

MOVING COMMUNITIES

APSE Sports and Leisure Seminar

13th November 2024

Today's Seminar

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Agenda

- Making the case for physical activity through data & insight
- Moving Communities Impact Report – last 2 years
- Opportunities for local government to participate and share



The Vision




Moving Communities Facilities

Using live data and insight to inform and inspire public leisure decision making, supporting all communities to get moving



How does Moving Communities: Facilities work?

Data collection and quality checks

Leisure centre data	
Facility information	
Participation	 DataHub
Income and Expenditure	Or Manual upload
Customer Experience	Online survey
Service Delivery	 Quest

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Data analysis & aggregation

Dashboards and filters allowing analysis & comparison by:

- Time periods
- Statistical Neighbour
- Geographical area
- Operator & Individual site
- Activities
- Social value

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User groups

- Sport England & sector bodies
- Service providers
- Local & national government
- Active Partnerships
- NGBs

Note: Different user levels ensuring data is kept confidential where needed

Moving Communities: Facilities at a sector level

Press release

More than 300 swimming pools to benefit from £60 million to support long-term future

325 swimming pools and leisure centres across England will receive a share of £60.5 million to ensure their long term financial sustainability, by improving their energy efficiency in order to keep running costs down.

From: [Department for Culture, Media and Sport](#)

Published 23 March 2024



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Sport England report finds fitness-related activities experiencing greatest increases in participation



By Kath Hudson 15 Aug 2024

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PROMOTION
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FITNESS SPORT FASHION CELEBRITY TRAVEL META-AGE SH RECOMMENDED

Sport England's Moving Communities Platform Critical In Unlocking New £63 Million Fund For Pools In England

Watch live sports online

ANDY DEVANEY | 4 APRIL 2023

More people in England using leisure facilities

Our new Moving Communities report shows the resilience, adaptability and continued importance of public leisure facilities to local communities.

18th August 2024

Leisure facilities in England are playing an increasingly important role in their communities, a new study has revealed, with more people using them than a year ago.

The *Moving Communities Impact Report*, released today, highlights the significant achievements of leisure facilities and the people who run them in fostering community engagement despite a variety of challenges.

The report, which you can download below, reveals that participation and throughput to leisure centres have both increased, with the average number of participants per site up by almost a thousand people (7%) and overall visits growing by over 10,000 per year (1%).



MC Facilities Impact Report

Participation

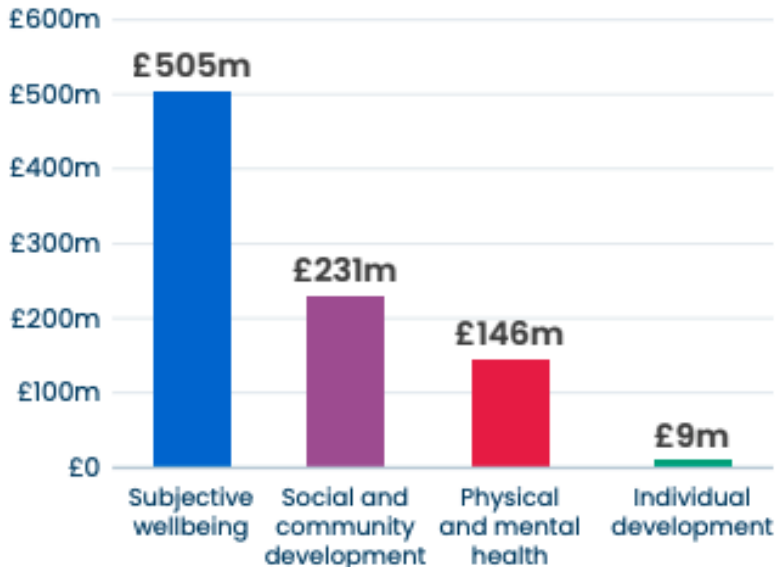


- Growth in number of overall participants, and specifically from IMD 1-4.
- Swimming and fitness activities continue to be the two most popular activities.
- Sample size: 563 leisure centres

MC Facilities Impact Report

Social Value

Key outcome areas of social value 2023/24



• Total social value: **£891m**

• **7 million** social value participants across England

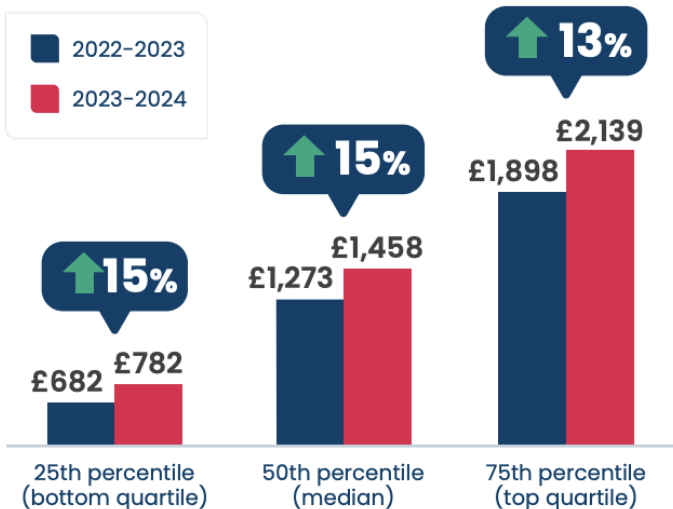
• Average social value per participant: **£119**

• Sample size 563 leisure centres

MC Facilities Impact Report

Finance

Activity income per site (£'000)

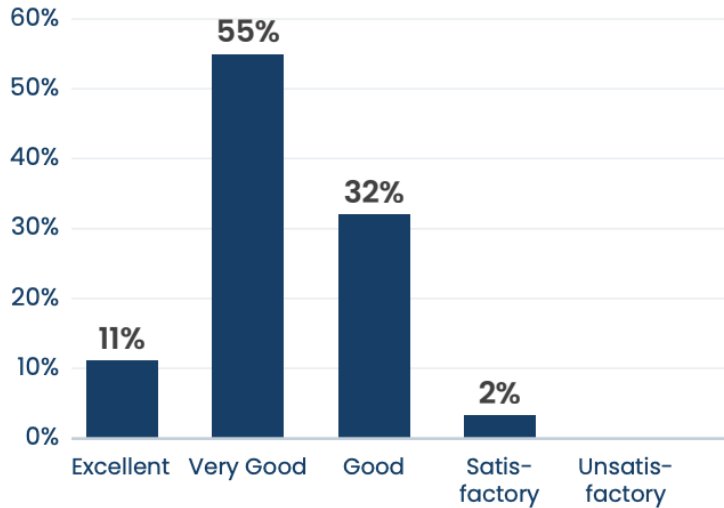


- Income has increased generally in 2023/24
- Increase in staffing costs has been offset by the decrease in utility costs.
- Sample size: 440 leisure centres

Moving Communities Impact Report

Quest

Quest banding from 360 assessments



- Facilities excel in the Operational Management and Customer Journey modules.
- The average scores for the Tackling Inequalities and Environmental Management modules are 'Good'

MC Facilities Impact Report

Customer Experience 2024



43,602 respondents



158 local authorities



560 sites



42 operators



46% are very satisfied
34% are quite satisfied

Older age groups more satisfied than younger with exception of 16-24 year olds



NPS increased to 28 from 22 in 2023
However, still down on 35 in 2021

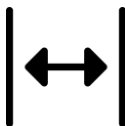
Female NPS is 31, Male is 19

Older age groups have higher NPS than younger age groups

Customer Experience 2024



Staff being helpful and friendly was most important and most satisfactory element relating to leisure centre experience with 87% agreeing that they were very or quite satisfied – this was the same in 2023



24% gap between how important cleanliness is to customers and how well it is being delivered



33% consider environmental sustainability to be quite important
31% felt it was neither important nor unimportant
More important to females than males



30% indicated they would opt to activities closer to home to minimise travel when selecting sport and physical activity opportunities



28% said leisure centre was doing enough to adapt to being more environmentally sustainable



Opportunities for Local Government to participate

Unlock the collaboration between Moving Communities and APSE!

- Minimising the duplication of data input at local authority level
- Ensuring that published data from different sources uses consistent information
- Reducing the amount of data validation needing to be undertaken by local authorities via APSE as thorough validation processes are already built into the Moving Communities exercise
- Increasing the value of the Moving Communities exercise by making greater use of the data collected and submitted by local authorities
- Consistent data Used in APSE performance networks

To find out more information on this collaboration or to find out how to get involved in benchmarking your leisure centres, please contact performance.networks@apse.org.uk

**UNITING THE
MOVEMENT**

Moving Communities Place



Aim 2025–2029

To build a service that provides:

- a detailed and dynamic place-based view of participation in physical activity
- demonstrates its scale, impact & value to the local community in line with the strategic objectives of that place

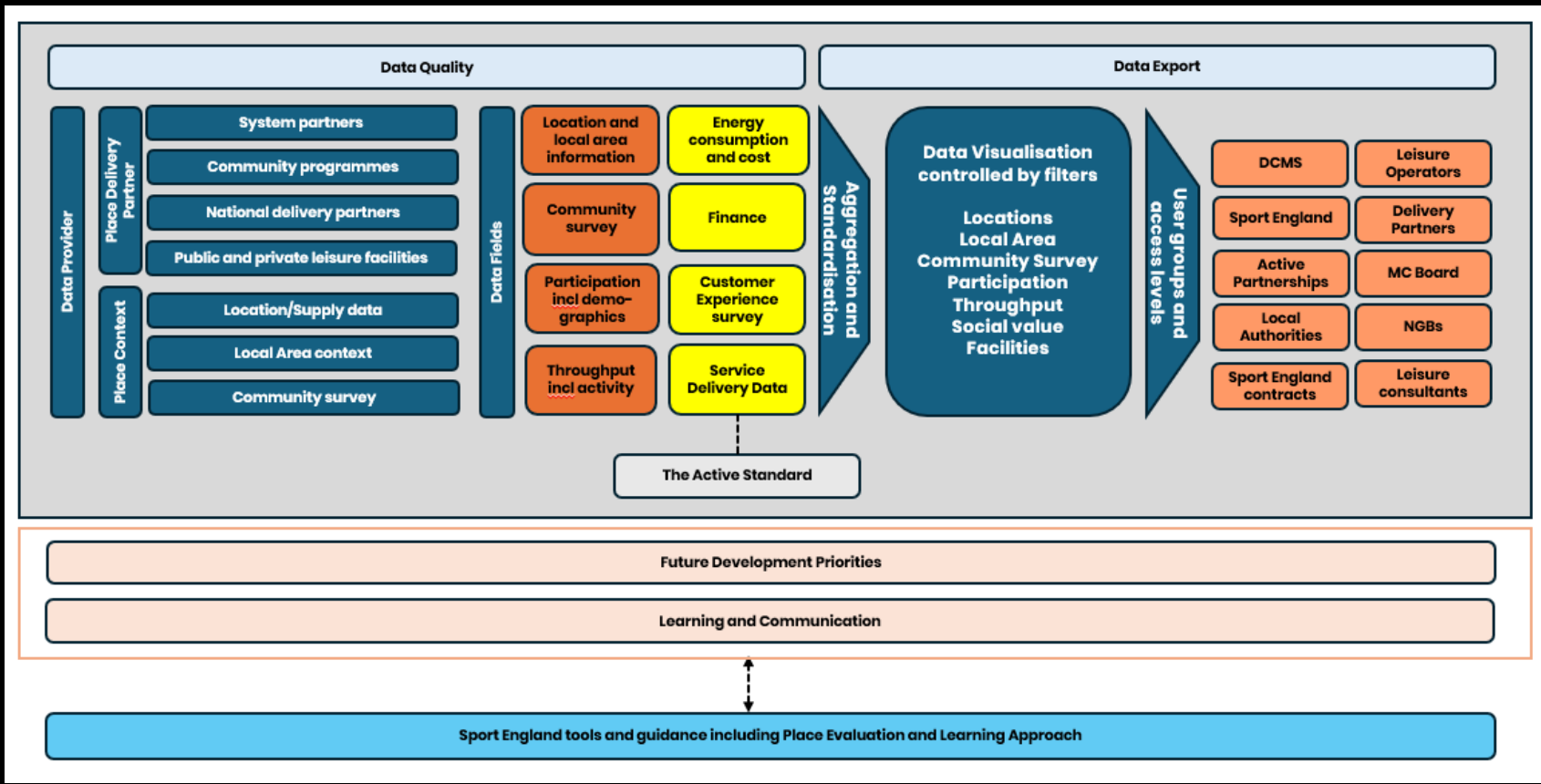
It will help to

- inform policy
- shape delivery
- influence investment

in the context of reducing inactivity levels and tackling inequality.



How does Moving Communities: Place work?





Place Theory of Change



Local Evaluation & Learning Framework



Local Evaluation, Learning and Impact Reporting

Reflection : Learning : Action

Conceptual Framework

This provides a framework for understanding whole-systems approaches and place-based working. Acting as a scaffold to support and frame MEL within this work at a local and national level.



System Maturity Model and Surveying



Population Modelling and Simulation



Learning Spaces

Reflection : Learning : Action



Moving Communities Place

Place Comparative Configurational Analysis



Questions?

Join our Customer Experience survey webinar on the 26th of November to see the whole national report being presented, along with some in-depth insights from leading Customer Experience/Research practitioners

- **WHEN – 26TH NOVEMBER AT 2PM**
- **HOW DO I REGISTER – EMAIL SARAH FORSTER AT sarahforster@active-insight.org TO SAVE YOUR PLACE**

**Moving
Communities**

