

28th January 2019

TITLE OF REPORT: Go Gateshead Sport and Leisure – Health Equity Audit

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Summary

The purpose of this report is to provide an update regarding the Health Equity Audit undertaken within the Go Gateshead Sport and Leisure Service.

Background

1. In December 2017 a Health Equity Audit was undertaken by officers in Public Health to further understand the health impact of the Go Gateshead Sport and Leisure Service. This report details the findings of this.

Context

2. Health in Gateshead is poorer than average health across England as a whole. Gateshead is the 73rd most deprived area out of the 326 local authorities in England. Furthermore, life expectancy varies by up to ten years among local communities within electoral wards. Not only do local people live shorter lives but the average quality of life is poorer when compared to England as a whole – a higher proportion of people suffer from limiting long-term illnesses such as heart disease, cancers or respiratory disease. In order to reduce these inequalities, it is important that all people who need safe and effective health and health improving services are able to access them and have an equal chance of a positive outcome.
3. Health inequality describes differences in health experience between population groups caused by differences in factors such as age, gender, geographical area of residence, socioeconomic group, ethnic group or disability. Health inequity describes differences in the opportunity to access services which can improve health.
4. The Health and Lifestyle Survey (2016) showed that perception of fitness differs by gender, with 41% of women saying they feel unfit, compared with 31% of men. Interestingly, there is an indication (though not definitive) that men may feel less fit as they grow older, whereas women are the opposite and actually feel fitter the older they get. This may reflect that the data indicates more women get the recommended level of exercise (150+ minutes per week) the older they get, whereas less men do (although again this is indicative only).

Physical Activity in Gateshead

5. The Active Lives survey carried out by Sport England (2015/16) gives some insight into adult activity levels in Gateshead. 501 people responded with the following results (self reported).
 - 23.2% described themselves as 'inactive' compared to 22.3% nationally, and 24.6% regionally.
 - 61.8% of Gateshead respondents are 'active' compared to 64.9% nationally, and 62.8% regionally
 - 76.5% participated in sport and physical activity (not including gardening) at least twice in the previous month. This compares to a national rate of 77.2% and a regional rate of 74.7%.
6. There are differences in inactivity levels between socio-economic groups with 37% of long term unemployed people being inactive compared to 17% of those within managerial and professional occupations. Males (63%) are more likely to be active than females (59%) Inactivity levels increase with age, those aged 16-24 are least likely to be inactive, whilst those aged 75+ are most likely to be inactive.
7. Whilst data on disability is limited, anecdotally it is known that people with disabilities are more likely to be both overweight and have lower physical activity levels than the general population. Children who have a limiting illness are more likely to be obese or overweight, particularly if they also have a learning disability. Both underweight and obesity are an issue for people with learning disabilities. This relationship varies according to age and gender. Disabled people are half as likely as non-disabled people to be active, and inactivity is shown to increase as the number of impairments an individual has increases.
8. National evidence shows that leisure facilities have enormous potential as facilities to meet the diverse needs of local communities. Nationally we know that a number of disadvantaged communities, who are not meeting recommended physical activity levels, don't access leisure centre provision or other types of physical activity services, for a range of reasons and circumstances. The evidence base suggests this includes three main groups: older people, people with a disability and people from lower socio-economic groups.

Issues for consideration

Methodology

9. The Health equity audit is a tool which can be used to identify groups within a population that experience poor access to health or care services in relation to their level of ill health, or who experience poorer outcomes as a result of using services.
10. The focus of the report is on the proportion of people who hold a leisure card who access leisure facilities, as an indicator of service usage. The report provides a profile of service users split by age, gender and deprivation.
11. The aims of the HEA are to;

- a) To help identify communities (profile of service users) in need of services, who are not getting access in proportion to their level of need.
 - b) To suggest groups where more detailed work is needed to identify barriers to accessing services.
 - c) To produce a set of recommendations to be taken forward to redress an inequity in service access.
12. Appendix 1 provides a description of the variant membership card types (Go Gateshead Card, Go Gateshead Access Card, GO Member, LAC/LPDC Card).

Limitations

13. A major limitation of the HEA, is that the leisure card data represents customers that have a card (provided personal details) but for the purpose of the report we are unable to analyse how 'active' the various card holders are in terms of frequency of visiting facilities and type of activity chosen.
14. Data was captured at a single point in time in December 2017, however It is acknowledged, that there are significant limitations in the data, which result in the need to make some assumptions which are highlighted throughout the report. The caveat with the leisure card data is that the data represents customers that have a card (provided personal details) but for the purpose of the report we are unable to analyse data regarding usage of the facilities by individuals.
15. Data is not held on the current system for non-card paying customers in relation to determining customer demographics, or the reason for use of the facility.
16. Data is also not captured regarding the use of the facilities from events, or from informal or formalised groups who play a major part in the utilisation of the Go Gateshead Sport & Leisure facilities, i.e. football, swimming clubs, schools, etc.

Key findings of the Health Equity Audit

Leisure Card Holders

17. As of December 2017, the service had 29066 Card holders, which provide a range of discount on a wide range sport and leisure activities in Gateshead, and/or unlimited access to swimming, gym, fitness classes and more, can be broken down as follows;

		Total	Gateshead Resident	Not in Gateshead
GO Gateshead Card Holders	No.	17644	13720	3924
	%		78%	22%
GO Gateshead Access Card Holders	No.	651	631	20
	%		97%	3%
GO Members	No.	8247	7216	1031
	%		87%	13%
LAC Card Holders	No.	419	303	116
	%		72%	28%
Disabled Children Card Holders	No.	2105	2066	39
	%		98%	2%
Total	No.	29066	23936	5130
	%		82%	18%

18. The data captured through the audit (detailed in Appendix 2) confirms that;

- d) 82% of customers live in Gateshead
- e) 41% of customers live in the top 30% most deprived areas
- f) 48% of all customers are aged under 18.
- g) 651 residents are GO Access Card holders. 60% of these customers live in the top 30% most deprived wards. These cards are only available to Gateshead residents who are in receipt of certain benefits and provide discounted prices for leisure provision in Gateshead.
- h) There are 8,247 (7,216 Gateshead resident) GO Members – membership includes access to 5 gyms, 5 swimming pools, over 200 fitness classes, sauna and steam rooms and 2 athletics tracks. GO membership also includes the same rate of discount on other activities provided through the GO Gateshead Card scheme.
- i) There were 419 (303 Gateshead residents) registered as a looked after child. As 200 of these are aged under 25, this suggests that around half of the total number of looked after children in Gateshead are registered. Individuals who receive this card are referred to the service by officers within Care Wellbeing and Learning.
- j) There were 2,105 leisure passes issued to children with a disability (and their family). 2,066 of these individuals are Gateshead residents. This allows free and discounted activities with sport and leisure for the whole family. Individuals who receive this card are referred to the service by officers within Care Wellbeing and Learning.
- k) There are customers with Go Card's from across the whole of Gateshead, however, there are only small numbers of clients that live around the Town Centre, Quays, and Chopwell.

19. There are also fewer clients in Crawcrook, Greenside, Bill Quay, and the Bridges ward. This may be due to competing leisure provision in these areas, transport/access issues.

20. Appendix 2 provides a map of the geographical spread of card holders.

Gender

21. The Gateshead population as a whole is split fairly evenly with 49% male and 51% female which is reflective of the membership levels within the service. (see appendix 3).

22. Within Gateshead, some wards have a less-even gender split.

23. Appendix 2 provides data indicating the gender split percentages per ward.

Age

24. A fifth (20%) of Gateshead's population are aged under 18. However, under 18s make up more than two thirds (68%) of GO Gateshead Card holders and a third (32%) of GO Access Card holders, likely due to the number of children's swimming lessons, where a Go Gateshead Card enables access to swimming classes and other activities at a reduced price.

25. GO Members are more likely to be aged between 25 and 54, with around two thirds (64%) in that group.

26. Whilst 64% of GO Members across Gateshead are aged between 25 and 54, some wards are not reaching as many in that age group. For example, Whickham South and Sunnyside has the lowest proportion at 50%, followed by Birtley and Chopwell & Rowlands Gill, both at 54%. This may be due to the demographics of the area and again this data shows card ownership rather than usage of leisure of facilities.

Deprivation

27. 12% of Gateshead's population live in one of the most 10% deprived areas in the country. A quarter (25%) of Gateshead's population live in one of the 20% most deprived areas in the country. 44% live in one of the 30% most deprived areas. The proportion of GO Gateshead Card holders in each IMD 2015 deprivation decile mirrors the profile for Gateshead as a whole.

28. For those living in the 10% most deprived areas the data shows that 10% of members have Go Gateshead Cards, this is one of the lowest percentages compared to the other IMD deprivation deciles.

29. The profile of GO Members is also a close match to the Gateshead profile, with a slightly smaller proportion from the most deprived areas, and a slightly larger proportion from the least deprived areas.

Recommendations from the Health Equity Audit

30. There were two main recommendations as a result of the study as follows;

- a) **Improve data collection and data quality to understand service usage.**
- b) **Target work with particular communities (geographical and communities of interest) to improve service use.**

Future Focus

31. Gateshead's leisure facilities provide a fantastic range of opportunities that set out to increase physical activity levels, and to raise aspirations and support health improvements. Further work is needed to focus on the role that sport and physical activity can play in tackling inactivity, improve public health, reduce health inequalities and manage or prevent long-term health conditions.

32. Gateshead Council's role will be to create the context that enables leisure facilities to impact positively on the lives of the people of Gateshead, targeting and enabling those groups most in need of increased physical activity level. The Council will have a facilitating and enabling role connecting to broader services so that residents can participate in a range of services for their wellbeing and leisure.

33. The Council needs to focus on the importance of leisure facilities as relevant community spaces, accessible to all and offering opportunities for the delivery of a wide range of activities, services, support and entertainment to local communities and people. A commitment to work with a wide range of partner organisations and individuals as co-creators and co-deliverers of leisure facilities so that they best reflect the differing needs of local communities.

34. Specifically, we aim to have:

- a) Fit for purpose and relevant leisure facilities that lie at the heart of communities.
- b) A better understanding of the needs and aspirations of the people of Gateshead in terms of their physical activity needs.
- c) Raised physical activity levels amongst all sections of the community and improved health and wellbeing of Gateshead residents.

GO Gateshead Sport and Leisure – Next Steps

35. The service is currently devising a refreshed business plan which will be modelled upon the recommendations set out within this report. Therefore in response to the Health Equity Audit findings the service is currently;

- a) Improving data collection regarding;

- i. all protected characteristics,
 - ii. non card holders including wider community activity,
 - iii. group based users such as schools and clubs.
 - iv. Exploring options to consider data collection on 'non GO card holders' of leisure services in Gateshead. This would be useful to determine the reason why non Go card holders are using the facilities, the frequency they use them and what can be done to move these customers to leisure card/annual memberships and what the barriers to this may be.
 - v. Capture more qualitative (case study) information to demonstrate the health and wellbeing impact of the service.
- b) Developing a community engagement plan to target and include;
- i. areas of deprivation
 - ii. communities of interest such as looked after children and children with a disability, as well as geographical areas.
 - iii. A review of the criteria linked to the Go Gateshead Access Card scheme to encourage greater and wider uptake of the cards by at risk groups.
 - iv. The service is currently launching the 'Go Easy' programme which is designed to make sport and physical activity more accessible and will involve;
 - 1. Education, support and sign posting
 - 2. Provide free/discounted activities
 - 3. Engage communities of interest and target geographical areas, through workshops/forums
 - 4. Work closely with GP Practices and community groups

36. The service propose to provide annual updates to OSC regarding the progress made.

Recommendations

37. OSC is asked note the content of the report and provide comment.

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Appendix 1 – Definitions of Leisure Cards

GO Gateshead Card

The Go Gateshead card is a discount card offering a wide range of sport and leisure activities within Gateshead that is available to everyone, which is perfect if people work in Gateshead but don't live in Gateshead and still want to take advantage of our fantastic facilities across the borough. You can also register for and book activities online.

GO Gateshead Access Card

The GO Gateshead Access Card is available to Gateshead residents, and their dependants who are in receipt of certain benefits. It gives discounted prices anytime any day, free equipment hire, and you can also register for and book activities online.

Leisure Pass for Disabled Children (LPDC)

The LPDC passes are issued to disabled children and their household family members living in Gateshead following a referral from the special educational needs team within Care Wellbeing and Learning. This pass allows free and discounted activities with sport and leisure for the whole family.

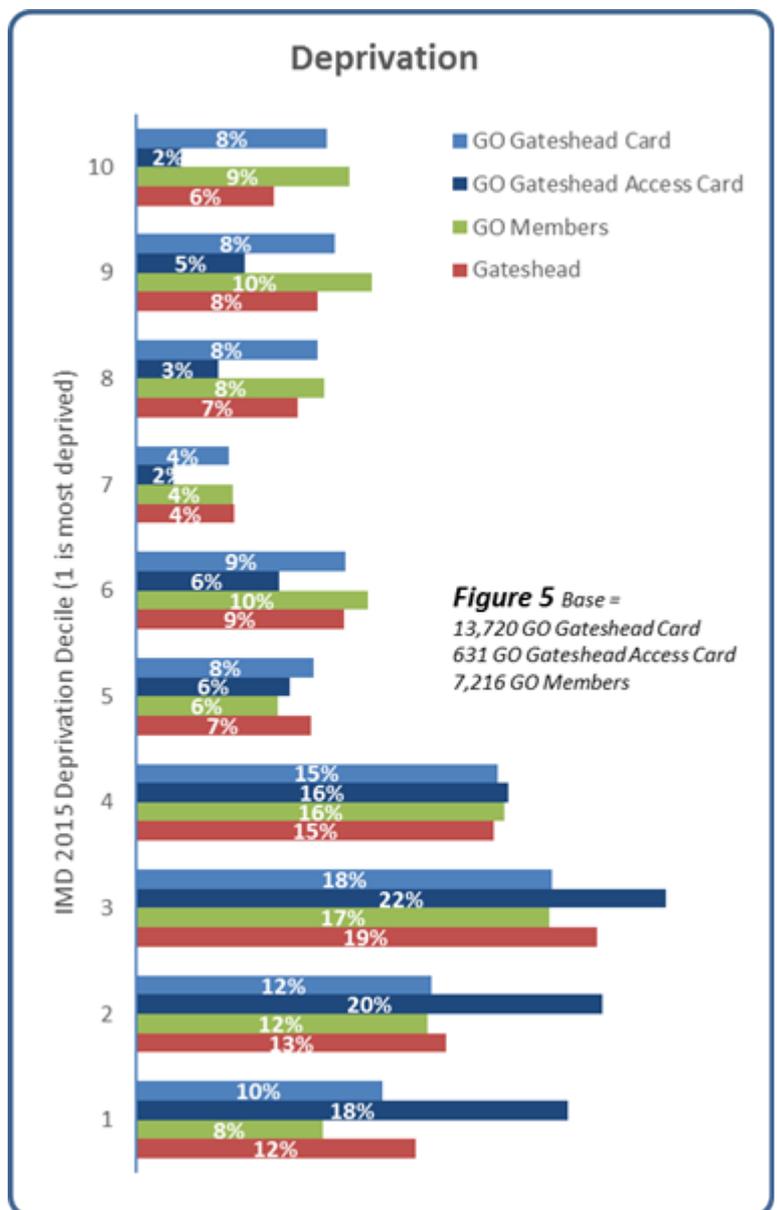
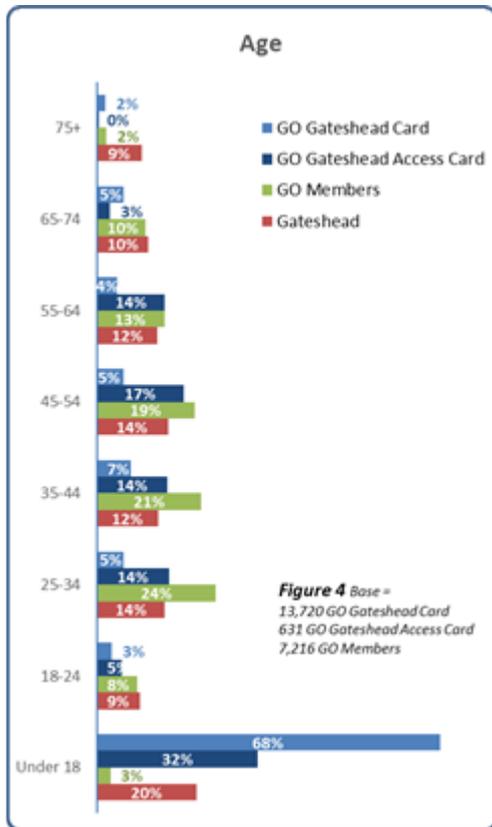
Looked After Children Pass (LAC)

The LAC passes are issued to looked after Children and their foster Carers and household family members who are registered with Gateshead Fostering Service. LAC passes are issued following a referral from the Gateshead Fostering team. On occasion, fostering families live outside of the Gateshead area but may be fostering Gateshead children. The LAC card supports Care Leavers up to the age of 25 years of age. This pass allows free and discounted activities with sport and leisure for the whole family.

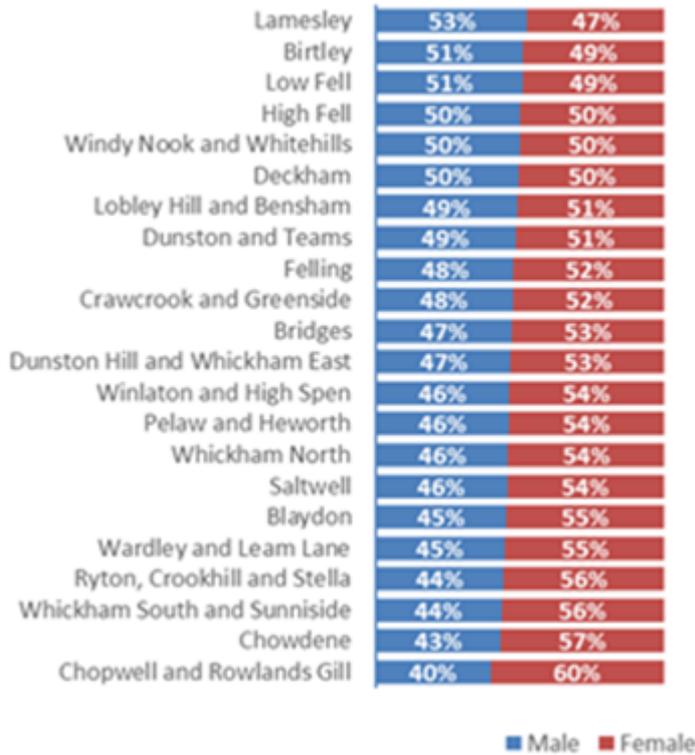
Go Membership

Go Gateshead memberships enable members to access 7 leisure facilities including swimming pools, gyms, fitness classes and 2athletics tracks. Memberships are available through a yearly contract, including monthly payments across the year. Go Access card holders are able to get a Go Gateshead Membership card at a reduced price of £19.00 a month, compared to £28.50 as part of a 12 month contract.

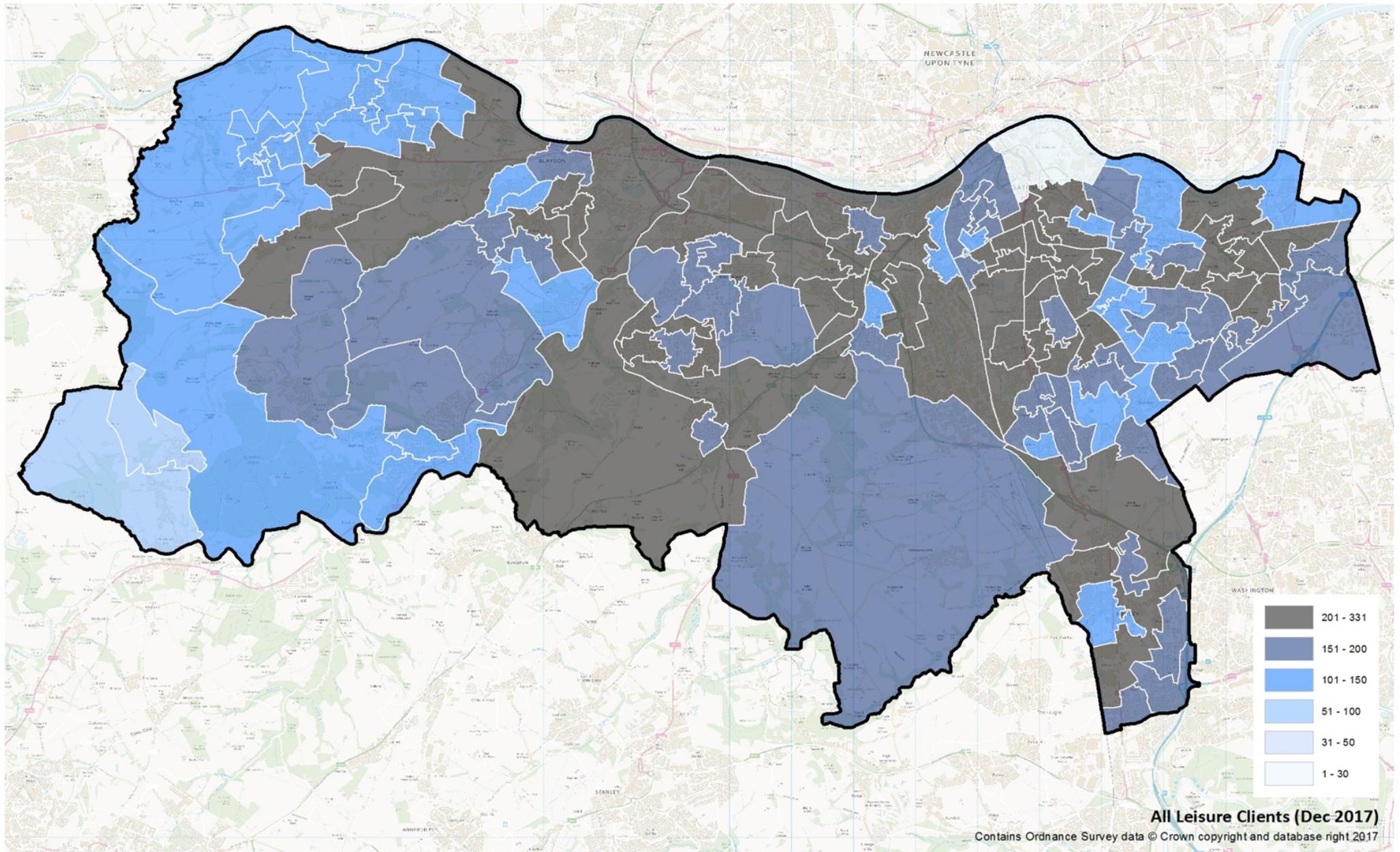
Appendix 2 (Data Charts)



Gender - GO Gateshead Card



Geographical spread of leisure clients



	Total	Gateshead Resident	Not in Gateshead	Gender			Age								IMD 2015 Decile										
				Male	Female	Unknown Gender	Under 18	18-24	25-34	35-44	45-54	55-64	65-74	75+	1	2	3	4	5	6	7	8	9	10	
GO Gateshead Card Holders	No.	17644	13720	3924	8440	9167	37	12025	566	939	1185	943	751	953	282	1423	1709	2408	2095	1029	1215	537	1050	1151	1103
	%		78%	22%	48%	52%	0.2%	68%	3%	5%	7%	5%	4%	5%	2%	10%	12%	18%	15%	8%	9%	4%	8%	8%	8%
GO Gateshead Access Card Holders	No.	651	631	20	303	346	2	207	33	95	91	114	89	19	3	115	124	141	99	41	38	10	22	29	12
	%		97%	3%	47%	53%	0.3%	32%	5%	15%	14%	18%	14%	3%	0%	18%	20%	22%	16%	6%	6%	2%	3%	5%	2%
GO Members	No.	8247	7216	1031	4021	4188	38	220	662	1985	1729	1624	1114	762	151	570	886	1259	1123	432	707	297	572	719	651
	%		87%	13%	49%	51%	0.5%	3%	8%	24%	21%	20%	14%	9%	2%	8%	12%	17%	16%	6%	10%	4%	8%	10%	9%
LAC Card Holders	No.	419	303	116	185	234	0	251	16	10	33	47	54	7	1	30	42	63	56	18	45	10	13	11	15
	%		72%	28%	44%	56%	0.0%	60%	4%	2%	8%	11%	13%	2%	0%	10%	14%	21%	18%	6%	15%	3%	4%	4%	5%
Disabled Children Card Holders	No.	2105	2066	39	1076	1023	6	1161	104	188	392	185	59	15	1	354	316	488	293	131	134	72	100	94	84
	%		98%	2%	51%	49%	0.3%	55%	5%	9%	19%	9%	3%	1%	0%	17%	15%	24%	14%	6%	6%	3%	5%	5%	4%
Total	No.	29066	23936	5130	14025	14958	83	13864	1381	3217	3430	2913	2067	1756	438	2492	3077	4359	3666	1651	2139	926	1757	2004	1865
	%		82%	18%	48%	51%	0.3%	48%	5%	11%	12%	10%	7%	6%	2%	10%	13%	18%	15%	7%	9%	4%	7%	8%	8%