

COUNCIL CABINET 19 February 2008

Report of the Interim Director of Environmental Services

How Physically Active are People in Derby

| 1. | SUMMARY |
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| | |

1.1 Since the launch of Derby's Sport and Physical Activity Strategy in 2005 there has been a national drive by Government to increase participation in sport and physical activity.

To this end, national surveys have been commissioned by the DCMS and Sport England to measure adult participation in sport and active recreation. The most notable survey, Active People, was conducted over a twelve month period and has provided every local authority with baseline information on current adult participation levels.

1.2 This report brings together information from Active People and local research on participation in sport and physical activity of adults, children and young people.

Over the past six months this information has been used to create a clear and comprehensive picture of sport and physical activity levels across the City.

It pinpoints the main findings and requests permission to engage Sport England to review and update the Councils Sport and Physical Activity Strategies.

1.3 The Active People survey has revealed that, 20.4% of the adult population in Derby participate in at least 3 x 30 minutes moderate intensity sport or active recreation each week – the national figure is 21%. This places Derby in the middle 50% nationally and in the lower quartile regionally.

In addition to the above, 4% of the adult population in Derby contribute at least one hour a week volunteering to sport – the national figure is 4.7%. This places Derby in the bottom 25% nationally and in the lower quartile regionally

- 1.4 Over the past twelve months the City Council has also collected baseline data on Children and Young People's Physical Activity levels as part of the LPSA 2 submission and stretch target. Derby is only authority in the country that has acquired this data and set a target for increasing physical activity levels amongst Children and young people.
- 1.5 Through research undertaken by Leeds Metropolitan University in the City, 57% of Children and young people indicated that they did not achieve 7 hours of moderate physical activity a week. This figure could increase significantly, after more detailed research is undertaken by the University later this year.

2. **SUPPORTING INFORMATION**

Best Value Review

- 2.1 A comprehensive Best Value Review (BVR) of the Sport and Leisure Service was undertaken in 2004. An external consultancy, Strategic Leisure Ltd, was contracted to conduct this review because it was recognised that an objective evaluation was needed by experts in the field of sport and leisure services.
- 2.2 The BVR highlighted the need for the Council to review and revise its Sports Strategies to encompass a physical activity strategy and to ensure that these strategies were focused on the Council's vision for the provision of sport and recreation in the city.
- 2.3 This was achieved and on 14 June 2005, Cabinet endorsed the Indoor Sport and Recreational Facilities Strategy and Physical Activity Strategy (Getting Derby Active) for the city.

Active People Survey

2.4 The Active People Survey is the largest single study of adult participation in sport and active recreation ever undertaken in Europe. The survey began on 14 October 2005 and ran until October 2006 surveying over 354,000 households on a range of questions relating to sport and active recreation. This equates to 1,000 completed questionnaires per Local Authority.

The Active People survey was repeated in 2007 and will likely take place every year thereafter.

- 2.5 The survey provides baseline data for a range of measures, the two main being:
 - percentage of adult population participating in at least 30 minutes moderate intensity sport or active recreation on at three or more days a week
 - percentage of adult population doing sports voluntary work for at least one hour per week and a range of other key indicators
- 2.6 In 2007, further analysis was completed which models participation rates at middle layer super output area (MSOA). Active People already provides participation at a local authority level but in recognition that local authority areas are not homogenous and that there will be variation within a local authority, it was decided to model participation down to smaller areas.
- 2.7 In terms of the measures referred to at paragraph 2.2 above:
 - 20.4% of the adult population in Derby participate in at least 3 x 30 minutes moderate intensity sport or active recreation each week the national figure is 21%. This places Derby in the middle 50% nationally and in the lower quartile regionally.

- 4% of the adult population in Derby contribute at least one hour a week volunteering to sport the national figure is 4.7%. This places Derby in the bottom 25% nationally and in the lower quartile regionally.
- 2.8 Other key indicators from the survey include:
 - 51.6% of the adult population in Derby have not taken part in any moderate intensity sport and active recreation of 30 minutes duration in the last 4 weeks the national figure is 50.6%.
 - 26% of the adult population in Derby are members of a club where they take part in sport the national figure is 25.1%.
 - 16.5% of the adult population in Derby have received tuition from an instructor or coach over the last 12 months the national figure is 18%.
 - 13.8% of the adult population in Derby have taken part in organised competitive sport in the last 12 months the national figure is 15%.
 - 70.2% of the adult population in Derby are fairly or very satisfied with sports provision in their local area national figure is 69.5%.
- 2.9 A map showing the variance in participation in sport and active recreation in the city is shown at appendix 2 and more detailed statistics for ward and MSOA's, is given in appendix 3.

The ranking of Derby and ONS nearest neighbours using Active People and a range of other Indicators is given at appendix 4. From this it can be seen that Derby compares quite favourably with the best performer in the group (Preston) and illustrates the four areas where the city falls in the bottom 25%.

Taking Part Survey

- 2.10 In addition to Active People, in 2005 the Taking Part survey was commissioned by the Department for Culture, Media and Sport (DCMS) and its partner Non-Departmental Public Bodies (NDPBs): Arts Council England, English Heritage, Sport England, and the Museums, Libraries and Archives Council.
- 2.11 The survey collects data about engagement and non-engagement in culture, leisure and sport. This information helps the Department and its partner bodies to better understand those who do, and do not, engage with its sectors. It provides vital evidence towards the Department's aim of improving the quality of life for everyone by providing people with the chance to get involved in a variety of these opportunities.
- 2.12 From January 2006 a child interview was appended to the Taking Part survey and the aim of this was to set out the key headline findings in order to baseline levels of engagement amongst 11 to 15 year olds. This information and future analysis will help the DCMS and its partner bodies to better understand those who do, and do not, engage with its sectors and it will also help DCMS to meet one of its five strategic priorities, to further enhance access to culture and sport for children.

2.13 The survey also includes a section on Play and examines whether children are allowed to play outside (does not include gardens or yards) of the house and about play facilities. Play is becoming increasingly important in a health context and helping children become more physically active and halting the crisis with obesity, are high priorities of the government.

Physical Activity and Young People

- 2.14 In 2006, as part of the LPSA2, the City Council's Sport and Leisure Service along with partners negotiated a stretch target to increase the baseline of children and young people participating in 60 minutes moderate intensity exercise seven days a week by 13.5%.
- 2.15 To identify what needed to be done to achieve this, a research partnership with Leeds Metropolitan University was established led by Professor(s) Jim McKenna and Jonathan Long. They provided the specialist research methodology to accurately measure children's exercise levels and provide Derby with a baseline on activity levels across the city.
 - In June 2006, nine thousand children in years 4, 8 and 10 completed a diary sheet which identified what activity they did before, on the way to, during and after school, and at weekends.
- 2.16 The results where shocking as on average 57% of young people did not achieve 60 minutes moderate intensity activity each day. On average, children undertook only16 minutes of moderate intensity activity on weekdays and an alarming 7 minutes at weekends
 - As children get older their physical activity levels fall and by year 10 on average 67% of males and 74% of females did not achieve 60 minutes of moderate intensity activity per day.
- 2.17 The results also found that in certain wards in the city by year 4 children were self reporting 100% in none achievement. Unexpectedly, this did not correlate with areas of high deprivation, as areas such as Chellaston and Heatherton reported very low activity levels.
- 2.18 The research also found that young people wanted innovative activity on their doorstep, to be involved in the development of activity and information from a single source, on how to be active, such as a website.
- 2.19 Work is still underway with Leeds University who are currently undertaking a calibration exercise using motion sensors with year 4, 8 and 10 Students to find out how accurate the diary sheet reporting was.

It is envisaged that activity levels could have been significantly exaggerated and that inactivity figures may increase from 57% to around 85%, similar to the results of studies in Australia. This is extremely concerning and will have serious implications on children's health and in the longer term, on the health of the nation.

The variance in participation for children and young people and comparison with results for adults, from the Active People survey is shown in Appendix 3.

IMPLICATIONS ON EXISTING AND EMERGING STRATEGIES AND PLANS

- 2.20 The above research and information to assist strategic planning, has only emerged over the past two years. It has implications for the prioritisation of resources and investment decisions throughout the Delivery System, particularly within Local Authorities and Community Sport Networks (CSN's). It will also be useful for those working in delivering sport locally.
- 2.21 Sport England has for a number of years encouraged local authorities to produce local sport and recreation strategies and now provide a Facility Improvement Service. Overall, the service aims to support local authorities to improve their capability to plan strategically for sport and recreation ensuring the provision of a range of good quality, sustainable and demand led community sports facilities.
- 2.22 In the light of the results of the Active People Survey and the complimentary work that has been undertaken in Derby, Sport England has offered to provide this Facility Improvement Service free of charge to the city council. The service will be provided by Sport England East Midlands with the support of Genesis, a sport and leisure consultancy commissioned by Sport England to work on strategic sports facility planning work.
- 2.23 The consultancy will provide a structured approach to initiating, scoping, developing and ultimately improving strategic planning for sport and their role will be that of an enabler and NOT to force an authority down a particular route or ultimate solution
- Following consultation with Sport England about this 'offer' it is their view that the assistance they can provide could focus on helping the Council refine rather than establish new plans for sport and physical activity. The initial support could be to work with the Council to identify and plug information gaps.
- 2.25 It has been suggested that the data already collated from Sport England's Active People survey and other sources, that the planning conclusions from this could be strengthened by the consultancy helping the Council to cross-reference it with information from Active Places Power database. This would be achieved by mentoring officers through this process so that not only will the analysis be completed and strategies better informed, but also officers will further develop their skills in using Sport England planning tools

For more information contact: John Brown 01332 715513 e-mail john.brown@derby.gov.uk Background papers:

IMPLICATIONS

Financial

1. None arising directly from this report.

Legal

2. None arising directly from this report.

Personnel

3. Officers time will need to be invested in the Facility Improvement Service as indicated at paragraph 2.25.

Equalities

4. None arising directly from this report.

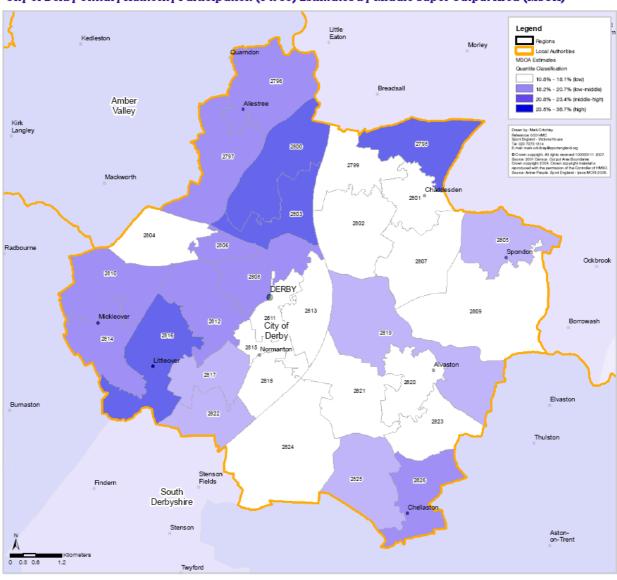
Corporate Objectives and priorities for change

- 5. Reviewing the Indoor Sports and Physical Activity Strategy in the context of the findings from national and local research, will enhance strategic planning and contribute to the priorities of the Council, in particular:
 - making us proud of our neighbourhoods
 - helping us all to be healthy, active and independent
 - giving you excellent services and value for money



Creating an active nation through sport

City of Derby Unitary Authority Participation (3 x 30) Estimates by Middle Super Output Area (MSOA)



Appendix 3

Active People and b-active LPSA data by ward

| Ward | Middle Super Output Area reference number | Active People Participation % achieving 3 x 30 mins - estimates by MSOA Average for Derby = 20.4% | School | % of c | | b-active LPS ed 5 to 15 yea ate physical a | ars achiev | | urs of | | | |
|-----------|--|---|------------------------------------|---------|-----------|--|------------|--------------------------|--------|-------|--|--|
| | See appendix 2 | | | % | of Male A | chievers | | % of Female Achievers | | | | |
| | | | | Y4 | Y8 | Y10 | Y4 | Y8 | Y10 | | | |
| | 2796 | 20.8% - 23.4% | Portway Junior | 97% | | | 86.7% | | | | | |
| Allestree | 2797 | 20.8% - 23.4% | Woodlands Community Lawn Primary | 72.4% | 86.7% | 71.4% | 69.6% | 77.4% | 70% | | | |
| | | | , <u> </u> | . = , 0 | | | 33.070 | | | | | |
| Darley | 2800 | 23.5% - 36.7% | St Benedict's Markeaton Primary | 100% | 73.9% | 59.3% | 71.4% | 63.1% | 42.9% | | | |
| | 2803 | 23.5% - 36.7% | 1 | | | | | | | | | |
| | | | | | | | | | | | | |
| | | | | | | Breadsall Hill Top Junior | 46.7% | | | 38.9% | | |
| | | | Roe Farm Primary | 12.5% | | | 20% | | | | | |
| | 2799 | 10.8% - 18.1% | Beaufort Primary | 71.4% | | | 68.7% | | | | | |
| Derwent | 2100 | 10.070 10.170 | Da Vinci | | 40.9% | 22.2% | | 9.1% | 23.5% | | | |
| | | | Royal School for the Deaf | 0% | | | 100% | | | | | |
| | | | St Giles Special School | 42.9% | | | 0% | | | | | |
| | 2802 | 10.8% - 18.1% | Derwent Community | 100% | | | 73.7% | | | | | |
| | | | | 1 | | | | | | | | |
| Oakwood | 2798 | 23.5% - 36.7% | Parkview Primary | 100% | | | 87.5% | | | | | |

| Ward | Middle Super Output Area reference number | Active People Participation % achieving 3 x 30 mins - estimates by MSOA Average for Derby = 20.4% | School | | nieving 7 a week | | | | | | |
|------------|---|---|-------------------------|--------|---------------------|--------|--------|--------------------------|--------|--|--|
| | See appendix 2 | | | % of | Male Ach | ievers | | % of Female Achievers | | | |
| | | | | Y4 | Y8 | Y10 | Y4 | Y8 | Y10 | | |
| | 2801 | 10.8% - 18.1% | Cavendish Close Junior | 100% | | | 45.5% | | | | |
| | | | Lees Brook | | 69.2% | 72.4% | | 70.4% | 57.9% | | |
| Chaddesden | 2807 | 10.8% - 18.1% | Chaddesden Park Junior | 87.5% | | | 90% | | | | |
| | | | Cherry Tree Hill Junior | 100% | | | 100% | | | | |
| | | | Meadow Farm Primary | 100% | | | 83.3% | | | | |
| | | | | 1 | 1 | | 1 | T | | | |
| | | | Springfield Primary | 0% | | | 0% | | | | |
| 0 | 2805 | 18.2% - 20.7% | St Werburghs Primary | 92.3% | | | 90% | | | | |
| Spondon | | | Borrow Wood Junior | 75% | 000/ | 07.00/ | 70.8% | 20.00/ | 20.50/ | | |
| | 2000 | 10.00/ 10.10/ | West Park | 02.20/ | 69% | 67.8% | 16.70/ | 39.6% | 39.5% | | |
| | 2809 | 10.8% - 18.1% | Asterdale Primary | 83.3% | | | 16.7% | | | | |
| | 2819 | 18.2% - 20.7% | St John Fisher Primary | 33.3% | | | 30% | | | | |
| Alvaston | 2820 (part) | 10.8% - 18.1% | , | | | | | | | | |

| Ward | Middle Super Output Area reference number | Active People Participation % achieving 3 x 30 mins - estimates by MSOA Average for Derby = 20.4% | School | % of chi | ving 7 h | ours of | | | | |
|------------|---|---|-------------------------|----------|------------|---------|-----------------------|-------|-------|--|
| | See appendix 2 | | | % of | f Male Ach | nievers | % of Female Achievers | | | |
| | | | | Y4 | Y8 | Y10 | Y4 | Y8 | Y10 | |
| | 2820 (part) | 10.8% - 18.1% | Moorhead Primary | 35.7% | | | 45% | | | |
| Boulton | | | Oakwood Junior | 100% | | | 68.7% | | | |
| | 2821 (part) | 10.8% - 18.1% | Allenton Primary | | | | | | | |
| | | | | 1 2224 | _ | | 1 404 | T | | |
| | 2824 | | Sinfin Primary | 80% | | | 57.1% | | | |
| 0: (: | | 10.8% - 18.1% | Grampian Primary | 85.7% | | | 90% | | | |
| Sinfin | | | Redwood Junior | 68.7% | | | 55% | | | |
| | 2024 (5.04) | 40.00/ 40.40/ | Ash Croft Primary | 85.7% | | | 80% | | | |
| | 2821 (part) | 10.8% - 18.1% | Nightingale Junior | 69.2% | | | 72.7% | | | |
| | 2825 | 18.2% - 20.7% | Homefields Primary | 92.9% | | | 71.4% | | | |
| | 2020 | 13.270 20.170 | Chellaston Junior | 0% | | | 4.3% | | | |
| Chellaston | 2826 | 20.8% - 23.4% | Chellaston Infant | 96.4% | | | 86.2% | | | |
| | 2020 | 20.070 20.170 | Chellaston Community | | 83% | 69% | | 83.8% | 72.6% | |
| | | | | | | | | | | |
| | | | Becket Primary | 100% | | | 84.6% | | | |
| Abbey | 2808 | 20.8% - 23.4% | Bishop Lonsdale Primary | 77.8% | | | 73.3% | | | |
| Abbey | | | Bemrose | | 29% | 22.4% | | 50.7% | 43.6% | |
| | 2815 (part) | 10.8% - 18.1% | | | | | | | | |

| Ward | Middle Super Output Area reference number | Active People Participation % achieving 3 x 30 mins - estimates by MSOA Average for Derby = 20.4% | School | | A data ears achie activity a | | hours | | | |
|-----------|--|---|---|---------------------------------------|------------------------------------|-----|--------------------------|-----------------------|-----|--|
| | See appendix 2 | | | % of | % of Male Achievers | | | % of Female Achievers | | |
| | | | | Y4 | Y8 | Y10 | Y4 | Y8 | Y10 | |
| Arboretum | 2813 | 10.8% - 18.1% | St James' Junior St Joseph's Primary Arboretum Primary Pear Tree Junior Ivy House | 100% 46.7% 43.7% 30.8% 0% | | | 100% 50% 20% 0% | | | |
| | 2811 (part) | 10.8% - 18.1% | | | | | | | | |
| Normanton | 2815 (part) | 10.8% - 18.1% | Dale Primary Hardwick Primary Hardwick Junior | 20% 61.9% 71.4% | | | 26.3% 57.9% 33.3% | | | |
| | 2818 | 10.8% - 18.1% | Normanton Junior | 22.7% | | | 36.4% | | | |
| | | | | | | | | | | |
| Mackworth | 2804 | 10.8% - 18.1% | Reigate Primary Brackensdale Junior | 18.2% 57.7% | | | 21.1% 22.7% | | | |
| | 2806 | 20.8% - 23.4% | Ashgate Primary | 77.8% | | | 75% | | | |

| Ward | Middle Super Output Area reference number | Active People Participation % achieving 3 x 30 mins - estimates by MSOA Average for Derby = 20.4% | School | | hieving i | g 7 hours ek | | | | |
|------------|---|---|----------------------|---------------------|-----------|-----------------|-----------------------|-------|-------|--|
| | See appendix 2 | | | % of Male Achievers | | | % of Female Achievers | | | |
| | | | | Y4 | Y8 | Y10 | Y4 | Y8 | Y10 | |
| | 2810 | 20.8% - 23.4% | Silverhill Primary | 15% | | | 13% | | | |
| Mickleover | | | Murray Park | | 78% | 83.3% | | 0% | 17% | |
| | 2814 | 20.8% - 23.4% | Mickleover Primary | 100% | | | 62.5% | | | |
| | | | | | | | | | | |
| | | | St Peters Junior | 50% | | | 30% | | | |
| Littleover | 2816 | 23.5% - 36.7% | Griffe Field Primary | 14.8% | | | 3.7% | | | |
| Littleovei | | | Littleover Community | | 63% | 86.7% | | 45.1% | 53.7% | |
| | 2814 (part) | 20.8% - 23.4% | | | | | | | | |
| | | | | | | | | | | |
| | 2817 | 18.2% - 20.7% | Derby Moor | | 80.8% | 68.3% | | 37.5% | 43.7% | |
| Blagreaves | 2822 | 18.2% - 20.7% | St Georges Primary | 50% | | | 36.4% | | | |
| | 2022 | 10.2 /0 - 20.1 /0 | Gayton Junior | 57.7% | | | 43.7% | | | |

Sport & Active Recreation Summary for Derby Cityand ONS Nearest Neighbours

Ranking based on results of all Local Authorities nationally

Green traffic light = in top 25%

Amber traffic light = in middle 50%

| Red traffic light = in bottom 25% | Derby City | | Bolton Most Similar | | Kirklees 2nd | | Preston 3rd | | Waisali 4th | | Derbyshire County | Regional | National |
|---|------------|---------|------------------------|---------|-----------------|---------|----------------|---------|----------------|---------|----------------------|----------|----------|
| Indicator | % | Ranking | % | Ranking | % | Ranking | % | Ranking | % | Ranking | % | % | % |
| 1 3 x 30 | 20.4% | | 18.30% | | 18.70% | | 21.60% | | 16.1% | | 21.10% | 20.80% | 21.00% |
| 2 Variance between expect & act participation | +0.48% | | -1.37% | | -1.46% | | +1.78% | | -3.52% | | - | - | - |
| 3 None (0 x 30) | 51.6% | | 55.2% | | 54.2% | | 51.1% | | 57.5% | | 50.50% | 51.3% | 50.60% |
| 4 4 to 7 days (1 x 30) | 11.3% | | 10.9% | | 9.8% | | 11.8% | | 11.3% | | 12.40% | 11.6% | 11.80% |
| 5 8 to 11 days (2x30) | 7.2% | | 7.3% | | 8.0% | | 7.8% | | 6.7% | | 8.10% | 7.7% | 7.80% |
| 6 20 to 28 daya (5x30) | 10.4% | | 9.9% | | 11.2% | | 11.1% | | 8.4% | | 12.0% | 11.6% | 11.6% |
| 7 At least 1 hour a week volunteering | 4.00% | | 2.80% | | 4.90% | | 4.50% | | 3.1% | | 4.50% | 5.10% | 4.70% |
| 8 Variance between expect & act volunteering | -0.41% | | -1.5% | | +0.39% | | +0.14% | | -1.22% | | - | - | - |
| 9 Club memberahip | 26.00% | | 22.00% | | 24.80% | | 24.70% | | 20.4% | | 23.20% | 24.10% | 25.10% |
| 10 Received tuition | 16.50% | | 14.00% | | 14.70% | | 17.10% | | 12.3% | | 16.90% | 16.90% | 18.00% |
| 11 Competitive sport | 13.80% | | 12.50% | | 13.10% | | 13.70% | | 11.7% | | 14.70% | 15.30% | 15.00% |
| 12 Satisfaction with local sports provision | 70.20% | | 67.80% | | 72.50% | | 77.50% | | 71.1% | | 68.50% | 67.70% | 69.50% |
| 13 At least one walk of moderate intensity | 18.4% | | 17.00% | | 19.40% | | 19.90% | | 15.10% | | 21.50% | 20.20% | 20.00% |
| 14 At least one cycle of moderate intensity | 7.21% | | 4.19% | | 5.85% | | 6.84% | | 5.48% | | 8.30% | 8.10% | 7.80%15 |
| 15 IMD Average Score 2007 | 26.64 | | 29.67 | | 25.23 | | 29.78 | | 30.14 | | - | - | - |
| 16 Obesity | 22.10% | | 22.00% | | 21.4% | | 21.20% | | 24.30% | | 20.00% | 25.10% | - |
| 17 CPA Choice & Opportunity scores | 31.3% | | 56.28% | | 9.29% | | 47.35% | | 11.91% | | - | | |
| 18 PESSCL - Participation | | | | | | | | | | | | | |
| 19 PESSCL - Leadership & Volunteering | | | | | | | | | | | | | |
| 20 PESSCL - Competition | | | | | | | | | | | | | |
| 21 PESSCL - Club Links | | | | | | | | | | | | | |

Data Source:

Active People Survey 2006 (1-14), National Statistics (15), Modelled estimates from Health Survey for England 2000-02 (16), Sport England Active Places Power 2006 (17) PESSCL 2006 (18,19,20,21)

Notes: Numbers in bold refer to the indicators

(1,3,4,5,6) The Active People Survey asked respondents about the last four week period (28 days) (2, 8). By 'expected' we mean when taking into account or allowing for a broad range of socio-demographic variables, what would we expect the participation/volunteering rate to be, given these demographics. (13,14) Intensity is defined by the respondent in terms of whether the effort put into the activity is usually enough to raise their breathing rate. (17) The percentage of the population that are within 20 minutes travel time (Urban areas - by walk; Rural areas - by oar) of a range of three different sports facility types of which one has achieved a quality assured standard