



Active People Survey

Dacorum

Active People Survey 3 was carried out by Ipsos MORI on behalf of Sport England to look at peoples levels of participation in sport and physical activity. Active People is a telephone based survey of the adult population (age 16 and over) of England. 193,000 adults (aged 16 and over) living in England were interviewed by telephone between Oct. 2008 and Oct. 2009 for the Active People Survey 3 (APS3), Comparisons are with a mix of Active People Survey 1 (APS1) and Active People Survey 2 (APS2). APS1 was undertaken between October 2005 and October 2006. 363,000 adults in England (age 16 and over) were interviewed by telephone. Active People Survey 2 (APS2) was undertaken between October 2007 and October 2008. 191,000 adults in England (age 16 and over) were interviewed by telephone. Both these surveys were also conducted by Ipsos MORI. The growth in the adult population between APS2 and APS3 is 340,000.

The sample is random stratified and the results are representative of the total adult population in England, the English regions and local authorities in England.

Active People Survey 1 was based on a 1,000 sample size per local authority (District/Borough/Unitary). Subsequent Surveys – ie Active People Survey 2 and 3 have been based on samples sizes of 500 per local authority. When comparing performance across local authorities therefore Active People Survey 2 and 3 findings are combined to provide a sample size of 1,000 per local authority and enable a comparison to be made back to Active People 1 (2005/6).

Data at the County Council level is sufficiently robust to be compared on a single survey basis as the sample sizes at county level are larger and therefore confidence levels are smaller.

The Active People Survey measures participation in sport (1 million figure) as well as in a broader definition of sport and active recreation. The Active People Survey is used to measure the performance of NI8 in those areas that have chosen NI8 as a designated or local target as part of their Local Area Agreement.

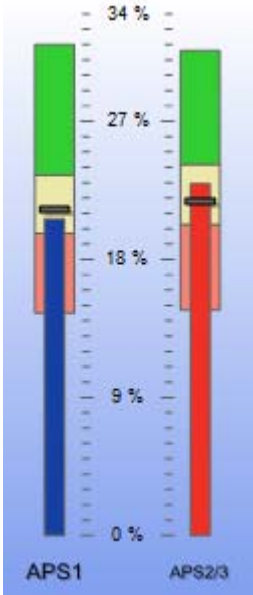
As well as measuring the frequency of participation, the Survey also provides data on a number of other useful measures including volunteering, satisfaction levels with provision, club membership, adults receiving tuition and those taking part in organised competition.

Confidence levels.

The results shown compare Dacorum with their nearest Indices of multiple deprivation neighbours (the three authorities immediately above and below them). Where a result is shown as statistically significant, this means that we can be 95% certain that there has been a real change (increase or decrease) in performance.

NI8

(NI8 : Participation with added light intensity sports for those aged 65 and over – the percentage of the adult population who participated in sport and active recreation, at moderate intensity, for at least 30 minutes on at least 12 days out of the last 4 weeks (equivalent to 30 minutes on 3 or more days a week).



Key to NI8 Diagram	
Top 25% results range	
Middle 50% results range	
Bottom 25% results range	
Overall national figure for this KPI	
APS1 value for this KPI	
APS 2/3 value for this KPI	

The graphs above give a snapshot of progress on NI8 for Dacorum set against the national average, those performing in the bottom 25% of results nationally, those performing in the middle 50% of results nationally and those performing in the top 25% of results nationally. The measure shows the percentage of the Dacorum adult population achieving the said target.

In Dacorum the percentage of adults achieving 3x30mins of moderate intensity sport and active recreation each week is above the national average and has improved between APS1 and APS 2/3. Dacorum sits at the upper end of the middle 50% of results in England on this indicator.

Results for NI8 : Adult Participation in Sport and Active Recreation

NI8	APS1%	APS 2/3%	Change between APS 1 and 2/3	Confidence Interval +/-	Statistically Significant?
East Cambridgeshire	21.5%	21.2%	-0.3%	3.6%	No Change
South Norfolk	21.0%	24.6%	3.6%	3.6%	No Change
Three Rivers	23.2%	23.3%	0.1%	3.7%	No Change
Dacorum	20.7%	22.9%	2.3%	3.6%	No Change
North Hertfordshire	21.2%	21.7%	0.5%	3.6%	No Change
<i>Macclesfield**</i>	29.6%	27.6%	-2.0%	4.0%	No Change
Wycombe	22.8%	23.5%	0.7%	3.7%	No Change

Dacorum has moved from the lowest NI8 score based on APS1 figures to the 5th out of the 7 authorities based on APS2/3 results. It has shown the second largest increase at 2.3% between the two sets of data behind South Norfolk at 3.6% which is a positive sign. As the confidence intervals are in the region of 3.6% to 4% however the growth demonstrated is not deemed to be statistically significant.

Dacorum has a higher percentage of adults undertaking 3x30mins of activity (22.9%) compared to Hertfordshire overall (21.7%).

Frequency of participation in moderate intensity sport and active recreation (NI8) for overall population in each authority as well as male and female breakdown.

	OVERALL			OVERALL		
	APS1			APS2/3		
	None	Less than 3x30 per week	3 plus sessions per week	None	Less than 3x30 per week	3 plus sessions per week
East Cambridgeshire	48.6%	29.9%	21.5%	48.3%	30.5%	21.3%
South Norfolk	47.4%	31.5%	21%	45.5%	29.9%	24.6%
Three Rivers	43.9%	33%	23.2%	42.4%	34.2%	23.3%
Dacorum	44.5%	34.9%	20.7%	44.2%	32.8%	22.9%
North Hertfordshire	47%	31.8%	21.2%	43.5%	34.7%	21.7%
Macclesfield	41.2%	29.2%	29.6%	41.2%	31.2%	27.6%
Wycombe	43.6%	33.6%	22.8%	40.2%	36.3%	23.5%

	MALE			MALE		
	APS1			APS2/3		
	None	Less than 3x30 per week	3 plus sessions per week	None	Less than 3x30 per week	3 plus sessions per week
East Cambridgeshire	45.8%	32.1%	22.1%	45.3%	32.5%	22.2%
South Norfolk	46.5%	31.1%	22.4%	41.2%	26.9%	31.8%
Three Rivers	39.6%	32.9%	27.5%	35.2%	39.2%	25.5%
Dacorum	39.9%	37%	23.1%	39.3%	36.9%	23.9%
North Hertfordshire	39.6%	37.9%	22.5%	39.1%	39.3%	21.6%
Macclesfield	35.4%	30.3%	34.3%	38.2%	32.3%	29.5%
Wycombe	39.1%	34.6%	26.3%	32.6%	41.6%	25.9%

	FEMALE			FEMALE		
	APS1			APS2/3		
	None	Less than 3x30 per week	3 plus sessions per week	None	Less than 3x30 per week	3 plus sessions per week
East Cambridgeshire	51.2%	27.8%	21%	51.1%	28.6%	20.3%
South Norfolk	48.3%	31.9%	19.8%	49.5%	32.6%	17.9%
Three Rivers	47.8%	33.1%	19.1%	49.2%	29.6%	21.3%
Dacorum	48.8%	32.8%	18.4%	49.0%	29.0%	22.1%
North Hertfordshire	53.8%	26.1%	20.1%	47.7%	30.5%	21.9%
Macclesfield	46.5%	28.3%	25.2%	44.0%	30.2%	25.9%
Wycombe	47.8%	32.7%	19.5%	47.4%	31.4%	21.2%

Overall :

It would appear that Dacorum has managed to shift a small percentage of adults from doing some activity but less than 3x30mins per week to achieving the NI8 target. Between the survey periods whilst the percentage of adults doing no activity has remained static (44.5% APS1, 44.2% APS3).

The largest improvements on the number of adults doing 0x30mins of moderate intensity sport and active recreation per week are North Herts (reduced by 3.5%) and Wycombe (reduced by 3.4%). Wycombe now has the lowest percentage of adults doing zero activity.

Male :

There has been little change in Dacorum's performance on Male participation with less than 1% shifts across the categories. South Norfolk would appear to have made the most improvement with zero Male participation having dropped and 3 plus sessions per week for males having increased by 9.4%.

Wycombe is currently performing the best amongst the nearest neighbours in terms of the fewest amount of men doing zero activity at 32.6%, a drop of 6.5%.

Female:

Like all authorities in the group, Dacorum has higher levels of females undertaking zero activity compared to males. This ranges from 5.8% difference in Macclesfield and East Cambridgeshire to 14.8% in Wycombe. In Dacorum it is 9.7% (difference between male and female zero x 30mins). Dacorum has seen a small shift from women undertaking some activity but less than 3x30mins to women undertaking 3 plus sessions per week – a change of 3.7%, whilst the percentage of sedentary women (Zero x 30mins) has remain fairly static (0.2% increase).

NI8 3x30mins per week participation by age band comparing the results from Active People Survey 1 with Active People Survey 2/3

NI8 (% achieving NI8) - LA - APS2 and 3 combined	NI8 – APS1			NI8 APS2/3		
	16-34	35-54	55+	16-34	35-54	55+
	%	%	%	%	%	%
East Cambridgeshire	31.4	24.8	11.1	31.4	23.9	11.5
South Norfolk	32.1	27.3	10.3	42.1	25.8	14.9
Three Rivers	36.0	23.0	13.6	30.4	27.0	14.0
Dacorum	31.0	20.2	12.6	33.7	23.4	14.0
North Hertfordshire	31.1	24.5	10.0	30.7	22.2	14.4
Macclesfield	42.6	35.1	17.0	39.1	31.1	17.7
Wycombe	31.5	24.9	12.8	33.0	26.3	12.6

Dacorum has shown increases in participation across each of the age groups when comparing APS1 to APS2/3 data although these are not statistically significant they do indicate progress in the right direction. Macclesfield had the highest rates of 16-34 participation levels at APS1 but South Norfolk has the highest levels based on APS2/3 data – an increase of 10% for South Norfolk. South Norfolk and North Herts have seen the largest growth in 55+ participation levels 4.6% and 4.4% respectively. These changes might be worth exploring with the said authorities.

Participation in 3 x30mins of sport

	1 million indicator (At least 12 sessions of at least moderate intensity for at least 30 minutes)			
	APS1	APS 2	APS3	APS1 v APS3 Change
Authority	%	%	%	Significance
East Cambridgeshire	14.9%	15.0%	14.9%	No Change
South Norfolk	13.8%	19.7%	16.4%	No Change
Three Rivers	17.7%	18.6%	20.7%	No Change
Dacorum	15.0%	16.9%	17.8%	No Change
North Hertfordshire	17.4%	16.3%	16.1%	No Change
Macclesfield	21.3%	21.0%	16.9%	Significant Decrease
Wycombe	15.8%	15.6%	16.6%	No Change

Please note this sheet highlights data for 3x30 participation in sport (three sessions a week, moderate intensity, 30 minutes). This is a different measure of participation than the NI8 or KPI1 participation indicators, which are 3x30 sport and active recreation (three days a week, moderate intensity, 30 minutes).

Table shows that only one of Dacorum's nearest neighbours have seen any significant change in the percentage of adults achieving 3x30mins of sports participation per week when comparing APS1 with APS3 figures, that being Macclesfield who have seen a statistically significant decrease. This may be linked to Macclesfield's reduction in 16-34 and 35-54 participation figures as there 55+ figures have increased over the period. Dacorum is however showing movement in the right direction with regards 3x30mins of sports participation by adults per week having moved from 15% at APS1 to 17.8% at APS3.

Dacorum has the second highest number of adults taking part in 3x30mins of sport per week in comparison to its nearest neighbours with only Three Rivers having a higher figure.

The above suggests that a good proportion of adults achieving NI8 do so through the achievement of 3x30mins of sporting activity – ie 22.9% of Dacorum adults achieve NI8 (APS2/3 combined), whilst 17.8% achieve 3x30mins of sports participation (APS3 data).

Frequency of participation (NI8) by ethnicity

Ethnic						
<u>Local Authority</u>	<u>White</u>			<u>Non white</u>		
	<u>APS1</u>	<u>APS2</u>	<u>APS2/3</u>	<u>APS1</u>	<u>APS2</u>	<u>APS2/3</u>
East Cambridgeshire	21.8	22.3	20.6	11.1	32.2	30.5
South Norfolk	21.3	26.1	24.7	12.1	0.0	15.4
Three Rivers	23.5	22.5	24.0	18.7	22.7	17.4
Dacorum	20.9	23.4	23.2	16.1	14.3	19.4
North Hertfordshire	22.0	24.1	21.9	11.0	9.7	20.1
Macclesfield	29.8	29.0	27.5	22.7	48.2	33.3
Wycombe	23.6	23.5	24.2	15.7	24.7	18.2

Table shows the percentage of white people in Dacorum achieving NI8 has increased between APS 1 and APS 2/3 as has the percentage of “non white” adults. With such a small percentage of the population of Dacorum being non white the number of respondents in the sample will be less than 100 and therefore it is difficult to draw any significant conclusions from the information in the table.

Frequency of participation (NI8) amongst adults with a limiting illness or disability

Limiting disability						
Local Authority	Yes			No		
	APS1	APS2	APS2/3	APS1	APS2	APS2/3
East Cambridgeshire	13.2	6.5	9.5	22.7	25.0	22.9
South Norfolk	11.5	11.3	8.0	22.6	28.7	27.5
Three Rivers	17.8	11.4	9.6	24.0	24.1	25.4
Dacorum	5.6	10.9	11.1	22.6	24.6	24.7
North Hertfordshire	11.9	7.5	9.9	22.6	25.1	23.6
Macclesfield	13.7	16.9	14.0	32.6	31.1	29.8
Wycombe	9.1	9.3	10.0	24.5	25.5	25.3

The table shows that adults with a limiting illness or disability are less likely to undertaken sport and active recreation activity of moderate intensity on 3 occasions per week compared to able bodied adults. The table would indicate some progress in Dacorum in engaging adults with limiting disabilities in 3x30mins of sport and active recreation moving from 5.6% at APS1 to 11.1% at APS2/3 however the sample size for this population will be relatively small.

3x30 mins participation (NI8) by Socio-Economic Classification

<u>Local Authority</u>	<u>Socio Economic Classification</u>											
	<u>NS SEC1, 1.1, 1.2, 2 Managerial and Professional</u>			<u>NS SEC3 Intermediate</u>			<u>NS SEC4 Small employers/own account workers</u>			<u>NS SEC5, 6, 7, 8 Lower supervisor/technical/routine/ semi-routine//never worked/long term unemployed</u>		
	<u>APS1</u>	<u>APS2</u>	<u>APS2/3</u>	<u>APS1</u>	<u>APS2</u>	<u>APS2/3</u>	<u>APS1</u>	<u>APS2</u>	<u>APS2/3</u>	<u>APS1</u>	<u>APS2</u>	<u>APS2/3</u>
East Cambridgeshire	30.9	30.0	28.7	16.8	29.8	21.0	22.2	10.7	11.4	15.5	15.7	16.0
South Norfolk	25.4	33.4	29.6	20.7	19.6	15.3	19.3	11.6	17.9	17.8	20.9	22.9
Three Rivers	23.9	19.8	23.6	20.3	30.3	20.3	21.2	24.9	26.9	21.8	16.2	17.3
Dacorum	28.5	21.3	23.3	11.2	31.8	28.1	15.0	22.0	23.4	15.4	18.8	18.2
North Hertfordshire	25.8	24.2	23.2	20.2	25.6	23.8	21.5	26.8	26.8	15.0	15.1	15.0
Macclesfield	32.6	33.6	33.5	16.9	36.7	29.0	37.2	24.5	18.3	24.8	17.5	18.4
Wycombe	25.4	27.9	26.8	20.7	19.4	23.0	22.2	27.6	23.1	17.2	17.2	15.7

Table shows that adults in socio-economic groups 1 and 2 are more active than those from socio-economic groups 5,6,7,8.

In Dacorum adults from socio-economic group 3 are emerging as the most active out of all socio-economic groups in the area (28.1% of those classified in this group achieve 3x30mins of moderate intensity sport and active recreation per week). This has changed from APS1 where adults from socio-economic groups 1 and 2 were most active. This has increased from 11.2% at APS1 to 28.1% at APS2/3 and may account for the majority of the increase in overall terms that Dacorum has seen in its NI8 performance 20.7% to 22.9%.

The percentage of Adults in socio-economic group 4 in Dacorum undertaking 3x30mins of moderate intensity sport and active recreation has shown a steady increase. Dacorum has the second highest percentage of NS SEC 3 undertaking activity to meet the NI8 target compared to its nearest neighbours.

Volunteering

(The percentage of the adult population who 'Volunteer supporting sport for at least one hour a week').

KPI 2 - Volunteering - LA							
	APS1 (Oct 2005-Oct 2006)		APS2 (Oct 2007-Oct 2008)		APS3 (Oct 2008-Oct 2009)		
Local Authority	%	Base	%	Base	%	Base	Statistically significant change from APS 2
East Cambridgeshire	5.7%	1,001	6.3%	505	3.8%	503	No Change
South Norfolk	4.6%	1,033	9.0%	509	7.5%	507	No Change
Three Rivers	4.1%	1,021	8.4%	497	6.8%	503	No Change
Dacorum	5.5%	1,001	7.1%	507	5.7%	503	No Change
Macclesfield	6.9%	1,010	5.5%	501	6.1%	503	No Change
North Hertfordshire	5.6%	1,022	5.7%	501	2.9%	501	Decrease
Wycombe	6.0%	1,049	6.5%	502	5.1%	503	No Change

Source: Sport England's Active People Survey

Club Membership

('being a member of a club particularly so that you can participate in sport or recreational activity in the last 4 weeks').

KPI 3 - Club membership - LA							
	APS1 (Oct 2005-Oct 2006)		APS2 (Oct 2007-Oct 2008)		APS3 (Oct 2008-Oct 2009)		
Local Authority	%	Base	%	Base	%	Base	Statistically significant change from APS 2
East Cambridgeshire	26.4%	1,002	22.6%	505	25.1%	503	No Change
South Norfolk	24.5%	1,035	26.8%	509	28.6%	506	No Change
Three Rivers	28.8%	1,021	35.0%	497	30.0%	500	No Change
Dacorum	29.8%	1,001	32.2%	507	26.4%	499	Decrease
North Hertfordshire	27.5%	1,022	25.5%	501	27.7%	499	No Change
Macclesfield	35.4%	1,011	36.4%	501	33.5%	503	No Change
Wycombe	27.5%	1,049	29.5%	502	29.3%	504	No Change
<i>Source: Sport England's Active People Survey</i>							

Receiving Tuition

(Having received tuition from an instructor or coach to improve your performance in any sport or recreational activity in the last 12 months).

KPI 4 - Tuition - LA	APS1 (Oct 2005- Oct 2006)		APS2 (Oct 2007- Oct 2008)		APS3 (Oct 2008-Oct 2009)			
	Local Authority	%	Base	%	Base	%	Base	Statistically significant change from APS 2
East Cambridgeshire	19.2%	1,002	15.7%	505	18.6%	503	No Change	
South Norfolk	17.3%	1,035	19.9%	509	18.5%	506	No Change	
Three Rivers	21.9%	1,020	20.5%	497	20.0%	500	No Change	
Dacorum	23.8%	1,000	24.0%	506	25.1%	499	No Change	
North Hertfordshire	19.8%	1,021	22.7%	501	19.9%	498	No Change	
Macclesfield	22.6%	1,011	24.2%	501	20.9%	502	No Change	
Wycombe	21.8%	1,050	22.8%	502	20.0%	503	No Change	
<i>Source: Sport England's Active People Survey</i>								

Organised Competition

(Having taken part in any organised competition in any sport or recreational activity in the last 12 months.)

KPI 5 - Competition - LA	APS1 (Oct 2005-Oct 2006)		APS2 (Oct 2007-Oct 2008)		APS3 (Oct 2008-Oct 2009)		
	%	Base	%	Base	%	Base	Statistically significant change from APS 2
East Cambridgeshire	16.4%	1,002	16.0%	505	17.5%	502	No Change
South Norfolk	13.3%	1,035	17.1%	509	16.4%	505	No Change
Three Rivers	18.2%	1,020	18.9%	497	21.4%	500	No Change
Dacorum	17.9%	1,001	18.0%	507	14.8%	499	No Change
North Hertfordshire	15.4%	1,020	16.4%	501	16.3%	498	No Change
Macclesfield	20.0%	1,011	19.8%	501	19.3%	502	No Change
Wycombe	16.3%	1,050	15.2%	502	19.4%	503	No Change

Source: Sport England's Active People Survey

Satisfaction

(The percentage of adults who are very or fairly satisfied with sports provision in their local area.)

KPI 6 - Satisfaction - LA	APS3 (Oct 2008-Oct 2009)						
	APS1 (Oct 2005-Oct 2006)		APS2 (Oct 2007-Oct 2008)		APS3 (Oct 2008-Oct 2009)		
Local Authority	%	Base	%	Base	%	Base	Statistically significant change from APS 2
East Cambridgeshire	69.1%	865	64.0%	447	68.2%	437	No Change
South Norfolk	70.3%	908	69.1%	447	69.4%	438	No Change
Three Rivers	68.8%	877	66.2%	433	65.8%	444	No Change
Dacorum	78.7%	887	74.3%	449	70.4%	444	No Change
North Hertfordshire	73.7%	889	69.4%	456	73.2%	443	No Change
Macclesfield	73.6%	878	72.2%	440	70.6%	451	No Change
Wycombe	71.4%	921	65.5%	437	72.7%	443	Increase

Source: Sport England's Active People Survey

Organised Sport

(The percentage of adults who have done at least one of the following: received tuition in the last 12 months, taken part in organised competition in the last 12 months or been a member of a club to play sport.)

Organised Sport- LA	APS 1 (Oct 2005- Oct 2006)		APS2 (Oct 2007- Oct 2008)		APS3 (Oct 2008-Oct 2009)		
	Local Authority	%	Base	%	Base	%	Base
East Cambridgeshire	38.6%	1,002	34.0%	505	39.8%	502	No Change
South Norfolk	35.6%	1,035	38.3%	509	38.1%	505	No Change
Three Rivers	42.8%	1,021	46.6%	497	44.6%	500	No Change
Dacorum	44.1%	1,001	47.4%	507	42.4%	499	No Change
North Hertfordshire	39.3%	1,022	39.9%	501	38.6%	498	No Change
Macclesfield	45.2%	1,011	48.7%	501	45.1%	502	No Change
Wycombe	41.8%	1,050	41.6%	502	43.5%	503	No Change

Source: Sport England's Active People Survey

Further information and data on Active People 3 can be found on the Sport England Website: www.sportengland.org/research

Detailed analysis of Active People Survey 1, 2 and 3 can be accessed through the Sport England Active People Diagnostic Tool – further information on how to access the diagnostic can be found at www.sportengland.org/research/activepeoplesurvey

If you wish to discuss any of the information provided further please contact:

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