



Leicester
City Council

**MEETING OF THE HERITAGE CULTURE LEISURE AND TOURISM
SCRUTINY COMMISSION**

DATE: TUESDAY, 28 FEBRUARY 2023

TIME: 5:30 pm

**PLACE: Meeting Room G.01, City Hall, Charles Street, Leicester, LE1
1FZ**

Members of the Committee

Councillor Halford (Chair)

Councillors Dr Barton, Broadwell, Dawood, March, Master and Shelton

(1 unallocated non-grouped places)

Members of the Committee are invited to attend the above meeting to consider the items of business listed overleaf.

For Monitoring Officer

Officer contacts:

Jessica Skidmore (Democratic Support Officer)

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Leicester City Council, City Hall, 3rd Floor Granby Wing, 115 Charles Street, Leicester, LE1 1FZ

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PUBLIC SESSION

AGENDA

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1. APOLOGIES FOR ABSENCE

2. DECLARATIONS OF INTEREST

Members are asked to declare any interests they may have in the business to be discussed.

3. MINUTES OF THE PREVIOUS MEETING

[Appendix A](#)

The minutes of the meeting of the Heritage, Culture, Leisure and Tourism Scrutiny Commission held on 10 January 2023 are attached and Members are asked to confirm them as a correct record.

4. PETITIONS

The Monitoring Officer to report on the receipt of any petitions submitted in accordance with the Council's procedures.

5. QUESTIONS, REPRESENTATIONS AND STATEMENTS OF CASE

The Monitoring Officer to report on the receipt of any questions, representations or statement of case submitted in accordance with the Council's procedures.

6. TASK GROUP SCRUTINY REVIEW - ENCOURAGING WOMEN INTO SPORT AND PHYSICAL ACTIVITY

[Appendix B](#)

The Heritage, Culture, Leisure and Tourism Scrutiny Commission submits a report on the findings of the Task Group Review: Encouraging Women Into Sport and Physical Activity.

7. SPORTS AND PHYSICAL ACTIVITY STRATEGY

[Appendix C](#)

The Director of Delivery, Communications and Political Governance submits a report on the draft Sports and Physical Activity Strategy.

8. JEWRY WALL: ROMAN LEICESTER UPDATE **Appendix D**

The Director of Tourism, Culture and Inward Investment submits an update on the Jewry Wall Museum, Leicester.

9. UPDATE ON NPO'S ARTS COUNCIL FUNDING REPORT **Appendix E**

The Director of Tourism, Culture and Inward Investment submits a report on the Arts Council support for organisations within Leicester city involving the National Portfolio (NPO).

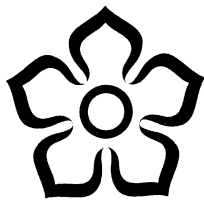
10. CHRISTMAS ACTIVITIES FEEDBACK **Appendix F**

The Director of Tourism, Culture and Inward Investment submits an update outlining the Christmas Events calendar in Leicester 2022.

11. DRAFT WORK PROGRAMME **Appendix G**

The current work programme is attached, and the Commission will be asked to consider this and make comments or suggestions for additional items as it considers necessary.

12. ANY OTHER URGENT BUSINESS



Leicester
City Council

Appendix A

Minutes of the Meeting of the
HERITAGE CULTURE LEISURE AND TOURISM SCRUTINY COMMISSION

Held: TUESDAY, 10 JANUARY 2023 at 5:30 pm

P R E S E N T :

Councillor Halford (Chair)

Councillor Dr Barton

Councillor March

* * * * *

53. APOLOGIES FOR ABSENCE

Apologies were received from Councillors Dawood and Shelton.

The Chair noted that the meeting was currently inquorate, the meeting could still proceed as a briefing however the Commission could not take any formal decisions while inquorate.

54. DECLARATIONS OF INTEREST

Members were asked to declare any interests they had in the business on the agenda.

There were no declarations of interest.

55. PETITIONS

The Monitoring Officer reported that none had been received.

56. QUESTIONS, REPRESENTATIONS AND STATEMENTS OF CASE

The Monitoring Officer reported that none had been received.

57. COUNCIL DRAFT BUDGET REPORTS

Councillor Barton arrived partway through consideration of this item, at this point the meeting became quorate.

The Director of Finance submitted a report on the Council's Draft Revenue

Budget and Draft Capital Programme budget for the financial year 2023/24.

The Head of Finance presented the Draft Revenue Budget first, it was noted that:

- The final details of the finance settlement with the Government had yet to be finalised, however the final details would appear in the report which went to Full Council.
- Important background context for the budget was the decade of austerity, the Covid pandemic, and the inflationary pressure on Adult Social Care Services.
- Other inflationary pressures were on energy costs, staff pay, and waste disposal.
- The Government had indicated that it would be making further spending cuts, with local government funding likely to see some of the worst cuts.
- Councils were now permitted to raise Council Tax by 5% without a referendum, this was proposed in the Draft Budget. Additional Council Tax would also be placed on furnished empty properties. Additional funding had been received to support those receiving Council Tax support, meaning that some would see a reduction in their Council Tax bills.
- The Fair Funding Review had been deferred to the next Parliament.
- The approach to achieving budget reductions was to make savings in a planned way. This had left an estimated £55m in reserves. The current budget gap was £33m, so this was the maximum that would be brought from reserves.
- Further savings were essential, present projections showed that without further savings, reserves would run out in 24/25.

In response to a Member question it was noted that the budget did not show the total spend versus income of each department and service. The budget showed the budgeted cost to the Council of each department and service after income.

In response to a Member question it was noted that savings in the budgets for Arts and Museums would not come from significant cuts to services but would instead come from a reduction in some running costs and a change in income targets.

The Head of Finance presented the Draft Capital Programme next, it was noted that:

- This was a 1-year programme, a longer-term programme was not currently possible due to the economic uncertainty.
- Spending of note for the Commission was £100k for parking spaces at Phoenix, £3m for supporting Multi-Use Games Areas, £300k for the purchase of and works at St Pauls Church, £185k for new heritage panels, and £50k for the repair of historic buildings.
- Identifying any potential further funding streams was a continual part of

the budgeting process.

In response to a Member question it was noted that the Council had been trying to work with the owners of St Pauls Church to get a purchase agreed for many years.

AGREED:

1. That the Commission notes the Draft Revenue Budget and Draft Capital Programme for 2023/24.
2. That the Commission requests that further details of budget from each department in the Commission area be provided to the Commission, including details of income.
3. That the Commission requests further information on the purchase of St Pauls Church.

58. MINUTES OF THE PREVIOUS MEETING

AGREED:

That the minutes of the meeting of the Heritage, Culture, Leisure, and Tourism Scrutiny Commission held 8 November 2022 are confirmed as a correct record.

59. COST OF LIVING IMPACT UPDATE - SPORTS SERVICES

The Director of Delivery, Communications and Political Governance submitted a report on the cost-of-living impact upon sports facilities and services in Leicester.

The Head of Sports and the Leisure Facilities Development Manager presented the item, it was noted that:

- Utilities was the 2nd biggest expenditure for leisure facilities. A forecast calculated that £1.2m had been spent on gas and electric in leisure facilities compared to £718k in the previous year.
- The rise in costs came in at October 2022, and further increases were expected in the next financial year.
- Efforts were ongoing to reduce energy consumption, this included introducing pool covers, and air source heat pumps at some locations.

In response to Members' questions it was noted that:

- Leisure operators throughout the country were struggling with this, some Leisure Trusts were handing their facilities back to Local Authorities due to budget challenges.
- As part of efficiency work, opening hours had already been reviewed to be the most efficient. Further work on energy efficiency was ongoing alongside Estates and Buildings Services.
- Government support for businesses struggling with utilities costs was available to Local Authorities, however the prices paid by the Council

were not high enough to qualify for that support.

- It was hoped that solar panels could be put up at Aylestone Leisure Centre.
- The pressure from energy costs was being covered by the General Budget, however it was hoped that in future Sports Services would be generating lots more income.

AGREED:

1. That the Commission requests that Members comments be taken into account by Officers.
2. That the Commission requests a future update to the Commission on how energy efficiency measures have impacted costs.

60. WORK PROGRAMME

The Work Programme for the Commission was noted.

That Chair noted that the report from the task group had been circulated to Members and would now be expanded to a full report and would be presented to a later meeting.

61. ANY OTHER URGENT BUSINESS

There being no other business, the meeting closed at 6.29pm.



Leicester City Council Scrutiny Review

‘Encouraging Women to Participate in Sports and Physical Activities in Leicester’

A Report of the Heritage, Culture, Leisure and Tourism Scrutiny Commission

28 February 2023

Encouraging Women to Participate in Sports and Physical Activities Task Group

TASK GROUP MEMBERS

Cllr Elaine Halford (Chair)

Cllr Susan Barton

Cllr Nita Solanki

Cllr Ruma Ali

Cllr Mohammed Dawood

THIS REVIEW WAS LED BY COUNCILLOR ELAINE HALFORD

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Chair's Foreword

Being active and having a positive relationship with sport and physical activity is important to women's long-term health and wellbeing.

We know that the COVID pandemic has resulted in more home working, which has led to changes in lifestyles, fitness and health with positive and negative effects on physical activity habits. We need to understand women's attitudes and behaviours to sport and physical activity to promote and encourage participation.

The Heritage, Culture, Leisure and Tourism Scrutiny Commission set up a Task Group in November 2021 to undertake a review into 'Encouraging Women to participate in Sports and Physical Activities in Leicester.'

The task group heard evidence about the sports opportunities for women by council-run services and of wider community-based opportunities; It also heard evidence of the barriers that exist for women to participate and explored good practice ideas of what can be done to encourage women to be more active and in better health.

The task group review meetings for evidence gathering were held online due to the covid restrictions.

I would like to thank witnesses organisations and officers who gave evidence to this review. Thank you to members of the task group for their time and contributions to this review.

Councillor Elaine Halford

Chair the Task Group, and Chair of Heritage, Culture, Leisure and Tourism Scrutiny Commission, Leicester City Council.

REPORT

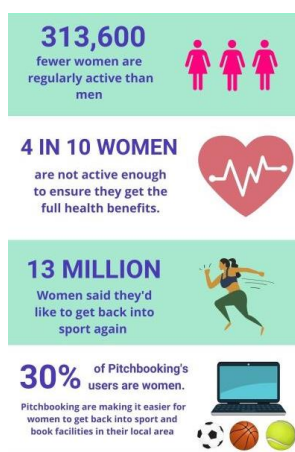
1. Introduction

- 1.1 Today's leisure market offers a fantastic choice of activities for women to take part in. Budget gyms have boomed, our green spaces have been revolutionized with park runs and park gyms, and fitness trails have grown rapidly, while technology has broadened the appeal of fitness activities. Over this time, councils have been grappling with austerity. This reduction in budgets, when combined with a rapidly changing leisure market, has altered the range and quality of local sport and leisure provision.
- 1.2 Leicester City Council and city partners offer a wide range of opportunities for women to participate, both within a formal setting or recreationally. Sports Services in particular provides numerous services and programs across its portfolio of leisure facilities. There is also a range of opportunities for women to participate in neighbourhoods and community-based activities, and via parks and open spaces; community and faith organisations; local community centres; sports clubs and forums; gyms and fitness organisations and many more. Some of these are captured in the report.

2. Background

- 2.1 Participation levels in sport have historically always been consistently lower for women than for men. Right now [there are over 700,000 more inactive women than men in England](#), a trend that was only made worse over the course of the pandemic and recurring lockdowns. The recent [Active Lives Adult Survey commissioned by Sport England](#) revealed that the drop in activity levels for women was more sustained than for men, suggesting it will take longer for women to return to pre-pandemic activity levels. The same study suggests that more support is needed across the board to help women get active again.

Sport England national data shows:



- 2.2 Leicester City physical activity and gender data from 'Active Lives Survey 2017/18' shows females are less active than men, for example 65% of men participate in 150+ minutes of activity a week, in comparison to 61% of women.
- 2.3 According to Local Authority Health Profiles data 2020/21, Leicester's proportion of physically active adults is worse than the percentage for England and the Region, the data shows: Leicester 55.4%, Region 64.5% and England at 65%.
- 2.4 Leicester City Council and work with partners has identified that more work is required for Leicester residents to be more active and to encourage participation in informal physical activity; activities for family participation; and to utilise partnerships and key stakeholders involved in sports and physical activities e.g. professional sports clubs; universities and community sector organisations.

3. RECOMMENDATIONS

The City Mayor and Executive is asked to consider the following recommendations:

- 1) Women need to know that they are welcome to participate in sports and physical activities by wearing clothing that is comfortable for them and culturally acceptable. **To consider better signage in facilities and raising awareness of the availability of alternative clothing e.g. swimwear, gym-wear and cyclewear.**
- 2) There is a need to address the shortage of female gym trainers, coaches and fitness instructors at facilities. **To consider carrying out recruitment, training and apprenticeship programs to attract women into these positions.**
- 3) Women can be inspired and motivated by role models and sporting champions. **To consider involving local and national women with sporting related achievements e.g. the Lionesses who are champion winners, and individuals like Summaya, who has shared her experience via the media and via podcast following her journey to learn to swim in adulthood.**
- 4) Members were impressed by the success of 'The Girl Can' campaign used by Active Leicester. Research shows that many women are put off taking part in physical activity due to a fear of judgement. 'This Girl Can' seeks to tell the real stories of real women with videos of their personal experiences and exercising **To consider using videos and inspiring women with real stories they can relate to can help to increase participation.**

- 5) **To consider new approaches to attract families and friends groups to participate in sports and physical activities together.** For example: a friend's invitation makes sport participation more attractive and there is also safety in numbers. Socialising with friends and family is rewarding and bonding becomes a strong external motivator. (*The Health & Wellbeing Survey in Leicester shows that there is a lack of suitable structured activity provision for families to exercise together. Whilst parks and open spaces are available for informal family friendly activities, the leisure centres and sports clubs often offer adult and child physical activity sessions separately*).
- 6) Participation in sport must be enjoyable and provide an experience worth repeating. **To support women to focus on feeling good about themselves and their achievements e.g. rewards and celebration are important.**
- 7) **To consider new initiatives such as combining fitness sessions with health promotion sessions for women.** For example 'The Fitness Factory Gym' in Leicester held an open day event inviting members and non-members, offering a variety of free taster fitness sessions combined with a health promotion session, including mental health and wellbeing talk with Q&A. (*open day events like this are successful and attracts many local women plus existing members bring along families and friends*).
- 8) **A need for powerful messaging and marketing to educate and motivate women to incorporate moderate exercise as part of their daily lives. It is essential to connect with women about the health and mental health benefits to exercising. Evidence shows that most residents would try a fitness tracker or health app if recommended by a health professional, suggest that this be piloted for women who are interested.** Women are involved in many different daily routines and journeys e.g. using the stairs, housework and gardening, school runs and walking to local shops, so it's a case of changing mind-sets to link physical exercise with better health
- 9) **We need more engagement with other groups of women across the city e.g. with single parents, with carers, and family carers too. Suggested that sub-groups be formed, as it is very important to reflect on this.**
- 10) **Gaps exist around community champions, ambassadors and mentors To consider engaging local people as ambassadors and community champions to support and empower women to be the best possible version of themselves. For example: Active Together have successfully**

involved community champions like Zee from Zfit who runs her own ladies-only Zumba and Boxercise classes at venues across Leicester all of which aim to empower women.

- 11) **We need more fitness instructors and activities leaders and mentors to do outreach work to support women in the community, such as in community centres; places of worship; health centre hubs and public spaces.** Sport England research shows that making sport the 'norm' for women relies on local women of all ages, sizes and faiths, becoming active, celebrating it and encouraging other to join in. Therefore by taking an activity into the community, both physically through outdoor sessions or venues in new and unexpected places can attract new circles of women.
- 12) **To encourage women to be involved in sports governing bodies and community leadership roles to influence decision-making.** Women remain less represented in leadership and coaching roles and face continued challenges in terms of equal pay and coverage in the media. This imbalance is magnified among some sub-groups e.g. BME women and disabled women. There are many reasons for this and most relate to social and cultural factors.
- 13) Task group members felt that many more organisations offering paid for activities and non-paid free sports and physical activities exists across the city e.g. community-based, grassroots sports and informal groups. **To consider engaging with smaller community-based organisations that are well placed in the hub of residential areas and more accessible for women (community-up approach).** To support joined up working, sharing resources and support for accessing funding sources.
- 14) **To reach out to female students in the city to promote sports and physical activities and healthy living.** For example: *'Freshers week' for university students is an excellent time to connect with female students to promote what is available in the city.*
- 15) **To encourage businesses, universities, hospitals etc... in the city to promote active travel plans and promote sports and physical exercise activities available in the city to benefit health and wellbeing for women employees.**
- 16) **Members praised sports partnerships as working well together. To consider including 'Netball' in future projects. To consider a cricket friendly environment for women and a need for role models** (Leicestershire County Cricket Club informed members that there is a lack of cricket facilities).

- 17) **That the Council increase publicity and marketing of Leisure and Sport facilities and activities on offer across the city.** Wider publicity is needed to reach more women via internal and external methods e.g. members bulletin, ward community meetings, internal face newsletter, council website, community centres, hospitals, G.P surgeries and health centres, face-to-face, local radio and social media.
- 18) Members praised the public health and sports services, Active Leicester, Active Together and partners for their commitment and expertise to support and develop new initiatives for women to participate (see *diagram 7.66 showing example of partnership working success*). Members supported future plans to increase women's participation, see 7.82 'looking forward' and Appendix C 'Active Leicester: context and future vision'.

The evidence and the good practice captured in this review report to be taken forward by the council and partners.

3.1. CONCLUSION

The task group found that sports and physical activities can be experienced by women in many different ways across the city.

More work needs to be done to educate and motivate women to understand the importance of being active as part of their health and wellbeing journey throughout their adulthood. There are very real short-term and long-term health benefits to women being active and healthy. We need to ensure that our neighbourhoods are enriched with the offer of feel-good-factor physical activities and sports to encourage women to participate on their own and with friends and family.

The review found positive examples of good practice and initiatives existing and being developed and felt that women are probably unaware of the variety of what is available in the city. We need women role models, and women community leaders to inspire and motivate women.

We need to do more work with communities and partners to help women to understand that activities can be an experience for them, their families and friends and that it can be fun and social, and can be carried out in daily life, and can be cost effective / free to participate. We want to enrich our neighbourhoods in Leicester with activities and sports that women can enjoy.

4 Local Context – strategies and budget

Leicester City Council, Joint Health & Wellbeing Strategy 2019/24. Getting people more active is a key public health priority
<https://www.leicester.gov.uk/media/185984/joint-health-and-wellbeing-strategy-2019-2024.pdf>

Active Leicester

Active Leicester encourages participation and encompasses all sports in the city. We have seven leisure centres with swimming pools and gyms; one climbing wall; one athletics track; one golf facility and several dedicated football pitches.

<https://www.leicester.gov.uk/leisure-and-culture/sport-and-leisure/>

Active Together (Leicester, Leicestershire and Rutland) support people to make physical activity and sport more accessible and part of our everyday lives.

<https://www.active-together.org/>

5. Leicester City Council Sports Services budget

5.1 Leicester city council has recently invested in developing and improving the Leisure and Sports centres facilities across the city. Active Leicester has a budget of £30k per annum to promote its services. A balanced approach to marketing is taken to ensure it appeals to a wide audience. Promotion and campaigns include female-only imagery. This budget came into situ in 2021; prior to this the service did not have a dedicated marketing budget.

5.2 Leicester City Public Health Services budget

5.3 Public Health services provide £67,000 to Inspire Together per year, approximately £15,000 of this funding per year goes towards the provision of the WHISPA delivery. This totals £75,000 for the previous 5 years' delivery. £60,000 has been allocated to Leicester City in the Community over the last 5 years, of which we expect 30% participation from women and girls.

5.4 Predicted budgets for year ahead - The Inspire Together funding will be reduced as a result of the recent PH budget reviews and £47,000 will be the new yearly allocation.

5.5 Funding to the sports clubs is unlikely to continue, however we will continue to support them to apply for funding bids from Sports England and each sports club's governing body. This will ensure that a focus remains on supporting women and girls into sports and physical activity in the absence of direct funding.

6. Purpose and Scope of the review

6.1 The purpose of the review was to better understand the challenges and issues faced by women who want to participate in sports and physical activities and to explore what is available for women to participate in, including examples of good practice to promote increased participation.

6.2 The task group held evidence gathering sessions with witnesses, as below. These meetings took place online due to the covid pandemic restrictions.

- Sally Slade (Active Travel Team Leader, Leicester City Council)
- Uma attended for Kirit Thakore (Founder of BlazeFit, an online fitness, workout and dance company, Leicester)
- Amanda Howe (Managing Director of WALX Leicester East, walking group)
- Anisha Karolia (Owner of My Gym Fitness Factory, Leicester)
- Leicester City Football Club in the community (Allison Tripney)
- Leicestershire County Cricket Club (Mark Barber)
- Netball England, East Midlands (Val Kindred)
- Leicester Hockey Club (Sarah Treanor, Vice President)
- De Montfort University (Fiona Dick, Head of Sports)
- Leicester University (Matthew Weir, Director of Sports)
- Active Together Organisation, Leicestershire (John Bryne, Active Partnership Director, and Jo Spokes, Sports Development Manager)
- Councillor Piara Singh Clair, Deputy City Mayor and Executive Lead for Sports Services.
- Councillor Vi Dempster, Executive Lead for Public Health Services.
- Sports & Leisure Centres, Leicester City Council
- Victoria Ball, Andrew Beddows and Charles Hurley, Lead officers, Leicester City Council

6.3 Task group evidence gathering included:

- a) Gathering evidence from internal and external witnesses (listed in the report)
- b) Senior officers in sports and public health division providing supporting evidence and reports at the Heritage, Culture, Leisure and Tourism Scrutiny Commission meetings.
- c) Conducting an online survey questionnaire via the councils consultation website and through Sports & Leisure Centres in the city, to engage the views of women in the city.
- d) Inviting wider participation in the review by promoting the survey questionnaire via council staff 'FACE' newsletter, and via the 'Elected Members' bulletin, and via HealthWatch Leicester.
- e) Desk-top research of related documents, reports and data.
- f) Inviting Summaya, local BBC radio presenter (as a role model inspiring Asian women to participate in learning to swim) to Heritage, Culture, Leisure and Tourism Scrutiny commission meeting. Her story and experience informed the review.

7. TASK GROUP FINDINGS

7.1 Snapshot of activity levels for women in Leicester

- Leicester has a higher percentage of inactive women (+3.7%) and a lower percentage of active women (-5.4%) when compared nationally.
- There is a 5% gap between male and female participation, with the highest levels of inactivity amongst people from ethnic backgrounds.

The task group conducted an online survey questionnaire to engage the views of local women to inform the review, results at Appendix A. This shows:

- 142 women (out of 191 responses) said sport and physical activity is very important to leading a happy and healthy life, and 44 said it was important.
- 136 women (out of 179 responses) said they never participated in paid-for physical activities in community locations; private gyms and sports clubs.
- 119 women (out of 178) said they never participated in paid-for physical activity at Leicester City Council leisure centres.
- 140 women (out of 174 responses) said they never participated in free physical activities such as parkrun or informal sports groups.

- 7.2.** Active Leicester operates 7 leisure centres, a golf course, and an athletics stadium. The city also has a wealth of parks and open spaces for people to be active in. The services and facilities are well placed, in the hearts of the city's communities. Most leisure centres are accessible within a 20–30-minute walk, thus reducing the barriers associated with distance and transport.

7.3. National and local documents

The task group was informed that a wide range of research and reports existed on the topic of Women's participation in Sport and Physical Activity (reference list is at the end of the report).

Key reports:

- Sport England: Go Where Women Are
- Sport England: Helping Women to Get Active
- Sport England: The Girl Can

- Active Together Partnership (Leicester, Leicestershire and Rutland)
- Active Leicester: Women in Sport Current Best Practice
- Active Leicester: New Strategy Development
- Leicester Health and Wellbeing Joint Strategy

7.4 Members have been provided with supporting information, research and presentations about the positive work carried out by the council, by leisure, sports and public health services to encourage women to participate in sports and physical activities in the city. The task group recognised that this work was well-documented. **Appendix C** 'Active Leicester, Women in Sport sets out the current best practice, as evidence.

7.5 What are the key issues and barriers preventing women from participating?

Many of the issues and barriers captured by the task group are similar to existing reports and research about women's sports.

Task group evidence identified these barriers and issues:

- Location of facilities e.g. distance to travel and lack of transport
(In Leicester, most leisure centres are accessible within a 20–30-minute walk, thus reducing the barriers associated with distance).
- Lack of time e.g. family, childcare, lifestyle, work and caring commitments
- Financial e.g. cost of sessions, cost of gym-wear and cost of equipment
- Accessibility e.g. women only sessions, women-led sessions and timings of sessions
- Family commitments and childcare e.g. women often prioritise family time over themselves.
- A lack of confidence in taking an initial step to join activities.
- Cultural barriers and beliefs e.g. exercise 'is not the norm' for women in some cultures.
- Lack of role models
- Women prefer to exercise with their family, friends and at a location that is close to home
- Lack of childcare provision for parents who wish to join sessions.
- Body confidence, appropriate clothing e.g. women at Cossington Street Centre in particular were anxious in terms of participating.
- Many women were said to be put off by the stigma associated with gyms, (and it had been hard to overcome that barrier when promoting gym services to women).
- It had also been stated that there were often cliques with activity classes and this could deter others from having the confidence to participate.
- Women were not always confident being led by male instructors (there was a shortage of female personal gym trainers and female swimming instructors across council-run sports and leisure centres).

7.6 Research in 2017 sought to look in depth at the motivations and barriers to participating in physical activity for young mums who live in Wycliffe and Eyres Monsell wards in the city. Evidence pointed to the following:

- Many had the desire to undertake activities as a family and it was felt that there was a shortage of such provision.
- The provision was overall not flexible enough in its offer to young families
- Parents were sometimes reluctant to leave babies in unfamiliar childcare settings.
- Parents preferred local, community-based provision closer to home, rather than provision that required more extensive travel, which was a particular issue for those without access to a vehicle.
- Classes were not always culturally appropriate
- Parents did not always feel safe undertaking classes in open parks, even with the presence of children.

7.7. Active Leicester have been involved in research projects over the last five years to understand barriers and issues and have taken steps to address many of these. For example, since the programme of refurbishment at local leisure centres had been completed there had been an increase in the take-up of female participants due to the changed physical environment of the buildings becoming more appealing and welcoming. There was praise for the high take-up for women-only sessions offered e.g. at the Evington and Cossington centres.

7.8 Recommendations identified by the task group:

- 1) Women need to know that they are welcome to participate by wearing clothing that is comfortable for them and culturally acceptable. *To consider better signage in facilities and raising awareness of the availability of alternative swimwear, gym-wear and cyclewear.*
- 2) There is a need to address the shortage of female gym trainers and female coaches and instructors at facilities. *To consider carrying out recruitment, training and apprenticeship programs to attract women into these positions.*
- 3) The use of role models to inspire and motivate women to participate. *To consider local and national women with sporting related achievements e.g. the Lionesses who are champion winners, and individuals like Summaya, a local radio presenter who has shared her story / podcast to learn to swim in adulthood.*

7.9 What can be done to encourage women to participate?

[‘Go Where Women Are’ says Sport England](#), and remove the barriers that prevent women participating in sport. In their research they highlight that the

barriers can be categorised as either physical or emotional. There are several key actions that facility owners can undertake to remove the physical barriers. Access to sport has to be practical and fit in with the other time commitments and requirements of the female population. Going where women are means understanding their constraints, such as “*staying for children’s bedtimes, family mealtimes and accommodating work schedules.*”

7.10. Members heard evidence about ‘This Girl Can’ national campaign

<https://www.thisgirlcan.co.uk> (Sport England launched in 2017). A national initiative showing 2.8 million women were inspired to exercise due to the campaign, 1.6 million started exercising and 1.2 million increased their participation.

‘The campaign has successfully persuaded nearly 4 million women across the country to take action. This research shows that many women are put off taking part in physical activity due to a fear of judgement – this might be about the way they look when they exercise, that they’re not good enough to join in or they should be spending more time on their families, studies or other priorities. This Girl Can seeks to tell the real stories of women who get active or play sport in the way that’s right for them using images that show what activity really looks like in all its sweaty, jiggly glory. We never judge and we don’t care what other people think.

7.11. Members heard that ‘The Girl Can’ campaign has helped many providers to inspire and encourage women to participate in sporting and leisure activities, for example:

- brought the initiatives directly to women instead of expecting women to travel to them. The campaign had 95 million views worldwide and had brought £66 million to the economy.
- to increase resilience, which had brought 700,000 followers on social media, with 50% of 40-60’s recognising at least one of their adverts.
- aimed to challenge and overcome cultural barriers.
- Over 13,000 partners have signed up to use the ‘toolkit’, including the council.

[\(Public Pack\)Agenda Document for Heritage Culture Leisure and Tourism Scrutiny Commission, 01/03/2022 17:30 \(leicester.gov.uk\)](#) Task group members praised this campaign and council officers in using this good practice to encourage women’s participation in Leicester.

7.12. Recommendations identified by the task group:

- This is an excellent video produced by ‘The Girl Can’ campaign. We should use videos and real stories to inspire and encourage women in Leicester.

We need to have targets in place to succeed in motivating and encouraging women to participate.

- That the Council increase publicity and raise awareness of Leisure and Sport facilities on offer across the city. Wider publicity to reach more women, via internal and external methods e.g. members bulletin, ward community meetings, internal face newsletter, council website, community centres, hospitals, G.P surgeries and health centres, face-to-face, local radio and social media.

7.13. Key evidence captured by the task group of what can be done to encourage women to participate:

- Support and mentoring to build confidence
- Creating a sense of togetherness, for example with a social element. A need for new approaches to attract families and friends' groups to participate in activities together.
- Women like to see a sense of achievement. Helping women to focus on feeling good about oneself and the sporting experience e.g. certificates of achievement, rewards and celebration are important.
- Using the word activity, not sport, to encourage women to participate
- More work was needed to be done in terms of listening and engaging with women in order to lift each of the barriers that prevent or deter participation.
- Encourage women to use open spaces available e.g. in Belgrave women do not participate in football, mostly men use the recreation sports ground.
- Lack of cricket facilities e.g. need to create a cricket friendly environment for women and need role models.
- There was sometimes a tendency for women (particularly those with children) to put themselves last, and this was a mentality that was difficult to alter. However, more work was needed in terms of engaging with this cohort.
- Body confidence was a significant barrier. The notions of embarrassment and shame needed to be removed.
- A mapping exercise of what is on offer for women within neighbourhoods and organisations e.g. communities up approach. Supporting and promoting grassroots sports and activities.
- A shortage in the supply of toilet facilities on parks often deterred women engaging in sporting and physical activity.
- A campaign to encourage more women to become sports and gym instructors should be considered.
- Supporting and promoting grassroots sports and activities

7.14. The task group heard evidence from a selection of individual organisations in the community that provide successful sports and physical activities for women in Leicester:

Evidence captured from 'BlazeFit' company, Leicester (fitness, dance, exercise and wellbeing sessions):

- Online sessions, e.g. bangra fitness, Bollywood dance, body workout exercises. Now branched out doing leg, bum and tum, and various exercises etc.. We have a team of instructors who lead various sessions.
- We are a company, main customers by paid subscription (approx. £20 per month), We also offer many non-paid free sessions.
- Our online exercises are very popular especially with older women, we have expanded to offer sessions for elderly and vulnerable women, e.g. gentle exercises sitting on a chair.
- We have themed days with sessions for special occasions e.g. Navratri, Diwali and various other festivals and events in the calendar year, this keeps people interested, engaged and upbeat.
- We have expanded to offer much more now than before. Mainly targeting everyone, but mainly our customers are women. By offering online sessions women can remain in their own homes and manage family and childcare issues.
- Our live sessions are very popular, and also offer recorded sessions. The recorded sessions very useful for women to access at their convenience, and there is a high demand for these.
- We lead and host many charity events and good causes to raise funds e.g. for Alzheimers and British Heart foundation etc.. (we have a charity event coming up involving our customers to raise funds). Our customers plus their families and friends all get involved to help raise funding with charity events.

7.15. Evidence captured from a walking group organisation (A Leicester East area WALX **Leicester East** is a friendly, sociable **walking** and fitness **group**)

- A walking group, with café access, offers different types of walks and trails.
- We offer total body workouts, exercise and many walking activities.
- We offer yoga and mindful – but all in the context of outdoors activities combined with walking.
- Vast majority of customers are women, slightly older generation, most of them looking for social activity and to get out. Sometimes restricted by confidence and some have various health issues e.g. cardiovascular.
- A gym-style model prepaid by customers, approx. £18 per month.
- We also have a selection of online activities.
- We offer a walking festival in the summer, one coming up shortly.
- Have trained staff to help support walks. People feel confident and enjoy the exercise.
- However, we need to address issues of travel to and from these walks – as this can be a barrier (*the task group helped Amanda to link up with Sally from Transport, LCC, for advice on transport*).

- Generally, we all need more engagement with other groups of women across the city e.g. single parents, and with carers, and family carers too. Suggested that sub-groups be formed, as it is very important to reflect on this (*task group members agreed*).

7.16. Evidence captured from 'My Gym Fitness Factory' organisation

- Culture and religion can be one reason why women do not participate e.g. clothing for sport activities (women want to cover up in public)
- Another barrier is that many Asian women have not grown up with sports and exercise – it's a generational thing / not the norm for some women.
- We cater for women for private sessions and try to make women comfortable – we tailor the sessions. We hand hold and build confidence and take them through step by step and this has been positive as for most of them it breaks down barriers and they feel comfortable.
- Online sessions are good, especially for women who are unable to get out much.
- Face to face sessions are better for many women as some women look forward to leaving the house and getting out, these sessions are the highlight of their week, good for their mental health and wellbeing and something to look forward to, e.g. for the Bollywood classes we have about 40 women who attend regularly.
- We promote on social media all the time – which is very popular.
- We have planned an International Women's Day event and offering free taster sessions combined with women health talks (including mental health issues) with a Q and A session. This will also be available to access online.
- What is needed is more education and more understanding about the physical links to exercise and mental health – we need to educate women and promote how it can help them. (*Task group members agreed*)
- The leaders of any activity needs to be reflected in the people taking part in activities, and vice-versa, role models are important.

7.17 Task group members comments:

- That women in the Belgrave area are not keen to cycle – many women either go to the Neighbourhood Centre or use outside gyms or walking for exercise. (*however, Active Travel officers informed members of plans for new wellbeing projects in Belgrave for women to keep active – this is a positive step*)
- Many people have missed the interaction and social element during the pandemic.
- That we need more fitness leaders and fitness instructors to do outreach work e.g. with community centres, places of worship etc. and possibly offer home visits.

7.18. Members identified these recommendations:

- We need more fitness instructors and activities leaders and mentors to do outreach work e.g. with community centres, places of worship, health centre hubs and public places.
Sport England research shows that making sport the 'norm' for women relies on local women of all ages, sizes and faiths, becoming active, celebrating it and encouraging other to join in. Therefore by taking an activity into the community, both physically through outdoor sessions or venues in new and unexpected places can attract new circles of women.
- A need for new approaches to attract families and friends groups to participate in activities together.
The Health & Wellbeing Survey in Leicester shows that there is a lack of suitable, structured activity provision for families to exercise together, whilst parks and open spaces are available for informal family friendly activity our leisure centres and sports clubs often offer adult and child physical activity sessions separately..
- Task group members felt that they had a good insight and heard valuable evidence from these organisations. These organisations were all very committed to helping women in the city and welcomed being involved in providing evidence. Their good practice, approaches and ideas should be taken into account by sports and physical activities providers in the city.
- Good practice initiative - holding an open day event inviting members and non-members, offering a variety of taster fitness sessions and combining this with a health promotion session e.g. mental health and wellbeing talk with Q&A. *(The fitness factory gym in Leicester said events like this are successful and attracts many local women – plus existing members bring along families and friends).*
- Generally, we also need more engagement with other groups of women across the city e.g. single parents, and with carers, women with disabilities and family carers too. *Suggested that sub-groups be formed, as it is very important to reflect on this.*
- Task group heard valuable evidence from a handful of organisations, however many more organisations (offering paid for activities and non-paid free activities) exist across the city e.g. community-based, grassroots sports and informal groups. *Suggest making use of existing groups and networks (community-up approach), to identify what activities are available within neighbourhoods as this would provide more choices for women to participate; more scope for joint-up working; scope for learning from each other and scope for accessing funding sources.*

7.19. The task group heard evidence from Transport Strategy, Leicester City Council (relies on external funding for schemes)

7.20. Active Travel Neighbourhoods Team mainly delivers behavioural change initiatives to encourage sustainable travel in **businesses, schools** and the **community**. Recently the team has also been delivering the **Safer Streets Healthier Neighbourhoods programme**.

Examples of work carried out:

- We lead on activities for active travel in the city. We provide advice and services (dipping in and out) with working with all council departments, including sports and leisure centres, and public health services to advise on travel plans and transport needs.
- We have an active travel neighbourhoods team who lead on active travel plans, walking and cycling schemes and initiatives in the city to encourage people, including women to exercise and enjoy the outdoors.
- Women in the city are involved in many different daily journeys in their local areas e.g. school runs, going to local shops, so it's a case of changing mind-sets to walk or cycle for better health.
- We are trying to make cycling more appealing in terms of clothing e.g. cyclewear that is more trendy, comfortable and appropriate for all women (*there is more than lycrawear out there!*).
- We find that girls in their younger and teenage years tend to cycle and play sports more, but this reduces as they move into adulthood.
(*Schools Sports Partnership work identifies women and girls as a priority area, particularly secondary age girls who are more likely to drop out of formal sporting opportunities*).
- We do a lot of work with schools in the city to promote cycling and walking.
- We work with businesses, universities, hospitals etc... in the city to promote active travel plans for employees, this includes women employees.
- We do lots of community engagement work which benefits women in the city, e.g. cycle training programme based as Cossington Recreation Ground; Walk Leicester Forum – meeting of all organisations within Leicester that deliver some sort of walking activity.
- Community Cycling Project – E-bike initiative to encourage South Asian communities in Leicester to think about keeping active and moving in different ways. This initiative was really popular, and we identified that women over the age of 55 years in particular wanted more cycle training to increase their confidence in using a cycle again.
- New projects planned – weekly wellbeing walks in Belgrave. A good walk can do wonders for your mental wellbeing. Also to encourage more women to consider taking up cycling to increase their fitness and keep active in a green way.
- British Cycling has launched its first ever Women and Girls' Club Toolkit: this contains advice, tips and best-practice examples to make cycling appealing to females (*publicised on Active Together website*).

7.21. The task group survey question asked women 'how often do you participate in recreational, non-paid physical activity per week re: Cycle to work or school?'

Out of 178 responses:

- 123 women said never,
- 39 said 1-3 times a week, and
- 9 said 4-6 times a week.

7.22. Good practice example: A focus on having fun and building confidence has been effective in breaking down the barriers to cycling in hard-to-reach communities in Hackney. Family cycle clubs were set up so the whole family could learn to cycle (using pool bikes) in a relaxed informal environment. All who completed the course received a free (recycled) bike and lock.

7.23. Recommendations identified by the task group:

- A need to educate and motivate women to include exercise as part of their daily lives would be a more realistic way to target more women to increase activity. *Women in the city are involved in many different daily journeys in their local areas e.g. school runs, walking to local shops, so it's a case of changing mind-sets to walk or cycle for better health.*
- To encourage and support businesses, universities, hospitals etc... in the city to promote active travel plans for employees, and to also promote sports and physical exercise activities available in the city to benefit health and wellbeing for women employees.
- We need to use local people as ambassadors and community champions to support and empower women to be the best possible version of themselves. *Active Together have community champions. For example: Zee from Zfit is one of their best examples who runs her own ladies only Zumba, Hiit and Boxercise classes at venues across Leicester all of which aim to empower women.*

7.24. The task group were aware of the steps taken by sports and public health services to address many barriers identified by women and accept that even if provision is available for people to be active, then that doesn't always translate to people becoming active. Often people's motivations and readiness to change can stop people from using sports and leisure facilities / services. The task group recognised that the service is progressing with different approaches to marketing as a positive step in the right direction.

Active Leicester has learnt a lot over recent years on how to balance a universal sport and physical activity offer, with a targeted approach to its services. It is a tricky balance to achieve. However, the scope and spread of dedicated female sessions, in centres with most demand, have gone part of the way to meet this need. Other targeted approaches include:

- More work was being undertaken to try and encourage women to participate at an earlier age, with female entry ages being low in comparison to male.
- Women-only sessions are often offered due to the cultural diversity of Leicester, and these are particularly well-attended.
- The centres also provide opportunities for third parties to undertake activity – such as swimming and badminton clubs.
- An online programme of activity was launched during the pandemic, but this ceased due to generally low uptake.

7.25. Public Health services is fully aware of the barriers that many residents face to being physically active and as a result have developed more focus on encouraging people to be active through increased daily activity such as active travel, walking, cycling, scooting to school or work for example. Activity in parks and open spaces such as play with children and use of outdoor gyms.

7.26. Partnership working with Leicester City Council was praised by sports clubs, partners and universities who contributed to this review.

Evidence captured by the task group:

- Partnership working initiative, the student women's basketball team at De Montfort University currently benefit from specialist coaching from the Leicester Riders Club and also play their home British University and College Sports (BUCS) league and cup fixtures at Leicester Riders impressive 2,500-sear Leicester Sports Arena.
- Leicester Hockey Club - Students are benefiting in Leicester with experiences in everything from umpiring to media work and administration to help their CVs stand out and prepare them for the world of work.
- The University of Leicester and Sporting Equals have signed a strategic partnership to promote ethnic diversity (includes BME women) across sport and physical activity to address the lack of diversity amongst sports leaders, sport governing bodies, and leadership roles.
- The Universities said further work is required to train up women coaches, women mentors, and women leaders within sports.
- The Universities reported that 'freshers week' is an excellent time to promote and provide information to female students relating to sports and physical activities and healthy living.
- **Leicester Tigers with their Project Rugby Asian** sports foundations project to actively support Asian women into Rugby.

- **LCitC Active Women Project** – 5-year project focussing on women between the ages of 18-49 in the Wycliffe ward area. The project is aimed at getting women from the local community engaged in some form of physical activity. The project has currently engaged with 1305 participants and offers 13 sessions per week.
- **Netball East Midlands: Leicester** – Women and Girls receive coaching on game play (part of Grassroots Netball initiative). The Netball Club identified that they need to be involved in partnership working in the city on par with other clubs e.g. Leicester City Football Club and the Tigers Rugby Club
- **Leicester Tigers Foundation Women and Girls Programme** – project aimed at offering women's only rugby sessions in the city and utilising the recent success of the Red Roses to inspire women to get involved. Leicester Tigers have also recently set up a women's team to again create role models from our community to inspire other women to become active.
- **Leicestershire CCC Community Women and Girls** – A dedicated women and girls' officer is in post to develop opportunities for women to get active and involved within cricket from a young age. This includes the women's cricket league which is played in the summer.
(The cricket club identified that there is a lack of cricket facilities e.g. need to create a cricket friendly environment for women and need role models).
- **National Governing Bodies of sport (NGB's)**- The majority of NGB's follows Sport England's ten-year strategy of 'Uniting the Movement'. This strategy aims to transform communities and lives through the power of sport and physical activity. Removing barriers to participation are a key theme of their strategy. An example of this in practice is through the Leicestershire and Rutland County FA, who have KPIs for the number of female players (4,982 players by June 2024) playing the game across Leicestershire and Rutland. Players can come from affiliated team or recreational groups. Female players are underrepresented across the county and city when compared to census data, so the County FA are working to give opportunities to everyone across Leicester. These ambitions will be replicated across the wealth of NGB's operating in the city. Active Leicester supports their work.

- **PlayZone Initiative** - The PlayZone programme is currently being developed and finalised, but this is a programme with the Football Foundation that will see ballcourts across the city developed into state of the art, attractive facilities aimed at certain priority groups, one of which is Women and Girls. The courts will be bookable and will have several programmed sessions each week purely for women and girls. The courts aim to be accessible, attractive, well-lit and safe spaces to encourage women to attend and participate.
- **Wesley Hall Community Centre** – Wesley Hall offers several opportunities for women within their local community. They are seen as a trusted provider within their community and thus attract and encourage women to attend their sessions. Some examples of the opportunities offered are Women aerobic and weight management, sewing classes, yoga classes, slimming world, and Zumba classes.
- **Active Together Partnership** – Active Together link into some of the national campaigns for example 'This Girl Can' and at times offer similar initiatives. An example is in March whereby they offer 'Lets get Moving This March' which is a programme that allows women to have a go at multiple activities from their own homes, for example Zumba, Bhangra, Nordic Walking. Active Together also have community champions. Zee from Zfit is one of their best examples who runs her own ladies only Zumba, Hiit and Boxercise classes at venues across Leicester all of which aim to empower women to be the best possible version of themselves www.active-together.org

7.27. Recommendations identified by the task group:

- Need to reach out to new students in the city e.g. universities, to promote sports and physical activities and healthy living. *'Freshers week' for students is an excellent time to connect with female students to promote what is available in the city.*
- More work needs to be done to train and attract more female coaches, mentors and leaders in sports.
- Leicestershire County Cricket Club identified that there is a lack of cricket facilities. *For example need to create a cricket friendly environment for women and need role models.*
- Women need to be involved in sports governing bodies and community leaders, to influence decision-making. Women remain less represented in leadership and coaching roles, especially BME women.

Women remain less represented in leadership and coaching roles and face continued challenges in terms of equal pay and coverage in the media.

- Members praised Active Leicester, Active Together and partners as they have the knowledge and expertise to support and develop new initiatives. *Many smaller community-based organisations are well placed in the hub of residential areas and more accessible for women but some lack the expertise and resources to develop new initiatives and access funding.*

7.28. The different methods used to offer sports and physical activities, e.g. in-person, digital online

7.29. Benefits of Social Media platform – It's highly recommended that all sports and physical activities providers has a presence on social media platforms. Doing so, will widen your reach to a range of demographics. Social media can be used to highlight any trials you may be offering. Moreover, with social media's ability to host visual content – it can be used to showcase your staff, venue and facilities. It also provides greater exposure for any offers, discounts or deal you may be offering. Social media is also a great medium for prospective members to contact you with any query's or provide valuable feedback to improve your sports club/venue. Not to mention, visitors or permanent members can use social media to post reviews of the club and or classes and facilities, helping to attractive new customers.

7.30. Task group evidence shows:

- a) It was felt that word of mouth is ultimately the most powerful method of communication.
'Active Leicester service finds that word of mouth is a more powerful form of promotion. Therefore, we aim to deliver the right product with excellent customer service to ensure women that do use our services are telling their friends and family'.
- b) The service carefully considers the appropriate use of imagery as part of marketing campaigns.
- c) Users from certain centres (such as Spence Street) did not find out about opportunities online – in comparison with users at other centres. In these case, greater outreach is required. (recommendation)
- d) Most residents would try a fitness tracker or Health App if recommended by a health professional (*recommendation – promote women to use fitness tracker or health app*).
- e) It was felt that the service could do more to promote mental health benefits from participating in sport as part of marketing strategies (recommendation)

- 7.40.** According to Sports England research: *Access to 24/7 online booking enables sports facilities to be available at all times. When the [booking process has been simplified and made accessible](#), sports facilities must look to reduce and remove the practical barriers that prevent women's participation in sport.*

Sports facilities can encourage women to become more active.

<https://pitchbooking.com/blog/increasing-female-women-activity-levels-sports-facilities> Pitch booking can help make this a reality by streamlining the booking process and bringing online visibility to facilities across the country.

- 7.41. Social media campaign** to drive higher female attendance at organised activities by 'This Girl Can' Sport England – good practice example: this is a behaviour change campaign in response to the long-standing sport and physical activity gender gap in England. One key means of mobilising more women to organised activity is to refine the marketing drive and improve the “on the ground” experience. The campaign, which combines social media, a TV commercial and poster advertising, is the brainchild of Sport England, and aims to ‘inspire women to wiggle, jiggle, move and prove that judgement is a barrier that can be overcome’. [This Girl Can](#)

- 7.42. Good practice example of Live Podcasting** - posts to follow Summayas experience and journey re: Asian women learning to swim. Summaya Mughal, a Nottingham born, Leicester Radio presenter and journalist, has too echoed these statements in her latest documentary ‘Brown Gal can’t Swim.’

Summaya’s 6-part, podcast in which she confronts the cultural barriers that many Pakistani Muslim women face when wanting to swim- such as disagreements with family members, risking criticism from their community over breaking social conventions, and worrying about what to wear in the pool that will fall in line with Islamic expectations around female modesty.

The podcast is an intimate view of Summaya’s journey, where she aims to break down misconceptions about swimming, and encourage members of our South Asian communities to take the plunge and learn to swim. She even gets her dad involved - something she would never have imagined when she was younger.



The link to view the podcast can be found here:

<https://www.bbc.co.uk/programmes/p0ctzgft>

“I’ve spent over 20 years embarrassed about not having a skill it feels like kids have, especially when it’s something that could save your life. I’m terrified of the deep-end - so we’ll start there.”

- 7.43. Good practice example: Poster and Video ‘Leicester Swim’ marketing campaign** to increase casual swimming:

Leicester City council marketing for adult swimming lessons is mainly through word of mouth with some use of social media. In 2017, the service was awarded a funding grant from Sport England to explore behaviour change marketing techniques to increase casual swimming. The service trialled behaviour change marketing techniques to motivate people to use the service. For example, rather than selling the gym membership we would promote the benefits of being active and how being fitter and healthier can help them play with their children, feel healthier. These techniques have been adopted and now feature in our annual marketing programme.

➤ **Benefits of swimming for female adults: promotion video**

<https://vimeo.com/290929937/603a1614e9>

The swim pilot also taught the service that providing lessons is just part of the journey of adults learning to swim. Similar to the Swim England survey and Summaya's experience.

7.44 BME women swimming good practice example:

New group 'Afro Aquatics', Black women in Leicester getting into Swimming: A competitive swimmer and instructor who recognised the barriers faced by ethnic minorities when it comes to learning how to swim is making waves in Leicester by getting the [black community](#) into swimming. As someone who has devoted a majority of her life to the sport, Katrice Rodrigues identified the changes that needed to be made in the black community, and [Afro Aquatics](#) was born.

The Aquatics group only launched in 2022, but already has had a massive impact. They are currently in their second term meeting weekly at Winstanley School in [Braunstone](#). Founder Katrice used her expertise to get the group off the ground. [Swim instructor creates group empowering Black communities to swim - Leicestershire Live \(leicestermercury.co.uk\)](#)

7.45. Members of the commission heard evidence relating to Swim England data and Swim Leicester to better understand participation of women from BME backgrounds.

7.46. Swim England launched a campaign called 'England Swims' specifically aimed at finding out barriers that prevent ethnically diverse communities from accessing water-based activities. The survey shows: that there is a clear disparity of swimming abilities when analysing by ethnicity. 14% of White Communities cannot swim 25m, in comparison to 49% of ethnically diverse communities. This disparity is further exemplified by gender differences. Females of all ethnicities are less likely to be able to swim 25m. Muslim women were most likely to view swimming as inaccessible. Modesty, and feeling comfortable in swimwear and feeling comfortable with the changing arrangement were also important points raised.

7.47. Although in Leicester 71% of adults' swimming lessons are female (approx. 170), and 72% are from ethnically diverse communities (approx. 172 out of

240). The highest number of women participates are at the Evington, Spence Street and Cossington centres.

- 7.48. Good practice example for free /low-cost activity session:** *The Let's Get Moving for Less* page includes a range of ideas on how to be active, as well as a whole host of free/low-cost activity sessions taking place within Leicester and Leicestershire, enabling you to still feel the benefits of being active throughout this difficult time. Navigating your way through the page is easy. Simply click on your district name at the top and view all the different opportunities that your locality has to offer. To view all the activities in one place, visit the [Let's Get Moving for Less directory](#).

#LetsGetMovingLLR for less! More information: <https://www.active-together.org/letsgetmovingforless>

- 7.49.** Since the pandemic began (with lock down restrictions) many more sports and activity providers diverted to offering more online sessions e.g. dance, exercise, yoga, body fitness etc. There has been a huge increase of women participating in activities with this method preferred as it enables them to participate within their own homes and allows them to manage family, childcare, work and other commitments more easily.

- 7.50.** Task group survey question: asked women if they participate in non-paid activity re: Home workout (online or on your own)

Responses: those that do home workout online = 47 (out of 169), in comparison to those that do home workout on their own = 135 (out of 179)

- 7.51.** **'Blazefit' fitness, Leicester** – example of providing live streamed workouts, dance and wellness classes, which has become more popular during the pandemic. We deliver enjoyable and dynamic online classes right in your home. Increase in the number of women subscribing to join streamed sessions during the pandemic. We use social media to promote our classes. We offer taster sessions and provide sessions for older women e.g. gentle exercise.

- 7.52.** **Zfit local fitness, Leicester** – Run by Zee who is currently an Active Together Champion and community ambassador provides Zumba toning, HIIT and boxercise classes throughout venues in Leicester. Ladies only sessions. Fun, friendly party atmosphere for all abilities aged 16-86. Aiming to empower women to be the best version of themselves through fitness.

- 7.53.** *Both of these groups support and promotes Active Together LLR activities and events through their website, which is very positive, as the activities and opportunities offered by Active Together LLR reach a wider audience.*

- 7.54. Good practice example for BME participation: The trail blazer: the rewards of setting up a walking group** - Wanting to stride out into the countryside with like-minded people, our writer established Black Girls Hike in 2019 and has never looked back.

“I became a walking group leader by chance. In 2019, I was on a train going through the Peak District, and I watched all these hikers getting on and off. I wanted to do something new for my wellbeing, so I set up a [Black Girls Hike instagram](#) page a few days later. I didn’t want to go by myself and I wanted to feel safe and supported so I set up a group for black women”



<https://www.theguardian.com/lifeandstyle/2022/nov/01/black-girls-hike-rewards-of-walking-group>

- 7.55. Walk Together initiative** - During the pandemic, outdoor walks in local areas and local parks have become more popular as a no-cost exercise activity. Walk Together is a physical activity initiative offering a weekly programme of free, sociable and accessible group walks within Leicestershire led by trained volunteer walk leaders. Walk Together is coordinated, developed and delivered via a partnership of Leicestershire Local Authorities and Active Together. <https://www.active-together.org/sports/walking>
- 7.56.** Task group question asked women: do you participate in non-paid free organised activities re: Parkrun, informal sports groups etc. Responses show that out of 174 women, 140 said they never participate, and 33 said they do participate 1-3 times a week.
- 7.57. Good practice example of Face-to-Face engagement with women: Active Leicester** carried out this work with young mums in Wycliffe and Eyres Monsell wards in Leicester

Good practice examples for Active Leicester re: engaging with young mums in Wycliffe and Eyres Monsell wards

Example interventions

Work with the mums attending an established 'stay and play' sessions in the community of interest. Find out what sorts of physical activities they might like to do during the session with their children. Options could include:

- Training for staff so they can deliver short 10 minute bursts of activity specifically targeted at encouraging the mums to get involved.
- Providing an instructor to join the stay and play session on a regular basis to lead activity sessions for the mums and their children.
- Providing activity cards and resources for activities which mums and children can do together.

Hosting a family fun day in the local park or green space:

- Work with local families to decide what this looks like, e.g. the location, date, time and activities to run.
- Run a variety of sport and physical activities which are: short, instructor-led, of low / medium intensity and in which young mums are activity encouraged to participate in with their children. The activities may even build in intensity from session-to-session.
- Work with other community and health providers to provide advice and information on parenting, health and fitness in to these sessions.

By working with the young mums to develop the activity session, the sessions are more likely to be strong in all the intervention elements.

56



While mums wanted activities they could do with their children, one of their main motivators for participating in different activities was the chance to socialise with friends and meet other young mums.

That's the biggest thing, and I like to meet, like, the mums that I've made friends with. That's the only time I would see them because I come to the mamas, baby thing sometimes, but it's more, like, getting them up, because otherwise I wouldn't get up because I'm pretty much a homebody. – Wycliffe participant

Practitioners also highlighted the important role that activities can play in building social networks for young mums.

7.58. Communicating the strong links of health and wellbeing to encourage more women to participate

7.59. The nhs.uk website communicates the benefits of exercise with this powerful message that does draw people in and think more seriously about their health:

Step right up! It's the miracle cure we've all been waiting for. It can reduce your risk of major illnesses, such as coronary heart disease, stroke, type 2 diabetes and cancer and low your risk of early death by up to 30%. It's free and easy to take, has an immediate effect and you don't need a GP to get some. ***Its name? Exercise.***

The Department of Health and Social Care website states that ***inactivity is a "silent killer"***.

The NHS website offers tips and advice for low intensity exercises that can be done at home:

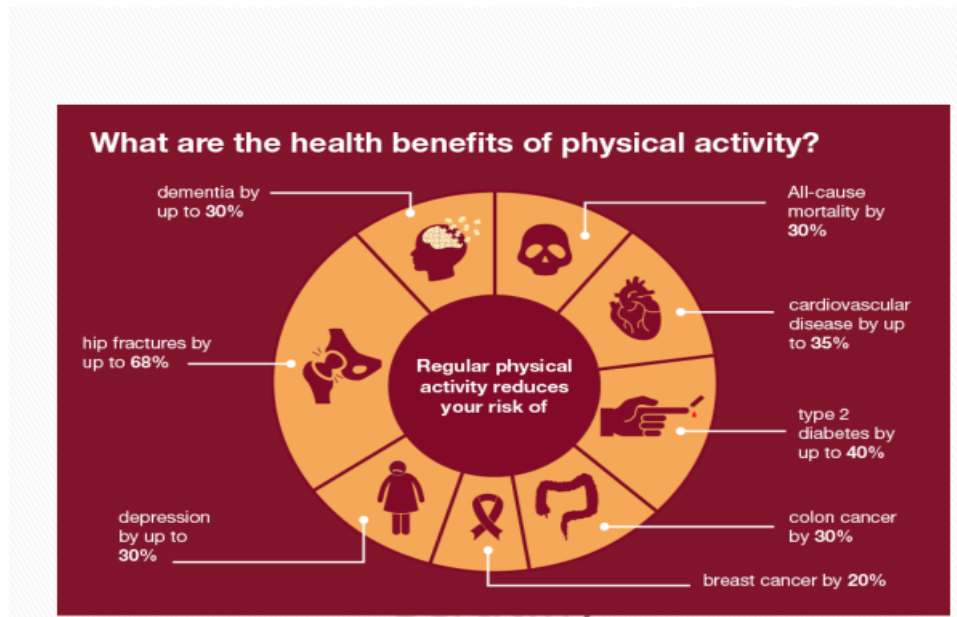
- **Get moving around the home** – advice on ways you can be active without leaving the house e.g. *chair exercises, using the stairs, using tins of beans as weights, dancing to the radio in the kitchen while the pasta is cooking.*

7.60. The NHS website promotes and gives advice on many different ways to keeping active, increasingly like many organisations promoting keeping active using online videos, health apps, online training instructors and classes.

- **'Couch to Fitness – Get Fit For Free'**, promoted as a home-based activity – a free and flexible at-home online exercise plan for beginners. This is a partnership initiative with locals councils and local parks.

7.61. Being active provides numerous physical benefits. Regular exercise can help maintain healthy bone and muscle mass. Exercise also helps people maintain a healthy weight. Being active also has massive mental health and wellbeing benefits, especially when done outdoors, people who are active have a 30% Lower risk of developing depression.

7.62. What are the health benefits of physical activity? – Diagram to show this



- 1) Many women in midlife are missing out on the social psychological and physical health benefits of being active.
- 2) 33% of women aged 41 to 60 are not getting the recommended amount of exercise, e.g. can experience health issues, mood swings, anxiety, depression, poor sleep, embarrassment etc..
- 3) The report on 'Inspiring women to be active during midlife and menopause', by Women in Sport, recommends 5 principles for inactive women, especially those who have fallen out of exercise: 1. endless possibilities, 2. judgement-free zone, 3. support network, 4. expand the image of what sport means, 5. make it relevant.

7.63. 'Fit for the Future: The Health Value of Wellbeing and Leisure Services' – good practice example from Leicestershire and Rutland working in partnership

Re: Overview of Publicly Funded Community Engagement Activities

- 7.64.** Over time, publicly funded leisure services have continued to extend their role in relation to general wellbeing and not just fitness. This has involved diversifying their responsibility within the community and being at the forefront of driving community engagement. The opportunities are manifold and largely reflect expressed local community needs which includes linking up with or leading new community initiatives as part of innovative partnerships with Public Health, CCGs, and Active Partnership with the shared goal of levelling up social inequalities that exists across various regions. Beyond providing access to physical activity infrastructure such as gyms and swimming pools, publicly funded leisure services, working collaboratively with system partners has a far-reaching impact in driving community engagement with a unique advantage of influencing the wider

determinants of health. The examples below highlight some community engagement activities



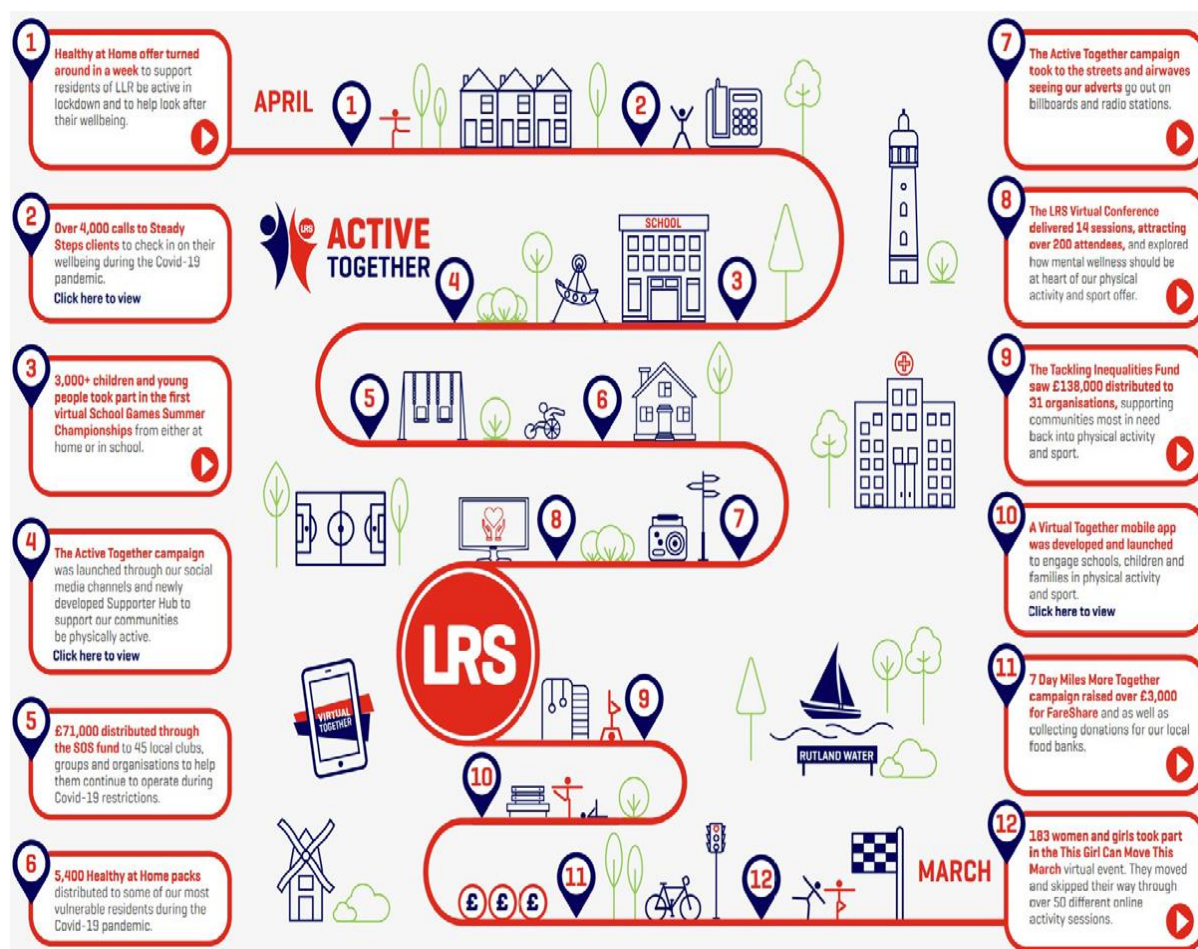
fit-for-the-future-th
e-health-value-of-w

7.65. The Leicestershire and Rutland⁹ Annual Review 2020/21 on physical activity and sport shows the impact of local authorities working cohesively and collectively with key partners to stimulate innovation and local delivery across its region for a twelve-month period.

Community engagement included activities targeted at young people (i.e., virtual school sport and physical activity), activities for women and girls (i.e., 'Move this March') with its own dedicated hashtag - #Thisgirlcan – with a dedicated Facebook group providing encouragement and support. There was also the launch of the LRS Active Together campaign to raise awareness of physical activity.

7.66.

Diagram showing 12 months of impact across Leicestershire, Leicester, and Rutland



The infographic above provides a comprehensive picture and highlights key achievements that the local authority working with system partners has helped shape and deliver (see diagram above)

7.77. Public health services provide support and funding to projects in the city to encourage women and girls to participate, some examples:

- a) Leicester City in the Community ran a premier league girls football programme from 2017 that supported over 280 girls to play football.
- b) Public health provides the local schools sports partnership now known as Inspire Together with enhanced funding to ensure a more holistic offer of health, wellbeing and sports is offered to schools in the city. Part of the funding arrangements identifies women and girls as a priority area, particularly secondary age girls who are more likely to drop out of formal sporting opportunities.
- c) Commissioned **'Beat the Street' in 2021, a city-wide game aimed to encourage physical activity amongst families.** The game gave points for distances walked and primary engagement was via primary schools. The children were motivated to gain points for their school to help them win prizes, this results in many children walking, cycling and scooting with their family both to and from school and also in the evenings and weekends. **Over 40,000 people played the 6-week game and saw 68% of inactive adults become active with a 10% increase in children active daily. 54% of participants were female.**

Targeted programmes (Older age, Ethnicity etc)

- d) Whilst Public health do not directly commission or deliver targeted physical activity we do support partners to deliver targeted projects such as Leicester Tigers with their Project Rugby Asian sports foundations project to actively support Asian women into rugby. We did this by supporting the club to directly target health professionals PE/School Sport & PA. Inspire Together also developed a mini-whispera concept to KS2 girls to provide specific provision of non-traditional activities to encourage girls to participate in PE/School Sport and the wider benefits this brings – leadership, employability, develop self-esteem = lifelong participation.

7.78. Public Health services is fully aware of the barriers that many residents face in being physically active and as a result has developed more focus on encouraging people to be active through increased daily activity such as active travel, walking, cycling, scooting to school or work for example.

Previous research in Leicester City 'Physical Activity and Sports Insight: Young Mums' states: *One group of women in Wycliffe had recently participated in a health education class hosted by their local community centre. They stated they were now more conscious about trying to walk quickly to raise their breathing rate as this was important for their health. However, it was difficult to always walk quickly if they had a child with them.*

7.79. Recommendations identified by the task group:

- 1) What is needed across the city (from all sectors) is powerful messaging, education and making it real to connect with women about the health benefits to physical activities and sports. Members felt that we could do more to promote mental health benefits from participating in exercise as part of marketing strategies.
- 2) Most resident would try a fitness tracker or health app if recommended by a health professional. Maybe this can be piloted for women who are interested.

7.80. Activity in parks and open spaces such as play with children and use of outdoor gyms. Gardening has become more prominent as a way of increasing physical activity and more importantly post covid as a way of reducing social isolation and improving mental health.

7.81. By encouraging daily activity that can be incorporated into daily lives is more achievable and sustainable than encouraging structured sport or exercise. Increases in daily activity can often be the gateway into someone participating in formal sport and exercise.

7.82. LOOKING FORWARD: What else can be done in Leicester to increase women's participation that is not currently offered?

'Change the offer to suit women - don't expect women to change to fit sport and exercise' (Sport England).

- a) Active Together Leicestershire working on expanding women's sports area and training more women's coaches and referees.
- b) Supporting women for behaviour change, upskilling and empowering to enable togetherness as this will then help to enable their children.
- c) We all come together in Leicester for sports and partnership working, but 'netball' should be included too.
- d) A facilitator (not a coach) of sports and activities needs to better understand what individuals need and help them to participate.

- e) Women need to be involved in sports governing bodies, and community leaders, to influence decision-making. Women remain less represented in leadership and coaching roles and face continued challenges in terms of equal pay and coverage in media.
- f) Gaps exist around community champions, ambassadors and mentors
- g) Videos and real stories are powerful to empower and influence women. Inspiring women with videos and real stories they can relate to can help to encourage participation.
- h) Increasing use of women role models and also sports women makes it more real, inspiring and interesting and women can relate to this in a positive way.

Good practice example:

*A mural of England women's rugby star, Emily Scarratt MBE, has been painted in Leicester to celebrate her achievements and her role in establishing the England Rugby women's team. **Emily, who was born and raised in Leicester, has gone on to be England's record point scorer and is currently Vice-Captain of the national team; she was awarded an MBE in 2021 for her service to the Rugby union.***

Emily was supported by Active Together's GO GOLD Funding Programme (now Team Leicestershire Talent), for a number of years and has previously expressed her thanks saying "I was extremely fortunate to have been helped during my development through the GO GOLD Funding Programme. It provided valuable funds that enabled me to use the best training facilities and equipment to continue to push on and improve".

- i) How you engage with women is key. Invite women for taster sessions and let them experience the activity. Create an environment where women feel comfortable, safe, valued and involved.
- j) For some women it is about getting away from family and into an activity (escapism). So the activity needs to be enjoyable. Create new ways that focus on health fitness and fun. Create new ways to educate, develop skills and progress women.
- k) For some women it's about socialness and togetherness, so come to an activity to enjoy the experience, for example previous research in Leicester City found:

While mums wanted activities they could do with their children, one of their main motivators for participating in different activities was the chance to socialise with friends and meet other young mums. "That's the biggest thing, and I like to meet,

like, the mums that I've made friends with. That's the only time I would see them because I come to the mamas, baby thing sometimes" - participant from Wycliffe ward, Leicester City.

(Practitioners also highlighted the important role that activities can play in building social networks for young mums).

Togetherness can make fitness and activities more attractive and for some women there is also greater safety in numbers. Socialising with friends is rewarding and bonding becomes a strong external motivator.

- Engagement with the local environment we are encouraging people to use our parks, open spaces, leisure centres and waterways to support their mental health and wellbeing, by promoting outdoor gyms and encouraging walking and cycling.
- Increasing the number of residents taking part in physical activity, through initiatives like Active Leicester and by working in partnership with organisations and communities, particularly those who are currently inactive.
- Supporting healthy ageing e.g. support for informal carers to improve their own physical and mental health and wellbeing by using cultural and community resources; and encourage older people to access leisure and cultural spaces in their local communities to overcome social isolation and improve mental and physical health.

7.83. A new five-year strategy is being developed to tackle the high levels of inactivity in the city. The strategy, called 'Turning the Tide on Inactivity' is due to launch in the New Year and will be a step change from previous strategies, as it will focus on the inactive. Women and Girls feature, as a priority group, as we know they participate less than their male counterparts in the city. We hope that the strategy will shine a light on the priority groups and align organisations work themes and resources to where it is most needed.

7.84. Active Leicester will also be piloting an approach in one of its centres to become a health and wellbeing hub. We know that just 26% of city residents utilise a local leisure centre. Therefore, there is far more that the service needs to do to encourage a wider audience to use the service. The learning from this pilot we hope to rollout across the service.

The pilot will focus on the following objectives:

1. Increase physical activity rates and reduce inactivity rates, in and around the pilot location. Location defined as a 20-minute walk to the centre.

2. Better skilled and empathetic workforce, to support behaviour change for inactive residents.
3. Improved reach, systems, processes, and programmes that support a customer's journey to being active.
4. Improve collaboration with internal and external partners.

8. Women in Sport Review – Supporting Research

Active Lives Adult Survey 2020 – 2021 [PowerPoint Presentation \(sportengland-production-files.s3.eu-west-2.amazonaws.com\)](https://sportengland-production-files.s3.eu-west-2.amazonaws.com)

Active Lives Children and Young People Survey 2020 – 2021 [PowerPoint Presentation \(sportengland-production-files.s3.eu-west-2.amazonaws.com\)](https://sportengland-production-files.s3.eu-west-2.amazonaws.com)

This Girl Can Campaign Summary [Campaign-Summary.pdf \(sportengland-production-files.s3.eu-west-2.amazonaws.com\)](https://sportengland-production-files.s3.eu-west-2.amazonaws.com)

Go Where Women Are Insight [PowerPoint Presentation \(sportengland-production-files.s3.eu-west-2.amazonaws.com\)](https://sportengland-production-files.s3.eu-west-2.amazonaws.com)

[PowerPoint Presentation \(sportengland-production-files.s3.eu-west-2.amazonaws.com\)](https://sportengland-production-files.s3.eu-west-2.amazonaws.com) – Barriers

[PowerPoint Presentation \(sportengland-production-files.s3.eu-west-2.amazonaws.com\)](https://sportengland-production-files.s3.eu-west-2.amazonaws.com) - Motivations

LLEP Area Profile [LLEP-Area-Profile-Leicester.pdf](https://sportengland-production-files.s3.eu-west-2.amazonaws.com)

Active Together Physical Activity and Wellbeing Resident Survey 2021: Least Active Summary Report [Physical Activity and Wellbeing Resident Survey 2021: Least Active Summary Report | Active Together \(active-together.org\)](https://active-together.org)

Women's Sporting Journeys: How to keep women engaged in sport throughout their lives [Women's Sporting Journeys: How to keep women engaged in sport throughout their lives – London Sport Insight Portal](https://london.sportinsightportal.com) – Will need to be downloaded

Teenage Girls in Lockdown Infographic [WIS TDA33909 Infographic Teenagers-in-Lockdown-003 \(womeninsport.org\)](https://womeninsport.org)

Additional Adjustable Online Data [Active Lives | Results \(sportengland.org\)](https://sportengland.org)

[Physical Activity - Data - PHE](https://sportengland.org)

[Area reports | Sport England](https://sportengland.org)

9. Appendices:

App A.: Task Group Survey responses

App B: Active Leicester: Women in Sport Current Best Practice

App C: Active Leicester: Local Context and Future Vision

10. Contacts

Councillor Elaine Halford,
Chair of the task group
Email: Leicester City Council
<https://www.leicester.gov.uk/>

Anita Patel, Scrutiny Policy Officer
Email: Anita.Patel@leicester.gov.uk

11. Financial, Legal and Other Implications

Financial Implications

There are no direct financial implications arising from this report.

Rohit Rughani, Principal Accountant

Legal Implications

There are no direct legal implications arising from these recommendations, but legal advice should be sought if future decisions are to be taken that affect operational practice.

Kevin Carter, Head of Law - Commercial, Property & Planning

Equality Implications

All public bodies must comply with the Public Sector Equality Duty (PSED) (Equality Act 2010) by paying due regard, when carrying out their functions, to the need to eliminate unlawful discrimination, advance equality of opportunity and foster good relations between people who share a protected characteristic and those who do not. In doing so, they must consider the possible impact on those who are likely to be affected by the recommendation and their protected characteristics.

This report highlights several equalities issues particularly related to the protected characteristic of 'sex' in relation to providing sport and physical activities for women in the city. The recommendations in the report may lead to positive outcomes for women and people of all protected characteristics if proposals are developed. There does need to be greater consideration given to the impacts on women that might share some of the other protected characteristics and how they may need to be engaged with differently, for example, women with a disability may not be able to partake in 'conventional' physical exercise and engagement for women of different races and religions may also need to be different to encourage participation.

Protected Characteristics under the Equality Act 2010 are age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, sexual orientation.

Kalvaran Sandhu, Equalities Manager, Ext 37 6344

Climate change implications

There are no Climate Emergency implications arising from this report.

‘Executive Response to Scrutiny’ template

The executive will respond to the next scrutiny meeting after a review report has been presented with the table below updated as part of that response.

Scrutiny Recommendation	Executive Decision	Progress/Action	Timescales

Sports and physical activities survey

<https://consultations.leicester.gov.uk/comms/sports-survey>

This report was created on Monday 31 October 2022 at 07:55

The activity ran from 05/09/2022 to 30/10/2022

Responses to this survey: **192**

What is your postcode?

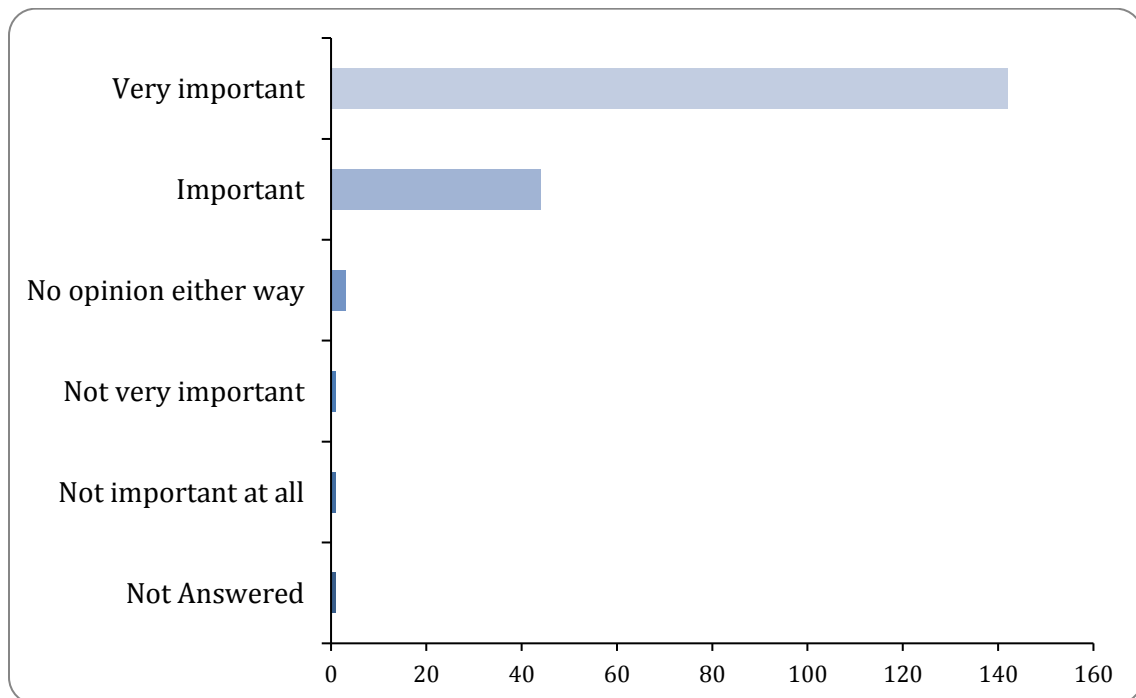
Postcode

There were 191 responses to this part of the question.

How important do you think sport and physical activity is in leading a happy and healthy life?

sport important

There were 191 responses to this part of the question.



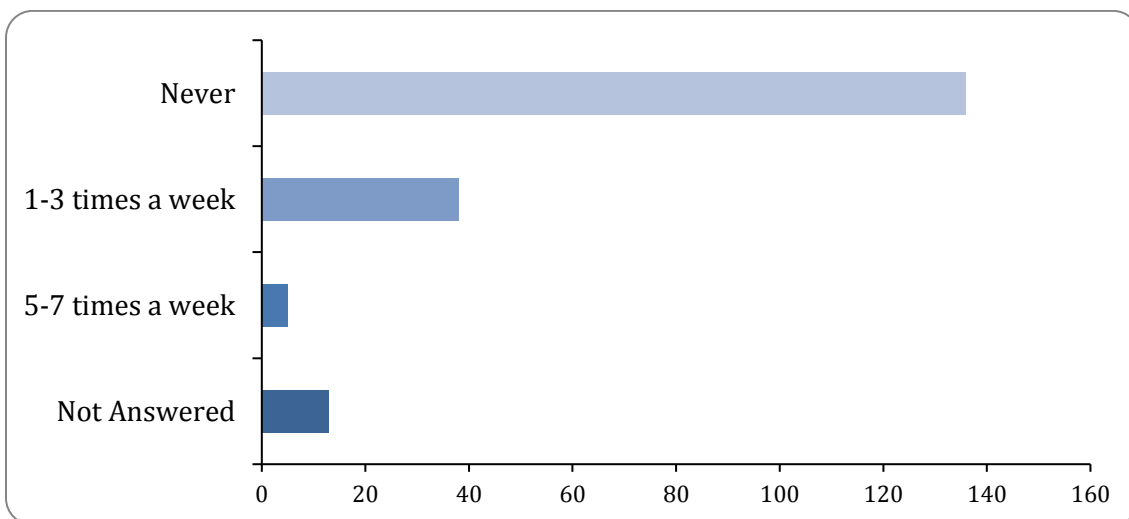
APPENDIX A

Option	Total	Percent
Very important	142	73.96%
Important	44	22.92%
No opinion either way	3	1.56%
Not very important	1	0.52%
Not important at all	1	0.52%
Not Answered	1	0.52%

How often do you participate in paid for physical activities at these locations?

paid-for activity - Community facility (community centre, school, place of worship, etc)

There were 179 responses to this part of the question.

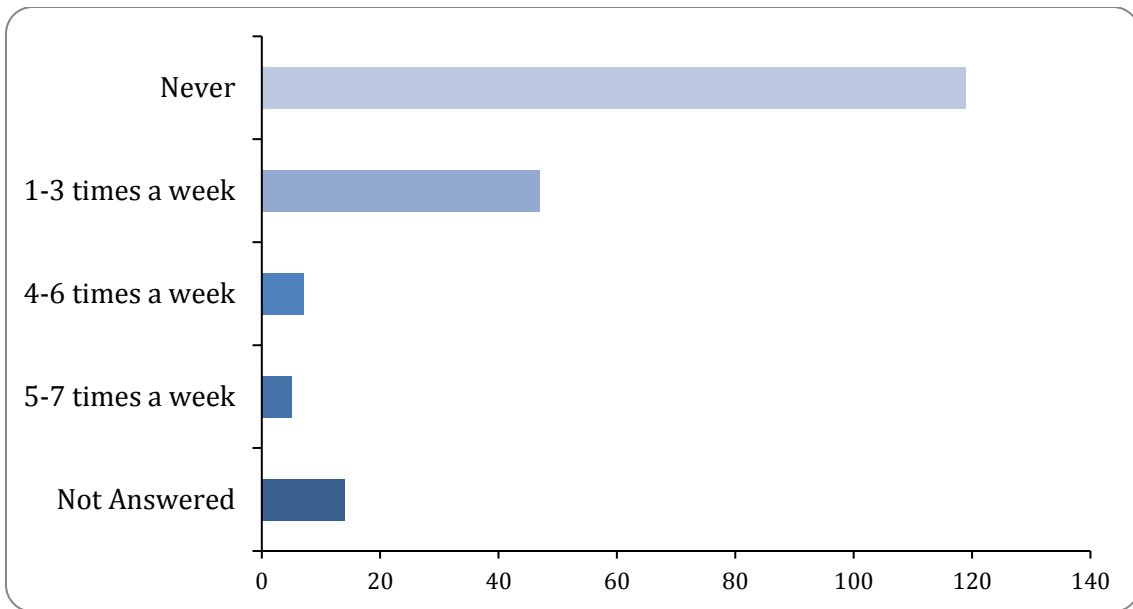


Option	Total	Percent
Never	136	70.83%
1-3 times a week	38	19.79%
4-6 times a week	0	0.00%
5-7 times a week	5	2.60%
Not Answered	13	6.77%

paid-for activity - Leicester City Council Leisure Centre

There were 178 responses to this part of the question.

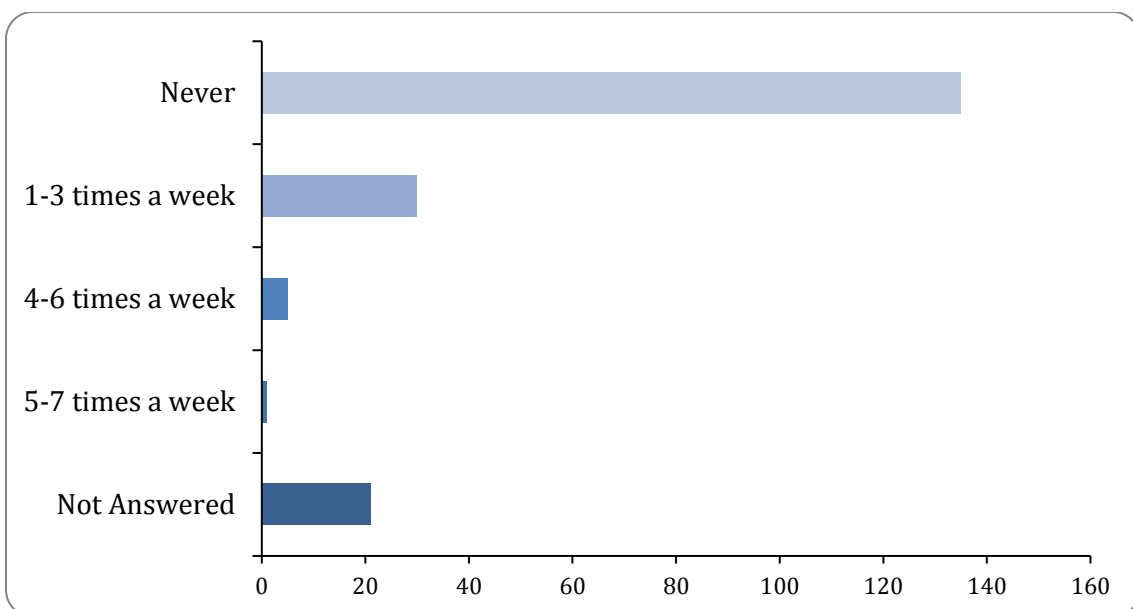
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Option	Total	Percent
Never	119	61.98%
1-3 times a week	47	24.48%
4-6 times a week	7	3.65%
5-7 times a week	5	2.60%
Not Answered	14	7.29%

paid-for activity - Private Gym

There were 171 responses to this part of the question.

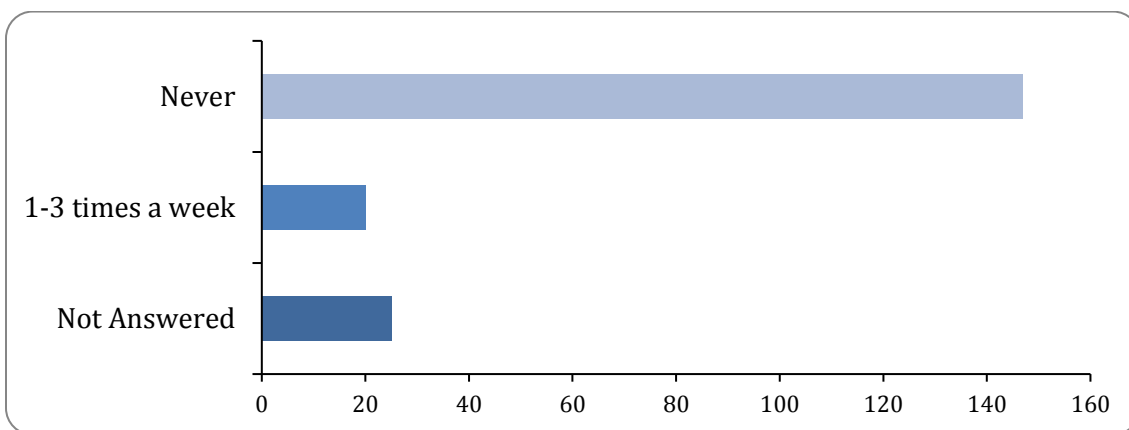


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Option	Total	Percent
Never	135	70.31%
1-3 times a week	30	15.62%
4-6 times a week	5	2.60%
5-7 times a week	1	0.52%
Not Answered	21	10.94%

paid-for activity - Sports Club

There were 167 responses to this part of the question.

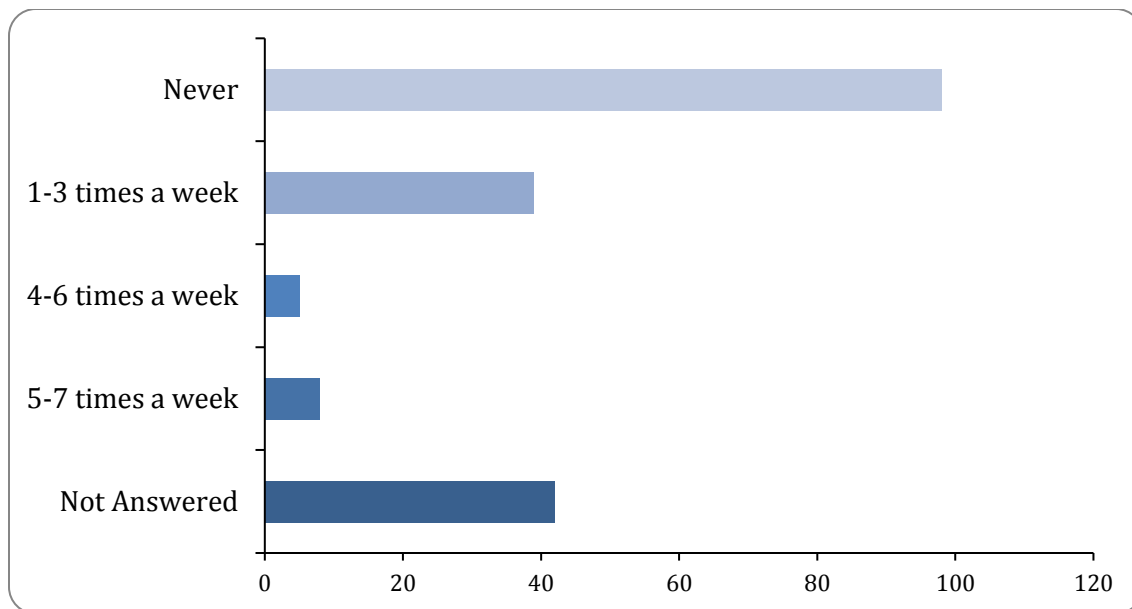


Option	Total	Percent
Never	147	76.56%
1-3 times a week	20	10.42%
4-6 times a week	0	0.00%
5-7 times a week	0	0.00%
Not Answered	25	13.02%

paid-for activity - Other

There were 150 responses to this part of the question.

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Option	Total	Percent
Never	98	51.04%
1-3 times a week	39	20.31%
4-6 times a week	5	2.60%
5-7 times a week	8	4.17%
Not Answered	42	21.88%

Other paid-for activity

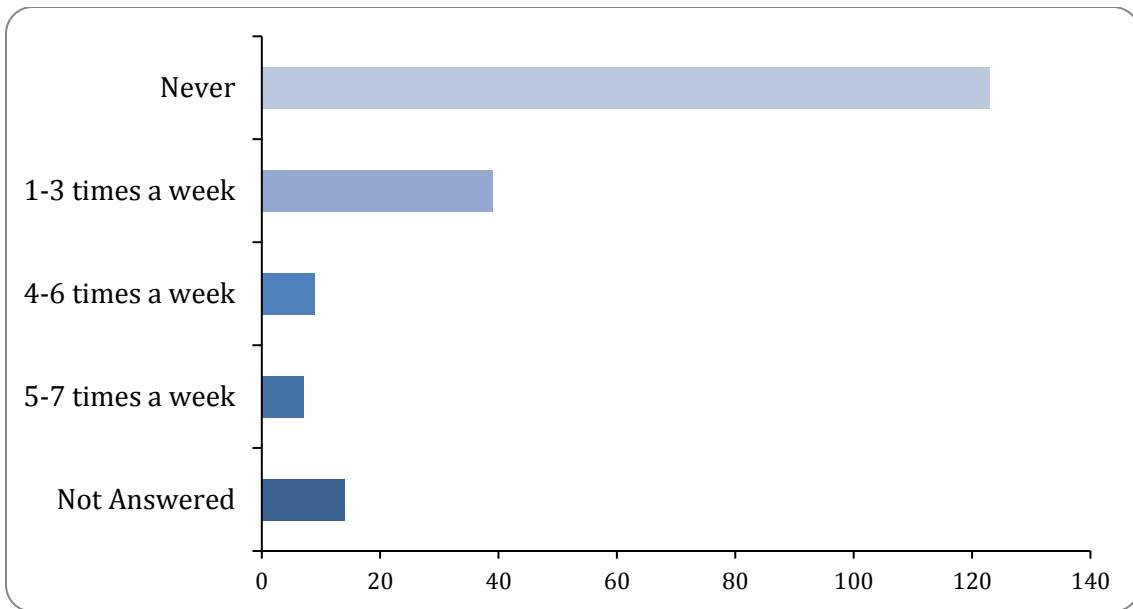
There were 52 responses to this part of the question.

How often do you participate in recreational, non paid for physical activity per week?

non paid for activity - Cycle to work or school

There were 178 responses to this part of the question.

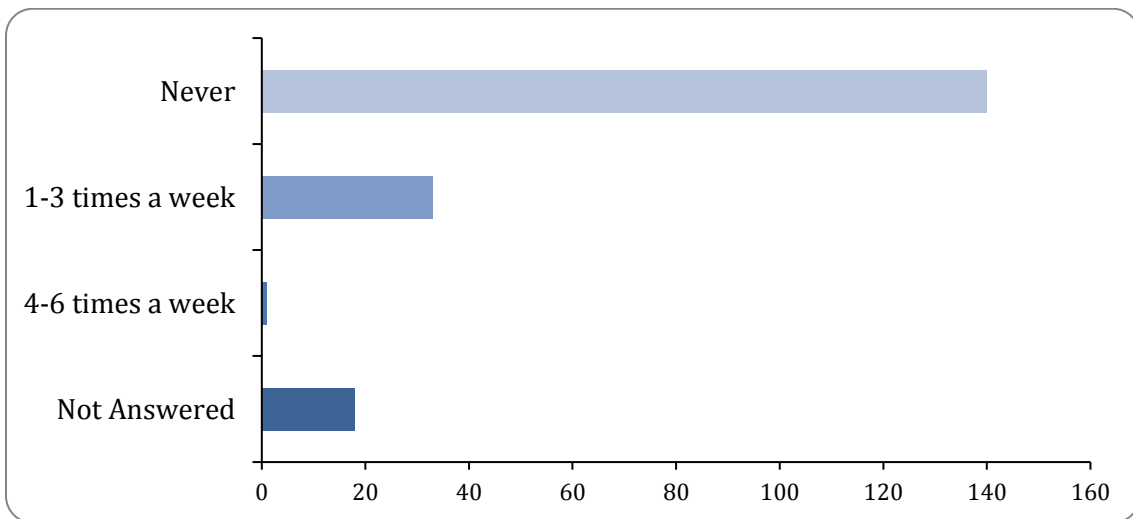
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Option	Total	Percent
Never	123	64.06%
1-3 times a week	39	20.31%
4-6 times a week	9	4.69%
5-7 times a week	7	3.65%
Not Answered	14	7.29%

non paid for activity - Free organised activities (Parkrun, informal sports groups, etc)

There were 174 responses to this part of the question.

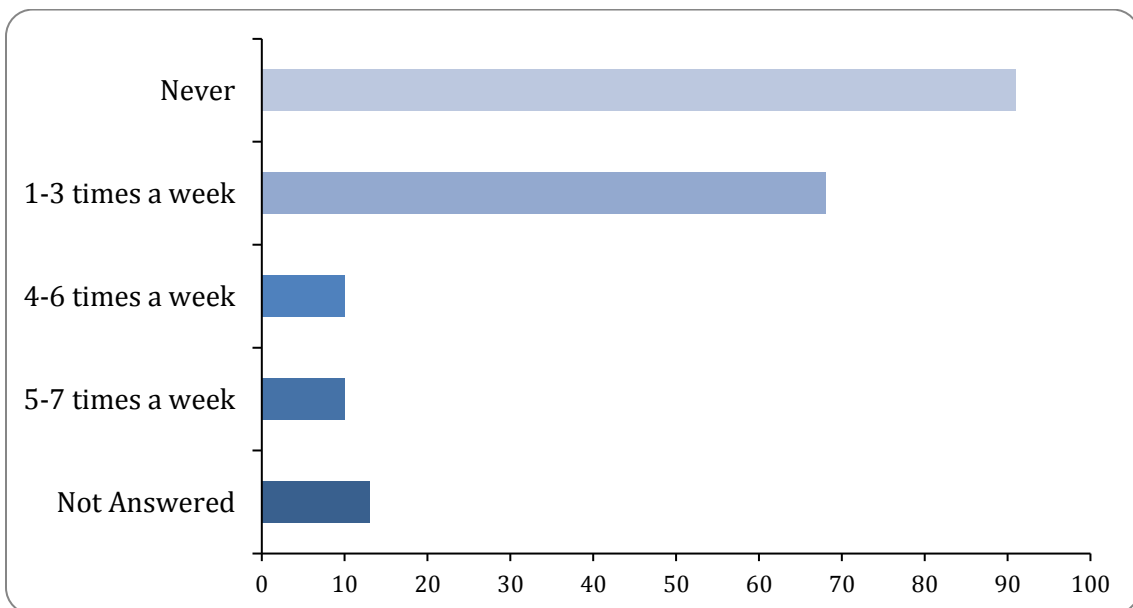


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Option	Total	Percent
Never	140	72.92%
1-3 times a week	33	17.19%
4-6 times a week	1	0.52%
5-7 times a week	0	0.00%
Not Answered	18	9.38%

non paid for activity - Home workout (on your own)

There were 179 responses to this part of the question.

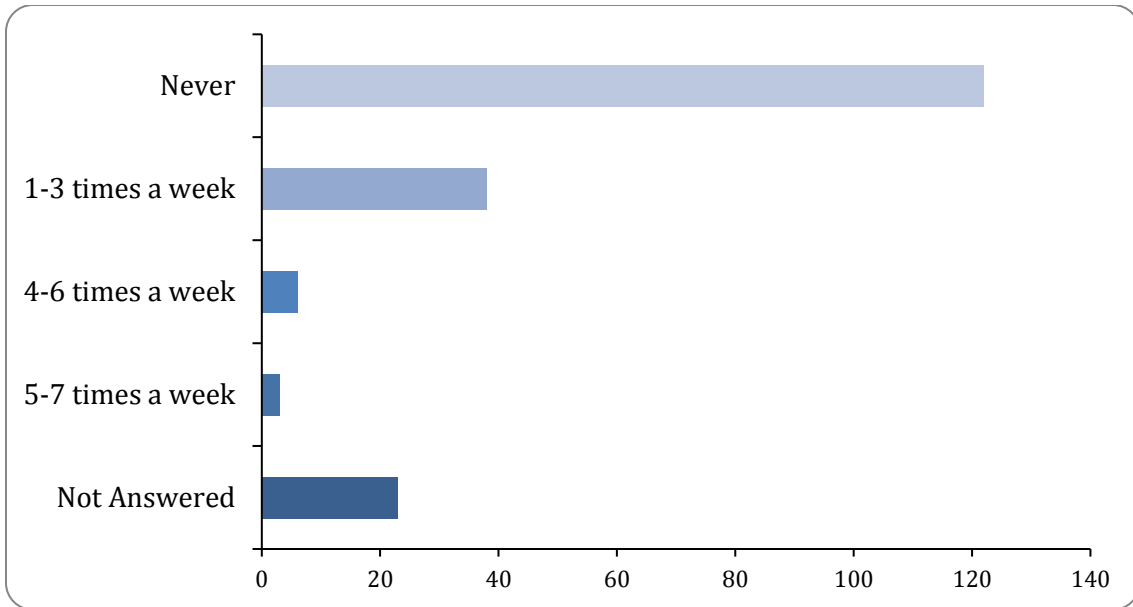


Option	Total	Percent
Never	91	47.40%
1-3 times a week	68	35.42%
4-6 times a week	10	5.21%
5-7 times a week	10	5.21%
Not Answered	13	6.77%

non paid for activity - Home workout (online)

There were 169 responses to this part of the question.

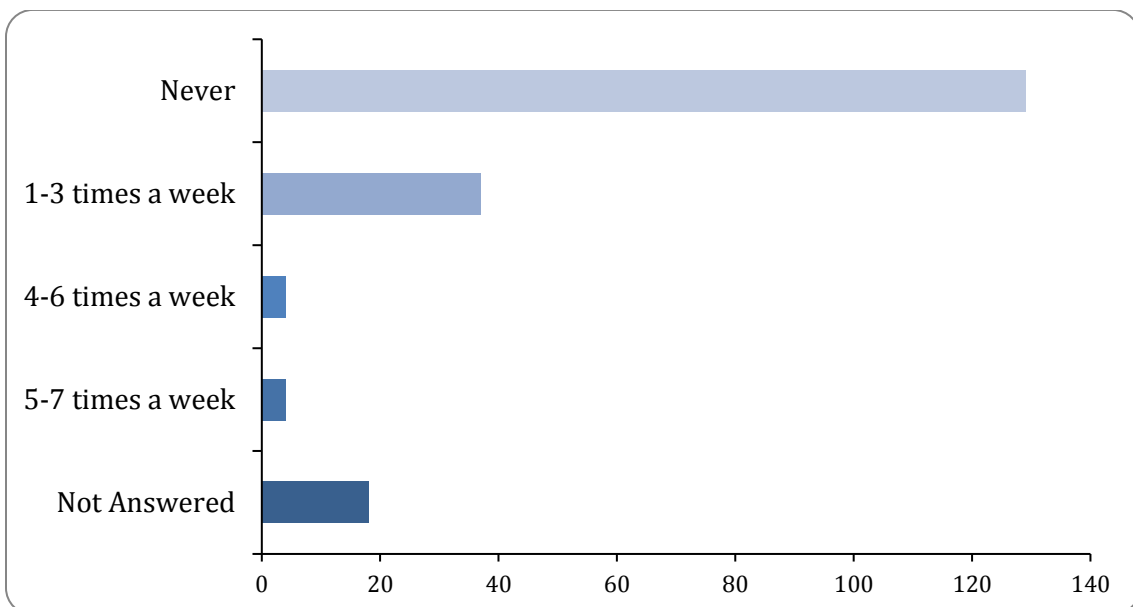
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Option	Total	Percent
Never	122	63.54%
1-3 times a week	38	19.79%
4-6 times a week	6	3.12%
5-7 times a week	3	1.56%
Not Answered	23	11.98%

non paid for activity - Local park / recreational ground workout

There were 174 responses to this part of the question.

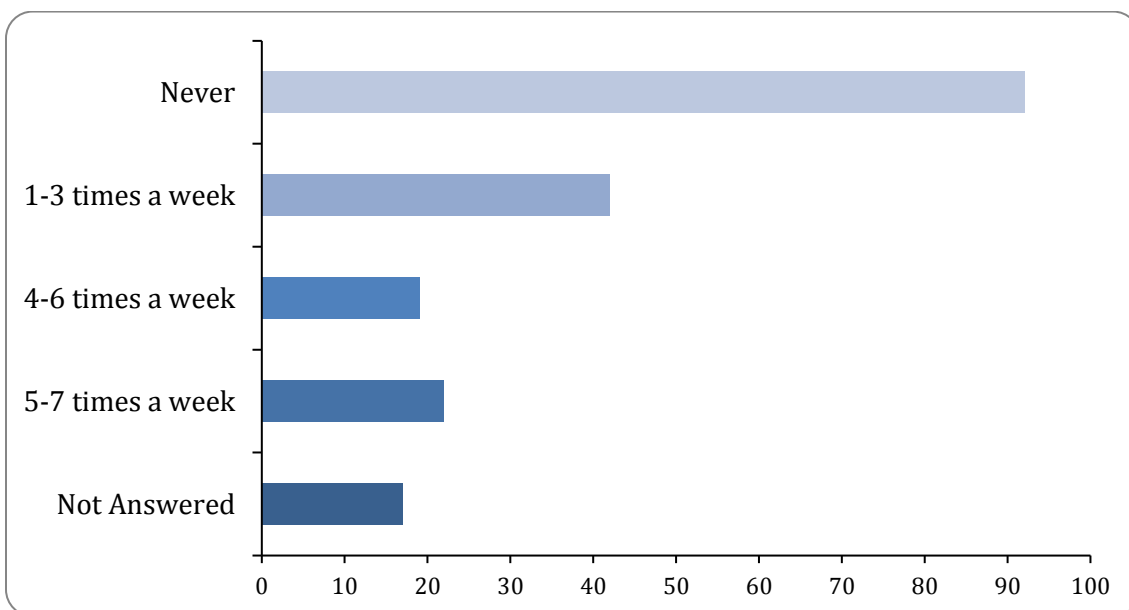


APPENDIX A

Option	Total	Percent
Never	129	67.19%
1-3 times a week	37	19.27%
4-6 times a week	4	2.08%
5-7 times a week	4	2.08%
Not Answered	18	9.38%

non paid for activity - Walk to work or school

There were 175 responses to this part of the question.

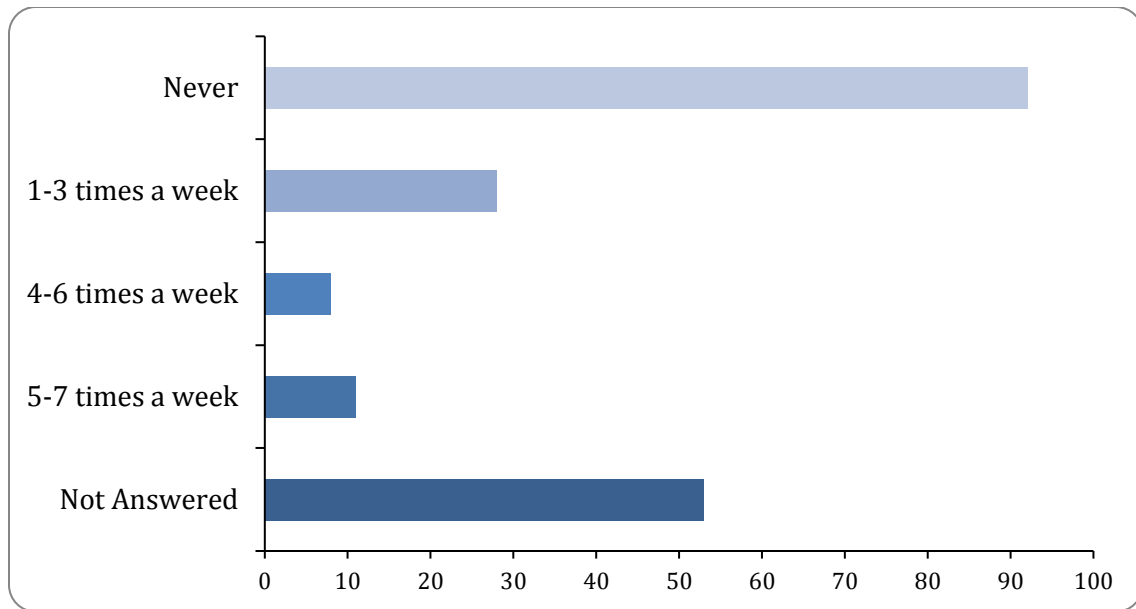


Option	Total	Percent
Never	92	47.92%
1-3 times a week	42	21.88%
4-6 times a week	19	9.90%
5-7 times a week	22	11.46%
Not Answered	17	8.85%

non paid for activity - Other

There were 139 responses to this part of the question.

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Option	Total	Percent
Never	92	47.92%
1-3 times a week	28	14.58%
4-6 times a week	8	4.17%
5-7 times a week	11	5.73%
Not Answered	53	27.60%

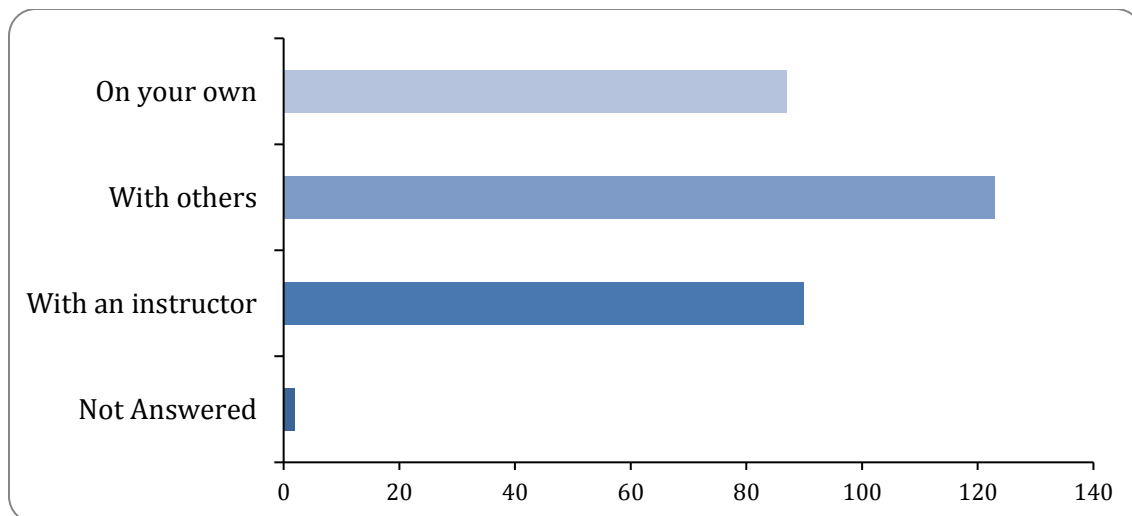
Other paid-for activity

There were 50 responses to this part of the question.

Do you prefer participating in physical activity: activity preferences

There were 190 responses to this part of the question.

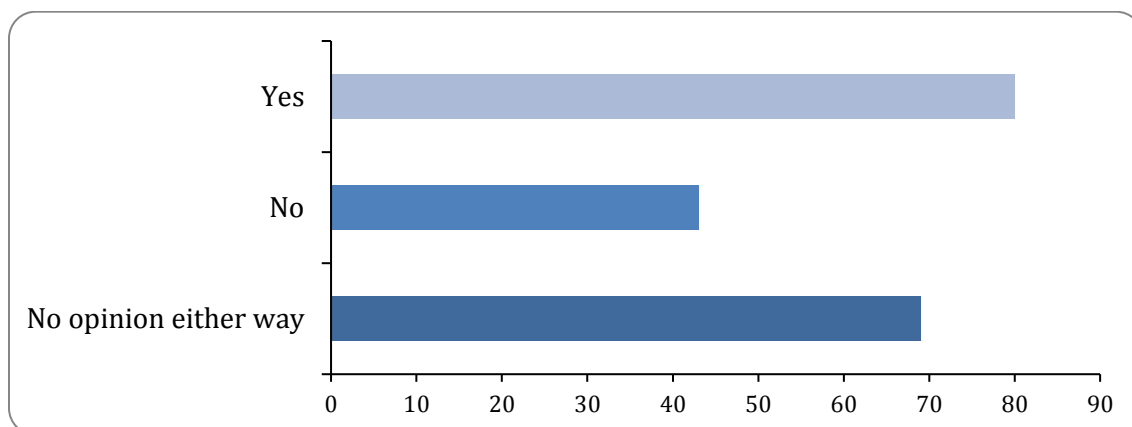
APPENDIX A



Option	Total	Percent
On your own	87	45.31%
With others	123	64.06%
With an instructor	90	46.88%
Not Answered	2	1.04%

Have you been inspired by seeing more women's sport, and women's sporting success, on TV? (e.g. The Lionesses, The Commonwealth Games, The Hundred) TV inspired

There were 192 responses to this part of the question.



Option	Total	Percent
Yes	80	41.67%

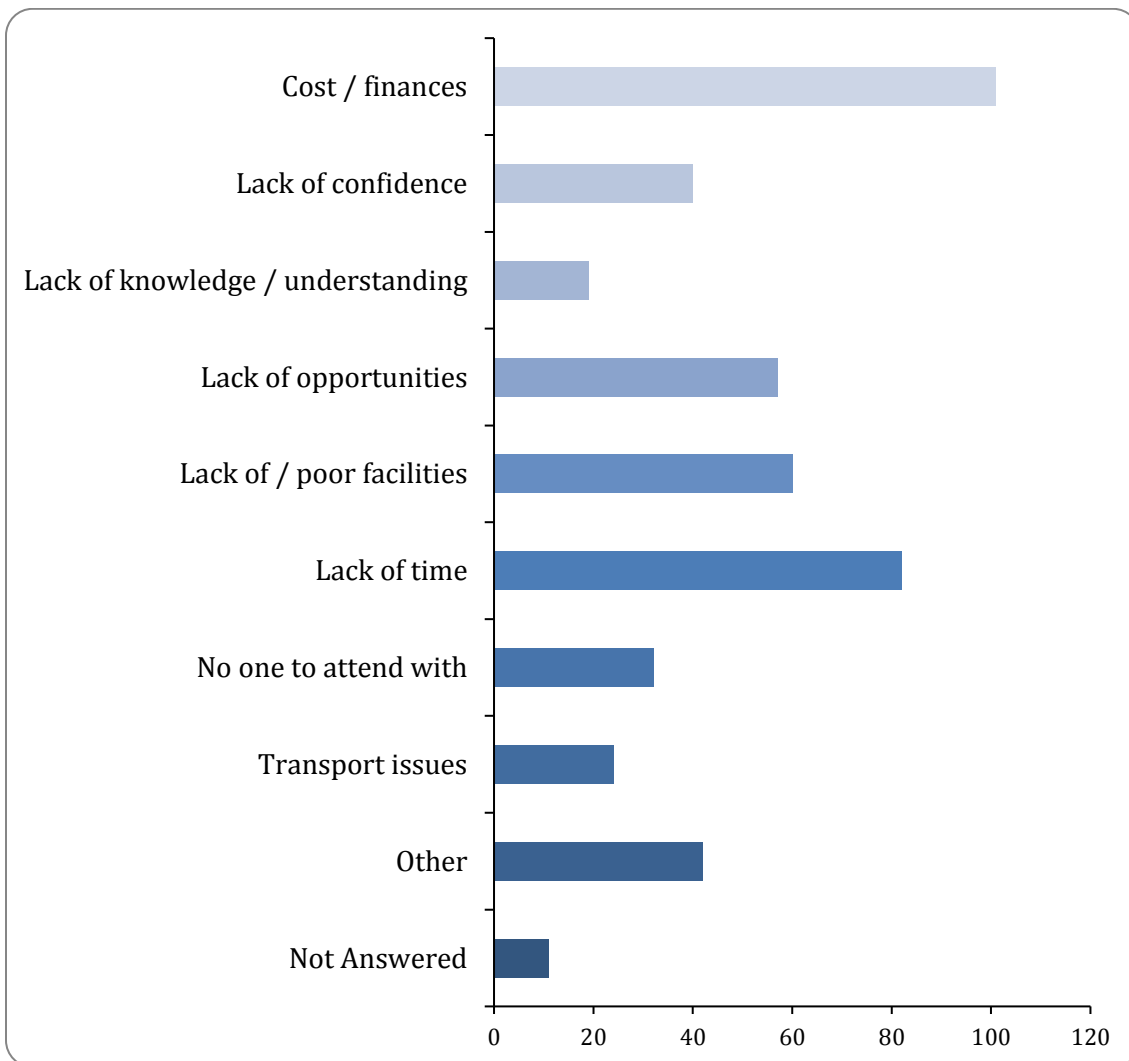
APPENDIX A

No	43	22.40%
No opinion either way	69	35.94%
Not Answered	0	0.00%

**What (if any) barriers stop you participating in sport and physical activity?
(please tick all that apply)**

barriers

There were 181 responses to this part of the question.



Option	Total	Percent
Cost / finances	101	52.60%

APPENDIX A

Lack of confidence	40	20.83%
Lack of knowledge / understanding	19	9.90%
Lack of opportunities	57	29.69%
Lack of / poor facilities	60	31.25%
Lack of time	82	42.71%
No one to attend with	32	16.67%
Transport issues	24	12.50%
Other	42	21.88%
Not Answered	11	5.73%

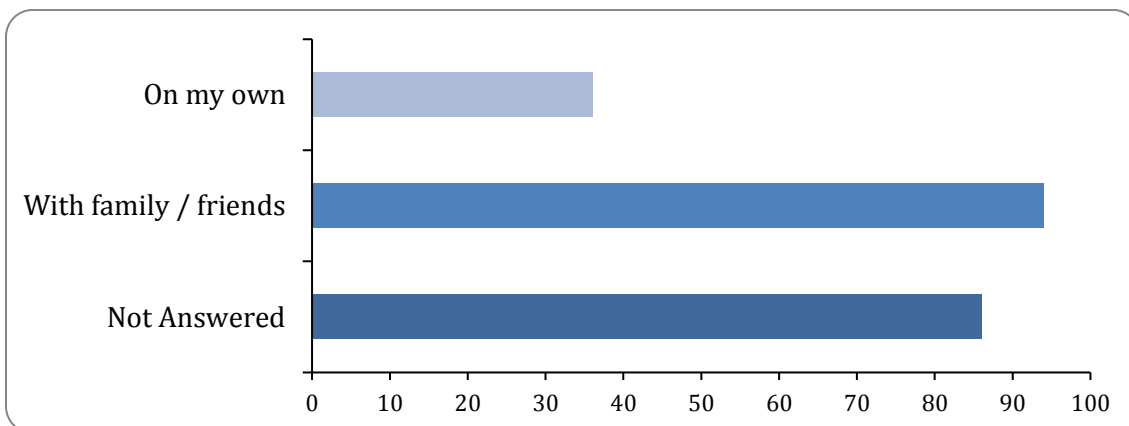
Other barriers

There were 51 responses to this part of the question.

Would you consider taking up a physical activity if it was integrated with another hobby or interest?

package options - Afternoon tea

There were 106 responses to this part of the question.

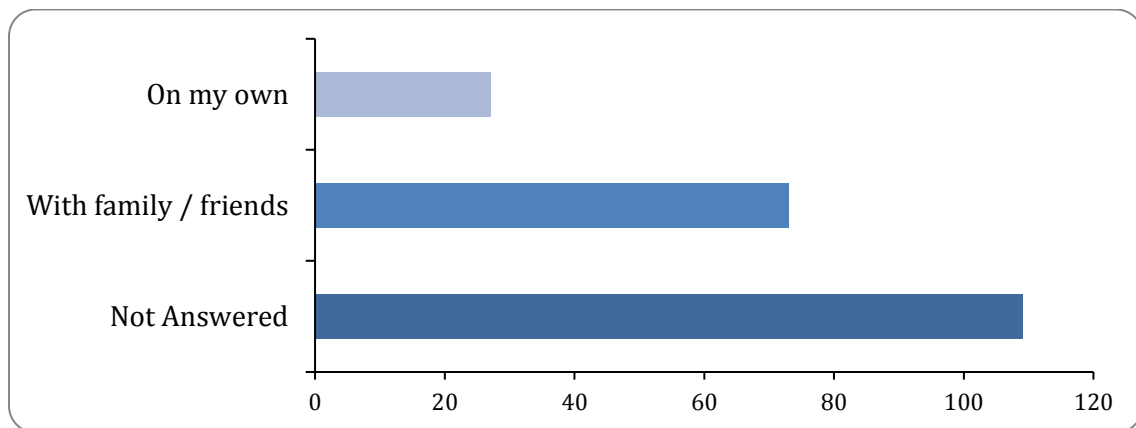


Option	Total	Percent
On my own	36	18.75%
With family / friends	94	48.96%
Not Answered	86	44.79%

package options - A quiz

APPENDIX A

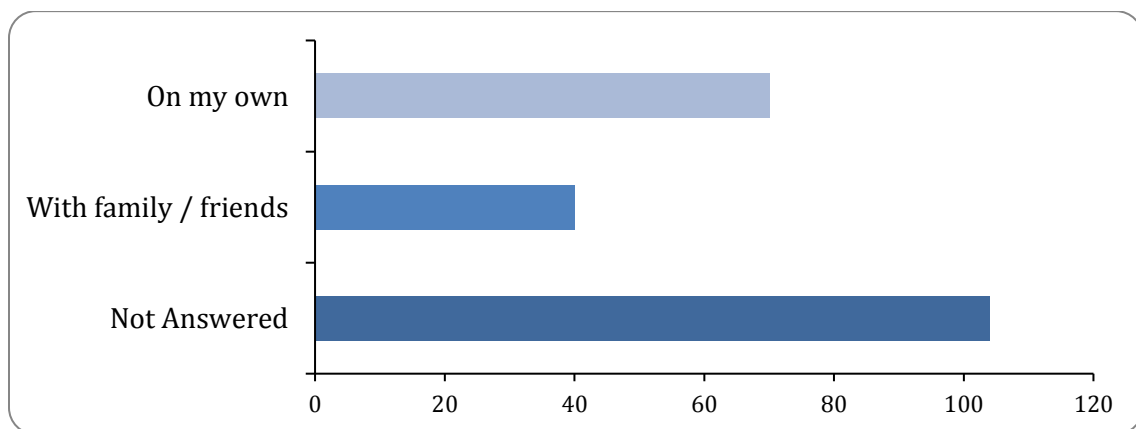
There were 83 responses to this part of the question.



Option	Total	Percent
On my own	27	14.06%
With family / friends	73	38.02%
Not Answered	109	56.77%

package options - Beauty treatment

There were 88 responses to this part of the question.

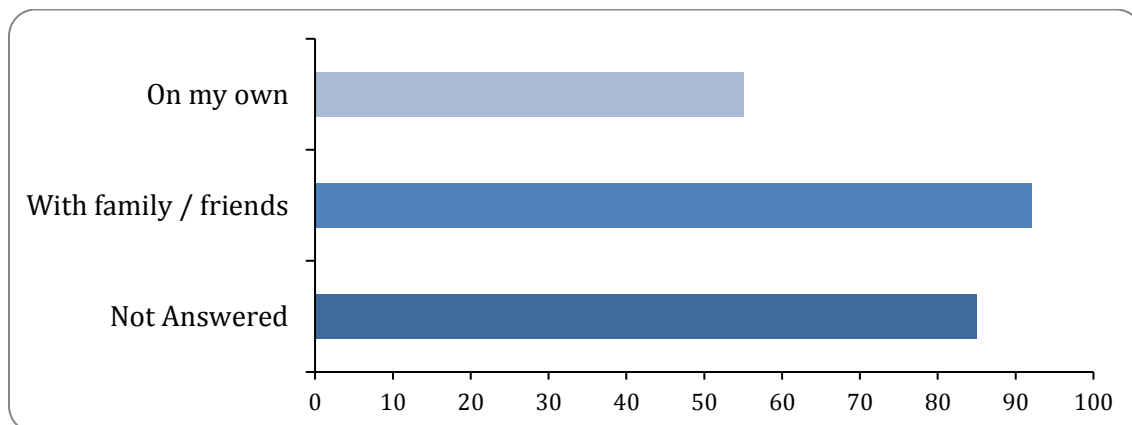


Option	Total	Percent
On my own	70	36.46%
With family / friends	40	20.83%
Not Answered	104	54.17%

package options - Charity walk or jog

APPENDIX A

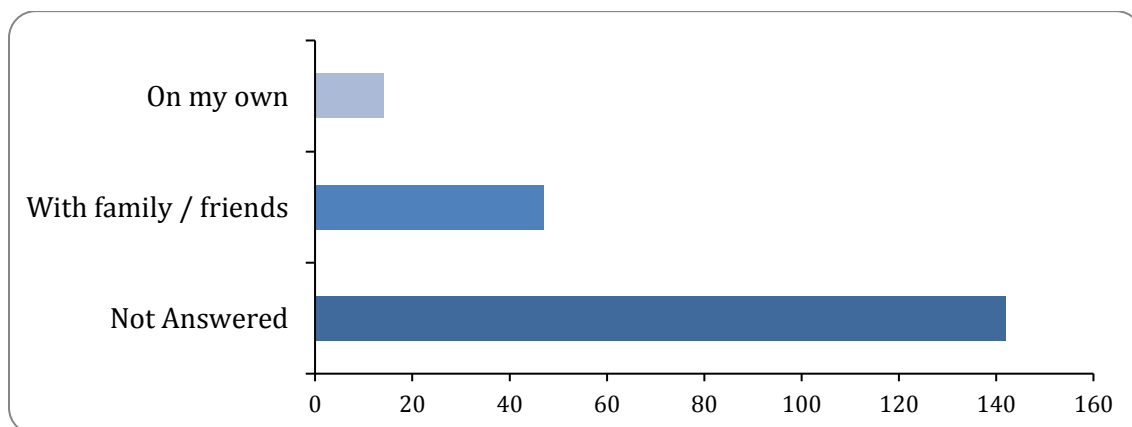
There were 107 responses to this part of the question.



Option	Total	Percent
On my own	55	28.65%
With family / friends	92	47.92%
Not Answered	85	44.27%

package options - Karaoke

There were 50 responses to this part of the question.

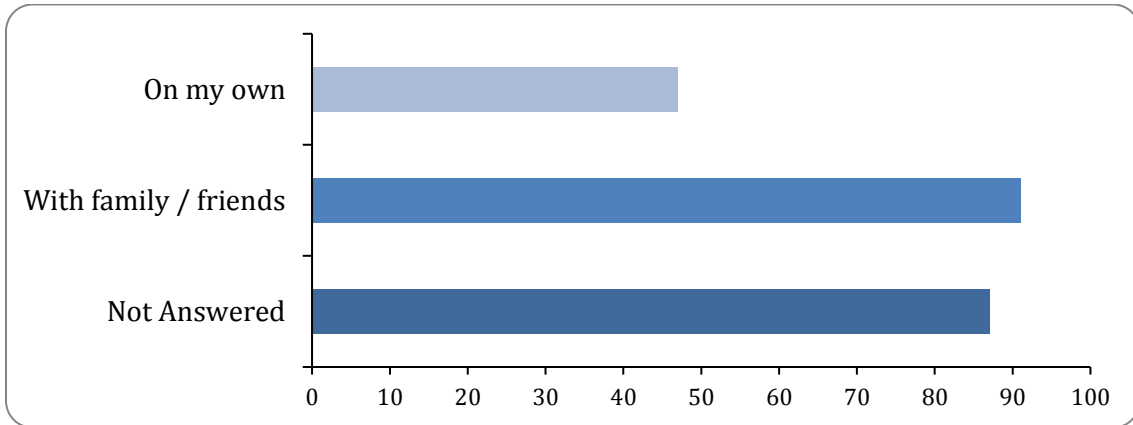


Option	Total	Percent
On my own	14	7.29%
With family / friends	47	24.48%
Not Answered	142	73.96%

package options - Lunch

APPENDIX A

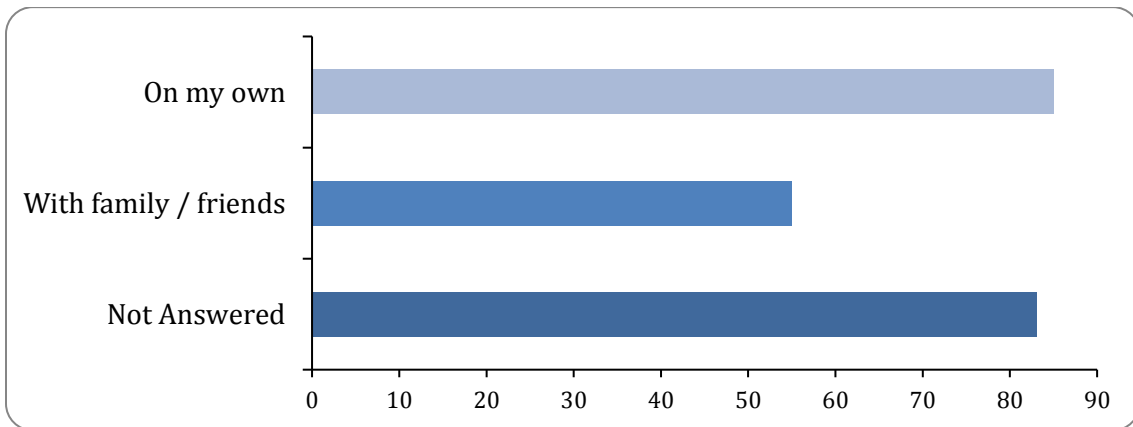
There were 105 responses to this part of the question.



Option	Total	Percent
On my own	47	24.48%
With family / friends	91	47.40%
Not Answered	87	45.31%

package options - Mindfulness

There were 109 responses to this part of the question.

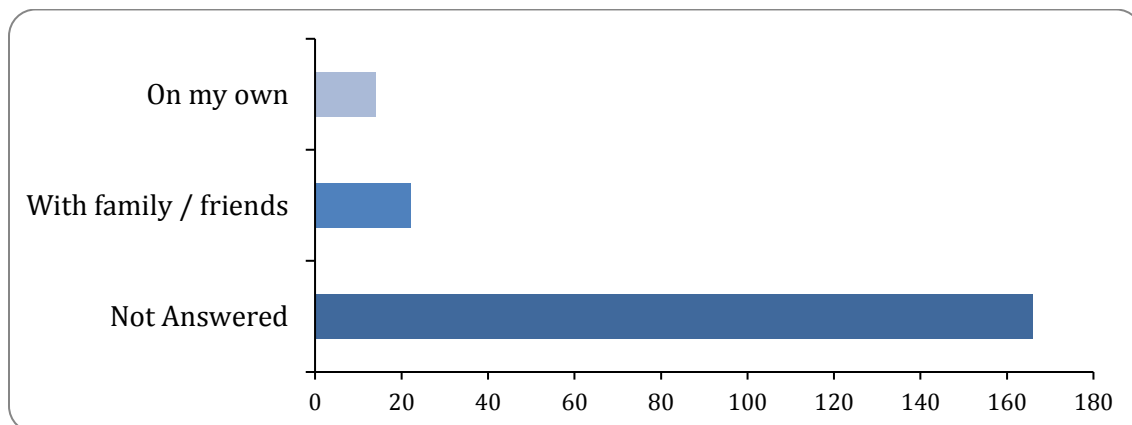


Option	Total	Percent
On my own	85	44.27%
With family / friends	55	28.65%
Not Answered	83	43.23%

package options - Something else

APPENDIX A

There were 26 responses to this part of the question.



Option	Total	Percent
On my own	14	7.29%
With family / friends	22	11.46%
Not Answered	166	86.46%

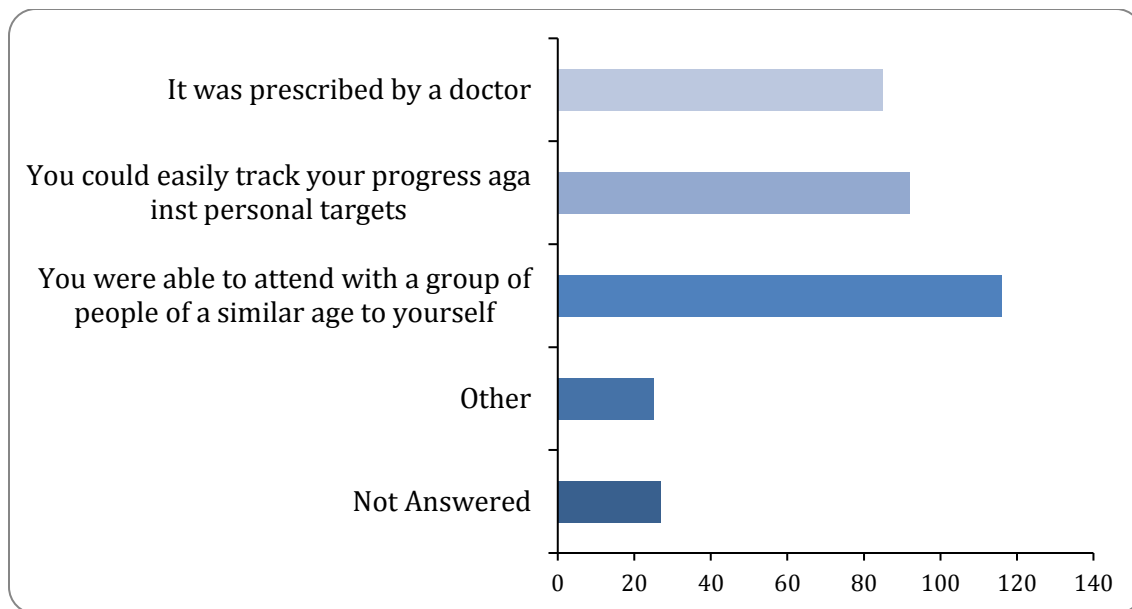
Other package option

There were 30 responses to this part of the question.

Would you consider taking up a physical activity if... activity preferences 2

There were 165 responses to this part of the question.

APPENDIX A



Option	Total	Percent
It was prescribed by a doctor	85	44.27%
You could easily track your progress against personal targets	92	47.92%
You were able to attend with a group of people of a similar age to yourself	116	60.42%
Other	25	13.02%
Not Answered	27	14.06%

Other activity preferences 2

There were 32 responses to this part of the question.

Do you have any final comments on sports and physical activities in Leicester?

Final comments

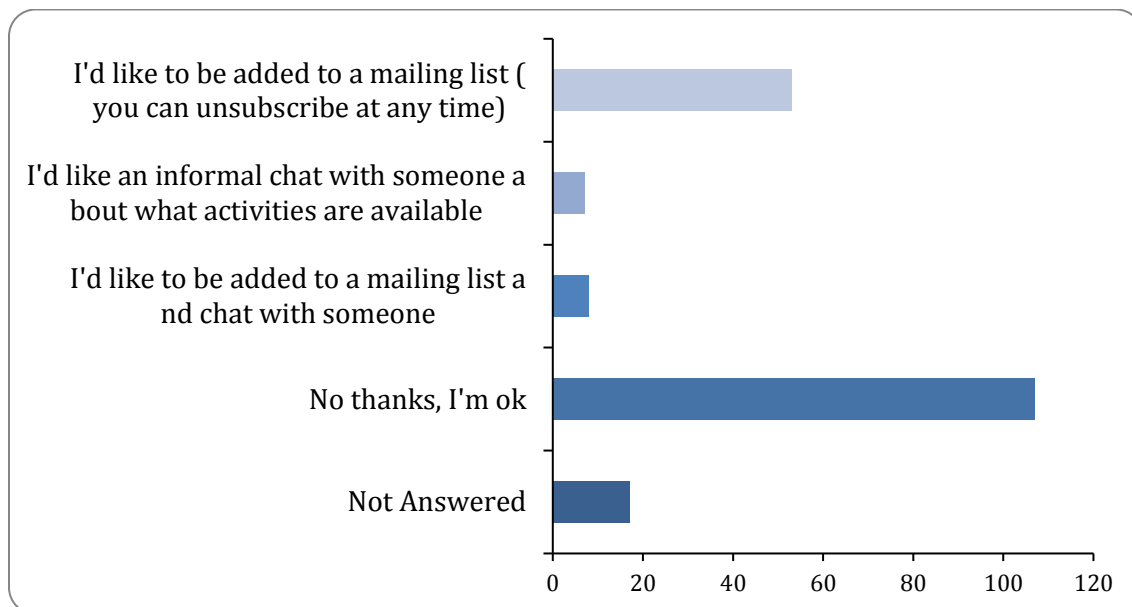
There were 101 responses to this part of the question.

Would you like to receive information / talk to someone about sports / leisure activities that would benefit you and fit in with your lifestyle?

contact choices

APPENDIX A

There were 175 responses to this part of the question.



Option	Total	Percent
I'd like to be added to a mailing list (you can unsubscribe at any time)	53	27.60%
I'd like an informal chat with someone about what activities are available	7	3.65%
I'd like to be added to a mailing list and chat with someone	8	4.17%
No thanks, I'm ok	107	55.73%
Not Answered	17	8.85%

Your contact details (if you would like more information)

Name

There were 68 responses to this part of the question.

Email

There were 68 responses to this part of the question.

Contact number

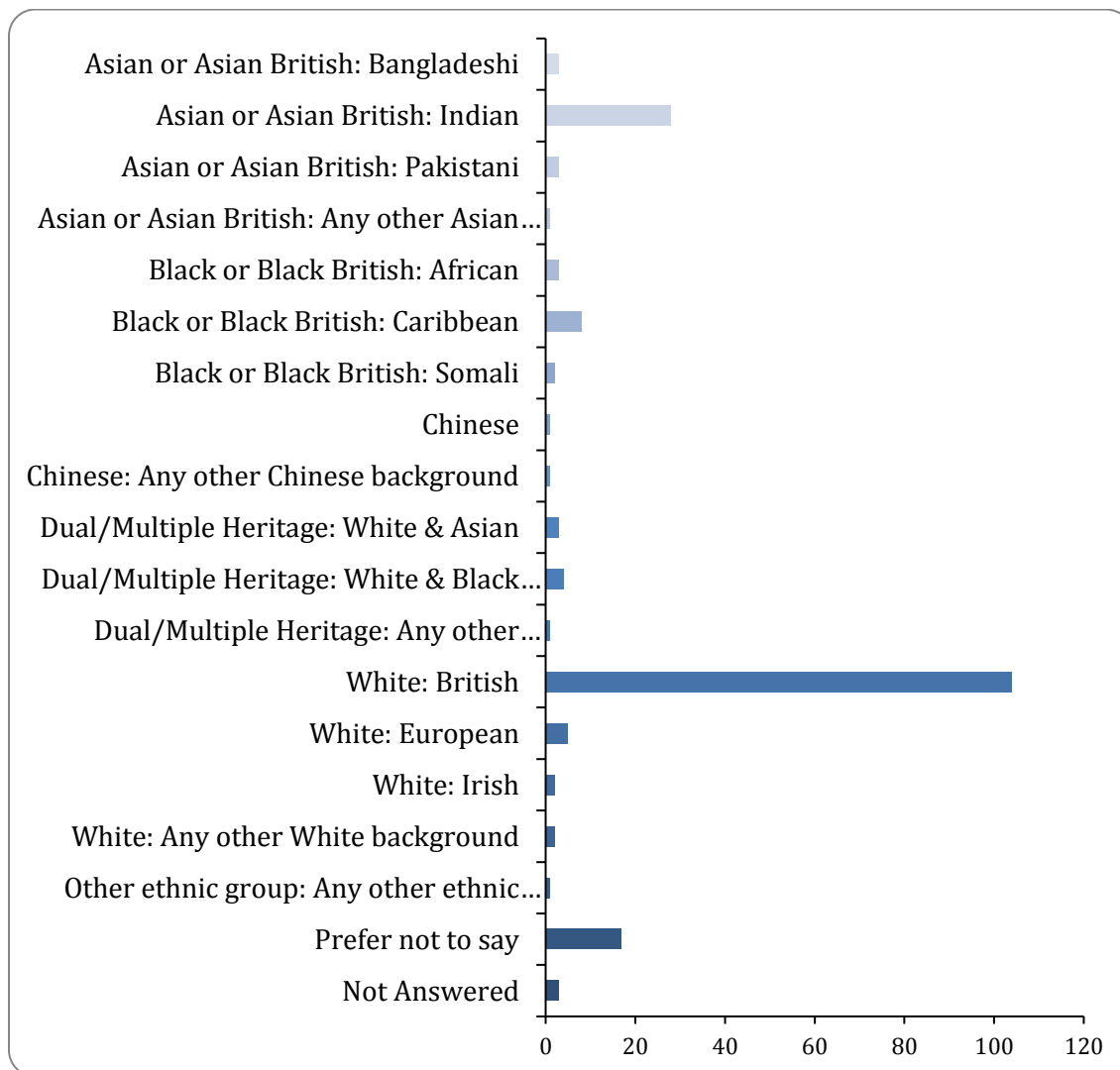
APPENDIX A

There were 42 responses to this part of the question.

Ethnic background:

Ethnicity

There were 189 responses to this part of the question.



Option	Total	Percent
Asian or Asian British: Bangladeshi	3	1.56%
Asian or Asian British: Indian	28	14.58%
Asian or Asian British: Pakistani	3	1.56%
Asian or Asian British: Any other Asian background	1	0.52%
Black or Black British: African	3	1.56%

APPENDIX A

Black or Black British: Caribbean	8	4.17%
Black or Black British: Somali	2	1.04%
Black or Black British: Any other Black background	0	0.00%
Chinese	1	0.52%
Chinese: Any other Chinese background	1	0.52%
Dual/Multiple Heritage: White & Asian	3	1.56%
Dual/Multiple Heritage: White & Black African	0	0.00%
Dual/Multiple Heritage: White & Black Caribbean	4	2.08%
Dual/Multiple Heritage: Any other heritage background	1	0.52%
White: British	104	54.17%
White: European	5	2.60%
White: Irish	2	1.04%
White: Any other White background	2	1.04%
Other ethnic group: Gypsy/Romany/Irish Traveller	0	0.00%
Other ethnic group: Any other ethnic group	1	0.52%
Prefer not to say	17	8.85%
Not Answered	3	1.56%

If you said your ethnic group was one of the 'Other' categories, please tell us what this is:

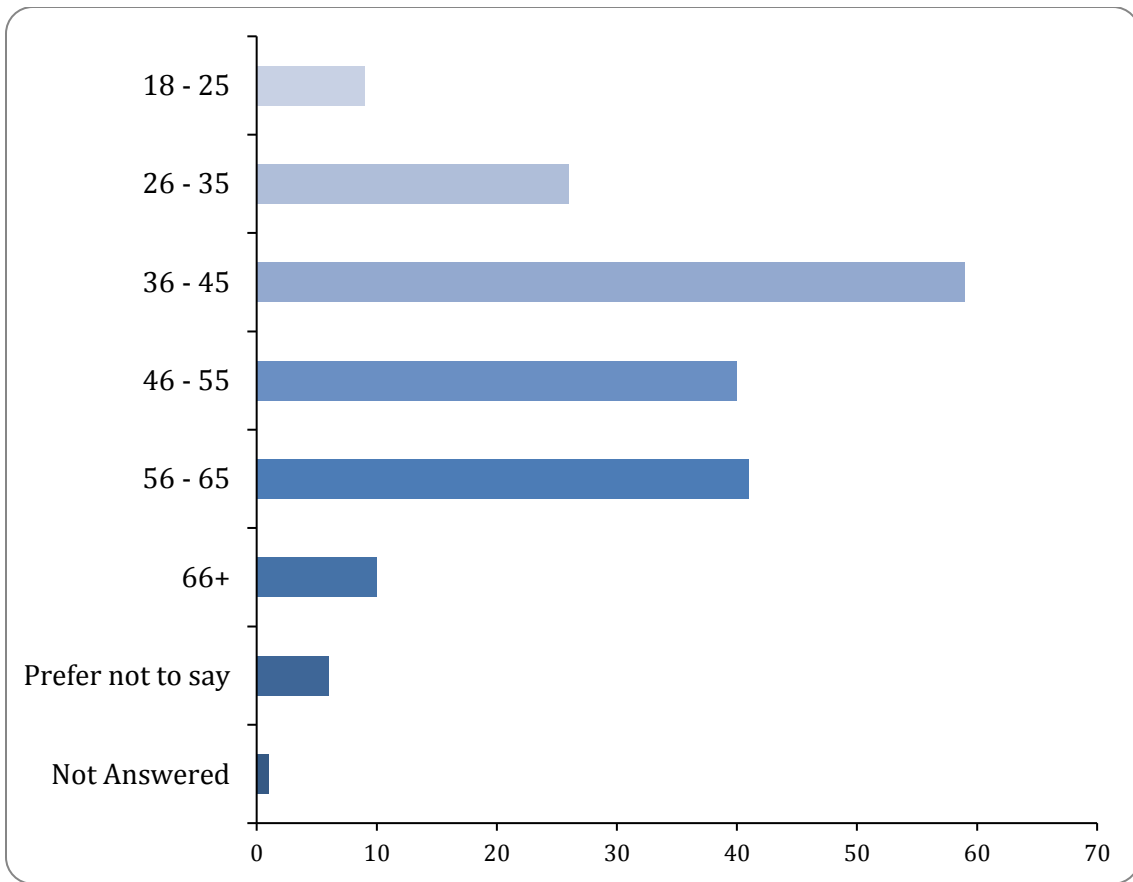
There were 5 responses to this part of the question.

Age:

Age

There were 191 responses to this part of the question.

APPENDIX A

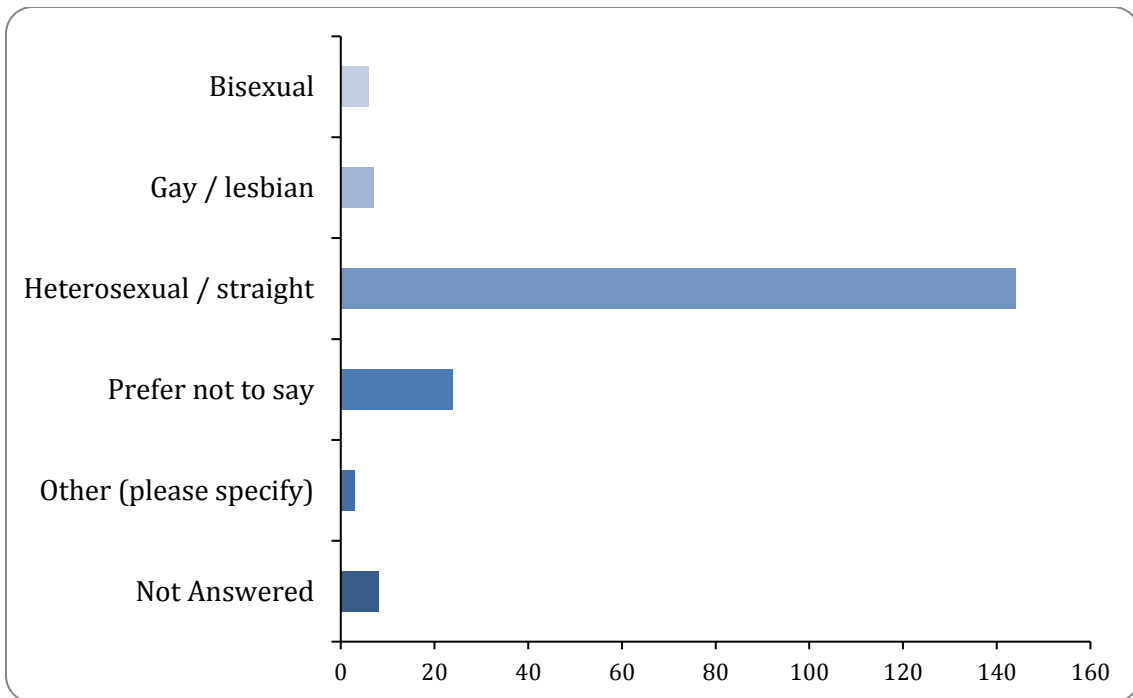


Option	Total	Percent
under 18	0	0.00%
18 - 25	9	4.69%
26 - 35	26	13.54%
36 - 45	59	30.73%
46 - 55	40	20.83%
56 - 65	41	21.35%
66+	10	5.21%
Prefer not to say	6	3.12%
Not Answered	1	0.52%

Sexual orientation. Do you consider yourself to be ... sexuality

There were 184 responses to this part of the question.

APPENDIX A



Option	Total	Percent
Bisexual	6	3.12%
Gay / lesbian	7	3.65%
Heterosexual / straight	144	75.00%
Prefer not to say	24	12.50%
Other (please specify)	3	1.56%
Not Answered	8	4.17%

Other sex

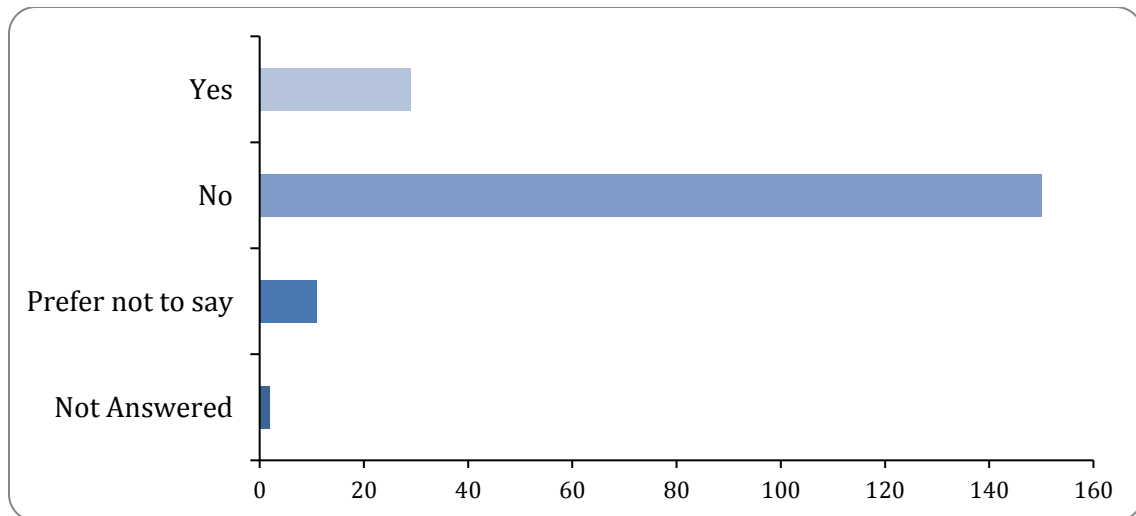
There were 4 responses to this part of the question.

Disability

Q7

There were 190 responses to this part of the question.

APPENDIX A

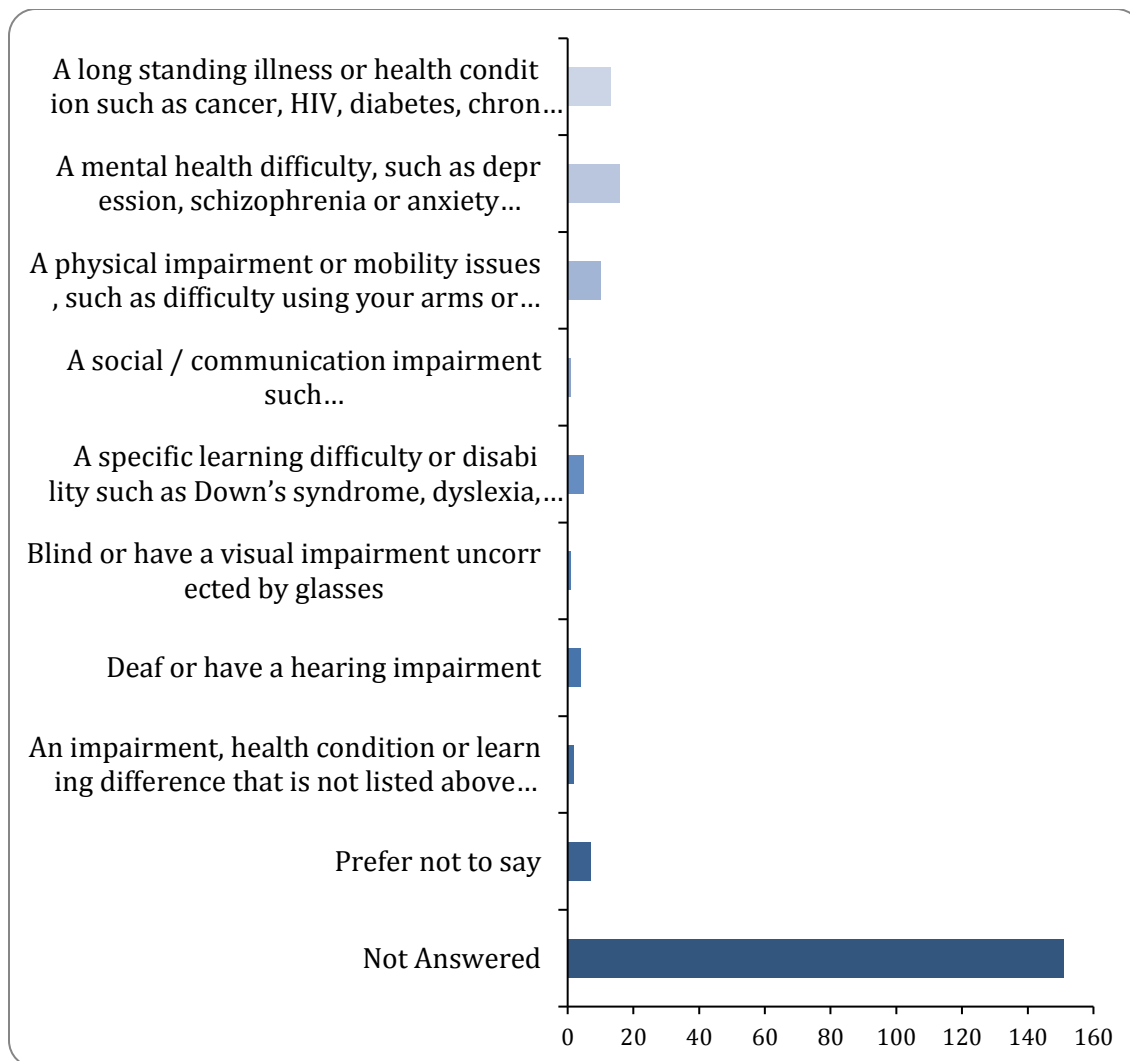


Option	Total	Percent
Yes	29	15.10%
No	150	78.12%
Prefer not to say	11	5.73%
Not Answered	2	1.04%

Disability detail

There were 41 responses to this part of the question.

APPENDIX A



Option	Total	Percent
A long standing illness or health condition such as cancer, HIV, diabetes, chronic heart disease, or epilepsy	13	6.77%
A mental health difficulty, such as depression, schizophrenia or anxiety disorder	16	8.33%
A physical impairment or mobility issues, such as difficulty using your arms or using a wheelchair or crutches	10	5.21%
A social / communication impairment such as a speech and language impairment or Asperger's syndrome / other autistic spectrum disorder	1	0.52%

APPENDIX A

A specific learning difficulty or disability such as Down's syndrome, dyslexia, dyspraxia or AD(H)D	5	2.60%
Blind or have a visual impairment uncorrected by glasses	1	0.52%
Deaf or have a hearing impairment	4	2.08%
An impairment, health condition or learning difference that is not listed above (specify if you wish)	2	1.04%
Prefer not to say	7	3.65%
Other	0	0.00%
Not Answered	151	78.65%

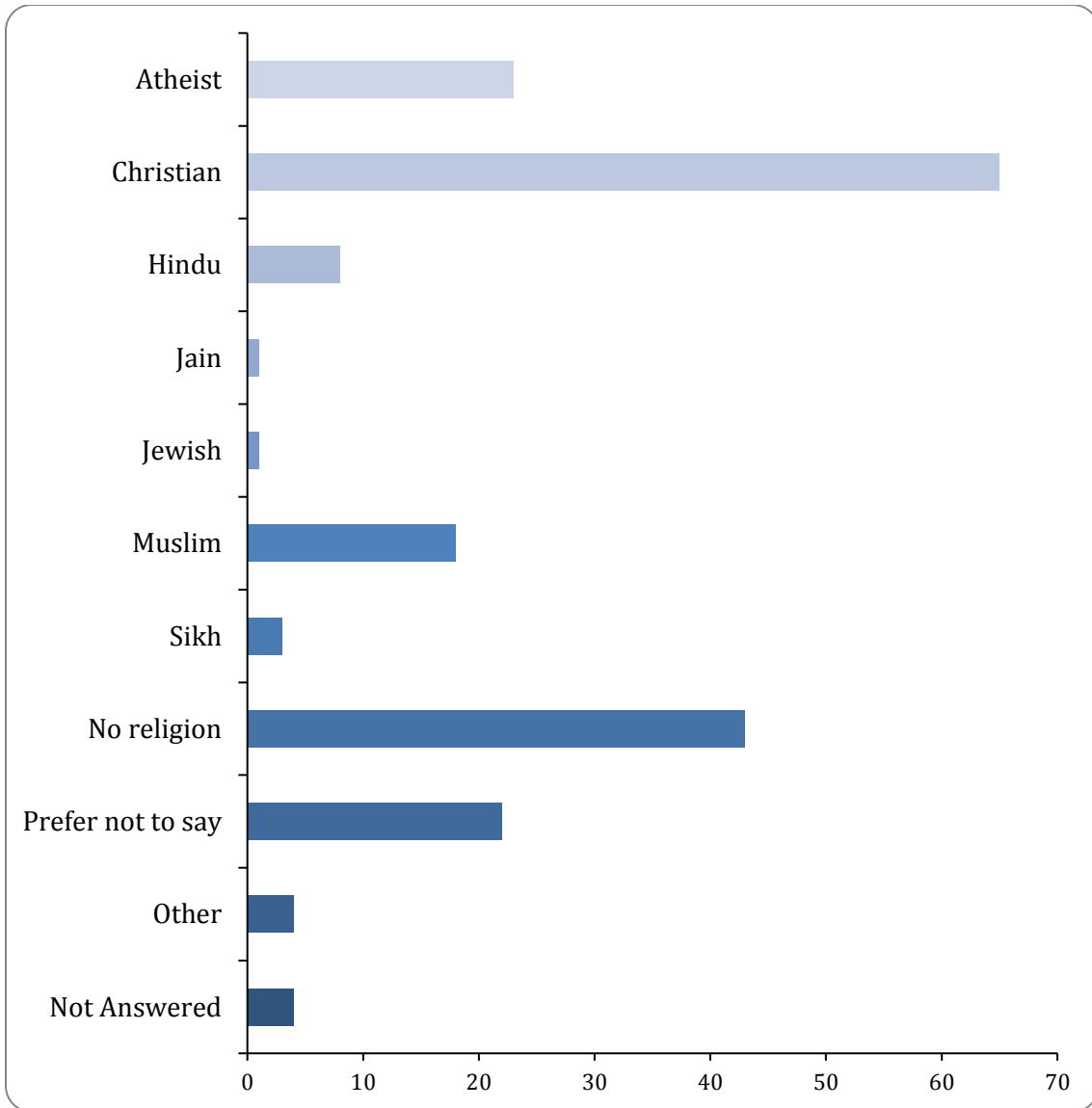
Other disability

There were 4 responses to this part of the question.

How would you define your religion or belief? religion

There were 188 responses to this part of the question.

APPENDIX A



Option	Total	Percent
Atheist	23	11.98%
Bahai	0	0.00%
Buddhist	0	0.00%
Christian	65	33.85%
Hindu	8	4.17%
Jain	1	0.52%
Jewish	1	0.52%
Muslim	18	9.38%
Sikh	3	1.56%
No religion	43	22.40%
Prefer not to say	22	11.46%
Other	4	2.08%

APPENDIX A

Not Answered	4	2.08%
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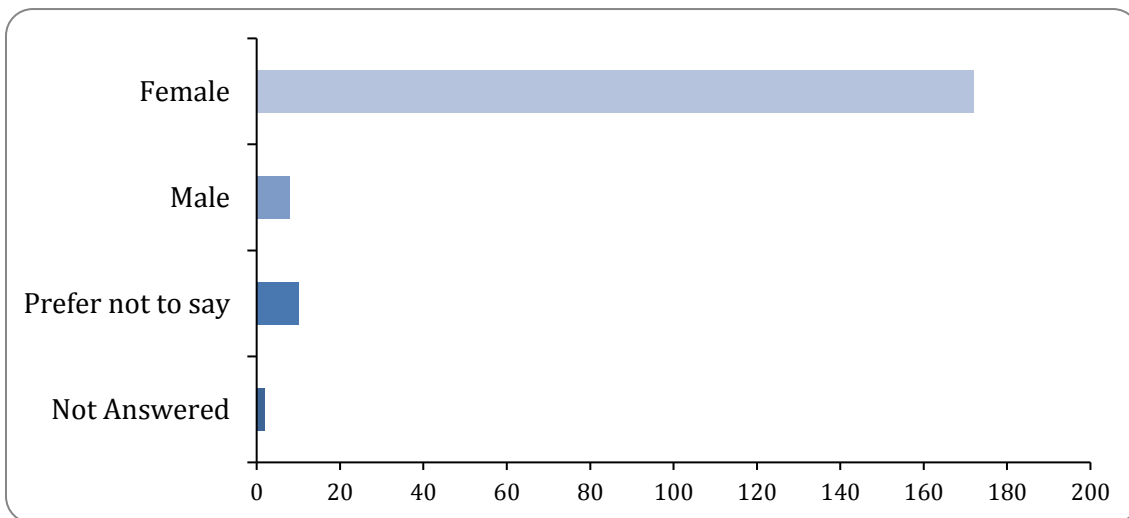
other religion

There were 5 responses to this part of the question.

What is your sex?

sex

There were 190 responses to this part of the question.

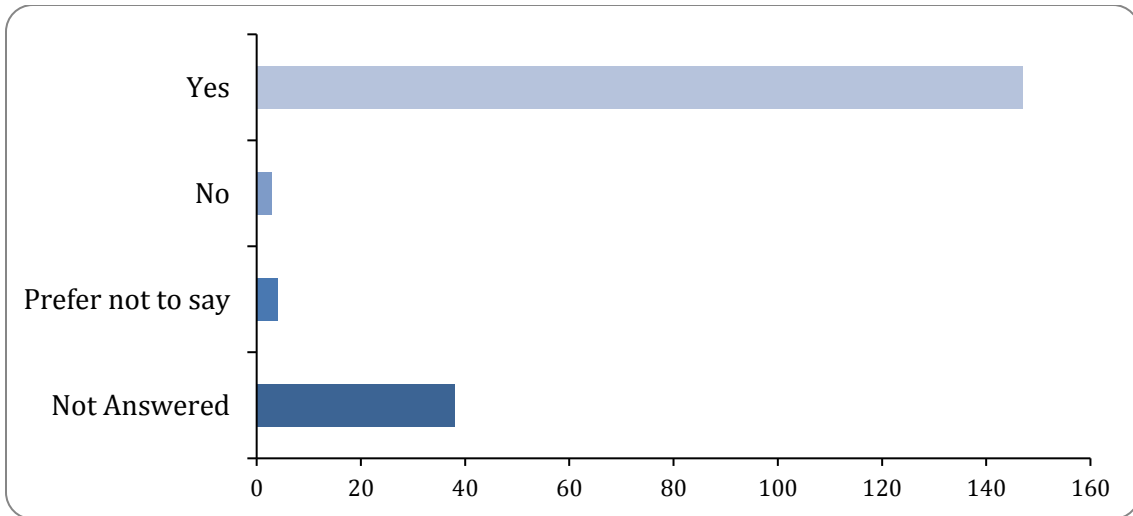


Option	Total	Percent
Female	172	89.58%
Male	8	4.17%
Prefer not to say	10	5.21%
Not Answered	2	1.04%

gender same as birth

There were 154 responses to this part of the question.

APPENDIX A



Option	Total	Percent
Yes	147	76.56%
No	3	1.56%
Prefer not to say	4	2.08%
Not Answered	38	19.79%

Other gender

There were 0 responses to this part of the question.

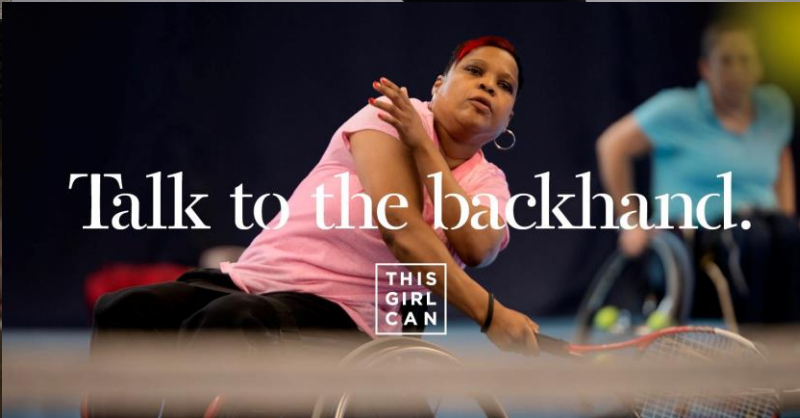
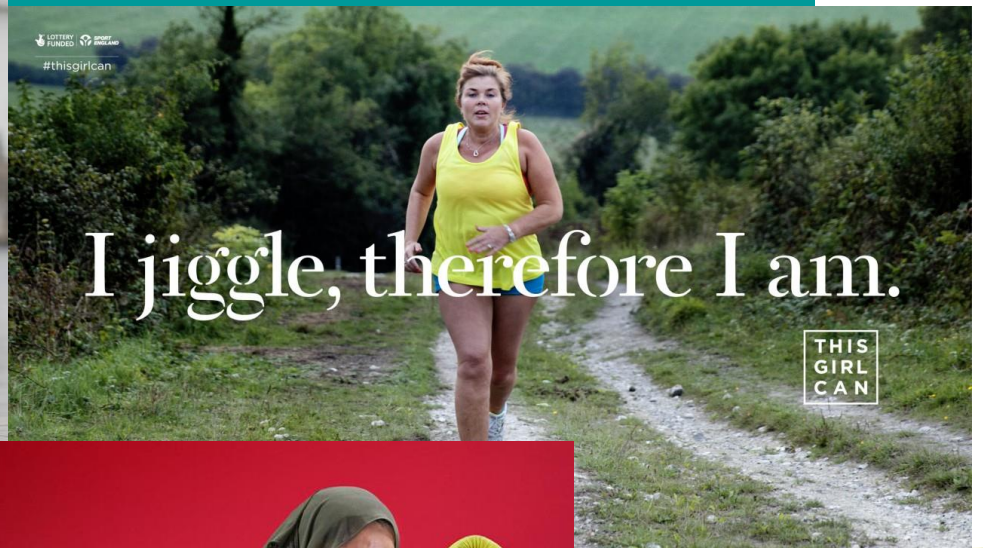
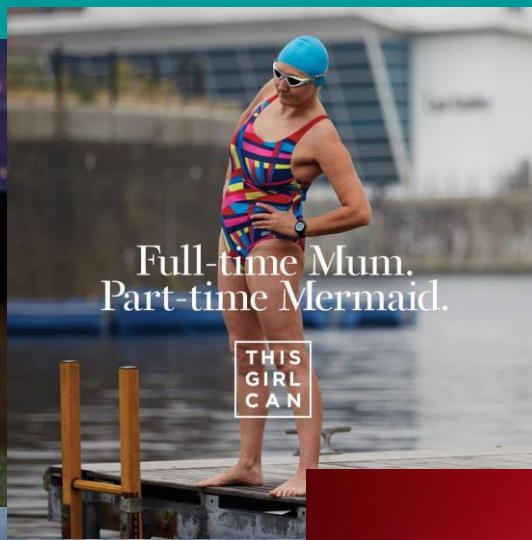
Women in Sport

Current Best Practice



This Girl Can

- This Girl Can is a national initiative funded by The National Lottery,
- The campaign believes that there's no "right" way to get active. If it gets your heart rate up, it counts.
- The campaign celebrates active women who are doing their thing no matter how they look, how well they do it or how sweaty they get. They want to challenge the conventional idea of what exercise looks like and reach out to women of all backgrounds and ethnicities who feel left behind by traditional exercise, and allow them to find what's right for them.
- 2.8 million women were inspired to exercise due to the campaign. 1.6 million started exercising and 1.2 million increased their participation.
- Over 700,000 women now follow TGC on social media as part of a community who encourage and support each other to stay active.
- Over 13,000 partners have signed up to use the TGC toolkit





Active Together - Let's Get Moving This March

- Active Togethers annual online initiative
- Let's Get Moving this March will run from 7th-18th March giving the chance for participants to try new and different activity sessions online, from the comfort of their own home.
- Access passes for the event are £10 and there is no limit on the amount of sessions that can be attended during the two weeks.

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LET'S GET MOVING THIS MARCH



WEEK 1

TRY SOMETHING NEW

Mon 7th	7:00pm	Bhangra Zumba	⌚ 60
<i>A fun, energetic way to give your body an all over dance style workout.</i>			
Tue 8th	11:00am	Postnatal Session	⌚ 60
	11:30am	Nordic Walking	⌚ 60
<i>A full-body walking workout at Everards Brewery.</i>			
	6:00pm	HIIT	⌚ 45
<i>Short bursts of intense exercise with low-intensity recovery periods.</i>			
Weds 9th	7:30pm	This Girl Can Class	⌚ 40
<i>A lower intensity, fun and supportive exercise session.</i>			
Thurs 10th	6:00pm	Nordic Walking	⌚ 60
<i>A full-body walking workout at Kibworth Beauchamp.</i>			
	7:00pm	Bhangra HIIT	⌚ 60
<i>A fun, energetic way to give your body an all over dance style workout.</i>			
Fri 11th	11:00am	Pilates	⌚ 60
<i>Low-impact exercise to strengthen muscles and improve flexibility.</i>			
	5:30pm	Boxercise	⌚ 45
<i>A high intensity interval training class based on boxing training.</i>			
Sat 12th	10:00am	Nordic Walking	⌚ 60
<i>A full-body walking workout at Victoria Park.</i>			

BOOK TODAY at active-together.org

LET'S GET MOVING THIS MARCH



WEEK 2

TRY SOMETHING NEW

Mon 14th	2:00pm	Nordic Walking	⌚ 60
<i>A full-body walking workout at Watermead Park.</i>			
	7:00pm	Positive Pause Session	⌚ 120
<i>Gain useful tips and information on menopause. Additional cost and booking required.</i>			
Tue 15th	5:00pm	This Girl Can Class	⌚ 40
<i>A lower intensity, fun and supportive exercise session.</i>			
	6:00pm	LBT	⌚ 45
<i>Shape up and burn fat as you lunge, step and squat your way to fitness.</i>			
Weds 16th	12:00pm	Nordic Walking	⌚ 60
<i>A full-body walking workout at Knighton Park.</i>			
	12:00pm	Bolly Fusion	⌚ 60
<i>A fun, energetic way to burn calories using traditional bhangra steps.</i>			
	5:30pm	Circuits	⌚ 60
	7:30pm	Yoga Nidra	⌚ 60
<i>Mindfulness, Meditation and Relaxation practice rolled into one.</i>			
Thurs 17th	7:00pm	Bhangra Beats	⌚ 60
<i>A fun, energetic way to give your body an all over dance style workout.</i>			
Fri 18th	4:00pm	Nordic Walking	⌚ 60
<i>A full-body walking workout at Burbage Common.</i>			
	5:30pm	Clubbercise	⌚ 45
<i>A fun-filled full body workout to great music.</i>			

BOOK TODAY at active-together.org



Leicester
City Council



Zfit Leicester

- Zumba, Zumba toning, HIIT and boxercise classes throughout venues in Leicester.
- Ladies only sessions
- Fun, friendly party atmosphere for all abilities aged 16-86.
- Run by Zee who is currently an Active Together Champion and community ambassador.
- Aiming to empower women to be the best version of themselves through fitness.

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Active Through Football

- Funding obtained to run women's only activity sessions in the Wycliffe ward area for 18-49 year olds over the next 5 years.
- The project is being led by Leicester City in the Community with the support of Active Leicester.
- This project will be starting in April/May.
- The hyperlocal nature of the project will hopefully attract a wide audience of women to participate

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LeicesterCity
in the Community



Cossington Street and Spence Street Sport Centres

- Ladies only gym area at Cossington to actively help break down some of the barriers faced by women wanting to attend the gym.
- Ladies only swim lessons are a regular on the timetable at Spence Street.
- The diverse population of Leicester City has seen real benefit from the above offerings at our leisure centres

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Active Leicester- Building a strong and Active future for all

5 year strategy - 2017 to 2022

Ambition to get 20,000 more
active.

12 priorities and themes.



Active Leicester – Context

- The importance of Physical Activity to population health
- Nationally 1 in 4 adults are inactive (25%), Leicester it is higher at 34%
- Inequalities are high in Leicester: females, low socioeconomic, BME
- Covid had an impact on childhood obesity

Active Leicester – Context

Active Lives
physical activity
data – 2020 to 2021

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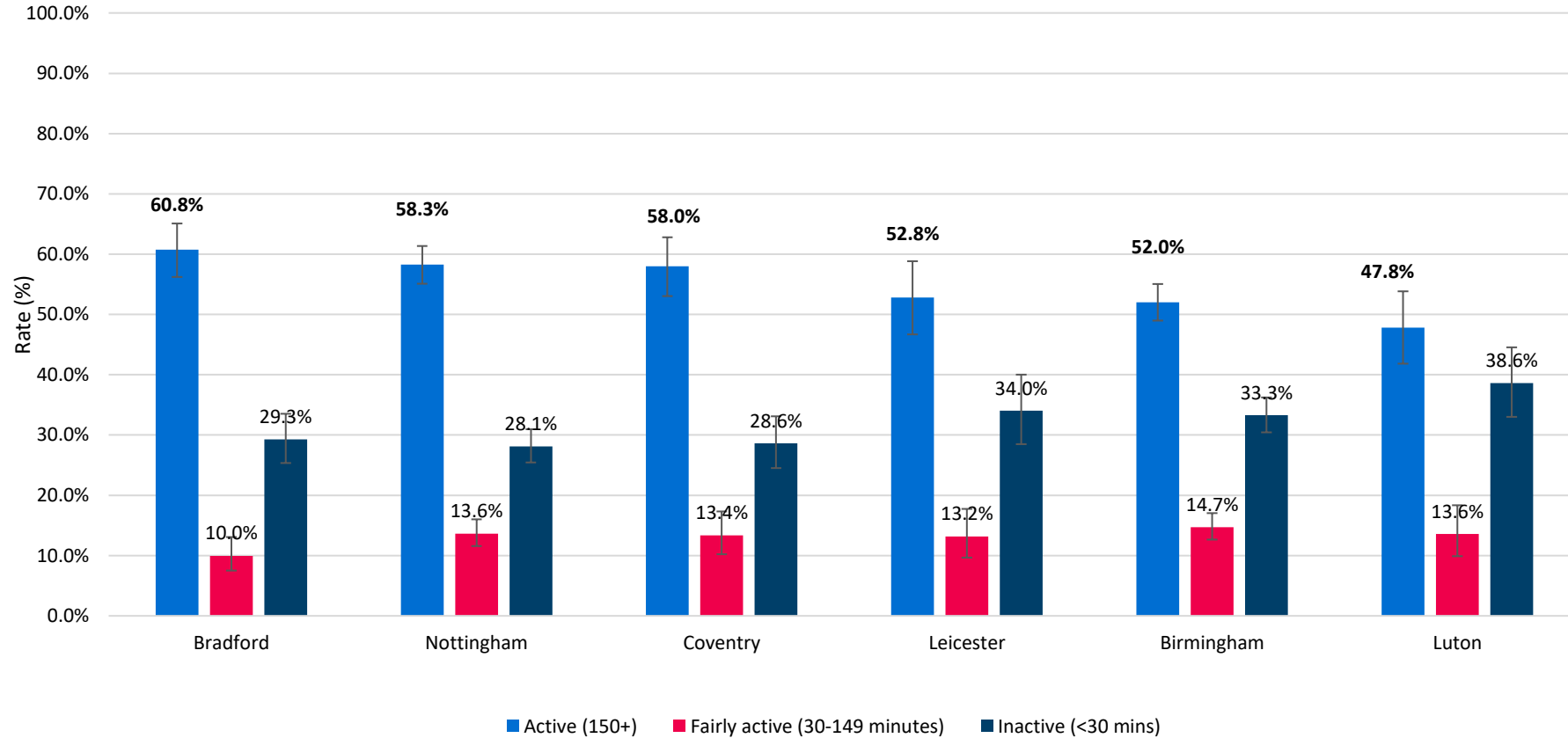
	May 2020-21		
	Active across the week (≥150 minutes per week)	Fairly active (30-59 minutes a day)	Less active (<30 minutes per day)
Leicester	52.8%	13.2%	34.0%
England	60.9%	11.6%	27.5%

Significantly higher than England

Significantly lower than England

Active Leicester – Context

City Comparators

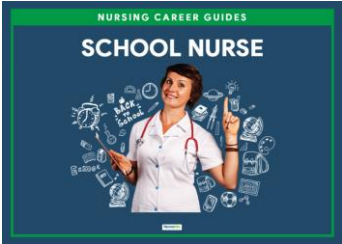


Active Leicester – Context

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Active Leicester – Context



Active Leicester

Strategy

2023 - 2028

Active Leicester – Vision

Vision for the new strategy:

- Five years - 2023 to 2028
- Focusing on the inactive and reducing inequalities
- Covid recovery
- Harnessing the power of collaboration
- Small changes can make a big difference (individuals and organisations)

Strategy Development – Phase 1

- 28 partners and stakeholder groups were consulted. Representatives from:
 - Public health
 - Healthcare
 - Pre school children
 - Education- Schools, Colleges, Universities
 - Voluntary sector
- 6 main questions + sector specific questions were asked.
- Interviews conducted via MS Teams October/ November 2021
- A report of finding's has been drafted.

Strategy Development – Headline feedback

- A focus on the inactive and targeting inequalities.
- Hyper-local
- Informal, social and low commitment/cost
- Better information sharing and collaboration.

Strategy Development – Phase 2

- A stakeholder engagement event was held in April 2022.
- The purpose was to:
 - Check and challenge the key findings from the consultation and identify any gaps.
 - Did the findings & content resonate with organisations?
 - What would stakeholders want from a city strategy?
 - What changes can stakeholders make to improve the cities activity levels?
 - Can stakeholders collaborate better and how?
 - Vision, Governance and Monitoring

Strategy Development – Phase 3

- Officers are reviewing all the content and are creating a strategy draft.

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- Aim to seek final comment and approval by mid summer.
- Aim to launch a new five-year strategy **late summer of 2022.**



Appendix C

Heritage, Culture, Leisure and Tourism Scrutiny Committee

Active Leicester Strategy Draft

Date of meeting: 28th February 2023

Lead director: Miranda Cannon

Useful information

■ Ward(s) affected: All

■ Report author: Andrew Beddow / Vicky Ball

■ Author contact details: Andrew.beddow@leicester.gov.uk / Victoria.ball@leicester.gov.uk

■ Report version number: v1

1	Summary
1.1	This report introduces the draft Active Leicester Strategy document that is provided as an addendum to this briefing paper.
1.2	The strategy strives to support individuals, communities, partners and businesses to experience increased opportunities to be physically active to ensure Leicester benefits from a healthier, happier and more prosperous population.
1.3	The city has 34% of it's population who are inactive / sedentary. Long term inactivity can be linked to numerous health conditions. This places an additional strain on healthcare resources. Therefore, by targeting this population, supporting them to move more will provide a healthier, happier and more prosperous population.
1.4	This strategy has been developed over the last 15 months, in partnership with a wide range of stakeholders, partners, professionals, community groups and forums, through an extensive consultation process. This has ensured that the priorities of the strategy reflect and respond to the priorities that were fed back and most importantly to the needs of our population and addresses the barriers that many of our residents' face in relation to becoming more physically active.
1.5	The draft strategy presented within this paper will outline the vision, mission, priorities, and objectives that will help to garner organisations to work to in a collaborative way, where a common goal is shared, and where resources are targeted or pooled for greater effect.
1.6	Active Leicester – Turning the Tide on Inactivity , is a five-year strategy for stakeholders and organisations working in the field. It will focus on the city's most inactive population through an approach called proportionate universalism. This approach recognises that the city has a strong universal offer for physical activity and sport. There is a wealth of opportunity in the city from public spaces to leisure centres, to the club infrastructure to the commercial operators. However, access to these services / assets is not always equal. Therefore, through this strategy Active Leicester's ambition is to shine a light on these inequalities and target resource to where it is most needed.
1.7	The strategy is now drawing to the final stages of consultation. Therefore, the paper will present a timeline for final feedback, council approval and a launch event.
2.	Recommended actions/decision
2.1	HCLT are asked to note the contents of the report and supporting Active Leicester strategy document.
2.2	HCLT are asked to comment and feedback on the strategy. Each member is asked to note the approach taken to target the inactive population, with a focus on the five key priority groups who tend to be the least active: <ol style="list-style-type: none">1. People in bad health (including mental health) or living with a disability or limiting health condition2. Women and Girls3. Residents with no formal qualifications and tend not to be working4. Residents who reside in the East of the City and associate with being Black/Black British or Asian/Asian British.5. Older adults, aged 65+

2.3	HCLT are asked to note that this strategy is a move away from a traditional 'sport for all type of approach', as it will focus on the inactive residents of the city, rather than those residents who are moderately or very active. This could draw criticism, particularly from groups or organisations that provide activity for the more active sectors of the community.
2.4	HCLT are asked to note the timeline for final feedback, council endorsement and the stakeholder launch event, being around late May 2023.

3.	Stakeholder engagement
3.1	Outlined in this report is the stakeholder consultation that has been undertaken to bring the elements of this strategy together.

4.	Main Report										
4.1	Physical activity not only promotes good health and helps prevent and manage disease, but it also contributes to a range of wider social benefits for individuals and communities. The importance of the wider benefits of physical activity for individuals vary according to life stage but can include improved learning and attainment, managing stress, improved sleep, the development of social skills and better social interaction.										
4.2	Despite the highly publicised benefits of physical activity, most adults in the UK do not meet the minimum recommendations of doing 150 minutes (2 1/2 hours) of moderate intensity activity (such as brisk walking or cycling) or 75 minutes of vigorous intensity each week. Nationally, nearly 3 in 10 adults do not meet this guideline.										
4.3	<p>Figure 2. Inactivity (<30 minutes per day) by ward in Leicester, 2018</p> <p>Leicester Health and Wellbeing Survey 2018 with ward names</p> <p>% Physically inactive Less than 30 minutes physical activity</p> <table border="1"> <tr><td>16 to 21</td><td>(5)</td></tr> <tr><td>12 to 16</td><td>(6)</td></tr> <tr><td>8 to 12</td><td>(5)</td></tr> <tr><td>4 to 8</td><td>(3)</td></tr> <tr><td>0 to 4</td><td>(2)</td></tr> </table> <p>Significantly lower than Leicester</p> <p>Minor road B road Motorway</p> <p>Leicester - 11%</p> <p>Public Health Division Leicester City Council Created: May 2019 Source: Leicester Health and Wellbeing Survey 2018 (c) Crown copyright. All rights reserved Leicester City Council. 100019264. 2019</p>	16 to 21	(5)	12 to 16	(6)	8 to 12	(5)	4 to 8	(3)	0 to 4	(2)
16 to 21	(5)										
12 to 16	(6)										
8 to 12	(5)										
4 to 8	(3)										
0 to 4	(2)										

	The 2020/21 Active Lives Survey shows higher rates of inactivity in Leicester compared to England. 36.8% of Leicester's population aged 16+ did less than 30 minutes of physical activity per week and are therefore classed as physically inactive compared to 27.2% in England overall.
4.4	Studies tracking child obesity into adulthood have found that the probability of overweight and obese children becoming overweight or obese adults increases with age. In 2020/21, around 2 in 10 Reception-year children (21%) and 4 in 10 Year-6 children (41%) were classified as overweight and obese (combined) in Leicester. For children in Year-6, this is higher than the National average (38%). The latest figures are an increase on pre-pandemic years (2019/20).
4.5	<p>Contributions to the higher rates of physical inactivity in Leicester include the high levels of deprivation we experience across the city. Barriers to being active amongst our residents include low income and affordability of exercise, access to facilities, cultural barriers, poor health and community safety.</p> <p>Despite on-going efforts to bridge inequalities, high rates of physical inactivity occur particularly amongst females, people of Asian heritage, people of Black British ethnicity, people with a physical disability and low socioeconomic groups. Needless to say, those in poor health, lacking formal qualifications, disabled, retired or with poor mental wellbeing were also significantly more likely to be physically inactive.</p>
4.6	<p><u>Universal Provision</u></p> <p>To support people to become more physically active the city already has many opportunities for activity to be integrated into daily lives, work and play and this will remain a priority going forward. Increasing physical activity across the life course is a key aim of Active Leicester, encouraging active play and recreation in early childhood will support healthy growth and development, improve school readiness, family inclusion and physical literacy for long-lasting, healthy lifestyles.</p> <p>Leicester City has many assets to encourage and support greater participation in physical activity, from leisure centres and sports clubs to numerous parks and outdoor gyms which can be used for free. The wide range of provision across the city aims to ensure that both formal and informal activity is accessible to all our residents.</p> <p>The map in appendix 1 highlights some of Leicester's universal provision: outdoor gyms, sport and leisure centres and green spaces.</p>
4.7	<p><u>Strategy Development</u></p> <p>Despite the universal offer of physical activity and sport in Leicester we still see lower levels of physical activity, particularly amongst the most deprived with further variations depending on people's gender, ethnicity, age and disability. As previously described, people who are less active are often pre-disposed to experience poorer health outcomes, life limiting disability, multiple co-morbidities and lower life expectancy. Leicester experiences vast health inequalities and we continue to see this gap increasing, particularly accelerated by the covid-19 pandemic.</p>
4.8	<p>During the consultation phase of the strategy, tackling health inequalities was a priority for most stakeholders, whilst they supported a continuation of encouraging everyone to be active, they felt some groups, ethnicities, areas, and communities across the city needed additional support with targeted, accessible options for those that are most at risk of experiencing poor outcomes, as a result of being inactive.</p> <p>In addition, an appetite for wider systems thinking was apparent from stakeholders who identified that working in silo will not have the impact this strategy strives for when supporting the marginalised to be more active.</p>

4.9	<p>The strategy has been in development for the last 15 months:</p> <p>Phase 1 – Stakeholder Consultation, September 2021 to January 2022 A GP Registrar conducted in-depth one to one consultation with 28 stakeholders, all who work in the field of sport / physical activity. Stakeholders were from a range of sectors, covering the life course of residents in the city. From nursery settings to schools and GP's, professional sports clubs, and universities, to local community groups.</p> <p>The key questions asked of these organisations included finding out about the provision in the city, the challenges they as organisations face when delivering to the city's communities, and the challenges faced by the people they deliver to. We also asked what organisations saw as residents' barriers to participation and what were their views on what the cities priorities should be for the next five years.</p> <p>Phase 2 – Distilling of information, January 2022 – April 2022. In April 2022, the Active Leicester team held an engagement event with all the cities stakeholders involved in the consultation. The purpose was to distil down the information gathered from the original consultation. Stakeholders were asked to help shape the strategies vision, mission, priorities, and objectives.</p> <p>Phase 3 – Strategy draft, April 2022 to September 2022 During the summer of 2022, the Active Leicester team drafted the first version of the strategy.</p> <p>Phase 4 – Stakeholder consultation, September – December 2022. Following the creation of draft strategy, the Active Leicester team, once again took the key principles of the strategy back out to consultation with stakeholders. The key purpose was to test the approach to targeting inactivity, the priority groups, and objectives. During this phase of consultation officers took the draft strategy to all city council directorate meetings, for feedback.</p> <p>Phase 5 – Council approval / Adoption, January 2023 – March 2023 The Active Leicester team will be taking the final draft strategy to lead member and city mayor briefings for final feedback before a launch date, which is proposed for late May / Early June 2023.</p>
4.10	<p>The evidence base described in section 4.1-4.6, along with the stakeholder consultation helped us to shape and remodel our thinking to the next phase of the Active Leicester Strategy. It very much told us that we needed to target those most in need, the inactive through a proportionate universalism approach.</p>
4.11	<p><u>Who is the strategy for?</u></p> <p>This is a strategy for stakeholder's and organisations working within the sport / physical activity sector in the city. It is proposed to provide a framework and guidance document to support them to deliver where Active Leicester feels it is most needed.</p> <p>Small changes to the ways organisations work can go a long way to tackling inactivity when combined with similar, likeminded organisations. Therefore, Active Leicester would ask organisations to critically evaluate their practices and see what small changes can be made.</p> <p>The key principles we would like organisations to adopt, as a way of working towards the strategy include:</p> <p>To focus resource (full or part) on the city's inactive population, with a focus on:</p> <ul style="list-style-type: none"> • People in bad health (including mental health) or living with a disability or limiting health condition

	<ul style="list-style-type: none"> • Women and Girls • Residents with no formal qualifications and tend not to be working. • Residents who reside in the East of the City and associate with being Black/Black British or Asian/Asian British. • Older adults, aged 65+ <p>To focus resource for generational change, for the cities under-five and school age population.</p> <p>To focus on activity that is informal, local to where people live, which recreational in nature, and an activity type that promotes participation with family and friends.</p> <p>Engage, listen, support, and empower the local community. Utilising the role of community-based leaders and partners, whom have an in-depth knowledge of the community, and can support with the creation of sustainable activity models.</p> <p>Create and engender collaborative working, by partners, to deliver appropriate and tailored communications which facilitate long-term behaviour change, along with the sharing of resources, to where it is most needed, where inactivity exists</p>
4.11	<p><u>Active Leicester Strategy – Tuning the Tide on Inactivity 2023 -2028</u></p> <p><i>Vision</i></p> <p>Active Leicester aims to Turn the Tide on Inactivity and whilst continuing to encourage physical activity across the city. It will predominantly focus on supporting the inactive and those most at risk of experiencing health inequalities to become more physically active. The strategy will follow the principles of proportionate universalism through embedding a population approach to inactivity with a focus on improved engagement with disadvantaged communities, in partnership with stakeholders and communities themselves.</p> <p><i>Mission</i></p> <p>Active Leicester will target the inequalities of inactivity and support those in most need. We commit to continue to support and build on our universal offer, encouraging everyone to become more active but will focus predominately on our most disadvantaged geographic locations and on those groups more likely to be inactive. The approach will include a focus on local, informal activity, the social element of being with friends, non-traditional activity, and a family centred approach to support the most inactive to engage in physical activity.</p> <p><i>Strategic Aims</i></p> <p>Active Start: Increasing physical activity for children and young people.</p> <p>Active People: Increasing physical activity for adults.</p> <p>Active Places: Development of Place Based Approaches to enable people to be active in their own communities</p> <p>Active Systems: Strengthen the systems necessary to implement effective and coordinated action to increase physical activity and reduce sedentary behaviour</p> <p>Active Messaging: Improve long term behaviour change through improved communication</p> <p>A full list of objectives associated with the aims can be found in the main report.</p>

4.12	<p><u>Success</u></p> <p>Active Leicester is aiming for a 1% reduction in inactivity rates for the next five years, 5% in total, bringing down the number of inactive adults and children to within national averages. Please note that there are two different measures for inactivity. Sport England Active Lives Survey captures adults 16+ and a separate one for children and young people. These surveys are administered annually.</p>
4.13	<p><u>Action Plan and Governance</u></p> <p>This strategy is a framework for city stakeholders. It is not a council strategy. Officers hope stakeholders and partners will align their services, products and or programmes to the areas of most need in the city, as detailed in the document. For those partners willing to utilise the framework, then they could use the strategy in different ways. They can re-direct existing resources, apply for funding aligned to the strategy or adapt ways of working in a small or large way. However, it is noted that as this is a guidance / framework documents some partners may not be willing are able to align with the strategy priorities.</p> <p>An action plan will be developed that will ensure Active Leicester develops clear actions to meet the objectives and targets set in the strategy. Active Leicester is a multi-agency strategy therefore action owners will be from a variety of stakeholders to ensure the right people can progress actions. Targets and KPIs will be developed to ensure all stakeholders collectively work towards the ambitions and objectives of this strategy.</p> <p>A formal governance structure is to be explored further. Proposals will be presented with the final draft strategy. However, it is intended to have a governance board to monitor strategy progress. Officers envisage each action owner to be accountable and report back to the board on progress. A system wide network will be established to enhance strategy progress and improve partnership working.</p> <p>Updates on progress of the board will shared with lead members, scrutiny board and the Health and Wellbeing Board.</p>
4.14	<p><u>Next Steps and Timelines</u></p> <ol style="list-style-type: none"> 1. January 2023 – Lead Member and Executive feedback. 2. February 2023 – Final draft and public facing version created and governance, monitoring and evaluation proposals. 3. March 2023 – Health and Wellbeing Board and scrutiny endorsement. 4. May / June 2023 – Stakeholder launch event. Further details to follow. <p>Further details will follow on the strategy launch and communication plan. It is noted that the city has elections in early May, with purdah starting late March. Therefore, a formal launch will be after this, late May /early June.</p>

5.0	<p><u>Equality Comments</u></p> <p>Under the Equality Act 2010, public authorities have a Public Sector Equality Duty (PSED) which means that, in carrying out their functions, they have a duty to pay due regard to the need to eliminate unlawful discrimination, harassment and victimisation, to advance equality of opportunity between people who share a protected characteristic and those who don't and to foster good relations between people who share a protected characteristic and those who don't.</p>
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Protected Characteristics under the Equality Act 2010 are age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, sexual orientation.

Promoting active lifestyles has the potential to improve physical and mental health of everyone regardless of age or ability, to reduce all-cause mortality and improve life expectancy. Participation in sport and physical activity is not equitable and there will be sectors of the community that may face additional barriers, which restrict their opportunities to take part in these activities.

The recommendations of the report do not request that the strategy or actions be approved at this point and therefore there are no direct equality implications arising from the recommendations. However, the equalities implications of the strategy and the supporting actions must be assessed prior to the final decision to adopt them. Work has already commenced to do this via the range of engagement methods outlined within the paper. It is important to ensure that the range of input is representative of a range of people from across different protected characteristics and that the proposals are assessed robustly in relation to their impacts specifically on people with different protected characteristics and also to consider how we and any partnership will meet peoples' needs to ensure that they are able to participate.

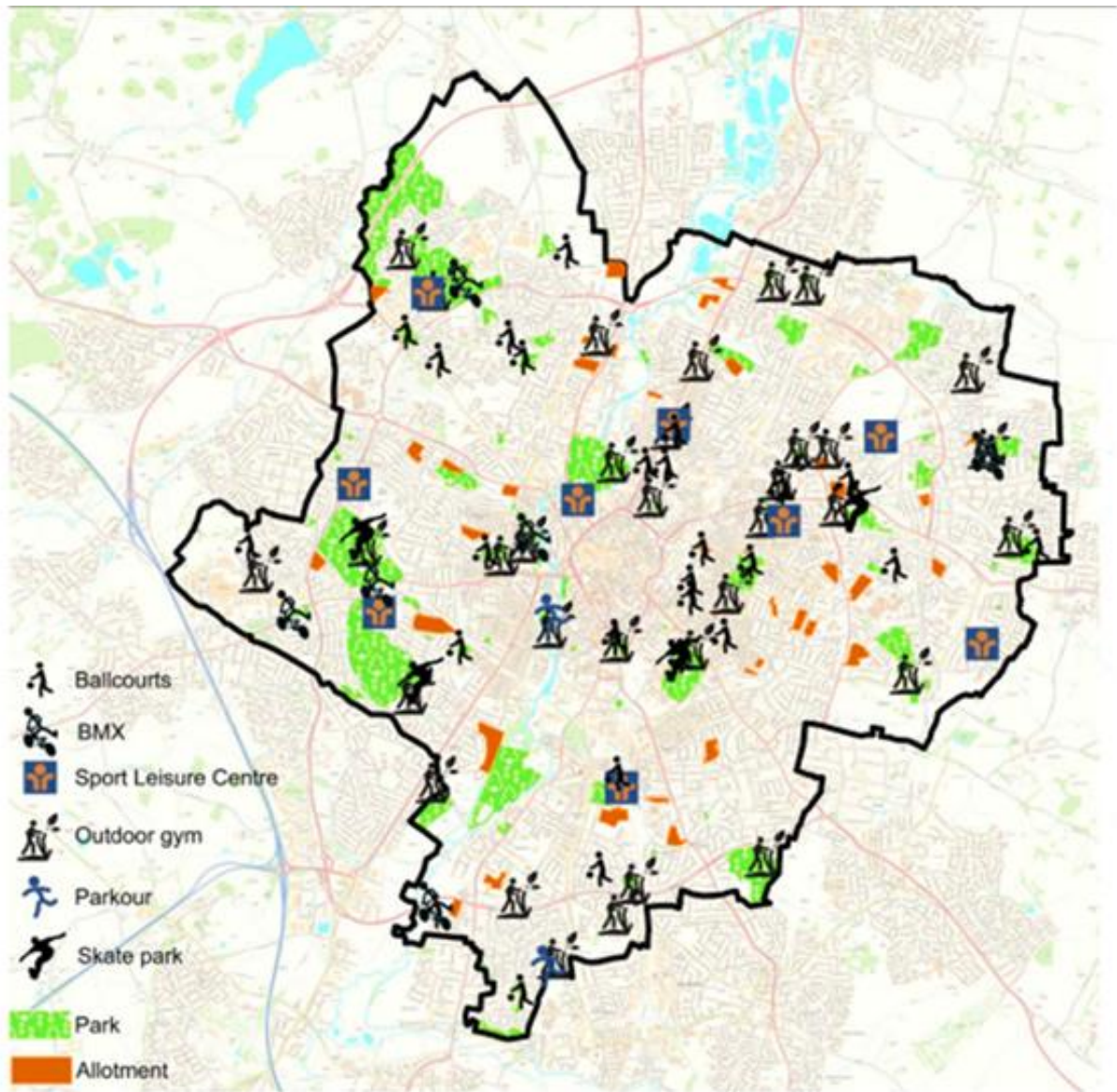
The Active Leicester Strategy will support the council in meeting its equalities duties as it aims to remove or reduce disadvantages experienced by people in relation to a protected characteristic by supporting individuals, communities, partners and businesses to experience increased opportunities to be physically active thus ensuring the city benefits from a healthier, happier and more prosperous population.

Although the recommendations of this report will aid the council in meeting the aims of the Public Sector Equality Duty, there should be on-going consideration of the equalities implications as the approach is refined. There may be future projects, arising from the action plan and its recommendations, which would benefit from further consideration of the equality's implications and possibly a full equality impact assessment in certain circumstances. Whether an Equalities Impact Assessment is required will be dependent upon how work develops and whether the changes are likely to have a disproportionate impact on any protected group. Advice can be sought from the Corporate Equalities team on whether an Equalities Impact Assessment is required for specific projects, as appropriate.

Equalities officer, Surinder Singh Ext 37 4148

Appendices

Appendix 1 – map of sport / physical activity provision in the city



Active Leicester -Turning the Tide on Inactivity
2023- 2028

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Forward

Introduction

Active Leicester strives to support individuals, communities, partners, and businesses to experience increased opportunities to be physically active to ensure Leicester benefits from a healthier, happier, and more prosperous population.

This strategy has been developed in partnership with a wide range of stakeholders, partners, professionals, community groups and forums through an extensive consultation process. This has ensured that the priorities of the strategy reflect and respond to the priorities that were fed back and most importantly to the needs of our population and addresses the barriers that many of our residents' face in relation to becoming more physically active.

There are always going to be differences in health, many of which are unavoidable, older people tend to experience more ill health than younger people due to the natural ageing process for example. However, many differences in health are avoidable and unfair:

- People living in more affluent areas can often live on average 10 years longer than individuals who live in the most deprived areas of the city.
- The death rate for coronary heart disease is three times higher amongst unskilled men than professionals and the gap has been widening.
- Education and employment have been identified as fundamental determinants of health inequalities. Many children across the city, particularly from areas of deprivation attend school with poorly developed fine and gross motor skills which negatively impacts their attainment and achievement throughout their schooling. It is important to reduce differences in the early years' development of children to ensure that children from low-income families can take full advantage of opportunities at school and subsequently at work. In addition, improving people's health through physical activity can support many people into work which further enables the city to benefit from a healthy and thriving workforce population.
- Diverse Communities can experience worse health, often connected to income and the conditions in which people are living but regarding physical activity there are several issues that contribute to such populations being less active including inaccessible venues and facilities, lack of empathetic, experienced, and reflective workforce and affordability of activity.

Active Leicester – Turning the Tide on inactivity.

Who the strategy is for?

The strategy is for organisations, communities and individuals who have a willingness to work differently to initiate change and embrace collaboration with like-minded organisations to reduce silo working and support the most inactive residents.

Small changes to ways of working can go a long way to tackling inactivity when combined with similar, likeminded organisations. Therefore, we would ask organisations to critically evaluate their practices and see what small changes can be made.

The key principles we would like organisations to adopt, as a way of working towards the strategy include:

1. To focus resource (full or part) on the city's inactive population. Evidence suggests that these residents are more likely to be inactive in Leicester:
 - People in bad health (including mental health) or living with a disability or limiting health condition
 - Women and Girls
 - Residents with no formal qualifications and tend not to be working.
 - Residents who reside in the East of the City and associate with being Black/Black British or Asian/Asian British.
 - Older adults, aged 65+
2. To focus resource for generational change, for the cities under-five and school age population.
3. To focus on activity that is informal, local to where people live, which is recreational in nature, and an activity type that promotes participation with family and friends. Use of the city's public open spaces is an example.
4. Engage, listen, support, and empower the local community. Utilising the role of community-based leaders and partners, whom have an in-depth knowledge of the community, and can support with the creation of sustainable activity models.
5. Create and engender collaborative working, by partners to deliver appropriate and tailored communications which facilitate long-term behaviour change, along with the sharing of resources, to where it is most needed, where inactivity exists.

OUR VISION

As a result, Active Leicester aims to **Turn the Tide on Inactivity**. The strategy will predominantly focus on supporting the inactive and those most at risk of experiencing health inequalities to become more physically active. The strategy will follow the principles of proportionate universalism through embedding a population approach to inactivity with a focus on improved engagement with inactive communities, in partnership with stakeholders and communities themselves.

OUR MISSION

Active Leicester will target the inequalities of inactivity and support those in most need.

We commit to continue to support and build on our universal offer, encouraging everyone to become more active but will focus predominately on our most disadvantaged geographic locations and on those groups more likely to be inactive. We will encourage long term behaviour change amongst the most inactive in our city throughout the life course but with particular emphasis on reducing inactivity amongst children and young people with a particular focus on girls, people from the most disadvantaged areas, some diverse communities, individuals with poor mental health and those with a physical or learning disability. The approach will include a focus on local, informal activity, the social element of being with friends, non-traditional activity, and a family centred approach to support the most inactive to engage in physical activity.

We will endeavour to make adopting long-term healthy lifestyle behaviours and positive physical activity choices the easy choice. We will focus on encouraging people to make small, sustainable changes to daily behaviours to improve longer term health outcomes.

We will do this through better collaboration, sharing of information and cohesive messaging and identifying key strategic partners, networks, and trusted community champions to create impactful partnership working. Our partners and residents are currently experiencing many challenges regarding the long-term impacts of covid-19 and the more recent cost of living crisis, it is therefore vital that we work smarter, for greater effect. We aim to increase our engagement with organisations who have a willingness to work differently to encourage them to target their resource to those who are inactive. We will provide evidence, advice, and guidance on why tackling health inequalities should be a priority for partners and support them to target their services to those who are not only most at need but who will also most benefit from tailored, accessible, and local physical activity opportunities.

We are aware that there are many other local strategies that all have cross cutting themes with Active Leicester. We aim to ensure that this strategy compliments and supports other relevant strategies rather than duplicating work. This strategy's associated action plan will ensure that priorities align rather than duplicate the actions of other strategies or work programmes. This includes but is not limited to: Sport England's-Uniting the Nation, Active Together's Physical Activity Framework, the city's Health and Wellbeing Strategy, the Active Travel strategies on cycling and walking, and the role of Community Champions at working from within and for communities. A list of interrelated strategies can be found in the appendices.

STRATEGY AIMS

1. Active Start: Increasing physical activity for inactive children and young people

- Improve physical literacy and school readiness for the City's under five population
- Reduce the number of obese children who start school
- Reduce the number of obese children in year 6 (finishing primary school)
- Reduce the number of inactive school age children, particularly girls.
- Raising awareness on the importance of physical literacy and core movement skills for children and young people

2. Active People: Increasing physical activity for inactive adults

- Increase physical activity levels and opportunities amongst the most inactive, namely:
 - People in bad health (including mental health) or living with a disability or limiting health condition
 - Women and Girls
 - Residents with no formal qualifications and tend not to be working.
 - Residents who reside in the East of the City and associate with being Black/Black British or Asian/Asian British.
 - Older adults, aged 65+
- Enhance knowledge and understanding of the multiple benefits of being physically active amongst individuals, communities, and the workforce.

3. Active Places: Development of place-based approaches to enable people to be active, in their own communities.

- Increased awareness of community assets (human and built) to encourage physical activity in local areas
- Improved collaborative working, by partners to facilitate long-term behaviour change, and self-sustaining physical activity models, along with the sharing of resources, to where it is most needed, where inactivity exists.
- Empower local people, within local networks, to have a greater voice in the provision of activity within the community.
- To raise the awareness, of the importance of a skilled and representative workforce, who can motivate and sustain long term behaviour change amongst the inactive.

4. Active Systems: Strengthen the systems necessary to implement effective and coordinated action to increase physical activity and reduce sedentary behaviour

- Develop system approaches to physical activity and create better relationships with key partners including (but not limited to) planning, transport, police, housing, health, and communities to collectively reduce physical inactivity
- Develop policy actions that address the governance, leadership, multisectoral partnerships, workforce capabilities, advocacy, information systems and financing mechanisms needed to increase physical activity and reduce health inequalities

5. Active Messaging: Improve long term behaviour change through improved communication.

- Provide a framework of consistent messaging and marketing for partner organisations to use to help them deliver appropriate, tailored communications that facilitates long term behaviour change.
- Increased awareness in the use of the Active Leicester and Livewell social media platforms, by the public, to provide a one stop shop for physical activity related interventions, self-help tools, physical activity opportunities, advice and guidance.
- Increase the number of and profile of local role models, as a core method to changing attitudes and perceptions to physical activity

STRATEGY TARGETS

A 1% reduction each year in the 16+ population who are inactive = 10,000 people moving regularly for at least 30 minutes a week

16+ - Adults

Baseline	Year 1	Year 2	Year 3	Year 4	Year 5
2020-2021					
34%	33%	32%	31%	30%	29%

*Data obtained by Sport England Active Lives tool.

Children aged 5 to 16 years old.

A 1% reduction each year, for five years, for inactive CYP aged 5-16 years

Baseline – 2020 - 2021	Year 1	Year 2	Year 3	Year 4	Year 5
34.5%	33.5%	32.5%	31.5%	30.5%	29.5%

*Data obtained by Sport England Active Lives CYP data.

How will we deliver and govern the strategy?

Sport and physical activity habits in the city is monitored and managed through variety of forums. The Cities Health and Wellbeing Board, Joint Strategic Needs Assessments (JSNAs), Active Togethers' ten-year sport and physical activity framework all exist to cement the importance of being physically active.

Active Leicester's 'Turning the tide on inactivity' shines a spotlight on the importance of being active, particularly for those residents, who would benefit the most. Therefore, Public Health and Sport Services at the City Council will facilitate, monitor, and manage the creation of a new and live action plan that will be developed with likeminded organisations, whom have the willingness to work differently to initiate change. We will be asking organisations for a commitment to work with the council on this process.

The strategy will be formally measured and tracked by using the base line data from the annual Active Lives and other physical activity data sets.

How will we know if we're successful?

An action plan will be developed that will ensure Active Leicester develops clear actions to ensure we meet the objectives and targets highlighted earlier in the strategy. Active Leicester is a multi-agency strategy therefore action owners will be from a variety of stakeholders to ensure the right people can progress actions to meet our targets and objectives. Targets and KPIs will be developed to ensure all stakeholders collectively work towards the ambitions and objectives of this strategy. A Board will be established that will monitor strategy progress and each action owner will be held accountable to meet the required KPIs. A system wide network will be established to enhance strategy progress and improve partnership working. Partners will include (but not limited to):

- Parks and Open spaces
- Active Travel
- Active Together
- Inspire Together
- Professional sports clubs – Leicester City in the Community, Tigers RFU, Riders Basketball, Leicestershire County Cricket, Leicester Hockey Club
- Universities

- NHS partners
- Leicester Diabetes Centre / Centre for Ethnic Health Research
- Schools and Colleges
- Early Years providers and settings.
- National Governing Bodies of sport.
- Community and Voluntary sector

WHY PHYSICAL ACTIVITY MATTERS?

Regular physical activity provides a range of physical and mental health benefits, these include reducing the risk of disease, managing existing conditions and developing and maintaining good physical and mental function. It can take many different forms; from moderate to high intensity exercise such as aerobics and running, muscle/bone strengthening such as weightlifting, balance training and to day-to-day activities like walking and cycling. The benefits of increased daily activity through walking, cycling and gardening for example can be effective in improving both physical and mental health and are often more manageable for the population to achieve during their daily lives.

Physical activity not only promotes good health and helps prevent and manage disease, it also contributes to a range of wider social benefits for individuals and communities. The importance of the wider benefits of physical activity for individuals vary according to life stage but can include improved learning and attainment, managing stress, improved sleep, the development of social skills and better social interaction.

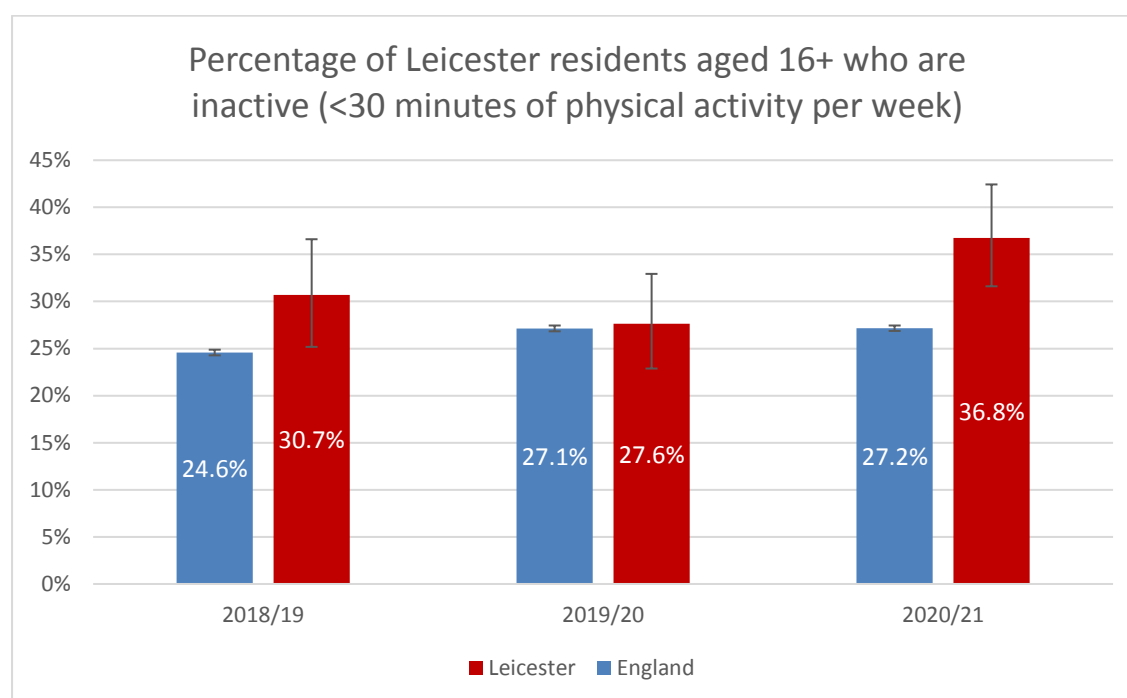
ADULTS

Despite the highly publicised benefits of physical activity, most adults in the UK do not meet the minimum recommendations of doing 150 minutes (2 1/2 hours) of moderate intensity activity (such as brisk walking or cycling) or 75 minutes of vigorous intensity each week¹.

Nationally, nearly 3 in 10 adults do not meet this guideline. The 2020/21 Active Lives Survey shows higher rates of inactivity in Leicester compared to England. 36.8% of Leicester's population aged 16+ did less than 30 minutes of physical activity per week and are therefore classed as physically inactive compared to 27.2% in England overall.

¹ [UK Chief Medical Officers' Physical Activity Guidelines \(publishing.service.gov.uk\)](https://www.gov.uk/government/publications/physical-activity-guidelines)

Figure 1. Inactivity levels for Leicester and England, trend data, 2018/19 – 2020/21



There are significant health inequalities in relation to physical inactivity according to age, gender, ethnicity, socioeconomic status and disability.

Leicester's Health & Wellbeing Survey (2018) highlighted that;

- Women are generally less likely to achieve the recommended 150 minutes of physical activity each week compared to men.
- People of Asian heritage are significantly less likely to achieve the recommended physical activity levels, compared to ethnically White residents.
- People of Black British ethnicity are significantly more likely to be inactive.
- Physical inactivity rates increase with age group: 65+ year olds are three times more likely to be inactive than 16-24 years old.
- Those in bad health, lacking formal qualifications, disabled, retired or with poor mental wellbeing were also significantly more likely to be physically inactive.

The figure below presents levels of inactivity (less than 30 minutes) across Leicester by ward, as per the Adults Health and Wellbeing survey 2018. The map below highlights that people in the East of the city are more likely to be physically inactive than those in the South and West.

Figure 2. Inactivity (<30 minutes per day) by ward, 2018

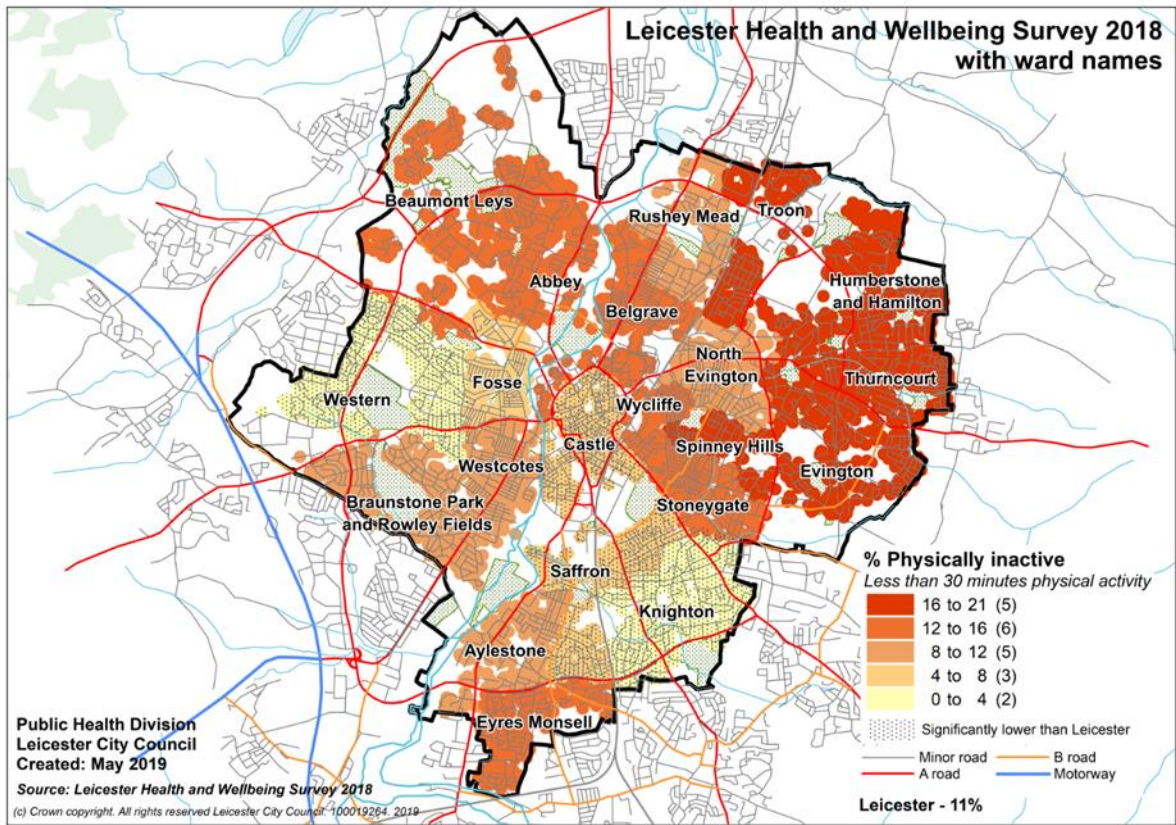
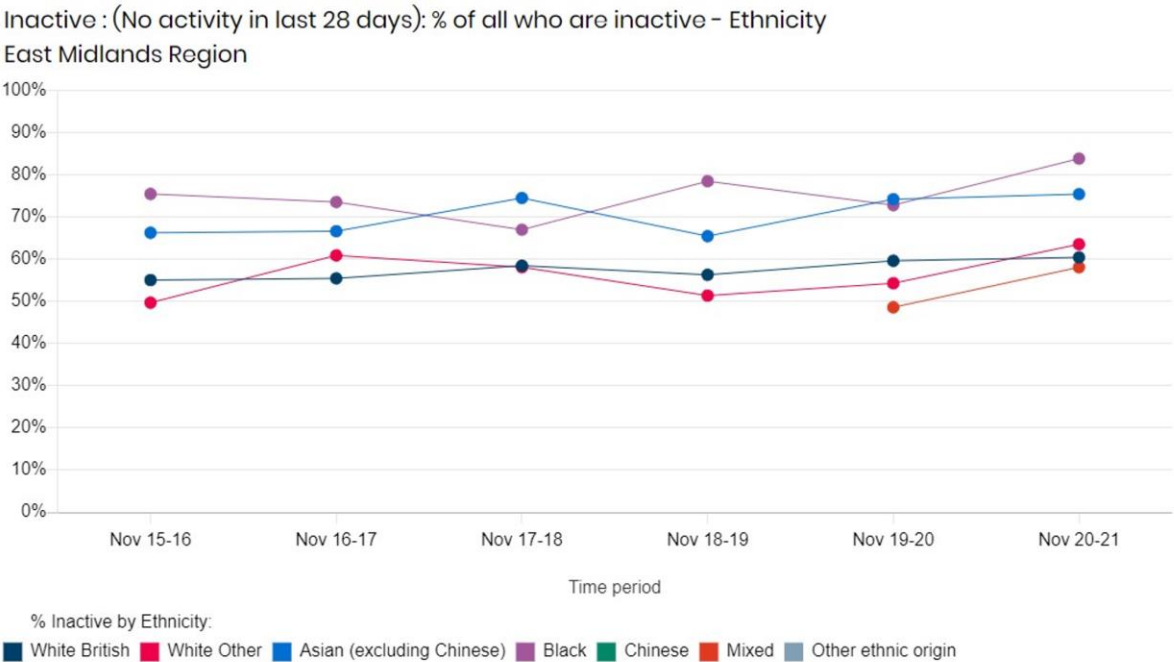


Figure 3. Inactivity by ethnic origin, 2015-2021



CHILDREN

Studies tracking child obesity into adulthood have found that the probability of overweight and obese children becoming overweight or obese adults increases with age. In an effort to monitor and mitigate this risk, the National Child Measurement Programme (NCMP) was introduced as an annually mandated programme to capture the body mass index (BMI) of children in Reception and Year 6 in state-maintained schools in England. The findings help inform local funding allocations and commissioning decisions through multi-agency partnerships. In 2020/21, around 2 in 10 Reception-year children (21%) and 4 in 10 Year-6 children (41%) were classified as overweight and obese (combined) in Leicester. For children in Year-6, this is higher than the National average (38%). The latest NCMP figures are an increase on pre-pandemic years (2019/20).

Physical activity not only helps to reduce the risk of children and young people (CYP) becoming overweight and obese it is also associated with better physiological, psychological and psychosocial health. Evidence shows that boys are more active than girls at all ages and that physical activity levels decline through childhood into adolescence. There is also some evidence to suggest that physical activity levels track from childhood into adulthood. As such, ensuring that all children are as active as possible throughout childhood is important for current and future population health.

Chief Medical Officer (CMO) guidelines for children and young people (5-18 years) state that they should engage in Moderate to Vigorous Physical Activity (MVPA) for an average of at least 60 minutes per day across the week. This can include all forms of activity such as physical education, active travel, after-school activities, play and sports. Children and young people should engage in a variety of types and intensities of physical activity across the week to develop movement skills, muscular fitness, and bone strength. Children and young people should aim to minimise the amount of time spent being sedentary, and when physically possible should break up long periods of not moving with at least light physical activity.

The latest figures from Sport England, which are based on 1,233 responses to the Active Lives Children and Young People's survey, show that for the 2020/21 academic year, 45% of Leicester's Children and Young People aged 5-16 were physically active (60+ mins per day), 20% were active (30-59 mins per day) and 35% were inactive (less than 30 mins per day). 35% of CYP is equivalent to approximately 23,500 children, which highlights the scale of inactivity in the city.

Between 2017/18 and 2020/21, Leicester saw around a 5% overall increase in CYP who were active and a 4% increase in CYP who were fairly active, although both were not significant. More encouragingly, Leicester also saw an 8% reduction in CYP who were inactive which was significant. During the early stages of the pandemic, between 2018/19 and 2019/20, there were modest changes in CYP's activity levels; those active decreased from 47% to 45%

and those inactive increased from 29% to 31%. There has been very minimal change since 2019/20.

Whilst we do not have local data by ethnicity and deprivation, National estimates show variation in CYP activity levels by these two demographics. For the 2020/21 academic year, those of Asian (37%) and 'Other' ethnicity (33%) had the highest inactivity levels (<30 minutes per day), compared to Mixed (22%), White Other (24%) and White British (26%). When looking at deprivation, those most deprived showed over 10% higher levels of inactivity (41%) compared to those least deprived (30%); this was similar when looking at those active, with the most deprived reporting almost 10% less (38%) than those least deprived (46%).

PHYSICAL ACTIVITY IN LEICESTER

Contributions to the higher rates of physical inactivity in Leicester include the high levels of deprivation we experience across the city. Barriers to being active amongst our residents include low income and affordability of exercise, access to facilities, cultural barriers, poor health, and community safety. Despite on-going efforts to bridge inequalities, high rates of physical inactivity are prevalent amongst females, people of Asian heritage, people of Black British ethnicity, people with a physical disability and low socioeconomic groups. Those in poor health, lacking formal qualifications, disabled, retired or with poor mental wellbeing were also significantly more likely to be physically inactive.

There is also geographical variation across the city, with the proportion of residents who meet the recommended amount of exercise differing; with residents in West and South more likely to achieve the recommend amount of exercise whereas residents in the East and North are doing less. This variation is likely to be related to both deprivation and ethnicity.

Leicester benefits from 130 parks, 13 of which are considered large parks, all offering something different for everyone. Facilities include playgrounds, outdoor gyms, park runs, walking and cycling trails and meditation areas. Leicester City's parks, open spaces, community gardens and riverside corridor provide opportunities to participate in organised sport and fitness sessions along with space to enjoy informal recreational physical activity opportunities. However, Leicester's parks and open spaces are still not used effectively, Leicester residents are significantly less likely to exercise using outdoor space, with only 12% using parks or the countryside for health or exercise purposes compared to 17.9% in England, on a weekly basis. A priority of the Active Leicester Strategy will be to promote the use of free universal provision, particularly the use of the city's wealth of parks and open spaces, a such a guiding principle of the strategy is the use of local, recreational spaces to be active in.

As people become busier, there has been more inclination to participate in informal activity. In the Leicester Health and Wellbeing Survey (2018) informal activities were most popular

with 47% of people walking for leisure and 35% walking for travel. A fifth of respondents named heavy housework (20%) and only a sixth (17%) referred to sports.

Active travel is identified as an increasingly popular form of physical activity, it is recognised that in Leicester two in five residents use some form of weekly active travel (either walking or cycling as a means of transport). Most people do not have access to a bike with only one fifth of residents reporting that they use a bike for travel. There are differences across the city when it comes to active travel; those in the West are more likely than those in other areas of the city to actively travel, whereas those residents living in the East are least likely to do so. This further highlights the importance of partnership work within this strategy particularly with planning and transport colleagues to increase the opportunity for people to become more active through increased access to bikes, opening of walkways, lighting, and community safety measures for example.

At present only 26% of the population utilise designated sport and leisure facilities to exercise. Whilst we are aware that not everyone will use a designated sports and leisure facility this does tell us that we do have the capacity and scope for our facilities to play a larger role. Formal activity also remains underutilised. A quarter (26%) use sports and leisure centres at least once a month, but almost half (48%) never use them; 13% use outdoor gyms at least once a month, with two thirds (67%) never using them. One in ten (10%) Leicester residents' cycle along a cycle route at least once a week.

Over the last 2 years, there has been a significant impact from the COVID 19 pandemic. The virus has posed serious challenges to the residents of Leicester with the City experiencing an extended lockdown which severely limited the opportunity for people to remain active. Requirements for self-isolation particularly amongst the clinically vulnerable and the emergence of newer variants posing need for harsher and ongoing restrictions further impeded the return of employees to physical workspaces. This not only reduced the positive mental benefits of social engagement in the workplace but also physical activity from commuting to work and in the work environment. As a result of the pandemic many food businesses increased their delivery and take away options resulting in larger numbers accessing more unhealthy food whilst also becoming less physically active. This increasing consumption of out-of-home meals has been an important contributing factor in the increasing rates of obesity, with higher rates noticed in the unemployed, sick/disabled, specific ethnic groups and those between ages 16 and 34. The 2020/21 cohort for National Child Measurement Programme data collection is much smaller due to issues with data collection during the pandemic, which may affect the quality of the data presented, however the data did show fairly drastic increases in unhealthy weight amongst reception and year 6 children in Leicester during the pandemic. NCMP data for 2021-2022 shows that unhealthy weight levels in CYP across the City are improving, however it has not reduced to pre-covid levels.

Universal Provision in the City

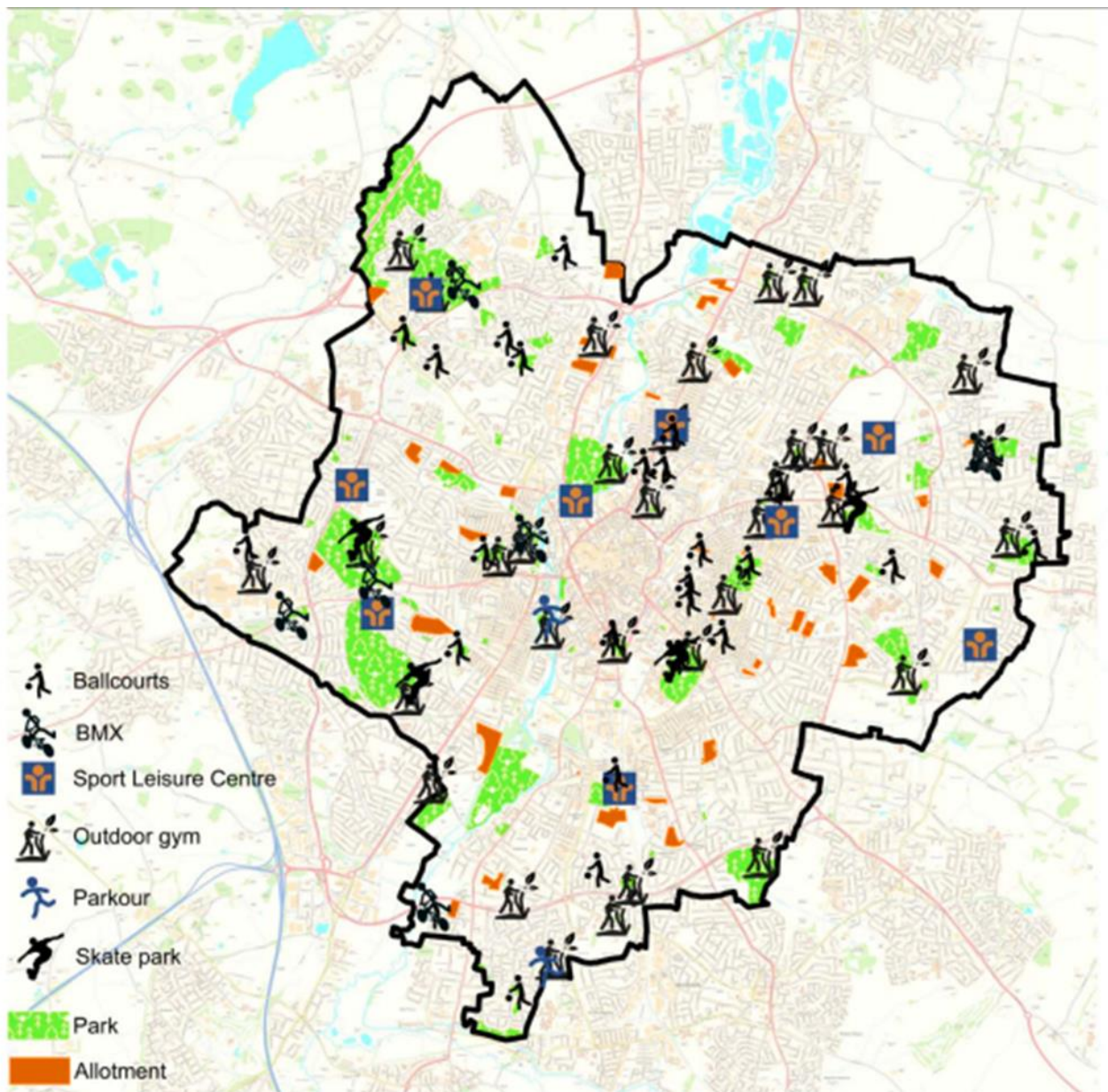
Leicester is keen to continue to promote and develop its universal offer of physical activity to all residents across the city. Multiple opportunities for people to become physically active will result in multiple benefits not only to the physical and mental health of our residents but to employment, community development, tourism, and infrastructure amongst others.

To support people to become more physically active we already have many opportunities for activity to be integrated into daily lives, work and play and this will remain a priority going forward. Increasing physical activity across the life course is a key aim of Active Leicester, encouraging active play and recreation in early childhood will support healthy growth and development, improve school readiness, family inclusion and physical literacy for long-lasting, healthy lifestyles.

Active Leicester also provides an opportunity to further develop digital innovations to support people and families of all ages to be more active in a manageable and effective way. The Active Leicester website continues to be improved along with the development of a phone app that will enable easier access to leisure centre information such as class and swim timetables but also self-help tools.

Leicester City has many assets to encourage and support greater participation in physical activity, from leisure centres and sports clubs to numerous parks and outdoor gyms which can be used for free. The wide range of provision across the city aims to ensure that both formal and informal activity is accessible to all our residents.

The map on the following page highlights Leicester's outdoor gyms, sport and leisure centres, and public green spaces:



The types of universal provision available in the city include, but are not limited to:

Sport and leisure facilities across the city provide a variety of opportunities for participation in indoor activities such as swimming, badminton, table tennis and climbing. Outdoor opportunities include golf courses, football pitches, athletics tracks, outdoor gyms, park runs, walking and cycling.

The city benefits from 5 successful professional sports clubs all of which provide opportunities for people to become physically active through their community outreach programmes. In addition, the LiveWell Leicester lifestyle service is available to support clients into a wide variety of lifestyle support including exercise, weight management and smoking.

Opportunities for people to participate in informal activity such as gardening are also available across the city and more structured activity through a vibrant private and self-employed sector of gyms, community-based sessions, and freelance instructors.

STRATEGY DEVELOPMENT

Despite the universal offer of physical activity and sport in Leicester we still see lower levels of physical activity, particularly amongst the most deprived with further variations depending on people's gender, ethnicity, age, and disability. As previously discussed, people who are less active are often pre-disposed to experience poorer health outcomes, life limiting disability, multiple co-morbidities, and lower life expectancy. Leicester experiences vast health inequalities and we continue to see this gap increasing, particularly accelerated by the covid-19 pandemic.

The strategy development included a wide ranging and in-depth consultation with key partners and community members from a variety of sectors including the voluntary sector, charities, statutory organisations, health professionals, the education sector, and professional sports clubs. Also consulted were groups representing the very young, preschool children, schools, colleges and universities and groups representing and working with the elderly.

Tackling health inequalities were a priority for most stakeholders, whilst they supported a continuation of encouraging everyone to be active, they felt groups, ethnicities, areas and communities across the city needed additional support with targeted, accessible options for those that are most at risk of experiencing poor outcomes as a result of being inactive. In addition, an appetite for wider systems thinking was apparent from stakeholders who identified that working in silo will not have the impact this strategy strives for when supporting the marginalised to be more active. They noted that a systems approach will not only benefit the individual and community, but additional benefits will be seen across many other sectors including community safety, health and social care and education. Stakeholders felt that prioritising informal and everyday activities should remain a priority in supporting marginalised individuals and diverse communities to become more active along with family centred approaches.

Appendices 1 – Reference list of Supporting Strategies and information

Sport England Uniting the Movement - [Uniting the Movement | Sport England](#)

Active Together framework for physical activity - [How do we deliver? | Active Together \(active-together.org\)](#)

Leicester Joint Health and Wellbeing Strategy 2019 – 2024 - [The Joint Health and Wellbeing Strategy 2019-2024 \(leicester.gov.uk\)](#)

Leicester Physical Activity JSNA Chapter - <https://www.leicester.gov.uk/media/186429/physical-activity-jsna-chapter-2020.pdf>

Healthy Weight strategy – [Food Active | Local Authority Declaration on Healthy Weight](#)

Healthy pregnancy, birth and babies strategy - [strategy-to-support-healthy-pregnancy-birth-and-babies-in-leicester-leicestershire-and-rutland-2019-2024.pdf](#)

Connecting Leicester

Anti-poverty strategy - [Anti-poverty strategy \(leicester.gov.uk\)](#)

Youth Offending JSNA for CYP - [cyp-jsna-chapter-eight-offenders.pdf \(leicester.gov.uk\)](#)

Universities of Leicester Civic Agreement

Cycle City Action Plan is here [leicester-cycle-city-action-plan.pdf](#)

Leicester cycling & Walking Investment Plan is here [Leicesters-LCWIP-document.pdf \(choosehowyoumove.co.uk\)](#)

[Community Wellbeing Champions network - Live Well Leicester.](#)

Jewry Wall Redevelopment Project Update Report

Heritage Culture Leisure & Tourism Scrutiny Commission

Date of meeting: 28 February 2023

Lead director/officer: Phil Hackett

Useful information

- Ward(s) affected: Abbey
- Report author: Phil Hackett
- Author contact details: philip.hackett@leicester.gov.uk
- Report version number: 0.1

1. Summary

Heritage Culture Leisure and Tourism Scrutiny Commission will receive a presentation at the meeting on 28th February from the Head of Arts & Museums assisted by the General Manager of the King Richard III Visitor Centre, Jewry Wall Roman Museum & Visit Leicester Tourist Information Centre, setting out a summary of progress in relation to the redevelopment project at Jewry Wall Museum, St Nicholas Circle.

2. Recommended actions

Heritage Culture Leisure and Tourism Scrutiny Commission (HCLTSC) are invited:

- To review progress; and
- To comment ask any questions regarding the revised programme

3. Detailed report

The project was delayed in 2022 due to the main contractor going into administration. This presentation report provides an update and the impact on the overall programme.

There is also a general update on the three phases of the project to ensure the (HCLTSC) are kept informed of the project's progress.

6. Financial, legal, equalities, climate emergency and other implications

6.1 Financial implications

TBC

6.2 Legal implications

TBC

6.3 Equalities implications

TBC

Jewry Wall Museum

Development Update February 2023

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Project Summary

- Major building restoration and refurbishment
- New Pedestrian Bridge from St Nicholas Circle (Install March 23)
- Multi-media interpretation and Roman Leicester Exhibitions
- New reception, shop, café, meeting and learning facilities



Development Programme

- Three Phases of Development
 - Phase 1 - External Building Works & Internal Strip Out
 - Phase 2 - Internal Fit Out
 - Phase 3 - Exhibition and Museum Fit Out

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Phase 1 Progress

- Internal strip out completed
 - Preparation for new internal lift, stairs and external walkway
 - Delayed due to Phase 1 contractor going into administration
- 188 Works restarted with new Phase 1 Contractor appointed - Oliveti



Phase 2 (Internal Fit Out) Progress

- Phase 2 Procurement Process re-undertaken
- Phase 2 Contractors Appointed - Jeakins Weir
- Timetable finalised now that Phase 1 & Phase 2 Contractors have been appointed.



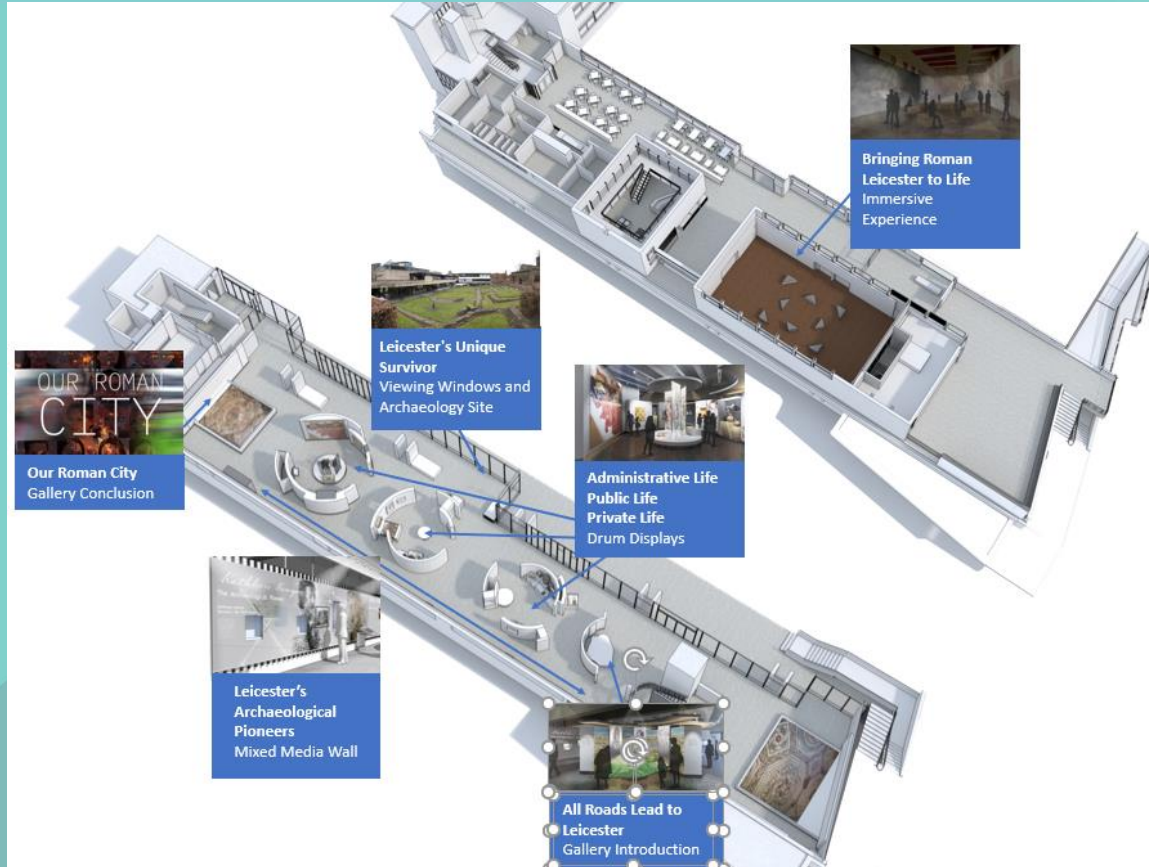
Phase 3 Progress

- All Exhibition Fit Out Contractors Appointed
- Haley Sharpe Design – Exhibition Design
- Elmwood Projects – Exhibition Fitout
- ¹⁴Heritage Interactive – Exhibition Audio/Visual



Phase 3 Overview

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Phase 3 (Exhibition Fit Out) Progress

- Exhibition construction in progress



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Romans loved to relax, socialise and be entertained. A leisurely day in Roman Leicester might involve shopping at the *macellum* (market hall) in the



Leicester
City Council

Phase 3 Graphics



Vaughan College and Jewry Wall Museum

In the late 1950s it was decided to build a new home for Vaughan College at the Jewry Wall site. Architect Trevor Dannatt was tasked with designing the new building. He drew inspiration from the foundations of the Roman baths, continuing the lines of the walls within the design. The ceiling also follows Roman architectural techniques with its barrel vaults.

The upper floors housed the adult education section. The lower floor opened its doors to the public as Jewry Wall Museum in 1966, displaying the city's archaeological collection of Iron Age, Roman and Medieval finds.

Our Roman City

- Community engagement projects
- Leicester residents discovering more about the Roman city and its legacy for present day Leicester
- 145 • Materials created during projects feeds into final exhibition

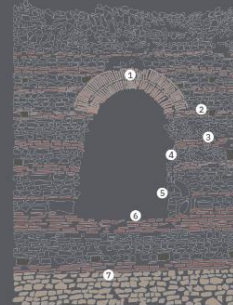


The Jewry Wall

The Jewry Wall is the only part of the baths still standing above Roman floor level. At nine metres high, it is one of the largest surviving Roman buildings in Britain.

The arches were originally the entrance to the bath house from the large exercise hall (palaestra), which now lies under the grounds of St Nicholas Church. Medieval builders demolished the baths and reused some of the Roman bricks in the church walls. The Jewry Wall probably survived because it became part of a later building in the area of the present churchyard.

Originally the wall was plastered on both sides and perhaps painted. The core of the wall is all that we can see today. It shows clearly how the bath house was built.



- 1 Tiles for arches were made locally using clay.
- 2 Poles were inserted into the putlog holes you can see. This secured timber scaffolding that helped workers get to different levels of the wall when it was being built.
- 3 Layers of red clay bricks were used to make the wall strong enough to hold up the curved vaulted ceiling.
- 4 The core of the wall is made up of locally sourced granite, sandstone, siltstone, mudstone, slate and limestone. Filling the gaps between the rocks is a thick paste called mortar.
- 5 On the other side of the wall are small arched alcoves which could have contained statues, lights or altars for religious rituals.
- 6 This was the floor level of the bath house.
- 7 A layer of large sandstone blocks from south Derbyshire, 20 miles away, acts as a heavy base to support the wall.

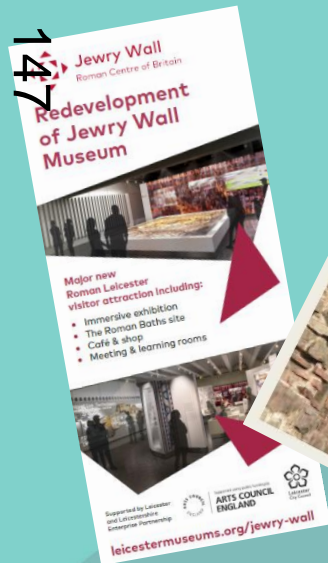
Phase 3 Activities

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- Collections preparation & conservation for Exhibition
- Learning/Meeting Room hire spaces fit out
- Learning session development – in Testing Phase
- Premium website development starts – April 23
- Premium brand development completed – March 23
- Business Plan Review (Cost of Living/Post Pandemic)
- Retail & Café Fit Out
- Offices & IT Fit Out

Friends of Jewry Wall

- Ongoing communications with the Friends
- Awareness raising – Trails & Heritage Sundays



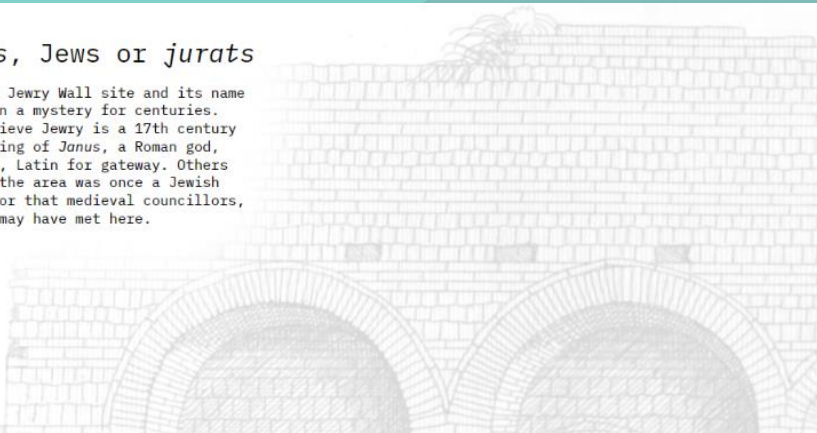
Completion Programme

- Roof works completed – Autumn 22
- Phase 1 shell completion – April 23
- Phase 2 internal building fit out completion – Feb 24
- Phase 3 museum fit out completion – Summer 24

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Janus, Jews or jurats

Both the Jewry Wall site and its name have been a mystery for centuries. Some believe Jewry is a 17th century misspelling of *Janus*, a Roman god, or *Janua*, Latin for gateway. Others thought the area was once a Jewish Quarter or that medieval councillors, *jurats*, may have met here.



Glenfield cauldrons

This project has shed new light on the feasting rituals of a pre-Roman Iron Age settlement dating to the mid-3rd to early 2nd century BC. University of Leicester Archaeological Services carried out excavations near Glenfield village in Leicestershire prior to the construction of a new housing development. Roundhouse buildings were uncovered along with 11 complete cauldrons and broken pieces from many more.

Due to their large size, it is thought that the cauldrons were used for important social gatherings such as feasts, potentially on a site of ritual or ceremonial importance. These rare vessels are the first found in the East Midlands and represent the second largest collection of such objects from the whole of Europe.

Scanning has provided exciting glimpses of manufacturing methods and decoration, while conservation of the fragile objects has been undertaken by Museum of London Archaeology.

Leicester NPO

Heritage, Culture, Leisure & Tourism Commission

Date of meeting: 28 February 2023

Lead director/officer: Mike Dalzell

1. Summary

This note is in response to a request by HCLS commission members for information about how Leicester based arts and cultural organisations have benefited from Arts Council England support in recent years. It has a specific focus on the National Portfolio (NPO).

The NPO is a set of organisations who Arts Council England fund, typically for 3–4 years for defined programmes of activity. For many arts and cultural organisations this represents critical core funding that supports their financial sustainability.

2. Information

Leicester has done particularly well in recent years. The table in the Appendix lists the organisations now in receipt of NPO support.

In the period 2015-2018 the value of NPO funding to Leicester based organisations was £2.467m pr year across 7 organisations. The single largest recipient was Curve at circa £1.9m pr yr.

In 2018 a new four year NPO round was announced to run from 2018/19 to 2021/22. The Arts Council England team actually came to Leicester to make the national announcement from Curve. In that round a further 6 Leicester based organisations were added and the value of funding increased to £4.449m pr yr. In the appendix these organisations are highlighted in green and include the city council's museum service.

Due to the COVID pandemic the next NPO programme was delayed, with organisations funded for a transition year to March 2023. During 2022 organisations applied again for core funding and the latest NPO decisions were announced in late 2022. New allocations start from April 2023 and will run until March 2026 i.e. for three financial years. In the latest round of decisions a further 6 Leicester based organisations were supported and the value of funding increased to £6.626m pr yr.

In the latest round The Mighty Creatives, a significant regional organisation based in the city, lost funding and is no longer part of the NPO. It is based at LCB Depot but operated across the east midlands. It has had to make cut backs but will survive.

The most recent round has seen most organisations supported with a stand still budget which at a time of high inflation is challenging as it is in effect a real terms cut. Several organisations however have achieved a real increase in resource including Serendipity and Darbar which have had a virtual doubling of funds and Bamboozle which has gone up by about a half.

The latest round is also notable in that all 6 organisations new to the NPO in the city are diverse-led, with activities that have a focus on Asian and Black communities. They are 2 Funky Arts, Cosmopolitan, Inspirate, Nupur Arts, Opal 22 and Phizzical. This has at a stroke considerably enhanced the diversity of the NPO group and creates more opportunities to engage less represented communities with the cultural offer of the city.

Applicant Name	2018-22 Average Annual Funding (Figure accurate at April 2018)	2022/23 Annual Funding (Extension year)	2023-26 Annual Funding (Offered 4 Nov 2022)	Main Discipline
2Funky Arts	£ -	£ -	£ 250,000	Music
ArtReach (Trust) Ltd	£ 350,000	£ 356,440	£ 356,440	Combined arts
Bamboozle Theatre Company	£ 200,000	£ 203,680	£ 303,675	Theatre
Cosmopolitan Arts	£ -	£ -	£ 200,000	Combined arts
Darbar Arts Culture Heritage Trust	£ 245,000	£ 249,508	£ 582,512	Music
People Dancing	£ 190,095	£ 193,593	£ 193,593	Dance
Inspirate	£ -	£ -	£ 250,000	Combined arts
Leicester Arts Centre Limited	£ 80,464	£ 81,945	£ 81,945	Visual arts
Leicester City Council	£ 400,000	£ 407,360	£ 407,360	Museums
Leicester Dance Theatre Limited (Aakash)	£ 365,000	£ 371,716	£ 371,716	Dance
Leicester Print Workshop	£ 70,290	£ 71,583	£ 70,290	Visual arts
Leicester Theatre Trust Ltd	£ 1,914,029	£ 1,949,247	£ 1,949,247	Theatre
Metro-Boulot-Dodo Limited	£ 140,000	£ 142,576	£ 142,576	Combined arts
National Student Drama Festival	£ 56,543	£ 57,583	£ 57,583	Theatre
Nupur Arts Dance Academy	£ -	£ -	£ 120,000	Dance
Opal22 Arts	£ -	£ -	£ 153,000	Combined arts
Phizzical Productions	£ -	£ -	£ 197,431	Theatre
Serendipity	£ 210,000	£ 213,864	£ 427,728	Dance
Soft Touch Arts Ltd	£ 88,510	£ 90,139	£ 90,139	Not discipline specific
The Spark Arts for Children	£ 172,866	£ 176,047	£ 176,047	Combined arts
University of Leicester, Attenborough Arts Centre	£ 207,000	£ 210,809	£ 210,800	Combined arts
The Mighty Creatives	£862,477	£862,477	nil	Not discipline specific

Christmas in Leicester 2022



Christmas Light Switch On

Thursday 17th November

The 2022 Light Switch On was badly affected by rain and poor weather for the whole of the day, an estimated 10,000 people attended the event from 5pm – 8pm

Key Successes

- BBC Radio Leicester broadcast 5pm-7pm live show with roaming on site presenters. The countdown was relayed in sites via PA system
- Increased activation areas with additional content and performers across High Street, Green Dragon Square, Town Hall Square and Gallowtree Gate.

Potential Changes for 2023:

- After a 3-year absence of the stage programme on Humberstone Gate West we will look to evaluate the current entertainment structure to see if it is still fit for purpose.
- Move to a Wednesday evening to match with late night shopping.



Green Dragon Square Movie Nights

Festive films were screened on 18th & 19th
Bench seating was provided for visitors

Total approx. attendance: 250

Key Successes:

- Screenings followed on immediately after the Christmas Light Switch on
- Festivals & Events were able to procure free use of the Wallace & Gromit short films for each of the nights.
- Better weather allowed for more users to attend comfortably

Notes:

- The instalment of Paint by Pixel on Green Dragon Square during December meant a reduced offer this year.



Santa in the Square

3rd – 23rd December 2022, Town Hall Square

Total 2022 Visitors: 7601

Total 2021 Visitors: 5350

Key Successes

- Highest interactions with Santa compared to 2018, 19 and 21
- Relocation to Town Hall Square a success
- New Grotto offered a high quality aesthetic
- High quality Santa and Elf improved customer experience
- The ability to provide a high quality free gift to each child: The Snowman & The Snowdog official books and Activity books which were surplus from 2021 plus Cbeebies Numberblock books.
- Falling snow machine helped add to the experience

Challenges:

- Long queue times at busy periods with few options to reduce wait times.
- Having to pay for storage of new unit for 2023 until there is available space in Street Lighting depot.



Wheel of Light

11th November 2022 – 2nd January 2023, Jubilee Square

The big wheel saw a reduction of customers in 2022 after a bumper year in 2021. Users were down to 14,500 from 18,000 in 2021.

Potential changes for 2023:

- Consider repositioning the wheel on Jubilee Square for a new appearance and to give visitors a different perspective of the city when riding



Jubilee Square Ice Rink

1st December 2022 – 3rd January 2023

Key Successes

- Continuation of high numbers of skaters after success in 2021.
- 41,219 tickets sold in 2022 (circa 2k less than 2021)
- An increase of circa £13k on overall income from 2021, aided by increase in ticket prices, skate aid and bar income.
- Increased opening hours including 9pm session and opening on New Years Day.
- Continued partnership with GEM Radio increased reach of communications via radio broadcast, social and digital media which impacted ticket sales.



Animation and content of the rink

- Addition of Alpine Tavern Bar added a new element to the rink, allowing people to access hot and cold drinks whilst attending.
- Light & sound rig – continued for 2022 added to the atmosphere of general sessions and paired with new DJ sessions increased appeal to teenage and young adult audience
- DJ Booth in the centre of the rink added a new feature and added to DJ nights on Fridays and Saturdays



Jubilee Square Ice Rink

1st December 2022 – 3rd January 2023

Challenges:

- The cost of the rink this year was circa £100k more than last year due to the additional bar area, a large increase in fuel costs (the rink runs solely on diesel generators) and increase in delivery charges and staffing costs.
- Operating a slick queueing system in the small footprint of the rink has proved challenging with sometimes lengthy queues during peak times
- Overall income was up including from lockers but the bar itself didn't break even
- 159 • The ticket office continues to be a stand alone structure which must use a 4G connection to run which drops out during peak times.

Potential Changes for 2023:

- Look at amending the products offered in the bar now that we have data from the first year - hot chocolate the most popular drink
- Look at rink layout to reduce queue times
- Look at pricing, particularly at Skate Aid prices which have been static for several years and are cheap compared to other rinks.



Ice Rink Postcode Data

- Over 11k postcodes received. Removed circa 750 Visit Leicester postcodes (LE1 5DB) to give 10.5k postcodes.
- Data show local users with city centre postcodes making up 55% of total.
- Leicester and Leicestershire making up 96%
- Visitors noted from Coventry, Derby, Northampton, Nottingham and Romania!

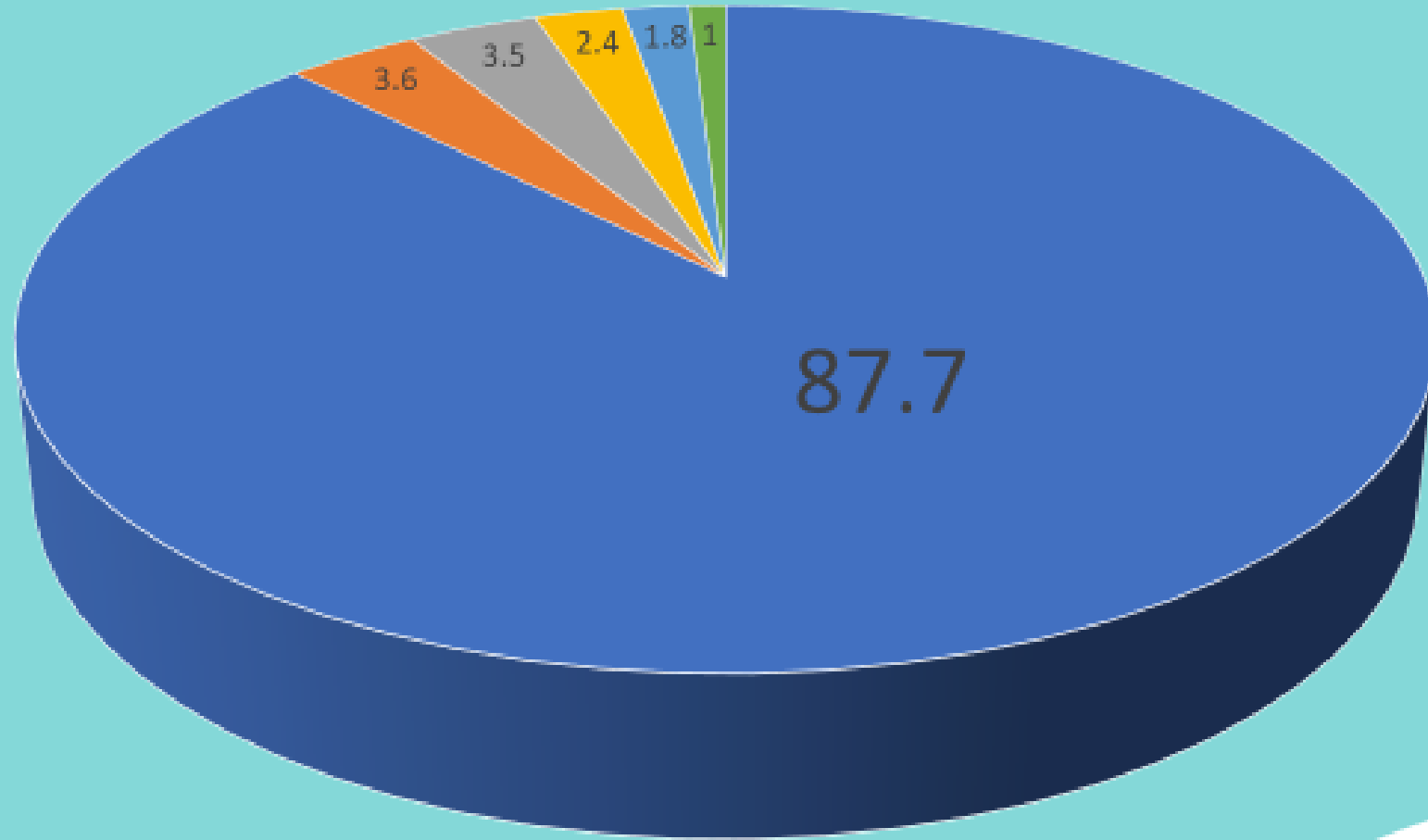
Postcode	Count	%
LE3	2293	21.71%
LE2	1913	18.11%
LE4	834	7.90%
LE7	805	7.62%
LE5	753	7.13%
LE8	588	5.57%
LE9	539	5.10%



Website and Social Media Stats 2022

WEBSITE VISITORS TOP LOCATIONS

% of CIL Website Visitors



■ Leicester

■ Sheffield

■ Birmingham

■ Wolverhampton

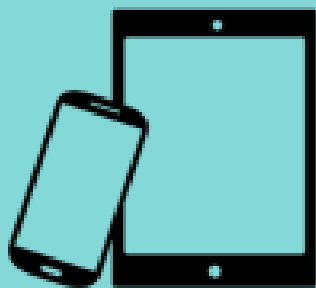
■ Plymouth

■ Luton

CHRISTMAS IN LEICESTER WEBSITE



Over **68,000** Users visited the CIL website - an increase of over **10,000 (19.3%)** on 2021

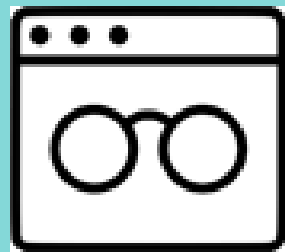


87% of Users were on Mobile Devices



7% Of users were direct referrals from the Visit Leicester Website

CHRISTMAS IN LEICESTER WEBSITE



160,969 Pageviews on Christmas in Leicester Website



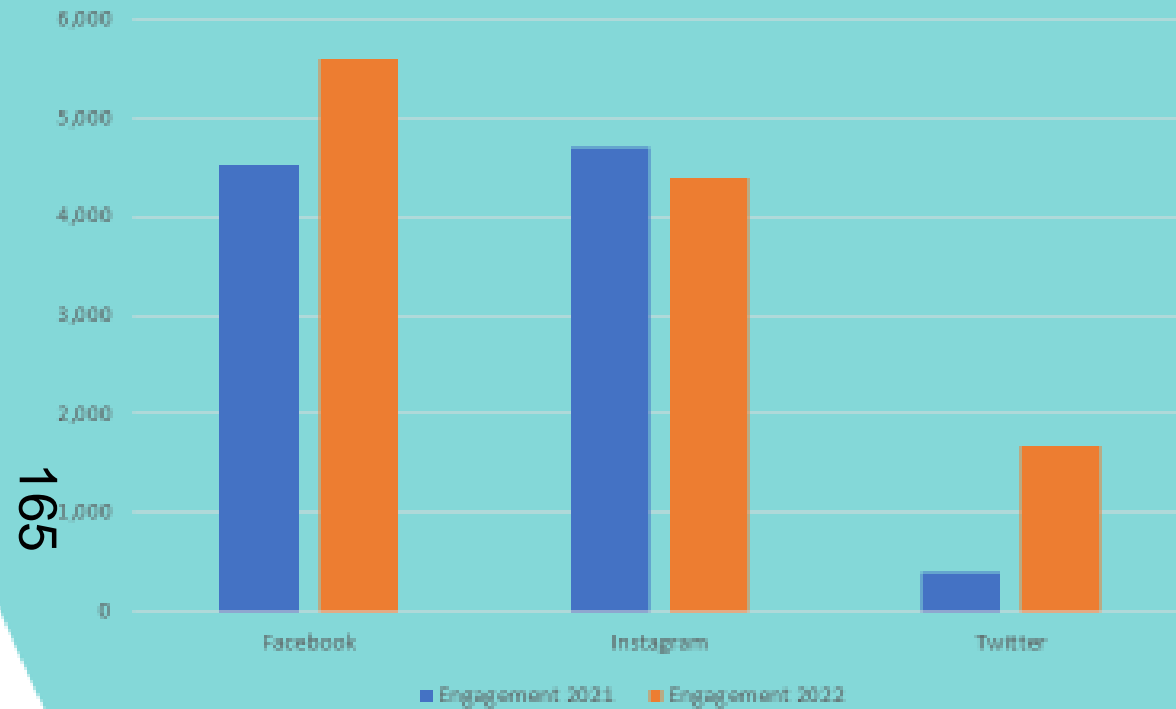
Over **80,000** of these (50%) were to the Ice Rink Page



The What's On Page was also popular, with over **30,000** pageviews

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ORGANIC SOCIAL MEDIA: Engagement Visit Leicester channels

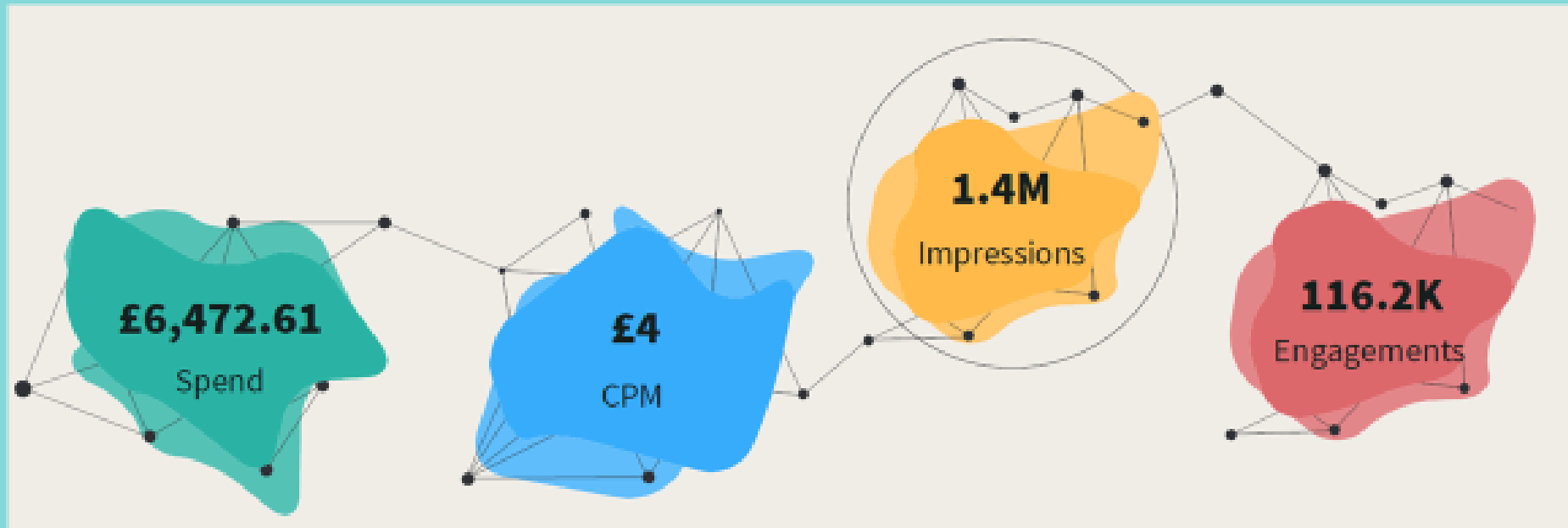


Engagement up on 2021 despite fewer posts (193 in 2022, 198 in 2021)



Issues with Facebook reporting mean 2022 engagement and reach likely much higher

PAID SOCIAL MEDIA - Visit Leicester Channels



Paid social very successful and delivered results

Click through rate of 1.7% with 13,608 clicks to the Christmas In Leicester site (more than 20% of total visitors)

Retargeting paid campaign with focus on ice rink sales generated 4,793 Ice Rink site visits

Financial Summary

- Ice Rink self sufficient at circa 40k+ tickets and able to contribute a surplus
- 'Other' Christmas costs (Marketing, Santa in the Square etc) are relatively constant at circa £100k
- Need early progress on sponsorship in 2023 for Rink and Santa as 20-22 was slightly down on other years (cost of living a factor)
- Target is to make all Christmas activities (circa £500k of spend) cost neutral
- In 2022 costs exceeded income by circa £30k (the extra fuel cost) which has been covered by other budgets
- Huge benefits for the city overall from this expenditure

Heritage, Culture, Leisure and Tourism Scrutiny Commission

Draft Work Programme 2022 -23

Meeting date	Meeting items	Notes/Actions
7 th June 2022	<ol style="list-style-type: none"> 1. Use of the Cultural Ambition Fund in 2021/22 (lead: Mike Dalzell) 2. New Stories Gallery (lead: Mike Dalzell) 3. Sports & Physical Activities Strategy Planning phase (lead: Andrew Beddow) 4. Sports Capital Programme (lead: Andrew Beddow) 5. Update on progress with Task Group review work into 'Women's Participation in Sport' – verbal update on position by the Chair 6. Work Programme 2022/23 planning – work in progress. 	<ol style="list-style-type: none"> 1. That the Commission be kept up to date on the success and funding of Arts, Heritage and Cultural groups and events in the city. 2. Comm praised new gallery and noted presentation. 3. a) that the Task Group review work be acknowledged and to feed into the new strategy. b) that a report detailing the developmental statistics of the previous Active Leicester strategy be presented to the Commission c) That the new Active Leicester strategy be brought to the Commission upon draft completion for consideration. 4. Members expressed concerns about the impact of the current rising costs across the economy on the running of the leisure facilities, and noted that budget forecasting had taken place, which suggested an extra £300-350k increase in costs were projected in energy consumption. Overall, the situation was difficult to assess but would be explored further in the ongoing year. Commission to receive an update in 6th months. 5. Chair reported that evidence gathering work is continuing. 6. Work Programme – work in progress noted.
9 th August 2022	<ol style="list-style-type: none"> 1. Jewry Wall – Roman Leicester. Update report 2. UA 50 Art work presentation 3. Swim Leicester update 4. Work Programme update 5. Task Group review – update on progress 	<ol style="list-style-type: none"> 1. Members to receive progress report in 6 months, and members suggestions / ideas to be considered by project leads. 2. Members praised exhibition and new artwork 3. a) wild swimming and outdoor swimming exploring provisions and safety for this, b) more info on work with schools and adults in the city to encourage swimming, c) BME data on usage requested. 4. Work programme noted as work in progress, members agreed: <ol style="list-style-type: none"> a) hotel occupancy and what are visitors doing when they come to the city. New hotels, has this impacted on existing hotels in the city?. Topic to be added to wp for early 2023. b) report to explore additional heritage panels in the city e.g. Evington cinema / old cinemas, and locations in N/hood areas. 5. Vice Chair reported on progress and survey consultation drafted to inform review – details on this will be shared with members.

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<p>20th September 2022</p>	<ul style="list-style-type: none"> • Draft Local Plan – JOINT SCRUTINY with N/hoods scrutiny members invited for this item. • Heritage Panels Project update • Autumn / Winter events programme • Task Group review – update (incl survey consultation link and survey questions copy) 	<p>Draft Local Plan item:</p> <ol style="list-style-type: none"> 1. That the Leicester Local Plan report be noted. 2. That in taking decisions on the delivery of the allocations in the Local Plan (once it is confirmed), the executive seeks to maximise the social housing delivery on Council owned sites (wherever possible). 3. That in regard to green spaces used for non-housing uses, (such as leisure) the green space impact should be minimised and mitigated and be fully justified. 4. That new development should be designed to deliver a distinctive sense of place and character. 5. That the recommendations be passed to the Overview Select Committee on Tuesday, 27 September 2022. <p>Heritage Panels Project:</p> <ol style="list-style-type: none"> 1. Report be noted and an update be brought to the Commission in a future meeting. <p>Task Group review update:</p> <p>Autumn / Winter events:</p> <ol style="list-style-type: none"> 1. That the Commission thanked the staff involved in the events programme for their hard work. 2. That an investigation into the economic impact of festivals in the city be brought to a Commission meeting in the new year. <p>Task Group review update:</p> <ol style="list-style-type: none"> 1. That the findings presented in the final report inform the Council's new Sports Strategy work. 2. That the survey be extended a week's duration in light of the Queen's passing.
<p>8th November 2022</p>	<ul style="list-style-type: none"> • Provision of Adult Swimming • Heritage Action Zones • Christmas Campaign events • Task Group Update re: Women's Participation in Sport 	<p>Adult Swimming item:</p> <ol style="list-style-type: none"> 1. The members praised and thanked Sumanya for coming along. 2. That Officers provide members with financial details and data around revenue income and running costs for swimming provision and pools to Members of the Commission outside this meeting. 3. That a report on the impact of the economic and energy crisis on Leisure Centres and Swimming facilities be brought to the next meeting. <p>Christmas Campaign item: Report noted, and staff involved praised and thanked for excellent event planned.</p>

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		<p>Task Group update item: Progress noted.</p> <p>Work Programme item: Members noted that the council had been included in the Arts Council National Portfolio of Funded Organisations 2023-26 which would help with recognition of the city and its diverse offer. The Chair confirmed that following the good news relating to the Arts Council funding, an item on this area of work would be included in the work programme for next year.</p> <p>Heritage Action Zones item was withdrawn by the service, from the agenda.</p>
10 th January 2023	<ul style="list-style-type: none"> • Annual Council Budget reports, -revenue and Sports capital programme • Cost of living impacts – sports services 	
28 th February 2023	<ul style="list-style-type: none"> • Task Group Scrutiny review report of findings re: Encouraging Women into Sport and Physical Activity • Sports & Physical Activities new Strategy – progress report • Jewry Wall: Roman Leicester - update • Update on NPOs Arts Council funding report • Christmas activities – feedback report 	

FORWARD PLAN / SUGGESTED ITEMS

Topic	Detail	Proposed Date
Suggested Items for forward planning:		

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FORWARD PLAN / SUGGESTED ITEMS		
Topic	Detail	Proposed Date
<ul style="list-style-type: none">• Leicester Cathedral investment - report• Phoenix Arts Centre investment - report• Festivals & Events plans - report• Football Investment Strategy update• Tourism Action Plan update (members requested info visitors data, experience and places they visit and stay at)• Haymarket Theatre update• Heritage Action Zones – presentation• Heritage Interpretation Panels – any further phases• Cultural & Creative industries plan item – <i>update following item in late 2021</i>		

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