



## Active People Survey

### Hertsmere

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.

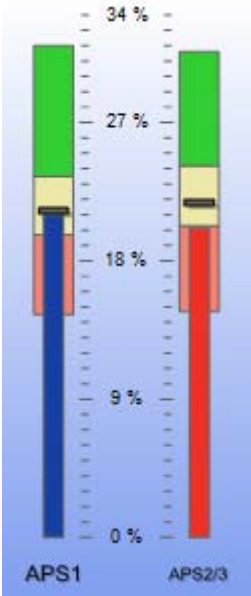
As well as measuring the frequency of participation, the Survey also provides data on a number of other useful measures including volunteering, satisfaction levels with provision, club membership, adults receiving tuition and those taking part in organised competition.

**Confidence levels.**

The results shown compare Hertsmere 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 graph above gives a snapshot of progress on NI8 for Hertsmere 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 Hertsmere adult population achieving the said target.

In Hertsmere the percentage of adults achieving 3x30mins of moderate intensity sport and active recreation each week is below the national average. Hertsmere sits at the upper end of the bottom 25% of results in England on this indicator. Performance has dropped from Active People Survey 1 through to Active People Survey2/3. In Active People Survey 1, Hertsmere was in the middle 50% results range nationally.

### Results for NI8 : Adult Participation in Sport and Active Recreation

NI8	APS1	APS2	APS2/3	APS3	Difference between APS1 and APS2/3	Confidence Interval +/-	Statistically Significant?
North Dorset	24.2%		26.4%		2.2%	3.8%	No Change
Maidstone	22.3%		23.6%		1.3%	3.7%	No Change
Castle Point (Boosted)	18.9%	17.1%		19.3%	0.3%	3.4%	No Change
Hertsmere	21.0%		20.1%		-0.8%	3.5%	No Change
Fylde	23.5%		24.1%		0.7%	3.7%	No Change
City of London	22.3%		23.4%		1.1%	9.8%	No Change
Stafford	26.2%		23.6%		-2.7%	3.8%	No Change

Hertsmere has remained with the second lowest NI8 score based on APS1 figures compared to its nearest neighbours, Castle Point having the lowest result at 19.3%.

Two authorities in the nearest neighbour family have seen a reduction in their NI8 result between APS1 and APS2/3 those being Hertsmere (-0.8%) and Stafford (-2.7%).

There is a 6.3% difference between the percentage of adults achieving NI8 in Hertsmere and North Dorset. This is statistically significant.



**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
North Dorset	46.6%	29.2%	24.2%	43.0%	30.5%	26.4%
Maidstone	47.2%	30.5%	22.3%	46.1%	30.3%	23.7%
Castle Point	52.1%	29%	18.9%	50.9%	30.4%	18.7%
Hertsmere	49%	30.1%	20.9%	44.8%	35.1%	20.1%
Fylde	49.9%	26.6%	23.5%	45.9%	30.0%	24.1%
City of London	44.7%	33%	22.3%	40.6%	36.1%	23.4%
Stafford	46.9%	26.8%	26.3%	45.3%	31.1%	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
North Dorset	42.5%	32.2%	25.3%	38.7%	32.7%	28.6%
Maidstone	43.2%	31%	25.8%	40.9%	34.8%	24.2%
Castle Point	46.1%	29.6%	24.3%	44.5%	35.5%	20.1%
Hertsmere	46.5%	31.9%	21.6%	41.6%	38.6%	19.8%
Fylde	43.9%	28.7%	27.4%	40.4%	32.4%	27.2%
City of London	44%	31.7%	24.3%	38.6%	31.9%	29.5%
Stafford	43.3%	29.1%	27.6%	43.1%	31.9%	25.0%

	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
North Dorset	50.6%	26.3%	23.1%	47.2%	28.4%	24.4%
Maidstone	50.9%	30%	19.1%	50.9%	26.1%	23.1%
Castle Point	57.6%	28.4%	14%	56.8%	25.8%	17.4%
Hertsmere	51.2%	28.5%	20.3%	47.6%	32.0%	20.3%
Fylde	55.6%	24.6%	19.8%	51.3%	27.6%	21.1%
City of London	45.7%	34.7%	19.6%	43.0%	41.2%	15.9%
Stafford	50.4%	24.7%	24.9%	47.6%	30.3%	22.1%

**Overall :**

Hertsmere has seen the largest reduction amongst its nearest neighbours in the percentage of sedentary adults between the surveys APS 1 and APS 2/3, seeing a drop of 4.2% in the number of adults reporting zero x30 activity per week. This change has led to a 5% increase of adults now doing some activity but less than 3x30mins per week (APS1 30.1%, APS 2/3 35.1%)

**Male :**

At APS1 Hertsmere had the highest percentage of males reporting zero x 30mins of activity per week against its nearest neighbours. It now ranks in the middle of its group for this target. It has seen a good increase in the number of males reporting some activity but less than 3x30mins per week with an increase between surveys of 6.7% and now ranks first in its group. It does however have the lowest % of males reporting 3 plus sessions per week at 19.8% suggesting that some males have stepped up their activity from zero whilst others have reduced activity levels from 3 plus to less than 3 times per week.

**Female:**

Like all authorities in the group, Hertsmere has higher levels of females undertaking zero activity compared to males. This ranges from 4.4% in the City of London to 12.3% in Castle Point. In Hertsmere it is 6%. (difference between male and female zero activity levels).

**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+
	%	%	%	%	%	%
North Dorset	36.3	26.8	15.5	42.1	32.9	13.0
Maidstone	30.2	22.9	15.8	33.6	26.9	13.3
Castle Point	30.4	21.3	10.5	24.8	21.5	13.0
Hertsmere	23.6	26.8	12.5	25.6	22.4	13.0
Fylde	35.6	24.0	16.9	40.6	24.4	16.0
City of London	19.6	28.2	18.5	19.6	31.9	16.6
Stafford	37.1	26.7	18.6	26.4	27.8	18.2

Hertsmere has seen small drops in participation within both 16-34 and 35-54 age groups and a very small increase (0.5% amongst the 55+ age grouping).

Hertsmere has the joint lowest participation rates amongst the 55+ age group amongst its nearest neighbours.

Fylde and North Dorset have particularly good performance amongst the 16-34 age group with both in excess of 40% achieving the NI8 target. This may be worth exploring further.

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
North Dorset	14.3%	15.5%	16.4%	No Change
Maidstone	16.0%	15.4%	16.2%	No Change
Castle Point	14.8%	12.1%	14.5%	No Change
Hertsmere	14.8%	17.6%	15.4%	No Change
Fylde	16.8%	19.5%	18.3%	No Change
City of London	14.7%	27.7%	16.8%	No Change
Stafford	19.4%	15.8%	18.3%	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 none of the nearest neighbour group has seen any significant change in the percentage of adults achieving 3x30mins of sports participation per week when comparing APS1 with APS3 figures.

Hertsmere has the second lowest rating on this indicator amongst the group at 15.4% with Castle Point the lowest at 14.5%.

**Frequency of participation (NI8) by ethnicity**

<u>Local Authority</u>	<u>Ethnic</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>
North Dorset	23.8	27.2	26.5	45.6	35.2	22.5
Maidstone	22.8	22.7	23.7	7.6	23.1	22.9
Castle Point	18.7	17.4	18.7	32.1	0.0	18.5
Hertsmere	21.1	24.2	20.8	18.6	4.2	15.6
Fylde	23.2	22.9	24.0	37.4	23.3	27.6
City of London	24.9	18.9	24.7	6.1	7.1	17.0
Stafford	26.3	23.4	23.9	21.9	5.2	6.8

Table shows the percentage of white people in Hertsmere achieving NI8 has dropped off a small amount between APS 1 and APS 2/3 (-0.3%) as has the percentage of “non white” adults (-3%). With such a small percentage of the population of Hertsmere 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**

<u>Local Authority</u>	<u>Limiting disability</u>					
	<u>Yes</u>			<u>No</u>		
	<u>APS1</u>	<u>APS2</u>	<u>APS2/3</u>	<u>APS1</u>	<u>APS2</u>	<u>APS2/3</u>
North Dorset	8.9	9.1	9.3	27.3	31.3	30.0
Maidstone	10.6	9.8	12.7	24.1	25.1	25.5
Castle Point	8.5	4.4	5.9	20.9	20.2	21.2
Hertsmere	8.7	7.0	6.9	22.6	24.0	22.1
Fylde	12.9	10.9	12.5	25.9	25.8	26.8
City of London	4.9	0.0	16.5	23.9	18.0	24.2
Stafford	9.8	11.3	7.5	29.0	25.2	27.0

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 shows that no progress has been made in reducing this gap in Hertsmere between APS 1 and APS2/3.

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

<b>Socio Economic Classification</b>												
<b><u>Local Authority</u></b>	<b><u>NS SEC1, 1.1, 1.2, 2 Managerial and Professional</u></b>			<b><u>NS SEC3 Intermediate</u></b>			<b><u>NS SEC4 Small employers/own account workers</u></b>			<b><u>NS SEC5, 6, 7, 8 Lower supervisory/technical/routine/semi- routine/never worked/long term unemployed</u></b>		
	<b><u>APS1</u></b>	<b><u>APS2</u></b>	<b><u>APS2/3</u></b>	<b><u>APS1</u></b>	<b><u>APS2</u></b>	<b><u>APS2/3</u></b>	<b><u>APS1</u></b>	<b><u>APS2</u></b>	<b><u>APS2/3</u></b>	<b><u>APS1</u></b>	<b><u>APS2</u></b>	<b><u>APS2/3</u></b>
North Dorset	27.9	32.3	28.9	24.3	12.8	15.3	16.7	20.9	22.7	23.3	23.7	23.4
Maidstone	26.4	26.5	25.2	21.2	13.3	17.6	20.6	19.6	22.9	17.6	21.8	20.6
Castle Point	24.6	15.6	21.7	21.8	26.2	22.9	16.2	13.1	16.5	13.1	15.1	14.8
Hertsmere	24.9	21.3	21.1	19.2	19.8	19.5	22.9	26.4	21.2	14.4	20.6	17.7
Fylde	25.7	25.9	28.8	20.7	21.0	15.1	27.0	18.5	25.9	18.7	19.2	20.8
City of London	29.3	22.2	19.5	30.6	0.0	3.3	21.4	0.0	80.0	2.9	12.0	20.3
Stafford	30.9	26.5	28.5	27.4	19.4	22.2	26.5	20.0	26.4	17.1	21.9	17.0

Table shows that adults in socio-economic groups 1, 2 and 3 are more active than those from socio-economic groups 5,6,7,8.

In Hertsmere adults from socio-economic group 4 are the most active out of all socio-economic groups in the area (21.2% of those classified in this group achieve 3x30mins of moderate intensity sport and active recreation per week) but this is only 0.1% different to those from groups 1 and 2. This has changed from APS1 where adults from socio-economic groups 1 and 2 were most active by 2% more than group 4.

## 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)		
	%	Base	%	Base	%	Base	Statistically significant change from APS 2
North Dorset	4.9%	1,024	8.4%	501	6.6%	501	No Change
Maidstone	6.1%	1,018	5.9%	503	5.4%	505	No Change
Castle Point	4.2%	1,008	3.5%	500	3.4%	1,006	No Change
Hertsmere	4.0%	1,009	3.7%	515	4.7%	508	No Change
Fylde	4.7%	1,030	4.3%	506	5.5%	502	No Change
City of London	3.0%	145	1.8%	52	3.8%	90	No Change
Stafford	6.2%	1,046	5.2%	502	5.0%	504	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
North Dorset	24.3%	1,025	26.2%	501	24.4%	500	No Change
Maidstone	29.3%	1,019	27.3%	503	21.4%	503	Decrease
Castle Point	27.1%	1,009	23.7%	501	22.3%	1,000	No Change
Hertsmere	29.5%	1,009	29.4%	516	28.9%	506	No Change
Fylde	30.5%	1,030	24.1%	506	29.8%	502	Increase
City of London	35.2%	145	26.5%	52	36.3%	90	No Change
Stafford	28.2%	1,047	28.8%	502	28.6%	501	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)		
	%	Base	%	Base	%	Base	Statistically significant change from APS 2
North Dorset	17.7%	1,025	19.7%	501	18.8%	500	No Change
Maidstone	21.3%	1,017	20.3%	503	17.6%	503	No Change
Castle Point	16.4%	1,008	16.8%	501	15.7%	997	No Change
Hertsmere	21.7%	1,009	21.1%	516	18.5%	506	No Change
Fylde	17.4%	1,029	15.7%	506	13.8%	502	No Change
City of London	30.8%	145	27.1%	52	36.9%	90	No Change
Stafford	19.8%	1,047	23.2%	502	19.7%	501	No Change

*Source: Sport England's Active People Survey*

### 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
North Dorset	15.5%	1,025	19.8%	501	17.4%	500	No Change
Maidstone	16.1%	1,018	17.1%	503	16.9%	501	No Change
Castle Point	13.6%	1,009	12.7%	501	13.6%	999	No Change
Hertsmere	14.9%	1,009	14.2%	516	12.1%	506	No Change
Fylde	15.7%	1,029	14.9%	506	15.9%	500	No Change
City of London	6.0%	145	16.3%	52	11.4%	90	No Change
Stafford	14.9%	1,047	17.7%	501	14.2%	501	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	APS1 (Oct 2005-Oct 2006)		APS2 (Oct 2007-Oct 2008)		APS3 (Oct 2008-Oct 2009)		
	Local Authority	%	Base	%	Base	%	Base
North Dorset	65.4%	904	55.6%	440	49.9%	432	No Change
Maidstone	66.8%	871	66.0%	441	65.2%	437	No Change
Castle Point	72.9%	875	67.5%	433	68.2%	866	No Change
Fylde	70.5%	885	61.1%	449	64.4%	435	No Change
Hertsmere	75.8%	878	70.9%	449	74.6%	447	No Change
City of London	69.7%	120	77.0%	46	68.5%	78	No Change
Stafford	69.1%	907	64.5%	448	69.8%	450	No Change

*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	APS1 (Oct 2005-Oct 2006)		APS2 (Oct 2007-Oct 2008)		APS3 (Oct 2008-Oct 2009)		
	Local Authority	%	Base	%	Base	%	Base
North Dorset	37.2%	1,025	41.4%	501	38.9%	500	No Change
Maidstone	41.2%	1,019	42.2%	503	34.0%	502	Decrease
Castle Point	37.2%	1,009	34.5%	501	33.4%	999	No Change
Hertsmere	41.6%	1,009	42.5%	517	38.8%	506	No Change
Fylde	41.6%	1,030	36.3%	506	39.2%	500	No Change
City of London	49.8%	145	43.1%	52	52.5%	90	No Change
Stafford	39.1%	1,047	44.2%	502	41.0%	501	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](http://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](http://www.sportengland.org/research/activepeoplesurvey)

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