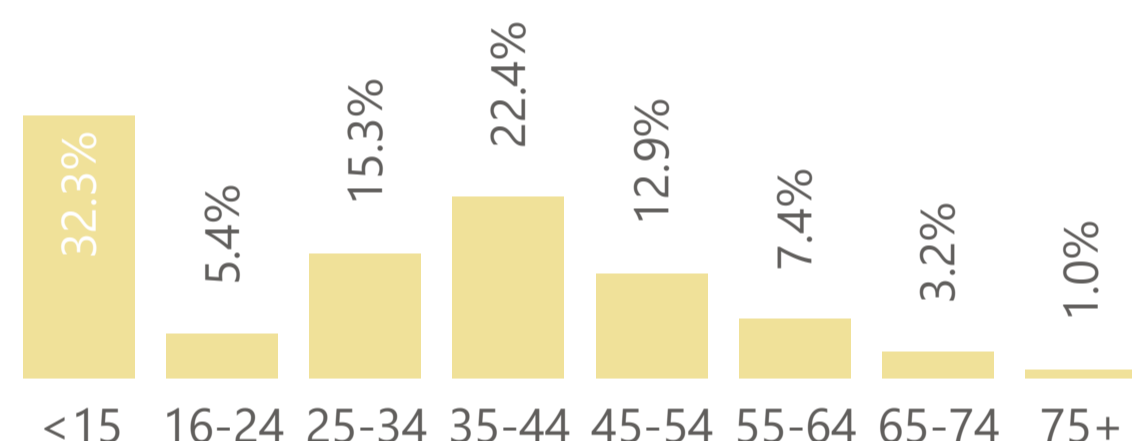
### Outreach programmes

Category	Value
Number of Wirral School with Teachers trained to deliver LTA Youth and received £250 equipment voucher	24
Level 1 coaching course delivered, number of participants passing	8

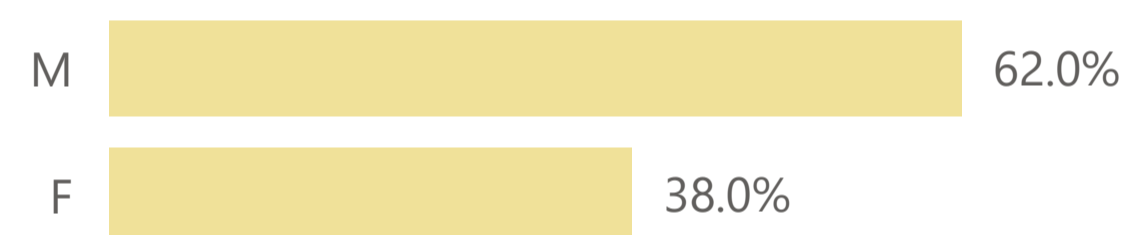
Location of tennis participants (Wirral)



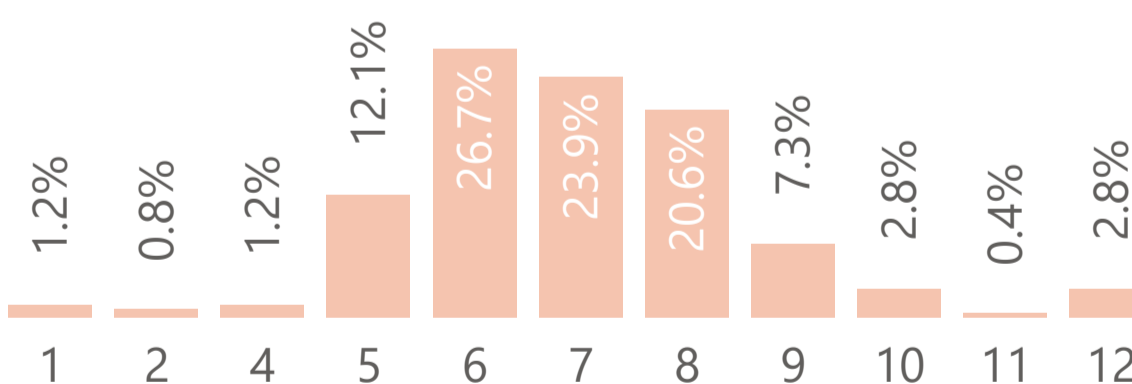
Participation by age group



Participation by gender

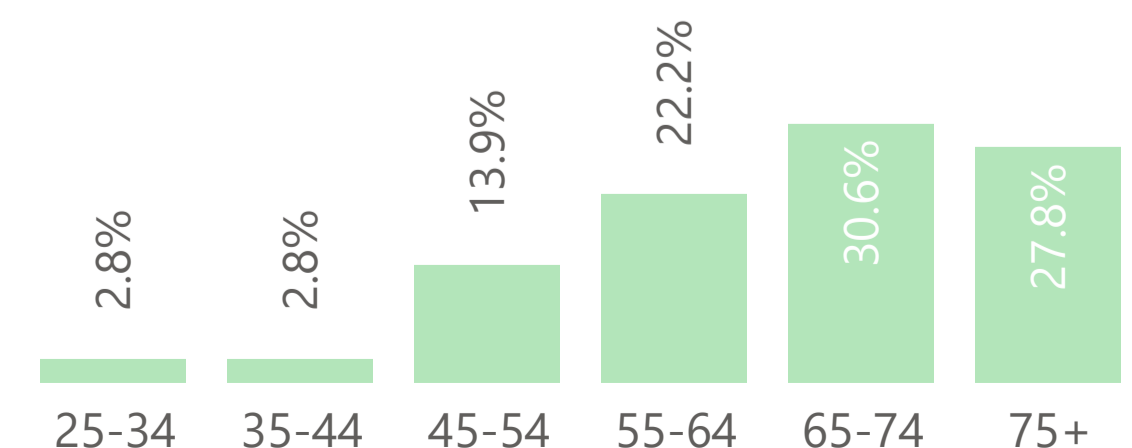


Participation by age (under 15yrs)



Participation by gender not available

Participation by age group



Participation by gender



Court bookings

Coaching

Social tennis

The Active Wirral **COLLABOR8 Network**, which launched in December 2022, aims to bring organisations and individuals ("Stakeholders") together from across Wirral with the common goal to make sport and physical activity part of everyone's everyday life, and tackle inactivity in Wirral.

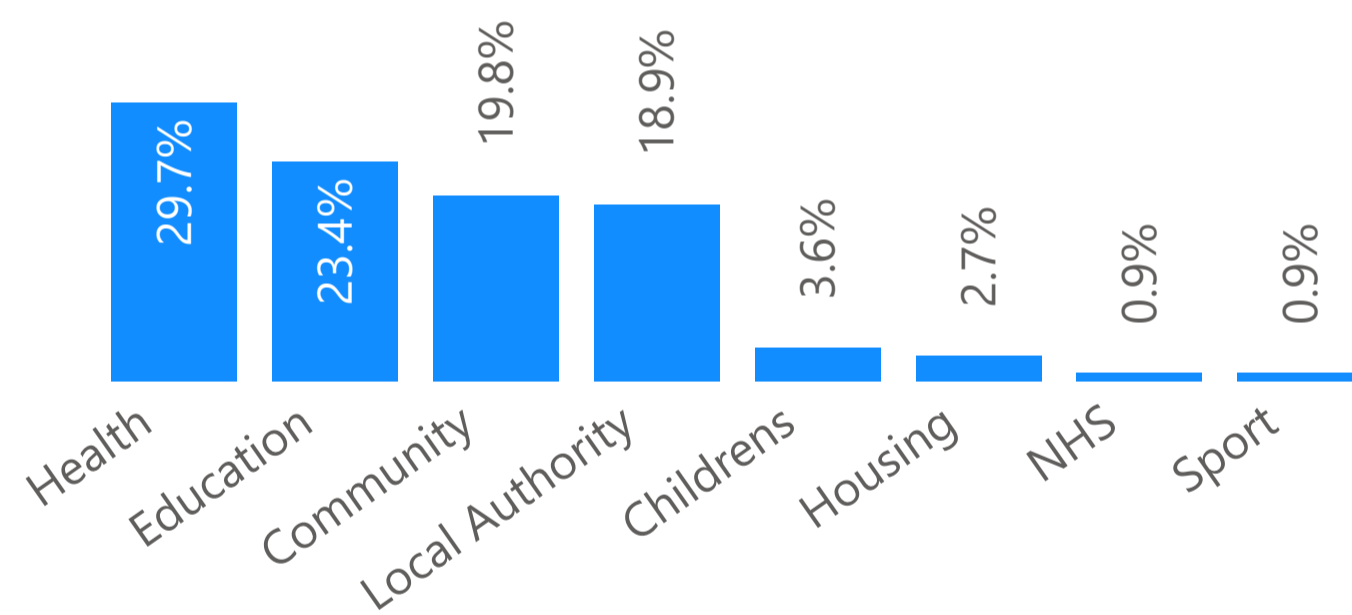
## Total Stakeholders

# 1,167

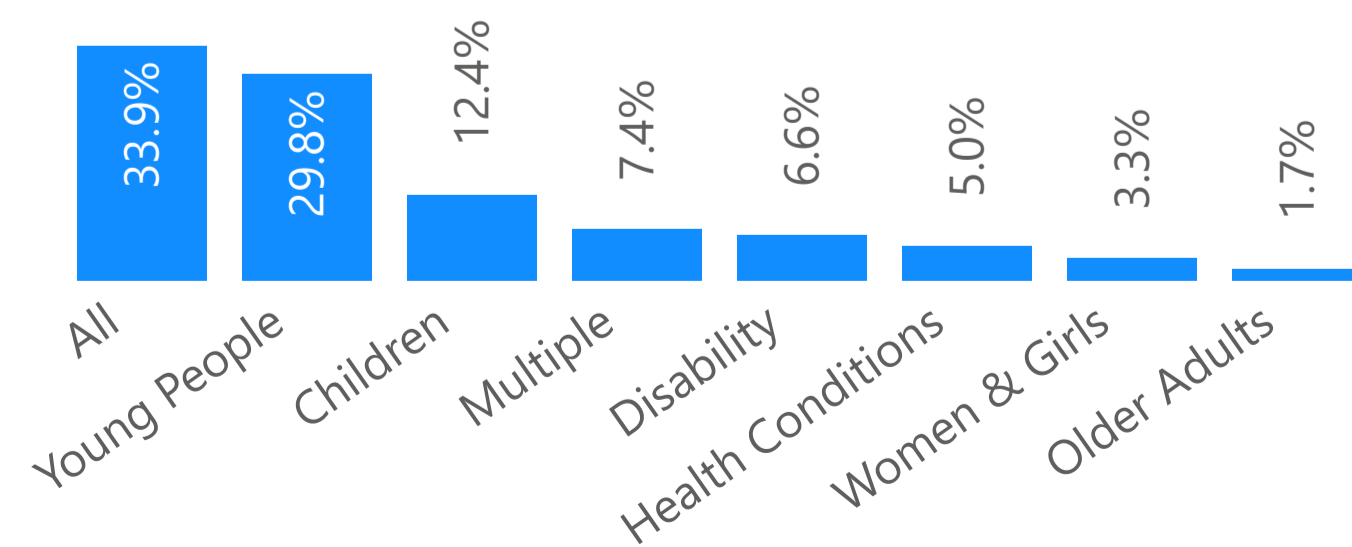
### Geographic influence (ward)

Ward	%
Wirral Wide	71.3%
Birkenhead & Tranmere	7.0%
Bidston & St James	3.5%
Liscard	3.5%
Bebington	2.8%
Clughton	2.1%
Leasowe & Moreton East	2.1%
Prenton	1.4%
Upton	1.4%
Wallasey	1.4%
West Kirby & Thurstaston	1.4%
Clatterbridge	0.7%
Eastham	0.7%
Heswall	0.7%
Pensby & Thingwall	0.7%

### Stakeholder - Primary Category



### Target audience



The Launch of the Active Wirral **COLLABOR8 Network** took place in December 2022; 100 people attended from 70 organisations to discuss new projects, investment opportunities, gain support and to hear from local community representatives.

**The second annual COLLABOR8 Event took place in early 2024 with 120 people from 80 organisations.**

**Over 2,000 people are part of COLLABOR8.**

Two subgroups formed from the Network Event to look at tackling inequalities for the audiences of older adults and women and girls.

**Women and Girls working group**, currently made up of **24** partner organisations, have met twice to discuss and identify key priorities around women and girls' health and wellbeing.

**'Stay Stronger for Longer'** The older adults group which has a vision to keep the population of Wirral independent through physical activity.

There are **40 partners** involved and they meet every 2 months. The group have defined the objectives as:

- Improving opportunities and access to activities for older adults and those with long term health conditions.
- Working together with health, social care, leisure and voluntary settings to identify needs and opportunities and create an active network.
- To affect a cultural change towards a more positive approach to ageing exercise and activity.

# Active All Sports - Participation

## Total Participants

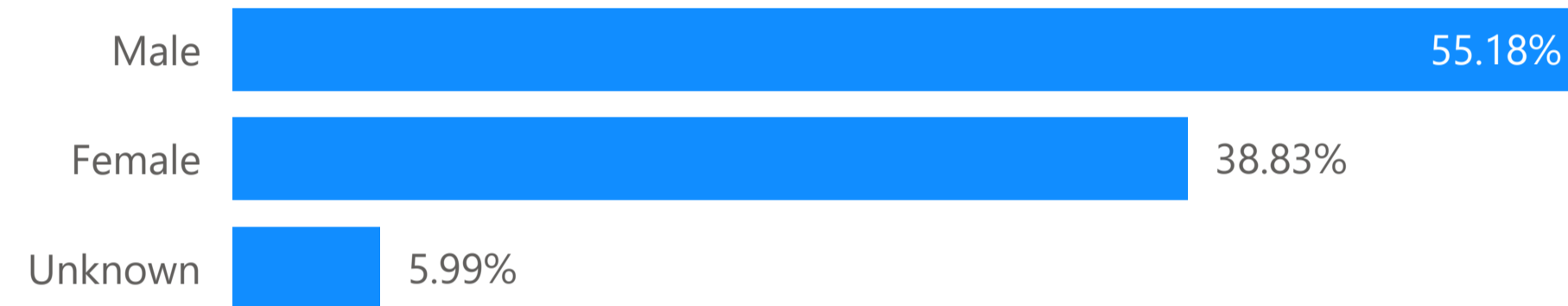
Summer holidays & October Half term 2023

# 1,117

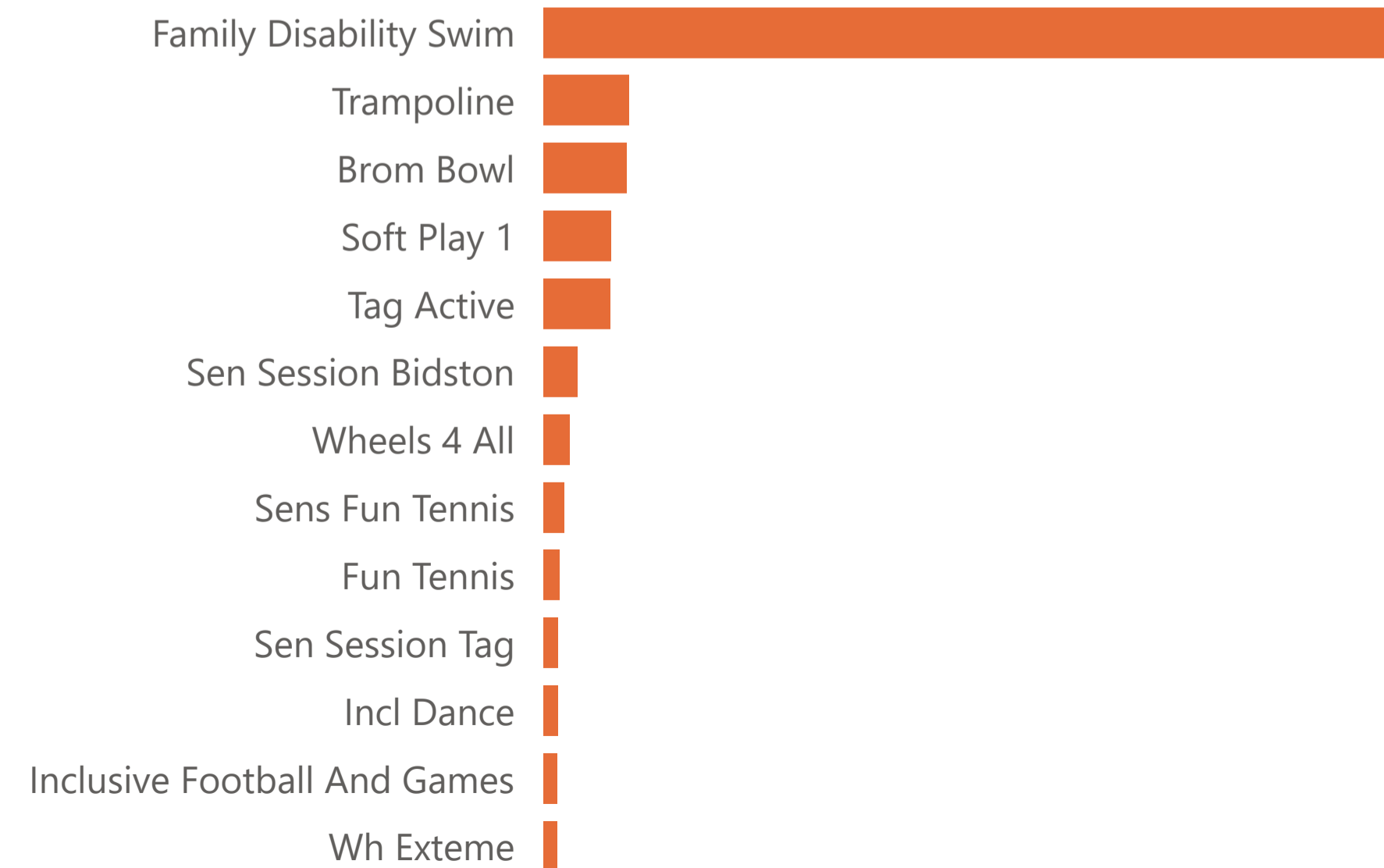
- Active All Sports is a sports holiday programme run by Wirral Council Leisure Services, available to children and young people aged up to 19 years with a disability or additional needs.
- Sessions run from Europa Pools, Guinea Gap, The Oval and West Kirby Leisure centres as well as Arrowe Park Golf Course, Bidston Sports and Activity Centre and Bromborough Bowl.
- Activities include swimming, trampolining, skating/scootering activities, ten pin bowling, foot golf and sports activities and mini games related to ball and net games.

Period	Total participants	%
Summer 2023 week 4	144	13.1%
Summer 2023 week 3	135	12.3%
Summer 2023 week 2	166	15.1%
Summer 2023 week 1	127	11.6%
October half term 2023	148	13.5%
Feb half term 2024	237	21.6%
Easter 2024 week 1	142	12.9%
<b>Total</b>	<b>1,099</b>	<b>100.0%</b>

## Participants by Gender



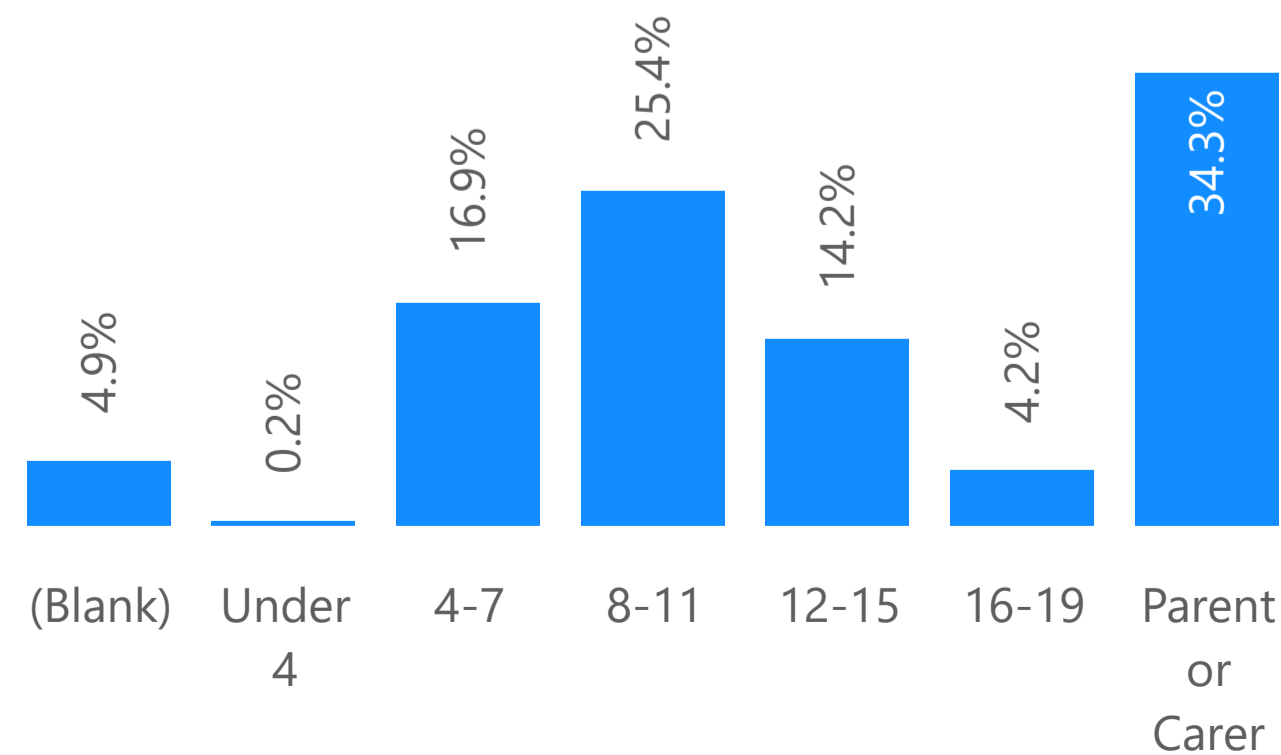
## Participation by Activity



## Participation by ward of residence (Wirral)

Ward	%
Claughton	9.5%
West Kirby and Thurstaston	7.9%
Greasby, Frankby and Irby	7.8%
Pensby and Thingwall	6.2%
Liscard	5.9%
Bidston and St. James	5.8%
Leasowe and Moreton East	5.7%
Wallasey	5.3%
Prenton	5.0%
Oxton	4.3%
Rock Ferry	4.2%
Seacombe	4.0%
Clatterbridge	3.6%
Birkenhead and Tranmere	3.0%
Moreton West and Saughall Massie	2.8%
Bebington	2.6%
Hoylake and Meols	2.5%
Bromborough	2.5%
Upton	2.2%
Eastham	2.1%

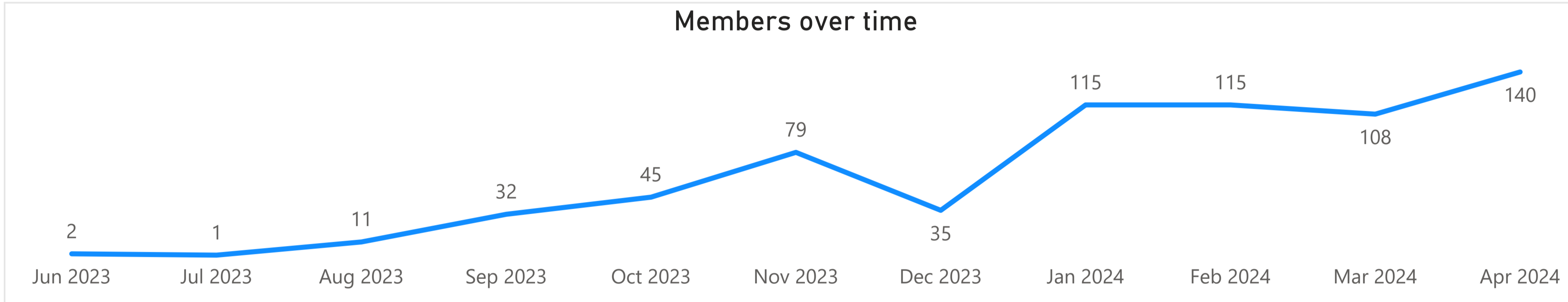
## Participants by Age group



**Membership all time**  
**425**

**Current Members**  
As at last month end  
**140**

The Active Wirral 'We Are Undefeatable' programme is a health referral scheme offering discounted health memberships to anyone living with a health condition. The programme also offers help support and advice on becoming active whilst living with a health condition.

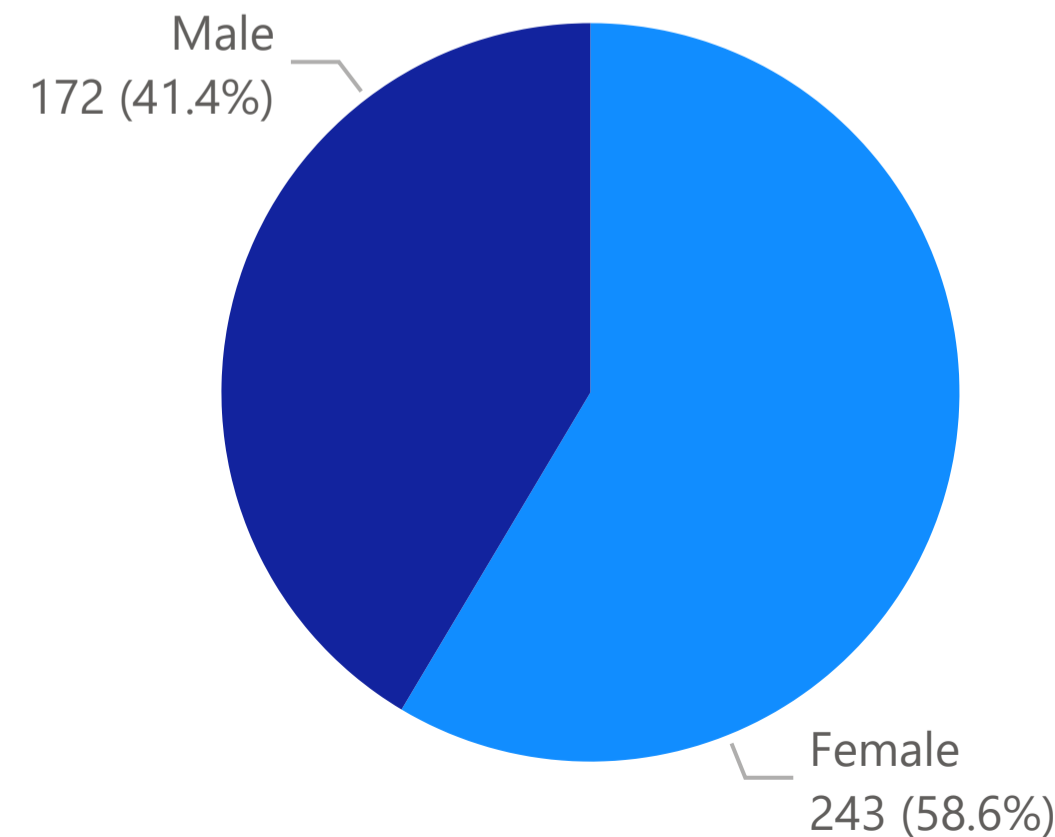


### Referrals by disability type

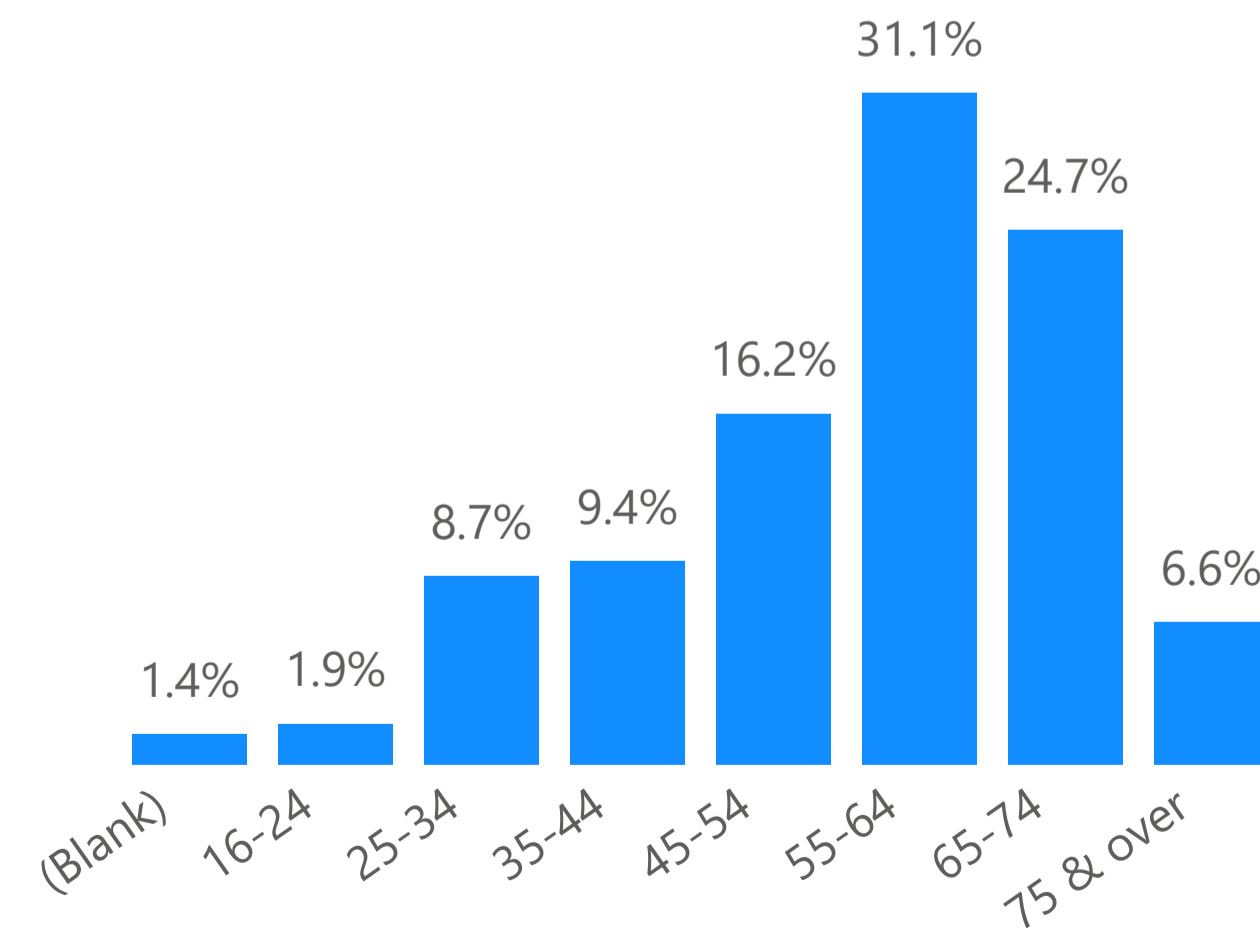
Where recorded

Disability	%
Physical Disability	49.33%
Mental Health	26.67%
Learning Disability	6.67%
Arthritis	5.33%
Cancer	4.00%
Disability (not specified)	2.67%
Hypertension	2.67%
COPD	1.33%
Deaf In Right Ear	1.33%

### Members by Gender



### Members by Age group



### Wirral ward

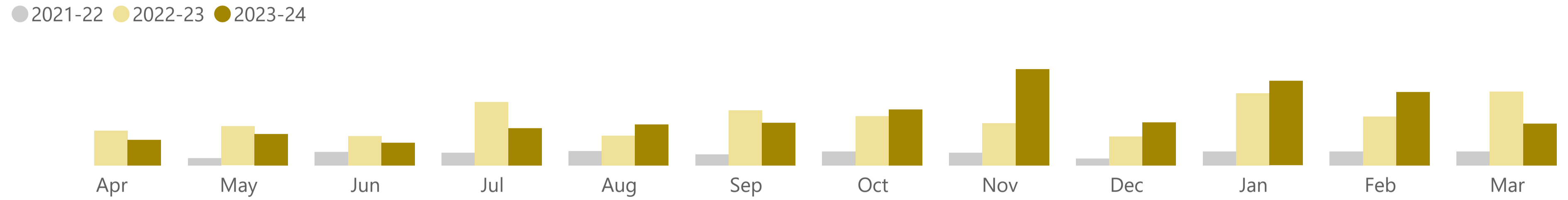
Where a valid postcode is available

Ward name	%
New Brighton	8.47%
Birkenhead and Tranmere	8.24%
Greasby, Frankby and Irby	7.76%
Liscard	6.82%
Bebington	6.12%
Bidston and St. James	5.88%
Seacombe	5.41%
Hoylake and Meols	4.71%
Moreton West and Saughall Massie	4.47%
West Kirby and Thurstaston	4.47%
Leasowe and Moreton East	4.24%
Oxton	4.00%
Pensby and Thingwall	4.00%
Prenton	4.00%
Rock Ferry	4.00%
Cloughton	3.53%
Upton	3.29%
Wallasey	3.29%
Clatterbridge	2.12%
Bromborough	1.18%
Eastham	1.18%
Heswall	0.94%

# Catering income

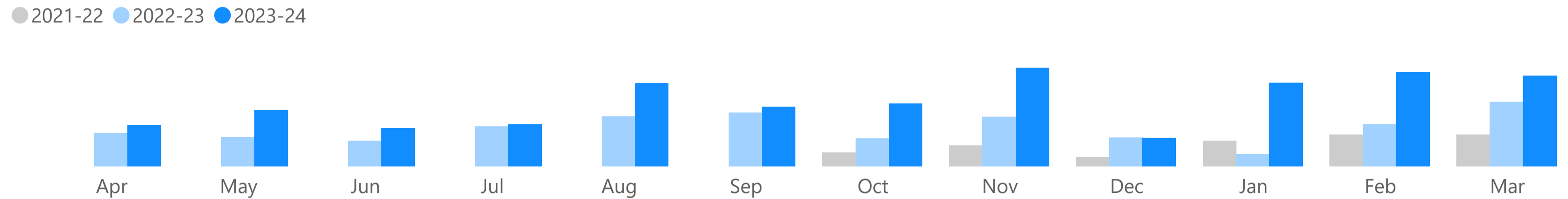
## Floral Pavilion Cafe Income 2023-24

**£1,043,393**  
Last year: £993,118 (+5%)



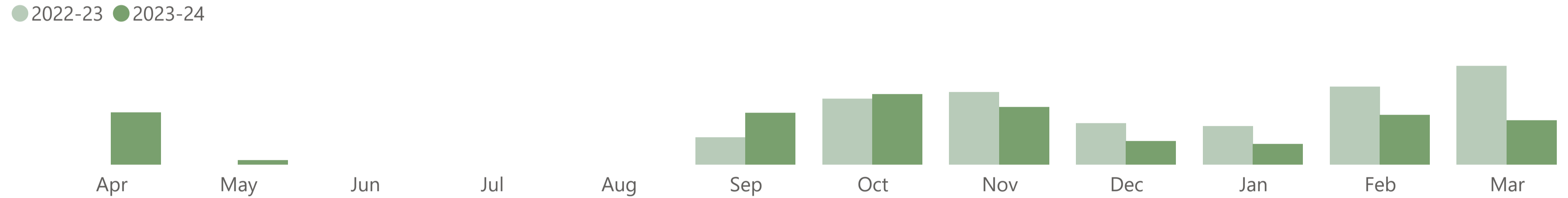
## Williamson Art Gallery cafe Income 2023-24

**£102,643**  
Last year: £60,255 (+70%)



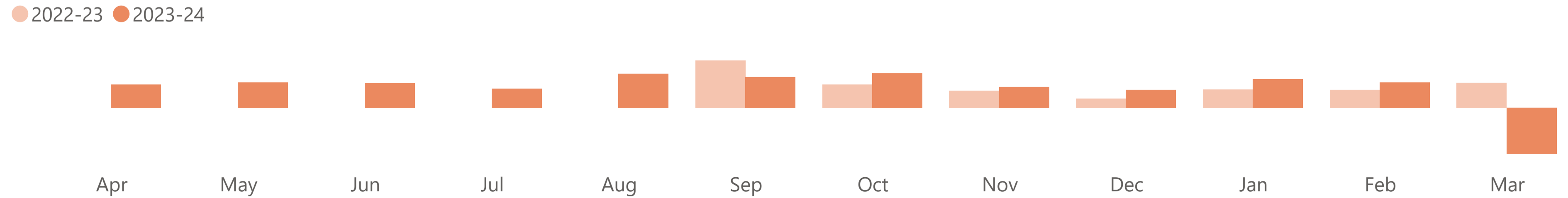
## Catering Pods Income 2023-24

**£13,126**  
Last year: £14,797 (-11%)



## Royden Park catering Income 2023-24

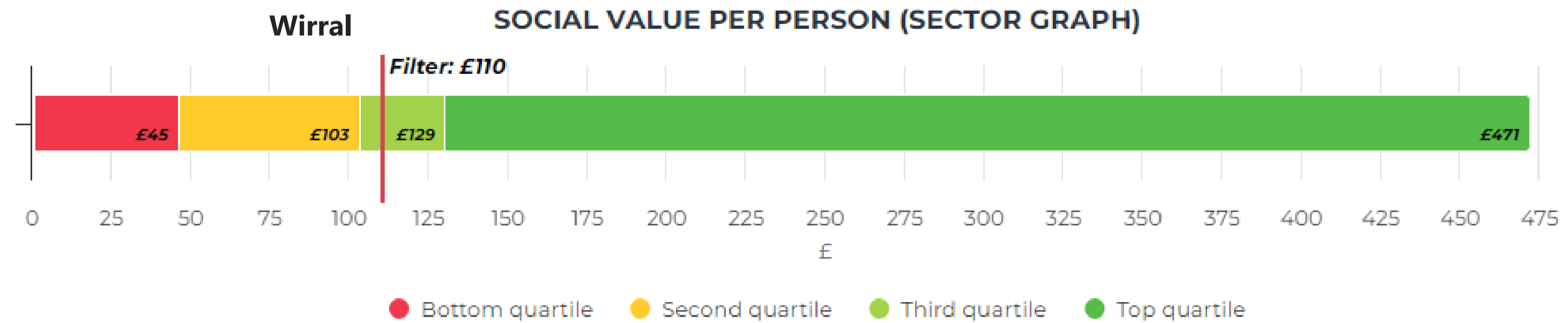
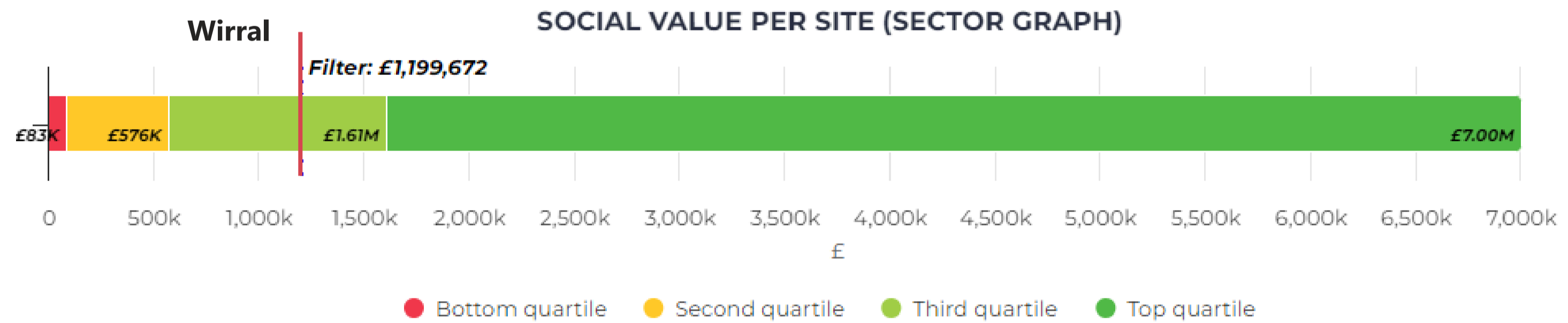
**£84,317**  
Last year: £55,802 (+51%)



**Notes:** Covid remobilisation: Floral Cafe closed until May 2021, Williamson Art Gallery closed until October 2021, Catering Pods & Royden Park Catering opened September 2022

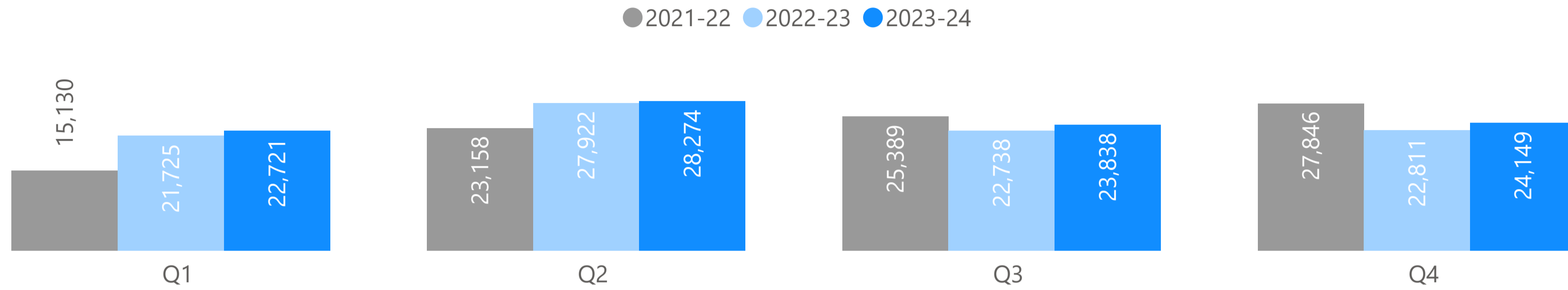
The Social Value tool was developed by 4Global in partnership with Sheffield Hallam University and Experian. The tool monetises the social value created by participation in sport at sport and leisure facilities in terms of health and social care saving, criminal justice cost savings, costs saved achieving the same level of wellbeing outside of sport and earnings generated through the correlation between participation in sport and educational achievement. This creates a way of measuring and demonstrating value created from investing in sport and physical activity.

## Social Value of Wirral sites compared to the participating leisure sectors nationally. Financial year 2023-24



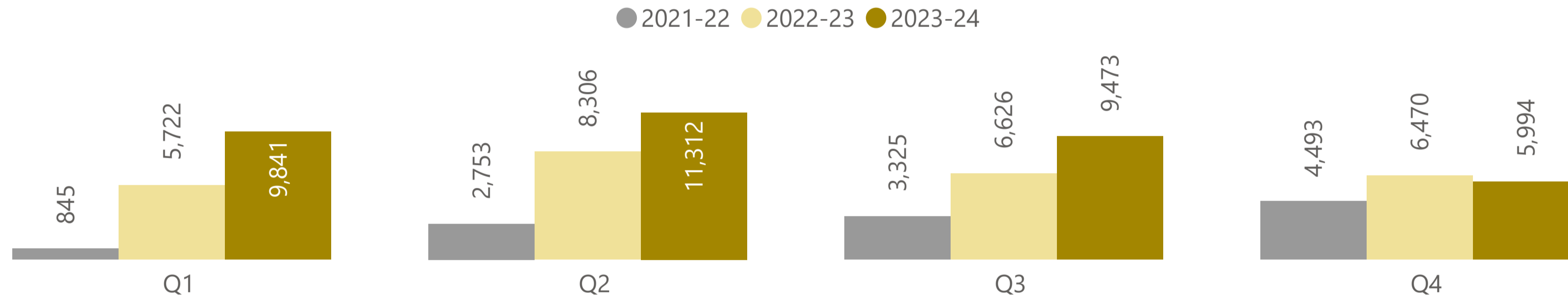


Wirral Libraries active borrowers



Borrowers with at least one physical book/item transaction during the month. Extracted from Talis system.

Williamson Art Gallery Visitors



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

Birkenhead Priory Visitors

