



## Active People Survey

### North Herts

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.

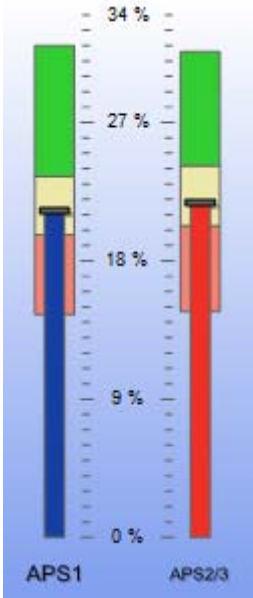
As well as measuring the frequency of participation, the Survey also provides data on a number of other useful measures including volunteering, satisfaction levels with provision, club membership, adults receiving tuition and those taking part in organised competition.

**Confidence levels.**

The results shown compare North Herts 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 North Herts 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 North Herts adult population achieving the said target.

In North Herts the percentage of adults achieving 3x30mins of moderate intensity sport and active recreation each week is consistent with the national average. North Herts sits in the middle of the middle 50% of results in England on this indicator. Performance has remained fairly consistent from Active People Survey 1 through to Active People Survey 2/3.

### 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?
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
Daventry	24.5%	28.9%	4.4%	3.9%	<b>Increase</b>

North Herts has the lowest NI8 score amongst its nearest neighbours based on APS 2/3 data, having previously been 5<sup>th</sup> out of the 7<sup>th</sup> authorities. It has seen a small increase in NI8 of 0.5%, however this is not statistically significant. Daventry has seen the largest increase at 4.4% which is statistically significant. It has 7.2% more of the adult population achieving NI8 compared to North Herts.

North Herts has the same percentage of adults undertaking 3x30mins of activity (21.7%) 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
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%
Daventry	43.2%	32.3%	24.5%	39.0%	32.1%	28.9%

	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
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%
Daventry	39.4%	35.5%	25.1%	35.0%	32.9%	32.0%

	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
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%
Daventry	47%	29.1%	23.9%	43.0%	31.2%	25.7%

### **Overall :**

It would appear that North Herts has managed to shift a small percentage of adults from doing no activity to doing some activity but less than 3x30mins per week (reduction of 3.5% in zero activity and increase in less than 3x30 per week of 2.9%) between the survey periods.

At APS1, North Herts had the second highest percentage of sedentary adults amongst its nearest neighbour grouping but now has the third highest.

The largest improvements on the number of adults doing 0x30mins of moderate intensity sport and active recreation per week are Daventry (reduced by 4.2%) and North Herts (reduced by 3.5%). Daventry now has the lowest percentage of adults doing zero activity.

### **Male :**

There has been little change overall in North Herts performance on Male participation with less around 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%.

North Herts has the second highest percentage of males doing less than 3x30 per week compared to its nearest neighbours (39.3%). This represents a sizeable audience to seek engagement with in shifting to meet the Ni8 target.

### **Female:**

Like all authorities in the group, North Herts has higher levels of females undertaking zero activity compared to males. This ranges from 5.8% difference in Macclesfield to 14.% in Three Rivers (difference between zero x 30 mins male and female). North Herts has seen a change in the percentage of women undertaking zero activity to some activity but less than 3x30 per week (reduction in zero activity of 6.1% and increase in some activity of 4.4%)

The best performing authority in the group regarding female participation is Daventry with only 43% of its adult females reporting zero activity.



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

% achieving NI8 APS1 and APS 2/3 combined	NI8 – APS1			NI8 APS2/3		
	16-34	35-54	55+	16-34	35-54	55+
	%	%	%	%	%	%
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
Daventry	32.4	28.2	14.6	37.4	30.7	20.7

North Herts has shown increases in participation across the 55+ age group (4.4%) but slight decreases in participation levels amongst younger age groups when comparing APS1 to APS2/3 data.

South Norfolk, North Herts and Daventry have seen the largest growth in 55+ participation levels 4.6%, 4.4% and 6.1% respectively.

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.

### 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	APS2 v APS3 Change
Authority	%	%	%	Significance
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
Daventry	15.9%	19.4%	18.9%	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 North Herts 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.

North Herts performance on this measure has dropped back since APS1 (17.4%) and is now at 16.1%. It is now showing the lowest percentage of the adult population undertaking 3x30mins of sport per week against its nearest neighbours with the highest being Three Rivers at 20.7%.

**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>
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%
Daventry	24.7%	28.8%	29.4%	18.7%	0.0%	11.7%

Table shows the percentage of white people in North Herts achieving NI8 has not changed (0.1%) between APS 1 and APS 2/3, whilst the percentage of “non white” adults has increased by 9.1%. With such a small percentage of the population of North Herts 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>
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%
Daventry	15.1%	13.7%	13.2%	26.0%	30.3%	30.9%

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 significant change has taken place in North Herts over the survey periods. With the number of adults with a limiting disability achieving 3x30mins of sport and active recreation moving down then up again over the survey periods APs1 to APs3. The sample size for this population will be relatively small.

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

<b><u>Local Authority</u></b>	<b><u>Socio Economic Classification</u></b>											
	<b><u>NS SEC1, 1.1, 1.2, 2</u></b>			<b><u>NS SEC3</u></b>			<b><u>NS SEC4</u></b>			<b><u>NS SEC5, 6, 7, 8</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>
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
Daventry	31.4	32.2	31.5	21.8	32.2	31.9	20.9	37.7	34.5	17.5	15.8	21.8

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 North Herts adults from socio-economic group 4 are emerging as the most active out of all socio-economic groups in the area (26.8% of those classified in this group achieve 3x30mins of moderate intensity sport and active recreation per week). This is different to some other areas. This has changed from APS1 where adults from socio-economic groups 1 and 2 were most active.

## 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
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
North Hertfordshire	5.6%	1,022	5.7%	501	2.9%	501	Decrease
Macclesfield	6.9%	1,010	5.5%	501	6.1%	503	No Change
Wycombe	6.0%	1,049	6.5%	502	5.1%	503	No Change
Daventry	6.8%	1,003	9.1%	497	5.5%	500	Decrease
<i>Source: Sport England's Active People Survey</i>							

### **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
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
Daventry	25.1%	1,007	30.4%	498	28.3%	499	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
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
Daventry	19.6%	1,007	24.9%	497	21.4%	499	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
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
Daventry	18.2%	1,007	19.8%	498	16.4%	499	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)		
	%	Base	%	Base	%	Base	Statistically significant change from APS 2
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
Daventry	66.1%	885	59.0%	436	68.1%	456	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	APS1 (Oct 2005- Oct 2006)		APS2 (Oct 2007- Oct 2008)		APS3 (Oct 2008-Oct 2009)		
	%	Base	%	Base	%	Base	Statistically significant change from APS 2
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
Daventry	39.3%	1,007	43.9%	498	40.4%	499	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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