



Equality Impact Assessment

EIA-793806378 - Coventry: City of Movement Strategy

Details

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Context and background

EIA carried out on New policy or strategy

This is an Equality Impact Assessment (EIA) of the draft Coventry: City of Movement Strategy. The Strategy aims to increase sport, physical activity and everyday movement, through tackling inactivity and related health inequalities. The Strategy focuses on designing a city where movement is built into daily life, not only through formal sport, gyms or sports clubs – it's about walking, cycling, parks, play, community activity, workplaces, schools and neighbourhoods

This EIA aims to ensure the strategy, and the recommendations that will result from its roll out (when officially adopted), eliminate unlawful discrimination, harassment, and victimisation; advance equality of opportunity between different groups; and foster good relations between different groups.

This EIA accompanies the Strategy which is the result of an extensive research and consultation process which included direct engagement with over 70 stakeholders representing the NHS, schools, the voluntary sector, representatives from higher and further education (HE/FE), staff from Coventry City Council (CCC), its leisure facilities operator CV Life, Think Active (the active partnership for Coventry, Solihull, and Warwickshire) and the Positive Youth Foundation (PYF). In addition, the strategy's findings

and suggested actions are informed by a resident survey (Let's Talk Movement - LTM) which was commissioned by CCC and gained over 1,398 responses from residents.

Background

This Strategy will serve as a blueprint for the current and future development of sport, physical activity and movement initiatives, to meet the needs of the diverse Coventry population.

The ambition of the strategy is to encourage more Coventry residents to move more often alongside providing opportunities to take part in more physical activity and sport. The key aim is to reduce health inequalities across the city by better supporting those who face the greatest barriers to being active.

The strategy and this EIA support the priorities of the One Coventry Plan:

- Improving outcomes and tackling inequalities within our communities

- Council's role as a partner, enabler and leader

In line with the priorities of the city Council's One Coventry plan, its health and wellbeing strategy and principles established by the Marmot approach, this strategy will:

- Be evidenced based and data driven.

- Tackle inequalities via a collaborative approach, involving co-production.

- Use evaluation to demonstrate effectiveness and ensure continuous improvement.

- Listen to our residents and what matters to them.

The Strategy is based around the following three core themes:

- Active System: Connecting better.

- Active People: Movement for everyone.

- Active Place: A place of movement.

The Strategy and its roll out will potentially affect all those that live, work and visit the city with the objective to encourage more Coventry residents to move more often alongside providing opportunities to take part in more physical activity and sport. The key aim is to reduce health inequalities across the city by better supporting those who face the greatest barriers to being active. The Strategy also aims to enhance local sports infrastructure, including the built and natural environments, that enable physical activity and movement whilst also improving accessibility.

Service users such as residents, NHS, schools, the voluntary sector, representatives from higher and further education (HE/FE), staff from Coventry City Council (CCC), its leisure facilities operator CV Life, Think Active (the active partnership for Coventry, Solihull, and Warwickshire) and the Positive Youth Foundation (PYF) may be indirectly impacted by the Strategy and its recommendations.

Stakeholders

However, these groups have been engaged with throughout the strategy's development, contributing to the extensive research process and refining the strategy themes:

- Active System: Connecting Better
- Active People: Movement for Everyone
- Active Place: A Place of Movement

Facility operators will be impacted by the recommendations within the strategy which provide priorities around built and natural infrastructure improvements that meet the needs of residents based on local insight and evidence. Sports clubs, community groups, NHS, Schools, higher education and the voluntary sector could also be impacted by the strategy's recommendations around sport, physical activity and movement initiatives which could influence future provision and delivery priorities.

The Strategy Core Group, which was formed to develop the citywide Strategy, will be responsible for implementing its recommendations and its evaluation, as well as implementing the findings of this EIA.

Responsibility

The Strategy Core Group had representatives from CCC Sport and Public Health, CV Life (public leisure operator, Positive Youth Foundation (Coventry Youth Partnership) and Think Active (Active Partnership for Coventry, Solihull and Warwickshire).

To assess the impact of the Strategy, it is understood that first a baseline of data needs to be gathered. The below baseline information covers a range of data across the strategy and sports sector. Whilst this section provides an initial baseline of data, it should be acknowledged that by no means does this cover all the available data relating to the strategy.

The CCC Public Health team supported the Strategy's development process by obtaining insight data from the Active Lives Survey and Coventry Household Survey which acted as the baseline data. Key headlines included:

Coventry are more inactive compared to 15/16. There was a substantial improvement in activity levels for adults in 19/20 – possibly now taking longer to recover from pandemic compared to England.

The proportion of people in the most deprived group (NS SEC 6-8) who are inactive has increased substantially since 15/16, more than for England overall.

There are now a similar number of men as women who are inactive in Coventry. This differs to the national picture of men being more active.

Middle aged men and women (35-54 years) are the most inactive age group. This differs to England where 55-74 years are the most inactive group (excluding 75+).

Children are now more inactive than in England overall, but prior to the pandemic (18/19) levels appeared to be improving.

A significantly higher percentage of children are overweight/obese in year 6 compared to England overall.

A higher proportion of adults in Coventry have participated in recent active travel (walking) than for England overall, but this is not the case for children, for whom there is a substantially lower percentage active travelling than for England.

Household survey shows a slightly more positive picture – showing improvements in activity levels between 2018 and 2022.

Improvement in inactivity levels for 55–74-year-olds locally and nationally.

16–34-year-olds have become more inactive – similar to national picture, but to a larger extent in Coventry. More likely than other age groups to take part in more sport but are more sedentary on day-to-day basis.

Black British African Ethnic Group significantly more likely to be the most sedentary.

Higher percentage of people from Asian ethnic minority group are inactive compared to white British, but there is a larger difference in inactivity levels between Coventry and England for White British than for Asian ethnic minority group.

Inactivity levels for individuals with a disability have increased slightly in Coventry since 15/16 but decreased slightly for England.

In addition, the Strategy's findings and suggested actions were further informed by a significant public consultation process via a resident survey (Lets Talk Movement - LTM). The survey, which was commissioned by CCC, gained 1,398 responses, which is one of the highest engagements seen on any CCC public survey to date.

When asked as part of the LTM survey, residents who considered themselves not to be regularly physically active also told us that (amongst other barriers - see Appendix 1) their reasons for not taking part include:

- Unaffordability.
- Lack of motivation and;
- No-one to be active with.

Comments received as part of the LTM survey were centred around the following themes:

- Motivation
- Accessibility
- Specific locations
- More facilities / groups
- More facilities in parks
- Cheaper facilities
- Safety
- Female only
- More classes / online booking
- Cycling
- Older people / isolation
- Employers
- Promotion

When, as part of the LTM, residents were asked about what would motivate them to become active, they cited the following:

- Affordable access - to classes, memberships and transport, with flexible payment options and free or low-cost parking .

- Improved information - about local opportunities, with better promotion and signage.

- Inclusive provision - including women-only, disability-friendly, and culturally appropriate activities.

- More group activity in parks - including walking, running, and exercise sessions for people of all ages and abilities.

- Improved safety in parks and other outdoor environments - especially for women and vulnerable groups, through better lighting, visible security and well-maintained paths.

- Better facilities in parks and other public spaces - such as outdoor

gyms, pathways, benches, toilets, and inclusive equipment.

Enhanced connectivity - with safer walking/cycling routes and reliable public transport to parks and leisure venues.

Baseline data and information

Additional insight and data:

Social value and return on investment of sport and physical activity: Sport and physical activity contribute significantly to the health and wellbeing of England.

Sport England have calculated the annual social value of community sport and physical activity to be more than £120 billion, with a return on investment of £4.38 for every £1 spent.

This figure represents both primary value - the wellbeing benefits that individuals experience from being active - and secondary value, which reflects the cost savings to public services like healthcare.

Economic impact: Sport Satellite Account for the UK:

In addition to the social benefits, sport and physical activity makes a substantial contribution to the UK economy.

The latest Sport Satellite Account for the UK - with breakdowns for each home nation including England - presents the economic value of the sport sector for the year 2021.

This release, provided by the Department for Culture, Media & Sport (DCMS) in October 2024, examines the annual economic output, gross value added (GVA), and sport-related employment for the sector.

The overall value for the UK of £99.6bn, with the figure for England calculated to be £87bn, with a GVA of £46.7bn.

Indices of Multiple Deprivation 2019:

14.4% of LSOAs in Coventry are within IMD decile 1 – a measure of relative deprivation with quintile 1 being the most deprived.

Coventry's most recent Active Lives Survey (23/24) data highlights in the adult population, 28% of all adult's report as being inactive. In our most deprived neighbourhoods this figure rises to 36%, compared with 20% in our least deprived neighbourhoods. The same is broadly true for young people in the city, with levels of inactivity in the most deprived areas at 31% compared to 26% in the least deprived areas based on most recent available data from Academic Year 24/25.

Chief Medical Officer Physical Activity Guidelines 2019:

The UK Chief Medical Officers drew upon global evidence to present guidelines for different age groups, covering the volume, duration, frequency and type of physical activity required across the life course to achieve health benefits.

In children and young people, regular physical activity is associated with improved learning and attainment, better mental health and cardiovascular fitness, also contributing to healthy weight status. In adults, there is strong evidence to demonstrate the protective effect on physical activity on a range of many chronic conditions including coronary heart disease, obesity and type 2 diabetes, mental health problems and social isolation. Regular physical activity can deliver cost savings for the health and care system and has wider social benefits for individuals and communities.

The key factors for each age group are as follows:

Under-5s: This is broken down into infants, toddlers and pre-schoolers. Pre-schoolers and toddlers should spend at least 180 minutes (3 hours) per day in a variety of different exercises, whereas infants should be physically active several times every day in a variety of ways, including interactive floor-based activities.
Children and young people (5-18 years): Children and young people should engage in moderate-to-vigorous intensity physical activity for an average of at least 60 minutes per day across the week.

Adults (19-64 years): For good physical and mental health, adults should aim to be physically active every day. This could be 150 minutes of moderate exercise, 75 minutes of vigorous exercise or even shorter durations of very vigorous intensity activity, or a combination of moderate, vigorous and very vigorous intensity activity per week.

Older adults (65+): Older adults should participate in daily physical activity to gain health benefits, including maintenance of good physical and mental health, wellbeing, and social functioning. Each week older adults should aim to accumulate 150 minutes (two and a half hours) of moderate intensity aerobic activity.

It notes the emerging evidence base for the health benefits of performing very vigorous intensity activity performed in short bouts interspersed with periods of rest or recovery (high intensity interval exercise, HIIT). This interval exercise has clinically meaningful effects on fitness, body weight and insulin resistance and is incorporated in recommendations for adults.

It, thus, emphasises the importance of regular activity for people of all ages. It presents additional guidance on being active during pregnancy, after giving birth, and for disabled adults.

Importance of this data:

The above evidence highlights the significant impact of sport and physical activity provision both nationally and at a local level. As outlined in the data, a significant percentage of the Coventry population are not meeting the Chief Medical Officer's Physical Activity Guidelines (2019) to achieve physical and mental health outcomes. We also know that activity levels are lower in areas of higher deprivation, evidencing a need to tackle stubborn inequalities and remove barriers to participation. It is therefore a citywide key objective to improve the health and wellbeing of residents, as referenced in the Local Plan (2011-31).

Marmot Principles

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| 1. Give every child the best start in life |
| 5. Create and develop healthy and sustainable places and communities |
| 6. Strengthen the role and impact of ill health provision |

Protected groups - Impact on Coventry Residents and Visitors

Age 0-18

Positive impact - This strategy aims to support the whole population in Coventry to be active. This means supporting all Coventry residents of all ages from all parts of the city to develop and maintain lifelong sport, physical activity and movement habits. Active Lives 24/25 data highlights that in Coventry, 24% of children report undertaking less than 30 minutes of physical activity per day, compared with a regional average of 29%.

The new strategy takes a holistic approach to enabling residents to move more, with a particular focus on those who experience the most barriers to activity. This will provide improved provision and built and natural environments that enable children and young people to develop positive experiences of sport and physical activity that can impact upon a lifetime of positive lifestyle choices

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Age 19-64

Currently, 23.7% of adults (aged 16-64) report undertaking less than 30 minutes activity per week, compared with 25.6% in the Region and 22.4% nationally (Active Lives 23/24). Consequently, a range of supported participation programmes and events are tailored to specific adult groups, demographics and for intergenerational appeal (e.g. Back to Netball, Walking Football, Men Talk). The strategy aims to support such programmes through a community-led place-based approach to physical activity and movement interventions, impacting positively for adults aged 19-64 through improved opportunities and infrastructure to enable active lives.

Positive impact - This strategy aims to support the whole population in Coventry to be active. This means supporting all Coventry residents of all ages from all parts of the city to develop and maintain lifelong sport, physical activity and movement habits.

Age 65+

Currently, 42.1% of Coventry residents over the age of 65 report being inactive (taking part in less than 30 mins of physical activity per week), compared with 36.5% regionally and 33.6% nationally (Active Lives 23/24).

Participation in sport and physical activity tends to reduce in older age groups, which can be associated with factors such as life-limiting illness and social isolation for some people. A range of supported participation programmes, activities and events in the city are tailored to specific adult groups for those aged 65+ and for intergenerational appeal (e.g. Dementia Active, Coventry Moves, Sporting Memories and inclusive age-appropriate physical activities).

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| <p>Disability</p> | <p>Positive impact - The strategy aims to make sport, physical activity and movement inclusive and accessible for the whole population, particularly those that experience the biggest barriers to participation.</p> <p>Currently, 38.2% of adults in Coventry living with a disability or limiting health condition report undertaking less than 30 minutes of activity a week (compared to 22.7% of those without a disability). In the Region this figure rises to 43.3%, compared to a national average of 39.5% (Active Lives 23/24).</p> <p>The city also adopts the Disability Sports Charter, developed alongside the Disability Equality Action Partnership (DEAP), which sets out a range of commitments designed to improve the experience and opportunities for people with disabilities and their families in Coventry to access sporting and leisure activities in the city. Therefore, supporting such programmes, impacts positively for residents living with a disability.</p> |
| <p>Gender reassignment</p> | <p>No impact - Gender reassignment is currently an area of significant focus and changing practice amongst National Governing Bodies of sport (NGBs) - both in relation to participation and competition.</p> <p>Locally, there is currently no benchmark data available, though there have been positive provisions to reduce barriers to participation (e.g. gender-neutral changing facilities being central to design at public leisure centres and inclusive co-creation).</p> <p>There is insufficient data in this area to accurately assess impact at a local level. However, the strategy and any new facility development and sport, physical activity and movement initiatives aims to improve inclusivity and accessibility.</p> |
| <p>Marriage and civil partnership</p> | <p>No impact - There is insufficient local data in this area to draw meaningful conclusions around the impact on participation in sport.</p> |
| <p>Pregnancy and maternity</p> | <p>No impact - Active Lives Survey data does not highlight significant variance in inactivity for pregnant women or those with a child under the age of one. Positive practice locally encourages those pregnant or parents with young children to continue to be active (e.g. Coffee Tots now hosted at The Wave).</p> |

Positive impact - Barriers to participation linked to race are enduring and evident at a national and regional level. Accurate, interrogatable data at a local level is less easily regularly acquired due to necessary sample size. However, Active Lives Survey data (23/24) shows the overall participation rate (active for at least 150 minutes per week) in Coventry was 61.4%, slightly lower than the national average of 63.7%.

However, when broken down by ethnicity, (albeit the local data is limited with only data for three ethnic groups available) White Other (71.6%) and White British (62.8%) were more active compared with Asian adults (52%).

Race The national picture, which has significantly more data available, revealed that only 54.7% of Asian adults and 56.4% of Black adults were active for at least 150 minutes per week, compared to 65.2% of White British adults and 66.9% of White Other adults, however the most active ethnic group was Mixed adults (71%). Moreover, the survey also showed that nationally, Asian, Black, Other Ethnic Origin and Chinese adults were more likely to be inactive, meaning they did less physical activity per week, than White and Mixed adults.

The inactivity rate for Asian adults was 33.3%, for Other Ethnic Origin adults was 29.3%, for Chinese adults was 27.7%, for Black adults was 30.5%, and for White British adults was 23.6% and 22.8% for White Other. These figures indicate that there is a significant gap in sport and physical activity participation between different ethnic groups nationally and locally, evidencing that some groups face greater barriers and challenges to engage in sport, physical activity and movement.

The new strategy aims to develop inclusive, accessible and sustainable opportunities and infrastructure to enable Coventry's diverse population to become more active through using resources available through the Place Based Expansion programme.

Religion and belief

No impact - There is insufficient local data in this area to draw meaningful conclusions around the impact on participation in and any required mitigations.

Sex

Positive impact - Active Lives Survey data does not highlight significant, consistent variance in inactivity for adult males and females. There are now a similar number of men (27%) as women (28%) who are inactive in Coventry (Active Lives 23/24). This differs to the national picture of men being more active.

Middle aged men and women (35-54 years) are also the most inactive age group. However, positive practice continues to ensure barriers to participation are addressed (e.g. single sex public leisure centre sessions) and this will be a focus area of the new strategy.

Sexual orientation

No impact - There is insufficient local data in this area to draw meaningful conclusions around the impact on participation in sport and any required mitigations.

Additional groups

Care experienced

No impact - There is insufficient local data in this area to draw meaningful conclusions around the impact on participation in sport.

Armed forces

No impact - There is insufficient local data in this area to draw meaningful conclusions around the impact on participation in sport.

Socio economic groups

Positive impact - Coventry's most recent Active Lives Survey (23/24) data highlights in the adult population, 28% of all adult's report as being inactive. In our most deprived neighbourhoods this figure rises to 36%, compared with 20% in our least deprived neighbourhoods. The same is broadly true for young people in the city, with levels of inactivity in the most deprived areas at 31% compared to 26% in the least deprived areas based on most recent available data from Academic Year 24/25.

The ambition of the strategy is to encourage more Coventry residents to move more often alongside providing opportunities to take part in more physical activity and sport. The key aim is to reduce health inequalities across the city by better supporting those who face the greatest barriers to being active.

Next steps

Inequality**Action****Owner Timescale**

A mixed methods approach will be taken to the evaluation of strategy themes and actions, emphasising the need for continuous learning, and the participation of residents in the process.

Qualitative approaches, including case study / story telling development will be most appropriate to explain how and why changes are happening within existing place based work such as Go Foleshill, Go Canley and Go Willenhall: projects whose stated outcomes are to build trust amongst residents and to secure community engagement beyond their initial grant funding. This learning will inform the extension of place-based work in other parts of the city, especially linked to Sport England place-based expansion investment.

Bespoke approaches will be adopted to test and learn about new interventions in specific environments, such as workplace physical activity.

Quantitative data such as the demographic profile of use within CV Life venues and taking part in outreach activities will also be collected via Go CV and used alongside national data such as Active Lives and Moving Communities. This element of evaluation will be critical to tracking strategy impact in respect of 'moving the dial' and broadening engagement in physical activity across all demographic groups in the city – with a particular emphasis on those experiencing the greatest inequalities.

Monitor and evaluation

As an emerging Sport England place partnership area, the lead agencies in Coventry will adopt the nine National Learning and Evaluation Partnership (NELP) conditions for change listed below as part of their ongoing impact evaluation of this strategy. This will build on the test and learn approach to date within Coventry that has seen a significant shift in supporting the national process in developing the System Maturity Matrix and will be part of the place-based expansion work.

The nine conditions for change are:

Process for Identifying the barriers and enablers of physical activity.

Organisational policies, processes, and structures that enable place-based working.

Capacity and capability across the workforce, volunteers and communities.

Collaboration.

Leadership.

Community-led action.

Cultures and practices for physical activity

cultures and practices for physical activity.

Built and natural environments that enable physical activity.

Cycles of learning and action.

Impact on Council staff

**Will there be an
impact?** No

Completion statement

**Potential equality
impact** Positive impact has been identified for one or more protected
groups