



## Active People Survey

### Watford

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.

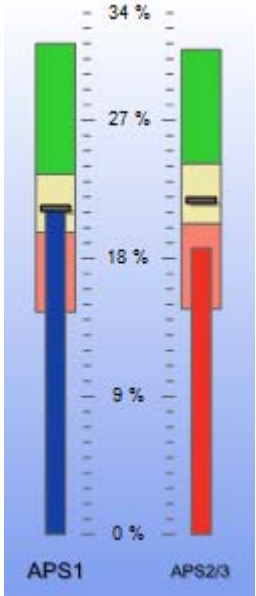
As well as measuring the frequency of participation, the Survey also provides data on a number of other useful measures including volunteering, satisfaction levels with provision, club membership, adults receiving tuition and those taking part in organised competition.

**Confidence levels.**

The results shown compare Watford 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 Watford 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 Watford's adult population achieving the said target.

In Watford the percentage of adults achieving 3x30mins of moderate intensity sport and active recreation each week is below the national average. Watford sits within the bottom 25% of results in England on this indicator (APS2/3) having been in the middle 50% results range at APS1.

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

<i>NI8</i>	APS 1 %	APS2 %	APS 2/3 %	APS 3 (boosted authorities)	Change between APS 1 and 2/3	Confidence interval +/-	Statistically significant ?
Havering	19.5%	16.9% (APS2)		19.9%	0.4%	3.5%	No Change
Forest of Dean	22.4%		22.1%		-0.3%	3.6%	No Change
Cheltenham	22.6%		24.6%		1.9%	3.7%	No Change
Watford	21.1%		18.7%		-2.4%	3.5%	No Change
Taunton Deane	21.7%		20.9%		-0.8%	3.6%	No Change
Harrow	18.9%	13.6% (APS2)		16.3%	-2.6%	3.3%	No Change
<i>Alnwick**</i>	25.9%		27.7%		1.8%	3.9%	No Change

\*\* Alnwick part of local government boundary review.

Harrow and Havering Boosted their Survey data for APS3 to a 1,000 sample size.

Watford has shown the second largest drop in NI8 performance amongst its family of nearest neighbours between APS1 and APS2/3 (-2.4%) with Harrow showing the largest drop (-2.6%). That said these figures are not statistically significant at the 95% confidence level. Alnwick at 27.7% is the best performer in the group with 9% more adults than Watford reaching the NI8 target a statistically significant difference between the authorities.

Watford has a lower percentage of adults undertaking 3x30mins of activity (18.7%) 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
Havering	53.1%	27.4%	19.5%	50.0%	31.3%	18.7%
Forest of Dean	50.8%	26.9%	22.3%	47.8%	30.1%	22.1%
Cheltenham	42.4%	35%	22.6%	41.5%	33.9%	24.6%
Watford	46.2%	32.7%	21.1%	43.2%	38.2%	18.6%
Taunton Deane	48.2%	30.1%	21.7%	47.8%	31.3%	20.9%
Harrow	52.2%	28.9%	18.9%	53.4%	31.3%	15.3%
Alnwick	48.2%	25.9%	25.9%	42.9%	29.4%	27.7%

	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
Havering	49.6%	28.6%	21.8%	45.0%	33.6%	21.4%
Forest of Dean	46.9%	29.8%	23.3%	45.5%	31.1%	23.3%
Cheltenham	35.6%	38.8%	25.6%	34.8%	37.7%	27.5%
Watford	40.2%	36.1%	23.7%	37.1%	43.0%	19.9%
Taunton Deane	44.9%	31.4%	23.7%	41.3%	35.7%	23.0%
Harrow	46.2%	33.5%	20.3%	46.2%	34.7%	19.1%
Alnwick	42.6%	26.3%	31.1%	36.8%	29.7%	33.4%

	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
Havering	56.3%	26.3%	17.4%	54.5%	29.2%	16.2%
Forest of Dean	54.4%	24.1%	21.5%	50.0%	29.2%	20.9%
Cheltenham	48.8%	31.4%	19.8%	47.9%	30.3%	21.8%
Watford	52.1%	29.4%	18.5%	49.2%	33.4%	17.4%
Taunton Deane	51.1%	29%	19.9%	53.6%	27.4%	19.1%
Harrow	58%	24.4%	17.6%	60.2%	28.0%	11.8%
Alnwick	53.5%	25.6%	20.9%	48.7%	29.2%	22.1%

### **Overall :**

Watford would appear to have shifted a small percentage (3%) of the adult population from sedentary (zero x 30 per) week to do some activity but at the same time has seen a drop off in adults undertaking 3 plus sessions per week (with these adults dropping back into the category of doing some activity but less than 3x30 per week).

The largest improvements on the number of adults doing 0x30mins of moderate intensity sport and active recreation per week are Alnwick (reduced by 5.3%) whilst overall Cheltenham has the lowest percentage of adults doing zero activity (41.5%), a difference of some 11.9% compared to Harrow who have the highest % of sedentary adults.

### **Male :**

Similar to the overall picture, Watford has seen some improvement in the reduction of sedentary males (3.1% improvement) but at the same time has seen the percentage of males doing 3 plus sessions per week drop back with a subsequent bulge in the percentage of males doing some activity but less than 3x30 per week which has gone from 36.1% (APS1) to 43% (APS2/3).

Watford has the highest percentage of males doing some activity but less than 3x30mins per week at 43%. This represents a good opportunity to target a small increase in activity to shift to 3x30mins and meet the NI8 target.

Cheltenham is currently performing the best amongst the nearest neighbours in terms of the fewest amount of men doing zero activity at 34.8%. This is 11.4% better than the worst performing area of Harrow (46.2%).

### **Female:**

Like all authorities in the group, Watford has higher levels of females undertaking zero activity compared to males. This ranges from 4.5% difference in Forest of Dean to 14.% in Harrow. In Watford it is 12.1% (difference between male and female zero x 30mins). Similar to the overall picture, Watford has seen some improvement in the reduction of sedentary females (2.9% improvement) but at the same time has seen the percentage of females doing 3 plus sessions per week drop back with a subsequent bulge in the percentage of females doing some activity but less than 3x30 per week which has gone from 29.4% (APS1) to 33% (APS2/3).

**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+
	%	%	%	%	%	%
Havering	30.5%	19.2%	11.5%	31.9%	18.7%	11.9%
Forest of Dean	30.5%	29.1%	11.7%	35.6%	23.2%	13.5%
Cheltenham	30.1%	23.1%	14.9%	32.4%	26.7%	15.3%
Watford	28.6%	24.1%	8.2%	23.0%	18.1%	14.3%
Taunton Deane	32.8%	24.4%	12%	27.2%	24.1%	14.2%
Harrow	24.6%	20.2%	11.3%	20.7%	14.4%	13.8%
Alnwick	44.6%	30.2%	13.5%	37.0%	31.6%	20.2%

Watford has seen decreases in participation amongst 16-34 (-5.6%) and 35-54 (-6%) age groups but a growth in 55+ achieving the NI8 target (6.1%)

Watford exhibits the lowest percentage of 16-34yr olds achieving the NI8 target amongst its nearest neighbours with the best performing authority of Alnwick achieving 14% more in this age range.

Alnwick outperforms all authorities in the group across all age groups.

All authorities in the group have seen a positive direction of travel in the 55 + age group, ranging in growth from 0.4% to 6.7%.

### 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
Havering	14.8%	13.5%	16.5%	No Change
Forest of Dean	15.3%	13.1%	15.5%	No Change
Cheltenham	16.8%	16.0%	19.8%	No Change
Watford	15.3%	13.8%	16.1%	No Change
Taunton Deane	14.7%	13.5%	15.7%	No Change
Harrow	13.9%	12.0%	14.2%	No Change
Alnwick	15.8%	22.7%	14.1%	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 neighbours have seen any significant change in the percentage of adults achieving 3x30mins of sports participation per week when comparing APS1 with APS3 figures (although when comparing APS2 to APS3 there are changes).

In relative terms compared to NI8 performance Watford has a higher percentage of its adult population achieving NI8 through sports participation compared to some other authorities. For example Alnwick has an NI8 score of 27.7% (APS2/3) yet only 14.1% (APS3) undertake 3x30mins of sport, yet Watford has a NI8 score of 18.7% (APS 2/3) with 16.1% of adults achieving 3x30mins of sport per week (APS3).

**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>
Havering	19.8%	16.2%	18.4%	16.6%	26.2%	22.7%
Forest of Dean	22.6%	21.2%	22.1%	11.7%	64.8%	17.4%
Cheltenham	22.6%	25.3%	24.6%	23.0%	16.2%	24.2%
Watford	21.4%	19.0%	19.1%	18.8%	15.1%	15.6%
Taunton Deane	21.8%	20.6%	21.1%	18.9%	0.0%	6.0%
Harrow	18.7%	13.5%	16.0%	19.2%	13.7%	14.7%
Alnwick	25.7%	31.8%	27.7%	38.8%	0.0%	0.0%

Table shows the percentage of white people in Watford achieving NI8 has not changed significantly (reduction 2.3%) between APS 1 and APS 2/3. The percentage of “non white” adults achieving the NI8 target hasn’t changed significantly either (-3.2%) although this is indicating a negative trend. With such a small percentage of the population of Watford 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>
Havering	7.0%	5.1%	12.3%	21.5%	18.9%	19.9%
Forest of Dean	11.9%	9.1%	5.5%	24.2%	25.2%	25.7%
Cheltenham	10.7%	11.8%	10.1%	24.8%	26.6%	26.4%
Watford	8.5%	4.7%	3.4%	23.1%	19.9%	20.5%
Taunton Deane	9.2%	10.5%	10.6%	24.0%	22.2%	23.0%
Harrow	8.9%	10.0%	6.9%	20.3%	14.2%	16.5%
Alnwick	10.7%	27.1%	18.5%	28.9%	32.7%	29.2%

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 Watford 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

<u>Local Authority</u>	<u>Socio Economic Classification</u>											
	<u>NS SEC1, 1.1, 1.2, 2</u>			<u>NS SEC3</u>			<u>NS SEC4</u>			<u>NS SEC5, 6, 7, 8</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>
Havering	22.2%	19.6%	21.6%	19.2%	12.6%	13.9%	19.9%	15.7%	20.7%	15.9%	14.9%	16.7%
Forest of Dean	31.5%	22.4%	23.2%	20.9%	23.0%	19.4%	19.4%	10.4%	14.2%	17.3%	24.2%	22.4%
Cheltenham	28.1%	28.2%	28.9%	20.9%	17.2%	17.9%	25.9%	42.5%	31.6%	17.2%	18.8%	17.3%
Watford	24.4%	17.1%	18.2%	16.9%	19.0%	15.0%	33.4%	17.7%	16.7%	15.0%	17.6%	18.2%
Taunton Deane	24.7%	28.1%	26.7%	20.3%	13.8%	20.4%	18.4%	12.8%	16.9%	19.0%	17.9%	16.0%
Harrow	22.1%	15.6%	18.1%	9.4%	12.2%	12.3%	18.6%	10.9%	14.7%	16.7%	9.3%	11.9%
Alnwick	29.0%	33.2%	29.6%	30.8%	25.8%	27.0%	24.9%	37.2%	33.4%	18.6%	25.3%	20.0%

Table shows that adults in socio-economic groups 5-8 are as likely to achieve the NI8 target as those from groups 1 and 2. This is a different trend compared to other authorities in Hertfordshire and to all of Watfords nearest neighbours where socio-economic groups 1 and 2 have higher participation levels than groups 5-8. This is most notable in places like Cheltenham and Taunton Deane with both having a 10% plus difference between group 1and2 and 5-8 achieving NI8 activity levels.

The above data has changed for Watford between survey periods. In APS1 Socio-economic groups 1 and2 and 4 were the most activity.

## 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
Havering	4.6%	1,033	5.9%	515	5.1%	1,004	No Change
Forest of Dean	6.4%	1,052	2.3%	505	3.5%	505	No Change
Cheltenham	4.7%	1,027	5.6%	505	4.5%	505	No Change
Watford	4.1%	1,027	4.6%	505	4.5%	502	No Change
Taunton Deane	5.3%	1,029	7.0%	502	5.8%	504	No Change
Harrow	4.1%	1,004	4.2%	512	3.4%	1,007	No Change
Alnwick	6.0%	1,008	8.5%	509	4.8%	501	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
Havering	27.9%	1,034	22.4%	515	25.7%	997	No Change
Forest of Dean	22.5%	1,053	20.0%	504	25.2%	504	Increase
Cheltenham	30.4%	1,028	25.2%	504	32.6%	503	Increase
Watford	26.1%	1,027	27.4%	505	29.1%	501	No Change
Taunton Deane	25.6%	1,029	24.5%	502	22.4%	500	No Change
Harrow	24.8%	1,006	21.7%	512	22.6%	1,003	No Change
Alnwick	25.2%	1,008	29.4%	509	25.6%	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
Local Authority	%		Base		%		Base		%		Base	Statistically significant change from APS 2
Havering	15.8%		1,034		14.2%		513		17.1%		996	No Change
Forest of Dean	17.3%		1,052		16.7%		505		15.4%		504	No Change
Cheltenham	19.9%		1,028		19.8%		505		21.2%		503	No Change
Watford	17.0%		1,026		19.5%		505		15.1%		500	No Change
Taunton Deane	19.1%		1,029		20.1%		502		19.6%		501	No Change
Harrow	19.2%		1,006		15.6%		512		15.7%		1,002	No Change
Alnwick	18.7%		1,009		23.0%		509		15.9%		501	Decrease
<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)		
Local Authority	%	Base	%	Base	%	Base	Statistically significant change from APS 2
Havering	12.8%	1,034	10.8%	515	13.9%	996	No Change
Forest of Dean	16.0%	1,052	15.3%	505	10.5%	504	Decrease
Cheltenham	16.9%	1,026	16.0%	505	17.9%	503	No Change
Watford	14.2%	1,027	15.9%	505	16.0%	500	No Change
Taunton Deane	14.6%	1,028	16.1%	502	18.4%	501	No Change
Harrow	12.7%	1,006	9.4%	512	11.6%	1,002	No Change
Alnwick	16.5%	1,008	13.8%	509	16.1%	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)		Statistically significant change from APS 2
	%	Base	%	Base	%	Base	
Havering	70.5%	837	63.6%	433	68.5%	850	No Change
Forest of Dean	74.1%	934	71.0%	449	73.3%	452	No Change
Cheltenham	72.3%	900	70.3%	437	75.1%	435	No Change
Watford	70.6%	866	66.0%	442	79.0%	444	Increase
Taunton Deane	78.4%	905	72.9%	448	78.3%	430	No Change
Harrow	67.1%	795	59.3%	420	59.5%	819	No Change
Alnwick	73.4%	917	74.3%	468	76.7%	456	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
Havering	36.8%	1,034	33.0%	515	35.3%	996	No Change
Forest of Dean	34.9%	1,053	33.1%	505	36.8%	504	No Change
Cheltenham	43.0%	1,028	40.0%	505	44.5%	503	No Change
Watford	38.1%	1,027	42.3%	505	41.3%	500	No Change
Taunton Deane	37.5%	1,029	37.3%	502	35.3%	501	No Change
Harrow	37.8%	1,006	32.2%	512	33.8%	1,003	No Change
Alnwick	36.4%	1,009	41.3%	509	34.6%	501	Decrease

*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)

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

Adam Rigarlsford tel: 020 7273 1823 email: [adam.rigarlsford@sportengland.org](mailto:adam.rigarlsford@sportengland.org)