



Telford & Wrekin
Co-operative Council

Protect, care and invest
to create a better borough

Fit For The Future?

Presentation Content

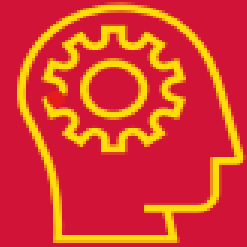
- Welcome to Telford & Wrekin
- Leisure in Telford & Wrekin
- Why we do what we do
- Projects & Pledges
- Indoor Leisure Strategy
- Leisure Investment



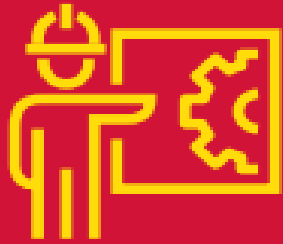
Economy GVA per capita **higher than West Midlands average**



Population **181,200** to grow to 198,800 by 2031



Skills & Education People with **NVQ level 4 increased to 30.4%**



Employment **17.2% manufacturing**



Housing **1000+ net new builds** for each of the past 3 years



Challenges **18 neighbourhoods ranked among the 10% most deprived** nationally for health, skills, employment and housing



Transport **3rd best unitary authority** for 'overall satisfaction with highways and transportation'



Tourism **4.5 million visitors** £800m Economic benefit



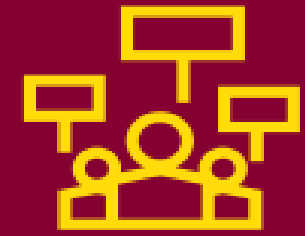
Health **Physically Active Adults increased to 63.5%** from 55.4% in 2016/17



Unitary Council
Created 1998



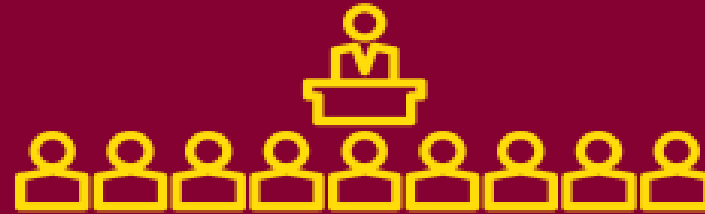
We have 54 Councillors
30 Wards



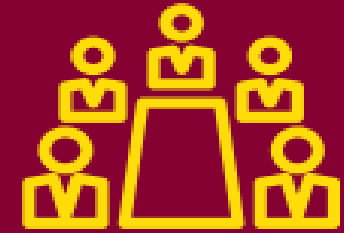
Labour 35
Conservative 14
Liberal Democrats 4
Independent 1



Election The last full Council election was in May 2019 **with the next election due in May 2023**



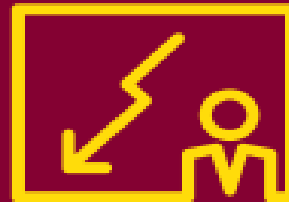
Strong leader model
We function with a Strong leader model **supported by 9 Cabinet Members**



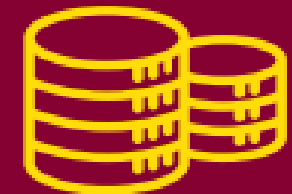
Workforce the Council has a workforce of **2000 FTE employees**



Net revenue budget
in 2021/22 of £135m
and our gross budget is £411m

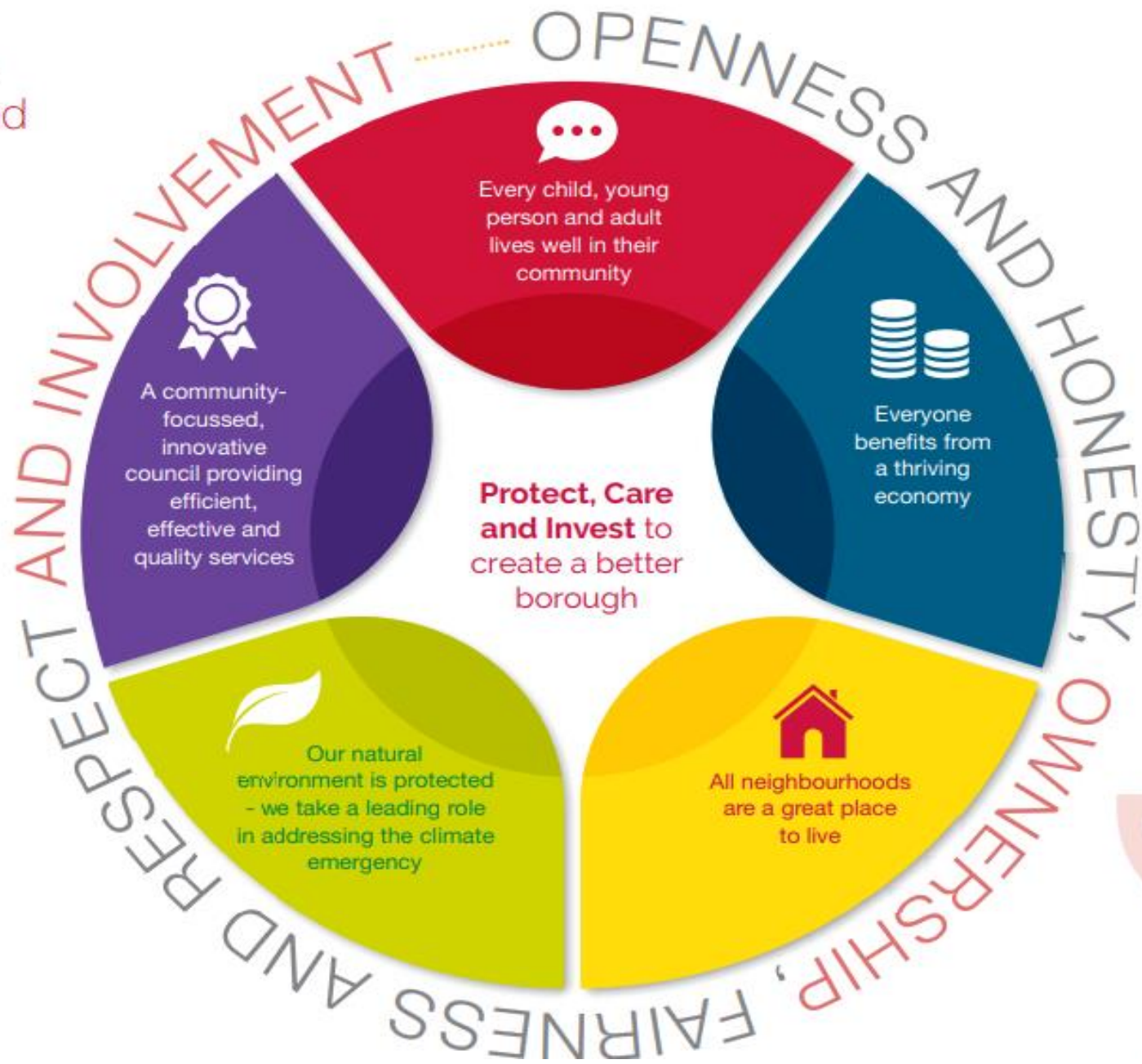


Council tax **Lowest in the Midlands**
at £1,435 for a band D property in 2022/23



Capital programme
of £318m over the medium-term

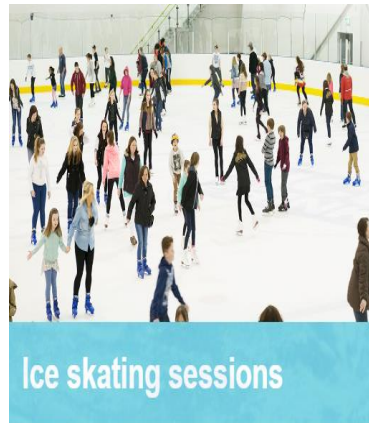
Our Vision,
Priorities and
Values



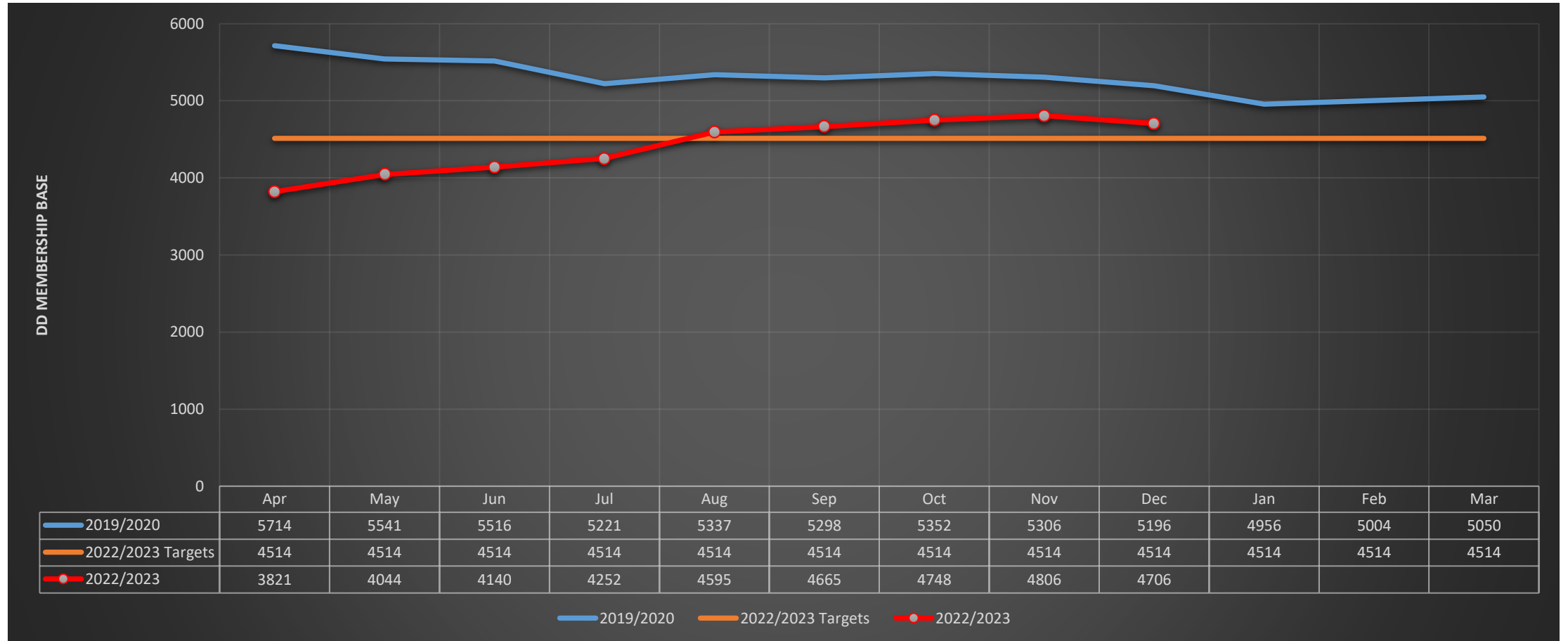
Telford & Wrekin Leisure Services



- 11 sites
- 5 pools
- 7 Fitness Facilities
- Golf Course
- Ice Rink
- Ski Slope
- Tennis Centre
- Athletics Stadium
- All operated 'In House'
- No SDU
- P. Health relationship (inc Active Lifestyle Advisors)



All Sites – DD Membership Base 2019 -2020 vs 2022-2023 targets

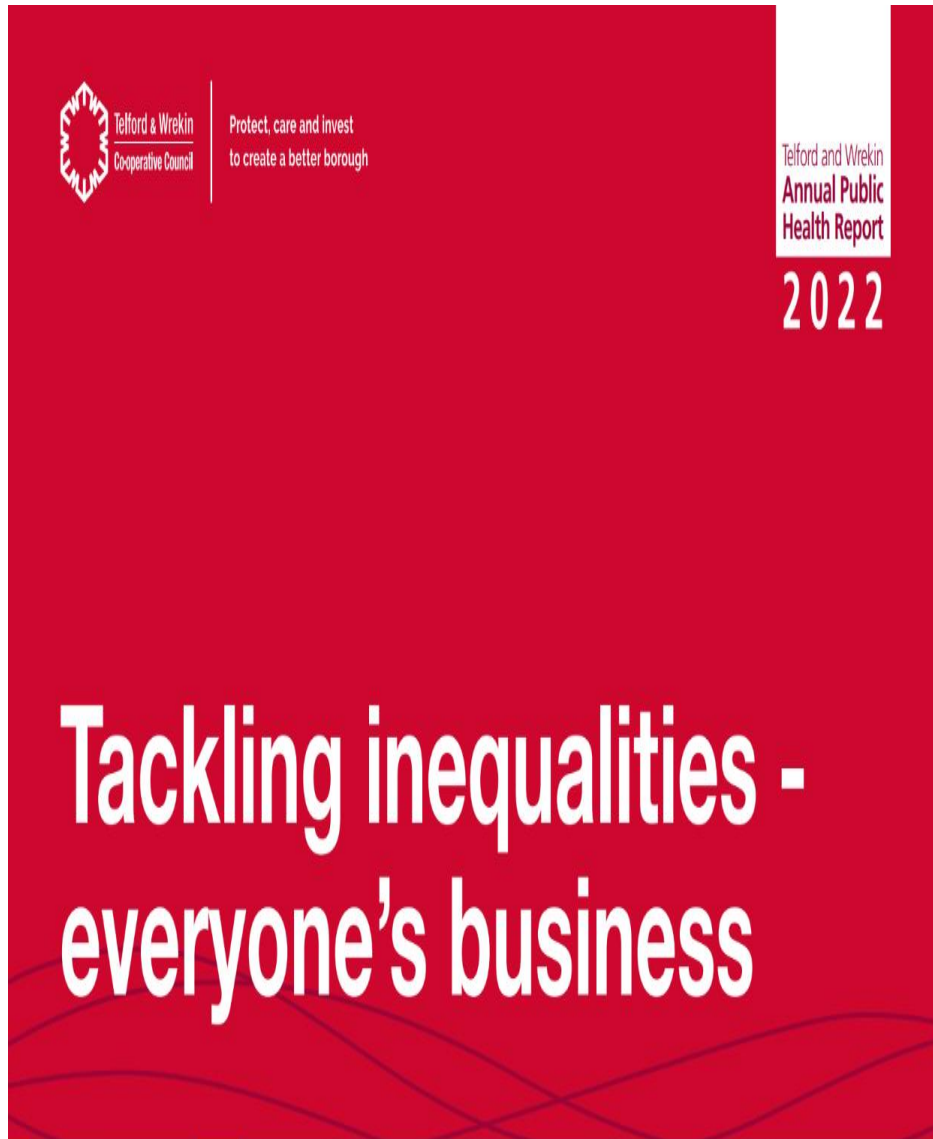


Why We Do What We Do.....



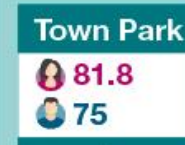
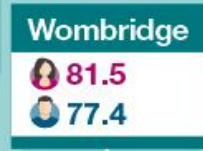
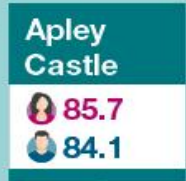
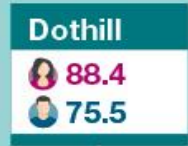
- Public leisure facilities give local people access to vital community facilities and tackle inequalities in an affordable and accessible way.
- Following the Covid-19 pandemic, the public leisure facility sector is at a crossroads
- Fewer than two-thirds of adults and less than 50% of children and young people meet the Chief Medical Officer's guidelines for physical activity.
- Put simply, the sector fulfils a vital public service that the free market is not incentivised to offer.

Why We Do What We Do.....



- Social, environmental and economic inequalities damage health and are getting worse.
- Men and women living in the poorest areas of the borough have a lower life expectancy than those in the most affluent areas.
- The pandemic without a doubt, has widened this unacceptable gap.
- Covid has disproportionately affected groups already facing longstanding inequalities.
- Refocusing – wider long term benefits v's short term finance?

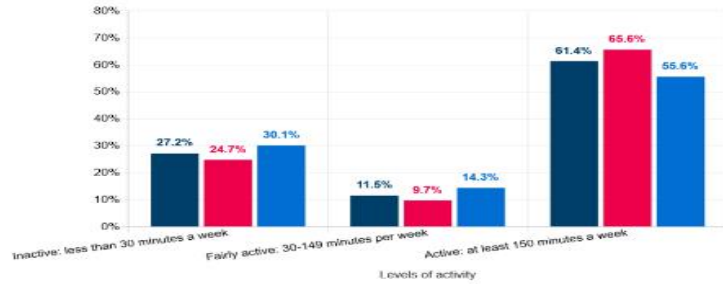
Life expectancy along the Silkin Way



Telford & Wrekin Physical Activity Profile



Levels of activity Nov 20-21

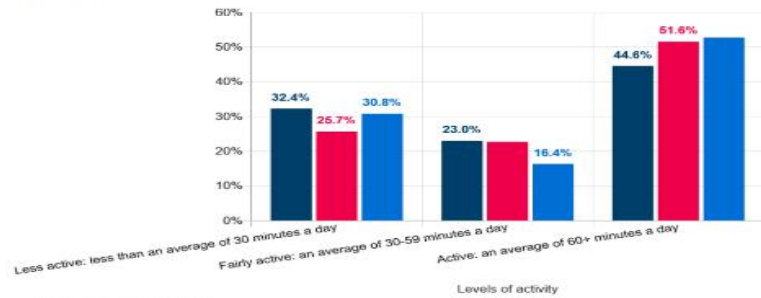


30.1% of adults in Telford & Wrekin are categorised as **inactive**, which is better than the England average of 27.5%

% Levels of activity by Where:

■ England (Nation) ■ Shropshire LA ■ Telford and Wrekin LA

Levels of activity Academic Year 20-21

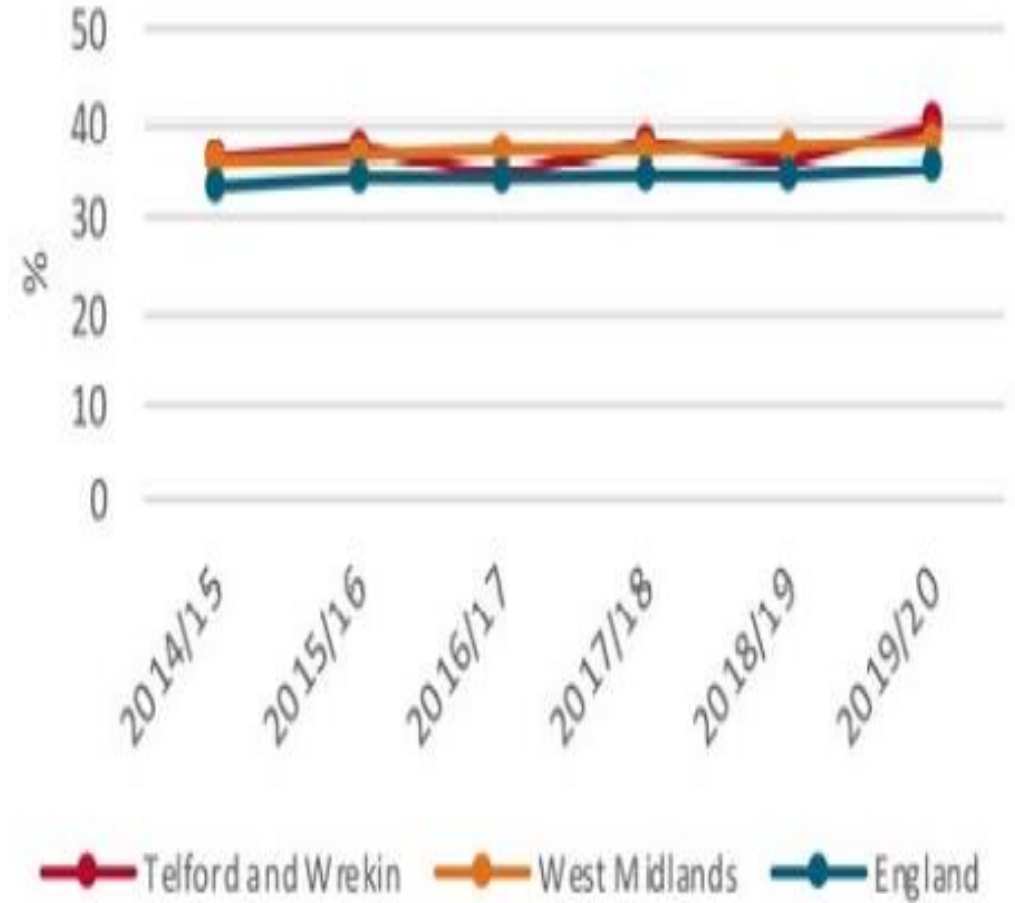


% Levels of activity by Where:

■ England (Nation) ■ Shropshire LA ■ Telford and Wrekin LA

30.8% of children are not meeting the CMO guidelines for physical activity

% year 6 children overweight or obese



Projects & Pledges

- Concessions policy – inc lessons and H&F
- Extended free swim to U25's
- £1 swim for concessions and over 50's
- Free swim lessons (10 by 10)
- Kids 4 £1 (Ricoh Sponsorship)
- HHAH inc hot meal provision (X'mas and Summer)
- Free holiday scheme places for FSM kids other holidays
- Free LTS crash courses for FSM kids
- Targeted free LTS for schools with higher levels of obesity
- Physical Activity referral scheme
- Free - Exam stress health & fitness memberships
- Teen & Youth fitness membership options
- Expectant Mums (Excess Weight)
- New Leisure Strategy

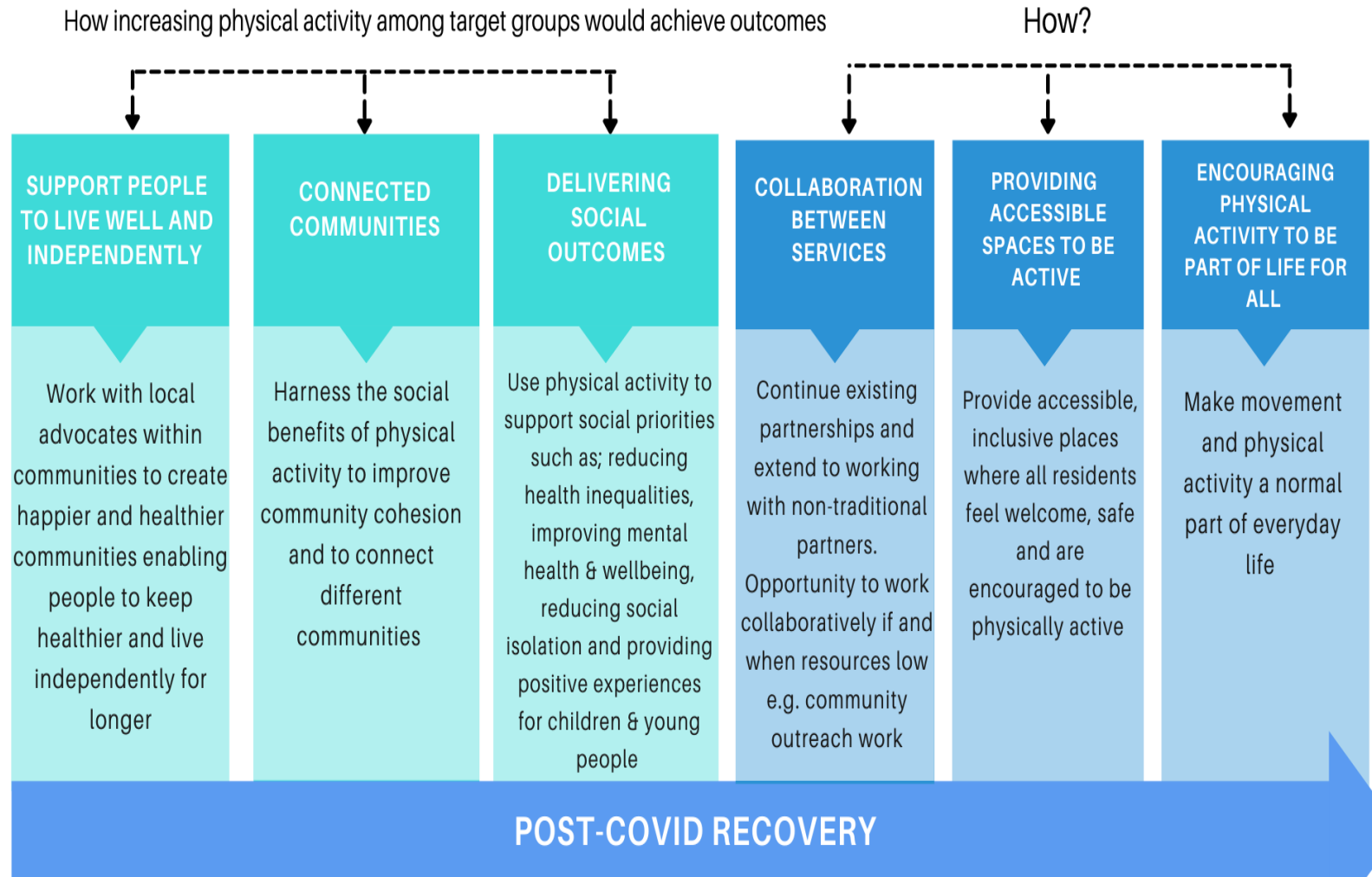
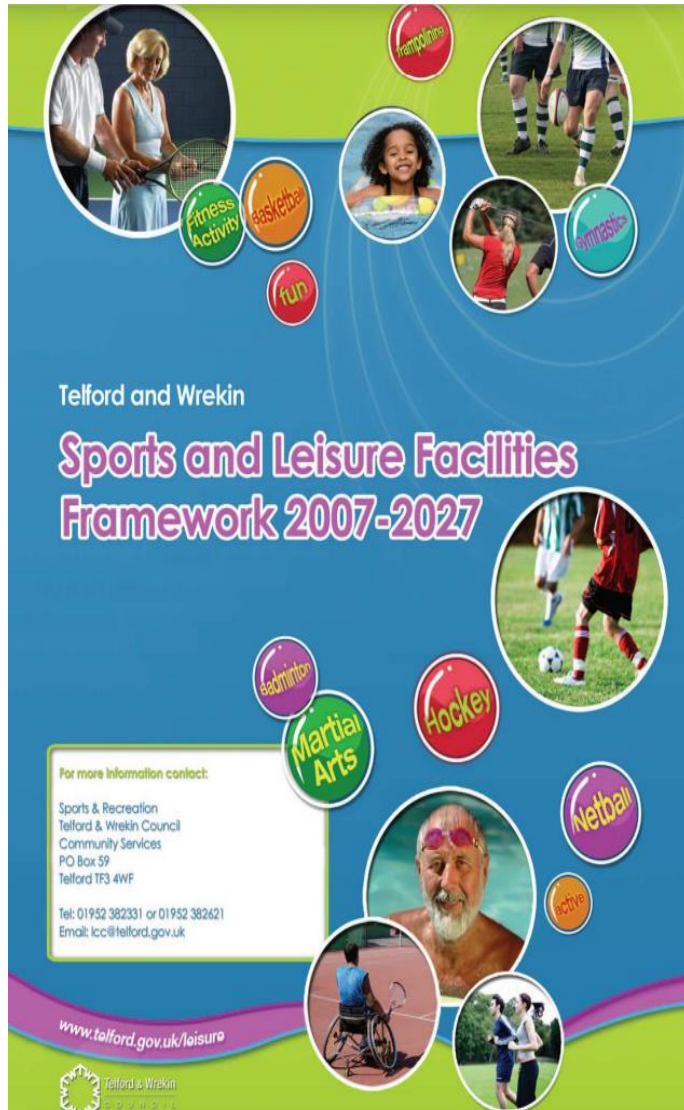


10BY10

Ten by Ten, is a national initiative recognises that children from deprived backgrounds are less likely to take part in extracurricular activities. Telford & Wrekin is the first council in the country to support Ten by Ten and we will be working with schools, community providers, parish and town councils, local charities and other third sector organisations, to support the every ten year old to have the opportunity to:

- Join in competitive team sports
- Play an instrument
- Learn to swim
- Take part in drama and performing arts
- Visit the seaside and the countryside
- Experience museums, galleries & heritage sites
- Take part in camping trips and overnight residentials
- Learn to ride a bike
- Take part in debating
- Use a library

Leisure Strategy & Investment Planning



TELFORD & WREKIN ONLINE SURVEY SUMMARY

Barriers to Participation

20% said not enough time
(work, school or college)

9% not enough time
(childcare/care responsibilities)

17% costs involved

9% lack of confidence

10% other (lack of convenient
programming times)

8% lack of convenient / accessible
facilities

Encouragement Factors

To being more physically active

Cleanliness, and better range of facilities,
were two main factors that would
encourage participating in more physical
activity or exercise at 90%

Improved facilities 89%

Lower costs (prices) 87%

To using leisure services more

Accessible/good quality facilities, was
most important factor when thinking
about accessing leisure services at 90%

Appropriate classes / activities 81%
Availability of time 81%

Personal motivation / goals 80%
Direct costs (fees /charges) 76%

TELFORD & WREKIN ONLINE SURVEY SUMMARY

Activity Levels

28% of the sample stated that they always engaged in at least 150 minutes of physical activity over a normal week

9% stated that they never do at least 150 minutes of physical activity over a normal week

Over half (59%), of the sample were at the "sticking with it" stage of the behavioural change model

42% of respondents would like to do more physical activity

The main reason cited for doing more physical activity was to improve / maintain my physical health (26%)

To maintain / lose weight was the next main reason (24%)

Leisure Use

Using the gym was the activity that most people would like to do more of at 15% followed by fitness studio classes at 13%

Swimming (fun, family, public) was at 12%

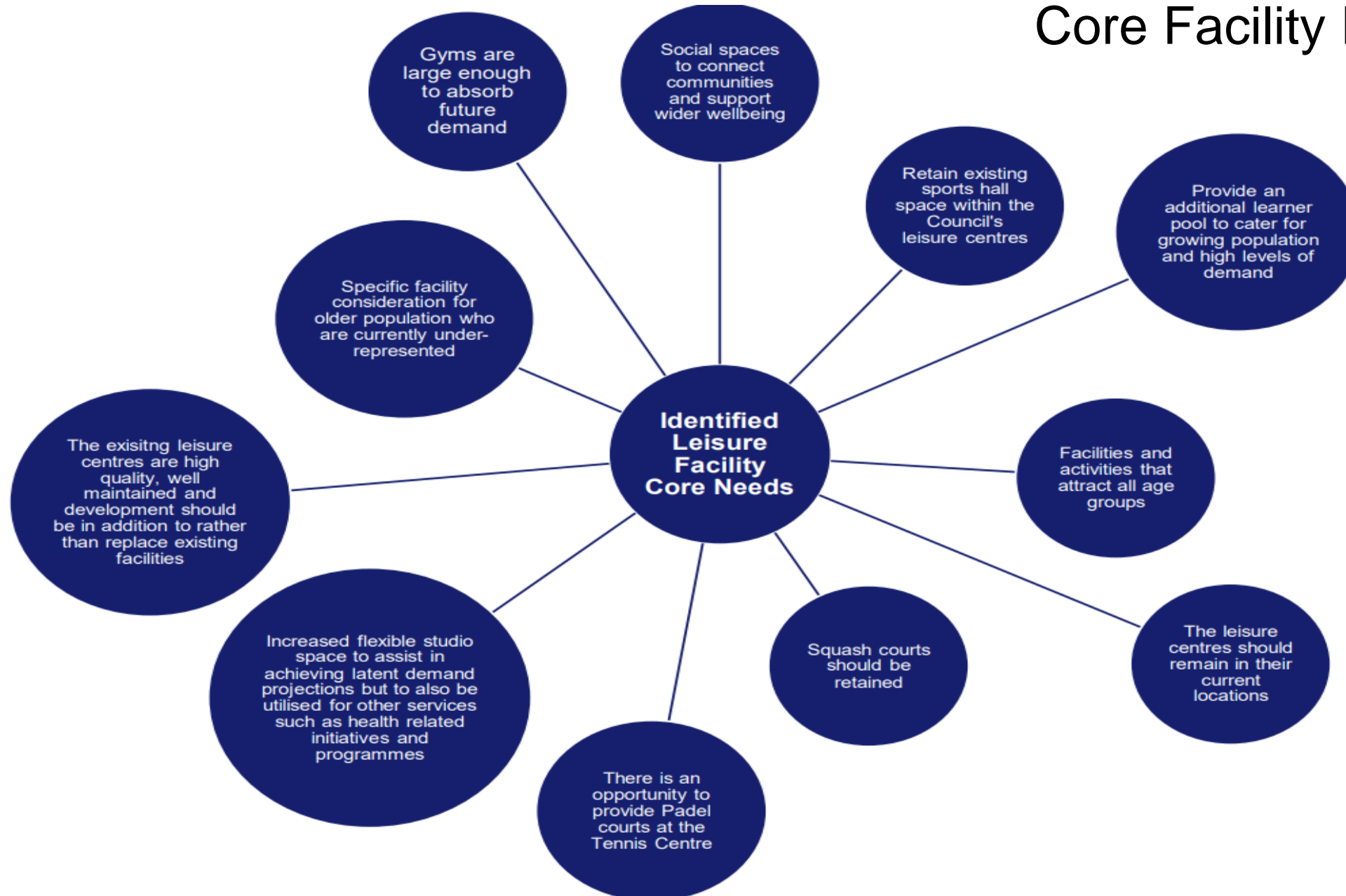
85% of the sample said that they had a Telford Loyalty Card

The most visited leisure centres are Wellington Civic & Leisure Centre 26%, Oakengates Leisure Centre 19%, Abraham Darby 18%

50% of respondents stated they were aware of the free swimming offer for under 25s & concessions, 41% saying they were not aware

22% of the sample said recreational walking was their most popular activity, much higher than 10% national benchmark

Core Facility Findings



Borough of Telford and Wrekin

Cabinet

15 December 2022

Indoor Sports & Leisure Strategy

Cabinet Member:	Cllr Kelly Middleton - Cabinet Member: Leisure, Public Health and Well-Being, Equalities and Partnerships
Lead Director:	Felicity Mercer – Director: Communities, Customer & Commercial Services
Service Area:	Commercial Services (Operations)
Report Author:	Stuart Davidson – Service Delivery Manager: Operations
Officer Contact Details:	Tel: 01952 382601 Email: stuart.davidson@telford.gov.uk
Wards Affected:	All Wards
Key Decision:	Key Decision
Forward Plan:	Yes - 27 September 2022

We're
investing in
our leisure
facilities

on
your
side

- £14m+ capital investment
- £8.75m additional pool provision
- £5.28m investment into facilities
- Facility improvements
- Essential R&M
- Padel courts
- £219k LTS revenue funding