

# SOLIHULL COUNCIL'S LEISURE, SPORT AND PHYSICAL ACTIVITY TEAM - PUBLIC HEALTH



## ANNUAL REPORT 2024-25

# Introduction

The Solihull Active Team in Public Health lead the Council's work on leisure, sport, and physical activity, with the aim of increasing participation and supporting residents to be more active more often. The team's work can be categorised into three main areas:

## **Solihull on the Move (part of the universal physical activity offer):**

- A borough-wide universal offer inspiring healthier, happier, and more sustainable communities through moving more, more often. Consisting of a series of activity-specific projects, training for organisations/clubs/volunteers, and strategic facility support.

## **Strategic and contractual:**

- Management of the leisure centre contract (part of the universal physical activity offer). In partnership with our leisure contractor Everyone Active at Tudor Grange Leisure Centre and North Solihull Sports Centre, and oversight of the Solihull Ice Rink lease.
- Development and implementation of Solihull's emerging indoor sports facility strategy, outdoor sport and playing pitch strategy, and strategic approach to supporting inactive target groups and health inequalities working with local, regional and national partners.

## **Targeted and specialist services focused on the least active individuals in the borough:**

- Eat Well Move More: for overweight children and their families,
- Step into Solihull: gentle activity programme for older adults,
- Solihull Gets Active: for people with disabilities,
- Active Wellbeing Hub: for people with long-term health conditions,
- Solihull Active Minds: a community wellness programme.

## **National and Local Context**

The latest Sport England Active Lives Adult Survey reveals that physical activity levels in England are at a record high, with 63.7% of adults meeting recommended guidelines of 150+ minutes of moderate activity per week—about 30 million people, up by 2.4 million since 2016.

Positive trends include more older adults (55+) and disabled people meeting activity guidelines. However, inequalities persist, with women, lower socio-economic groups, and Black and Asian communities less likely to be active, especially when multiple factors overlap.

Recent data from Sport England <sup>[1]</sup> suggests that Solihull's adult population is at its highest 'physical inactivity' levels (27.6%) since 2019-20. This is a population of 59,686 adults doing less than 30 mins of physical activity per week. Solihull has moved from the 143rd most inactive Local Authority to the 77th.

1 - Active Lives Adult Survey November 2023-24. Report published April 2024-5.

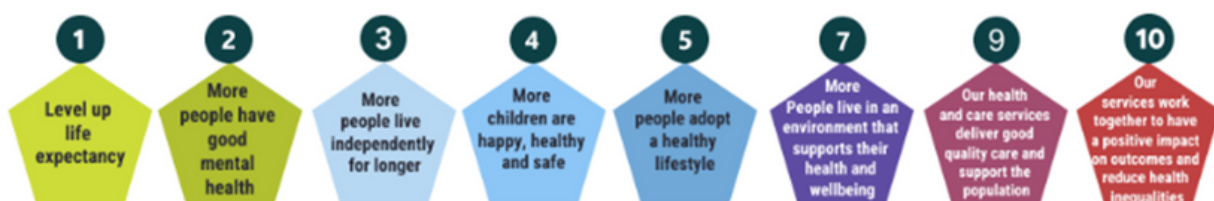
# The Statistics

- **67.5%** of Solihull adults aged 19+, were classified as being physically active (at least 150 moderate intensity minutes per week). A decrease of 1.2% compared to 2023-24 <sup>[1]</sup>.
- **64.2%** of Solihull adults aged 18 and over, were overweight or obese. An increase of 4.3% compared to 2023-24 <sup>[1]</sup>.
- **22.1%** (2.4% increase from 2023-24) of Reception children and **35.8%** (2.6% increase from 2023-24) of Year 6 children were overweight or obese <sup>[1]</sup>.
- Nearly **43,000** attendances across Solihull on the Move programmes. An increase of 5,800 compared to 2023-24.
- Over **1700** participants accessing targeted services/programmes - DocSpot Exercise Referral, Eat Well Move More and Active Wellbeing Hub.
- **58%** completed 12 week interventions (\*excluding Active Wellbeing Hub as this is ongoing long term condition management)
  - **54.2%** increased their physical activity levels at 12 weeks\*
  - **50%** increased their mental health and wellbeing score at 12 weeks\*
  - **74%** increased their fruit and veg intake at 12 weeks on Eat Well Move More
  - **94.8%** maintained/decreased their BMI centile at 12 weeks on Eat Well Move More
  - **90%** were 'satisfied' or 'very satisfied' with the service they received at 12 weeks\*
  - **54.8%** increased their physical activity levels at 6 month follow up on DocSpot
  - **44%** increased their physical activity levels at 12 month follow up on DocSpot
- Over **1.2 million** leisure centre visits, with over 160,000 visits from targeted groups.
- **96** volunteers/leaders/activators trained to support our universal services i.e. Solihull on the Move programme

## Demographics of those accessing services

- **17,870** older people (65 years plus) an increase of 1,511 compared to 2023-24.
- **2,408** people with disabilities, an increase of 281 compared to 2023-24.
- **51,691** children and young people (0-15 yrs), a decrease of 3,764 compared to 2023-24.
- **71,772** females, a decrease of 180 compared to 2023-24.
- **19,256** from ethnically diverse backgrounds, an increase of 5,021 compared to 2023-24.
- **4,380** residents from IMD 1-3, a decrease of 106 compared to 2023-24.

## Solihull Local Outcomes Framework - Physical Activity contributes to:-



# Highlights & Achievements

The narrative of 2024-25 explores our approach to place-based and systems working, collaborating with a wide range of partners, stakeholders and communities, starting our journey to transformational change. Here are some of the highlights and achievements:

## April - May 2024



Cardiac Rehabilitation Launch at Tudor Grange Leisure Centre, supporting recovery and long-term heart health.

New Striders and Strollers walk at Olton Library launched.

Strong and Steady at home initiative launched. Encouraging and supporting residents aged 50+ to be more active, through incorporating simple strength and balance exercises into everyday life.

First BSol NHS Musculoskeletal (MSK) Transformation 'Community Appointment Day' for the region was hosted by North Solihull Sports Centre. Almost 300 patients benefited from MSK appointments in one day, then linking with wider community services.

## June - July 2024

Dementia Physical Activity pathway designed to facilitate local Dementia Advisors providing an enhanced level of support to people on the Memory Assessment Service waiting list, helping them to 'wait well' through physical activity and movement. Training session delivered to Solihull Dementia Advisors from Alzheimer's Society.

Solihull Council Playing Pitch and Outdoor Sports Strategy (PPOSS) approved for adoption by Cabinet. It serves as a clear strategic framework in relation to the provision of playing pitch and outdoor sport facilities across the borough.

New Sensory walking route designed and launched at Frog Lane, in partnership with Public Realm, Land and Property Services and Sense Active.

Healthy Movers course delivered in conjunction with Family Hubs and Youth Sports Trust to 16 participants from early years and community organisations.



## August - September 2024



'Include Me Event' at leisure centres aimed at people with disabilities saw 103 participants take part.

Blythe Barracudas Swimming Club delivered free swim festivals at both leisure centres, with the aim of increasing water confidence. Over 100 people took part.

Solihull Bike Festivals were delivered in partnership with British Cycling this summer, with events in Babbs Mill, Elmdon, Shirley and Tudor Grange parks, delivering a wide range of cycling activities.

A new partnership between the Family Hubs and the Eat Well Move More programme allows more collaboration with professionals.



## October - November 2024



Street Tag brings families and communities together to be active by turning Solihull into a virtual playground. Street Tag finished in Solihull with over 2,630 registered users taking over 447 million steps travelling over 480,000 miles and over 127,312.68kg Co2 emission saved.

Both leisure centres deliver water safety skills during swimming lessons to 3787 participants. The event run by Everyone Active was done in partnership with the RNLI to spread the message of the water safety code.

The Eat Well Move More Team host a reunion, allowing families that have previously accessed the programme to come together and share their journey and progress.

Solihull Active and Think Active delivered a learning fortnight session for Adult Social Care colleagues "Integrating physical activity into Adult Social Care Services".



## December 2024 - January 2025

The Sport England funded Fearless System Leadership course culminated in a final session which has seen representatives from over 10 organisations across Solihull, work together to identify how they can work better together making the system more unified.



North Solihull Sports Centre held free drop-in community CPR workshops in support of World Restart a Heart Day. The sessions gave local residents the opportunity to learn the lifesaving skills.



The results of the Solihull on the Move Inclusive Disability survey have helped to provide information on the impact physical activity provision is having on Solihull residents both inactive and active.

Draft evaluation framework produced for Solihull Active Minds using explanatory accounts IF, THEN, BECAUSE. Solihull Active Minds is creating conditions for lasting cultural change by shifting from partnership working to true co-creation tackling health inequalities using physical activity to improve mental health outcomes in Solihull.

## February - March 2025

The Moving Social Work Solihull pilot started, bringing together seven partners to focus on increasing physical activity. They actively created resources and co-produced strategies for new and established social care practitioners to deploy as part of their practice.

Mind and Body re-launched at Tudor Grange Leisure Centre, in collaboration with Birmingham & Solihull Mental Health Foundation Trust and Everyone Active, offers an accessible, supported, safe and effective exercise programme to promote recovery and self-management for adults with poor mental health.

The Indoor Sports Facilities Strategy was procured using Sports England's Assessing Needs & Opportunities guidance. Strategy planning will commence April 25.

The PPOSS enables the council to utilise Section 106 funding for new and existing projects while ensuring that any related development undergoes financial evaluation, to maximise cost effectiveness and minimise risks.



# Looking to the year ahead 2025-26

## Key Work Areas include:

- Strengthening governance by developing a Solihull Place-based Partnership to create the conditions for change in tackling physical inactivity.
- Utilising the Fearless System Leadership cohort to innovatively develop an 'Active Wellbeing Approach'.
- Further developing our relationship with Sport England as a Place Partner via “deepening” investment and Solihull Active Minds.
- Continuing to work with Sports England’s National Evaluation and Learning Partners to develop and test tools measuring the impact of systems change work.
- Developing a physical activity and mental health integrated care pathway.
- Increasing referrals into our targeted services from primary and secondary care.
- Collaborating with key partners to develop targeted physical activity initiatives for people with disabilities, older people, long term health conditions, those on mental health waiting lists, and children/young people with care experience and young carers.
- Working closely with Public Health Commissioned Services as part of improving health, in particular physical activity levels, of the working age adult programme.
- Undertaking benchmarking to develop a Playing Pitch and Outdoor Sports Supplementary Planning Document setting out the mechanism for securing financial contributions for improving and maintaining sports pitches and other outdoor sports provision.
- Further developing work in relation to sports hub sites with colleagues in Strategic Land, planning Policy and Development Management.

## Commissioning Intentions

1. Conduct a comprehensive leisure centre operating model review, benchmarking and develop operating options for consideration.
2. Sign off and implementation of an Indoor Built Sports Facility Strategy, complementing the refreshed Playing Pitch and Outdoor Sports Strategy setting a long-term vision for sports facilities across the Borough.
3. Business case for procurement of a high-level investment options appraisal of our leisure assets.

For more information on our services please visit [www.solihullonthemove.co.uk](http://www.solihullonthemove.co.uk)