



The State we are in

Leisure

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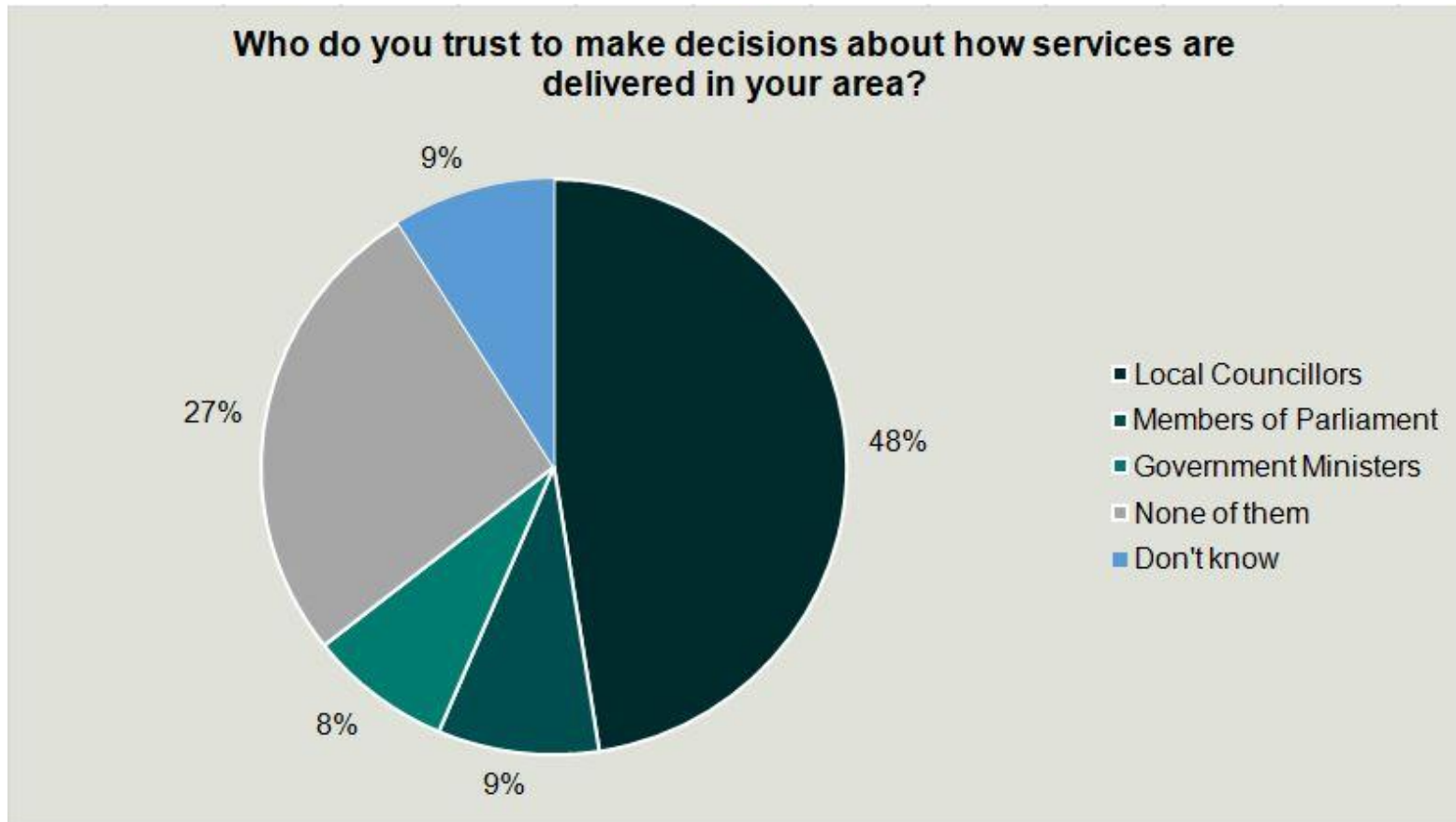
Measuring Local Authority Performance

- Public Survey
 - Survation
- Benchmarking
 - APSE Performance Networks
- State of the market

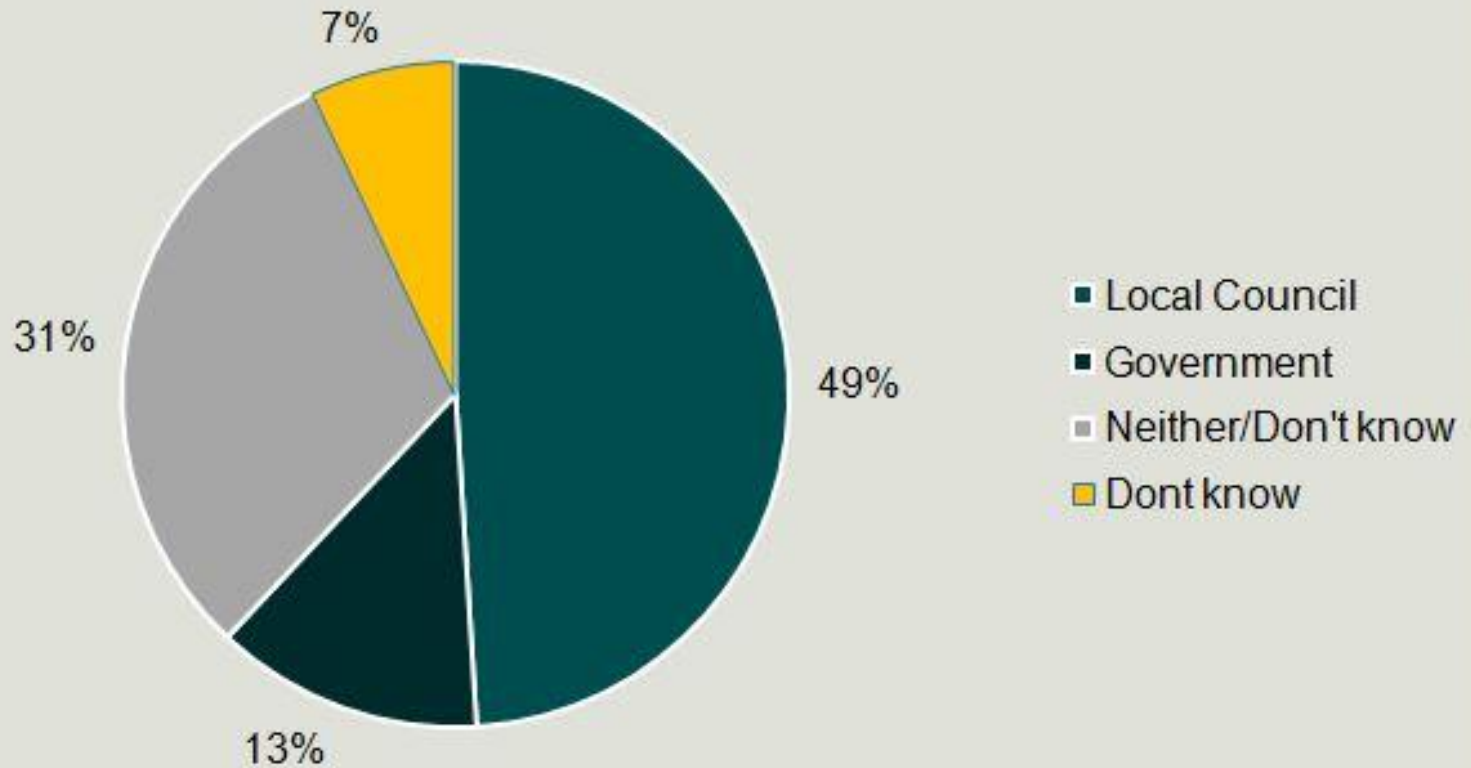
Introduction and background

- Survation surveys 2016, 2017, 2018, 2019
- Mirrored the range of services provided in council areas
- Informs APSE campaigning - reflecting how the public see things.
- Data were weighted by age, sex, region, household income, education, 2017 GE vote and 2016 EU Referendum vote to be representative of all UK adults aged 18+.

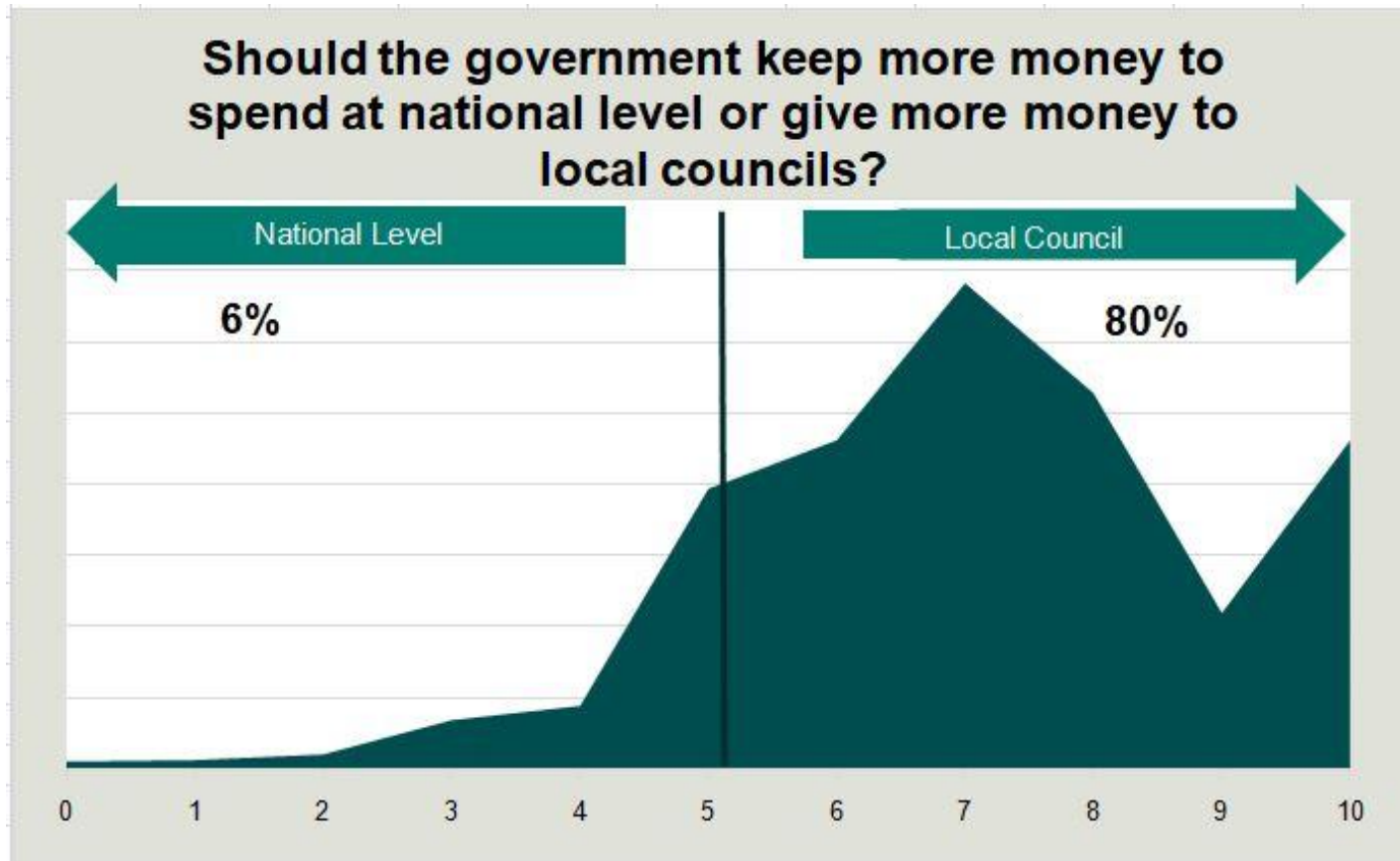
Trust relatively high in Councillors v others



Who do you trust to make decisions about how services are provided and delivered in your area?



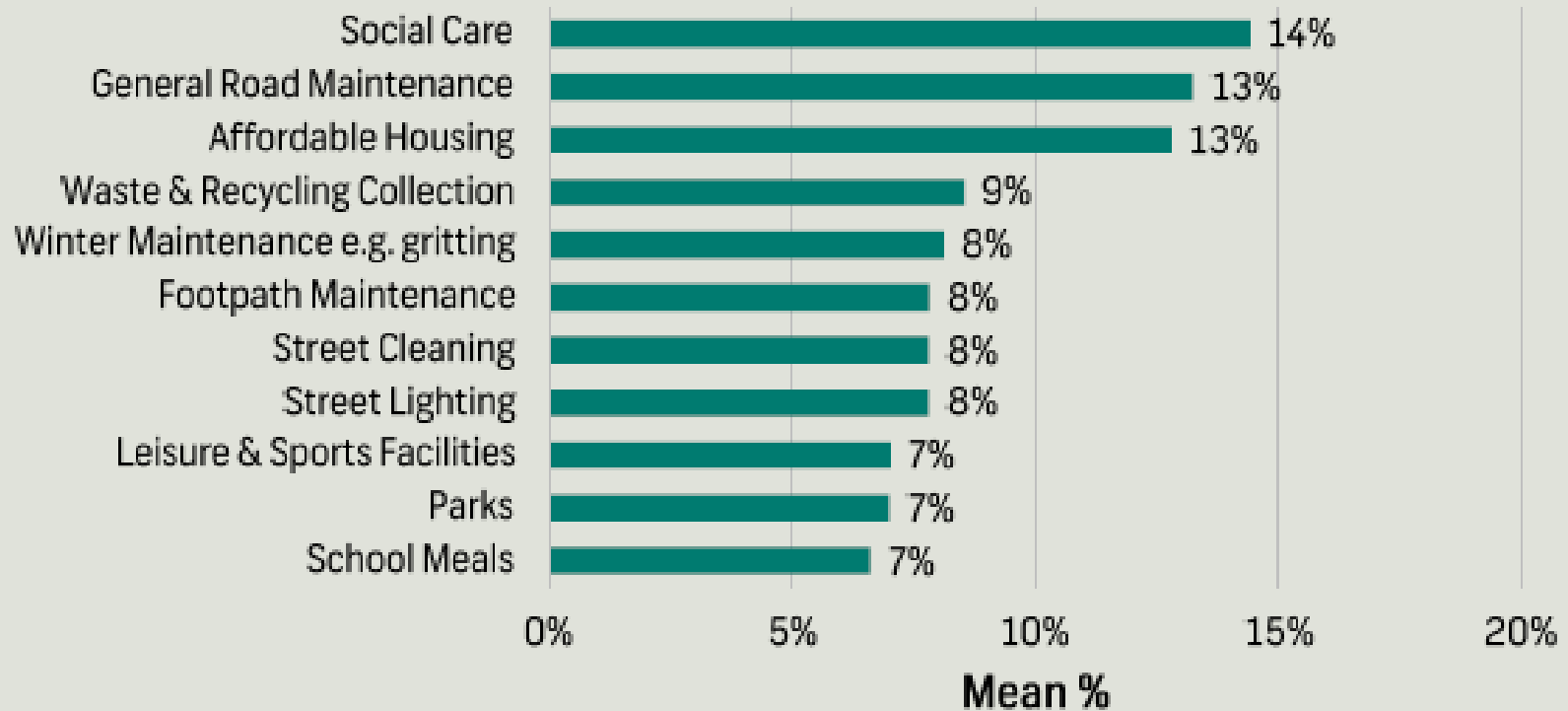
Should Government give Councils more funds?



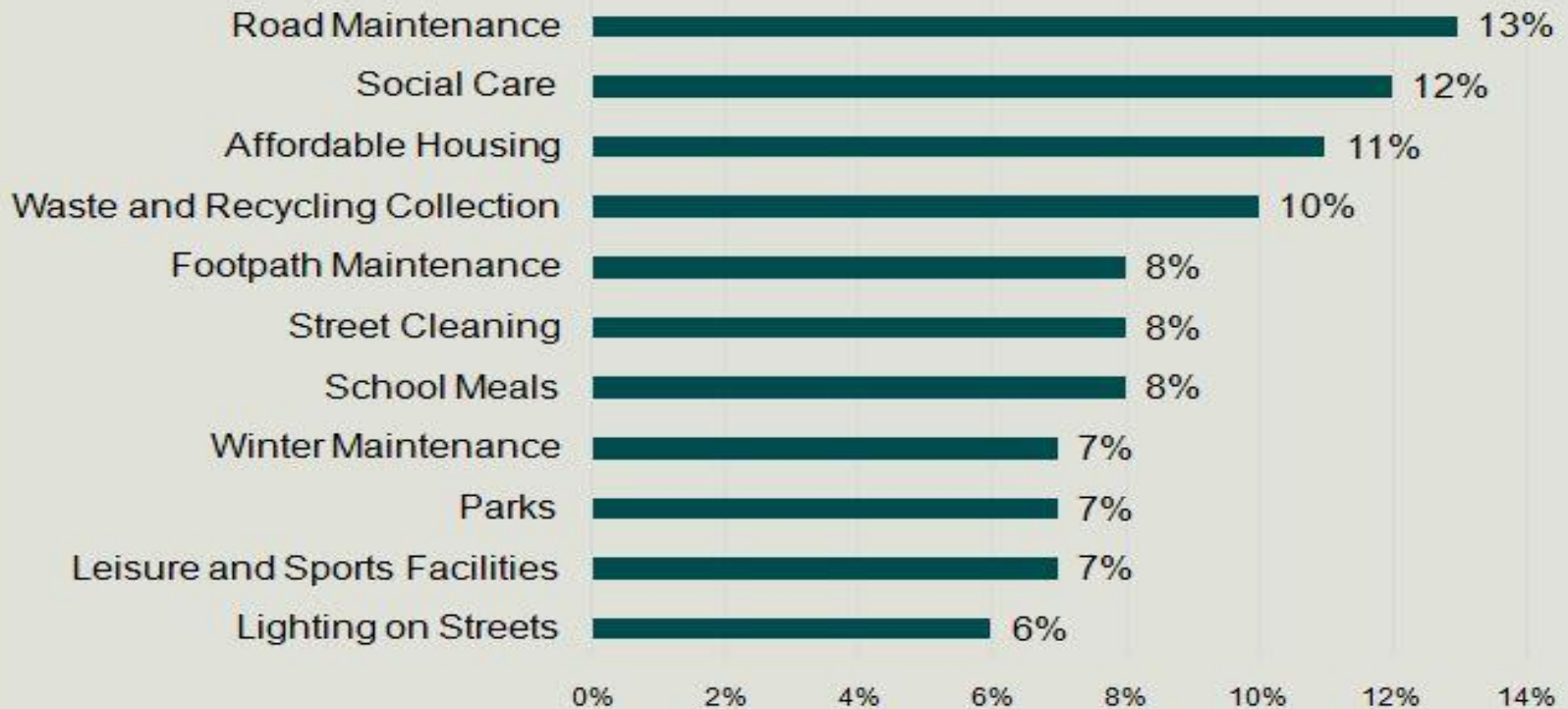
Satisfaction with services comparison 2017-18



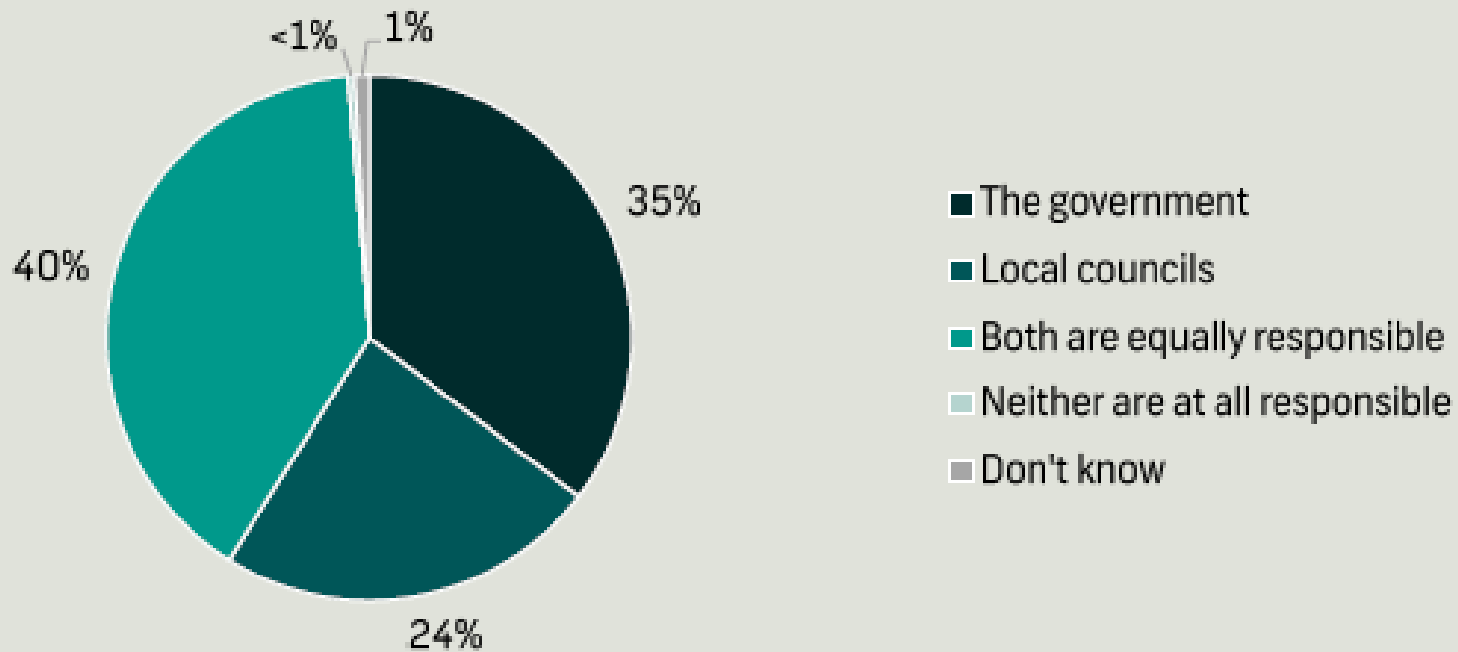
What percentage of the extra money would be spent on each of the 11 services below?

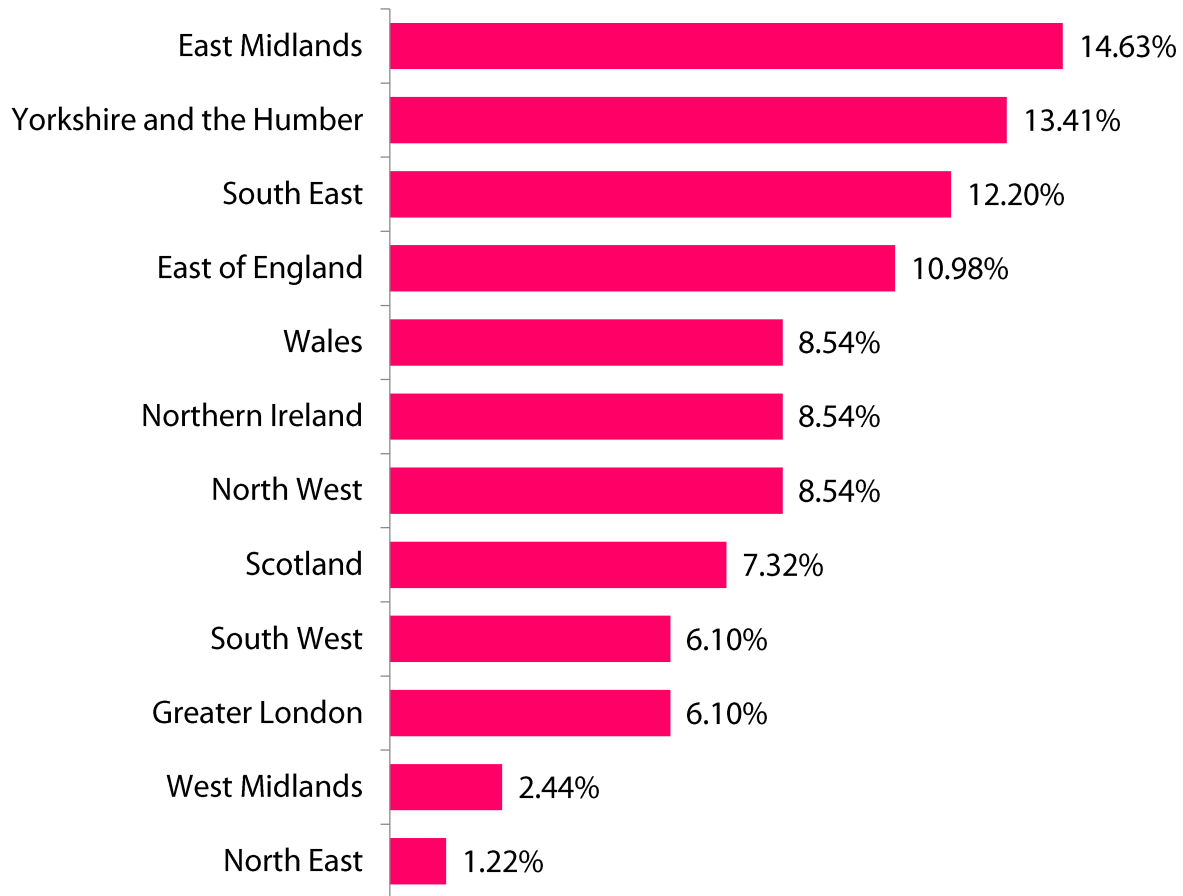


What percentage of extra funding should be spent on these services? (mean %)

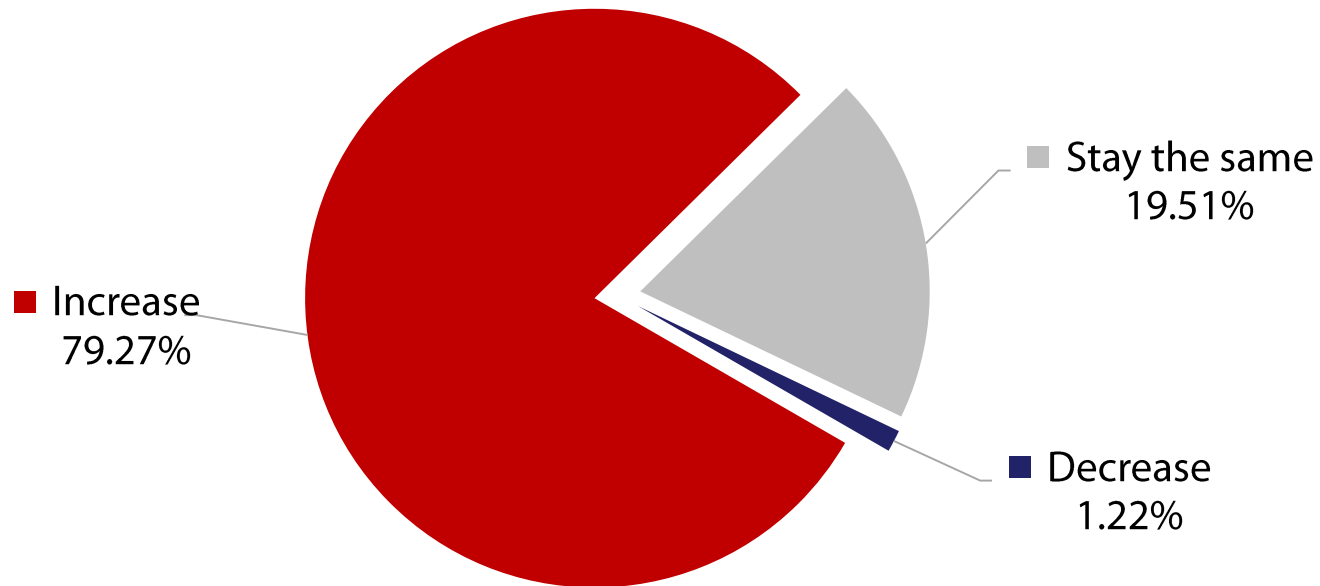


Who do you think is the most responsible for the declining services in your local area?

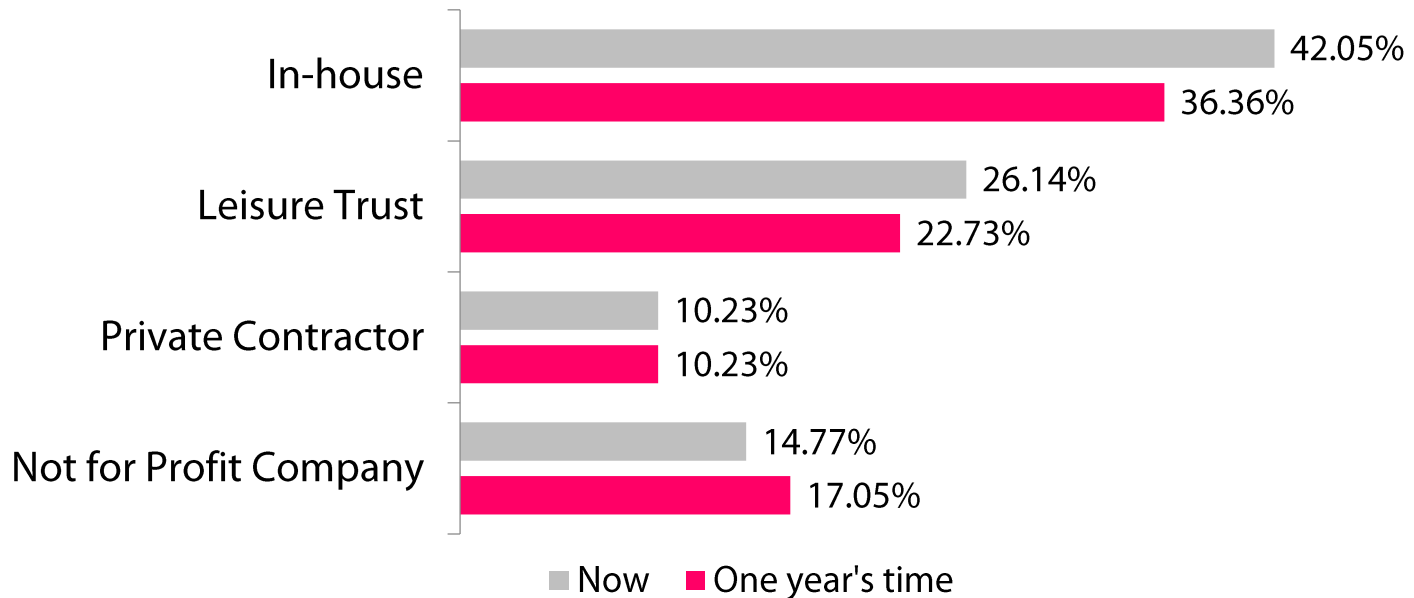




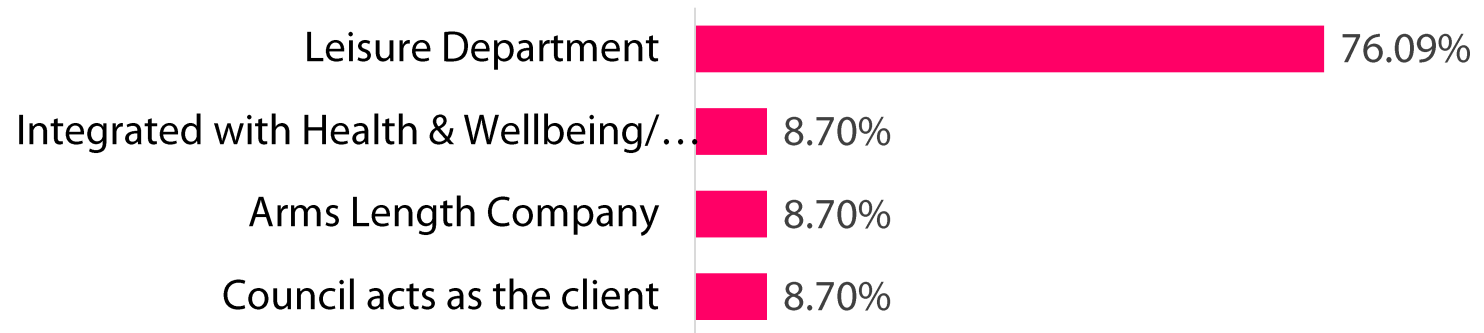
How do you expect the workload of the leisure section to change over the next 12 months?



Who manages leisure now and who do you expect to manage it in 12 months' time?

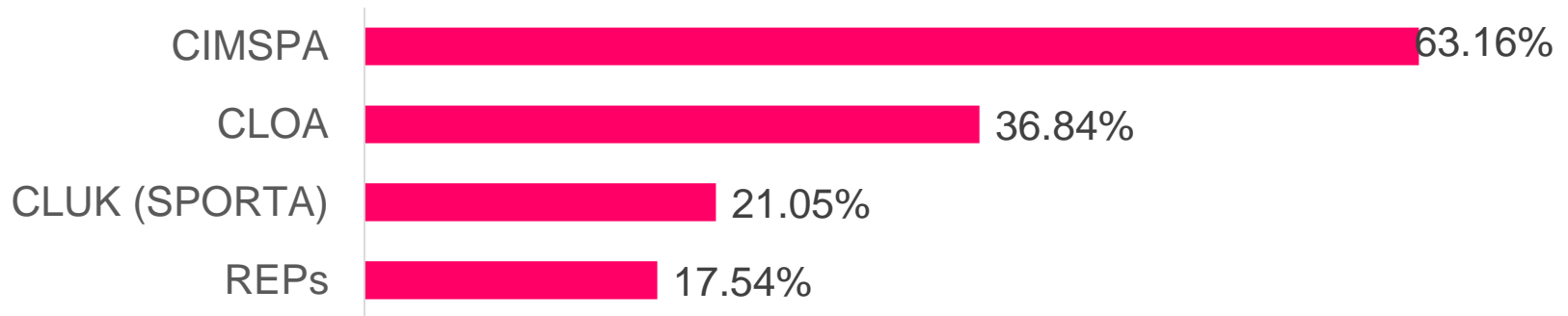


If in-house, which of the following apply?

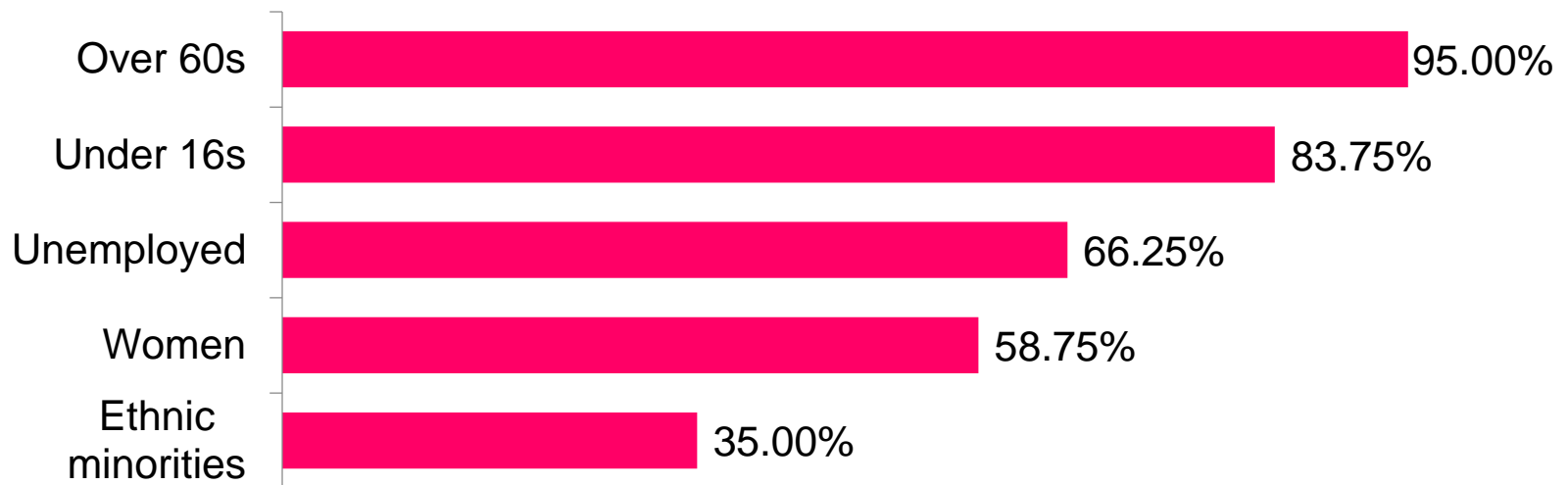




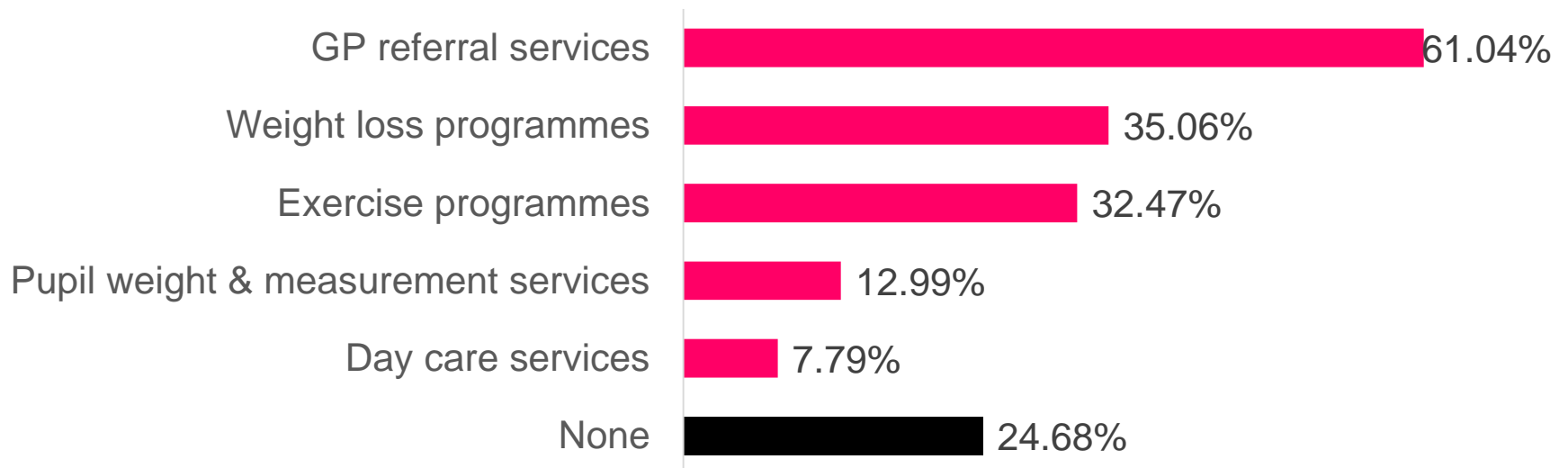
Are you a member of any industry governing bodies? (Tick all that apply)



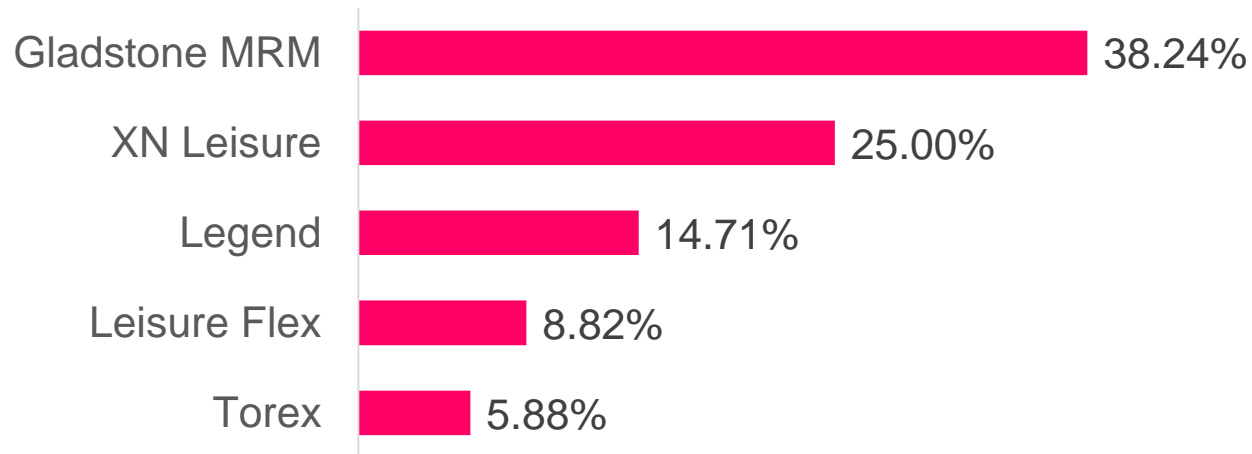
Do you actively encourage participation from particular groups within the community? e.g. promotions, reduced charges, specific closed sessions?



Have you been commissioned by your local Health Board (CCG or Health & Wellbeing Board etc) to provide any of the following?



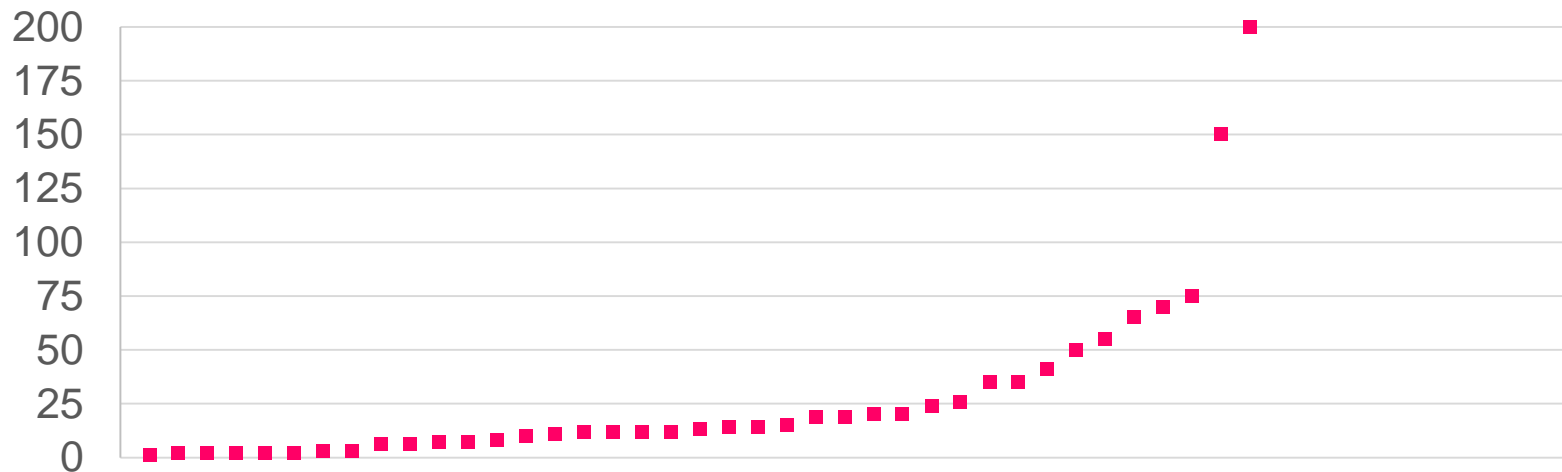
Which software package do you use for managing leisure?



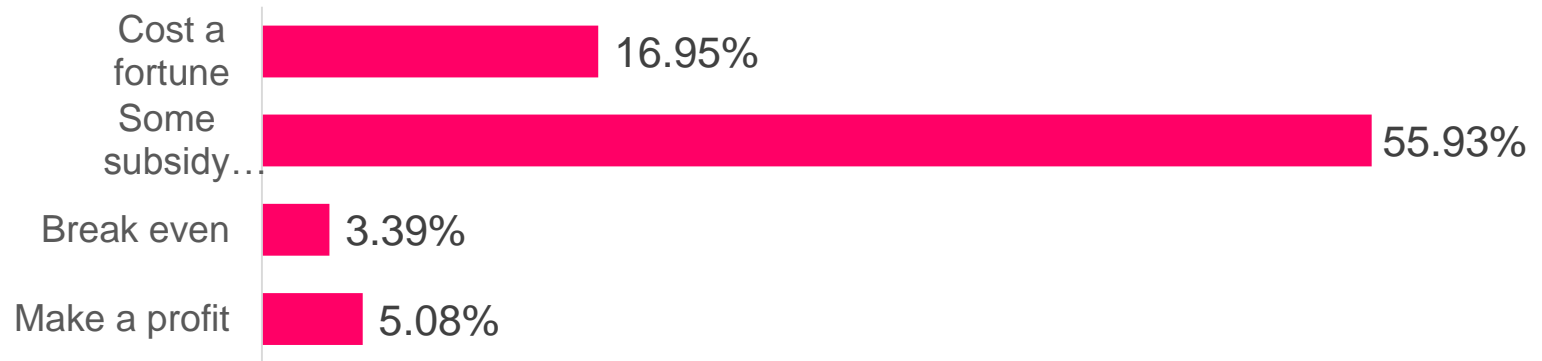
Have you established any new pitches over the last 2 years?



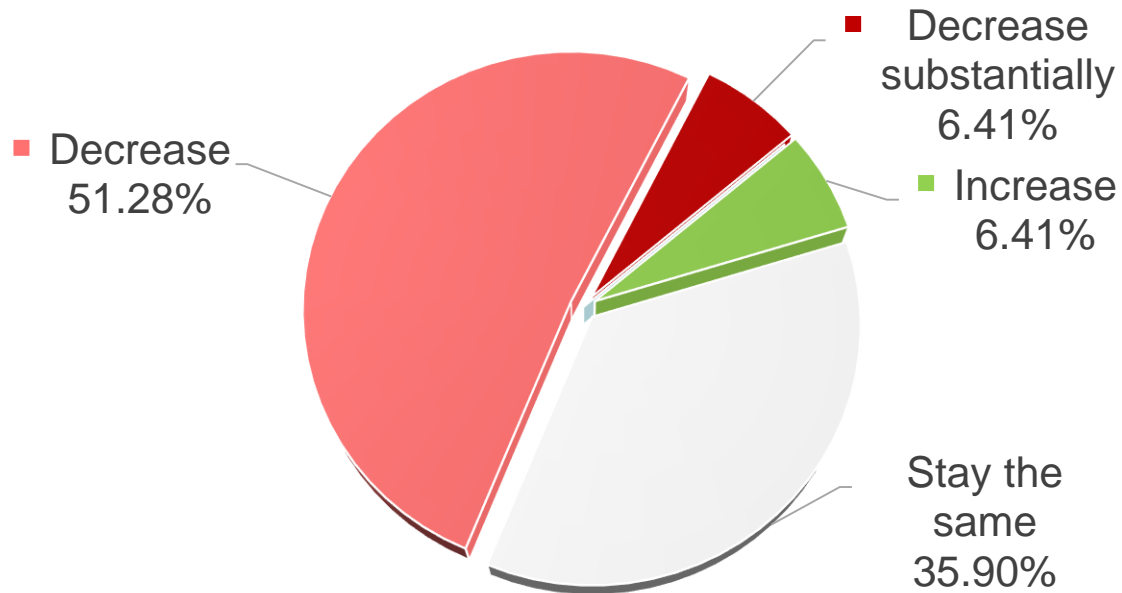
How many sports pitches (rugby, cricket, football etc) do you maintain?



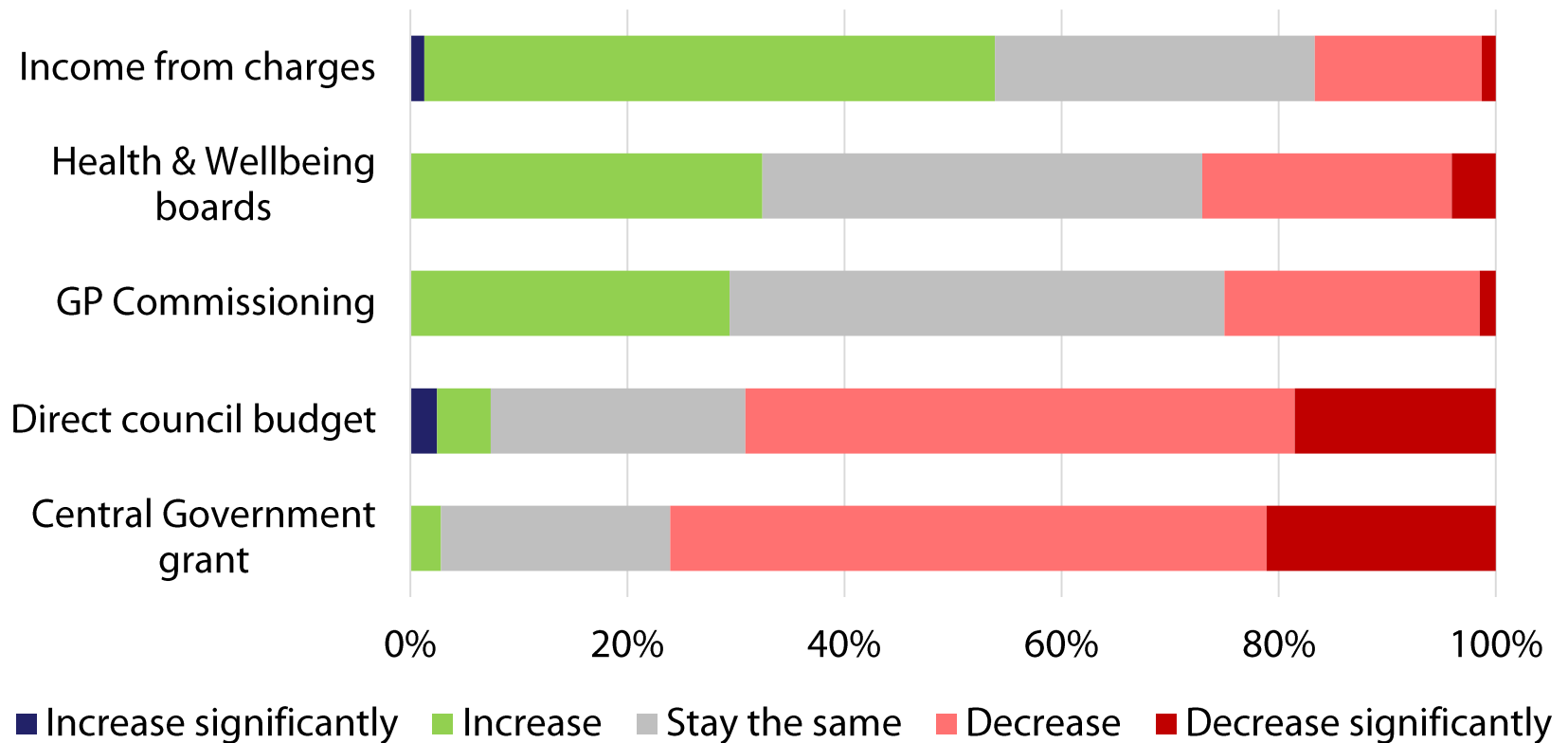
What is the financial cost of pitches to the Council?



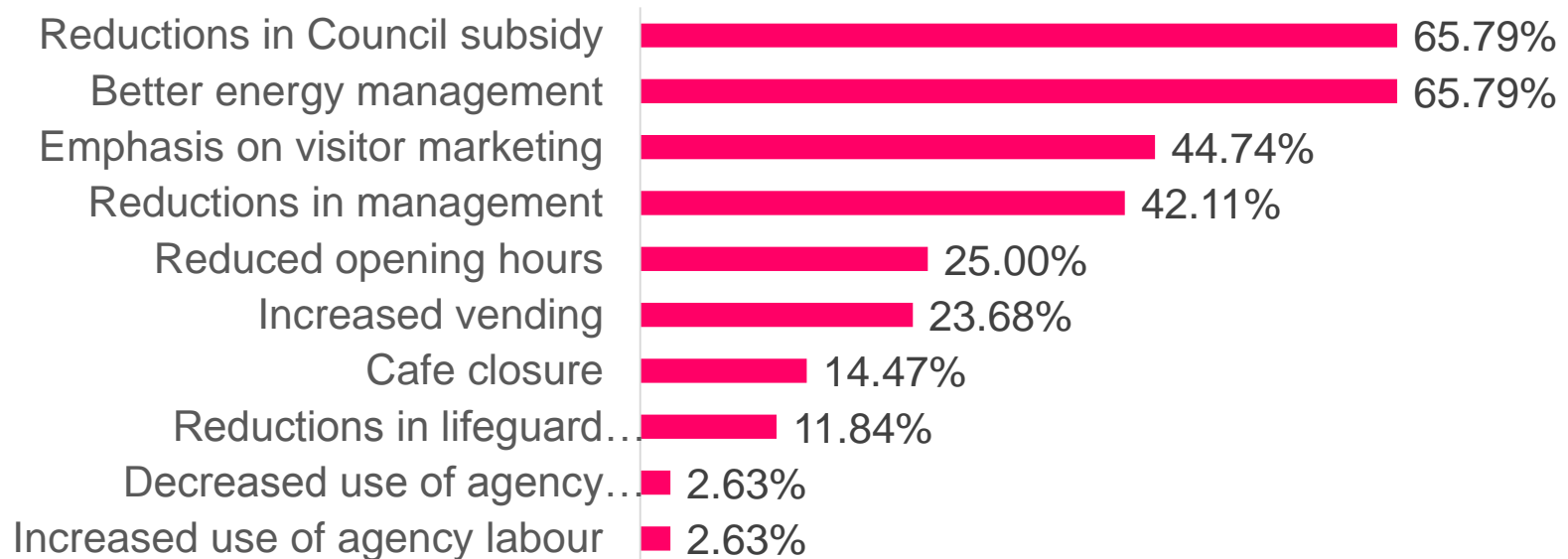
Overall – How do you expect the leisure budget to change next year?



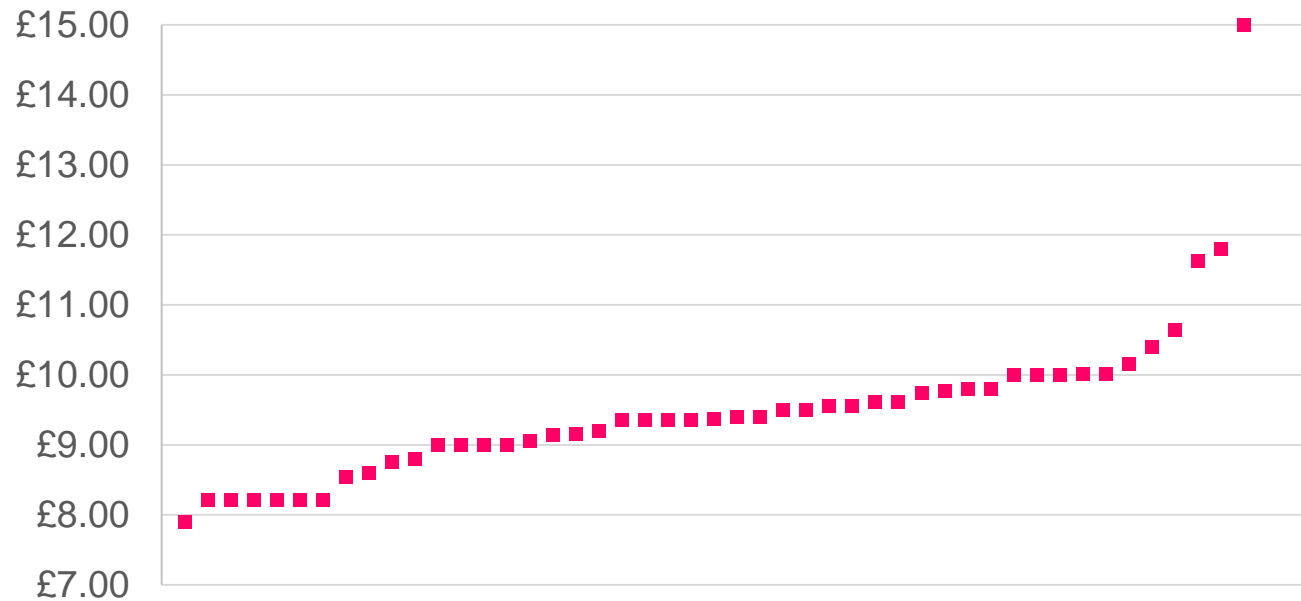
How do you expect leisure funding to change over the next 2 years?



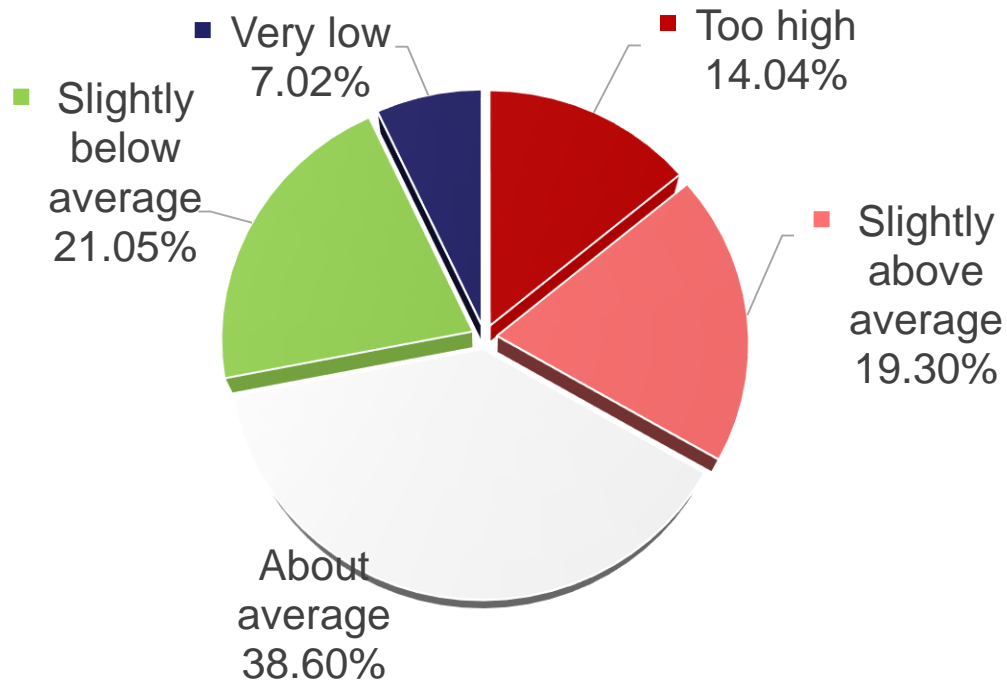
With the continuing pressures on value for money and productivity, how do you expect the service to change over the next year?



What is the basic current hourly rate for leisure staff (before tax) in £?



Are staff absence levels at an acceptable level?





Staff Training and Quality - Please tick all that apply



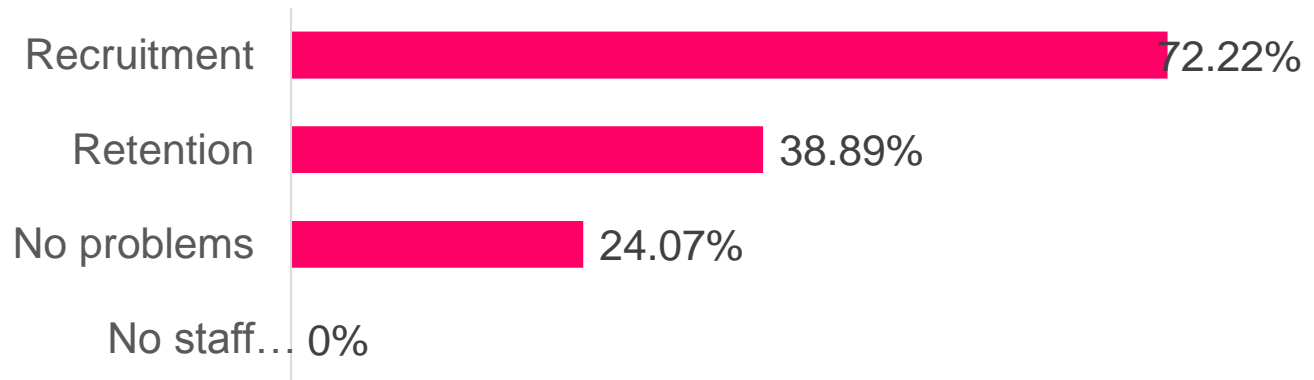


Where have you had difficulty recruiting or retaining staff (over the last 12 months)?

Lifeguards

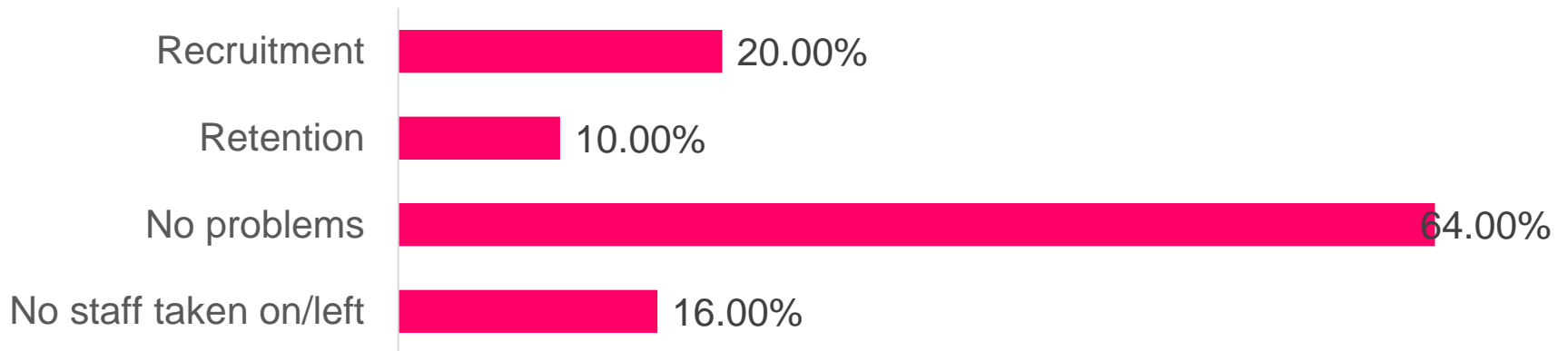


Instructors



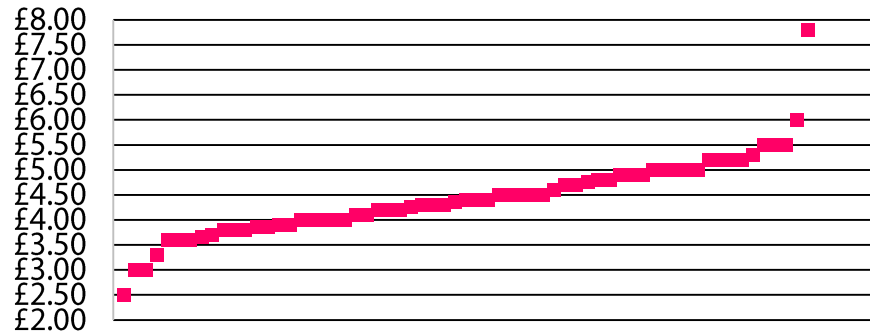


Technical / Managerial staff



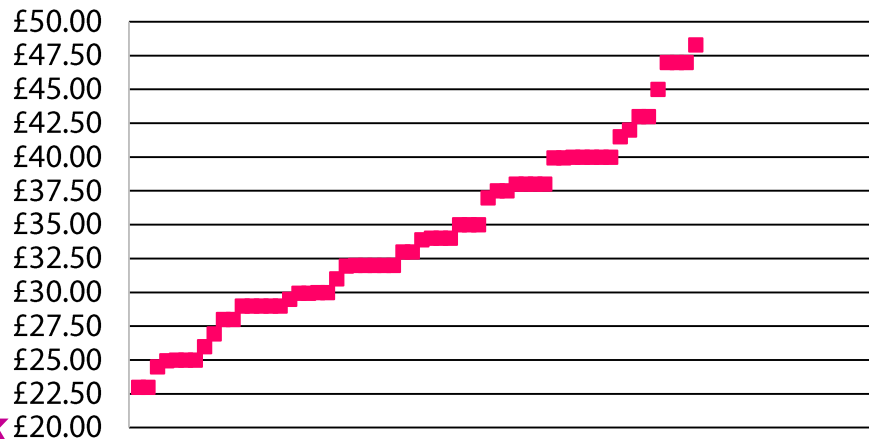


What is the charge for a single adult swim? Average price: £4.43



Full membership

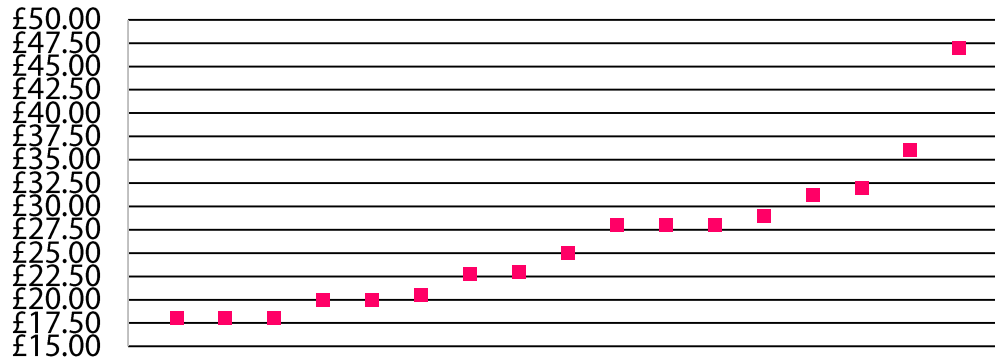
Average price: £34.19





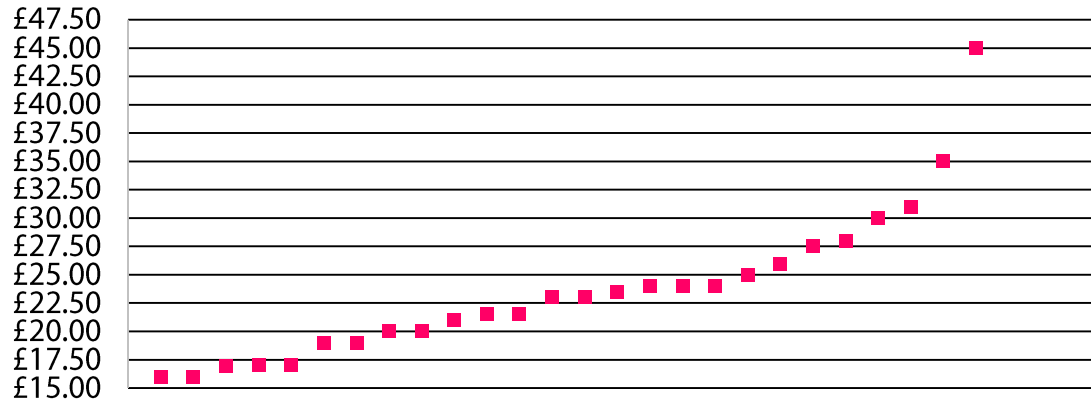
Off-peak membership

Average price: £26.14



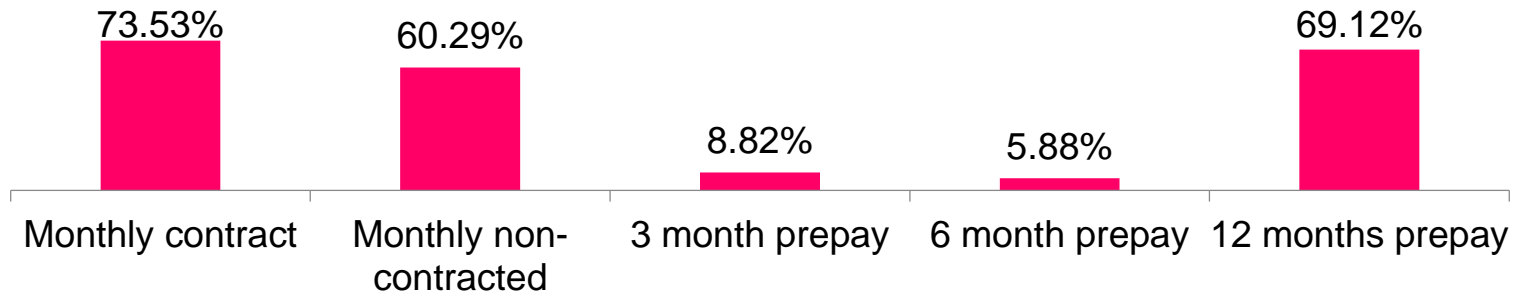
Swim only

Average price: £23.61



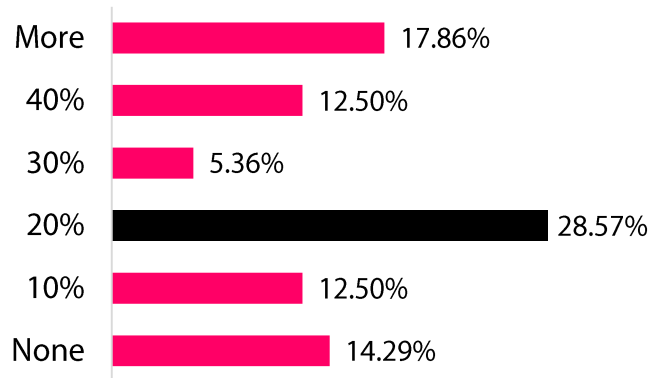


What membership payment types do you offer? (Tick all that apply)

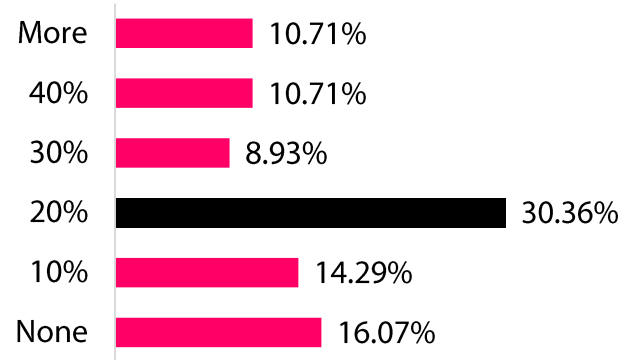




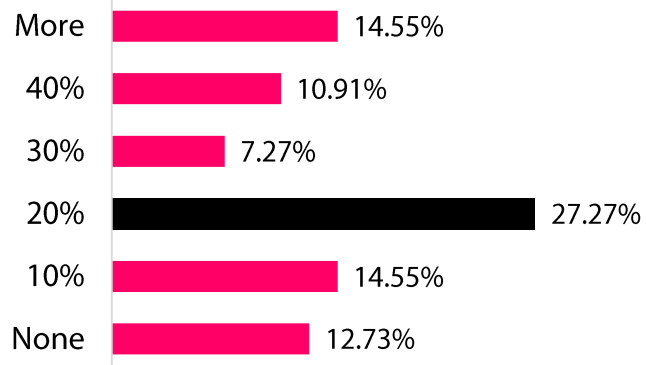
Low incomes



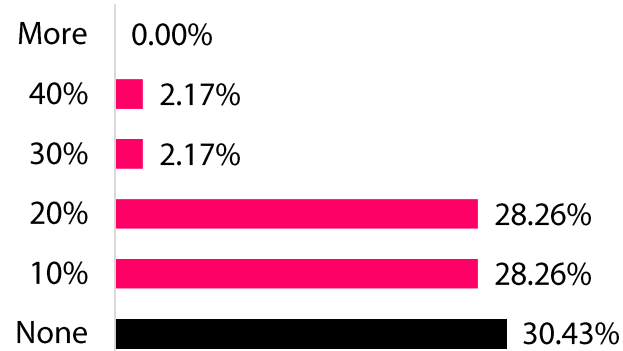
Over 65s



Disability

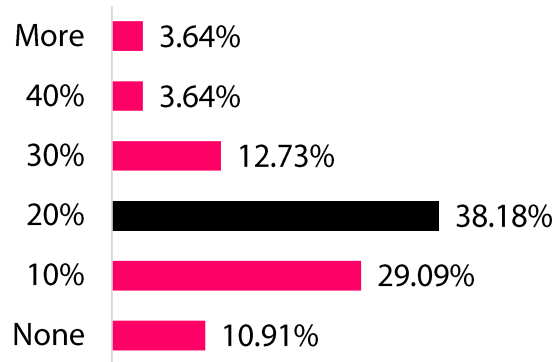


Couples

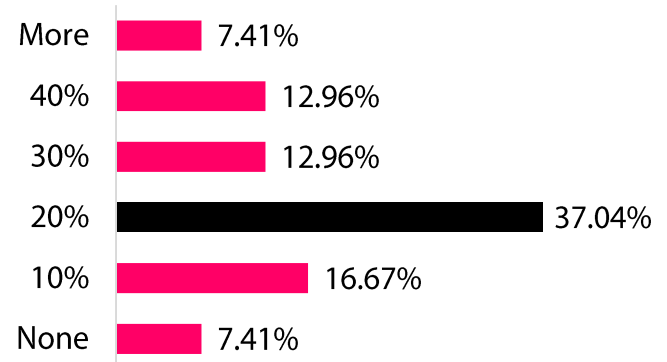




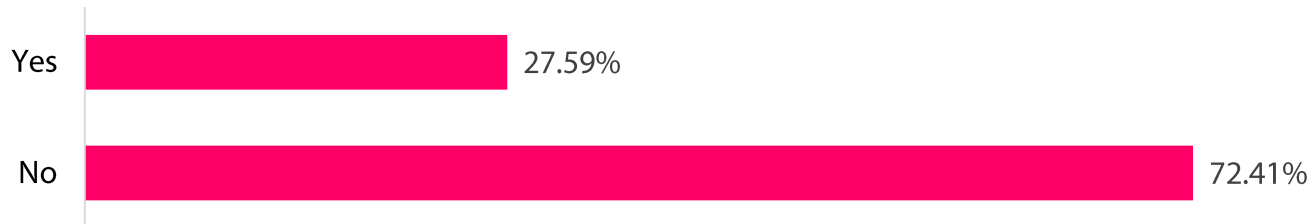
Corporate

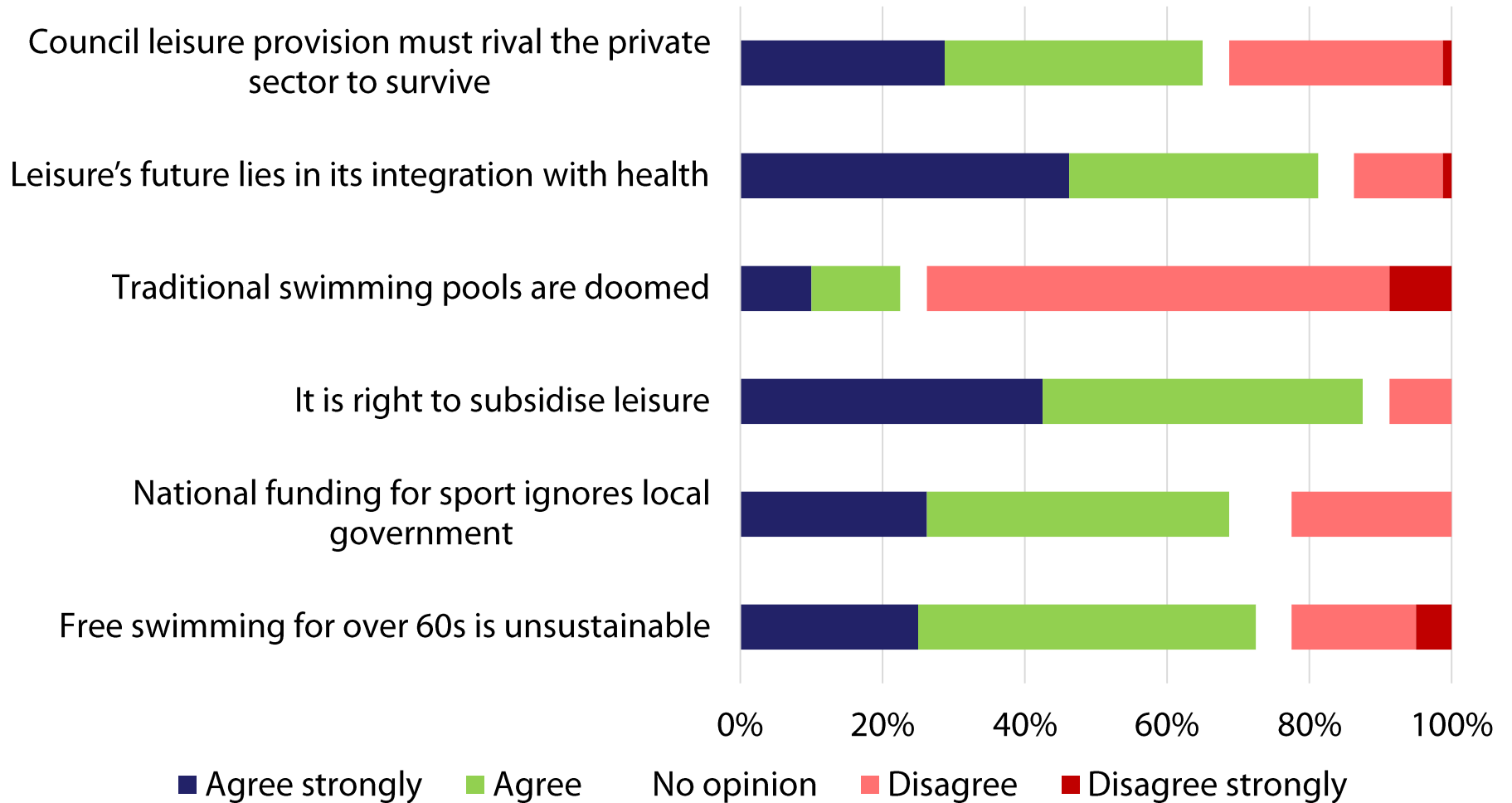


Students



Do you charge for parking at any of your leisure centres?





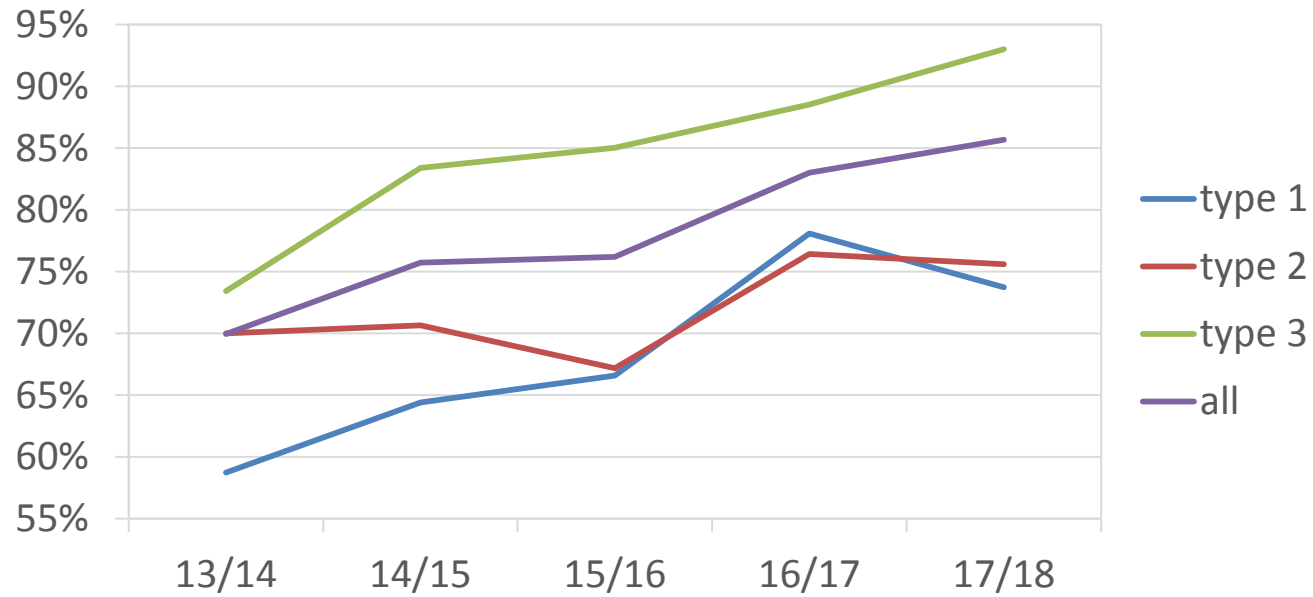
Where do you see growth areas for the service over the next 12 months?

- Community focussed programmes
- Growth in swimming lessons
- Gymnastics for young people
- Integration with health services
- Outdoor fitness
- People with long-term health conditions
- Increase in GP referrals
- Wellbeing classes
- Modernising classes with changing trends
- Children and families activities
- Building new leisure centres
- Young people
- Referrals from health
- Fitness testing
- Layout and equipment housed in gyms
- Group swimming lessons
- Outdoor play and adventure
- Engaging more with communities
- Child obesity programmes
- Online/virtual classes from home
- Modernising communication
- Investment into core gym products
- Building relationships with CCGs
- Off peak fees and charges
- New synthetic football pitches
- Bidding for grant aid
- Home market for leisure
- Soft play, climb, indoor skating
- Group fitness
- Community outreach
- Local population growth
- Activity class programme
- Development of 3G pitches
- Gymnastics
- Leisure centres as health hub locations
- Trampolining

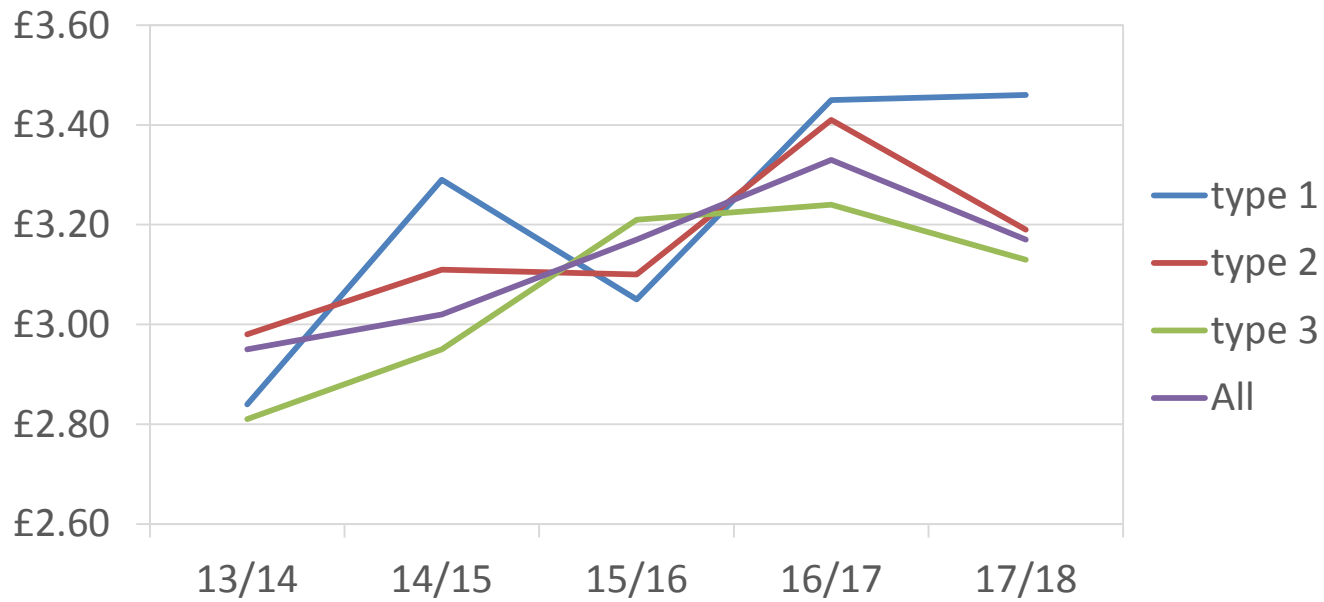
Where do you see future decreases in work for the service?

- Gym attendances dropping
- Decline in adult football demand
- Less front of house (more online/self serve)
- Reduction in staff catering provision
- Reduction in fitness facilities
- Golf
- Cafes
- Creches
- Support for local clubs
- Traditional use of sports halls
- Less use of centres by schools
- Less fitness advisors in gyms
- Reduction in community centre service
- Pool operations and openings
- Athletics
- Closure of leisure centres
- Sports development programmes

Operational recovery ratio (excluding CECs)



Customer Spend per head (PI 04)





INACTIVE

LESS THAN **30** MINUTES A WEEK

24.8%

(11.2M PEOPLE)

FAIRLY ACTIVE

30-149 MINUTES A WEEK

12.0%

(5.4M PEOPLE)

ACTIVE

150+ MINUTES A WEEK

63.2%

(28.6M PEOPLE)

LEVELS OF ACTIVITY

SUMMARY OF DEMOGRAPHIC DIFFERENCES

Our data shows there are significant inequalities:

1 GENDER

Men (65% or 14.4m) are more likely to be active than women (61% or 14.1m), with a gap of 313,600 between them (down 42,600 since the start of the strategy period).



2 SOCIO-ECONOMIC GROUPS

Those in routine/semi-routine jobs and those who are long term unemployed or have never worked (NS-SEC 6-8), are the most likely to be inactive (33%) and the least likely to be active (54%).



* See our [definitions](#) page for the full definition of disability and long term health conditions.

ACTIVE INACTIVE



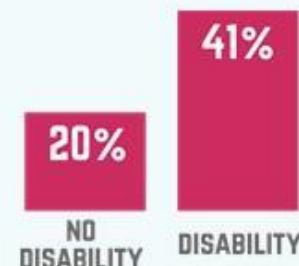
3 AGE

Inactivity levels generally increase with age, with the sharpest increase coming at age 75+ (to 49%).



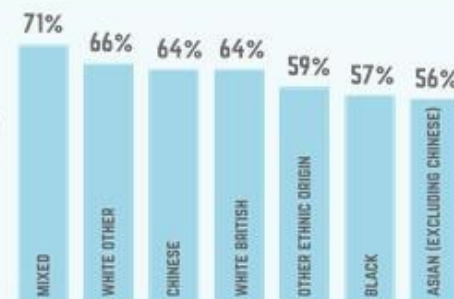
4 DISABILITY AND LONG TERM HEALTH CONDITIONS

Inactivity is more common for disabled people or those with a long term health condition* (41%) than those without (20%). Furthermore, it increases sharply the more impairments an individual has – 49% of those with three or more impairments are inactive.



5 ETHNICITY

Activity levels are highest for Mixed (71%) and White Other (66%) adults, and lowest for Asian (excluding Chinese) (56%) and Black (57%) adults.



NEW MUNICIPALISM

Delivering for local people and local economies



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