



Active People Survey

Stevenage

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.

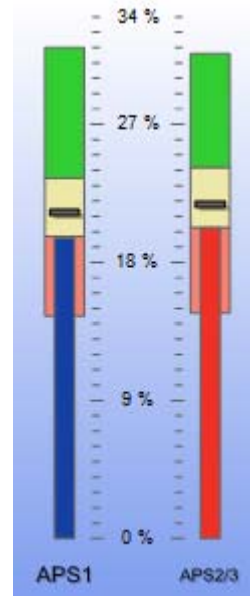
As well as measuring the frequency of participation, the Survey also provides data on a number of other useful measures including volunteering, satisfaction levels with provision, club membership, adults receiving tuition and those taking part in organised competition.

Confidence levels.

The results shown compare Stevenage 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 Stevenage 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 Stevenage adult population achieving the said target.

In Stevenage the percentage of adults achieving 3x30mins of moderate intensity sport and active recreation each week is below the national average. Stevenage sits at the top end of the lower 25% of results in England on this indicator on the cusp of the middle 50%. Performance has however improved from Active People Survey 1 through to Active People Survey2/3.

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?
Chorley	21.6%	22.7%	1.0%	3.6%	No Change
<i>South Shropshire**</i>	20.3%	19.5%	-0.8%	3.5%	No Change
<i>Shrewsbury & Atcham**</i>	24.5%	24.8%	0.3%	3.7%	No Change
Stevenage	19.6%	20.3%	0.7%	3.5%	No Change
Staffordshire Moorlands	20.8%	19.6%	-1.2%	3.5%	No Change
Broxbourne	18.1%	20.7%	2.6%	3.5%	No Change
Bexley	18.7%	17.1%	-1.6%	3.3%	No Change

** - Part of recent local government boundary changes.

Stevenage has remained in the middle of its nearest neighbour IMD group in terms of performance on NI8 with a minor positive change between survey periods (0.7%). Whilst three neighbours have seen a small (not statistically significant) decrease.

Stevenage has a lower percentage of adults undertaking 3x30mins of activity (20.3%) 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
Chorley	45.8%	32.5%	21.7%	43.6%	33.8%	22.6%
South Shropshire	51.5%	28.2%	20.3%	50.6%	29.8%	19.6%
Shrewsbury & Atcham	47.1%	28.5%	24.4%	46.6%	28.6%	24.8%
Stevenage	52%	28.5%	19.5%	50.7%	29.1%	20.2%
Staffordshire Moorlands	52.5%	29.6%	20.9%	49.3%	31.1%	19.6%
Broxbourne	50.5%	31.4%	18.1%	49.4%	29.9%	20.7%
Bexley	52.8%	28.5%	18.7%	52.0%	30.9%	17.1%

	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
Chorley	42.1%	31.6%	26.3%	41.1%	36.9%	22%
South Shropshire	48.8%	29.1%	22.1%	51.2%	29.7%	19.1%
Shrewsbury & Atcham	43.9%	30.9%	25.2%	40.6%	30.4%	19%
Stevenage	46.8%	32.1%	21.1%	43.1%	30.2%	26.7%
Staffordshire Moorlands	50%	27.8%	22.2%	46.2%	34.2%	19.6%
Broxbourne	45.3%	34.3%	20.3%	41.6%	34.9%	13.5%
Bexley	44.8%	33.1%	22.1%	45.3%	35.0%	19.7%

	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
Chorley	49.5%	33.5%	17%	46.0%	30.7%	23.3%
South Shropshire	54.1%	27.3%	18.6%	50.1%	30.0%	19.9%
Shrewsbury & Atcham	50.1%	26.2%	23.7%	52.3%	26.9%	20.8%
Stevenage	56.9%	25.1%	18%	57.8%	27.9%	14.3%
Staffordshire Moorlands	54.9%	25.6%	19.5%	52.3%	28.0%	19.7%
Broxbourne	55.4%	28.6%	16.0%	56.5%	25.3%	18.2%
Bexley	66.0%	24.4%	15.6%	58.0%	27.1%	14.9%

Overall :

Stevenage has the second highest levels of sedentary adults amongst its nearest neighbours (50.7%), with Bexley the highest (52%), whereas Chorley has the lowest (43.6%), a difference between Stevenage and Chorley of 7.1%. Limited progress has been made in reducing sedentary levels in Stevenage with a small (not statistically significant) reduction of 1.3%.

Male :

Stevenage has a significant difference in the levels of sedentary males compared to females. 14.7% more females (57.8%) are sedentary in Stevenage compared to males (43.1%) and there are 12.4% more males achieving the NI8 target (26.7%) in the Borough compared to females (14.3%). Despite Stevenage being 4th overall in the group in terms of adults achieving the NI8 target, it has the highest level of males achieving the NI8 target compared to its nearest neighbours (26.7%) with the next nearest being Chorley (22%).

Female:

Stevenage has the lowest percentage of females achieving the NI8 target amongst the nearest neighbour grouping (14.3%) with the next lowest being Bexley (14.9%) and then Broxbourne (18.2%). This has deteriorated between survey periods as at APS1, Stevenage was ahead of Bexley, Broxbourne and Chorley when it came to females achieving the NI8 target.

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+
	%	%	%	%	%	%
Chorley	26.9	22.1	17.1	31.1	23.7	15.5
South Shropshire	26.5	28.5	11.9	25.2	25.4	13.7
Shrewsbury & Atcham	34.5	29.7	13.3	39.5	26.5	13.9
Stevenage	25.7	20.0	12.8	28.7	20.5	11.3
Staffordshire Moorlands	33.5	22.8	12.2	26.9	20.6	15.0
Broxbourne	23.9	20.8	10.3	31.4	20.1	12.3
Bexley	30.1	18.9	8.6	22.8	16.6	12.9

Limited change has taken place within Stevenage across the age bands when it comes to achievement of the NI8 target. The biggest change (not statistically significant) is amongst 16-34 yr olds where an increase of 3% has been noted between survey periods. Shrewsbury and Atcham has significantly higher levels of 16-34yr olds achieving the NI8 target compared to a number of the neighbours at 39.5%. It is also the best performing area in terms of 35-54 age participation with 26.5% of adults in this band achieving the NI8 target.

Stevenage has the lowest level of those in the 55+ age group achieving the NI8 target amongst the group (11.3%).

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
Chorley	15.0%	17.7%	12.5%	No change
South Shropshire	11.4%	9.8%	12.0%	No change
Shrewsbury & Atcham	18.1%	19.6%	17.0%	No change
Stevenage	14.6%	18.1%	16.6%	No change
Staffordshire Moorlands	13.3%	12.1%	13.1%	No change
Broxbourne	14.4%	17.3%	17.4%	No change
Bexley	16.0%	12.4%	14.3%	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 Stevenage is making progress in increasing the number of adults undertaking 3x30mins of sports participation per week with a 2% increase between APS1 and APS3. If APS2 and 3 were to be combined on this indicator, it would show a performance in excess of 2%. Given the authorities NI8 figure has increased by 0.7%, it is fair to say that participation in sport is likely to underpin this.

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>
Chorley	21.7	23.5	23.0	15.7	4.9	7.4
South Shropshire	20.3	19.9	19.5	18.5	10.9	11.5
Shrewsbury & Atcham	24.5	25.1	24.4	23.0	44.5	38.2
Stevenage	20.5	20.7	19.6	10.4	25.7	27.6
Staffordshire Moorlands	20.8	18.1	19.8	18.9	0.0	0.0
Broxbourne	18.3	20.6	21.0	15.5	8.0	14.0
Bexley	19.0	16.8	17.6	15.5	14.2	13.6

Table shows the percentage of white people in Stevenage achieving NI8 has decreased slightly between APS 1 and APS 2/3 but this is not statistically significant. The percentage of “non white” adults achieving the NI8 target has grown substantially (10.4% to 27.6%) however with such a small percentage of the population of Stevenage 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>
Chorley	10.4	10.5	8.9	23.7	25.6	25.4
South Shropshire	8.8	6.1	7.9	22.9	22.1	21.5
Shrewsbury & Atcham	11.5	11.2	11.6	27.0	28.0	27.0
Stevenage	10.3	12.1	10.1	21.3	22.6	22.1
Staffordshire Moorlands	7.1	8.7	6.5	23.5	19.9	22.4
Broxbourne	9.4	13.5	10.5	19.4	21.0	22.4
Bexley	5.9	3.4	10.3	20.4	18.2	18.2

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. There is no statistically significant change in Stevenage that has taken place.

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>
Chorley	27.0	22.3	25.0	16.2	24.9	29.7	20.2	18.5	19.5	17.1	19.8	16.5
South Shropshire	24.9	25.8	20.7	21.0	28.2	25.1	17.6	16.2	16.7	18.4	11.5	17.2
Shrewsbury & Atcham	29.7	29.7	30.4	23.2	21.2	21.9	20.8	18.1	12.5	20.0	23.9	21.0
Stevenage	21.3	28.7	25.2	20.0	21.8	19.0	22.7	9.3	10.9	16.8	16.3	15.5
Staffordshire Moorlands	27.2	21.5	23.5	22.7	23.0	24.5	16.8	13.7	12.2	15.1	13.7	16.2
Broxbourne	22.7	22.6	23.4	14.5	15.3	19.3	17.2	9.2	16.7	15.2	16.8	15.7
Bexley	17.9	18.7	18.4	15.4	14.9	14.4	23.9	6.6	12.4	16.5	13.9	15.3

Table shows that adults in socio-economic groups 1 and 2 are the most active amongst the 8 socio-economic group classification. Stevenage have the lowest percentage of NS Sec 4 adults achieving the NI8 target and the second lowest in NS Sec 5-8 achieving the target (although there is only 0.2 and 0.4% separating the lower 3 authorities).

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
Chorley	6.1%	1,012	5.9%	510	4.1%	499	No Change
South Shropshire	5.4%	1,007	5.1%	503	4.4%	512	No Change
Shrewsbury & Atcham	6.9%	1,047	6.6%	501	5.4%	501	No Change
Stevenage	3.5%	1,005	5.4%	503	6.9%	503	No Change
Staffordshire Moorlands	4.4%	1,000	5.5%	500	4.1%	501	No Change
Broxbourne	3.2%	1,015	4.5%	506	4.6%	500	No Change
Bexley	5.3%	1,018	5.0%	514	3.2%	505	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
Chorley	25.8%	1,012	29.3%	511	21.2%	498	Decrease
South Shropshire	22.1%	1,007	18.7%	504	20.5%	511	No Change
Shrewsbury & Atcham	28.7%	1,046	25.5%	500	27.0%	497	No Change
Stevenage	24.6%	1,006	27.5%	503	23.1%	501	No Change
Staffordshire Moorlands	22.9%	1,000	23.5%	500	22.1%	497	No Change
Broxbourne	26.9%	1,016	25.9%	506	22.8%	496	No Change
Bexley	27.6%	1,020	21.9%	513	23.2%	501	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)		
	Local Authority	%	Base	%	Base	%	Base
Chorley	19.9%	1,012	20.4%	510	17.8%	497	No Change
South Shropshire	16.4%	1,007	13.6%	504	16.3%	511	No Change
Shrewsbury & Atcham	20.2%	1,045	17.7%	500	16.8%	497	No Change
Stevenage	17.0%	1,006	17.1%	503	15.6%	501	No Change
Staffordshire Moorlands	15.7%	1,000	14.4%	500	15.5%	497	No Change
Broxbourne	17.5%	1,015	18.5%	505	14.0%	496	No Change
Bexley	17.6%	1,019	16.7%	514	16.5%	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
Chorley	17.5%	1,012	17.4%	510	15.9%	497	No Change
South Shropshire	14.6%	1,005	11.2%	504	14.9%	511	No Change
Shrewsbury & Atcham	18.1%	1,047	20.7%	500	16.2%	496	No Change
Stevenage	13.9%	1,004	17.3%	502	12.5%	501	Decrease
Staffordshire Moorlands	13.7%	1,000	14.0%	500	9.3%	497	Decrease
Broxbourne	15.5%	1,016	15.0%	506	12.6%	496	No Change
Bexley	13.4%	1,020	11.9%	512	14.4%	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)		
	%	Base	%	Base	%	Base	Statistically significant change from APS 2
Chorley	72.7%	896	66.8%	453	74.5%	436	Increase
South Shropshire	71.5%	875	74.9%	436	72.0%	443	No Change
Shrewsbury & Atcham	77.3%	904	73.1%	450	76.2%	434	No Change
Stevenage	78.9%	875	77.3%	445	82.0%	447	No Change
Staffordshire Moorlands	74.3%	857	68.5%	428	70.5%	435	No Change
Broxbourne	78.0%	877	69.4%	445	70.5%	438	No Change
Bexley	76.8%	847	70.6%	441	74.7%	428	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
Chorley	39.2%	1,012	41.0%	511	36.1%	497	No Change
South Shropshire	35.0%	1,007	30.0%	504	32.6%	511	No Change
Shrewsbury & Atcham	41.9%	1,047	36.8%	501	37.0%	496	No Change
Stevenage	35.9%	1,006	39.5%	503	34.9%	501	No Change
Staffordshire Moorlands	35.2%	1,000	34.7%	500	33.2%	497	No Change
Broxbourne	39.0%	1,016	37.7%	506	32.6%	496	No Change
Bexley	38.2%	1,020	33.2%	514	35.7%	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

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

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

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