



## Active People Survey

### Three Rivers

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.

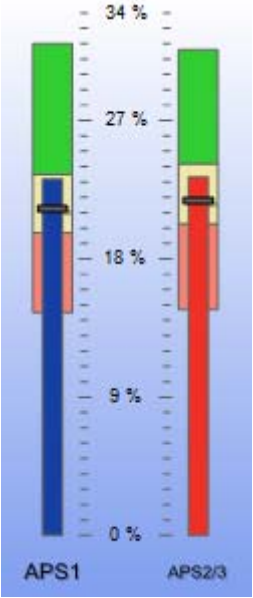
As well as measuring the frequency of participation, the Survey also provides data on a number of other useful measures including volunteering, satisfaction levels with provision, club membership, adults receiving tuition and those taking part in organised competition.

**Confidence levels.**

The results shown compare Three Rivers 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 Three Rivers 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 Three Rivers adult population achieving the said target.

In Three Rivers the percentage of adults achieving 3x30mins of moderate intensity sport and active recreation each week is above the national average and has remained so between APS1 and APS2/3 data periods. Three Rivers sits at the upper end of the middle 50% of results in England on this indicator. Performance has however dropped fractionally from Active People Survey 1 through to Active People Survey 2/3.

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

NI8	APS 1 %	APS 2/3 %	Change between APS 1 and 2/3	Confidence interval +/-	Statistically significant ?
Wealden	22.4%	25.5%	3.1%	3.7%	No Change
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
Macclesfield	29.6%	27.6%	-2.0%	4.0%	No Change

Three Rivers performance on NI8 has remained static over the period APS1 to APS2/3 (0.1% increase). It remains in the middle of its nearest neighbour grouping on performance against the Indicator. South Norfolk has made the biggest improvement (3.6% increase).

Three Rivers 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
Wealden	46.5%	31.2%	22.3%	44.9%	29.6%	25.5%
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%

	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
Wealden	43.2%	33.5%	23.3%	40.5%	31.1%	28.5%
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%

	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
Wealden	49.4%	29.1%	21.5%	49.0%	28.2%	22.8%
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%

### **Overall :**

It would appear that Three Rivers have managed to shift a small percentage of adults from doing some zero activity to some activity but less than 3x30mins per week (reduction in zero activity of 1.5% with increase of 1.2% in adults doing some activity but less than 3x30mins per week).

Three Rivers has the second lowest percentage of adults doing zero activity at 42.4% with Macclesfield the lowest at 41.2%. East Cambridgeshire has the highest amongst the nearest neighbours at 48.3%.

Three Rivers has the second highest percentage of adults doing some activity but less than 3x30mins per week (34.2%). Engaging this audience to undertake a little bit more exercise could see a significant shift in the NI8 performance.

### **Male :**

The big change in Three Rivers figures for males is in the increase in men doing some activity but less than 3x30mins per week. This figure has increased by 6.3% whilst the percentage of sedentary men has decreased by 4.4%, however the percentage of men doing 3 plus sessions per week has dropped back by 2%. The figures show that Three Rivers has the lowest percentage of inactive (zero x 30mins per week) males compared the authorities nearest neighbours (35.2% with the next lowest being Macclesfield at 38.2%)..

### **Female:**

The percentage sedentary females (zero x 30mins per week) has increased slightly between survey periods for Three Rivers (from 47.8% APS1 to 49.2% APS2/3).

Macclesfield shows the lowest percentage of sedentary females at 44%, (5.2% difference to Three Rivers). Like all authorities in the group, Three Rivers 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 30mins male and female).

**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+
	%	%	%	%	%	%
Wealden	33.1%	25.7%	15.2%	42%	28.4%	16.2%
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%

Three Rivers has seen changes in the percentages of 16-34 and 35-54 age groups achieving the NI8 target. With a drop of 5.2% in the younger age group (the largest drop in their nearest neighbour family) and an increase of 4% in the middle age group (35-54 yrs) (the largest increase in their nearest neighbour family). They have the lowest percentage of 16-34 yr olds undertaking 3x30mins of sport and active recreation per week compared to their nearest neighbours (30.4%, with the highest being South Norfolk at 42.1%).

### 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
Wealden	14.7%	18.7%	15.7%	No Change
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

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 Three Rivers 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. Three Rivers is however showing movement in the right direction with regards 3x30mins of sports participation by adults per week having moved from 17.7% at APS1 to 20.7% at APS3.

Three Rivers has the highest number of adults taking part in 3x30mins of sport per week in comparison to its nearest neighbours.

The above suggests that a good proportion of adults achieving NI8 do so through the achievement of 3x30mins of sporting activity – ie 23.3% of Three Rivers adults achieve NI8 (APS2/3 combined), whilst 20.7% achieve 3x30mins of sports participation (APS3 data).

**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>
Wealden	22.3%	27.9%	25.7%	23.5%	0.0%	12.2%
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%

Table shows the percentage of white people in Three Rivers achieving NI8 has not changed (0.5%) between APS 1 and APS 2/3. The percentage of “non white” adults achieving the NI8 target hasn’t changed significantly either (-1.3%). With such a small percentage of the population of Three Rivers 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>
Wealden	9.8%	10%	12.3%	24.5%	30.3%	27.6%
East Cambridgeshire	13.2%	6.5%	9.5%	22.7%	25%	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%

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 appear to show a drop in the percentage of adults in Three Rivers with a limiting disability achieving the NI8 target between APS1 and APS2/3 however the sample size for this population will be relatively small and it is difficult therefore to draw substantive conclusions from the data.

**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>
Wealden	25.5	30.7	26.7	18.8	24.7	27.7	23.8	29.7	25.5	18.9	16.6	18.0
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

Table shows that adults in socio-economic groups 1 and 2, 3 and 4 are more active than those from socio-economic groups 5,6,7,8 in Three Rivers.

In Three Rivers adults from socio-economic group 4 are emerging as the most active out of all socio-economic groups in the area (26.9% of those classified in this group achieve 3x30mins of moderate intensity sport and active recreation per week). This is different to some other areas for example Macclesfield where the percentage of adults in Socio-economic group 1 and 2 achieving the NI8 target is 33.5% compared to only 18.3% in Socio-economic 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)		
Local Authority	%	Base	%	Base	%	Base	Statistically significant change from APS 2
Wealden	5.6%	1,013	7.8%	515	4.9%	503	No Change
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
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

*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
Wealden	27.0%	1,015	30.6%	515	24.7%	502	Decrease	
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	
<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
Wealden	20.5%	1,015	20.5%	513	17.9%	502	No Change
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

*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
Wealden	15.9%	1,015	19.5%	514	15.8%	501	No Change
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

*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
Wealden	73.1%	889	72.5%	441	66.7%	430	No Change
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

*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
Wealden	39.4%	1,015	43.2%	515	39.5%	502	No Change
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

*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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