



## Active People Survey

### Welwyn Hatfield

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.

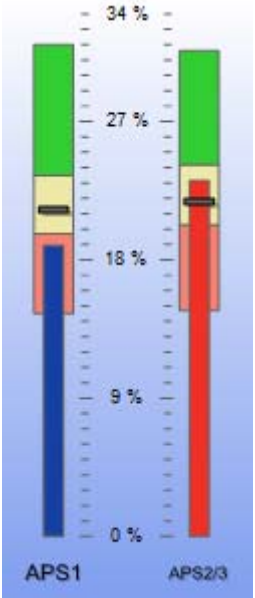
As well as measuring the frequency of participation, the Survey also provides data on a number of other useful measures including volunteering, satisfaction levels with provision, club membership, adults receiving tuition and those taking part in organised competition.

**Confidence levels.**

The results shown compare Welwyn Hatfield 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 Welwyn Hatfield 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 Welwyn Hatfield adult population achieving the said target.

In Welwyn Hatfield the percentage of adults achieving 3x30mins of moderate intensity sport and active recreation each week is above the national average. Good progress has been made between APS1 and APS2/3 and the authority has gone from being below the national average and in the lowest quartile of performance to being above the national average and in the upper end of the middle 50% of results in the country.

### 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?
Bromley	21.7%	21.8%	0.1%	3.6%	No Change
Epping Forest	21.2%	21.8%	0.6%	3.6%	No Change
South Hams	25.3%	23.8%	-1.5%	3.8%	No Change
Welwyn Hatfield	18.9%	23.2%	4.2%	3.6%	<b>Increase</b>
East Riding of Yorkshire UA	23.4%	21.3%	-2.1%	3.6%	No Change
South Ribble	24.7%	20.2%	-4.5%	3.7%	<b>Decrease</b>
Sutton	18.8%	20.2%	1.4%	3.3%	No Change

Welwyn Hatfield has moved from the second lowest (APS1) NI8 performance against its nearest neighbours to the second highest (APS2/3). The authority is the only one in its group that has shown a statistically significant increase in NI8 performance with one other authority – South Ribble showing a statistically significant decrease.

Welwyn Hatfield has a higher percentage of adults undertaking 3x30mins of activity (23.2%) 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
Bromley	47.3%	31%	21.7%	43.9%	34.3%	21.8%
Epping Forest	46.1%	32.7%	21.2%	44.1%	34.1%	21.8%
South Hams	43.8%	30.9%	25.3%	44.3%	31.9%	23.8%
Welwyn Hatfield	48%	33.1%	18.9%	46.2%	30.7%	23.2%
East Riding of Yorkshire UA	48.8%	27.8%	23.4%	48.1%	30.6%	21.3%
South Ribble	46.9%	28.5%	24.7%	48.4%	31.4%	20.2%
Sutton	49.1%	32.1%	18.8%	46.3%	33.5%	20.2%

	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
Bromley	41.8%	35.7%	22.5%	37.4%	38.1%	24.5%
Epping Forest	40.7%	35.8%	23.5%	40.0%	36.1%	23.9%
South Hams	39.8%	34.8%	25.4%	42.5%	31.8%	25.7%
Welwyn Hatfield	43.9%	34.8%	21.3%	40.3%	35.6%	24.1%
East Riding of Yorkshire UA	44.4%	29.6%	26%	44.1%	33.1%	22.9%
South Ribble	42.4%	29.6%	28%	41.5%	35.0%	23.4%
Sutton	43.7%	34.6%	21.7%	40.9%	33.8%	25.4%

	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
Bromley	52.4%	26.8%	20.8%	49.7%	30.9%	19.3%
Epping Forest	51.2%	29.7%	19.1%	48.0%	32.2%	19.9%
South Hams	47.5%	27.3%	25.2%	45.9%	32.0%	22.1%
Welwyn Hatfield	51.8%	31.6%	16.6%	51.8%	26.0%	22.3%
East Riding of Yorkshire UA	52.9%	26.1%	21%	51.9%	28.3%	19.9%
South Ribble	51%	27.4%	21.6%	54.9%	28.0%	17%
Sutton	54%	29.8%	16.2%	51.4%	33.3%	15.3%

### **Overall :**

It would appear that Welwyn Hatfield have managed to shift the percentage of adults from both doing zero activity and less than 3x30mins per week to achieving the NI8 target between APS1 and APS2/3.

Welwyn Hatfield has the second highest percentage of adults doing three plus sessions per week compared to its nearest neighbours (23.2%) with South Hams the highest at 23.8%.

Bromley has managed the biggest shift from sedentary to some activity recording a 3.4% reduction in the percentage of sedentary adults and now showing as the best performing area in the group in terms of the least amount of sedentary adults.

### **Male :**

Welwyn Hatfield has seen a reduction in the percentage of sedentary males (down 3.6% but not statistically significant) and a subsequent growth in males achieving the NI8 target of 3x30mins per week of 2.8% (not statistically significant).

Bromley shows the lowest levels of sedentary males with 37.4% at APS2/3 whilst South Hams shows the highest percentage of males achieving the NI8 target at 25.7% (Welwyn Hatfield 24.1%).

### **Female:**

The percentage of sedentary females (zero x 30mins per week) hasn't changed in Welwyn Hatfield (51.8% at APS1 and at APS2/3) however a more substantive shift has been made with females moving from some activity but less than 3x30mins per week (APS1 31.6% to APS2/3 26%) to achieving the NI8 target of 3 plus sessions per week (APS1 16.6% to APS2/3 22.3%) an increase of 5.7%.

Welwyn Hatfield shows the highest percentage of females achieving the NI8 target in the IMD nearest neighbours group at 22.3%, with South Hams just behind on 22.1%.

**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+
	%	%	%	%	%	%
Bromley	30.7%	19.7%	16.3%	31.1%	21.4%	14.9%
Epping Forest	30.9%	22.4%	13.1%	32.6%	22.2%	13.7%
South Hams	44.4%	26.3%	15.8%	31.6%	32.9%	13.9%
Welwyn Hatfield	29%	16.4%	12.4%	28.6%	26.3%	13.3%
East Riding of Yorkshire UA	39.6%	26.3%	12%	32.7%	25.8%	11.4%
South Ribble	34.1%	27.2%	15.2%	25.3%	25.5%	11.4%
Sutton	28.3%	18.2%	10.2%	26.1%	21.5%	12.5%

Welwyn Hatfield can explain its increase in NI8 performance by a substantial increase in activity by the 35-54 age group. Whilst NI8 level activity between APS1 and APS2/3 has remained almost static amongst 16-34yr olds (reduction of 0.4%) and 55+ (increase of 0.9%), NI8 activity in the 35-54 age group has increased by 9.9%. South Hams reduction in its overall NI8 performance can be attributed to a large extent to its reduction in 16-34 yr old activity which has declined by 12.8%. Across the group, all authorities have found it relatively difficult to shift behaviour patterns in the 55+ age group with the largest positive changes between APS1 and 2/3 coming from Sutton (increase in 2.3%) and the largest reduction from South Ribble (reduction 3.8%).

### 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
Bromley	15.3%	18.5%	16.5%	No Change
Epping Forest	17.1%	16.8%	18.1%	No Change
South Hams	17.6%	13.9%	17.3%	No Change
Welwyn Hatfield	14.9%	19.5%	16.9%	No Change
East Riding of Yorkshire UA	16.4%	17.7%	13.8%	No Change
South Ribble	17.8%	17.4%	13.9%	Significant
Sutton	15.1%	14.7%	17.1%	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 only one of Welwyn Hatfield's nearest neighbours has seen any significant change in the percentage of adults achieving 3x30mins of sports participation per week when comparing APS1 with APS3 figures, that being South Ribble who have seen a statistically significant decrease. This may be linked to South Ribbles reduction (8.8%) in 16-34yr old participation over the same period.

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

Welwyn Hatfield would appear to be making progress on increasing the number of adults undertaking 3x30mins of sporting activity per week. From having the lowest percentage of adults achieving this target at APS1, it is now ranked fourth in the group.

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

<b>Ethnic</b>						
<b><u>Local Authority</u></b>	<b><u>White</u></b>			<b><u>Non white</u></b>		
	<b>APS1</b>	<b>APS2</b>	<b>APS2/3</b>	<b>APS1</b>	<b>APS2</b>	<b>APS2/3</b>
Bromley	21.8	21.5	21.6	19.4	24.7	23.4
Epping Forest	21.1	22.5	21.6	22.4	20.9	23.7
South Hams	25.4	22.5	23.8	23.6	3.6	22.0
Welwyn Hatfield	19.0	20.7	22.4	18.3	41.1	31.4
East Riding of Yorkshire UA	23.3	23.5	21.2	29.3	43.2	31.7
South Ribble	24.2	22.2	20.0	41.0	23.7	30.4
Sutton	18.7	18.3	20.3	19.6	22.7	19.4

Table shows the percentage of white people in Welwyn Hatfield achieving NI8 has not changed significantly (3.4%) between APS 1 and APS 2/3, whilst the percentage of “non white” adults has increased by 13.1%. With such a small percentage of the population of Welwyn Hatfield 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**

<b>Limiting disability</b>						
<b>Local Authority</b>	<b>Yes</b>			<b>No</b>		
	<b>APS1</b>	<b>APS2</b>	<b>APS2/3</b>	<b>APS1</b>	<b>APS2</b>	<b>APS2/3</b>
Bromley	9.4	7.1	6.6	23.4	23.5	23.7
Epping Forest	8.6	10.4	10.6	23.0	24.2	23.5
South Hams	12.4	6.4	12.0	27.6	25.7	26.0
Welwyn Hatfield	8.2	6.6	11.4	21.1	24.9	24.9
East Riding of Yorkshire UA	10.7	11.9	8.3	26.1	25.9	23.7
South Ribble	12.1	9.0	7.3	26.9	24.7	22.6
Sutton	5.6	7.8	8.5	20.8	20.9	22.3

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 shows that whilst progress in the right direction appears to have been in increasing activity amongst adults with a limiting disability, no statistically significant change has taken place in Welwyn Hatfield over the survey periods (3.2%). 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>
Bromley	24.4	25.2	24.4	17.2	15.1	16.2	22.9	12.1	14.8	19.0	17.6	16.4
Epping Forest	24.3	26.1	26.8	21.8	10.2	11.4	19.0	35.4	18.7	16.0	17.7	20.6
South Hams	29.2	27.1	29.0	29.9	28.0	26.6	23.4	15.8	18.0	20.5	14.5	17.8
Welwyn Hatfield	21.5	22.2	25.9	14.0	21.4	23.6	23.6	24.2	25.4	12.7	22.0	18.0
East Riding of Yorkshire UA	25.6	25.7	23.9	21.9	24.2	19.1	26.9	27.7	20.1	16.8	20.3	19.0
South Ribble	27.5	29.3	22.9	26.2	23.3	26.9	29.6	12.8	9.8	19.1	18.5	15.3
Sutton	20.0	19.0	19.8	14.7	23.5	23.3	15.4	28.6	23.9	15.8	16.3	16.2

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 Welwyn Hatfield adults from all socio-economic groups have seen increases in participation between APS1 and APS2/3 with the largest growth between APS1 and APS2/3 being amongst group 3 – an increase of 9.6%.

Welwyn Hatfield has the highest percentage of group 4 achieving the NI8 target compared to its nearest neighbours (25.4%) whilst the next highest is Sutton (23.9%) and the lowest South Ribble at 9.8%.

Welwyn Hatfield moved from the lowest percentage of adults in socio-economic groups 5-8 achieving the NI8 target at APS1 (12.7%) to the third highest in the group at APS2/3 (18%).

## 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
Bromley	4.2%	1,011	3.8%	503	3.6%	503	No Change
Epping Forest	5.0%	1,022	5.0%	502	4.5%	510	No Change
South Hams	5.4%	1,007	5.3%	501	5.5%	500	No Change
Welwyn Hatfield	4.1%	1,004	4.0%	501	4.7%	502	No Change
East Riding of Yorkshire UA	4.7%	1,008	5.4%	503	4.0%	502	No Change
South Ribble	4.0%	1,000	6.4%	506	5.0%	502	No Change
Sutton	4.8%	1,084	5.3%	511	4.1%	619	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)		
	%	Base	%	Base	%	Base	Statistically significant change from APS 2
Bromley	31.4%	1,013	26.3%	504	31.8%	502	No Change
Epping Forest	31.8%	1,022	29.0%	502	27.9%	510	No Change
South Hams	26.7%	1,009	26.3%	501	28.2%	499	No Change
Welwyn Hatfield	26.8%	1,005	29.2%	501	28.5%	499	No Change
East Riding of Yorkshire UA	25.2%	1,008	28.7%	503	23.7%	497	No Change
South Ribble	27.6%	1,000	28.4%	506	23.3%	501	No Change
Sutton	28.7%	1,087	31.5%	511	28.9%	615	No Change

*Source: Sport England's Active People Survey*

### 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
Bromley	20.5%	1,013	18.3%	504	24.4%	498	Increase
Epping Forest	21.5%	1,022	18.6%	502	19.8%	510	No Change
South Hams	18.0%	1,008	20.4%	501	26.2%	497	Increase
Welwyn Hatfield	20.1%	1,004	25.0%	502	21.2%	499	No Change
East Riding of Yorkshire UA	16.8%	1,009	17.1%	503	13.3%	496	No Change
South Ribble	18.4%	1,000	18.5%	506	16.7%	501	No Change
Sutton	18.4%	1,087	16.7%	511	19.0%	615	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)		
Local Authority	%	Base	%	Base	%	Base	Statistically significant change from APS 2
Bromley	16.7%	1,013	15.9%	503	19.2%	501	No Change
Epping Forest	16.4%	1,021	13.5%	502	13.6%	510	No Change
South Hams	17.5%	1,009	15.0%	501	15.6%	497	No Change
Welwyn Hatfield	15.3%	1,004	16.6%	502	13.7%	498	No Change
East Riding of Yorkshire UA	16.5%	1,009	16.4%	503	12.2%	496	No Change
South Ribble	15.1%	1,000	16.2%	506	15.6%	501	No Change
Sutton	15.2%	1,087	13.1%	511	18.4%	614	Increase
<i>Source: Sport England's Active People Survey</i>							

### 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
Bromley	75.2%	829	68.4%	435	70.8%	437	No Change
Epping Forest	69.0%	889	65.3%	426	66.5%	432	No Change
South Hams	74.5%	918	67.6%	436	73.0%	433	No Change
Welwyn Hatfield	71.9%	873	69.2%	440	73.4%	441	No Change
East Riding of Yorkshire UA	72.5%	879	65.3%	444	75.1%	417	Increase
South Ribble	78.1%	864	75.2%	429	72.9%	450	No Change
Sutton	76.7%	909	70.8%	436	70.6%	533	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
Bromley	43.3%	1,013	40.5%	504	44.9%	501	No Change
Epping Forest	42.3%	1,022	40.7%	502	39.4%	510	No Change
South Hams	39.4%	1,009	41.0%	501	41.5%	497	No Change
Welwyn Hatfield	39.4%	1,005	42.7%	502	41.8%	499	No Change
East Riding of Yorkshire UA	35.3%	1,009	37.4%	503	33.6%	496	No Change
South Ribble	38.9%	1,000	40.2%	506	34.9%	501	No Change
Sutton	40.5%	1,087	44.3%	511	42.1%	615	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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