



Active People Survey 3

Broxbourne

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.

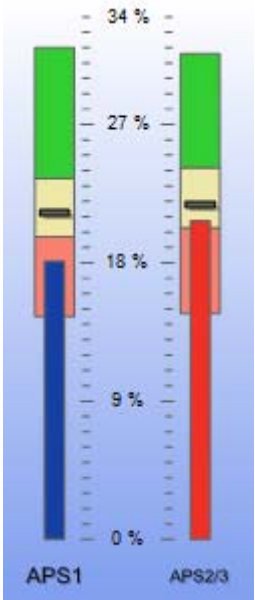
As well as measuring the frequency of participation, the Survey also provides data on a number of other useful measures including volunteering, satisfaction levels with provision, club membership, adults receiving tuition and those taking part in organised competition.

Confidence levels.

The results shown compare Broxbourne 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 32 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	
APS2 value for this KPI	
APS 3 value for this KPI	

The graphs above give a snapshot of progress on NI8 for Broxbourne 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 Broxbourne population achieving the said target.

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

Results for NI8 : Adult Participation in Sport and Active Recreation

NI8	APS1	APS2/3	Change between APS1 and APS2/3	Confidence Interval +/-	Statistical Significance
Shrewsbury & Atcham	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
South Holland	16.7%	19.0%	2.3%	3.3%	No Change
Vale Royal	22.6%	25.3%	2.7%	3.7%	No Change

Broxbourne has made good progress since APS1 in increasing participation, showing the second largest increase (2.6%) set against its IMD closest neighbours, with Vale Royal showing the largest increase. These figures are not however statistically significant and therefore “no change” is recorded overall. It is encouraging however that the direction of travel is upwards.

**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
Shrewsbury & Atcham	47.1%	28.5%	24.4%	46.6%	28.6%	24.8%
Stevenage	52%	28.5%	19.5%	50.7%	29.1%	20.3%
Staffordshire Moorlands	52.5%	29.6%	20.9%	49.3%	31.1%	19.7%
Broxbourne	50.5%	31.4%	18.1%	49.4%	29.9%	20.7%
Bexley	52.8%	28.5%	18.7%	52.0%	30.9%	17.2%
South Holland	56.5%	26.9%	16.6%	55.5%	25.6%	19.0%
Vale Royal	47.4%	30%	22.6%	44.0%	30.7%	25.3%

	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
Shrewsbury & Atcham	43.9%	30.9%	25.2%	40.6%	30.4%	29.0%
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%	23.5%
Bexley	44.8%	33.1%	22.1%	45.3%	35.0%	19.6%
South Holland	51.7%	30.6%	17.7%	53.3%	25.2%	21.5%
Vale Royal	41.9%	33.7%	24.4%	40.0%	31.0%	29.0%

	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
Shrewsbury & Atcham	50.1%	26.2%	23.7%	52.3%	26.9%	20.8%
Stevenage	56.9%	25.1%	18%	57.8%	27.9%	14.2%
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%
South Holland	60.9%	23.4%	15.7%	57.5%	25.9%	16.6%
Vale Royal	52.5%	26.5%	21%	47.9%	30.5%	21.7%

Overall :

Broxbourne has made slight progress in reducing the percentage of sedentary adults between APS1 and APS2/3 (1.1% reduction) with a slight increase in those achieving the NI8 target (2.6% increase). Vale Royal appears to be the best performing authority in the group with the lowest levels of sedentary adults at 44% and the highest percentage of adults achieving the NI8 target at 25.3%.

Male :

Whilst participation levels have improved amongst males in Broxbourne, the gap between males and females has grown. Broxbourne now has a 14.9% difference (based on APS2 results) between the percentage of sedentary males and sedentary females (41.% males, 56.5% females) this has grown from a gap of 10.1% based on APS1 data.

Broxbourne has the third lowest level of sedentary males in the group (41.6%) behind Shrewsbury and Atcham (40.6%) and Vale Royal (40%).

Female:

Like all authorities in the group, Broxbourne has higher levels of females undertaking zero activity compared to males. The figures are significant between males and females in a number of authorities. The closest authorities in terms of similar levels of sedentary males and females are Staffordshire Moorlands (6.1% difference), South Holland (4.2% difference) and Vale Royal (7.9% difference), all others are in excess of 10%.

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

	NI8 – APS1			NI8 APS2/3		
	16-34	35-54	55+	16-34	35-54	55+
	%	%	%	%	%	%
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%
South Holland	30.7%	14.5%	11.4%	30.2%	20.5%	12.4%
Vale Royal	37.4%	23.9%	11.4%	37.2%	26.7%	16.0%

The main change in Broxbourne's data between APS1 and APS2/3 is in the percentage of 16-34 yr olds that undertake 3x30 mins of sport and active recreation per week. This has increased 7.5% over the period, whilst activity levels in the 35-54 age group has shown little change (reduced by 0.7%) and activity levels in the 55+ age group increased by 2%.

Over the survey periods Broxbourne has gone from having the lowest percent of 16-34 yr olds meeting the NI8 target amongst its nearest neighbour group to the third highest.

Participation in 3x30mins 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
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
South Holland	10.7%	11.9%	16.4%	Increase
Vale Royal	16.0%	16.8%	21.8%	Increase

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 two of Broxbourne's nearest neighbours have seen a significant change in the percentage of adults achieving 3x30mins of sports participation per week when comparing APS1 with APS3 figures. There are however a number of authorities that are seeing fluctuations between the survey periods. Broxbourne has seen 3% increase between APS 1 and APS3 and this would account in part for the overall NI8 increase that Broxbourne has experienced between APS1 and APS2/3, particularly given that the age group 16-34 yrs has seen a 7.5% increase in those meeting the NI8 target.

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>
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%
South Holland	16.8%	17.0%	18.7%	11.7%	17.0%	29.9%
Vale Royal	22.5%	24.5%	25.3%	26.8%	10.5%	21.3%

Table shows the percentage of white people in Broxbourne achieving NI8 has increased 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 reduced slightly (down 1.5%) although again not statistically significant. With such a small percentage of the population of Broxbourne 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>
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%
South Holland	7.7%	5.1%	8.7%	18.4%	19.6%	21.1%
Vale Royal	10.5%	13.4%	13.9%	24.8%	26.5%	27.2%

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 shows that Broxbourne is consistent with its nearest neighbours in terms of activity levels of adults with limiting disabilities undertaking 3x30mins of sport and active recreation.

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>
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%
South Holland	19.6%	22.3%	22.8%	12.8%	7.3%	11.9%	17.0%	16.9%	14.6%	16.3%	16.1%	18.5%
Vale Royal	26.5%	24.4%	26.8%	18.0%	32.6%	26.3%	25.2%	30.0%	26.6%	16.0%	16.8%	19.7%

Table shows that adults from socio-economic groups 1 and 2 have the highest levels of activity in Broxbourne compared to other socio-economic groups. Greatest progress in Broxbourne has been the increase in activity levels within socio-economic group 3 (increase between APS1 and APS2/3 of 4.8%).

Vale Royal as an authority has higher levels of activity in all socio-economic groups compared to Broxbourne, ranging from 3.4% amongst groups 1 and 2, 8% in group 3, 9.9% in group 4 and 4% in groups 5-8.

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
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
South Holland	6.0%	1,007	4.5%	498	4.2%	514	No Change
Vale Royal	6.0%	1,013	4.3%	503	6.7%	502	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)		Statistically significant change from APS 2
	Local Authority	%	Base	%	Base	%	
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
South Holland	21.1%	1,007	22.2%	499	20.4%	511	No Change
Vale Royal	25.9%	1,013	27.9%	505	26.2%	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	Statistically significant change from APS 2
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	
South Holland	15.4%	1,007	15.5%	499	12.4%	511	No Change	
Vale Royal	17.8%	1,013	17.9%	505	21.5%	501	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)		
Local Authority	%	Base	%	Base	%	Base	Statistically significant change from APS 2
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
South Holland	14.1%	1,007	13.7%	499	13.9%	511	No Change
Vale Royal	17.4%	1,013	19.3%	505	19.1%	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)		
	Local Authority	%	Base	%	Base	%	Base
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
South Holland	65.0%	867	62.4%	436	61.8%	435	No Change
Vale Royal	67.2%	876	62.8%	453	69.8%	449	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)		Statistically significant change from APS 2
Local Authority	%	Base	%	Base	%	Base	
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
South Holland	32.2%	1,007	30.2%	499	31.3%	511	No Change
Vale Royal	37.8%	1,013	37.9%	505	40.2%	501	No Change
<i>Source: Sport England's Active People Survey</i>							

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 and 2 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:
Adam Rigarlsford tel: 020 7273 1823 email: adam.rigarlsford@sportengland.org